

ANNUAL REPORT **ARKANSAS** **FY 2025**



Table of Contents

Sections	Page #
Section 1 – Overall Program Performance	
1.1 Executive Summary	1
1.2 Introduction	3
1.3 Core Outcome and Performance Report	5
1.4 AHSO Public Participation and Engagement	6
Section 2 – Program Area Project Results	
2.1 Occupant Protection	9
2.2 Impaired Driving	13
2.3 Speed	19
2.4 Distracted Driving	21
2.5 Motorcycle Safety	24
2.6 Young Driver Safety	27
2.7 Pedestrian/Bicycle Safety	30
2.8 Traffic Records	32
2.9 Roadway Safety	36
2.10 Planning and Administration	38
Section 3 – Paid Media Report	
3.1 Summary	39
3.2 Alcohol & Other Drug	40
3.3 Occupant Protection	60
3.4 Distracted Driving	71
3.5 Motorcycle Campaign	82
3.6 Speed Campaign	86
3.7 Pedestrian/Bicycle	91
Section 4 – Financial Reports	
4.1 Federal Aid Contracts/Agreements	101
4.2 Fiscal Year 2025 Arkansas Approved Equipment	105
4.3 Chart of Highway Safety Plan Expenditures	106
Section 5 – Summary	
5.1 Legislative Action	107
5.2 Noteworthy Accomplishments	109
5.3 Planned Activities Not Implemented	111
Section 6 – Reference Charts and Information	
6.1 FY 25 STEP Agencies (Chart)	113
6.2 FY 25 Mini-STEP Agencies (Chart)	117
6.3 Mini-STEP Mobilization Summary	121
6.4 CIOT / DSOGP Report Data	122
6.5 Speeding Related Crashes by County 2020-2024	124
6.6 FY25 STEP and M-STEP Enforcement Citations & Warnings	125
6.7 2024 Motorcycle Registration Information & Crash Data	126
6.8 2024 Public Awareness Survey Conclusions	127
6.9 2025 VRU Feedback	128
6.10 AHSO STEP Grant Survey Feedback	135
6.11 AHSO Mini-STEP Grant Survey Feedback	143
6.12 AHSO General Grant Survey Feedback	151

Section 1.1 Executive Summary

Section 1 – Overall Program Performance

1.1 Executive Summary

Arkansas is proud to submit the 2025 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 2025, the AHSO managed approximately 154 sub-grants subgrant agreements and contracts including 19 General; 34 eCrash; 62 Mini-STEPs; 13 DWI; 44 STEP grants and 5 procurement contracts. 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 FY25. It should be noted that this trend may not be an accurate reflection of programming efforts in 2025. 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 increases in both Mini-STEP (62) and STEP (44) projects at 14.8% and 16.2% respectively from FY24. During FY25 one hundred and seven (107) agencies participated as STEP and mini-STEP projects.

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.

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. (see chart page 60)

In 2025 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

Section 1.1 Executive Summary

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 September 30, 2025, **309** local Arkansas law enforcement agencies including the Arkansas State Police, were submitting their data electronically through eCrash with 11 additional agencies in training. These agencies represented 88.2% of all AR agencies and approximately **99.53%** of all crash submissions in the state of Arkansas for FY25. 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, is being 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 FY25, 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 FY25 the AHSO also collaborated with ARDOT and the Northeast AR Regional Planning Commission-MPO on a second AHSO Arkansas Vulnerable Road User (VRU) Safety Summit in Northwest Arkansas. The summit attracted strong participation, with 170 registered attendees representing 50 cities, organizations, and companies across the region. Valuable feedback was obtained from the breakout discussions. (See VRU Feedback page 128).

During FY25, the AHSO continued efforts to update the current eGrant system and transition to the new IGX version. This upgrade aims to better facilitate the electronic submission of funding proposals and reports. The new system is projected to be fully operational and ready to accept FY27 grant applications by the end of March 2026.

Section 1.2 Introduction

1.2 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. The plan is adjusted each year to emphasize programs and strategies that better address the performance targets where it appears targets are not on track to be met.

During FY25 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, Metropolitan 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 FY25 towards meeting the goals outlined in the Arkansas 2024-2026 Triennial Highway Safety Plan and summarizes the FY25 outcomes for each program area.

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year 2025 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,h) National Priority Safety Program Grants**

These projects focused on priority areas identified as most effective in reducing traffic fatalities, injuries, and crashes. Approximately \$11.7 million in Federal-aid funds were expended to implement these projects. A list of Federal aid funded projects that were implemented is shown starting on page 101. Approximately \$12.5 million in Federal-aid funds were expended for the entire program. A graph on page 106 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 38 percent of the expenditures incurred were 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 2025 the AHSO worked to address all goals

Section 1.2 Introduction

that were not met last year through the expansion of both the STEP and the mini-STEP programs. 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 addition of a new AHSO LEL in FY25 increased outreach to law enforcement agencies in critical areas of the state. This outreach, supplemented by site visits and virtual meetings to provide information and education for agencies and officers, has increased the number of law enforcement agencies participating in both the AHSO STEP and Mini-STEP projects. Enforcement effectiveness continues to improve as agencies increase their use of data dashboards created by ASP eCrash, ARDOT and ACHI which provides them with the ability to analyze crashes and coordinate enforcement efforts with other agencies.

During FY25 the AHSO worked with stakeholders to identify and implement new projects to address areas of Highway Safety where AR is not meeting established targets. Programming has been expanded or modified for some strategies, and new projects are being implemented based on current data and community/stakeholder input (See AHSO Public Participation and Engagement section on page 5). Several projects that were scheduled to be implemented in FY25 but delayed due to circumstances beyond our control are now on track to be implemented in FY26. These projects focus on Pedestrians & Bicyclists, Distracted Driving, and Occupant Protection - targeting schools, college campuses, businesses, churches and communities. Efforts to deter speeding and impaired driving were supplemented with increased enforcement and implementation of speed corridors. AHSO continued collaboration with ARDOT and Metro Plan to utilize the feedback from the FY25 VRU breakout discussions to implement statewide "Networking & Listening" sessions and officer training. In FY25 the Arkansas Highway Safety Office issued a total of 154 sub-grants to address Highway Safety issues in FY25.

A summary of each program area is provided on starting on page 9 of this report.

Section 1.3 Core Outcome and Performance Report

1.3 Core Outcome and Performance Report

Performance Measure:	Target Period	Target Years	Average Benchmark Value for 2022-23 listed in FY24 THSP	2022-23 Benchmark Progress Results	On Track to Meet FY25 Benchmark
C-1) Total Traffic Fatalities	5 Years	2022-26	604	2023 FARS 616.5	No
C-2) Serious Injuries in Traffic Crashes	5 Years	2022-26	2779.0	2023 eCrash 2770.0	Yes
C-3) Fatalities/VMT	5 Years	2022-26	1.624	2023 FARS 1.592	Yes
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seated Positions	5 Years	2022-26	188.0	2023 FARS 174.0	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 Years	2022-26	157.5	2023 FARS 153.5	Yes
C-6) Speed Related Fatalities	5 Years	2022-26	138.0	2023 FARS 130.0	Yes
C-7) Number of motorcyclist fatalities	5 Years	2022-26	78.5	2023 FARS 93.0	No
C-8) Number of unhelmeted motorcyclist fatalities	5 Years	2022-26	44.0	2023 FARS 56.5	No
C-9) Number of drivers age 20 or younger involved in fatal crashes	5 Years	2022-26	69.5	2023 FARS 76.0	No
C-10) Number of pedestrian fatalities (FARS)	5 Years	2022-26	68.0	2023 FARS 76.0	No
C-11) Number of bicyclists fatalities	5 Years	2022-26	5.5	2023 FARS 8.5	No
C-12) Number of Distracted Driving Fatalities	5 Years	2022-26	23.0	2023 FARS 23.5	No
C-13) Number of Roadside Fatalities	5 Years	2022-26	26.5	2023 FARS 29	No
B-1) Seat Belt Use Rate	Annual	2022-26	79.2%	NHTSA Certified State Survey	No

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%. The use rate increased again in 2025 to 79.2%. 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 LEL. He will work with our projects to emphasize the importance of seat belt enforcement and determine the best approach to increase enforcement/education efforts in this area.

Section 1.4 AHSO Public Participation and Engagement

1.4 AHSO Public Participation and Engagement

Public Participation & Engagement (PP&E) - Influence on Programming

AHSO's Public Participation and Engagement (PP&E) initiative brought community voices into the highway safety planning process providing colleges, K–12 schools, and community organizations opportunities to share concerns. Participants reported feeling disconnected from traditional safety efforts. Arkansas Center for Health Information's (ACHI) Data Deep Dive reinforced these concerns, identifying disproportionately high pedestrian and bicycle fatalities among African American and Hispanic males in Central and Southeast Arkansas. Together, PP&E feedback and ACHI data revealed that traffic and pedestrian safety decisions could be improved by acquiring input from these communities.

Fair Share Forum – June 6, 2024

PP&E surveys led to the first Fair Share Forum, bringing together Arkansas colleges, universities, youth programs, and safety partners. Participants identified shared challenges, such as, unsafe crosswalks, poor lighting, speeding, impaired driving, limited infrastructure to protect pedestrians, and nighttime hazards near campuses. The forum revealed these issues were widespread and that many organizations were working in isolation. For many, it was their first opportunity to be heard, and the insights gained reshaped AHSO's approach to future programming.

As a result, community surveys are now incorporated into all major safety activities to continuously solicit local input and identify problem areas. Campus Leadership Councils, Safety Ambassador Programs, Safety Advocacy Boards, and Neighborhood Groups play active roles in the planning process by helping prioritize safety concerns, guide behavioral change strategies, and support the implementation of projects and community activities to address educational and environmental safety.

Motorcycle Safety Movement - March 18, 2025

The Fair Share Forum's community-driven approach expanded beyond pedestrian and student safety, highlighting similar engagement gaps in motorcycle safety. This led to new partnerships with riders and dealerships and culminated in the statewide Motorcycle Safety Round Table in 2025, demonstrating the power of listening sessions to build trust and identify unmet needs.

New Partnership Round Table– May 2, 2025

Building on the forum's success, AHSO launched the New Partnership Round Table, broadening participation to include engineers, law enforcement, public health, trauma prevention, youth organizations, mentors, and K–12 representatives. Discussions emphasized tailored, campus-specific solutions; experiential learning tools like virtual reality; early safety education through K–12 and college connections; and environmental improvements such as lighting, signage, and safer walkways. The round table helped turn shared priorities into structured, fundable programs.

New FY26 Programs Submitted and Funded

As a direct result of both the motorcycle safety and new partnership roundtables, AHSO received a record number of new traffic-safety project proposals/applications, for FY26. Funded initiatives include campus pedestrian safety programs, safety ambassador models, virtual reality education, college K–12 collaborations, teen driving and distracted driving programs, youth leadership initiatives, and education and awareness projects focused on lighting, signage, and crosswalk safety directly informed by participant feedback.

Section 1.4 AHSO Public Participation and Engagement

Results

Institutions and communities are now collaborating to coordinate efforts instead of working independently. Students and youth serve as safety leaders (Campus Leadership Councils, Safety Ambassadors). Campus Leadership Councils and Safety Ambassador Programs work directly with their local communities to guide behavioral change and infrastructure improvements. These programs use surveys and assessments to identify risks related to drug and alcohol impaired driving, unsafe walking behaviors, teen driving, motorcycle safety, speeding and seat belt use across all modes of transportation. The feedback collected is used to shape targeted safety strategies that address both education and environmental needs. To strengthen this work and close long-standing gaps in prevention and roadway safety, programs are aligned with key partners including ArDOT, AAA, the Arkansas Drug Director's Office, and Partnership for Success Prevention Programs. These partnerships help ensure that each program is coordinated, data informed and supported by statewide resources while remaining responsive to the needs of local campuses and communities.

Community feedback has been converted into funded programs and statewide action.

The following is a list of new projects for FY26 driven by the AHSO's 2025 PPE efforts:

1. UAPB Look for Lions Safe Across Program	A campus pedestrian and bicycle safety initiative that improves crosswalk visibility, lighting conditions, and walking routes around the University of Arkansas at Pine Bluff while engaging students in safety campaigns, walk audits, and peer education to reduce unsafe driving behaviors near campus.
2. Arkansas Baptist College Brake for Buffalos Safe Across Program	A campus wide pedestrian safety campaign that addresses impaired driving, speeding corridors, and unsafe crossing locations around Arkansas Baptist College through awareness events, student led safety messaging, and environmental improvements.
3. U of A In Their Shoes Program	An immersive virtual reality education program that allows teens and young adults to experience real life consequences of distracted and impaired driving, strengthen decision making skills and increase awareness of risky behaviors.
4. U of A Co Safe Program	A collaborative college and K-12 safety program that pairs classroom education with engineering-based roadway assessments and environmental improvements to address pedestrian, bicycle, and teen driving safety around schools and campuses.
5. WCAA Teen Driving Program	Teen driver safety program that engages new drivers through hands on activities and interactive demonstrations to promote seat belt use, safe speeds, decrease distracted driving behaviors, and educate teens and families on Arkansas' Graduated Driver Licensing law. The program delivers youth focused presentations, real world driving scenarios, and community-based outreach. designed to build safe driving habits before and after licensure.
6. Building Bridges Mending Fences Teen Driving ROADeOs	A teen driving and pedestrian safety program that provides real world skill building through driving simulations, controlled obstacle courses, and interactive learning stations. Teens and their families rotate through educational activities focused on distracted driving, safe speeds, impaired driving, seat belt use, pedestrian awareness, and the Arkansas Graduated Driver Licensing law. ROADeOs include partnerships with law enforcement, driving schools, and community organizations to reinforce safe decision making, increase confidence behind the wheel, and reduce risky behaviors among new and soon to be licensed drivers across Arkansas.

Section 1.4 AHSO Public Participation and Engagement

7. Big Brothers Big Sisters Teen Driving Program	The Teen driving safety initiative provides teens with access to professional driver education, hands on defensive driving training, pedestrian and bicyclist awareness, and responsible decision-making skills. The program also includes family engagement and community outreach to ensure parents and guardians are actively involved in supporting safe driving behaviors. Designed to address the high rate of teen traffic fatalities in Pulaski County and surrounding areas and expand access to quality driver education for youth who may not otherwise be able to afford it.
8. Teen Tours Society Teen and Distracted Driving Program	Education program delivering hands on activities and interactive demonstrations that promote seat belt use, reduce distracted driving, and provide clear education on Arkansas' Graduated Driver Licensing law. The program uses engaging, youth friendly formats to reach teens in schools, community centers, and public events across Arkansas.
9. WCAAA Safety Ambassadors Program	A college level safety leadership program that trains student ambassadors to serve as peer educators and campus safety advocates. Ambassadors promote pedestrian safety, seat belt use, impaired driving prevention, motorcycle awareness, adhering to safe speeds and safe walking practices through campus outreach, surveys, safety assessments, and awareness campaigns. Students assist with identifying high risk areas around campus, support environmental walk audits, and help guide education and infrastructure improvements.

Section 2.1 Occupant Protection

Section 2 – Program Area Project Results

2.1 Occupant Protection

During FY25, a total of 106 agencies participated in CIOT with overtime enforcement including: 62 Mini-STEP, 44 STEP (43 local and 1 state). (See chart starting on page 113) The AHSO managed a total of approximately 62 Mini-STEPS and 44 STEP grants and continued to put an emphasis on expanding the number of STEP and Mini-STEP agencies and encouraging agencies to address enforcement at a higher level. Since most of Arkansas' larger cities have existing STEP grants, emphasis was placed on rural areas with high crash numbers. Smaller agencies unable to support a sustained STEP program were recruited to participate in the Mini-STEP program. Fifteen (15) new STEP or Mini STEP agencies were brought on board 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. 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 (See Media Report starting on page 60).

The Click It or Ticket (CIOT) Campaign continues to play an important part in Arkansas' efforts to increase the usage rate. The 2025 survey showed belt use at 79.2%, an increase from 77.7% in 2024. STEP and Mini-STEP projects are required to conduct pre and post seat belt use surveys around the CIOT mobilization. The tables on page 122 show pre and post use rates for sustained STEPs and Mini-STEPS that reported. In 2025 STEP increased 3.35% from pre-to-post surveys and Mini-STEP increased 4.43% from pre-to-post surveys. Citation and arrest data are shown for the CIOT and DSOGPO mobilizations (See chart page 122). FY25 showed an increase in enforcement hours from 34,029 in FY24 to 37,198 in FY25 but a decrease in the number of seat belt citations issued from 1,792 for FY24 to 1,734 for FY25.

Section 2.1 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 <u>85.0%</u> percent by 5.9% from a current level of 79.1% by December 31, 2026.	
(C-4) Unrestrained Passenger Vehicle Occupant Fatalities	
Goal Statement: Maintain unrestrained passenger vehicle occupant fatalities, all seat positions at <u>191.0</u> from 184.6 (2022-2026) from a current safety level of 191.0 (2017 – 2021) by December 31, 2026.	
Program Area Results	
An observational seat belt use survey was conducted in 2025 which included surveying 96 sites in 12 counties. The 2025 seat belt survey showed a use rate of <u>79.2%</u> .	
Arkansas' unrestrained passenger fatalities decreased from <u>188</u> 2022 to <u>160</u> in 2023. The five-year rolling average (2019-2023) was <u>190.2</u> .	

Project Results (Observed Seat Belt Use)

Project:	LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS) (Short-term, high visibility/ sustained seat belt enforcement-local)
Project Agreement #:	OP-2025-02-02-00 through OP-2025-02-02-48
Sub-recipient(s):	Local Law Enforcement Agencies (See list of agencies on page 113.)
There were 44 local sustained STEPS in FY 2025. (List of agencies on page 113) These projects issued 2,719 seat belt citations and 4,401 seat belt warnings. This data does not include ASP data.	

Project:	STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT
Project Agreement #:	OP-2025-03-03-01
Sub-recipient(s):	Arkansas State Police (ASP)
The ASP worked over 4,791 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 2025 was 2,711, 1,860 and 263, respectively	

Project:	MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP) (Short-term, high visibility/ seat belt enforcement-local)
Project Agreement #:	OP-2025-04-04-00 through OP-2025-04-04-93
Sub-recipient(s):	Local Law Enforcement Agencies (See list of agencies on page 117)
There were 62 local Mini-STEP projects in FY25. Mini-STEP projects issued 1,436 Seat Belt citations and 1,492 Seat Belt warnings. (List of Agencies on page 121)	

Project:	STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E) • Communication and Outreach supporting enforcement • Community and Outreach for Child Restraint and Booster Seat Use • Communication and Outreach creating a unique brand with cohesive messaging using <i>Share the Road</i> model language and social norming NHTSA's method of enrollment and engagement supporting programs and enforcement mobilizations throughout the year.
Project Agreement #:	OP 2025-05-05-02, M2HVE-2025-05-05-02, M2PE-2025-05-05-01
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	

Section 2.1 Occupant Protection

of 2001 and Graduated Licensing 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 page 60)

Project:	TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM
Project Agreement #:	OP-2025-06-06-01
Sub-recipient(s):	Arkansas Broadcasters 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 \$1,114,019. This represents a dollar return in donated airtime of over fourteen (14) times the contract amount of \$75,000.	

Project:	STATEWIDE LAW ENFORCEMENT LIAISON (LEL) (Short-term, high visibility/ sustained seat belt enforcement-local) (Communication and Outreach/Supporting Enforcement)
Project Agreement #:	PT-2025-07-07-01
Sub-recipient(s):	Arkansas Highway Safety Office
During FY24, the Law Enforcement Liaison (LEL) position remained vacant due to the retirement of our LEL in 2022. The AHSO has now filled the full time LEL position with a start date of January 6, 2025. Through the remainder of FY25, the LEL has been active within the state, visiting 65 of 75 counties in Arkansas. These visits were attempts to speak with local law enforcement agencies (LEA) leaders. The LEL attempted 279 contacts, while meeting with 183 LEA leaders in the state. These meetings include both STEP and non-STEP agencies, meant to encourage LEA's and their leaders to support enforcement of traffic safety laws, while recruiting agencies who are not currently involved with STEP. The LEL has also been active in helping construct the Arkansas Rural Traffic Safety (ARTS) program, as well as working to get Roadside Oral Fluid Testing introduced to the state.	

Project:	STATEWIDE CHILD PASSENGER PROTECTION EDUCATION PROJECT (Community and Outreach for Child Restraint and Booster Seat Use)
Project Agreement #:	OP-2025-08-08-01, UNATTD-2025-08-08-01, M2CPS-2025-08-08-02, B2CPS-2025-08-08-01
Sub-recipient(s):	University of Arkansas for Medical Sciences
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. 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. Twelve NHTSA Standardized CPS training courses were conducted with 160 new technicians receiving certification. This program maintained a recertification average of 46% throughout the project period; 96 childcare professionals were trained in 13 regional workshops. A total of 860 child safety seats were loaned through 38 satellite network sites and loaned an additional 552 child safety seats through fitting stations.	

Section 2.1 Occupant Protection

Project:	ARKANSAS RURAL TRAFFIC SAFETY (ARTS) (OP) (HIGH FIVE)
Project Agreement #:	OP-2025-10-10-01 through OP-2025-10-10-05
Sub-recipient(s):	N/A Not implemented in FY25
The Arkansas Rural Traffic Safety (ARTS) Project is a new initiative aimed at enhancing road safety in rural areas of Arkansas. Modeled after the successful "High Five Project," the ARTS Project seeks to address the high rates of fatal and severe injuries on rural roads by increasing seat belt use and promoting safe driving practices.	

Project:	TEEN DRIVER SAFETY PROJECT
Project Agreement #:	OP-2025-11-11-01, TSP-2025-02-02-01
Sub-recipient(s):	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 Arkansas Children's Hospital (ACH) Teen Driver Program conducted a project to implement "In One Instant" programming and to oversee activities for the "Save a Life Tour" program. Both programs address critical areas of traffic safety education for teens. The project was able to recruit 22 schools throughout the five public health regions educating 1,251 students and school officials. Reconnecting with State DMVs, the project was able to share educational materials with 134 teens and parents when testing for Learner's Permit. Through the partnership with the "Save A Life Tour," 14 schools participated in educational activities.	

Project:	STATE OBSERVATIONAL SURVEY
Project Agreement #:	OP-2025-12-12-01
Sub-recipient(s):	University of Arkansas - Civil Engineering Department
An observational seat belt use survey conducted in 2025 included 96 sites in 12 counties. The 2025 weighted seat belt survey showed a use rate 79.2%.	

Project:	OCCUPANT PROTECTION PROGRAM MANAGEMENT
Project Agreement #:	OP-2025-13-13-01, M7*OP-2025-13-13-03
Sub-recipient(s):	Arkansas State Police-AHSO
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 electronic grants management system (eGrants). The eGrants system was implemented in FY19 and is operated and maintained through AGATE Software, Inc. Several enhancements were added in FY25 and a transition to the IGX version is underway to facilitate better reporting and data collection. The IGX version of eGrants will be complete for the FY27 grant cycle.	

Project:	NEW GRANTS BASED ON COMMUNITY OUTREACH AND ENGAGEMENT
Project Agreement #:	OP-2025-14-14-00
Sub-recipient(s):	NA - Not implemented in FY25
Programming and Projects were developed as a direct result of community feedback and participation in the "AHSO Partnership Roundtables" that were held in 2025.	

Section 2.2 Impaired Driving

2.2 Impaired Driving

Program Area Goals	
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 157 (<u>25%</u> of total fatalities) in 2023 compared to 150 (24% of total fatalities) in 2022 with the National average at 30%. During FY25 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 13 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 2025. Some of these strategies included: • Adding additional local agencies to enforcement efforts via mini-STEPs • Increasing communication and training opportunities among DWI Courts and Judges • Utilizing DWI Court Judges to increase awareness and educate other Judges • Continued exploring options to hire a State Judicial Liaison • Sustaining a Court Monitoring Program In 2025 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 staff participated in gathering extensive data to assist in passing legislation related to Arkansas's Ignition Interlock Law and awarded six (6) Force Awards to individuals who made contributions to curb impaired driving within the state. Local agencies that participated in DSGPO mobilizations worked a total of 14,705 hours, not including ASP. National Winter DWI Mobilization - December 13, 2024 - January 1, 2025 State St. Patrick's Day DWI Mobilization - March 14 – 17, 2025 Regional 420 Campaign April 18 – 20, 2025 State July 4th Holiday DWI Mobilization - July 2 - 6, 2025 National Labor Day DWI Mobilization - August 15 - September 1, 2025	

Project Results (Impaired Driving)

Project:	STATEWIDE JUDICIAL TRAINING
Project Agreement #:	AL-2025-01-01-01
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. 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.	

Section 2.2 Impaired Driving

Project:	TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING
Project Agreement #:	AL-2025-02-02-01
Sub-recipient(s):	Criminal Justice Institute
As a primary goal, the Criminal Justice Institute (CJI), of the University of Arkansas System provided 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. 680 law enforcement officers completed the SFST/TOPS training in accordance with NHTSA's curriculum. In addition, 439 officers received SFST refresher training. 17 officers completed SFST/TOPS Instructor Development. 299 officers completed ARIDE training. One DRE refresher training was completed with 16 officers being recertified. 8 officers completed DRE Instructor Development.	

Project:	TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM Mass Media Campaigns
Project Agreement #:	AL-2025-03-03-01
Sub-recipient(s):	Arkansas Broadcasters Association
The Arkansas Broadcasters Association continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,114,019 for the Highway Safety Program. This represents a dollar return in donated airtime of over 14 times the contract amount of \$75,000.	

Project:	STATEWIDE PUBLIC INFORMATION AND EDUCATION Mass Media Campaigns
Project Agreement #:	AL-2025-05-05-02, B5PEM-2025-05-05-01
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 40)	

Project:	LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECT (STEP)
Project Agreement #:	AL-2025-06-06-00 through AL-2025-06-06-48
Sub-recipient(s):	Law Enforcement Agencies (See list of agencies on page 113)
43 local Selective Traffic Enforcement Projects (STEPs), which emphasized sustained enforcement of DWI/DUI laws, were conducted utilizing Section 402 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 FY25, 43 local STEPs participated in DWI overtime enforcement. There were 480 DWI/DUI arrests by local STEPs.	

Section 2.2 Impaired Driving

Project:	STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT
Project Agreement #:	AL-2025-07-07-01, M5HVE-2025-07-07-01
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 FY25. The ASP worked over 1,875 hours on DWI/DUI enforcement that resulted in 172 arrests.	

Project:	MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP) (Short-term, high visibility/ DWI/DUI enforcement-local)
Project Agreement #:	M5HVE-2025-08-08-00 through M5HVE-2025-08-08-99
Sub-recipient(s):	Local Law Enforcement Agencies (See list of agencies on page 117.)
There were a total of 62 local Mini-STEPs registered with executed agreements in FY 25 Data for Mini-STEP enforcement efforts is shown on page 121 These Mini-STEPs made 86 DWI arrests during the National Winter DWI Mobilization, the State St. Patrick’s Day DWI Mobilization, Regional 420 Campaign, the State July 4 th Holiday DWI Mobilization and the National Labor Day DWI Mobilization.	

Project:	BAC INTOXIMETER AND BLOOD TESTING TRAINING PROJECT
Project Agreement #:	B5BAC-2025-09-09-01
Sub-recipient(s):	Arkansas Department of Health – Office of Alcohol Testing (OAT)
Provided travel, meals, lodging and registration to send two (2) OAT representatives to the annual conference of the International Association for Chemical Testing (IACT) in Las Vegas, NV April 7-10, 2025. Provided travel, meals, lodging and registration to send two (2) representatives to the annual conference of the Association of Ignition Interlock Program Administrators (AIIPA) in Salt Lake City, UT May 18-20, 2025. Provided travel, meals, lodging and registration for six (6) representatives to the Intoximeters Users Group Meeting in Knoxville, TN September 8-11, 2025. Provided funding for a one (1) year maintenance agreement for the Agilent 7890B Gas Chromatography system which is used to analyze legal samples for alcohol in DWI cases. Provided travel, meals, lodging and registration for one (1) representative to attend the Intoximeters Maintenance class in St. Louis, MO February 16-19, 2025. Provided for the purchase of 100 tanks for use in the Intoximeter EC/IR II to be used by law enforcement agencies in Arkansas. Provided for a state AIIPA membership for OAT staff. Provided travel for one (1) OAT staff member to perform on-site visits to 5 of the 10 manufacturers whose ignition interlock device is approved for use in Arkansas. View work on fixing the devices, the calibration and quality assurance program and discuss common issues with technicians.	

Section 2.2 Impaired Driving

Project:	LAW ENFORCEMENT TRAINING ACADEMY BAT & SOBRIETY CHECKPOINT MOBILE TRAINING
Project Agreement #:	M5TR-2025-10-10-01
Sub-recipient(s):	Black River Technical College
The Mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, Support and Training Program with the Black River Technical College, Law Enforcement Training Academy in Pocahontas, Arkansas offered law enforcement officers throughout the State of Arkansas a four (4) hour Arkansas Law Enforcement Standards and Training (ARLEST) certified Sobriety Checkpoint Technician Course. This course trains and certifies officers to participate in sobriety checkpoints and patrol saturations by focusing on professional, safe and Constitutional operation of a sobriety checkpoint or patrol saturation during the lecture portion, and the use of BAT Mobile equipment during the practical portion. During FY25, the BAT Program staff certified two hundred fifteen (215) law enforcement officers with this course. The BAT Program also offered the twenty-four (24) hour NHTSA certified DWI Detection and Standardized Field Sobriety Testing (SFST) Course, and the eight (8) hour DWI Detection and Standardized Field Sobriety Testing Refresher Course to law enforcement officers throughout the state with 215 officers trained. The BAT Mobile was utilized in thirty-five (35) sobriety checkpoints and patrol saturations with various law enforcement agencies throughout Arkansas. The BAT Program staff spoke about impaired driving and demonstrated the capabilities of the BAT Mobile at eight (8) public school events and fifteen (15) public events in communities throughout the State of Arkansas.	

Project:	STATEWIDE LAW ENFORCEMENT LIAISONS (LEL)
Project Agreement #:	PT-2025-07-07-01
Sub-recipient(s):	AHSO
During FY24, the Law Enforcement Liaison (LEL) position remained vacant due to the retirement of the AHSO LEL in 2022. The AHSO filled the full time LEL position on January 6, 2025. Through the remainder of FY25, the LEL has been active within the state, visiting 65 of 75 counties in Arkansas. These visits were attempts to speak with local law enforcement agencies (LEA) leaders. The LEL attempted 279 contacts, while meeting with 183 LEA leaders in the state. These meetings included both STEP and non-STEP agencies, were meant to encourage LEA's and their leaders to support enforcement of traffic safety laws, while recruiting agencies who are not currently involved with STEP. The LEL was also active in helping develop the Arkansas Rural Traffic Safety (ARTS) program, as well as working to get a Roadside Oral Fluid Testing program introduced to the state.	

Project:	COURT MONITORING PROGRAM
Project Agreement #:	B5CS-2025-12-12-01
Sub-recipient(s):	Speak-Up About Drugs (SAD)
The Court Monitoring program followed DWI/DUI cases through the court process to 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 About Drugs (SAD) conducted this 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 actively recruited, trained, equipped and managed 15 Intern/Volunteer Court Monitors. The project identified and initiated court monitoring in 33 Arkansas counties. Program forms, databases and online resources support project implementation. The Court Monitor Leaders and volunteers participated in state trainings to raise awareness and distribute awareness materials. In addition, the project supported State Police/Highway Safety Office mobilizations and press events as appropriate. The project also facilitated meetings of the Arkansas Impaired Driving Task Force and awarded six (6) Force Awards for outstanding contributions to highway safety.	

Section 2.2 Impaired Driving

Project:	DWI COURTS
Project Agreement #:	B5CS-2025-13-13-00 through B5CS-2025-13-13-13
Sub-recipient(s):	See below
Arkansas has 13 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 and received funding for travel/training only. The HSO also provided funding for the continued training of Ten (10) DWI Courts: Benton Co., Clark Co., Craighead Co., Crawford Co., Faulkner Co., Pulaski Co., Sebastian Co., South Arkansas Co. and Van Buren Co., and Baxter Co.	

Project:	STATEWIDE IN CAR CAMERA AND VIDEO STORAGE SYSTEM
Project Agreement #:	AL-2025-14-14-01
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 2025: Expenditures/Purchases for the in-car camera system included: (50) Cellular Modem (50) Cellular Modem Antennae (50) HiFi Microphone Sets (50) HiFi Microphone Battery Packs 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.	

Project:	MOTOR VEHICLE CRASH TOXICOLOGY TESTING
Project Agreement #:	B5BAC-2025-15-15-01
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 FY25 to conduct testing in laboratories at Little Rock and Lowell, AR: • Drug standard kits (66) at a total cost of \$81,090 • Immunoassay kits (60) for a total cost of \$95,120 • Blood alcohol kits (1200) for a total cost of \$4,699 • Pipette performance Instrument at a total cost of \$1,938 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.	

Section 2.2 Impaired Driving

Project:	ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM MANAGEMENT
Project Agreement #:	AL-2025-17-17-01; M7*AL-2025-17-17-03
Sub-recipient(s):	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 (eGrants). The AHSO's eGrants was developed and is operated, and maintained through AGATE Software Inc.	

Project:	JUDICIAL OUTREACH LIAISON (JOL)
Project Agreement #:	B5CS-2025-18-18-01, Not Implemented in FY25
Sub-recipient(s):	Administrative Office of the Courts
In 2025, the AHSO continued to explore creating a position for and hiring a State Judicial Outreach Liaison (JOL) that would recruit new DWI courts as well as consult with existing DWI courts. It was determined that the most appropriate entity to manage this project would be the Administrative Office of the Courts (AOC) since they currently oversee the Drug Courts, however due to ongoing changes at AOC, implementation of this program will be pursued at a later date.	

Project:	RIDESHARE PROGRAM
Project Agreement #:	AL-2025-19-19-01
Sub-recipient(s):	N/A, Not Implemented in FY25
RideShare Programs are associated with decreasing impaired driving incidents. Research shows that when programs like Lyft and Uber enter a market, ride volumes increase, and DUI incidents decrease. 65% of riders use these services to find a rideshare driver when they are planning to drink alcohol or use another substance that could impair driving ability. After discussions with ARDOT, LYFT, and the Missouri Highway Safety Office it was determined that since Arkansas does not have a significant presence of either LYFT OR UBER in the state this project would not be as beneficial as we had thought. It was decided not to move forward with the project at this time but to hold it for future consideration.	

Section 2.3 Speed

2.3 Speed

Program Area Goals	
C-6 Speeding 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 22.8% of the total number of traffic-related fatalities (3,087) during the same time period. In 2021 Arkansas's speed fatalities were at 148 but decreasing slightly to 143 for 2022 and have decreased again to 117 for 2023. One hundred and six (106) Selective Traffic Enforcement Projects including 43 local (STEPS) and 62 Mini-STEPS law enforcement agencies and one statewide law enforcement agency (Arkansas State Police) were implemented during FY25. Additional emphasis was placed on speed violations throughout the year. As shown in the chart on page 125, there were a total of 10,916 speed citations and 35,807 speed warnings issued by the local STEPs and mini-STEPS. The ASP issued 9,731 speed citations and 11,768 speed warnings for the year. This is an increase from the previous year. During FY25, 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 Cats were piloted by existing STEPs in 2023-2025 in Benton, Johnson, and Washington counties to provide more data. Additional Black Cats were purchased and used to evaluate the effectiveness of speed corridors in Saline and Garland counties by providing additional data to assist with reducing speed fatalities during FY25. See chart showing Speeding Related Crashes in Arkansas by Counties for 2020-2024 on page 124. County specific data is not yet available for 2025.	

Project Results (Speeding)

Project:	SELECTIVE TRAFFIC ENFORCEMENT PROJECT (STEPS) High Visibility Enforcement
Project Agreement #:	SC-2025-01-01-00 through SC-2025-01-01-48
Sub-recipient(s):	Local Law Enforcement Agencies (See list of agencies on page 113)
Funding for selected cities and counties to conduct sustained selective traffic enforcement projects. Speed enforcement will be a vital component of these enforcement efforts. There were 44 Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police implemented during FY25. 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 17,953 speed citations and 36,697 speed warnings were issued in FY25 by local law enforcement agencies working STEP.	

Project:	STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT High Visibility Enforcement
Project Agreement #:	SC-2025-02-02-01 B8L*PT-2025-03-03-01 B8L*SC-2025-02-02-01
Sub-recipient(s):	Arkansas State Police (ASP)
The Arkansas State Police (ASP) provided sustained enforcement during FY25. The ASP issued a total of 9,731 speed citations and 11,768 speed warnings to facilitate detection and removal of speeding drivers from highways.	

Section 2.3 Speed

Project:	MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP) (Short-term, high visibility/ Speed enforcement-local)
Project Agreement #:	SC-2025-03-03-00 through SC-2025-03-03-99
Sub-recipient(s):	Local Law Enforcement Agencies (See list of agencies on page 117)
There were 62 local Mini-STEP projects in FY25. These Mini-STEPS issued 2,694 speed citations and 10,878 speed warnings. These projects participated in one HVE speed mobilization.	

Project:	STATEWIDE PUBLIC INFORMATION AND EDUCATION Public Information Supporting Enforcement
Project Agreement #:	SC-2025-04-04-01; PM-2025-04-04-01
Sub-recipient(s):	CJRW
Statewide public information and education to promote adherence to speed limits with particular focus on the national “Speeding Slows You Down” enforcement mobilization during the summer season. See Media Report page 86	

Project:	NEW GRANTS BASED ON COMMUNITY OUTREACH (SC)
Project Agreement #:	SC-2025-05-05-00
Sub-recipient(s):	N/A Not Implemented
New grants based on results of Community Outreach.	

