

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS

Federal Fiscal Year 2010



Prepared by the:

**Arkansas State Police
Highway Safety Office**

TABLE OF CONTENTS

<u>SECTION</u>	<u>P A G E</u>
Executive Summary	1
Introduction	3
Overall Highway Safety Program	4
Program Results	5
Core Outcome Measures - Five Year	6
Public Awareness Survey	7
Program Areas	9
Alcohol/Other Drug Countermeasures Program	9
Arkansas AL Paid Media/Earned Media Report	15
Occupant Protection Program	35
Arkansas OP Paid Media/Earned Media Report	38
Speed Enforcement/Police Traffic Services	48
Traffic Records Program	49
Rail/Highway and Roadway Safety Program	51
Motorcycle Safety Program	53
Pedestrian Safety	55
Teen Driver	56
Planning and Administration	57
Financial Reports	58
Federal-aid Contracts/Agreements	58
Chart of Highway Safety Plan Expenditures	59
Legislative Actions	60
Noteworthy Accomplishments	63
Looking Toward the Future	64

EXECUTIVE SUMMARY

Highlights

- Traffic fatality rate for 2009 is unchanged at 1.8
- Total fatalities declined from 600 in 2008 to 585 in 2009
- Alcohol-related fatalities decreased from 170 in 2008 to 168 in 2009
- Arkansas' seat belt use rate increased from 74.4% in 2009 to 78.3% in 2010

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

The cooperative and concentrated efforts involving these programs required strong commitment and partnerships critical to the overall success of Arkansas' traffic safety program in FY 2010. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) provide valuable information and assistance to the AHSO. A multitude of state and local agencies/organizations play integral roles in Arkansas' highway traffic safety program. They include, but are not limited to the following:

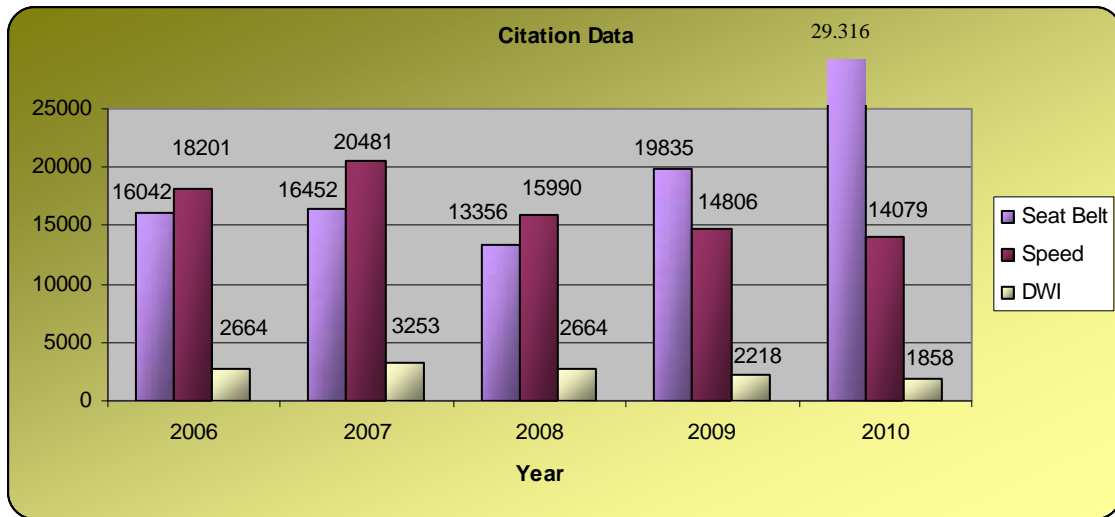
- Criminal Justice Institute
- Arkansas Highway Police
- Arkansas Crime Laboratory
- Arkansas Department of Health
- Local Law Enforcement Agencies
- Arkansas Department of Education
- Arkansas Crime Information Center
- Arkansas Administrative Office of the Courts
- Arkansas Office of the Prosecutor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

The HSO also collaborates with the following groups:

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

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

Particular attention was focused on impaired driving and occupant protection issues through the Selective Traffic Enforcement Projects (STEPS). These projects were emphasized with active participation by approximately 34 Arkansas law enforcement agencies around the State. The following chart shows the citations issued by STEP projects over the last five years.



Law Enforcement projects included high visibility sustained enforcement of alcohol, occupant protection and speed limit laws. The national mobilizations of “Click it or Ticket” (CIOT) and “Drunk Driving. Over the Limit, Under Arrest” also benefited from the greater participation of local agencies and targeted media campaigns. Targeted media included paid television, radio and billboard advertisements.

This 2010 AHSO Annual Report provides a specific description of the activities undertaken in the identified traffic safety program areas during FY 2010. The report is broken down into six major sections: Graphs depicting Rates and Trends; a summary of Goals and Objectives; Program Area Summaries; General Area Summaries; Paid Media Summaries; and Financial Summaries.

INTRODUCTION

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

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

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

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year (FY) 2010, the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

- **402** *State and Community Highway Safety Grant*
- **405** *Occupant Protection*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive Grant*
- **406** *Safety Belt Performance Grant*
- **154** *Alcohol Open Container Requirement*
- **408** *State Traffic Safety Information System Improvement Grant*
- **2010** *Motorcycle Safety Incentive Grant*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$8.5 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on page 58. Approximately \$9.2 million in Federal-aid funds were expended for the entire program. A graph on page 59 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 37 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY 2010 Performance Plan, the overall program goals for Arkansas' Highway Safety Program were as follows:

