

# ARKANSAS

HIGHWAY SAFETY OFFICE



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## FY 2022 Annual Report

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## **EXECUTIVE SUMMARY**

Arkansas is proud to submit the 2022 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 FY 2022 Highway Safety Plan.

The AHSO is a Section within the Arkansas State Police which is under the Department of Public Safety and is responsible for overseeing the highway safety funds awarded to Arkansas through the U.S. Department of Transportation Reauthorization, Fixing America's Surface Transportation (FAST) Act which expired on September 30, 2021 and was replaced November 15, 2021 with the Bipartisan Infrastructure Law (BIL) enacted as the Infrastructure Investment and Jobs Act. The AHSO works closely with our partners at the National Highway Traffic Safety Administration (NHTSA). Colonel William Bryant serves as the Governor's Representative for Highway Safety and Bridget White serves as Administrator for the AHSO.

During FY 2022, the AHSO managed approximately 125 subgrant agreements. 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.

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

The focus on recruiting additional law enforcement agencies to participate in mini-step grants continued with 41 agencies in FY22. These grants provided funds to agencies to conduct overtime enforcement during national and state mobilizations. These mobilizations continued to focus on occupant protection, speeding and impaired driving issues. In addition, distracted driving mobilizations were added.

During the year, AHSO executed contracts with 41 law enforcement agencies for mini-step grants (mobilizations only). Contracts were also awarded to 32 law enforcement agencies for sustained (year-round plus mobilizations) selective traffic enforcement projects (STEPs). The results of these enforcement projects during FY 2022 are shown below.

<b>Citations</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Speeding Citations	17,922	19,396	21,854	17,074	16,824
Seat Belt Citations	23,401	23,514	10,474	6,369	5,606
DWI/DUI Citations	826	821	1,074	669	1,001

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

In 2022 the AHSO continued working toward statewide implementation of an electronic citation and crash system (eCite, eCrash). The eCite system facilitates faster, more accurate and more efficient issuance of citations to violators and captures citation data for timely reporting to various entities. The system allows submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and to the Office of Driver Services. eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with the University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who 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 October 1, 2022, 293 local agencies are trained with 279 local agencies and the Arkansas State Police electronically submitting crash reports via eCrash.

In FY22, the AHSO worked closely with the Arkansas Department of Transportation (ArDOT) and our federal partners at the Federal Highway Administration and Federal Motor Carrier Safety Administration to identify uniform initiatives and set common goals so that the State Strategic Highway Safety Plan and the AHSO Highway Safety Plan mirror each other. Arkansas will continue to use our federal highway safety funds to maintain successful programs and seek new opportunities to identify and fund innovative initiatives to assist our state in the reduction of fatalities and serious injury crashes.

During FY22 the AHSO continued to enhance the eGrant system to better facilitate the electronic submission of funding proposals and reports. The system generates grant agreements and provides for electronic reporting.

The FY22 AHSO Annual traffic safety training conference for sub-grantees had to be cancelled once again due to the COVID 19 pandemic.

This report provides a description of the activities undertaken in the identified traffic safety program areas during FY22 along with the results of those activities.

## **INTRODUCTION**

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

The HSO develops an annual Highway Safety Plan (HSP), which identifies traffic-related safety problems in Arkansas and based on research recommends programs that are determined to have the best potential to reduce traffic fatalities, injuries, and crashes. A Performance Plan was prepared which describes the State's problem identification process and identifies the State's highway safety benchmarks and goals. The Highway Safety Plan describes the strategies for meeting the goals outlined in the Performance Plan and allocation of highway safety funds.

As the HSO implements the FY23 HSP, the plan will be adjusted periodically to emphasize programs and strategies that better address performance targets if it appears targets will not be met.

During FY22 the HSO implemented projects and facilitated activities/programs, which contributed toward reaching the State's goals. The HSO recognizes that the achievement of quantified goals is dependent not only on the work of the HSO, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. The AHSO's collaboration with the SHSP Steering Task Force is an integral part of this effort. This annual report describes the progress made toward meeting the goals outlined in the performance plan outlined in the FY22 Arkansas Highway Safety Plan and summarizes program area outcomes.

## **OVERALL HIGHWAY SAFETY PROGRAM**

In Fiscal Year 2022 the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

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

These projects focused on priority areas identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$7.9 million in Federal-aid funds were expended to implement these projects. A list of Federal aid funded projects that were implemented is shown on pages 110-112. Approximately \$8.7 million in Federal-aid funds were expended for the entire program. A graph on page 113 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 35 percent of the expenditures were incurred in the alcohol and occupant protection programs.

### **Overall Program Goals**

As listed in the FY22 Performance Plan, the overall program goals for the Arkansas' Highway Safety Program were as follows:

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

- **Limit increase in fatalities/VMT from 1.53 (2016-2020) to 1.808 (2018-2022)**
- **Limit increase in total fatalities from 551.0 (2016-2020) to 631.5 (2018-2022)**
- **Limit Serious traffic injuries from 2,647.0 (2016-2020) to 2996.9 (2018-2022)**

The chart on page 7 shows the moving average of Arkansas's fatalities for the periods of 2013-2017 through 2017-2021. Core outcome measures for both FY21 and FY22 are provided on pages 5 - 6. A summary of each program area is provided on pages 8 through 36 of this report.

As shown in the charts, The AHSO met or exceeded 6 out of the 12 goals established in the FY22 HSP. The goals not met included unrestrained passenger fatalities, alcohol related fatalities, speeding fatalities, pedestrian fatalities, bicycle fatalities and seat belt use rate. This was in part a result of reduced enforcement efforts due to the shortage of law enforcement officers, and the increase in the number of agencies using eCrash. While increasing the number of agencies submitting on eCrash has resulted in better, more accurate reporting of crashes and fatalities, it has also increased the numbers reported.

The AHSO is addressing all the goals that were not met last year through the expansion of both the STEP and the mini-STEP programs and by continuing to increase the number of agencies utilizing eCrash. There are currently 91 active agencies participating as STEP and mini-STEP projects. As the impact of the COVID Pandemic continues to subside, it is expected that the agencies participating in the STEP, mini-STEP and eCrash programs will better improve enforcement in high crash areas as agencies now have the ability analyze all the crashes in their area, not just crashes worked by their agency. This will allow them to identify and address problem areas and work together to coordinate efforts.

The AHSO continued to create more projects targeting pedestrians and drivers. Arkansas Children's Hospital will continue implementation of a pedestrian/bicyclist project targeting schools, college campuses, businesses, churches and communities and work in conjunction with other pedestrian/bicyclist education projects such as the Little Rock "Friendly Driver" Project to address pedestrian and bicyclist safety issues.

<b>Goal Met Yes/No</b>	<b>2022 Performance Measures</b>	<b>Target Period</b>	<b>Target Start Year</b>	<b>Target End Year</b>	<b>Target Value</b>
1 YES	C-1) Number of traffic fatalities (FARS)	5 Year	2018	2022	631.5
2 YES	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2018	2022	2996.9
3 YES	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2018	2022	1.808
4 NO	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2018	2022	187.0
5 NO	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2018	2022	142.0
6 NO	C-6) Number of speeding-related fatalities (FARS)	5 Year	2018	2022	135.0
7 YES	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2018	2022	72.0
8 YES	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2018	2022	41.0
9 YES	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2018	2022	65.0
10 NO	C-10) Number of pedestrian fatalities (FARS)	5 Year	2018	2022	59.0
11 NO	C-11) Number of bicyclists fatalities (FARS)	5 Year	2018	2022	4.0
12 NO	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2018	2022	84.5
13 NO	Increase the number of Law Enforcement Agencies using the eCrash system to 300 for FY22	Annual	2018	2022	300.00
14 NO	Increase the number of courts using Contexte from 190 for FY22	Annual	2018	2022	190.0

Performance Measure	FY 2022					FY 2021			
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source*/ FY 22 Progress Results	On Track to Meet FY22 Target Y/N ** (in-progress)	Target Value FY21 HSP	Target Year(s)	Data Source/ FY21 Final Result	Met FY21 Target Y/N
C-1) Total Traffic Fatalities	5 year	2018-2022	631.5	2017 – 2021 FARS <b>574.0</b>	Yes	536.3	2016-2020	2016 – 2020 FARS <b>551</b>	No
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	2996.9	2017 – 2021 STATE <i>Preliminary</i> <b>2,647.0</b>	Yes	3,103.8	2016-2020	2016 – 2020 STATE <b>2650.0</b>	Yes
C-3) Fatalities/VMT	5 year	2018-2022	1.808	2017 – 2021 FARS <b>1.76</b>	Yes	1.560	2016-2020	2016 – 2020 FARS <b>1.53</b>	Yes
<b>For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY22 HSP.</b>									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018-2022	187.0	2017 -- 2021 FARS <b>191</b>	No	196.0	2016-2020	2016 – 2020 FARS <b>185</b>	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018-2022	142.0	2017 --2021 FARS <b>145.0</b>	No	143.0	2016-2020	2016 – 2020 FARS <b>142</b>	Yes
C-6) Speeding-Related Fatalities	5 year	2018-2022	135.0	2017 --2021 FARS <b>138.0</b>	No	131.0	2016-2020	2016 – 2020 FARS <b>134</b>	No
C-7) Motorcyclist Fatalities (FARS)	5 year	2018-2022	72.0	2017 --2021 FARS <b>72</b>	Yes	74.0	2016-2020	2016 – 2020 FARS <b>73.0</b>	Yes
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	41.0	2017 --2021 FARS <b>39</b>	Yes	46.0	2016-2020	2016 – 2020 FARS <b>44.0</b>	Yes
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	65.0	2017 --2021 FARS <b>61</b>	Yes	63.0	2016-2020	2016 – 2020 FARS <b>60.0</b>	Yes
C-10) Pedestrian Fatalities	5 year	2018-2022	59.0	2017 --2021 FARS <b>66</b>	No	46.0	2016-2020	2016 – 2020 FARS <b>64</b>	No
C-11) Bicyclist Fatalities	5 year	2018-2022	4.0	2017 – 2021 FARS <b>5</b>	No	5.0	2016-2020	2016 – 2020 FARS <b>4.0</b>	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2018-2022	84.5%	State survey/ <b>2022 preliminary Survey</b> <b>74.1%</b>	No	82.0%	2021	State survey/ <b>81.9%</b> <b>*2019 Survey</b> <b>No survey for 2020</b>	Yes
Increase the number of Law Enforcement Agencies using the eCrash system to 300 for FY 2022	Annual	2022	300	2022 <b>293 (Anticipate making Feb-Mar FY23)</b>	No	Annual 202	2021	258	Yes
Increase the number of courts using Contexte to 190 for FY2022	Annual	2022	190	2022 <b>120 (changing over to new system in FY23)</b>	No	Annual 106	2021	134	Yes

CORE OUTCOME MEASURES		2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	2018-2022 Target
C-1	Traffic Fatalities (FARS) 5-Year Moving Averages Hold increase in total fatalities to 631.5 (2018-2022 rolling average by 2022)	521	525	533	551	579	631.5
C-2	Serious Injuries in Traffic Crashes (State Crash File) 5-Year Moving Average Hold increase in serious injuries to 2996.9 (2018-2022 rolling average by 2022)	3,257	2,990	2,650	2,647	2,556	2996.9
C-3	Fatalities/VMT (FARS/FHWA) 5-Year Moving Average Hold fatalities/VMT (5 year averages) to 1.808 (2018-2022 rolling average) by 2022	1.49	1.48	1.47	1.53	1.59	1.808
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS) 5-Year Moving Average Hold increase in unrestrained passenger vehicle occupant fatalities all seat positions from 183 to 197 (2018-2022 rolling average) by 2022)	183	183	183	185	197	197
C-5	Alcohol-Impaired Driving Fatalities (FARS) 5-Year Moving Average Hold increase in alcohol impaired driving fatalities from 140 to 142 (2018-2022 rolling average) by 2022	138	141	140	142	145	142
C-6	Speeding-Related Fatalities (FARS) 5-Year Moving Average Hold increase in speeding-related fatalities from 120 to 135 (2018-2022 rolling average) by 2022	93	104	120	134	138	135
C-7	Motorcyclist Fatalities (FARS) 5-Year Moving Average Hold increase in motorcyclist fatalities at 72 (2018-2022) by 2022	71	72	72	73	73	72
C-8	Unhelmeted Motorcyclist Fatalities (FARS) 5-Year Moving Average Reduce unhelmeted motorcyclist fatalities to from 44 to 41 (2018-2022 rolling average) by 2022	44	45	44	43	40	41
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS) 5-Year Moving Average Hold increase in Drivers age 20 and younger involved in fatal crashes from 62 to 65 (2018-2022 rolling average) by 2022	61	61	62	64	61	65
C-10	Pedestrian Fatalities (FARS) 5-Year Moving Average Hold increase in pedestrian fatalities from 53 to 59 (2018-2022 rolling average) by 2022	45	48	53	60	67	59
C-11	Bicyclist Fatalities (FARS) 5-Year Moving Average Hold increase in bicyclist fatalities at 3 to 4 (2018-2022)	4	4	3	4	5	4
<b>Observed Seat Belt Use</b>		<b>(2017)</b>	<b>(2018)</b>	<b>(2019)</b>	<b>(2021)</b>	<b>(2022)</b>	<b>FY22 Target</b>
B-1	State Survey Annual Increase observed seat belt use for passenger vehicles, front seat outboard from 84.2% to 84.5%	81.0%	78.0%	81.9%	84.2%	74.1%	84.5%

## Program Areas-Project Results

### Occupant Protection

During FY22, a total of 73 agencies participated in CIOT with overtime enforcement including: 41 Mini-STEP, 32 STEP agencies. The decline in the number of agencies participating compared to previous years is attributed to not having an LEL and, and the decrease in enforcement due to the COVID Pandemic along with a shortage of officers. The AHSO continued to put an emphasis on expanding the number of STEP and Mini-STEP agencies, and encouraging all agencies to address enforcement at a higher level. This move has proven very successful with 27 new agencies coming on board in FY21 and FY22 as STEP or MINI-STEPs. “Lunch and Learn” events had been planned in conjunction with law enforcement association meetings to promote increased enforcement of seat belt and child restraint laws and participation in national and state mobilizations. However, due to lingering issues related to COVID 19, these events were not held.

Since most of Arkansas’ larger cities have existing STEP grants, increased emphasis was placed on rural efforts. The Federal Highway Administration (FHWA) classifies rural areas as those having populations under 50,000. Most Arkansas cities qualify as rural by this definition. Smaller agencies unable to support a sustained STEP were recruited to participate in the Mini-STEP program to improve belt use in their areas. In addition, the AHSO implemented a new “High Five” demonstration project in partnership with ArDOT to target 5 rural counties (Cross, Fulton, Monroe, White and Calhoun) with the goal of increasing seat belt usage. ArDOT also provided road assessments in these counties to identify low-cost engineering solutions.

The Arkansas State Police (ASP) continued to provide additional coverage statewide with special emphasis on high-risk areas and coordination with local STEP. High Visibility Enforcement efforts such as national mobilizations and Selective Traffic Enforcement Projects (STEP) in addition to education and public awareness were employed to change unsafe driving behaviors. CIOT banners were distributed to local law enforcement agencies, and they were encouraged to involve and inform the media during special enforcement events. The national tagline of “Click It or Ticket” was used in efforts to promote occupant protection. Arkansas’s advertising agency of record secured paid media per NHTSA’s recommended timeline to promote the use of safety belts, the “Click It or Ticket” mobilization and the state’s two-week STEP effort. STEP agencies in addition to mini-STEPs and other agencies participated in the following OP mobilizations during FY22.

State Seat Belt Mobilization - November 15 - 28, 2021

National Memorial Day Seat Belt Mobilization - May 23 - June 5, 2022

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and continues to play an important part in Arkansas’ efforts to increase the usage rate. In 2022, there were 676 total fatalities and 446 passenger vehicle occupant fatalities. Of these fatalities, 229 or 51.3% were unrestrained. The seat belt use rate for 2019 was 81.9%. The 2021 survey showed belt use had increased to 84.2%, however the 2022 survey preliminary results from reselected sites show belt use declined to 74.1%.

STEP and mini-step projects are required to conduct pre and post seat belt use surveys around the CIOT mobilization. The tables below show pre and post use rates for sustained STEP and mini-STEPs that reported. As noted, the pre and post surveys showed a 4.4% increase in use

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for sustained STEPs and a 4.9% increase in seat belt use for the mini-STEPs. Citation and arrest data are also shown for the CIOT and DSOGPO mobilizations.

FY22 Mini-STEP Mobilization Summary							
Mobilization	Seat Belt Citations	Seat Belt Warnings	Child Restraint Citations	Speed Citations	Speed Warnings	Total DWI	Distracted Driver Citations
State Distracted Driving (1)	20	44	2	229	365	5	39
State Seat Belt (2)	66	172	4	177	442	8	9
National Winter DWI (3)	13	28	2	110	357	22	12
State St. Patrick's Day DWI (4)	26	39	5	70	210	8	1
State Distracted Driving (5)	20	49	7	104	451	3	85
420 Campaign (6)	12	23	1	40	115	3	3
State Cinco De Mayo DWI (7)	12	30	21	35	132	6	3
National Seat Belt (8)	210	266	4	200	749	7	18
State July DWI (9)	191	4	0	86	191	12	1
State Speed (10)	40	47	5	169	0	29	11
National Labor Day DWI (11)	30	35	3	160	447	22	12
<b>Total</b>	<b>640</b>	<b>737</b>	<b>54</b>	<b>1380</b>	<b>3459</b>	<b>125</b>	<b>194</b>

FY22 CIOT / DSOGPO STEP Report Data														
STEPs														
	Click It or Ticket							Drive Sober or Get Pulled Over						
	Pre-Seat Belt Survey	Post-Seat Belt Survey	Seat Belt Citations	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	Seat Belt Citations	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	PI&E	
Arkansas State Police STEP	83.47%	83.04%	675	236	4018	4673	172	1070	509	6321	7921	270	Y	
Ashdown Police Department	65.00%	77.00%	123	8	20	26	1	8	5	20	38	16	Y	
Bella Vista Police Department	88.00%	43.50%	1	20	0	2	0	0	0	2	3	6	Y	
Benton County Sheriff's Office	76.67%	78.00%	12	33	0	1	0	3	1	1	13	3	Y	
Benton Police Department	39.89%	41.40%	16	7	2	6	0	1	3	1	11	3	Y	
Bryant Police Department	44.00%	44.00%	1	6	9	37	10	4	2	27	79	22	Y	
Carroll County Sheriff Office	80.00%	82.00%	0	15	1	51	0	0	0	2	13	12	N	
Centerton Police Department	76.17%	78.00%	3	71	1	16	0	0	2	3	13	2	Y	
Cross County Sheriff Office	37.50%	36.50%	12	5	10	18	0	0	0	3	10	0	Y	
Dardanelle Police Department	83.83%	86.33%	1	12	0	2	0	0	0	0	2	1	Y	
El Dorado Police Department	82.58%	84.92%	12	4	2	4	0	11	1	30	24	1	Y	
Fayetteville Police Department	0.00%	47.00%	18	6	36	250	0	0	0	5	18	12	Y	
Garland County Sheriff's Office	78.00%	80.50%	25	31	1	5	2	2	0	11	32	9	Y	
Harrison Police Department	83.50%	81.50%	11	0	0	0	0	1	0	5	13	0	Y	
Hope Police Department	78.00%	78.00%	26	3	14	42	4	1	1	4	7	3	Y	
Hot Springs Police Department	84.50%	85.82%	17	10	2	2	0	9	1	17	11	1	Y	
Jonesboro PD	79.50%	82.00%	57	12	5	37	20	85	19	31	52	27	Y	
Lowell Police Department	43.00%	44.50%	8	8	4	10	0	0	0	2	5	2	Y	
Marion Police Department	0.00%	0.00%	6	2	0	5	0	2	1	4	2	0	Y	
Mountain Home Police Department	83.50%	87.30%	2	8	3	54	1	0	0	0	10	2	Y	
North Little Rock Police Department	81.00%	90.50%	6	8	0	4	0	0	0	0	0	0	Y	
Paragould PD	80.64%	81.50%	12	1	5	2	0	0	0	1	11	0	Y	
Rogers Police Department	93.17%	91.50%	6	0	0	17	0	0	0	0	0	0	Y	
Searcy	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/A	
Siloam Springs Police Department	73.00%	90.00%	47	26	3	13	0	0	0	2	15	6	Y	
Springdale Police Department	0.00%	0.00%	1	0	5	21	0	0	0	4	2	2	Y	
Texarkana Police Department	84.00%	87.50%	12	17	37	58	0	0	0	0	0	3	Y	
Trumann PD	71.00%	79.00%	16	10	8	9	0	3	2	1	3	2	Y	
Washington County Sheriff's Office	90.83%	92.17%	2	4	0	9	0	0	0	2	9	3	Y	

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FY22 CIOT / DSOGPO STEP Report Data													
Mini-STEPs													
	Click It or Ticket							Drive Sober or Get Pulled Over					PI&E
	Pre-Seat Belt Survey	Post-Seat Belt Survey	Seat Belt Citations	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	Seat Belt Citations	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	
Alexander PD	86.33%	88.66%	8	7	12	42	0	2	8	0	0	0	Y
Barling PD	24.00%	32.00%	17	2	6	8	1	0	2	16	10	0	Y
Bauxite PD	42.50%	47.50%	1	2	15	1	0	N/A	N/A	N/A	N/A	N/A	Y
Baxter County SO	31.50%	0.00%	2	6	6	20	0	0	0	0	0	0	N
Boone County SO	82.50%	84.00%	8	12	38	225	1	0	2	12	72	0	Y
Bradley 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
Cherokee Village PD	N/A	N/A	N/A	N/A	N/A	N/A	0	N/A	N/A	N/A	N/A	N/A	N
City of Salem PD	0.00%	0.00%	0	0	0	0	0	N/A	N/A	N/A	N/A	N/A	N
Clarksville PD	82.00%	80.50%	1	16	7	46	0	6	22	24	100	8	Y
Dallas County SO	0.00%	0.00%	3	0	2	3	0	12	20	14	40	18	Y
Decatur PD	88.00%	92.00%	69	32	17	41	1	0	0	0	4	8	Y
Dermott PD	0.00%	0.00%	0	0	0	0	0	N/A	N/A	N/A	N/A	N/A	N
Elkins PD	93.50%	96.00%	1	1	5	21	0	0	0	4	20	0	Y
Eureka Springs PD	44.00%	43.50%	1	0	1	13	0	0	2	8	158	0	N
Glenwood 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
Goshen PD	98.50%	99.50%	1	4	2	26	0	0	0	2	22	0	N
Grant County SO	74.50%	77.00%	22	37	68	112	2	6	10	30	46	2	Y
Hazen PD	72.00%	81.50%	6	22	12	76	1	0	2	8	86	0	Y
Highfill PD	42.00%	43.50%	4	3	2	8	0	N/A	N/A	N/A	N/A	N/A	Y
Highland PD	73.00%	88.50%	0	9	25	106	0	0	0	2	0	0	Y
Independence County S	49.50%	76.50%	13	59	9	47	0	0	2	0	12	0	Y
Jacksonville 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
Little Flock PD	81.50%	84.50%	21	2	37	6	0	6	0	66	0	0	N
Little Rock 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
McGehee PD	21.00%	25.50%	3	2	0	5	0	N/A	N/A	N/A	N/A	N/A	N
Monticello PD	79.00%	87.00%	5	0	38	9	2	2	0	30	0	2	Y
Mountain View PD	70.25%	73.75%	2	28	0	20	0	2	8	0	8	0	Y
Newton County SO	32.50%	34.00%	7	19	0	1	0	N/A	N/A	N/A	N/A	N/A	Y
Pea Ridge PD	80.83%	80.33%	3	0	3	21	1	0	0	2	2	0	Y
Pine Bluff PD	62.00%	69.00%	28	52	1	2	0	0	2	4	14	0	Y
Prairie Grove PD	80.50%	86.00%	11	51	18	29	4	0	0	12	48	16	Y
Saline County SO	0.00%	0.00%	6	3	11	14	0	N/A	N/A	N/A	N/A	N/A	N
Searcy County SO	47.50%	26.75%	1	3	4	15	0	0	0	0	0	0	N
Tontitown PD	91.50%	94.50%	21	45	21	80	2	0	0	10	52	8	Y
West Fork PD	44.33%	44.50%	11	7	0	2	0	N/A	N/A	N/A	N/A	N/A	Y
West Memphis PD	30.34%	40.17%	38	21	0	0	0	0	0	0	0	0	Y

## Program Area Goals

### B-1) Observed Seat Belt Use

**Goal Statement:** Increase seat belt use for passenger vehicles, front seat outboard occupants from 84.2% (2021) to 84.5 % (2022).

*\*The 2022 SB survey (preliminary) showed the seat belt use rate at 74.1%.*

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

**Goal Statement:** Hold increases in unrestrained passenger vehicle occupant fatalities, all seat positions, from 183 (2015-2019 rolling average) to 187 (2018 – 2022 rolling average) by 2022.