Section 2.4 Distracted Driving

2.4 Distracted Driving

Program Area Goals													
C-12) Distracted Driving Fatalities													
Goal Statement: Reduce distracted driving fatalities to 16.9 (2022-2026) from a current safety level of 17.2 (2017-2021) by December 31, 2026.													
Program Area Results													
Distracted driving remains a growing and urgent concern across Arkansas, driven by increased reliance on mobile devices and in vehicle technology. Arkansas does not currently have a hands-free law. Statewide efforts have focused on strengthening awareness and enforcement of existing distracted driving regulations, particularly the “no texting” law. During FY25, the Arkansas Highway Safety Office continued its partnership with the Arkansas Department of Transportation to support public education campaigns including “Slow Down, Phone Down”, which reinforced safe driving behaviors to reduce mobile device use behind the wheel. AHSO also expanded distracted driving prevention programming for teens and young adults. The “Put on the B.R.A.K.E.S.” program held its first Arkansas events on July 19 and July 20 in Little Rock. A total of 169 individuals were trained, including 86 teens and 83 parents, strengthening family-based driver education and increasing awareness of impaired driving, distracted driving, speed management, hazard recognition, and safe vehicle control practices. Arkansas Children’s Hospital successfully completed the “Save a Life Tour” during the first semester of the FY25 and FY26 school years, delivering classroom education on the risks and consequences of distracted driving to students across participating schools. Additional planning included development of programming to further expand youth and community education. In FY25, the Teen Tours Society and AAA worked to develop a new statewide distracted driving prevention program to extend the reach of distracted driving prevention efforts throughout Arkansas. Families Against Distracted Driving also participated in planning discussions and is in the process of developing an application. Distracted driving emerged as a priority focus area for Arkansas colleges and universities following consistent survey feedback gathered through Public Participation and Engagement efforts, prompting institutions to begin developing campus-based initiatives to address distracted driving behaviors. During FY25, three campus project proposals were submitted by the Women’s Council on African American Affairs (WCAAA), including the Safety Ambassadors Program, the University of Arkansas at Pine Bluff’s Look Out for Lions initiative, and Arkansas Baptist College’s Brake for Buffaloes program. All three projects were approved for funding and are scheduled for implementation in FY26. AHSO continued collaborating with Arkansas Driver Services to spread traffic safety messages and increased funding for enforcement through STEP and Mini STEP agencies. Distracted driving citations have significantly increased, rising 71% since 2021.													
<table><tr><th>Year</th><th># of Distracted Driving Citations</th></tr><tr><td>FY21</td><td>547</td></tr><tr><td>FY22</td><td>1,026</td></tr><tr><td>FY23</td><td>1,240</td></tr><tr><td>FY24</td><td>1,214</td></tr><tr><td>FY25</td><td>1,212</td></tr></table>		Year	# of Distracted Driving Citations	FY21	547	FY22	1,026	FY23	1,240	FY24	1,214	FY25	1,212
Year	# of Distracted Driving Citations												
FY21	547												
FY22	1,026												
FY23	1,240												
FY24	1,214												
FY25	1,212												
Legislative efforts have led to stricter penalties for distracted driving, especially in school zones, work zones and for young drivers. New laws also impose additional fines for drivers involved in crashes while distracted, with more severe penalties for collisions causing serious injury or death. AHSO is hopeful that a hands-free law will be introduced during the next regular legislative session (2027) to improve enforcement and further reduce incidents.													

Section 2.4 Distracted Driving

Project Results (Distracted Driving)

Project:	STATEWIDE PUBLIC INFORMATION AND EDUCATION
Project Agreement #:	M8PE-2025-01-01-01 through M8PE-2025-01-01-02 B8APE-2025-01-01-01 B8LPE-2025-01-01-02
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. 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 page 71	

Project:	SLOW DOWN, PHONE DOWN
Project Agreement #:	M8PE-2025-01-01-03
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.	
Key platforms included: Digital Media: MobileFuse & YouTube Ads (English and Spanish Language), Twitch, Spotify, and Crunchyroll Social Media: Social posts, Meta Ads, Snapchat Ads, and Short-Form Video Ads (YouTube Shorts) Out of Home: Digital outdoor boards in high traffic areas across the state and transit ads (LR bus signs)	

Project:	LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS) (Short-term, high visibility/ sustained seat belt enforcement-local)
Project Agreement #:	M8DDLE-2025-02-02-00 through M8DDLE-2025-02-02-48
Sub-recipient(s):	Law Enforcement Agencies See list of agencies on page 113
There were 43 local sustained STEPS in FY25. These local STEPs issued 628 Distracted Driving Citations, not including ASP. These projects participated in two (1 state and 1 National) distracted driving mobilizations.	

Project:	STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEP) (High visibility/ sustained seat belt enforcement-local)
Project Agreement #:	M8DDLE-2025-03-03-01
Sub-recipient(s):	Arkansas State Police
Funding was provided for statewide selective distracted traffic enforcement through the Arkansas State Police. In FY25 they issued 371 Distracted Driving Citations. This project participated in two distracted driving mobilizations.	

Section 2.4 Distracted Driving

Project:	MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP) (Short-term, high visibility/ Distracted Driving enforcement-local)
Project Agreement #:	M8DDLE-2025-04-04-00 through M8DDLE-2025-04-04-93
Sub-recipient(s):	Local Law Enforcement Agencies See list of agencies on page 117
There were 62 local Mini-STEP projects in FY25. (List of agencies on page 117) These Mini-STEPs issued 213 distracted Driving Citations. These projects participated in two distracted driving mobilizations.	

Project:	TEEN DISTRACTED DRIVING
Project Agreement #:	M8PE-2025-05-05-01 _ Not Implemented
Sub-recipient(s):	Arkansas Children's Hospital (ACH)
This project was not implemented but two programs " <i>In an Instant</i> " and the " <i>Save A Life Tour</i> " were incorporated into their current "Teen Driving" grant to address the Distracted Driving issue. Arkansas Children's Hospital successfully included programming for "Save a Life Tour" and "In An Instant" during the first semester of both the FY25 and FY26 school years, delivering classroom education on the risks and consequences of distracted driving to students across participating schools.	

Project:	NEW GRANTS BASED ON COMMUNITY OUTREACH (Short-term, high visibility/ Distracted Driving enforcement-local)
Project Agreement #:	B8LX-2025-06-06-00 Not Implemented
Sub-recipient(s):	TBD
New grants in this area were developed as a direct result of documented community outreach findings, crash trend analysis, and stakeholder feedback identifying teen driver safety as a high priority need area.(See List on page 6) Data indicating elevated teen fatality rates in Central Arkansas and Northwest Arkansas, combined with community-level concerns informed the development of new programming.	

Section 2.5 Motorcycle Safety

2.5 Motorcycle Safety

Program Area Goals

C-7) Motorcyclists Fatalities

Program Area Goals
C-7) Motorcycle Fatalities
Goal Statement: Maintain Motorcycle fatalities at <u>75.4</u> (2022-2026) from 75.4 (2017-2021) by December 31, 2026.
C-8) Unhelmeted Motorcycle Fatalities
Goal Statement: Reduce unhelmeted motorcyclist fatalities 3% to <u>40.2</u> (2022-2026) from 41.4 (2017-2021) by December 31, 2026.
Program Area Results
During FY25, the Arkansas Highway Safety Office (AHSO) made progress in improving motorcycle safety across the state. One of the biggest steps forward was planning and organizing the Motorcycle Safety Round Table held on March 18, 2025. For the first time, all major motorcycle safety partners came together in one space including dealerships, motorcycle clubs, rally organizers, community leaders from high fatality counties, representatives from MSF, Alliance Sports Marketing, insurance companies, law enforcement, the Arkansas DMV, and the US Air Force. Bringing all these voices into one room allowed honest conversations about the challenges Arkansas faces, especially the high number of unhelmeted fatalities. The Round Table helped confirm what many partners already knew: Arkansas needs more structured support for riders. From that meeting came several important ideas, including beginning the framework for a statewide Motorcycle Training Program for Arkansas, exploring the formation of an independent Motorcycle Safety Task Force, and building the foundation for a Motorcycle Safety Speakers Bureau. Partners also identified topics suitable for ACHI Data Deep Dives and podcast discussions, along with renewed focus on promoting helmet use and protective gear. These efforts were strengthened by the data already collected showing 97 motorcycle fatalities in both 2021 and 2022, a decrease to 93 in 2023, and the critical fact that 62 percent of all motorcycle fatalities in 2024 involved unhelmeted riders. Throughout FY25, AHSO continued planning for targeted community conversations in cities and counties with the highest motorcycle fatality rates, and Alliance Highway Safety continued these conversations at local rallies and motorcycle events throughout the state, gathering real rider input through feedback surveys. This year also brought progress to establishing a new MSF Motorcycle Training School in Hot Springs through the Little Rock Moto Camp, with plans for the school to increase efforts in FY26 and FY27 and grow the number of certified rider coaches available across the state. In addition, the non-profit organization “Sharing Love Outreach”, stepped in to help establish a new task force that will support continued progress in FY26 and FY27. FY25 was a great year of collaboration, planning, and momentum. AHSO united partners across the state, listened to community concerns, and laid the foundation for new motorcycle safety initiatives that will continue strengthening Arkansas’ safety efforts in the years to come. See Motorcycle Registration Information on page 126 AHSO continued to partner with the Arkansas Department of Finance and Administration (DF&A) to include envelope stuffers in license renewal notices. These notices provided information on the law and requirements for motorcycle endorsements and registration.

Section 2.5 Motorcycle Safety

Project Results (Motorcycle Safety)

Project:	MOTORIST AWARENESS CAMPAIGN
Project Agreement #:	MC-2025-01-01-01, M9MA-2025-00-00-00, PM-2025-01-01-02
Sub-recipient(s):	CJRW
Provided funding for advertising for the “Look Twice for Motorcycles” and “Take 2 for Arkansas” campaigns to include broadcast, cable, radio, and online advertising to include educational pamphlets, 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 page 82.	

Project:	MOTORCYCLIST AWARENESS OUTREACH CAMPAIGN *
Project Agreement #:	MC-2025-02-02-01
Sub-recipient(s):	CJRW
During FY25, Alliance Highway Safety, in partnership with the Arkansas Highway Safety Office (AHSO), implemented a coordinated statewide motorcycle and teen driver safety outreach campaign that delivered hands-on education to 5,385 Arkansans and generated 181,027 documented impressions across 13 major activations in seven high-fatality counties including Pulaski, Sebastian, Faulkner, Craighead, Benton, Ouachita, and Stone. Alliance staff were on-site to raise awareness by engaging riders, drivers, and families with the Look Twice for Motorcycles message at motorcycle rallies, community festivals, bike nights, and teen driver events. Outreach emphasized motorcycle visibility, impaired-riding prevention, helmet use, and defensive driving behaviors through motorcycle simulators, Fatal Vision Goggles and Walk-the-Line activities, interactive highway safety messaging, inflatable motorcycle displays, Look Twice yard sign distribution, rider surveys, and safety pledges. Collectively, these efforts increased community awareness of motorcycle crash risks, strengthened commitments to sober and defensive riding, and extended safety messaging beyond event sites through widespread take-home materials.	

Alliance Event Activity

Date	Event	Location	County	Attendance	Impressions
Nov 19, 2024	Teen Driving ROADeo	North Little Rock	Pulaski	75	20,276
May 2–3, 2025	Steele Horse Rally	Fort Smith	Sebastian	200	130,000
May 17, 2025	Downed Biker Rally	Conway	Faulkner	100	12,697
June 12, 2025	Jonesboro Bike Night	Jonesboro	Craighead	50	4,387
June 13–14, 2025	Summer Fun Run	Rogers	Benton	100	3,291
June 20–21, 2025	Ozark Mountain Rumble	Rogers	Benton	150	2,048
July 19, 2025	Holly Springs Poker Run	Camden	Ouachita	60	8,442
Aug 15–16, 2025	Mountains, Music & Motorcycles	Mountain View	Stone	400	9,602
Aug 28–30, 2025	Eagle Wings Rendezvous	Fort Smith	Sebastian	225	1,162
Sept 12–13, 2025	Ladies in Leather Rally	Rogers	Benton	1,800	2,619

Totals: 13 activations • 7 counties • 3,160 participants • 194,524 impressions

Section 2.5 Motorcycle Safety

Project:	MOTORCYCLE PROGRAM MANAGEMENT
Project Agreement #:	MC-2025-03-03-01 through MC-2025-03-03-03
Sub-recipient(s):	Arkansas State Police – Arkansas Highway Safety Office
This task will provide program management for projects within the Motorcycle Safety Program area, proper administration of projects through program planning, oversight/monitoring, evaluation, coordination, staff education and development. It will provide materials essential for program development and management and cover MC personnel, travel, and operational costs.	

Section 2.6 Young Driver Safety

2.6 Young Driver Safety

Program Area Goals
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes
<i>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)</i>
Program Area Results
FY2025 Safer Teen Driving ROADeo Community Events Summary
In FY2025, the Arkansas Highway Safety Office expanded Safer Teen Driving ROADeo community engagement efforts across Garland County, Saline County, and Pulaski County through a series of large-scale and community-based teen driving safety events. These events delivered comprehensive education on Teen Driving, Arkansas Graduated Driver Licensing law, seat belt use, pedestrian safety, bicyclist safety, distracted and impaired driving prevention, and motorcycle awareness. February 15, 2025: Mini Teen Driving ROADeo Hot Springs, Garland County Union Baptist Church 21 total participants 21 registration surveys and 18 post surveys completed July 16, 2025: Teen Driving ROADeo (Next Gen Conference) Benton, Saline County Benton Event Center 449 total participants 208 pre surveys completed Post surveys were not collected due to extreme heat and the fast-paced schedule August 23, 2025: Teen and Family Safety Driving Education Event North Little Rock area, Pulaski County 97 total participants 94 surveys completed A total of 567 teens, parents, and community members participated in FY2025 Teen Driving ROADeo and teen driving safety education events. Participants received hands-on instruction on teen driving laws, observing safe speeds, seat belt use, pedestrian and bicyclist safety, distracted and impaired driving risks, motorcycle awareness, and real-world decision-making skills. Educational sessions were designed for both teens and parents to encourage shared responsibility and long-term safe driving behaviors. The success of FY2025 Teen Driving ROADeo programming reflects strong and growing community commitment across Garland, Saline, and Pulaski Counties. “Building Bridges, Mending Fences” served as a key partner by helping coordinate hands-on training, youth engagement, and community outreach. Additional partners included schools, law enforcement agencies, faith-based organizations, and safety advocates working together to ensure high quality programming and survey participation. Partnerships continue to strengthen with “Teen Tours Society, Inc.”, which will be expanding statewide teen driving education and prevention efforts beginning in FY26. The Department of Human Services Office of Substance Abuse and Mental Health “Partnership for Success” and the Arkansas Office of Drug Director have expressed an interest in incorporating Teen Driving “ROADeos” into their regional “Next Gen Youth” initiatives statewide, reinforcing the long-term sustainability and expansion of teen driver safety education across Arkansas.

Section 2.6 Young Driver Safety

Project:	TEEN DRIVER SAFETY PROJECT
Project Agreement #:	OP-2025-11-11-01, TSP-2025-01-01-01
Sub-recipient(s):	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 Arkansas Children's Hospital (ACH) Teen Driver Program conducted a project to implement "In One Instant" programming. This program addressed critical areas of traffic safety education for teens. The project was able to recruit 22 schools throughout the five public health regions educating 1,251 students and school officials. Reconnecting with State DMVs, the project was able to share educational materials with 134 teens and parents when testing for Learner's Permit.	

Project:	SAVE A LIFE TOUR (TEEN DRIVERS)
Project Agreement #:	TSP-2025-02-02-01
Sub-recipient(s):	Arkansas Children's
The program specifically places emphasis on the following driving situations: • Driver Experience – young drivers and driver behavior based on maturity • Improper Driver Behavior – careless driving habits- speeding, turn signal use • Safety Restraints – proper seat belt usage • Impaired Driving – alcohol usage, controlled substance, drowsiness • Distracted Driving – cell phones, passenger activities • Motorcycle – awareness, operation Arkansas Children's through a partnership with Save A Life Tour implemented programming in 14 schools.	

Project:	TEEN DRIVING ROADEO
Project Agreement #:	TSP-2025-03-03-01
Sub-recipient(s):	N/A Not Funded in FY25, implemented by AHSO Staff in partnership with community partners
The success of FY2025 Teen Driving ROADEo programming reflects strong and growing community commitment across Garland, Saline, and Pulaski Counties. "Building Bridges, Mending Fences" served as a key partner by helping coordinate hands-on training, youth engagement, and community outreach. Additional partners included schools, law enforcement agencies, faith-based organizations, and safety advocates working together to ensure high quality programming and survey participation. Partnerships continue to strengthen with "Teen Tours Society, Inc.", which will be expanding statewide teen driving education and prevention efforts beginning in FY26. The Department of Human Services Office of Substance Abuse and Mental Health "Partnership for Success" and the Arkansas Office of Drug Director have expressed an interest in incorporating Teen Driving "ROADEos" into their regional "Next Gen Youth" initiatives statewide, reinforcing the long-term sustainability and expansion of teen driver safety education across Arkansas.	

Project:	B.R.A.K.E.S. PROGRAM FOR TEENS
Project Agreement #:	TSP-2025-04-04-01
Sub-recipient(s):	B.R.A.K.E.S. Inc.
On July 19–20, 2025, the Arkansas Highway Safety Office (AHSO) partnered with "Put on the B.R.A.K.E.S to host a two-day Teen Pro-Active Driving School at War Memorial Stadium in Little Rock. This free, hands-on training provided advanced defensive-driving instruction designed to reduce teen crash risk and improve emergency response skills. B.R.A.K.E.S expanded access to high-impact teen driver safety training in a high-risk area and supported AHSO's priority to reduce fatal and serious injury crashes among young drivers. Building on the success in FY25, B.R.A.K.E.S. has submitted a FY26 funding proposal to expand programming to two additional service areas Central Arkansas and Northwest Arkansas, which represent regions with the highest rates of teen driver fatalities in the state.	

Section 2.6 Young Driver Safety

Project:	HBCU “SAFETY AMBASSADOR” PROJECT
Project Agreement #:	TSP-2025-05-05-01
Sub-recipient(s):	Arkansas Historically Black Colleges and Universities, Not Implemented in FY25

These projects were not implemented in 2025 but New Highway Safety Projects based on Public Participation & Engagement efforts and the AHSO Partnership RoundTable were developed and have been approved for 2026.

Section 2.7 Pedestrian/Bicycle Safety

2.7 Pedestrian/Bicycle Safety

Program Area Goals
C-10) Pedestrian Fatalities
Goal Statement: <i>Maintain pedestrian fatalities at 66.2 (2022-2026) from 66.2 (2017-2021) by December 31, 2026.</i>
C-11) Bicyclist Fatalities
Goal Statement: <i>Maintain bicyclist fatalities at 5.4 (2022-2026) from 5.4 (2017-2021) by December 31, 2026</i>
Program Area Results
Pedestrian and bicyclist safety remained a critical focus for the AHSO during FY25 due to continued concerns related to vulnerable road user fatalities and serious injuries across the state. Feedback gathered through Public Participation and Engagement efforts, the Fair Share Forum, the ACHI Data Deep Dive, and campus and community surveys continued to identify pedestrian and bicycle crashes as a major area of concern, particularly in Central and Southeast Arkansas and in communities and college campuses serving African American and Hispanic males. These findings reinforced the need for targeted, focused interventions and campus centered programming. Throughout FY25, the AHSO continued working with law enforcement agencies and SHSP stakeholders statewide to promote pedestrian and bicyclist safety through coordinated enforcement and education strategies. Agencies in high fatality and serious injury areas were encouraged to increase pedestrian and bicyclist enforcement, while educational outreach emphasized pedestrian right of way laws, safe walking behaviors, bicyclist visibility, and motorist yielding responsibilities. Pedestrians and bicyclists were reminded of their responsibilities under Arkansas traffic laws, while motorists were educated on safe speeds, passing and crosswalk yielding practices. Statewide coordination efforts also expanded significantly. On June 3, 2025, the AHSO worked with LaneShift, Inc. and CJRW to host the Northwest Arkansas Vulnerable Road User Summit, bringing together safety partners, planners, engineers, educators, and community leaders to align statewide pedestrian, bicyclist, and motorcycle safety strategies. Feedback from this summit directly informed new campus and community project development. As a result of Public Participation and Engagement feedback, Fair Share Forum findings, and the New Partnership Round Table, AHSO expanded a new generation of pedestrian and bicyclist focused programs across colleges, universities, K–12 schools, and community partners. New FY25–FY26 funded pedestrian and bicyclist safety projects include: • UAPB “Look for Lions” Safe Across Program • Arkansas Baptist College “Brake for Buffalos” Safe Across Program • WCAAA “Safety Ambassadors Program” • WCAAA “Drive Aware”: Teen Driver Safety Project • U of A – “Co Safe” Program • U of A – “In Their Shoes” • Big Brothers Big Sisters “Teen Driving” Program Engineering supported walk audits, lighting upgrades, signage improvements, reflective treatments, and crosswalk visibility enhancements were prioritized around campuses and high-risk community corridors. Survey feedback continues to guide placement of these projects to ensure resources are directed to the highest need locations.

Section 2.7 Pedestrian/Bicycle Safety

Program Area Results (Pedestrian/Bicyclist)

Project:	STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E)
Project Agreement #:	PS-2025-01-01-01
Sub-recipient(s):	CJRW
Develop public information and educational materials promoting pedestrian and bicycle safety. (See Media Report page 91)	

Project:	PEDESTRIAN/BICYCLIST PUBLIC AWARENESS CAMPAIGN
Project Agreement #:	PS-2025-02-02-01 Not Implemented
Sub-recipient(s):	ARDOT
Media 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). This project was not implemented due to the ongoing restructuring and reorganization at ARDOT.	

Project:	PEDESTRIAN AND BICYCLE SAFETY PROJECT
Project Agreement #:	PS-2025-03-03-01 Not Implemented
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 that would employ activities in the schools and colleges of selected counties to provide education and awareness on pedestrian and bicyclist safety issues. This project was not implemented due to the ongoing re-structuring and re-organization efforts at ACH. Several non-profit organizations assisted with the implementation of 2025 events targeting this area and some have applied for funding in FY26 to continue this project.	

Project:	Vulnerable Road Users (VRU) Safety Summit
Project Agreement #:	PS-2025-04-04-01
Sub-recipient(s):	CJRW
Through ongoing listening sessions, forums, and roundtable discussions, AHSO heard directly from students, families, riders, and community leaders about the real safety challenges they face every day. Feedback from the Vulnerable Road User (VRU) efforts, the Fair Share Forum, and the New Partnership Round Table revealed shared concerns such as unsafe crossings, poor lighting, speeding, impaired driving, limited youth involvement, and gaps in pedestrian, campus, and motorcycle safety. As a direct result, AHSO approved and funded the FY25 Northwest Arkansas Vulnerable Road User (VRU) Safety Summit with Laneshift, Inc., received new project proposals and plans to fund new community-driven programs in FY26.	

Section 2.7 Pedestrian/Bicycle Safety

Project:	Pedestrian Safety Program Management
Project Agreement #:	PS-2025-05-05-01
Sub-recipient(s):	Arkansas State Police – Arkansas Highway Safety Office
This task will provide program management for projects within the Pedestrian Safety Program area, proper administration of projects through program planning, oversight/monitoring, evaluation, coordination, staff education and development. It will provide materials essential for program development and management and cover PS personnel, travel, and operational costs. It will also assist with the development of contract agreements and other forms related to planning, programming, monitoring and evaluating projects.	

Project:	NON-MOTORIZED TRAFFIC SAFETY EDUCATION (PS)
Project Agreement #:	BGPE-2025-06-06-01
Sub-recipient(s):	CJRW
Public education and information campaigns based on non-motorized traffic safety. (see Media Report on page 91)	

Project:	SAFE ACROSS PROGRAM
Project Agreement #:	PS-2025-07-07-01
Sub-recipient(s):	N/A Not Implemented in FY25 scheduled to start in FY26
Safe Across is a pedestrian safety initiative that pairs specialty signage with educational messages to train drivers to recognize cross walks and yield for pedestrians. The various elements of Safe Across aim to normalize courteous behavior and promote pedestrian-friendly communities.	

Project:	ASPHALT ART
Project Agreement #:	PS-2025-08-08-01
Sub-recipient(s):	N/A Not Implemented in FY25 scheduled to start in FY26
These projects were not implemented in 2025 but were part of ongoing planning by college campuses and non-profits who submitted proposals that have been approved for 2026 programming efforts. These projects include planning and preparation to implement “Asphalt Art” projects.	

Project:	NEW GRANTS BASED ON COMMUNITY OUTREACH (PS)
Project Agreement #:	PS-2025-09-09-01
Sub-recipient(s):	N/A Not Implemented in FY25
New Grants based on results of Community Outreach.	

Project:	LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS)
Project Agreement #:	PS-2025-10-10-00
Sub-recipient(s):	N/A Not Implemented in FY25
This aspect of STEP was not implemented during 2025. The AHSO LEL worked with several agencies to explore the possibility of piloting this program on a limited scale. Planning is underway in 2026 to deploy officers in high risk locations to focus on pedestrian/bicycle enforcement and education.	

Section 2.8 Traffic Records

2.8 Traffic Records

Program Area Goals
Traffic Records
<i>Goal Statement: Increase number of Law Enforcement Agencies using eCrash System to 310 in FY25</i>
<i>Goal Statement: Increase number of courts using Contexte/eCrash/eCite to 190 in FY25</i>
Program Area Results/Strategic Goals Achieved
Timeliness: - Increased number of agencies submitting crashes and citations using eCrash and eCite. 309 agencies are using eCrash as of September 30, 2025 an additional 11 in training (320 total) in FY25 - Represents 99.53% of all crash submissions in the state in FY25. 241 local law enforcement agencies have been trained on eCite as of September 30, 2025. - The court system is working toward 100% of courts to be online using Contexte/eCrash/eCite in 2026 as they continue to transition to the online system. - AHSO Traffic Records continues to stay current with crash report data entry for the agencies still using paper records. - 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. - ARDOT's 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 88.2% 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 is currently approved at MMUCC 4th edition level. Upgrade in process to bring the eCrash system in line with MMUCC 6th 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 Management 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 began mid-2025.

Section 2.8 Traffic Records

Accessibility:

In FY24 the AHSO also applied for and was awarded a SEDC Grant. This grant will provide over 8 million dollars in funding to update Arkansas eCrash equipment and software to improve the processing time and accuracy of crash reports, increase reliability and improve the quality of crash reports.

Project Results (Traffic Records)

Project:	eCRASH PROGRAM OPERATIONS
Project Agreement #:	TR-2025-01-01 through TR-2025-01-02
Sub-recipient(s):	Arkansas State Police -AHSO and University of Arkansas
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 operation of the TARS by the ASP HSO including data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work.	

Project:	eCRASH/eCITE/LAW ENFORCEMENT TRAINING PROJECT
Project Agreement #:	TR-2025-02-02-01
Sub-recipient(s):	Arkansas State Police Not Implemented
Provided for the acquisition of computer hardware, software, and peripherals needed for TARS improvements	

Project:	ELECTRONIC TRAFFIC CRASH RECORD ENTRY SYSTEM PROJECT (eCRASH)
Project Agreement #:	M3DA-2025-03-03-01; M8*TR-2025-03-03-23; B8A*TR-2025-03-03-23
Sub-recipient(s):	ASP, Harrisburg Police Department
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, 2025, 309 local agencies and the Arkansas State Police are actively submitting crash reports.	

Project:	EMS DATA INJURY SURVEILLANCE CONTINUATION PROJECT
Project Agreement #:	TR-2025-04-04-01, M3DA-2025-04-04-01
Sub-recipient(s):	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 a number of EMS systems. Attendance at conferences such as NASEMSO, NEMSIS, 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:	

Section 2.8 Traffic Records

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.

Project:	ELECTRONIC CITATION SYSTEM
Project Agreement #:	M3DA-2025-05-05-01
Sub-recipient(s):	Arkansas State Police, Local Law Enforcement Agencies
The Arkansas State Police continued progress during 2025 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. 241 local law enforcement agencies have been trained and 235 are currently “live” as of September 30, 2025.	

Project:	TRAFFIC RECORDS PROFESSIONAL DEVELOPMENT
Project Agreement #:	TR-2025-06-06-01
Sub-recipient(s):	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 2025. Traffic Records Forum July 6-9, 2025.	

Project:	CRASH RECONSTRUCTION
Project Agreement #:	TR-2025-06-06-02
Sub-recipient(s):	Arkansas State Police
Provided specialized training and equipment for nine (9) law enforcement professionals to conduct crash investigations and reconstruction training courses and provided equipment including a Bosch Crash Data Retrieval (CDR) Kit costing approximately \$35,466.07 and supplies for crash reconstruction activities statewide to improve the quality of the data in the crash report. The Crash Reconstruction Team provided high quality crash reports for all fatal motor vehicle crashes in the state of Arkansas resulting in improved accuracy and completeness of fatal crash data. Equipment purchases complied with the Buy America Act.	

Project:	TRAFFIC RECORDS PROGRAM MANAGEMENT
Project Agreement #:	TR-2025-07-07-01 through 03; M7*TR-07-07-03
Sub-recipient(s):	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.	

Section 2.9 Roadway Safety

2.9 Roadway Safety

Program Area Goals
C-13) Roadside Fatalities
Goal Statement: Maintain roadside fatalities at 3.2 (2022-2026) from a current safety level of 3.2 (2017-2021) by December 31, 2026.

Project Results (Roadway Safety)

Project:	PROFESSIONAL DEVELOPMENT
Project Agreement #:	RS-2025-01-01-01
Sub-recipient(s):	Arkansas Department of Transportation (ARDOT)
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. - Andrew Warren, Staff Engineer for Traffic Safety, attended the 2025 AASHTO Safety Summit and Peer Exchange hosted by the Committee on Safety on October 15 through October 17, 2024 in Houston, TX. - Andrew Warren, Staff Engineer for the Traffic Safety Section, attended the Transportation Research Board (TRB) Annual Meeting in Washington, D.C., from January 5 - 9, 2025.	

Project:	MOVE OVER LAW (PI&E)
Project Agreement #:	M12BPE-2025-02-02-01
Sub-recipient(s):	CJRW
Public information and educational campaign and materials were developed promoting the "Move Over" Law and the safety of individuals and vehicles stopped on the roadside. A press event was conducted in partnership with AAA and ARDOT on July 1st for the "Slow Down, Move Over" campaign. Some brochures were developed and planning conducted for FY26.	

Project:	AHSO PUBLIC AWARENESS SURVEY
Project Agreement #:	RS-2025-01-03-03
Sub-recipient(s):	University of Arkansas at Little Rock, Survey Research Center
The 2024 Safety Awareness Survey was conducted between August 11th, 2024, and October 2nd, 2024. The survey was finalized in August 2025. A total of 3,100 paper surveys were mailed to Arkansas residents, aiming for a representative sample across gender, race, and ethnicity. Approximately 495 surveys were completed and returned, resulting in a response rate of 15.97%. Overall, the demographics of the respondents across the defined areas closely mirrored that of the Arkansas population. 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 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.	

Section 2.9 Roadway Safety

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. 22.3% 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 8.3% 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 in 2018, but in 2024 that percentage dropped to 10% (32% 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) See survey conclusions on page 127.

Section 2.10 Planning and Administration

2.10 Planning and Administration

Program Area Goals
• 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 FY25, 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 25 P&A expenditures equaled 6% percent of total 402 expenditures and were matched 53 percent with State funds.

Project:	PLANNING AND ADMINISTRATION
Project Agreement #:	PA-2025-01-01-01 thru PA-2025-01-01-03
Sub-recipient(s):	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: <i>Salaries and Benefits</i> - Full-time positions fulfilling management, fiscal, and clerical support functions; <i>Travel and Subsistence</i> - Travel and subsistence costs for management and fiscal support personnel; and <i>Operating Expenses</i> - Overall operation of the Highway Safety Program.	

Section 3.1 Summary

Section 3 – Paid Media Report

3.1 Summary

In FY2025, 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, pedestrian/bicycle safety, 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 13 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”

- October Enforcement Mobilization
- April Enforcement Mobilization

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

- May Awareness Mobilization

Speed Prevention – “Speeding Slows You Down”

- July Enforcement Campaign

Pedestrian/Biking Safety – “Fourth Wall”

- October Pedestrian/Bike Safety Month Mobilization

Pedestrian/Biking Safety – “Extreme Safety”

- August State Pedestrian/Bike Safety Mobilization

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.

Section 3.2 Alcohol & Other Drug

3.2 Alcohol & Other Drug

December 2024 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 \$208,171 with an added value received in bonus ads of \$60,974.

Enforcement Period

Enforcement was carried out from December 13, 2024, to January 1, 2025

Advertising Period

Paid advertising ran from December 11, 2024, to January 1, 2025 (22 days)

Working Paid Media Budget

\$210,000

Target Audience Profiles

- **Primary Audiences** - Educated 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** - Raised awareness and influenced 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
- Pine Bluff
- 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 supporting efforts to reduce alcohol-impaired driving incidents among 18-34-year-old males in Arkansas. Within each medium, we implemented the tactics detailed below.

Section 3.2 Alcohol & Other Drug

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. Given the abundance of premium sporting events airing during our flight period and our focus on reaching a male audience, we allocated the majority of the weight to sports programming, where TV viewing is typically live.
- **Daypart mix:** Local News – 30%
Prime/Sports – 60%
Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, FOX
- **Recommended Broadcast Programming:** NFL, NBA, College Football Bowl Games, NCAA Basketball, Nate Bargatze Nashville Christmas, Tonight Show with Jimmy Fallon, Survivor Finale, NBA on Christmas Day, NYE Live: Nashville's Big Bash
 - Sports is one of the few genres consistently viewed live, offering a valuable opportunity to deliver a message about the dangers of impaired driving to a highly engaged male audience.
 - 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.

- In order to best reach the target audience, cable networks that catered to males 18-34 will be selected according to current MRI data.
- Examples of such networks included ESPN, ESPN2, SEC Network, Comedy Central, Cartoon Network (Adult Swim), AMC, Paramount and FX, which are popular among this age group for their sports programming, comedic content, and compelling series.
- 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 adult 18-34 demographic each month.
- **Primary Formats:** Country, Sports, Contemporary Hit Radio, and Urban
- **Dayparts:**

Section 3.2 Alcohol & Other Drug

- 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 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:** Live reads created 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.
 - **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across Cumulus's five 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.
 - Radio listening leads 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 demographic. 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 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 utilized to reach relevant audiences based on their recent mobile footprint (e.g. bars, breweries, liquor stores, etc.). This approach allowed us to connect with our target audience while they are out socializing, delivering the *Drive Sober* message at the most opportune times.
 - We also integrated third-party data targeting and app usage targeting to engage gamers and sports/fantasy football app users to add an additional layer of reach to deliver the impaired driving message to our target audiences.
 - A minimum of 1.2 million impressions was 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 were increasingly consuming content through streaming services and connected devices. Leichtman Research Group found that 88% of U.S. households owned at least one internet-connected TV device. Among those aged 18-34, 63% watch video on a TV via a connected device daily, making this age group the most frequent users of CTV technology. With streaming TV, the *Drive Sober* message was delivered to our target when they were streaming videos and movies or playing video games via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming

Section 3.2 Alcohol & Other Drug

providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. Additionally, our strategy involved utilizing Effectv's premium On Demand streaming across Spanish-language networks to engage our secondary target, Hispanic males 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 impaired driving display ads on the target audience's laptop or mobile device after it was viewed on the big screen. A minimum of 470,000 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 remained strong which is the ideal environment for the *Drive Sober* message to reach drivers when they were behind the wheel.
 - We recommended SXM's cross-publisher product which 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 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** resonated strongly with our young male audience. 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 650,000 impressions was 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 projected to deliver during the campaign.
- **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 315,000 impressions.
- **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.

Digital outdoor boards generated mass reach 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 and reminded them of the consequences that result from driving under the influence of alcohol.
- Digital billboards allowed for more flexibility of message and do not require a production fee, which would be cost-prohibitive for a short-term campaign.

Section 3.2 Alcohol & Other Drug

- Placed strategically located billboards along key highways and thoroughfares across Arkansas including Little Rock, North Little Rock, Benton, Hot Springs, Pine Bluff, Cabot, Northwest Arkansas, and Jonesboro.
- The ten selected boards generated over 7.1 million impressions in a three-week period.

Budget Summary

By Medium:

Drive Sober or Get Pulled Over - \$208,171 total paid media budget

Television: \$40,350 (19 percent)
 Cable: \$19,658 (9 percent)
 Radio: \$45,120 (22 percent)
 Other Radio: \$24,288 (12 percent)
 Digital: \$61,655 (30 percent)
 Out-of-Home: \$17,100 (8 percent)

Total: 100%

By Market

Actual Expenditures - \$208,171

Little Rock: \$37,437
 Fort Smith/Fayetteville: \$27,497
 Jonesboro: \$10,052
 Texarkana: \$9,815
 Hot Springs: \$3,750
 El Dorado: \$3,220
 Conway: \$1,541
 Delta Region: \$2,325
 Pine Bluff: \$660
 Hispanic: \$12,301
 Statewide Digital: \$61,655
 Statewide Radio: \$7,200
 Radio Endorsements: \$13,619
 Out-of-Home: \$17,100

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$116.07	\$19.69	\$35.96
Fayetteville/Ft. Smith	\$82.00	\$13.43	\$23.00
Jonesboro	\$39.00	\$3.10	\$13.00
Texarkana	N/A	\$5.51	\$28.00
Hot Springs	N/A	\$3.03	\$13.00
El Dorado	N/A	\$10.08	N/A
Conway	N/A	\$2.44	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Section 3.2 Alcohol & Other Drug

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	521	296	2.0	131.3	64.6%
Ft Smith/Fayette.	43	742	2.2	138.0	64.4%
Jonesboro	309	313	2.4	158.3	66.8%
Texarkana	435	270	N/A	N/A	N/A
Conway	176	179	N/A	N/A	N/A
El Dorado	118	96	N/A	N/A	N/A
Hot Springs	218	218	N/A	N/A	N/A
Pine Bluff	230	230	N/A	N/A	N/A
Hispanic	109	120	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	310	298	8.4	368.9	43.8%
Ft. Smith	250	267	5.6	275.0	49.3%
Fayetteville	298	259	7.8	226.5	28.5%
Jonesboro	134	113	5.6	228.8	41.1%
Texarkana	192	146	6.4	277.8	44.1%
El Dorado	162	0	N/A	N/A	N/A
Hot Springs	149	133	8.9	230.5	26.1%
Conway	70	70	N/A	N/A	N/A
Delta Region	38	38	N/A	N/A	N/A
Statewide Radio	300	0	N/A	N/A	N/A
Hispanic	292	239	N/A	N/A	N/A

Earned Media Report - \$318,707

Media Relations

A news release concerning the Holiday DSOGPO mobilization was distributed to news media statewide resulting in 27 newspaper clippings with an ad equivalency of \$35,207.

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

December 11, 2024 - January 1, 2025

Section 3.2 Alcohol & Other Drug

Holiday DSOGPO Campaign

Summary

- Meta Ads reached 638,000 users
- YouTube Ads generated 663,000 impressions

The December Holiday DSOGPO campaign ran from December 11th, 2024 to January 1st, 2025 across Meta, and YouTube targeting males between the ages of 21 and 34. The ads that ran on YouTube ads accumulated 663,000 impressions and 79 ad clicks. The YouTube ad campaign also had a cost per 1,000 impressions of \$4.46. The top counties for impressions were Pulaski, Benton, and Crawford.

The ads that ran on Meta reached 638,000 users and produced 1,357 clicks. With the cost per 1,000 people reached averaging \$4.63. The Video ad gained the most impressions at 795,708 with a CPM of \$2.74. While the Static ad had a CPM of \$2.81 generating 277,684 impressions.

2025 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.

Mobilization Dates

- March 14 – March 17, 2025

Advertising Period

- March 10 – March 17, 2025 (7 days)

Working Paid Media Budget

- \$25,000

Target Audience

- **Men 18-34:** Raised awareness and educated audience on the danger and consequences of impaired driving.

