

# ANNUAL REPORT **ARKANSAS** **FY 2024**



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**EXECUTIVE SUMMARY**

Arkansas is proud to submit the 2024 Annual Evaluation Report for the Arkansas State Police Highway Safety Office (AHSO). This annual report summarizes the use of the Section 402 and 405 funds distributed to our state along with evidence as to the status of performance measures that were established within the Triennial 2024-2026 Highway Safety Plan.

The AHSO is a Section within the Arkansas State Police which is a division of the Department of Public Safety and responsible for overseeing the highway safety funds awarded to Arkansas through the U.S. Department of Transportation Bipartisan Infrastructure Law (BIL) enacted as the Infrastructure Investment and Jobs Act effective November 15, 2021. The AHSO works closely with partners at the National Highway Traffic Safety Administration (NHTSA). Colonel Mike Hagar serves as the Governor's Representative for Highway Safety and Bridget White serves as Administrator for the AHSO.

The Arkansas Highway Safety Office (AHSO) is continuously modifying and fine-tuning our 2024-2026 THSP with an emphasis on programs and strategies that better address our performance targets if it appears these targets are not on track to be met. During FY 2024, the AHSO managed approximately 136 subgrant agreements and contracts including 18 General; 11 eCrash; 54 Mini-STEPs; 12 DWI; and 38 STEP grants and 3 procurement grants. These projects supported efforts in several areas targeting traffic safety efforts such as impaired driving, occupant protection, speed, traffic records, distracted driving, youth initiatives and public awareness.

As shown in the Performance Report Chart on page 5, it appears that some of the targets established in the FY 24-26 Triennial HSP are not on track to be met in FY24. It should be noted that this trend may not be an accurate reflection of programming efforts in 2024. The calculation of the 5-year averages included the uptick in fatalities attributed to the COVID pandemic for the years 2020-2022. The higher numbers for these years skew the average. As these years drop off the average should reflect a more realistic view of programming success.

Reduced enforcement levels due to a shortage of law enforcement (LE) officers in combination with an increase in the number of LE agencies that utilize eCrash also continue to be a factor. While eCrash has improved the overall accuracy of reporting, it also increases the numbers reported for each area in contrast to previous years.

Major attention was again devoted to finding ways to raise the safety belt use rate, reducing speeding and distracted driving. Selective Traffic Enforcement projects (STEP) included high visibility and sustained enforcement of occupant protection, impaired driving, speed limit, and distracted driving laws by Arkansas State Police and local law enforcement agencies in the state.

The focus on recruiting additional law enforcement agencies to participate in mini-step grants has proven effective with the number of agencies participating in Mini-STEP projects increasing from 40 in FY23 to 54 in FY24. These grants provided funding for agencies to conduct overtime enforcement during national and state mobilizations and continued to focus on occupant protection, speeding and impaired driving issues. Additional emphasis was also put on increasing participation and enforcement efforts for Distracted driving mobilizations.

Contracts were awarded to 38 (37 local and 1 State) law enforcement agencies for sustained (year-round plus mobilizations) Selective Traffic Enforcement Projects (STEPs). This was an increase from 35 in FY23. The results of these enforcement projects during FY 2024 are shown below.

Citations	2020	2021	2022	2023	2024
Speeding Citations	21,854	17,074	16,824	20,311	21,882
Seat Belt Citations	10,474	6,369	5,606	6,327	6,640
DWI/DUI Citations	1,074	669	1,001	830	853

The national mobilizations of “Click it or Ticket” (CIOT) and “Drive Sober or Get Pulled Over” (DSOGPO) also benefited from the participation of state and local agencies and targeted media campaigns. Targeted media included paid television, radio and billboard advertisements.

In 2024 the AHSO continued working toward statewide implementation of an electronic citation and crash system (eCite, eCrash). The eCite system facilitates faster, more accurate and more efficient issuance of citations to violators and captures citation data for timely reporting to various entities. The system allows submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and to the Office of Driver Services. eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with the University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP that serves as the repository for crash data. eCrash is partially funded through Section 405c. Features of eCrash include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. As of May 13, 2022, **279** local Arkansas law enforcement agencies including the Arkansas State Police, were submitting their data electronically through eCrash. As of September 30, 2024, **316** local agencies are trained, of those **302** local agencies and the Arkansas State Police are electronically submitting crash reports via eCrash. These agencies represented approximately **99.1%** of all crash submissions in the state of Arkansas for FY24. In FY24, the Arkansas Highway Safety Office (AHSO) applied for a State Electronic Data Collection (SEDC) Grant, which was awarded in FY25. The grant, totaling over \$8 million, will be used to update Arkansas eCrash equipment and software, enhance reliability, improve crash report quality, and update eCrash to comply with MMUCC 6 standards. These improvements will boost the accuracy and processing speed of crash reports.

In FY24, the AHSO continued work with the Arkansas Department of Transportation (ARDOT), federal partners at the Federal Highway Administration as well as the Federal Motor Carrier Safety Administration to assure coordination between the State Strategic Highway Safety Plan and the AHSO Highway Safety Plan. During FY24 the AHSO also collaborated with ARDOT and Metro Plan on the first AHSO Central Arkansas Vulnerable Road User (VRU) Safety Summit which met with tremendous success. The event was well attended with 156 registrations and 68 organizations represented. Valuable feedback was obtained from the breakout discussions. (See Appendix 1 – VRU Feedback) As a result, the AHSO is planning a second Arkansas Vulnerable Road Users Summit for FY25. This Summit will be held in Northwest Arkansas. The AHSO has contracted with “Laneshift” (an organization focused on pedestrian and bike issues and located in Northwest AR) to assist with planning and implementation for the event which is **tentatively scheduled** for June 3, 2025. ARDOT and the NW Arkansas Metropolitan Planning Organization (MPO) have also been asked to provide input for this event.

During FY24, the AHSO continued efforts to update the current eGrant system by transitioning to the new IGX version. This upgrade aims to better facilitate the electronic submission of funding proposals and reports. However, due to delays in obtaining the necessary paperwork and approvals, the timeline for completing this transition had to been extended. The new system is now projected to be fully operational and ready to accept FY27 grant applications by the end of March 2026.



## **INTRODUCTION**

The Arkansas Highway Safety Office (AHSO) 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 AHSO developed a Triennial Highway Safety Plan (HSP) for 2024-2026, which identified traffic-related safety problems in Arkansas and recommended programming determined to have the best potential to reduce traffic fatalities, injuries, and crashes. A Performance Plan was also put together describing the State's problem identification process and outlining the State's highway safety benchmarks and goals. The Triennial Highway Safety Plan (THSP) describes the strategies for meeting the goals outlined in the Performance Plan and how Arkansas plans to utilize its highway safety funds. As the AHSO implements the new THSP, this plan will be adjusted to emphasize programs and strategies that better address the performance targets if it appears targets are not on track to be met.

During FY24 the HSO implemented projects and facilitated activities/programs, which contributed toward reaching the State's goals. The achievement of these quantified goals is dependent not only on the work of the AHSO, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. The AHSO's collaboration with the SHSP Steering Committee, Metro Planning Organizations, Arkansas Center for Health Information (ACHI) and others has been an integral part of this effort. This annual report describes the progress made in FY24 towards meeting the goals outlined in the Arkansas 2024-2026 Triennial Highway Safety Plan and summarizes the FY24 outcomes for each program area.

## **OVERALL HIGHWAY SAFETY PROGRAM**

In Fiscal Year 2024 the Arkansas Highway Safety Office (AHSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

- **402 State and Community Highway Safety**
- **405(b,c,d,e,f,g) National Priority Safety Program Grants**

These projects focused on priority areas identified as most effective in reducing traffic fatalities, injuries, and crashes. Approximately \$10.3 million in Federal-aid funds were expended to implement these projects. A list of Federal aid funded projects that were implemented is shown on pages 116-119. Approximately \$11.1 million in Federal-aid funds were expended for the entire program. A graph on page 120 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 FY24-26 Performance Plan, the overall program goals for the Arkansas' Highway Safety Program were as follows:

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

- **Maintain fatalities/VMT at 1.592 (2024-2026) from 1.592 (2017-2022)**
- **Hold total fatalities to 580.8 (2024-2026) from 580.8 2017-2022)**
- **Reduce Serious traffic injuries by 3% to 2,479.3 (2024-2026) from 2,556.0 (2017-2022)**

The AHSO is on track to meet or exceed 5 of the 12 goals established in the Arkansas 2024-2026 Triennial Highway Safety Plan (See Performance Report Chart page 5). In 2024 the AHSO worked to address all goals that were not met last year through the expansion of both the STEP and the mini-STEP programs and increasing the number of agencies utilizing eCrash. During FY24 Ninety-two (92) agencies participated as STEP and mini-STEP projects (up from 75 in FY23). The AHSO has seen an improvement in enforcement efforts and results. This is expected to continue to improve as agencies increase their use of the data dashboards created by ASP eCrash, ARDOT and ACHI. These dashboards give them the ability to analyze the crashes in their area and coordinate enforcement efforts with other agencies. The vacancy of the LEL position over the past two years impeded the AHSO's efforts to recruit, train and maintain consistent communication with the STEP and Mini-STEP agencies. The AHSO Program Managers assumed these responsibilities in the interim and have done an excellent job. The LEL position has just recently been filled. With the addition of a full-time LEL on staff we hope to further increase the number of participating agencies and expand enforcement efforts for maximum impact.

In 2024 several additional projects were initiated by the AHSO, largely the result of feedback from successful PP&E efforts. Pedestrian/Bicyclist, Distracted Driving, and Occupant Protection projects targeting schools, college campuses, businesses, churches and communities have been expanded. Efforts to deter speeding and impaired driving were supplemented with increased enforcement efforts and the AHSO continues to collaborate with the Little Rock "Friendly Driver" Project, Lane Shift "Active Transportation Planning" organization, ARDOT, and Metro Planning Organizations (MPO's) to develop strategies for vulnerable road user issues and work on new innovative approaches.

A summary of each program area is provided on pages 13 through 40 of this report.

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP (2024)	Data Source/ FY 24 Progress Results	On Track to Meet FY 24 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	Five-year	2022-2026	564	22-23 FARS/ 616.5	No See page 1 & 4
C-2) Serious Injuries in Traffic Crashes	Five-year	2022-2026	2,426	22-23 FARS/ 2770.0	Yes See page 1 & 4
C-3) Fatalities/VMT	Five-year	2022-2026	1.571	2022 FARS/ 1.659	Yes See page 1 & 4
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Five-year	2022-2026	193	22-23 FARS/ 174.0	Yes See page 13
C-5) Alcohol-Impaired Driving Fatalities	Five-year	2022-2026	150	22-23 FARS/ 153.5	Yes See page 20
C-6) Speeding-Related Fatalities	Five-year	2022-2026	151	22-23 FARS/ 130.0	Yes See page 26
C-7) Motorcyclist Fatalities	Five-year	2022-2026	73	22-23 FARS/ 93.0	No See page 32
C-8) Unhelmeted Motorcyclist Fatalities	Five-year	2022-2026	7	22-23 FARS/ 56.5	No See page 32
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Five-year	2022-2026	61	22-23 FARS/ 76.0	No See page 9-11 & 38
C-10) Pedestrian Fatalities	Five-year	2022-2026	65	22-23 FARS/ 76.0	No See page 9-11 & 36
C-11) Bicyclist Fatalities	Five-year	2022-2026	6	22-23 FARS/ 8.5	No See page 9-11 & 36
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2022-2026	Preliminary 77.7%	NHTSA Certified State Survey	No See below

The “Benchmark Value for FY24 listed in 3HSP (in column 4) is the average of the yearly goals for 2022 and 2023 listed in the 3HSP needed to make the final goal in 2026. The “Data Source / FY24 Progress Results” (column 5) is the average of the FARS 2022 and 2023 FARS data. C-3 Fatality Rate is calculated based on 2022 data only.

**B-1) Seat Belt Rate** - The 2021 survey showed belt use at 79.5%. Survey results from reselected sites in 2022 show belt use declined to 76.7%. The use rate increased to 79.7% in 2023 but dropped again in 2024 to 77.7%. AHSO has placed additional emphasis on increasing the use rate since the drop in 2021, but we have not been able to determine the issues related to the back-and-forth survey results - except for a drop in the number of SB citations issued. This will be a priority for our new LEL. He will work with our projects to emphasize the importance and determine the best approach to increase enforcement/education efforts in this area.

## **Arkansas Highway Safety Office Public Participation and Engagement**

### ***Background Information***

In 2024 the Arkansas Highway Safety Office (AHSO) focused on enhancing community engagement through a comprehensive outreach initiative. This initiative began with a collaboration with the Arkansas Center for Health Improvement (ACHI), which conducted a "Data Deep Dive." This analysis collected and reviewed data on fatalities, injuries, demographics, and socioeconomics in Arkansas, with input from various agencies, groups, and individuals. Insights from this data informed the development of the FY24-26 Traffic Safety Highway Program (THSP), alongside community feedback gathered through surveys and discussions.

The initial goals were to increase stakeholder engagement by gathering more feedback from grantees, community groups, and organizations. Surveys and questionnaires were redesigned to incorporate input from target populations. Additionally, the AHSO formed workgroups, including representatives from the Data Deep Dive SWOT meetings and the Natural Wonders Partnership Council (NWPC), to identify local coalitions and organizations in target areas. These partnerships aimed to ensure that community engagement efforts were tailored to specific needs and challenges of each community.

One of the major considerations was to ensure that the activities/events were accessible to the target population. Efforts focused on selecting convenient locations, determining the best time of day and ADA compliance (availability of interpreters, accommodations for the handicapped etc.) College campuses proved to be ideal as the students represented the target population (race and ages), affected areas identified as problematic from our "Data Deep Dive" analysis and were ADA compliant. Event time frames and locations for additional community events were selected via discussions and meetings with input from campus leadership, students and community groups.

Key activities included distributing surveys to existing projects and historically black colleges and universities (HBCU) campuses, collecting feedback on project effectiveness, and using this input to refine and expand programs. The AHSO's collaboration with local stakeholders helped establish strong partnerships to address community-specific issues, supporting the continued integration of the Safe System Approach in Arkansas' traffic safety strategies.

Projects and activities are progressing as planned, with efforts focused on enhancing community engagement and programming through feedback and collaborations. Here's a summary:

- **Initial Goal:** Increase feedback from stakeholders, grantees, and community organizations. Surveys and questionnaires were distributed to existing projects, HBCU campuses, and other groups to assess project effectiveness and identify issues. The feedback informed program decisions, leading to the expansion of existing projects and the creation of new ones.
- **Second Goal:** Focused on identifying coalitions and community groups in targeted areas, particularly through the Natural Wonders Partnership Council (NWPC) and Arkansas HBCUs.
  - **NWPC:** This council, located in Pulaski County, includes public health leaders from Pulaski and Jefferson Counties. The council works on community health improvement efforts. Key meetings included a June 2023 introductory meeting and a July 2023 workgroup meeting, where strategies for traffic safety (e.g., seatbelt surveys, pedestrian safety education) were discussed. Based on these discussions, projects were launched to increase awareness and training in underserved communities.
  - **Key Recommendations from NWPC:**
    - Develop and implement seat belt and pedestrian safety programs in underserved communities.
    - Train medical providers to include traffic safety (especially seatbelt and pedestrian safety) in routine health contacts with patients.
  - **Actions Taken:**



- Traffic Safety programs were developed for HBCUs and local schools.
- Arkansas Children's Hospital (ACH) trained 90 physicians in Pulaski County and extended training to 100 physicians across several counties.

- **Status Updates:**

- **NWPC's Rescheduling:** The NWPC's full membership meeting, initially planned for January 2024, was delayed multiple times. Leadership ultimately decided to postpone any further work until the 2025 Community Health Needs Assessment is completed, which will guide new workgroup priorities.
- **Ongoing Efforts:** ACH and the AHSO continued to work on the creation of a teen driver education and outreach program which will concentrate on schools in areas with high crash fatalities and underserved populations.

### **Historically Black Colleges and Universities (HBCUs)**

HBCU's have played a crucial role in engaging African American communities on various issues, including traffic safety. The Arkansas Highway Safety Office (AHSO) identified Philander Smith and other Arkansas HBCUs as key locations to reach underserved populations in Pulaski and Jefferson counties where African Americans are disproportionately affected by pedestrian fatalities.

#### ***Preliminary planning activities at Philander Smith College included:***

- *December 14, 2022:* AHSO officials met with Angela Davis, Dean of Student Leadership and Engagement, to explore collaboration opportunities for engaging students in traffic safety initiatives.
- *April 12, 2023:* During the college's Annual Career Day, AHSO set up a booth and interacted with 100-200 students about traffic safety issues. Discussions focused on how students could contribute to projects that promote pedestrian safety, seat belt usage, and general traffic safety.

Additionally, AHSO and Philander Smith explored including traffic safety programming as part of existing health programs at the college. Students agreed to help spread messages about seat belt safety and pedestrian awareness, conduct surveys, and hold forums on traffic safety.

During this event, AHSO also interacted with representatives from other local HBCUs, including the University of Arkansas at Pine Bluff, Shorter College, and Arkansas Baptist College, to continue discussions on implementing similar initiatives on their campuses and with other organizations serving African American populations.

### **Efforts and Results 2024:**

#### **Fair Share Forum:**

On June 6, 2024, the AHSO coordinated an HBCU summit. The "Fair Share" Forum was hosted by at Philander Smith College and attended by the Directors of Student Affairs, Campus Police, and Students from all four Arkansas HBCUs. The "Fair Share" Forum focused on outreach strategies that students could implement on campuses and in surrounding communities. The feedback from this forum is being used to develop Traffic Safety programs across all HBCUs in Arkansas, in collaboration with traffic safety partners. Some HBCUs also expressed interest in implementing Asphalt Art projects to address pedestrian and bicyclist issues on their campuses.

Prior to the Fair Share Forum, the AHSO conducted a panel discussion with faculty and leaders from each of the four HBCU's to discuss strategies for engaging underserved communities. Panel facilitators included Tristan Traylor AHSO and Dean Scott NHTSA.

### **Key Takeaways and Focus Areas (Fair Share Forum)**

1. **Safety Concerns:**
  - Focus on addressing specific safety concerns such as **erratic driving, inadequate crosswalks, seat belt use, speeding, distracted driving and impaired driving.**
  - Prioritize creating safe environments through adequate lighting, improved crosswalk provisions, and addressing influences from nearby establishments like liquor stores.
2. **Community Engagement:**
  - Utilize community partnerships, roundtable discussions, and campus events like freshman seminars to engage students and community members in safety initiatives.
  - Encourage involvement from Greek organizations, student government, and other influential groups to promote safety awareness and initiatives.
3. **Public Awareness Campaigns:**
  - Implement media awareness campaigns through social media platforms like TikTok and Instagram.
  - Utilize visual and educational tools such as signs, podcasts, and competitions to raise awareness about safety issues and promote safe behaviors.
4. **Enforcement and Consequences:**
  - Implement consequences for safety violations such as fines, speed limit enforcement, and educational programs.
  - Engage campus police and relevant authorities to enforce safety regulations effectively.
5. **Collaboration and Networking:**
  - Establish partnerships with other HBCUs and community organizations to share resources, ideas, and best practices.
  - Utilize networking opportunities to access funding, grants, and support for safety initiatives.
6. **Innovative Solutions:**
  - Explore innovative solutions such as temporary safety measures like chalk decorations, community forums, and safety patrols.
  - Implement modern safety measures such as reflective stickers, flashing lights, and speed bumps to enhance safety on and around campuses.
7. **Tailored Approach:**
  - Tailor safety initiatives to the specific needs and culture of each campus.
  - Conduct surveys and gather feedback from students to identify areas of concern and prioritize safety measures accordingly.
8. **Continued Evaluation and Improvement:**
  - Regularly assess the effectiveness of safety initiatives through data collection, feedback mechanisms, and evaluation processes.
  - Continuously adapt and improve safety measures based on evolving needs and feedback from the community.

Overall, the key focus areas revolved around community engagement, public awareness campaigns, collaboration, and innovative solutions to address safety concerns and promote a culture of safety on and around college campuses.

## Surveys, Feedback, Activities and Initiatives

Survey results showed students want more traffic safety education as part of health programs. They expressed concern over the lack of traffic safety education and recommended law enforcement focus on education rather than issuing tickets. In response, the AHSO worked with CJRW to create Traffic Safety Messaging Flyers which are being used by officers to educate offenders in lieu of or in addition to issuing citations or warnings. (See appendices for: Surveys & Safety Messages/flyers)

In summary, the initiatives based on survey feedback and community input are actively evolving, with ongoing programs and new strategies under development to address traffic safety in targeted areas. The following is a list of activities and initiatives completed from August to September 2024 related to Occupant Protection, Distracted Driving, Speeding, Bike and Pedestrian PPE efforts in Arkansas, and activities that were planned in FY24 but not implemented until FY25:

### August 2024:

1. **August 9:** *Too Smart to Start – Little Rock*
  - Educated 54 teens and adults on teen driving, bike safety, and pedestrian awareness.
  - Expected Outcome: Improved awareness among teens and community members about safe driving and pedestrian practices.
2. **August 15:** *Philander Smith University – Planning Meeting*
  - Discussed student engagement & outreach plans with CJRW and Angela Davis.
  - Expected Outcome: Targeted student engagement in safety programs.
3. **August 22:** *UAMS Project Heal Coalition Meeting*
  - Focused on outreach efforts targeting African American males in several counties.
  - Expected Outcome: Stronger collaborative safety initiatives.
4. **August 24:** *Community Teen Driving ROADeo*
  - Educated 104 participants and teens on teen driving and bike/pedestrian safety, 97 event surveys completed.
  - Expected Outcome: Increased teen awareness of safety practices.
5. **August 27:** *Midtown Health Alliance Meeting*
  - Planned the "Bike with a Cop" event.
  - Expected Outcome: Strengthen local law enforcement partnerships to promote bike and pedestrian safety.

### September 2024:

1. **September 10:** *PPE Presentation at GHSA*
  - Presented safety efforts and outcomes to approximately 125 attendees at Governors Highway Safety Association conference.
  - Expected Outcome: Increased awareness and knowledge of safety programs and strategies.
2. **September 16:** *UAPB Student Government Meeting w/ 8 SGA members*
  - Planned Fall activities focusing on traffic and pedestrian safety.
  - Expected Outcome: Student engagement in campus safety initiatives.
3. **September 24:** *Bike Walk Arkansas Meeting*
  - Discussed new statewide safety coalition with ARDOT.
  - Expected Outcome: Strengthen state-level collaboration for safety.
4. **September 9 & 23rd:** *ACHI Podcasts: To promote community awareness*
  - **Sept. 23:** *Safe Passage* – Craig Wilson discussed findings on vehicular crash data and roadway fatalities. <https://achi.net/wonksatwork/craig-wilson-rw-fatalities/>
  - **Sept. 9:** *On the Road Again* – John Landosky shared the plan for improving Little Rock's safety infrastructure. <https://achi.net/wonksatwork/john-landosky/>

**Activities Planned in FY24 but implemented FY25****October 2024:**

1. **October 1: National Night Out**
  - Educated 80+ attendees on bike and pedestrian safety.
  - Impact: Raised community safety awareness.
2. **October 2: Meeting with Little Rock City (John Landosky)**
  - Discussed collaboration on traffic safety with HBCUs.
  - Expected Outcome: Unified traffic safety approach with local universities.
3. **October 5: Bike with a Cop Event**
  - Distributed bikes (provided by Recycle Bikes for Kids in North Little Rock, AR) and provided safety education.
  - Impact: Engaged families, fostering community-police partnerships.
4. **October 7: Southwest High School Presentation**
  - Educated 60 students on driving and pedestrian safety.
  - Impact: Increased safe driving and pedestrian safety knowledge among students
5. **October 13-16: AR State Fair**
  - Bike and Pedestrian Safety Education
  - Engaged Fair attendees to promote safe driving and pedestrian behaviors
6. **October 14: UAPB SGA Meeting**
  - Summary: Prepare for "Look for Golden Lions" Pedestrian safety event. Expected Outcome: Empowered students to lead safety campaigns on campus.
7. **October 16: "Look for Golden Lions" Pedestrian Safety Event**
  - Raised pedestrian safety awareness at UAPB, engaging 280 participants.
  - Expected Outcome: Address issues identified in UAPB Pedestrian Safety Brief. (See Appendix 3 / UAPB Pedestrian Safety Brief)
8. **October 28-29: North Little Rock Middle School Presentations**
  - 1,200 (7th and 8th graders) educated on teen driving/ bike/pedestrian safety. Expected Outcome: Safer behaviors among middle school students.

**November 2024:**

1. **November 1: Circle of Hope Conference: 25 Students Philander Smith and Shorter college**
  - Discussed bike/pedestrian safety at Philander Smith University & Shorter College.
  - Impact: Strengthened community partnerships for outreach.
2. **November 4: Circle of Hope Conference at Arkansas Baptist College**  
Summary: Focused on bike and pedestrian safety with similar activities to November 1. (26 students from Arkansas Baptist College).
3. **November 6: Bike Walk Arkansas Vision and Mission Meeting**
  - Established goals for a statewide safety coalition.
  - Expected Outcome: Unified statewide safety initiatives.
4. **November 13: North Little Rock School (NLR) District Wellness Meeting**
  - Focused on wellness initiatives and teen driving safety in NLR and Hot Springs.
  - Impact: Promoted safer behaviors and awareness.
5. **November 14: UAMS Project Heal Coalition Meeting**
  - Summary: Continued outreach targeting African American males in key counties.
6. **November 18: Hall High School Presentation (30 Students)**
  - Summary: Safety education teen driving and bike/pedestrian safety to students.
  - Impact: Promoted safer behaviors and awareness
7. **November 19: North Little Rock School District Teen Driving ROADeo Summary:** Conducted safety education program focusing on teen driving & pedestrian safety. 80 Teens and parents
8. **November 21: Hot Springs School District Prevention and Safety Day**

- Safety education on teen driving and bike/pedestrian safety. (292 students)  
Impact: Increased student awareness.

## December 2024:

1. **Dec 6:** Stephen Elementary – Bike/Ped Safety Presentation. 25 students
2. **Dec. 10:** Hot Springs World Class High School - Teen Driving and Ped/Bike Safety Education. 29 Students
3. **Dec. 11:** 180 Presentation/First Lutheran – Teen Driving and Ped/Bike Safety 34 Students
4. **Dec. 16:** Meeting with Dean Colbert and Dean Charles to identify key groups on campus (Royal Council and RA Leaders). Dean Colbert and Dean Charles to set up January 2025 meeting dates.
5. **Dec 20:** *West Wind school of Performing Arts* - Teen driving and bike/pedestrian safety. 85 students

**\*School Presentations:** Students were asked to write down 10 key points during presentations for open discussion and review at the end to demonstrate knowledge acquired.

**\*Coalition Meetings:** Key facts about pedestrian fatalities and the AHSO goals to address them were provided to support collaboration efforts. Handouts for "Bike Aware," "Drive Aware," and "Walk Aware" were also distributed during these meetings.

**Law Enforcement Community Collaboration** – Law Enforcement responded positively to the AHSO encouraging them to increase public engagement activities in their communities. Law Enforcement Agencies participated in 17 events where they engaged citizens in discussions about traffic safety issues that impacted 3,315 people. See Appendix 9 Law Enforcement Community Collaboration/ PP&E Efforts.

## Data Collection and Analysis

The AHSO also works with law enforcement to support data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities. A mandatory seat belt policy is a requirement for a law enforcement agency to be eligible for AHSO funding. The State's Electronic Citation System (eCite) collects citation data on traffic stops for the Arkansas State Police and all local agencies that use the system. This data is used to identify disparities in traffic enforcement and inform traffic policies, procedures, and activities. Feedback from AHSO surveys with historically black colleges and universities (HBCU) campuses, STEP, Mini-STEP and general projects, and community events (VRU/Share Fair/Local events and activities) is also available to Law Enforcement. For example, results from HBCU campus surveys showed that students expressed concern over the lack of traffic safety education and recommended law enforcement focus on education. In response, the AHSO worked to create Traffic Safety Messaging Flyers which are being used by officers to educate offenders in lieu of or in addition to issuing citations or warnings. AHSO's collaboration with Law Enforcement and local stakeholders has proved vital to building a good rapport and maintaining strong partnerships to address community-specific issues.

## Upcoming/Planned

### January 2025:

1. Follow-up: Little Rock PD -- New program discussed at "Bike with a Cop" event.

2. Follow-up: Philander Smith University – Planning for campus activation of pedestrian safety event and grant proposal development.
3. Follow-up: Arkansas Baptist College - finalize development and implementation of programs/projects. Discuss grant proposal development
4. Follow-up: Shorter College - finalize development and implementation of programs/projects. Discuss grant proposal development
5. Follow Up: University of Arkansas at Pine Bluff (UAPB) - finalize development and implementation of Safety Ambassador Program, Asphalt Art Projects, and hosting second Fair Share Forum (2025). Discuss grant proposal.

**"Safety Ambassadors" Program:** Utilizing feedback provided from surveys and the "Fair Share" Forum, the Safety Ambassador Program for Arkansas HBCUs, addresses traffic safety issues such as erratic driving, inadequate crosswalks, distracted driving, speeding, and impaired driving. The program focuses on creating safe environments through improved crosswalk awareness for both the Motorist and Pedestrian. Community engagement is a critical component with partnerships, roundtable discussions, and campus events like freshman seminars to involve students and community members in safety initiatives. The program fosters collaboration and networking with other HBCUs and community organizations to share resources, ideas, and best practices, and to access funding and support.

**Community Conversations:** Based on the success and feedback from the Fair Share Forum that the AHSO conducted with Arkansas HBCU's in 2024, AHSO has plans to conduct small roundtables or "community conversations" specific to each program area in 2025 to provide insight on the need for and types of new programming efforts required to address traffic safety issues in communities identified as underserved and overrepresented. Groups include Motorcyclists and group/rally organizers, Non-profits, and the Faith-based community. Examples of evidence-based projects will be introduced for consideration

- Non-Profits/Non-Traditional Partners Round Table – February 2025
- Motorcycle Round Table -- March 2025

**Arkansas Hispanic Population:** Arkansas' growing Hispanic population was targeted with educational media in Hispanic publications and included in outreach efforts/events.

**Data Deep Dives:** Arkansas Highway Safety Office contracted with the Arkansas Center for Health Improvement (ACHI) to conduct the initial AR "Data Deep Dive" for the FY24-26 THSP which gathered fatality and injury data for Arkansas from multiple sources, as well as demographic and socioeconomic data. Going forward annual "Data Deep Dives" will focus on specific problem areas and pertinent stakeholders in those areas. Comprehensive "Data Deep Dive's" will be planned in conjunction with the Triennial HSP schedule. The next one is scheduled for 2026. These "Data Deep Dives" will continue to inform future planning efforts.

## **Second Vulnerable Road Users Safety Summit (VRU) and Motorcycle Safety Roundtable**

The first AHSO VRU summit in FY24 was highly successful with valuable feedback provided highlighted the following areas for improvement:

### **Content and Accessibility:**

- Participants appreciated the presentations and networking but suggested expanding topics, especially actionable steps for community involvement and enforcement issues.
- There was a request for more engineering-focused content and clearer details on funding opportunities, including the application process.
- Rotating event locations statewide was recommended to improve accessibility and address regional issues.



**Event Planning and Organization:**

- Improved time management was suggested, with a half-day format being considered for future events.
- Planning events 3-4 months in advance and including diverse regions, such as Northwest Arkansas and Fort Smith, was advised.
- Logistical improvements, like avoiding session repeats, enhancing restroom facilities, and ensuring better room temperatures, were also recommended.
- 

**Engagement and Inclusivity:**

- To increase community involvement, participants suggested inviting neighborhood and homeowner representatives and choosing walkable, bikeable venues.
- Providing flash drives with presentation materials and ensuring refreshments were available were also noted.
- Including more diverse perspectives, especially from local advocates, VRU representatives, and organizations working with affected populations, was emphasized.

In FY24 the AHSO began plans for a second Arkansas Vulnerable Road Users Summit and a Motorcyclist Safety Roundtable in FY25. The second VRU is tentatively planned for Northwest AR in collaboration with Ryan Hale's "Laneshift"/Active Transportation Academy. It will continue the focus on Pedestrian/Bike issues. A Roundtable discussion focused on Motorcycle Safety is also planned for March FY25..

*VRU Safety Summit Planning Meetings: AHSO/CJRW/Laneshift November/December 2024*  
[https://docs.google.com/document/d/1JaT2Pc\\_IZXQUbrX\\_0W8F6-Ms-PNJV6z2SBIPoqa2HhQ/edit?usp=sharing](https://docs.google.com/document/d/1JaT2Pc_IZXQUbrX_0W8F6-Ms-PNJV6z2SBIPoqa2HhQ/edit?usp=sharing)

## Program Areas

### Occupant Protection

#### Program Area Goals

##### B-1) Observed Seat Belt Use

**Goal Statement:** Increase observed seat belt use for passenger vehicles, front seat outboard occupants to **85.0%** percent by 5.9% from a current level of 79.1% by December 31, 2026.

- *The 2024 SB survey (preliminary) showed the seat belt use rate at **77.7%** down from 78.3% (2023).*

##### (C-4) Unrestrained Passenger Vehicle Occupant Fatalities

**Goal Statement:** Maintain unrestrained passenger vehicle occupant fatalities, all seat positions at **191.0** from a current safety level of 191.0 (2017 – 2021) by December 31, 2026.

- *Although the seatbelt use rate has fluctuated, unrestrained passenger vehicle occupant fatalities have decreased. Arkansas' unrestrained passenger fatalities decreased from 228 in 2021 to 188 in 2022 and stand at 160 for 2023.*

#### Program Area Results

During FY24, a total of 82 agencies participated in CIOT with overtime enforcement including: 49 Mini-STEP, 38 STEP (37 local and 1 state) agencies. During FY 2024, the AHSO managed a total of approximately 54 Mini-STEPs and 38 STEP grants. The AHSO continued to put an emphasis on expanding the number of STEP and Mini-STEP agencies and to encourage all agencies to address enforcement at a higher level. This has proved very successful over the past few years with 27 new STEP or Mini STEP agencies coming on board between FY21 and FY24. The unfilled LEL position for impeded the AHSO's efforts to recruit, train and maintain consistent communication with all the STEP and Mini-STEP agencies but this position has now been filled. With the addition of a full-time LEL the AHSO hopes to increase the number of participating agencies and expand enforcement efforts to maximize impact. "Lunch and Learn" events that were not held previously due to staffing shortages will be resumed in conjunction with law enforcement association meetings to promote increased participation in sustained enforcement and mobilizations. In FY24 AHSO collaborated with ACHI on the development of a "Data Dashboard". The new dashboard is very intuitive and simple to use. It has the flexibility to drill down to provide information on very specific data. The AHSO will include a link to this Dashboard on our website and encourage projects to utilize it in planning their enforcement efforts.

<https://achi.net/arkansas-roadway-fatalities-dashboard/>

Since most of Arkansas' larger cities have existing STEP grants, emphasis was placed on rural areas with high crash numbers. Most Arkansas cities qualify as rural by the Federal Highway Administration's definition. Smaller agencies unable to support a sustained STEP program were recruited to participate in the Mini-STEP program.

Arkansas was one of two states selected to participate in the implementation of pilot projects for the **High-Five Program** created by the Iowa Governor's Traffic Safety Bureau (GTSB). The concept of the program is to increase seat belt compliance rates and decrease overall serious crashes in rural areas through a multi-disciplinary approach involving enforcement, education, and engineering. Key takeaways from the Arkansas High Five project included the need for the Arkansas LEL position to take the lead in this type of initiative going forward; addressing issues related to making road assessments or other assessments part of a project without funding to follow through with the

necessary improvements, and determining the most effective strategy(s) for the development of an effective project prototype for Arkansas and a process for the identification of appropriate agencies to participate in the implementation of any adaptation(s) of this concept going forward.

The original “High Five” demonstration project in partnership with ARDOT has been tweaked to target specific problem areas in rural counties. Counties with low seat belt use can use the project to focus on belt use and increase their use rates. The AHSO will begin implementation of a new AR project utilizing the “High Five” prototype in FY25.

The Arkansas State Police (ASP) continued to provide additional coverage statewide with special emphasis on high-risk areas and coordination with local STEPs. High Visibility Enforcement efforts such as national mobilizations and Selective Traffic Enforcement Projects (STEP) in addition to education and public awareness were employed to change unsafe driving behaviors. CIOT banners were distributed to local law enforcement agencies, and they were encouraged to involve and inform the media during special enforcement events. The national tagline of “Click It or Ticket” was used in efforts to promote occupant protection. Arkansas’s advertising agency of record secured paid media per NHTSA’s recommended timeline to promote the use of safety belts, the “Click It or Ticket” mobilization and the state’s two-week STEP effort. STEP agencies in addition to mini-STEPs and other agencies participated in the following OP mobilizations during FY24.

State Seat Belt Mobilization - November 21 - 26, 2023

National Memorial Day Seat Belt Mobilization - May 20 - June 2, 2024

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and continues to play an important part in Arkansas’ efforts to increase the usage rate. In 2021, there were 693 total fatalities and 448 passenger vehicle occupant fatalities. Of these fatalities, 228 or 50.9% were unrestrained. The 2021 survey showed belt use at 79.5%. Survey results from reselected sites in 2022 show belt use declined to 76.7%. The use rate increased to 79.7% in 2023 but dropped again in 2024 to 77.7%. AHSO has placed additional emphasis on increasing the use rate since the drop in 2021, but we have not been able to determine the issues related to the back and forth survey results - except for a drop in the number of SB citations issued and the re-selection of survey sites. This will be a priority for our new LEL. He will work with our projects to emphasize the importance and determine the best approach to increase enforcement/education efforts in this area.

STEP and Mini-STEP projects are required to conduct pre and post seat belt use surveys around the CIOT mobilization. The tables below show pre and post use rates for sustained STEPs and mini-STEPs that reported. The FY24 pre and post surveys showed a 1.7% decrease in use for sustained STEPs and a 4.7% increase in seat belt use for the mini-STEPs. Citation and arrest data are also shown for the CIOT and DSOGPO mobilizations.

FY24 Mini-STEP Mobilization Summary												
Mobilization	Seat Belt Citations	Seat Belt Warnings	Child Restraint Citations	Speed Citations	Speed Warnings	DWI Arrests - Alcohol Only	DWI Arrests - Drugs Only	DWI Arrests /AL & Drugs	Total DWI	Distracted Driver Citations	Distracted Driver Warnings	
State Distracted Driving (1)	20	38	5	213	775	6	1	0	7	40	231	
State Seat Belt (2)	132	241	15	252	714	5	2	1	8	15	34	
National Winter DWI (3)	52	71	9	323	1154	25	13	4	42	9	93	
State St. Patrick's Day DWI (4)	28	82	6	155	451	15	1	1	17	5	58	
State Distracted Driving (5)	93	214	11	205	790	4	1	3	8	50	179	
420 Campaign (6)	24	44	6	118	397	7	3	2	12	9	34	
National Seat Belt (8)	422	772	28	455	1637	14	5	3	22	29	143	
State July DWI (9)	13	91	17	331	948	18	2	0	20	12	35	
State Speed (10)	127	275	38	1266	5228	13	2	3	18	42	107	
National Labor Day DWI (11)	71	233	32	446	1921	33	3	1	37	21	179	
Total	982	2061	167	3764	14015	140	33	18	191	232	1093	

FY24 CIOT / DSOGPO STEP Report Data													
STEPS													
	Click It or Ticket							Drive Sober or Get Pulled Over					PI&E
	Pre-Seat Belt	Post-Seat Belt	Seat Belt Citation	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	Seat Belt Citation	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	
Arkansas State Police STEP	84.89%	86.24%	1019	679	2539	4668	1874	1566	936	6972	10134	382	Y
Ashdown PD	86.50%	87.00%	8	30	24	25	3	3	11	27	56	4	Y
Baxter Co SO	81.50%	42.50%	1	0	0	5	0	0	2	11	51	1	Y
Bella Vista PD	48.50%	41.00%	6	0	0	5	0	0	0	4	8	0	Y
Benton Co SO	77.65%	42.00%	9	66	28	7	4	3	1	8	37	8	Y
Benton PD	80.00%	81.50%	13	2	14	37	5	1	3	9	10	10	Y
Bryant PD	0.00%	46.50%	2	8	14	34	19	2	3	37	114	18	Y
Centerton PD	80.00%	81.50%	1	15	7	13	3	2	16	25	77	4	Y
Cross Co SO	74.50%	84.50%	10	1	34	28	1	2	2	67	68	2	Y
Decatur PD	0.00%	0.00%	0	2	0	0	0	0	11	1	2	0	N
El Dorado PD	46.00%	46.30%	1	0	0	0	0	4	2	27	17	0	N
Fayetteville PD	42.84%	46.34%	3	7	27	60	51	0	0	0	0	18	Y
Garland Co SO	80.50%	84.50%	2	17	12	3	27	1	2	2	9	5	Y
Grant Co SO	77.50%	81.50%	3	7	41	37	0	0	0	35	60	3	Y
Harrison PD	83.50%	83.50%	45	7	0	0	1	0	3	0	10	1	Y
Hazen PD	89.00%	90.50%	1	7	6	27	0	2	3	2	18	1	Y
Hope PD	77.17%	78.83%	1	7	13	46	6	8	8	10	27	6	Y
Hot Springs PD	42.00%	0.00%	8	20	6	4	3	2	6	15	27	5	Y
Independence Co SO	37.50%	61.50%	1	43	35	42	21	2	18	5	38	0	Y
Jonesboro PD	78.50%	80.00%	31	47	23	20	32	41	21	28	122	46	N
Lowell PD	88.50%	89.00%	3	2	7	5	2	0	3	11	34	12	N
Marion PD	73.67%	76.17%	0	6	4	0	0	0	0	5	2	0	Y
Mountain Home PD	83.00%	89.00%	1	13	8	18	6	0	7	4	138	1	Y
North Little Rock PD	0.00%	0.00%	0	0	0	0	0	0	0	0	0	0	Y
Paragould PD	83.15%	86.45%	15	3	1	7	0	0	1	0	4	0	Y
Pine Bluff PD	59.00%	67.00%	35	93	52	100	48	8	3	37	155	0	Y
Rogers PD	87.00%	48.17%	5	2	11	5	13	0	0	0	2	1	Y
Saline Co SO	0.00%	0.00%	1	0	0	4	0	0	0	0	1	0	Y
Sheridan PD	72.50%	78.00%	0	2	6	11	10	1	0	6	6	4	Y
Sherwood PD	40.00%	41.00%	0	0	0	0	0	0	0	0	0	0	N
Springdale PD	85.00%	88.00%	4	0	12	19	0	2	0	13	37	3	Y
St. Francis County SO	0.00%	0.00%	0	0	0	0	0	0	0	0	0	0	N
Texarkana PD	28.50%	33.00%	0	0	0	0	0	N/A	N/A	N/A	N/A	N/A	N
Trumann PD	74.00%	76.00%	0	14	3	5	2	7	9	4	21	2	Y
Washington Co SO	96.17%	97.33%	0	0	0	0	0	0	1	0	7	3	Y

## AR FY 24 Annual Report

FY24 CIOT / DSOGPO STEP Report Data														
Mini-STEPs														
	Click It or Ticket							Drive Sober or Get Pulled Over						
	Pre-Seat Belt	Post-Seat Belt	Seat Belt Citation	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	Seat Belt Citation	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	PI&E	
Alexander PD	93.17%	96.75%	2	0	15	18	0	0	0	11	13	0	Y	
Barling PD	0.00%	0.00%	2	1	2	52	2	0	8	0	51	1	Y	
Boone Co SO	84.50%	81.00%	7	29	41	198	0	1	2	64	278	11	Y	
Bradley PD	50.00%	0.00%	11	6	9	21	1	1	24	11	43	1	Y	
Cabot PD	44.80%	46.65%	1	0	0	2	0	0	0	1	3	2	Y	
Caddo Valley PD	37.17%	45.83%	17	5	18	10	0	1	0	0	0	0	Y	
Calhoun Co SO	57.50%	70.50%	15	24	6	16	0	2	1	2	7	0	Y	
Clarksville PD	74.50%	83.00%	1	10	10	58	9	0	4	6	87	2	Y	
Crittenden Co SO	0.00%	0.00%	2	3	0	0	0	0	0	0	1	0	N	
Dallas Co SO	67.50%	75.50%	78	11	74	183	2	32	5	109	311	9	Y	
Des Arc PD	59.50%	61.50%	15	1	1	5	0	0	1	1	2	0	Y	
Desha Co SO	50.50%	51.80%	47	30	60	36	0	0	1	23	75	1	Y	
England PD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1	0	0	1	1	N	
Eureka Springs PD	46.00%	45.50%	2	0	0	16	0	0	0	2	16	1	N	
Flippin PD	0.00%	0.00%	1	3	0	45	0	0	0	1	64	0	N	
Fordyce PD	59.50%	73.00%	9	2	142	198	2	0	0	55	180	1	Y	
Forrest City PD	59.50%	63.50%	8	171	6	71	0	6	112	13	182	3	Y	
Gentry PD	47.50%	0.00%	7	9	2	13	0	0	0	0	0	0	Y	
Goshen PD	91.50%	95.00%	0	5	0	73	1	0	6	1	119	0	N	
Hampton PD	71.50%	72.00%	0	1	4	11	0	5	0	3	7	0	Y	
Hempstead Co SO	0.00%	0.00%	0	0	0	0	0	0	0	5	45	0	Y	
Highfill PD	45.00%	45.50%	0	0	0	0	0	0	0	0	0	0	Y	
Holly Grove PD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	20	0	1	0	N	
Jackson Co SO	62.30%	70.65%	40	33	16	254	0	9	2	43	432	1	Y	
Lafayette Co SO	485.00%	475.00%	7	4	98	133	2	7	16	120	219	4	Y	
Lake Village PD	28.00%	34.50%	8	1	15	11	0	0	0	23	16	0	Y	
Lewisville PD	0.00%	0.00%	3	7	15	101	0	0	1	17	61	0	N	
Lincoln PD	0.00%	0.00%	7	5	0	2	0	0	0	0	0	3	N	
Little Flock PD	38.00%	31.00%	1	1	0	2	0	0	0	8	6	0	N	
Maumelle PD	0.00%	34.00%	33	2	0	4	0	2	2	0	1	0	N	
Madison Co SO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1	1	4	7	2	N	
Mayflower PD	40.00%	42.50%	9	12	1	3	0	0	0	5	23	0	Y	
McGehee PD	29.00%	29.00%	15	21	0	0	0	0	7	9	35	0	Y	
Monticello PD	64.50%	79.00%	47	38	28	110	0	3	3	12	32	8	Y	
Mountain View PD	67.50%	69.50%	5	38	1	52	0	0	14	0	20	0	Y	
Nevada Co SO	0.00%	0.00%	0	0	0	0	0	0	0	21	1	1	Y	
Newport PD	64.17%	67.83%	20	109	22	64	0	2	6	7	37	1	Y	
Newton Co SO	30.50%	36.50%	1	49	1	6	0	0	6	0	18	0	N	
Osceola PD	0.00%	0.00%	0	0	0	0	0	28	0	45	9	1	Y	
Pea Ridge PD	88.00%	85.25%	2	10	1	65	1	1	29	9	51	4	Y	
Pleasant Plains PD	40.00%	44.17%	1	0	3	3	0	0	0	0	0	0	Y	
Prairie Co SO	49.00%	60.50%	30	107	21	145	0	8	1	25	242	1	N	
Prairie Grove PD	78.50%	87.50%	0	19	9	18	8	0	1	8	37	4	Y	
Searcy Co SO	0.00%	0.00%	14	18	24	51	0	2	4	14	0	2	N	
Siloam Springs PD	61.00%	89.50%	7	41	10	20	0	0	0	3	48	1	Y	
Stone Co SO	73.00%	79.00%	1	0	12	2	0	0	3	0	27	2	Y	
Tontitown PD	83.50%	87.00%	29	60	14	84	1	0	10	34	125	4	Y	
West Fork PD	0.00%	0.00%	0	0	0	0	0	1	1	3	9	1	Y	
West Memphis PD	37.17%	37.67%	11	4	8	11	0	7	4	20	10	1	Y	
Wynne PD	40.84%	43.00%	37	29	7	12	0	3	7	21	37	1	Y	
Yell Co SO	26.50%	38.50%	0	92	3	118	0	0	0	0	13	0	Y	

## Project Results

### Seat Belt Survey

(Observed Seat Belt Use)

#### STATE OBSERVATIONAL SURVEY

**Planned Activity:** OP-2024-12

**Sub-recipient(s):** University of Arkansas - Civil Engineering Department

An observational seat belt use survey conducted in 2024 included 88 sites in 12 counties. The 2024 weighted seat belt survey showed a use rate 77.7%.

### LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS)

(Short-term, high visibility/ sustained seat belt enforcement-local)

**Planned Activity:** OP-2024-02

**Sub-recipient(s):** Law Enforcement Agencies

There were 37 local sustained STEPS in FY 2024. (List of agencies on pg. 115) These projects issued 2,779 seat belt citations and 3,596 seat belt warnings. This data does not include ASP data.

### STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT

**Planned Activity:** OP-2024-03

**Sub-recipient(s):** Arkansas State Police (ASP)

The ASP worked over 3,890 hours during the year on occupant protection enforcement. The total number of seat belt citations, seat belt warnings and child safety seat citations issued by the ASP in FY 2024 was 2,879, 1,096 and 414, respectively

### MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)

(Short-term, high visibility/ seat belt enforcement-local)

**Planned Activity:** OP-2024-04

**Sub-recipient(s):** Local Law Enforcement Agencies

There were 54 local mini-step projects in FY24. Mini-STEP projects issued 982 Seat Belt citations and 2,061 Seat Belt warnings. (List of Agencies on pg. 115)

### STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E)

**Planned Activity:** OP 2024-05

**Sub-recipient(s):** CJRW

This task provided for statewide public information and education to promote occupant protection with a focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young person's aged 18 – 34. It also emphasized the child restraint law, Act 470 of 2001, Graduated Licensing laws, and distracted driving laws. Components of the task included educational materials such as brochures, posters, and public service announcements (PSAs) in addition to paid radio, television, billboard, digital and social media advertising. (See Media Report pages 69-82)

### TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM

**Planned Activity:** OP-2024-06

**Sub-recipient(s):** Arkansas Broadcaster's Association

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to occupant restraints. Donated airtime totaled an estimated \$1,078,532. This represents a dollar return in donated airtime of over fourteen (14) times the contract amount of \$75,000.



**STATEWIDE LAW ENFORCEMENT LIAISON (LEL)**  
**(Short-term, high visibility/ sustained seat belt enforcement-local)**  
**(Communication and Outreach/Supporting Enforcement)**

**Planned Activity: OP-2024-07**

**Arkansas Highway Safety Office**

The Arkansas' Law Enforcement Liaison (LEL) position was vacant due to the retirement of our LEL. This position was responsible for promoting and recruiting law enforcement agencies to participate in safety mobilizations. During FY24, 54 agencies were solicited to participate as mini-STEP projects. "Lunch and Learn" events that had been planned in conjunction with law enforcement association meetings to promote increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns had to be cancelled once again due the AHSO staff shortage and vacant LEL position. The AHSO has now filled the full time LEL position with a start date of January 8, 2025. It is anticipated that with the subsiding impact of COVID, having a full-time LEL on staff, the increase in the number of participating agencies and expanded enforcement efforts, we should be able to achieve maximum impact from those efforts.

**STATEWIDE CHILD PASSENGER PROTECTION EDUCATION PROJECT**  
**(Community and Outreach for Child Restraint and Booster Seat Use)**

**Planned Activity: OP-2024-08**

**Sub-recipient: Arkansas Children's Hospital**

The Arkansas Children's Hospital Department of Injury Prevention 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. Ten NHTSA Standardized CPS training courses were conducted with 171 new technicians receiving certification. More new technicians were trained in 2024 than in the history of the program; 182 childcare professionals were trained in 25 regional workshops. A total of 488 child safety seats were loaned through 31 satellite network sites and an additional 808 child safety seats were loaned through fitting stations. 402 funds were also used to distribute educational literature and conduct a teleconference for physicians to address unattended child fatalities. The CPSE project distributed 1,000 hot car books during FY24 through satellite sites, car seat check events and fitting station. During the fall and spring semesters this program was to conduct focus groups to determine the best educational materials and social media campaigns to promote seat belt and booster seat usage among 6–14-year-olds (Tweens). Due to issues with location, dates, recruiting and attendance, only one focus group was held.

**TEEN DRIVER SAFETY PROJECT**

**Planned Activity: OP-2024-11**

**Sub-recipient: Arkansas Children's Hospital (ACH)**

Teen driver safety project to employ activities in low seat belt use counties to increase seat belt use and increase awareness of distracted driving issues. The University of Arkansas for Medical Sciences (UAMS) and Arkansas Children's Hospital (ACH) Injury Prevention Center conducted a project over the last 11 years in collaboration the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids. The project focused specifically on increasing seat belt use for teens in targeted counties. Due to ongoing restructuring and reorganizational efforts at ACH this project was not implemented in FY24. ACH has submitted an application to implement "*In One Instant*" programming and to oversee activities for the "*Save a Life Tour*" program in FY25. Both programs address critical areas of traffic safety education focusing on occupant protection for teens.

**OCCUPANT PROTECTION PROGRAM MANAGEMENT**

**Planned Activity: OP-2024-13**

**Sub-recipient: Arkansas State Police**

This task provided program management for projects within the Occupant Protection Program area. It provided for proper administration of projects through program planning, oversight/monitoring, evaluation, coordination, staff education and development including expenses for development and implementation of a state grants management system (GMS). The GMS was implemented in FY19 and is operated and maintained through AGATE Software, Inc. Several enhancements were added in FY24 and a transition to the GTX version is underway to facilitate better reporting and data collection.

**NEW GRANTS BASED ON COMMUNITY OUTREACH AND ENGAGEMENT**

**Planned Activity: OP-2024-14**

**Sub-recipients: TBD**

New Highway Safety Projects Based on Community Participation & Engagement are under development and applications are in process for FY25.

## **Impaired Driving**

### **Program Area Goal**

#### **C-5) Alcohol Impaired Driving Fatalities**

**Goal Statement:** Maintain alcohol-impaired driving fatalities at 152.6 (2022-2026) from a current level 152.6 (2017-2021) by December 31, 2026.

### **Program Area Results**

Arkansas alcohol related fatalities were at 27% of total fatalities in 2021 (25% in 2024) with the National average at 30%.

During FY24 the AHSO employed strong media campaigns in conjunction with sustained high visibility enforcement efforts involving law enforcement at all levels across the state along with a DWI Court initiative involving 12 District Courts.

In recent years arrests and convictions for DWI have trended downward. The AHSO continued to initiate additional strategies to counter this problem in 2024. Some of these strategies included:

- Adding additional local agencies to enforcement efforts via mini-STEPs
- Increasing communication among DWI Courts and Judges
- Utilizing DWI Court Judges to increase awareness and educate Judges
- Exploring option to hire a State Judicial Liaison
- Implementing a Court Monitoring Program

In 2024 the AHSO along with the Impaired Driving Prevention Task Force (IDPTF) conducted a review of the impaired driving problem in the State to develop a plan of Action with strategies that can be measured collectively as a group and a plan for implementation developed. Several publications and reports were reviewed and Task Force staff provided updates on data sets of interest to members. Task Force members participated in the Region 7 State Partners Meeting and the Arkansas SWOT meeting. NHTSA Program Manager, Dean Scott, presented certificates of recognition to partner mobilization agencies related to Game and Fish and National Parks. A Force Award was also designed and presented to three individuals. Task Force membership continued to grow with a representative from MADD as well as the Director of a Pedestrian Safety Program being added to the membership.

Local agencies that participated in DSGPO mobilizations worked a total of 14,705 hours, not including ASP.

National Winter DWI Mobilization - December 13, 2023 - January 1, 2024\*

State St. Patrick's Day DWI Mobilization - March 15 – 17, 2024\*

Regional 420 Campaign April 19 – 21, 2024\*

State July 4th Holiday DWI Mobilization - July 3 - 7, 2024

National Labor Day DWI Mobilization - August 16 - September 2, 2024\*

**STATEWIDE JUDICIAL TRAINING****Planned Activity:** AL-2024-01**Sub-recipient(s):** Administrative Office of the Courts

**Administrative Office of the Courts (AOC)** provided a training seminar September 11-13, 2024, in Springdale, Arkansas for approximately 80 Arkansas district court judges. The course "Special Traffic Topics for Arkansas" was taught by faculty from among district judges, substance abuse professionals, law enforcement officers, toxicologists and a judge from another state who teaches traffic programs on a state and national level. Lecture topics included the latest developments in traffic law as well as current issues in Drugged Driving, DWI Courts and Breath Alcohol Testing. Funding reimbursed in-state and out-of-state travel, tuition, meals, and lodging.

The annual trip to the American Bar Association Traffic Court Seminar was cancelled this year but is planned for next year.

**TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING****Planned Activity:** AL-2024-02**Sub-recipient:** Criminal Justice Institute

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. 749 law enforcement officers completed the SFST/TOPS training in accordance with NHTSA's curriculum. In addition, 716 officers received SFST refresher training. 18 officers completed SFST/TOPS Instructor Development. 208 officers completed ARIDE training. One DRE refresher training was completed with 72 officers being recertified. 6 officers completed DRE Instructor Development.

**TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT****EVALUATION PROGRAM** Mass Media Campaigns**Planned Activity:** AL-2024-03**Sub-recipient:** Arkansas Broadcasters Association

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving. Donated airtime totaled an estimated \$1,078,532 for the Highway Safety Program. Total television is \$141,652 and total radio is \$936,880. This represents a dollar return in donated airtime of over 14 times the contract amount of \$75,000.

**STATEWIDE PUBLIC INFORMATION AND EDUCATION****Mass Media Campaigns****Planned Activity:** AL-2024-05**Sub-recipient(s):** CJRW

Statewide public information and education to promote awareness of the impacts of impaired driving and support national mobilizations such as "Drive Sober or Get pulled Over" (DSGPO) targeting messages to young persons aged 18 - 34 and motorcycle operators. Media includes television, radio, internet, and print

(See Media Report Section page 42-68)

**LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECT (STEP)****Planned Activity: AL-2024-06****Sub-recipient(s): Law Enforcement Agencies**

There were 37 local Selective Traffic Enforcement Projects (STEPS), which emphasized sustained enforcement of DWI/DUI laws, were conducted utilizing Section 405(d) funds. These projects conducted sustained enforcement throughout the year and participated in three State and two national “Drive Sober or Get Pulled Over” crackdowns. The projects had a goal of either maintaining or reducing the number of alcohol related fatalities. Primary objectives were to achieve one DWI/DUI arrest per eight to twelve hours of enforcement for municipal STEPs and one DWI/DUI arrest per twelve to sixteen hours for County STEPs.

In FY24, 37 local STEPs and 54 Mini-STEPS participated in national and state DWI mobilizations (List of agencies on pg. 115). There were 467 DWI/DUI arrests by local STEPs (ASP data not included) and 191 DWI/DUI arrests by mini-STEPS.

**STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT****Planned Activity: AL-2024-07****Sub-recipient(s): Arkansas State Police**

The **Arkansas State Police (ASP)** participated in the State and National “Drive Sober or Get Pulled Over” campaigns as well as providing sustained enforcement during FY24. The ASP worked over 2,648 hours on DWI/DUI enforcement that resulted in 195 arrests.

**MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)****(Short-term, high visibility/ DWI/DUI enforcement-local)****Planned Activity: AL-2024-08****Sub-recipient(s): Local Law Enforcement Agencies**

There were a total of 54 local mini-step projects registered with executed agreements in FY 24. (List of agencies on pg. 115). Data for mini-STEP enforcement efforts is shown on page 15. These Mini-STEPS made 128 DWI arrests during the National Winter DWI Mobilization, the State St. Patrick’s Day DWI Mobilization, Regional 420 Campaign, the State July 4<sup>th</sup> Holiday DWI Mobilization and the National Labor Day DWI Mobilization.

**BAC INTOXIMETER AND BLOOD TESTING TRAINING PROJECT****Planned Activity: AL-2024-09****Sub-recipient: Arkansas Department of Health – Office of Alcohol Testing (OAT)**

The AHSO provided funding for several conferences and equipment items as listed below:

Two (2) OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in Oklahoma City, OK in May 2024. The instruction was intended to cover user maintenance and national perspective and results.

Two (2) OAT staff members to attend the annual meeting of the International Association for Chemical Testing also in San Diego, CA in April 2024 to cover fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance.

Two (2) OAT staff members to the 2024 Lifesavers Conference in Denver, CO in April 2024. This training covers Highway Safety topics from a national perspective.

The purchase of 99 dry gas tanks for use in the Intoximeter EC/IR II to be used by law enforcement agencies in Arkansas. **Purchased**

Purchase of one (1) year maintenance agreement for the Agilent 7890B Gas Chromatography system used to analyze legal samples for alcohol in DWI cases. **Purchased**

State AIIPA membership for OAT staff. **Purchased**

Two (2) OAT staff members to attend the 7-day training course provided by the University of Indiana Center for Law in Action in May 2024.

Provide for purchase of two (2) portable breath devices. **Purchased**

### **LAW ENFORCEMENT TRAINING ACADEMY BAT & SOBRIETY CHECKPOINT MOBILE TRAINING**

**Planned Activity: AL-2024-10**

**Sub-recipient: Black River Technical College**

**The 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 FY24, the project trained 382 law enforcement officers. The BAT mobile was utilized in 46 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints 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 6 public school events and 16 public events in communities throughout the state.

### **STATEWIDE LAW ENFORCEMENT LIAISONS (LEL)**

**Planned Activity: AL-2024-11**

**Sub-recipient (s): AHSO**

In the absence of an LEL the AHSO PMs continued to promote and recruit law enforcement agencies to participate in traffic safety mobilizations and network with other states to promote activities

### **COURT MONITORING PROGRAM**

**Planned Activity: M5CS-2024-12 B5CS-2024-12**

**Sub-recipient: Speak-Up About Drugs (SAD)**

Court Monitoring program to follow DWI/DUI cases through the court process and identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in judicial implementation of Arkansas's ignition interlock law. Speak Up Against Drugs (SAD) to conduct a court monitoring project and provided support to the Arkansas Impaired Driving Task Force. The court monitoring project employed a full-time Court Monitor Leader and part-time Court Monitor who have actively recruited, trained, equipped and managed 15 Intern/Volunteer Court Monitors. The project has identified and initiated monitoring in courts in 20 Arkansas counties. Program forms, a database and online resources have been established to support project implementation. The Court Monitor Leaders and volunteers have participated in state trainings to raise awareness and distribute project materials. In addition, the project has supported State Police/Highway Safety Office mobilizations and press events as appropriate upon request. The project facilitated meetings of the Arkansas Impaired Driving Task Force and awarded six (6) Force Awards for outstanding contributions to highway safety. Four (4) of those awards were presented to the Chiefs of Police of Centerton; Decatur; Highfill and Gentry in conjunction with a multi-jurisdictional sobriety checkpoint in Northwest Arkansas on August 31, 2024. Members of the Task Force were active participants at the Arkansas Toxicology Assessment presented by NHTSA on November 15, 2024, in Little Rock, AR. (See appendix 2 Speak Up About Drugs (SAD) news release)



**DWI COURTS****Planned Activity: AL-2024-13****Sub-recipient(s): See below**

Arkansas has twelve formally trained DWI courts that are recognized by the Administrative Office of the Courts (AOC). The implementation of these courts continues Arkansas' effort towards establishing a statewide DWI Court System. The AHSO 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 two of the three pilot DWI Courts: Independence County DWI Court and Garland County DWI Court. The Sherwood pilot DWI Court is self-sufficient. The HSO also provided funding for the continued training of nine (9) DWI Courts: Benton Co., Clark Co., Craighead Co., Crawford Co., Faulkner Co., Pulaski Co., Sebastian Co., South Arkansas Co. and Van Buren Co. Two other Courts; Jefferson Co. and Saline Co. are operational. A fifteenth court, Baxter County DWI Court will be funded and trained in FY2025.

**STATEWIDE IN CAR CAMERA AND VIDEO STORAGE SYSTEM****Planned Activity: AL-2024-14****Sub-recipient(s): Arkansas State Police**

The In-Car Camera and Video Storage Project with the Arkansas State Police purchased the following equipment/supplies in FY 2024:

Expenditures/Purchases for the in-car camera system included:

- (50) Cellular Modem
- (50) Cellular Modem Antennae
- (2) Linux Redhat Server Licensing

Travel: Train ASP IT personnel, decommission servers across state, and maintain equipment in the field.

These supplies/equipment provided reliable archiving and instant recall of video data to facilitate the apprehension and prosecution of DWI/DUI violators, improve the trooper's ability to testify in court and increase drunk driver conviction rates. The storage system is linked to and shares data with eCite.

This equipment enabled Arkansas State Police to manage, maintain, and store in car videos for DWI/DUI arrests and protect all critical data that is associated with the arrests to facilitate a more efficient and fault tolerant system for DWI/DUI videos.

**MOTOR VEHICLE CRASH TOXICOLOGY TESTING****Planned Activity: M5BAC-2024-15; B5BAC-2024-15****Sub-recipient(s): AR State Crime Lab**

**The Toxicology Testing of MVC Samples Project with the Arkansas State Crime Lab** purchased the following equipment, supplies and services in FY24 to conduct testing in laboratories at Little Rock and Lowell, AR:

- Drug standard kits (45) at a total cost of \$94,821.73
- Immunoassay kits (80) for a total cost of \$90,605.89
- Blood alcohol kits (1200) for a total cost of \$12,501.69
- Pipette performance Instrument at a total cost of \$2,375.63

This equipment allowed the Crime Lab to perform toxicology testing on blood and urine samples. The lab reported these results to the Fatality Analysis Reporting System (FARS) and the State eCrash System.

#### **ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM MANAGEMENT**

**Planned Activity:** AL-2024-17 M7\*AL-2024-17

**Sub-recipient:** Arkansas State Police

This task provided program management for projects within the Alcohol and other Drug Countermeasures area through program planning, oversight/monitoring, evaluation, coordination and staff education and development including expenses for the continued development, expansion, and enhancement of a state electronic grants management system (GMS). The AHSO's GMS was developed and is operated, and maintained through AGATE Software Inc.

#### **JUDICIAL OUTREACH LIAISON (JOL)**

**Planned Activity:** M5CS-2024-18; B5CS-2024-18

**Sub-recipient (s):** Administrative Office of the Courts

In 2024, the AHSO continued to explore and initiated discussions with organizations about creating a position for and hiring a State Judicial Outreach Liaison (JOL) that will recruit new DWI courts as well as consult with existing DWI courts. These discussions are ongoing.

## Speed Management

### Speeding Related Fatalities

**Goal Statement:** Maintain speeding-related fatalities at **140.0** (2022-2026) from 140.0 (2017-2021)

### Program Area Results

According to FARS data, over the last five years (2019-2023) there were 704 fatalities recorded as speed-related, this accounts for 23.0% of the total number of traffic-related fatalities (3087) during the same period. In 2021 Arkansas's speed fatalities were at 148 decreasing slightly to 143 for 2022 and have again to 117 for 2023.

Ninety-two (92) Selective Traffic Enforcement Projects including 37 local (STEPs) and 54 Mini-STEPs law enforcement agencies and one statewide law enforcement agency (Arkansas State Police) were implemented during FY24. Additional emphasis was placed on speed violations throughout the year. As shown in the chart on page 28, there were a total of 11,430 speed citations and 34,434 speed warnings issued by the local STEPs and mini-STEPs. The ASP issued 10,452 speed citations and 12,513 speed warnings for the year. This is an increase from the previous year.

During 2024, the state continued to work with law enforcement and remained vigilant in addressing and enforcing speed which appears to have yielded good results. Facilitated by data dashboards agencies can now access and analyze all the crashes in their areas, allowing them to collaborate and coordinate with other agencies to identify and target high crash areas with enforcement. Black Cat Radars were piloted by existing STEPs in 2023-2024 in **Benton, Johnson, and Washington counties** to provide more data. Due to logistical issues and maintenance concerns the speed corridor projects originally planned for 2024 were not conducted. Additional Black Cat Radars have now been purchased and will be used to implement speed corridors in **Saline and Garland counties** to provide additional data and reduce speed fatalities during FY25.

The following chart shows **speeding related crashes in Arkansas counties for 2018-2023**. County specific data is not yet available for 2024.

COUNTY	2019	2020	2021	2022	2023
Arkansas	18	16	20	13	9
Ashley	20	29	13	21	18
Baxter	71	99	104	80	87
Benton	500	472	474	427	479
Boone	62	77	76	77	76
Bradley	19	15	17	15	17
Calhoun	9	12	4	11	12
Carroll	70	80	67	72	68
Chicot	4	6	5	7	4
Clark	84	65	47	48	71
Clay	12	12	10	11	16
Cleburne	28	43	38	29	34
Cleveland	11	7	11	14	10
Columbia	16	19	28	18	19
Conway	51	40	40	49	27
Craighead	252	235	220	205	174
Crawford	123	109	101	116	107
Crittenden	89	113	137	127	109
Cross	18	22	12	19	18
Dallas	20	20	20	15	17
Desha	10	9	9	7	16

COUNTY	2019	2020	2021	2022	2023
Drew	13	33	21	22	21
Faulkner	212	233	262	261	247
Franklin	59	57	48	74	46
Fulton	12	13	13	19	7
Garland	239	291	188	219	191
Grant	27	32	42	46	30
Greene	45	70	68	66	46
Hempstead	37	63	40	47	43
Hot spring	103	131	77	73	69
Howard	9	7	9	5	3
Independence	115	85	94	64	53
Izard	24	19	28	26	22
Jackson	22	30	30	34	46
Jefferson	63	49	90	86	84
Johnson	42	38	68	57	55
Lafayette	10	13	8	3	4
Lawrence	36	31	25	30	15
Lee	6	1	4	4	5
Lincoln	12	14	12	13	2
Little river	15	25	17	6	11
Logan	20	32	39	28	35
Lonoke	131	133	135	131	141
Madison	74	63	63	46	62
Marion	24	22	29	50	47
Miller	74	113	87	59	67
Mississippi	46	54	81	79	52
Monroe	6	12	17	17	17
Montgomery	17	33	33	27	24
Nevada	15	27	17	9	6
Newton	47	49	37	28	26
Ouachita	32	41	27	25	41
Perry	19	16	17	10	12
Phillips	26	36	34	15	18
Pike	17	33	10	21	14
Poinsett	52	62	52	63	45
Polk	36	42	37	25	44
Pope	96	91	91	101	90
Prairie	4	11	13	17	10
Pulaski	974	1,051	835	994	788
Randolph	43	34	47	52	26
Saline	219	204	213	189	231
Scott	17	14	9	15	7
Searcy	34	45	27	22	28
Sebastian	117	148	126	132	141
Sevier	27	25	32	27	28
Sharp	30	32	23	29	23
St francis	81	85	76	84	69
Stone	17	14	17	14	19
Union	52	58	53	50	62
Van buren	17	27	23	23	24
Washington	575	523	545	564	478
White	101	155	101	81	70
Woodruff	4	4	3	7	4
Yell	31	42	12	29	8
Totals	5,663	6,066	5,558	5,599	5,145

**SELECTIVE TRAFFIC ENFORCEMENT PROJECT (STEPS)**

High Visibility Enforcement

**Planned Activity: SC-2024-01****Sub-recipient(s): Local Law Enforcement Agencies**

Funding for selected cities and counties to conduct sustained selective traffic enforcement projects. Speed enforcement was a vital component of these enforcement efforts.

There were 37 Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police implemented during FY24. (List of agencies on page 115) While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. A total of 7,666 speed citations and 20,419 speed warnings were issued in 2024 by local law enforcement agencies working STEP.

**STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

High Visibility Enforcement

**Planned Activity: SC-2024-02****Sub-recipient: Arkansas State Police (ASP)**

The **Arkansas State Police (ASP)** provided sustained enforcement during FY24. The ASP issued a total of 10,452 speed citations and 12,513 speed warnings to facilitate detection and removal of speeding drivers from highways.

**MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)**

(Short-term, high visibility/ Speed enforcement-local)

**Planned Activity: SC-2024-03****Sub-recipient(s): Local Law Enforcement Agencies**

There were 54 local Mini-STEP projects in FY24. (List of agencies on pg. 115) These Mini-STEPS provided speed enforcement for mobilizations and issued 3,764 speed citations and 14,015 speed warnings.

**STATEWIDE PUBLIC INFORMATION AND EDUCATION**

Public Information Supporting Enforcement

**Planned Activity: SC-2024-04; PM2024-04**

Statewide public information and education to promote adherence to speed limits with particular focus on the national "Speed Slows You Down" enforcement mobilization during the summer season

See Media Report pages 101-106

**NEW GRANTS BASED ON COMMUNITY OUTREACH (SC)****Planned Activity SC-2024-05****Sub-recipients(s)-TBD**

New Highway Safety Projects Based on Community Outreach & Engagement are being developed for FY25.

FY24 STEP and M-STEP Totals

	ASP Only	STEP w/o ASP	ALL STEP	M-STEP	Total	Total w/o ASP
Seat Belt Citations	2,879	2,779	5,658	982	6,640	3,761
Seat Belt Warnings	1,096	3,596	4,692	2,061	6,753	5,657
Child Restraint Citations	414	354	768	167	935	521
Speed Citations	10,452	7,666	18,118	3,764	21,882	11,430
Speed Warnings	12,513	20,419	32,932	14,015	46,947	34,434
Distracted Driving Citations	232	470	702	232	934	702
DWI Arrests	195	467	662	191	853	658

**Traffic Records****Goal Statement:**

*Increase number of Law Enforcement Agencies using eCrash System to 300 in FY24*

*Increase number of courts using Contexte/eCrash/eCite to 190 in FY24*

**Program Area Results/Strategic Goals Achieved****Timeliness:**

- Increased number of agencies submitting crashes and citations using eCrash and eCite.
  - 302 agencies are using eCrash as of September 30, 2024 an additional 12 in training (314 total) in FY24
  - Represents approximately 99% of all crash submissions in the state in FY23.
  - 231 local law enforcement agencies have been trained on eCite as of September 30, 2024.
  - The court system expects 100% of courts to be online using eCrash/eCite in 2025 as they continue to transition to the online system.
  - AHSO Traffic Records has eliminated the crash entry backlog.
  - Crash entries are completely up to date.

**Accuracy:**

- Crash information accuracy has improved dramatically
- Increased number of agencies submitting crash data online
- eCrash alerting officers to problems as they complete the report.
- ARDOTs Arkansas Crash Analytics Tool (ACAT) crash reporting system
  - ACAT pulls data from all reported crashes statewide and creates a series of charts, graphs and maps that can be used by a wide variety of agencies to identify problems and hopefully solutions.

**Completeness:**

- Approximately 87% of law enforcement agencies statewide now reporting thru eCrash
- Records coming from non-eCrash agencies faster and information is more accurate.
- Implementation of new online Statewide Courts System with citation program tied to crashes, DMV and the courts.

**Uniformity:**

- Arkansas currently approved at MMUCC 4<sup>th</sup> edition level. Upgrade in process to bring the eCrash system in line with MMUCC 6<sup>th</sup> edition by the end of calendar year 2026.

**Integration:**

Arkansas's crash system is well integrated.

- Crashes and citations are linked using system (eCrash/eCite) developed by the University of Alabama Center for Advanced Public Safety
- System tied to the ARDOT mapping system to accurately locate crashes focusing on where problem locations occur to allow engineers to search for solutions.
- Courts are integrated completely at both circuit and appellate levels,
- Change to new court management system created by Administrative Office of the Courts will facilitate almost exclusive "buy in" to the system at District court level.
- Work to tie Emergency Medical System (EMS) into data by use of a trauma band to follow victim status from the scene of the crash all the way to release from the hospital is scheduled to begin mid-2025.

**Accessibility:**

In FY24, the Arkansas Highway Safety Office (AHSO) applied for a State Electronic Data Collection (SEDC) Grant, which was awarded in FY25. The grant, totaling over \$8 million, will be used to update Arkansas eCrash equipment and software, enhance reliability, improve crash report quality, and update eCrash to comply with MMUCC 6 standards. These improvements will boost the accuracy and processing speed of crash reports.

**Project Results (Traffic Records)****eCRASH PROGRAM OPERATIONS**

**Planned Activity:** TR-2024--01

**Sub-recipient:** Arkansas State Police

Provided for retaining the services of a qualified firm to input crash data in a timely manner. The University of Arkansas at Fayetteville is contracted to enter crash data. It also provided for the eCrash operation by the ASP HSO including data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work.

**eCRASH/eCITE/LAW ENFORCEMENT TRAINING PROJECT**

**Planned Activity:** TR-2024-02

**Sub-recipient:** Arkansas State Police

Provide an annual training for law enforcement officers on eCrash data entry and the Advance program.

**ELECTRONIC TRAFFIC CRASH RECORD ENTRY SYSTEM PROJECT (eCRASH)**

**Planned Activity:** TR-2024-03

**Sub-recipient(s):** ASP, Local Law Enforcement Agencies TBD

**The Arkansas State Police** continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is the eCrash system developed by the University of Alabama-Center for Advanced Public Safety (CAPS). As of September 30, 2024, 302 local agencies and the Arkansas State Police are actively submitting crash reports.

**EMS DATA INJURY SURVEILLANCE CONTINUATION PROJECT**

**Planned Activity:** TR-2024-04

**Sub-recipient:** Department of Health – Office of EMS

**Department of Health-Office of EMS** continued the EMS Data Injury Surveillance Data Collection Project. The project provided maintenance of the data elements necessary for NEMSIS compliance. The state system currently uses NEMSIS 3.4.

**Travel:**

The EMS Data Manager is actively involved in several EMS systems. Attendance at conferences such as NASEMSO and CONNECT helped Arkansas stay abreast of all of the changes happening on a national level and any new releases from the State's software vendor that directly affect EMS's ability to collect current and quality data and provide requested data.

**Maintenance & Operation:**

EMS captures data from current and future versions of the NEMSIS datasets and standards. The money provided by this grant was used to support, maintain, and upgrade software and hardware infrastructure to meet requirements.

**ELECTRONIC CITATION SYSTEM****Planned Activity: TR-2024-05****Sub-recipient(s): Arkansas State Police, Local Law Enforcement Agencies**

The Arkansas State Police continued progress during 2024 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. The Administrative Office of the Courts (AOC) has implemented eCite support into the court case management system. eCite is currently in use by all ASP troops. 231 local law enforcement agencies have been trained and 223 are currently "live" as of September 30, 2024.

**TRAFFIC RECORDS PROFESSIONAL DEVELOPMENT AND CRASH RECONSTRUCTION****Planned Activity: TR-2024-06****Sub-recipient: Arkansas State Police (ASP); Arkansas Department of Transportation (ARDOT)**

This project provided resources to allow personnel from ARDOT to attend safety conferences and workshops. Attendance at these meetings allows for networking with other transportation agencies to assess cost effective strategies to reduce highway fatalities and injuries. Staff attended the following conferences during 2024.

- 2024 Traffic Records Forum August 11-14 in San Diego, Ca.

This project provided training and equipment for ASP Troopers to conduct crash investigation; to attend reconstruction training courses and to provide equipment and supplies for crash reconstruction activities statewide to improve the quality of the data in the crash report.

ASP purchased the following equipment and supplies to assist them in crash reconstruction statewide:

- CDR Cables (56) at a total cost of \$9,406.94
- KIA/HYN Software renewals (2) at a total cost of \$1,650.00
- Realworks Draw Update (8) at a total cost of \$4,643.72
- Trimble Pro Plan (1) at a total cost of \$4,797.86
- Trimble QRS Software (1) at a total cost of \$1,995.00

ASP Troopers also attended crash reconstruction training for:

- Human Factors
- PED/BIKE
- TDD Conference
- Advance Traffic Accident Investigation
- Commercial Vehicle Crash Investigation

**TRAFFIC RECORDS PROGRAM MANAGEMENT****Planned Activity: TR-2024-07****Sub-recipient: Arkansas State Police**

Provided for the administration of the Traffic Records Program and support for other program areas. Funding provided for the necessary staff time, travel and training expenses directly related to the planning, programming, monitoring, evaluation, and coordination of the Traffic Records Program. Funding also provided for continued training in the administration of computer systems software and eGrant operations.



## **Roadway Safety**

### **Project Results (Roadway Safety)**

#### **PROFESSIONAL DEVELOPMENT**

**Planned Activity:** RS-2024-01

**Sub-recipient:** Arkansas Department of Transportation (AR DOT)

This project provided resources to allow personnel from ARDOT to attend safety conferences and workshops. Attendance at these meetings allowed for networking with other transportation agencies to assess cost effective strategies to reduce highway fatalities and injuries. The following conferences were attended during 2024.

- AASHTO Committee on Safety Annual Meeting, October 17-19, 2023, in Kansas City, Missouri.
- Transportation Research Board Annual Meeting, January 7-11, 2024. in Washington, D.C.

#### **MOVE OVER LAW (PI&E)**

**Planned Activity:** RS-2024-02

**Sub-recipient(s):** CJRW

Public information and educational campaign and materials are under development to promote the "Move Over" Law and the safety of individuals and vehicles stopped on the roadside.

## **Motorcycle Safety**

### **Program Area Goals**

#### **C-7) Motorcyclists Fatalities**

**Goal Statement:** Maintain Motorcycle fatalities at **75.4** (2022-2026) from 75.4 (2017-2021) by December 31, 2026.

#### **C-8) Unhelmeted Motorcyclists Fatalities**

**Goal Statement:** Reduce unhelmeted motorcyclist fatalities 3% to **40.2** (2022-2026) from 41.4 (2017-2021) by December 31, 2026.

### **Program Area Results**

Arkansas' Motorcycle fatalities were at 97 in 2021 and 2022. In 2023 fatalities declined to 93 and account for approximately 15.6% percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and only requires helmets for motorcyclists aged 21 or younger. In 2024, 62% of all motorcyclist fatalities were unhelmeted.

Based on the tremendous success of the VRU Safety Summit and the Fair Share Forum that the AHSO conducted with Arkansas HBCU's in 2024, AHSO has plans to conduct small roundtables or "community conversations" specific to each program area to provide insight on the need for and types of new programming efforts required. One of these groups will focus on Motorcycles. It is scheduled to be held in March 2025. These round table discussions will include dealerships, MC Clubs, MC rally organizers and community leaders from cities and counties where the most crashes/fatalities and injuries occur. Representatives from the Motorcycle Safety Foundation (MSF), Alliance Sports Marketing, Insurance Companies, Law enforcement and the AR Department of Motor Vehicles will also be invited. The agenda will include the following topics.

- Ideas and options for statewide MC Training Program for AR
- Explore idea of independent task force to oversee Motorcycle efforts in AR
- Formation of a Motorcycle Safety Speakers Bureau
- Motorcycle Safety topics for a Data Deep Dive and ACHI Pod Casts
- Implementation of Motorcycle Safety Project(s)

2023 Motorcycle Registrations / Crashes Data									
County or Political Subdivision	Number of registered motorcycles	Number of motorcycle crashes	# of MCC involving another motor vehicle	# of MCC involving an impaired operator	County or Political Subdivision	Number of registered motorcycles	Number of motorcycle crashes	# of MCC involving another motor vehicle	# of MCC involving an impaired operator
Arkansas	1,347	3	0	0	Lee	182	0	0	0
Ashley	756	8	8	1	Lincoln	390	0	0	0
Baxter	4,415	32	32	2	Little River	676	2	2	0
Benton	19,084	126	126	10	Logan	2,070	7	7	0
Boone	3,082	15	15	1	Lonoke	4,991	30	30	2
Bradley	383	1	1	0	Madison	1,146	23	23	1
Calhoun	216	1	1	0	Marion	1,637	9	9	0
Carroll	2,451	38	38	4	Miller	2,078	20	20	0
Chicot	268	0	0	0	Mississippi	1,283	8	8	0
Clark	743	5	5	0	Monroe	236	1	1	0
Clay	651	0	0	0	Montgomery	675	6	6	0
Cleburne	2,184	17	17	2	Nevada	315	1	1	0
Cleveland	330	0	0	0	Newton	632	17	17	1
Columbia	1,035	3	3	0	Ouachita	1,079	11	11	0
Conway	1,178	5	5	0	Perry	736	8	8	0
Craighead	4,226	32	32	3	Phillips	455	0	0	0
Crawford	4,547	30	30	1	Pike	606	4	4	0
Crittenden	1,593	14	14	0	Poinsett	1,031	7	7	0
Cross	663	3	3	0	Polk	1,610	10	10	3
Dallas	243	0	0	0	Pope	3,755	32	32	3
Desha	339	2	2	0	Prairie	297	1	1	0
Drew	552	1	1	0	Pulaski	12,586	118	118	9
Faulkner	6,651	55	55	1	Randolph	1,016	9	9	0
Franklin	1,167	20	20	2	St. Francis	556	32	3	0
Fulton	953	6	6	0	Saline	7,064	1	32	3
Garland	6,901	69	69	3	Scott	642	9	1	0
Grant	1,105	6	6	0	Searcy	478	87	9	1
Greene	2,245	15	15	0	Sebastian	7,800	5	87	11
Hempstead	798	12	12	1	Sevier	641	6	5	1
Hot Spring	1,983	10	10	0	Sharp	1,211	3	6	0
Howard	445	2	2	0	Stone	1,169	9	9	0
Independence	1,906	24	24	4	Union	1,683	9	9	0
Izard	1,000	7	7	1	Van Buren	1,290	9	9	0
Jackson	569	6	6	0	Washington	12,368	89	89	4
Jefferson	2,089	23	23	1	White	4,549	29	29	5
Johnson	1,682	11	11	1	Woodruff	237	1	1	0
Lafayette	353	0	0	0	Yell	1,288	13	13	0
Lawrence	857	9	9	1	Total	161,448	1,237	1,234	83

AHSO continued to partner with the Arkansas Division of Finance and Administration (DF&A) to include envelope stuffers in license renewal notices. (See appendix 10 - Motorcycle Endorsement Flier.) These notices provided information on the law and requirements for motorcycle endorsements and registration.

## Project Results (Motorcycle Safety)

### MOTORCYCLIST AWARENESS/OUTREACH CAMPAIGN \*

**Planned Activity: MC-2024-02**

**Sub-recipient(s): CJRW**

The program included site visits at motorcycle events in the state. In total, the Arkansas State Police Highway Safety Office was visible at twenty days of events. At each of the 20 motorcycle outreach event days in 2024, **Alliance** staff were on-site to raise awareness of the campaign by engaging riders, drivers, and families with the Look Twice for Motorcycles message across Arkansas. The campaign, which included the motorcycle simulator and interactive highway safety messaging along with the giant inflatable motorcycle with the Look Twice message was at events that reached 32,000-plus people. Additionally, the motorcycle safety messaging surrounding those events was served out to over 100,000 residents via social media posts.

### Motorcycle Events – FY24

Event	Date	City	County	Impressions	Engagements
Teen Driving Roadeo	Saturday, March 9	Hot Springs	Garland	25,350	75
Spring Fling Motorcycle Rally	Wednesday, April 17	Eureka Springs	Carroll	18,376	1,200
Spring Fling Motorcycle Rally	Thursday, April 18	Eureka Springs	Carroll	18,376	3,000
Spring Fling Motorcycle Rally	Friday, April 19	Eureka Springs	Carroll	18,376	3,500
Spring Fling Motorcycle Rally	Saturday, April 20	Eureka Springs	Carroll	18,376	4,000
Spring Fling Motorcycle Rally	Sunday, April 21	Eureka Springs	Carroll	18,376	500
Steel Horse Rally	Friday, May 3	Fort Smith	Sebastian	19,209	500
Steel Horse Rally	Saturday, May 4	Fort Smith	Sebastian	19,209	550
A-State Rally	Friday, May 17	Dover	Pope	24,456	150
A-State Rally	Saturday, May 18	Dover	Pope	24,456	200
A-State Rally	Sunday, May 19	Dover	Pope	24,456	100
Hot Summer Nights	Thursday, June 20	Eureka Springs	Carroll	32,567	75
Hot Summer Nights	Friday, June 21	Eureka Springs	Carroll	32,567	200

Hot Summer Nights	Saturday, June 22	Eureka Springs	Carroll	32,567	150
Mountains, Music & Motorcycles	Friday, August 16	Mountain View	Stone	22,701	2,000
Mountains, Music & Motorcycles	Saturday, August 17	Mountain View	Stone	22,701	2,000
Mountains, Music & Motorcycles	Sunday, August 18	Mountain View	Stone	22,701	250
Bikes, Blues, & BBQ	Wednesday, September 18	Eureka Springs	Carroll	12,301	200
Bikes, Blues, & BBQ	Thursday, September 19	Eureka Springs	Carroll	12,301	250
Bikes, Blues, & BBQ	Friday, September 20	Eureka Springs	Carroll	12,301	300
Bikes, Blues, & BBQ	Saturday, September 21	Eureka Springs	Carroll	12,301	500
Teen Driving Rodeo	Tuesday, November 19	North Little Rock	Pulaski	20,374	75
				142,767	19,775

**MOTORIST AWARENESS CAMPAIGN****Planned Activity:** MC-2024-01; M11A-2024-01**Sub-recipient(s):** CJRW

Provided funding for advertising for the “Look Twice for Motorcycles” campaign to include broadcast, cable, radio, and online advertising to include posters, billboards, radio and television ads in a majority of the high crash and fatality counties in Arkansas as appropriate to provide information and create awareness of motorcycle safety and the dangers of impaired riding with an emphasis on the top five counties (Pulaski, Benton, Washington, Searcy, and Garland). The Motorcycle Safety Motorist Awareness Campaign, “Look Twice for Motorcycles, Share the Road” activity is shown in the Paid Media Reports on pages 95-101.