## Program Area Results

An observational seat belt use survey was conducted in 2022 which included surveying 96 sites in 12 counties. The 2022 preliminary weighted seat belt survey showed a use rate of 74.1% which was a disappointing 10.4% percentage point decrease from 2021. The decline in the use rate may be due to new sites selected that were not included in the previous survey and less enforcement in these areas. More emphasis will be directed to the new counties.

Arkansas' unrestrained passenger fatalities increased from 204 in 2020 to 229 in 2021. The five-year rolling average (2017-2021) was 191 for 2017-2021.

### (STEP) Seat Belt Survey

#### Project Results (Observed Seat Belt Use)

##### STATE OBSERVATIONAL SURVEY

Planned Activity: OP-2022-12

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

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

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

Planned Activity: OP-2022-02

Sub-recipient(s): Law Enforcement Agencies

There were 32 local sustained STEPS in FY 2022. (List of agencies on pg. 109) These projects issued 3,109 seat belt citations and 3,147 seat belt warnings. This data does not include ASP data.

##### STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT

Planned Activity: OP-2022-03

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

The ASP worked over 1,266 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 2022 was 1,537, 618 and 228, respectively

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

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

**Planned Activity: OP-2022-04**

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

There were 41 local mini-step projects in FY 2022. Mini-STEP projects issued 640 Seat Belt citations and 737 Seat Belt warnings. (List of Agencies on pg. 109)

**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 *Share the Road* model language and social norming NHTSA's method of enrollment and engagement supporting programs and enforcement mobilizations throughout the year.

**Planned Activity: OP 2022-05**

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

This task provided for statewide public information and education to promote occupant protection with a focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young person's age 18 – 34. It also emphasized the child restraint law, Act 470 of 2001, Graduated Licensing laws, and distracted driving laws. Components of the task included educational materials such as brochures, posters, and public service announcements (PSAs) in addition to paid radio, television, billboard, digital and social media advertising. (See Media Report pages 68-81)

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

**Planned Activity: OP-2022-06**

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

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to occupant restraints. Donated airtime totaled an estimated \$1,098,304.41. This represents a dollar return in donated airtime of over 14 times the contract amount of \$75,000.

**STATEWIDE LAW ENFORCEMENT LIAISON (LEL)**

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

**(Communication and Outreach/Supporting Enforcement)**

**Planned Activity: OP-2022-07**

**Arkansas Highway Safety Office**

The Arkansas' Law Enforcement Liaison (LEL) program was vacant due to the retirement of our LEL. Efforts to find another LEL have been unsuccessful so far but the search continues. This position was responsible for promoting and recruiting law enforcement agencies to participate in safety mobilizations. During FY22 Sixty-five agencies were solicited to participate mini-STEP projects. 41 Mini STEP agencies were added and participated in the CIOT Mobilization. "Lunch and Learn" events that had been planned in conjunction with law enforcement association meetings to promote increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns had to be cancelled once again due to the impact of COVID 19.

## **STATEWIDE CHILD PASSENGER PROTECTION EDUCATION PROJECT**

(Community and Outreach for Child Restraint And Booster Seat Use)

**Planned Activity: OP-2022-08**

**Sub-recipient: 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, The Arkansas Children's Hospital Department of Injury Prevention also conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Eight NHTSA Standardized CPS training courses were conducted with 103 new technicians receiving certification; 438 childcare professionals were trained in 76 regional workshops. During the fall and spring semesters 16 schools participated in the program to promote seat belt and booster seat usage among 6-14 years old (TWEENS). The Arkansas Children's Hospital also hosted a regional CPS conference in Rogers, Arkansas from July 27-30, 2022, there were 14 sessions and 130 registered attendees.

**Planned Activity: OP-2022-10**

**Sub-recipient(s): To Be Determined**

During FY22 the AHSO had planned to conduct more "lunch and learn" sessions and implement the High Five Program. It was determined this would assist with motivating and recruiting law enforcement agencies to promote increased enforcement of seat belt and child restraint laws and increase participation in State and National occupant protection campaigns. However, because of lingering effects from the COVID 19 Pandemic the AHSO was unable to hold any "Lunch and Learn" sessions. We plan to conduct "Lunch and Learn" sessions again in FY23. We were able to implement our "High-Five Program" in 2022 and data via the evaluation that is being conducted by PRG should be available in FY23.

## **OCCUPANT PROTECTION PROGRAM MANAGEMENT**

**Planned Activity: OP-2022-13**

**Sub-recipient: Arkansas State Police**

This task provided program management for projects within the Occupant Protection Program area. It will provide for proper administration of projects through program planning, oversight/monitoring, evaluation, coordination, staff education and development including expenses for development and implementation of a state grants management system (GMS). The GMS was implemented in FY19 and is operated, and maintained through AGATE Software, Inc. Several enhancements were added in FY22 to facilitate better reporting and data collection.

## **Impaired Driving**

### **Program Area Goal**

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

*Goal Statement: Limit increase in alcohol-impaired driving fatalities from 140 (2015-2019) to 142 (2018-2022).*

### **Program Area Results**

The alcohol-related five-year moving average was 145 for 2017-2021. The chart on page 7 shows the 5-year moving average trend of Arkansas' alcohol-related fatalities. Arkansas alcohol related fatalities were at 26% of total fatalities for 2020 (20% 2021) with the National average at 30%.

During FY22 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.

Since 2012 DWI arrests and convictions have been on the decline. The AHSO continued to initiate additional strategies to counter this problem in 2022. Some of the strategies included:

- Adding additional local agencies to enforcement efforts via mini-STEPs
- Increasing communication among DWI Courts and Judges
- Utilizing DWI Court Judges to increase awareness and educate Judges
- Exploring the hiring of a State Judicial Liaison.

In 2022 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 plan for implementation of those strategies. The IDPTF continues work on an Impaired Driving Blueprint for Arkansas. The COVID 19 pandemic stalled improvements on this project but it is an ongoing effort.

Agencies that participated in the DSGPO mobilizations worked a total of 2,788 hours.

National Winter DWI Mobilization - December 17, 2021 - January 2, 2022\*  
State St. Patrick's Day DWI Mobilization – March 17- 29, 2022  
Regional 420 Campaign April 18 – 20, 2022  
State Cinco De Mayo DWI Mobilization-May 5-8, 2022?  
State July 4th Holiday DWI Mobilization - June 29th - July 4, 2022  
National Labor Day DWI Mobilization - August 19- September 5, 2022\*

**ALCOHOL RELATED FATALITIES AND RATES****ALCOHOL-RELATED FATALITIES****Project Results (Impaired Driving)****Judicial Training****Planned Activity: AL-2022-01****Sub-recipient(s): Administrative Office of the Courts**

**Administrative Office of the Courts (AOC)** provided a training seminar September 14-16, 2022 for approximately 75 Arkansas district court judges. The course "Special Traffic Topics for Arkansas" was taught by faculty from among district judges, substance abuse professionals, law enforcement officers, toxicologists and a judge from another state who teaches traffic programs on a state and national level. Lecture topics included the latest developments in traffic law as well as current issues in Drugged Driving, DWI Courts and Medical Marijuana cases. Funding reimbursed in-state and out-of-state travel, tuition, meals, and lodging.

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

**TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING****Planned Activity: AL-2022-02****Sub-recipient: Criminal Justice Institute**

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all impaired driving laws. 635 law enforcement officers completed the SFST/TOPS training in accordance with NHTSA's curriculum. In addition, 165 officers received SFST refresher training. 145 officers completed ARIDE training. One DRE school was completed with 32 officers being certified.

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

Mass Media Campaigns

**Planned Activity: AL-2022-03****Sub-recipient: Arkansas Broadcasters Association**

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,098,304.41. This represents a dollar return in donated airtime of over 14 times the contract amount of \$75,000.

## **STATE-FUNDED ALCOHOL SAFETY EDUCATION PROGRAMS**

**Planned Activity: AL-2022-04**

**Sub-recipient: AR Department of Human Services – DASEP**

State funded alcohol safety education programs were provided for persons convicted of driving while intoxicated (DWI) or driving under the influence (DUI). The program conducted preliminary investigations and pre-sentence screening of those convicted of DWI/DUI.

## **STATEWIDE PUBLIC INFORMATION AND EDUCATION**

Mass Media Campaigns

**Planned Activity: AL-2022-05**

(See Media Report Section page 38)

## **LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

**Planned Activity: AL-2022-06**

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

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

In FY22 thirty-one (32) local STEP s and forty-one (41) mini-STEP s participated in national and state DWI mobilizations (List of agencies on pg. 108). There were 588 DWI/DUI arrests by local STEP s (ASP data not included) and 325 DWI/DUI arrests by mini-STEP s.

## **STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

**Planned Activity: AL-2022-07**

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

The **Arkansas State Police (ASP)** participated in the State and National "Drive Sober or Get Pulled Over" campaigns as well as providing sustained enforcement during FY 22. The ASP worked over 588 hours on DWI/DUI enforcement that resulted in 88 arrests.

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

(Short-term, high visibility/ DWI/DUI enforcement-local)

**Planned Activity: AL-2022-08**

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

There was a total of 58 local mini-step projects registered in FY 22. Forty-one (41) of these with executed agreements. (List of agencies on pg. 109). Data for mini-STEP enforcement efforts is shown on page 9. These Mini-STEPs made 65 DWI arrests during the National Winter DWI Mobilization, the State St. Patrick's Day Mobilization, Regional 420 Campaign, the Cinco De Mayo DWI Mobilization, the State July 4<sup>th</sup> Holiday DWI Mobilization and the National Labor Day DWI Mobilization.

## **BAC INTOXIMETER AND BLOOD TESTING TRAINING PROJECT**

**Planned Activity: AL-2022-09**

**Sub-recipient: Arkansas Department of Health - OAT**

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

Two (2) OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in Kansas City, MO in May 2022. The instruction was intended to cover user maintenance and national perspective and results.

Two (2) OAT staff members to attend the annual meeting of the International Association for Chemical Testing in Tuscon, AZ in April 2022 to cover fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance.

One (1) OAT staff member to the 2021 Lifesavers Conference in Chicago, IL in March 2022. This training covers Highway Safety topics from a national perspective.

The purchase of 75 tanks for use in the Intoximeter EC/IR II to be used by law enforcement agencies in Arkansas. **Purchased**

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

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

Three (3) OAT staff to receive training in the theory and maintenance for the Intoximeter EC/IR II in St. Louis, MO in May 2022.

Three (3) OAT staff to attend the 7-day training course provided by the University of Indiana Center for Law in Action in December 2021.

Purchase of 12 Guth Simulators. **Purchased**

Funds to upgrade the Agilent 7890B Gas Chromatography system. **Purchased.**

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

**Planned Activity: AL-2022-10**

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

**The Mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, Support and Training project with the Black River Technical College**, Law Enforcement Training Academy in Pocahontas, AR. The BAT Sobriety Checkpoint Mobile Training Project offered law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During FY22, the project trained 281 law enforcement officers. The BAT mobile was utilized in 45 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints to raise awareness regarding the crime of impaired driving. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The project conducted 11 public school events and 14 public events in communities throughout the state.

**STATEWIDE LAW ENFORCEMENT LIAISONS**

**Planned Activity: AL-2022-11**

**AHSO**

In the absence of an LEL the AHSO PMs continued to promote and recruit law enforcement agencies to participate in traffic safety mobilizations and to network with other states to promote activities. Nineteen mini-STEPs were added along with one new STEP.

**COURTROOM MONITORING PROGRAM**

**Planned Activity: AL-2022-12**

**Sub-recipient: Not Implemented – See Below**

Court Monitoring program to follow DWI/DUI cases through the court process and identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in judicial implementation of Arkansas's ignition interlock law.

This project was initially implemented in January 2019. On May 28, 2020, MADD notified the AHSO that its operations would end June 30, 2020. In FY23 the AHSO will contract with Speak Up Against Drugs (SAD) to conduct a court monitoring project and to support the Arkansas Impaired Driving Task Force.

**DWI COURTS****Planned Activity: AL-2022-13****Sub-recipient(s): See below**

Arkansas has fourteen formally trained and AOC recognized DWI courts. The implementation of these courts continues Arkansas' effort towards establishing a statewide DWI Court System. The AHSO provided federal funds to pay for salaries, fringe benefits, in and out-of-state travel and training, maintenance and operations, printing and administration expenses for two of the three pilot DWI Courts: Independence County DWI Court and Garland County DWI Court. The Sherwood pilot DWI Court is self - sufficient. The HSO also provided funding for the continued training of ten DWI Courts: Benton Co., Clark Co., Craighead Co., Crawford Co., Faulkner Co., Pulaski Co., Sebastian Co., South Arkansas Co. and Van Buren Co. Two other Courts; Jefferson Co. and Saline Co. are operational.

**STATEWIDE IN CAR CAMERA AND VIDEO STORAGE SYSTEM****Planned Activity: AL-2022-14****Sub-recipient(s): Arkansas State Police**

**The In-Car Camera and Video Storage Project with the Arkansas State Police** purchased the following: equipment supplies in FY 2022: Expenditures/Purchases eligible for the in-car camera system include:

- (50) In Car Camera DVR
- (50) In car front cameras
- (50) Hi-Fi Body Microphone and cradle
- (50) Remote Displays
- (50) Wireless Download kits
- (50) POE Network switches
- (50) Cellular Modem
- (50) Cellular Modem Antennae

Travel: Train ASP IT personnel, decommission servers across state, and maintain equipment in the field (\$5,000)

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.

**MOTOR VEHICLE CRASH TOXICOLOGY TESTING**

**Planned Activity: AL-2022-15**

**Sub-recipient(s): AR State Crime Lab**

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

- Drug standard kits (38 at a total cost of \$35,000)
- Immunoassay kits (four sets for a total cost of \$185,000)

This equipment allows the Crime Lab to perform toxicology testing on blood and urine samples. The lab reports these results to the Fatality Analysis Reporting System (FARS) and the State Traffic Analysis Reporting System (TARS)

**ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM MANAGEMENT**

**Planned Activity: AL-2022-17**

**Sub-recipient: Arkansas State Police**

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

## Speed Enforcement

### Speeding Related Fatalities

*Goal Statement: Hold speeding related fatalities from 120 (2015-2019) to 135 for (2018-2022).*

### Program Area Results

Eighty-three (73) Selective Traffic Enforcement Projects 32 local (STEPS) and 41 Mini-STEPS with local law enforcement and one statewide with the Arkansas State Police were implemented during FY22. While the primary focus of these STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. As previously shown, there were 5,945 speed citations and 14,879 speed warnings issued by the local STEPs and mini-STEPS. The ASP issued 9,078 speed citations and 7,664 speed warnings for the year. This is an increase from the previous year.

According to FARS data, over the last five years (2017 – 2021) there have been 692 fatalities recorded as speed-related, this accounts for 24% of the total number of traffic-related fatalities (2,870) during the same time period. In 2014 Arkansas's speed fatalities were at 56 but have continued to increase since that time. In 2015 fatalities rose to 92 and continued to rise to 164 in 2020 during the COVID Pandemic. Currently speed fatalities are at 140 for 2021.

The state continues to work with law enforcement and remains vigilant in addressing and enforcing speed. The following chart shows **speeding related crashes in Arkansas counties for 2017-2021**. County specific data is not yet available for 2022.

COUNTY	2017	2018	2019	2020	2021
ARKANSAS	6	24	18	16	20
ASHLEY	21	39	20	29	13
BAXTER	68	83	71	99	104
BENTON	301	382	500	475	474
BOONE	61	52	62	77	76
BRADLEY	29	19	19	15	17
CALHOUN	10	7	9	12	4
CARROLL	44	65	70	80	67
CHICOT	10	4	4	6	5
CLARK	82	82	84	65	47
CLAY	10	9	12	12	10
CLEBURNE	31	25	28	43	38
CLEVELAND	27	26	11	7	11
COLUMBIA	22	31	16	19	28
CONWAY	45	50	51	40	40
CRAIGHEAD	199	282	252	235	220
CRAWFORD	118	129	123	109	101
CRITTENDEN	98	108	89	113	137
CROSS	17	32	18	22	12
DALLAS	36	25	20	20	20
DESHA	5	6	10	9	9
DREW	17	12	13	33	21
FAULKNER	202	226	212	233	262
FRANKLIN	62	54	59	57	48

COUNTY	2017	2018	2019	2020	2021
FULTON	39	19	12	13	13
GARLAND	227	242	239	291	188
GRANT	28	22	27	32	42
GREENE	37	52	45	70	68
HEMPSTEAD	55	61	37	63	40
HOT SPRING	85	137	103	131	77
HOWARD	8	6	9	7	8
INDEPENDENCE	82	125	115	85	94
IZARD	18	10	24	19	28
JACKSON	32	37	22	30	30
JEFFERSON	58	77	63	49	90
JOHNSON	33	58	42	38	68
LAFAYETTE	4	5	10	13	8
LAWRENCE	24	27	36	31	25
LEE	5	6	6	1	4
LINCOLN	7	15	12	14	12
LITTLE RIVER	6	10	15	25	17
LOGAN	22	18	20	32	39
LONOKE	110	149	131	133	135
MADISON	56	69	74	63	63
MARION	7	19	24	21	29
MILLER	79	90	74	113	87
MISSISSIPPI	62	77	46	54	81
MONROE	6	0	6	12	17
MONTGOMERY	13	22	17	33	33
NEVADA	32	37	15	27	17
NEWTON	40	33	47	49	37
OUACHITA	29	48	32	41	27
PERRY	11	13	19	16	17
PHILLIPS	16	20	26	36	34
PIKE	9	13	17	33	10
POINSETT	48	35	52	62	52
POLK	39	26	36	42	37
POPE	64	69	96	91	91
PRAIRIE	19	14	4	11	13
PULASKI	792	1,058	974	1,051	834
RANDOLPH	21	33	43	34	47
SALINE	176	199	219	204	212
SCOTT	11	15	17	14	9
SEARCY	21	18	34	45	27
SEBASTIAN	137	98	117	148	126
SEVIER	18	17	27	25	32
SHARP	12	13	30	32	23
ST FRANCIS	89	80	81	85	76
STONE	3	34	17	14	17
UNION	56	59	52	58	53
VAN BUREN	19	24	17	27	23
WASHINGTON	395	510	575	523	545
WHITE	102	120	101	155	101
WOODRUFF	2	3	4	4	3
YELL	22	16	31	42	12
TOTALS	4,807	5,730	5,663	6,068	5,555

## **SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

High Visibility Enforcement

**Planned Activity: SC-2022-01**

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

Thirty-one (31) Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY22. (List of agencies on page 109) 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 15,023 speed citations and 22,543 speed warnings were issued by all STEPs in FY22.

## **SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

High Visibility Enforcement

**Planned Activity: SC-2022-02**

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

The **Arkansas State Police (ASP)** provided sustained enforcement during FY22. The ASP issued a total of 9,078 speed citations and 7,664 speed warnings to facilitate detection and removal of speeding drivers from highways.

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

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

**Planned Activity: SC-2022-03**

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

There were 41 local mini-step projects in FY22. (List of agencies on pg. 109) These Mini-STEPs issued 1,801 speed citations and 4,748 speed warnings.

## **STATEWIDE PUBLIC INFORMATION AND EDUCATION**

Public Information Supporting Enforcement

**Planned Activity: SC-2022-04**

**Sub-recipient: CJRW**

See Media Report pages 101

**Program Area Goals Traffic Records**

*Increase number of Law Enforcement Agencies using eCrash System from 258 to 300 in FY22*

*Increase number of courts using Contexte/eCrash/eCite from 134 to 190 in FY22*

*Reduce average crash record entry time using eCrash from 109.3 hours to 96.95 hour for FY22*

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

- Increased number of agencies submitting crashes and citations using eCrash and eCite.
  - 279 agencies are now using eCrash, additional 14 in training (293 total) –
  - Represents approximately 95% of all crash submissions in the state.
  - 179 local law enforcement agencies have been trained on eCite.
  - The court system expects 100% of courts to be online by 2023.
  - AHSO Traffic Records has eliminated the crash entry backlog.
  - Crash entries are completely up to date.
  - Average crash record entry time decreased from 109.3 hours to 96.95 hours

***Accuracy:***

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

***Completeness:***

- Approximately 95% of law enforcement agencies statewide now reporting thru eCrash
- Records coming from non-eCrash agencies faster and information is more accurate.
- Implementation of new online Statewide Courts System with citation program tied to crashes, DMV and the courts.

***Uniformity:***

- Arkansas currently approved at MMUCC 4<sup>th</sup> edition level. Upgrade in process to bring the eCrash system in line with MMUCC 5<sup>th</sup> edition by the end of calendar year 2022.

**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) in to data by use of a trauma band to follow victim status from the scene of the crash all the way to release from the hospital is scheduled to begin mid-2023.

**Accessibility:**

Once changes to the systems currently in progress are complete there will be a reevaluation of the various databases and how they can be more accessible to the various users in the TRCC and the driving public.

**Project Results (Traffic Records)****TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) PROGRAM OPERATIONS**

**Planned Activity:** TR-2022--01

**Sub-recipient:** Arkansas State Police

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

**TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) IMPROVEMENT PROJECT**

**Planned Activity:** TR-2022-02

**Sub-recipient:** Arkansas State Police

Provided for the acquisition of computer hardware, software, and peripherals needed for TARS improvements

**ELECTRONIC TRAFFIC CRASH RECORD ENTRY SYSTEM PROJECT**

**Planned Activity:** TR-2022-03

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

The Arkansas State Police continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is the eCrash system developed by the University of Alabama-Center for Advanced Public Safety (CAPS). As of this date 293 local agencies are on eCrash with 279 and the Arkansas State Police actively submitting crash reports.

## **EMS DATA INJURY SURVEILLANCE CONTINUATION PROJECT**

**Planned Activity:** TR-2022-04

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

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

## **ELECTRONIC CITATION SYSTEM**

**Planned Activity:** TR-2022-05

**Sub-recipient(s):** Arkansas State Police, Local Law Enforcement Agencies

**The Arkansas State Police** continued progress during 2022 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. 197 local law enforcement agencies have been trained and 185 are currently “live”.

## **TRAFFIC RECORDS PROFESSIONAL DEVELOPMENT**

**Planned Activity:** TR-2022-06

**Sub-recipient:** Arkansas State Police

Provided specified training for law enforcement and other highway safety professionals in matters related to traffic records along with continued crash investigation and reconstruction training courses.

## **TRAFFIC RECORDS PROGRAM MANAGEMENT**

**Planned Activity:** TR-2022-07

**Sub-recipient:** Arkansas State Police

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

## **Roadway Safety**

Funding was provided for specified training to highway safety professionals in matters of roadway and rail-highway safety.

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

#### **PROFESSIONAL DEVELOPMENT**

**Planned Activity: RS-2022-01**

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

This project provided resources to allow personnel from ARDOT to attend safety conferences and workshops. Attendance at these meetings allows for networking with other transportation agencies to assess cost effective strategies to reduce highway fatalities and injuries. Staff attended the following conferences during 2022.

- AASHTO Committee on Safety Conference in April 2022 (Boston, MA).

## **Motorcycle Safety**

### **Program Area Goal**

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

**Goal Statement:** *Limit increase in motorcyclist fatalities from 72 (2015-2019) to 72 (2018-2022).*

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

**Goal Statement:** *Limit un-helmeted motorcyclist fatalities at 44 (2015-2019) to 41 (2018-2022).*

Arkansas' Motorcycle fatalities were at 66 in 2019. Fatalities increased to 80 in 2020 and remained at 80 for 2021. They account for approximately 12 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and only requires helmets for motorcyclists aged 21 or younger. In 2021, 50% of all motorcyclist fatalities were unhelmeted.

The chart below shows the number of motorcycle crashes for the 2022 and the crashes involving an impaired driver.