Geography

- Statewide: CJRW will 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

Section 3.2 Alcohol & Other Drug

- Hot Springs

Media Strategy and Campaign Details

- Alcohol plays a big role in holiday celebrations, and St. Patrick's Day is no exception. This campaign was designed to remind people of the serious risks of driving under the influence and encouraging them to make a safer choice. With just a one-week window and a limited budget, CJRW recommended a strategic mix of live radio endorsements, traffic reports, and digital out-of-home advertising. **Radio and outdoor media effectively reached people on the move and combining them ensured a strong balance of audio and visual messaging for maximum impact.**

Broadcast Radio Advertising: Live Endorsements

- **The reach of radio is strong across all adult age groups. Nielsen found that 87% of our target demographic (Adults 18-34) listens to radio each month.** CJRW partnered with popular local radio personalities statewide to maximize reach and awareness. Live endorsements were a powerful way to engage listeners, not only increasing exposure but also reinforcing the message through trusted figures. Additionally, CJRW encouraged DJs to extend the Drive Sober message across their social media platforms for greater impact.
- CJRW leveraged Nielsen Audio ratings data to identify the top stations reaching the target audience in the primary markets.

Broadcast Radio Advertising: Traffic Reports

- CJRW recommended sponsoring traffic reports on eleven Little Rock radio stations, with a :15 second Drive Sober message airing during morning and afternoon commutes. This ensured high visibility at peak listening times.
- This medium reached people in their cars --- a high-risk time for drunk driving, making it a powerful tool to remind drivers and passengers of the dangers and consequences of impaired driving.

Digital Out of Home

- **Digital Billboards provided widespread exposure and are among the most cost-efficient media options available.** They are highly visible and reached a broad audience, serving as a strong reminder to drivers of the consequences of driving under the influence.
- Digital billboards eliminated production costs, making them an affordable and effective choice for a short-term campaign.
- CJRW focused placement on major highways around Little Rock, North Little Rock, Benton, Hot Springs, Pine Bluff, Cabot, Russellville, Jacksonville, Springdale, and Jonesboro
- The fifteen selected boards generated over 3.3 million impressions in one week.

Media Weight Levels (7-day period)

- **Radio**
 - 40 Live Reads in Little Rock
 - 22-24 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**

Section 3.2 Alcohol & Other Drug

Radio: 60% (\$15,039)

Outdoor: 40% (\$9,900)

Total: 100%

○ **By Market:**

Little Rock: \$4,524

Fort Smith: \$607

Fayetteville: \$1,035

Texarkana: \$598

Jonesboro: \$518

Hot Springs: \$816

Statewide Radio: \$375

Statewide Traffic Reports: \$6,567

Statewide Outdoor: \$9,900

Total Estimated Budget: \$24,939

Earned Media Report - \$206,148

Media Relations

A news release concerning the St. Patrick's Day DSOGPO mobilization was distributed to news media statewide resulting in 14 newspaper clippings with an ad equivalency of \$17,148.

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 Report

March 10, 2025 - March 17, 2025

AHSO -2025 - St. Patrick's Day

Summary

- Meta Ads reached 380,000 users
- YouTube Ads generated 320,000 impressions

The March Distracted Driving campaign ran from March 10, 2025, to March 17th, 2025, across Meta and YouTube, targeting males between the ages of 21 and 34. The ads that ran on YouTube ads accumulated 320,052 impressions and 13 ad clicks. The YouTube ad campaign also had a cost per 1,000 impressions of \$3.62. The top counties for impressions were Pulaski, Washington, and White.

The ads that ran on Meta reached 379,654 users and produced 599 clicks. The cost per 1,000 people reached was \$3.06. The Static ad gained the most impressions, at 224,909, with a CPM of \$2.98. The Video ad had a CPM of \$2.95, generating 166,919 impressions.

Section 3.2 Alcohol & Other Drug

2025 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.

Enforcement Dates

- April 18 – April 20, 2025

Advertising Period

- April 14 – April 20, 2025 (7 days)

Working Paid Media Budget

- \$25,000

Target Audience

- **Men 18-34** – Increased awareness of the risks and consequences associated with drug-impaired driving.

Geography

- Statewide campaign targeting major metropolitan areas to maximize reach and impact.
- **Primary Markets:**
 - Little Rock
 - Fayetteville
 - Fort Smith
 - Jonesboro
 - Texarkana
 - Hot Springs

Media Strategy and Campaign Details

- April 20th, or 420, is often linked to marijuana use and is recognized by some as a day of celebration. While medicinal cannabis is legal in Arkansas, driving under its influence is still against the law. With a short campaign window and limited budget, the best strategy was a smart mix of live radio endorsements, traffic report sponsorships, and digital outdoor ads. Radio and outdoor advertising worked well together to reach people on the move, using both sound and visuals to make sure the message stuck.

Broadcast Radio Advertising: Live Endorsements

- **Live Radio Reads for Impact** – Live endorsements from trusted radio personalities delivered a personal, credible message that resonated with listeners, making the campaign message more memorable.
- **Reaching Drivers in Real Time** – Radio is a go-to medium for people on the road, ensuring the campaign reached drivers at key decision-making moments, reinforcing the dangers of impaired driving when it mattered most.

Broadcast Radio Advertising: Sponsored Traffic Reports

Section 3.2 Alcohol & Other Drug

- Placed :15-second drug-impaired driving messages alongside traffic reports on 11 Little Rock radio stations ensured high-frequency exposure during peak drive times. This strategic placement reached a large, engaged audience when they were actively thinking about road safety.

Digital Out of Home

- High-Impact, Cost-Effective Awareness** – Digital billboards delivered widespread visibility, reaching drivers and passengers in key locations without production costs, making them a budget-friendly choice for a short-term campaign.
- Strategic Highway Placement** – Positioned along major highways in high-traffic areas, these billboards served as constant, in-the-moment reminders of the dangers and consequences of drug-impaired driving, reinforcing the campaign message with strong visuals. Generating over 3 million impressions in just one week, digital outdoor was perfect for a short-term, high-impact campaign.

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 - \$24,981**
 - Radio: \$15,203 (60 percent)
 - Digital Outdoor: \$9,524 (40 percent)
 - Total: 100%**
- **By Market:**
 - Little Rock: \$4,524
 - Fort Smith: \$591
 - Fayetteville: \$1,035
 - Texarkana: \$598
 - Jonesboro: \$518
 - Hot Springs: \$816
 - Statewide Radio: \$7,000
 - Digital Outdoor: \$9,900

Earned Media - \$103,479

Media Relations

A news release concerning the April “Drive High. Get a DWI.” mobilization was distributed to news media statewide resulting in 12 newspaper clippings with an ad equivalency of \$8,979.

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

Section 3.2 Alcohol & Other Drug

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 20th Report

April 14, 2025 - April 20, 2025

[AHSO Report Link](#)

Summary

- Meta Ads reached 399,000 users
- YouTube Ads generated 170,000 impressions

The April Drugged Driving campaign ran from April 14, 2025, to April 20th, 2025, across Meta and YouTube, targeting men between 18 and 34. The ads that ran on YouTube accumulated 170,073 impressions and 44 ad clicks. The YouTube ad campaign also had a cost per 1,000 impressions of \$6.82. The top counties for impressions were Pulaski, Faulkner, and Washington.

The ads that ran on Meta reached 399,181 users and produced 4,998 clicks. The cost per 1,000 people reached was \$2.91. The Static ad gained the most impressions, at 357,161, with a CPM of \$2.79. The Video ad had a CPM of \$2.81, generating 54,327 impressions.

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.

2025 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 \$96,260 and an additional amount of \$29,674 in bonus advertising.

Enforcement Period

- July 2 – July 6, 2025

Advertising Period

- June 30 – July 6, 2025 (7 days)

Working Paid Media Budget

- \$100,000

Target Audiences

- **Primary:** 21–34-year-old males – Alcohol & Drug -Impaired driving

Section 3.2 Alcohol & Other Drug

- **Secondary:** 35–54-year-old males – Motorcycle drivers

Geography

- Focused media spending on Arkansas’ major metropolitan areas to reach as many people as possible and build strong awareness across the state.

Primary Markets

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

Secondary Markets

- Conway
- Delta Region

Media Strategies & Tactics

This short-term initiative aimed to discourage impaired driving – especially among men ages 21 to 34 – by reminding them that it’s not just illegal, it’s a serious risk to everyone on the road. With seven days to make an impact, **this media strategy focused on high-frequency messaging through digital, radio, cable, and outdoor channels throughout Arkansas.** Each platform carried out specific, targeted tactics outlined below.

Cable TV

Cable TV offered strong targeting, making it ideal for delivering the Drive Sober or Get Pulled Over message on high-engagement sports and entertainment networks. It was also flexible and cost-effective.

Radio

To effectively deliver the Drive Sober or Get Pulled Over message, **CJRW used on-air media as a cost-efficient way to reach drivers with the campaign message while they’re behind the wheel.** In the key metro areas above, media buys were guided by Nielsen Audio ratings to effectively target men ages 21-34. Peak drive Sponsorship of traffic reports on Little Rock stations during times further reinforced the message.

Digital

CJRW recommended a digital strategy focused on connecting with young adults where they spent the most time – online. According to the Nielsen Total Audience Report, adults in the target audience spent nearly five hours a day on smartphones and over an hour on TV-connected devices. These habits offered a strong opportunity to deliver the Drive Sober message across multiple digital touchpoints. The following tactics were designed to maximize reach and impact with this highly engaged audience.

- **MobileFuse** allowed for precise targeting across national websites, mobile sites, and apps within Arkansas, including custom segments like “car owners.” By prioritizing video and display ads in a mobile-first approach, we maximized the visibility and impact of the Drive Sober or Get Pulled Over message on the devices this audience engaged with most. Additionally, CJRW recommended incorporating third-party data to target motorcycle owners & frequent drivers for increased engagement.
- **Connected TV** ownership was still on the rise, with 15% of households now owning at least one device, making it a valuable platform for delivering the campaign message as viewers stream content in key counties. CJRW recommended ad placements on Hulu, Premion, and Comcast, using demographic and geographic targeting to maximize relevance. Premion’s retargeting capabilities

Section 3.2 Alcohol & Other Drug

extended the campaign's reach by re-engaging viewers on mobile devices after their initial CTV exposure.

- Leveraged **Vevo's** premium music video platform to connect with younger audiences in a trusted, brand-safe environment. This placement ensured the Drive Sober message resonated through content they actively engaged with and valued.
- **Digital Audio** remained a powerful channel, with 75% of US adults listening weekly, especially in-car, making it ideal for delivering the Drive Sober or Get Pulled Over message to drivers. Using SXM's cross-publisher platform and Spotify, the campaign reached the target audience during their favorite music and shows, keeping the message top of mind when it mattered most.
- The Drive Sober message was featured across **ESPN's connected TV platform**, complemented by live streaming video and high-impact display ads. These ads were geo-targeted to Arkansas, ensuring the campaign reached sports enthusiasts in a brand-safe, highly relevant environment.

Out-of-Home

- **Digital Billboards** provided cost-efficient, high-frequency reach with no production fees and flexible messaging, making them perfect for short-term campaigns. They effectively engaged drivers, delivering the Drive Sober message with strong visual impact on the road.

Budget Summary

- **By Medium**
Cable: \$12,235 (13%)
Radio: \$16,308 (17%)
Other Radio: \$6,365.98 (7%)
Digital: \$44,746 (46%)
OOH: \$16,606 (17%)

Total: 100%

- **By Market:**
Little Rock: \$8,532
Fort Smith/Fayetteville: \$8,021
Jonesboro: \$1,948
Texarkana: \$4,022
Hot Springs: \$1,418
El Dorado: \$2,140
Conway: \$520
Hispanic: \$4,121
Statewide Digital: \$44,746
Out-of-Home: \$16,606
Statewide Radio: \$4,187

Total Estimated Budget: \$96,260

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$56.68	\$39.46
Ft. Smith/Fayette.	N/A	\$6.39	\$24.95

Section 3.2 Alcohol & Other Drug

Jonesboro	N/A	\$3.94	\$14.17
Texarkana	N/A	\$3.94	\$29.76
Hot Springs	N/A	\$4.20	\$12.26
Conway	N/A	\$3.00	N/A
El Dorado	N/A	\$10.67	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	239	268	N/A	N/A	N/A
Ft Smith/Fayette.	412	210	N/A	N/A	N/A
Jonesboro	254	127	N/A	N/A	N/A
Texarkana	236	239	N/A	N/A	N/A
Conway	118	120	N/A	N/A	N/A
El Dorado	127	132	N/A	N/A	N/A
Hot Springs	102	51	N/A	N/A	N/A
Hispanic	42	42	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	191	230	3.4	152.6	30.8%
Ft. Smith	187	208	3.2	125.6	41.8%
Fayetteville	200	198	3.6	100.0	16.7%
Jonesboro	114	114	2.3	102.1	45.4%
Texarkana	136	132	3.6	100.2	28.1%
El Dorado	66	66	N/A	N/A	N/A
Hot Springs	96	116	3.5	98.2	20.2%
Conway	20	22	N/A	N/A	N/A
Delta Region	22	22	N/A	N/A	N/A
Statewide Radio	161	44	N/A	N/A	N/A
Hispanic	208	208	N/A	N/A	N/A

Earned Media Report - \$170,083

Media Relations

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 31 newspaper clippings with an ad equivalency of \$75,583.

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

Section 3.2 Alcohol & Other Drug

June 30, 2025 - July 6, 2025

[AHSO Report Link](#)

Summary

- Meta Ads reached 334,000 users
- YouTube Ads generated 243,000 impressions

The 2025 Drive Sober or Get Pulled Over Summer campaign ran from June 30, 2025, to June 6, 2025, across Meta and YouTube, targeting Males in Arkansas ages 21-34. The ads that ran on YouTube accumulated 243,477 impressions and 53 ad clicks. The YouTube ad campaign also had a cost per 1,000 impressions of \$4.76. The top counties for impressions were Baxter, Pulaski, Benton, and Craighead.

The ads that ran on Meta reached 333,804 users and produced 1,539 clicks. The cost per 1,000 people reached was \$3.48. The Static ad gained the most impressions, at 254,630, with a CPM of \$3.28. The Video ad had a CPM of \$3.34, generating 97,319 impressions.

2025 Labor Day Impaired Driving Mobilization Drive Sober or Get Pulled Over

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 \$323,511 with bonus television, cable, online and radio ads totaling \$77,583.

Enforcement Period

- August 15 – September 1, 2025

Advertising Period

- August 13 – September 1, 2025

Working Paid Media Budget

- \$325,000

Target Audience

- **Primary:** 21-34-year-old-males – Alcohol & Drug-Impaired Driving
- **Secondary:** 35-54-year-old males – Motorcycle drivers

Geography

- Focus media spend on Arkansas' metropolitan areas to reach as many people as possible while building strong awareness statewide.

Primary Markets

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

Secondary Markets

- Conway
- Pine Bluff

Section 3.2 Alcohol & Other Drug

- Delta Region

Media Strategies & Tactics

To help reduce alcohol and drug impaired driving incidents in Arkansas, we recommended using a strategic mix of traditional and digital media. In today's rapidly evolving media landscape, connecting with our target audiences meant meeting them where they were with messaging that resonated. This integrated approach ensured impaired driving messages were delivered effectively across multiple platforms. The following tactics were designed to support that strategy within each medium.

Broadcast TV

CJRW recommended using Broadcast TV to reach a broad audience across Arkansas, with a focus on our target demographic. Ads aired in high-profile content like news, prime time, and especially live sports including football season kickoffs which effectively reached our male audience. Spots also ran on the Spanish-language network Univision to engage Hispanic male viewers. All placements were guided by Nielsen ratings to ensure strong performance and visibility.

Cable TV

Cable TV provided strong targeting capabilities, making it a great fit for delivering the Drive Sober or Get Pulled Over message on high-engagement sports and entertainment networks. It also offered the flexibility and cost-efficiency needed to maximize reach within budget.

Radio

Radio remained a key channel for this campaign, as much of its consumption happens while people were behind the wheel – making it an ideal moment to deliver impaired driving messages.

- Targeted metro areas like Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado buys were guided by Nielsen Audio ratings.
- Live DJ endorsements (9 personalities) added authenticity and social reach.
- Sponsorship of traffic reports ran on 11 Little Rock stations to reinforce messaging during high-traffic times.
- Spanish-language radio ran in six key counties, with a heavier weekend rotation to align with peak Hispanic listenership.
- **Razorback Sports Network Game Day Broadcast** – One :30 spot and a live mention aired in-game during the 9/6 game at War Memorial.
- **“On the Air with Sam Pittman” Live Show** – Two :30 spots ran during the Wednesday night radio show, further engaging statewide sports fans.

Digital

The digital portion of the plan was crafted to increase the visibility of impaired driving messages across the platforms where our target audience was most active. According to recent Nielsen Audience Report data, adults aged 18-34 average 4 hours and 45 minutes of daily smartphone use, with an additional 1 hour and 22 minutes spent on TV-connected devices. Based on this, we've outlined targeted digital strategies below to effectively reach and engage this high-risk, high-engagement demographic.

- **MobileFuse** helped reach males 18-34 by serving pre-roll and display ads across high-traffic mobile websites and apps, using behavioral, contextual, and 3rd-party data to target key audiences like bar-goers, gamers, cannabis consumers, and motorcycle enthusiasts.
- **Streaming TV:** The campaign delivered impaired driving messages across platforms like Hulu, Roku, Apple TV, and gaming consoles using demographic and geographic targeting.
 - Included targeted buys for cannabis users, male motorcycle owners 35-54, and Hispanic males 18-34 via Comcast Spanish-language On Demand.
 - Premion's OTT retargeting extended reach to mobile devices after streaming views.

Section 3.2 Alcohol & Other Drug

- **Vevo:** Premium music video placements delivered strong impressions to the hard-to-reach younger audience in a brand-safe, high-engagement environment.
- **Digital Audio & Podcasts:** Streaming audio continued to grow, with 75% of U.S. adults listening weekly. CJRW recommended targeting males 18-34, Hispanic listeners, and motorcycle enthusiasts using Spotify and SiriusXM's cross-publisher network (Pandora, SoundCloud, TuneIn, etc.). Podcast placements in specific genres helped engage Millennial and Gen Z males where they were most active.
- **ESPN:** CTV, live streaming, and display ads ran across ESPN's platform, geo-targeted to Arkansas sports fans in a brand-safe, high-impact environment.
- Purchased **Homepage Banners** on top-rated sports sites as well as on the official athletic site for the **Arkansas Razorbacks** as football season kicked off to reinforce the impaired driving message.
- **Hispanic Websites:** Spanish-language display, video, and social ads ran on high-traffic local sites like LatinoTVAR.com, TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

Out-of-Home

- **Digital Billboards** provided cost-efficient, high-frequency reach with no production fees and flexible messaging, making them perfect for short-term campaigns. They effectively engaged drivers, delivering the Drive Sober message with strong visual impact on the road.
- **College Football Signage** - On September 6th, the Arkansas Razorbacks played Arkansas State University for the first time at War Memorial Stadium in Little Rock. The impaired driving message were displayed on the giant videoboard a minimum of five times during replays.

Sports Marketing

- **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: \$35,505 (11%)
Cable: \$28,723 (9%)
Radio: \$42,783 (13%)
Other Radio: \$42,758 (13%)
Hispanic: \$11,548 (4%)
Digital: \$107,388 (33%)
Out-of-Home: \$34,218 (11%)
Sports Marketing: \$20,588 (6%)
Total: 100%
- **By Market:**
Little Rock: \$46,735
Fort Smith/Fayetteville: \$31,454
Jonesboro: \$10,050
Texarkana: \$9,726
Hot Springs: \$3,622
El Dorado: \$4,042
Conway: \$537
Pine Bluff: \$844
Hispanic: \$11,548

Section 3.2 Alcohol & Other Drug

Statewide Radio: \$42,758

Statewide Digital: \$107,388

Out-of-Home: \$34,218

Sports Marketing: \$20,588

Total Estimated Budget: \$323,511

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$125.05	\$53.58	\$40.83
Ft. Smith/Fayetteville	\$91.91	\$16.37	\$26.16
Jonesboro	\$73.90	\$1	\$14.23
Texarkana	No broadcast TV	\$4.84	\$29.89
Hot Springs	No broadcast TV	\$1.24	\$12.23
El Dorado	No broadcast TV	\$4.67	N/A
Hispanic	N/A	N/A	N/A

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	602	602	2.7	151.9	55.3%
Ft. Smith/Fayette	546	546	2.6	123.6	47.7%
Jonesboro	1347	1347	2.2	75.1	33.6%
Texarkana	617	620	N/A	N/A	N/A
El Dorado	222	222	N/A	N/A	N/A
Hot Springs	724	724	N/A	N/A	N/A
Conway	360	360	N/A	N/A	N/A
Pine Bluff	669	669	N/A	N/A	N/A
Hispanic	140	140	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	587	587	10.7	579.2	52.4%
Ft. Smith	556	556	7.7	351.1	46.3%
Fayetteville	756	756	7.3	298.0	40.9%
Jonesboro	240	240	6.7	360.6	53.4%
Texarkana	153	153	7.6	349.9	45.9%
El Dorado	224	336	N/A	N/A	N/A
Hot Springs	232	232	7.1	282.2	37.9%
Delta Region	114	114	N/A	N/A	N/A
Statewide	929	164	N/A	N/A	N/A
Conway	92	92	N/A	N/A	N/A
Hispanic	699	699	N/A	N/A	N/A

Earned Media Report – \$309,987

The 2025 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 25 newspaper clippings and with a total ad equivalency of \$26,487.

Partnership with the Arkansas State Highway and Transportation Department

Section 3.2 Alcohol & Other Drug

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

August 15, 2025 - September 1, 2025

[AHSO Report Link](#)

Summary

- YouTube Ads generated 652,00 impressions
- Meta Ads reached 957,000 users
- Snapchat gained 703,000 impressions

The 2025 AHSO Labor Day DSOGPO Safety campaign ran from August 15, 2025, to September 1, 2025, across Meta, YouTube, and Snapchat, targeting adults between 21-65 and up. The ads that ran on YouTube accumulated 652,028 impressions and 189 ad clicks. The YouTube ad campaign also had a cost per 1,000 impressions of \$6.13. The top counties for impressions were Pulaski, Benton, and Washington.

Ads ran on Meta from August 15, 2025, to September 1, 2025, reaching 719,818 users and generating 2,534 clicks. The cost per 1,000 people reached was \$4.18. The static ad gained the most impressions, at 782,244, with a CPM of \$4.14. The video ad had a CPM of \$3.26, generating 232,794 impressions.

Ads ran on Snapchat from August 15, 2025, to September 1, 2025, resulting in 702,677 impressions and 1,207 clicks. The cost per 1,000 people reached was \$3.31. The static ad gained the most impressions, at 360,593, with a CPM of \$3.12. The Video ad had a CPM of \$3.55, generating 342,084 impressions.

Section 3.3 Occupant Protection

3.3 Occupant Protection

Thanksgiving 2024 Occupant Protection Mobilization Media Report Click It or Ticket

Paid Media Report

Summary

Supporting the national Thanksgiving 2024 Click It or Ticket mobilization period, November 18 – December 1, 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 \$97,846 for a two-week schedule of previously produced radio, print and digital. The bonus ads received totaled an additional \$28,194 in airtime.

Enforcement Period

- Enforcement was carried out from November 25 to December 1, 2024

Advertising Period

- Paid advertising ran from November 18 to December 1 (two weeks)

Working Paid Media Budget

- \$100,000

Target Audiences

- Primary Audiences – Raised awareness and encouraged segment to always wear a seat belt especially at night
 - 18–34-year-old males
- Secondary Audience – Increased awareness and influenced segment to consistently buckle up
 - Hispanic males, 18-34 years of age

Geography

- Statewide awareness campaign was focused on maximizing reach in Arkansas’s major metropolitan areas to engage the largest number of residents. Additional efforts were made to strengthen public awareness in regions with lower seatbelt usage, including Cleburne, Howard and Jefferson Counties.

Primary Markets

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

Secondary Markets

- Conway
- Helena/West Helena (Delta Region)
- Howard County

Section 3.3 Occupant Protection

- Cleburne County
- Jefferson County

Media Strategies and Tactics

With a short campaign window of two weeks, the primary media strategy was to quickly establish reach and 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-platform media mix, consisting of electronic media, to deliver the *Click It or Ticket* message effectively and efficiently. Within each medium, we implemented the tactics detailed below.

Cable Television

Achieved greater frequency of the *Click It or Ticket* message by placing cable support in all metro markets in Arkansas.

- In order 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*.
- Examples of such networks include ESPN, ESPN2, 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** and **ESPN Deportes** networks (available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the occupant protection message.

Hispanic TV

Purchased spots on the leading Spanish-language network - Univision - in the Little Rock and Ft. Smith/Fayetteville DMAs, with a primary focus on sports programming, to effectively reach our secondary target audience of Hispanics. ^[1]_{SEP}

Radio delivered the *Click It or Ticket* message to our target audience on their most listened-to stations, reaching them directly while they were in their cars. This approach served as a powerful tool to address both drivers and passengers in real-time, encouraging them to buckle up.

- **Primary Formats:** Urban, Country, Contemporary Hit Radio, Sports, and Adult Contemporary
- **Dayparts:** Morning Drive: 6 am - 10 am
Midday: 10 am - 3 pm
Afternoon Drive: 3 pm - 7 pm
Evening: 7 pm - 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.
- Purchased local radio in Nashville, Heber Springs and Pine Bluff to strengthen seatbelt awareness in Howard, Cleburne and Jefferson Counties, where usage rates remain low.
- 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.

Section 3.3 Occupant Protection

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 spent more time than any other age group with smartphones, at four hours and 49 minutes per day. They also spent an average of almost two hours per day (13:25 per week) watching content on TV-connected devices. Specific digital strategies we recommended are detailed below:

- **MobileFuse's** programmatic solution leverages AI and data-driven algorithms to target specific audiences in real time. MobileFuse delivered *Click It or Ticket* ads across national websites, mobile sites, and apps, all geographically targeted to Arkansas and demographically focused on males aged 18-34. The 18- to 34-year-old demographic showed a strong interest in gaming, with over 17% participating multiple times each week. In this group, 59% of men and 41% of women play video games. To tap into this interest, MobileFuse included gaming apps and websites to connect the messaging to their passions. App Affinity targeting also focused on users of fantasy sports apps like Bleacher Report, ESPN, Twitch, and Barstool Sports, providing extended reach for the occupant protection message. The campaign was projected to deliver over 435,000 impressions.
- **Streaming 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 leading streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. Additionally, we purchased Effectv's premium streaming inventory to reach our primary audience of males 18-34. This approach leveraged the increasing consumption of streaming services among our target demographic. Over the course of the campaign, we anticipated delivering a minimum of 350,000 streaming impressions.
- **Digital Audio** space is rapidly growing and plays a key role in the media mix. According to the 2023 Infinite Dial report, 75% of U.S. adults listen to online audio weekly, with strong in-car consumption - an ideal setting for delivering the *Click It or Ticket* message to drivers.
 - We recommended SXM's cross-publisher product, which provided access to premium inventory on Pandora, SiriusXM, TuneIn, SoundCloud, and more. The Streaming Everywhere platform targeted males 18-34 and Hispanics 18-34 in Arkansas, delivering *Click It or Ticket* audio spots to a captive audience throughout the day.
 - **Podcasts** resonated strongly with Millennial and Gen Z audiences. Notably, genres such as comedy, sports, entertainment and technology have emerged as highly engaging among these audience segments. We included these podcast genres on the streaming audio buy.
 - Over 390,000 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 and LatinoTVAR.com to reach the Hispanic community digitally.

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

- Digital outdoor boards serve as prominent, high-reach platforms designed to engage a wide audience in transit. These strategically placed *Click It or Ticket* messages reinforced the importance of seatbelt safety, reminding both drivers and passengers to buckle up every time they are on the road.
- With digital boards, there were no production fees which would be cost-prohibitive for a short-term campaign.

Section 3.3 Occupant Protection

- Placed strategically located billboards along key highways and thoroughfares across Arkansas, with targeted placements around Cleburne, Howard and Jefferson Counties.
- The fourteen selected boards generated over 5.6 million total impressions.

Media Budget Allocation: To achieve our communications goals and deliver the general, 18 - 34-year-old male target, the budget spent, \$97,846 was allocated as follows:

- Television \$4,620 (5 percent)
- Cable Television \$16,764 (17 percent)
- Radio \$30,067 (31 percent)
- Other Radio \$4,704 (5 percent)
- Digital \$25,931 (26 percent)
- Out-of-Home \$15,760 (16 percent)

By Market:

Click It or Ticket Actual Expenditures **\$97,846**

- Little Rock \$13,644
- Fort Smith /Fayetteville \$11,768
- Jonesboro \$ 3,814
- Texarkana \$ 7,826
- El Dorado \$ 3,165
- Conway \$ 1,278
- Heber Springs \$ 1,747
- Hot Springs \$ 1,974
- Pine Bluff \$ 570
- Hispanic \$ 7,936
- Statewide Digital \$25,931
- Out-of-Home \$15,760
- Other Radio \$ 2,433

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$27.58	\$24.79
Fayetteville/Ft. Smith	N/A	\$15.13	\$22.85
Jonesboro	N/A	\$4.60	\$14.05
Texarkana	N/A	\$5.18	\$29.54
Hot Springs	N/A	\$4.47	\$13.14
El Dorado	N/A	\$5.35	N/A
Conway	N/A	\$2.40	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	438	124	N/A	N/A	N/A

Section 3.3 Occupant Protection

Ft Smith/Fayette.	133	705	N/A	N/A	N/A
Jonesboro	215	240	N/A	N/A	N/A
Texarkana	165	165	N/A	N/A	N/A
Conway	248	124	N/A	N/A	N/A
El Dorado	170	22	N/A	N/A	N/A
Heber Springs	177	199	N/A	N/A	N/A
Hot Springs	0	0	N/A	N/A	N/A
Hispanic	56	56	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	180	85	5.8	271.2	46.9%
Ft. Smith	207	103	4.7	203	43.3%
Fayetteville	208	93	4.5	154	34.7%
Jonesboro	89	57	4.2	201	47.7%
Texarkana	128	81	5.1	206	41.1%
El Dorado	108	0	N/A	N/A	N/A
Delta Region	28	20	N/A	N/A	N/A
Conway	42	21	N/A	N/A	N/A
Hot Springs	72	56	5.4	150	28.0%
Pine Bluff	40	21	N/A	N/A	N/A
Howard County	96	48	N/A	N/A	N/A
Cleburne County	53	504	N/A	N/A	N/A
Hispanic	187	102	N/A	N/A	N/A

Earned Media - \$292,915

Media Relations

A news release concerning the Thanksgiving Click It or Ticket mobilization was distributed to news media statewide resulting in 19 newspaper clippings with an ad equivalency of \$9,415.

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

November 18 - December 1, 2024

Distracted Driving November

Section 3.3 Occupant Protection

Summary

- Meta Ads reached 441,000 users
- YouTube Ads generated 263,000 users

The November Thanksgiving CIOT campaign ran from November 18th to the 1st of December across Meta and YouTube. The ad that ran on YouTube accumulated 263,000 impressions and 40 ad clicks. The YouTube ad campaign also had a cost per 1,000 of \$7.49. The majority of impressions came from users in the 45-54 age range.

The ad that ran on Meta reached 441,000 users and produced 1,534 clicks. With the cost per 1,000 people reached averaging \$4.47. The Static ad gained 592,650 user impressions with a CPM of \$3.33.

Overall, the campaign performed well gaining a total of 704,000 impressions across both channels.

Memorial Day May 2025 Occupant Protection Mobilization Click It or Ticket

Paid Media Report

Summary

Supporting the May 2025 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 \$341,245 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 \$81,898 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Enforcement Period

- May 19 – June 1, 2025

Advertising Period

- May 12 – June 1, 2025

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/Latino 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.

Section 3.3 Occupant Protection

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 & Tactics

The Click It or Ticket campaign aimed to raise awareness about the risks of riding unbelted and support national enforcement efforts. **The media strategy was to rapidly build reach and frequency across the state using an integrated approach that blended traditional and digital platforms.** Particular attention was paid to rural areas with low seat belt use and to demographics with disproportionately high unrestrained fatalities, such as Black/African American and Hispanic/Latino populations. Media weight was adjusted to prioritize markets with unrestrained fatality rates at or above the national average. Within each channel, targeted tactics were deployed to ensure efficient message delivery and increased campaign impact.

Broadcast TV

CJRW recommended running spots on Broadcast TV. This tactic helped the campaign reach a wide audience across Arkansas, especially our target audience, by placing ads in high-profile content like sports, news, and prime time shows. Sports programming was especially effective for delivering seat belt safety messages to engaged male viewers. Ads ran mostly during news, prime time, sports, and late-night shows on major networks. **Spanish-language network, Univision,** was used to reach Hispanic male viewers. Media buys were guided by Nielsen ratings to ensure ads appear where they had the most impact.

Cable TV

Cable TV allowed the campaign to target specific audiences more precisely, helping the Click It or Ticket message reach key groups like men 18-34. By advertising on popular cable networks with strong sports and entertainment content, we reinforced seat belt safety in places viewers were highly engaged. It also offered flexibility and cost-efficiency to extend campaign reach beyond broadcast.

Radio

CJRW recommended radio as a cost-effective way to reach drivers where the message was most relevant – behind the wheel. In metro areas like **Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado,** buys were guided by Nielsen Audio ratings to target men 18-34. To extend reach into rural communities with STEP projects and seat belt surveys, CJRW recommended supplementing metro buys with direct placements on five local stations covering **Carroll, Cleburne, Faulkner, Howard, and Union counties.** Additional tactics included **live DJ endorsements** to add credibility and social amplification, **traffic**

Section 3.3 Occupant Protection

report sponsorships on eleven Little Rock stations during peak drive times, and **Spanish-language radio** in six key counties with a weekend-heavy schedule to reach Hispanic audiences when listening was highest.

Digital

Reaching the 18-34 age group through their most-used platforms allowed us to deliver the “Click It or Ticket” message where they were most engaged – on smartphones and TV-connected devices. With targeted ads on social media, streaming services, and mobile apps, we ensured the message resonated and motivated action in a highly effective and measurable way. Specific digital strategies we recommended are detailed below.

- **MobileFuse** enabled us to target national websites, mobile sites, and apps specifically in Arkansas, including additional segments like “car owners” for precise targeting. By focusing on video and display ads with a mobile-heavy strategy, we effectively maximized the impact and awareness of the “Click It or Ticket” message on the devices this audience used most.
- **Streaming TV:** Connected TV ownership continued to grow, with 15% of households now having at least one CTV, according to a recent report from GWI Research. The campaign message reached the target audience in specific counties as they streamed TV shows, videos, and movies.
 - CJRW recommended placing ads on Hulu, Premion, and Xfinity, with demographic and geographic targeting to effectively reach our audience. Premion’s retargeting platform extended campaign impact by delivering the message on mobile devices and tablets after initial exposure on CTVs.
- **Vevo** is the world’s largest premium music video platform. It allowed us to reach a younger, hard-to-reach audience in a brand-safe, high-engagement environment. The campaign delivered over 220,000 impressions alongside top music content to boost awareness of the occupant protection message.
- **Digital Audio** continued to grow as a key channel, with 75% of US adults listening weekly and strong in-car usage, making it ideal for delivering the Click It or Ticket message when drivers were most receptive. Using SXM’s cross-publisher platform and Spotify, the campaign reached males and Hispanics 18-34 in Arkansas with safety reminders delivered during their favorite music and shows, keeping the message top of mind when it mattered most.
- **ESPN:** CJRW recommended securing premium ad placements across major sporting events like the NBA Playoffs, Stanley Cup, Preakness Stakes, PGA tournaments, and MLB games, aligning with the campaign timeline. Utilizing ESPN’s CTV platform live streaming, and high-impact display units, the Click It or Ticket message was delivered to Arkansas sports fans in a brand-safe, high-engagement environment.
- **Hispanic Websites:** Click It or Ticket banners and video 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 digitally.

Out-of-Home

- **Gas Pump Toppers** featured full-color Click It or Ticket messages at 30 gas stations across key Arkansas markets, reaching drivers at the perfect moment – just before they get back on the road. With added value through window and cooler clings, extended signage time, and 50% of pump top inventory at each location, this tactic ensured high visibility and strong reinforcement of the seat belt safety message.
- **Digital Billboards** offered cost-efficient, high-frequency reach. With no production fees and flexible messaging, they were ideal for short-term campaigns. Plus, they reach both drivers and motorcyclists on the road – reinforcing the campaign message with strong visual impact.

Sports Marketing

Section 3.3 Occupant Protection

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

Budget Summary

By Medium

Broadcast Television: \$39,295 (12 percent)
 Cable TV: \$31,054 (9 percent)
 Radio: \$46,320 (14 percent)
 Other Radio: \$44,015 (13 percent)
 Digital: \$119,503 (35 percent)
 Out-of-Home: \$43,412 (13 percent)
 Sports Marketing: \$17,647 (4 percent)
Total: 100%

By Market:

Click It or Ticket Actual Expenditures **\$341,245**

○ Little Rock	\$ 43,174
○ Fayetteville/Fort Smith	\$ 30,021
○ Jonesboro	\$ 10,908
○ Texarkana	\$ 9,473
○ Hot Springs	\$ 4,483
○ El Dorado	\$ 4,103
○ Conway	\$ 561
○ Hispanic Advertising	\$ 11,458
○ Statewide Radio	\$ 44,015
○ Out-of-Home	\$ 43,412
○ Statewide (Digital)	\$119,503
○ Sports Marketing	\$ 17,647
○ STEP Markets	\$ 2,488

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$88.57	\$65.71	\$38.67
Ft. Smith/Fayette	\$63.45	\$11.19	\$24.48
Jonesboro	\$58.77	\$2.61	\$14.17
Texarkana	No broadcast TV	\$3.58	\$31.19
El Dorado	No broadcast TV	\$11.40	N/A
Hot Springs	No broadcast TV	\$2.55	\$13.15
Conway	No broadcast TV	\$1.50	N/A
Hispanic	N/A	N/A	N/A

Section 3.3 Occupant Protection

*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	672	314	3.0	188.6	62.9%
Ft. Smith/Fayette	625	597	3.2	154.7	48.4%
Jonesboro	817	421	2.6	115.1	44.9%
Texarkana	754	388	N/A	N/A	N/A
El Dorado	165	100	N/A	N/A	N/A
Conway	478	239	N/A	N/A	N/A
Hot Springs	1210	676	N/A	N/A	N/A
STEP/Survey	1085	797	N/A	N/A	N/A
Hispanic	128	210	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	568	269	7.9	389.1	46.5%
Ft. Smith	486	255	6.0	306.3	51.0%
Fayetteville	696	276	6.4	232.8	14.8%
Jonesboro	252	162	2.6	226.5	59.2%
Texarkana	312	158	9.4	225.3	34.7%
El Dorado	132	35	N/A	N/A	N/A
Hot Springs	243	119	11.9	225.6	13.7%
Statewide	1244	109	N/A	N/A	N/A
STEP/Survey	167	134	N/A	N/A	N/A
Hispanic	650	304	N/A	N/A	N/A

Earned Media - \$314,662

Media Relations

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 26 newspaper clippings resulted in an ad equivalency of \$31,162.