## **Pedestrian/Bicyclist**

### **Program Area Goals**

The goals of the projects funded in the Pedestrian/Bicyclists Safety Program Area were as follows:

#### **C-10) Pedestrian Fatalities**

**Goal Statement:** *Maintain pedestrian fatalities at 66.2 (2022-2026) from 66.2 (2017-2021) by December 31, 2026.*

#### **C-11) Bicyclist Fatalities**

**Goal Statement:** *Maintain bicyclist fatalities at 5.4 (2022-2026) from 5.4 (2017-2021) by December 31, 2026*

### **Program Area Results (Pedestrian/Bicyclist)**

In 2021 and 2022 there were 78 pedestrian fatalities. This number declined slightly in 2023 to 74. This represents a five-year average of 72.6 for 2019-2023 and approximately 12.4% percent of all motor vehicle fatalities for 2023. Feedback from the AHSO VRU Safety Summit and Fair Share Forum indicated this as a major area of concern. Pedestrian and bicycle safety was addressed in 2024 as part of several projects.

In 2024 the AHSO continued to work with law enforcement agencies throughout the state as well as SHSP stakeholders to encourage pedestrian crossing enforcement, emphasize pedestrian safety in presentations and at other educational events and take a serious look at the infrastructure improvements needed in this area. Countermeasures included both enforcement and education efforts. Information and outreach targeted pedestrians to help them understand that even though they are walking or running they have a responsibility to obey traffic laws just as motorists and to encourage motorists to be aware of pedestrians and bicyclists. Law enforcement agencies in communities with the most pedestrian and bicyclist related fatalities and serious injuries were encouraged to be more proactive in pedestrian and bicyclist enforcement. (See List of activities and events on page 9-11 & 156)

During FY24 the AHSO also collaborated with ARDOT and Metro Plan MPO on the first AHSO Vulnerable Road User (VRU) Safety Summit which met with tremendous success. The event was well attended with 156 registrations that included private citizens and 68 organizations. Valuable feedback was obtained from the breakout discussions. (See Appendix 1 – VRU Feedback) As a result, the AHSO is planning a second Arkansas Vulnerable Road Users Safety Summit for 2025. This Summit will be held in Northwest Arkansas and is tentatively scheduled for June 3, 2025.

A number of other projects targeting pedestrians and drivers were initiated by the AHSO in 2024, largely the result of feedback from successful PP&E efforts. Pedestrian/Bicyclist projects targeting schools, college campuses, businesses, churches and communities have been expanded and the AHSO continues to work in conjunction with other pedestrian/bicyclist education projects such as the Little Rock “Friendly Driver” Project, the Lane Shift “Active Transportation” project, and ARDOT Metro Plan to address pedestrian and bicyclist safety issues and work on new innovative approaches.

Collaborations with the City of Little Rock’s pedestrian bicyclist project and coalition focused on exploring options for coordinated efforts and a statewide initiative. In September 2024, John Landosky, with the city, accepted the invitation to do one of the ACHI/AHSO safety focus podcasts where he shared the plan for improving Little Rock’s safety infrastructure.  
<https://achi.net/wonksatwork/john-landosky/>

Since data indicates the majority of teen/young adult bike/ped injuries occur in urban settings and on college campuses, activities and events focused primarily on high schools and college campuses. (See List of activities and events on page 9-11). Meetings with several colleges were conducted to identify barriers to safety practices and project implementation and a Look for Golden Lions Pedestrian Safety Event was held on the University of Arkansas at Pine Bluff Campus (UAPB). See Appendix 3 UAPB Safety Brief where students identified safety issues and concerns. Similar meetings have been held at all four Arkansas HBCUs with project proposal development and implementation on track for FY25. Planning with Arkansas Children's Hospital on outreach efforts and projects with safety education targeting high schools has identified several programs that are currently under consideration with an application in progress for 2025. Law Enforcement has been receptive to increasing efforts in this area and with the addition of a new LEL this will be emphasized going forward.

## **STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E)**

**Planned Activity:** PS-2024-01-01

**Sub-recipient(s):** CJRW

Develop public information and educational materials promoting pedestrian and bicycle safety. (See Media Report pages 107-113)

## **PEDESTRIAN/BICYCLIST PUBLIC AWARENESS CAMPAIGN**

**Planned Activity:** PS-2024-02

**Sub-recipient(s):** CJRW

Media campaign "Drive Aware, Walk Aware, Bike Aware" Campaign focused on:

- Public service messages that target school children on bicycle and pedestrian safety
- Public service messages to increase awareness of dangers to bicyclist and pedestrians/high volume roadways

Social media to educate the public on bicycle/pedestrian laws and safety and the dangers of impaired riding with an emphasis on the top five counties (Pulaski, Benton, Washington, Searcy, and Garland).

## **PEDESTRIAN AND BICYCLE SAFETY PROJECT**

**Planned Activity:** PS-2024-03

**Sub-recipient(s):** Arkansas Children's Hospital (ACH)

Data indicates the majority of teen/young adult bike/ped injuries occur in urban settings and on college campuses. Arkansas Children's Hospital (ACH) was to implement a Pedestrian/Bicycle safety project to employ activities in the schools and colleges of selected counties to provide education and awareness on pedestrian and bicyclist safety issues. The project was not implemented due to ongoing re-structuring and re-organization efforts at ACH. Several non-profit organizations assisted with implementation of 2024 events targeting this area and have indicated an interest in applying for funding to continue this project.

## **NEW GRANTS BASED ON COMMUNITY OUTREACH PROJECT**

**Planned Activity:** PS-2024-04 thru TBD

**Sub-recipient(s):** TBD

Based on feedback from the VRU and "Fair Share" Forum applications are being developed for 2025.

## **NON-MOTORIZED TRAFFIC SAFETY EDUCATION (PS)**

**Planned Activity:** BGPE-2024-05

**Sub-recipient(s):** CJRW

The "Extreme Safety Pedestrian and Bicycle Safety Campaign" was implemented in September 2024. (Media Report pages 107-113)

## **Teen Driver Program**

### **C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes**

**Goal Statement:** *Maintain drivers ages 20 and younger involved in fatal crashes at 64.0 (2022-2026) from current level of 64.0 (2017-2021)*

#### **Program Area Results**

In 2021 there were 71 drivers aged 20 or younger involved in fatal crashes. This increased to 81 in 2022 but dropped to 71 in 2023. The five-year average for 2019-2023 has increased to 72.6. Since 2008 the AHSO has worked with the University of Arkansas for Medical Sciences and Arkansas Children's Hospital (ACH) Injury Prevention Center to support statewide teen driving education, increase physician influence on 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. Due to the organizational re-structuring, the ACH Injury Prevention Center is re-evaluating and prioritizing their goals and objectives. The AHSO continued to work with ACH on the creation of a teen driver education and outreach program that would concentrate on schools in areas with high crash fatalities and underserved populations. During FY24 several programs were identified and are currently under consideration by ACH for implementation in FY25. These include the "Save a Life Tour" and "In One Instant" programs, both of which incorporate traffic safety education in critical areas for teens.

Another important program component for teen driving included "Teen Driving ROADeo" events. These are community-based events or programs designed to provide interactive education for teenagers on safe driving practices to enhance their driving skills. These events include various activities and workshops that focus on different aspects of safe driving, such as understanding traffic laws, practicing defensive driving techniques, and learning about the dangers of distracted driving. Participants also engage in hands-on exercises to improve their skills in areas like maneuvering, parking, and responding to emergency situations.

In FY24, AHSO organized one Safer Teen Driving ROADeo Community Event, in North Little Rock (NLR). This event provided comprehensive education on Teen Driving, Graduated Driver Licensing (GDL), Pedestrian safety, Bicyclist safety, and Motorcycle safety.

- **August 24: Community Teen Driving ROADeo**  
*NLR (Pulaski Co. CASA/Samaritan Hill Baptist Church)*  
 104 participants and teens with 97 event surveys completed

A total of 104 teens and parents participated in this event, where they received valuable insights into the current laws governing teen driving, seatbelt use, and safety measures for pedestrians, bicyclists, and motorcyclists. The focus of this educational session extended to both teenagers and their parents to foster a shared understanding of responsible and safe driving practices. Additional ROADeos were planned for FY25 in Little Rock (Pulaski County) and Hot Springs (Garland Co).

The success of the *Safer Teen Driving ROADeo* events was not only evident in the number of families reached but also in the commitment shown by Pulaski County. The county expressed their intention to sustain and strengthen their involvement and partnerships are underway with the *Teen Tours Society, Inc.*, a non-profit organization, to assume responsibility for the continuation of these events, reinforcing the long-term impact of these initiatives on community safety and awareness.

The Department of Human Services, Office of Substance Abuse and Mental Health "Partnership for Success" and the Arkansas Office of Drug Director have indicated an interest in incorporating the *Teen Driving ROADeos* into the *Partnership for Success Nex Gen Youth* on a regional basis statewide.

## **Distracted Driving**

Distracted driving is a growing concern in Arkansas, exacerbated by the increasing use of technology in vehicles. Despite the absence of a hands-free law, efforts are underway to raise awareness and improve enforcement of distracted driving laws, such as no-texting. The Arkansas Highway Safety Office (AHSO) has a grant agreement with ARDOT for public education campaigns like *"Slow Down, Phone Down"* and discussions were held in 2024 with several other programs such as *BRAKES*, *Teen Tours Society*, and *Families Against Distracted Driving* that promote safer driving. In addition, Arkansas Children's Hospital (ACH) is working on programming for teens in this area. The *"Save a Life Tour"* that provides classroom education on the dangers of distracted driving was reviewed and ACH has submitted an application to oversee this project in FY25. Programs that were reviewed and scheduled for implementation in FY25 include the *"Put on B.R.A.K.E.S"* program, *Teen Tours Society, Inc.* and *Families Against Distracted Driving (FADD)* all of which incorporate education on traffic safety and the dangers of distracted driving for teens.

Distracted driving is also a focal point for Historically Black Colleges and Universities (HBCUs), per survey feedback and they are developing projects to address this issue on their campuses. AHSO continued collaborating with Arkansas Driver Services to spread traffic safety messages and has increased funding for enforcement through STEP and Mini STEP agencies. As a result, distracted driving citations have significantly increased, rising 71% since 2021.

Year	# of Distracted Driving Citations
FY21	547
FY22	1,026
FY23	1,240
FY24	934

Legislative efforts have led to stricter penalties for distracted driving, especially in school and work zones for young drivers. New laws also impose additional fines for drivers involved in accidents while distracted, with more severe penalties for collisions causing serious injury or death. Distracted driving is also a key focus in Arkansas's Strategic Highway Safety Plan. AHSO is hopeful that a hands-free law will be introduced in the upcoming legislative session to improve enforcement and further reduce incidents.

### **Project Results (Distracted Driving)**

#### **STATEWIDE PUBLIC INFORMATION AND EDUCATION**

**Planned Activity:** DD-2024-01

**Sub-recipient(s):** CJRW

Statewide public information and education promoted adherence to texting and cell phone laws. Components included educational materials and public service announcements (PSAs) to enhance other traffic safety projects such as the "U Drive U Text U Pay" and "Put the Phone Away" Campaigns implemented in October 23 and April 24. Assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPs), and diversity outreach and press events were also available. Media placements included television, radio, cinema, internet, social media, and print. See Media Report pages 83-95.

#### **SLOW DOWN, PHONE DOWN**

**Planned Activity:** DD-2024-01

**Sub-recipient(s):** ARDOT

Statewide public information and education to promote adherence to texting and cell phone laws through continuation of the "Slow Down, Phone Down" in work zones campaign. Components of this task included educational materials such as brochures, posters, public service announcements and



paid advertising. Funding was used for a variety of media buys this year. These included: Cable TV, Radio: Metro Market and Hispanic stations, Digital: Targeting ages 18-54 (TV Streaming, Music and Podcast, iHeart Media, and Digital Outdoor Lamar: 8 locations major interstates and highways. Also TRANSIT Signage on LR Buses.

#### **LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS)**

(Short-term, high visibility/ sustained seat belt enforcement-local)

**Planned Activity: DD-2024-02**

**Sub-recipient(s): Law Enforcement Agencies**

There were 37 local sustained STEPS in FY 2024. (List of agencies on pg. 115) These local STEPS issued 470 Distracted Driving Citations, not including ASP.

#### **STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEP)**

(High visibility/ sustained seat belt enforcement-local)

**Planned Activity: DD-2024-03**

**Sub-recipient(s): Law Enforcement Agencies**

Funding was provided for statewide selective distracted traffic enforcement through the Arkansas State Police. In FY24 they issued 702 Distracted Driving Citations

#### **MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)**

(Short-term, high visibility/ Distracted Driving enforcement-local)

**Planned Activity: DD-2024-04**

**Sub-recipient(s): Local Law Enforcement Agencies**

There were 54 local mini-step projects in FY 2024. (List of agencies on pg. 115) These Mini-STEPS issued 232 distracted Driving Citations.

#### **TEEN DISTRACTED DRIVING**

**Planned Activity: DD-2024-05**

**Sub-recipient(s): Arkansas Children's Hospital (ACH)**

Teen driver safety project providing activities in high schools and universities to increase awareness of distracted driving issues. This project was not implemented due to ongoing reorganization at ACH. AHSO has been working with ACH and two programs are currently under consideration "*In One Instant*" and the "*Save A Life Tour*". A grant application from ACH incorporating both programs is underway.

#### **NEW GRANTS BASED ON COMMUNITY OUTREACH**

(Short-term, high visibility/ Distracted Driving enforcement-local)

**Planned Activity: 2024-06**

**Sub-recipient(s): TBD**

New Grants in this area are based on results of Community Outreach. Several projects have been developed and applications are in process for FY25.

**Highway Safety Annual Report for Arkansas  
Federal Fiscal Year 2024**



**PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2023-2024**

**Summary**

In FY2024, the Arkansas Highway Safety Office (AHSO) utilized paid and earned media as well as paid and organic social media to generate public awareness of the high visibility law enforcement mobilization efforts regarding impaired driving, occupant protection, distracted driving, and speed prevention 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 media as well as paid and organic social media was used in an additional campaign for motorist awareness and education: motorcycle awareness.

The following 12 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
- St. Patrick’s Day Mobilization
- April Drive High Get A 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

**Distracted Driving – “U Drive. U Text. U Pay” and “Put the Phone Away or Pay”**

- October Enforcement Mobilization
- April Enforcement Mobilization

**Motorcycle Safety – “Look Twice for Motorcycle. Share the Road”**

- June Awareness Mobilization

**Speed Prevention – “Speeding Slows You Down”**

- July Enforcement Campaign

**Pedestrian/Biking Safety – “Extreme Safety”**

- September State Pedestrian/Bike Safety Campaign

The AHSO worked with their advertising agency of record, CJRW, 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.

### **December 2023 Holiday Impaired Driving Mobilization Drive Sober or Get Pulled Over**

#### Paid Media Report

##### **Summary**

The target audience for the campaign were 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 \$208,875 with an added value received in bonus ads of \$69,899.

##### **Enforcement Period**

- Enforcement will be carried out from December 13, 2023 to January 1, 2024

##### **Advertising Period**

- Paid advertising will run from December 13, 2023 to January 1, 2024 (22 days)

##### **Working Paid Media Budget**

- **\$210,000**

##### **Target Audience Profiles**

- **Primary Audiences** - Educate drivers not only the dangers of driving under the influence of alcohol, but also the consequences.
  - 18 - 23-year-old males (Gen Z)
  - 24 - 34-year-old males (Millennials)
- **Secondary Audience** - Raise awareness and influence segment to never drive impaired.
  - 18 to 34-year-old Spanish-reliant males

##### **Geography**

- The campaign was statewide in scope. Concentrated media funds in the state's major metropolitan markets to reach the greatest number of Arkansans.

##### **Primary Markets**

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

##### **Secondary Markets**

- Conway
- Delta Region

### Media Strategies & Tactics

In today's rapidly evolving media landscape, it's necessary to reach the target audience with an integrated marketing approach. By utilizing an efficient mix of digital and traditional strategies, this advertising plan aimed to effectively reach and influence the target audience on their preferred channels ultimately contributing to the reduction of alcohol-impaired driving incidents among 18-34-year-old males in Arkansas. Within each medium, we implemented the tactics detailed below.

#### Broadcast TV provided the greatest reach opportunity.

- We recommended running lower weight levels and concentrating media in high-profile content such as sports and live entertainment specials against adults 25-54 to reach the greatest number of Arkansans with the impaired driving message. Since there are so many premium sporting events that air during our flight period and we wanted to reach males, we focused the majority of weight in sports when TV viewing is live.
- **Daypart mix:** Local News – 30%  
Prime/Sports – 60%  
Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, FOX & CW
- **Recommended Broadcast Programming:** NFL, NBA, College Football Bowl Games, NCAA Basketball, Tonight Show with Jimmy Fallon, Survivor Finale, NFL & NBA on Christmas Day, NYE Nashville's Big Bash, iHeartRadio Music Festival, *Big Brother Reindeer Games*, iHeartRadio Jingle Ball, *Road to the NHL Winter Classic*
  - Sports is one genre that is consistently viewed live which provided the opportunity to reach a highly engaged male audience with a message highlighting the dangers of driving under the influence.
  - Strategically placed ads during prime-time slots captured the attention of our target audience when they were most likely to be watching TV.
  - Nielsen ratings data allowed us to determine the top-rated broadcast stations and programs in each market.
  - Purchased major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

#### Cable TV extended the reach of broadcast television and achieved greater frequency of exposure of the *Drive Sober* message.

- To best reach the target audience, cable networks that were more likely to be viewed by Men 18-34 were selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience was 20% more likely to watch this network than the general population.

These networks include:

- BET (117)

- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- Discovery (108)
- ESPN (143)
- ESPN 2 (147)
- FS1 & FS2 (166/169)
- FX (155)
- FXX (181)
- MTV / MTV2 (165/247)
- Nick at Nite (144)
- Nickelodeon (138)
- Paramount (149)
- Syfy (115)
- Teen Nick (174)
- TruTV (151)
- VH1 (127)

\*Every cable system does not insert advertising on all of these networks.

- Purchased spots on **Galavision and ESPN Deportes** networks (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the impaired driving message.

#### **Radio increased reach created by television while generating higher levels of frequency.**

- Since this medium reached people in their cars it was an effective tool to remind drivers and passengers of the dangers and consequences of driving impaired.
- A Nielsen report released in July 2023 found that radio remains one of the centerpieces of the media universe, reaching 87% of the hard-to-reach adults 18-34 demographic each month.
- **Primary Formats:** Country, Sports, Contemporary Hit Radio and Urban
- **Dayparts:**
  - Morning Drive: 6:00am - 10:00am
  - Midday: 10:00am - 3:00pm
  - Afternoon Drive: 3:00pm - 7:00pm
  - Evening: 7:00pm - Midnight
  - Selected weekend dayparts
- Nielson Audio ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Live Endorsements:** Live reads create a personal connection between the DJ and the audience. Utilizing trusted voices of local radio personalities on top-rated stations in Central AR generated additional impact and awareness. We also encouraged DJs to incorporate the *Drive Sober* message into their social networking.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll and Sevier Counties with a

heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

**The digital portion of the plan continued to extend reach of the *Drive Sober* message in a medium where nearly 100% of the target audience is connected to the internet.** According to the latest MediaMark Research Intelligence data, males 18-34 are more frequent and active internet users than any other age group. Specific digital strategies we recommended are detailed below.

- Utilizing **MobileFuse** allowed us to target males 18-34 based on interests, behaviors, and online activity. *Drive Sober* video and display ran on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to males 18-34. Mobile heavy pre-roll video and display ads were recommended to maximize impact and awareness of the impaired driving message on the device they use the most.
  - Targeting tactics were integrated to reach relevant audiences based on their known recent mobile footprint (i.e. bars, breweries, liquor stores, etc.). This allowed us to engage with our target when they were out socializing and intercepted them with the *Drive Sober* message.
  - We also onboarded 3<sup>rd</sup> Party Data targeting and App Usage targeting to reach gamers, cannabis users, and sports/fantasy football app users to add an additional layer of reach of the impaired driving message to our target audiences.
  - A minimum of 1.2 million impressions were generated over the course of the campaign.
- **Streaming TV** – Streaming TV provided a highly effective and efficient way to reach and engage males aged 18-34, who are increasingly consuming content through streaming services and connected devices. New research from Leichtman Research Group, found that 88% of U.S. TV households have at least one Internet-connected TV device. Among those aged 18-34, 63% watch video on a TV via a connected device daily. With streaming TV, the *Drive Sober* message was delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads are targeted demographically and geographically making ad serving precise. We further extend the OTT campaign by utilizing Premion's retargeting platform. This allowed us to serve impaired driving display ads on the target audience's laptop or mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 495,000 OTT impressions ran during the campaign accompanied by over 175,000 retargeting impressions.
- **Music and Podcast** streaming services have a massive user base, including a substantial portion of the target audience, males aged 18-34. These platforms allowed for targeted advertising, ensuring that the impaired driving message reached the intended demographic. Consumption of streaming radio in the car remains strong which is the ideal environment for the *Drive Sober* message to reach drivers when they are behind the wheel.
  - We recommended SXM's cross-publisher product that provides access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the *Drive Sober* audio spots to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day. Males 18-34 and Hispanics 18-34 in Arkansas were targeted on this platform.
  - Podcasts continue to surge in popularity among young adults. Males 18-34 listen to podcasts regularly, covering various topics such as comedy, sports, technology, and

lifestyle. In-car podcast listening showed growth: 32 percent of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30 percent last year. We recommended including iHeartMedia's Podcast platform given it's the top podcast publisher. Impressions were served in the Sneakerhead, Legend, Conqueror and Explorer Genres.

- Over 645,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Utilized **Vevo**, the world's largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Generated awareness of the *Drive Sober* message by reaching Vevo's highly engaged audience viewing premium content featuring the top artists in the world. Over 145,000 impressions were served during the campaign.
- **ESPN** – Purchased ESPN's CTV platform to add scale using premium sports publishers not available on programmatic exchanges. The *Drive Sober* video ran across ESPN as well as a curated list of the top 15 sports networks. Live Streaming video and high-impact display across ESPN.com and the ESPN app were also included. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 263,00 impressions.
- Purchased **Homepage Takeovers** on top-rated TV news stations and sports sites to reinforce the *Drive Sober* message during the flight period.
- **Hispanic Websites** – Impaired driving display, video and homepage interstitial ads in the Spanish language were placed across high traffic local websites such as LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

#### **Out-of-Home media engaged the target audiences and extended the reach of the Impaired Driving message.**

- **Digital outdoor boards** are highly visible structures that reached a mass audience while they are in their vehicle and remind them of the consequences that result from driving under the influence of alcohol.
  - Digital billboards allowed for more flexibility of message and did not require a production fee, which would be cost-prohibitive for a short-term campaign.
  - Another benefit of outdoor was the opportunity to reach drivers and passengers while they were on the road, reinforcing the impaired driving message with a visual component.
  - Concentrated support in the heaviest populated markets and near college campuses in Arkansas to generate the highest reach.
  - We recommended 10, high-traffic locations in Little Rock, North Little Rock, Benton, Cabot, Hot Springs, Pine Bluff, Northwest Arkansas, and Jonesboro generating over 6.6 million total impressions.
- **Gas Pump Toppers** – A full color impaired driving message was displayed above gas pumps in the four largest markets: Little Rock, Ft. Smith, Fayetteville, and Jonesboro. Gas pump signage engaged our audience during their daily routine in an environment where they're captive for several minutes reminding them of the risks of impaired driving right

before getting back into the vehicle. There was a total of 30 gas stations and AHSO received 50 percent of the available pump top inventory at each station. As added-value, pump top signage remained posted an extra week and window and cooler clings were placed where there was available inventory at no-charge. The gas pump signage buy generated over 3 million impressions.

### **Budget Summary**

#### **By Medium:**

Drive Sober or Get Pulled Over - \$208,875 total paid media budget

Television: \$45,399 (22 percent)  
 Cable: \$17,961 (9 percent)  
 Radio: \$39,292 (19 percent)  
 Other Radio: \$12,988 (6 percent)  
 Digital: \$64,717 (31 percent)  
 Out-of-Home: \$28,518 (13 percent)

**Total: 100%**

#### **By Market**

#### **Actual Expenditures - \$208,875**

Little Rock: \$33,615  
 Fort Smith/Fayetteville: \$28,285  
 Jonesboro: \$9,884  
 Texarkana: \$9,215  
 Hot Springs: \$3,351  
 El Dorado: \$3,800  
 Conway: \$1,408  
 Delta Region: \$2,447  
 Hispanic: \$13,942  
 Statewide Digital: \$64,717  
 Radio Endorsements: \$9,963  
 Out-of-Home: \$28,518

#### **Cost per Point and GRP Levels – Drive Sober or Get Pulled Over.**

<b>Market</b>	<b>Broadcast TV</b>	<b>Cable TV*</b>	<b>Radio</b>
<b>Little Rock</b>	\$136.55	\$13.57	\$25.45
<b>Fayetteville/Ft. Smith</b>	\$85.55	\$12.11	\$22.91
<b>Jonesboro</b>	\$67.29	\$3.21	\$11.47
<b>Texarkana</b>	N/A	\$8.00	\$28.68
<b>Hot Springs</b>	N/A	\$2.72	\$10.86
<b>El Dorado</b>	N/A	\$7.22	N/A
<b>Conway</b>	N/A	\$3.73	N/A
<b>Hispanic</b>	N/A	N/A	N/A

\*Cable is shown as cost per unit.

#### **Broadcast Television/Cable**

<b>Market</b>	<b>Number of Ads</b>	<b>Bonus Ads</b>	<b>Frequency</b>	<b>GRP</b>	<b>Reach</b>
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<b>Little Rock</b>	576	28	2.4	124.9	54.8%
<b>Ft Smith/Fayette.</b>	465	672	2.6	155.7	59.5%
<b>Jonesboro</b>	493	446	2.2	83.9	67.29%
<b>Texarkana</b>	1,890	215	N/A	N/A	N/A
<b>Conway</b>	150	150	N/A	N/A	N/A
<b>El Dorado</b>	265	133	N/A	N/A	N/A
<b>Hot Springs</b>	418	371	N/A	N/A	N/A
<b>Hispanic</b>	125	127	N/A	N/A	N/A

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

## 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>	242	242	10.5	387.6	32.2%
<b>Ft. Smith</b>	277	277	6.5	227.9	43.5%
<b>Fayetteville</b>	298	298	6.6	210.6	32.2%
<b>Jonesboro</b>	113	113	6.0	242.8	40.1%
<b>Texarkana</b>	187	187	6.3	260.8	41.8%
<b>El Dorado</b>	147	147	N/A	N/A	N/A
<b>Hot Springs</b>	107	142	4.9	202.8	41.1%
<b>Conway</b>	54	54	N/A	N/A	N/A
<b>Delta Region</b>	40	81	N/A	N/A	N/A
<b>Statewide Radio</b>	172	0	N/A	N/A	N/A
<b>Hispanic</b>	282	282	N/A	N/A	N/A

## Earned Media Report - \$307,635

### **Media Relations**

A news release concerning the Holiday DSOGPO mobilization was distributed to news media statewide resulting in 30 newspaper clippings with an ad equivalency of \$24,135.

### **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 DSOGPO 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. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$283,500.

### **Social Media**

#### AHSO DSOGPO Holiday Campaign

### **Summary**

- The YouTube ads were served over 357,000 times.
- The Facebook ads reached about 456,000 users at a frequency of 2.
- We saw an average cost per 1,000 users reached of \$7.62.

The Drive Sober or Get Pulled Over holiday campaign launched December 11th on Meta and YouTube. The campaign targeted Arkansan men ages 21-34. The YouTube ad was served over 357,000 times at a cost per 1,000 impressions of \$9.75. The ad received 51 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ads were served about 930,000 times and reached about 456,000 unique Facebook and Instagram users and had a frequency of 2. The ads had a cost per 1,000 users reached of \$7.62. The ads also gathered 1,680 clicks at a cost per click of \$2.07. In the campaign, the static ad reached more users than the video ad and received most of the clicks. For engagement, the ads received 143 post reactions, 9 post comments, 5 post saves, and 17 post shares.

## **2024 St. Patrick's Day Drive Sober or Get Pulled Over**

### **Paid Media Report**

#### ***Summary***

Supporting the St. Patrick's Day Drive Sober or Get Pulled Over mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the "Drive Sober or Get Pulled Over" campaign was targeted to those most likely to drive while impaired, Males 18-34.

NHTSA approved a budget of \$25,000 for a one-week schedule live radio endorsements and pre-recorded traffic reports. No bonus was given since we purchased live endorsements.

#### **Advertising Period**

- March 11 – March 17, 2023 (7 days)

#### **Mobilization Dates**

- March 15 – March 17, 2023 (3 days)

#### **Working Paid Media Budget**

- **\$25,000**

#### **Target Audience**

- Males 18-34 - Raise awareness and educate segment on the danger and consequences of impaired driving.

#### **Geography**

- Statewide awareness campaign. Concentrate media funds in the state's major metropolitan markets to reach the greatest number of Arkansans.

##### **Primary Markets**

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

## Media Strategy and Campaign Details

Alcohol consumption is a significant part of holiday festivities, and St. Patrick's Day is no exception. This campaign aimed to encourage our target audience to never drive impaired by reminding them of the risk and dangers of driving under the influence. With a campaign window of only one week and a limited budget, we recommended a mix of 60-second live radio endorsements, traffic reports and digital out-of-home. Radio and outdoor advertising reach a mobile audience, and the combination of the two mediums offered a balance of sight (outdoor) and sound (radio).

### Radio reaches 87% of adults aged 18 to 34 years old each month.

- According to a recent Nielsen Audience Report, 19% of adults 18-34 consider radio ads very trustworthy and 35% somewhat trustworthy – highest among platforms, including TV and even social media. In today's environment, trust is everything, so including a medium that created a trusted environment, was extremely important.
- **Live Endorsements:** We selected local radio personalities on top-rated stations across six markets to generate impact and awareness. DJs are well-known in their communities and listeners feel a certain bond with radio hosts. Incorporating live reads was powerful and effective, not only for increased exposure but for influencing listeners by people they trust. We also encouraged DJs to incorporate the *Drive Sober* message into their own social networking.
- Utilized **Nielson Audio** ratings data to help identify which stations best reach the target audience in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, and Hot Springs.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across 11 radio stations in Little Rock. A 15-second *Drive Sober* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Since this medium reaches people in their cars it can be an effective tool to remind drivers and passengers of the dangers and consequences of driving impaired.

### Digital billboards generated a mass reach and is one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers of the consequences that come from driving under the influence of alcohol.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated placement on major highways around Little Rock, North Little Rock, Bryant, Hot Springs, Conway, Pine Bluff, Springdale, and Jonesboro.
- The 14 selected boards generated over 4.4 million total impressions in one week.

### Media Weight Levels (7-day period)

- **Radio**

40 Live Reads in Little Rock  
20-24 Live Reads in Ft. Smith and Hot Springs  
10 Live Reads in Texarkana, Fayetteville, and Jonesboro  
5 Live Reads on Statewide ESPN network  
250 total Traffic Reports in Central Arkansas

## **Budget Summary**

- **By Medium**  
Radio: 62% (\$15,499)  
Outdoor: 38% (\$9,341)  
**Total: 100%**
- **By Market:**  
Little Rock: \$4,482  
Fort Smith: \$608  
Fayetteville: \$1,035  
Texarkana: \$598  
Jonesboro: \$518  
Hot Springs: \$839  
Statewide Radio: \$7,419  
Statewide Outdoor: \$9,341

**Total Estimated Budget: \$24,840**

## **Earned Media Report - \$197,882**

### ***Media Relations***

A news release concerning the St. Patrick's Day DSOGPO mobilization was distributed to news media statewide resulting in 15 newspaper clippings with an ad equivalency of \$8,882.

### ***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 30 digital message boards on highways and interstates around the state during the mobilization period. The Drive Sober or Get Pulled Over campaign slogan was displayed for one week. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$189,000.

### ***Social Media***

#### **AHSO St. Patrick's Day Campaign**

##### **Summary**

- The YouTube ad was served over 148,000 times.
- The Meta ads reached over 315,000 users.
- We saw an average cost per 1,000 users reached of \$3.68.

The St. Patrick's Day Driver Sober or Get Pulled Over campaign launched on March 11th on Meta and YouTube. The campaign targeted Arkansas men ages 21-34. The YouTube ad was served over 148,000 times at a cost per 1,000 impressions of \$7.99. The ad received 16 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Sebastian County, and Union County.

The Facebook ads were served about 341,000 times and reached about 315,000 unique Facebook and Instagram users. The ads had a great low cost of \$3.68 per 1,000 users reached. The ads also gathered 599 clicks at a cost per click of \$1.94. In the campaign, the image had the highest reach and clicks. For engagement, the ads received 39 post reactions and 1 post share.

## **2024 April Drug Impaired Campaign Drive High. Get A DWI.**

### **Paid Media Report**

#### ***Summary***

Supporting the national April 20 (420) "Drug Impaired Driving" mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the "Drive High. Get a DWI" campaign was targeted to those most likely to drive while impaired, Males 18-34.

NHTSA approved a budget of \$25,000 for a one-week schedule live radio endorsements and pre-recorded traffic reports. No bonus was given since we purchased live endorsements.

#### **Mobilization Dates**

- April 19 – April 21, 2024

#### **Advertising Period**

- April 15 - April 20, 2024 (6 days)

#### **Working Paid Media Budget**

- **\$25,000**

#### **Target Audience**

- Males 18-34 - Raise awareness and educate segment on the danger and consequences of driving drug-impaired.

#### **Geography**

- Statewide awareness campaign. Concentrated media funds in the state's major metropolitan markets to reach the greatest number of Arkansans.

#### **Primary Markets**

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

#### **Media Strategy and Campaign Details**

April 20th (more commonly known as 420) has become synonymous with marijuana use and, in some circles, the date is a celebratory day across the country for smoking marijuana. While cannabis is now legalized for medicinal use in Arkansas, it is still illegal to drive under the influence

of it. This campaign aimed to spread the message that driving drug-impaired or riding with someone who is drug-impaired is not worth the risk. With a short campaign window and a limited budget, we recommended a mix of live radio endorsements, traffic reports and digital out-of-home. Radio and outdoor advertising reach a mobile audience, and the combination of the two mediums offered a balance of sight (outdoor) and sound (radio).

### **Radio reaches 87% of Adults 18 to 34 years old – more than any other medium.**

- According to a recent Nielsen Audience Report, 19% of adults 18-34 consider radio ads very trustworthy and 35% somewhat trustworthy – highest among platforms, including TV and even social media. In today's environment, trust is everything, so including a medium that created a trusted environment, is extremely important.
- **Live Endorsements:** Leveraged popular local radio stations with a high listenership among the target demographic and engaged well-known radio personalities to deliver compelling live reads that resonated with young men, emphasizing the risks of drugged driving and the intensified law enforcement activity. DJs are well-known in their communities and listeners feel a certain bond with radio hosts. Utilizing live reads was powerful and effective, not only for increased exposure but for influencing listeners by people they trust. We also encouraged DJs to incorporate the If You Feel Different, You Drive Different. *Drive High, Get a DWI* message into their social networking.
- **Nielson Audio** ratings data helped identify which stations best reached the target audience in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, and Hot Springs.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across 11 radio stations in Little Rock. A 15-second drug-impaired message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Another benefit of radio for this effort is that it reaches people in their cars, giving us the opportunity to remind drivers and passengers alike of the risks and consequences of driving under the influence of drugs.

### **Digital billboards generated a mass reach and are one of the most cost-efficient media available.**

- Digital outdoor boards are highly visible structures that reached a mass audience while they were in a vehicle reminding drivers and passengers of the dangers and consequences associated with drug-impaired driving.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated placement on major highways around Little Rock, North Little Rock, Benton, Conway, Pine Bluff, Cabot, Russellville, Springdale, Jonesboro, and Hot Springs.
- The 15 selected boards generated over 2.7 million total impressions.

### **Media Weight Levels (5-day period)**

- **Radio**
  - 40 Live Reads in Little Rock
  - 20 - 24 Live Reads in Ft. Smith & Hot Springs
  - 10 Live Reads in Fayetteville, Jonesboro & Texarkana
  - 5 Live Reads on Statewide ESPN network
  - 250 total Traffic Reports in Central Arkansas

## **Budget Summary**

- **By Medium - \$24,727**
  - Radio: \$15,203 (61 percent)
  - Digital Outdoor: \$9,524 (39 percent)

**Total: 100%**

- **By Market:**
  - Little Rock: \$4,267
  - Fort Smith: \$544
  - Fayetteville: \$1,010
  - Texarkana: \$548
  - Jonesboro: \$518
  - Hot Springs: \$726
  - Statewide Radio: \$7,590
  - Digital Outdoor: \$9,524

## **Earned Media - \$101,045**

### ***Media Relations***

A news release concerning the April “Drive High. Get a DWI.” mobilization was distributed to news media statewide resulting in 19 newspaper clippings with an ad equivalency of \$6,545.

### ***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 30 digital message boards on highways and interstates around the state during the mobilization period. The Drive High. Get a DWI. campaign slogan was displayed for 7 days. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$94,500.

### ***Social Media***

#### **AHSO April Drive High, Get A DWI Campaign**

##### **Summary**

- The YouTube ad was served over 131,000 times.
- The Meta ads reached over 241,000 users.
- We saw an average cost per 1,000 users reached of \$4.08.

The April “Drive High, Get A DWI” campaign launched on April 15th on Meta and YouTube. The campaign targeted Arkansas men ages 18-34. The YouTube ad was served over 131,000 times at a cost per 1,000 impressions of \$7.48. The ad received 38 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Faulkner County, and Washington County.

The Facebook ads were served about 291,000 times and reached about 240K individual Facebook and Instagram users. The ads had a great low cost of \$4.08 per 1,000 users reached. The ad also gathered 3,690 clicks at a cost per click of \$0.27. In the campaign, the static had the highest reach and received the highest number of clicks. For engagement, the ads received 28 post reactions, 12 post comments, and 13 post shares.

## **2024 Fourth of July Impaired Driving Mobilization Drive Sober or Get Pulled Over**

### **Paid Media Report**

#### ***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 language with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$98,474 and an additional amount of \$30,231 in bonus advertising.

#### **Enforcement Period**

- Wednesday, July 3 to Sunday, July 7

#### **Advertising Period**

- Paid advertising will run Monday, July 1 to Sunday, July 7 (7 days)

#### **Working Paid Media Budget**

- **\$100,000**

#### **Target Audience Profiles**

- **Primary Audiences** - Inform drivers about both the dangers and the consequences of driving under the influence of alcohol.
  - **Males 18-34**
- **Secondary Audience** - Raise awareness and influence segment to never drive impaired.
  - **18 to 34-year-old Spanish-reliant males**

#### **Geography**

- Statewide awareness campaign. Concentrate media funds in the state’s major metropolitan markets to reach the greatest number of Arkansans:

#### **Primary Markets**

- Little Rock



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

## Secondary Markets

- Conway
- Delta Region

## Media Strategies & Tactics

The 4<sup>th</sup> of July *Drive Sober or Get Pulled Over* initiative was designed to deter impaired driving among males aged 18 to 34 by reinforcing that it is not only a serious legal offense but also a danger to everyone on the road. Given the brief campaign period of just seven days, our media strategy centered on maximizing frequency through digital, radio, cable, and outdoor channels across Arkansas. Within each medium, we implemented the tactics detailed below.

### Cable

We aimed to amplify exposure of the *Drive Sober* message across all metropolitan markets in Arkansas, including the Interconnect, reaching an audience of over 162,000 homes.

- To best reach the target audience, cable networks that were more likely to be viewed by males 18-34 were selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience was 20 percent more likely to watch this network than the general population.
- **These networks include:**
  - Cartoon Network/Adult Swim (165/308)
  - Comedy Central (227)
  - ESPN (143)
  - ESPN2 (147)
  - ESPNU (179)
  - Fox Sports 1 & 2 (154/175)
  - FX (155)
  - FXX (181)
  - MTV/MTV2 (165/247)
  - NBA TV (192)
  - NFL Network (197)
  - Nick at Nite (144)
  - Outdoor (107)
  - Paramount (149)
  - TeenNick (174)
  - TruTV (151)
  - VH1 (130)

\*Every cable system does not insert advertising on all these networks.

- *Purchased spots on Galavision & ESPN Deportes networks (only available in Fayetteville/Ft. Smith market) to reach the Hispanic community with the Drive Sober message.*
- *We advised against using Broadcast TV for this campaign. Live sports events were limited, with both NBA and NHL seasons concluded before the campaign start date. Typically, we incorporate local news to engage a wide audience, but viewership usually declines during the summer months.*

## Hispanic TV

Purchased major **Spanish** language networks Univision and Telemundo to effectively reach our secondary target audience of Hispanics. We specifically focused on sports programming such as soccer (Copa), which has a large Hispanic fan base.

## Radio

Radio extended the reach created by cable and built additional frequency.

- Since a large portion of audio consumption occurs in vehicles it can be a very effective tool to remind drivers of the dangers and consequences of impaired driving.
- **Primary Formats:** Country, Sports Talk, Contemporary Hit Radio, and Urban
- **Dayparts:** Morning Drive: 6 a.m. - 10 a.m.  
Midday: 10 a.m. - 3 p.m.  
Afternoon Drive: 3 p.m. - 7 p.m.  
Evening: 7 p.m. - midnight  
Selected weekend dayparts
- Nielson Audio ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across five radio stations in Little Rock. 150 15-second *Drive Sober* messages ran adjacent to traffic updates in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Radio listening leads audio consumption by a more sizable margin within the **Hispanic** community making it a strong tactic to continue driving awareness of the *Drive Sober* message among this audience. We purchased Spanish language radio available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

## Digital

The digital component was designed to enhance the visibility of the *Drive Sober* message across platforms where our target audience is highly active. Recent data from a Nielsen Total Audience Report indicates that adults aged 18-34 are the most engaged with digital devices, averaging four hours and 45 minutes daily on smartphones alone. Additionally, this demographic spends another one hour and 22 minutes using TV-connected devices each day. We have outlined targeted digital strategies below to effectively reach and influence this key audience group.

- Utilizing **MobileFuse**, a digital advertising platform, allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to males 18-34. MobileFuse uses real-time data and location-based technology to deliver targeted ads and content to mobile devices. We included tactics like contextual and behavioral targeting to reach males 18-34 while they are playing video games on their mobile device. We also

identified and targeted “Sports Enthusiasts” based on their recent app activity (i.e. frequents Fantasy Football and Sports apps). With MobileFuse’s location-based technology, we precisely targeted males 18-34 at high-interest locations like bars, breweries, liquor stores, etc. which allowed us to engage with our target when they are out socializing and intercepted them with the *Drive Sober* message. Ads were mobile heavy to reach our target on the device they use the most. A minimum of 525,000 impressions was generated over the course of the campaign.

- **Streaming TV** - Connected TV ownership continued to surge, with 88% of TV households now having at least one connected TV device, according to research from Leichtman Research Group. With connected TV, the *Drive Sober* message was delivered to our target when they were streaming TV shows, videos and movies via Roku,

PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. Additionally, our strategy involved incorporating Effectv premium streaming that ran across Spanish networks to engage our secondary target, Hispanic males aged 18-34, leveraging the growing trend of streaming video service consumption within this group. We further extended the streaming TV campaign by utilizing Premion’s OTT retargeting platform. This allowed us to serve *Drive Sober* video and display ads on the target audience’s mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 350,000 streaming impressions ran during the campaign complemented by over 115,000 retargeting impressions.