County or Political Subdivision	Number of registered motorcycles	Number of motorcycle crashes	# of MCC involving another motor vehicle	# of MCC involving an impaired operator	County or Political Subdivision	Number of registered motorcycles	Number of motorcycle crashes	# of MCC involving another motor vehicle	# of MCC involving an impaired operator
Arkansas	1,483	5	3	0	Lee	206	1	1	0
Ashley	786	3	2	0	Lincoln	409	3	1	0
Baxter	4,126	31	9	1	Little River	606	5	1	0
Benton	18,424	98	54	3	Logan	2,063	10	4	0
Boone	3,038	15	6	0	Lonoke	5,126	34	20	2
Bradley	396	2	2	0	Madison	1,112	28	7	2
Calhoun	200	2	0	0	Marion	1,575	10	0	0
Carroll	2,317	26	11	1	Miller	2,034	25	14	1
Chicot	281	0	0	0	Mississippi	1,375	13	6	0
Clark	744	6	3	0	Monroe	246	0	0	0
Clay	670	1	1	0	Montgomery	624	7	3	0
Cleburne	2,101	23	8	0	Nevada	353	3	2	0
Cleveland	326	2	1	0	Newton	587	23	3	0
Columbia	973	6	3	0	Ouachita	1,088	2	2	0
Conway	1,260	11	7	0	Perry	611	7	2	0
Craighead	4,172	43	28	1	Phillips	475	2	2	0
Crawford	4,331	35	17	1	Pike	557	3	2	1
Crittenden	1,650	12	9	0	Poinsett	1,013	5	3	1
Cross	630	2	1	0	Polk	1,566	11	4	0
Dallas	250	2	0	0	Pope	3,471	30	14	1
Desha	307	1	1	0	Prairie	303	1	1	0
Drew	580	4	0	0	Pulaski	13,285	183	128	2
Faulkner	6,360	53	29	0	Randolph	938	8	3	0
Franklin	1,137	20	2	0	St. Francis	607	46	29	0
Fulton	858	6	2	0	Saline	6,957	2	1	1
Garland	6,761	52	37	0	Scott	611	4	0	0
Grant	1,088	3	1	0	Searcy	474	77	46	0
Greene	2,235	16	12	1	Sebastian	7,801	2	1	4
Hempstead	758	8	4	0	Sevier	609	4	0	0
Hot Spring	2,012	15	5	0	Sharp	1,172	7	2	0
Howard	457	0	0	0	Stone	1,078	10	1	0
Independence	1,819	18	10	2	Union	1,755	7	4	0
Izard	1,039	5	2	1	Van Buren	1,202	7	3	2
Jackson	601	2	0	0	Washington	12,378	98	54	2
Jefferson	2,312	20	16	1	White	4,445	39	16	1
Johnson	1,598	10	3	0	Woodruff	241	0	0	0
Lafayette	321	1	1	0	Yell	1,206	13	3	0
Lawrence	861	8	3	1	Total	159,421	1,297	676	33

## Project Results (Motorcycle Safety)

The Motorcycle Safety Motorist Awareness Campaign, “Look Twice for Motorcycles, Share the Road” activity is shown in the Paid Media Reports on pages 95-99.

### **MOTORIST AWARENESS CAMPAIGN \* Other Driver Awareness of Motorcyclists \***

**Planned Activity: MC-2022-01**

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

The program included site visits at motorcycle events in the state. In total, the Arkansas State Police Highway Safety Office was visible at fourteen days of events. At each of the 20 events in 2022, Alliance staff were on-site to engage attendees to raise awareness of the campaign. Staff distributed yard signs, magnets, and pamphlets providing information about motorcycle exam training to motorcyclists to help raise awareness of the campaign. These yard signs were very popular and distributed throughout the community. The AHSO also provided Alliance with a motorcycle simulator for the attendees.

#### Motorcycle Events – FY22

Event	Date	City	County	Impressions	Engagements
Ozark Mountain Rally	Spring Friday, April 22	Mountain Home	Stone	21,749	125
Ozark Mountain Rally	Spring Saturday, April 23	Mountain Home	Stone	21,749	300
2022 Steel Horse Rally	Friday, May 6	Fort Smith	Sebastian	8,262	500
ABATE Freedom Rally	Saturday, May 14	Little Rock	Pulaski	21,772	300
Heart of the Ozarks Rally	CMA Friday, May 27	Eureka Springs	Carroll	19,339	150
Heart of the Ozarks Rally	CMA Saturday, May 28	Eureka Springs	Carroll	19,339	200
Heroes and Hot Rods in the Ozarks	Friday, June 10	Rogers	Benton	12,508	400
Heroes and Hot Rods in the Ozarks	Saturday, June 11	Rogers	Benton	12,508	100
CMA National Rally	Friday, June 17	Mena	Polk	13,945	125
CMA National Rally	Saturday, June 18	Mena	Polk	13,945	150
Lace, Grace & Gears	Friday, June 24	Rogers	Benton	12,660	200
Lace, Grace & Gears	Saturday, June 25	Rogers	Benton	12,660	200
Mountains, Music & Motorcycles	Friday, August 19	Mountain View	Stone	16,532	400

Mountains, Music & Saturday, Motorcycles	August 20	Mountain View	Stone	16,532	550
Ladies in Leather Parade & Thursday, Rally	September 8	Hot Springs	Garland	10,273	800
Ladies in Leather Parade & Friday, Rally	September 9	Hot Springs	Garland	10,273	900
Ladies in Leather Parade & Saturday, Rally	September 10	Hot Springs	Garland	10,273	900
Scootin' in the Ozarks Rally Thursday, September 15		Eureka Springs	Carroll	18,250	150
Scootin' in the Ozarks Rally Friday, September 16		Eureka Springs	Carroll	18,250	150
Scootin' in the Ozarks Rally Saturday, September 17		Eureka Springs	Carroll	18,250	100

33,940	3,233
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## **Pedestrian/Bicyclist**

### **Program Area Goals**

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

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

**Goal Statement:** *Decrease pedestrian fatalities from 53 (2015-2019). to 46 (2018-2022).*

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

**Goal Statement:** *Limit increase in bicyclist fatalities from 3 (2015-2019). to 4 (2018-2022).*

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

In 2016 there were 49 pedestrian fatalities. This number rose to 62 in 2018 and 2019 but increased again to 81 in 2020 and in 2021 this number is at 76. This represents a five-year average of 65.6 for 2017-2021 and approximately 11% percent of all motor vehicle fatalities for 2021. There were 4 bicyclist fatalities in 2018, 3 in 2019, 6 in 2020 and 9 in 2021 for a five-year average of 5 for 2017-2021. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities are a part of the emphasis of the “Toward Zero Fatalities” Campaign in conjunction with the Arkansas Department of Transportation (ArDOT) and the Arkansas Department of Health.

Countermeasures conducted in Arkansas continued to include both enforcement and education efforts. Information and outreach targeted pedestrians to help them understand that even though they are walking or running they have a responsibility to obey the same traffic laws as motorists and to encourage motorists to be aware if pedestrians and bicyclists.

In addition to press-related activities, enforcement and educational efforts were utilized to bring awareness to pedestrian and bicyclist safety. ARDOT provided informational posters/brochures to be distributed in public areas around the state as part of the TZD initiative. AHSO Program Managers continued work with law enforcement agencies in communities with pedestrian and bicyclist related fatalities and serious injuries to encourage them to be more proactive in pedestrian and bicyclist enforcement and overall safety issues.

The AHSO continued to work with law enforcement agencies throughout the state as well as SHSP stakeholders to encourage pedestrian crossing enforcement, emphasize pedestrian safety in presentations and at other educational events and take a serious look at infrastructure improvements needed in this area.

A target of 46 was set for pedestrian fatalities for 2018-2022 but unfortunately with pedestrian fatalities of 76 we exceeded that number. ArDOT continued their media campaign focused on education strategies and public service messages that targeted school children on bicycle and pedestrian safety as well as public service messages and social media to increase awareness of the dangers of bicycle and pedestrian traffic on high volume roadways.

AHSO continued to collaborate with the City of Little Rock’s pedestrian bicyclist project and coalition to coordinate activities and explore options for a statewide initiative. This project

continued to employ activities in the schools, colleges, and communities of selected counties to provide education and awareness of pedestrian and bicyclist safety issues. Bike and Pedestrian Safety for high school and college age students was also part of a new project at ACH/IPC. This agency had experience with Safe Routes to school for young children. In FY22 they conducted research for a new initiative promoting bike/ped safety with teens and young adults. A six-month planning period was utilized to identify evidence-based bike/ped programs in other states and develop a program for Arkansas. Since data indicates the majority of teen/young adult bike/ped injuries occur in urban settings and on college campuses, plans are to conduct a pilot in high schools and on a college campus. Up to 10 focus groups will be utilized to identify barriers to safety practices and program implementation.

## **PEDESTRIAN/BICYCLE PUBLIC AWARENESS CAMPAIGN**

**Planned Activity: PS-2022-02**

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

This project involved the development of a media campaign by ArDOT to focus on education strategies such as public service messages to target school children on bicycle and pedestrian safety as well as public service messages aimed at increasing awareness of the dangers of bicycle and pedestrian traffic on high volume roadways, and social media to educate the public on bicycle/pedestrian laws and safety.

### **Results:**

The ArDOT Public Information Creative Services Section assisted with the production of public service messages aimed at increasing public awareness of laws regulating bicycle and pedestrian traffic with the goal of reducing fatalities and serious injuries among cyclists and pedestrians. The campaign utilized the following media:

- Social Media Twitter/Facebook: May, July, September
- Internet ardot.gov webpage: Ongoing
- Radio Pandora
- Billboards: Lamar
- TV: KARK and NWA
- Magazines: Arkansas Times and El Latino
- Safety Light Promo Items

## **STATEWIDE PUBLIC INFORMATION AND EDUCATION**

**Project Number: PS-2022-01**

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

Funding was provided to develop public information and educational materials promoting pedestrian ar safety. This project is still under development and will be implemented in addition to the Pedestrian/Bicy Awareness Campaign that is being developed by ArDOT (See Media Report pages 82)

**Teen Driver Program****C-9) Drivers Age 20 or Younger Involved in Fatal Crashes**

**Goal Statement:** *Limit the number of drivers age 20 or younger involved in fatal crashes from 62 (2015-2019) to 65 (2018-2022).*

**Program Area Results**

In 2018 there were 60 drivers age 20 or younger involved in fatal crashes. This increased to 78 in 2020 with the five-year average for 2017-2021 at 63. Since 2008 the AHSO has worked with the University of Arkansas for Medical Sciences and Arkansas Children's Hospital Injury Prevention Center to support statewide teen driving education, increase physician influence on motor vehicle safety, increase enforcement of teen driving laws, increase the use of graduated driving principles within families of young drivers and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. In 2021, despite the challenges presented by COVID "Arkansas Drive Smart Challenge - Battle of the Belt" continued a performance based educational peer-led program with an emphasis on raising teen seat belt use and knowledge of the state's Graduated Driver's License (GDL) in high schools. An existing teen driving safety coalition in Pulaski County continued to serve as an advisory forum and with the schools closed in many cases, virtual presentations and meetings were utilized. Social media outlets such as Facebook and Twitter were used to increase the reach for the intended audience. Although efforts had to be pulled back from the norm efforts were made to stay in touch and continue to build on the progress already made.

**Project Results (Teen Driver)****TEEN DRIVER SAFETY PROJECT**

**Planned Activity: OP-2022-11 (MARGINS)**

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

As the global pandemic continued in FY22, high schools across the state were on various, different, sometimes complex schedules. However, the Arkansas Children's Hospital (ACH) staff made better progress with visiting and recruiting schools this fiscal year due to the severity of the COVID pandemic lessening over time. As much as possible, within schools' guidelines and restricted employer guidelines, travel throughout the state increased to pre-pandemic times to promote seat belt safety to students. The Arkansas Drive Smart/Battle of the Belt Project targeted eight counties in the state (Lonoke, Johnson, Crawford, Carroll, Stone, Jackson, Ouachita and Sevier) with low seat belt use rates. ACH staff also targeted seven counties in the state with large minority populations (Jefferson, Monroe, Phillips, Chicot, Crittenden, Lee, and St. Francis) to increase teen seatbelt use and promote seat belt safety. Only 14 of the 46 high schools targeted were contacted and 7 participated in the peer led performance-based project. UAMS trained 279 students on how to implement activities in their school designed to promote seat belt use and knowledge of Arkansas' Graduated Driver Licensing (GDL). A total of 1,680 pre- and post- Observational surveys were conducted at these schools prior to activity implementation.

ACH conducted several virtual and "some" in-person safer teen driving presentations to high school students as schools allowed in both summer and fall sessions. 147 junior medical students received education on safer teen driving during the injury prevention segment of their clerkship in FY22.

ACH conducted virtual regional coalition advisory meetings. The meetings brought partners in the community together to discuss possible action plans for virtual conferences surrounding teens and preventive measures. ACH also developed and administered a distracted driving banner that is on display at the El Dorado High School basketball court.

The ACH staff developed a bicycle and pedestrian safety program within the Injury Prevention Center at Arkansas Children's Hospital. They met with several colleges and universities to discuss safety programs throughout the state by modeling a program created by the University of Central Arkansas's police department. Staff met with various bicycle safety leaders in the state including presenting a bicycle/pedestrian and teen driving safety during the Child Passenger Safety (CPS) /Midwest Center for Public Safety Excellence (CPSE) conference in Rogers.

Safer teen driving messaging was launched on Arkansas Department of Motor Vehicles (DMV) monitors in all 75 counties across the state.

**Distracted Driving**

The AHSO realizes that Distracted Driving has become a major issue. During 2022 additional emphasis was placed on this area. Information on Distracted Driving was included during FY22 as part of several injury prevention projects, PI&E, the Comprehensive Occupant Protection, and Injury Prevention Program and the UAMS “Arkansas Drive Smart/Battle of the Belt” Teen Project. The AHSO also partnered with Arkansas Drivers Services to get traffic safety messages out to the driving public at no cost to us. The DVM showed closed captioned television spots to coincide with mobilizations such as Distracted Driving, Drunk Driving, Speed and Seat Belt on their new large video screens at 40 locations across the state in FY21. Overall, information about the dangers of distracted driving and implement safer driving practices was distributed throughout the state through various programs and media outlets.

Agencies were provided additional funding for this area during FY22 and encouraged to increase enforcement efforts throughout the year in addition to participating in the Distracted Driving mobilization. Data shows that enforcement efforts did increase in FY22 despite reduced enforcement due to covid and the shortage of officers there was an increase in the number of citations for Distracted Driving. The Citations issued for Distracted Driving by the agencies on eCite (Approximately 50% of AR total agencies) have steadily increased.

YEAR	# of Distracted Driving Citations
2021	807
2022	1,064

The drastic increase in the reported number of distracted driving citations is in part due to an increased emphasis on distracted driving violations and 80+ additional agencies that are reporting citations in the eCite system now that were not reporting before. Additionally, distracted driving has become an even more prevalent issue on roadways with drivers having more access to technology and distractions than ever before, leaving these incidents at higher and higher rates.

Distracted Driving Citation Breakdown	FY21	FY22
Manually operating electronic communication device (texting, typing, dialing)	104	74
Talking on hand-held electronic device	523	705
<b>Total</b>	<b>627</b>	<b>779</b>

In FY21 the ASP STEP purchased twenty-five (25) low profile SUVs (Patrol Vehicles) to be used to enhance distracted driving and other traffic enforcement. Due to COVID 19 related equipment and labor shortages, only 12 of those vehicles were equipped and in service by the last quarter of FY21. The remaining 13 vehicles were equipped and put into service in FY22.

Legislative efforts in the 2019 (92<sup>nd</sup> General Assembly) included two bills on distracted driving. The law on distracted driving was amended to make the use of handheld wireless devices while driving in a school zone and for young drivers a primary offense, to correct inconsistencies in the definition of distracted driving and comply with distracted driving requirements under federal law. There was no additional relevant legislation in FY22.

The fine for using a wireless device to transmit text-based communications in Arkansas is from \$50 to up to \$250 for the first offense with subsequent violations subject to a fine of not more than five hundred dollars. The fines are doubled if a person is involved in a collision while in

violation of the law. The Arkansas State Driver's License Exam also includes distracted driving questions.

Distracted Driving is identified as a primary emphasis area in the State Strategic Highway Safety Plan. Traffic safety partners on the SHSP Steering Group work together to incorporate information and education into awareness efforts with the goal to discourage unsafe driving decisions and improve traffic safety behaviors and culture. Arkansas would benefit from a hands-free law that would discourage drivers from using electronic devices behind the wheel and create stricter enforcement opportunities for safety. There was no legislative session in FY21, but we are hopeful that this issue will be addressed further in the upcoming FY23 session.

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

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

**Planned Activity: DD-2022-01**

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

Statewide public information and education promoted adherence to texting and cell phone laws. Components included educational materials and public service announcements (PSAs) to enhance other traffic safety projects. 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 and print. See Media Report pages 81 and 94.

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

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

**Planned Activity: DD-2022-02**

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

There were 31 local sustained STEPS in FY 2022. (List of agencies on pg. 109) These local STEPS issued 517 Distracted Driving Citations, not including ASP

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

(High visibility/ sustained seat belt enforcement-local)

**Planned Activity: DD-2022-03**

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

Funding was provided for statewide selective distracted traffic enforcement through the Arkansas State Police. The AHSO also purchased 25 SUVs to enhance and increase statewide Distracted Driving Enforcement Efforts. ASP issued 26 Distracted Driving Citations in FY21 while working STEP enforcement, in FY22 they issued 238 Distracted Driving Citations. An increase of more than eight (8) times the number of citations issued.

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

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

**Planned Activity: DD-2022-04**

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

There were 41 local mini-step projects in FY 2022. (List of agencies on pg. 108) These Mini-STEPS issued 224 distracted Driving Citations.

**PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2021-2022****Summary**

In FY2022, the Arkansas Highway Safety Office (AHSO) utilized paid and earned media as well as paid and organic social media to generate public awareness of the high visibility law enforcement mobilization efforts regarding impaired driving, occupant protection, distracted driving, and speed prevention to make sure drivers understand if they disobeyed these selected traffic safety laws, their chances of being caught by law enforcement are higher than ever. Paid media as well as paid and organic social media was used in an additional campaign for motorist awareness and education: motorcycle awareness.

The following 12 media campaigns were publicized with paid and earned media using the national NHTSA taglines:

**Impaired Driving – “Drive Sober or Get Pulled Over”**

- December Holiday DWI Mobilization
- St. Patrick’s Day Mobilization
- April Drive High Get A DWI Mobilization
- Cinco de Mayo 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”**

- June Awareness Mobilization

**Speed Prevention – “Obey The Sign or Pay The Fine”**

- July Enforcement Campaign

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

**December 2021 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 \$209,607 with an added value received in bonus ads of \$74,882.

**Enforcement Period**

- Enforcement was carried out from December 17, 2021, to January 1, 2022

**Advertising Period**

- Paid advertising ran from December 15, 2021, to January 1, 2022 (18 days)

**Creative Messages**

- There were two independent messages and creative assets that were supported during the Holiday impaired driving campaign:
  - Drive Sober or Get Pulled Over (alcohol) – 65%
  - If You Feel Different, You Drive Different. Drive High Get a DUI (marijuana/drug-impaired) – 35%

**Target Audience Profiles**

- **Primary Audience** – Educate segment on the consequences and risks of driving impaired.
  - Men 18-34
    - 18–23-year-old males (Gen Z)
    - 24–34-year-old males (Millennials)
- **Secondary Audience** – Raise awareness and influence segment to never drive impaired.
  - Hispanic males, 18-34 years of age

**Geography**

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

**Primary Markets**

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

**Secondary Markets**

- Conway
- Delta Region

## Media Strategies & Tactics

We recommended a highly targeted, multi-tiered media mix, including traditional and digital media, to effectively generate the greatest reach to the target audiences in an increasingly complex and fragmented media environment. Within each medium, we implemented the tactics detailed below.

### Broadcast TV provided the greatest reach opportunity.

- We recommended running lower weight levels and concentrating media in high-profile content such as sports, music, and live entertainment specials against Adults 25-54 to reach the greatest number of Arkansans with the impaired driving message. Since there are so many premium sporting events that aired during our flight period and we wanted to reach males, we focused the majority of weight in sports.
- **Daypart mix:** Local News – 30%  
Prime/Sports – 60%  
Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, FOX & CW
- **Recommended Broadcast Programming:**  
NFL, NBA, College Football, NCAA Basketball, Jimmy Fallon LA Bowl, Survivor Finale, Xmas NBA – Lakers, Dolly/Garth Christmas Special, Grinch Musical, SNL Christmas Special, iHeartRadio Jingle Ball 2021, College Bowl Games.
- Sports is one genre that is consistently viewed live which provides the opportunity to reach a highly engaged male audience with a message highlighting the dangers of driving impaired.
- Nielsen ratings data will allow 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 achieves greater frequency of exposure of the *Drive Sober* and *Driving High* messages.

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

These networks include:

- BET (117)
- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- Discovery (108)
- ESPN (143)
- ESPN 2 (147)
- FS1 & FS2 (166/169)

- FX (155)
- FXX (181)
- MTV / MTV2 (165/247)
- Nick at Nite (144)
- Nickelodeon (138)
- Paramount (149)
- Syfy (115)
- Teen Nick (174)
- TruTV (151)
- VH1 (127)

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

- Increase frequency during Adult Swim on Cartoon Network (10 p.m. - 3 a.m.) which gets pegged as “stoner humor” to reach young males that are recreational marijuana users.
- Purchase spots on Galavision network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the impaired driving message.

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

- Since this medium reaches people in their cars it can be an effective tool to remind drivers and passengers of the dangers and consequences of driving impaired.
- A Q3 2020 Nielsen report found that radio remains one of the centerpieces of the media universe, reaching 88% of adults in the U.S. each week, and those adults tuned in, on average, for a bit over 12 hours.
- **Primary Formats:** Country, Sports, Contemporary Hit Radio and Urban
- **Dayparts:**
  - Morning Drive: 6:00am - 10:00am
  - Midday: 10:00am - 3:00pm
  - Afternoon Drive: 3:00pm - 7:00pm
  - Evening: 7:00pm - Midnight
  - Selected weekend dayparts
- Nielson Audio ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Live Endorsements:** Utilizing trusted voices of local radio personalities on top-rated stations in Central AR and Northwest AR generated additional impact and awareness. We also encouraged DJs to incorporate the *Drive Sober* and *Driving High* messages into their social networking.
- 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.

**The digital portion of the plan continued to extend reach of the *Drive Sober and Driving High* messages in a medium where the target audience spends a significant amount of time.** 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 are detailed below:

- Utilizing **digital ad networks** allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Men 18-34. 15 and 30-second pre-roll video ads across mobile, tablets and desktop are recommended to maximize impact and awareness of the impaired driving message. Video will be mobile heavy to reach males 18-34 on the device they use the most.
  - Targeting tactics were integrated to reach relevant audiences based on their known recent mobile footprint (i.e., bars, breweries, liquor stores, etc.). This allowed us to engage with our target when they are out socializing and intercept them with the *Drive Sober and Driving High* messages.
  - Along with the standard demo (M18-34), we also onboarded appropriate segments to align with the desired persona - young males / drinkers / cannabis users.
  - We also included ScreenSync technology which will be used to retarget consumers engaged with sports & entertainment content on linear TV. We also retargeted those that have been exposed to the linear TV message as a sequential message tactic as well. According to a recent Nielsen report, 88% of U.S. adults use a second digital device while watching TV.
  - Additionally, we targeted users that are sports enthusiasts (i.e., frequents Fantasy Football and Sports apps) which provided an additional layer of reach of the impaired driving message to our target audience.
  - Over 1.8 million impressions were generated over the course of the campaign.
- **Streaming TV** - New consumer research from Leichtman Research Group finds that 80 percent of U.S. households have at least one Internet-connected TV device, including Smart TVs and connected video game systems. Most teens (84%) -- especially males (92%) -- have or have access to game consoles. With connected TV, the *Drive Sober and Driving High* messages were delivered to our target while they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion's display retargeting platform. This allowed us to serve impaired driving display ads on the target audience's tablet or mobile device after it was viewed on the big screen via our OTT buy. A minimum of 255,000 OTT impressions ran during the campaign accompanied by 125,000 retargeting display impressions.
- **Vevo**, a premium music video provider, ranks number one among music video viewers. Generated mass awareness of the *Drive Sober and Driving High* messages reaching Vevo's highly engaged audience viewing premium content featuring the biggest artists in the world. Over 135,000 impressions were served during the campaign.
- **ESPN** – Purchased a mix of video, live streaming video and display banners on the ESPN website and ESPN app. The ads were geo-targeted to Arkansas and reached sports fans

in a highly desired, brand-safe environment. The campaign delivered a minimum of 385,000 impressions.

- **Digital Audio** space continues to be robust and provides significant reach with our target audience. According to the recently released 2021 Infinite Dial, 176 million U.S. adults – 62% of the population - listened to online audio in the last week and there was a one-hour rise in weekly time spent listening over the previous year. Consumption of online radio in the car remains

strong which is the ideal environment for the *Drive Sober* and *Driving High* messages to reach drivers and passengers while they are in a vehicle.

- We recommended Pandora’s cross-publisher product offering: PAX Everywhere. It enabled us to efficiently reach our audience with audio via Pandora, Soundcloud, TuneIn, and SiriusXM listeners. Men 18-34 and Hispanic adults in Arkansas were targeted on the PAX platform.
- **Podcasts** continue to increase in popularity and are mostly seeing traction among younger audiences - this year, more than 60% of US Adults ages 18 to 34 will listen to podcasts monthly. We recommended including iHeartMedia’s Podcast platform given it’s the #1 podcast publisher according to a September 2020 report by Podtrac Industry Rankings.
  - Over 580,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Purchased several **Homepage Takeovers** on top-rated TV news station sites and sports sites in Little Rock and Ft. Smith/Fayetteville. Takeovers occurred around December 15th to kick off the campaign and December 31<sup>st</sup> to reinforce the impaired driving message on New Year’s Eve.
- **Hispanic Websites** – *Drive Sober* and *Driving High* banners and video in the Spanish language were placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

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

- Digital outdoor boards are highly visible structures reached a mass audience while they are in their vehicle reminding drivers the dangers and consequences of driving impaired.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated support in the heaviest populated markets in Arkansas to generate the highest reach.
- We recommended nine high-traffic locations in Little Rock, North Little Rock, Hot Springs, Northwest Arkansas, and Jonesboro generating over 8.5 million total impressions.