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

May 19, 2025 - June 1, 2025

Section 3.3 Occupant Protection

AHSO CIOT Report Link

Summary

- YouTube Ads generated 570,000 impressions
- Meta Ads reached 551,000 users
- Snapchat Ads gained 395,000 impressions

The May Click it, or Ticket safety campaign ran from May 19, 2025, to June 1, 2025, across Meta, YouTube, and Snapchat, targeting adult Males ages 21-34. The ads that ran on YouTube accumulated 570,442 impressions and 62 ad clicks. The YouTube ad campaign also had a cost per 1,000 impressions of \$3.97. The top counties for impressions were Pulaski, Jefferson, and Carroll.

Ads ran on Meta from May 19, 2025, to June 1, 2025, reaching 551,206 users and generating 1,761 clicks. The cost per 1,000 people reached was \$4.11. The video ad gained the most impressions, at 378,965 with a CPM of \$2.81. The static ad had a CPM of \$2.78, generating 215,863 impressions. The reel ad accumulated 196,606 impressions with a CPM of 3.05.

Snapchat ads for AHSO ran from May 19th, 2025, to June 1st, 2025. Ads were served 413,949 times, resulting in a cost per 1,000 impressions of \$5.47. During the campaign, there were 770 clicks, with a cost per click of \$2.44.

Section 3.4 Distracted Driving

3.4 Distracted Driving

2024 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 “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 \$149,092 for an 11-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 \$37,360 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Enforcement Dates

- October 20 - October 26, 2024

Advertising Flight Period

- October 18 - October 26, 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. Concentrated media funds in the state’s major metropolitan markets to reach the greatest number of Arkansans. An effort was 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)

Section 3.4 Distracted Driving

Media Strategies & Tactics

With a brief 11-day campaign window, our primary media strategy was to quickly achieve broad reach and frequency to inform drivers that texting while driving is not only a significant danger to everyone on the road but also a law-enforceable offense in Arkansas. The campaign focused on delivering this important message to key at-risk audiences for maximum impact. Reaching our target audience in today's media landscape requires analyzing media consumption trends and identifying the shared interests of adults 18-34. We recommended a multi-platform media mix, with a primary emphasis on digital media, to effectively deliver the "Put the Phone Away or Pay" message statewide. Specific tactics for each medium are outlined 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.

- In order to best reach the target audience, cable networks that catered to adults 18-34 were selected according to current MRI data.
- Examples of such networks include ESPN/ESPN2, Comedy Central, MTV, Cartoon Network (Adult Swim), E!, 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 texting enforcement message.

We recommended excluding Broadcast TV from this campaign because the political window will lead to significantly higher rates and increased likelihood of preemptions.

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

Since radio reaches people while driving, where the *Put the Phone Away or Pay* message would be immediately impactful, radio was a crucial medium for our campaign.

- **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 reach the target audiences in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Live Endorsements:** Utilizing local radio show hosts on top-rated stations enhanced 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* message into their social networking.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. A 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.

Section 3.4 Distracted Driving

- We recommended placing a schedule on the **Rural Arkansas Radio Network (RARN)** to strengthen public awareness in rural areas by supplementing the metro radio buys to ensure true statewide coverage. A combo buy comprised of 10 stations provided a 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 was designed to enhance the visibility of the distracted driving message across platforms where our target audience is 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 spends another one hour and 22 minutes using TV-connected devices each day. Specific digital strategies we recommended are detailed below.

- **MobileFuse's** programmatic solution leverages AI and data-driven algorithms to target specific audiences in real time. MobileFuse delivered *Put the Phone Away or Pay* ads across national websites, mobile sites, and apps, all geographically targeted to Arkansas and demographically focused on adults aged 18-34. The 18- to 34-year-old demographic showed a strong interest in gaming, with over 17% participating multiple times each week. In this group, 59% of men and 41% of women play video games. To tap into this interest, MobileFuse included gaming apps and websites to connect the messaging to their passions. App Affinity targeting also focused on users of fantasy sports apps like Bleacher Report, ESPN, Twitch, and Barstool Sports, providing extended reach for the distracted driving message. The campaign was projected to deliver over 1.4 million impressions.
- **Streaming TV** - The *Put the Phone Away or Pay* 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 leading streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. Additionally, we purchased Effectv's premium streaming inventory to reach our primary audience of adults 18-34, while also engaging our secondary target – Hispanics 18-34 - by running Spanish-language video across Hispanic networks. This approach leveraged the increasing consumption of streaming services among this demographic. We further extended the streaming TV campaign by utilizing Premion's OTT retargeting platform. This allowed us to serve distracted driving video and display ads on the target audience's mobile device after they had viewed the message on the big screen via our streaming TV buy. Over the course of the campaign, we anticipated delivering a minimum of 595,000 streaming impressions, complemented by over 175,000 retargeting impressions.
- **Digital Audio** space is rapidly growing and plays a key role in the media mix. According to the 2023 Infinite Dial report, 75% of U.S. adults listen to online audio weekly, with strong in-car consumption - an ideal setting for delivering the *Put the Phone Away or Pay* message to drivers.
 - We recommended SXM's cross-publisher product, which provided access to premium inventory on Pandora, SiriusXM, TuneIn, SoundCloud, and more. The Streaming Everywhere platform targeted adults 18-34 and Hispanics in Arkansas, delivering distracted driving audio spots to a captive audience throughout the day.
 - **Podcasts** resonated strongly with Millennial and Gen Z audiences. Notably, genres such as comedy, sports, and entertainment/pop culture have emerged as highly engaging among these audience segments. We included these podcast genres on the buy.
 - Over 549,000 impressions were generated from the recommended plan for audio and podcast streaming.

Section 3.4 Distracted Driving

- 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 125,000 impressions were served during the 11-day flight period.
- **ESPN** – The distracted driving message was prominently featured across ESPN's connected TV platform, complemented by non-skippable 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 320,000 impressions.
- **Hispanic Websites** – We secured premium inventory and high-impact placements in the 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 *Put the Phone Away or Pay* message.

- Digital outdoor boards are highly visible structures that reach a mass audience while they were in their vehicle reminding drivers of the dangers and consequences associated with texting while driving.
 - MRI data indicates that OOH media effectively reaches adults aged 18 to 34, with billboards boasting the highest reach at 65%.
 - With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
 - We recommended 24 high-traffic locations in Little Rock, North Little Rock, Pine Bluff, Bryant, Benton, Jacksonville, Conway, Cabot, Clinton, Morrilton, Hot Springs, Russellville, Northwest Arkansas, and Jonesboro generating over nine million impressions over 11-days.

Media Budget Allocation: To achieve our communications goals and deliver the general, Adults 18 – 34-year-old target, the budget spent \$149,092, was allocated as follows:

- **By Medium**
 - Broadcast TV: \$4,018 (3 percent)
 - Cable TV: \$14,797 (10 percent)
 - Radio: \$23,664 (16 percent)
 - Other Radio: \$19,991 (13 percent)
 - Digital: \$61,122 (41 percent)
 - Out-of-Home: \$25,500 (17 percent)

Total: 100%

By Market:

<u>"Put the Phone Away or Pay" Actual Expenditures</u>	<u>\$149,092</u>
○ Little Rock	\$14,351
○ Fort Smith Fayetteville	\$ 9,688
○ Jonesboro	\$ 2,734
○ Texarkana	\$ 5,225
○ Hot Springs	\$ 1,848
○ El Dorado	\$ 1,817
○ Conway	\$ 914

Section 3.4 Distracted Driving

○ Delta Region	\$ 1,101
○ Hispanic	\$ 6,450
○ Statewide Digital	\$61,122
○ Other Radio	\$18,341
○ Out-of-Home	\$25,500

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$19.16	\$28.86
Fayetteville/Ft. Smith	N/A	\$11.91	\$22.14
Jonesboro	N/A	\$3.86	\$15.05
Texarkana	N/A	\$7.10	\$22.93
Hot Springs	N/A	\$3.42	\$13.43
El Dorado	N/A	\$6.93	N/A
Conway	N/A	\$3.00	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	514	172	N/A	N/A	N/A
Ft Smith/Fayette.	281	0	N/A	N/A	N/A
Jonesboro	181	193	N/A	N/A	N/A
Texarkana	160	78	N/A	N/A	N/A
Conway	122	0	N/A	N/A	N/A
El Dorado	128	32	N/A	N/A	N/A
Hot Springs	114	134	N/A	N/A	N/A
Hispanic	55	55	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	173	138	5.2	225.4	51.2%
Ft. Smith	130	129	3.4	177.2	46.5%
Fayetteville	215	207	3.9	132.1	38.8%
Jonesboro	85	83	3.4	136.3	43.2%
Texarkana	104	104	4.5	178.3	41.2%
El Dorado	75	0	N/A	N/A	N/A
Delta Region	18	18	N/A	N/A	N/A
Conway	34	34	N/A	N/A	N/A
Hot Springs	66	69	4.1	107.8	29.7%
Rural Radio Network	200	199	N/A	N/A	N/A
Arkansas Rocks	25	25	N/A	N/A	N/A
Arkansas Traffic Network	150	0	N/A	N/A	N/A
iHeart Radio Traffic Network	120	0	N/A	N/A	N/A
Hispanic	156	156	N/A	N/A	N/A

Section 3.4 Distracted Driving

Note: Stations that gave zero bonus spots were unable to because of political window.

Earned Media - \$192,703

Media Relations

A news release concerning the October Distracted Driving Put the Phone Away or Pay mobilization was distributed to news media statewide resulting in three newspaper clippings with an ad equivalency of \$3,703.

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

October 18 -26, 2024

Distracted Driving October

Summary

- Meta Ads reached 424,000 users
- YouTube Ads generated 196,000 users
- Snapchat generated 252,000 Impressions

The October Distracted Driving campaign ran from October 18th to the 26th across Meta, YouTube, and Snapchat. The ads that ran on YouTube ads accumulated 196,000 impressions and 40 ad clicks. The YouTube ad campaign also had a cost per 1,000 of \$6.80. The top countries for impressions were Garland, Pulaski, and Saline.

The ads that ran on Meta reached 424,000 users and produced 2,197 clicks. With the cost per 1,000 people reached averaging \$3.14. The Static ad gained the most impressions at 240,064 with a CPM of \$3.14. While the video ad had a lower CPM of \$2.86 generating 202,141 impressions.

Snapchat ads generated 252,000 impressions and 439 clicks. The cost for 1,000 impressions on Snapchat came in at \$2.96.

2025 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.

Section 3.4 Distracted Driving

NHTSA approved a budget of \$148,220 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 \$45,857 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Enforcement Dates

- April 7 - April 14, 2025

Advertising Flight Period

- April 1 - April 14, 2025

Working Paid Media Budget

- \$150,000

Target Audience Profiles

Primary Audience:

- Adults 18-34

Secondary Audience:

- Hispanic adults, 18-34

Geography & Target Markets

Statewide campaign targeted major metropolitan areas to maximize reach and impact.

Primary Markets:

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

Secondary Markets:

- Conway
- Delta Region

Media Strategies & Tactics

The primary objective of this campaign was to rapidly build awareness and reinforce the importance of distracted driving laws, with a specific emphasis on texting while driving. To effectively engage and influence the target demographic, **CJRW leveraged a dynamic, multi-channel strategy that capitalized on the latest trends in traditional and digital media.** By doing this, we aimed to create a strong, consistent presence that connected with our audience in meaningful ways. This comprehensive approach ensured maximum reach and frequency, driving lasting behavioral change and fostering a culture of safety on the road. Within each medium, CJRW recommended implementing the tactics detailed below.

Cable TV

- Cable TV provided an efficient way to maximize campaign impact, delivering messaging to specific audiences across key networks, ensuring greater frequency and precision in reaching our core demographic.
- **CJRW included Spanish-language networks** (Galavision, ESPN Deportes) in Fayetteville & Fort Smith to engage the Hispanic community.

Section 3.4 Distracted Driving

Radio Advertising

- CJRW targeted key radio formats across prime-time slots like morning and evening drive times to maximize reach & frequency. Using Nielsen Audio data, CJRW selected the top stations in key metro areas to ensure the message reached the target audience at the most impactful moments, driving awareness and recall.
- **Live endorsements** from local DJs amplified the campaign messages, while **sponsoring traffic reports** in Little Rock created a seamless connection with listeners during peak drive times.
- **CJRW expanded coverage with the Rural Arkansas Radio Network**, securing statewide reach in rural areas, and targeted Spanish-language radio on the weekends in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier counties.

Digital Media

- To expand reach across multiple digital platforms, **CJRW leveraged a mix of mobile video and display, streaming TV, digital audio, and more** to engage a variety of audiences. By using geo-targeted ads and focusing on high-impact placements, we effectively reached key demographics on their preferred devices. Below are the specific strategies that maximized exposure.
 - **Mobile:** MobileFuse delivered the distracted driving message in real time across national websites, mobile sites, and apps, effectively reaching the target audience. With 17% of this group engaging in gaming multiple times per week (59% men, 41% women), MobileFuse leveraged gaming apps and websites to connect the message to their interests. App affinity targeting extended reach to sports and gaming platforms like Bleacher Report, ESPN, Twitch, and Barstool Sports, ensuring broad exposure. Video ads captured attention and reinforced the texting enforcement message at key moments.
 - **Streaming TV:** Targeting 18-34 year olds through Connected TV platforms like Hulu and Roku ensured our message stayed top of mind. CJRW extended reach with Premion's OTT retargeting, reinforcing awareness by serving video and display ads to mobile devices after viewers saw them on the big screen.
 - **Digital Audio & Podcasts:** CJRW recommended using SXM's cross-publisher product to target both general and Hispanic 18-34 demographics across platforms like Pandora, SiriusXM, SoundCloud, and TuneIn. Additionally, CJRW recommended purchasing Spotify for both digital audio and podcast ads, focusing on in-car listeners. This approach ensured the campaign was reaching a captive audience while they were on the road, reinforcing the **Put the Phone Away or Pay** message during key moments of distraction.
 - **Vevo:** Reaching engaged music video audiences ensured the message connected with those who were often distracted by their phones while watching content, making it an ideal place to remind them of the importance of focusing on the road.
 - **Sports:** Targeted placements on ESPN CTV, non-skippable live-streaming video, and high-impact display ads provide a strategic opportunity to reach sports enthusiasts where they are most engaged, effectively delivering the distracted driving message in a highly desired, brand-safe environment.
 - **Spanish-Language Digital:** Targeting Hispanic communities through sites like LatinoTVAR.com and TelemundoArkansas.com ensure the message reaches a diverse audience, expanding the campaign's reach while considering language and cultural preferences.
- These tactics were tailored to meet people where they were, ensuring the campaign message resonated across multiple touchpoints, while reinforcing the importance of road safety and responsible phone use.

Digital Billboards

CJRW recommended using high-traffic digital billboards in key metros including Little Rock, North Little Rock, Bryant, Benton, Jacksonville, Conway, Cabot, Hot Springs, Russellville, Northwest Arkansas, Ft. Smith, and Jonesboro – targeting drivers where they are – on the road. The 19 digital outdoor boards generated over 8.1

Section 3.4 Distracted Driving

million impressions over two weeks. There were no production fees, making this a cost-effective way to reinforce the campaign message directly to people as they are behind the wheel.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, Adults 18 – 34-year-old target, the budget spent \$148,220, was allocated as follows:

By Medium

Cable TV: \$13,469 (9 percent)
 Radio: \$22,753 (15 percent)
 Other Radio: \$31,083 (21 percent)
 Digital: \$55,915 (38 percent)
 Out-of-Home: \$25,000 (17 percent)

Total: 100%

By Market:

“Put The Phone Away or Pay Actual Expenditures \$148,220

○ Little Rock	\$ 14,041	
○ Fort Smith Fayetteville	\$ 9,397	
○ Jonesboro	\$ 2,281	
○ Texarkana	\$ 5,696	
○ El Dorado	\$ 2,295	
○ Conway	\$ 1,259	
○ Hispanic	\$ 3,293	
○ Hot Springs	\$ 2,143	
○ Delta Region	\$ 1,248	
○ Statewide Digital	\$ 55,915	
○ Other Statewide Radio	\$ 25,552	
○ Out-of-Home	\$ 25,000	

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$27.89	\$13.74
Fayetteville/Ft. Smith	N/A	\$14.58	\$21.55
Jonesboro	N/A	\$1.71	N/A
Texarkana	N/A	\$3.58	\$29.18
Hot Springs	N/A	\$1.71	\$12.73
El Dorado	N/A	\$10.62	N/A
Conway	N/A	\$1.50	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	404	348	N/A	N/A	N/A

Section 3.4 Distracted Driving

Ft Smith/Fayette.	212	232	N/A	N/A	N/A
Jonesboro	313	332	N/A	N/A	N/A
Texarkana	360	176	N/A	N/A	N/A
Conway	247	124	N/A	N/A	N/A
El Dorado	88	72	N/A	N/A	N/A
Hot Springs	313	332	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	322	161	5.8	205.0	32.1%
Ft. Smith	230	130	4.0	155.8	39.3%
Fayetteville	433	217	5.4	151.2	7.9%
Jonesboro	126	63	N/A	N/A	N/A
Texarkana	192	96	4.4	151.0	34.3%
El Dorado	35	N/A	N/A	N/A	N/A
Delta Region	48	24	N/A	N/A	N/A
Conway	120	60	N/A	N/A	N/A
Hot Springs	130	72	5.5	125.5	20.4%
Hispanic	138	221	N/A	N/A	N/A
Live Radio Endorsements	80	0	N/A	N/A	N/A
Statewide Radio	1,049	292	N/A	N/A	N/A

Earned Media - \$200,904

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 18 newspaper clippings with an ad equivalency of \$11,904.

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, 2025 - April 14, 2025

[AHSO Report Link](#)

Summary

- Meta Ads reached 803,000 users
- YouTube Ads generated 609,000 impressions
- Snapchat Ads generated 336,224 impressions

Section 3.4 Distracted Driving

The April Distracted Driving campaign ran from April 1, 2025, to April 14th, 2025, across Meta, YouTube, and Snapchat targeting women between 18 and 34. The ads that ran on YouTube accumulated 609,135 impressions and 21 ad clicks. The YouTube ad campaign also had a cost per 1,000 impressions of \$4.38. The top counties for impressions were Pulaski, Johnson, and Washington.

The ads that ran on Meta reached 803,383 users and produced 5,363 clicks. The cost per 1,000 people reached was \$3.32. The Static ad gained the most impressions, at 606,501, with a CPM of \$3.15. The Video ad had a CPM of \$3.26, generating 220,467 impressions.

The ads that ran on Snapchat generated 336,224 impressions and 629 clicks. The cost per 1,000 people reached was 7.93. The Video ad gained the most traction with 171,157 impressions and a CPM of \$7.93. The Static ad produced 165,067 impressions with a CPM of \$7.92.

Section 3.5 Motorcycle Campaign

3.5 Motorcycle Campaign

2025 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 \$98,930 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 \$27,940 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Advertising Flight Period

- May 1 – May 14, 2025

Working Paid Media Budget

- \$100,000

Target Audience

- **All Arkansas drivers**
- Motor vehicle operators and motorcyclists and 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 & Target Markets

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

Media Strategies & Tactics

The goal was to promote motorcyclist safety and awareness among both motorcycle riders and motor vehicle drivers on Arkansas roads, particularly in regions with a high occurrence of motorcycle-related accidents, 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, CJRW 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 accidents.

Cable TV

Section 3.5 Motorcycle Campaign

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.

Radio

Radio complemented our cable efforts by broadening reach and extending frequency. Another benefit of radio is that it reaches drivers while they are in a vehicle, giving us an opportunity to deliver the “*Look Twice*” message while Arkansans are behind the wheel.

Digital

According to an insight report published by GWI Media, **digital media now accounts for nearly two-thirds of total media consumption by US adults**. The campaign’s target audience was projected to spend an average of 8 hours per day on digital media. CJRW recommended emphasizing the campaign message on mediums where people are spending more time than ever. Specific digital strategies we recommended are detailed below.

- Using **MobileFuse** enabled the campaign to reach adults ages 18-54 in Arkansas across national websites, mobile sites, and apps. To maximize awareness and impact of the campaign message, CJRW recommended pre-roll video and display ads on mobile devices – the platform most used by the target audience. Additionally, CJRW recommended incorporating third-party data to target motorcycle owners and frequent drivers for increased engagement, as well as retargeting users who had already seen the campaign with follow-up display ads on their mobile devices.
- **Streaming TV** – Connected TV ownership continues grow, with 15% of households now having at least one CTV, according to a recent report from GWI Research. The *Look Twice* message reached our target audience in the seven target counties as they streamed TV shows, videos, and movies.
 - CJRW recommended placing ads on **Hulu, Premion, and Xfinity**, with demographic and geographic targeting to ensure precise delivery. CJRW used Premion’s retargeting platform - allowing us to serve “*Look Twice*” ads on mobile devices and tablets after they’ve been viewed on a larger screen to extend campaign impact.
- The **Digital Audio** space is experiencing steady growth and was an essential element of the media mix. With 10% of the target’s day spent listening to online radio/music, consumption of audio streaming in the car remained strong, allowing the campaign to reach drivers while they are behind the wheel, reminding them of the dangers and risks motorcyclists face on the road.
 - CJRW recommended **SXM’s cross-publisher platform & Spotify** to run campaign audio ads across most audio streaming platforms, while also including podcasts to tap into a highly engaged and customized audience.

Digital Outdoor

Digital billboards offer cost-efficient, high-frequency reach. With no production fees and flexible messaging, they’re ideal for short-term campaigns. Plus, they reach both drivers and motorcyclists on the road – reinforcing the *Look Twice* message with strong visual impact.

Budget Summary

By Medium

Cable TV: \$11,491 (12 percent)

Radio: \$16,600 (17 percent)

Section 3.5 Motorcycle Campaign

Digital: \$50,839 (51 percent)

Outdoor: \$20,000 (20 percent)

Total: 100%

By Market:

Look Twice for Motorcycles Actual Expenditures \$98,930

○ Little Rock	\$ 7,491
○ Pulaski, Garland & Faulkner Counties-Cable TV	\$ 7,278
○ Fayetteville/Fort Smith	\$ 5,845
○ Washington, Benton & Sebastian Counties-Cable TV	\$ 4,213
○ Hot Springs	\$ 1,738
○ Conway	\$ 820
○ Searcy	\$ 706
○ Statewide Digital	\$ 50,839
○ Statewide Digital Outdoor	\$ 20,000

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$28.41	\$36.76
Fayetteville	No broadcast TV	\$16.90	\$36.38
Fort Smith	No broadcast TV	\$16.90	\$9.10
Hot Springs	No broadcast TV	N/A	\$13.96
Conway	No broadcast TV	N/A	N/A

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock/Hot Springs/Conway	209	259	N/A	N/A	N/A
Ft.Smith/Fayetteville/Bentonville	249	358	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	336	168	4.8	203.8	40.4%
Fayetteville	398	199	6.4	120.8	9.1%
Fort Smith	155	89	5.4	361.4	46.8%
Hot Springs	140	84	4.8	124.5	24.6%
Conway	100	50	N/A	N/A	N/A
Searcy	80	40	N/A	N/A	N/A

Earned Media - \$231,945

Media Relations

A news release concerning the May Motorcycle Safety Awareness mobilization was distributed to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$42,945.

Section 3.5 Motorcycle Campaign

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

May 1, 2025 - May 14, 2025

AHSO Report Link

Summary

- Meta Ads reached 444,000 users
- YouTube Ads generated 508,000 impressions

The May Motorcycle Safety campaign ran from May 1, 2025, to May 14, 2025, across Meta and YouTube, targeting adults ages 25-54. The ads that ran on YouTube accumulated 508,412 impressions and 59 ad clicks. The YouTube ad campaign also had a cost per 1,000 impressions of \$3.88. The top counties for impressions were Pulaski, Washington, and Sebastian.

The ads that ran on Meta reached 443,536 users and produced 1,068 clicks. The cost per 1,000 people reached was \$4.45. The video ad gained the most impressions, at 502,625, with a CPM of \$3.10. The static ad had a CPM of \$3.18, generating 130,855 impressions.

Section 3.6 Speed Campaign

3.6 Speed Campaign

2025 July Speed Campaign Speeding Slows You Down

Paid Media Report

Summary

Supporting the July 2025 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 \$149,935 for a 25-day schedule of previously produced ads on broadcast tv/cable, radio, and digital media. The bonus radio ads received totaled an additional \$61,707 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Enforcement Period

- July 9 – July 31, 2025

Advertising Period

- Monday, July 7 – Thursday, July 31, 2025 (25 days)

Working Paid Media Budget

- \$150,000

Target Audiences

- Men 18-44 years old

Geography

- Concentrate media spending in Arkansas’ major metropolitan areas to maximize reach and build strong statewide awareness.

Primary Markets

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

Secondary Markets

- Conway
- Delta Region

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

Section 3.6 Speed Campaign

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

Secondary Markets

- Conway
- Delta Region

Media Strategies & Tactics

The campaign focused on quickly building broad reach and high frequency to raise awareness about the dangers of speeding and encouraged drivers to slow down on Arkansas roads. **CJRW recommended a multi-platform strategy, primarily using digital channels supported by select traditional media.** This approach ensured the message reached target audiences through their preferred platforms for maximum impact and effectiveness.

Cable TV

Cable TV provided excellent targeting opportunities, making it an ideal platform to deliver the campaign message through high-engagement sports and entertainment channels. It offered flexibility and cost-effectiveness, ensuring maximum reach within budget.

Radio

CJRW leveraged on-air media as a cost-efficient method to reach drivers with the Speeding Slows You Down message while they were behind the wheel. In key metro areas, media buys were guided by Nielsen Audio ratings to target men ages 18-44.

Digital

The digital portion of the campaign boosted the visibility of the Speeding Slows You Down message across platforms where our target audience was highly active.

- **MobileFuse** reached males 18-44 across multiple websites and apps, targeting those likely to speed. MobileFuse allowed us to include data targeting segments to reach the males that enjoy risk-taking behaviors and were more likely to speed. We also targeted 18–44-year-old males while playing video games and active on sports apps.
- **Connected TV** ownership is rising, with 15% of households now owning at least one device, making it a prime platform to deliver the Speeding Slows You Down message in key counties. CJRW recommended ad placements on Hulu, Premion, and Comcast, using demographic and geographic targeting to maximize relevance. Premion’s retargeting further expanded reach by re-engaging viewers on mobile devices after their initial CTV exposure.
- **Digital Audio** was a strong channel for reaching drivers with 75% of US adults listening weekly, especially in the car. Through SXM’s cross-publisher platform and Spotify, the campaign reached target audiences in Arkansas during their favorite music and shows, with strategic opportunities to engage Hispanic audiences. This approach helped keep the Speeding Slows You Down message top of mind.
- **Hispanic Websites:** Speeding Slows You Down banners and video 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 digitally.

Out-of-Home

CJRW recommended out-of-home advertising to extend the reach and amplify awareness of the Speeding Slows You Down campaign when the target audience was on the move.

Section 3.6 Speed Campaign

- **Gas pump toppers** featuring the Speeding Slows You Down message were placed at 30 stations across key Arkansas markets, reaching drivers at a critical moment – just before they get back on the road. AHSO received 50% of pump top inventory at each location, plus an extra week of signage at no charge. Additional exposure came from window and cooler clings where available.
- **Digital Billboards** provided cost-effective, high-frequency exposure with no production costs and flexible messaging – ideal for short-term campaigns. They delivered the campaign message with strong visual impact, effectively reaching both drivers and motorcyclists on the road.

Budget Summary

- **By Medium**

Cable: \$14,732 (10%)
 Hispanic TV: \$6,090 (4%)
 Radio: \$49,628 (34%)
 Other Radio: \$3,656 (2%)
 Digital: \$45,229 (30%)
 Out-of-Home: \$30,600 (20%)

Total: 100%

- **By Market:**

Little Rock: \$17,287
 Fort Smith/Fayetteville: \$18,004
 Jonesboro: \$4,702
 Texarkana: \$9,667
 Hot Springs: \$4,045
 El Dorado: \$3,790
 Conway: \$2,463
 Delta Region: \$2,141
 Hispanic: \$12,007
 Statewide Digital: \$45,229
 Statewide OOH: \$30,600

Total Estimated Budget: \$149,935

Cost per Point and GRP Levels – Speeding Slows You Down

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$6.55	\$40.79
Ft. Smith/Fayette	N/A	\$13.17	\$26.23
Jonesboro	N/A	\$3.91	\$14.64
Texarkana	N/A	\$3.99	\$17.60
El Dorado	N/A	\$5.46	N/A
Hot Springs	N/A	\$3.82	\$12.10
Conway	N/A	\$1.50	N/A

Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	470	460	N/A	N/A	N/A
Ft. Smith/Fayetteville	345	388	N/A	N/A	N/A
Jonesboro	552	276	N/A	N/A	N/A

Section 3.6 Speed Campaign

Texarkana	558	280	N/A	N/A	N/A
El Dorado	360	268	N/A	N/A	N/A
Conway	625	316	N/A	N/A	N/A
Hot Springs	534	269	N/A	N/A	N/A
Hispanic	148	148	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	704	599	6.9	350.3	39.8%
Ft. Smith	488	538	5.9	275	47.2%
Fayetteville	785	444	6.2	249.7	22.9%
Jonesboro	268	268	2.6	247.4	51.1%
Texarkana	330	330	7.2	242	40.3%
El Dorado	282	0	N/A	N/A	N/A
Hot Springs	253	302	6.9	252.7	27.3%
Conway	180	90	N/A	N/A	N/A
Delta Region	36	97	N/A	N/A	N/A
Hispanic	701	360	N/A	N/A	N/A

Earned Media - \$362,060

Media Relations

A news release concerning the July “Speeding Slows You Down.” mobilization was distributed to news media statewide resulting in 34 newspaper clippings with an ad equivalency of \$78,560.

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

AHSO Speeding slows you down

July 7, 2025 - July 31, 2025

AHSO Report Link

Summary

- YouTube Ads generated 1,314,000 impressions
- Meta Ads reached 663,000 users

The July driving safety campaign ran from July 7, 2025, to July 31, 2025, across Meta and YouTube, targeting adult Males ages 18-34. The ads that ran on YouTube accumulated 1,314,937 impressions and 30 ad clicks. The YouTube ad campaign also had a cost per 1,000 impressions of \$3.09. The top counties for impressions were Pulaski, Benton, and Washington.

Section 3.6 Speed Campaign

Ads ran on Meta from July 7, 2025, to July 31, 2025, reaching 662,837 users and generating 2,463 clicks. The cost per 1,000 people reached was \$6.13. The video ad gained the most impressions, at 774,818, with a CPM of \$3.36. The static ad had a CPM of \$3.25, generating 446,420 impressions.

Section 3.7 Pedestrian/Bicycle

3.7 Pedestrian/Bicycle

2024 Pedestrian/Bicycle Safety Campaign October “Fourth Wall”

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 occurred from **October 9 through October 21**, targeting the busy Halloween period when pedestrian activity is especially high. By timing these flights during critical periods, we aimed to effectively raise awareness and motivate drivers, pedestrians, and bicyclists to practice safer habits.

NHTSA approved a budget of \$146,478 for a 13-day schedule of previously produced ads on broadcast tv/cable, radio, and digital media. The bonus radio ads received totaled an additional \$53,581 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Working Paid Media Budget

- **\$300,000** (\$150,000 per campaign)

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 will provide 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 requires 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.

Section 3.7 Pedestrian/Bicycle

Since both 2024 campaigns fall 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 would engage multiple demographic segments within the broader adults 18 to 54 age range.

- We recommend placing cable schedules in the major metro areas, including the counties with a high incidence of pedestrian/bicyclist fatalities, in order 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 are popular for their sports programming, comedic content, and compelling series.
- Purchased live events, such as sports and premieres, that are 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 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 as they reached drivers directly in their vehicles. In this setting, our message that promoted safe driving practices 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:** 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
- **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.

Section 3.7 Pedestrian/Bicycle

- **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:** Utilizing 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 the DJs to incorporate the pedestrian and bicycle safety message into their 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 could ensure 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 keeps the safety message top-of-mind and encourages 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 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 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

Section 3.7 Pedestrian/Bicycle

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 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 pedestrian and bicycle safety 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. We also incorporated 1st 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 allows 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 to reach 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 will reach a mass audience while they are 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 were 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 per two-week flight period.

Budget Summary Per Campaign

Section 3.7 Pedestrian/Bicycle

- **By Medium**
 Cable TV: 12% (\$18,046)
 Hispanic TV: 3% (\$4,895)
 Radio: 28% (\$41,672)
 Other Radio: 18% (\$26,918)
 Digital: 25% (\$36,618)
 Outdoor: 14% (\$18,329)
Total: 100%
- **By Market:**
 Little Rock: \$19,550
 Fort Smith/Fayetteville: \$18,081
 Texarkana: \$7,328
 Jonesboro: \$4,320
 Hot Springs: \$3,120
 El Dorado: \$2,180
 Conway: \$1,488
 Pine Bluff: \$1400
 Hispanic: \$8,685
 Statewide: \$80,326

Fourth Wall Campaign Budget: \$146,478

Cost per Point and GRP Levels – Extreme Safety Campaign

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$19.27	\$20.86
Ft. Smith/Fayette	N/A	\$12.72	\$22.69
Jonesboro	N/A	\$3.22	\$14.92
Texarkana	N/A	\$7.10	\$23.11
El Dorado	N/A	\$9.40	N/A
Hot Springs	N/A	\$3.57	\$12.52
Conway	N/A	\$3.00	N/A

Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	461	376	N/A	N/A	N/A
Ft. Smith/Fayetteville	384	455	N/A	N/A	N/A
Jonesboro	276	217	N/A	N/A	N/A
Texarkana	200	42	N/A	N/A	N/A
El Dorado	105	137	N/A	N/A	N/A
Conway	186	0	N/A	N/A	N/A
Hot Springs	193	192	N/A	N/A	N/A
Pine Bluff	237	238			
Hispanic TV	50	50	N/A	N/A	N/A

Section 3.7 Pedestrian/Bicycle

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	303	286	10.0	556.8	55.7%
Ft. Smith	256	255	8.1	396.2	48.9%
Fayetteville	444	444	6.1	264.9	41.1%
Jonesboro	129	144	4.9	230.0	47.3%
Texarkana	147	147	6.2	255.6	42.4%
El Dorado	90	0	N/A	N/A	N/A
Hot Springs	111	93	6.3	194.0	37.6%
Conway	57	57	N/A	N/A	N/A
Pine Bluff	32	42	N/A	N/A	N/A
Statewide	739	0	N/A	N/A	N/A
Hispanic	240	240	N/A	N/A	N/A

Note: Stations that gave zero bonus spots were unable to because of political window.

Earned Media - \$199,440

Media Relations

A news release concerning the October Pedestrian/Bicycle “Extreme Safety” campaign mobilization was distributed to news media statewide resulting in seven (7) newspaper clippings with an ad equivalency of \$10,440.

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 “Drive Aware Save Lives” 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

October 9-21, 2024

Ped/Bike Safety Campaign

Summary

- The YouTube ad was served about 301,000 times.
- Meta ads reached over 514,000 users.
- Meta ads received 1,247 clicks.

The October Pedestrian & Bicycle Safety campaign launched on October 9th on Meta, YouTube, and Snapchat and targeted users in Arkansas. The YouTube ad was served over 301,000 times at a cost per 1,000 impressions of \$7.53. The ad also received 146 clicks. Geographically, the video was shown the highest number of times in Pulaski, Sebastian, and Benton Counties.

Section 3.7 Pedestrian/Bicycle

Meta ads was served 685,000 times and reached over 514,000 users on Facebook and Instagram. The campaign saw an average cost per 1,000 users reached of \$4.40. It generated 1,247 clicks, 417 of which were link clicks. In the campaign, the static ad had the highest reach and number of clicks, while the video ad achieved a lower cost per 1,000 users reached.

On Snapchat, ads were served over 458,000 times at a cost per 1,000 impressions of \$4.94. The ads also generated 784 clicks.

2025 Pedestrian/Bicycle Safety Campaign August “Extreme Safety”

To encourage roadway users to adopt safer behaviors, we implemented the “Extreme Safety” campaign. The flight ran from **August 18 through August 24**, coinciding with the back-to-school season when pedestrian and bicycle traffic increases. By timing this flight during a critical period, we aimed to effectively raise awareness and motivate drivers, pedestrians, and bicyclists to practice safer habits.

NHTSA approved a budget of \$99,217 for a 25-day schedule of previously produced ads on broadcast tv/cable, radio, and digital media. The bonus radio ads received totaled an additional \$25,947 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Advertising Period

- August 18 – 24, 2025 (7 days)

Working Paid Media Budget

- \$100,000

Target Audiences

- **Primary:** Males 18+
- **Secondary:** Hispanic Males 18+

Geography

- The paid media plan ran statewide, with increased emphasis in counties experiencing the highest rates of pedestrian and bicyclist fatalities.

Primary Markets

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

CJRW placed heavier emphasis in the following counties, which were experiencing higher rates of pedestrian and bicyclist fatalities.

- Pulaski County
- Jefferson County
- Washington County
- Benton County

Media Strategies & Tactics

This short-term initiative aimed to maximize awareness and prompt safer habits among drivers, pedestrians, and bicyclists.

Section 3.7 Pedestrian/Bicycle

Drive AwARe – Save Lives was focused on educating the public about the importance of safe driving, walking, and bicycling practices to help reduce injuries and fatalities across Arkansas. In today’s evolving media environment, effectively reaching the target audience required a thoughtful mix of traditional and digital channels. To deliver this message statewide – especially in the four counties with the highest fatality rates – we recommended a media mix of cable, radio, digital, and outdoor platforms. Each medium included tailored tactics to ensure strong engagement and visibility.

Cable TV

Cable placements focused on major metro areas – especially counties with high pedestrian and bicyclist fatality rates – to effectively reach the target audience and deliver strong creative impact. To maximize visibility and minimize ad-skipping, CJRW recommended prioritizing live programming (e.g., sports, premieres) and included Hispanic-targeted networks like Galavision and ESPN Deportes, with one-for-one bonus spots doubling our exposure.

Local Spot Radio

- **Radio** served as the foundation of the campaign, effectively reaching drivers in real time and reinforcing safe driving behavior when it mattered most. CJRW used Nielsen’s County-by-County ranker to identify top-performing stations in Conway and Pine Bluff, ensuring strong reach in non-metro areas.
- Trusted local radio personalities in Little Rock and Northwest Arkansas delivered **live reads** and incorporated the message into social media to boost credibility and engagement.
- 15-second safety messages ran adjacent to **traffic reports** during morning and afternoon drive times in Little Rock and Fayetteville for maximum exposure.
- With radio leading audio use among Hispanic audiences, CJRW recommended investing in **Spanish-language radio** in key counties, with added weight Friday-Sunday when listenership peaks.

Digital Overview

To increase visibility of the pedestrian and bicycle safety message, digital efforts spanned mobile, streaming, and audio platforms, with additional weight in the four high-fatality counties via geotargeting.