- Utilized **Vevo**, the world’s largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Vevo’s platform, which reaches a highly engaged audience that enjoys performances and videos from top leading artists, generated awareness of the *Drive Sober* message in an environment where it could resonate deeply and influence behavior effectively. Over 118,000 impressions were served during the 7-day flight.
- The **Digital Audio** space is consistently growing and has become a crucial part of the media mix. According to the 2023 Infinite Dial report, 75% of U.S. adults listen to online audio weekly. The consumption of online radio in cars remained strong, providing an ideal opportunity for the *Drive Sober* campaign. This medium’s robust reach was essential for reinforcing our message where it’s most relevant: on the road.
  - We recommended SXM’s cross-publisher product that provided access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the impaired driving audio spots to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day. Men 18-34 and Hispanics 18-34 in Arkansas were targeted on this platform.
  - **Podcasts** continued to increase in popularity and are mostly seeing traction among younger audiences. According to the 2023 Infinite Dial, 55% of podcast listeners fall into the 12-34 age category. In-car podcast listening also showed growth: 38% of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 32% last year.
- Over 345,000 impressions were generated from the recommended plan for audio and podcast streaming.

- **ESPN** – The *Drive Sober* message was prominently featured across ESPN's connected TV platform, complemented by live streaming video and high-impact display ads. These ads were specifically geo-targeted to Arkansas, reaching sports enthusiasts in a highly desired, brand-safe and relevant setting. The campaign delivered a minimum of 170,000 impressions.
- **Hispanic Websites** – *Drive Sober* banners and video in the Spanish language were placed across high traffic local websites such as LatinoTVAR.com, LaPrensaNWA.com and TelemundoArkansas.com to reach the Hispanic community digitally.

**Digital outdoor will generate mass reach and frequency and is one of the most cost-efficient media available.**

- Digital outdoor boards are highly visible structures that captured the attention of a broad audience, particularly those in vehicles, effectively reminding them of the consequences that come from driving under the influence of alcohol.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign like this one.
- We strategically placed digital boards along major highways and intersections as well as in areas that consistently see high traffic volumes throughout Arkansas to maximize exposure of the *Drive Sober* message.
- The 27 selected boards generated over 4.6 million impressions over the 7-day campaign.

**Budget Summary**

- **By Medium**
  - Hispanic TV: \$2,436 (2%)
  - Cable: \$11,936 (12%)
  - Radio: \$22,254 (23%)
  - Other Radio: \$5,715 (6%)
  - Digital: \$39,153 (40%)
  - OOH: \$16,980 (17%)

**Total: 100%**

- **By Market:**
  - Little Rock: \$12,124
  - Fort Smith/Fayetteville: \$9,478
  - Jonesboro: \$1,736
  - Texarkana: \$4,767
  - Hot Springs: \$1,617
  - El Dorado: \$1,900
  - Conway: \$839
  - Delta Region: \$979
  - Hispanic: \$4,626
  - Statewide Digital: \$39,153
  - Out-of-Home: \$16,980
  - Statewide Radio: \$4,275

**Total Estimated Budget: \$98,474**

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$15.54	\$25.51
Ft. Smith/Fayette.	N/A	\$14.34	\$23.49
Jonesboro	N/A	\$2.73	\$13.66
Texarkana	N/A	\$7.50	\$28.91
Hot Springs	N/A	\$2.86	\$12.03
Conway	N/A	\$3.00	N/A
El Dorado	N/A	\$7.59	N/A
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	351	66	2.3	N/A	N/A
Ft Smith/Fayette.	201	114	2.2	N/A	N/A
Jonesboro	191	141	2.0	N/A	N/A
Texarkana	149	149	N/A	N/A	N/A
Conway	126	125	N/A	N/A	N/A
El Dorado	137	44	N/A	N/A	N/A
Hot Springs	162	105	N/A	N/A	N/A
Hispanic	44	44	N/A	N/A	N/A

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	191	189	5.5	259.9	46.8%
Ft. Smith	158	159	4.0	149.6	39.1%
Fayetteville	202	202	4.1	135.1	36.2%
Jonesboro	36	36	3.2	125.3	41.9%
Texarkana	95	95	3.5	126.5	37.0%
El Dorado	66	66	N/A	N/A	N/A
Hot Springs	73	73	4.1	134.4	32.7%
Conway	28	28	N/A	N/A	N/A
Delta Region	16	38	N/A	N/A	N/A
Statewide Radio	348	0	N/A	N/A	N/A
Hispanic	137	138	N/A	N/A	N/A

**Earned Media Report - \$101,778*****Media Relations***

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 19 newspaper clippings with an ad equivalency of \$7,278.

***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 DSOGPO 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. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$94,500.

## **Paid/Organic Social Media**

### July 4th DSOGPO Campaign Report

#### **Summary**

- The YouTube ad was served about 123,000 times.
- Meta ads reached over 263,000 users.
- Meta ads received 1,800 clicks.

The July “Drive Sober or Get Pulled Over” campaign launched on July 1st on Meta and YouTube. The campaign targeted male Arkansans ages 18-34. The YouTube ad was served over 122,000 times at a cost per 1,000 impressions of \$8.05. The ad also received 34 clicks. Geographically, the video was shown the highest number of times in Pulaski, Faulkner, and Sebastian counties.

The Meta ads were served over 335,000 times and reached over 263,000 users on Facebook and Instagram. The ads saw a great low cost per 1,000 users reached of \$3.75. The ads also gathered 1,848 clicks at a great click-through rate of 0.55% and a cost per click of just \$0.53. In the campaign, the static ad reached more users than the video ad, but both ads brought in an equal number of clicks. For engagement, the ads received 67 post reactions, 4 post comments, 2 post saves, and 19 post shares.

## **2024 Labor Day Impaired Driving Mobilization Drive Sober or Get Pulled Over**

### **Paid Media Report**

#### **Summary**

This mobilization was an impaired driving 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 aired in both English and Spanish. The total advertising budget utilized was \$323,697.18 with bonus television, cable, online and radio ads totaling \$88,004.76.

#### **Enforcement Period**

- Enforcement was carried out from August 16 to September 2, 2024.

#### **Advertising Period**

- Paid advertising ran August 14 to September 2, 2024.

#### **Working Paid Media Budget**

- **\$325,000**

#### **Creative Messages**

- There were three independent messages and creative assets that were supported during the Labor Day impaired driving campaign:
  - Drive Sober or Get Pulled Over
  - Ride Sober or Get Pulled Over
  - If You Feel Different, You Drive Different. Drive High Get a DUI. (marijuana/drug-impaired)

## Target Audience Profiles

- **Primary Audiences** – Educated drivers not only the dangers of driving under the influence of alcohol or drugs, but also the consequences.
  - **18 to 34-year-old males**  
The 18 to 34-year-old male target audience was comprised of two generations:
    - 18 to 27-year-old males (Gen Z)
    - 28 to 34-year-old males (Millennials)
- **Secondary Audience** – Reminded segment driving under the influence of alcohol or drugs is not only a serious legal offense but also a danger to everyone on the road.
  - Hispanic males, 18-34 years of age
- **Tertiary Audience** – Raised awareness and influenced segment to never ride impaired.
  - **Males, 35 to 54-year-old motorcyclists**  
The 35 to 54-year-old male target audience was comprised of two generations:
    - 35 to 46-year-old males (Millennials)
    - 47 to 54-year-old males (Gen X)

## Geography

- Statewide awareness campaign. Concentrate media funds in the state's major metropolitan markets to reach the greatest number of Arkansans:

### Primary Markets

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

### Secondary Markets

- Conway
- Pine Bluff
- Delta Region

## Media Strategies & Tactics

The goal was to reduce alcohol and drug-impaired driving incidents in Arkansas. In today's fast-changing media environment, reaching our target audiences required an integrated marketing approach. We recommended a plan that combined digital and traditional strategies to connect with and influence our target audiences on their preferred platforms with the impaired driving messages. The following tactics were implemented within each medium to achieve this objective.

**Broadcast TV provided the greatest reach opportunity.**

We recommended running lower weight levels and concentrating media in high-profile content targeting adults 25-54 to maximize the reach of the impaired driving message across Arkansas. With numerous sporting events airing during our campaign period, including the start of football season, we prioritized live sports programming to effectively reach our male audience.

- **Daypart mix:** Local News – 30% and Prime/Sports – 70%
- **Key Networks:** ABC, CBS, NBC, FOX and CW
- **Recommended Broadcast Programming:** NFL Preseason Games, Pregame Shows, Big Brother, NASCAR Cup Series, Fox College Football, Big Ten Football, MLB, Friday Night Smackdown, 2024 Vegas Kick-Off Classic
  - Sports is one genre that is consistently viewed live which provided the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of driving impaired. Live sports attracted high viewership levels among males aged 18-34 and 35-54.
  - Nielsen TV ratings data determined which networks and programming would best reach the target audiences.
  - Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

**Cable television enhanced the reach of broadcast TV and increased the frequency of exposure to the impaired driving message.**

- Achieved greater frequency of the impaired driving message by placing cable support in all metro markets in Arkansas.

**Males 18-34**

- To best reach this target audience, cable networks that catered to males 18-34 were selected according to current MRI data.
- Examples of such networks included ESPN, ESPN2, Comedy Central, Cartoon Network (Adult Swim), AMC, Paramount and FX, which were popular among this age group for their sports programming, comedic content, and compelling series.
- Increased frequency during Adult Swim on Cartoon Network (10 p.m. - 3 a.m.) which gets pegged as “stoner humor” to reach young males that were recreational marijuana users.

**Male Motorcyclists 35-54**

- Purchased networks that ran content that connected with motorcycle riders. According to MRI data - Discovery, Fox Sports and History have a significant reach among motorcycle riders/enthusiasts.



**Hispanic Males 18-34**

- Purchased spots on **Galavision** and **ESPN Deportes** networks (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the impaired driving message.

**Radio extended the reach created by television while generating higher levels of frequency.**

- Since a large amount of audio is consumed while driving, where the impaired driving message can be immediately impactful, radio was a crucial medium for our campaign. This was especially relevant for motorcyclists, who were 10% more likely to listen while riding.
- **Primary Formats:** Sports, Country, Contemporary Hit Radio, Hip Hop and Classic Rock
- **Dayparts:** Morning Drive: 6:00am - 10:00am  
Midday: 10:00am - 3:00pm  
Afternoon Drive: 3:00pm - 7:00pm  
Evening: 7:00pm - Midnight  
Select weekend dayparts
- **Nielson Audio** ratings data helped determine which stations would best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Live Endorsements:** Utilizing eight local radio personalities on top-rated stations generated additional impact and awareness. We also encouraged DJs to incorporate the *Drive Sober*, *Ride Sober* and *Drive High* messages into their own social networking.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. 15-second impaired driving messages ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- **Razorback Sports Network Game Day Broadcast** - One :30 spot and a live mention ran in-game during the first Razorback football game on August 29th. The Razorback Sports Network consisted of 39 affiliates across the state.
- **“On the Air with Sam Pittman” Live Radio Show** – Two :30 spots aired during the coach’s radio show which broadcasts live on Wednesday nights at 7 p.m. on the Razorback Sports Network reaching sports fans across the state.
- Radio listening lead audio consumption by a more sizable margin within the **Hispanic** audience making it a strong tactic to continue driving awareness of the impaired driving message among this audience. We purchased Spanish language radio available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday.

**The digital portion of the plan was designed to enhance the visibility of the impaired driving messages across platforms where our target audience was highly active.** Recent data from a Nielsen Audience Report indicated that adults aged 18-34 are the most engaged with digital devices, averaging four hours and 45 minutes daily on smartphones alone. Additionally, this demographic spent another one hour and 22 minutes using TV-connected devices each day. Specific digital strategies we recommended are detailed below.

- Utilizing **MobileFuse** extended reach by targeting males 18-34 across multiple websites and platforms simultaneously, increasing the visibility of the impaired driving message and maximizing the potential for reaching our target audience.
  - Targeting tactics were integrated to reach relevant audiences based on their known recent mobile footprint (i.e. bars, breweries, liquor stores, etc.). This allowed us to engage with our target when they were out socializing and intercepted them with the *Drive Sober, Ride Sober* and *Drive High* messages.
  - We onboarded 3<sup>rd</sup> Party Data targeting and App Usage targeting to reach gamers, sports/fantasy football app users and cannabis consumers that added an additional layer of reach of the impaired driving message to our target audiences.
  - Additionally, we applied contextual and behavioral targeting to reach 35–54-year-old male motorcycle riders/enthusiasts in Arkansas.
  - Pre-roll video and display were mobile heavy to reach our target and drive awareness on the device they used the most. The campaign generated over 1.6 million impressions.
- **Streaming TV** - The impaired driving messages were delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. We included a secondary buy that targeted cannabis users and 35 to 54-year-old males that own a motorcycle. **Hulu**, one of the top streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. Additionally, our strategy involved incorporating Effectv premium On Demand streaming that ran across Spanish networks to engage our secondary target, Hispanic males aged 18-34, leveraging the growing trend of streaming video service consumption within this group. We further extended the streaming TV campaign by utilizing Premion's OTT retargeting platform. This allowed us to serve impaired driving display ads on the target audience's mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 895,000 streaming impressions ran during the campaign complemented by over 265,000 retargeting impressions.
- Utilized **Vevo**, the world's largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Vevo's platform, which reached a highly engaged audience that enjoys performances and videos from top leading artists, generated awareness of the impaired driving message in an environment where it resonated deeply and influenced behavior effectively. Over 220,000 impressions were served during the campaign.
- The **Digital Audio** space is consistently growing and was an essential part of the media mix. According to the 2023 Infinite Dial report, 75% of U.S. adults listen to online audio weekly. The consumption of online radio while driving remained strong, providing an ideal opportunity to remind our target audiences of the consequences of driving under the influence of alcohol or drugs and curb this dangerous behavior. This medium's robust reach was crucial for reinforcing our message where it mattered most: to those behind the wheel or riding a motorcycle.
  - We recommended SXM's cross-publisher product that provided access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the impaired driving audio spots to be played between songs and entertainment that the user was listening to, delivering the message to a

captive audience throughout the day. Males 18-34, Hispanics 18-34 and motorcycle owners/enthusiasts in Arkansas were targeted on this platform.

- **Podcasts** resonated strongly with Millennial and Gen Z male audiences. Notably, genres such as comedy, sports, and entertainment/pop culture have emerged as highly engaging among this audience segment. We included these podcast genres on the buy.
- Over 705,000 impressions were generated from the recommended plan for audio and podcast streaming.
- **ESPN** – The impaired driving message was prominently featured across ESPN's connected TV platform, complemented by live streaming video and high-impact display ads. These ads were specifically geo-targeted to Arkansas, reaching sports enthusiasts in a highly desired, brand-safe and relevant setting. The campaign delivered a minimum of 450,000 impressions
- Purchased **Homepage Takeovers** on top-rated TV news stations and sports sites as well as homepage banners on the official athletic site for the **Arkansas Razorbacks** as football season kicked off to reinforce the impaired driving message.
- **Hispanic Websites** – Impaired driving display, video and social media ads in Spanish language were placed across high traffic local websites such as LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

**Out-of-Home engaged the target audiences and extended the reach of the Impaired Driving message.**

- Digital outdoor boards are highly visible structures that captured the attention of a broad audience, particularly those in vehicles, effectively reminding them of the consequences that come from driving under the influence of alcohol and/or drugs.
- With digital boards, there are no production fees which would have been cost-prohibitive for a three-week campaign.
- We strategically placed digital boards along major highways and intersections as well as in areas that consistently see high motorcycle traffic throughout Arkansas to maximize exposure of the impaired driving messages.
- The eighteen selected boards generated almost 9.5 million impressions over the three-week period.
- **College Football Signage** - On August 29th, the Arkansas Razorbacks played their first football game of the season at War Memorial Stadium in Little Rock. The impaired driving message was displayed on the giant videoboard a minimum of five times during replays.

**Sports marketing was integrated into the media plan as sports is a primary interest of our target audience of Males 18-34.**

- **Special Partnership:** Continued our partnership with Northwest Arkansas Naturals and Arkansas Travelers, the two minor league baseball teams in the state.

**Budget Summary**

- **By Medium**  
Broadcast TV: \$43,048 (13%)  
Cable: \$26,227 (8%)

Radio: \$55,472 (17%)  
 Other Radio: \$37,340 (12%)  
 Online: \$99,822 (31%)  
 Out-of-Home: \$31,200 (10%)  
 Sports Marketing: \$30,588 (9%)

**Total: 100%**

- **By Market:**

Little Rock: \$42,061  
 Fort Smith/Fayetteville: \$33,608  
 Jonesboro: \$12,157  
 Texarkana: \$12,550  
 Hot Springs: \$4,214  
 El Dorado: \$2,773  
 Conway: \$927  
 Pine Bluff: \$1,300  
 Hispanic: \$15,157  
 Statewide Radio: \$37,340  
 Statewide Digital: \$99,822  
 Out-of-Home: \$31,200  
 Sports Marketing: \$30,588

**Total Estimated Budget: \$323,697**

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$106.05	\$13.81	\$26.34
Ft. Smith/Fayetteville	\$81.14	\$15.51	\$23.17
Jonesboro	\$74.26	\$3.13	\$13.56
Texarkana	No broadcast TV	\$8.72	\$28.93
Hot Springs	No broadcast TV	\$2.74	\$11.72
El Dorado	No broadcast TV	\$7.19	N/A
Hispanic	N/A	N/A	N/A

#### Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	393	184	2.6	147.0	56.0%
Ft. Smith/Fayette	332	725	2.6	150.6	58.2%
Jonesboro	442	443	2.1	80.9	46.8%
Texarkana	301	273	N/A	N/A	N/A
El Dorado	134	43	N/A	N/A	N/A
Hot Springs	331	287	N/A	N/A	N/A
Conway	309	294	N/A	N/A	N/A
Pine Bluff	475	285			
Hispanic	106	65	N/A	N/A	N/A

#### Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	396	365	10.7	579.2	52.4%
Ft. Smith	359	359	7.7	351.1	46.3%
Fayetteville	450	450	7.3	298.0	40.9%
Jonesboro	205	205	6.7	360.6	53.4%
Texarkana	259	254	7.6	349.9	45.9%
El Dorado	159	43	N/A	N/A	N/A
Hot Springs	155	155	7.1	282.2	37.9%
Delta Region	35	38	N/A	N/A	N/A
Statewide	1,153	605	N/A	N/A	N/A
Conway	65	65	N/A	N/A	N/A
Hispanic	364	364	N/A	N/A	N/A

### **Earned Media Report – \$320,945**

The 2024 Labor Day 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 resulting in 42 newspaper clippings and with a total ad equivalency of \$37,445.

### **Partnership with the Arkansas State Highway and Transportation Department**

The AHSO partnered with the Arkansas Highway and Transportation Department to run the DSOGPO messages 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 holiday law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$283,500.

### **Social Media**

#### **AHSO August Report**

8/14/24 -9/2/24

### **Campaign Overview**

#### **Labor Day Drive Sober or Get Pulled Over Summary:**

- **Facebook Ads:** 601,000 impressions
- **YouTube Ads:** 370,000 impressions
- **Snapchat Ads:** 166,620 impressions

#### **Campaign Details**

The Labor Day campaign, aimed at promoting the "Drive Sober or Get Pulled Over" initiative, was launched across Facebook, Instagram, Snapchat, and YouTube starting on August 14, 2024.

#### **Meta Ads**

- **Total Impressions:** 601,000
- **Ad Clicks:** 2,422
- **Average CPM:** \$5.66
- **Average CTR:** 0.22%

- Performance Breakdown:
  - **Static Ad:** 783,015 impressions
  - **Video Ad:** 307,314 impressions
  - Note: The static ad outperformed the video ad in terms of impressions.

**YouTube:**

- **Total Impressions:** 370,000
- **Total Cost:** \$3,333.21
- **Average CPM:** \$9.00
- **Video Playthrough Rate:** 97.53%
- Note: An audience adjustment was made on the launch day to include unknown demographics, which contributed to the split impressions

## Thanksgiving 2023 Occupant Protection Mobilization Media Report Click It or Ticket

**Paid Media Report****Summary**

Supporting the national Thanksgiving 2023 Click It or Ticket mobilization period, Monday, November 20 – Sunday, November 226, 2023 the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54, and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$100,000 for a two-week schedule of previously produced radio, print and digital. The bonus ads received totaled an additional \$50,790 in airtime.

**Paid Advertising Period**

- Paid advertising Thanksgiving Click It or Ticket: November 3 – November 26, 2023

**Target Audiences**

- Primary Audiences – Influence segment to always wear a seat belt especially at night
  - 18-34 year old males
- Secondary Audience – Raise awareness and influence segment to always wear a seat belt
  - Hispanic males, 18-34 years of age

**Geography**

- Statewide awareness campaign. Concentrate media funds in the state’s major metropolitan markets to reach the greatest number of Arkansans. An effort will be made to strengthen public awareness in areas where seatbelt usage is still low – Cleburne, Howard, Jefferson, and Union counties.

**Primary Markets**

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

- Hot Springs
- El Dorado

### Secondary Markets

- Conway
- Helena/West Helena (Delta Region)

### Budget

- Thanksgiving Click It or Ticket - \$100,000

### Media Strategies and Tactics

With a short campaign window of two weeks, the primary media strategy was to quickly build frequency to deliver the occupant protection message to the target audiences across the state. In today's rapidly evolving media landscape, it's necessary reach the target audience with an integrated marketing approach of both traditional and digital strategies. We recommended implementing a multi-tiered media mix, consisting of electronic media, to deliver the occupant protection message effectively and efficiently. Within each medium, we implemented the tactics detailed below.

#### Cable Television

Achieved greater frequency of exposure of the *Click It or Ticket* message by placing cable television support in targeted markets in Arkansas.

- In order to best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 were selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience was 20% more likely to watch this network than the general population.

These networks include:

- BET (117)
- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- Discovery (108)
- ESPN (143)
- ESPN 2 (147)
- FS1/FS2 (166/169)
- FX (155)
- FXX (181)
- MTV/MTV2 (165/247)
- Nick at Nite (144)
- Nickelodeon (138)
- Paramount (149)
- Syfy (115)
- Teen Nick (174)
- TruTV (151)
- VH1 (127)

\*Every cable system does not insert advertising on all of these networks.

- Purchased spots on **Galavision and ESPN Deportes** networks (available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the occupant protection message.

### Hispanic TV

Focused on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics. <sup>[1]</sup><sub>SEP</sub>

**Radio delivered the Click It or Ticket message to our target audience on their most listened-to stations, while they were in their cars.** This can be an effective tool to address drivers and passengers and encourage them to buckle up.

- According to recent Nielsen Audio data, radio is the highest reaching medium. Even among adults 18-34, AM/FM radio's monthly reach is high. Additionally, 68% of out-of-home radio listening takes place in a vehicle.
- Primary Formats: Country, Sports, Contemporary Hit Radio and Urban
- Dayparts: Morning Drive: 6:00am - 10:00am  
Midday: 10:00am - 3:00pm  
Afternoon Drive: 3:00pm - 7:00pm  
Evening: 7:00pm - Midnight  
Selected weekend dayparts
- Nielson Audio ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- Purchased local radio in Nashville and Heber Springs to strengthen awareness in Howard and Cleburne Counties.
- We purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Sevier, and Carroll Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

### Digital

The digital portion of the plan continued to extend reach of the occupant protection message in a medium where nearly 100% of the target audience is connected to the internet. According to the Nielsen Total Audience Report, adults 18-34 spend more time than any other age group with smartphones, at 4 hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommended are detailed below:

- Utilizing **MobileFuse**, a programmatic network, allowed us to have a presence on premium national websites such as Reddit.com and SECSports.com targeted geographically to Arkansas and demographically to males 18-34 in Arkansas. We recommended implementing several tactics such as contextually and behaviorally targeting males 18-34 while playing video games and active on sports/fantasy football apps. Retargeting banners were served to the target audience after they viewed the video to strengthen awareness of the Click It or Ticket message. The campaign generated over 625,000 impressions.
- **Streaming TV** - Connected TV ownership continues to surge, with 82% of TV households now having at least one CTV, according to research from Leichtman Research Group. Another survey revealed that 66% of CTV viewers were between the ages of 18 and 34 years old. With connected TV, the Click It or Ticket message was delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox,



etc. **Hulu**, one of the top streaming providers, was also recommended. Ads are targeted demographically and geographically making ad serving precise. A minimum of 240,000 streaming impressions ran during the campaign.

- **Music and Podcast** streaming services have a massive user base, including a substantial portion of the target audience, males aged 18-34. These platforms allow for targeted advertising, ensuring that the occupant protection message reaches the intended demographic. Consumption of streaming radio in the car remains strong which is the ideal environment for the Click It or Ticket message to reach drivers when they are behind the wheel.
  - We recommended SXM's cross-publisher product that provides access to inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the Click It or Ticket audio spot to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day. Males 18-34 and Hispanic males 18-34 in Arkansas were targeted on this platform.
  - **Podcasts** continue to surge in popularity among young adults. Males aged 18-34 listen to podcasts regularly, covering various topics such as comedy, sports, technology, and lifestyle. In-car podcast listening showed growth: 32 percent of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30 percent last year. We recommended including iHeartMedia's Podcast platform given it's the top podcast publisher. Impressions were served in the Sneakerhead, Legend, Conqueror and Explorer Genres.
  - Over 425,000 impressions were generated from the recommended plan for audio and podcast streaming.
- **Hispanic Websites** - Occupant protection display and video ads in the Spanish language were placed across local websites such as LaPrensaNWA.com, LatinoTVAR.com and TelemundoArkansas.com to reach the Hispanic community digitally.

**Digital billboards generated mass reach and frequency and are one of the most cost-efficient media available.**

- Digital outdoor boards are highly visible structures that reached a mass audience while they were in their vehicle reminding drivers and passengers alike to wear their seatbelt 100 percent of the time.
- With digital boards, there are no production fees which would have been cost-prohibitive for a short-term campaign.
- Placed strategically located billboards along major highways and roads in Arkansas.
- The thirteen selected boards generated over 4.5 million total impressions.

**Media Budget Allocation:** To achieve our communications goals and deliver the general, 18 - 34-year-old male target, the budget spent, \$99,210, was allocated as follows:

- Television \$6,769 (7 percent)
- Cable Television \$15,626 (16 percent)

- Radio \$31,741 (32 percent)
- Other Radio \$4,647 (5 percent)
- Digital \$26,268 (26 percent)
- Out-of-Home \$14,159 (14 percent)

**By Market:****Click It or Ticket Actual Expenditures \$99,210**

○ Little Rock	\$12,310
○ Fort Smith /Fayetteville	\$13,231
○ Jonesboro	\$ 3,684
○ Texarkana	\$ 7,530
○ El Dorado	\$ 2,320
○ Conway	\$ 702
○ Heber Springs	\$ 580
○ Hot Springs	\$ 2,770
○ Pine Bluff	\$ 924
○ Hispanic	\$10,085
○ Statewide Digital	\$26,268
○ Out-of-Home	\$14,159
○ Other Radio	\$ 4,647

**Cost per Point and GRP Levels – Click It or Ticket**

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$15.90	\$25.30
Fayetteville/Ft. Smith	N/A	\$13.46	\$23.21
Jonesboro	N/A	\$8.89	\$11.48
Texarkana	N/A	\$7.07	\$28.79
Hot Springs	N/A	\$6.84	\$10.89
El Dorado	N/A	\$6.12	N/A
Conway	N/A	\$3.53	N/A
Hispanic	N/A	N/A	N/A

\*Cable is shown as cost per unit.

**Cable/Hispanic TV**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	322	275	N/A	N/A	N/A
Ft Smith/Fayette.	363	496	N/A	N/A	N/A
Jonesboro	110	137	N/A	N/A	N/A
Texarkana	272	139	N/A	N/A	N/A
Conway	199	199	N/A	N/A	N/A
El Dorado	114	191	N/A	N/A	N/A
Heber Springs	106	111	N/A	N/A	N/A
Hot Springs	171	90	N/A	N/A	N/A
Pine Bluff	132	137	N/A	N/A	N/A
Hispanic	98	100	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	157	191	8.7	311.6	36.9%
Ft. Smith	200	200	5.0	200	40.7%
Fayetteville	232	232	5.6	170	30.8%
Jonesboro	106	105	5.8	230	39.7%
Texarkana	144	144	5.1	200	39.6%
El Dorado	120	120	N/A	N/A	N/A
Delta Region	28	84	N/A	N/A	N/A
Conway	40	38	N/A	N/A	N/A
Hot Springs	110	119	5.0	212	42.1%
Howard County	96	96	N/A	N/A	N/A
Cleburne County	108	110	N/A	N/A	N/A
Hispanic	220	204	N/A	N/A	N/A

### **Earned Media - \$294,626**

#### ***Media Relations***

A news release concerning the Thanksgiving Click It or Ticket mobilization was distributed to news media statewide resulting in 26 newspaper clippings with an ad equivalency of \$11,126.

#### ***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 30 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. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$283,500.

#### ***Social Media***

#### **TZD CIOT Thanksgiving Campaign**

##### **Summary**

- The YouTube ads were served over 155,000 times.
- The Facebook ads reached about 450,000 users at a frequency of 1.2.
- We saw an average cost per 1,000 users reached of \$3.87.

The Thanksgiving Click It or Ticket campaign launched November 14th on Meta and YouTube. The campaign targeted Arkansans of all ages. The YouTube ad was served over 155,000 times at a cost per 1,000 impressions of \$11.21. The ad received 29 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ads were served about 564,000 times and reached about 450,000 unique Facebook and Instagram users and had a frequency of 1.2. The ads had a high cost per 1,000 people reached of \$3.87. The ads also gathered 1,087 clicks at a cost per click of \$1.60. In the campaign, the static

ad reached far more users than the video ad and received the majority of clicks. For engagement, the ads received 66 post reactions, 9 post comments, 5 post saves, and 40 post shares.

## **Memorial Day May 2024 Occupant Protection Mobilization Click It or Ticket**

### **Paid Media Report**

#### **Summary**

Supporting the May 2024 National Click It or Ticket Memorial Day mobilization period, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchased media for the Click It or Ticket mobilization. The target audience for the “Click It or Ticket, Day & Night” campaign were those least likely to buckle up, young men ages 18-34 (Gen Z) and males, 23 – 34 years of age (Millennials).

NHTSA approved a budget of \$338,110 for a three-week schedule of previously produced broadcast television, cable, radio, digital and print media for the May campaign. The bonus television and radio ads received totaled an additional \$111,722 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### **Enforcement Period**

- May 20 – June 2, 2024

#### **Advertising Period**

- May 13 – June 2, 2024

#### **Working Paid Media Budget**

- \$350,000

#### **Target Audiences**

**Primary Audiences** – Influence segment to always wear a seat belt

- 18–27-year-old males (Gen Z)
- 28–34-year-old males (Millennials)

**Secondary Audiences** – Raise awareness and influence segment to always wear a seat belt

- 18-34-year-old African American males
- 18-34-year-old Hispanic males

#### **Geography**

- The campaign was statewide in scope; however, seat belt use is generally lower for those living in more rural areas. An effort was made to strengthen public awareness in rural areas where AHSO has STEP projects and where seat belt surveys were conducted.

#### **Primary Markets**

Little Rock  
Fort Smith  
Fayetteville  
Jonesboro  
Texarkana  
Hot Springs

El Dorado

**Secondary Markets - 2024 Survey / STEP Participants (listed by county)**

Benton*	Lonoke
Carroll	Pulaski*
Cleburne	Randolph
Craighead*	Sebastian*
Faulkner	Union*
Howard	Washington*
Jefferson*	

*\*Indicates primary market county.*

**Media Strategies and Tactics**

The primary media strategy was to quickly build reach and frequency to connect our target audiences with the occupant protection message. In today's quickly changing media environment, it was essential to engage the target audiences using a comprehensive marketing strategy that combined traditional and digital approaches. We recommended implementing a multi-platform media mix to efficiently deliver the *Click It or Ticket* message to our target audiences throughout the state, including rural areas where seat belt usage is low. Within each medium, we applied the tactics detailed below.

**Broadcast TV provided the greatest reach opportunity.**

We recommended concentrating media in high-profile content such as sports (NBA and MLB), prime finales, live entertainment specials and news against adults 25-54 to reach the greatest number of Arkansans with the *Click It or Ticket* message. We primarily focused on sports and prime-time programming where reach to Men 18-34 was greatest.

- **Dayparts Mix:** News 30%, Prime/Sports 60% and Late Fringe 10%
- **Key Networks:** ABC, CBS, NBC and FOX

**Recommended Broadcast Programming:** NBA Playoffs, College Baseball, NHL, Major League Baseball, UEFA Soccer, PGA Golf, Young Sheldon Finale, American Idol Finale, The Voice Finale, Tonight Show with Jimmy Fallon, Jimmy Kimmel Live, Preakness, Saturday Night Live, NASCAR

- Sports, a genre that is consistently viewed live, offered the opportunity to deliver our message to a large and engaged male audience about the risks of not wearing a seat belt.
- Local news was purchased to reach the mass audience.
- Nielsen TV ratings data determined which networks and programming would best reach the target audience.
- Purchased advertising on major **Spanish** language networks Univision and Telemundo to engage our secondary target audience, male Hispanics 18-34, with a primary focus on sports programming.

**Cable extended the reach of broadcast television and achieved greater frequency of exposure of the *Click It or Ticket* message.**

- To best reach the target audience, cable networks that were more likely to be viewed by Men 18-34 were selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 meant that the male 18-34 audience is 20 percent more likely to watch this network than the general population.

**These networks include:**

- BET (117)
- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- Discovery (108)
- ESPN (143)
- ESPN 2 (147)
- FS1 & FS2 (166/169)
- FX (155)
- FXX (181)
- MTV / MTV2 (165/247)
- NBA TV (192)
- Nick at Nite (144)
- Nickelodeon (138)
- Outdoor (107)
- Paramount (149)
- Syfy (115)
- Teen Nick (174)
- TruTV (151)
- VH1 (127)

\*Every cable system does not insert advertising in all the above networks.

- **Interconnect** was purchased to reach a large number of cable households (over 162,000 total homes). The Interconnect provided coverage in six markets where a media presence was needed including primary markets and STEP/Survey areas. Additional spots were placed in areas where cable was available for purchase to increase frequency.
- We reached the Hispanic target audience through inventory on relevant Spanish-language networks, such as Galavision and ESPN Deportes (available in Fayetteville and Ft. Smith markets).

**Radio extended the reach created by television while generating higher levels of frequency.**

- Radio offered significant reach and was cost effective for the *Click It or Ticket* campaign. Since a large portion of audio consumption occurs in vehicles, where the message to buckle up can be immediately acted upon, radio continued to be a crucial channel for this campaign.
- Nielsen media research data showed radio was the highest reach medium, reaching 80% of the target audience of males 18-to 34-years-old every month.
- **Primary Formats:** Country, Sports, Contemporary Hit Radio and Urban
- **Dayparts:** Morning Drive: 6 a.m. - 10 a.m.  
Midday: 10 a.m. - 3 p.m.

Afternoon Drive: 3 p.m. - 7 p.m.  
 Evening: 7 p.m. - midnight  
 Selected weekend dayparts

- Nielson Audio ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
- **Non-Metro Radio** - In order to reach the rural areas where STEP projects and seat belt surveys were implemented; direct buys were placed with five rural radio stations. The following counties were reached with these stations: Carroll, Cleburne, Faulkner, Howard and Union.
- **Live Endorsements:** Utilizing local radio DJs on top-rated stations generated additional impact and enhanced awareness by lending their voices to the campaign and adding credibility to the message. We also encouraged DJs to incorporate the occupant protection message into their own social networking.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. A 15-second *Click It or Ticket* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at peak drive times during the day.
- Radio listening lead audio consumption by a more sizable margin within the **Hispanic** audience making it a strong tactic to continue driving awareness for the occupant protection message among this audience. We purchased Spanish language radio available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

**The digital portion of the plan continued to extend reach of the *Click It or Ticket* message in a medium where nearly 100% of the target audience is connected to the internet.** According to the Nielsen Total Audience Report, adults 18-34 spend more time than any other age group with smartphones, at four hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommended are detailed below:

- Utilizing **MobileFuse**, an ad network, allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Men 18-34. With an ad network, we were able to layer on additional targeting segments like “car owners” to ensure the message was being delivered to 18–34-year-old males who are most likely driving. Video and display across mobile, tablets and desktop were recommended to maximize impact and awareness of the *Click It or Ticket* message. Media was mobile heavy to reach males 18-34 on the device they use the most.
- We enhanced our targeting strategy by focusing on males aged 18-34 who were engaged in mobile gaming. Our approach involved contextually and behaviorally targeting this demographic through popular gaming apps and websites. This method aligned our messaging with their interests, capitalizing on the growing trend of video gaming. Recent data showed that 52% of individuals aged 18-24 and 46% of those aged 25-34 engaged in weekly binge-gaming sessions. Additionally, we used App Affinity targeting to reach users of fantasy sports-related apps like Bleacher Report, FanDuel and Barstool Sports. This strategy extended the reach of the occupant protection message, ensuring it connected with a highly relevant audience.
- Over 2 million impressions were generated over the course of the campaign.

- **Streaming TV** - Connected TV ownership continued to surge, with 88% of TV households now having at least one connected TV device, according to research from Leichtman Research Group. With connected TV, the occupant protection message was delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. Additionally, our strategy involved incorporating Effectv streaming that ran across Spanish networks to engage our secondary target, Hispanic adults aged 18-34, leveraging the growing trend of streaming video service consumption within this group. We further extended the OTT campaign by utilizing Premion's retargeting platform. This allowed us to serve *Click It or Ticket* video and display ads on the target audience's mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 1 million streaming impressions ran during the campaign complemented by over 285,000 retargeting impressions.
- Utilized **Vevo**, the world's largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Generating awareness of the occupant protection message by reaching Vevo's highly engaged audience viewing premium content featuring the top artists in the world. Over 185,000 impressions were served during the campaign.
- The **Digital Audio** space is consistently growing and has become a crucial part of the media mix. According to the 2023 Infinite Dial report, 75% of U.S. adults listen to online audio weekly. The consumption of online radio in cars remained robust, providing an ideal opportunity for the *Click It or Ticket* campaign. This setting allowed us to effectively reach our target audiences while they were in a vehicle, reminding them of the dangers and consequences of not buckling up.
  - We recommended SXM's cross-publisher product that provided access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the occupant protection audio spots to be played between songs and entertainment that the user was listening to, delivering the message to a captive audience throughout the day. Males 18-34 and Hispanics 18-34 in Arkansas were targeted on this platform.
  - **Podcasts** continued to increase in popularity and were mostly seeing traction among younger audiences. According to the 2023 Infinite Dial, 55% of podcast listeners fall into the 12-34 age category. In-car podcast listening also showed growth: 38% of those age 18+ who have ridden in or driven a car in the last month now listened to podcasts in-car, compared to 32% last year.
- Over 675,000 impressions were generated from the recommended plan for audio and podcast streaming.
- **ESPN** - Secured premium placements across a range of sports content, including the NBA Playoffs, Stanley Cup, Preakness Stakes, PGA tournaments, and MLB games coinciding with our campaign period. We delivered the *Click It or Ticket* message through ESPN's CTV Platform, live streaming video, and high-impact display units. These ads were geo-targeted specifically to Arkansas, ensuring we reach sports fans in a highly desirable and brand-safe environment. The campaign was set to achieve a minimum of 525,500 impressions.
- **Twitch** is a live streaming platform primarily focused on video gaming, including broadcasts of eSports competitions, personal streams of individual players, and gaming-related talk shows. We planned to utilize Twitch in our campaign due to its strong engagement rates and its



proven ability to connect with our target demographic of males aged 18-34. Twitch attracted a highly active audience that was deeply immersed in content, making it an ideal platform for reaching this young, tech-savvy group. Over 520,000 *Click It or Ticket* video and display ads were delivered during the 3-week flight.

- **Hispanic Websites** - *Click It or Ticket* banners and video in Spanish language were placed across high traffic local websites such as LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

**Out-of-Home engaged the target audience and extended the reach of the *Click It or Ticket* message.**

- **Gas Pump Toppers** – A full color *Click It or Ticket* message was displayed above gas pumps in the primary markets in Arkansas - Little Rock, Ft. Smith, Fayetteville, Jonesboro, Texarkana, Hot Springs, and Texarkana. Gas pump signage was a great way to reach a large and captive audience of drivers reminding them to buckle up right before getting back into the vehicle to head to their next destination. There were a total of 30 gas stations and AHSO received 50 percent of the available pump top inventory at each station as well as an extra week of signage at no-charge. Additionally, as added value, we enhanced visibility with window and cooler clings in locations with available inventory. The estimated impressions for our gas pump advertising campaign was over 3 million.
- **Outdoor billboards** generated mass reach and frequency and are one of the most cost-efficient mediums available.
  - Outdoor boards are highly visible structures that reached a mass audience while they were in their vehicle reminding drivers and passengers alike of the importance of wearing a seat belt.
  - We strategically placed digital boards along major highways throughout Arkansas to maximize exposure of the *Click It or Ticket* message.
  - To effectively reach rural areas that do not have digital outdoor, we ran static posters in Cleburne, Howard, Randolph, Union and Jefferson for a 4-week period.
  - The 24 selected boards generated over 10 million impressions.

**Sports marketing is integrated into the media plan as sports is a primary interest of our target audience of Males 18-34.**

- **Special Partnership:** Continued partnership with Arkansas Travelers, our local minor baseball league, who are the most popular sports team in Central Arkansas.

**Budget Summary**

- **By Medium**
  - Broadcast Television: \$56,848 (17 percent)
  - Cable TV: \$31,667 (9 percent)
  - Radio: \$55,636 (16 percent)
  - Other Radio: \$43,363 (13 percent)
  - Digital: \$102,219 (30 percent)
  - Out-of-Home: \$39,553 (12 percent)
  - Sports Marketing: \$8,824 (3 percent)

**Total: 100%**

**By Market:****Click It or Ticket Actual Expenditures \$338,110**

○ Little Rock	\$ 51,330
○ Fayetteville/Fort Smith	\$ 39,917
○ Jonesboro	\$ 14,573
○ Texarkana	\$ 13,468
○ Hot Springs	\$ 4,737
○ El Dorado	\$ 4,146
○ Conway	\$ 530
○ Hispanic Advertising	\$ 15,451
○ Statewide Radio	\$ 39,133
○ Out-of-Home	\$ 39,553
○ Statewide (Digital)	\$102,219
○ Sports Marketing	\$ 8,824
○ STEP Markets	\$ 4,230

**Cost per Point and GRP Levels – Click It or Ticket**

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$127.05	\$17.37	\$26.04
Ft. Smith/Fayette	\$97.33	\$16.14	\$23.45
Jonesboro	\$50.11	\$3.76	\$13.66
Texarkana	No broadcast TV	\$7.49	\$28.91
El Dorado	No broadcast TV	\$5.96	N/A
Hot Springs	No broadcast TV	\$3.89	\$11.72
Conway	No broadcast TV	\$3.63	N/A
Hispanic	N/A	N/A	N/A

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

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	842	436	2.9	182.1	63.2%
Ft. Smith/Fayette	921	927	3.0	177.6	59.1%
Jonesboro	541	547	2.6	142.1	54.8%
Texarkana	359	301	N/A	N/A	N/A
El Dorado	253	254	N/A	N/A	N/A
Conway	146	153	N/A	N/A	N/A
Hot Springs	233	233	N/A	N/A	N/A
STEP/Survey	714	707	N/A	N/A	N/A
Hispanic	135	166	N/A	N/A	N/A

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

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	333	287	9.2	482.4	52.7%

<b>Ft. Smith</b>	384	318	8.1	375.0	46.8%
<b>Fayetteville</b>	518	518	8.2	347.4	42.5%
<b>Jonesboro</b>	153	153	6.9	375.9	54.0%
<b>Texarkana</b>	280	285	8.2	379.5	46.8%
<b>El Dorado</b>	198	198	N/A	N/A	N/A
<b>Hot Springs</b>	180	180	8.7	327.0	38.1%
<b>Statewide</b>	1,495	732	N/A	N/A	N/A
<b>STEP/Survey</b>	315	315	N/A	N/A	N/A
<b>Hispanic</b>	342	342	N/A	N/A	N/A

## **Earned Media - \$290,680**

### ***Media Relations***

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 18 newspaper clippings resulted in an ad equivalency of \$7,180.

### ***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 30 digital message boards on highways and interstates around the state during the mobilization period. The Click It or Ticket campaign slogan was displayed for three weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The approximate earned media generated for this contribution is \$283,500.

## **Paid/Organic Social Media Campaign**

### **Click It or Ticket Report**

#### **AHSO CIOT Campaign Report**

##### **Summary**

- The YouTube ad was served over 1.3 million times.
- The Meta ads reached over 939,000 users.
- Snapchat ads reached 875,000 users.

The May "Click It or Ticket" campaign launched on May 13th on Meta, YouTube, and Snapchat. The campaign targeted all Arkansans. The YouTube ad was served over 1.3 million times at a cost per 1,000 impressions of \$2.99. The ad received 364 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Benton County, and Washington County.