**Budget Summary**

**By Medium:**

Drive Sober or Get Pulled Over - \$209,607 total paid media budget

Television: \$43,012 (21 percent)  
 Cable: \$14,121 (7 percent)  
 Radio: \$41,502 (20 percent)  
 Other Radio: \$14,372 (7 percent)  
 Digital: \$70,100 (33 percent)  
 Out-of-Home: \$26,500 (12 percent)

**Total: 100%**

### By Market

#### Actual Expenditures - \$209,607

Little Rock: \$31,473  
 Fort Smith/Fayetteville: \$27,328  
 Jonesboro: \$12,900  
 Texarkana: \$8,868  
 Hot Springs: \$3,597  
 El Dorado: \$2,926  
 Conway: \$1,250  
 Delta Region: \$2,631  
 Hispanic: \$11,013  
 Statewide Digital: \$70,101  
 Statewide Radio: \$1,420  
 Radio Endorsements: \$9,600  
 Out-of-Home: \$26,500

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$88.93	\$8.57	\$34.16
Fayetteville/Ft. Smith	\$82.41	\$12.39	\$25.38
Jonesboro	\$83.90	\$5.87	\$13.83
Texarkana	N/A	\$5.73	\$28.33
Hot Springs	N/A	\$4.30	\$14.78
El Dorado	N/A	\$3.15	N/A
Conway	N/A	\$3.53	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	620	743	2.5	186.5	70.7%
Ft Smith/Fayette.	347	363	2.3	178.5	65.4%
Jonesboro	184	189	2.1	100.7	48.4%
Texarkana	211	250	N/A	N/A	N/A
Conway	150	465	N/A	N/A	N/A
El Dorado	188	194	N/A	N/A	N/A
Hot Springs	131	159	N/A	N/A	N/A
Hispanic	144	144	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	202	203	6.9	215.4	40.7%
Ft. Smith	245	289	6.7	215.8	42.5%
Fayetteville	330	330	6.4	175.0	49.6%
Jonesboro	159	159	5.6	215.0	39.3%
Texarkana	163	163	6	215.4	43.3%
El Dorado	184	184	N/A	N/A	N/A
Hot Springs	168	168	5.7	215.5	30.5%
Conway	45	45	N/A	N/A	N/A
Delta Region	42	126	N/A	N/A	N/A
Statewide Radio	414	414	N/A	N/A	N/A
Hispanic	234	234	N/A	N/A	N/A

## Earned Media Report - \$301,729

### **Media Relations**

A news release concerning the Holiday DSOGPO mobilization was distributed to news media statewide resulting in 34 newspaper clippings with an ad equivalency of \$18,229.24.

### **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**

### Drive Sober or Get Pulled Over

#### **Summary:**

- YouTube Ads were served 508,113 times.
- Facebook Ads reached 578,298 users at a frequency of 2.
- We saw a cost per 1,000 users reached on Facebook of \$4.01.
- The Facebook page received 585 page likes during this campaign.

The Drive Sober or Get Pulled Over Holiday campaign launched in December on Facebook, Instagram, and YouTube. The ad achieved notable results. The YouTube video was served 508,113 times. We saw a great cost per 1,000 impressions of \$4.50. Geographically the video was shown the highest number of times in Little Rock, followed by Jonesboro and Fort Smith. Facebook Ads reached 578,298 unique Facebook/Instagram users at a frequency of 2 and an average cost per 1,000 people reached of \$4.01. Facebook Ads captured 54 post reactions, 4 post comments, 1 post save and 23 post shares for engagement. We promoted two different videos with the “ ‘Tis the Season to Drive Sober ” video being shown the higher number of times. The Facebook page currently has almost 600-page likes.

## **2022 St. Patrick's Day Drive Sober or Get Pulled Over**

### **Paid Media Report**

#### **Summary**

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

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

#### **Advertising Period**

- March 14 – March 20, 2022 (7 days)

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

- **\$25,000**

#### **Geography**

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

#### **Primary Markets**

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

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

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

#### **Radio reaches 88% of Adults 18+ – more than any other medium.**

- According to a recent Nielsen Audience Report, 19% of adults 18-34 consider radio ads very trustworthy and 35% somewhat trustworthy – highest among platforms, including TV and even social media. In today's environment, trust is everything, so including a medium that creates a trusted environment, is extremely important.

- **Live Endorsements:** We selected local radio personalities on top-rated stations across six markets to generate impact and awareness. DJs are well-known in their communities and listeners feel a certain bond with radio hosts. Incorporating live reads was powerful and effective, not only for increased exposure but for influencing listeners by people they trust. We also encouraged DJs to incorporate the *Drive Sober* message into their social networking.
- Utilize **Nielson Audio** ratings data to help identify which stations best reach the target audience in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, and Hot Springs.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. A 15-second *Drive Sober* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Another advantage of radio for this effort is that it reaches drivers while they are in the car, giving us an opportunity to influence them as they are driving.

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

- Digital outdoor boards are highly visible structures that reach a mass audience while they are in their vehicle reminding drivers of the dangers and consequences associated with impaired driving.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated placement on major highways around Little Rock, North Little Rock, Bryant, Springdale, Jonesboro, and Hot Springs.
- The twelve selected boards generated over 3.1 million total impressions.

**Budget Summary**

- **By Medium**  
Radio: 66% (\$14,882)  
Outdoor: 334% (\$7,771)  
**Total: 100%**
- **By Market:**  
Little Rock: \$4,474  
Fort Smith: \$544  
Fayetteville: \$1,010  
Texarkana: \$832  
Jonesboro: \$447  
Hot Springs: \$605  
Statewide Radio: \$6,970  
Statewide Outdoor: \$7,771

**Total Estimated Budget: \$22,653**

### **Earned Media Report - \$205,796**

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

A news release concerning the St. Patrick's Day DSOGPO mobilization was distributed to news media statewide resulting in 26 newspaper clippings with an ad equivalency of \$16,796.35.

#### ***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***

<https://reports.cjrwdigital.com/rs/1kLld1d/vsUJM>

#### **Summary:**

- YouTube Ads were served 77,051 times.
- Facebook Ads reached 479,053 users at a frequency of 1.
- We saw a cost per 1,000 users reached on Facebook of \$3.14.

The St. Patrick's Day campaign launched on March 8, 2021, on Facebook, Instagram, and YouTube. The ad achieved notable results, the YouTube video was served 77,051 times, and we saw a cost per 1,000 impressions of \$16.15. Geographically the video was shown the highest number of times in Little Rock, followed by Fort Smith and North Little Rock.

We promoted a single image ad in addition to a video ad across Facebook and Instagram. The ads reached 479,053 unique Facebook/Instagram users at a frequency of 1 and an average cost per 1,000 people reached of \$3.14. Facebook Ads captured 26 post reactions, 4 post comments, 338 link clicks and 5 post shares for engagement. The "Buzzed Driving is Drunk Driving" video was shown a total of 479,053 of times. The Facebook page held almost 600 page likes.

### **2022 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.

**Advertising Period**

- April 15 - April 20, 2022 (6 days)

**Working Paid Media Budget**

- **\$25,000**

**Target Audience**

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

**Geography**

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

**Primary Markets**

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

**Media Strategy and Campaign Details**

April 20<sup>th</sup> (more commonly known as 420) has become synonymous with marijuana use and, in some circles, the date is a celebratory day across the county for smoking marijuana. While cannabis is now legalized for medicinal use in Arkansas, it is still illegal to drive under the influence. This campaign aimed to spread the message that driving drug-impaired or riding with someone who is drug-impaired is not worth the risk. With a campaign window of only six days and a limited budget, we recommended a mix of live radio endorsements, traffic reports, and digital out-of-home. Radio and outdoor advertising reached a mobile audience, and the combination of the two mediums offered a balance of sight (outdoor) and sound (radio).

**Radio reaches 88% of Adults 18+ – more than any other medium.**

- According to a recent Nielsen Audience Report, 19% of adults 18-34 consider radio ads very trustworthy and 35% somewhat trustworthy – highest among platforms, including TV and even social media. In today's environment, trust is everything, so including a medium that created a trusted environment, was extremely important.
- **Live Endorsements:** We selected local radio personalities on top-rated stations across six markets to generate impact and awareness. DJs are well-known in their communities and listeners feel a certain bond with radio hosts. Incorporating live reads was powerful and effective, not only for increased exposure but for influencing listeners by people they trust. We also encouraged DJs to incorporate the *Drive High, Get a DWI* message into their social networking.

- Utilized **Nielson Audio** ratings data to help identify which stations best reach the target audience in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, and Hot Springs.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. A 15-second drug-impaired message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Another benefit of radio for this effort is that it reaches people in their cars, giving us the opportunity to remind drivers and passengers alike of the dangers of drug-impaired driving.

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

- Digital outdoor boards are highly visible structures that reach a mass audience while they are in a vehicle reminding drivers and passengers of the dangers and consequences associated with drug-impaired driving.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated placement on major highways around Little Rock, North Little Rock, Springdale, Jonesboro, and Hot Springs.
- The ten selected boards generated over 4.9 million total impressions.

**Budget Summary**

▪ **By Medium**

Radio: \$15,559 (62 percent)

Digital Outdoor: \$9,435 (38 percent)

**Total: 100%**

▪ **By Market:**

Little Rock: \$4,585

Fort Smith: \$560

Fayetteville: \$1,010

Texarkana: \$950

Jonesboro: \$447

Hot Springs: \$607

Statewide Radio: \$7,400

Digital Outdoor: \$9,435

**Earned Media - \$99,934**

***Media Relations***

A news release concerning the April “Drive High. Get a DWI.” mobilization was distributed to news media statewide resulting in 8 newspaper clippings with an ad equivalency of \$5,434.

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

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

**2022 Cinco De Mayo  
Drive Sober or Get Pulled Over**

**Paid Media Report**

***Summary***

Supporting the Cinco De Mayo 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**

- May 5 – May 8, 2022

**Advertising Period**

- May 2 – May 8, 2022

**Working Paid Media Budget**

- \$25,000

**Target Audience**

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

**Geography**

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

**Primary Markets**

- Little Rock
- Fayetteville
- Fort Smith

- Jonesboro
- Texarkana
- Hot Springs

## Media Strategy and Campaign Details

Just in time for Cinco De Mayo, which is best known as a late-spring drinking holiday, Arkansas Highway Patrol stepped up their presence on the roadways and launched a campaign to remind drivers about the dangers of drinking and driving. With a campaign window of one week and a limited budget, we recommended a mix of live radio endorsements, traffic reports, Spanish banners, and digital outdoor. Radio and outdoor advertising reached a mobile audience, and the combination of the two mediums offers a balance of sight (outdoor) and sound (radio).

### Radio reached 88% of Adults 18+ – more than any other medium.

- According to a recent Nielsen Audience Report, 19% of adults 18-34 consider radio ads very trustworthy and 35% somewhat trustworthy – highest among platforms, including TV and even social media. In today's environment, trust is everything, so including a medium that created a trusted environment, was crucial.
- **Live Endorsements:** We selected local radio personalities on top-rated stations across six markets to generate impact and awareness. DJs are well-known in their communities and listeners feel a certain bond with radio hosts. Incorporating live reads was powerful and effective, not only for increased exposure but for influencing listeners by people they trust. We also encouraged DJs to incorporate the Drive Sober message into their social networking.
- Utilized **Nielson Audio** ratings data to help identify which stations best reach the target audience in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, and Hot Springs.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across six radio stations in Little Rock. A 15-second impaired 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.
- Purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Sevier, and Carroll Counties. Sevier and Benton Counties have the state's highest population of Hispanics according to the 2020 U.S. Census Bureau.
- Another benefit of radio for this effort is that it reaches people in their cars, giving us the opportunity to remind drivers of the dangers, costs, and consequences of driving impaired.

### The digital portion of the plan extended the reach of the Drive Sober message to the Hispanic community.

- **Hispanic Websites** – Drive Sober banners, homepage takeovers and Facebook boosted posts in the Spanish language were placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), and LaPrensaNWA.com to reach the Hispanic community digitally.

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

- Digital outdoor boards are highly visible structures that reached a mass audience while they are in a vehicle reminding drivers and passengers of the dangers and consequences associated with impaired driving. According to an Arbitron National In-Car study about 71% of drivers say they look at billboards while behind the wheel.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated placement on highways, major arteries, and high-traffic city streets around Little Rock, North Little Rock, Bryant, Conway, Springdale, Jonesboro, and Hot Springs.
- The fourteen selected boards generated over 3.6 million impressions in a week.

### **Budget Summary**

- **By Medium**

Radio: 66% (\$15,930)

Outdoor: 32% (\$7,835)

Digital: 2% (\$443)

**Total: 100%**

- **By Market:**

Little Rock: \$4,463

Fort Smith: \$584

Fayetteville: \$1,428

Texarkana: \$1,041

Jonesboro: \$651

Hot Springs: \$847

Statewide Radio: \$6,916

Hispanic Digital: \$443

Statewide Outdoor: \$7,835

**Total Estimated Budget: \$24,208**

### **Earned Media Report - \$193,992**

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

A news release concerning the Cinco de Mayo DSOGPO mobilization was distributed to news media statewide resulting in 7 newspaper clippings with an ad equivalency of \$4,992.

#### ***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***

### **TZD Cinco De Mayo Report Campaign Report**

May 2, 2022- May 8, 2022

- The YouTube Ad was served 174,556 times.
- The Facebook ads reached 474,754 users at a frequency of 1.
- We saw a cost per 1,000 people reached of \$2.44.

The Cinco De Mayo campaign launched on May 2, 2022, on Facebook, Instagram, and YouTube. The YouTube video was served 174,950 times. We saw a cost per 1,000 impressions of \$6.61 and the ad received 36 total clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ad reached 474,754 unique Facebook users at a frequency of 1 and had an average cost per 1,000 people reached of \$2.44. Facebook Ads captured 40 post reactions, 3 post comments, 2 post saves, and 6 post shares. There were 287 clicks at a cost per click of \$1.48. From a demographic perspective, the Facebook ads were shown the most to people between the ages of 18-24 and shown almost equally to men and women.

## **2022 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 with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$97,569 and an additional amount of \$42,664 in bonus advertising.

#### **Paid Advertising Period**

- Paid radio, broadcast and cable television and digital advertising for the DSOGPO campaign was Monday, June 2 to Tuesday, July 5, 2022 (9 days).

#### **Geography**

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

#### **Primary Markets**

- Little Rock

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

### Secondary Markets

- Conway
- Delta Region

### Media Strategies & Tactics

The campaign aimed to quickly establish broad reach and generated frequency to drive message penetration. To effectively reach our audiences in today's complex media landscape, it's necessary to incorporate a well-rounded marketing approach of both traditional and digital strategies. We recommended a multi-platform media mix to cost efficiently deliver the *Drive Sober or Get Pulled Over* message to the target audiences across the state. Within each medium, implemented the tactics detailed below.

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

Concentrated on high performing dayparts and programming against Adults 25-54 to reach the greatest number of Arkansans with the impaired driving message. Sports was included, and prime programming was skewed male.

- **Daypart mix:** Local News – 50%, Prime/Sports – 30% and Late Fringe – 20%
- **Key Networks:** ABC, CBS, NBC, and FOX

**Recommended Broadcast Programming:** Holey Moley, Superstar Racing Experience, MLB Regional Games, NHL Finals, Tonight Show with Jimmy Fallon, American Ninja Warrior, America's Got Talent, USFL Championship, Jimmy Kimmel, Saturday Night Live

- Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of driving impaired.
- Nielsen TV ratings data determined which networks and programming were best reach the target audience.
- Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

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

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

- **These networks include:**
  - Cartoon Network/Adult Swim (165/308)
  - Comedy Central (227)
  - ESPN (143)
  - ESPN2 (147)
  - ESPNU (179)
  - Fox Sports 1 & 2 (154/175)
  - FX (155)
  - FXX (181)
  - MTV/MTV2 (165/247)
  - NBA TV (192)
  - NFL Network (197)
  - Nick at Nite (144)
  - Outdoor (107)
  - Paramount (149)
  - TeenNick (174)
  - TruTV (151)
  - VH1 (130)

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

- Programs such as MotoAmerica and Motorcycle Racing on FS1 network were purchased to reach the 45-64 year-old motorcycle rider.
- Purchased spots on **Galavision** network (only available in Fayetteville/Ft. Smith market) to reach the Hispanic community with the *Drive Sober* message.

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

- Since this medium reaches people in their cars it can be a very effective tool to remind drivers of the dangers and consequences of impaired driving. 77 percent of Men 18-34 listen to radio in their car.
- **Primary Formats:** Sports, Country, Contemporary Hit Radio and Urban
- **Dayparts:** Morning Drive: 6 a.m. - 10 a.m.  
Midday: 10 a.m. - 3 p.m.  
Afternoon Drive: 3 p.m. - 7 p.m.  
Evening: 7 p.m. - midnight  
Selected weekend dayparts
- Nielson Audio ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

**The digital portion of the plan built off the base created by traditional media and continued to extend reach of the *Drive Sober* message in a medium where nearly 100 percent of Males 18-34 are connected to the internet and consider it an “essential” part of life.** According to the Nielsen Total Audience Report, adults 18-34 spend more time than any other age group with smartphones, at four hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommended are detailed below:

- Utilizing an **ad network** allowed us to have a presence on premium national websites targeted geographically to Arkansas and demographically to Men 18-34 and Men 45-64 (motorcycle owners/enthusiasts). :15 and/or :30 pre-roll video and display ads across mobile, tablets and desktop are recommended to maximize impact and awareness of the *Drive Sober* message. Video was mobile heavy to reach males 18-34 on the device they use the most.

With an ad network we were able to layer on additional targeting tactics, such as using 3P data to reach car and/or motorcycle owners and LiFTS data to reach relevant audiences based on their known recent mobile footprint (i.e., bars, breweries, liquor stores, etc.). This ensured the *Drive Sober* message was delivered to our target audiences who are most likely driving and drinking. The campaign generated more than 575,000 impressions.

- **Streaming TV** – According to Nielsen Audience Insights Report released in June, among adults ages 18-34, 54% watch video on a TV via a connected device daily. With connected TV, the impaired driving message was delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, is also recommended. Ads are targeted demographically and geographically making ad serving precise. A minimum of 260,000 streaming TV impressions ran during the 9-day flight.
- **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2021 Infinite Dial, 176 million U.S. adults – 62% of the population - listened to online audio in the last week and there were a one-hour rise in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the *Drive Sober* message to reach drivers when they are behind the wheel.
  - We recommended Pandora’s cross-publisher product offering: PAX Audio Everywhere. It enabled us to efficiently reach our audience with audio via Pandora, Soundcloud, Tuneln, and SiriusXM listeners. Men 18-34, Male Motorcyclists and Hispanics in Arkansas will be targeted on the PAX platform.
  - **Podcasts** continued to increase in popularity and are mostly seeing traction among younger audiences. Males 18-34 now have a reach of 39%. We recommend including iHeartMedia’s Podcast platform given it’s the top podcast publisher. 60% of impressions were served in the Comedy Genre and 40% in Backer, Legend, and Explorer Genres.
  - Over 400,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Utilized **Vevo**, the world’s largest premium music video provider, to gain access to the hard to reach younger audience within a brand safe environment. Generated awareness

of the *Drive Sober* message by reaching Vevo's highly engaged audience viewing premium content featuring the top artists in the world. Over 119,000 impressions were served during the campaign.

- **ESPN** – Purchased ESPN's OTT/CTV Live Streaming platform to add scale using premium sports publishers not available on programmatic exchanges. The *Drive Sober* video ran across ESPN as well as a curated list of the top 15 sports networks. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 105,000 impressions.
- **Hispanic Websites** – *Drive Sober* banners and video in the Spanish language were placed across high traffic local websites such as Ellatino.com and LatinoTVAR.com (Univision) to reach the Hispanic community.

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

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle and remind them of the consequences that come from driving under the influence of alcohol.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign like this one.
- Concentrated placement on major interstates and highways around Little Rock, North Little Rock, Bryant, Conway, Northwest AR, Russellville, and Jonesboro.
- The ten selected boards will generate over 4.7 million impressions over the 9-day period.

**Budget Summary**

- **By Medium**  
Broadcast TV: \$18,536 (19%)  
Cable: \$7,942 (8%)  
Radio: \$23,305 (24%)  
Other Radio: \$1,439 (2%)  
Online: \$36,466 (37%)  
Digital Outdoor: \$9,881 (10%)

**Total: 100%**

- **By Market:**  
Little Rock: \$15,048  
Fort Smith/Fayetteville: \$13,161  
Jonesboro: \$6,693  
Texarkana: \$4,998  
Hot Springs: \$2,219  
El Dorado: \$1,862  
Conway: \$867  
Delta Region: \$978  
Hispanic: \$5,396  
Statewide Digital: \$36,466  
Out-of-Home: \$9,881

**Total Estimated Budget: \$97,569**

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$77.96	\$8.22	\$34.62
Ft. Smith/Fayette.	\$67.24	\$14.51	\$24.25
Jonesboro	\$75.32	\$4.51	\$11.55
Texarkana	N/A	\$6.05	\$26.22
Hot Springs	N/A	\$3.63	\$12.68
Conway	N/A	\$3.53	N/A
El Dorado	N/A	\$8.01	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	332	327	2.0	95.3	48.8%
Ft Smith/Fayette.	184	534	2.0	63.5	33.1%
Jonesboro	195	201	1.8	54.9	31.0%
Texarkana	154	181	N/A	N/A	N/A
Conway	115	112	N/A	N/A	N/A
El Dorado	107	96	N/A	N/A	N/A
Hot Springs	156	156	N/A	N/A	N/A
Hispanic	66	66	N/A	N/A	N/A

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	132	137	3.9	168.7	44.1%
Ft. Smith	135	108	4.3	150.2	35.2%
Fayetteville	194	194	4.1	134.0	32.7%
Jonesboro	75	75	4.1	156.7	38.4%
Texarkana	117	117	4.0	155.1	38.9%
El Dorado	78	78	N/A	N/A	N/A
Hot Springs	90	90	4.2	130.3	31.4%
Conway	28	28	N/A	N/A	N/A
Delta Region	17	17	N/A	N/A	N/A
Hispanic	138	115	N/A	N/A	N/A

**Earned Media Report - \$115,038**

***Media Relations***

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 35 newspaper clippings with an ad equivalency of \$20,538.

***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**

Drive Sober Get Pulled Over Campaign

June 27th-July 5th, 2022

[Campaign Report](#)

### **Summary**

- The YouTube Ad was served 96,514 times.
- The Facebook ads reached 358,782 users at a frequency of 1.2.
- We saw a cost per 1,000 people reached of \$3.48.

The 4th of July “Drive Sober or Get Pulled Over” campaign launched June 27th, 2022, on Facebook, Instagram, and YouTube. The YouTube video was served 96,514 times. We saw a cost per 1,000 impressions of \$12.93, and the ad received 171 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ads reached 358,782 unique Facebook users at a frequency of 1.2 and had an average cost per 1,000 people reached of \$3.48. Facebook Ads captured 20 post reactions, 1 post comment, 1 post save, and 7 post shares. There were 1,347 clicks at a cost per click of \$0.93. From a demographic perspective, the Facebook ads were shown the most to people between the ages of 25-34 and shown to more men than women.

## **2022 Labor Day Impaired Driving Mobilization Drive Sober or Get Pulled Over**

### **Paid Media Report**

#### ***Summary***

This mobilization was an impaired driving message – Drive Sober or Get Pulled Over. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and Spanish. The total advertising budget utilized was \$350,000 with bonus television, cable, online and radio ads totaling \$107,977.

#### **Enforcement Period**

- Enforcement was carried out from August 19 to September 5, 2022.

#### **Advertising Period**

- Paid advertising ran August 17 to September 5, 2022.
- While paid media was focused Wednesday through Sunday, Monday and Tuesday were used to take advantage of high-value opportunities.
- Added-value and bonus weight aired Monday through Sunday.