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

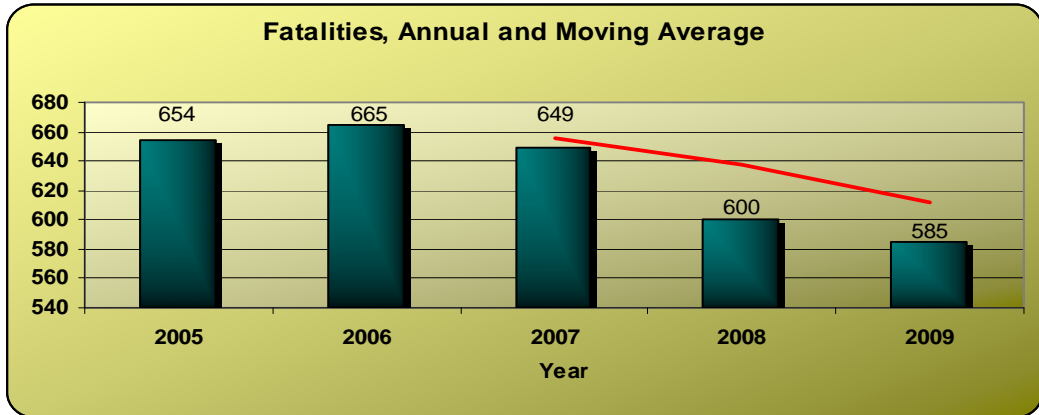
- State fatality rate from 1.8 per 100 million vehicle miles (MVM) traveled as recorded in 2008 to 1.7 per 100 MVM traveled by 2010.
- Total Fatalities in the state from 600 in 2008 to 550 in 2010
- Reduce the number of serious injuries from 12,723 in 2008 to 11,832 in 2010

	2008	2009	% Change
Fatalities	600	585	-1.3%
Fatality Rate*	1.8	1.8	0.0%
Injuries (2 & 3 only)	12,723	13,292	4.4%
*per 100 Million vehicle miles traveled			
**Injury code 2 is incapacitating injury, code 3 is non-incapacitating injury			

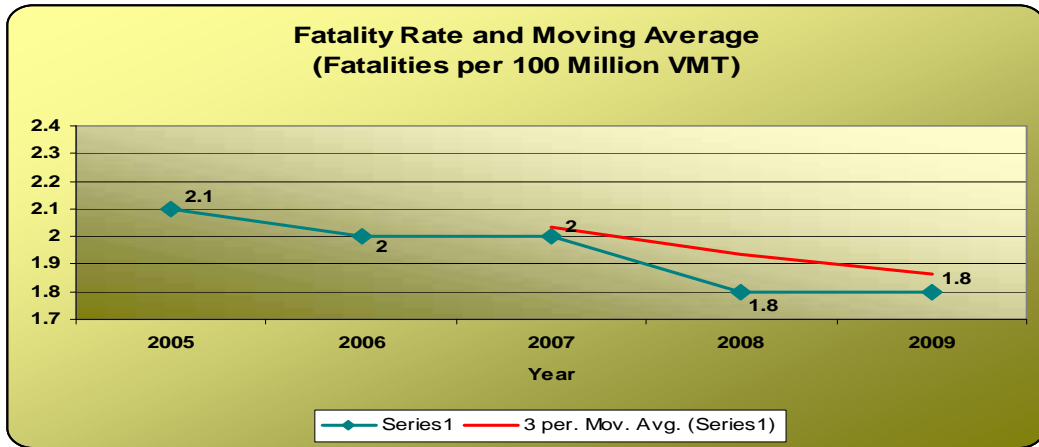
The charts on page 5 shows fatalities and injuries for the years 2005 through 2009. The core outcome, behavior and activity measures for the same time period are provided on page 6. A summary of each program area is provided on pages 9 through 57 of this report.

FATALITIES AND RATES

Statewide Fatalities



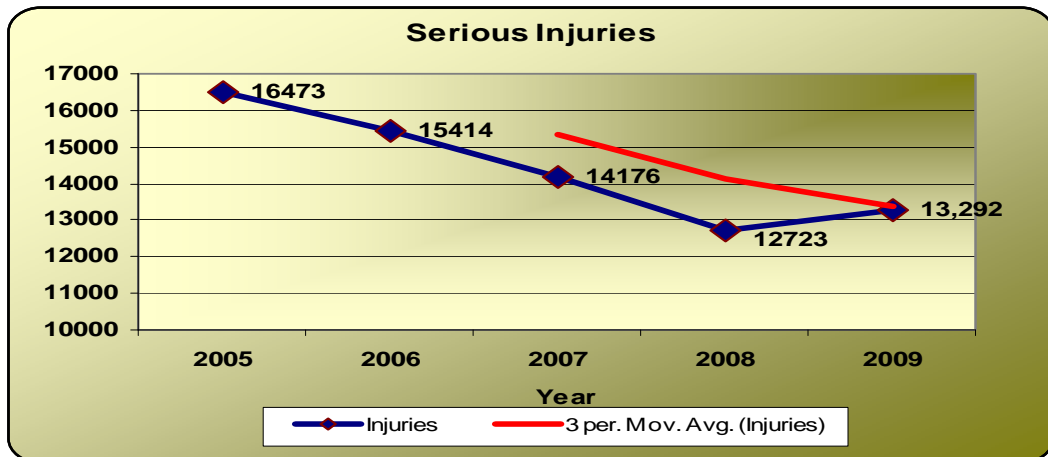
FATALITY RATE (FATALITIES PER 100 MILLION VMT*)



- Vehicle Miles Traveled

INCAPACITATING AND NON-INCAPACITATING INJURIES

STATEWIDE NONFATAL INJURIES



	Calendar Years				
Core Outcome Measures	2005	2006	2007	2008	2009
C-1: Traffic Fatalities (FARS)	654	665	649	600	585
C-2: Serious Traffic Injuries (TARS)	16,473	15,414	14,176	12,723	13,292
C-3: Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	2.05	2.01	1.96	1.81	1.80
C-3: "Rural" Mileage Death Rate (Rural Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	2.64	2.49	2.47	2.25	2.20
C-3: "Urban" Mileage Death Rate (Urban Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.04	1.26	1.17	1.17	0.85
C-4: Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	312	303	274	266	247
C-5: Alcohol Impaired Driving Fatalities (Fatalities involving a driver or a motorcycle operator with a BAC of .08 and above) (FARS)	180	200	181	170	168
C-6: Speeding Related Fatalities (FARS)	106	96	64	63	105
C-7: Motorcyclist Fatalities (FARS)	63	76	80	68	70
C-8: Unhelmeted Motorcyclists Fatalities (FARS)	30	56	48	37	34
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	115	127	120	103	89
C-10: Pedestrian Fatalities (FARS)	37	31	45	45	36
Core Behavior Measure	2006	2007	2008	2009	2010
B-1: Seat Belt Use Rate (statewide Observational surveys for passenger Vehicles, front seat outboard occupants)	69.3	69.9	70.4	74.4	78.3
Activity Measures	FY2006	FY2007	FY 2008	FY2009	FY2010
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities	16,042	16,452	13,356	19,835	29,316
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities.	2,664	3,253	2,664	2,218	1,858
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities	18,201	20,481	15,990	14,806	14,079