The Facebook ads were served about 1.6 million times and reached over 939,000 users on Facebook and Instagram. The ads had a great low cost per 1,000 users reached of \$4.26. The ads also gathered over 4,000 clicks at a great cost per click of \$0.91. In the campaign, the static ad had the highest reach and generated the highest number of clicks. The Reel ad reached over 172,000 times. For engagement, the ads received 339 post reactions, 72 post comments, and 29 post shares.

Ads also ran on Snapchat for this campaign. The ads were served about 875,000 times and saw a cost per 1,000 impressions of \$4.57. The ad generated 880 clicks at a cost per click of \$4.55.

## 2023 October Distracted Driving Campaign

### **Paid Media Report**

#### **Summary**

Supporting the statewide “Distracted Driving” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the “U Drive. U Text. U Pay” campaign was targeted to those most likely to drive while distracted, Adults 18-34.

NHTSA approved a budget of \$148,458 for a two-week schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received totaled an additional \$39,285 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### **Enforcement Period**

- October 16 – October 23, 2023

#### **Advertising Flight Period**

- October 13 – October 23, 2023

#### **Working Paid Media Budget**

- **\$150,000**

**Target Audiences** - Inform drivers that the dangerous act of texting and driving is a law-enforceable offense in the state of Arkansas.

- Primary Audience
  - 18–23-year-old adults (Gen Z)
  - 24–34-year-old adults (Millennials)
- Secondary Audiences
  - 18-34-year-old African American adults
  - 18-34-year-old Hispanic adults

#### **Geography**

- Statewide awareness campaign. Concentrate media funds in the state’s major metropolitan markets to reach the greatest number of Arkansans. An effort will be made to strengthen public awareness in rural areas as well.

#### **Primary Markets**

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

#### **Secondary Markets**

- Conway

- Helena/West Helena (Delta Region)

### Media Strategies & Tactics

With a short campaign timeframe of eleven days, the primary media strategy was to build reach and generate high frequency to inform our target audiences that distracted driving is dangerous and a law-enforceable offense. We recommended implementing a multi-platform media mix in order to cost-efficiently deliver the *U Drive. U Text. U Pay.* message to our target audiences. Within each medium, we implemented the tactics detailed below.

### Cable Television

Achieved greater frequency of exposure to the distracted driving message by placing cable support in all metro markets in Arkansas as well as the Interconnect, a collection of many cable zones and DirecTV subscribers, which allowed us to deliver the *U Drive. U Text. U Pay.* message to over 179,395 homes.

- To best reach the target audience, cable networks that are more likely to be viewed by adults 18-34 were selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the adults 18-34 audience is 20% more likely to watch this network than the general population.

#### These networks include:

- BET (116)
- Cartoon Network/Adult Swim (160/240)
- Comedy Central (174)
- E! (134)
- Freeform (152)
- FX (130)
- FXX (147)
- MTV / MTV2 (195/227)
- Nick at Nite (180)
- Nickelodeon (166)
- Paramount (113)
- Teen Nick (224)
- TruTV (126)
- VH1 (155)

\*Every cable system does not insert advertising on all these networks.

- **Interconnect** and **Dish** was purchased to reach a large number of cable households – 237,758 total homes.
- **Purchased spots on Galavision** and **ESPN Deportes** networks (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the distracted driving message.

### Hispanic TV

Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

### Radio

Radio extended the reach created by cable and built additional frequency.

- Since this medium reaches people in their cars, it can be a very effective tool to remind drivers about the risks involved and the legal consequences they may face if they engage in distracted driving behaviors. 68% of out-of-home radio listening takes place in a vehicle.
- Nielsen's most recent *Radio Today* report found 87% of the hard-to-reach adults 18-34 demographic listen to AM/FM radio each month.
- **Primary Formats:** Contemporary Hit Radio, Adult Contemporary, Country, Sports and Urban
- **Dayparts:** Morning Drive: 6:00am - 10:00am  
Midday: 10:00am - 3:00pm  
Afternoon Drive: 3:00pm - 7:00pm  
Evening: 7:00pm - Midnight  
Select weekend dayparts
- **Nielson Audio** ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- We recommended placing a schedule on the **Rural Arkansas Radio Network (RARN)** to strengthen public awareness in rural areas by supplementing the metro radio and cable buys to ensure true statewide coverage. A combo buy comprised of twelve stations provided a solid coverage into Arkansas' rural areas.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio among Hispanics is during the weekend.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. A 15-second *U Drive. U Text. U Pay.* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at high-listenership times of the day.

## Digital

The digital portion of the plan continued to extend the reach of the distracted driving message in a medium where nearly 100% of the target audience is connected to the internet. According to the Nielsen Total Audience Report, adults 18-34 spend more time than any other age group with smartphones, at 4 hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommended are detailed below:

- Utilizing **MobileFuse** allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to adults 18-34. Mobile heavy video was recommended to maximize impact and awareness of the texting enforcement message on the device they use the most. Additionally, we contextually and behaviorally targeted adults 18-34 while playing video games and active on sports/fantasy football apps. Retargeting banners were served to the target audience after they've viewed the video to strengthen awareness of the distracted driving message. The campaign generated over one million impressions.
- **Streaming TV** - Connected TV ownership continues to surge, with 82% of TV households now having at least one CTV, according to research from Leichtman Research Group. Another survey revealed that 66% of CTV viewers were between the ages of 18 and 34 years

old. With connected TV, the *U Drive. U Text. U Pay.* message was delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion's retargeting platform. This allowed us to serve distracted driving display and video ads on the target audience's mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 570,000 streaming impressions ran during the campaign accompanied by over 165,000 retargeting impressions.

- Utilized **Vevo**, the world's largest premium music video provider, offering a global platform with enormous scale. Vevo ranks number one among music video viewers. Adult 18-34 viewers are engaged on Vevo, consuming more than 1.5 billion videos each month. Approximately 145,000 video impressions were served over the 11-day flight period.
- **ESPN** – Purchased ESPN's OTT/CTV Live Streaming platform and high-impact display units to add scale using premium sports publishers not available on programmatic exchanges. The *U Drive. U Text. U Pay.* video ran across ESPN as well as a curated list of the top 15 sports networks. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 300,000 impressions.
- **Digital Audio** space continues to be robust and provided significant reach with our target audiences. According to the 2022 Infinite Dial, 87% of adults 18-34 listened to online audio in the last month. Consumption of online radio in the car remains strong which is the ideal environment for the *U Drive. U Text. U Pay.* message to reach drivers when they are behind the wheel.
  - We recommended SXM's cross-publisher product that provides access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed *distracted driving* audio spots to be played between songs, podcasts and entertainment that the user was listening to, delivering the message to a captive audience throughout the day.
  - **Podcasts** continued to increase in popularity and are mostly seeing traction among younger audiences. According to the 2022 Infinite Dial, 47% of podcast listeners fall into the 12-34 age category. In-car podcast listening also showed growth: 32% of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30% last year. We recommended iHeartMedia's Podcast platform given it's a leading podcast publisher. Impressions were served in the Legend, Backer, and Explorer genres and across specific audience segments that reach our target audiences.
  - Over 565,000 impressions were generated from the recommended plan for audio and podcast streaming.
  - Purchased **Exclusive Homepage Takeovers** on top-rated local sports sites to reinforce the *U Drive. U Text. U Pay.* message during the flight period.
  - **Hispanic Websites** – Distracted driving display, video and homepage interstitial ads in the Spanish language were placed across high traffic local websites such as LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

Digital billboards generated mass reach and frequency and are one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that reached a mass audience while they are in their vehicle reminding drivers of the dangers associated with distracted driving.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Placed strategically located billboards along major highways and roads in Arkansas.
- The thirty selected boards generated over 7.9 million impressions.

**Media Budget Allocation:** To achieve our communications goals and deliver the general, Adults 18 – 34-year-old target, the budget spent \$148,458, was allocated as follows:

- **By Medium**
  - Broadcast TV: \$5,560 (4 percent)
  - Cable TV: \$15,421 (10 percent)
  - Radio: \$22,079 (15 percent)
  - Other Radio: \$13,296 (9 percent)
  - Digital: \$66,602 (45 percent)
  - Out-of-Home: \$25,500 (17 percent)

**Total: 100%**

**By Market:**

**“U Drive. U Text. U Pay.” Actual Expenditures                      \$148,458**

○ Little Rock	\$16,014
○ Fort Smith Fayetteville	\$ 8,615
○ Jonesboro	\$ 2,858
○ Texarkana	\$ 3,621
○ Hot Springs	\$ 1,951
○ El Dorado	\$ 1,669
○ Conway	\$ 359
○ Hispanic	\$ 7,974
○ Statewide Digital	\$66,602
○ Other Radio	\$13,296
○ Out-of-Home	\$25,500

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

<b>Market</b>	<b>Broadcast TV</b>	<b>Cable TV*</b>	<b>Radio</b>
<b>Little Rock</b>	N/A	\$17.77	\$30.85
<b>Fayetteville/Ft. Smith</b>	N/A	\$18.21	\$20.85
<b>Jonesboro</b>	N/A	\$3.90	\$18.60
<b>Texarkana</b>	N/A	\$7.11	\$29.88
<b>Hot Springs</b>	N/A	\$3.97	\$14.91
<b>El Dorado</b>	N/A	\$10.14	N/A
<b>Conway</b>	N/A	\$3.55	N/A
<b>Hispanic</b>	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	501	166	N/A	N/A	N/A
Ft Smith/Fayette.	192	378	N/A	N/A	N/A
Jonesboro	148	101	N/A	N/A	N/A
Texarkana	0	0	N/A	N/A	N/A
Conway	101	101	N/A	N/A	N/A
El Dorado	78	20	N/A	N/A	N/A
Hot Springs	131	85	N/A	N/A	N/A
Hispanic	76	76	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	170	168	4.4	201.1	51.0%
Ft. Smith	196	160	3.9	154	47%
Fayetteville	119	119	4.5	100.4	28.8%
Jonesboro	149	149	3.4	125.4	50.9%
Texarkana	98	100	3.4	124.2	37.2%
El Dorado	75	75	N/A	N/A	N/A
Delta Region	20	22	N/A	N/A	N/A
Conway	35	35	N/A	N/A	N/A
Hot Springs	98	87	4.2	100	35.4%
Rural Radio Network	276	276	N/A	N/A	N/A
Arkansas Rocks	225	225	N/A	N/A	N/A
Arkansas Traffic Network	148	48	N/A	N/A	N/A
iHeart Radio Traffic Network	125	0	N/A	N/A	N/A
Hispanic	165	154	N/A	N/A	N/A

**Earned Media - \$199,402*****Media Relations***

A news release concerning the October Distracted Driving U. Drive. U Text. U Pay. mobilization was distributed to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$10,402.

***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 30 digital message boards on highways and interstates around the state during the mobilization period. The U. Drive. U Text. U Pay. campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30,

since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$189,000.

## ***Social Media***

### Campaign Report

#### **Summary**

- The YouTube ads were served over 343,000 times.
- The Facebook ads reached about 434,000 users at a frequency of 1.2.
- We saw an average cost per 1,000 users reached of \$4.82.

The October Distracted Driving campaign launched on October 11th on Meta and YouTube. The campaign targeted Arkansans ages 18-34. The YouTube ad was served over 242,000 times at a cost per 1,000 impressions of \$6.09. The ad received 50 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Craighead County.

The Facebook ads were served about 549,000 times and reached about 434,000 unique Facebook and Instagram users and had a frequency of 1.2. The ads had a high cost per 1,000 people reached of \$4.82. The ads also gathered 736 clicks at a cost per click of \$2.85. In the campaign, both the video and static ad saw equal performance in terms of reach and cost per result. For engagement, the ads received 23 post reactions.

## **2024 April Distracted Driving Campaign**

### **Paid Media Report**

#### ***Summary***

Supporting the national “Distracted Driving” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. April 2024 began a change in the name of the distracted driving campaign to “Put the Phone Away or Pay.” The target audience for the “Put the Phone Away or Pay” campaign was targeted to those most likely to drive while distracted, Adults 18-34.

NHTSA approved a budget of \$149,580 for a 12-day schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received totaled an additional \$45,603 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### **Enforcement Dates**

- April 3 - April 10, 2024

#### **Advertising Flight Period**

- April 1 - April 8, 2024

#### **Working Paid Media Budget**

- \$150,000

#### **Target Audience Profiles**

- **Primary Audiences**
  - 18- to 27-year-old adults (Gen Z)
  - 28- to 34-year-old adults (Millennials)
- **Secondary Audience**

- Hispanic adults, 18-34 years of age

## Geography

Statewide awareness campaign. Concentrate media funds in the state's major metropolitan markets to reach the greatest number of Arkansans. An effort will be made as well to strengthen public awareness in rural areas.

## Primary Markets

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

## Secondary Markets

- Conway
- Helena/West Helena (Delta Region)

## Media Strategies & Tactics

The primary media strategy was to establish broad reach and frequency quickly to inform our target audience that the dangerous act of texting behind the wheel is a law-enforceable offense. To effectively reach our target audience in the current media landscape, it was necessary to analyze trends in media consumption and identify shared interests, passions, and affinity groups among adults 18 to 34 years old. We suggested a multi-platform media mix, with a primary emphasis on digital media, to effectively convey the "Put the Phone Away or Pay" message to the target audiences across the state. Within each medium, we implemented the tactics detailed below.

**Cable offered a targeted approach, reaching specific audiences through various cable networks and helped generate greater frequency of exposure of the distracted driving message.**

- To best reach our target audience, we purchased cable networks that indexed high with the targeted demographic according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 meant that the adults 18-34 audience is 20% more likely to watch this network than the general population.

### **These networks include:**

- BET (116)
- Cartoon Network/Adult Swim (160/240)
- Comedy Central (174)
- E! (134)
- Freeform (152)
- FX (130)
- FXX (147)
- MTV / MTV2 (195/227)
- Nick at Nite (180)

- Nickelodeon (166)
- Paramount (113)
- Teen Nick (224)
- TruTV (126)
- VH1 (155)

\*Every cable system does not insert advertising on all these networks.

- **Interconnect** was purchased to reach a large number of cable households - 169,693 total homes.
- Purchased spots on **Galavision** and **ESPN Deportes** networks (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the distracted driving message.

### **Radio extended the reach created by cable and built additional frequency.**

Since this medium reached people in their cars, it was effective tool used to remind drivers and passengers alike of the dangers associated with distracted driving. Radio remained the centerpiece of the audio universe, reaching more U.S. adults 18+ each week, at 88%, than any other media platform. More surprisingly, 55% of Gen Z listen to AM/FM radio every day according to Edison Research.

- **Primary Formats:** Urban, Country, Contemporary Hit Radio, Sports, and Adult Contemporary
- **Dayparts:** Morning Drive: 6 a.m. - 10 a.m.  
Midday: 10 a.m. - 3 p.m.  
Afternoon Drive: 3 p.m. - 7 p.m.  
Evening: 7 p.m. - Midnight  
Selected weekend dayparts
- **Nielson Audio** ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Live Endorsements:** Utilized local radio show hosts on top-rated stations to enhance awareness of the distracted driving message by lending their voices to the campaign and adding credibility to the texting enforcement message. We also encouraged DJs to incorporate the “Put the Phone Away or Pay” messages into their own social networking.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. 15-second distracted driving message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- We recommended placing a schedule on the **Rural Arkansas Radio Network (RARN)** to strengthen public awareness in rural areas by supplementing the metro radio and television buys to ensure true statewide coverage. A combo buy comprised of 19 stations provided solid coverage into Arkansas’ rural areas.
- We purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

**The digital portion of the plan built off the base created by traditional media and continued to extend the “Put the Phone Away or Pay” message in a medium where our target demographic was most active.** A significant portion of the target audience identifies as heavy internet users, spending 7–10 hours online daily, with 76% of them consuming digital media on mobile devices. Specific digital strategies we recommended are detailed below:

- Utilizing **MobileFuse** allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to adults 18-34. Mobile heavy video was recommended to maximize impact and awareness of the texting enforcement message on the device our target audience uses the most. The target audience, particularly 18- to 34-year-olds, has a significant interest in video games, with over 17% engaging multiple times weekly. Among this demographic, 59% of men and 41% of women play video games. We aimed to leverage this passion by utilizing gaming apps, websites and streaming to align messaging with the audience's interests. App Affinity targeting was utilized to target users of video gaming, and fantasy sports related apps, such as Bleacher Report, ESPN, Twitch, Barstool Sports, etc. provided an additional layer of reach of the distracted driving message. The campaign generated at least 1.2 million impressions.
- **Streaming TV** - Connected TV ownership continued to surge, with 88% of TV households now having at least one CTV, according to new research from Leichtman Research Group. Another survey revealed that 66% of CTV viewers were between the ages of 18 and 34 years old. With connected TV, the distracted driving message was delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation, Amazon Fire Stick, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads were non-skippable and targeted demographically and geographically making ad serving precise. Additionally, our strategy involved incorporating streaming TV to engage our secondary target demographic, Hispanic adults aged 18-34, leveraging the growing trend of streaming video service consumption within this group. We further extended the OTT campaign by utilizing Premion's retargeting platform. This allowed us to serve distracted driving video and display ads on the target audience's mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 605,000 OTT impressions ran during the campaign accompanied by over 175,000 retargeting impressions.
- **Digital Audio** space continued to be on a constant upward trajectory and has become an essential element of the media mix. According to the 2023 Infinite Dial, 75% U.S. adults listened to online audio on a weekly basis week. Consumption of online radio in the car remained strong which was the ideal environment for the “Put the Phone Away or Pay” message to reach drivers while they were behind the wheel, reminding them the dangers and consequences of distracted driving.
  - We recommended SXM's cross-publisher product that provided access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the distracted driving audio spots to be played between songs and entertainment that the user was listening to, delivering the message to a captive audience throughout the day. Adults 18-34 and Hispanics 18-34 in Arkansas were targeted on this platform.
  - **Podcasts** continued to increase in popularity and were mostly seeing traction among younger audiences. According to the 2023 Infinite Dial, 55% of podcast listeners fell into the 12-34 age category. In-car podcast listening also showed growth: 38% of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 32% last year.

- Over 535,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Utilized **Vevo**, the world's largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Generated awareness of the "Put the Phone Away or Pay" message by reaching Vevo's highly engaged audience viewing premium content featuring the top artists in the world. Over 155,000 impressions were served during the 8-day flight period.
- **ESPN** – Purchased ESPN's CTV platform to add scale using premium sports publishers not available on programmatic exchanges. The distracted driving video ran across ESPN as well as a curated list of the top 15 sports networks. Live Streaming video and high-impact display across ESPN.com and the ESPN app were also included. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 240,000 impressions.
- Purchased **Exclusive Homepage Takeovers** on top-rated TV news station and sports sites in Little Rock and Ft. Smith/Fayetteville to reinforce the distracted driving message during the campaign.
- Additionally, secured premium inventory and high-impact placements in Spanish language on LatinoTVAR.com, TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

#### **Out-of-Home engaged the target audience and extended the reach of the Distracted Driving message.**

- Digital outdoor boards were highly visible structures that reached a mass audience while they were in their vehicle reminding drivers of the dangers associated with distracted driving.
- MRI data indicated that OOH media effectively reached adults aged 18 to 34, with billboards boasting the highest reach at 65%.
- With digital boards, there were no production fees which would have been cost-prohibitive for a short-term campaign.
- We recommended nineteen high-traffic locations in Little Rock, North Little Rock, Bryant, Benton, Jacksonville, Conway, Cabot, Hot Springs, Russellville, Northwest Arkansas, Ft. Smith, and Jonesboro generating over 8.1 million impressions over two weeks.

**Media Budget Allocation:** In order to achieve our communications goals and deliver the general, Adults 18 – 34-year-old target, the budget spent \$149,580, was allocated as follows:

- **By Medium**
  - Cable TV: \$15,080 (10 percent)
  - Hispanic Cable: \$134 (0 percent)
  - Radio: \$27,174 (18 percent)
  - Other Radio: \$19,974 (13 percent)
  - Digital: \$65,153 (44 percent)
  - Out-of-Home: \$22,065 (15 percent)

**Total: 100%**

**By Market:**

**"Put The Phone Away or Pay Actual Expenditures \$149,580**

○ Little Rock	\$ 15,087
○ Fort Smith Fayetteville	\$ 11,071
○ Jonesboro	\$ 3,061
○ Texarkana	\$ 6,067
○ El Dorado	\$ 1,850
○ Conway	\$ 1,128
○ Hispanic	\$ 2,480
○ Hot Springs	\$ 2,212
○ Delta Region	\$ 1,224
○ Statewide Digital	\$ 65,153
○ Other Statewide Radio	\$ 18,182
○ Out-of-Home	\$ 22,065

**Cost per Point and GRP Levels – Put the Phone Away or Pay**

Market	Broadcast TV	Cable TV*	Radio
<b>Little Rock</b>	N/A	\$19.00	\$30.33
<b>Fayetteville/Ft. Smith</b>	N/A	\$18.14	\$24.21
<b>Jonesboro</b>	N/A	\$3.95	\$14.66
<b>Texarkana</b>	N/A	\$7.50	\$21.75
<b>Hot Springs</b>	N/A	\$3.66	\$12.93
<b>El Dorado</b>	N/A	\$5.94	N/A
<b>Conway</b>	N/A	\$3.73	N/A
<b>Hispanic</b>	N/A	N/A	N/A

\*Cable is shown as cost per unit.

**Cable Television**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
<b>Little Rock</b>	429	209	N/A	N/A	N/A
<b>Ft Smith/Fayette.</b>	155	300	N/A	N/A	N/A
<b>Jonesboro</b>	218	196	N/A	N/A	N/A
<b>Texarkana</b>	168	168	N/A	N/A	N/A
<b>Conway</b>	150	150	N/A	N/A	N/A
<b>El Dorado</b>	150	73	N/A	N/A	N/A
<b>Hot Springs</b>	168	178	N/A	N/A	N/A
<b>Hispanic</b>	50	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
<b>Little Rock</b>	177	176	4.2	187.2	43.2%
<b>Ft. Smith</b>	144	134	3.7	150.2	37.0%
<b>Fayetteville</b>	257	257	3.4	136.3	38.2%
<b>Jonesboro</b>	92	101	3.6	150.6	45.7%
<b>Texarkana</b>	123	123	4.3	132.8	35.9%
<b>El Dorado</b>	75	75	N/A	N/A	N/A

<b>Delta Region</b>	20	50	N/A	N/A	N/A
<b>Conway</b>	34	34	N/A	N/A	N/A
<b>Hot Springs</b>	83	83	4.0	131.8	34.5%
<b>Hispanic</b>	138	138	N/A	N/A	N/A
<b>Live Radio Endorsements</b>	67	0	N/A	N/A	N/A
<b>Statewide Radio</b>	888	684	N/A	N/A	N/A

### **Earned Media - \$208,552**

#### ***Media Relations***

A news release concerning the April Distracted Driving “Put the Phone Away or Pay” mobilization was distributed to news media statewide resulting in 20 newspaper clippings with an ad equivalency of \$19,552.

#### ***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 30 digital message boards on highways and interstates around the state during the mobilization period. The “Put the Phone Away or Pay” campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$189,000.

#### ***Social Media***

April 1-April 8th, 2024

#### **AHSO April Distracted Driving Campaign**

##### **Summary**

- The YouTube ad was served over 205,600 times.
- The Meta ads reached over 307,000 users.
- We saw an average cost per 1,000 users reached of \$3.68.

The April Distracted Driving campaign launched on April 1st on Meta, YouTube, and Snapchat. The campaign targeted Arkansas women ages 18-34. The YouTube ad was served over 205,000 times at a cost per 1,000 impressions of \$5.51. The ad received 41 clicks. Geographically, the video was shown the highest number of times in Little Rock, Conway, and North Little Rock.

The Facebook ads were served about 350,000 times and reached about 307,000 unique Facebook and Instagram users. The ads had a great low cost of \$3.68 per 1,000 users reached. The ad also gathered 1,456 clicks at a cost per click of \$0.78. In the campaign, the video had the highest reach, however the image had a higher number of clicks. For engagement, the ads received 35 post reactions, 3 post comments, 3 post saves, and 2 post shares.

Ads also ran on Snapchat for this campaign. The ads were served about 313,000 times and had a cost per 1,000 impressions of \$3.62. It generated 471 clicks at a great cost per click of \$2.41.



## 2024 May Motorcycle Safety Campaign Share the Road/Look Twice for Motorcycles

### **Paid Media Report**

#### **Summary**

Supporting the May Motorcycle Awareness Safety Campaign, “Look Twice for Motorcycles” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “Look Twice for Motorcycles” campaign was all Arkansas Drivers. Motor vehicle operators and motorcyclists were encouraged to “share the road” and to stay alert to keep motorcyclists safe on Arkansas roads.

NHTSA approved a budget of \$100,000 for a two-week schedule of previously produced ads on, cable television, radio, digital and digital outdoor media. The bonus ads received totaled an additional \$33,821 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### **Advertising Period**

- Paid media ran May 1 – May 14, 2024

#### **Primary Audiences**

- All Arkansas drivers. Motor vehicle operators and motorcyclists were encouraged to “Look Twice” and stay extra alert to keep motorcyclists safe on Arkansas roadways.
  - Primary: Adults 25-54
  - Secondary: Adults 18-49

#### **Geography**

- This campaign was concentrated in the top seven counties with the highest number of motorcycle crashes:
  - Pulaski
  - Saline
  - Sebastian
  - Garland
  - Washington
  - White
  - Faulkner

#### **Media Strategies and Tactics**

The goal was to promote motorcyclist awareness and safety to both motorcycle riders and motor vehicle drivers on Arkansas roads, specifically in the areas that have higher rates of motorcycle crashes, injuries, and fatalities. Given the brief nature of the campaign's duration, digital channels were ideal for their ability to be activated and deactivated quickly. To maximize exposure cost-effectively, we recommended a multi-tiered media mix to generate the greatest reach possible against the target audiences in the seven counties with the highest incidence of motorcycle-related crashes.

#### **Cable TV**

Achieved greater frequency of exposure of the *Look Twice* message through targeted cable placements in selected metro markets in Arkansas. These markets were comprised of the counties with the highest number of motorcycle crashes and fatalities.

- Purchased Effectv Interconnect and Dish to access over 218,500 households across Pulaski, Saline, White, Garland & Faulkner Counties
- Effectv Little Rock Zone/Little Rock Uverse (Pulaski County) – more than 53,000 households
- Cox Media Ft. Smith/Fayetteville Combined Zone (Washington & Sebastian Counties) – over 63,800 households
- A4 Media in Hot Springs (Garland County) & Searcy (White County) – approximately 10,925 households
- Conway Corp. in Conway (Faulkner County) – over 8,800 households
- Selection of cable networks were data-driven, targeting adults 25-54 and adults known to own motorcycles, utilizing the most recent MRI insights.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that our target audience was 20% more likely to watch this network than the general population.

**These networks include:**

- A&E (117)
- AMC (117)
- CMT (137)
- Discovery (120)
- ESPN (113)
- Fox Sports (115)
- History (115)
- HGTV (121)
- Nat Geo Wild (121)
- Outdoor (137)
- Paramount (121)
- Syfy (122)
- TBS (116)
- Travel (115)
- TruTV (120)
- TV Land Classic (127)
- USA (127)

\*Every cable system does not insert advertising on all the above networks.

## **Radio**

Radio complemented our cable efforts by broadening reach and extending frequency. Another benefit of radio is that it reached drivers while they were in a vehicle giving us an opportunity to deliver the *Look Twice* message while Arkansans are behind the wheel. Nielsen's 2023 Audio Today report shows 91% of adults 18+ listen to radio, with 65% of radio listening occurring in the car.

- **Primary Formats:** Country, Classic Rock, Contemporary Hit Radio, and Sports
- **Dayparts:**
  - Morning Drive: 6:00 a.m. - 10:00 a.m.

- Midday: 10:00 a.m. - 3:00 p.m.
  - Afternoon Drive: 3:00 p.m. - 7:00 p.m.
  - Selected weekend dayparts
- **Nielsen Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Fayetteville, Ft. Smith and Hot Springs.
  - Little Rock radio reached Faulkner, Saline and White counties, however; a Nielsen Audio **County-by-County Ranker** helped us select the highest-rated local radio station in Conway (Faulkner) and Searcy (White).

## Digital

Digital advertising continued to extend reach of the *Look Twice* message in a medium where people are spending more time than ever. We focused on the demographic of adults 18-54 for this effort. According to a survey conducted by Pew Research, 54% of 18-to 49-year-olds say they access the internet “almost constantly.” Specific digital strategies we recommend are detailed below.

- Utilized **MobileFuse** to allow us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to adults 18-54. Pre-roll video and display on mobile devices was recommended to maximize impact and awareness of the *Look Twice* message on the device they use the most. We included third party targeting against motorcycle owners and heavy drivers to increase engagement. We also retargeted users previously exposed to the campaign with display ads on their mobile device. Approximately 825,000 impressions were generated.
- **Streaming TV** – Connected TV ownership continued to surge with 88% of TV households now having at least one CTV, according to a report from Leichtman Research Group. The *Look Twice* message was delivered to our target audience in the seven selected counties when they were streaming TV shows, videos and movies via Roku, PlayStation Fire TV Stick, Apple TV, Xbox, etc. **Hulu**, renowned for its extensive and top-watched content, was also recommended. Ads were targeted demographically and geographically making ad serving precise. Roughly 35% of the impressions specifically targeted motorcycle owners/riders. We further extended the OTT campaign by utilizing Premion’s retargeting platform. This allowed us to serve *Look Twice* ads on the target audience’s tablet or mobile device after it was viewed on the big screen via our OTT buy. According to a recent Nielsen report, 88% of U.S. adults use a second digital device while watching TV. A minimum of 495,000 streaming impressions ran during the campaign accompanied by 135,000 retargeting display and video impressions.
- The **Digital Audio** space is consistently experiencing robust growth and has become an essential element of the media mix. According to the 2023 Infinite Dial, 75% U.S. adults listen to online audio on a weekly basis week. Consumption of online radio in the car remains strong which is the ideal environment for the *Look Twice* message to reach drivers while they are behind the wheel, reminding them of the dangers and risks motorcyclists face on the road.
  - We recommended SXM’s cross-publisher product that provides access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the *Look Twice* audio spots to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day. Approximately 30% of the impressions were targeted against motorcycle owners/enthusiasts.

- **Podcast** listening has soared to unprecedented levels, offering a platform where listeners actively select content that aligns with their interests. Integrating podcasts into our digital audio strategy enabled us to engage with a dedicated audience, thereby extending the reach of the *Look Twice* message. Moreover, the 2024 Infinite Dial study reveals an uptick in podcast consumption within vehicles: 38% of adults over 18 who have been in a car in the past month report listening to podcasts while driving or riding, up from 32% the previous year. We targeted a custom Motorcycle Owners/Enthusiasts Lifestyle audience segment in our seven key counties, ensuring precise delivery of impressions.
- Over 445,000 impressions were generated from the recommended plan for audio and podcast streaming.

**Digital billboards generated mass reach and frequency and are one of the most cost-efficient media available.**

- Digital billboards allow for more flexibility of messaging and do not require a production fee, which would be cost-prohibitive for a short-term campaign.
- Another benefit of outdoor is the opportunity to reach drivers of both vehicles and motorcycles while they are on the road, reinforcing the *Look Twice* message with a visual component.
- We recommended outdoor concentrated in the seven selected counties that generated over 7.7 million impressions during the campaign.
  - Pulaski – 4 locations
  - Washington – 3 locations
  - Sebastian – 2 locations
  - Saline – 2 locations
  - White – 1 location
  - Faulkner – 1 location
  - Garland – 1 location

**Budget Summary**

- **By Medium**
  - Cable TV: \$15,890 (16 percent)
  - Radio: \$25,061 (25 percent)
  - Digital: \$41,893 (42 percent)
  - Outdoor: \$16,765 (17 percent)

**Total: 100%**

**By Market:**

**Look Twice for Motorcycles Actual Expenditures \$99,608**

○ Little Rock	\$ 19,400
○ Fayetteville/Fort Smith	\$ 16,111
○ Hot Springs	\$ 3,296
○ Conway	\$ 1,438
○ Searcy	\$ 706
○ Statewide Digital	\$ 41,893
○ Statewide Digital Outdoor	\$ 16,765

**Cost per Point and GRP Levels – Look Twice for Motorcycles.**

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$16.12	\$25.01
Fayetteville	No broadcast TV	\$16.81	\$38.66
Fort Smith	No broadcast TV	\$16.81	\$9.10
Hot Springs	No broadcast TV	\$2.10	\$10.19
Conway	No broadcast TV	\$3.53	N/A

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	581	466	N/A	N/A	N/A
Ft. Smith/Fayetteville	297	168	N/A	N/A	N/A
Hot Springs	261	267	N/A	N/A	N/A
Conway	175	174	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	233	229	8.0	391.4	49.3%
Fayetteville	357	357	5.0	202.5	40.4%
Fort Smith	223	223	7.8	361.4	46.8%
Hot Springs	146	155	4.9	258.2	53.4%
Conway	50	50	N/A	N/A	N/A
Searcy	40	40	N/A	N/A	N/A

**Earned Media - \$194,077*****Media Relations***

A news release concerning the May Motorcycle Safety Awareness mobilization was distributed to news media statewide resulting in 7 newspaper clippings with an ad equivalency of \$5,077.

***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 “Look Twice for Motorcycles” 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 \$189,000.

**Paid/Organic Social Media****AHSO Motorcycle Safety Campaign****Summary**

- The YouTube ad was served over 305,000 times.
- The Meta ads reached over 622,000 users.
- We saw an average cost per 1,000 users reached of \$3.73.

The May Motorcycle Safety campaign launched on May 1 on Meta and YouTube. The campaign targeted users aged 25-49 years old in Pulaski, Sebastian, Saline, Garland, Washington, White, and Faulkner counties. The YouTube ad was served over 304,000 times at a cost per 1,000 impressions of \$7.62. The ad received 32 clicks. Geographically, the video was shown the highest number of times in Pulaski County and Faulkner County.

The Facebook ads were served about 866,000 times and reached over 622,000 individual Facebook and Instagram users. The ads had a great low cost of \$3.73 per 1,000 users reached. The ads also gathered 1,679 clicks at a low cost per click of \$1.38. In the campaign, the video ad had the highest reach and clicks. For engagement, the ads received 51 post reactions, 10 post comments, 1 post save, and 22 post shares.

## **2024 July Speed Campaign Speeding Slows You Down**

### **Paid Media Report**

#### ***Summary***

Supporting the July 2024 Speed “Speeding Slows You Down” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “Speeding Slows You Down” campaign was those most likely to exceed the speed limit, men ages 18-54.

NHTSA approved a budget of \$164,631 for a 21-day schedule of previously produced ads on broadcast tv/cable, radio, and digital media. The bonus radio ads received totaled an additional \$72,694 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### **Enforcement Period**

- Wednesday, July 10 to Wednesday, July 31

#### **Advertising Period**

- Paid advertising will run Wednesday, July 10 through Wednesday, July 31

#### **Working Paid Media Budget**

- **\$165,000**

#### **Target Audiences**

- **Primary Audiences** – Educate segment about the consequences of speeding and actively urge drivers to adopt safer driving habits by slowing down.
  - **18 to 44-year-old males**  
The 18 to 44-year-old male target audience is comprised of three generations:
    - Gen Z (18 to 27 years old)
    - Millennials (28 to 41 years old)
    - Gen X (42 to 44 years old)
 Nearly 100% of the target audience is online with smartphones being the device of choice.
- **Secondary Audience** - Raise awareness about the risks associated with speeding and influence segment to obey the speed limit.
  - **18- to 44-year-old Hispanic males**  
Primarily speak and consume Spanish media at home

#### **Geography**

- Statewide awareness campaign. Concentrate media funds in the state's major metropolitan areas to reach the greatest number of Arkansans:

### Primary Markets

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

### Secondary Markets

- Conway
- Delta Region

### Media Strategies & Tactics

The campaign aimed to quickly establish broad reach and high frequency to raise awareness among the target audiences about the dangers and consequences of driving over the speed limit and urged drivers to slow down on Arkansas roads and highways. We recommended a multi-platform approach, predominantly leveraging digital strategies complemented by select traditional media. This mix ensured we engaged the target audiences through their preferred channels, achieving optimal frequency and impact throughout the campaign. Within each medium, we implemented the tactics detailed below.

### Cable

Achieved greater frequency of the *Speeding Slows You Down* message by placing cable support in all metro markets in Arkansas.

- To best reach the target audience, cable networks that catered to males 18-44 were selected according to current MRI data.
- Examples of such networks included ESPN, Comedy Central, Cartoon Network (Adult Swim), Paramount and FX, which were popular among this age group for their sports programming, comedic content, and compelling series.
- Purchased spots on **Galavision & ESPN Deportes** networks (only available in Fayetteville/Ft. Smith market) to reach the Hispanic community with the *Speeding Slows You Down* message.
- We recommended excluding Broadcast TV from this campaign. The timing did not align with live sports events, as both the NBA and NHL seasons had concluded prior to the campaign's start. Additionally, while local news segments were normally a reliable medium to reach a broad audience, their viewership continued to decrease during the summer months.

### Hispanic TV

Purchased major **Spanish** language networks Univision and Telemundo to effectively reach our secondary target audience of Hispanics. We specifically focused on sports programming such as soccer (Copa), which has a large Hispanic fan base.

## Radio

Radio extended the reach created by cable and built additional frequency.

- Audio mediums such as radio and audio streaming (included in Online tactics) were particularly effective because they reached drivers directly in their vehicles, where messages about the dangers of speeding were most relevant and immediately actionable. These channels were essential to our campaign, serving as its foundation and receiving most of our budget to ensure maximum impact.
- **Primary Formats:** Country, Adult Contemporary, Sports Talk, Contemporary Hit Radio and Urban
- **Dayparts:** Morning Drive: 6 a.m. - 10 a.m.  
Midday: 10 a.m. - 3 p.m.  
Afternoon Drive: 3 p.m. - 7 p.m.  
Evening: 7 p.m. - midnight  
Selected weekend dayparts
- Nielson Audio ratings data helped determine which stations would best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- Radio listening lead audio consumption by a more sizable margin within the **Hispanic** community making it a strong tactic to continue driving awareness of the *Speeding Slows You Down* message among this audience. We purchased Spanish language radio available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

## Digital

The digital campaign was designed to enhance the visibility of the *Speeding Slows You Down* message across platforms where our target audience was highly active. Recent findings from Deloitte Insights revealed that our demographic spent a substantial portion of their time online, with nearly one-third reporting being connected for five or more hours daily, and one in five indicating they were online for 10 or more hours "yesterday." Three core passion points drove campaign engagement: online experiences and gaming, sports, and music and film. We addressed these areas within the digital strategies detailed below:

- Utilizing **MobileFuse** extended the reach by targeting males 18-44 across multiple websites and platforms simultaneously, increasing the visibility of the *Speeding Slows You Down* message and maximizing the potential for reaching our target audience. With MobileFuse, we included data targeting segments to reach males that enjoyed risk-taking behaviors and were more likely to speed. We also targeted 18- to 44-year-old males while playing video games and active on sports/fantasy football apps. Ads were mobile heavy to reach our target and drive awareness on the device they used the most. The campaign generated over one million impressions.
- **Streaming TV** - The *Speeding Slows You Down* message was delivered to our target audiences when they were streaming TV shows, videos, and movies or playing games via PlayStation Vue, Roku, Apple TV, Xbox, etc. Most teens (84%) -- especially males (92%) -- have access to game consoles. We specifically targeted 18- to 44-year-old males who were Sports Enthusiasts and Gamers. **Hulu**, one of the top streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. Additionally, our strategy involved incorporating Effectv premium streaming that ran across Spanish networks to engage our secondary target, Hispanic males aged 18-44,



leveraging the growing trend of streaming video service consumption within this group. We further extended the streaming TV campaign by utilizing Premion's OTT retargeting platform. This allowed us to serve *Speeding Slows You Down* display ads on the target audience's mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 400,000 streaming impressions ran during the campaign accompanied by over 120,000 retargeting impressions.

- Utilized **Vevo**, the world's largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Vevo's platform, which reached a highly engaged audience that enjoyed performances and videos from top leading artists, generated awareness of the *Speeding Slows You Down* message in an environment where it resonated deeply and influenced behavior effectively. Over 117,000 impressions were served during the flight period.

The **Digital Audio** space is consistently growing and has become a crucial part of the media mix as mentioned above. According to the 2023 Infinite Dial report, 75% of U.S. adults listen to online audio weekly. The consumption of online radio in cars remained strong, providing an ideal opportunity to inform our target audience of the consequences of speeding and curb dangerous speeding behavior. This medium's robust reach was essential for reinforcing our message where it was most relevant: behind the wheel.

- We recommended SXM's cross-publisher product that provided access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the *Speeding Slows You Down* audio spots to be played between songs and entertainment that the user was listening to, delivering the message to a captive audience throughout the day. Men 18-44 and Hispanics 18-44 in Arkansas were targeted on this platform.
- **Podcasts** resonated strongly with Millennial and Gen Z male audiences. Notably, genres such as comedy, sports, and entertainment/pop culture have emerged as highly engaging among this audience segment. We included these podcast genres into the buy.
- Over 610,000 impressions were generated from the recommended plan for audio and podcast streaming.
- **Hispanic Websites** – *Speeding Slows You Down* display and video ads in Spanish language were placed across high traffic local websites such as LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

**Out-of-Home** extended the reach and amplified awareness of the *Speeding Slows You Down* campaign when the target audience was on the move.

- **Gas Pump Toppers** – A full color *Speeding Slows You Down* message was displayed above gas pumps in the primary markets in Arkansas. Gas pump signage was a great way to reach a large and captive audience of drivers reminding them the dangers of speeding before getting back into the vehicle to head to their next destination. There were a total of 30 gas stations and AHSO received 50 percent of the available pump top inventory at each station as well as an extra week of signage at no-charge. Additionally, as added value, we enhanced visibility with window and cooler clings in locations with available inventory. The estimated impressions for our gas pump campaign were over 3 million.
- **Digital Outdoor** generated mass reach and frequency and is one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that reached a mass audience while they were in their vehicle reminding drivers to slow down on Arkansas roads and highways and helped put an end to this risky driving behavior.
- We strategically placed digital boards along major highways and intersections as well as in areas that consistently saw high traffic volumes throughout Arkansas to maximize exposure of the *Speeding Slows You Down* message.
- The fifteen selected boards generated over nine million impressions during the campaign.

## Budget Summary

- **By Medium**
  - Cable: \$20,297 (12%)
  - Hispanic TV: \$6,536 (4%)
  - Radio: \$56,559 (34%)
  - Other Radio: \$4,046 (2%)
  - Digital: \$45,404 (28%)
  - Out-of-Home: \$31,788 (20%)

**Total: 100%**

- **By Market:**
  - Little Rock: \$20,162
  - Fort Smith/Fayetteville: \$21,946
  - Jonesboro: \$6,063
  - Texarkana: \$13,274
  - Hot Springs: \$5,087
  - El Dorado: \$3,260
  - Conway: \$2,333
  - Delta Region: \$2,814
  - Hispanic: \$12,499
  - Statewide Digital: \$45,404
  - Statewide OOH: \$31,788

**Total Estimated Budget: \$164,631**

## Cost per Point and GRP Levels – Speeding Slows You Down

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$11.48	\$35.85
Ft. Smith/Fayette	N/A	\$16.28	\$19.77
Jonesboro	N/A	\$2.53	\$13.73
Texarkana	N/A	\$8.89	\$25.91
El Dorado	N/A	\$6.02	N/A
Hot Springs	N/A	\$2.53	\$11.66
Conway	N/A	\$2.98	N/A

## Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	662	232	N/A	N/A	N/A

<b>Ft. Smith/Fayetteville</b>	350	479	N/A	N/A	N/A
<b>Jonesboro</b>	452	308	N/A	N/A	N/A
<b>Texarkana</b>	243	84	N/A	N/A	N/A
<b>El Dorado</b>	169	81	N/A	N/A	N/A
<b>Conway</b>	367	366	N/A	N/A	N/A
<b>Hot Springs</b>	451	81	N/A	N/A	N/A
<b>Hispanic</b>	76	76	N/A	N/A	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>	329	329	9.1	400	51.1%
<b>Ft. Smith</b>	376	233	8.1	385	53.1%
<b>Fayetteville</b>	497	497	7.9	400.5	42.3%
<b>Jonesboro</b>	205	205	6.7	411.8	73.6%
<b>Texarkana</b>	281	281	8.1	323.6	45.8%
<b>El Dorado</b>	174	174	N/A	N/A	N/A
<b>Hot Springs</b>	183	183	8.9	359.2	46.6%
<b>Conway</b>	76	72	N/A	N/A	N/A
<b>Delta Region</b>	46	132	N/A	N/A	N/A
<b>Hispanic</b>	377	377	N/A	N/A	N/A

**Earned Media - \$294,324*****Media Relations***

A news release concerning the July "Speeding Slows You Down." mobilization was distributed to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$10,824.