- **Mobile Display & Video (MobileFuse)** delivered targeted video and display ads to Males 18+, especially those engaged with sports and gaming apps. Retargeting kept the message top-of-mind, generating strong impressions across mobile devices.
- **Streaming TV (CTV/OTT)**: 88% of households own a connected TV, CJRW recommended a strategy that included placements across Hulu, Roku, Apple TV, and more – reaching viewers while streaming their favorite content. CJRW also recommended running Comcast On-Demand Spanish-language ads and retargeted users through Premion to extend the message from TV to mobile.
- **Digital audio** remains a top medium for in-car messaging. Through SXM’s cross-publisher platform (Pandora, SoundCloud, etc.), we targeted Adults and Hispanics 18-54, with added focus on commuter patterns using 1st party data. Podcast placements aligned with genres popular for the target audience.
- **Spanish-language display, video, and social ads** ran on high-traffic local sites like LatinoTVAR.com, TelemundoArkansas.com, and LaPrensaNWA.com to strengthen outreach to the Hispanic community.

Out-of-Home

- **Digital Billboards** provide cost-efficient, high-frequency reach with no production fees and flexible messaging, making them perfect for short-term campaigns. They effectively engaged drivers and pedestrians, delivering the Drive Aware message with strong visual impact on the road.

Budget Summary Per Campaign

- **By Medium**
 - Cable TV: \$9,402 (9%)
 - Radio: \$17,612 (18%)
 - Other Radio: \$11,360 (11%)

Section 3.7 Pedestrian/Bicycle

Hispanic: \$4,610 (5%)
 Digital: \$40,233 (41%)
 Outdoor: \$16,000 (16%)

Total: 100%

▪ **By Market:**

Little Rock: \$10,760
 Fort Smith/Fayetteville: \$8,650
 Jonesboro: \$1,511
 Texarkana: \$3,175
 Hot Springs: \$1,058
 El Dorado: \$1,365
 Conway: \$270
 Pine Bluff: \$225
 Hispanic: \$4,610
 Statewide Radio: \$11,360
 Statewide Digital: \$40,233
 Out-Of-Home: \$16,000

Extreme Safety Campaign Budget: \$99,217

Cost per Point and GRP Levels – Extreme Safety Campaign

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$47.48	\$40.44
Ft. Smith/Fayette	N/A	\$12.77	\$25.79
Jonesboro	N/A	\$1.96	\$14.57
Texarkana	N/A	\$5.00	\$23.20
El Dorado	N/A	\$11.24	N/A
Pine Bluff	N/A	1.97	\$13.24
Conway	N/A	\$3.00	N/A

Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	453	310	N/A	N/A	N/A
Ft. Smith/Fayetteville	172	189	N/A	N/A	N/A
Jonesboro	158	79	N/A	N/A	N/A
Texarkana	226	113	N/A	N/A	N/A
El Dorado	49	19	N/A	N/A	N/A
Conway	90	45	N/A	N/A	N/A
Hot Springs	-	-	N/A	N/A	N/A
Pine Bluff	114	57			
Hispanic TV	35	30	N/A	N/A	N/A

Radio

Section 3.7 Pedestrian/Bicycle

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	271	226	4.6	131.0	28.0%
Ft. Smith	256	256	3.8	125.0	33.5%
Fayetteville	372	222	6.8	124.9	18.5%
Jonesboro	94	94	2.0	82.5	40.9%
Texarkana	116	116	4.1	151.8	37.3%
El Dorado	150	100	N/A	N/A	N/A
Hot Springs	98	98	3.8	79.9	20.4%
Conway	50	25	N/A	N/A	N/A
Pine Bluff	55	29	N/A	N/A	N/A
Statewide	266	0	N/A	N/A	N/A
Hispanic	270	270	N/A	N/A	N/A

Earned Media - \$209,296

Media Relations

A news release concerning the September Pedestrian/Bicycle “Extreme Safety” campaign mobilization was distributed to news media statewide resulting in 10 newspaper clippings with an ad equivalency of \$20,296.

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

AHSO Extreme

August 18, 2025 - August 24, 2025

[AHSO Report Link](#)

Summary

- YouTube Ads generated 222,000 impressions
- Meta Ads reached 482,000 users
- Snapchat Ads gained 239,000

The August Extreme Safety campaign ran from August 18, 2025, to August 24, 2025, across Meta, YouTube, and Snapchat, targeting adults 18-65. The ads that ran on YouTube accumulated 222,395 impressions and 71 ad clicks. The YouTube ad campaign also had a cost per 1,000 impressions of \$5.99. The top counties for impressions were Pulaski, Washington, and Benton.

Ads ran on Meta from August 18, 2025, to August 24, 2025, reaching 481,753 users and generating 1,335 clicks. The cost per 1,000 people reached was \$2.77. The video ad gained the most impressions, at 265,373, with a CPM of \$2.77. The static ad had a CPM of \$2.77, generating 216,397 impressions.

Ads ran on Snapchat from August 18 to August 24, generating 239,946 impressions and 475 clicks. The cost per 1,000 people reached was an average of \$5.56. The video ad generated the most impressions, coming in at 159,973, with a CPM of \$5.55. The static ad generated 79,973 impressions with a CPM of \$5.56.

Section 4.1 Federal Aid Contracts/Agreements

Section 4 – Financial Reports

4.1 Federal Aid Contracts/Agreements

FINANCIAL REPORTS			
#	Project	Recipient/Contractor	Amount
1	OP, AL, SC, M8DDLE, B8LPT, M2HVE, B8LSC	Arkansas State Police STEP	2,031,751.58
2	M3DA	Arkansas State Police eCite	306,728.50
3	M3DA, SEDC	Arkansas State Police eCrash*	683,548.85
4	TR	Arkansas State Police Crash Recon	130,376.02
5	AL	Arkansas State Police Video Storage	90,018.64
6	AL	AR Administrative Office of the Courts	27,449.44
7	OP, SC, M5HVE, M8DDLE	AR County Sheriff's Office	4,618.65
8	OP, SC, M5HVE, M8DDLE	Alexander Police Department	2,289.19
9	AL, OP	AR Broadcasters Association	75,000.00
10	B5BAC	AR Crime Lab	182,846.94
11	M5BAC	AR Dept. of Health – Office of Alcohol Training	42,291.69
12	TR	AR Dept. of Health – EMS	185,547.78
13	OP, UNATTD, TSP, M2CPS, B2CPS	AR Children's	535,386.66
14	RS, TR, M8PE	AR DOT	538,899.42
15	AL, OP, SC, M8DDLE	Ashdown Police Department	56,327.51
16	OP, SC, M5HVE, M8DDLE	Bald Knob Police Department	3,552.96
17	OP, SC, M5HVE, M8DDLE	Barling Police Department	36,274.10
18	OP, SC, M5HVE, M8DDLE	Batesville Police Department	19,573.82
19	B5CS	Baxter County DWI Court	4,771.91
20	AL, OP, SC, M8DDLE	Baxter County Sheriff's Office	55,620.85
21	AL, OP, SC, M8DDLE	Bella Vista Police Department	41,345.74
22	AL, OP, SC, M8DDLE	Benton County Sheriff's Office	81,860.48
23	AL, OP, SC, M8DDLE	Benton Police Department	94,517.63
24	B5CS	Bentonville County DWI Court	4,174.00
25	M5TR	Black River Technical College	166,381.33
26	OP, SC, M5HVE, M8DDLE	Boone County Sheriff's Office	37,934.86
28	OP, SC, M5HVE, M8DDLE	Bradley County Sheriff's Office	1,725.92
29	OP, SC, M5HVE, M8DDLE	Brookland Police Department	9,805.97
30	AL, OP, SC, M8DDLE	Bryant Police Department	52,334.01
31	OP, SC, M5HVE, M8DDLE	Cabot Police Department	10,569.40
32	OP, SC, M5HVE, M8DDLE	Caddo Valley Police Department	4,863.01
33	OP, SC, M5HVE, M8DDLE	Calhoun County Sheriff's Office	24,748.92
35	AL, OP, SC, M8DDLE	Centerton Police Department	70,994.87
36	OP, SC, M5HVE, M8DDLE	Conway Police Department	11,103.37
37	OP, SC, M5HVE, M8DDLE	Cotter Police Department	2,039.88
38	B5CS	Craighead County Sheriff's Office DWI Court	14,695.31
39	AL	Criminal Justice Institute	542,381.90

Section 4.1 Federal Aid Contracts/Agreements

FINANCIAL REPORTS			
#	Project	Recipient/Contractor	Amount
40	OP, SC, M5HVE, M8DDLE	Clarksville Police Department	5,514.96
41	B5CS	Crawford County DWI Court	11,749.11
42	OP, SC, M5HVE, M8DDLE	Crittenden County Sheriff's Office	16,755.15
43	AL, OP, SC, M8DDLE	Cross County Sheriff's Office	39,075.13
44	OP, CP, PM, MC, PS, AL, SC, M2PE, M5PEM, M2HVE, M8PE, M9MA, M11MA, M12PE, BGPE	Cranford, Johnson, Robinson & Woods	2,366,469.07
46	AL, OP, SC, M8DDLE	Dallas County Sheriff's Office	46,275.91
47	AL, OP, SC, M8DDLE	Dardanelle Police Department	23,311.04
48	OP, SC, M5HVE, M8DDLE	De Queen Police Department	17,647.76
49	AL, OP, SC, M8DDLE	Decatur Police Department	84,190.84
50	AL, OP, SC, M8DDLE	Des Arc Police Department	23,560.51
51	AL, OP, SC, M8DDLE	Desha County Sheriff's Office	25,686.83
52	AL, OP, SC, M8DDLE	El Dorado Police Department	24,754.87
53	OP, SC, M5HVE, M8DDLE	Elkins Police Department	46,443.83
54	OP, SC, M5HVE, M8DDLE	England Police Department	282.22
55	OP, SC, M5HVE, M8DDLE	Eureka Springs Police Department	4,526.50
56	OP, SC, M5HVE, M8DDLE	Fairfield Bay Police Department	2,595.16
57	OP, SC, M5HVE, M8DDLE	Faulkner County Sheriff's Office	12,520.48
58	B5CS	Faulkner County Sheriff's Office DWI Court	15,000.00
59	AL, OP, SC, M8DDLE	Fayetteville Police Department	25,600.00
60	OP, SC, M5HVE, M8DDLE	Flippin Police Department	29,913.21
61	OP, SC, M5HVE, M8DDLE	Fordyce City Police Department	28,919.70
62	AL, OP, SC, M8DDLE	Forrest City Police Department	90,096.05
63	AL, OP, SC, M8DDLE	Fort Smith Police Department	116,090.00
64	B5CS	Garland County DWI Court	19,031.55
65	AL, OP, SC, M8DDLE	Garland County Sheriff's Office	85,603.03
66	OP, SC, M5HVE, M8DDLE	Gentry Police Department	54,485.45
67	OP, SC, M5HVE, M8DDLE	Goshen Police Department	37,916.61
68	AL, OP, SC, M8DDLE	Grant County Sheriff's Office	105,553.57
69	OP, SC, M5HVE, M8DDLE	Hampton Police Department	6,348.74
70	AL, OP, SC, M8DDLE	Harrison Police Department	11,623.24
71	M8TR, B8TR	Harrisburg Police Department (eCrash)	64,575.05
72	OP, SC, M5HVE, M8DDLE	Haskell Police Department	1,527.93
73	AL, OP, SC, M8DDLE	Hazen Police Department	9,223.27
74	OP, SC, M5HVE, M8DDLE	Hempstead County Sheriff's Office	23,680.07
75	OP, SC, M5HVE, M8DDLE	Highfill Police Department	716.12
76	AL, OP, SC, M8DDLE	Hope Police Department	19,550.53
77	AL, OP, SC, M8DDLE	Hot Springs Police Department	120,973.71
78	B5CS	Independence County DWI Court	66,008.84
79	AL, OP, SC, M8DDLE	Independence County Sheriff's Office	63,439.90
80	OP, SC, M5HVE, M8DDLE	Jacksonville Police Department	5,766.78

Section 4.1 Federal Aid Contracts/Agreements

FINANCIAL REPORTS			
#	Project	Recipient/Contractor	Amount
81	AL, OP, SC, M8DDLE	Jackson County Sheriff's Office	66,898.93
82	AL, OP, SC, M8DDLE	Jonesboro Police Department	44,642.43
83	OP, SC, M5HVE, M8DDLE	Lafayette County Sheriff's Office	32,100.04
84	OP, SC, M5HVE, M8DDLE	Lake Village Police Department	8,068.36
85	OP, SC, M5HVE, M8DDLE	Lewisville Police Department	30,500.00
86	OP, SC, M5HVE, M8DDLE	Lincoln Police Department	8,992.63
87	OP, SC, M5HVE, M8DDLE	Little Flock Police Department	1,693.62
88	OP, SC, M5HVE, M8DDLE	Lonoke County Sheriff's Office	5,685.71
89	OP, SC, M5HVE, M8DDLE	Lonoke Police Department	790.35
90	AL, OP, SC, M8DDLE	Lowell Police Department	87,943.98
91	OP, SC, M5HVE, M8DDLE	Madison County Sheriff's Office	19,955.63
92	OP, SC, M5HVE, M8DDLE	Manila Police Department	1,246.84
93	OP, SC, M5HVE, M8DDLE	Marion County Sheriff's Office	10,601.42
94	AL, OP, SC, M8DDLE	Marion Police Department	7,033.34
95	OP, SC, M5HVE, M8DDLE	Mayflower Police Department	870.80
96	OP, SC, M5HVE, M8DDLE	McGehee Police Department	12,953.75
97	AL, OP, SC, M8DDLE	Monticello Police Department	43,649.15
98	AL, OP, SC, M8DDLE	Mountain Home Police Department	56,640.03
99	OP, SC, M5HVE, M8DDLE	Mountain View Police Department	10,678.47
100	OP, SC, M5HVE, M8DDLE	Newport Police Department	21,245.38
101	OP, SC, M5HVE, M8DDLE	Newton County Sheriff's Office	17,602.25
102	AL, OP, SC, M8DDLE	North Little Rock Police Department	4,171.14
103	OP, SC, M5HVE, M8DDLE	Osceola Police Department	8,453.56
104	AL, OP, SC, M8DDLE	Paragould Police Department	42,191.24
105	OP, SC, M5HVE, M8DDLE	Pea Ridge Police Department	34,513.38
106	AL, OP, SC, M8DDLE	Pine Bluff Police Department	54,798.42
107	OP, SC, M5HVE, M8DDLE	Pleasant Plains Police Department	497.90
108	OP, SC, M5HVE, M8DDLE	Prairie County Sheriff's Office	41,489.41
109	OP, SC, M5HVE, M8DDLE	Prairie Grove Police Department	14,570.72
110	OP, SC, M5HVE, M8DDLE	Pulaski County Sheriff's Office	136.20
111	TSP	Put on the BRAKES	50,000.00
112	AL, OP, SC, M8DDLE	Rogers Police Department	32,343.64
113	AL, OP, SC, M8DDLE	Saline County Sheriff's Office	60,845.70
114	OP, SC, M5HVE, M8DDLE	Searcy County Sheriff's Office	9,574.82
115	AL, OP, SC, M8DDLE	Searcy Police Department	13,990.13
116	AL, OP, SC, M8DDLE	Sheridan Police Department	91,927.57
117	AL, OP, SC, M8DDLE	Sherwood Police Department	13,883.93
118	B5CS	Sherwood Police Department DWI Court	6,976.30
119	OP, SC, M5HVE, M8DDLE	Siloam Springs Police Department	25,731.81
120	M7AL, M7OP, M7TR	SHI Int. Corp.	226,364.73
121	B5CS	Speakup About Drugs	98,135.17
122	AL, OP, SC, M8DDLE	Springdale Police Department	104,287.99

Section 4.1 Federal Aid Contracts/Agreements

FINANCIAL REPORTS			
#	Project	Recipient/Contractor	Amount
123	AL, OP, SC, M8DDLE	St. Francis County Sheriff's Office	17,195.31
124	OP, SC, M5HVE, M8DDLE	Stone County Sheriff's Office	17,245.86
125	OP, SC, M5HVE, M8DDLE	Stuttgart Police Department	1,103.88
126	AL, OP, SC, M8DDLE	Texarkana Police Department	43,093.03
127	OP, SC, M5HVE, M8DDLE	Tontitown Police Department	58,455.14
128	AL, OP, SC, M8DDLE	Trumann Police Department	1,191.31
129	OP, TR, RS	University of Arkansas Fayetteville	170,793.59
130	TR	UAMS	26,599.82
131	B5CS	Van Buren County DWI Court	10,651.44
132	AL, OP, SC, M8DDLE	Washington County Sheriff's Office	17,451.37
133	OP, SC, M5HVE, M8DDLE	West Memphis Police Department	8,777.10
135	OP, SC, M5HVE, M8DDLE	White Hall Police Department	18,293.78
136	OP, SC, M5HVE, M8DDLE	Wynne Police Department	24,891.12
Total			11,777,773.45

*\$61,158.26 expended in SEDC funds.

Section 4.2 Fiscal Year 2025 Arkansas Approved Equipment

4.2 Fiscal Year 2025 Arkansas Approved Equipment

FISCAL YEAR 2025 ARKANSAS APPROVED EQUIPMENT

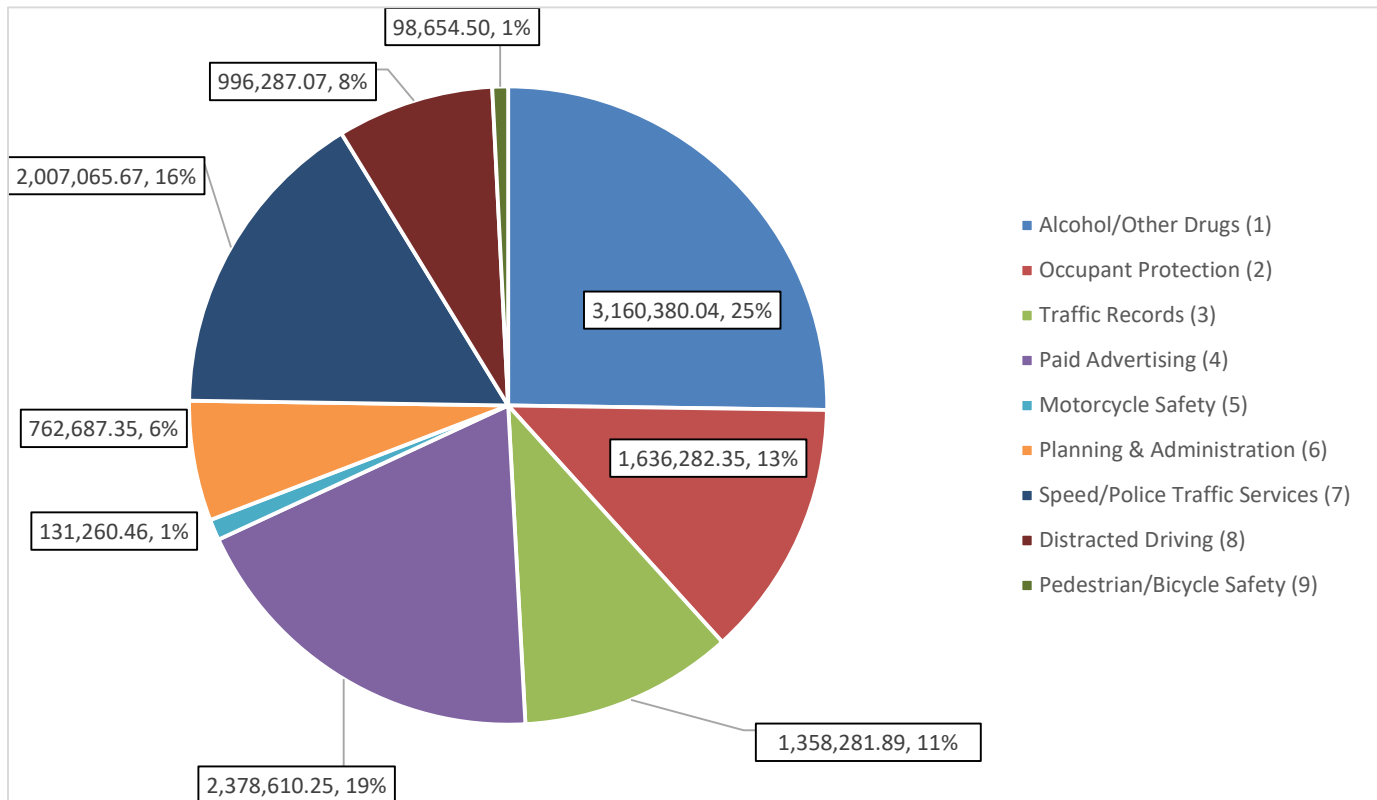
Agency	Quantity	Item Detail	Estimated Cost Each	Total Est. Cost	Funding Source	Planned Activity & Project Numbers	Purchased	Actual Cost
Arkansas State Police	1	Bosch Crash Data Retrieval (CDR) Kit with Premium Bundle	\$40,000	\$40,000	402	TR-2025-06-06-02	August 2025	\$35,466.07

Section 4.3 Chart of Highway Safety Plan Expenditures

4.3 Chart of Highway Safety Plan Expenditures

FISCAL YEAR 2025 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$	3,160,380.04
Occupant Protection (2)	\$	1,636,282.35
Traffic Records (3)	\$	1,358,281.89
Paid Advertising (4)	\$	2,378,610.25
Motorcycle Safety (5)	\$	131,260.46
Planning & Administration (6)	\$	762,687.35
Speed/Police Traffic Services (7)	\$	2,007,065.67
Distracted Driving (8)	\$	996,287.07
Pedestrian/Bicycle Safety (9)	\$	98,654.50
Total	\$	12,529,509.58



- (1) Alcohol/Other Drugs Program includes Sections 402, 405d, and 405d Int expenditures.
- (2) Occupant Protection Program includes Sections 402, 405b, and 405d Int expenditures.
- (3) Traffic Records Program includes Sections 402, 405c, 405d Int, and 405e expenditures.
- (4) Paid Advertising includes Sections 402, 405b, 405d, 405e, and 405g expenditures.
- (5) Motorcycle Safety Program includes Sections 402, and 405f expenditures.
- (6) Planning and Administration includes Sections 402 expenditures.
- (7) Speed/Police Traffic Services includes Section 402 and 405e expenditures.
- (8) Distracted Driving Program includes 405e expenditures.
- (9) Pedestrian/Bicycle Safety included 402 and 405h expenditures.

Section 5.1 Legislative Action

Section 5 – Summary

5.1 Legislative Action

ARKANSAS LEGISLATIVE ACTION IN 2025:

Most of these significant safety laws, including the work zone-related acts, went into effect on August 5, 2025.

- Work Zone Safety Enhancements:
 - Act 445: Prohibits handheld electronic device use in highway work zones, effective August 5, 2025.
 - Act 327 (HB 1596): Doubles fines for moving traffic violations within marked mobile work zones.
 - Act 117 (SB 78): Mandates that work zone safety be added to the Arkansas driver's manual and written driving exam.
 - Act 209 (HB 1475): Authorizes ARDOT and other road crews to use flashing green lights, in addition to amber and white, on their vehicles to improve visibility.
- Commercial Driver and Vehicle Regulations:
 - Act 604: Requires commercial driver's license (CDL) holders to have U.S. work authorization and demonstrate English proficiency.
- Local Regulations for UTVs:
 - Act 659: Grants local governments the authority to permit UTVs on public streets and highways within their jurisdiction.
- Blue Envelope Program
 - Act 16 - This law creates a program to improve communication between law enforcement and individuals with autism during traffic stops.
- Green Envelope Program
 - Act 531: This law creates a program like the Blue Envelope program to improve communication between law enforcement and individuals with a mental illness.
- Ignition Interlock Devices
 - B1875 (Act 841), strengthens DUI enforcement by lowering the ignition interlock device (IID) BAC threshold to 0.025%, and requires random retests while driving, mandates digital image capture, and extends IID periods by 60 days for violations like high BAC tests or missed

Section 5.1 Legislative Action

maintenance. This legislation introduces a clearer process for extending IID use, adds new technical IID requirements, and provides a way for individuals to challenge violations.

Section 5.2 Noteworthy Accomplishments

5.2 Noteworthy Accomplishments

AHSO Partnership Round Table and resulting new projects: (page 6) The AHSO New Partnership Round Table held in FY25 included engineers, law enforcement, public health, trauma prevention, youth organizations, mentors, and K–12 representatives. Discussions emphasized tailored, campus-specific solutions; experiential learning tools like virtual reality; early safety education K–12 and college connections. The round table helped turn shared priorities into structured, fundable programs. As a direct result the AHSO received a record number of new traffic-safety project applications for FY26.

Increased Ped/Bike programming/Involvement of colleges/universities/non-profit organizations

(See page 6)

- UAPB "Look for Lions" Safe Across Program
- Arkansas Baptist College "Brake for Buffalos" Safe Across Program
- WCAAA "Safety Ambassadors Program"
- WCAAA "Drive Aware": Teen Driver Safety Project
- U of A – "Co Safe" Program
- U of A – "In Their Shoes"
- Big Brothers Big Sisters "Teen Driving" Program

New certified Motorcycle Safety Foundation (MSF) instructor and training program: From the Motorcycle Safety Round Table held on March 18, 2025, meeting came several important ideas, including beginning the framework for a statewide Motorcycle Training Program for Arkansas and a new MSF Motorcycle Training School in Hot Springs through the Little Rock Moto Camp. with plans to increase the number of certified rider coaches available across the state.

VRU Northwest AR: The second annual Northwest Arkansas Vulnerable Road Users (VRU) Safety Summit was held on June 3, 2025, from 8:30 a.m. to 5:00 p.m. at the Fayetteville Public Library Event Center. The summit attracted strong participation, with 170 registered attendees representing 50 cities, organizations, and companies across the region. The event was organized through a collaborative effort led by the Arkansas Highway Safety Office (AHSO), ARDOT, CJRW, and Laneshift, Inc. The focus was on improving safety for vulnerable road users, including pedestrians, bicyclists, scooter users, first responders, and individuals with disabilities. 89% of the summit survey respondents rated the quality of the summit as excellent, and 11% listed it as good. Similarly, 89% stated that the Summit content was very relevant and useful, and 11% listed it as somewhat relevant and useful.

Speed Corridors: Black Cats were piloted by existing STEPs in 2023-2025 in Benton, Johnson, and Washington counties to provide more data. Additional Black Cats purchased in FY25 were used to evaluate the effectiveness of speed corridors in Saline and Garland counties and to provide additional data to assist with reducing speed limit violations and fatalities.

Increase in number of agencies on eCrash: 309 agencies are using eCrash as of September 30, 2025, with an additional 11 in training (320 total). This represents 99.53% of all crash submissions in the state of AR for FY25.

Arkansas' Law Enforcement Liaison (LEL) position/increase in agency contacts/communications: The AHSO received approval for a full-time LEL position. The position was filled January 6, 2025. In FY25, the LEL was active within the state, visiting 65 of 75 counties in Arkansas. 279 contacts were attempted, and meetings were conducted with 183 LEA leaders throughout the state. FY25 shows to have increased both M-STEP (62) and STEP (43), a 14.8% and 16.2% increase respectively, from FY24. The LEL was asked to participate in a three (3) week Law Enforcement Liaison Academy pilot course being built to train future LEL's and is working with the Arkansas Criminal Justice Institute (CJI) on a Roadside Oral Fluid Program for AR. He was instrumental in two Oral Fluid Summits being conducted in AR to educate Officers, Prosecuting Attorney's, Defense Attorney's, Judges, Toxicologist's and Traffic Safety Professionals in central and Northwest Arkansas.

Section 5.2 Noteworthy Accomplishments

Significant increases in Distracted Driving citations/warnings:

Year	# of Distracted Driving Citations
FY21	547
FY22	1,026
FY23	1,240
FY24	1,214
FY25	1,212

Decrease in Total Fatalities: Arkansas, like many other states, experienced a significant increase in total traffic fatalities in 2020 and 2021, rising from 511 in 2019 to 651 in 2020 and peaking at 692 in 2021. Since 2021, total fatalities have generally trended downward, decreasing to 637 in 2022 and 596 in 2023. Preliminary data indicate 603 fatalities in 2024, followed by a further decline to 563 in 2025.

Section 5.3 Planned Activities Not Implemented

5.3 Planned Activities Not Implemented

These explanations are also included under each of the project tables for each area.

Arkansas Rural Traffic Safety (ARTS), OP-2025-10-10-01 through OP-2025-10-10-05 – Although the “ARTS” project was not officially implemented in 2025, this time was used for information gathering and collecting data. Staff utilized crash data and seat belt surveys conducted by the Department of Civil Engineering at the University of Arkansas to identify three rural counties to serve as candidates for a demonstration of the “ARTS” program. The AHSO LEL has been in contact with Law Enforcement Agency (LEA) leaders in these counties, discussing the potential program and its differences with the Selective Traffic Enforcement Program (STEP). All LEA leaders expressed interest in participating with “ARTS”, with all asserting that educating their citizens in over all traffic safety, not just through traffic enforcement efforts but through increased community engagement and education, would be very beneficial in increasing rural traffic safety. AHSO staff are in the process of creating draft action plans, contracts, grant applications and funding sources to implement this project in the three selected counties in FY26.

Community Outreach (OP), OP-2025-10-10-05 - These projects were not implemented in 2025, but New Highway Safety Projects based on Community Participation & Engagement efforts and the AHSO Partnership RoundTable were developed and have been approved for 2026. (See list page 6)

Arkansas Children’s (ACH) Teen Distracted Driving, M8PE-2025-05-05-01 - This project was not implemented separately but became a part of the ACH “Teen Driving” Project and incorporated the “In an Instant” and the “Save A Life Tour” Programming.

RideShare Program, AL-2025-19-19-01 – After discussions with ARDOT, LYFT, and the Missouri Highway Safety Office it was determined that since Arkansas does not have a significant presence of either LYFT OR UBER in the state this project would not be as beneficial as we had thought. It was decided not to move forward with the project at this time but to hold it for future consideration.

Justice Outreach Liaison (JOL), B5CS-2025-18-18-01 - In 2025, the AHSO continued to explore creating a position for and hiring a State Judicial Outreach Liaison (JOL) that would recruit new DWI courts as well as consult with existing DWI courts. It was determined that the most appropriate entity to manage this project would be the Administrative Office of the Courts (AOC) since they currently oversee the Drug Courts, however due to ongoing changes at AOC the timing was not right to implement this program.

Safety Ambassador, TSP-2025-05-05-01 - These projects were not implemented in 2025 but New Highway Safety Projects based on Public Participation & Engagement efforts and the AHSO Partnership RoundTable were developed and have been approved for 2026. (See list page 6)

Families Against Distracted Driving Leadership Conferences - These projects were not implemented in 2025 but New Highway Safety Projects based on Public Participation & Engagement efforts and the AHSO Partnership RoundTable were developed and have been working with AAA for an alternative program in FY26. (See list page 6)

Teen Driving ROADeo, TSP-2025-03-03-01 - These projects were not funded in 2025, but were implemented with AHSO Staff and partnerships with local partners. A New Highway Safety Project based on Public Participation & Engagement efforts and the AHSO Partnership Round Table was developed and have been approved for 2026. (See list page 6)

Safe Across, PS-2025-07-07-01 – The “Safe Across” project was not implemented in 2025 however it was incorporated into another proposal that resulted from the AHSO Partnership Round Table. That application has been approved for funding and will be implemented in 2026. (See list page 6)

Section 5.3 Planned Activities Not Implemented

Community Outreach (Distracted), M8X-2025-06-06-00 - These projects were not implemented in 2025 but New Highway Safety Projects based on Public Participation & Engagement efforts and the AHSO Partnership RoundTable were developed and have been approved for 2026. (See list page 6)

Community Outreach (Speed), SC-2025-05-05-00 - These projects were not implemented in 2025 but New Highway Safety Projects based on Public Participation & Engagement efforts and the AHSO Partnership RoundTable were developed and have been approved for 2026. (See list page 6)

Community Awareness (Ped/Bike), PS-2025-02-02-01 - These projects were not implemented in 2025 but New Highway Safety Projects based on Public Participation & Engagement efforts and the AHSO Partnership RoundTable were developed and have been approved for 2026. (See list page 6)

Asphalt Art, PS-2025-08-08-01 - These projects were not implemented in 2025 but were part of ongoing planning by college campuses and non-profits who submitted proposals that have been approved for 2026 programming efforts. These projects include planning and preparation to implement “Asphalt Art” projects.

New Grants Based on Community Outreach (PS), PS-2025-09-09-01 - These projects were not implemented in 2025 but New Highway Safety Projects based on Public Participation & Engagement efforts and the AHSO Partnership RoundTable were developed and have been approved for 2026. (See list page 6)

Local Selective Traffic Enforcement Grant PS (STEPS), TR-2025-02-02-01 - This aspect of STEP was not implemented during 2025. The AHSO LEL worked with several agencies to explore the possibility of piloting this program on a limited scale. Planning is underway in 2026 to deploy officers in high risk locations to focus on pedestrian/bicycle enforcement and education.

Pedestrian and Bicycle Safety Project, PS-2025-03-03-01 – These projects were not implemented but were part of ongoing planning by Arkansas Children's.

eCrash/eCite/Law Enforcement Training Project, TR-2025-02-02-01 – These projects were not implemented but were part of ongoing planning with Arkansas State Police.

Section 6.1 FY 25 STEP Agencies (Chart)

Section 6 – Reference Charts and Information

6.1 FY 25 STEP Agencies (Chart)

Selective Traffic Enforcement Projects (STEP) FY25 Local STEP Agencies Occupant Protection Addendum			
Project Agreement Number	Agency	Project Agreement Number	Agency
OP-2025-02-02-00	TBD PD/SO	OP-2025-02-02-26	Springdale PD
OP-2025-02-02-01	Bella Vista PD	OP-2025-02-02-27	St. Francis County SO
OP-2025-02-02-02	Benton County SO	OP-2025-02-02-28	Texarkana PD
OP-2025-02-02-03	Benton PD	OP-2025-02-02-29	Trumann PD
OP-2025-02-02-04	Bryant PD	OP-2025-02-02-31	Washington County SO
OP-2025-02-02-06	Dardanelle PD	OP-2025-02-02-32	Ashdown PD
OP-2025-02-02-07	El Dorado PD	OP-2025-02-02-34	Centerton PD
OP-2025-02-02-08	Fayetteville PD	OP-2025-02-02-35	Cross County SO
OP-2025-02-02-09	Fort Smith PD	OP-2025-02-02-36	Decatur PD
OP-2025-02-02-10	Garland County SO	OP-2025-02-02-37	Grant County SO
OP-2025-02-02-11	Harrison PD	OP-2025-02-02-38	Sheridan PD
OP-2025-02-02-12	Hope PD	OP-2025-02-02-39	Baxter County SO
OP-2025-02-02-13	Hot Springs PD	OP-2025-02-02-40	Independence Co SO
OP-2025-02-02-14	Jonesboro PD	OP-2025-02-02-41	Hazen PD
OP-2025-02-02-15	Marion PD	OP-2025-02-02-42	Pine Bluff PD
OP-2025-02-02-17	Mountain Home PD	OP-2025-02-02-43	Dallas County SO
OP-2025-02-02-18	North Little Rock PD	OP-2025-02-02-44	Des Arc PD
OP-2025-02-02-19	Lowell PD	OP-2025-02-02-45	Forrest City PD
OP-2025-02-02-20	Paragould PD	OP-2025-02-02-46	Desha County SO
OP-2025-02-02-21	Rogers PD	OP-2025-02-02-47	Jackson County SO
OP-2025-02-02-22	Saline County SO	OP-2025-02-02-48	Monticello PD
OP-2025-02-02-23	Searcy PD	OP-2025-03-03-01	Arkansas State Police
OP-2025-02-02-24	Sherwood PD		
STEP agencies expected to have FY25 agreements. All STEP agencies are expected to attempt to work DWI, Speed, Seat Belt and Distracted Driving during their sustained traffic enforcement as well as work all Mobilizations.			

Current as of 12/29/25

Section 6.1 FY 25 STEP Agencies (Chart)

Selective Traffic Enforcement Projects (STEP) FY25 Local STEP Agencies Alcohol Addendum			
Project Agreement Number	Agency	Project Agreement Number	Agency
AL-2025-06-06-00	TBD PD/SO	AL-2025-06-06-26	Springdale PD
AL-2025-06-06-01	Bella Vista PD	AL-2025-06-06-27	St. Francis County SO
AL-2025-06-06-02	Benton County SO	AL-2025-06-06-28	Texarkana PD
AL-2025-06-06-03	Benton PD	AL-2025-06-06-29	Trumann PD
AL-2025-06-06-04	Bryant PD	AL-2025-06-06-31	Washington County SO
AL-2025-06-06-06	Dardanelle PD	AL-2025-06-06-32	Ashdown PD
AL-2025-06-06-07	El Dorado PD	AL-2025-06-06-34	Centerton PD
AL-2025-06-06-08	Fayetteville PD	AL-2025-06-06-35	Cross County SO
AL-2025-06-06-09	Fort Smith PD	AL-2025-06-06-36	Decatur PD
AL-2025-06-06-10	Garland County SO	AL-2025-06-06-37	Grant County SO
AL-2025-06-06-11	Harrison PD	AL-2025-06-06-38	Sheridan PD
AL-2025-06-06-12	Hope PD	AL-2025-06-06-39	Baxter County SO
AL-2025-06-06-13	Hot Springs PD	AL-2025-06-06-40	Independence County SO
AL-2025-06-06-14	Jonesboro PD	AL-2025-06-06-41	Hazen PD
AL-2025-06-06-15	Marion PD	AL-2025-06-06-42	Pine Bluff PD
AL-2025-06-06-17	Mountain Home PD	AL-2025-06-06-43	Dallas County SO
AL-2025-06-06-18	North Little Rock PD	AL-2025-06-06-44	Des Arc PD
AL-2025-06-06-19	Lowell PD	AL-2025-06-06-45	Forrest City PD
AL-2025-06-06-20	Paragould PD	AL-2025-06-06-46	Desha County SO
AL-2025-06-06-21	Rogers PD	AL-2025-06-06-47	Jackson County SO
AL-2025-06-06-22	Saline County SO	AL-2025-06-06-48	Monticello PD
AL-2025-06-06-23	Searcy PD	M5HVE-2025-07-07-01	AR State Police
AL-2025-06-06-24	Sherwood PD		
STEP agencies expected to have FY25 agreements. All STEP agencies are expected to attempt to work DWI, Speed, Seat Belt and Distracted Driving during their sustained traffic enforcement as well as work all Mobilizations.			