PUBLIC AWARENESS SURVEY RESULTS

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

Survey question recommendations from the NHTSA-GHSA working group

Impaired driving

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

Almost all (92%) of the respondents interviewed said they have “Never” driven a motor vehicle within 2 hours after drinking alcohol in the past 30 days.

A-2: In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

Approximately 6 out of 10 (61%) Arkansans said they were aware of some type of impaired or drunk driving enforcement by police in the last 30 days.

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

When respondents were asked what the chances were that someone would get arrested if they drive after drinking, around 3 out of 10 (32%) said this was likely to occur “Half of the time.” This response was followed closely with 28% of Arkansans who said this would occur “Most of the time.”

Seat belt use

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

When Arkansans were asked how often they wear their seat belt when driving, the majority (82%) of those interviewed said they wear their seat belt “Always” or “Most of the time” while driving.

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

Around 6 out of 10 of Arkansans surveyed said they had not read, seen, or heard of any special effort by police to ticket drivers in their community for seat belt violations.

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

Close to one-half (48%) of all respondents thought the chances of getting a ticket for not wearing a seat belt was likely "Always" or "Most of the time."

Even those respondents who thought the likelihood of getting a ticket was not as high still believed it would happen, either "Half of the time" (20%) or "Rarely" (24%).

Speeding

S-1a.** On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

Arkansans were asked how often they drive above the speed limit on local roads when the speed limit is set at 30 miles per hour. Four (4) out of 10 (44%) of those surveyed said they have exceeded the speed limit in this case "Rarely."

S-1b.** On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

Arkansans were asked how often they drive above the speed limit in cases when the speed limit is set at 65 miles per hour. Forty-two percent (42%) of those surveyed said they have exceeded the speed limit "Rarely." Similarly, around 3 out of 10 (31%) said they "Never" drive faster than 70 miles per hour in this case.

S-2: DMV-S15. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

The majority (70%) of Arkansans surveyed said they did not recall reading, seeing, or hearing anything about speed enforcement efforts by police.

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

Responses were mixed when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit. Roughly 3 out of 10 (33%) respondents said the likelihood of getting a ticket was either "Most of the time" or "Half of the time."

PROGRAM AREAS

ALCOHOL COUNTERMEASURES PROGRAM

Program Area Goal

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

- To reduce the number of alcohol-related fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher from 170 alcohol-related fatalities as recorded in 2008 to 154 alcohol-related fatalities by 2010.

Program Area Results

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

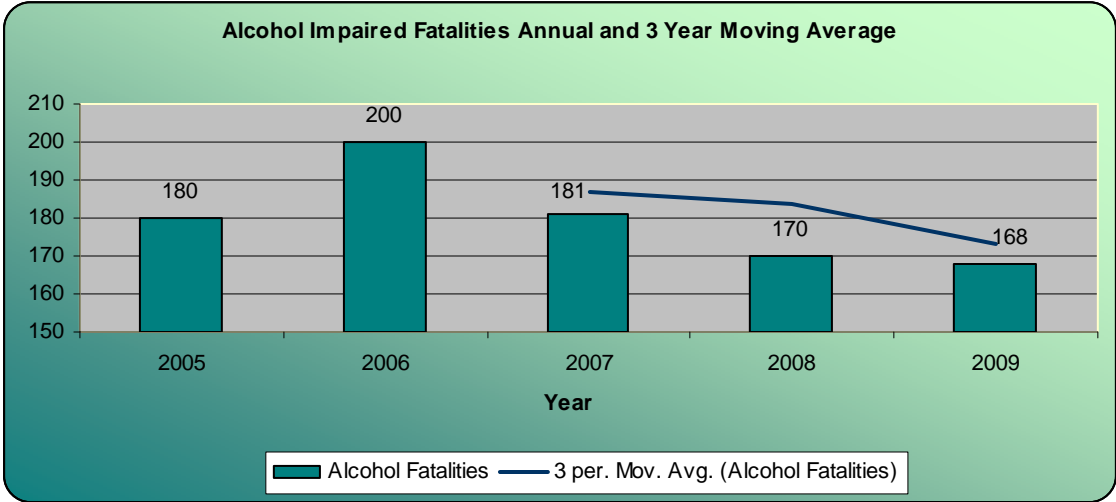
In 2006 alcohol-related fatalities were at 200. This rate decreased to 181 in 2007 and again to 170 in 2008. In 2009 there were 168 alcohol fatalities. The charts on page 11 show the trend of Arkansas' alcohol-related fatalities and fatality rate per 100 Million VMT over a five-year period. Arkansas alcohol related fatalities are currently at 29% which is below the National percentage rate of 32%.

Alcohol related fatalities have continued a downward trend since 2006. The State experienced a decrease from a five-year high of 200 in 2006. The alcohol-related fatality rate is currently .51 per 100 MVMT for 2009.