***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 DSOGPO 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. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$283,500.

***Paid/Organic Social Media*****Speed Prevention Campaign****Summary**

- The YouTube ad was served about 343,000 times.
- Meta ads reached over 456,000 users.
- Meta ads received 1,980 clicks.

The July Speed Prevention campaign launched on July 10th on Meta and YouTube. The campaign targeted male Arkansans ages 18-34. The YouTube ad was served over 343,000 times at a cost per 1,000 impressions of \$7.58. The ad also received 5 clicks. Geographically, the video was shown the highest number of times in Pulaski, Washington, and Benton Counties.

The Meta ad was served over 936,000 times and reached over 465,000 users on Facebook and Instagram. The ad saw a slightly higher cost per 1,000 users reached than other campaigns in the account at \$6.49. The ads saw a great click-through rate of 0.21% and a cost per click of \$1.49.

There were 1,980 clicks in total on Meta. In the campaign, the video ad reached more users at a lower cost per 1,000 users reached than the image ad. However, the image ad brought in the majority of clicks.

For engagement, the ads received 38 post reactions, 6 post comments, 6 post saves, and 4 post shares.

### **2024 Pedestrian/Bicycle Safety Campaign September “Extreme Safety”**

#### **Advertising Flight Period**

To encourage roadway users to adopt safer behaviors, we implemented the campaign in two strategic phases. The first flight ran from **September 3 through September 16**, coinciding with the back-to-school season when pedestrian and bicycle traffic increases. The second flight will occur from **October 7 through October**, coinciding with Pedestrian Safety Month. By timing these flights during critical periods, we aimed to effectively raise awareness and motivate drivers, pedestrians, and bicyclists to practice safer habits.

The information provided below is for the “Extreme Safety” campaign which ran from September 3 – September 16. The campaign included thirty-second radio and television announcements in both English and Spanish language with the “Extreme Safety” message. The total advertising budget utilized was \$149,725 with an added value received in bonus ads of \$58,291.

#### **Working Paid Media Budget**

- **\$150,000**

#### **Target Audiences**

The campaign focused on reaching motorists, pedestrians, and bicyclists.

- Primary Audience
  - Adults aged 18-54 years old, with a male skew aged 18-34, identified as riskier drivers.
- Secondary Audience
  - Hispanics, 18-54 years old

#### **Geography**

The paid media plan was statewide in scope; however, we provided a stronger presence in the top counties with higher pedestrian and bicyclist fatality rates.

#### **Primary Markets:**

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

**Heavier presence in the following areas where higher numbers of pedestrian and bicyclist fatalities were occurring:**

- Pulaski County

- Jefferson County
- Washington County
- Benton County

## Media Strategies & Tactics

Drive Aware – Save Lives aimed to spread awareness and educate the public on the importance of safe driving, walking, and bicycling practices to reduce pedestrian and bicyclist injuries and deaths in Arkansas. Given the rapidly evolving media landscape, reaching our target audience required a strategic blend of traditional and digital channels. To effectively communicate the Pedestrian and Bicycle Safety message statewide, especially in the four counties with higher fatality rates, we proposed a media mix including cable, radio, digital and outdoor. The following tactics were implemented across each medium to maximize impact and engagement.

Since the “Extreme Safety” campaign fell within the political advertising window, local broadcast stations were dominated by political ads, resulting in higher rates and frequent preemptions of other advertisers. Due to the short duration of our flight periods, the inflated rates, and the limited availability of equitable makegoods—meaning credits were more likely than available inventory—we recommended forgoing broadcast TV for this campaign.

### Cable TV

Cable reached a large and diverse audience, ensuring that the campaign could engage multiple demographic segments within the broader adults 18 to 54 age range.

- We recommended placing cable schedules in the major metro areas, including the counties with a high incidence of pedestrian/bicyclist fatalities, to generate awareness and provide creative impact.
- Purchased key cable networks and programming that performed well against our target audiences using current MRI data.
- Examples of such networks include ESPN, AMC, TBS, USA, Comedy Central, Cartoon Network (Adult Swim), Paramount and FX, which were popular for their sports programming, comedic content, and compelling series.
- Purchased live events, such as sports and premieres, that were more likely to be watched live, reducing ad-skipping behavior.
- **Galavision & ESPN Deportes** networks (available in Fayetteville/Ft. Smith market) were purchased to reach the Hispanic community with the pedestrian and bicycle safety message.
- We received one-for-one bonus spots allowing us to double the amount of cable support.

### Hispanic TV

Purchased major **Spanish** language networks Univision and Telemundo to effectively reach our secondary target audience of Hispanics. We specifically focused on sports programming such as soccer, which had a large Hispanic fan base.

### Radio

Radio extended the reach created by cable and built additional frequency.

- Audio mediums, such as radio and audio streaming (included in online tactics), were particularly effective as they reached drivers directly in their vehicles. In this setting, our message that promoted safe driving practices was most relevant and immediately actionable.

These channels were essential to our campaign, serving as its foundation and receiving most of our budget to ensure maximum impact.

- **Primary Formats:** Contemporary Hit Radio, Sports, Adult Contemporary, Country and Urban
- We included the following dayparts, with a stronger focus during commute times to reinforce safe driving habits during peak drive times.
  - Morning Drive: 6:00am - 10:00am
  - Midday: 10:00am - 3:00pm
  - Afternoon Drive: 3:00pm - 7:00pm
  - Selected weekend dayparts
- **Nielsen Audio** ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
- **Non-Metro Radio** - A Nielsen Audio County-by-County Ranker helped us select the highest-rated local radio stations in Conway and Pine Bluff (Jefferson County).
- **Live Endorsements:** Utilized the trusted voices of local radio personalities on top-rated stations in Little Rock as well as Northwest AR (Washington and Benton Counties) generated additional impact and raised awareness. We also encouraged DJs to incorporate the pedestrian and bicycle safety message into their own social networking.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across Little Rock and Fayetteville radio stations. A 15-second pedestrian and bicycle safety message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Radio listening lead audio consumption by a more sizable margin within the **Hispanic** community making it a strong tactic to continue driving awareness of the safety message among this audience. We purchased Spanish language radio available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

## Online

The digital portion of the plan was designed to enhance the visibility of the pedestrian and bicycle safety message across platforms where our target audience was highly active. Recent data from Deloitte Insights revealed that our demographic spends a substantial portion of their time online, with nearly one-third reporting being connected for five or more hours daily, and one in five indicating they were online for 10 or more hours "yesterday. While impressions ran statewide, we allocated a higher concentration to the four high-fatality counties using geotargeting. Specific digital strategies we recommended are detailed below.

- **MobileFuse** offered advanced targeting, real-time optimization, and comprehensive reach. By leveraging data-driven strategies, we ensured our safety messages were delivered to the right audience at the right time, maximizing engagement and impact. We reached adults 18-54 across multiple websites and platforms simultaneously, increasing the visibility of the pedestrian and bicycle safety message and maximizing the potential to connect with our target audience. With MobileFuse, we effectively targeted 18-54-year-olds and 18-34-year-old males engaged in video gaming and active on sports and fantasy football apps. Additionally, we used retargeting display to re-engage users who had previously interacted with our ads. This kept the safety message top-of-mind and encouraged further engagement.

Video and display were mobile heavy to reach our target and drive awareness on the device they use the most. The campaign generated over 668,500 impressions.

- **Streaming TV** - Connected TV ownership continued to surge, with 88% of TV households now having at least one connected TV device, according to research from Leichtman Research Group. Our streaming TV buy leveraged modern viewing habits and advanced targeting capabilities to maximize reach, engagement, and impact. The pedestrian and bicycle safety message were delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. Additionally, our strategy involved incorporating Effectv premium On Demand streaming that ran across top Spanish networks to engage our secondary target, Hispanics aged 18-54, leveraging the growing trend of streaming video consumption within this group. We further extended the streaming TV campaign by utilizing Premion's OTT retargeting platform. This allowed us to serve video and display ads on the target audience's mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 338,000 streaming impressions ran during the campaign complemented by over 125,000 retargeting impressions.
- The **Digital Audio** space is consistently growing and has become a crucial part of the media mix. According to the 2023 Infinite Dial report, 75% of U.S. adults listen to online audio weekly. The consumption of online radio in cars remains strong, providing an ideal opportunity for the pedestrian and bicycle safety campaign. This medium's robust reach was essential for reinforcing our message where it's most relevant: behind the wheel.
  - We recommend SXM's cross-publisher product that provides access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the pedestrian and bicycle safety audio spots to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day. We also incorporated 1<sup>st</sup> party data to target "commuters" which are listeners who have been identified by SXM's data team as likely to be regular commuters. This audience segment was based on morning and evening rush hour habitual listening patterns. Adults and Hispanics 18-54 in Arkansas were targeted on this platform.
  - Listeners are spending more time than ever with **podcasts**. In 2014, podcasts made up 2% of daily audio time for those aged 13+. By 2024, this figure rose to 11%, with 23% of weekly listeners spending 10 or more hours on podcasts each week. With podcasts, the wide range of genres allowed for highly targeted advertising. We selected podcast genres that aligned closely with the interests of our adult 18-54 and male 18-34 target audiences, ensuring the pedestrian and bicycle safety message resonated more deeply.
  - Over 595,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Purchased homepage banners on the official athletic site for the **Arkansas Razorbacks** during the widely followed football season, when the site received massive traffic, to effectively promote the pedestrian and bicycle safety message.
- **Hispanic Websites** – Pedestrian and bicycle safety display, video and social media ads in the Spanish language were placed across high traffic local websites such as

LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com reaching the Hispanic community digitally.

## Outdoor

Outdoor billboards generated substantial reach and frequency, making them one of the most cost-efficient media options available.

- Outdoor boards are highly visible structures that reached a mass audience while they were in their vehicle reminding drivers of the importance of staying alert for pedestrians and bicyclists.
- The majority of billboards were digital; however, we also included static posters in urban areas with higher foot and bike traffic where digital options are unavailable. Additionally, there was extensive coverage in the four high-fatality counties, ensuring the safety message reached those in the most affected areas.
- The selected 15 digital boards and 4 posters generated over 8.3 million impressions during the two-week flight period.

## Budget Summary Per Campaign

### ▪ By Medium

Cable TV: \$17,086 (11%)  
 Hispanic TV: \$4,895 (3%)  
 Radio: \$38,659 (26%)  
 Other Radio: \$27,008 (18%)  
 Hispanic Radio: \$3,790 (3%)  
 Digital: \$38,286 (26%)  
 Outdoor: \$20,000 (13%)

**Total: 100%**

### ▪ By Market:

Little Rock: \$17,903  
 Fort Smith/Fayetteville: \$17,985  
 Texarkana: \$7,681  
 Jonesboro: \$4,340  
 Hot Springs: \$3,472  
 El Dorado: \$2,950  
 Conway: \$1,497  
 Pine Bluff: \$1,306  
 Hispanic: \$8,685  
 Statewide Radio: \$25,619  
 Statewide Digital: \$38,286  
 Out-Of-Home: \$20,000

**Extreme Safety Campaign Budget: \$149,725**

## Cost per Point and GRP Levels – Extreme Safety Campaign

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$18.77	\$20.57
Ft. Smith/Fayette	N/A	\$12.59	\$22.85
Jonesboro	N/A	\$2.13	\$14.88



<b>Texarkana</b>	N/A	\$7.10	\$23.20
<b>El Dorado</b>	N/A	\$5.49	N/A
<b>Hot Springs</b>	N/A	\$3.28	\$12.26
<b>Conway</b>	N/A	\$3.00	N/A

**Cable Television**

<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>	394	382	N/A	N/A	N/A
<b>Ft. Smith/Fayetteville</b>	392	453	N/A	N/A	N/A
<b>Jonesboro</b>	299	301	N/A	N/A	N/A
<b>Texarkana</b>	200	42	N/A	N/A	N/A
<b>El Dorado</b>	176	146	N/A	N/A	N/A
<b>Conway</b>	186	0	N/A	N/A	N/A
<b>Hot Springs</b>	279	273	N/A	N/A	N/A
<b>Pine Bluff</b>	338	342			
<b>Hispanic TV</b>	50	50	N/A	N/A	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>	290	285	12.5	540.8	52.4%
<b>Ft. Smith</b>	270	270	8.4	417.7	49.4%
<b>Fayetteville</b>	423	423	10.0	251.6	25.0%
<b>Jonesboro</b>	155	155	5.1	248.6	48.3%
<b>Texarkana</b>	156	156	6.4	269.9	43.0%%
<b>El Dorado</b>	90	0	N/A	N/A	N/A
<b>Hot Springs</b>	118	79	6.7	209.5	31.6%
<b>Conway</b>	57	57	N/A	N/A	N/A
<b>Pine Bluff</b>	32	32	N/A	N/A	N/A
<b>Statewide</b>	500	0	N/A	N/A	N/A
<b>Hispanic</b>	240	240	N/A	N/A	N/A

**Earned Media - \$217,150*****Media Relations***

A news release concerning the September Pedestrian/Bicycle “Extreme Safety” campaign mobilization was distributed to news media statewide resulting in 12 newspaper clippings with an ad equivalency of \$28,150.

***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 Obey the Sign or Pay the Fine 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 \$189,000.

***Paid/Organic Social Media***

Report Link

## Campaign Overview

### PED/BIKE SAFETY Campaign Summary:

- **Facebook Ads:** 563,000 impressions
- **YouTube Ads:** 353,000 impressions
- **Snapchat Ads:** 416,620 impressions

### Campaign Details

The Pedestrian/Biker Safety campaign aimed to raise driver awareness about sharing the road with pedestrians and cyclists. Launched on September 3, 2024, the campaign spanned multiple platforms, including Facebook, Instagram, Snapchat, and YouTube. The high impressions across platforms indicate solid reach, but further analysis revealed potential areas for optimization.

### Meta Ads

- **Total Impressions:** 563,000
- **Ad Clicks:** 2,200
- **Average CPM:** \$4.74
- **Average CTR:** 0.26%
- Performance Breakdown:
  - **Video Ad:** 653,156 impressions
  - **Static Ad:** 190,139 impressions
  - Notes: The **video ad** outperformed the static ad in terms of impressions, with 653,156 versus 190,139 impressions, due to the video ad receiving the majority of the campaign budget. In the future, we could test placing the static and video ads in separate campaigns to see how the two performed with the same budget.

### YouTube:

- **Total Impressions:** 353,000
- **Total Cost:** \$2,666.05
- **Average CPM:** \$7.55
- **Video Playthrough Rate:** 97.91%

### Snapchat:

- **Total Impressions:** 415,924
- **Total Clicks:** 762
- **Average CPM:** \$3.50
- Total cost: \$2,666.00
- Performance Breakdown:
  - **Video Ad:** 222,394 impressions
  - Static Ad: 193,530 Impressions
  - Note: Snapchat performed well in terms of cost efficiency, with a **low CPM of \$3.50**. However, the **click-through rate** was relatively low compared to Meta, with only 762 clicks. This suggests that although Snapchat is cost-efficient regarding impressions, it may drive less engagement or traffic compared to platforms such as Facebook and Instagram.

### Recommendation for Future Campaigns:

1. **Separate campaigns for different ad formats:** Meta showed a major discrepancy between the static and video ads for this campaign due to how Meta allocated the budget between the different ad formats. Placing the ads in different campaigns with equal budgets could reduce the difference in ad performance between video and static ads.

**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 FY24, 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.

In accordance with 23CFR 1300.13, Federal, P&A costs are not to exceed eighteen percent of total 402 funds received, and P&A should be matched with at least 50 percent State funding. For FY 24 P&A expenditures equaled 7.3% percent of total 402 expenditures and were matched 52 percent with State funds.

**PLANNING AND ADMINISTRATION**

**Planned Activity: PA-2024-01**

**Sub-recipient: Arkansas State Police**

Funding for P&A salaries and benefits, travel, and operating expenses. The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). Staff attended meetings and other sessions in the performance of their normally assigned functions. Costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration were as follows:

*Salaries and Benefits* - Full-time positions fulfilling management, fiscal, and clerical support functions;  
*Travel and Subsistence* - Travel and subsistence costs for management and fiscal support personnel;  
 and *Operating Expenses* - Overall operation of the Highway Safety Program.

**AHSO PUBLIC AWARENESS SURVEY**

**Planned Activity: PA-2024-01**

**Sub-recipient(s): University of Arkansas at Little Rock, Survey Research Center**

The AHSO public awareness survey conducted by the University of Arkansas at Little Rock, Survey Research Center in previous years to track driver attitudes and awareness of highway safety enforcement and communication activities along with self-reported driving behaviors. This survey was discontinued briefly due to changes in the administration of the Survey Research Center at UALR. The AHSO contracted with the University of Arkansas Fayetteville Civil Engineering Department to conduct this survey in FY24. (See Awareness Survey Conclusions in Appendix 8)

<b>FY24 Mini-STEP Organizations</b>
Alexander Police Department
Augusta Police Department
Barling Police Department
Boone County Sheriff's Office
Bradley Police Department
Cabot Police Department
Caddo Valley Police Department
Calhoun County Sheriff's Office
Clarksville Police Department
Crittenden County Sheriff's Office
Dallas County Sheriff's Office
Des Arc Police Department
Desha County Sheriff's Office
Elkins Police Department
England Police Department
Eureka Springs Police Department
Flippin Police Department
Fordyce Police Department
Forrest City Police Department
Gentry Police Department
Goshen Police Department
Hampton Police Department
Hempstead County Sheriff's Office
Highfill Police Department
Holly Grove Police Department
Jackson County Sheriff's Office
Lafayette County Sheriff's Office
Lake Village Police Department
Lewisville Police Department
Lincoln Police Department
Little Flock Police Department
Madison County Sheriff's Office
Marion County Sheriff's Office
Maumelle Police Department
Mayflower Police Department
McGehee Police Department
Monticello Police Department
Mountain View Police Department
Nevada County Sheriff's Office
Newport Police Department
Newton County Sheriff's Office
Osceola Police Department
Pea Ridge Police Department
Pleasant Plains Police Department
Prairie County Sheriff's Office
Prairie Grove Police Department
Searcy County Sheriff's Office
Siloam Springs Police Department
Stone County Sheriff's Office
Tontitown Police Department
West Fork Police Department
West Memphis Police Department
Wynne Police Department
Yell County Sheriff's Office

<b>FY24 STEP Organizations</b>
Arkansas State Police STEP
Ashdown Police Department
Baxter County Sheriff's Office
Bella Vista Police Department
Benton County Sheriff's Office
Benton Police Department
Bryant Police Department
Centerton Police Department
Cross County Sheriff's Office
Dardanelle Police Department
Decatur Police Department
El Dorado Police Department
Fayetteville Police Department
Fort Smith Police Department
Garland County Sheriff's Office
Grant County Sheriff's Office
Harrison Police Department
Hazen Police Department
Hope Police Department
Hot Springs Police Department
Independence County Sheriff's Office
Jonesboro PD
Lowell Police Department
Marion Police Department
Mountain Home Police Department
North Little Rock Police Department
Paragould PD
Pine Bluff Police Department
Rogers Police Department
Saline County Sheriff's Office
Searcy Police Department
Sheridan Police Department
Sherwood Police Department
Springdale Police Department
St. Francis County SO
Texarkana Police Department
Trumann PD
Washington County Sheriff's Office

FINANCIAL REPORTS			
Project		Recipient/Contractor	
1	M8DDLE/OP/M8AL/M8PT/M8SC/M8OP	Arkansas State Police STEP	1,243,633.06
2	M3DA	Arkansas State Police eCite	300,648.97
3	M3DA	Arkansas State Police eCrash	631,641.96
4	M8TR	Arkansas State Police Crash Reconstruction	39,320.14
5	TR	Arkansas State Police Video Storage	62,509.38
6	AL	AR Administrative Office of the Courts	41,499.78
7	OP/SC/M5HVE/M8DDLE	Alexander Police Department	8,233.38
8	AL/OP	AR Broadcasters Association	75,000.00
9	M5BAC	AR Crime Lab	200,304.94
10	M5BAC/M8AL	AR Dept. of Health – Office of Alcohol Training	47,164.31
11	M3DA	AR Dept. of Health EMS	86,204.14
12	OP/UNA/B2CPS/M2CPS	AR Children's	431,267.56
13	RS/TR/M8PE	AR DOT	525,750.97
14	OP/SC/AL/M8DDLE	Ashdown Police Department	59,925.45
15	OP/SC/M5HVE/M8DDLE	Barling Police Department	37,166.78
16	M8TR	Batesville Police Department (eCrash)	91,652.72
17	OP/SC/AL/M8DDLE	Baxter County Sheriff's Office	31,578.79
18	OP/SC/PT/AL/M8DDLE	Bella Vista Police Department	18,590.30
19	OP/SC/AL/M8DDLE	Benton County Sheriff's Office	103,921.46
20	OP/SC/AL/M8DDLE	Benton Police Department	57,056.55
21	M5CS	Bentonville County DWI Court	7,725.63
22	M5TR	Black River Technical College	175,620.49
23	OP/SC/M5HVE/M8DDLE	Boone County Sheriff's Office	46,341.45
24	OP/SC/AL/M8DDLE	Bryant Police Department	27,498.27
25	OP/SC/M5HVE/M8DDLE	Bradley Police Department	2,155.81
26	OP/SC/M5HVE/M8DDLE	Crittenden County Sheriff's Office	1,573.93
27	OP/SC/M5HVE/M8DDLE	Caddo Valley Police Department	4,555.98
28	OP/SC/M5HVE/M8DDLE	Carroll County Sheriff's Office	4,555.98
29	OP/SC/M5HVE/M8DDLE	Cabot Police Department	3,141.38
30	OP/SC/PT/AL/M8DDLE	Centerton Police Department	41,884.23
31	AL	Criminal Justice Institute	459,794.97
32	M5CS	Clark County DWI Court	9,179.05
33	SC/M5HVE	Clarksville Police Department	7,661.79
34	M5CS	Craighead County Sheriff's Office	13,421.96
35	M8TR	Cherokee Village Police Department (eCrash)	29,228.62
36	M5CS	Crawford County DWI Court	2,007.94
37	OP/SC/PT/AL/M8DDLE	Cross County Sheriff's Office	35,532.39
38	AL/OP/CP/PS/PM/SC/MC/M2HVE/M2PE/ M5PEM/M7PM/M8PE/M11MA/BGPE	Cranford,Johnson,Robinson & Woods	2,415,296.03
39	OP/SC/M5HVE/M8DDLE	Calhoun County Sheriff's Office	13,680.03

FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	
40	M8TR	Calhoun County Sheriff's Office (eCrash)	40,516.71
41	OP/SC/M5HVE/M8DDLE	Dallas County Sheriff's Office	32,579.82
42	OP/SC/AL/M8DDLE	Dardanelle Police Department	27,084.74
43	OP/SC/AL/M8DDLE	Decatur Police Department	101,745.39
44	M8TR	Decatur Police Department (eCrash)	12,783.61
45	OP/SC/M5HVE/M8DDLE	Des Arc Police Department	15,517.95
46	OP/SC/M5HVE/M8DDLE	Desha County Sheriff's Office	29,326.06
47	OP/SC/AL/M8DDLE	El Dorado Police Department	23,285.96
48	OP/SC/M5HVE/M8DDLE	Elkins Police Department	33,419.54
49	OP/SC/M5HVE/M8DDLE	Eureka Springs Police Department	1,187.69
50	M5HVE	England Police Department	398.42
51	M5CS	Faulkner County DWI Court	1,573.40
52	OP/SC/AL/M8DDLE	Fayetteville Police Department	32,726.96
53	OP/SC/M5HVE/M8DDLE	Forrest City Police Department	54,422.59
54	OP/SC/M5HVE/M8DDLE	Fordyce Police Department	28,782.76
55	M8TR	Fordyce Police Department (eCrash)	64,224.00
56	OP/SC/AL/M8DDLE	Fort Smith Police Department	120,147.62
57	OP/SC/M5HVE/M8DDLE	Flippin Police Department	14,593.39
58	M5CS	Garland County DWI Court	27,036.93
59	OP/SC/AL/M8DDLE	Garland County Sheriff's Office	59,443.04
60	OP/SC/M5HVE	Gentry Police Department	7,964.24
61	OP/SC/M5HVE/M8DDLE	Goshen Police Department	44,134.95
62	OP/SC/AL/M8DDLE	Grant County Sheriff's Office	109,523.34
63	M8TR	Grant County Sheriff's Office (eCrash)	13,116.47
64	OP/SC/M5HVE/M8DDLE	Hampton Police Department	2,997.16
65	OP/SC/AL/M8DDLE	Harrison Police Department	16,237.31
66	OP/SC/AL/M8DDLE	Hazen Police Department	19,933.51
67	OP/SC/M5HVE/M8DDLE	Highfill Police Department	1,269.38
68	OP/SC/M5HVE/M8DDLE	Hempstead County Sheriff's Office	7,781.41
69	OP/SC/AL/M8DDLE	Hope Police Department	20,729.53
70	M5HVE	Holly Grove Police Department	6,000.00
71	OP/SC/AL/M8DDLE	Hot Springs Police Department	71,126.20
72	M5CS	Independence County DWI Court	50,561.07
73	OP/SC/AL/M8DDLE	Independence County Sheriff's Office	62,027.17
74	OP/SC/M5HVE/M8DDLE	Jackson County Sheriff's Office	33,090.00
75	OP/SC/AL/M8DDLE	Jonesboro Police Department	85,533.12
76	OP/SC/M5HVE/M8DDLE	Lincoln Police Department	4,581.50
77	OP/SC/M5HVE/M8DDLE	Lafayette County Sheriff's Office	52,851.18

FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	
78	OP/SC/M5HVE/M8DDLE	Lake Village Police Department	2,958.39
79	OP/SC/M5HVE/M8DDLE	Lewisville Police Department	31,765.27
80	OP/SC/M5HVE/M8DDLE	Little Flock Police Department	2,295.09
81	OP/SC/AL/M8DDLE	Lowell Police Department	67,588.72
82	OP/SC/AL/M8DDLE	Marion Police Department	16,739.25
83	OP/SC/M5HVE/M8DDLE	McGehee Police Department	8,202.97
84	OP/SC/AL/M8DDLE	Mountain Home Police Department	39,033.55
85	OP/SC/M5HVE/M8DDLE	Monticello Police Department	28,878.03
86	OP/SC/M5HVE/M8DDLE	Mountain View Police Department	18,200.00
87	OP/SC/M5HVE/M8DDLE	Mayflower Police Department	4,179.50
88	SC/M5HVE	Madison County Sheriff's Office	6,765.51
89	OP/SC/M5HVE/M8DDLE	Maumelle Police Department	1,163.01
90	OP/SC/M5HVE/M8DDLE	Newport Police Department	17,968.46
91	OP/SC/M5HVE/M8DDLE	Newton County Sheriff's Office	12,338.39
92	OP/SC/AL/M8DDLE	North Little Rock Police Department	7,154.22
93	OP/SC/M5HVE/M8DDLE	Osceola Police Department	6,311.30
94	OP/SC/AL/M8DDLE	Paragould Police Department	41,093.83
95	OP/SC/M5HVE/M8DDLE	Pea Ridge Police Department	28,457.99
96	OP/SC/AL/M8DDLE	Pine Bluff Police Department	86,679.17
97	OP/SC/M5HVE/M8DDLE	Prairie Grove Police Department	21,218.70
98	OP/SC/M5HVE/M8DDLE	Prairie County Sheriff's Office	43,649.86
99	M5CS	Pulaski County DWI Court	6,033.51
100	M7TR	Pleasant Plains Police Department	2,823.09
101	OP/SC/AL/M8DDLE	Rogers Police Department	20,564.12
102	OP/SC/AL/M8DDLE	Saline County Sheriff's Office	35,505.48
103	OP/SC/AL/M8DDLE	Searcy Police Department	25,682.30
104	OP/SC/M5HVE/M8DDLE	Searcy County Sheriff's Office	6,531.19
105	M5CS	Sebastian County DWI Court	9,776.61
106	OP/SC/AL/M8DDLE	Sheridan Police Department	91,681.56
107	OP/SC/AL/M8DDLE	Sherwood Police Department	28,032.16
108	M5CS	Sherwood DWI Court	15,000.00
109	OP/SC/M5HVE/M8DDLE	Siloam Springs Police Department	22,859.95
110	M7AL/M7OP/M7TR	SHI Int. Corp.	110,556.58
111	M5CS	Speakup About Drugs	63,353.92
112	M5CS	South Arkansas (Dewitt) DWI Court	2,107.48
113	OP/SC/AL/M8DDLE	Springdale Police Department	100,498.61
114	OP/SC/AL/M8DDLE	St. Francis County Sheriff's Office	25,004.89
115	OP/SC/M5HVE/M8DDLE	Stone County Sheriff's Office	14,535.17
116	M8TR	Sharp County Sheriff's Office (eCrash)	83,472.75

FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	
117	OP/SC/AL/M8DDLE	Texarkana Police Department	25,342.74
118	OP/SC/M5HVE/M8DDLE	Tontitown Police Department	41,731.00
119	OP/SC/AL/M8DDLE	Trumann Police Department	2,583.58
120	OP/TR	University of Arkansas Fayetteville	148,901.27
121	TR	UAMS	17,927.36
122	M5CS	Van Buren County DWI Court	1,152.32
123	OP/SC/AL/M8DDLE	Washington County Sheriff's Office	19,509.43
124	OP/SC/M5HVE/M8DDLE	West Fork Police Department	2,928.07
125	OP/SC/M5HVE/M8DDLE	West Memphis Police Department	10,255.78
126	OP/SC/M5HVE	Wynne Police Department	6,988.07
127	OP/SC/M5HVE/M8DDLE	Yell County Sheriff's Office	3,600.16
128	M8TR	Yell County Sheriff's Office (eCrash)	95,085.90
2024 TOTAL			10,256,846.95

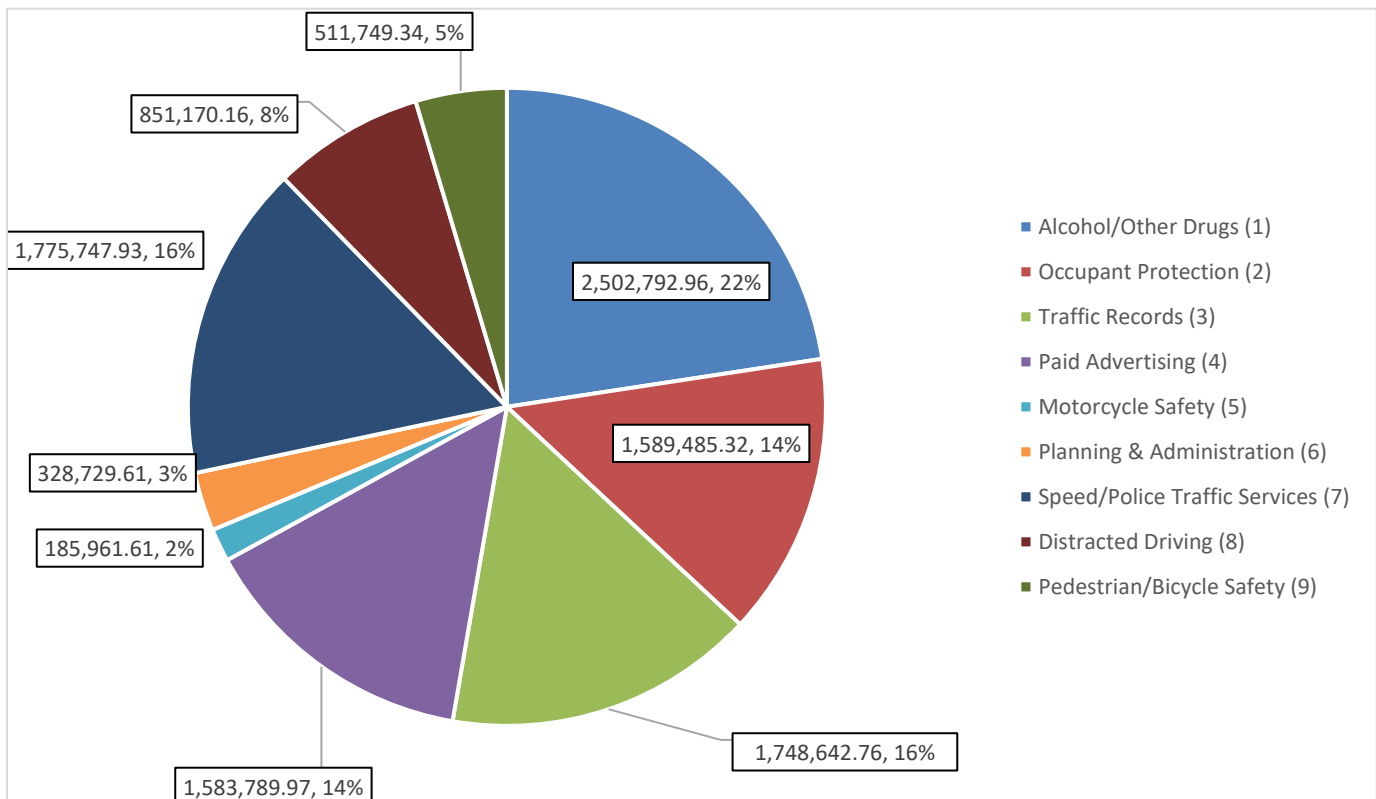
## FISCAL YEAR 2024 ARKANSAS APPROVED EQUIPMENT

Agency	Quantity	Item Detail	Estimated Cost Each	Total Est. Cost	Funding Source	Planned Activity & Project Numbers	Purchased	Actual Cost
Black River Technical College	1	Intoximeter EC/IR 11.t	\$15,000	\$15,000	405d	AL-2025-10 M5TR-2025-10-10-01	Yes	\$13,300.91



**FISCAL YEAR 2024 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES**

<b>Alcohol/Other Drugs (1)</b>	\$	2,502,792.96
<b>Occupant Protection (2)</b>	\$	1,589,485.32
<b>Traffic Records (3)</b>	\$	1,748,642.76
<b>Paid Advertising (4)</b>	\$	1,583,789.97
<b>Motorcycle Safety (5)</b>	\$	185,961.61
<b>Planning &amp; Administration (6)</b>	\$	328,729.61
<b>Speed/Police Traffic Services (7)</b>	\$	1,775,747.93
<b>Distracted Driving (8)</b>	\$	851,170.16
<b>Pedestrian/Bicycle Safety (9)</b>	\$	511,749.34
<b>Total</b>	\$	<b>11,078,069.66</b>



- (1) Alcohol/Other Drugs Program includes Sections 402, 405d, and 405e expenditures.
- (2) Occupant Protection Program includes Sections 402, and 405b expenditures.
- (3) Traffic Records Program includes Sections 402, 405c, and 405e expenditures.
- (4) Paid Advertising includes Sections 402, 405b, 405d, and 405e.
- (5) Motorcycle Safety Program includes Sections 402, and 405f expenditures.
- (6) Planning and Administration includes Sections 402.
- (7) Speed/Police Traffic Services includes Section 402 and 405e expenditures.
- (8) Distracted Driving Program includes 405e expenditures.
- (9) Pedestrian/Bicycle Safety includes 402, and 405g expenditures.

## **LEGISLATIVE ACTION**

No regular legislative session was held in FY24. The 95<sup>th</sup> General Assembly of the Arkansas State Legislature will start on January 13, 2025.

## **Noteworthy Accomplishments and Results**

### **Engagement & Feedback Information/Surveys**

Surveys were developed and utilized to obtain feedback from sub-grantees, traffic safety partners and campus and community events. The AHSO received very constructive feedback. This feedback was analyzed by AHSO staff to improve existing programs and develop new ones and create measurable outcomes going forward. Initiatives based on survey feedback and community input are actively evolving, with ongoing programs and new strategies under development to address traffic safety in targeted areas. (Appendix 5 for STEP Grant Survey Feedback; Appendix 6 for Mini-STEP Grant Survey Feedback; Appendix 7 for General Grant Survey Feedback)

### **Fair Share Forum**

On June 6, 2024, the AHSO coordinated an HBCU summit. The “Fair Share” Forum was hosted by at Philander Smith College and attended by the Directors of Student Affairs and Students from all four Arkansas HBCUs. The “Fair Share” Forum focused on outreach strategies that students could implement on campuses and in surrounding communities. Feedback from this forum is being used to develop Traffic Safety programs across all HBCUs in Arkansas, in collaboration with other traffic safety partners. (See Appendix 4 for Key Takeaways)

### **AHSO Central Arkansas Vulnerable Road User Safety Summit**

During FY24 the AHSO also collaborated with ARDOT and Metro Plan MPO on the first AHSO Vulnerable Road User Safety Summit (VRU) which met with tremendous success. The event was well attended with 156 registrations that included private citizens and 68 organizations. Valuable feedback was obtained from the breakout discussions. (See Appendix 1 – VRU Feedback) As a result, the AHSO is planning a second Arkansas Vulnerable Road Users Safety Summit. This Summit will be held in Northwest Arkansas and is tentatively scheduled for June 3, 2025.

### **Teen ROADeo Events**

In FY24, AHSO organized one Safer Teen Driving ROADeo Community Event, in North Little Rock (NLR). This event provided comprehensive education on Teen Driving, Graduated Driver Licensing (GDL), Pedestrian safety, Bicyclist safety, and Motorcycle safety. A total of 104 teens and parents participated in this event, where they received valuable insights into the current laws governing teen driving, seatbelt use, and safety measures for pedestrians, bicyclists, and motorcyclists. The focus of this educational session extended to both teenagers and their parents to foster a shared understanding of responsible and safe driving practices. Additional ROADeos were planned for FY25 in Little Rock (Pulaski County) and Hot Springs (Garland County).

The ROADeos are community-based events or programs designed to provide interactive education for teenagers on safe driving practices to enhance their driving skills. The events included activities and workshops focused on different aspects of safety, such as understanding traffic laws, practicing defensive driving techniques, learning about the dangers of distracted driving, laws governing teen driving, seatbelt use, and safety measures for pedestrians, bicyclists, and motorcyclists. The focus of the educational sessions extended to both teenagers and their parents to foster a shared understanding of responsible and safe driving practices. Participants engaged in hands-on exercises to improve their skills in these areas. The success of the *Safer Teen Driving ROADeo* event was not only evident in the number of families reached but also in the commitment shown by Pulaski County. The county expressed their intention to sustain and strengthen their involvement and partnerships are underway with the *Teen Tours Society, Inc.*, a non-profit organization, to assume responsibility for the continuation of these events which were previously part of the “Teen Project” at Arkansas Children’s Hospital (ACH).

**High-Five Program**

Arkansas participated in a pilot project for the High-Five Program, developed by the Iowa Governor's Traffic Safety Bureau, aimed at increasing seat belt use and reducing serious crashes in rural areas. The program used a multi-disciplinary approach involving enforcement, education, and engineering. Arkansas benefited from this project because it helped improve communication with rural agencies, sparked educational initiatives, and allowed officers to engage with communities. This led to increased citizen awareness and reductions in distracted driving and speeding. Based on feedback, the Arkansas Highway Safety Office has developed a similar initiative, "Arkansas Rural Traffic Safety" (ARTS), which will focus on addressing primary traffic safety issues in specific rural counties and intensifying enforcement efforts in those areas, with plans to launch in FY25.

**eGrant System**

AHSO contracted with AGATE Software Inc. to create a web-based grants management system which was implemented in March 2019. The system allows the AHSO to create grants, proposal solicitations, application reviews and application approval, generate agreements, project reporting and program monitoring electronically. This core software system has now been upgraded and support for the system that AHSO is currently using is being phased out. The AHSO evaluated AGATE's new IGX system during 2024 and is in the process of transitioning to the new version. Due to delays associated with approvals the transition time has been extended to coordinate with the FY27 Grant Cycle.

**Traffic Records- Crash Entry /SEDC Grant**

AHSO Traffic Records has eliminated the crash entry backlog. As of September 2024, crash entries continue to be up to date. In FY24, the Arkansas Highway Safety Office (AHSO) applied for a State Electronic Data Collection (SEDC) Grant, which was awarded in FY25. The grant, totaling over \$8 million, will be used to update Arkansas eCrash equipment and software, enhance reliability, improve crash report quality, and update eCrash to comply with MMUCC 6 standards. These improvements will boost the accuracy and processing speed of crash reports.

**eCrash and eCite**

As of May 13, 2022, 279 local Arkansas law enforcement agencies including the Arkansas State Police, were submitting their data electronically through eCrash. These agencies represented approximately 96.9% of all crash submissions in the state of Arkansas for FY22. As of September 30, 2024, 316 local agencies are trained, of those 302 local agencies and the Arkansas State Police are electronically submitting crash reports via eCrash. These agencies represented approximately 99.1% of all crash submissions in the state of Arkansas for FY24. 231 local law enforcement agencies have been trained on eCite in addition to all ASP troops.

**STEP/MINI STEP Enforcement hours/Citations**

In FY 2024, results of hard work promoting the STEP and Mini STEP programs have demonstrated the following: The last eight years have shown a 188% increase in law enforcement (LE) participation, shifting from 32 law enforcement agencies in FY 2016 to 92 law enforcement agencies participating in STEP mobilizations across the State in FY 2024. Issues related to the COVID pandemic, and a lack of law enforcement officers impacted these efforts. However, expanded enforcement efforts in more rural areas where data shows 70% of Arkansas's overall fatalities occur seems to be having a positive impact.

<b>Total STEP &amp; M-STEP Citations</b>	<b>FY23</b>	<b>FY24</b>
DWI Citations	830	853
Seatbelt Citations	6,327	6,640
Speeding Citations	20,311	21,882
Distracted Driving Citations	1,915	934

**Speed Efforts**

During 2024, the state continued to work with law enforcement and remained vigilant in addressing and enforcing speed which appears to have yielded good results. Facilitated by data dashboards agencies can now access and analyze all the crashes in their areas, allowing them to collaborate and coordinate with other agencies to identify and target high crash areas with enforcement. Black Cat Radars were piloted by STEPs in selected counties in 2023 and 2024. Additional Black Cat Radars have been purchased and will be used to implement speed corridors in Saline and Garland counties. Speeding citations have increased 30.1% from FY22 to FY24.

<b>Total STEP &amp; M-STEP Citations</b>	<b>FY22</b>	<b>FY23</b>	<b>FY24</b>
Speeding Citations	16,824	20,311	21,882

**Arkansas' Law Enforcement Liaison (LEL) position:**

The AR LEL position has been vacant except for a brief period since the retirement of the previous LEL in 2022. The AHSO received approval for a full-time position and this position has now been filled with a start date of January 6, 2025. As a result, we anticipate an increase in the number of participating agencies, expanded enforcement efforts, and maximum impact of those efforts.

**Planned Activities Not Implemented:****TEEN DRIVER SAFETY PROJECT**

**Planned Activity:** OP-2024-11

**Sub-recipient:** Arkansas Children's Hospital (ACH)

Due to ongoing restructuring and reorganizational efforts this project was not implemented in FY24. ACH has applied to implement the "In an Instant" program and oversee activities for the "Save a Life Tour" program. Both programs will address critical traffic safety education for teens with an emphasis on Occupant Protection.

**PEDESTRIAN AND BICYCLE SAFETY PROJECT**

**Planned Activity:** PS-2024-03

**Sub-recipient(s):** Arkansas Children's Hospital (ACH)

Not implemented due to ongoing re-structuring and re-organization efforts at ACH. AHSO has identified several non-profit community organizations interested in continuing current efforts and several HBCU's are submitting applications to implement projects.

**NEW GRANTS BASED ON COMMUNITY OUTREACH (SC) (Not Implemented FY24)**

**Planned Activity** SC-2024-05

**Planned Activity:** M8X2024-06

**Planned Activity:** PS-2024-04

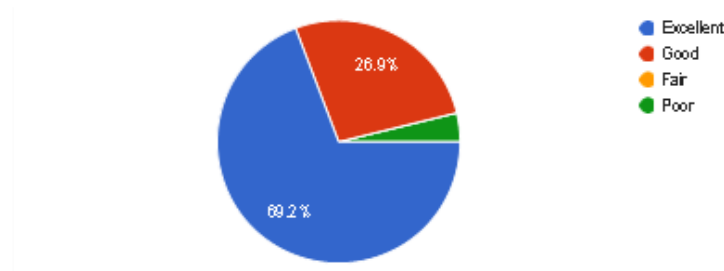
**Planned Activity:** OP-2024-14

New Highway Safety Projects Based on Community Outreach & Engagement are in process for FY25.