### **Target Audiences Profiles**

- **Primary Audiences** – Educated segment on the consequences and risks of driving impaired.
  - 18 - 23-year-old males (Gen Z)
  - 24 - 34-year-old males (Millennials)
- **Secondary Audience** – Raised awareness and influenced segment to never drive impaired.
  - Hispanic males, 18-34 years of age
- **Tertiary Audience** – Raised awareness to help reduce the number of motorcycle riders who consume alcohol.
  - Males, 25 to 54-year-old motorcycle riders

### Geography

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

### Primary Markets

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

### Secondary Markets

- Conway
- Delta Region

### Media Strategies & Tactics

The primary media strategy was to generate frequency in order to influence behavioral change. In today's rapidly evolving media landscape, it's necessary reach the target audience with a well-rounded marketing approach of both traditional and digital strategies. We recommended implementing a multi-platform media mix to cost-efficiently deliver the *Driving Impaired* message to the target audiences across the state. Within each medium, we implemented the tactics detailed below.

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

Concentrated on high performing dayparts and programming against Adults 25-54 to reach the greatest number of Arkansans with the impaired driving message. Sports was included, and prime programming skewed male.

- **Daypart mix:** Local News – 50%, Prime/Sports – 40% and Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, FOX, and CW

- **Recommended Broadcast Programming:** Big Brother, NFL Preseason Games, NASCAR Cup Series, The Challenge, Roswell Finale, Password, Fox College Football, MLB Regional Games, The Final Straw, Tonight Show with Jimmy Fallon, Saturday Night Live, Jimmy Kimmel Live
- Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of driving impaired.
- Nielsen TV ratings data determined which networks and programming were best to reach the target audience.
- Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

**Cable extended the reach of broadcast television and achieved greater frequency of exposure of the Driving Impaired message.**

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

**These networks include:**

- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- ESPN (143)
- ESPN2 (147)
- ESPNU (179)
- Fox Sports 1 & 2 (166/169)
- FX (155)
- FXX (181)
- MTV/MTV2 (165/247)
- NBA TV (192)
- NFL Network (197)
- Nick at Nite (144)
- Outdoor (107)
- Paramount (149)
- TeenNick (174)
- TruTV (151)
- VH1 (127)

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

- Networks such as Discovery and History were purchased to reach the 25-54 year-old motorcycle rider.
- Increased frequency during Adult Swim on Cartoon Network (10 p.m. - 3 a.m.) which gets pegged as “stoner humor” to reach young males that are recreational marijuana users.

- Purchased spots on **Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the *Drive Sober* message.

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

- Since this medium reaches people in their cars it can be a very effective tool to remind drivers of the dangers and consequences of impaired driving. 77 percent of Men 18-34 listen to radio in their car.
- **Primary Formats:** Country, Contemporary Hit Radio, Hip Hop, Sports, and Urban Contemporary
- **Dayparts:** Morning Drive: 6:00am - 10:00am  
Midday: 10:00am - 3:00pm  
Afternoon Drive: 3:00pm - 7:00pm  
Evening: 7:00pm - Midnight  
Select weekend dayparts
- **Nielson Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Live Endorsements:** Utilized eight local radio personalities on top-rated stations to generate 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 five radio stations in Little Rock. A 15-second *Drive Sober* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- **Razorback Sports Network Game Day Broadcast** - One :30 spot and a live mention ran in-game during the first Razorback football game on September 3rd. The Razorback Sports Network consists of 39 affiliates across the state.
- **“On the Air with Sam Pittman” Live Radio Show** – One :30 spot aired during the coach’s radio show which is broadcasted live Wednesday nights at 7 p.m. during the regular football season on the Razorback Sports Network reaching sports fans across the state.
- We recommended placing a schedule on the **Rural Arkansas Radio Network (RARN)** to strengthen public awareness in rural areas by supplementing the metro radio/TV buys to ensure true statewide coverage. A combo buy comprised of 20 stations provided solid coverage into Arkansas’ rural areas.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

**The digital portion of the plan was built off the base created by traditional media and continued to extend reach of the *Drive Sober* message in a medium where nearly 100 percent of Males 18-34 are connected to the internet and consider it an “essential” part of life.** According to the Nielsen Total Audience Report, adults 18-34 spend more time than any

other age group with smartphones, at four hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommend are detailed below:

- Utilized an **ad network** that allowed us to have a presence on premium national websites such as TheChive.com and SECSports.com targeted geographically to Arkansas and demographically to Men 18-34 in Arkansas. We recommended implementing several targeting tactics such as LiFTS data targeting to reach relevant audiences based on their known mobile footprint (i.e., bars, breweries, clubs, liquor stores, etc.), contextually and behaviorally target Men 18-34 while playing video games and active on sports/fantasy football apps and using 3P data to reach 25-54 year-old male motorcycle riders/enthusiasts. A mix of pre-roll video and display running on mobile devices was recommended to drive awareness of the impaired driving message on the device they use the most. The campaign generated more than 1.3 million impressions.
- **Streaming TV** – According to Nielsen Audience Insights Report released in June, among adults ages 18-34, 54% watch video on a TV on a connected device daily. With streaming TV, the impaired driving message was delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion’s retargeting platform. This allowed us to serve impaired driving video and display ads on the target audience’s tablet or mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 700,000 OTT impressions ran during the campaign accompanied by 216,000 retargeting impressions.
- **Digital Audio** space continues to be robust and provided significant reach with our target audiences. According to the 2021 Infinite Dial, 176 million U.S. adults – 62% of the population - listened to online audio in the last week and there was a one-hour rise in weekly time spent listening over the previous year. Consumption of online radio in the car remained strong which is the ideal environment for the *Drive Sober* message to reach drivers when they are behind the wheel.
  - We recommended Pandora’s cross-publisher product offering: PAX Audio Everywhere. It enabled us to efficiently reach our audience with audio via Pandora, Soundcloud, TuneIn, and SiriusXM listeners. Men 18-34, Male Motorcyclists and Hispanics in Arkansas were targeted on the PAX platform.
  - **Podcasts** continue to increase in popularity and are mostly seeing traction among younger audiences. Males 18-34 now have a reach of 39%. We recommended including iHeartMedia’s Podcast platform given it’s the top podcast publisher. Impressions were served in the Sneakerhead, Legend, Advocate, Conqueror and Explorer Genres.
  - Over 800,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Utilized **Vevo**, the world’s largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Generated awareness of the *Drive Sober* message by reaching Vevo’s highly engaged audience viewing

premium content featuring the top artists in the world. Over 240,000 impressions were served during the campaign.

- **ESPN** – Purchased ESPN’s OTT/CTV Live Streaming platform and high-impact display units to add scale using premium sports publishers not available on programmatic exchanges. The *Drive Sober* video ran across ESPN as well as a curated list of the top 15 sports networks. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 550,000 impressions.
- Purchased **Homepage Takeovers** on top-rated TV news station and sports sites as well as homepage banners on the official athletic site for the **Arkansas Razorbacks** as football season kicked off to reinforce the *Drive Sober* message during the flight period.
- **Hispanic Websites** – *Drive Sober* display, video and homepage interstitial ads in the Spanish language were placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

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

- **Digital outdoor boards** are highly visible structures that reach a mass audience while they are in their vehicle and remind them of the consequences that come from driving under the influence of alcohol and/or drugs.
  - Digital billboards allow for more flexibility of message and do not require a production fee, which would be cost-prohibitive for a short-term campaign.
  - Another benefit of outdoor is the opportunity to reach drivers of both vehicles and motorcycles while they are on the road, reinforcing the *Drive Sober* message with a visual component.
    - Concentrated placement on major highways around Little Rock, North Little Rock, Bryant, Pine Bluff, Jonesboro, Russellville, Ft. Smith, Northwest Arkansas, and Hot Springs.
    - The fourteen selected boards generated almost 11 million impressions over the three-week period.
- **College Football Signage** - On September 3rd the Arkansas Razorbacks played their first football game of the season at Donald W. Reynolds Stadium in Fayetteville. The *Drive Sober* message was displayed on the giant videoboard a minimum of five times during replays.
- **Gas Pump Toppers** – A full color *Drive Sober* message was displayed above gas pumps in the seven primary markets in Arkansas - Little Rock, Ft. Smith, Fayetteville, Jonesboro, Hot Springs, Texarkana, and El Dorado. Gas pump signage engages our audience during their daily routine in an environment where they're captive for several minutes reminding them of the risks of impaired driving right before getting back into the vehicle. There were a total of 30 gas stations and AHSO received 50 percent of the available pump top inventory at each station. As added-value, pump top signage will

remain posted an extra week and window and cooler clings will be placed where there is available inventory at no-charge.

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

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

### Budget Summary

- **By Medium**  
Broadcast TV: \$59,964 (18%)  
Cable: \$25,923 (8%)  
Radio: \$50,506 (15%)  
Other Radio: \$40,031 (12%)  
Online: \$105,696 (31%)  
Out-of-Home: \$37,924 (11%)  
Sports Marketing: \$20,588 (5%)

**Total: 100%**

- **By Market:**  
Little Rock: \$48,223  
Fort Smith/Fayetteville: \$36,355  
Jonesboro: \$17,544  
Texarkana: \$11,397  
Hot Springs: \$4,904  
El Dorado: \$2,996  
Conway: \$2,121  
Delta Region: \$2,415  
Hispanic: \$13,896  
Statewide Radio: \$36,573  
Statewide Digital: \$105,696  
Out-of-Home: \$37,924  
Sports Marketing: \$20,588

**Total Estimated Budget: \$340,632**

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$85.89	\$11.68	\$29.83
Ft. Smith/Fayetteville	\$85.22	\$12.89	\$24.24
Jonesboro	\$80.77	\$3.99	\$13.75
Texarkana	No broadcast TV	\$4.94	\$27.00
Hot Springs	No broadcast TV	\$4.42	\$12.01
El Dorado	No broadcast TV	\$3.13	N/A
Hispanic	N/A	N/A	N/A

### Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,168	975	3.4	234.9	69.0%
Ft. Smith/Fayette	626	1,073	3.3	202.3	67.1%
Jonesboro	432	620	2.6	134.7	54.3%
Texarkana	467	465	N/A	N/A	N/A
El Dorado	371	314	N/A	N/A	N/A
Hot Springs	300	445	N/A	N/A	N/A
Conway	296	296	N/A	N/A	N/A
Hispanic	99	99	N/A	N/A	N/A

## Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	322	322	8.8	452.5	55.0%
Ft. Smith	278	278	7.7	375.6	50.6%
Fayetteville	343	343	5.8	302.4	44.9%
Jonesboro	236	236	7.9	378.8	48.7%
Texarkana	263	263	6.7	375.3	49.4%
El Dorado	150	150	N/A	N/A	N/A
Hot Springs	169	169	8.9	302.2	41.7%
Delta Region	42	42	N/A	N/A	N/A
Statewide	1,768	1,410	N/A	N/A	N/A
Conway	64	64	N/A	N/A	N/A
Hispanic	306	306	N/A	N/A	N/A

## **Earned Media Report – \$302,502**

The 2022 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 33 newspaper clippings and with a total ad equivalency of \$15,904.

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

The AHSO partnered with the Arkansas Highway and Transportation Department to run the DSOGPO messages on 30 digital message boards on highways and interstates around the state during the mobilization period.

This was an effective tool in promoting safe behaviors to motorists during the holiday law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$283,500.

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

#### [Link to Report](#)

- YouTube ads were served 413,166 times.
- Facebook ads reached 341,404 users at a frequency of 2.37.
- We saw a cost per 1,000 users reached on Facebook of \$10.19.
- The Facebook post received 647 link clicks and 14 post shares during this campaign.

The Labor Day campaign launched on August 15 on Facebook, Instagram, and YouTube. The ad achieved notable results. The YouTube video was served 413,166 times. We saw a cost per 1,000 impressions of \$8.42. The video had 40 clicks. Geographically, the video was shown the highest number of times in Little Rock, followed by Fayetteville and Fort Smith.

Facebook ads reached 341,404 unique Facebook/Instagram users at a frequency of 2.37 and had 809,260 impressions. Facebook ads captured 102 post reactions, 2 post comments, 5 post shares for engagement and 647 link clicks. We promoted one video and one static.

## **Thanksgiving 2021 Occupant Protection Mobilization Media Report Click It or Ticket**

### **Paid Media Report**

#### ***Summary***

Supporting the national Thanksgiving 2021 Click It or Ticket mobilization period, Monday, November 22 – Sunday, November 28, 2021, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54, and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$100,000 for a two-week schedule of previously produced radio, print and digital. The bonus ads received totaled an additional \$50,129 in airtime.

#### **Paid Advertising Period**

- Paid advertising Thanksgiving Click It or Ticket: November 15 – November 28, 2021

#### **Audience Segment Profiles**

- Primary Segment – *To influence segment to always use a safety belt*
  - Primary Audiences – Influence segment to always wear a seat belt
  - 18-34 year old males
- Secondary Audience – Raise awareness and influence segment to always wear a seat belt
  - Hispanic males, 18-34 years of age

#### **Geography**

- Statewide awareness campaign. 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
- Helena/West Helena (Delta Region)

### Budget

- Thanksgiving Click It or Ticket - \$98,989

### Media Strategies and Tactics

In today's rapidly evolving media landscape, it's necessary reach the target audience with an integrated marketing approach of both traditional and digital strategies. We recommended implementing a multi-tiered media mix, consisting of electronic media, to effectively and efficiently deliver the occupant protection message to the target audiences across the state. Within each medium, we will implement the tactics detailed below.

### Cable Television

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

- To best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 were selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 130 means that the male 18-34 audience is 30% more likely to watch this network than the general population.

These networks include:

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

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

- Purchased spots on **Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the CIOT message.

## Hispanic TV

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

**Radio delivered the Click It or Ticket message to our target audience on their most listened-to stations, while they are in their cars.** This is an effective tool to remind drivers and passengers of the dangers and consequences of not buckling up.

- A Q3 2020 Nielsen report found that radio remains one of the centerpieces of the media universe, reaching 88% of adults in the U.S. each week, and those adults tuned in, on average, for a bit over 12 hours.
- Primary Formats: Country, Sports, Contemporary Hit Radio and Urban
- Dayparts: Morning Drive: 6:00am - 10:00am  
Midday: 10:00am - 3:00pm  
Afternoon Drive: 3:00pm - 7:00pm  
Evening: 7:00pm - Midnight  
Selected weekend dayparts
- Nielson Audio ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- 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.

**The digital portion of the plan continued to extend reach of the Click It or Ticket message in a medium where our target audience spends a significant amount of time.** 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 are detailed below:

- Utilized MobileFuse to run online video to reach the target audience across all sites they are consuming, targeted geographically to Arkansas, to maximize impact and awareness of the CIOT message. Video was mobile heavy to reach males 18-34 on the device they use the most. Another tactic we implemented was contextually and behaviorally targeting males 18-34 while they are playing video games on their mobile devices, who are 69% more likely to have played a video game on the internet than the general audience. Additionally, we targeted users that are sports enthusiasts (i.e., frequents Fantasy Football and Sports apps) which provided an additional layer of reach of the CIOT message to our target audience. The campaign generated more than 825,000 impressions.
- **Connected TV** - Among adults ages 18-34, 54% watch video on a TV via a connected device daily according to a Leichtman Research Group study released in June 2021. With connected TV, the CIOT message was delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 215,000 impressions ran during the campaign.

- **ESPN** – Purchased live streaming video and display on the ESPN website and ESPN app. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 280,000 impressions.
- **Digital Audio** space continues to be robust and provides significant reach with our target audience. According to the recently released 2021 Infinite Dial, 176 million U.S. adults – 62% of the population - listened to online audio in the last week and there was a one-hour rise in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the CIOT message to reach drivers and passengers while they are in a vehicle.
  - We recommended Pandora’s cross-publisher product offering: PAX Everywhere. It enabled us to efficiently reach our audience with audio via Pandora, Soundcloud, TuneIn, and SiriusXM listeners. Men 18-49 and Hispanic adults in Arkansas were targeted on the PAX platform.
  - **Podcasts** continued to increase in popularity and are mostly seeing traction among younger audiences - this year, more than 60% of US Adults ages 18 to 34 will listen to podcasts monthly. We recommended including iHeartMedia’s Podcast platform given it’s the #1 podcast publisher according to a September 2020 report by Podtrac Industry Rankings.
  - Over 385,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Purchased exclusive homepage takeovers on **Hogville.net** on Razorback football game days: November 20th and November 26th. The CIOT campaign owned all ads on the site for 24 hours on these two game days generating a minimum of 1,000,000 impressions.
- Additionally, we recommend having a constant presence during the two-week flight on EILatino.com, LaPrensaNWA.com, LatinoTVAR.com and TelemundoArkansas.com to reach the Hispanic community digitally.

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

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers and passengers alike to wear their seatbelt 100% of the time.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated support in the heaviest populated markets in Arkansas to generate the highest reach.
- The eight selected boards generated over 4.8 million total impressions.

**Media Budget Allocation:** To achieve our communications goals and deliver the general, 18 - 34-year-old male target, the budget spent \$98,989, was allocated as follows:

- Hispanic Television                      \$5,071 (5 percent)
- Cable Television                         \$12,347(12 percent)

- Radio \$32,270 (33 percent)
- Other Radio \$2,200 (2 percent)
- Digital \$37,688 (38 percent)
- Out-of-Home \$9,412 (10 percent)

**By Market:**

**Click It or Ticket Actual Expenditures** **\$98,989**

○ Little Rock	\$12,677
○ Fort Smith/Fayetteville	\$12,278
○ Jonesboro	\$3,654
○ Texarkana	\$7,621
○ El Dorado	\$1,776
○ Conway	\$1,102
○ Hot Springs	\$2,715
○ Hispanic	\$8,437
○ Statewide Digital	\$37,688
○ Out-of-Home	\$9,412
○ Other Radio	\$1,629

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$8.74	\$34.17
Fayetteville/Ft. Smith	N/A	\$11.93	\$20.98
Jonesboro	N/A	\$6.23	\$12.30
Texarkana	N/A	\$5.50	\$27.84
Hot Springs	N/A	\$5.36	\$13.28
El Dorado	N/A	\$2.92	N/A
Conway	N/A	\$3.53	N/A
Hispanic	N/A	N/A	N/A

\*Cable is shown as cost per unit.

**Cable/Hispanic TV**

Market	Number Ads	of	Bonus Ads	Frequency	GRP	Reach
Little Rock	519		506	N/A	N/A	N/A
Ft Smith/Fayette.	324		34	N/A	N/A	N/A
Jonesboro	130		108	N/A	N/A	N/A
Texarkana	266		214	N/A	N/A	N/A
Conway	150		270	N/A	N/A	N/A
El Dorado	195		193	N/A	N/A	N/A
Hot Springs	125		108	N/A	N/A	N/A
Hispanic	73		75	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	176	177	5.3	238.6	45.9%

<b>Ft. Smith</b>	178	163	5.3	225.8	42.9%
<b>Fayetteville</b>	230	230	4.7	189.6	40.8%
<b>Jonesboro</b>	124	124	5.5	231.2	42.4%
<b>Texarkana</b>	150	150	5.3	223.2	42.1%
<b>El Dorado</b>	96	96	N/A	N/A	N/A
<b>Delta Region</b>	26	78	N/A	N/A	N/A
<b>Conway</b>	36	36	N/A	N/A	N/A
<b>Hot Springs</b>	104	104	4.7	155.4	33.0%
<b>Hispanic</b>	194	155	N/A	N/A	N/A

## **Earned Media - \$294,037**

### ***Media Relations***

A news release concerning the Thanksgiving Click It or Ticket mobilization was distributed to news media statewide resulting in 29 newspaper clippings with an ad equivalency of \$10,536.58.

### ***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***

#### **[Click It or Ticket Thanksgiving Report](#)**

- The YouTube ad was served 165,574 times.
- The Facebook/Instagram ads reached over 1.5 million users at a frequency of 1.
- We saw a cost per 1,000 users reached of \$5.34 on Facebook.

The “Click-It or Ticket” campaign launched November 15, 2021, on Facebook, Instagram, and YouTube. The YouTube video was served 165,574 times. We saw a cost per 1,000 impressions of \$10.49, and the ad received 210 total clicks. This campaign generated more clicks at a lower cost compared to most campaigns this year. Geographically, the video was shown the highest number of times in Little Rock followed by Springdale and Fort Smith.

On Facebook/Instagram, we promoted one image and one video that together received over 8 million impressions. The video was preferred in terms of reach and engagement. In total, the ads had an average cost per 1,000 people reached of \$5.34 and ran at a frequency of 1. Engagement secured 36 post reactions, 8 post comments, 1 save, 10 post shares, and 337 link clicks. From a demographic perspective, ads were shown most to people between the ages of 25-44 and shown to men slightly more than women.

## **Memorial Day May 2022 Occupant Protection Mobilization Click It or Ticket**

### **Paid Media Report**

**Summary**

Supporting the May 2022 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 purchase 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 \$350,000 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 \$127,429 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

**Enforcement Period**

- May 23 – June 5, 2022

**Advertising Period**

- May 16 – June 5, 2022

**Working Paid Media Budget**

- **\$350,000**

**Target Audiences**

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

- 18–23-year-old males (Gen Z)
- 24–34-year-old males (Millennials)

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

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

**Geography**

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

**Primary Markets**

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

**Secondary Markets - 2022 STEP/Mini-STEP Participants (listed by county)**

Baxter	Lafayette
Benton*	Little River
Boone	Miller*
Carroll	Newton
Chicot	Poinsett

Craighead*	Prairie
Crittenden	Pulaski*
Cross	Saline
Dallas	Searcy
Drew	Sebastian*
Fulton	Sharp
Garland*	St. Francis
Grant	Stone
Greene	Union*
Hempstead	Washington*
Independence	White
Jefferson	Yell
Johnson	

*\* Indicates primary market county.*

### **Tertiary Markets – Markets conducting seat belt surveys (by county)**

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

*\* Indicates primary market county or STEP participant area.*

### **Media Strategies and Tactics**

The primary media strategy was to build reach and generate frequency to connect our target audience with the occupant protection message. In today's rapidly evolving media landscape, it's necessary reach the target audience with a well-rounded marketing approach of both traditional and digital strategies. We recommended implementing a multi-platform media mix to cost-efficiently deliver the Click It or Ticket message to the target audiences across the state. Within each medium, we implemented the tactics detailed below.

#### **Broadcast TV will provide the greatest reach opportunity.**

Part of the campaign fell within a political window, so rates were inflated, and preemptions were inevitable. Taking that into account, we recommended running lower weight levels and concentrating media in high-profile content such as sports (NBA Finals), prime finales and live entertainment specials against Adults 25-54 to reach the greatest number of Arkansans with the occupant protection message. The majority of weight was allocated to prime/sports where reach to Men 18-34 is greatest.

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

**Recommended Broadcast Programming:** NBA Playoffs, UEFA European Soccer Championship, Memorial PGA Golf Tournament, NCIS Finale, American Idol Finale, Grey's Anatomy Finale, Tonight Show with Jimmy Fallon, Saturday Night Live, The Masked Singer Finale, American Ninja Warrior Championship, NASCAR, and PGA Championship

- Local news was purchased to reach the mass audience.

- Sports is one genre that is consistently viewed live which provided the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of not wearing a seat belt.
- Nielsen TV ratings data determined which networks and programming best reached the target audience.
- Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

**Cable extended the reach of broadcast television and achieved greater frequency of exposure of the CIOT message.**

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

**These networks include:**

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

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

- **Interconnect** and **Dish** were purchased to reach a large number of cable households (297,453 total homes). The Interconnect and Dish provided coverage in 9 areas where a media presence is needed including primary markets and STEP/Mini-STEP/Survey areas. Additional spots were placed in areas where cable is available for purchase to increase frequency.
- Purchased spots on **Galavision** network (available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the CIOT message.

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

- Radio remains a critical touchpoint to reach the target audience when they are driving.
- According to Nielsen media research data, radio is the highest reach medium, reaching 80 percent of the 18-to 34-year-old male target audience every month.
- **Primary Formats:** Country, Sports, Contemporary Hit Radio and Urban
- **Dayparts:** Morning Drive: 6 a.m. - 10 a.m.  
Midday: 10 a.m. - 3 p.m.  
Afternoon Drive: 3 p.m. - 7 p.m.  
Evening: 7 p.m. - midnight  
Selected weekend dayparts
- Nielson Audio ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Non-Metro Radio** - To reach the rural areas where STEP/Mini-STEP projects and seat belt surveys were implemented, a non-metro radio presence was recommended. The Rural Arkansas Radio Network (RARN) allowed us to blanket the rural areas of the state using a 16-station buy with a combined reach of 117,100 rural Arkansans. The following 17 counties were reached with the RARN network: Baxter, Boone, Carroll, Chicot, Cleburne, Crittenden, Cross, Dallas, Drew, Fulton, Hempstead, Independence, Newton, Prairie, Sharp, Stone and Yell. Direct placements were made on six stations that fall in a rural area we need to reach that is not covered by RARN.
- **Live Endorsements:** Utilized local radio show hosts on top-rated stations to generate additional impact and awareness by lending their voices to the campaign and adding credibility to the message. We also encouraged DJs to incorporate the occupant protection message into their social networking.
- We purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

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

- Utilizing **digital ad networks** allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Men 18-34. With an ad network, we were able to layer on additional targeting segments like “car owners” to ensure the message is being delivered to 18-34 year-old males who are most likely driving. :15 and :30 pre-roll video and display across mobile, tablets and desktop were recommended to maximize impact and awareness of the CIOT message. Video was mobile heavy to reach males 18-34 on the device they use the most.