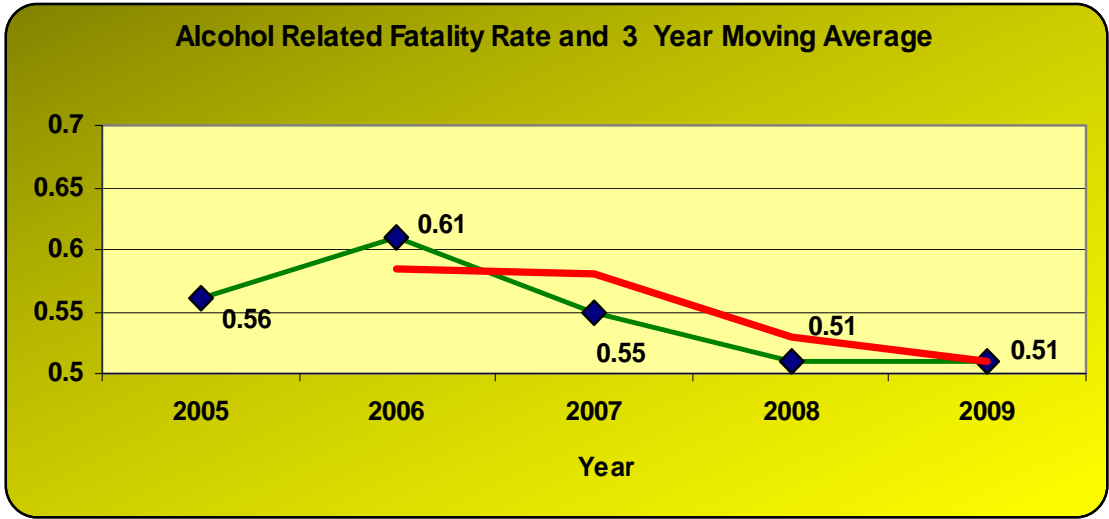
Strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State, appear to be a successful combination, as shown by these improved numbers. Continued valuation of crash data and project evaluations will be used to target areas and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

ALCOHOL RELATED FATALITIES AND RATES

ALCOHOL-RELATED FATALITIES



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



* Vehicle Miles Traveled

Project Results

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all occupant protection laws. 418 law enforcement officers completed the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curriculum during the project. In addition to the officers trained in the full SFST/TOPS courses, 301 law enforcement officers received SFST Refresher training. CJI hosted a statewide Drug Recognition Expert training that 105 officers attended. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 60 prosecutors and law enforcement officers. A DRE Instructor Development course was offered with 4 officers completing the process. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 39 officers completing those courses.

The Administrative Office of the Courts of the Supreme Court of Arkansas (AOC) provided a three day training seminar in Hot Springs, Arkansas to approximately 90 Arkansas district court judges. The course content included "Traffic Issues of the 21st Century" with topics such as best practices in sentencing hardcore and repeat DUI defendants, recognizing the differences between first time DWI offenders, special considerations when dealing with the self-represented litigant, the non-U.S. citizen defendant, and tools for the judge in avoiding federal censor when dealing with CDL holders.

The project provided training and the costs associated therewith for 7 judges to attend the American Bar Association's Traffic Safety Seminar in Providence, Rhode Island, October 13-16 2009.

The project also provided training for the Sherwood DWI Court in Springfield, Missouri, April 25-28 2010. This included instruction in planning and implementing a DWI court according to the National Drug Court Institute's 10 Guiding Principles of Operating a DWI Court.

The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT) provided travel, meals, lodging and registration to send two OAT staff to attend the 5-day annual conference of the International Association for Chemical Testing (IACT) in Dallas, Texas in April of 2010. This training was designed to deal with various aspects of alcohol testing, highway safety, and other issues involving forensic testing for alcohol and other drugs.

The project provided travel, meals, lodging and registration to send the Director of the Office of Alcohol Testing and one chemist to attend a three day Breath Alcohol Ignition Interlock Devices (BAIIDS) Meeting in October 2009 in Oklahoma. Included in the discussion topics were: violation definitions, device certifications, configuration profiles, reporting, inspections and program funding.

The project also provided for the Director of the Office of Alcohol Testing to attend the October 23, 2009 meeting of the National Safety Council's (NSC) Committee on Alcohol and Other Drugs (COAD). COAD has been active in making recommendations for the control of the drinking and driving problem, including legislation, enforcement, education, chemical testing equipment, training of testing personnel, and other aspects of alcohol countermeasure programs since 1936. The Director sits on the Executive Board of the committee.

Crowley's Ridge Development Council sponsored a chemical-free event as part of the annual two-day youth conference training which hosted 300 students with 65 adult sponsors. This represented 43 schools. Training was provided to students on how to conduct these events. Three DUI workshops were hosted and information was provided on seat belt, bicycle helmets and safe driving practices.

A follow-up Summit Conference was not held at the end of the year because the contractor terminated the project due to lack of funding for the project director.

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,041,200.96, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of almost 14 times the contract amount of \$75,000.

Thirty-four year long **Selective Traffic Enforcement Projects (STEPS)**, which emphasized the enforcement of DWI/DUI laws, were conducted utilizing both Section 402 and 410 funds. These projects conducted sustained enforcement throughout the year as well as participated in four State and the national Labor Day "Drunk Driving: Over the Limit, Under Arrest" crackdowns. The projects had the goal of either maintaining or reducing the number of alcohol related fatalities. The primary objectives of the projects were to achieve one DWI/DUI arrest per eight hours of enforcement for municipal STEPs and one DWI/DUI arrest per twelve hours for County STEPs. The contracted projects completed the year with the results documented in the chart on the following page.

AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	2010 AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED FATALITIES ⁽¹⁾	
		2008	2009
Benton County Sheriff's Office	8.3	6	1
Benton Police Department	9.6	1	3
Bentonville Police Department	9.0	1	0
Blytheville Police Department	6.3	0	0
Bryant Police Department	7.7	0	0
Camden Police Department	6.8	1	0
Conway Police Department	7.5	1	1
Dardanelle Police Department	13.4	0	1
Faulkner County Sheriff's Office	12.5	7	4
Fayetteville Police Department	4.8	4	3
Fort Smith Police Department	7.8	5	7
Greenwood Police Department	5.3	0	0
Harrison Police Department	7.8	0	1
Hope Police Department	8.3	1	0
Hot Springs Police Department	7.5	0	1
Jacksonville Police Department	9.8	3	0
Jonesboro Police Department	5.6	2	3
Little Rock Police Department	7.7	20	7
Lonoke County Sheriffs Office	13.0	4	4
Marion Police Department	15.7	0	4
Maumelle Police Department	15.5	1	0
Mountain Home Police Department	11.4	0	0
North Little Rock Police Department	9.4	1	5
Osceola Police Department	16.0	0	0
Paragould Police Department	8.4	0	0
Pulaski County Sheriff's Office	7.6	30	16
Saline County Sheriffs Office	18.3	5	6
Sherwood Police Department	6.8	1	2
Springdale Police Department	5.2	3	0
Texarkana Police Department	5.6	2	1
University of Central Arkansas	8.8	0	0
Van Buren Police Department	6.9	1	0
Washington County Sheriffs Office	7.9	13	7
West Memphis Police Department	7.9	0	0

The **Arkansas State Police (ASP)** participated in the National "Drunk Driving. Over the Limit, Under Arrest" campaigns as well as the state campaigns conducted during 2010. The ASP purchased portable

2010 ASP DWI ENFORCEMENT	
DWI/DUI Arrests	371
Seatbelt Citations	480
Speed Citations	522
Total hours worked	2,436

breath testing equipment to facilitate detection and removal of impaired drivers from highways. This table documents the year long Performance Indicators of the ASP DWI enforcement efforts for STEP outside of mobilization efforts.

Two Pilot DWI Courts

The HSO provided funding for staff, training, testing supplies, and equipment for two pilot DWI Courts: **Independence County DWI Court** and **Garland County DWI Court**. The training programs were developed and presented by the National Highway Traffic Safety Administration in collaboration with the National Drug Court Institute and National Center for DWI Courts. Both teams completed continuing education training successfully and both courts were fully operational in 2010. The HSO provided federal funds to pay for salaries, fringe benefits, in-state and out-of state travel and training, maintenance and operations, printing and administration expenses associated with start-up costs. The implementation of these courts is Arkansas' first effort towards establishing a DWI Court System. Two additional jurisdictions have also indicated an interest in developing DWI courts and requested training. As previously mentioned, Garland County DWI Court received initial training through AOC. There were 122 clients enrolled in the DWI Court programs in 2010.

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

The BAT Sobriety Checkpoint Mobile Training Project offers law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During fiscal year 2010, the project trained 179 law enforcement officers. The BAT mobile was utilized in 25 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints as an extension of the BAT Project's public information and education campaign to raise awareness regarding the crime of impaired driving and the proper usage of seatbelts and child safety seats. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The BAT Mobile made several public relations appearances on local television stations in Northeast and Central Arkansas. BAT Coordinator and BAT Instructor were guest speakers at the 2010 Arkansas Prosecutors Convention in Little Rock, AR. Lastly, sobriety checkpoint supplies were purchased and placed aboard the BAT Mobile for use during upcoming sobriety checkpoints.

The Breath Alcohol Testing (BAT) Mobile, purchased in 2009, allows on-site processing of impaired driving suspects. The vehicle is available for selected educational activities, public service announcements, county fairs, training conferences, and other highway safety related activities within the state, as well as for agencies in areas of the state where sobriety checkpoints are or will be conducted.

ALCOHOL AND OTHER DRUG COUNTERMEASURES

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

Summary

Arkansas' sustained FY 2010 DWI enforcement efforts were publicized using the "Drunk Driving: Over the Limit. Under Arrest" national tagline. A total of five mobilizations for impaired driving were supported by paid and earned media:

1. December DWI Holiday Mobilization
2. March Teen DWI Mobilization
3. April Teen DWI Mobilization
4. Fourth of July DWI Mobilization
5. Labor Day DWI/OP Mobilization

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

The AHSO used previously produced television closed-captioned and radio ads in both English and Spanish, each airing during a mobilization. Each spot contained a strong enforcement theme to coincide with the mobilizations.

Earned Media:

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

Supplemental Out-of-Home Media

- **Sports marketing** is integrated into the media plan, as sports are a primary interest of our target audience – Men 18-34. The Arkansas Travelers (minor league baseball) are one of the most popular sports teams in Central Arkansas. A total budget of \$10,295 was set aside for DDOLUA sports marketing.
- **Running on-line banners to Web sites** heavily targeted to males 18-34 is another supplemental medium used for this campaign. Each campaign will outline the specific budget used for online advertising for the DDOLUA mobilizations.

Drunk Driving. Over the Limit, Under Arrest.

December 2009 Holiday DWI Media Report

Paid Media Report

Summary

Supporting the national Holiday Drunk Driving, Over the Limit, Under Arrest mobilization period, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the DDOLUA mobilization. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DDOLUA message. The total advertising budget utilized was \$98,381.81 with an added value in bonus ads of \$60,517.86. An earned media campaign generated an approximate amount of \$78,684 in value.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising DDOLUA – December 21, 2009 – January 3, 2010.

Geography

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

Budget

- Over the Limit. Under Arrest - \$98,381.81 total paid media budget
- Broadcast television \$37,260 (38 percent)
- Cable television \$34,110 (35 percent)
- Radio \$25,011.76 (25 percent)
- Online \$2,000.05 (2 percent)

Media Strategy

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

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

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

Broadcast Television

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

Cable Television

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

Radio

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

By Market

Actual Expenditures \$98,381.81

• Little Rock	\$39,644.05
• Fort Smith / Fayetteville	\$33,321.00
• Jonesboro	\$ 6,922.40
• Texarkana	\$ 9,228.00
• El Dorado	\$ 4,211.00
• Hispanic	\$ 5,055.36

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 118.22	\$ 23.31	\$ 26.83
Ft. Smith	\$ 88.65	\$ 13.24	\$ 13.93
Fayetteville	\$ 88.65	\$ 18.43	\$ 30.09
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	586	647	2.7	171.5	63.5%
Ft Smith/Fayette.	979	1,156	2.8	171.4	61.2%
Hispanic	30	30	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	100	60	5.1	205	40.2%
Ft. Smith	134	134	3.9	201	51.5%
Fayetteville	114	114	4.4	200.8	45.6%
Jonesboro	114	114	4.0	200	50.0%
Texarkana	90	62	4.9	209.4	42.7%
El Dorado	96	96	N/A	N/A	N/A
Hispanic	182	182	N/A	N/A	N/A

Earned Media Report

The 2009 Holiday Drinking Campaign focused primarily on news media statewide and television news programs to promote the program.