## APPENDIX 1- VRU Feedback

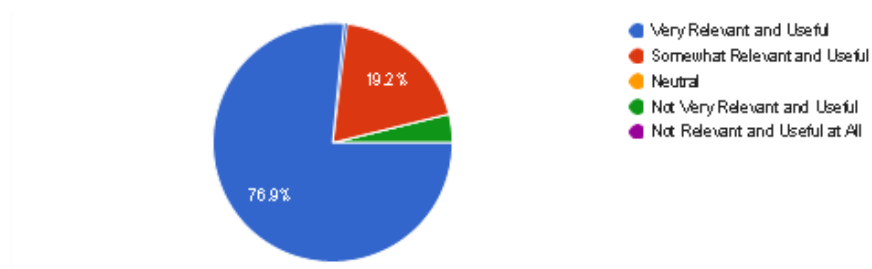
### 1) How would you rate the overall quality of the summit?

26 responses



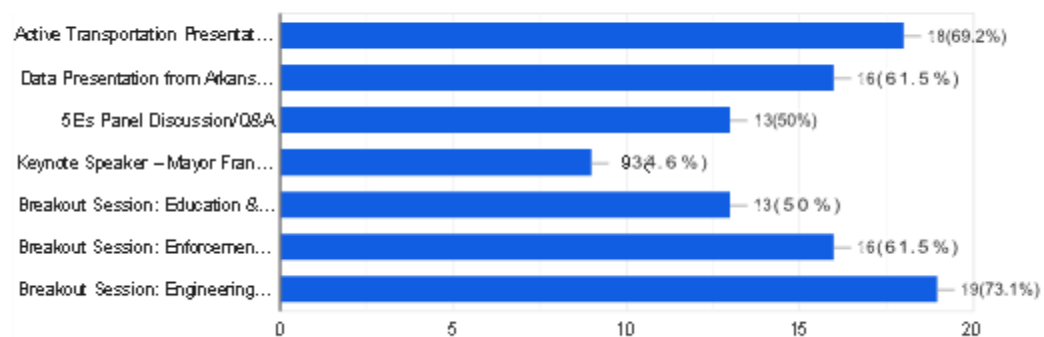
### 2) How relevant and useful was the content presented?

26 responses



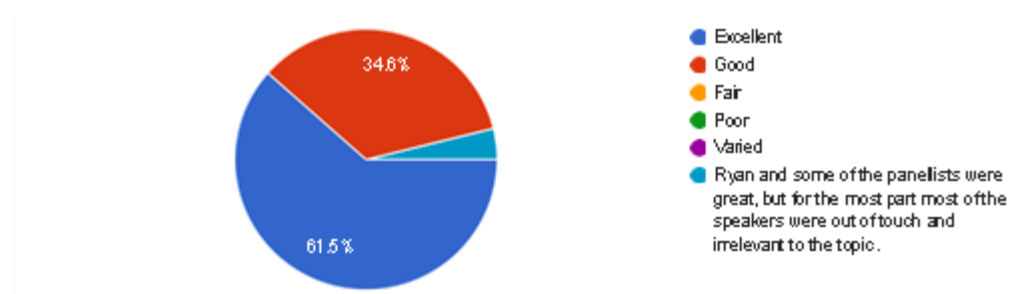
### 3) Which session(s) did you find most valuable? (Select all that apply)

26 responses



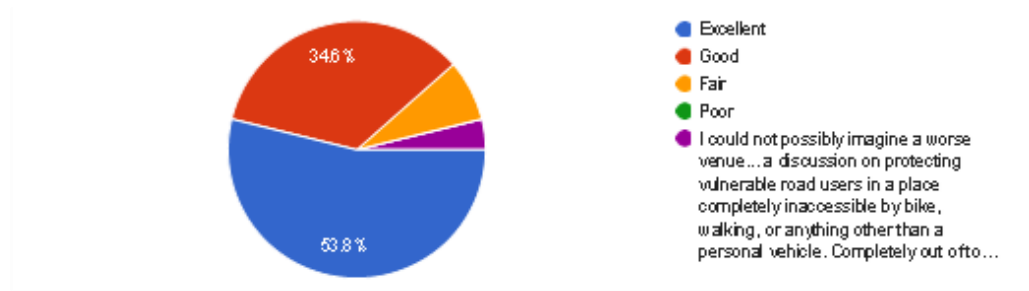
### 4) How would you rate the quality of the speakers/presenters?

26 responses



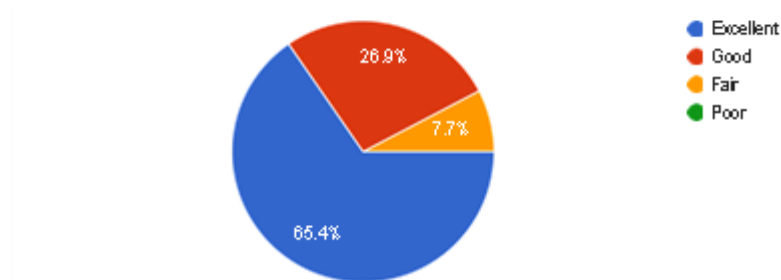
## 5) How would you rate the event's location/venue?

26 responses



## 6) How would you rate the opportunities for networking and interaction?

26 responses



## 7) Would you like to be part of a Vulnerable Road User Task Force?

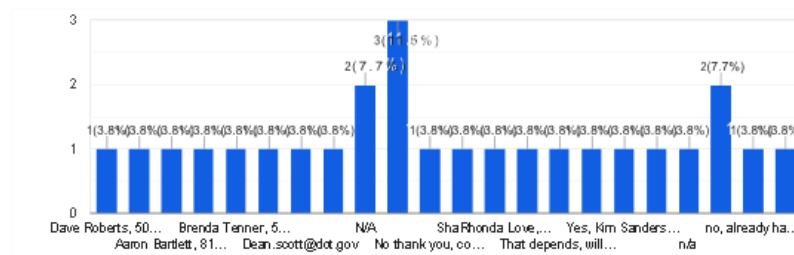
If so, please provide your contact information below:

First &amp; Last Name:

Phone Number:

Email Address:

26 responses



## 8) What did you like most about the summit?

26 responses

Good cross section of speakers

Everything was good, I love the Data and the break down of everything

Opportunity to visit with agencies and people who are actively working to help make our roads safer.

The breakout session discussion

Collaboration and engagement that is helping us with our current On-Call Consultant Task Order for VRU Engineering Safety Study.

Ryan's Presentation

Learning about Pedestrian Safety

It was very informative. The presentations kept you engaged.

Individuals working toward improving safety for all road users.

## **APPENDIX 2- SpeakUp About Drugs (SAD) Press Release**

### **Four area law enforcement agencies earn first-time award**

September 10, 2024 at 10:00 a.m.

by Mike Eckels/Special to the Eagle Observer



Mike Eckels/Special to the Eagle Observer Police chiefs Cody Harper (Centeron), Steve Grizzle (Decatur), Blake Webb (Highfill), and Clay Stewart (Gentry) stand in front of the Arkansas State Police Batmobile field sobriety support vehicle after receiving the Arkansas Impaired Driving Prevention Task Force awards at the Highfill Police Station on Aug. 31

HIGHFILL -- About 20 officers from four local law enforcement agencies gathered at the new Highfill Police Station in Highfill to watch their departments receive awards from the Arkansas Impaired Driving Prevention Task Force. These "Force Awards" were presented in acknowledgement of the recipient agencies' recent joint operations across western Benton County.

The awards were the first of their kind and were given to law enforcement agencies for keeping motorists alive by taking impaired drivers off roads across the state. "This law enforcement-specific recognition was established in honor of Sheriff Marlin Hawkins, whose 1969 Auto Safety Campaign 'Stay Safe or Die Trying' was replicated all across this country and contained the key elements necessary for the successful mobilization that are considered best practices even today" (The Arkansas Impaired Driving Prevention Task Force certificate). Teresa Belew, Chairman of the Arkansas Impaired Driving Prevention Task Force, presented awards to the Decatur, Highfill, Gentry, and Centeron Police departments for their collaboration on mobilizations across western Benton County and for their success. "This is a new and unique award," Belew stated. "It is one that is designed to acknowledge and show appreciation to those agencies that collaborate all across the state to address impaired driving." The certificate states, "The Arkansas Impaired Driving Prevention Task Force acknowledges your agency as a model for others to emulate because of your collaboration, hard work, and professionalism -- that while often unknown and unacknowledged -- is deeply appreciated by your friends, colleagues, and those who made it home because of your outstanding efforts." During the ceremony, Gina Allgaier from Bentonville talked to the officers about the importance of understanding addiction to not only alcohol but also other types of deadly drugs that have invaded this country through the open southern border. "In 2017, I lost my oldest son Triston Thomas to addiction," Allgaier stated, "so I decided to start an organization called 'Speak Up About Drugs.' My original idea was to educate people about the drug landscape that was quickly evolving in the country at the time."

Out of Allgaier's tragic loss comes hope for those who have lost someone to overdoses and addiction.



"Fentanyl was really starting to come on the scene, so we went around to schools and to different organizations, doing educational work and then, over time, that evolved into well-being work and helping people improve their lives and to help them have a happy, healthy lifestyle."


One area that gives Allgaier the most satisfaction is aiding and educating the law enforcement community about the need to investigate overdoses more thoroughly – including drug-impaired driving.

"One of my favorite things I do in the role as an actual parent who lost someone to an overdose is to be an educator to law enforcement, getting them to investigate every overdose, whether it is fatal or not, and how to go about accomplishing that task," Allgaier concluded.


Accepting the award from Belew and Allgaier were chiefs Steve Grizzle (Decatur), Cody Harper (Centerton), Blake Webb (Highfill), and Clay Stewart (Gentry).

Arkansas motorists are also urged to remember the Slow Down and Move Over law. When police conduct these field sobriety checkpoints or stop speeding or impaired motorists along the interstate, four-lane, and two-lane highways, always move over and give the officers a wide berth. On two-lane roads, slow down and watch for oncoming traffic to go around the stopped vehicles safely.

## APPENDIX 3- UAPB Pedestrian Safety Brief



**UAPB Pedestrian Safety Brief**  
 24 SEP 2024



**Review:** The following areas have been highlighted to address the areas of concern for pedestrian crossings on UAPB's Public Campus.


**Areas of Concern:**


A: Area A is a gravel parking lot used by members of the UAPB marching band for practice times.

B: Cars exit US Route 79B to access parking designated for ROTC Employees


C: ROTC Students must cross five lanes of US Route 79B to reach their classes at the ROTC Hazard Building.

**U.S. Route 79-B** This is a special route beginning at I-530/US 65/US 79, running east of downtown, and then north toward Altheimer. This highway has speed limits of 30-40mph.





**UAPB Pedestrian Safety Brief**  
 24 SEP 2024



**Review:** The following areas have been highlighted to address the areas of concern for pedestrian crossings on UAPB's Public Campus.

**Areas of Concern:**


A: This path connects The Harold Complex with Hunt Hall and is used frequently by male students traveling to class in Rust Tech

B: This unfinished sidewalk connects commuter parking lot B to the remainder of the campus.

C: This path allows students to travel from commuter parking lot C to the main educational buildings.

D: This path connects commuter parking lot D to the remainder of the educational buildings.

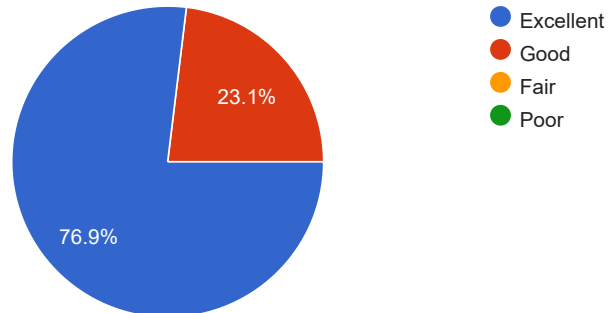
These paths cross W Reeker Avenue on the south side of the campus near Corbin Hall and the Fine Arts Building. There are NO pedestrian cross walks that signifies that students have the right-of-way when crossing W Reeker. These three commuter parking lots service the vast majority of students taking general education courses.



## **APPENDIX 4- Fair Share Forum Traffic Safety Roundtable Feedback**

### **1) How would you rate the overall quality of this event?**

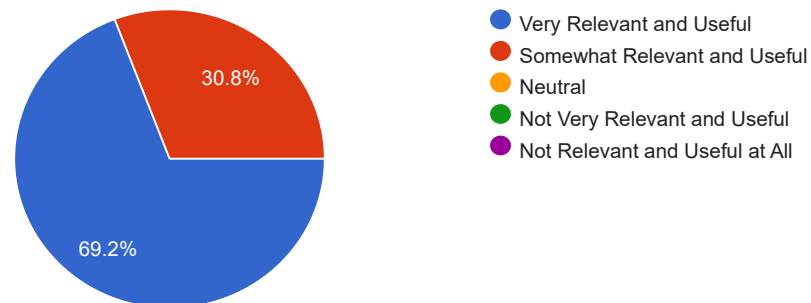
13 responses



### **2) How relevant and useful did you find each session?**

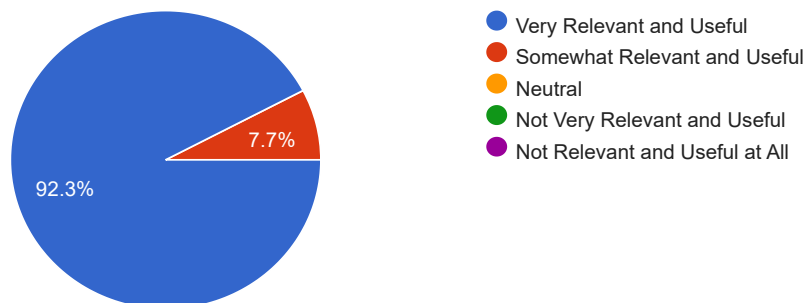
#### **2 a) Why Are We Here? (10:45 a.m. - 11:30 a.m.): Presentation by Dean Scott**

13 responses



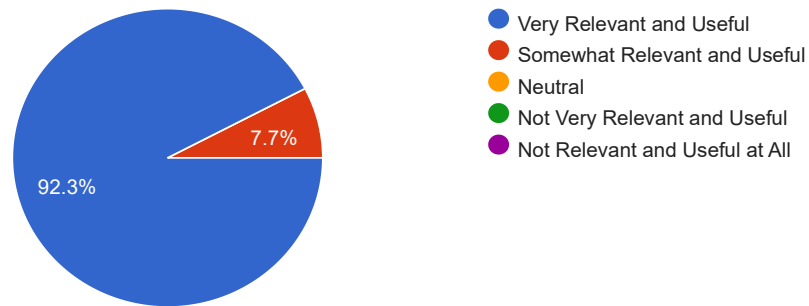
#### **2b) Why Are We Here? (10:45 a.m. - 11:30 a.m.): Presentation by Tristan Traylor**

13 responses

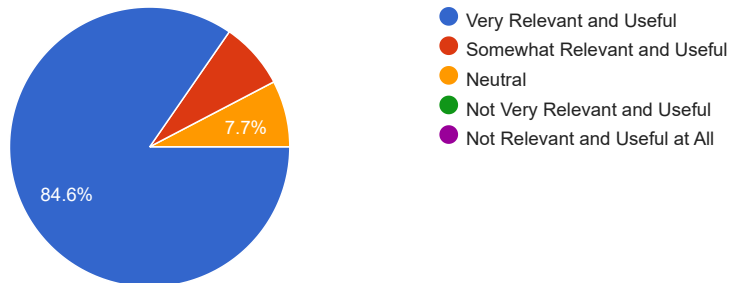


**2c) Guided Roundtable Discussion (11:30 a.m. - 12:30 p.m.).**

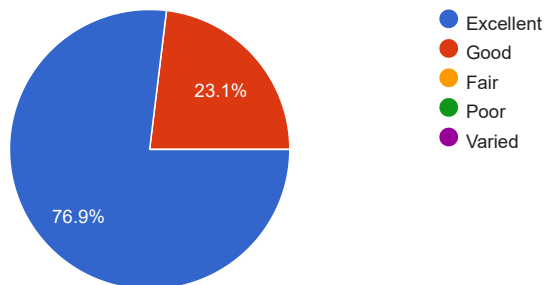
13 responses

**2d) Takeaways and Next Steps (1:00 p.m. - 1:30 p.m.).**

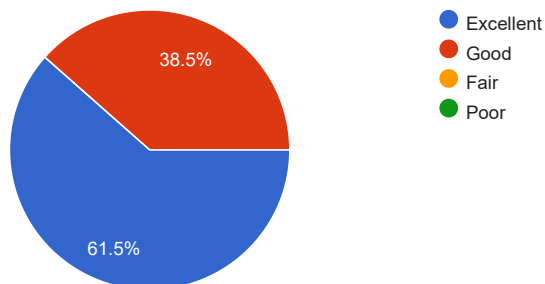
13 responses

**3) How would you rate the quality of the speakers/presenters?**

13 responses

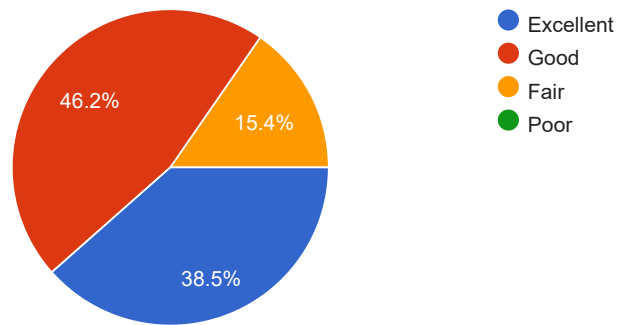
**4) How would you rate the event's location/venue?**

13 responses

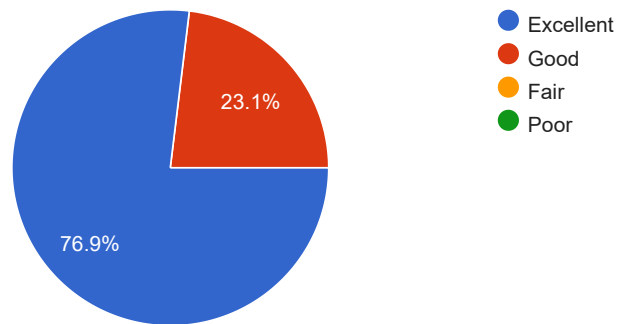


**5) How would you rate the lunch provided?**

13 responses

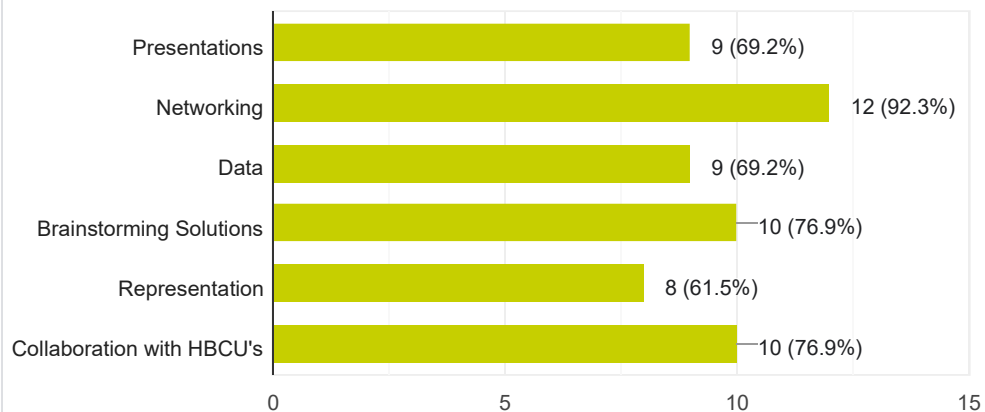
**6) How would you rate the opportunities for networking and interaction?**

13 responses

**7) What did you like most about the event?**

Check all that Apply

13 responses



**8) Would you like to be part of a Vulnerable Road User Task Force?**

If so, please provide your contact information below:

**First & Last Name:**

**Phone Number:**

**Email Address:**

13 responses

Peyton Reeves

Lisbeth Bello 8703317191 morenoliz.870@gmail.com

ShaRhonda Love: 501-364-4496: LoveS@archildrens.org

Christian Jefferson; 870-575-7060; jeffersonc@uapb.edu

Anthony Dao, (501) 569-2974, anthony.dao@ardot.gov

Not a this time.

Dean.scott@dot.gov

Erika Franklin 8707387652 rjcaroming3@gmail.com

Kim Romano; kimberly.romano@ardot.gov

Hans Haustein, hhaustein@metroplan.org, 501-372-3300

Tristan Traylor, 501-618-8405, tristan.traylor@asp.arkansas.gov

John Spears, Jr.; 501-324-6434; john.spears.jr@dot.gov

Kim Meaders, 501-324-6523, kim.meaders@dot.gov



## **APPENDIX 5- AHSO STEP Grant Survey Feedback**

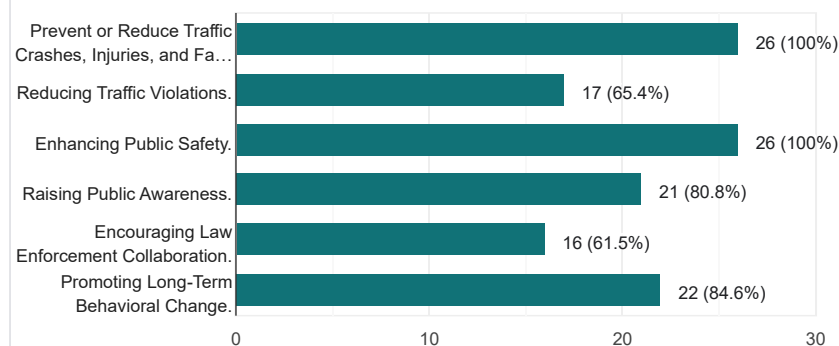
Please provide your agency/organization name and primary contact person details(name, title, email, and phone number).

26 responses

- Hot Springs Police Department
- Searcy Police Department. Kendall Samuel, sub-grantee coordinator, kendall.samuel@cityofsearcy.org, 501-207-5726
- Independence County Sheriff's Office, Sheriff Shawn Stephens, shawn.stephens@independencesheriff.org, 870-793-8838
- Bella Vista Police Department, Lt. Ryan Harmon, rharmon@bellavistaar.gov, 479-855-3771
- Trumann Police Department Gary W. Henry Sr. Captain gary.henry@trumannpd.org 870-483-6423
- Cross County Sheriff's Office
- Marion Police Department
- Pine Bluff Police Dept.-Bonnie Butler-Office Manager-870-730-2082
- Fayetteville Police Department, Tonyia Tannehill, Assistant Support Services Manager, ttannehill@fayetteville-ar.gov, 479-587-3579
- Mountain Home Police Department, Rockie Morrell, CPL, RMorrell@MtnHomePolice.com, 870-425-6336
- Arkansas State Police
- Harrison Police Department Capt. Clint Toliver ctoliver@harrisonar.gov 870-741-5463
- Brian Tribble, Captain, btribble@ashdownpd.com, 870-898-5640
- Springdale Police Department. Lt. Ben Townsend btownsend@springdalear.gov 479-756-8200
- Rogers Police Department/LT Jarod Slavens/jslavens@rogersar.gov/479-986-3624
- Dardanelle Police Department
- Sheridan Police Department
- Hunter Petray, Lieutenant, hunter.petray@bentoncountyar.gov, 479-271-1008
- Grant County Sheriffs Office Deputy Rick Stephenson (870)484-0600 deputystephenson@windstream.net
- Stephen Grizzle, Chief of Police, sgrizzle@decaturar.us, 479-212-0091
- Allan Spencer, LT, a.spencer@stfcs.com. 870-317-7146
- Brent McCain, Capt., brent.mccain@paragouldcity.org, 870-239-7560
- Bryant Police Department Lt. Nick Ramsey nramsey@cityofbryant.com
- El Dorado Police Department. Sgt John Sullivan. Jsullivan@eldoradopolice.org
- North Little Rock Police Department / Sgt. Matthew C. Thomas (501)-771-7182 matthew.thomas@nlrpolice.org
- Hope Police Department, Michelle Weaver, Administrative Secretary, mweaver@hopearkansas.net, 870-722-2556

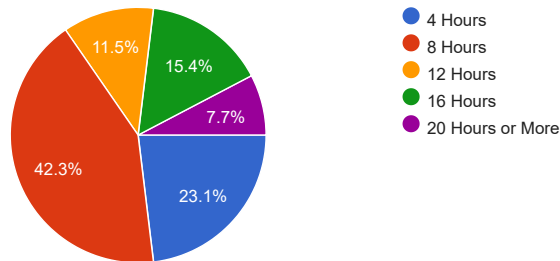
What do you feel is the goal of the STEP grant and enforcement mobilizations? *Check all that apply.*

26 responses



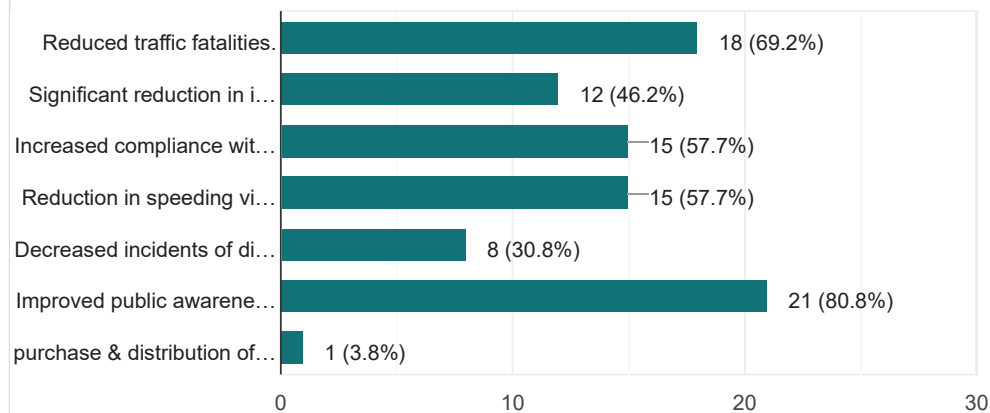
How much time does the Project Coordinator (staff, administrator, officer, etc.) put towards the STEP grant each month for paperwork, eGrants, reporting, reimbursements, scheduling, accounting, or other necessary administrative requirements? *Per Month.*

26 responses



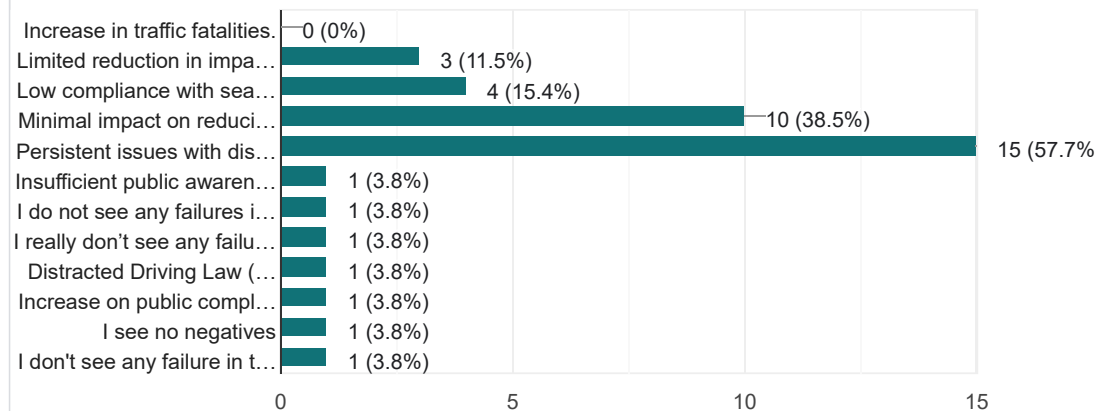
In your STEP grant, what do you see as the successes? *Check all that apply.*

26 responses



In your STEP grant, what do you see as the failures? *Check all that apply.*

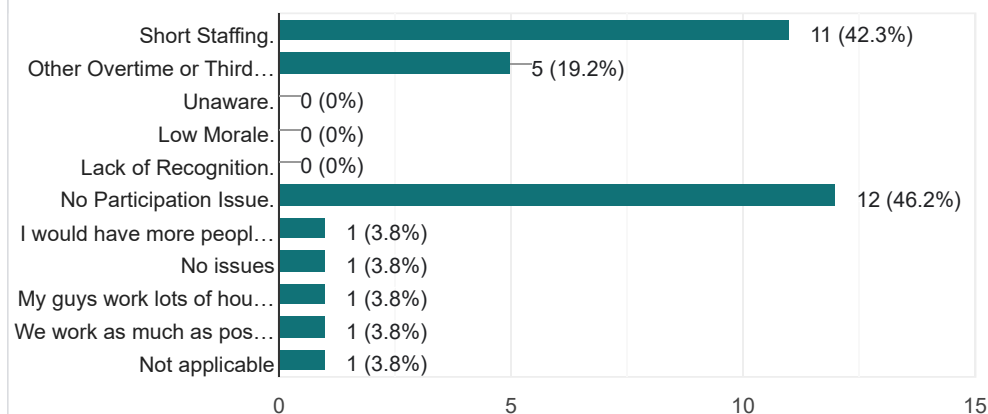
26 responses





If applicable: What factors are currently preventing your agency from participating in STEP? *Check all that apply.*

26 responses



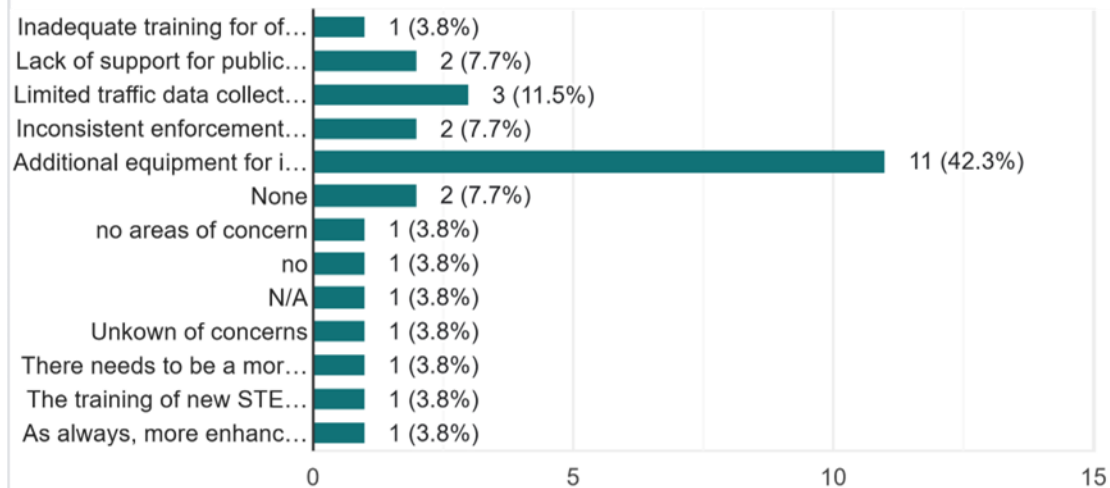
What potential solutions do you suggest to address the obstacles to participation, if any?

26 responses

- None
- N/A
- While having been in that position before, the only solution I can think of is patience.
- I applied for more money on this next grant cycle.
- I cant think of any.
- Better staffing at our department.
- I do not know. When participate when we are not short staffed, but activity drops as need for shift coverage increases.
- n/a
- I am not sure there are any solutions, due to current staffing levels, 12-hour shifts, and the type of work involved in the STEP enforcement.
- Our department has a lot of training and other overtime opportunity for people to sign up for.
- Don't have a participation issue
- Encourage more officers to take part in STEP
- It's all about public safety. Our people understand that we are out to possibly save lives.
- Paying higher than standard Overtime rate would make the program more attractive to officers and incentivize it more. Perhaps a basic flat fee per hour (regardless of the officers rank or normal pay) would both make financial calculations easier and make it an attractive way for officers to make more money.
- No issues other than DWI participation
- Be mindful of the one arrest every 12 hours while working DWI patrol for jurisdiction of small geographical to size and in dry counties.
- Unsure at this time
- Perhaps public recognition for agencies that work the STEP and show progress. So that people in the community will see the difference that we see.
- We just need to get our vehicle situation better, not the fault of the STEP crew
- I believe paying at a rate of double time and a half would spark more participation.
- Increase staffing.
- When our department is fully staffed, we have a better participation.

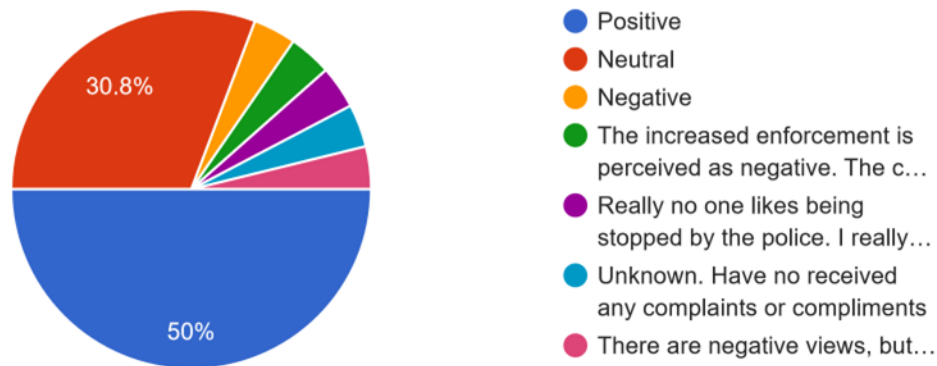
Are there any areas of concern regarding the current STEP grant that we can address to improve traffic safety in your experience? **Check all that apply.**

26 responses



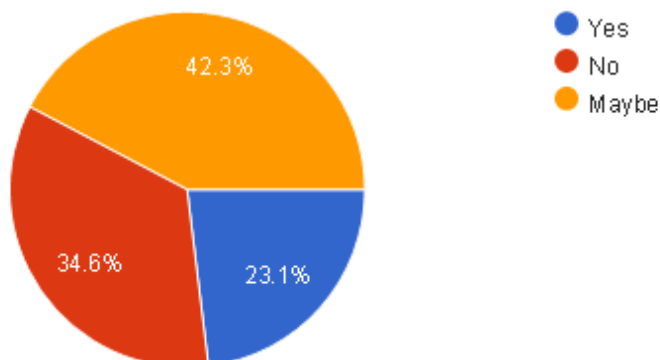
What is the public perception of the STEP grant in the community?

26 responses



Has the public impacted the effectiveness of the STEP?

26 responses



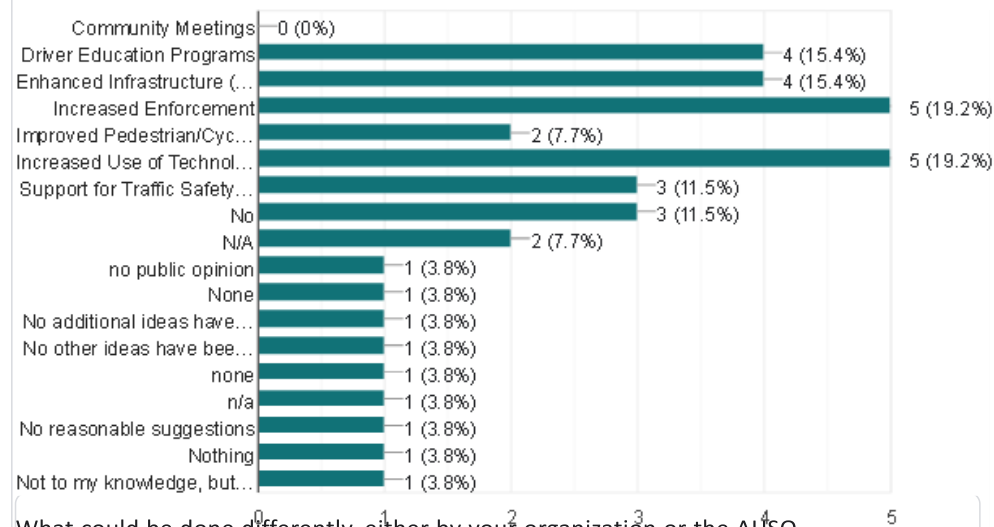
What, if any, feedback has your organization received from the public based on the STEP grant activities?

26 responses

- None
- N/A
- Generally positive when it come to impaired driving.
- they like the increased presence of patrol officers on the street
- Glad to see deputies out.
- None that I'm aware of.
- The general public is grateful for the program and increased enforcement for the safety of the community.
- Positive. They seem to approve of additional traffic enforcement from the officers.
- People are glad we are doing STEP, unless we pull them over, then it becomes all about revenue and not safety.
- The Public has noticed more Police presence and more enforcement of speed
- The child safety seat program is a big success, and we collaborate with other agencies to carry this out. This is a great way to establish a positive relationship with the public and law enforcement.
- While conducting DWI Checkpoints inside neighborhoods we have had great community outreach thanking us.
- Minimal
- Again. I really don't think any one likes being stopped by the police. But they understand the purpose of what we do.
- The safety seat program is always received very positively and is used by many members of the public. The other aspects are viewed positively but are intertwined with existing enforcement efforts so they are not usually attributed to STEP.
- The public loves it. They enjoy seeing us conduct DWI checkpoints.
- Some positive, some negative
- Higher presence of cop cars in the county, as well as slowing traffic down and other beneficial traffic enforcement as in drunk driving. Public is very supportive
- Decatur is a speed trap. Decatur stops everything that moves.
- The feel it is a great thing, making it easier to have more visible deputies to address the traffic problems
- No feedback.
- The public loves car seat technicians and their efforts at car seat events.
- The public has noticed and most realize the importance of safety enforcement. I believe our citizens are aware that our Officers are out and about thus minimizing the amount of traffic violations.

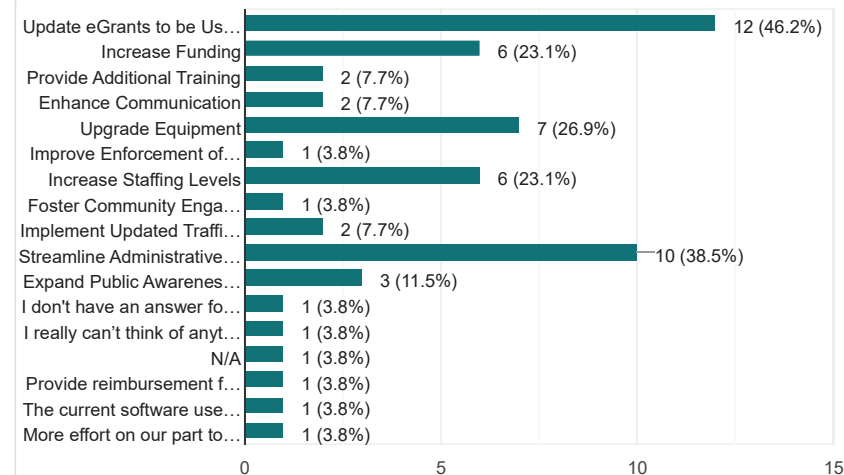
Has the public offered any additional ideas or suggestions that they would like to see implemented? *Check all that apply.*

26 responses



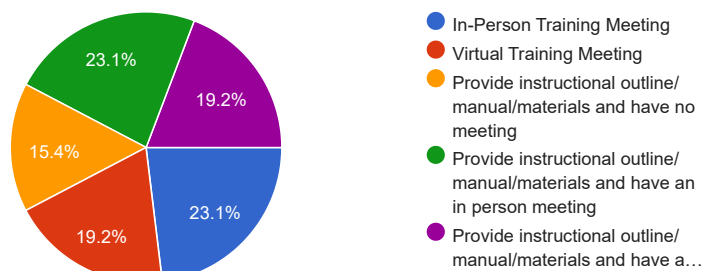
What could be done differently, either by your organization or the AHSO, to make the STEP grant more successful? *Check all that apply.*

26 responses



If the AHSO were to provide additional training on effective, successful program operations, including better instructions for the eGrants system, which method would you prefer?

26 responses



Do you have any other ideas or suggestions for your STEP grant that could improve your community or help address a significant traffic safety issue in your area?

26 responses

- None
- Not at this time
- No
- We would like to see pedestrian and crosswalk enforcement added to the campaign.
- no answer at this time
- no
- no.
- Not at this time.
- The addition of electronic Speed Monitoring Signs
- Stiffer penalties for distracted driving violations.
- I do not.
- Just keep up with all the help you Guys do. Thank you!
- News stories would be better suited to be from the State level (Social Media is best done by each agency), most of the agencies in my area participate in STEP so our news agencies seem fatigued by having every single PIO sending out basically the same press releases at every mobilization and trying to get on camera interviews. Statewide campaigns that note which agencies are participating would be a better option it seems. More equipment funding could be very beneficial and have long-term benefits. We have staffing issues like most agencies so equipment can sometimes bridge the gap and allow us to do better enforcement with fewer officers.
- No,, thank you for your help
- Increase hours for STEP Grant. Allowing more officers to be present and visible. Our community loves seeing officers out working DWI checkpoints.
- More funding for the STEP program. We appreciate the funding that we have received this year. It seems like I currently have more officers encouraged to work the STEP program and will be pinching at hours for the remainder of the year. My officers highly enjoy working the STEP and helping lower traffic violations for the public safety. The website, I do know how to use, but I feel it could be more user friendly. It takes quite some time for someone to learn how to use it properly. From my experience, it was a struggle learning the process of website. Now I have no problems. Overall it is a great program, and have little, to no complains. Tristan has been very helpful and knowledgeable when I have any questions and responds back in a timely manor. When i have any questions, it is nice knowing he will pick up the phone and talk with you, rather than sending multiple emails to answer a question. Overall, I highly recommend the program, and would recommend it to any other agency with positive reviews. Thank you, Deputy Rick Stephenson.
- Allow Flock Cameras to be installed in certain areas
- None at this time
- No suggestions. Our issues are not related to the STEP program, our issues are based in manpower.
- Camera systems to monitor major traffic intersections.
- OJT training for new STEP Coordinators at their respective department would be good.
- I believe if we were able to work more traffic areas, the number of accidents would be reduced.