- One targeting tactic we implemented was contextually and behaviorally targeting males 18-34 while they are playing video games on their mobile devices, who are 69% more likely to have played a video game on the internet. Video gaming activities continue to increase, with 52% of 18-to 24-year-olds and 46% of 25-to 34-year-olds reporting that they binge-game weekly.
- Another tactic we included was ScreenSync technology which allowed us to serve the occupant protection message on the target audience's tablet or mobile device after it ran on cable or connected TV thus providing an additional layer of reach of the CIOT message to our target audience. According to a recent Nielsen report, 88 percent of U.S. adults are looking at a digital device and watching TV simultaneously.
- Over 1.9 million impressions were generated over the course of the campaign.
- **Streaming TV** – According to Nielsen Audience Insights Report released last month, time spent streaming video among U.S. adults increased by 18% from February 2021 to 2022, with over 169 billion minutes now being streamed weekly. Among adults ages 18-34, 54% watch video on a TV via a connected device daily. With connected TV, the occupant protection message was delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, and **YouTube**, the most popular video sharing site, were also recommended. Ads were targeted demographically and geographically making ad serving precise. A minimum of 765,000 streaming TV impressions ran during the three-week flight.
- 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 CIOT message by reaching Vevo's highly engaged audience viewing premium content featuring the top artists in the world. Over 168,000 impressions were served during the campaign.
- **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2021 Infinite Dial, 176 million U.S. adults – 62% of the population - listened to online audio in the last week and there was a one-hour rise in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the occupant protection message to reach drivers when they are behind the wheel.
  - We recommended Pandora's cross-publisher product offering: PAX Everywhere. It enabled us to efficiently reach our audience with audio via Pandora, Soundcloud, TuneIn, and SiriusXM listeners. Adults 18-34 and Hispanic adults in Arkansas were targeted on the PAX platform.
  - **Podcasts** continue to increase in popularity and are mostly seeing traction among younger audiences. Males 18-34 now have a reach of 39%. We recommended including iHeartMedia's Podcast platform given it's the top podcast publisher. 60% of impressions will be served in the Comedy Genre and 40% in Backer, Legend, and Explorer Genres.
- Over 625,000 impressions were generated from the recommended plan for audio and podcast streaming.

- **ESPN** – Purchased a mix of non-skippable video, live streaming video and display banners on the ESPN website and ESPN app. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. According to the 2020 Doublebase GfK MRI report, ESPN is the third top website that reaches Men 18-34. The campaign delivered a minimum of 400,000 impressions.
- Purchased **Homepage Takeovers** on top-rated TV news station and sports sites in Little Rock and Ft. Smith/Fayetteville to reinforce the CIOT message during the flight period.
- **Hispanic Websites** – CIOT banners and video in the Spanish language were placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

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

- **Gas Pump Toppers** – A full color CIOT message was displayed above gas pumps in the primary markets in Arkansas - Little Rock, Ft. Smith, Fayetteville, Jonesboro, Texarkana, Hot Springs, and Texarkana. Gas pump signage is great way to reach a large and captive audience of drivers reminding them to buckle up right before getting back into the vehicle to head to their next destination. There were a total of 30 gas stations and AHSO received 50 percent of the available pump top inventory at each station as well as an extra week of signage at no-charge. As another added bonus, window and cooler clings were posted where there was available inventory.
- **Digital billboards generated mass reach and frequency and is one of the most cost-efficient media available.**
  - Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers and passengers alike of the importance of wearing a seat belt.
  - With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
  - Concentrated placement on major highways around Little Rock, North Little Rock, Hot Springs, Ft. Smith, Northwest Arkansas, and Jonesboro.
  - The eleven selected boards generated over 10.7 million impressions over the three-week campaign.

**Print**

- Hooten's Arkansas Football Guide is a widely read publication that features high school and college level football in the state of Arkansas. The Click It or Ticket two-page spread was positioned on page 2 and 3 so it was the first thing readers saw when they opened the publication.

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

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

**Budget Summary**

- **By Medium**  
 Broadcast Television: \$68,835 (19 percent)  
 Cable TV: \$33,204 (10 percent)  
 Radio: \$60,935 (17 percent)  
 Other Radio: \$32,087 (9 percent)  
 Digital: \$96,410 (28 percent)  
 Out-of-Home: \$31,176 (9 percent)  
 Print: \$8,118 (2 percent)  
 Sports Marketing: \$17,647 (6 percent)

**Total: 100%**

**By Market:**

**Click It or Ticket Actual Expenditures \$348,412**

○ Little Rock	\$59,087
○ Fayetteville/Fort Smith	\$42,143
○ Jonesboro	\$17,559
○ Texarkana	\$13,881
○ El Dorado	\$3,444
○ Conway	\$512
○ Hot Springs	\$4,593
○ Delta Region	\$2,506
○ Hispanic Advertising	\$16,107
○ Statewide (Radio)	\$16,516
○ Statewide (Digital)	\$96,410
○ Out-of-Home	\$31,176
○ Statewide Print	\$8,118
○ Sports Marketing	\$17,647
○ STEP Markets	\$18,713

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$104.52	\$10.30	\$33.48
Ft. Smith/Fayette	\$84.97	\$14.66	\$24.66
Jonesboro	\$69.56	\$4.13	\$12.59
Texarkana	No broadcast TV	\$6.62	\$28.99
El Dorado	No broadcast TV	\$2.69	N/A
Hot Springs	No broadcast TV	\$3.34	\$13.30
Conway	No broadcast TV	\$3.53	N/A
Hispanic	N/A	N/A	N/A

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

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
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Little Rock	1,578	1,455	3.3	270.8	82.5%
Ft. Smith/Fayette	599	1,309	3.0	225.9	74.7%
Jonesboro	486	467	2.7	160.5	59.5%
Texarkana	486	418	N/A	N/A	N/A
El Dorado	354	348	N/A	N/A	N/A
Conway	150	150	N/A	N/A	N/A
Hot Springs	160	165	N/A	N/A	N/A
STEP/Survey	1,943	1,392	N/A	N/A	N/A
Hispanic	174	174	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	402	402	11	481.5	51.9%
Ft. Smith	351	351	10	385.5	53.5%
Fayetteville	409	405	9.1	300.6	44.6%
Jonesboro	207	207	8.2	375.9	48.8%
Texarkana	258	258	8.1	375.3	46.8%
El Dorado	144	144	N/A	N/A	N/A
Hot Springs	156	198	8.9	300.3	37.9%
Conway	N/A	N/A	N/A	N/A	N/A
Delta Region	40	40	N/A	N/A	N/A
Statewide	621	98	N/A	N/A	N/A
STEP/Survey	950	950	N/A	N/A	N/A
Hispanic	380	380	N/A	N/A	N/A

## **Earned Media - \$305,919**

### ***Media Relations***

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 35 newspaper clippings resulted in an ad equivalency of \$22,419.

### ***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**

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

#### **Campaign Report**

May 16, 2022- June 5, 2022

#### **Summary**

- The YouTube Ad was served 464,212 times.
- The Facebook ads reached 759,159 users at a frequency of 2.

- We saw a cost per 1,000 people reached of \$4.58.

The Click It or Ticket campaign launched on May 16, 2022, on Facebook, Instagram, and YouTube. The YouTube video was served 464,212 times. We saw a cost per 1,000 impressions of \$7.48 and the ad received 327 total clicks. Geographically, the video was shown the highest number of times in Pulaski County, Benton County, and Washington County.

The Facebook ad reached 759,159 unique Facebook users at a frequency of 2 and had an average cost per 1,000 people reached of \$4.58. Facebook Ads captured 110 post reactions, 20 post comments, 5 post saves, and 6 post shares. There were 2,569 clicks at a cost per click of \$1.36. From a demographic perspective, the Facebook ads were shown the most to people between the ages of 25-34 and shown almost equally to men and women.

## **2021 October Distracted Driving Campaign**

### **Paid Media Report**

#### ***Summary***

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

NHTSA approved a budget of \$150,000 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 \$52,707 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

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

- Paid advertising for U Drive. U Text. U Pay. – October 14 – October 23, 2021 (two-week flight)

#### **Target Audiences**

- Primary Audience
  - Young Adults, 18 – 34 years old
  - Skewed towards women
- Secondary Audience
  - Hispanics, 18 - 34 years old
  - Female skew

#### **Geography**

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

#### **Primary Markets**

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro

- Texarkana
- Hot Springs
- El Dorado

### Secondary Markets

- Conway
- Helena/West Helena (Delta Region)

### Media Strategies & Tactics

In today's rapidly evolving media landscape, it's necessary reach the target audience with an integrated marketing approach of both traditional and digital strategies. We recommended implementing a multi-tiered media mix, consisting of electronic media, to deliver the distracted driving message effectively and efficiently to the target audiences across the state. Within each medium, we implemented the tactics detailed below.

#### Broadcast TV provided the greatest reach.

Concentrated on high performing dayparts and programming against Adults 18-34 to reach the greatest number of Arkansans with the distracted driving message. High-profile content such as sports, news and prime programming were included.

- **Daypart mix:** Local News - 40%, Prime/Sports - 40% and Late Fringe - 20%
- **Key Networks:** ABC, CBS, NBC, FOX, and CW
- **Recommended Broadcast Programming:** The Voice, Survivor, Local News, Entertainment Tonight, Dancing with the Stars, Saturday Night Live, College and NFL Football, NASCAR
  - Local news was purchased to reach a mass audience.
  - Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged audience with the distracted driving message.
  - Nielsen TV ratings data helped determine which networks and programming were best to reach the target audience.
  - Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

#### Cable extended the reach of broadcast television and achieved greater frequency of exposure of the Distracted Driving message.

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

##### These networks include:

- BET (116)
- Cartoon Network/Adult Swim (160/240)
- Comedy Central (174)

- E! (134)
- Freeform (152)
- FX (130)
- FXX (147)
- MTV / MTV2 (195/227)
- Nick at Nite (180)
- Nickelodeon (166)
- Paramount (113)
- Teen Nick (224)
- TruTV (126)
- VH1 (155)

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

- Other networks were included that have programming with high viewership for young women such as TLC (133) and Bravo (124).
- **Purchased spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the distracted driving message.

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

- Since this medium reaches people in their cars it can be a very effective tool to remind drivers of the dangers associated with distracted driving.
- According to Nielsen media research data, radio is the highest reach medium, reaching 80 percent of the 18-to 34-year-old target audience every month.
  - **Primary Formats:** Contemporary Hit Radio, Adult Contemporary, Country, and Urban
  - **Dayparts:**
    - Morning Drive: 6:00am - 10:00am
    - Midday: 10:00am - 3:00pm
    - Afternoon Drive: 3:00pm - 7:00pm
    - Evening: 7:00pm - midnight
    - Selected weekend dayparts
- **Nielson Audio** ratings data helped determine which stations were the best to reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- Radio reaches more **Hispanics** than any other platform with 96% weekly reach of Hispanics 18+ according to Nielsen Total Audience Insights 2Q 2019 report. We purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, Boone, and Sevier Counties with a heavier focus on Friday through Sunday as research shows most of the time spent with radio is on the weekend.
- **Live Endorsements:** Utilizing local radio personalities on top-rated stations in central AR generated additional impact and awareness. We also encouraged DJs to incorporate the distracted driving message into their social networking.

**The digital portion of the plan built off the base created by traditional media and continued to extend the “U Drive. U Text. U Pay.” message in a medium where Adults 18-**

**34 spend a significant amount of time.** Young adults are at the vanguard of the constantly connected: 48% of 18 to 29-year-olds say they go online “almost constantly” and 46% go online multiple times per day (Pew Research 1Q 2019). Specific digital strategies we recommended are detailed below:

- Utilizing an **ad network** allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to adults 18-34. Mobile heavy video was recommended to maximize impact and awareness of the texting enforcement message on the device they use the most. Additionally, retargeting banners were served to the target audience after they’ve viewed the video to strengthen awareness of the *Distracted Driving* message. The campaign generated more than 1 million impressions.
- **Streaming TV** - New data from Leichtman Research Group finds that 80 percent of U.S. households have at least one Internet-connected TV device, including connected Smart TVs, standalone streaming devices and connected video game systems. Among adults ages 18-34, 55 percent watch video on a TV via a connected device daily. With connected TV, the *Distracted Driving* message was delivered to our target audiences when they are streaming TV shows, videos and movies via PlayStation Vue, Roku, Apple TV, Xbox, etc. Ads are non-skippable, brand safe and targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion’s display retargeting platform. This allowed us to serve *Distracted Driving* display ads on the target audience’s tablet or mobile device after it was viewed on the big screen via our OTT buy. A minimum of 370,000 OTT impressions ran during the campaign accompanied by 185,000 retargeting display impressions.
- Utilized **Vevo**, the world’s largest premium music video provider, offering a global platform with enormous scale. Vevo ranks number one among music video viewers. Adult 18-34 viewers are engaged on Vevo, consuming more than 1.5 billion videos each month on mobile & desktop. Over 125,000 video impressions were served during the 10-day flight period.
- **ESPN** – Purchased a mix of live streaming video and high-impact display banners on the ESPN website and ESPN app. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 280,000 impressions.
- **Digital Audio** space continues to be robust and provides significant reach with the distracted driving target audience. According to the recently released 2020 Infinite Dial, 169 million U.S. adults - over 60% the population - listened to online audio in the last week. There was a 17% increase of consumption of online radio in the car which is the ideal environment for the *Distracted Driving* message to reach drivers as they are behind the wheel.
  - Purchased **PAX Everywhere**, a cross-publisher, cross-platform product that enables AHSO to efficiently capture our target audience’s attention with audio, wherever and whenever they are listening. It provides access to Pandora, TuneIn, SoundCloud, SiriusXM and a range of podcast publishers. Thirty-second *Distracted Driving* audio was woven seamlessly into the listening experience, engaging with users in-between songs and during podcasts, sports updates, and more.
  - Pandora’s Audio Everywhere Platform was utilized to target Hispanics 18-34 in AR.

- **Podcasts** continued to increase in popularity, growing 16 percent year over year. Recent MRI data states that 44 percent of Podcast listeners fall into the 18-34 age category. We recommended including iHeartMedia’s Podcast platform given it’s the #1 podcast publisher according to a September 2020 report by Podtrac Industry Rankings.
- Over 590,000 impressions were generated from the recommended plan for audio streaming.
- Additionally, placed premium banners on EILatino.com, LatinoTVAR.com, TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

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

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers of the dangers associated with distracted driving.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated placement on major highways around Little Rock, North Little Rock, Bryant, Conway, Springdale, Ft. Smith, Jonesboro, and Hot Springs.
- The thirteen selected boards generated over 5.8 million total impressions.

**Media Budget Allocation:** To achieve our communications goals and deliver the general, Adults 18 – 34-year-old target, the budget spent \$145,366, was allocated as follows:

- **By Medium**
  - Broadcast TV: \$31,203 (21 percent)
  - Cable TV: \$19,398 (13 percent)
  - Radio: \$20,985 (14 percent)
  - Other Radio: \$6,688 (5 percent)
  - Digital: \$54,151 (37 percent)
  - Out-of-Home: \$12,941 (9 percent)

**Total: 100%**

**By Market:**

<b>“U Drive. U Text. U Pay.” Actual Expenditures</b>	<b>\$145,366</b>
○ Little Rock	\$29,075
○ Fort Smith/Fayetteville	\$20,371
○ Jonesboro	\$6,797
○ Texarkana	\$4,232
○ Hot Springs	\$1,184
○ El Dorado	\$1,716
○ Conway	\$797
○ Delta Region	\$1,065
○ Hispanic	\$7,825
○ Statewide Digital	\$54,152

- Live Radio Endorsements \$5,211
- Out-of-Home \$12,941

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$140.81	\$17.59	\$37.74
Fayetteville/Ft. Smith	\$102.43	\$9.26	\$24.80
Jonesboro	\$106.36	\$3.88	\$13.91
Texarkana	N/A	\$5.78	\$20.44
Hot Springs	N/A	\$2.63	\$10.31
El Dorado	N/A	\$2.60	N/A
Conway	N/A	\$3.53	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	794	730	2.1	92.5	45.2%
Ft Smith/Fayette.	496	383	2.3	99.9	43.3%
Jonesboro	18	18	1.6	50.3	30.7%
Texarkana	214	214	N/A	N/A	N/A
Conway	109	109	N/A	N/A	N/A
El Dorado	314	305	N/A	N/A	N/A
Hot Springs	0	0	N/A	N/A	N/A
Hispanic	119	119	N/A	N/A	N/A

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

### Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	147	105	3.9	145.6	36.9%
Ft. Smith	123	123	3.6	145.8	41.2%
Fayetteville	175	175	3.3	120.6	36.5%
Jonesboro	67	67	2.5	104	41.3%
Texarkana	66	66	4.4	146.6	33.7%
El Dorado	72	72	N/A	N/A	N/A
Delta Region	17	53	N/A	N/A	N/A
Conway	26	26	N/A	N/A	N/A
Hot Springs	57	57	3.3	114.8	35.0%
Hispanic	150	150	N/A	N/A	N/A

### Earned Media - \$196,525

#### **Media Relations**

A news release concerning the October Distracted Driving U. Drive. U Text. U Pay. mobilization was distributed to news media statewide resulting in 12 newspaper clippings with an ad equivalency of \$5,429.75.

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

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The U. Drive. U Text. U Pay.

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

## ***Social Media***

### **Campaign Report**

- The YouTube ad was served almost 108,000 times.
- The Facebook/Instagram ads reached 295,199 users at a frequency of 1.
- We saw a cost per 1,000 users reached of \$3.93 on Facebook.

Distracted Driving campaign launched October 14, 2021, on Facebook, Instagram, and YouTube. The YouTube video was served 107,798 times. We saw a cost per 1,000 impressions of \$10.75, and the ad received 43 total clicks. Geographically, the video was shown the highest number of times in Little Rock, Fort Smith, and Springdale.

On Facebook/Instagram we promoted two images that together received 356,632 impressions. The graphic containing statistics was preferred in terms of reach and engagement. In total the ads had an average cost per 1,000 people reached of \$3.93 and ran at a frequency of 1. Engagement secured 27 post reactions, 5 post comments, 6 post shares, and 218 link clicks. From a demographic perspective, ads were shown most to people between the ages of 25-44 and shown equally to men and women.

## **2022 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. The target audience for the “U Drive. U Text. U Pay” campaign was targeted to those most likely to drive while distracted, Adults 18-34.

NHTSA approved a budget of \$148,276 for a 12-day schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received totaled an additional \$56,107 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

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

- Paid advertising for U Drive. U Text. U Pay. – March 30 – April 11, 2022 (12-day flight)

#### **Target Audiences**

- Primary Audience
  - Young Adults, 18 – 34 years old

- Skewed towards women
- Secondary Audience
  - Hispanics, 18 - 34 years old
  - Female skew

### Geography

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

### Primary Markets

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

### Secondary Markets

- Conway
- Helena/West Helena (Delta Region)

### Media Strategies & Tactics

In today's rapidly evolving media landscape, it's necessary reach the target audience with an integrated marketing approach of both traditional and digital strategies. We recommended implementing a multi-tiered media mix to cost-efficiently deliver the distracted driving message to the target audiences across the state. Within each medium, we implemented the tactics detailed below.

### Broadcast TV provided the greatest reach opportunity

This campaign falls within a political window so rates were higher and there was a greater chance of preemptions that were difficult to make good within the short flight period. Taking that into account, we recommended running lower weight levels and concentrating media in high-profile, "watercooler" content such as sports and specials like CMA Awards.

- **Daypart mix:** Local News – 30%, Prime/Sports – 60% and Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, FOX, and CW
- **Recommended Broadcast Programming:** NCAA March Madness Championship, The Grammy Awards, This is Us, Tonight Show with Fallon, Saturday Night Live, CMT Awards, Undercover Boss, Schitt's Creek, To Tell the Truth, American Idol, Jimmy Kimmel, PGA Golf: The Masters
  - Local news was purchased to reach the mass audience.
  - Sports is one genre that is consistently viewed live which provided the opportunity to reach a huge, engaged audience with the distracted driving message.
  - Nielsen TV ratings data helped determine which networks and programming were best to reach the target audience.

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

**Cable extended the reach of broadcast television and achieved greater frequency of exposure of the distracted driving message.**

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

**These networks include:**

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

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

- Other networks were included that have programming with high viewership for young women such as TLC (133) and Bravo (124).
- **Purchased spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the distracted driving message.

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

Since this medium reaches people in their cars, it can be an effective tool to remind drivers and passengers alike of the dangers associated with distracted driving. Radio remains the centerpiece of the audio universe, reaching more U.S. adults each week, at 92%, than any other media platform.

- **Primary Formats:** Contemporary Hit Radio, Adult Contemporary, Country, and Urban
- **Dayparts:** Morning Drive: 6 a.m. - 10 a.m.  
Midday: 10 a.m. - 3 p.m.  
Afternoon Drive: 3 p.m. - 7 p.m.  
Evening: 7 p.m. - midnight  
Selected weekend dayparts

- **Traffic Reports:** We recommended Traffic Reports that rotated across eleven radio stations in Little Rock. A 15-second “U Drive. U Text. U Pay.” message ran adjacent to local traffic updates in the morning and afternoon drive times, reaching a large number of people at premium times during the day when they are behind the wheel.
- **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.
- **Rural Arkansas Radio Network** allowed the distracted driving message to reach the rural areas of the state not covered by metro radio.
- We purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

**The digital portion of the plan built off the base created by traditional media and continued to extend the “U Drive. U Text. U Pay.” message in a medium where Adults 18-34 spend a significant amount of time.** According to the Nielsen Total Audience Report, adults 18-34 spend more time than any other age group with smartphones, at 4 hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommend are detailed below:

- Utilizing an **ad network** allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to adults 18-34. Mobile heavy video was recommended to maximize impact and awareness of the texting enforcement message on the device they use the most. ScreenSync technology was also included which allowed us to serve the distracted driving message on the target audience’s mobile device after it ran on cable or connected TV. According to a recent Nielsen report, 88% of U.S. adults use a second digital device while watching TV. Additionally, with an ad network, we can contextually and behaviorally target adults 18-34 while they are playing video games on their mobile devices thus providing an additional layer of reach of the distracted driving message. A Statistica survey from 2021 shows 38% of video game players come from the 18 to 34 age demographic. The campaign generated at least 825,000 impressions.
- **Connected TV** - Connected TV ownership continues to surge, with 82% of TV households now having at least one CTV, according to research from Leichtman Research Group. Among adults ages 18-34, 54% watch video on a TV via a connected device daily. With connected TV, the distracted driving message was delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 285,000 CTV impressions ran during the course of the campaign.
- **Vevo**, a premium music video provider, ranks number one among music video viewers. Generated mass awareness of the texting enforcement message reaching Vevo’s highly engaged audience viewing premium content featuring the top artists in the world. Over 128,000 impressions were served during the campaign.

- **Digital Audio** space continues to be robust and provides significant reach with our target audience. According to the 2021 Infinite Dial, 176 million U.S. adults – 62% of the population - listened to online audio in the last week and there was a one-hour rise in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the distracted driving message to reach drivers when they are behind the wheel.
  - We recommended Pandora’s cross-publisher product offering: PAX Everywhere. It enabled us to efficiently reach our audience with audio via Pandora, Soundcloud, TuneIn, and SiriusXM listeners. Adults 18-34 and Hispanic adults in Arkansas were targeted on the PAX platform.
  - **Podcasts** continue to increase in popularity and are mostly seeing traction among younger audiences - this year, more than 60% of U.S. adults ages 18 to 34 will listen to podcasts monthly. We recommended including iHeartMedia’s Podcast platform given it’s the top podcast publisher.
  - Over 520,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Purchased **Homepage Takeovers** on top-rated TV news station and sports sites in Little Rock and Ft. Smith/Fayetteville to reinforce the distracted driving message during the flight period.
- Additionally, placed premium banners on EILatino.com, LatinoTVAR.com, TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

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

- **Gas Pump Toppers** – A full color distracted driving message was displayed above gas pumps in the primary markets in Arkansas - Little Rock, Ft. Smith, Fayetteville, Jonesboro, Texarkana, Hot Springs, and El Dorado. Gas pump signage is a great way to reach a large and captive audience of drivers reminding them of the dangers of distracted driving right before getting back into their vehicle. There were a total of 25 gas stations and AHSO received 50% of the available pump top inventory at each station as well as an extra week of signage at no-charge. Since April is Distracted Driving Awareness Month, we recommended keeping the signage up for the entire month. Over the four week period, a minimum of 3.1 million impressions was generated.
- **Digital billboards generated mass reach and frequency and is one of the most cost-efficient media available.**
  - Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers of the dangers associated with distracted driving.
  - With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
  - Concentrated placement on major highways around Central Arkansas, Northwest Arkansas, Hot Springs, and Jonesboro.