Media Relations

A news release was distributed to statewide media on December 21, 2009.

Television

Approximately seventy-five TV stories about the holiday drunk driving campaign ran between December 21, 2009 and January 3, 2010. Several radio interviews were conducted to talk about the mobilization.

Several interviews on television news programs were arranged, including appearances by Teresa Belew, former Executive Director of MADD.

TOTAL VALUE: \$72,900

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

Newspapers

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

TOTAL VALUE: \$5,784

Value Calculations: 30-second ad rate x 3

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Drunk Driving. Over the Limit. Under Arrest. campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the holiday law enforcement mobilization.

Drunk Driving. Over the Limit, Under Arrest. March 2010 Underage Drinking DUI Media Report

Paid Media Report

Summary

Supporting the statewide Underage Drinking, Drunk Driving, Over the Limit, Under Arrest (DDOLUA) mobilization period, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the DDOLUA mobilization. The target audience for the campaign was underage drivers, teens ages 15 - 20. Thirty-second radio and television announcements were produced in both English and in Spanish with the Underage Drinking DDOLUA message and aired during the campaign. The total advertising budget utilized was \$73,202.23 and an additional approximate amount of \$65,000 of earned media was generated.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DDOLUA - March 11 – 20, 2010

Geography

- This was a multi-media campaign to provide exposure across the state.

The six radio DMAs for DDOLUA:

1. Little Rock
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado
- The three broadcast television markets for DDOLUA:
 1. Little Rock (includes Benton and Maumelle)
 2. Fort Smith
 3. Fayetteville
 - The six cable television markets for DDOLUA:
 4. Little Rock (includes Benton and Maumelle)
 5. Fort Smith
 6. Fayetteville
 7. Jonesboro
 8. Texarkana
 9. El Dorado

Budget

- Drunk Driving. Over the Limit. Under Arrest - \$73,202.23 total paid media budget
- Broadcast TV (LR/FS/FAY) \$10,410.00 (14 percent)
- Cable television budget \$23,289.30 (32 percent)
- Radio budget \$26,885.28 (37 percent)
- Other media budget \$12,617.65 (17 percent)

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

Implement a multi-media campaign to best reach our target audiences and run the campaign for ten days in March. This electronic campaign consisted of broadcast television (CW and Fox only), cable television and radio. The paid media dates for the Teen Underage Drinking Campaign were Thursday, March 11 – Saturday, March 20.

Media Strategy

- Concentrated support in a one-week period to maximize awareness of the underage drinking DDOLUA message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to the audience – teens, 15-20.

Media Mix: The media mix consisted of broadcast television, cable television, radio and the Channel One Network.

- Broadcast television (CW and Fox only)
- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental out of home (Channel One Network in high schools statewide) media continued to build reach and frequency.

Broadcast Television

- Purchased those networks that best target the teen audience 15-20 (CW and Fox only).

Cable Television

- Purchased those networks that best target teens 15-20 (i.e. MTV, E!, Scifi, USA, Comedy, Toon, BET, ABC Family, VH1, CMT.).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET, Galavision and Univision).

Radio

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

Supplemental Out-of-Home Media

- Channel One News is the leading television news network for teens nationwide. Their mission is to inform, educate and inspire by making news relevant and engaging for young people and sparking discussion around the important issues impacting youth today. Broadcasting since 1990, Peabody Award-winning Channel One News, now a division of Alloy Media + Marketing, is the top source of high quality, unbiased news and information for young people. The dynamic 12-minute news broadcast is delivered daily to 159 schools throughout the state of Arkansas and the estimated viewers per spot are 70,105 (P12-17). AHSO spot ran on Channel One network 3x per week during each flight.

By Market
Actual Expenditures \$73,202.23

- Little Rock \$ 22,235.00
- Fort Smith \$ 5,440.03
- Fayetteville \$ 13,912.00
- Jonesboro \$ 5,418.50
- Texarkana \$ 8,550.00
- El Dorado \$ 3,147.77
- Hispanic \$ 1,881.28
- Channel One \$ 12,617.65
-

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$132.50	\$ 31.54	\$ 37.72
Ft. Smith	\$119.63	\$ 9.50	\$ 13.27
Fayetteville	\$119.63	\$ 18.62	\$ 20.32
Jonesboro	No broadcast TV	\$ 12.43	\$ 13.22
Texarkana	No broadcast TV	\$ 9.35	\$ 21.76
El Dorado	No broadcast TV	\$ 9.14	N/A

*Cable is shown as cost per unit.

Broadcast and Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	267	267	5.6	42	7.5
Ft. Smith	251	228	1.9	40.5	21.3
Fayetteville	489	366	1.9	40.5	21.3
Jonesboro	225	335	N/A	N/A	N/A
Texarkana	385	385	N/A	N/A	N/A
El Dorado	200	306	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	146	130	4.8	223.7	46.6%
Ft. Smith	120	148	4.0	230.3	57.6%
Fayetteville	134	134	4.0	225.8	56.4%
Jonesboro	77	77	4.8	198.2	41.3%
Texarkana	151	151	4.1	227.5	55.5%
El Dorado	66	66	N/A	N/A	N/A
Hispanic	139	139	N/A	N/A	N/A

Earned Media Report

For the March Underage Drinking DDOLUA mobilization period, AHSO developed a poster campaign and partnered with the Arkansas Department of Education to target junior and senior high school students throughout the state with the “no tolerance” message in conjunction with prom and graduation seasons. The posters featured a

series of prom pictures and then a mug shot in jail with the headline "Don't end the biggest night of your life in here."