Current as of 12/29/25

Section 6.1 FY 25 STEP Agencies (Chart)

Selective Traffic Enforcement Projects (STEP) FY25 Local STEP Agencies Speed Addendum			
Project Agreement Number	Agency	Project Agreement Number	Agency
B8L*PT-2025-03-03-01	AR State Police	SC-2025-01-01-23	Searcy PD
B8L*SC-2025-02-02-01	AR State Police	SC-2025-01-01-24	Sherwood PD
B8L*SC-2025-02-02-01	AR State Police	SC-2025-01-01-26	Springdale PD
PT-2025-01-01-01	Bella Vista PD	SC-2025-01-01-27	St. Francis County SO
SC-2025-01-01-00	TBD PD/SO	SC-2025-01-01-28	Texarkana PD
SC-2025-01-01-01	Bella Vista PD	SC-2025-01-01-29	Trumann PD
SC-2025-01-01-02	Benton County SO	SC-2025-01-01-31	Washington Co SO
SC-2025-01-01-03	Benton PD	SC-2025-01-01-32	Ashdown PD
SC-2025-01-01-04	Bryant PD	SC-2025-01-01-34	Centerton PD
SC-2025-01-01-06	Dardanelle PD	SC-2025-01-01-35	Cross County SO
SC-2025-01-01-07	El Dorado PD	SC-2025-01-01-36	Decatur PD
SC-2025-01-01-08	Fayetteville PD	SC-2025-01-01-37	Grant County SO
SC-2025-01-01-09	Fort Smith PD	SC-2025-01-01-38	Sheridan PD
SC-2025-01-01-10	Garland County SO	SC-2025-01-01-39	Baxter County SO
SC-2025-01-01-11	Harrison PD	SC-2025-01-01-40	Independence Co SO
SC-2025-01-01-12	Hope PD	SC-2025-01-01-41	Hazen PD
SC-2025-01-01-13	Hot Springs PD	SC-2025-01-01-42	Pine Bluff PD
SC-2025-01-01-14	Jonesboro PD	SC-2025-01-01-43	Dallas county SO
SC-2025-01-01-15	Marion PD	SC-2025-01-01-44	Des Arc PD
SC-2025-01-01-17	Mountain Home PD	SC-2025-01-01-45	Forrest City PD
SC-2025-01-01-18	North Little Rock PD	SC-2025-01-01-46	Desha County SO
SC-2025-01-01-19	Lowell PD	SC-2025-01-01-47	Jackson County SO
SC-2025-01-01-20	Paragould PD	SC-2025-01-01-48	Monticello PD
SC-2025-01-01-21	Rogers PD	SC-2025-02-02-01	AR State Police
SC-2025-01-01-22	Saline County SO	SC-2025-02-02-01	AR State Police
STEP agencies expected to have FY25 agreements. All STEP agencies are expected to attempt to work DWI, Speed, Seat Belt and Distracted Driving during their sustained traffic enforcement as well as work all Mobilizations.			

Current as of 12/29/25

Section 6.1 FY 25 STEP Agencies (Chart)

Selective Traffic Enforcement Projects (STEP) FY25 Local STEP Agencies Distracted Driving Addendum			
Project Agreement Number	Agency	Project Agreement Number	Agency
M8DDLE-2025-02-02-00	TBD PD/SO	M8DDLE-2025-02-02-26	Springdale PD
M8DDLE-2025-02-02-01	Bella Vista PD	M8DDLE-2025-02-02-27	St. Francis County SO
M8DDLE-2025-02-02-02	Benton County SO	M8DDLE-2025-02-02-28	Texarkana PD
M8DDLE-2025-02-02-03	Benton PD	M8DDLE-2025-02-02-29	Trumann PD
M8DDLE-2025-02-02-04	Bryant PD	M8DDLE-2025-02-02-31	Washington Co SO
M8DDLE-2025-02-02-06	Dardanelle PD	M8DDLE-2025-02-02-32	Ashdown PD
M8DDLE-2025-02-02-07	El Dorado PD	M8DDLE-2025-02-02-34	Centerton PD
M8DDLE-2025-02-02-08	Fayetteville PD	M8DDLE-2025-02-02-35	Cross County SO
M8DDLE-2025-02-02-09	Fort Smith PD	M8DDLE-2025-02-02-36	Decatur PD
M8DDLE-2025-02-02-10	Garland County SO	M8DDLE-2025-02-02-37	Grant County SO
M8DDLE-2025-02-02-11	Harrison PD	M8DDLE-2025-02-02-38	Sheridan PD
M8DDLE-2025-02-02-12	Hope PD	M8DDLE-2025-02-02-39	Baxter County SO
M8DDLE-2025-02-02-13	Hot Springs PD	M8DDLE-2025-02-02-40	Independence CO SO
M8DDLE-2025-02-02-14	Jonesboro PD	M8DDLE-2025-02-02-41	Hazen PD
M8DDLE-2025-02-02-15	Marion PD	M8DDLE-2025-02-02-42	Pine Bluff PD
M8DDLE-2025-02-02-17	Mountain Home PD	M8DDLE-2025-02-02-43	Dallas County SO
M8DDLE-2025-02-02-18	North Little Rock PD	M8DDLE-2025-02-02-44	Des Arc PD
M8DDLE-2025-02-02-19	Lowell PD	M8DDLE-2025-02-02-45	Forrest City PD
M8DDLE-2025-02-02-20	Paragould PD	M8DDLE-2025-02-02-46	Desha County SO
M8DDLE-2025-02-02-21	Rogers PD	M8DDLE-2025-02-02-47	Jackson County SO
M8DDLE-2025-02-02-22	Saline County SO	M8DDLE-2025-02-02-48	Monticello PD
M8DDLE-2025-02-02-23	Searcy PD	M8DDLE-2025-03-03-01	AR State Police
M8DDLE-2025-02-02-24	Sherwood PD		
STEP agencies expected to have FY25 agreements. All STEP agencies are expected to attempt to work DWI, Speed, Seat Belt and Distracted Driving during their sustained traffic enforcement as well as work all Mobilizations.			

Current as of 12/29/25

Section 6.2 FY 25 Mini-STEP Agencies (Chart)

6.2 FY 25 Mini-STEP Agencies (Chart)

Mini Selective Traffic Enforcement Projects (M-STEP) FY25 Local Mini-STEP Agencies Occupant Protection Addendum			
Project Agreement Number	Agency	Project Agreement Number	Agency
OP-2025-04-04-00	TBD PD/SO	OP-2025-04-04-55	Gentry PD
OP-2025-04-04-01	Barling PD	OP-2025-04-04-57	Goshen PD
OP-2025-04-04-05	Prairie County SO	OP-2025-04-04-58	West Memphis PD
OP-2025-04-04-08	Little Flock PD	OP-2025-04-04-64	Jacksonville PD
OP-2025-04-04-11	Mountain View PD	OP-2025-04-04-66	Siloam Springs PD
OP-2025-04-04-12	Pea Ridge PD	OP-2025-04-04-67	Hampton PD
OP-2025-04-04-14	Prairie Grove PD	OP-2025-04-04-70	Lewisville PD
OP-2025-04-04-15	Searcy County SO	OP-2025-04-04-71	Newport PD
OP-2025-04-04-17	Stone County SO	OP-2025-04-04-72	Fordyce PD
OP-2025-04-04-25	Alexander PD	OP-2025-04-04-73	Flippin PD
OP-2025-04-04-26	Lafayette County SO	OP-2025-04-04-74	Calhoun County SO
OP-2025-04-04-27	Hempstead County SO	OP-2025-04-04-76	Lake Village PD
OP-2025-04-04-31	Newton County SO	OP-2025-04-04-77	Caddo Valley PD
OP-2025-04-04-32	McGehee PD	OP-2025-04-04-79	Marion County SO
OP-2025-04-04-33	Boone County SO	OP-2025-04-04-80	Madison County SO
OP-2025-04-04-35	Tontitown PD	OP-2025-04-04-81	England PD
OP-2025-04-04-37	Elkins PD	OP-2025-04-04-82	Faulkner Co SO
OP-2025-04-04-40	Highfill PD	OP-2025-04-04-83	Brookland PD
OP-2025-04-04-41	Cabot PD	OP-2025-04-04-84	White Hall PD
OP-2025-04-04-45	Lincoln PD	OP-2025-04-04-85	Lonoke PD
OP-2025-04-04-47	Crittenden Co SO	OP-2025-04-04-86	De Queen PD
OP-2025-04-04-48	Eureka Springs PD	OP-2025-04-04-89	Stuttgart PD
OP-2025-04-04-50	Pleasant Plains PD	OP-2025-04-04-90	Batesville PD
OP-2025-04-04-51	Mayflower PD	OP-2025-04-04-91	Lonoke Co SO
OP-2025-04-04-52	Osceola PD	OP-2025-04-04-92	Haskell PD
OP-2025-04-04-53	Bradley Co SO	OP-2025-04-04-93	Cotter PD
OP-2025-04-04-54	Wynne PD		
Mini-STEP agencies expected to have FY25 agreements. All Mini-STEP agencies are expected to attempt to work all DWI, Speed, Seat Belt and Distracted Mobilizations.			

Current as of 12/29/25

Section 6.2 FY 25 Mini-STEP Agencies (Chart)

Mini Selective Traffic Enforcement Projects (M-STEP) FY25 Local Mini-STEP Agencies Alcohol Addendum			
Project Agreement Number	Agency	Project Agreement Number	Agency
M5HVE-2025-08-08-00	TBD PD/SO	M5HVE-2025-08-08-58	West Memphis PD
M5HVE-2025-08-08-01	Barling PD	M5HVE-2025-08-08-64	Jacksonville PD
M5HVE-2025-08-08-05	Prairie County SO	M5HVE-2025-08-08-66	Siloam Springs PD
M5HVE-2025-08-08-08	Little Flock PD	M5HVE-2025-08-08-67	Hampton PD
M5HVE-2025-08-08-11	Mountain View PD	M5HVE-2025-08-08-70	Lewisville PD
M5HVE-2025-08-08-12	Pea Ridge PD	M5HVE-2025-08-08-71	Newport PD
M5HVE-2025-08-08-14	Prairie Grove PD	M5HVE-2025-08-08-72	Fordyce PD
M5HVE-2025-08-08-15	Searcy County SO	M5HVE-2025-08-08-73	Flippin PD
M5HVE-2025-08-08-17	Stone County SO	M5HVE-2025-08-08-74	Calhoun County SO
M5HVE-2025-08-08-25	Alexander PD	M5HVE-2025-08-08-76	Lake Village PD
M5HVE-2025-08-08-26	Lafayette County SO	M5HVE-2025-08-08-77	Caddo Valley PD
M5HVE-2025-08-08-27	Hempstead County SO	M5HVE-2025-08-08-79	Marion County SO
M5HVE-2025-08-08-31	Newton County SO	M5HVE-2025-08-08-80	Madison County SO
M5HVE-2025-08-08-32	McGehee PD	M5HVE-2025-08-08-81	England PD
M5HVE-2025-08-08-33	Boone County SO	M5HVE-2025-08-08-82	Faulkner Co SO
M5HVE-2025-08-08-35	Tontitown PD	M5HVE-2025-08-08-83	Brookland PD
M5HVE-2025-08-08-37	Elkins PD	M5HVE-2025-08-08-84	White Hall PD
M5HVE-2025-08-08-38	Manila PD	M5HVE-2025-08-08-85	Lonoke PD
M5HVE-2025-08-08-40	Highfill PD	M5HVE-2025-08-08-86	De Queen PD
M5HVE-2025-08-08-41	Cabot PD	M5HVE-2025-08-08-89	Stuttgart PD
M5HVE-2025-08-08-45	Lincoln PD	M5HVE-2025-08-08-90	Batesville PD
M5HVE-2025-08-08-47	Crittenden Co SO	M5HVE-2025-08-08-91	Lonoke Co SO
M5HVE-2025-08-08-48	Eureka Springs PD	M5HVE-2025-08-08-92	Haskell PD
M5HVE-2025-08-08-50	Pleasant Plains PD	M5HVE-2025-08-08-93	Cotter PD
M5HVE-2025-08-08-51	Mayflower PD	M5HVE-2025-08-08-94	Conway PD
M5HVE-2025-08-08-52	Osceola PD	M5HVE-2025-08-08-95	Van Buren Co SO
M5HVE-2025-08-08-53	Bradley Co SO	M5HVE-2025-08-08-96	Bull Shoals PD
M5HVE-2025-08-08-54	Wynne PD	M5HVE-2025-08-08-97	Bald Knob PD
M5HVE-2025-08-08-55	Gentry PD	M5HVE-2025-08-08-98	Arkansas Co SO
M5HVE-2025-08-08-57	Goshen PD	M5HVE-2025-08-08-99	Fairfield Bay PD
Mini-STEP agencies expected to have FY25 agreements. All Mini-STEP agencies are expected to attempt to work all DWI, Speed, Seat Belt and Distracted Mobilizations.			

Current as of 12/29/25

Section 6.2 FY 25 Mini-STEP Agencies (Chart)

Mini Selective Traffic Enforcement Projects (M-STEP) FY25 Local Mini-STEP Agencies Speed Addendum			
Project Agreement Number	Agency	Project Agreement Number	Agency
SC-2025-03-03-00	TBD PD/SO	SC-2025-03-03-57	Goshen PD
SC-2025-03-03-01	Barling PD	SC-2025-03-03-58	West Memphis PD
SC-2025-03-03-04	Clarksville PD	SC-2025-03-03-64	Jacksonville PD
SC-2025-03-03-05	Prairie County SO	SC-2025-03-03-66	Siloam Springs PD
SC-2025-03-03-08	Little Flock PD	SC-2025-03-03-67	Hampton PD
SC-2025-03-03-11	Mountain View PD	SC-2025-03-03-70	Lewisville PD
SC-2025-03-03-12	Pea Ridge PD	SC-2025-03-03-71	Newport PD
SC-2025-03-03-14	Prairie Grove PD	SC-2025-03-03-72	Fordyce PD
SC-2025-03-03-15	Searcy County SO	SC-2025-03-03-73	Flippin PD
SC-2025-03-03-17	Stone County SO	SC-2025-03-03-74	Calhoun County SO
SC-2025-03-03-25	Alexander PD	SC-2025-03-03-76	Lake Village PD
SC-2025-03-03-26	Lafayette County SO	SC-2025-03-03-77	Caddo Valley PD
SC-2025-03-03-27	Hempstead County SO	SC-2025-03-03-80	Madison County SO
SC-2025-03-03-31	Newton County SO	SC-2025-03-03-82	Faulkner Co SO
SC-2025-03-03-32	McGehee PD	SC-2025-03-03-83	Brookland PD
SC-2025-03-03-33	Boone County SO	SC-2025-03-03-84	White Hall PD
SC-2025-03-03-35	Tontitown PD	SC-2025-03-03-85	Lonoke PD
SC-2025-03-03-37	Elkins PD	SC-2025-03-03-86	De Queen PD
SC-2025-03-03-40	Highfill PD	SC-2025-03-03-90	Batesville PD
SC-2025-03-03-41	Cabot PD	SC-2025-03-03-91	Lonoke Co SO
SC-2025-03-03-45	Lincoln PD	SC-2025-03-03-93	Cotter PD
SC-2025-03-03-47	Crittenden Co SO	SC-2025-03-03-94	Conway PD
SC-2025-03-03-48	Eureka Springs PD	SC-2025-03-03-95	Van Buren Co SO
SC-2025-03-03-50	Pleasant Plains PD	SC-2025-03-03-96	Bull Shoals PD
SC-2025-03-03-52	Osceola PD	SC-2025-03-03-97	Bald Knob PD
SC-2025-03-03-53	Bradley Co SO	SC-2025-03-03-98	Arkansas Co SO
SC-2025-03-03-54	Wynne PD	SC-2025-03-03-99	Fairfield Bay PD
SC-2025-03-03-55	Gentry PD		
Mini-STEP agencies expected to have FY25 agreements. All Mini-STEP agencies are expected to attempt to work all DWI, Speed, Seat Belt and Distracted Mobilizations.			

Current as of 12/29/25

Section 6.2 FY 25 Mini-STEP Agencies (Chart)

Mini Selective Traffic Enforcement Projects (M-STEP) FY25 Local Mini-STEP Agencies Distracted Driving Addendum			
Project Agreement Number	Agency	Project Agreement Number	Agency
M8DDLE-2025-04-04-00	TBD PD/SO	M8DDLE-2025-04-04-52	Osceola PD
M8DDLE-2025-04-04-01	Barling PD	M8DDLE-2025-04-04-53	Bradley Co SO
M8DDLE-2025-04-04-05	Prairie County SO	M8DDLE-2025-04-04-54	Wynne PD
M8DDLE-2025-04-04-08	Little Flock PD	M8DDLE-2025-04-04-55	Gentry PD
M8DDLE-2025-04-04-11	Mountain View PD	M8DDLE-2025-04-04-57	Goshen PD
M8DDLE-2025-04-04-12	Pea Ridge PD	M8DDLE-2025-04-04-58	West Memphis PD
M8DDLE-2025-04-04-14	Prairie Grove PD	M8DDLE-2025-04-04-64	Jacksonville PD
M8DDLE-2025-04-04-15	Searcy County SO	M8DDLE-2025-04-04-66	Siloam Springs PD
M8DDLE-2025-04-04-17	Stone County SO	M8DDLE-2025-04-04-67	Hampton PD
M8DDLE-2025-04-04-25	Alexander PD	M8DDLE-2025-04-04-70	Lewisville PD
M8DDLE-2025-04-04-26	Lafayette Co SO	M8DDLE-2025-04-04-71	Newport PD
M8DDLE-2025-04-04-27	Hempstead CO SO	M8DDLE-2025-04-04-72	Fordyce PD
M8DDLE-2025-04-04-31	Newton County SO	M8DDLE-2025-04-04-73	Flippin PD
M8DDLE-2025-04-04-32	McGehee PD	M8DDLE-2025-04-04-74	Calhoun County SO
M8DDLE-2025-04-04-33	Boone County SO	M8DDLE-2025-04-04-76	Lake Village PD
M8DDLE-2025-04-04-35	Tontitown PD	M8DDLE-2025-04-04-77	Caddo Valley PD
M8DDLE-2025-04-04-37	Elkins PD	M8DDLE-2025-04-04-79	Marion County SO
M8DDLE-2025-04-04-40	Highfill PD	M8DDLE-2025-04-04-80	Madison County SO
M8DDLE-2025-04-04-41	Cabot PD	M8DDLE-2025-04-04-82	Faulkner Co SO
M8DDLE-2025-04-04-45	Lincoln PD	M8DDLE-2025-04-04-84	White Hall PD
M8DDLE-2025-04-04-47	Crittenden Co SO	M8DDLE-2025-04-04-86	De Queen PD
M8DDLE-2025-04-04-48	Eureka Springs PD	M8DDLE-2025-04-04-90	Batesville PD
M8DDLE-2025-04-04-51	Mayflower PD	M8DDLE-2025-04-04-93	Cotter PD
Mini-STEP agencies expected to have FY25 agreements. All Mini-STEP agencies are expected to attempt to work all DWI, Speed, Seat Belt and Distracted Mobilizations.			

Current as of 12/29/25

Section 6.3 Mini-STEP Mobilization Summary

6.3 Mini-STEP Mobilization Summary

FY25 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	Hours Worked	Move Over Citations	Move Over Warnings
State Distracted Driving (1)	10	51	8	130	641	4	1	0	5	39	277	1,150	1	13
State Seat Belt (2)	71	235	6	144	535	1	1	0	2	7	80	1,131	2	8
National Winter DWI (3)	18	48	12	221	1,062	13	7	2	22	21	122	2,047	7	13
State St. Patrick's Day DWI (4)	16	34	4	99	504	7	1	0	8	10	59	957	2	1
State Distracted Driving (5)	65	105	12	227	916	7	2	0	9	57	322	1,677	4	133
420 Campaign (6)	26	29	4	44	322	2	1	0	3	4	27	652	1	2
National Seat Belt (8)	331	623	10	261	1,231	12	4	0	16	34	140	2,702	27	90
State July DWI (9)	689	6	0	184	689	16	2	1	19	5	122	1,562	1	5
State Speed (10)	102	189	21	984	3,733	8	2	3	13	27	125	4,239	6	22
National Labor Day DWI (11)	108	172	16	400	1,245	25	6	3	34	9	139	3,283	2	5
Total	1,436	1,492	93	2,694	10,878	95	27	9	131	213	1,413	19,400	53	292

Section 6.4 CIOT / DSOGP Report Data

6.4 CIOT / DSOGP Report Data

FY25 CIOT / DSOGP 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	28.50%	31.50%	8	4	27	78	3	N/A	N/A	N/A	N/A	N/A	N	
Arkansas Co SO	0.00%	0.00%	4	3	2	40	0	11	1	2	47	0	N	
Bald Knob PD	42.50%	45.50%	2	9	15	62	0	0	0	16	22	0	N	
Barling PD	37.80%	40.00%	6	6	2	30	0	1	4	2	45	7	N	
Batesville PD	73.50%	92.00%	15	22	9	10	0	2	5	1	4	1	Y	
Boone Co SO	0.29%	0.31%	2	9	20	69	0	3	2	44	183	1	Y	
Bradley Co SO	78.00%	79.50%	1	10	2	16	2	0	0	0	0	1	Y	
Brookland PD	43.00%	44.00%	67	37	18	25	0	1	1	11	30	4	Y	
Bull Shoals PD	0.00%	0.00%	0	0	0	0	0	N/A	N/A	N/A	N/A	N/A	N	
Cabot PD	78.75%	77.00%	7	10	0	5	0	1	1	1	5	0	Y	
Caddo Valley PD	45.00%	46.50%	0	0	2	22	0	0	0	1	9	0	Y	
Calhoun Co SO	73.50%	79.50%	1	5	29	87	0	1	1	13	38	1	Y	
Conway PD	44.00%	45.00%	0	0	0	2	0	0	1	2	10	2	Y	
Cotter PD	67.50%	81.25%	6	22	2	5	0	N/A	N/A	N/A	N/A	N/A	N	
Crittenden Co SO	38.65%	37.50%	6	69	5	46	0	0	0	0	0	1	N	
De Queen PD	75.50%	81.00%	82	54	62	101	0	15	12	115	26	0	Y	
Drew Co SO	31.50%	33.50%	1	0	9	4	0	0	0	3	8	0	Y	
Elkins PD	72.00%	74.00%	2	10	1	53	1	3	0	16	73	5	Y	
England PD	0.00%	0.00%	18	3	0	9	0	0	0	0	0	0	N	
Eureka Springs PD	29.50%	30.00%	0	1	0	4	0	0	0	0	1	0	N	
Fairfield Bay PD	0.00%	0.00%	0	0	0	0	0	0	1	4	39	0	Y	
Faulkner Co SO	39.50%	74.50%	3	21	1	27	0	0	3	4	13	1	Y	
Flippin PD	0.00%	0.00%	1	33	0	69	0	2	5	2	84	0	N	
Fordyce PD	0.00%	0.00%	17	1	26	76	0	3	0	40	132	1	Y	
Gentry PD	47.00%	47.00%	6	32	8	50	1	2	21	13	142	0	Y	
Goshen PD	55.17%	57.17%	2	21	2	64	0	0	2	1	46	0	Y	
Hampton PD	65.67%	66.50%	2	5	2	14	0	2	10	9	20	0	Y	
Haskell PD	39.00%	41.00%	18	14	0	6	0	0	0	0	9	0	Y	
Hempstead Co SO	67.00%	73.00%	3	47	9	123	0	1	5	16	96	0	Y	
Highfill PD	46.17%	48.50%	0	0	2	10	0	0	0	0	0	0	Y	
Jacksonville PD	26.80%	34.30%	26	47	0	12	0	0	0	0	0	0	Y	
Lafayette Co SO	74.00%	76.50%	1	6	7	39	1	6	13	51	142	6	Y	
Lake Village PD	30.50%	33.00%	1	7	8	7	0	5	16	48	76	0	Y	
Lewisville PD	0.00%	0.00%	8	4	21	55	0	0	4	17	110	0	Y	
Lincoln PD	44.00%	44.00%	7	20	1	13	0	0	0	1	3	4	Y	
Little Flock PD	30.33%	35.00%	0	2	2	3	0	0	0	3	2	0	Y	
Lonoke Co SO	33.50%	35.50%	3	5	4	36	1	0	0	4	19	1	Y	
Lonoke PD	44.00%	44.50%	3	14	38	68	0	N/A	N/A	N/A	N/A	N/A	N	
Madison Co SO	32.50%	45.00%	4	6	2	37	0	0	0	0	7	2	Y	
Manila PD	35.00%	43.00%	0	1	1	1	0	18	11	3	10	1	Y	
Marion Co SO	0.00%	0.00%	0	17	3	11	0	0	0	0	9	0	Y	
Mayflower PD	0.00%	0.00%	0	0	0	0	0	0	0	0	8	0	Y	
McGehee PD	0.00%	0.00%	3	12	2	10	0	3	6	3	30	0	Y	
Mountain View PD	30.30%	36.50%	1	11	5	22	0	1	3	8	101	0	Y	
Newport PD	31.00%	33.50%	10	39	6	33	0	3	33	13	100	2	Y	
Newton Co SO	28.50%	34.00%	0	40	2	9	0	0	3	3	49	0	N	
Osceola PD	0.00%	0.00%	18	9	3	4	0	16	8	35	75	1	Y	
Pea Ridge PD	35.50%	46.50%	1	29	0	23	0	1	0	3	77	4	Y	
Pleasant Plains PD	0.00%	0.00%	0	0	0	0	0	6	3	5	25	2	N	
Prairie Co SO	27.50%	27.00%	18	63	5	66	0	8	12	11	17	8	Y	
Prairie Grove PD	37.50%	43.50%	0	5	2	1	0	0	0	0	0	0	Y	
Pulaski Co SO	0.00%	0.00%	2	0	1	3	0	N/A	N/A	N/A	N/A	N/A	N	
Searcy Co SO	0.00%	0.00%	1	14	6	23	0	0	0	15	24	2	N	
Siloam Springs PD	0.00%	0.00%	1	33	5	21	0	0	2	6	12	1	Y	
Stone Co SO	24.00%	30.00%	0	0	15	54	2	0	0	0	7	0	Y	
Stuttgart PD	0.00%	0.00%	0	0	0	0	0	8	12	10	8	0	N	
Tontitown PD	43.00%	46.00%	9	39	28	84	2	1	2	43	78	0	Y	
Van Buren Co SO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	0	23	128	1	N	
West Memphis PD	0.00%	0.00%	0	0	0	0	0	0	1	6	3	0	Y	
White Hall PD	17.50%	25.00%	5	1	7	9	0	1	0	30	38	0	Y	
Wynne PD	36.00%	37.00%	16	35	2	38	0	4	27	15	71	3	Y	

Section 6.4 CIOT / DSOGP Report Data

FY25 CIOT / DSOGP 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	82.58%	85.78%	870	379	3370	5007	199	1402	748	6039	10177	408	Y
Ashdown PD	85.00%	90.00%	9	26	12	83	1	1	3	8	30	3	Y
Baxter Co SO	89.50%	89.50%	2	18	4	31	0	1	8	19	202	0	Y
Bella Vista PD	86.00%	91.00%	10	9	2	4	0	0	1	1	7	4	Y
Benton Co SO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N
Benton PD	76.50%	81.00%	25	28	17	45	0	0	10	2	4	2	Y
Bryant PD	37.00%	41.00%	8	6	9	28	8	3	2	12	17	4	Y
Centerton PD	82.00%	83.50%	7	13	5	30	0	1	2	14	41	1	Y
Cross Co SO	86.50%	91.00%	31	10	22	22	0	7	1	153	114	1	Y
Dallas Co SO	75.58%	78.17%	21	1	18	31	1	21	6	21	52	9	Y
Dardanelle PD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N
Decatur PD	46.50%	45.00%	6	8	0	23	0	0	2	0	8	2	Y
Desha Co SO	28.00%	38.00%	3	6	0	4	0	1	0	26	16	0	Y
El Dorado PD	38.50%	40.00%	6	6	5	3	0	2	2	6	11	0	Y
Fayetteville PD	43.34%	46.00%	3	1	22	70	0	0	0	1	8	13	Y
Forrest City PD	67.35%	71.90%	33	118	15	74	0	0	34	7	3	1	Y
Fort Smith PD	76.00%	84.50%	45	11	43	258	25	11	35	73	290	40	Y
Garland Co SO	76.33%	81.00%	0	12	1	15	0	0	0	10	81	0	Y
Grant Co SO	77.50%	82.00%	4	27	95	73	0	0	0	13	26	1	Y
Harrison PD	83.65%	83.00%	15	0	3	0	1	0	4	0	7	2	Y
Hazen PD	88.80%	91.30%	0	13	2	2	0	0	0	0	5	0	Y
Hope PD	68.00%	0.00%	9	11	0	16	0	14	9	8	49	6	Y
Hot Springs PD	90.40%	90.15%	8	17	0	17	0	3	3	6	20	1	Y
Independence Co SO	60.00%	76.50%	7	70	11	53	0	4	25	2	75	3	Y
Jackson Co SO	65.00%	71.00%	13	10	4	59	0	2	4	8	238	3	Y
Jonesboro PD	0.00%	0.00%	16	1	2	8	0	41	49	72	87	2	Y
Lowell PD	85.33%	90.00%	8	5	6	26	1	2	2	5	25	3	Y
Marion PD	33.50%	35.50%	4	8	0	4	0	0	0	0	0	0	Y
Monticello PD	36.00%	37.50%	0	15	6	22	1	2	2	4	45	4	Y
Mountain Home PD	85.00%	88.00%	5	30	1	33	0	0	6	2	67	1	Y
North Little Rock PD	0.00%	0.00%	0	0	0	0	0	0	0	0	0	0	Y
Paragould PD	93.00%	93.45%	6	5	5	26	0	0	0	9	34	0	Y
Pine Bluff PD	71.00%	72.50%	100	159	18	104	0	4	11	50	131	0	Y
Rogers PD	0.00%	0.00%	4	19	0	0	0	0	0	0	1	1	Y
Saline Co SO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N
Searcy PD	0.00%	0.00%	0	0	5	18	2	2	0	4	16	0	N
Sheridan PD	75.00%	78.50%	7	9	25	29	0	1	0	2	4	3	Y
Sherwood PD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N
Springdale PD	85.50%	86.00%	14	0	27	95	0	0	0	18	49	0	Y
St. Francis County SO	0.00%	0.00%	0	0	0	0	0	0	0	0	0	0	N
Texarkana PD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N
Trumann PD	76.00%	76.00%	4	13	5	1	2	2	6	4	10	2	Y
Washington Co SO	97.00%	97.50%	0	0	0	9	0	0	0	0	1	2	Y

Section 6.5 Speeding Related Crashes by County 2020-2024

6.5 Speeding Related Crashes by County 2020-2024

Speeding Related Crashes by County 2020-2024											
County	2020	2021	2022	2023	2024	County	2020	2021	2022	2023	2024
Arkansas	16	20	13	9	13	Lee	1	4	4	5	5
Ashley	29	13	21	18	13	Lincoln	14	12	13	2	3
Baxter	99	104	80	87	79	Little River	25	17	6	11	9
Benton	472	474	427	479	450	Logan	32	39	28	35	23
Boone	77	76	77	76	78	Lonoke	133	135	131	141	106
Bradley	15	17	15	17	15	Madison	63	63	46	62	65
Calhoun	12	4	11	12	8	Marion	22	29	50	47	40
Carroll	80	67	72	68	69	Miller	113	87	59	67	67
Chicot	6	5	7	6	14	Mississippi	54	81	79	52	53
Clark	65	47	48	71	51	Monroe	12	17	17	17	3
Clay	12	10	11	16	19	Montgomery	33	33	27	24	27
Cleburne	43	38	29	34	32	Nevada	27	17	9	6	19
Cleveland	7	11	14	10	8	Newton	49	37	28	26	30
Columbia	19	29	18	19	27	Ouachita	41	27	25	41	34
Conway	40	40	49	27	37	Perry	16	17	10	12	13
Craighead	235	220	205	174	157	Phillips	36	34	15	18	9
Crawford	109	101	116	107	97	Pike	33	10	21	14	10
Crittenden	113	137	127	109	89	Poinsett	62	52	63	45	63
Cross	22	12	19	18	11	Polk	42	37	25	44	37
Dallas	20	20	15	17	20	Pope	91	91	101	90	102
Desha	9	9	7	16	7	Prairie	11	13	17	10	18
Drew	33	21	22	21	8	Pulaski	1,052	835	994	788	863
Faulkner	233	262	261	247	211	Randolph	34	47	52	26	44
Franklin	57	48	74	46	53	Saline	204	213	189	231	209
Fulton	13	13	19	7	10	Scott	14	9	15	7	9
Garland	291	188	219	191	172	Searcy	45	27	22	28	15
Grant	32	42	46	30	21	Sebastian	148	126	132	141	111
Greene	70	68	66	46	33	Sevier	25	32	27	28	25
Hempstead	63	40	47	43	52	Sharp	32	23	29	23	23
Hot Spring	131	77	73	69	80	St. Francis	85	76	84	69	48
Howard	7	9	5	3	6	Stone	14	17	14	19	12
Independence	85	94	64	53	60	Union	58	53	50	62	57
Izard	19	28	26	22	17	Van Buren	27	23	23	24	27
Jackson	30	30	34	46	30	Washington	523	545	564	478	480
Jefferson	49	90	86	84	94	White	155	101	81	70	81
Johnson	38	68	57	55	54	Woodruff	4	3	7	4	6
Lafayette	13	8	3	4	4	Yell	42	12	29	8	19
Lawrence	31	25	30	15	13	Totals	2,695	2,565	2,513	2,372	2,212

Section 6.6 FY25 STEP and M-STEP Enforcement Citations & Warnings

6.6 FY25 STEP and M-STEP Enforcement Citations & Warnings

FY25 Total Citations and Warning During Overtime Enforcement						
STEP and M-STEP						
	ASP Only	STEP w/o ASP	ALL STEP	M-STEP	Total	Total w/o ASP
Seat Belt Citations	2,711	2,719	5,430	1,436	6,866	4,155
Seat Belt Warnings	1,860	4,401	6,261	1,492	7,753	5,893
Child Restraint Citations	263	292	555	93	648	385
Speed Citations	9,731	8,222	17,953	2,694	20,647	10,916
Speed Warnings	11,768	24,929	36,697	10,878	47,575	35,807
Distracted Driving Citations	371	628	999	213	1,212	841
Distracted Driving Warnings	101	1,061	1,162	955	2,117	2,016
DWI Arrests	172	480	652	131	783	611

Section 6.7 2024 Motorcycle Registration Information & Crash Data

6.7 2024 Motorcycle Registration Information & Crash Data

2024 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	385	0	0	0	Lee	56	0	0	0
Ashley	314	2	2	0	Lincoln	159	0	0	0
Baxter	1,570	20	4	4	Little River	271	2	1	1
Benton	7,535	155	81	6	Logan	647	7	5	1
Boone	1,129	9	7	1	Lonoke	1,714	22	10	3
Bradley	137	2	0	1	Madison	496	25	3	1
Calhoun	79	0	0	0	Marion	615	9	2	0
Carroll	913	32	8	3	Miller	836	19	12	2
Chicot	82	0	0	0	Mississippi	521	12	8	1
Clark	309	5	3	0	Monroe	102	1	1	0
Clay	245	3	2	1	Montgomery	259	6	0	0
Cleburne	836	13	5	1	Nevada	133	4	0	0
Cleveland	149	0	0	0	Newton	187	29	3	1
Columbia	361	4	0	0	Ouachita	410	1	1	0
Conway	453	4	3	0	Perry	253	11	1	0
Craighead	1,629	48	25	2	Phillips	143	0	0	0
Crawford	1,758	39	17	1	Pike	237	1	0	1
Crittenden	594	17	8	2	Poinsett	392	7	3	0
Cross	220	3	1	0	Polk	630	18	4	1
Dallas	91	5	1	0	Pope	1,461	29	13	0
Desha	108	1	0	0	Prairie	132	1	0	0
Drew	223	3	2	0	Pulaski	4,418	139	92	3
Faulkner	2,317	39	17	0	Randolph	394	6	1	1
Franklin	471	14	6	0	St. Francis	213	43	3	0
Fulton	372	5	0	0	Saline	2,633	4	27	4
Garland	2,356	73	47	7	Scott	260	3	3	1
Grant	480	5	1	1	Searcy	199	57	0	1
Greene	895	17	10	2	Sebastian	2,813	4	36	10
Hempstead	330	4	2	0	Sevier	263	6	1	0
Hot Spring	734	9	2	0	Sharp	478	9	2	2
Howard	203	0	0	0	Stone	443	11	6	0
Independence	816	14	6	1	Union	637	12	8	0
Izard	402	3	0	0	Van Buren	514	13	3	0
Jackson	240	3	1	0	Washington	4,624	83	54	4
Jefferson	740	16	10	0	White	1,590	24	11	0
Johnson	663	10	1	0	Woodruff	98	1	0	0
Lafayette	133	2	0	0	Yell	564	14	2	2
Lawrence	317	5	1	1	Total	60,384	1,217	589	74

Section 6.8 2024 Public Awareness Survey Conclusions

6.8 2024 Public Awareness Survey 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 2024 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 2024 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 around 84% in the 2024 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 around 4% 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. 22.3% 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 8.3% 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".

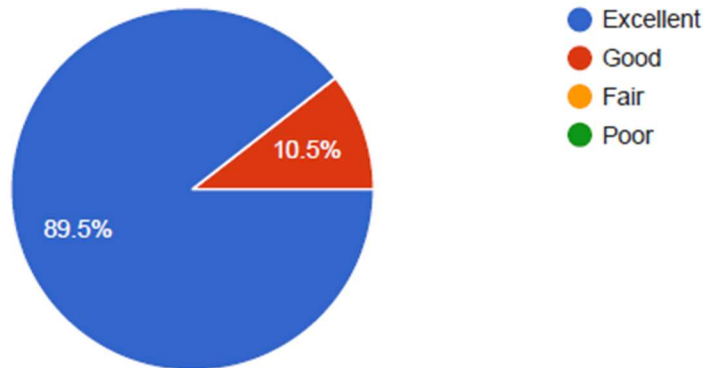
Regarding distracted driving, the percentage of respondents driving while distracted has decreased since 2018. 42% of respondents reported that they answered phone calls most of the time in 2018, but in 2024 that percentage dropped to 10% (32% decrease since 2018). Similarly, in 2018, 44% of respondents reported they make calls when driving, but in 2023, that number dropped to 33% (11% decrease compared to 2018).

The 2024 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.