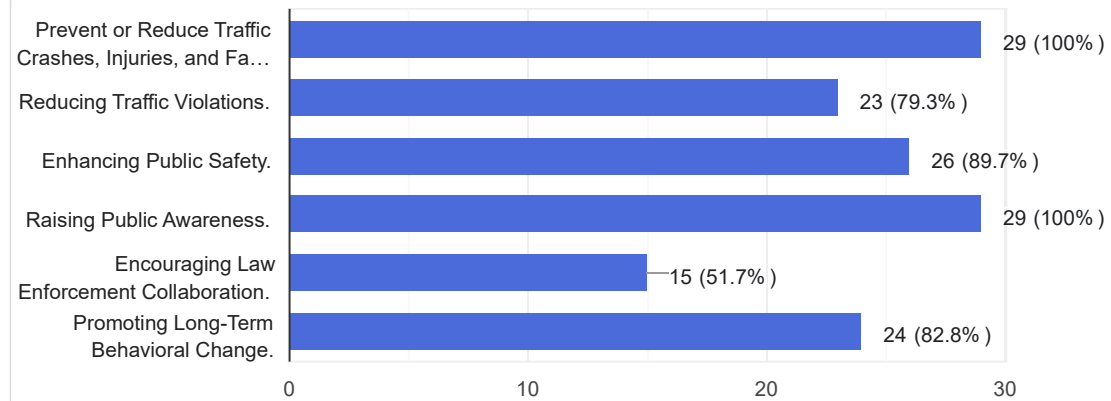
**APPENDIX 6- AHSO Mini-STEP Grant Survey Feedback**

Please provide your agency/organization name and primary contact person details (name, title, email, and phone number). 29 responses

- Mountain View Police Department / Jeremy Beaudin
- Jackson County Sheriff's Office, Captain Justin Collom, 870-523-5842, jcollom@jacksonsheriff.org
- Searcy County Sheriff's Office Cassie Ward, Project Coordinator/ctreatdc@gmail.com/870-448-3807
- Mark Harmon, Lieutenant, mharmon@newportar.org, 501-201-0496
- Pea Ridge Police Department, John Langham, Lieutenant, (479) 451-0328
- Goshen Police Department, Sergeant Jessie Sorrell, Jsorrell@CityofGoshenar.net, 479-301-4217
- Dallas County SO Sgt. Jordan Ables 870-352-2002
- Osceola police department/ asst Chief/ John Weldon
- Ryan Johnson, ryanjohnson@fordycepolice.net, 8703152542
- Mayflower Police Department
- Cabot Police Department. Captain. Rgibson@cabotar.gov. 501-628-5913
- Jamie Forbes, Det Sgt, jforbes@earthlink.net, 870-509-0170
- Pleasant Plains Police Department P.O. 269 Pleasant Plains Ar 72568, Chief Gary Franksgfranks@pleasantplainspd.com 870-521-9716
- Jackson County Sheriff's Office Chief Deputy Jason TubbsJtubbs@jacksonsheriff.org8705235842
- Augusta Police Department Brad DeShano, Captainbrad.deshano@augustapolicedepartment.org870-347-5189
- Tontitown Police Department Captain Jerry Bowen Patrol/Admin Captainjbowen@tontitownar.gov 479 305-0455
- Calhoun County Sheriff's Office, Daniel Foster, Chief Deputy, dfoster@calhouncountyar.com,870-798-2323
- Stone County Sheriff's Office
- Alexander Police Department Assistant Chief Jessica Burnettjessica.burnett@cityofalexander.org 501-794-9060
- Monticello Police Department, Melissa Harris, Administrative Assistant,Mharrismpd@yahoo.com, 870-367-3411
- Boone County Sheriff's Department/ Richard Pemberton/ Patrol Captain/cptpemberton@boonesheriff.com/ 870-741-8404
- Prairie County Sheriff's Office
- Clay Stewart, Chief of Police, police@gentryarkansaspd.gov, 479-736-2651
- Clarksville Police Department, Sergeant Jonia Smith, jsmith@cpdintra.net, 479-754-8100
- Desha County Sheriff's Office/ Mitch Grant- Sheriff/ sheriff@deshacounty.org/ 870.222.0933
- Lake Village Police Department, Chief P. Wilburn
- Nevada County Sheriff's Department, Sergeant Jeremy Hendrix, jhendrix@nevadasheriff.org,870-887-2616
- Scott Williams, Chief of Police, david.s.williams@mpd.arkansas.gov, 870-222-3636
- Des Arc Police Dewayne Mayher Chief chiefdmayher@desarcpd.com 870-256-3011

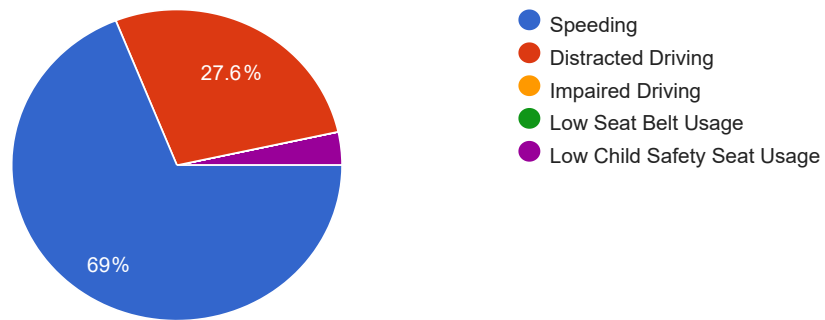
What do you feel is the goal of the Mini- STEP grant and enforcement mobilizations? *Check all that apply.*

29 responses



What is the most significant traffic safety problem and/or violation in your area?

29 responses



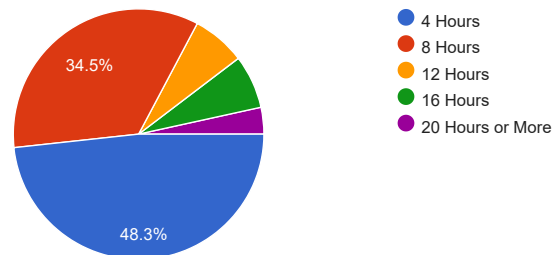
What is your current role regarding the project or program? Are the responsibilities and expectations of your role reasonable given your time and resources? If not, why is that? 29 responses

- Project Coordinator
- Project Coordinator
- Project Coordinator. I work directly with administration in order to target problem areas. Yes.
- I oversee the program at the Newport Police Department. Trying to keep up with my daily responsibilities and the program is a lot and can be overwhelming at times.
- Project Coordinator; Yes
- I am the agency coordinator for Goshen Police Department as well as active participant in the Mini-Step Program and I manage both responsibilities of working the traffic, and the paperwork aspect of the program Project Coordinator.
- Send the request for reimbursement and paper work
- I'm the coordinator handling all paperwork and entering data on site, yes
- Project Coordinator , yes
- I am the project coordinator and administrator. Yes it's reasonable once the mini step was granted.
- Supervisor. Kinda of.
- Yes
- I am one of the agency coordinators. Communication between our department and highway safety has been excellent. For this reason we are able to meet expectations in a timely manner.
- I guess I'm the coordinator, and yes, the expectations are fine. Maybe a little tedious, but that's understandable
- I am the only one that deal with the Mini-Step paperwork, my role and responsibilities are reasonable the times we are given to complete mob reports and reimbursements are
- reasonable. At times I get extremely busy but I always get the paperwork done.
- SubGrantee and manager for department. Yes they are reasonable.
- I do everything on the grant
- Coordinator
- I process the overtime and submit information to the grant applications. Yes, my role is reasonable.
- Program Coordinator Very reasonable
- I am the Sub-Grantee Coordinator, and yes, they are reasonable.
- Administrator, yes
- Project Coordinator / I work nightshift permanently now due to being promoted. It has caused issues with delaying my submissions and other details relating to grants. However, I am given ample opportunity and resources to complete the tasks assigned each mobilization.
- I am the project coordinator for our Office. The responsibilities and expectations are reasonable.
- Administer of program. yes
- Project Coordinator, Supervisor
- I am the department head and program coordinator for the McGehee Police Department. I believe that the responsibilities and expectations are reasonable. Most forms of reporting, surveys, and information gathering can be done in a fairly short amount of time.
- Admin to make sure the project is carried out and in a timely manner



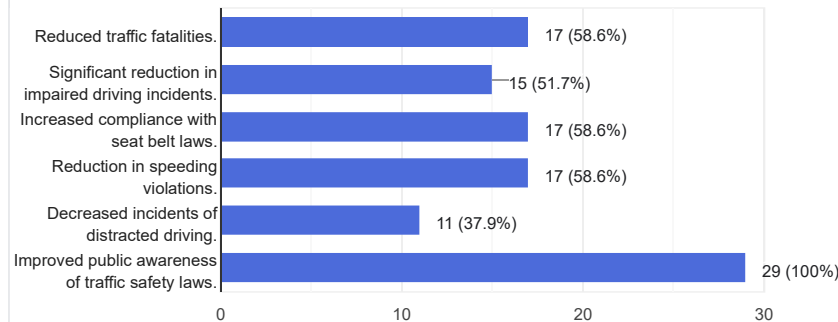
How much time does the Project Coordinator (staff, administrator, officer, etc.) put towards the Mini-STEP grant each month for paperwork, eGrants, reporting, reimbursements, scheduling, accounting, or other necessary administrative requirements? *Per Month.*

29 responses



In your Mini-STEP grant, what do you see as the successes? *Check all that apply.*

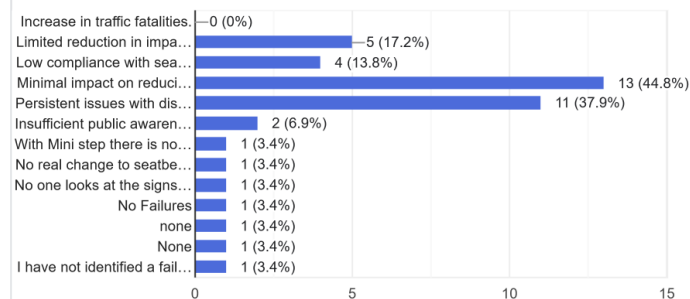
29 responses



In your Mini-STEP grant, what do you see as the failures? *Check all that apply.*

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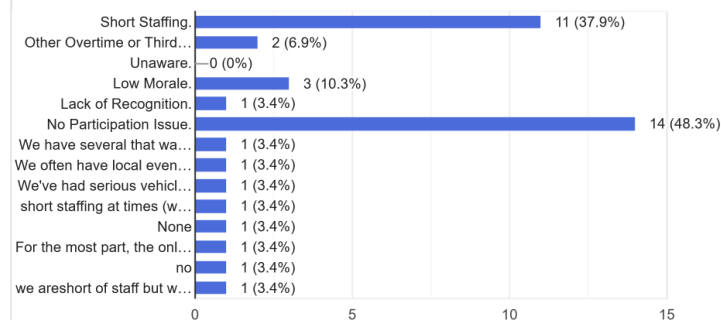
29 responses



If applicable: What factors are currently preventing your agency from participating in the Mini-STEP? *Check all that apply.*

[Copy](#)

29 responses

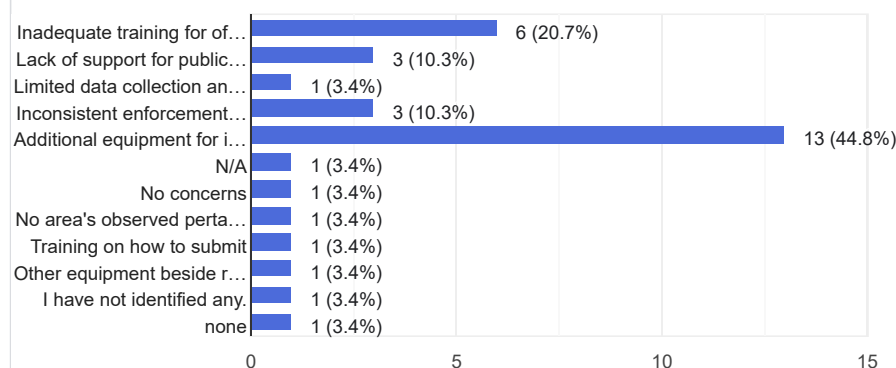


What potential solutions do you suggest to address these obstacles to participation, if any? 29 responses

- none
- N/A
- None
- Pay must be increased in order to retain professional, trained and seasoned officers.
- Longer campaigns and more "idiot" proof paperwork or easier to track what is being looked for
- The solution is simply time. Our department is growing, but growth issues such as available space and funding for new positions are slow to come to resolution. All of it will come in time. Plans for a new facility and future funding for additional positions are already in the works, but could be as long as 5 years before we see the end result.
- No suggestions this year
- Make how you submit a little easier
- Maybe allow project coordinators to claim overtime hours for paperwork associated with the MINI STEP grant.
- None that you can assist with.
- Continue to staff fully and encourage participation
- Increase staffing.
- Currently replacing 3 wrecked cars, are repairing one. Nothing that was caused by the grant or it's requirements.
- We are not necessarily short staffed; however, a lot of the smaller mobilizations are on the weekend which causes one shift to not be able to participate. Sometimes splitting the weekends to include a Friday through Monday might help.
- I do not have a solution at this time.
- nothing that I'm aware of
- n/a
- Offer more time to do the mobilizations.
- No Obstacles at this time.
- We are currently participating.
- We just need more officers.
- Find some good officers
- We don't really have an issue with participation.
- I have mandated the officers work so many hours during step

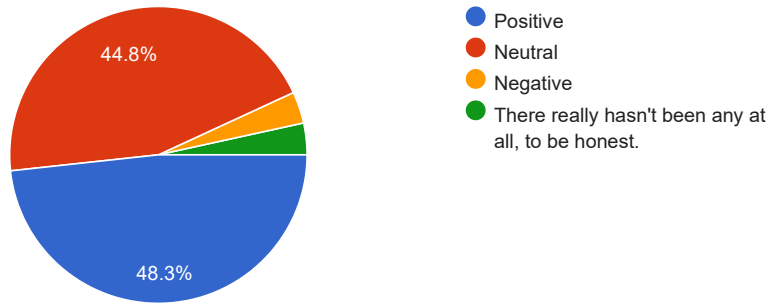
Are there any areas of concern regarding the current Mini-STEP grant that we can address to improve traffic safety in your experience? *Check all that apply.*

29 responses



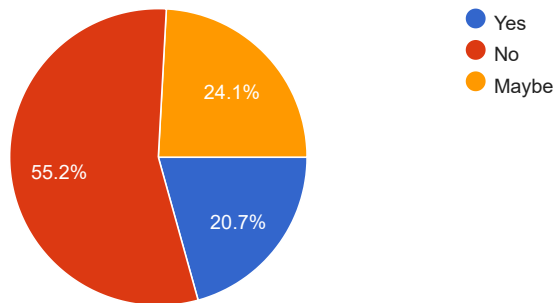
What is the public perception of the Mini-STEP grant in the community?

29 responses



Has the public impacted the effectiveness of the Mini-STEP?

29 responses

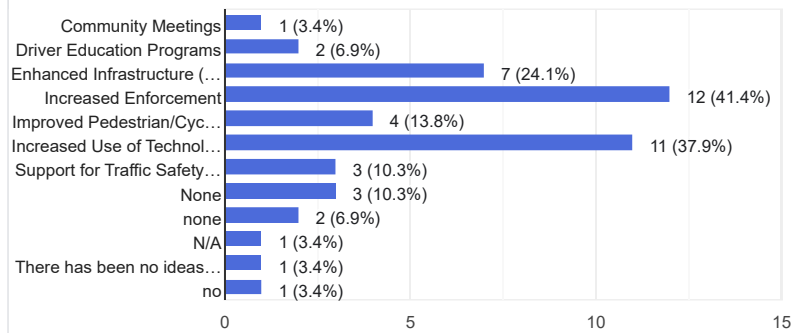


What, if any, feedback has your organization received from the public based on the Mini-STEP grant activities? 29 responses

- N/A
- None
- good they enjoy seeing the officers out trying to stop the drunk drivers
- The majority of the public in Searcy County have had negative thoughts when it comes to checkpoints.
- They like that we are doing it
- The only feedback we've received is public that notice a police car near a call for service that does not stop at the call for service because they are working a grant mobilization. Once explained, the public generally accepts the officer was conducting a specialized operation.
- We have been labeled a "Speed Trap" due to the distance to cross our city, and the number of officers on that particular stretch at one time. We are visible to be getting that type of recognition on Google.
- Mostly positive feedback in the county. Some negative from day-to-day city drivers regarding the impact of their short travels.
- Positive about the DWI checkpoints
- The public has a positive outlook about the increased traffic safety
- None that I am aware of.
- We pick on the public.
- positive
- Positive
- none
- The people in our community enjoy when extra officers are out.
- we get good feedback from the community
- They do not like the additional enforcement but this usually comes from those being stopped.
- unknown feedback
- Most are very glad to see us out there working in certain areas
- We haven't had any feedback from any of the public on our activities.
- Positive feedback on social media.
- During speed enforcement and DWI enforcement, a lot of the public express that they are thankful for us paying attention to those issues.
- Positive comments toward seeing our units working the highways.
- We are new ,but I believe the public feedback is positive
- Some are grateful that we are focusing on traffic safety, while others are not.
- They have been very accommodating and accepting of what we are trying to do.

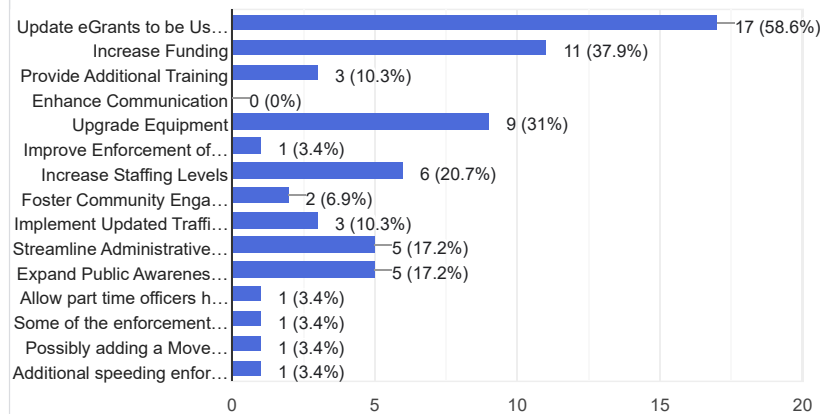
Has the public offered any additional ideas or suggestions that they would like to see implemented? *Check all that apply.*

29 responses



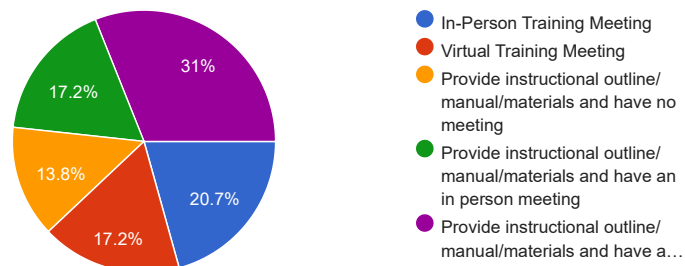
What could be done differently, either by your organization or the AHSO, to make the Mini-STEP grant more successful? *Check all that apply.*

29 responses



If the AHSO were to provide additional training on effective, successful program operations, including better instructions for the eGrants system, which method would you prefer?

29 responses



Do you have any other ideas or suggestions for your Mini-STEP grant that could improve your community or help address a significant traffic safety issue in your area? 29 responses

- No
- no
- N/A
- None
- possibly activity forms that would populate automatically online
- I am an open book call anytime
- Speed control is both a public and department concern. This is our most frequent traffic complaint from the public and the single-most identified traffic violation we experience. Providing additional funding and expanded parameters for enforcement equipment to allow more radars, radar speed trailers, and perhaps even mobile message boards to be purchased would help us increase our enforcement and ensure our message reaches more of our community.
- none
- As mentioned above, the eGrant site is very hard to manage. Needs a complete overhaul.
- Thank you for allowing us the infrastructure and assets to help keep our community safe.
- Would like to see more, speeding campaigns and the addition of move over campaigns.
- I have no ideas at this time.
- more speeding mobilizations, speeding causes a lot of wrecks in our area
- Not at this time
- I think a move over mobilization would be a good idea. It would help educating the public on all the confusion of the law.
- I would like to see more speed mobilizations, more speed mobilizations but not as long as the national speed mobilization. Maybe have 2 or 3 more for a few days at a time.
- No suggestions
- This is a great program, and we have received nothing but great help from the office!!!

## **APPENDIX 7- AHSO General Grant Survey Feedback**

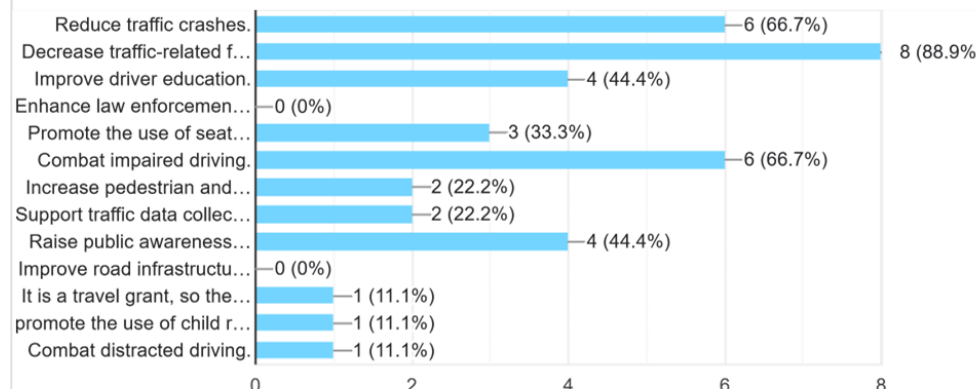
Please provide your agency/organization name and primary contact person details(name, title, email, and phone number).9 responses

- Arkansas Broadcasters Association, Neal Gladner, Executive Director-  
neal@arkbroadcasters.org 501-227-7564
- Jennifer Jones, DWI Court Coordinator, jenniferj@bentonvillear.com; 479-271-3120
- STAR Court - Jennie Baker
- Arkansas Children's/Holly Terry/Program Coordinator/terryh@archildrens.org/501-364-2478
- Arkansas Department of Transportation, Ellen Coulter, Media Communications  
Manager,ellen.coulter@ardot.gov, 501-765-9117
- Speakup About Drugs Gina Allgaier / Founder / sad@speakupaboutdrugs.org / 479-717-7480
- Pulaski County District Court Carol L. Wilkins, Coordinator, cwilkins@pulaskicounty.net (501) 340-6841
- Crawford County DWI Court Mary Hays, DWI Court Coordinator, mhays@vanburencity.org, (479) 474-1671
- Sebastian County DWI Court - Fort Smith , Rachel Sims, Court Clerk  
rsims@fortsmithar.gov479-784-2420

What do you feel is the goal of your grant? *Check all that apply.*

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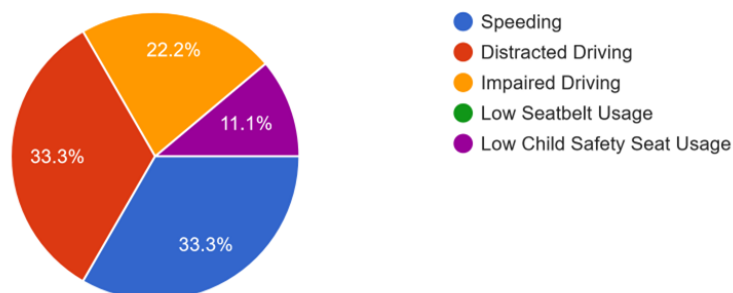
9 responses



What is the most significant traffic safety problem and/or violation in Arkansas?

 Copy

9 responses



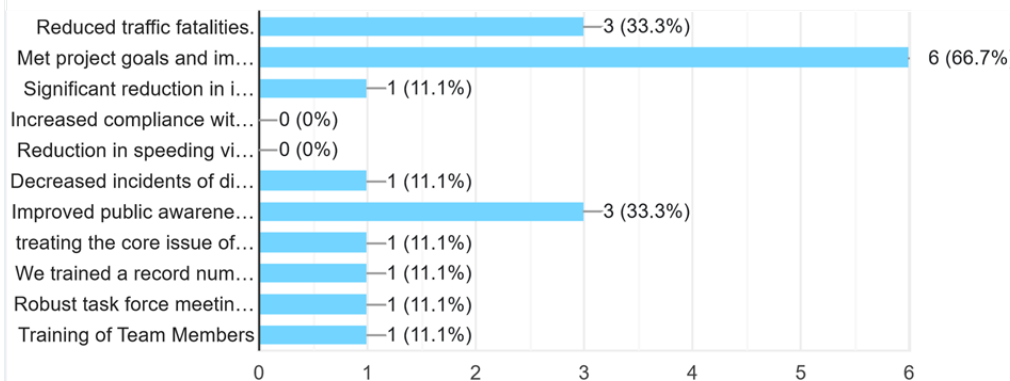
What is your current role regarding the project or program? Are the responsibilities and expectations of your role reasonable given your time and resources? If not, why is that? 9 responses

- Fulfillment of our program. Yes, they are reasonable.
- DWI Court Coordinator
- Program Coordinator- yes.
- Program Coordinator, yes
- I oversee ARDOT's Slow Down, Phone Down work zone safety campaign. Yes.
- Administrator AIDPTF / yes
- Coordinator: I am also the Court Administrator, which takes up the majority of my time.
- I am the DWI Court Coordinator for Crawford County. Yes, the responsibilities and expectations are reasonable--except for the fact that our County lacks sufficient housing and transportation for justice involved individuals.
- Court Coordinator- Currently the Court Clerk is acting as Court Coordinator, however we will be hiring a full-time staff member to assume this role.

In the project or program area for your grant, what do you see as the successes this year? **Check all that apply.**

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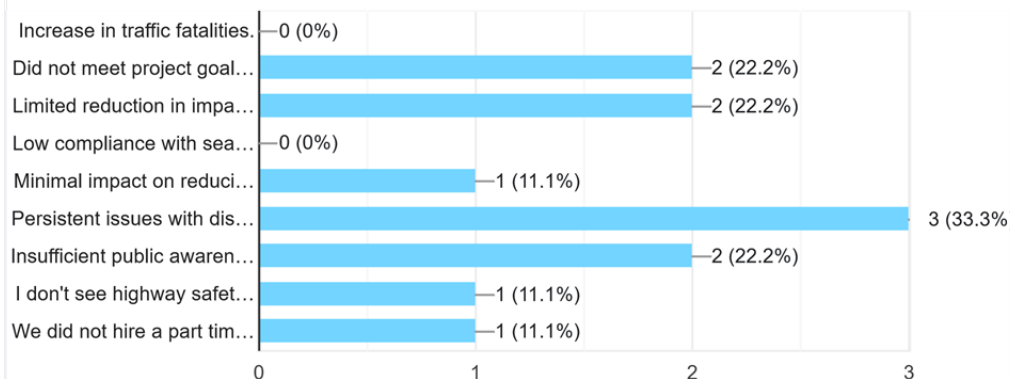
9 responses



In the project or program area for your grant, what do you see as the failures this year? **Check all that apply.**

 Copy

9 responses

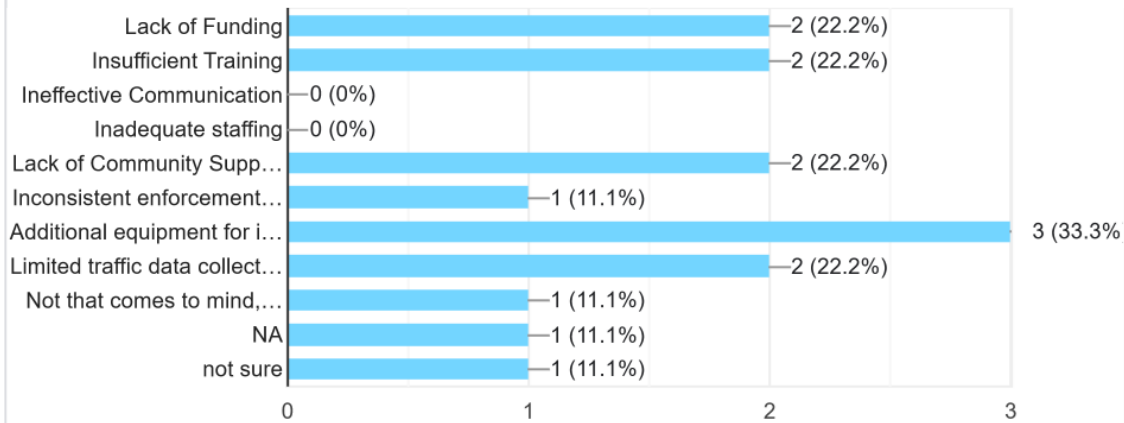




Are there any areas of concern regarding your current project or program that we can address to improve traffic safety in your experience? **Check all that apply.**

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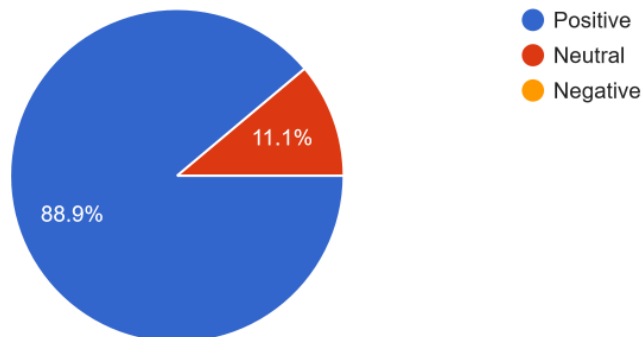
9 responses



What is the public perception of your project or program in the community?

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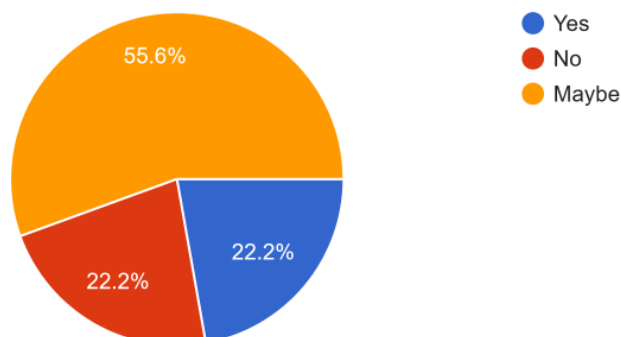
9 responses



Has the public impacted the effectiveness of the project or program?

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9 responses



If you answered yes to the previous question, how has the public impacted the effectiveness of this project or program? (N/A if answered No). 9 responses

- N/A
- Hopefully they consider the safety messages when they are driving, and share those thoughts with others, especially regarding seatbelts or offering to drive if their friend is under the influence.
- NA
- n/a
- We continue to see increase in impaired driving due to marijuana use
- Local churches, private individuals and community organizations have made donations to our program in the form of gift cards, bus passes and food to be used as incentives for program participants
- Not sure

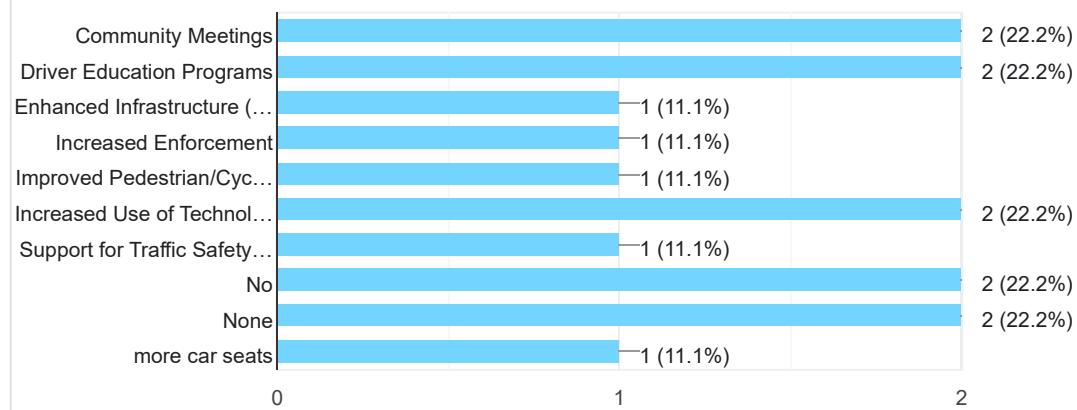
What, if any, feedback has your organization received from the public based on the grant activities? 9 responses

- We don't get that kind of feedback.
- Positive feedback
- None
- They love getting free car seats.
- People understand this is a necessary and worthwhile campaign. Distracted driving and dangerous work zones are something that need to be addressed.
- Interest in effective communications to young drivers about driving high and interest in learning more about vulnerable road user safety plan and options.
- Positive support
- N/A
- Our program has been very well received in the community. Training is encouraged to ensure that we maintain an efficient and effective program.

Has the public offered any additional ideas or suggestions that they would like to see implemented? *Check all that apply.*



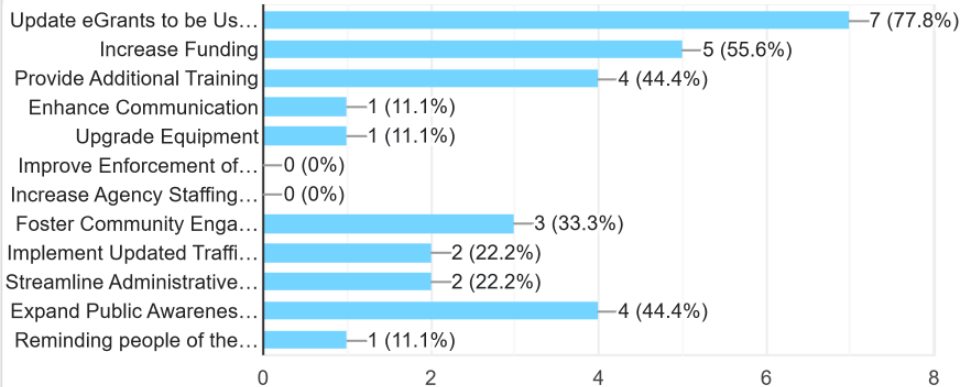
9 responses



What could be done differently, either by your organization or the Highway Safety Office, to make your project or program more successful? **Check all that apply.**

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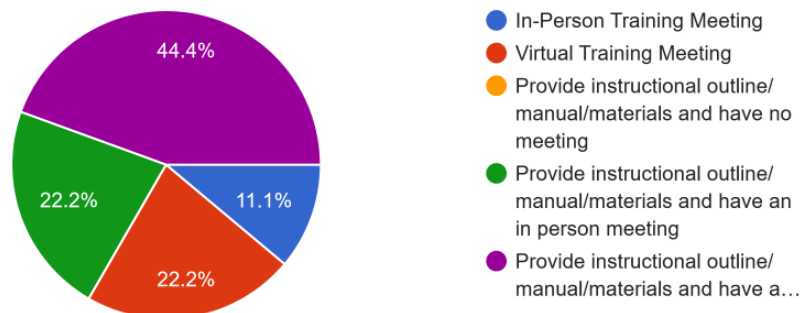
9 responses



If the AHSO were to provide additional training on effective, successful program operations, including better instructions for the eGrants system, which method would you prefer?

 Copy

9 responses



Do you have any other ideas or suggestions on your AHSO grant that could improve or help address a significant traffic safety problem? 9 responses

- No
- Yes. An incentive for techs who can help mentor other techs in their area and supply more car seats to these locations, not have a deadline for spending car seat funds.
- Increased public engagement and messaging opportunities
- Provide resource materials to enhance traffic safety programs/education
- Expand use of grant funds to include partial reimbursement for designated staff members that have the time and expertise to give to the specialty court programs.

**APPENDIX 8- AHSO 2023 Awareness Survey Report Conclusions**

2023 Awareness Survey Report

University of Arkansas

**Conclusions**

The three campaigns that the respondents most remember seeing or hearing are: "Click It or Ticket", "Drive Sober or Get Pulled Over", and "Look Twice for Motorcycles, Share the Road". The 2023 survey did not directly ask if awareness of the campaign affected driving behaviors. Rather, we drew insights based on correlations between campaign awareness and driving behavior questions. Future surveys should directly ask respondents if campaign awareness affected their driving behavior. Additionally, the 2023 survey did not ask how respondents became aware of the campaign. Future surveys should directly ask respondents where they heard or saw the campaign, e.g., radio, billboards, television, etc.

The survey revealed several insights into the behaviors and opinions of Arkansas drivers. First, the percentage of respondents who reported driving almost every day has decreased since 2018. This change in driving behavior could be attributed to the COVID-19 pandemic, which led to a shift from working in an office to working from home and encouraged people to stay home. Second, the survey suggests an increase in the number of Arkansas drivers who are willing to drive while impaired by alcohol. In 2018, 94% of respondents stated that they had not driven within two hours of drinking alcohol within the past 30 days, but that percentage decreased to 86% in the 2023 survey. This suggests the need for more campaigns targeting impaired driving. Third, the percentage of drivers who drove under the influence of marijuana is extremely low, with only 3% of respondents stating they drove while under the influence of marijuana. Questions on driving while impaired on drugs were not included in the 2018 survey for comparison.

In relation to speeding, the survey shows that drivers speed over 10 MPH more frequently on roadways with lower speed limits than on roadways with high-speed limits. 27% of respondents state they speed 10 MPH or over half of the time or more frequently on roadways with a speed limit of 30 MPH, while only 12% of respondents state they do the same on roadways with a speed limit of 75 MPH. The most frequently cited reasons for speeding were "they were trying to keep up with others" and "they were not paying attention".

Regarding distracted driving, the percentage of respondents driving while distracted has decreased since 2018. 42% of respondents reported that they answered phone calls most of the time or more frequently in 2018, but in 2023 that percentage dropped to 37% (5% decrease since 2018). Similarly, in 2018, 44% of respondents reported they make calls when driving, but in 2023, that number dropped to 33% (11% decrease compared to 2018).

The 2023 survey data was collected through both mail-based paper surveys and an online version that was available in both English and Spanish. It is recommended to continue this procedure in the future as both the paper and online surveys received comparable numbers of responses. The mail-based paper survey received more respondents from older age groups whereas the online survey was more preferred by younger drivers. Moving forward, both survey types should be deployed when surveying the public, and a stratified random sampling method should be used to create a mailing list to ensure the survey is representative of Arkansas.

**APPENDIX 9- Law Enforcement Community Collaboration/PP&E Efforts****Total Number Impacted 3,315****Agency:** Independence County Sheriff's Office**Date:** 10/26/2024**Event Name:** Women's Health Event and Drug Take Back**Attendees:** 500

**Summary:** The event focused on the effects of drug use and included a drug take-back initiative. Officers collected 4 pounds of drugs, which were submitted to the National Drug Take Back event. Informational booths included providing resources and engaging the community in discussions to raise awareness about impaired driving.

**Traffic Safety Focus:** Impaired Driving**Agency:** St. Francis County Sheriff's Department**Date:** 12/20/2024**Event Name:** Shop with a Cop**Attendees:** 25

**Summary:** Twenty-five children were selected to shop with law enforcement officers and were given an amount from the local department each to purchase gifts for themselves or others for Christmas. The event was an opportunity to build community trust and engage participants in discussions about the importance of occupant protection for children and families.

**Traffic Safety Focus:** Occupant Protection**Agency:** Osceola Police Department**Date:** 10/15/2024**Event Name:** National Night Out**Attendees:** 200

**Summary:** A picnic-style event with free food that included opportunities to talk with citizens about drug-free living and the dangers of driving while impaired, social media awareness was discussed with an emphasis on the dangers of distracted driving. An obstacle course was set up to educate attendees on the dangers of drinking and driving.

**Traffic Safety Focus:** Impaired Driving/Distracted Driving**Agency:** Monticello Police Department**Date:** 10/2/2024**Event Name:** Coffee with a Cop**Attendees:** 10

**Summary:** Hosted at Grand Manor Retirement Living Facility, Officer Ferguson engaged with residents, answering questions about law enforcement and fostering community relationships and provided education to aging drivers about distracted driving.

**Traffic Safety Focus:** Distracted Driving**Agency:** Jackson County Sheriff's Office**Date:** 4/29/2024**Event Name:** Books & Badges**Attendees:** 340

**Summary:** The event aimed to foster a love of reading while building rapport between law enforcement and the community. At these events, officers read safety books and engaged participants in conversations to emphasize the importance of seat belt usage, and other Occupant protection tools for all ages.

**Traffic Safety Focus:** Occupant Protection

**Agency:** Jackson County Sheriff's Office

**Date:** 12/16/2024

**Event Name:** Shop with a Cop

**Attendees:** 50

**Summary:** Law enforcement officers were given an amount from the local department to allow participants to purchase gifts for themselves or others for Christmas. The event-built community trust and offered officers the opportunity to emphasize occupant protection for children and families.

**Traffic Safety Focus:** Occupant Protection

**Agency:** Jackson County Sheriff's Office

**Date:** 10/9/2024

**Event Name:** Community Safety Outreach Program

**Attendees:** 200

**Summary:** Officers spoke to students at Jackson County School District about their role in community safety with a question and answer session that focused on safer teen driving and pedestrian safety.

**Traffic Safety Focus:** Teen Driving & Pedestrian Safety

**Agency:** Jackson County Sheriff's Office

**Date:** 10/31/2024

**Event Name:** Community-Wide Trunk or Treat

**Attendees:** 550

**Summary:** Officers and first responders distributed candy with traffic safety messaging and connected with local families to discuss Arkansas' Seat belt law and provide education about the importance of buckling up during this community event.

**Traffic Safety Focus:** Occupant Protection

**Agency:** Marion Police Department

**Date:** 9/6/2024

**Event Name:** Safe Driving Seminar

**Attendees:** 300

**Summary:** A comprehensive seminar with interaction between officers and participants was delivered to high school students on the dangers of speeding, distracted driving, and the importance of seatbelt use.

**Traffic Safety Focus:** Speed, Distracted Driving, Occupant Protection

**Agency:** Pleasant Plains Police Department

**Date:** 12/14/2024

**Event Name:** Christmas Parade

**Attendees:** 120

**Summary:** Officers assisted with traffic control and safety for the City of Pleasant Plains' annual Christmas Parade. Officers provided safety messaging and engaged in conversations with the community about the importance of NOT drinking and driving, the upcoming DWI mobilization and NOT speeding.

**Traffic Safety Focus:** Impaired Driving and Speed

**Agency:** Grant County Sheriff's Office

**Date:** 10/31/2024

**Event Name:** Red Ribbon Week

**Attendees:** 200

**Summary:** Officers spread drug awareness and connected with the community to engage them in discussions about the harmful effect of drug on the body and alter your judgment during the Red Ribbon Week campaign.

**Traffic Safety Focus:** Impaired Driving

**Agency:** Cabot Police Department

**Date:** 7/13/2024

**Event Name:** Special Needs Junior Police Academy

**Attendees:** 120

**Summary:** Citizens with special needs participated in hands-on police activities, such as fingerprinting, room clearing with Nerf equipment, drunk goggles and a mock jail photo booth.

**Traffic Safety Focus:** Impaired Driving

**Agency:** Cabot Police Department

**Date:** 7/18/2024

**Event Name:** Children's Hospital Junior Police Academy

**Attendees:** 100

**Summary:** Officers hosted a small academy at the Children's Hospital with interactive activities like drunk goggle, corn hole, fingerprinting, and SWAT demonstrations to engage children and have conversations about traffic safety.

**Traffic Safety Focus:** Impaired Driving

**Agency:** Cabot Police Department

**Date:** 9/14/2024

**Event Name:** Deadlifts and Donuts Fundraiser for C.O.P.S Toy Patrol

**Attendees:** 100

**Summary:** A deadlift competition fundraiser attended by individuals across central Arkansas, with proceeds going to Cabot's Toy Patrol program, during this event officers were able to engage with the community to educate families about occupant protection and how everyone plays a part.

**Traffic Safety Focus:** Occupant Protection

**Agency:** Cabot Police Department

**Date:** 10/10/2024

**Event Name:** Cabot Fest

**Attendees:** 200

**Summary:** A community event featuring booths, vendors, and concerts. The police department set up an area to engage attendees in discussions and provide information about traffic safety and different campaign measures that address traffic safety issues within the community.

**Traffic Safety Focus:** Speed & Distracted Driving

**Agency:** Cabot Police Department

**Date:** 10/25/2024

**Event Name:** Boots vs. Badges Kickball Tournament

**Attendees:** 300

**Summary:** A friendly kickball competition between Cabot Police and Cabot Fire Department, promoting teamwork and public engagement, during this event we had different unit to set up tables to talk with participants about traffic safety issues including Speeding, Impaired Driving and Distracted Driving.

**Traffic Safety Focus:** Speeding, Impaired Driving and Distracted Driving

**Agency:** Cabot Police Department

**Date:** 12/10/2024

**Event Name:** C.O.P.S. (Cabot Officers Playing Santa) Toy Patrol

**Attendees:** 100

**Summary:** Cabot officers partnered with local schools to select children in need. Each child shopped with an officer using a budget to purchase gifts for others and themselves. All funds were donated, and officers volunteered their time, to engage in discussions and build trust that emphasized occupant protection for children when riding in vehicles

**Traffic Safety Focus:** Occupant Protection

**Agency:** Hot Springs Police Department (HSPD)

**Date:** June 10 - June 28, 2024

**Event Name:** Crosswalk Safety Awareness Initiative

**Summary:** The Hot Springs Police Department launched a focused effort on crosswalk safety following an alarming rise in vehicle vs. pedestrian accidents in the city. Over six months, the department investigated ten such accidents, including two fatalities, with three incidents occurring since June 3, 2024. Contributing factors included drivers failing to yield to pedestrians in marked crosswalks and pedestrians crossing outside designated crosswalks. Alcohol was a factor in two of these accidents.

To address these issues, HSPD officers engaged citizens (drivers and pedestrians) in conversations that focused on crosswalk safety. Drivers were reminded to yield to pedestrians in crosswalks as mandated by Arkansas law, and pedestrians were educated on the importance of using designated crosswalks and avoiding jaywalking. The goal of this initiative was to develop a report with the community and ensure the safety of all road users, including drivers, cyclists, and pedestrians while fostering awareness and responsibility on both sides.

**Traffic Safety Focus: Pedestrian Safety**



**APPENDIX 10- Motorcycle Endorsement Flier**

# GET YOUR MOTORCYCLE ENDORSEMENT TODAY!

## Did you know?

- In Arkansas, 50% of all motorcycle crashes involved a non-Class M/MD endorsed rider from July 2021 – July 2022. (*Arkansas eCrash*)
- Nationally, 36% of all motorcycle riders involved in a fatal crash in 2020 were non-endorsed. (*NHTSA*)

A.C.A. §27-20-106 requires all riders who operate a motorcycle to possess a valid motorcycle operator's license. This includes a Class M/MD endorsement on your driver's license. This endorsement certifies that you are legally authorized to operate a motorcycle on Arkansas roads.

After completion of the knowledge examination, you may also have your skills exam waived after completion of one of the following courses offered by the Motorcycle Safety Foundation. (A.C.A. §27-20-108)

Eligible courses\* for a skills exam waiver in Arkansas include:

- Basic Rider Course
- Basic Rider Course 2 – License Waiver
- Basic Rider Course 3 – Wheel



SCAN THIS CODE FOR MORE INFORMATION:

## REMEMBER TO LOOK TWICE FOR MOTORCYCLES!



*\*Notice: eCourses alone are not eligible  
for a skills exam waiver in Arkansas.*