The AHSO also sent out letters and morning school announcements to nearly 300 public high schools in the state asking the principals to have the students read the announcements about the mobilizations over the public address system in their schools.

The AHSO also partnered with the Arkansas Activities Association to become a sponsor of the High School Basketball Finals which were held in Hot Springs, AR in the Summit Arena, March 11-13, 2010.

Four games on Thursday, March 11, 2010

Four games on Friday, March 12, 2010

Six games on Saturday, March 13, 2010

The projected attendance for three days of boys and girls high school basketball finals was 55,000.

A teenager associated with the MADD youth group, was scheduled to appear on local talk radio programs to discuss the underage drinking campaign and mobilization periods.

Drunk Driving. Over the Limit, Under Arrest. April 2010 Underage Drinking DUI Media Report

Paid Media Report

Summary

Supporting the statewide Underage Drinking, Drunk Driving, Over the Limit, Under Arrest (DDOLUA) mobilization period, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the DDOLUA mobilization. The target audience for the campaign was underage drivers, teens ages 15 - 20. Thirty-second radio and television announcements were produced in both English and in Spanish with the Underage Drinking DDOLUA message and aired during the campaign. The total advertising budget utilized was \$74,867.43 and an additional approximate amount of \$35,000 of earned media was generated.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DDOLUA - April 15 through April 24, 2010.

Geography

- This was a multi-media campaign to provide exposure across the state.

The six radio DMAs for DDOLUA:

1. Little Rock
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado
- The three broadcast television markets for DDOLUA:
 1. Little Rock (includes Benton and Maumelle)
 2. Fort Smith
 3. Fayetteville
 - The six cable television markets for DDOLUA:
 1. Little Rock (includes Benton and Maumelle)
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado

Budget

- Drunk Driving. Over the Limit. Under Arrest - \$74,867.43 total paid media budget
- Broadcast TV (LR/FS/FAY) \$10,110.00 (14 percent)
- Cable television budget \$19,748.00 (26 percent)
- Radio budget \$26,509.28 (35 percent)
- Other media budget \$18,500.15 (25 percent)

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

Implemented a multi-media campaign to best reach our target audiences and ran the campaign for ten days in April. This electronic campaign consisted of broadcast television (CW and Fox only), cable television and radio. The paid media dates for the Teen Underage Drinking Campaign are Thursday, April 15 – Saturday, April 24, 2010.

Media Strategy

- Concentrated support in a one-week period to maximize awareness of the underage drinking DDOLUA message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to the audience – teens, 15-20.

Media Mix: The media mix consisted of broadcast television, cable television, radio and the Channel One Network.

- Broadcast television (CW and Fox only)
- Cable provided frequency of exposure in targeted programming and also extended our reach.

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

- Supplemental out of home (Channel One Network in high schools statewide) media continued to build reach and frequency.

Broadcast Television

- Purchased those networks that best target the teen audience 15-20 (CW and Fox only).

Cable Television

- Purchased those networks that best target teens 15-20 (i.e MTV, E!, Scifi, USA, Comedy, Toon, BET, ABC Family, VH1, CMT.).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET, Galavision and Univision).

Radio

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

Supplemental Out-of-Home Media

- Channel One News is the leading television news network for teens nationwide. Their mission is to inform, educate and inspire by making news relevant and engaging for young people and sparking discussion around the important issues impacting youth today. Broadcasting since 1990, Peabody Award-winning Channel One News, now a division of Alloy Media + Marketing, is the top source of high quality, unbiased news and information for young people. The dynamic 12-minute news broadcast is delivered daily to 159 schools throughout the state of Arkansas and the estimated viewers per spot are 70,105 (P12-17). AHSO spots ran on Channel One network 3x per week during each flight.

By Market

Actual Expenditures \$74,867.43

- Little Rock \$ 20,409.00
- Fort Smith \$ 5,410.00
- Fayetteville \$ 13,255.00
- Jonesboro \$ 5,447.50
- Texarkana \$ 7,197.00
- El Dorado \$ 2,907.50
- Hispanic \$ 1,741.28
- Channel One \$ 18,500.15

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$142.30	\$ 30.73	\$ 37.81
Ft. Smith	\$125.84	\$ 12.08	\$ 13.27
Fayetteville	\$125.84	\$ 18.37	\$ 20.32
Jonesboro	No broadcast TV	\$ 12.43	\$ 12.91
Texarkana	No broadcast TV	\$ 9.44	\$ 21.76
El Dorado	No broadcast TV	\$ 9.14	N/A

*Cable is shown as cost per unit.

Broadcast and Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	224	256	5.3	37	7%
Ft. Smith	195	149	1.9	38.5	20.3%
Fayetteville	216	369	1.9	38.5	20.3%
Jonesboro	225	343	N/A	N/A	N/A
Texarkana	238	385	N/A	N/A	N/A
El Dorado	200	314	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	153	136	4.7	223.3	47.5%
Ft. Smith	148	144	4.0	230.3	57.6%
Fayetteville	134	134	4.0	225.8	56.4%
Jonesboro	79	79	4.9	209.1	42.7%
Texarkana	151	180	4.1	227.5	55.5%
El Dorado	54	54	N/A	N/A	N/A
Hispanic	135	135	N/A	N/A	N/A

Earned Media Report

For the April Underage Drinking DDOLUA mobilization period, AHSO developed a poster campaign and partnered with the Arkansas Department of Education to target junior and senior high school students throughout the state with the “no tolerance” message in conjunction with prom and graduation seasons. The posters featured a series of prom pictures and then a mug shot in jail with the headline “Don’t end the biggest night of your life in here.”

The AHSO also sent out letters and morning school announcements to nearly 300 public high schools in the state asking the principals to have the students read the announcements about the mobilizations over the public address system in their schools.