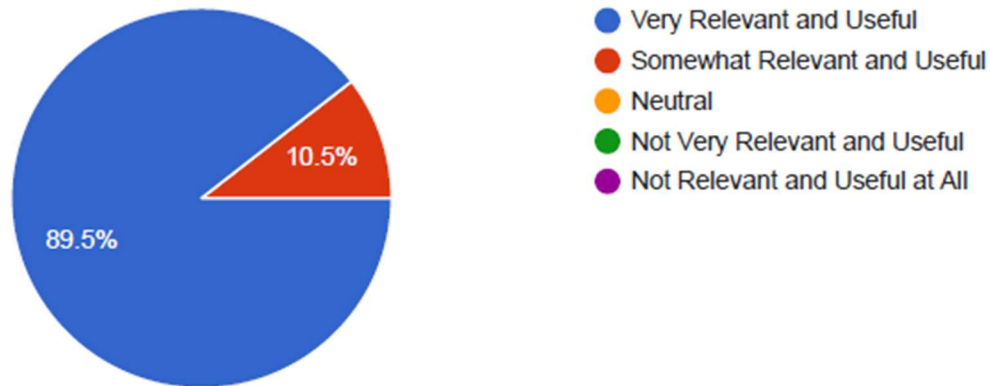
Section 6.9 2025 VRU Feedback

6.9 2025 VRU Feedback

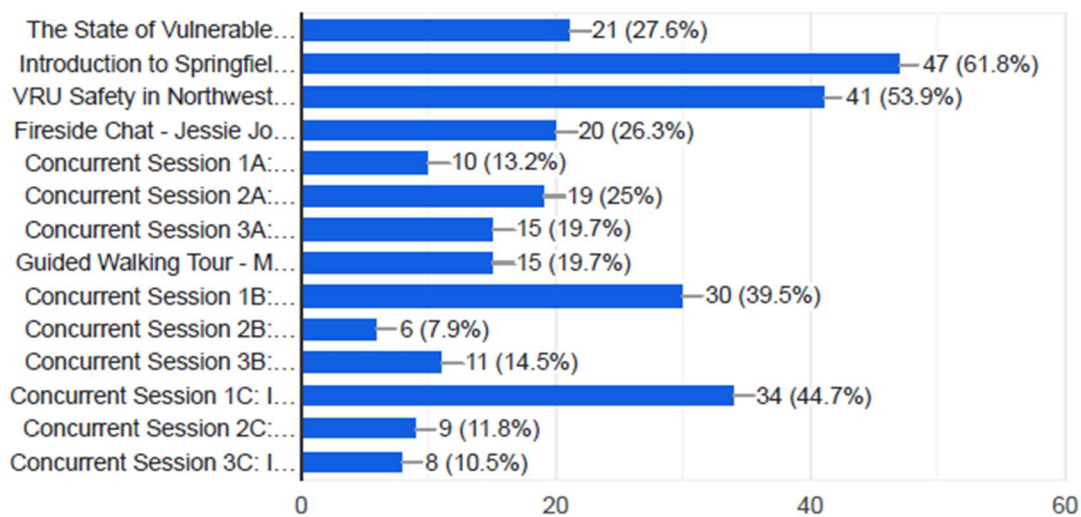
1) How would you rate the overall quality of the summit? 76 responses



2) How relevant and useful was the content presented? 76 responses

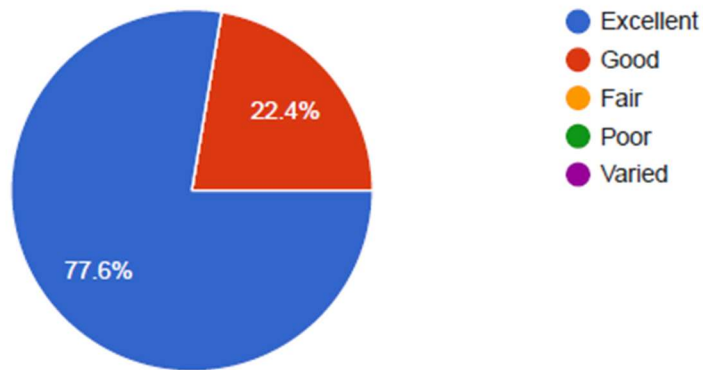


3) Which session(s) did you find most valuable? (Select all that apply) 76 responses

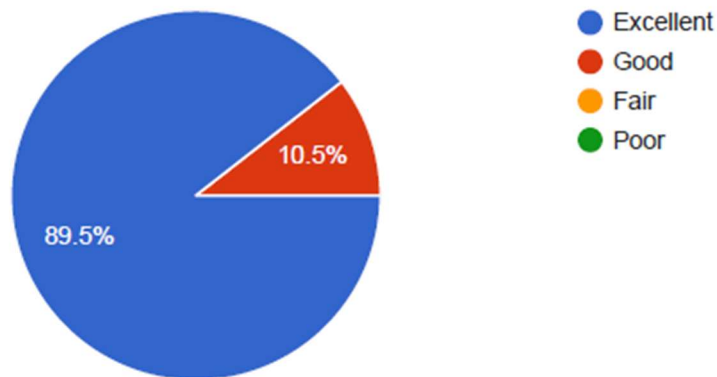


Section 6.9 2025 VRU Feedback

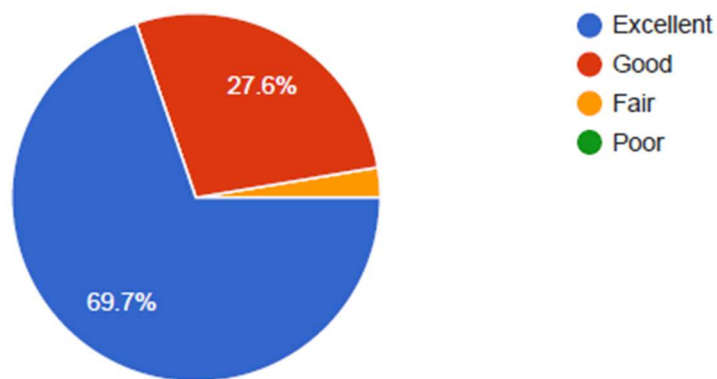
4) How would you rate the quality of the speakers/presenters? 76 responses



5) How would you rate the event's location/venue? 76 responses



6) How would you rate the opportunities for networking and interaction? 76 responses



Section 6.9 2025 VRU Feedback

7) Would you like to be part of a Vulnerable Road User Task Force? If so, please provide your contact information below: 76 responses

- No
- N/A
- Not at this time
- Na
- daniel.ellis@craftontull.com
- not at this time
- Brian Berthiaume, 501-413-5607, brian.berthiaume@ardot.gov
- Andy Posterick - 6024322202 - posterickaj@hendrix.edu
- FADD-Michele Paden, 501-258-6030, info@familiesagainstdistracteddriving.org
- No, thank you.
- Keley Simpson, (479) 974-1888, keley@lpres.org
- Yes
- Yes, Dane Eifling
- Kyle Story 479-392-3688 kyle.story@fortsmithpd.org
- Sagar Silwal
- Sagar Silwal 4793053437
- Cody Vaughn, 479-644-7463, cvaughn@bentonvillear.com
- sebastiallullcarmona@gmail.com
- Hannah Jolly; 724-816-4635; hjolly@mce.us.com
- Weilun Tay
- NA
- Suman Mitra, 9493947049, skmitra@uark.edu
- barodriguez@uams.edu Beck Rodriguez 479-531-6302
- anthony.dao@ardot.gov
- No thanks!
- Yes. Kara King. 4796445027 kking@rogersar.gov
- Tina Hang 4175090668 tinahang23@gmail.com
- No, thank you.
- Tristan Hill (479) 750-8550 thill@springdalear.gov
- Nathan Boone, 7132012764, nboone@tooledesign.com
- Kent Laughlin, 479-621-1186; klaughlin@rogersar.gov
- -
- jstrain@mce.us.com
- Adnan Qazi
- Sage Ward 4796160797 warddesu@gmail.com
- Bobby Cottam, 479-384-5111, bjcottam@burnsmcd.com
- Meredith Castin, 619-987-7829, meredithcastin@gmail.com
- ANAHI BURCIAGA 479-435-8598 ANAHI@LATINASENBICI.ORG
- N/a
- Maybe later
- Ken Patterson, 918 907 6989, kpatterson@fayetteville-ar.gov
- David Kunce 314-517-6427. Kunce.david@ace.aaa.com
- Mark Maloy. 512-409-5060. m.maloy154@gmail.com
- No thanks
- Not at this time.
- Amber Christenson 479-358-7241 Amber.christenson@kimley-horn.com
- Jason McCrory (479)685-1950 jp@mccrory.one
- Thanks

Section 6.9 2025 VRU Feedback

- N/a
- No, not at this time.
- Dave
- Brian Berthiaume, 501-413-5607, Brian.berthiaume@ardot.gov
- Joshua Coones, 479 228-0604 Joshua.coones@mckee.com
- No thank u
- Steven Beam

8) What did you like most about the summit? 76 responses

- Na
- Mayor talk
- There was a lot of presentation of ACTIONABLE solutions
- Information.
- The variety of roles of attendees and their experiences. Mayor panel.
- Content
- Interaction with other experts.
- Being able to connect with other people who have the same goals and same challenges
- Seeing the issues from different perspectives and networking with other people to solve these issues.
- Networking with other stakeholders in the area
- Very interesting and important information!
- Knowing what other cities are doing to help with Ped safety
- Bike Guide Review
- Location and content
- All the speakers were excellent and provided useful information.
- Interaction among participants and experts in the field
- The variety of sessions
- All things
- Connections
- How law enforcement can better serve its citizens with great ideas about pedestrians and bicycle riders.
- Everything
- Sessions
- The presenters
- The speakers
- Learning that most agencies are in the same boat when it comes to VRU safety.
- Great environment
- The information provided
- Lots of information for children and adults
- Time management
- I was so grateful that many Missouri counterparts came to learn about the summit!
- The speakers
- Location, organization, and variety of speakers
- The whole thing!
- Very well organized, with great speakers and engagement
- Networking and new ideas to elevate our infrastructure
- The Safe Across program and the walk audit
- N/a
- Learning opportunities
- Comprehensive
- Mindy's (Springfield) presentation, mayor roundtable discussion
- The networking opportunity

Section 6.9 2025 VRU Feedback

- Good info
- Networking and some topics about accessibility
- insight into the process of how streetsend up the way they do and hope for better designs inthe future
- Non engineering perspectives
- It was all great. The food was excellent, too, which is rare at conferences! I loved the venue ofFay Public Library, and the speakers were great. I enjoyed the break time.
- The interactive nature
- The engagement in each workshop
- The amazing presenters filling us with so much valuable information
- It was regional and not a large overwhelming event
- The walking tour because of the real life examples.
- Community involvement. Having decision makers interacting with thought leaders is the bestway to move forward.
- Meeting new people and learning from conversations.
- The walking tour
- The Networking
- Speakers were great
- Felt very similar to TxDOT Short Course at A&M, while being largely specific to Arkansas, pedsafety, and NWA.
- Information learned
- Networking
- The abundance of information.
- Mr. Walker!
- Network time
- The engagement
- The interactive component
- I liked the information I received and I really enjoyed the presentation by Tristan Traylor. It wasso informative. I also enjoyed the networking.
- Knowledge shared
- Everyone and everything
- Information and networking
- That it was interactive
- Good information
- Topics
- Local engagement

9) What could be improved for future summits? 76 responses

- N/A
- Nothing
- Na
- N/a
- Nothing
- Some of the panels did not seem to answer the questions asked.
- Get decision makers here.-
- Would make it about an hour shorter
- Bicycle tours
- More time for general networking.
- Continued options and information
- Nothing, it was great!
- More about aquring funding

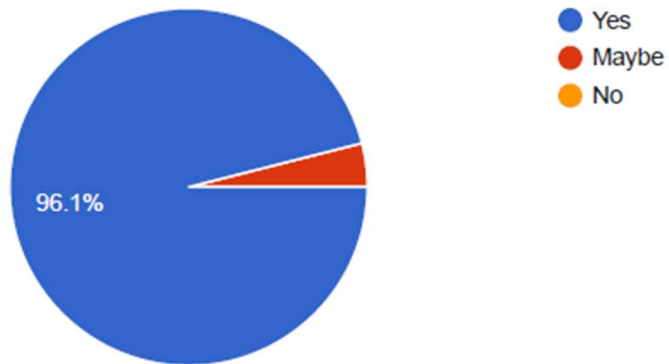
Section 6.9 2025 VRU Feedback

- Unknown
- Nothing
- There was little time to network. The guided walking was great, but impossible to hear our guides due to large group size, passing vehicles.
- Was great... maybe smaller room less formal for general...and also some workshops
- More walking, biking, scooting tours
- No
- More clarity on breakout session content
- More interaction maybe?
- Organization
- Other events
- Multiple walking tours
- Maybe bring in more presenters from outside the region
- All is good
- NA
- Nothing I can think of
- Loved it. Keep it going
- Speaker
- More Q&A from the public for the full group morning sessions
- More opportunities to connect
- More collaborative exercises to explain different stakeholder needs and burdens
- Maybe more details included in presentations
- Smaller breakouts to foster more engagement
- no notes
- Can't think of anything.
- Funds raised for a scholarship or advocacy organization
- Lots of great presentations occurring simultaneously without an ability to listen to more (or all) of them
- More data analysis for our Community/ region
- More social time
- Make it more than a day or do it annually with all MPOs
- less concurrent events, i missed subjects that i am interested in
- It was really a great conference. I get fidgety, so more active opportunities are always nice :)
- Can't think of anything
- I really feel like it was great. Can't think of anything.
- 15 minute breaks-was kind of rushed sometimes
- Longer lunch
- Invite city councils and planning commissioners if they weren't already.
- I liked it all
- Have more in field examples and experience
- Honestly, not sure!
- More walking tour space!
- Variety of speakers
- More inter mingling in the AM. Felt like we stayed in the same spot all morning.
- More split sessions
- Less sessions to choose from
- I enjoyed the food, but I wish there had been vegetarian options like fresh fruit, salads, etc. and dessert.
- Bike rides
- Two day summit? Day and a half? Would have liked to attend more of the breakout sessions.
- None
- Longer time for sessions
- Great event.

Section 6.9 2025 VRU Feedback

- Nothing, it was great

10) Would you attend a future VRU Safety Summit? 76 responses



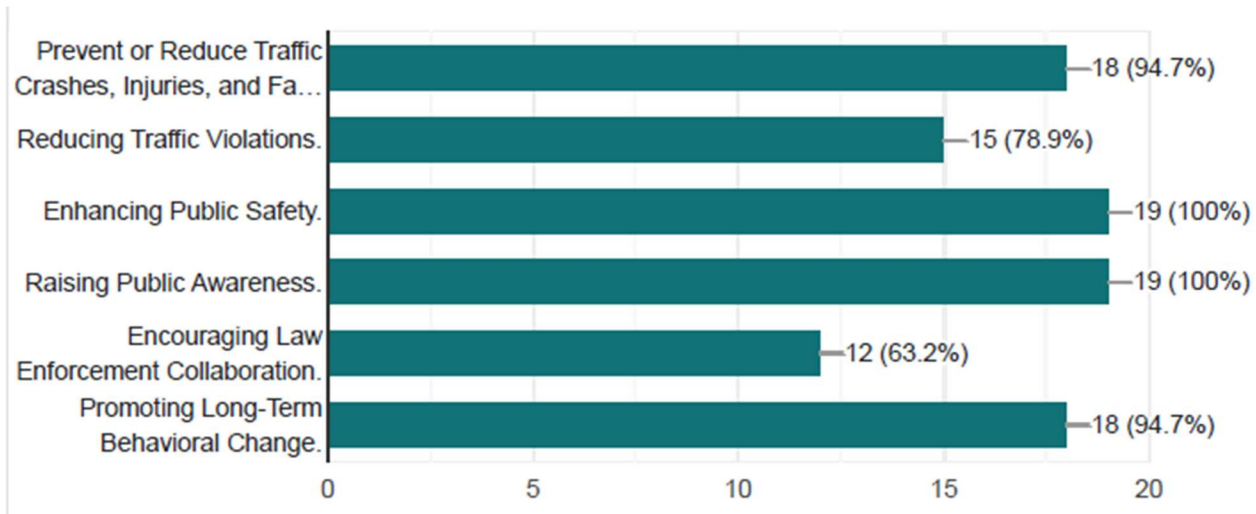
Section 6.10 AHSO STEP Grant Survey Feedback

6.10 AHSO STEP Grant Survey Feedback

Please provide your agency/organization name and primary contact person details(name, title, email, and phone number). 19 responses

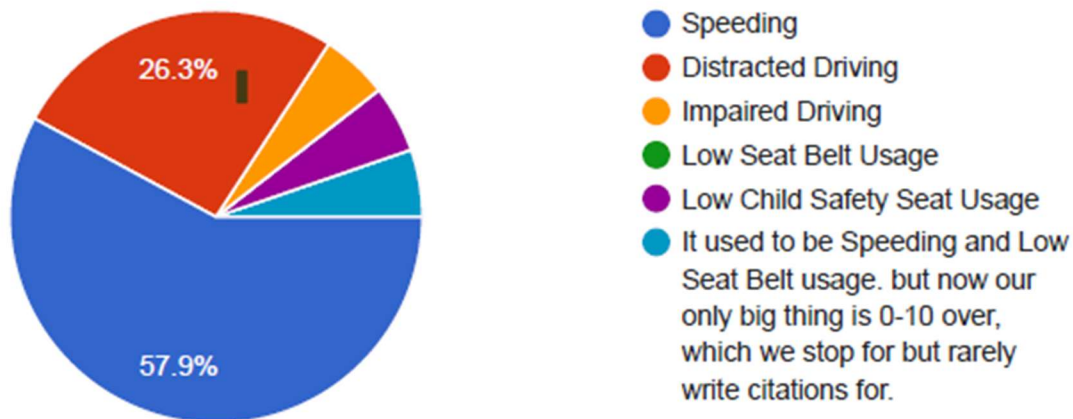
- Dardanelle Police Department
- Searcy Police Department. Corporal Kendall Samuel. kendall.samuel@cityofsearcy.org. 501-207-5728
- Ashdown Police Department / Chief Boyd Kennemore (870)898-5640
- Bella Vista Police Department, Lt. Ryan Harmon
- Arkansas State Police, Major Ron Casey
- Fayetteville Police Department, Willie Newman, Support Services Manager, wnewman@fayetteville-ar.gov, 479-587-3581
- Hope Police Department Carrie Nivens, Grant Coordinator cnivens@hopearkansas.net 870-722-2556
- Decatur Police Department, Chief Stephen Grizzle
- Grant County Sheriffs Office Deputy Diana Larkin dlarkin@grantgcso.org 870-942-5039
- Lt. John Sullivan Jsullivan@eldoradopolice.org 8708814800
- Pine Bluff Police Department DeShawn Bennett Lieutenant dbennett@pbpd.org 870-550-1802
- Springdale Police Department, Ben Townsend, Admin Lieutenant, btownsend@springdalear.gov 479-756-8200
- Melissa Harris, Administrative Assistant, Mharrismpd@yahoo.com, 870-367-3411
- Cross County Sheriff's Office
- Harrison Police Department Captain Clint Toliver 9870)741-5463
- Independence County Sheriff's Office
- Det Sgt Jamie Forbes, hforbes@cityofforrestcityar.com, 870-509-0170
- Jonesboro PD. Michael Bush, Sergeant, mbush@jonesboro.org, 870-219-6031
- Hot Springs PDLt. John Tinney 9jtinney@cityhs.net(501)321-6789 (ext. 6787)

What do you feel is the goal of the STEP grant and enforcement mobilizations? Check all that apply. 19 responses



Section 6.10 AHSO STEP Grant Survey Feedback

What is the most significant traffic safety problem and/or violation in your area? 19 responses

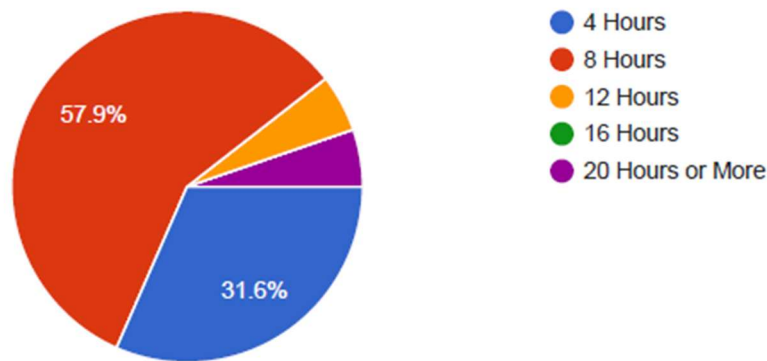


What is your current role regarding the project or program? Are the responsibilities and expectations of your role reasonable given your time and resources? If not, why is that? 19 responses

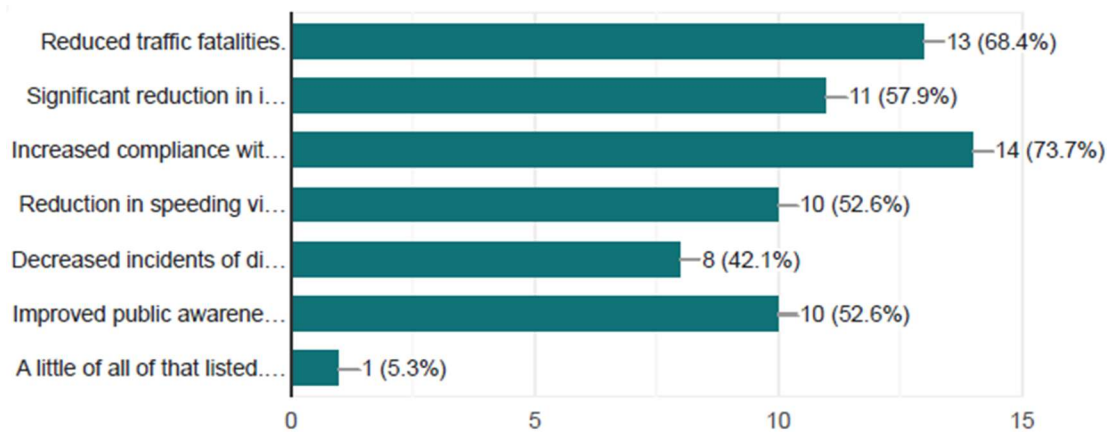
- I am the project coordinator for STEPS and yes the responsibilities and expectations are reasonable for me.
- Sub-grantee coordinator
- Project Coordinator, Yes it's been an easy process so far.
- STEP Coordinator, yes
- Program Manager. No, the amount of people I'm responsible for working STEP had increased two fold. STEP is not my only responsibility.
- Grant Administrator. Yes, I have everything I need and great support.
- Coordinator
- I make sure that I communicate with our staff in Little Rock, and that I make sure the officers working know which special function we are in and that they have the tools needed to complete the task safely.
- Current program role is administrator. There is ample time provided and resources are available.
- Sub-grantee Coordinator
- Supervising Officer and my role is reasonable.
- My role is to keep records and to be the administrator of the grant. The paperwork is extensive but manageable.
- My role is to schedule the days and times of each overtime to the officers. I also process all the paperwork and submit it to public safety coordinator. Yes, the responsibilities and expectations of my role is reasonable.
- Project Coordinator
- I am the project coordinator
- I am project coordinator
- Over see and maintain the STEP program. Yes.
- Project Coordinator, yes
- I am the STEP coordinator for our agency. We get along very well with the STEP administrators. They answer any questions we have and help us as needed.

Section 6.10 AHSO STEP Grant Survey Feedback

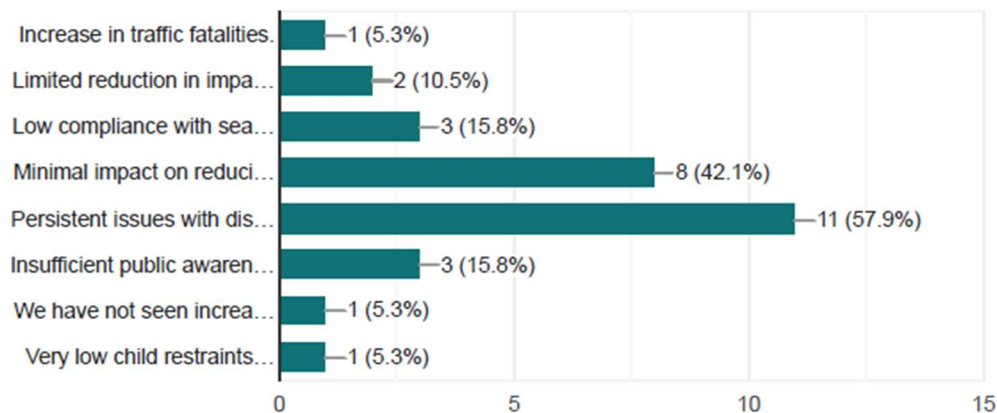
How much time does the Project Coordinator (staff, administrator, officer, etc.) put towards the STEP grant each month for paperwork, eGrants, reporting, reimbursements, scheduling, accounting, or other necessary administrative requirements? Per Month.



In your STEP grant, what do you see as successes? Check all that apply. 19 responses

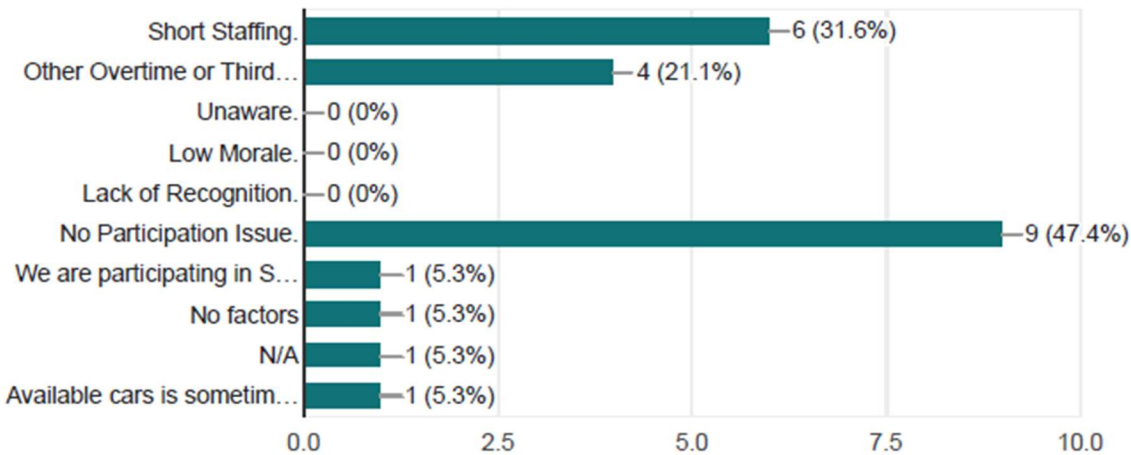


In your STEP grant, what do you see as failures? Check all that apply. 19 responses



Section 6.10 AHSO STEP Grant Survey Feedback

If applicable: What factors are currently preventing your agency from participating in STEP? Check all that apply. 19 responses

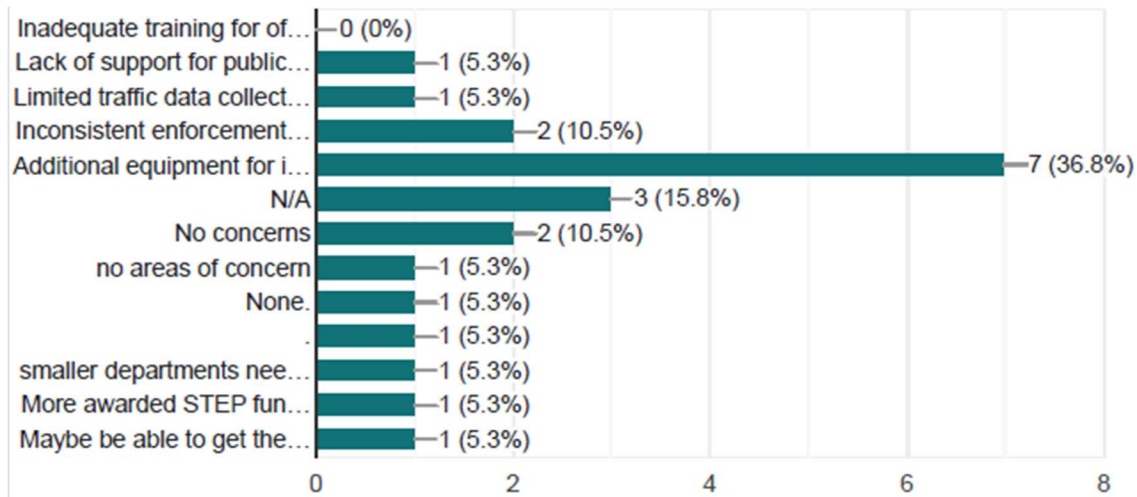


What potential solutions do you suggest to address the obstacles to participation, if any? 19 responses

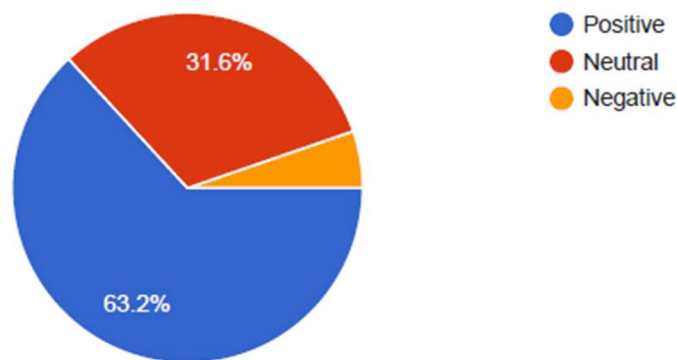
- N/A
- None
- no answer
- Not be so short handed.
- Our system is streamlined and is easy to work. However, some of the forms your office puts out are from a long time ago and not user friendly.
- No obstacles
- Continued hiring new staff
- I would like to see guys recognized for their contributions to the program, whether it is making multiple arrest on DWI or working many hours to always have that Police presence in our city which cuts down on our crime.
- NA
- No issues
- Providing the officer with more dates on some of the mobilization. Some assignments are too shorter to mobilize officers.
- We currently have basic participation but other overtime opportunities pay better so some of the newer officers choose to work those or normal overtime that is available due to short staffing. It is a larger law enforcement problem with staffing, but of course raising the pay they receive would entice some additional STEP participation.
- salaries
- No obstacles at present time
- Encourage participation and get more cars.
- We have had the most participation in years for the last two Grant cycles. We completely ran out of money last year and will probably have to start limiting our guys before this year goes much further.

Section 6.10 AHSO STEP Grant Survey Feedback

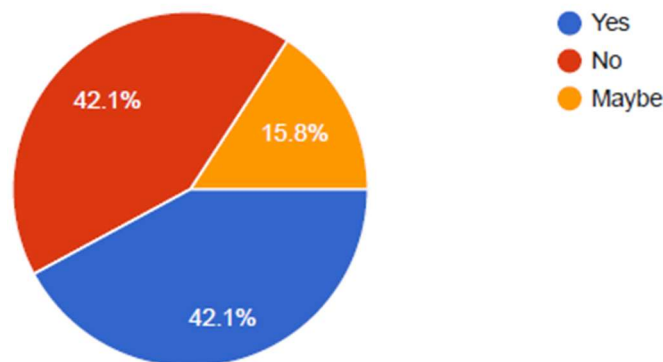
Are there any areas of concern regarding the current STEP grant that we can address to improve traffic safety in your experience? Check all that apply. 19 responses



What is the public perception of the STEP grant in the community? 19 responses



Has the public impacted the effectiveness of the STEP?

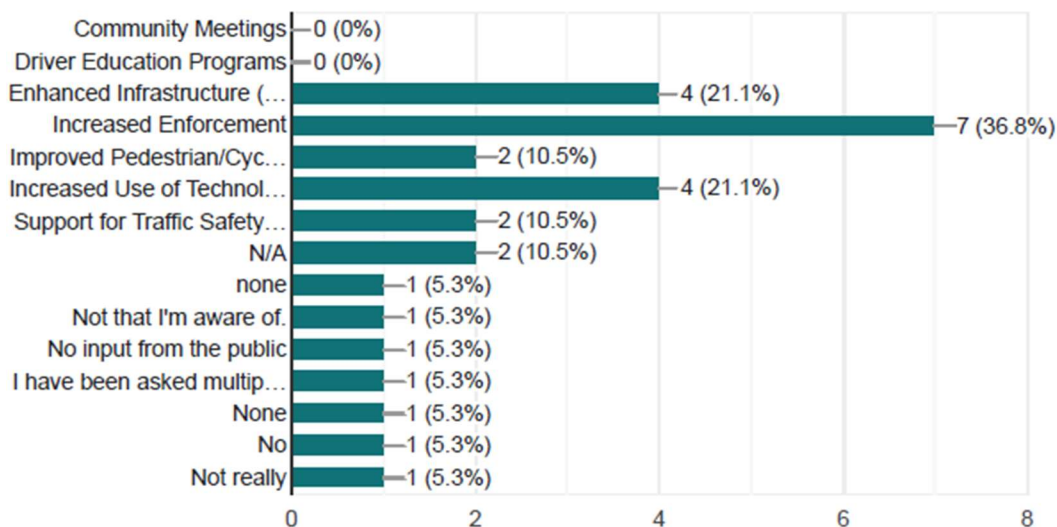


Section 6.10 AHSO STEP Grant Survey Feedback

What, if any, feedback has your organization received from the public based on the STEP grant activities? 19 responses

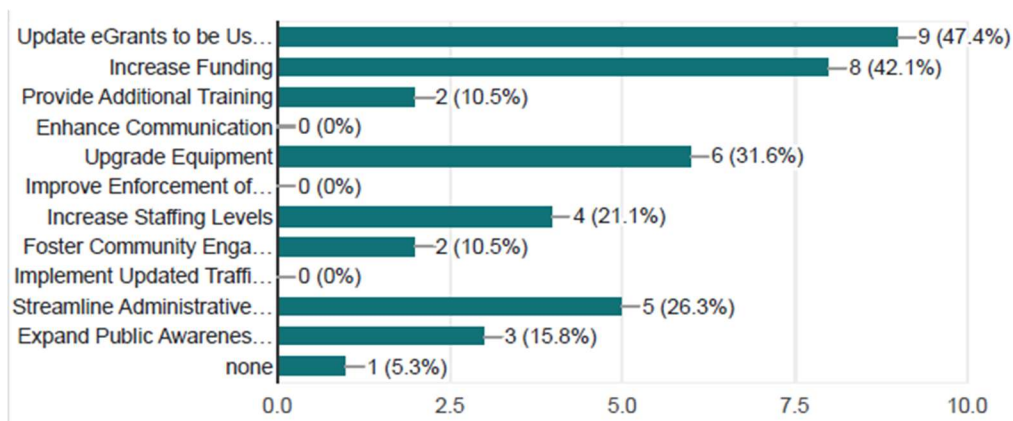
- None
- Nothing more than positivity. Especially with younger drivers being on their cellphones or speeding.
- there has been no direct feedback, however, I know the public is grateful for the increased presence for STEP activities.
- Have been given positive feedback about the increased amount of officers on patrol.
- None that I'm aware of.
- Child Safety Seat program is extremely popular.
- Appreciation for diligence in decreasing issues covered by mobilizations
- The only feedback I have is public wanting to know what is going on because there are two or three officer out working. I look at it as a positive thing, because that means they notice officers are out and watching, which means the public thinks twice before doing stupid things.
- Community awareness.
- No
- The public is more aware of possibly violating traffic infractions.
- Public feedback in the form of officer compliments and positive comments on social media posts have been received. We often receive online requests for targeted enforcement in specific problem areas.
- They are more aware of the speed limits marked and are being more cautious.
- They see more Deputies out
- Minimal
- Glad to see us out
- The public even though the citation to warning ratio is under 30% people still feel like they are getting picked on.
- Most folks that I have dealt with appreciate the efforts of the Officers trying to make folks aware as well as the enforcement of the laws trying to make our roadways safer.

Has the public offered any additional ideas or suggestions that they would like to see implemented? Check all that apply

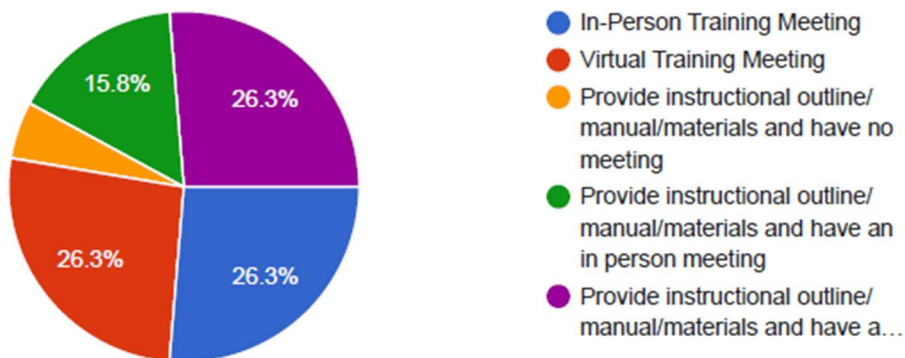


Section 6.10 AHSO STEP Grant Survey Feedback

What could be done differently, either by your organization or the AHSO, to make the STEP grant more successful? Check all that apply. 19 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? 19 responses



Section 6.10 AHSO STEP Grant Survey Feedback

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? 19 responses

- No
- None
- No.
- no
- no.
- .
- Our STEP grant activity has been very successful and look forward to expanding our participation as staffing levels improve.
- Not at this time, STEP grant is working well and doing a good job for Hope Police Department
- We are blessed with how much AHSO has helped us, and we appreciate everything that has been provided so my guys can do the job safer and more efficiently.
- None.
- The STEP grant is a useful enforcement and enforcement platform. I believe more focus needs to be placed on Speeding in the communities. This section has raised concerns not only with participants but also with community leaders and citizens.
- The PI&E efforts are very difficult in my region. Because all surrounding agencies also have STEP the news outlets cannot do stories unique to each agency. Instead of individual agencies trying to do PI&E it would be better for those to be statewide and then each agency can share the social media posts or inform local outlets that they are participating.
- none
- None at this time
- A mobilization or media blitz on using child restraints.
- As I stated earlier, I believe if the media information would arrive a little earlier it would be beneficial. Most of our administration work is not too difficult, it is just time consuming. Our yearly renewal process is a little bit of trouble in getting a manual signature from our Chief and then getting that to the grant application. None of this is that terrible but probably could be streamlined.