- The eleven selected boards generated over 3.7 million impressions.

**Media Budget Allocation:** In order to achieve our communications goals and deliver the general, Adults 18 – 34-year-old target, the budget spent \$148,276, was allocated as follows:

- **By Medium**
  - Broadcast TV: \$33,328 (22 percent)
  - Cable TV: \$15,246 (10 percent)
  - Radio: \$24,940 (17 percent)
  - Other Radio: \$13,981 (9 percent)
  - Digital: \$40,121 (27 percent)
  - Out-of-Home: \$20,659 (15 percent)

**Total: 100%**

**By Market:**

**“U Drive. U Text. U Pay.” Actual Expenditures \$148,276**

○ Little Rock	\$ 26,841
○ Fort Smith/Fayetteville	\$ 18,996
○ Jonesboro	\$ 8,932
○ Texarkana	\$ 5,598
○ El Dorado	\$ 2,174
○ Conway	\$ 1,078
○ Hispanic	\$ 8,328
○ Hot Springs	\$ 2,115
○ Delta Region	\$ 1,253
○ Statewide Digital	\$ 40,122
○ Other Statewide Radio	\$ 4,830
○ Traffic Sponsorships	\$ 7,350
○ Out-of-Home	\$ 20,659

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$103.93	\$19.71	\$38.99
Fayetteville/Ft. Smith	\$82.31	\$14.52	\$23.73
Jonesboro	\$71.76	\$8.22	\$13.83
Texarkana	N/A	\$6.48	\$26.81
Hot Springs	N/A	\$2.63	\$13.27
El Dorado	N/A	\$9.16	N/A
Conway	N/A	\$3.53	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	419	253	2.2	124.1	56.5%
Ft Smith/Fayette.	305	615	2.2	118.4	54.8%
Jonesboro	176	153	1.9	76.5	41.0%
Texarkana	354	223	N/A	N/A	N/A
Conway	150	150	N/A	N/A	N/A
El Dorado	147	43	N/A	N/A	N/A
Hot Springs	181	125	N/A	N/A	N/A

Hispanic	72	74	N/A	N/A	N/A
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\*For broadcast television, Fort Smith and Fayetteville are reported together.

## Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	440	148	4.2	181.4	43.2%
Ft. Smith	148	138	3.7	151.1	41.3%
Fayetteville	176	128	3.4	114.9	33.0%
Jonesboro	86	86	3.6	150.6	42.2%
Texarkana	90	90	4.3	154.9	36.0%
El Dorado	84	84	N/A	N/A	N/A
Delta Region	20	60	N/A	N/A	N/A
Conway	34	34	N/A	N/A	N/A
Hot Springs	64	64	4.0	124.7	35.9%
Hispanic	150	150	N/A	N/A	N/A
Statewide Radio	764	764	N/A	N/A	N/A

## Earned Media - \$202,351

### **Media Relations**

A news release concerning the April Distracted Driving U. Drive. U Text. U Pay. mobilization was distributed to news media statewide resulting in 26 newspaper clippings with an ad equivalency of \$13,351.

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

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The U. Drive. U Text. U Pay. campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$189,000.

### **Social Media**

#### Campaign Report

03/30/22 - 04/13/22

- The YouTube Ad was served 415,056 times.
- The Facebook ads reached 415,298 users at a frequency of 1.6.
- We saw a cost per 1,000 people reached of \$5.59.

The Distracted Driving campaign launched on March 30, 2022, on Facebook, Instagram, and YouTube. The YouTube video was served just over 415,000 times. We saw a cost per 1,000 impressions of \$5.58 and the ad received 47 total clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ads reached 415,298 unique users at a frequency of 1.6 and had an average cost per 1,000 people reached of \$5.59. Facebook Ads captured 40 post reactions, 2 post saves, 1 post share, and 333 link clicks. The ad received 2,717 ThruPlays at a cost per ThruPlay of \$0.34. From a demographic perspective, the Facebook ads were shown most to people between the ages of 18-34 and shown almost equally to men and women.

## 2022 June Motorcycle Safety Campaign Share the Road/Look Twice for Motorcycles

### Paid Media Report

#### **Summary**

Supporting the June Motorcycle 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 \$88,702 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 \$31,901 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### **Advertising Period**

- Paid media ran June 13 – June 26, 2022

#### **Primary Audiences**

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

#### **Geography**

- This campaign was concentrated in the top six counties with the highest number of motorcycle accidents:
  - Pulaski
  - Benton
  - Washington
  - Sebastian
  - Faulkner
  - Garland

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

The goal was to promote motorcyclist awareness and safety to both motorcycle riders and motor vehicle drivers on Arkansas roads, specifically in the areas that have higher rates of motorcycle crashes, injuries, and fatalities. Due to the short flight duration, electronic mediums were used so they could be activated and deactivated quickly. We recommended implementing a multi-tiered media mix outlined below to cost-efficiently generate the greatest reach possible against the target audiences in six select Arkansas counties.

#### **Cable TV**

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

- Purchased EffectTV Interconnect and Dish reaching over 297,453 households (includes Pulaski, Garland & Faulkner Counties)
- EffectTV Little Rock Zone/Little Rock U-verse (Pulaski County) – more than 58,000 households
- Cox Media Ft. Smith/Fayetteville Combined Zone (Washington, Benton & Sebastian Counties) – over 82,960 households
- A4 Media in Hot Springs (Garland County) – approximately 9,000 households
- Conway Corp. in Conway (Faulkner County) – over 8,700 households
  - To best reach the target audience, cable networks that were more likely to be viewed by adults 25-54 who own a motorcycle were selected according to current MRI data\*.
  - Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that our target audience is 20% more likely to watch this network than the general population.

**These networks include:**

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

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

- Included networks with programming that reached motorcycle enthusiasts (Example: Discovery's American Chopper).

**Radio**

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

Another benefit of radio is that it reached drivers while they were in a vehicle giving us an opportunity to deliver the *Look Twice* message while Arkansans are behind the wheel. According to the Nielsen Audience Insights Report from Q4 2021, radio reaches 87% of adults 18+ each week.

- **Primary Formats:** Country, Classic Rock, Contemporary Hit Radio, and Sports
- **Dayparts:**
  - Morning Drive: 6:00 a.m. - 10:00 a.m.
  - Midday: 10:00 a.m. - 3:00 p.m.
  - Afternoon Drive: 3:00 p.m. - 7:00 p.m.
  - Selected weekend dayparts
- **Nielsen Audio** data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Fayetteville, Ft. Smith, and Hot Springs.
- Little Rock radio reaches Faulkner County, however; a Nielsen Audio **County-by-County Ranker** helped us select the highest-rated local radio station.

## Digital

Digital advertising continued to extend reach of the *Look Twice* message in a medium where people are spending more time than ever. We focused on the demographic of adults 18-54 for this effort. According to a recent Pew Research survey, adults under the age of 50 are at the vanguard of the constantly connected: 44 percent of 18-to 49-year-olds say they go online “almost constantly.” Specific digital strategies we recommended are detailed below.

- Utilizing a **digital ad network** like MobileFuse allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Adults 18-54. Pre-roll ads across mobile, tablet and desktop with the majority of video on mobile were recommended to maximize impact and awareness of the *Look Twice* message on the device they use the most. We included third party targeting against motorcycle owners and heavy drivers to increase engagement. The campaign generated more than 525,000 impressions.
- **Streaming TV** – According to a Nielsen Audience Insights Report released in March 2022, time spent streaming video among U.S. adults increased by 18% from February 2021 to 2022, with over 169 billion minutes now being streamed weekly. With connected TV, the *Look Twice* message was delivered to our target audience in the six selected counties when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. Ads were targeted demographically and geographically making ad serving precise. Roughly 40% of the impressions specifically targeted motorcycle owners/riders. We further extended the OTT campaign by utilizing Premion’s display retargeting platform. This allowed us to serve *Look Twice* display ads on the target audience’s tablet or mobile device after it was viewed on the big screen via our OTT buy. According to a recent Nielsen report, 88 percent of U.S. adults use a second digital device while watching TV. A minimum of 325,000 streaming impressions ran during the campaign accompanied by 127,500 retargeting display impressions.
- **Digital Audio** space continues to be robust and provides significant reach with our target audience. According to the 2021 Infinite Dial, 176 million U.S. adults – 62% of the population – listened to online audio in the last week and there was a one-hour rise in weekly time spent listening over the previous year. Consumption of online radio in the

car remains strong which is the ideal environment for the *Look Twice* message to reach drivers when they are on the road.

- We recommended Pandora’s cross-publisher product offering: PAX Everywhere. It enabled us to efficiently reach our audience with audio via Pandora, Soundcloud, TuneIn, and SiriusXM listeners. Approximately 45% of the impressions were targeted against motorcycle owners/enthusiasts. Also, an extra emphasis was placed in the Fayetteville market where radio ratings for adults both 25-54 and 18-54 are below average.
- **Podcasts** continue to increase in popularity and are mostly seeing traction among younger audiences. In addition, 28% of U.S. adults listen to podcasts in their car which allows us to reach the target while they are driving. We recommended including iHeartMedia’s Podcast platform given it’s the top podcast publisher. 50% of impressions were served to a custom Motorcycle Owners/Enthusiasts Lifestyle Group and the remaining 50% of impressions ran in Genres that best reach adults 18-54.
- Over 465,000 impressions were generated from the recommended plan for audio and podcast streaming.

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

- Digital billboards allow for more flexibility of messaging and do not require a production fee, which would be cost-prohibitive for a short-term campaign.
- Another benefit of outdoor is the opportunity to reach drivers of both vehicles and motorcycles while they are on the road, reinforcing the *Look Twice* message with a visual component.
- We recommended outdoor concentrated in the six selected counties that generated over 6.6 million impressions during the two-week campaign.
  - Pulaski – 5 locations generating almost 4.4 million total impressions
  - Washington & Benton – 2 locations with over 814,000 total impressions
  - Sebastian – 2 locations achieving over 672,500 total impressions
  - Faulkner – 1 location with over 204,000 total impressions
  - Garland – 2 locations generating 570,000 impressions

**Budget Summary**

- **By Medium**  
 Cable TV: \$18,930 (21 percent)  
 Radio: \$25,066 (28 percent)  
 Digital: \$30,059 (34 percent)  
 Outdoor: \$14,647 (17 percent)

**Total: 100%**

**By Market:****Look Twice for Motorcycles Actual Expenditures \$88,702**

○ Little Rock	\$ 23,236
○ Fayetteville/Fort Smith	\$ 16,489
○ Hot Springs	\$ 2,956
○ Conway	\$ 1,316
○ Statewide Digital	\$ 30,059
○ Statewide Digital Outdoor	\$ 14,647

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$15.01	\$38.00
Fayetteville	No broadcast TV	\$15.74	\$44.34
Fort Smith	No broadcast TV	\$15.74	\$14.56
Hot Springs	No broadcast TV	\$3.18	\$9.54
Conway	No broadcast TV	\$3.53	N/A

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,179	466	N/A	N/A	N/A
Ft. Smith/Fayetteville	383	162	N/A	N/A	N/A
Hot Springs	173	150	N/A	N/A	N/A
Conway	150	150	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	256	262	6.9	300.8	43.6%
Fayetteville	255	260	7.7	150.6	33.6%
Fort Smith	230	230	6.6	264.2	48.3%
Hot Springs	94	94	5.8	252.2	43.6%
Conway	48	48	N/A	N/A	N/A

**Earned Media - \$189,000*****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**

[TZD Look Twice For Motorcycles Campaign Report](#)

**Summary**

- The YouTube ad was served 209,878 times.
- The Facebook ads reached 516,095 users at a frequency of 1.4.
- We saw a cost per 1,000 people reached of \$4.50.

The Look Out for Motorcycles campaign launched June 13, 2022, on Facebook, Instagram, and YouTube. The YouTube video was served 209,878 times. We saw a cost per 1,000 impressions of \$8.72 and the ad received 141 total clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ads reached 516,096 unique Facebook users at a frequency of 1.4 and had an average cost per 1,000 people reached of \$4.50. Facebook Ads captured 61 post reactions, 16 post comments, 9 post saves, and 9 post shares. There were 1,371 clicks at a cost per click of \$1.69. From a demographic perspective, the Facebook ads were shown the most to people between the ages of 25-34 and shown to more men than women.

## **2022 July Speed Campaign Obey The Sign or Pay The Fine**

### **Paid Media Report**

#### **Summary**

Supporting the July 2022 Speed “Obey the Sign or Pay the Fine” 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 “Obey the Sign or Pay the Fine” campaign was those most likely to exceed the speed limit, men ages 18-54.

NHTSA approved a budget of \$149,128 for a 19-day schedule of previously produced ads on broadcast tv/cable, radio, and digital media. The bonus radio ads received totaled an additional \$64,719 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### **Enforcement Period**

- Monday, July 18 to Sunday, July 31, 2022

#### **Advertising Period**

- Paid advertising will run Wednesday, July 13 through Sunday, July 31, 2022

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

- **\$150,000**

#### **Target Audiences**

- Primary Audiences - Influence segment to never exceed the posted speed limit
  - **18 to 34-year-old males**  
The 18 to 34-year-old male target audience is comprised of two generations: Gen Z (18 to 24-years-old) and Millennials (24 to 34-years-old)
  - **Males 16-24**  
Online “almost constantly” with smartphones being the device of choice
- Secondary Audience - Raise awareness and influence segment to obey the speed limit
  - **18 to 34-year-old Spanish-reliant males**

Internet usage continues to be the most-used channel, followed by radio

## Geography

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

### Primary Markets

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

### Secondary Markets

- Conway
- Delta Region

## Media Strategies & Tactics

The campaign aimed to quickly establish broad reach and high frequency to drive awareness of the dangers and consequences of speeding and encourage drivers to slow down on Arkansas roads and highways. Due to the short flight duration, electronic mediums were used so that they could be activated and deactivated quickly. We recommended a multi-platform media mix consisting of traditional and digital strategies to reach the target audience on their preferred channels multiple times throughout the campaign. Within each medium, we implemented the tactics detailed below

### Broadcast TV provided the greatest reach opportunity.

Concentrated on high performing dayparts and programming against Adults 25-54 to reach the greatest number of Arkansans with the *Obey the Sign* message. Sports was included, and prime programming skewed male.

- **Daypart mix:** Local News – 50%, Prime/Sports – 30% and Late Fringe – 20%
- **Key Networks:** ABC, CBS, NBC, CW, and FOX
- **Recommended Broadcast Programming:** Big Brother, X-Games, Holey Moley, NASCAR: Indy, Tonight Show with Jimmy Fallon, ESPY Awards, The Challenge, Shark Beach with Chris Hemsworth, Beat Shazam, PGA Golf, Jimmy Kimmel, MLB All Star Game, MLS Soccer, Schitt's Creek, AMC Moto Cross, NHRA Drag Racing, Superstar Racing
- Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of speeding.
- Nielsen TV ratings data determined which networks and programming will best reach the target audience.

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

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

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

- **Interconnect** and **Dish** was purchased to reach a large number of cable households (297,453 total homes).

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

- Since this medium reaches people in their cars it can be a very effective tool to remind drivers of the dangers and consequences of speeding. According to Nielsen media research data, 77 percent of Men 18-34 listen to radio in their cars.
- Primary Formats: Contemporary Hit Radio, Sports, Country, and Urban
- Dayparts: Morning Drive: 6:00am - 10:00am  
Midday: 10:00am - 3:00pm  
Afternoon Drive: 3:00pm - 7:00pm  
Evening: 7:00pm – Midnight  
Select weekend dayparts
- Nielson Audio ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier

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

**The digital portion of the plan concentrated on the younger male demo segments (18-34 and 16-24) and continued to extend the reach of the *Obey the Sign* message in a medium where nearly 100 percent of Males 18-34 are connected to the internet and consider it an “essential” part of life.** According to the Nielsen Total Audience Report, adults 18-34 spend more time than any other age group with smartphones, at four hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommend are detailed below:

- Utilizing an **ad network** allowed us to have a presence on premium national websites targeted geographically to Arkansas and demographically to males 16-34. With an ad network, we included audience targeting to reach males that enjoy risk-taking behaviors and are more likely to speed. Another tactic we included is ScreenSync technology which allowed us to serve the speed message on the target audience’s tablet or mobile device after it ran on cable or connected TV thus providing an additional layer of reach of the *Obey the Sign* message. According to a recent Nielsen report, 88 percent of U.S. adults are looking at a digital device and watching TV simultaneously. The campaign generated more than 770,000 impressions.
- **Streaming TV** - The *Obey the Sign* message was delivered to our target audiences when they are streaming TV shows, videos and movies via PlayStation Vue, Roku, Apple TV, Xbox, etc. Most teens (84%) -- especially males (92%) -- have access to game consoles. Ads are non-skippable, brand safe and targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion’s display retargeting platform. This allowed us to serve *Obey the Sign* display ads on the target audience’s tablet or mobile device after it was viewed on the big screen via our OTT buy. A minimum of 175,000 OTT impressions ran during the campaign accompanied by 148,200 retargeting display impressions.
- **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2021 Infinite Dial, 176 million U.S. adults – 62% of the population - listened to online audio in the last week and there was a one-hour rise in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the *Obey the Sign* message to reach drivers when they are behind the wheel.
  - We recommended Pandora’s cross-publisher product offering: PAX Audio Everywhere. It enabled us to efficiently reach our audience with audio via Pandora, Soundcloud, TuneIn, and SiriusXM. Men 16-34, and Hispanics 18-34 in Arkansas were targeted on the PAX platform.
  - **Podcasts** continue to increase in popularity and are mostly seeing traction among younger audiences. Males 18-34 now have a reach of 39%. We recommended including iHeartMedia’s Podcast platform given it’s the top podcast publisher. Impressions were served in the Backer, Legend, and Explorer Genres.
  - Over 550,000 impressions were generated from the recommended plan for audio and podcast streaming.
  - **ESPN** – Purchased high impact push-down display banners on the ESPN website and ESPN app. The ads were geo-targeted to Arkansas and reached sports fans in a highly

desired, brand-safe environment. According to the 2020 Doublebase GfK MRI report, ESPN is the third top website that reaches males 18-34. The campaign delivered 250,000 impressions.

- Utilized **Vevo**, the world's largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Generated awareness of the *Obey the Sign* message by reaching Vevo's highly engaged audience viewing premium content featuring the top artists in the world. Over 135,000 impressions were served during the campaign.
- **Hispanic Websites** – *Obey the Sign* display and homepage interstitial ads in the Spanish language were placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

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

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers to slow down on Arkansas roads and highways.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated placement on major highways around Little Rock, North Little Rock, Conway, Pine Bluff, Northwest AR, and Jonesboro.
- The twelve selected boards generated over 7 million impressions during the campaign.

**Budget Summary**

- **By Medium**
  - Broadcast TV: \$32,263 (22%)
  - Cable: \$18,352 (11%)
  - Radio: \$41,772 (28%)
  - Other Radio: \$4,415 (3%)
  - Online: \$37,032 (25%)
  - Out-of-Home: \$15,294 (11%)
- Total: 100%**
- **By Market:**
  - Little Rock: \$32,862
  - Fort Smith/Fayetteville: \$28,493
  - Jonesboro: \$11,561
  - Texarkana: \$9,109
  - Hot Springs: \$3,365
  - El Dorado: \$2,332
  - Conway: \$1,200
  - Delta Region: \$2,185
  - Hispanic: \$4,270
  - Statewide Radio: \$1,425
  - Statewide Digital: \$37,032

Statewide OOH: \$15,294

**Total Estimated Budget: \$149,128****Cost per Point and GRP Levels – Obey the Sign or Pay the Fine.**

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$79.96	\$13.30	\$35.29
Ft. Smith/Fayette	\$69.73	\$15.35	\$24.67
Jonesboro	\$75.10	\$3.80	\$11.38
Texarkana	N/A	\$5.43	\$26.49
El Dorado	N/A	\$3.05	N/A
Hot Springs	N/A	\$3.80	\$12.63
Conway	N/A	\$3.53	N/A

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	739	657	2.7	162.0	61.6%
Ft. Smith/Fayetteville	460	647	2.9	169.0	59.7%
Jonesboro	323	330	2.2	101.0	47.0%
Texarkana	324	324	N/A	N/A	N/A
El Dorado	200	201	N/A	N/A	N/A
Conway	112	112	N/A	N/A	N/A
Hot Springs	115	115	N/A	N/A	N/A
Hispanic	N/A	N/A	N/A	N/A	N/A

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	254	262	6.2	320.2	51.8%
Ft. Smith	248	248	6.8	275	41.0%
Fayetteville	310	310	5.3	209	39.6%
Jonesboro	123	123	6.2	257	41.6%
Texarkana	213	213	6.2	277	45.6%
El Dorado	135	135	N/A	N/A	N/A
Hot Springs	160	160	6.5	232	35.8%
Conway	50	50	N/A	N/A	N/A
Delta Region	38	114	N/A	N/A	N/A
Statewide	414	414	N/A	N/A	N/A
Hispanic	286	292	N/A	N/A	N/A

**Earned Media - \$197,859*****Media Relations***

A news release concerning the July “Obey the Sign or Pay the Fine.” mobilization was distributed to news media statewide resulting in 20 newspaper clippings with an ad equivalency of \$8,859.

***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***

Speed Prevention Campaign  
July 18 - July 31, 2022

#### [Campaign Report](#)

#### **Summary**

- The YouTube ad was served 205,129 times.
- The Facebook ads reached 632,833 users at a frequency of 1.5.
- We saw a cost per 1,000 people reached of \$3.67.

The July Speed Prevention “Obey the Sign” campaign launched July 18, 2022, on Facebook, Instagram, and YouTube. The YouTube video was served 205,129 times. We saw a cost per 1,000 impressions of \$6.45, and the ad received 75 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ads reached 632,833 unique Facebook and Instagram users at a frequency of 1.4 and had an average cost per 1,000 people reached of \$3.67. Facebook ads captured 67 post reactions, 30 post comments, 7 post saves, and 19 post shares. There were 4,624 clicks at a cost per click of \$0.50. From a demographic perspective, the Facebook ads were shown the most to people between the ages of 25-34 and to more men than women.

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

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

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

### **Program Area Results**

During FY22, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for four full-time managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

According to Highway Safety Program Funding Policy, P&A costs are not to exceed thirteen percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 22 P&A expenditures equaled only 3% percent of total 402 expenditures and were matched 50 percent with State funds.

## **PLANNING AND ADMINISTRATION**

**Planned Activity: PA-2022-01**

**Sub-recipient: Arkansas State Police**

Funding for P&A salaries and benefits, travel, and operating expenses. The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). Staff attended meetings and other sessions in the performance of their normally assigned functions. Costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration were as follows: *Salaries and Benefits* - Full-time positions fulfilling management, fiscal, and clerical support functions; *Travel and Subsistence* - Travel and subsistence costs for management and fiscal support personnel; and *Operating Expenses* - Overall operation of the Highway Safety Program.

### **AHSO PUBLIC AWARENESS SURVEY**

**Planned Activity: PA-2022-01**

**Sub-recipient(s): University of Arkansas at Little Rock, Survey Research Center**

The AHSO public awareness survey conducted by the University of Arkansas at Little Rock, Survey Research Center in previous years to track driver attitudes and awareness of highway safety enforcement and communication activities along with self-reported driving behaviors has not been conducted since 2020 due to changes in the administration of the Survey Research Center at UALR. The AHSO is now working with the Survey Research Center at University of Arkansas Fayetteville and is initiating a pilot survey project so that the survey methodology may be adjusted to what will yield the most accurate results utilizing more modern communication systems.