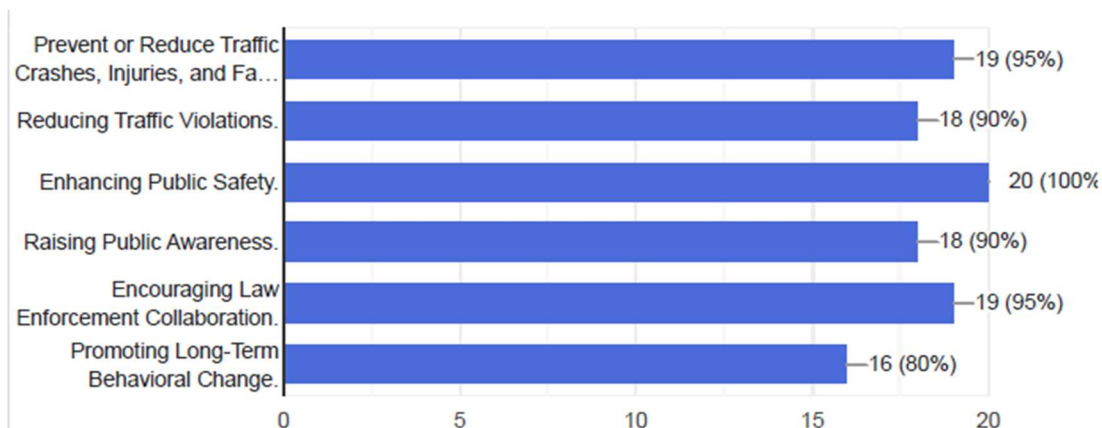
Section 6.11 AHSO Mini-STEP Grant Survey Feedback

6.11 AHSO Mini-STEP Grant Survey Feedback

Please provide your agency/organization name and primary contact person details (name, title, email, and phone number). 20 responses

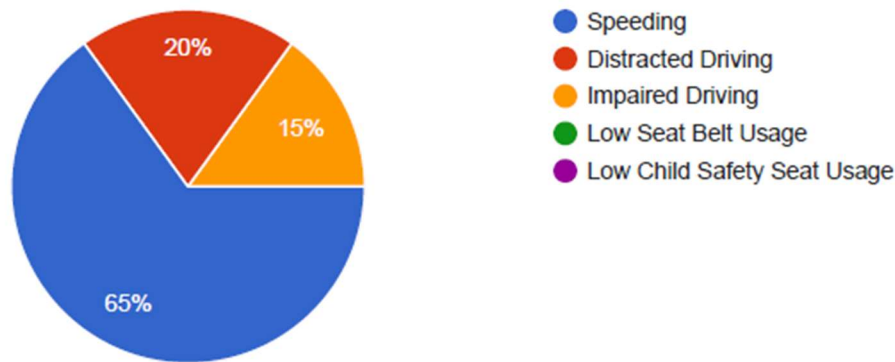
- Stone County Sheriff's Office
- Bryan Watts, Chief, bwatts@elkins.arkansas.gov, 479-643-2600
- Robby Gibson, Patrol Captain, Rgibson@cabotar.gov, 501-422-6108
- Batesville Police Department/Kyle Williford/870-569-8111
- Pea Ridge Police Department / Lt. John Langham (john.langham@cityofpearidgear.gov - 479-451-0328)
- White Hall Police Department, Asst. Chief David Parker, dparker@wharpd.org, 870-247-1414
- Hampton Police Dept, Jamie Henson, Administrative Clerk, cityofhamptonac@sat-co.net, 8707982753
- NA
- Conway Police Department - Ofc. Steven Culliford - steven.culliford@conwayarkansas.gov-501-450-6120
- Barling Police Department, Captain Luis Gomez, (479) 357-6945
- Lonoke County Sheriff's Office, Captain Michael Gebhardt, 501-676-3001
- McGehee Police Department Sgt. Darius Barnes Darius.barnes@mpd.arkansas.gov
- White Hall Police Department , 870-247-1414 , Asst. Chief David Parker, dparker@wharpd.org
- Drew Scott Sergeant dscott@madisoncountyar.gov 479-738-2320
- Van Buren County. Chief Deputy Ethan Ward. Eward@vbcso.com, 501-745-2112
- ryanjohnson@fordycepolice.net
- Caddo Valley Police, Chief Ashley Collier, policechief@thecityofcaddovalley.com
- West Memphis Police Department
- 1/20/26, 7:45 AM 2025 MINI-STEP Grant Survey
https://docs.google.com/forms/d/1kOA1KojlD3HYqUhdy42evoyjJSigzgRyYjP72IZ_RaU/viewanalytics
 cs 2/15
- Chief Chris Workman, cworkman@prairiegrovepd.org. 479-846-4748
- Lewisville Police Department

What do you feel is the goal of the Mini- STEP grant and enforcement mobilizations? Check all that apply.20 responses



Section 6.11 AHSO Mini-STEP Grant Survey Feedback

What is the most significant traffic safety problem and/or violation in your area? 20 responses

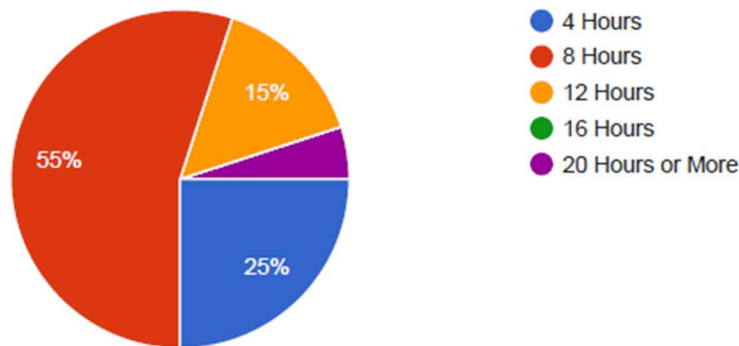


What is your current role regarding the project or program? Are the responsibilities and expectations of your role reasonable given your time and resources? If not, why is that? 20 responses

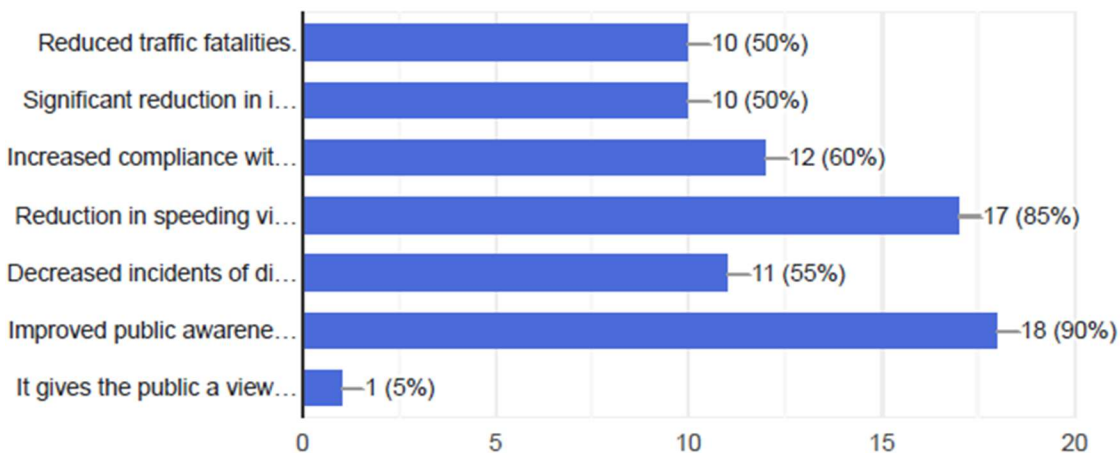
- I do all paperwork for this grant, time is minimal
- Oversees scheduling and grant funding.
- Project Coordinator. Yes
- Project Coordinator
- Grant/Project Manager - they are reasonable.
- I am the Asst. Police Chief and take care of the Mini-Step Program within the Department. Any and all time spent on the program is well worth it. It is a win-win effort.
- Project Coordinator. Yes, my expectations are manageable.
- Yes
- I am the coordinator, and I also work some of the slots. Yes, it is reasonable.
- I am one of the coordinators for our Agency. The responsibilities and the expectations of my role are very reasonable.
- Project Coordinator, paperwork for the grant is duplication. Needs to be more simple.
- Sub-Grantee Coordinator yes
- I (Parker) am over the Mini-Step at the White Hall Police Department. I believe with the benefits we, the White Hall Police Department, get from the Mini-Step program, it is worth my time to ensure we are correctly doing our part with the program.
- I am in charges of doing the grant paperwork and everything to do with STEP
- Yes, they are reasonable.
- Coordinator and yes
- I am over the program for our department. The responsibilities and expectations are fairly simple but as the years have gone by I see that they are requesting more paperwork making and more steps to complete and it's difficult in that area for us since we are a very very small department and have little help.
- Grant Manager Specialist. I am available for officers in the program when they have questions and Tristan gives in credible support for any needs I have questions about. Tristan also gives above a beyond time for training when needed.
- I am the program administrator for our agency, the responsibilities are reasonable for me.
- I'm the program administrator. Yes.

Section 6.11 AHSO Mini-STEP Grant Survey Feedback

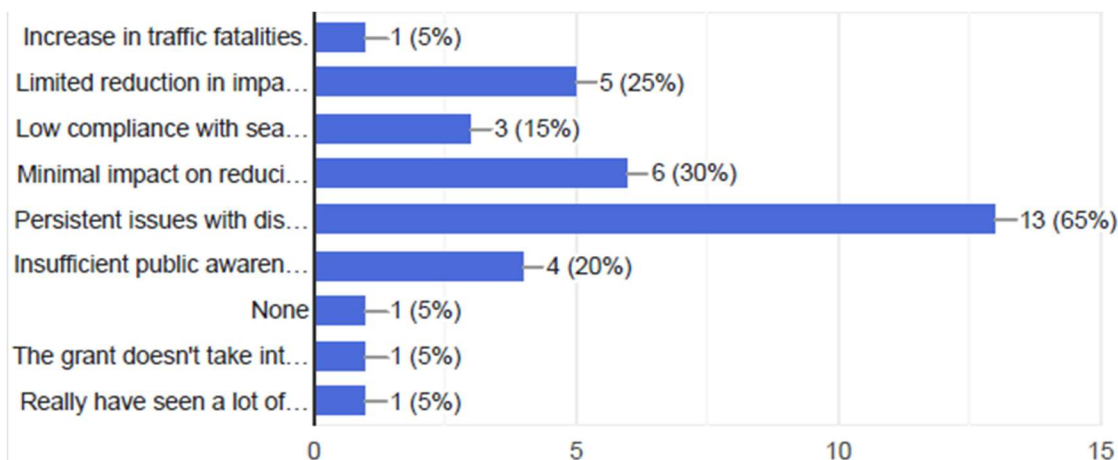
How much time does the Project Coordinator (staff, administrator, officer, etc.) put towards the Mini-STEP grant each month for paperwork, eGrants, reporting, reimbursements, scheduling, accounting, or other necessary administrative requirements? Per Month. 20 responses



In your Mini-STEP grant, what do you see as the successes? Check all that apply. 20 responses

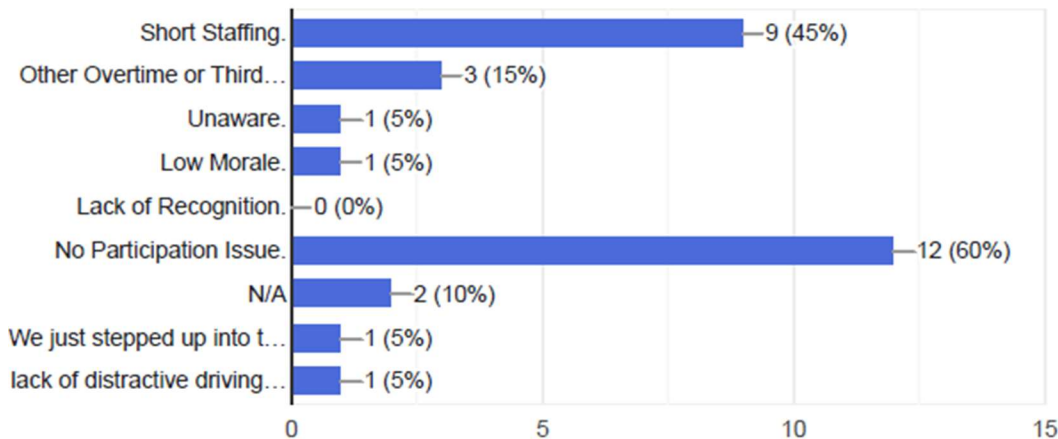


In your Mini-STEP grant, what do you see as the failures? Check all that apply. 20 responses



Section 6.11 AHSO Mini-STEP Grant Survey Feedback

If applicable: What factors are currently preventing your agency from participating in the Mini-STEP? Check all that apply. 20 responses

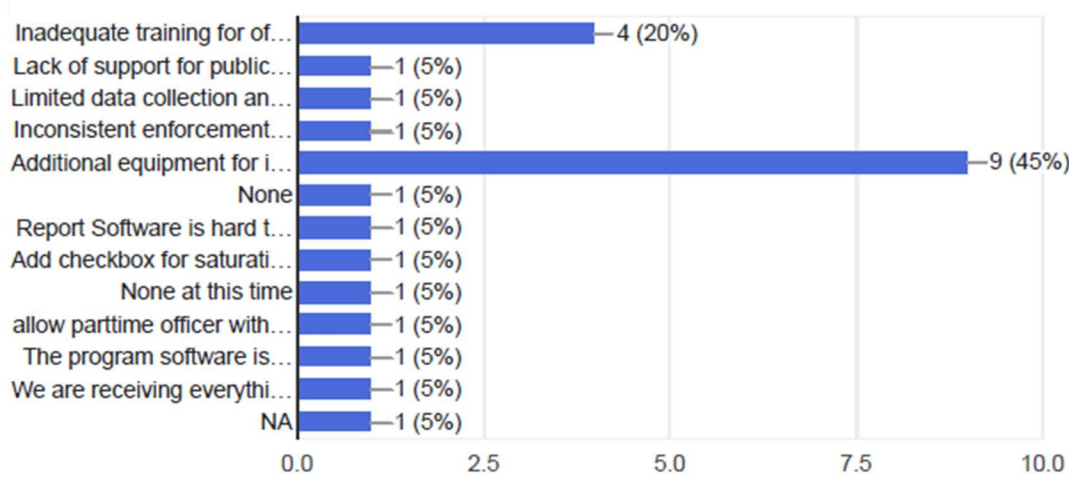


What potential solutions do you suggest to address these obstacles to participation, if any? 20 responses

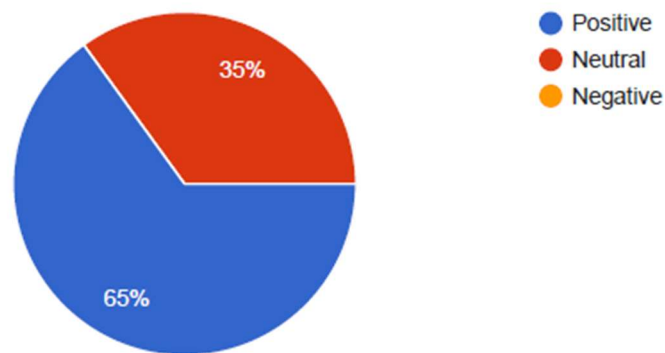
- N/A
- na
- none. we are in 100%
- Motivation
- Lengthen the shorter 4-7 day mobilizations to at least 10 days, allowing regularly participating officers more opportunity to work.
- n/a
- NA
- At the moment I don't have any.
- We currently do not have any obstacles to be able to participate in the MINI-STEP grant.
- more funding to get more Deputies to participate.
- working to become fully staffed.
- Shortage of officers, comes and goes but our current officers are attempting to work Mini-STEP when they can.
- we do not have any issues
- No issues with participation
- None
- I do not plan on changing anything about the obstacles. They will always be there. I also think a big part of the participation issue is that paying a large portion of our overtime to taxes is unappealing to some officers.
- We are in the process of hiring more Officers.
- Longer mobilizations I believe would help, due to many being only 3 days to a week I believe would allow more opportunity for officers to work.

Section 6.11 AHSO Mini-STEP Grant Survey Feedback

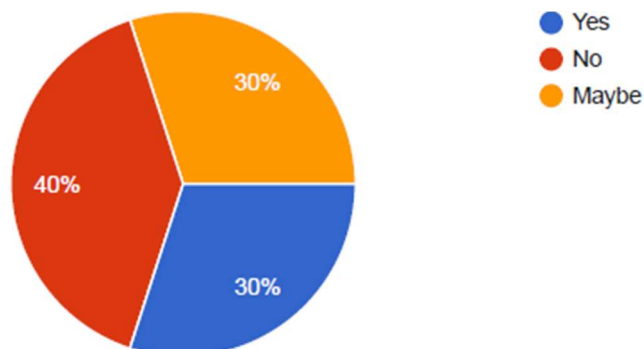
Are there any areas of concern regarding the current Mini-STEP grant that we can address to improve traffic safety in your experience? Check all that apply. 20 responses



What is the public perception of the Mini-STEP grant in the community? 20 responses



Has the public impacted the effectiveness of the Mini-STEP? 20 responses

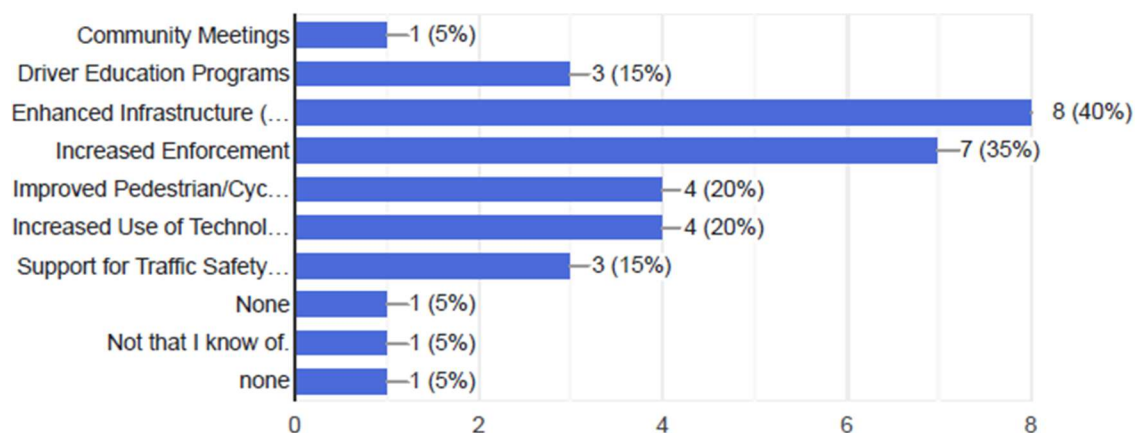


Section 6.11 AHSO Mini-STEP Grant Survey Feedback

What, if any, feedback has your organization received from the public based on the Mini-STEP grant activities?
20 responses

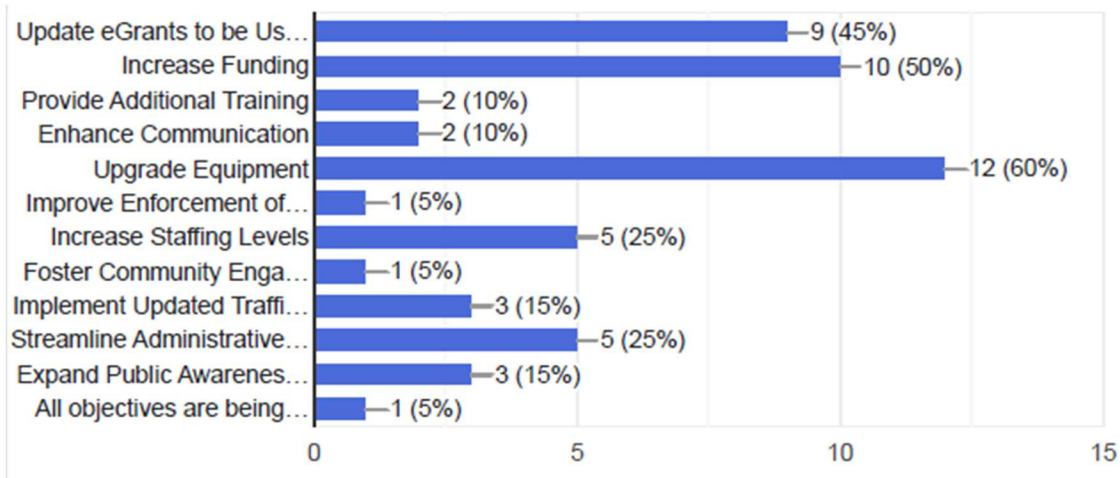
- none
- public likes to see the visibility of officers out
- they like our social media posts about step enforcement.
- None
- Positive
- An occasional comment on social media info posts that are positive and encouraging. Otherwise, I can't say the public really understands the impact of the grant on enforcement activities. Our department is highly motivated for traffic enforcement, so most activities just look like any other day with an extra person or two on the street.
- Several have called, saying they love the increase in traffic enforcement
- NONE
- Just that they are glad we are out enforcing the traffic laws.
- Mostly positive, but there are also a few that do not like the fact that a lot of officers are out atone time making stops in their city.
- most are happy to see us out enforcing traffic laws that many see as pet peeves.
- We have received phone calls thanking us for addressing some of our traffic issues that were not getting as much attention as they should have due to our budget.
- The public likes the presence of the Deputies out
- We have received compliments on the increased patrol efforts.
- They are happy we are doing it
- The city council announced that they appreciate us putting in the extra hours to keep the city safe.
- It has made them aware that the Department is focusing on stated traffic issues. It is discussed regularly on social media.
- Many folks when you speak to them in person are glad, on social medica we tend to receive the negative comments (speed trap, PD must need a new vehicle because they are out writing tickets, etc)

Has the public offered any additional ideas or suggestions that they would like to see implemented? Check all that apply.20 responses

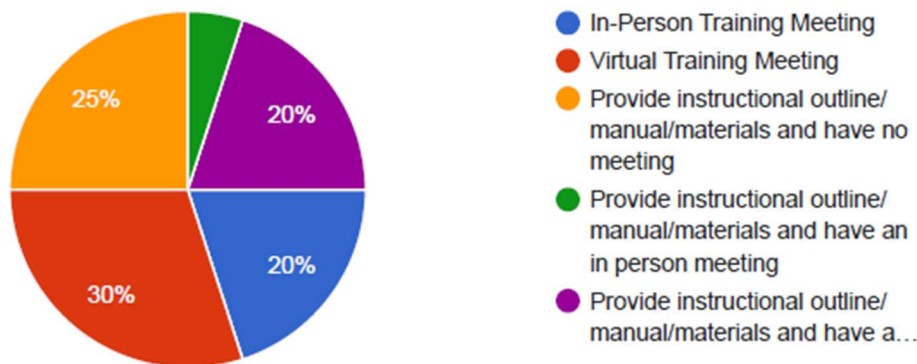


Section 6.11 AHSO Mini-STEP Grant Survey Feedback

What could be done differently, either by your organization or the AHSO, to make the Mini-STEP grant more successful? Check all that apply. 20 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? 20 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? 20 responses

- None
- No
- program is effective in our area
- no
- Just allowing more targeted enforcement in problem areas of that community. While AHSO pushes DWI and Seatbelt enforcement pretty hard, our problems are more related to speed and distracted driving in our area.
- No suggestions, White Hall Police Department has a great contact / supervisor (Tristan Traylor). He is always willing to help.
- offer more than just one person to contact when a question arises
- NA
- Not at this time.
- none at the moment
- Try to make the paperwork more user friendly to where it doesn't take so much time to process.
- not at this time

Section 6.11 AHSO Mini-STEP Grant Survey Feedback

- No current suggestions but we recently had a virtual training meeting with our State Manager and other staff. The training meeting was very helpful and provided information on some new changes.
- none at this time
- I would like to participate in the 365 day a year grant instead of one mobilization per month, because it would work out for the other officers schedule better.
- Not at this time. I just want to say thank you to Tristan for his incredible support.
- Would like to see more Speed mobilizations as that is our number one complaint we receive.
- Not at this time

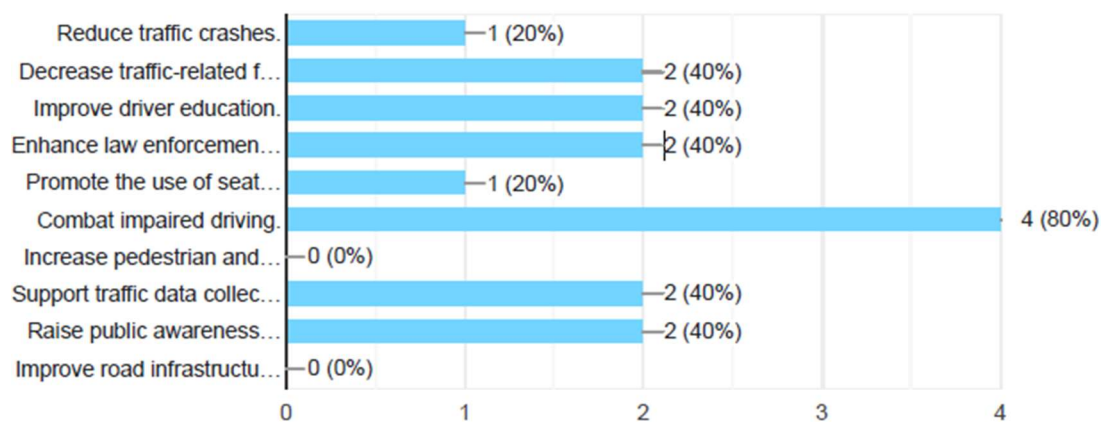
Section 6.12 AHSO General Grant Survey Feedback

6.12 AHSO General Grant Survey Feedback

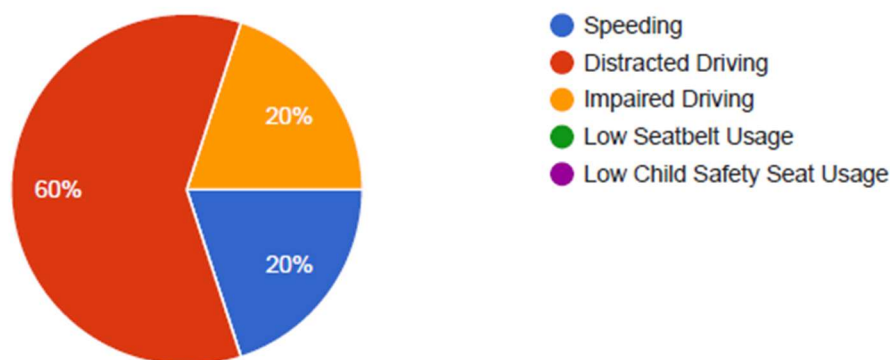
Please provide your agency/organization name and primary contact person details(name, title, email, and phone number). 5 responses

- Office of Alcohol Testing Laura Bailey, Environmental Branch Chief, 501-661-2429
- Ashley BolesBAT Program Coordinatorashley.boles@blackrivertech.edu(870) 248-4197
- Arkansas State Police - Lena McFarlin - IT Supervisor/Expert - 501-618-8534
- Arkansas State Crime Lab, Amanda Jalihal, chief forensic toxicologist,amanda.jalihal@dps.arkansas.gov 501-683-6212
- Arkansas Children's, ShaRhonda Love, Community Health & Safety Director,loves@archildrens.org, 501-364-4496

What do you feel is the goal of your grant? Check all that apply.5 responses



What is the most significant traffic safety problem and/or violation inArkansas?5 responses

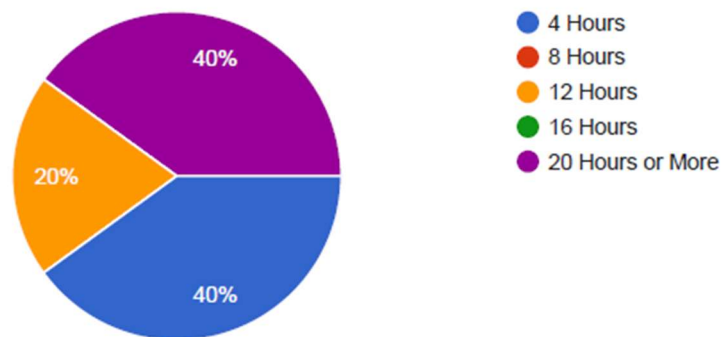


Section 6.12 AHSO General Grant Survey Feedback

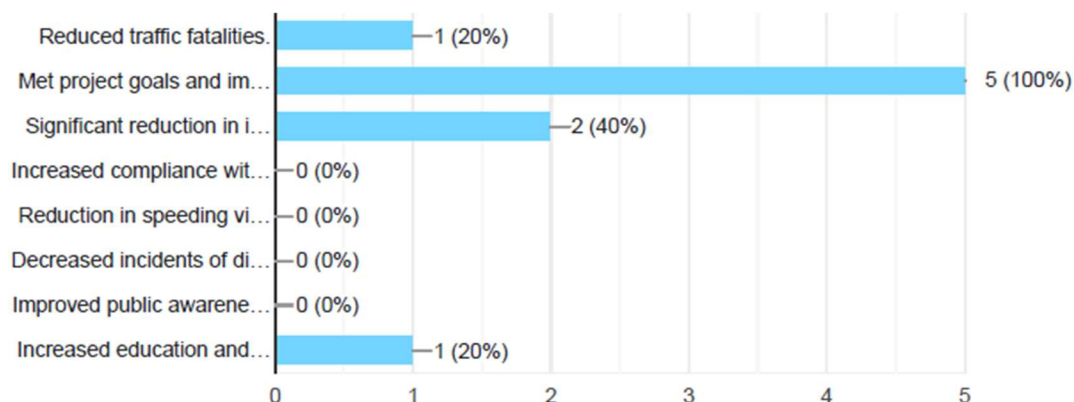
What is your current role regarding the project or program? Are the responsibilities and expectations of your role reasonable given your time and resources? If not, why is that? 5 responses

- I am the Director for the Office of Alcohol Testing. My responsibilities and expectations are reasonable.
- I oversee the BAT Program by maintaining positive working relations with law enforcement agencies and community leaders throughout the state by promoting the need for impaired driving checkpoints and patrol saturations. The responsibilities and expectations for my role are reasonable and resources are available for the BAT Program to carry out its duties within the grant parameters.
- I manage the team that tests and supports the eCrash program
- we analyze blood and urine samples for drugs and alcohol. responsibilities and expectations are reasonable
- Director, Yes

How much time does the Project Coordinator (staff, administrator, officer, etc.) put towards the grant each month for paperwork, eGrants, reporting, reimbursements, scheduling, accounting, or other necessary administrative requirements? Per Month.5 responses

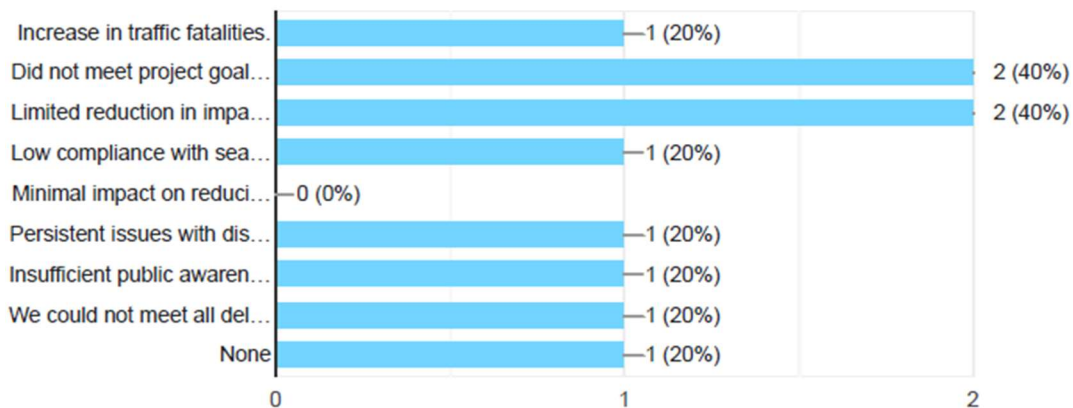


In the project or program area for your grant, what do you see as the successes this year? Check all that apply.5 responses

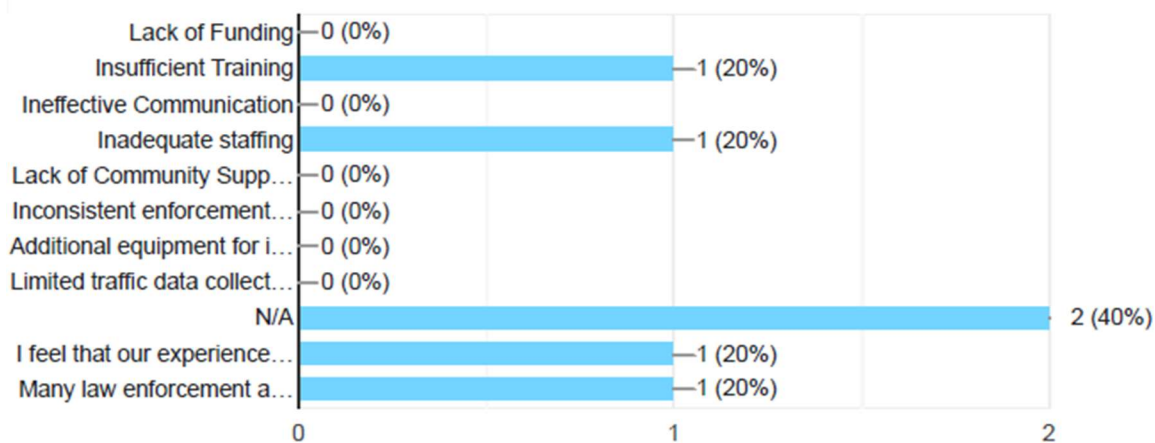


Section 6.12 AHSO General Grant Survey Feedback

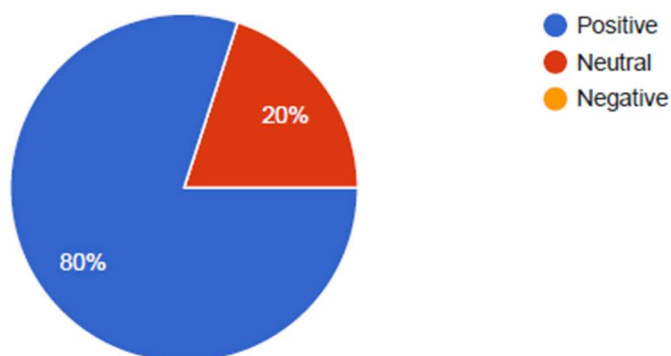
In the project or program area for your grant, what do you see as the failures this year? Check all that apply. 5 responses



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. 5 responses

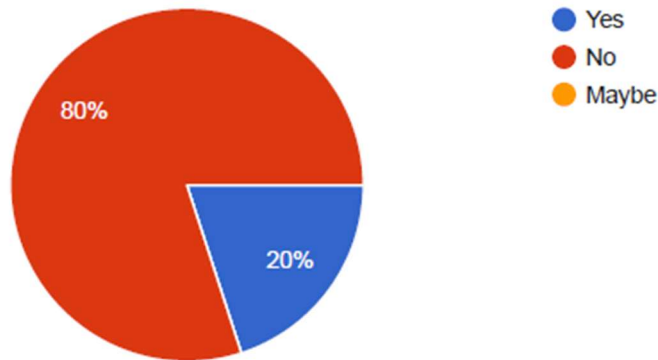


What is the public perception of your project or program in the community?



Section 6.12 AHSO General Grant Survey Feedback

Has the public impacted the effectiveness of the project or program? 5 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). 5 responses

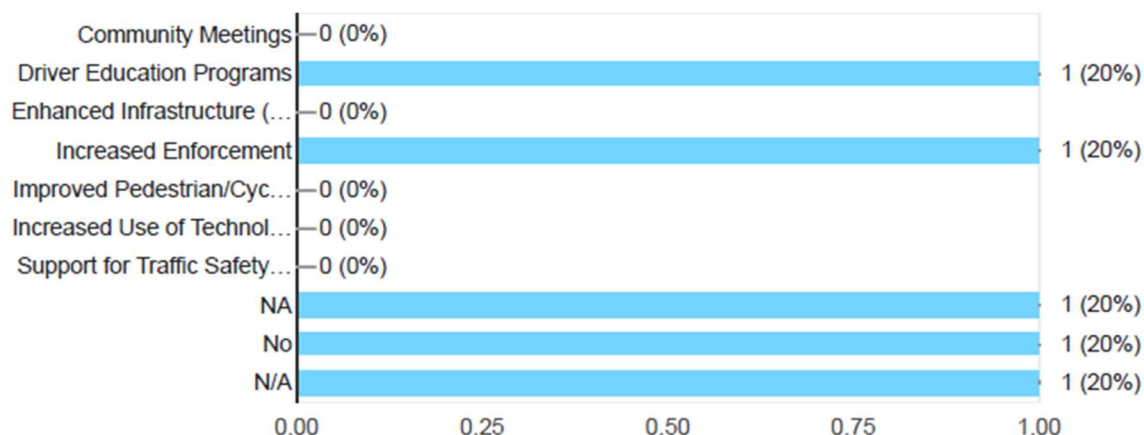
- N/A
- NA
- The general public is impressed with the BAT Mobile and are thankful to see officers working at sobriety checkpoints.

na

What, if any, feedback has your organization received from the public based on the grant activities? 5 responses

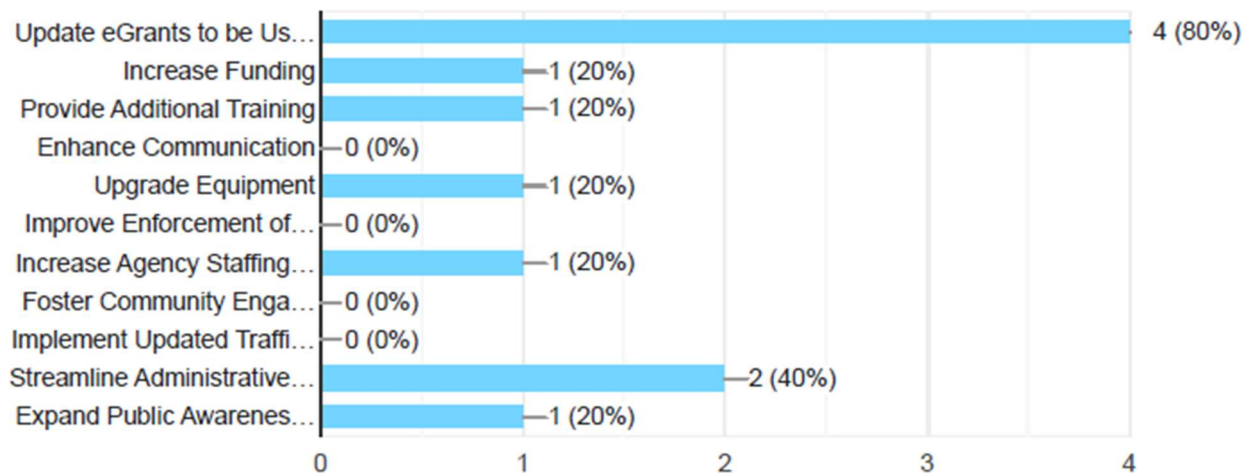
- NA
- During speaking engagements the public is very inquisitive about the BAT Program's role in the state, and many express gratitude that the program is available to enforce impaired driving in their communities.
- None
- people have sent inquiries about toxicology reports generated by the mandatory fatality sample submission. They are typically waiting on results for insurance or court proceedings
- Our partners and the community appreciate the resources provided.

Has the public offered any additional ideas or suggestions that they would like to see implemented? Check all that apply. 5 responses

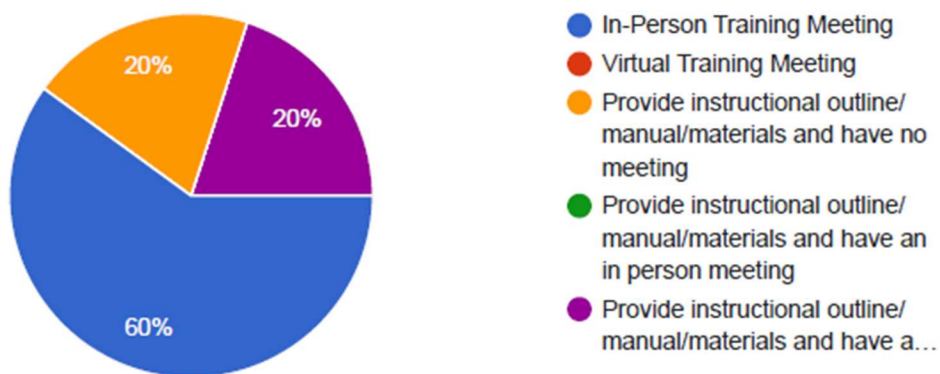


Section 6.12 AHSO General Grant Survey Feedback

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. 5 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? 5 responses



Do you have any other ideas or suggestions on your AHSO grant that could improve or help address a significant traffic safety problem? 5 responses

- NA
- The BAT Program is working at a high level since we have received funding to attend law enforcement conferences to promote our capabilities to assist agencies in reducing impaired driving through high visibility enforcement. I would like to attend state district court prosecutor and district judge conferences to educate the judicial system on the effectiveness and validity of our program.
- No
- I would like the grant to help provide outside training for my analysts. we need to have more access to new testing methods and finding funding for that is difficult.
- N/A