<b>FY22 Mini-STEP Organizations</b>
Alexander Police Department
Barling Police Department
Bauxite Police Department
Baxter County Sheriff's Office
Boone County Sheriff's Office
Bradley Police Department
Cherokee Village Police Department
City of Salem Police Department
Clarksville Police Department
Dallas County Sheriff's Department
Decatur Police Department
Dermott Police Department
Des Arc Police Department
Elkins Police Department
Eureka Springs Police Department
Glenwood Police Department
Goshen Police Department
Grant County Sheriff's Department
Hazen Police Department
Hempstead County Sherriff's Office
Highfill Police Department
Highland Police Department
Independence County Sheriff's Office
Jacksonville Police Department
Little Flock Police Department
Little Rock Police Department
McGehee Police Department
Monticello Police Department
Mountain View Police Department
Newton County Sheriff's Office
Pea Ridge Police Department
Pine Bluff Police Department
Prairie Grove Police Department
Saline County Sheriff's Office
Searcy County Sherriff's Office
Sheridan Police Department
Stone County Sheriff's Department
Sulphur Springs Police Department
Tontitown Police Department
West Fork Police Department
West Memphis Police Department

<b>FY22 STEP Organizations</b>
Arkansas State Police STEP
Ashdown Police Department
Bella Vista Police Department
Benton County Sheriff's Office
Benton Police Department
Bryant Police Department
Carroll County Sheriff Office
Centerton Police Department
Cross County Sheriff Office
Dardanelle Police Department
El Dorado Police Department
Fayetteville Police Department
Fort Smith Police Department
Garland County Sheriff's Office
Harrison Police Department
Hope Police Department
Hot Springs Police Department
Jonesboro PD
Lowell Police Department
Marion Police Department
Mountain Home Police Department
North Little Rock Police Department
Paragould PD
Rogers Police Department
Searcy Police Department
Sherwood Police Department
Siloam Springs Police Department
Springdale Police Department
St. Francis County SO
Texarkana Police Department
Trumann PD
Washington County Sheriff's Office

FINANCIAL REPORTS			
Project		Recipient/Contractor	
1	AL	Administrative Office of the Courts	23,936.65
2	AL/OP	Arkansas Broadcasters Association	75,000.00
3	OP/PS/M2CPS/M8X	Arkansas Children's Hospital	542,959.19
4	RS/TR/PS/M8PE	Arkansas Department of Transportation	482,720.07
5	DD/SE/TR/M2X/M5X/M8PT/M8DDLE	Arkansas State Police Enforcement	857,327.50
6	TR/M3DA	Arkansas State Police eCite	186,659.07
7	TR/M3DA	Arkansas State Police eCrash	382,418.69
8	SE/PT/M2HVE/M5HVE/M7HVE/M8*OP/M8DDLE	Alexander Police Department	1,7085.00
9	M8*TR	Alexander Police Department (eCrash)	69,040.87
10	M5BAC/M8*AL	AR Crime Lab	116,886.56
11	M5BAC/M3DA/M8*AL	AR Dept. of Health	182,822.68
12	OP/SE/M2HVE/M5HVE/M5X/M8*AL/M8DDLE	Ashdown Police Department	62,472.21
13	M3DA/M8*TR	Austin Police Department (eCrash)	34,434.74
14	SE/PT/M2HVE/M5HVE/M7HVE/M8*OP/M8DDLE	Barling Police Department	9,855.84
15	SE/PT/M2HVE/M5HVE/M7HVE/M8*OP/M8DDLE	Bauxite Police Department	4,088.40
16	SE/PT/M2HVE/M5HVE/M7HVE/M8*OP/M8DDLE	Baxter County Sheriff's Office	8,011.46
17	OP/SE/M5X/M8*AL/M8DDLE	Bella Vista Police Department	17,222.63
18	OP/SE/M5X/M8DDLE	Benton County Sheriff's Office	72,223.64
19	M8*TR	Benton County Sheriff's Office (eCrash)	61,421.94
20	OP/SE/M5X/M8*AL/M8DDLE	Benton Police Department	18,169.48
21	M5CS	Benton County DWI Court	1,538.06
22	M5TR	Black River Technical College	137,983.10
23	SE/M2HVE/M5HVE/M7HVE/M8*OP/M8DDLE	Boone County Sheriff's Office	35,307.04
24	SE/M2HVE/M5HVE/M7HVE/M8DDLE	Bradley Police Department	5,985.00
25	OP/SE/M5X/M8DDLE	Bryant Police Department	24,384.69
26	OP/SE/M5X/M8*AL/M8DDLE	Carroll County Sheriff's Office	43,022.68
27	OP/SE/M5X/M8*AL/M8DDLE	Centerton Police Department	30,950.81
28	AL	Criminal Justice Institute	419,872.03
29	SE	Clarksville Police Department	11,846.00
30	M5CS/M8*AL	Craighead County DWI Court	6,540.00
31	OP/PS/PM/SC/MC/M5X/M2PE/M2X M5PEM/M8PE/M11MA	Cranford,Johnson,Robinson & Woods	1,939,737.38
32	M5CS/M8*AL	Crawford County DWI Court	10,205.08
33	OP/SE/M5X/M8*AL/M8DDLE	Cross County Sheriff's Office	30,350.25
34	SE/M2HVE/M5HVE/M7HVE/M8*OP/M8DDLE	Dallas County Sheriff's Office	15,484.82
35	OP/SE/M8*AL/M8DDLE/M5X	Dardanelle Police Department	16,887.91
36	M5HVE	Des Arc Police Department	6,877.38
37	SE/M2HVE/M5HVE/M8DDLE	Decatur Police Department	37,798.23

FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	
38	M8*TR	Decatur Police Department (eCrash)	37,205.49
39	DD/OP/SE/M5X	El Dorado Police Department	20,037.04
40	SE/M2HVE/M5HVE/M8DDLE	Elkins Police Department	27,231.41
41	SE/M2HVE/M5HVE/M8DDLE	Eureka Springs Police Department	6,081.77
42	M8*TR	Eureka Springs Police Department (eCrash)	27,105.27
43	DD/OP/SE/M5X	Fayetteville Police Department	130,041.46
44	DD/OP/SE/M5X	Fort Smith Police Department	24,502.56
45	M5CS/M8*AL	Garland County DWI Court	19,954.67
46	DD/OP/SE/M5X	Garland County Sheriff's Office	67,170.92
47	M8*TR	Gentry Police Department (eCrash)	64,919.70
48	M8*TR	Glenwood Police Department (eCrash)	48,232.80
49	SE/M2HVE/M5HVE	Goshen Police Department	17,204.66
50	SE/M2HVE/M5HVE/M8DDLE	Grant County Sheriff's Office	36,497.07
51	DD/OP/SE/M5X	Harrison Police Department	23,300.13
52	SE/M2HVE/M5HVE/M8DDLE	Hazen Police Department	17,299.23
53	SE/M2HVE/M5HVE/M8DDLE	Hempstead County Sheriff's Office	930.11
54	SE/M2HVE/M5HVE/M8DDLE	Highfill Police Department	2,453.57
55	SE/M2HVE/M5HVE/M8DDLE	Highland Police Department	19,826.05
56	DD/OP/SE/M5X	Hope Police Department	16,612.44
57	DD/OP/SE/M5X	Hot Springs Police Department	29,518.20
58	SE/M2HVE/M5HVE/M8DDLE	Independence County Sheriff's Office	24,092.96
59	M5CS/M8*AL	Independence County DWI Court	50,419.36
60	SE/M2HVE/M5HVE/M8DDLE	Jacksonville Police Department	4,408.80
61	M8*TR	Johnson Police Department (eCrash)	36,867.77
62	DD/OP/SE/M5X	Jonesboro Police Department	49,353.12
63	SE/M2HVE/M5HVE/M8DDLE	Little Flock Police Department	18,635.44
64	DD/OP/SE/M5X	Lowell Police Department	38,768.52
65	DD/OP/SE/M5X	Marion Police Department	15,230.69
66	SE/M2HVE/M5HVE/M8DDLE	McGehee Police Department	5,291.22
67	DD/OP/SE/M5X	Mountain Home Police Department	45,193.01
68	SE/M5HVE	Monticello Police Department	22,453.30
69	SE/M2HVE/M5HVE/M8DDLE	Mountain View Police Department	20,375.12
70	M8TR	Newton County Sheriff's Office	4,202.17
71	DD/OP/SE/M5X	North Little Rock Police Department	11,715.57
72	DD/OP/SE/M5X	Paragould Police Department	16,164.94
73	SE/M2HVE/M5HVE/M8DDLE	Pea Ridge Police Department	11,687.78
74	M8*TR	Pike County Sheriff's Office (eCrash)	35,109.00
75	SE/M2HVE/M5HVE/M8DDLE	Pine Bluff Police Department	18,050.60

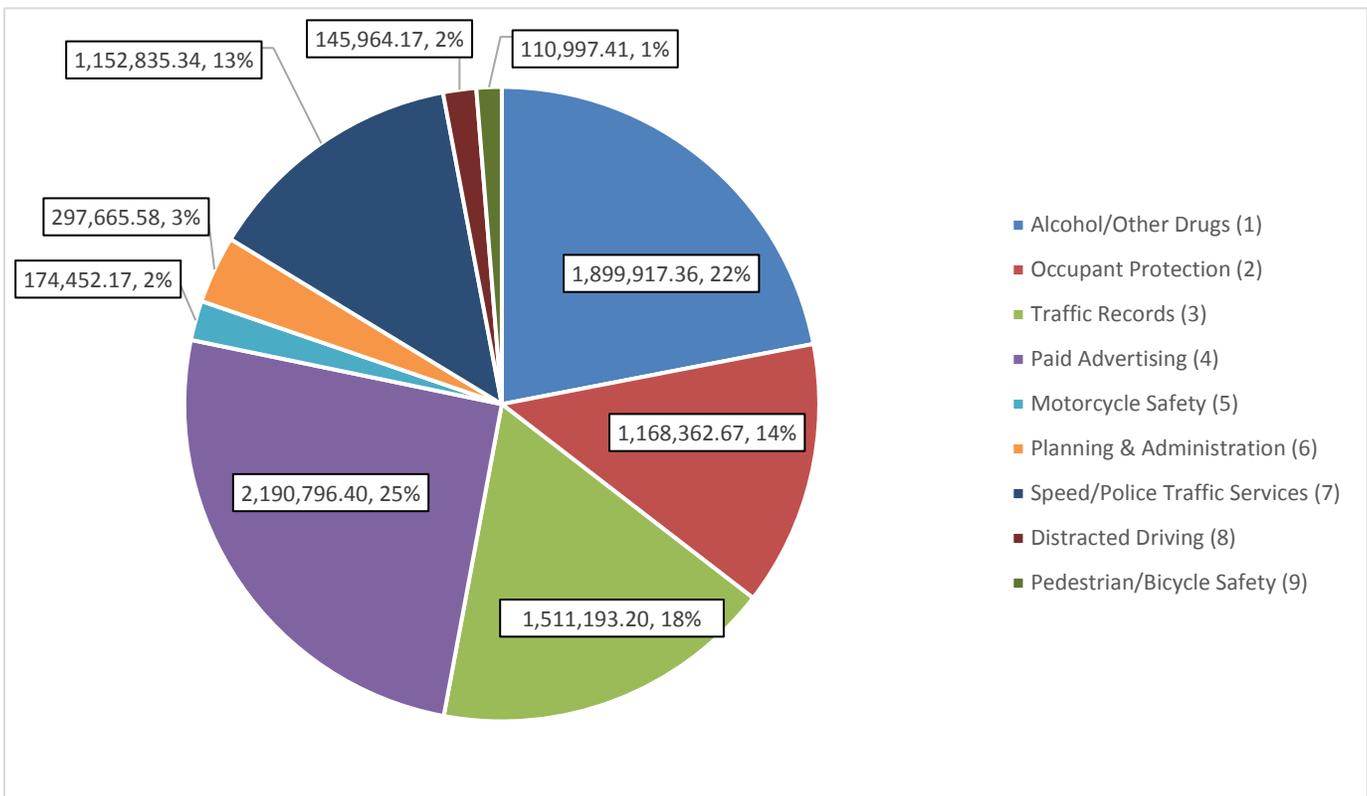
FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	
76	M3DA/M8*TR	Pine Bluff Police Department (eCrash)	144,622.53
77	SE/M2HVE/M5HVE/M8DDLE	Prairie Grove Police Department	18,388.36
78	M5CS/M8*AL	Pulaski County DWI Court	7,629.15
79	DD/OP/SE/M5X	Rogers Police Department	15,529.07
80	SE/M2HVE/M5HVE/M8DDLE	Salem Police Department	1,550.00
81	SE/M2HVE/M5HVE/M8DDLE	Saline County Sheriff's Office	7,497.88
82	SE/M2HVE/M5HVE/M8DDLE	Searcy County Sheriff's Office	1,395.62
83	DD/OP/SE/M5X	Searcy Police Department	15,142.51
84	M5CS/M8*AL	Sebastian County DWI Court	14,943.10
85	SE/M2HVE/M5HVE/M8DDLE	Sheridan Police Department	49,847.83
86	DD/OP/SE/M5X	Sherwood Police Department	19,994.13
87	DD/OP/SE/M5X	Sherwood DWI Court	1,073.92
88	DD/OP/SE/M5X	Siloam Springs Police Department	43,139.18
89	M7AL/M7OP/M7TR	SHI Int. Corp.	47,725.24
90	M5CS/M8*AL	South Arkansas DWI Court	5,671.88
91	DD/OP/SE/M5X	Springdale Police Department	53,373.89
92	DD/OP/SE/M5X	St. Francis County Sheriff's Office	47,984.53
93	SE/DD/M2HVE/M5HVE	Stone County Sheriff's Office	11,760.09
94	M8*TR	Stone County Sheriff's Office (eCrash)	41,380.02
95	SE/M2HVE/M5HVE/M8DDLE	Sulphur Springs Police Department	292.50
96	DD/OP/SE/M5X	Texarkana Police Department	26,352.30
97	SE/M2HVE/M5HVE/M8DDLE	Tontitown Police Department	29,352.30
98	DD/OP/SE/M5X	Trumann Police Department	3,076.50
99	OP/TR	University of Arkansas Fayetteville	164,761.50
100	M5CS/M8*AL	Van Buren DWI Court	11,237.45
101	DD/OP/SE/M5X	Washington County Sheriff's Office	18,412.92
102	SE/M2HVE/M5HVE/M8DDLE	West Fork Police Department	16,919.80
103	SE/M5HVE	West Memphis Police Department	9,340.12
<b>2022 TOTAL</b>			<b>7,892,065.32</b>

### FISCAL YEAR 2022 ARKANSAS APPROVED EQUIPMENT

Agency	Quantity	Item Detail	Estimated Cost Each	Total Est. Cost	Funding Source	Planned Activity & Project Numbers	Purchased	Actual Cost
Arkansas Dept of Health – Office of Alcohol Testing	1	Gas Chromatography Chem Station System Upgrade (Software & License)	7,500	7,500	405e	AL-2022-09 M8-AL-2022-09-09-01	Yes	6,795.93
Black River Technical College	1	Ocular Data System DAX Evidence Recorder	6,000	6,000	405d	AL-2022-10 M5TR-2022-10-10-01	Yes	5,482.01

**FISCAL YEAR 2022 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES**

<b>Alcohol/Other Drugs (1)</b>	\$	1,899,917.36
<b>Occupant Protection (2)</b>	\$	1,168,362.67
<b>Traffic Records (3)</b>	\$	1,511,193.20
<b>Paid Advertising (4)</b>	\$	2,190,796.40
<b>Motorcycle Safety (5)</b>	\$	174,452.17
<b>Planning &amp; Administration (6)</b>	\$	297,665.58
<b>Speed/Police Traffic Services (7)</b>	\$	1,152,835.34
<b>Distracted Driving (8)</b>	\$	145,964.17
<b>Pedestrian/Bicycle Safety (9)</b>	\$	110,997.41
<b>Total</b>	\$	<b>8,652,184.30</b>



- (1) Alcohol/Other Drugs Program includes Sections 402, 405d, 405e, and 405d Int expenditures.
  - (2) Occupant Protection Program includes Sections 402, 405b, 405e, and 405d Int expenditures.
  - (3) Traffic Records Program includes Sections 402, 405c, and 405e expenditures.
  - (4) Paid Advertising includes Sections 402, 405b, 405d, and 405e expenditures.
  - (5) Motorcycle Safety Program includes Sections 402, and 405f expenditures.
  - (6) Planning and Administration includes Sections 402, 405d, and 405d Int 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 expenditures.
- No Safe Community funds were expended in fiscal year 2022.

**LEGISLATIVE ACTION**

The legislature did not meet in 2022.

## **Noteworthy Accomplishments and Results**

**High-Five Program** Arkansas was one of two states selected to participate in the implementation of pilot projects for the High-Five Program created by the Iowa Governor's Traffic Safety Bureau (GTSB) in January of 2014. The concept of the program is to increase seat belt compliance rates and decrease overall serious crashes in rural areas through a multi-disciplinary approach involving enforcement, education, and engineering. AHSO staff participated in several planning sessions along with a project oversight board before the High Five Kickoff Event was held in June 2022. Five rural counties were selected based on data supplied by the AHSO and ArDOT in conjunction with FARS and statewide data. Each of the five counties had significant crash rates and below average seat belt compliance rates. County Sheriff's Offices and Arkansas State Police are conducting enforcement of seat belt laws. Information cards and fliers are being handed out in the 5 counties to educate the public about the High Five Project and the importance of seat belt usage. The project will also involve a partnership with ArDOT to conduct road assessments in the selected counties and assist in making necessary improvements. The project will be completed in June 2023.

**National Parks Event - Labor Day** The NHTSA Region 7 Office partnered with the National Park Service (NPS) and the Arkansas Highway Safety Office (HSO) to kick-off the *Drive Sober or Get Pulled Over* enforcement and media campaign in Hot Springs National Park, Arkansas on September 2, 2022. Adam Kelsey, NPS Law Enforcement Liaison, and Chief Jeffrey Johnson, Chief Park Ranger opened with a welcome and overview of the park. Susan DeCourcy, Regional Administrator Region 7 and Major Forrest Marks, Acting Lieutenant Colonel, Arkansas State police gave remarks on how important the partnership is between NHTSA, NPS, law enforcement and the HSO in bringing awareness to our communities about the dangers of impaired driving in and around National Parks. The media event also had two Drug Recognition Experts speak, Trooper Justin Parker and Park Ranger Peter Malionek who discussed their role in identifying drivers who are under the influence of drugs and provided support in the Breath Alcohol Testing Mobile Unit that helped remove drug impaired drivers off the roads.

**Pedestrian and Bicyclist Safety Outreach Efforts** On November 8<sup>th</sup>, 2022, the ACH held an AR Challenge Leadership Conference in Benton, which was partially funded and attended by the AHSO. A portion of this conference was dedicated to promoting pedestrian & bicycle safety to high schoolers from around the state in attendance. The AHSO communicated with Dr. John Landosky, Bicycle Pedestrian Coordinator with the City of Little Rock, to hold a session for his "Friendly Driver" education program which teaches drivers how to safely operate a motor vehicle around bicyclists and pedestrians. COVID-19 restrictions brought challenges to holding an in-person session for the AHSO staff, but it is hopeful that the continued easing of these restrictions will bring an opportunity to hold this course in-person. Dr. Landosky also presented the "Friendly Driver" course at the ArDOT Transportation Research Conference (TRC) on May 24<sup>th</sup>, 2022, which the AHSO attended. The AHSO began talks with Alliance Highway Safety in February 2022 to attend events with large populations of pedestrians and/or bicyclists in attendance to promote pedestrian/bicycle safety. Planning is ongoing for this initiative.

**Motorcycle Outreach Efforts** The AHSO continued efforts to promote motorcycle safety alongside Alliance Highway Safety in 2022. On June 17<sup>th</sup>, the AHSO delivered a motorcycle simulator to Alliance to be used during their attendance at future motorcycle rallies. The simulator was utilized at a number of events in 2022 with positive feedback from rally attendees. The AHSO attended the Motorcycle Safety Awareness Proclamation signing in May with Governor Asa Hutchinson and members of American Bikers Aimed Toward Education (ABATE) Arkansas to promote Motorcycle Safety Awareness Month. Currently, the position of Motorcycle Safety Foundation (MSF) Safety Coordinator for the State of Arkansas remains vacant. The AHSO continues to work with the MSF national office in 2023 to try and fill this position. The AHSO began talks with the Arkansas

Department of Finance & Administration (DF&A) – Office of Driver Services to discuss mailing pamphlets to all registered motorcycle owners in Arkansas encouraging them to get their Class M motorcycle endorsement on their driver's license and decrease the number of crashes involving non-endorsed motorcyclists in Arkansas. Further communication on this initiative is ongoing. In August 2022, the AHSO made another step in revising the motorcycle skills exam offered by Arkansas State Police (ASP) to reflect the exercises recommended and tested by the MSF. The AHSO met with the ASP Highway Patrol Administration to introduce our recommendation for the skills exam. Further communication on this initiative is ongoing. The AHSO worked alongside the IT department of the Arkansas Department of Public Safety (DPS) to update the ADVANCE data system for easier accessibility to view motorcycle-specific crash report inquiries. The AHSO also attended the July ABATE meeting to rebuild relationships between the two offices. Future communications between our offices may include a reestablishing of the Arkansas Motorcycle Safety Advisory Committee (AMSAC) in 2023.

**AHSO Annual Conference** is in the preliminary planning stages of an annual conference for FY23 after being stalled for 2 years due to COVID related issues. The Conference will provide information on Highway Safety issues in Arkansas along with breakouts and training sessions that address how to make application for Highway Safety funding through the eGrant system and how to utilize and access citation data and crash information on both the eCite and eCrash systems, as well as the Arkansas Department of Transportation's ACAT system. The AHSO Public Information and Education Program Manager reached out to Angela Freemyer at the University of Missouri to explore their role in planning the Missouri statewide conference and how Arkansas might be able to access and coordinate similar support for our conference planning efforts.

**Laura Bailey – Award At LifeSavers** At the 2022 Lifesavers Conference in Chicago, Illinois, NHTSA recognized 11 NHTSA Public Service Award winners and one Lifetime Achievement Award winner. Long-time Arkansas Highway Safety Office partner Laura Bailey, Environmental Branch Chief, Office of Alcohol Testing with the Arkansas Department of Health received a Public Service Award “for tireless efforts to improve ignition interlock programs in Arkansas and across the United States.”

**CPS Regions Conference Springdale - The** Arkansas Children's Hospital hosted a regional CPS conference in Rogers, Arkansas from July 27-30, 2022, 14 sessions were offered to 130 registered attendees.

**Mini-Step Program** - To promote rural law enforcement participation in federal and state safety campaigns law enforcement agencies were contacted and encouraged to submit Mini-STEP applications pledging a commitment to work mobilizations. Funding was approved for forty-one (41) agencies in 2022.

**eGrant System-** Continued development and implementation of an eGrant system. AHSO contracted with AGATE Software Inc. to create a web-based grants management system. The system was implemented in March 2019. The AHSO can now create grants, proposal solicitations, application reviews and application approval, generate agreements, project reporting and program monitoring electronically. AGATE is in the process of upgrading their core software system and phasing out support for the system that AHSO is currently using. AHSO will continue evaluating AGATE's new system during 2023 to determine if they should purchase the upgraded system, purchase a different software solution or continue using the current system with limited support.

**Traffic Records- Crash Entry** - AHSO Traffic Records made great progress in eliminating the crash entry backlog. As of September 2022, crash entries continue to be up to date. Approximately 95% of Arkansas agencies are currently submitting crash reports through eCrash. (see ***eCite and eCrash*** section below)

**eCite and eCrash** - A partnership with ArDOT resulted in a second RFP to assist local law enforcement agencies with equipment and facilitate participation in the eCrash system. In 2022, all troops at Arkansas State Police utilized the eCrash system and the number of local agencies using eCrash increased from 144 to 185. In 2022, 185 agencies are currently live on the system. In addition to all ASP troops, 197 local law enforcement agencies have been trained on eCite.

**STEP and Mini STEP**

In FY 2022, results of these strategies and hard work promoting the STEP and Mini STEP programs have demonstrated the following: The last four years have shown a 50% increase in law enforcement (LE) participation, shifting from 32 law enforcement agencies in FY 2016 to 71 law enforcement agencies participating in STEP mobilizations across the State in FY 2022. Issues related to the COVID pandemic, and a lack of law enforcement officers have impacted these efforts. However, expanded enforcement efforts in more rural areas where data shows 70% of Arkansas's overall fatalities occur seem to be having a positive impact (via SB use rate increases in local surveys. Lower DUI numbers etc.).

<b>Total Citations</b>	<b>FY21</b>	<b>FY22</b>
DWI Citations	10,896	10,617
Seatbelt Citations	9,982	8,716
Speeding Citations	68,123	60,119
Distracted Driving Citations	807	1,064

**Communication and Outreach** – The AHSO was able to communicate their mission of reaching zero fatalities on Arkansas roadways throughout the state by interacting with various law enforcement agencies and traffic safety partners using the effective AHSO logo, slogan, and information on the TZDArkansas.org website. This increase in shared information and communication allowed the AHSO to reach more people and further develop the goals of the Highway Safety Office to reduce traffic fatalities and serious injuries. The AHSO Public Information/Education Program Manager joined the High Five Rural Traffic Safety Project as a communications liaison for local law enforcement agencies to get assistance with social media content and publicity. These involvements allowed the Arkansas Highway Safety Office to expand their communication efforts and raise awareness of traffic safety practices throughout the state.

**Seat Belt Usage Rate** The results of the most recent observational seat belt use survey showed a use rate of 74.1%, a disappointing 10% drop-in seat belt usage rates, which is a stark contrast to the local survey results for our STEP and Mini-STEP agencies. STEP and Mini-STEP projects conducted pre and post seat belt use surveys around the CIOT mobilization. These pre and post surveys showed a 4% increase in seat belt use for sustained STEPs and a 4% increase in seat belt use for mini-STEPs.

This decline may be a result of the survey site reselection this year. The new sites are more rural and there is a need for more enforcement. We plan to increase enforcement and publicity in these new counties to improve seat belt use.