A teenager associated with the MADD youth group, was scheduled to appear on local talk radio programs to discuss the underage drinking campaign and mobilization periods.

Drunk Driving. Over the Limit, Under Arrest. 4th of July 2010 DDOLUA DWI Media Report

Paid Media Report

Summary

To support the Drunk Driving, Over the Limit, Under Arrest (DDOLUA) 4th of July mobilization period, June 28 – July 5, 2010, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a media plan and purchase airtime for the DDOLUA mobilization. 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 4th of July holiday – Benton, Garland, Craighead, Faulkner, Jefferson, 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 radio and television announcements were produced in both English and in Spanish with the DDOLUA message and aired during the campaign. The total advertising budget utilized was \$72,104.58. There was not an earned media campaign for this mobilization period.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for DDOLUA – June 28 – July 5, 2010.

Geography

- This was a multi-media campaign to provide exposure across the counties where the most impaired driving crashes occur. The two broadcast television markets for DDOLUA were:
 1. Little Rock
 2. Fayetteville/Fort Smith
- The four radio DMAs for DDOLUA:
 1. Little Rock
 2. Fort Smith
 3. Fayetteville
 4. Hot Springs (not a rated market)
- The cable television markets for DDOLUA:
 1. Little Rock (includes Benton and Maumelle)
 2. Fort Smith/Fayetteville
 3. Texarkana
 4. Jonesboro
 5. El Dorado
 6. Pine Bluff
 7. Conway

Budget

- Drunk Driving. Over the Limit. Under Arrest - \$72,104.58 total paid media budget
- Approved broadcast television budget \$ 18,315.00 (25 percent)
- Approved cable television budget \$ 20,458.00 (28 percent)
- Approved radio budget \$ 30,150.31 (42 percent)
- Approved online budget \$ 3,181.27 (5 percent)

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

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

Media Strategy

- Concentrated support in a one-week period to maximize awareness of the 4th of July holiday DDOLUA message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought media in the top counties in Arkansas where the majority of the impaired driving crashes occur.

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

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

Broadcast Television

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

Cable Television

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

Radio

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

Supplemental Out-of-Home Media

- Running on-line banners to Web sites heavily targeted to males 18-34 is another supplemental medium used for this campaign. A total budget of \$3,181.27 was set aside for banner advertising for DDOLUA.

By Market

Actual Expenditures \$72,104.58

- Little Rock \$ 25,404.27
- Fort Smith \$ 4,106.00
- Fayetteville \$ 16,996.50
- Texarkana \$ 6,690.00
- Jonesboro \$ 5,963.00
- ElDorado \$ 2,521.00
- Pine Bluff \$ 1,923.50
- Conway \$ 1,690.00
- Hot Springs \$ 1,293.40
- Heber Springs \$ 403.65
- Helena \$ 1,429.74
- Hispanic \$ 3,683.52

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 81.86	\$ 34.29	\$ 32.13
Ft. Smith	\$ 45.70	\$ 10.84	\$ 13.08
Fayetteville	N/A	\$ 20.13	\$ 31.16

*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	236	177	2.3	102.0	44.3%
Ft.Smith/Fayetteville	250	250	2.2	202.0	54.6%
Texarkana	184	183	N/A	N/A	N/A
Jonesboro	123	75	N/A	N/A	N/A
El Dorado	125	126	N/A	N/A	N/A
Pine Bluff	125	180	N/A	N/A	N/A
Conway	104	108	N/A	N/A	N/A
Hispanic	32	26	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	116	89	4.3	202.3	47.0%
Ft. Smith	147	149	3.7	202.1	54.6%
Fayetteville	92	112	3.7	201.9	54.6%
Jonesboro	125	125	3.9	200.1	51.3%
Texarkana	94	94	4.1	202.1	49.3%
El Dorado	92	92	N/A	N/A	N/A
Hot Springs	56	84	N/A	N/A	N/A
Conway	32	32	N/A	N/A	N/A
Heber Springs	27	27	N/A	N/A	N/A
Pine Bluff	35	29	N/A	N/A	N/A
Helena	27	27	N/A	N/A	N/A
Hispanic	104	104	N/A	N/A	N/A

Drunk Driving. Over the Limit, Under Arrest/Click It or Ticket Combined Mobilization (Booze and Belts Campaign) Labor Day 2010 DDOLUA/CIOT Media Report

Paid Media Report

Summary

Supporting the national Labor Day Drunk Driving, Over the Limit, Under Arrest mobilization period, the AHSO combined this mobilization with a Click It or Ticket mobilization. There were three, five-day flights that ran during the campaign: August 18 – 22, August 25 - 29 and August 30 – September 5, 2010. The AHSO worked with CJRW to develop a statewide awareness plan and purchase airtime for the mobilization. The target audience for the campaign was those most likely to drive impaired and less likely to buckle up, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and in Spanish with ad alternating equally for the Labor Day DDOLUA message and the CIOT message. The total advertising budget utilized was \$272,985.50 with bonus television and radio ads totaling \$170,615.61.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DDOLUA and CIOT ran with messages alternating equally in three, five-day flights: August 18 – 22, August 25 - 29 and August 30 – September 5, 2010.

Geography

- This was a multi-media campaign to provide exposure across the state. The three broadcast television markets were:
 1. Little Rock
 2. Fort Smith/Fayetteville
 3. Jonesboro

- The seven radio DMAs for DDOLUA:
 1. Little Rock
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado
 7. Hot Springs

- The six cable television markets for DDOLUA:
 1. Little Rock (includes Benton and Maumelle)
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado

Budget

- Drunk Driving. Over the Limit. Under Arrest - **\$272,985.50** total paid media budget
- Broadcast television budget \$99,170 (36 percent)
- Cable television budget \$70,746 (26 percent)
- Radio budget \$64,663.02 (24 percent)
- Outdoor budget \$23,394.11 (9 percent)
- Online budget \$ 4,717.37 (2 percent)
- Sports marketing \$10,295.00 (3 percent)

Media Strategies- Drunk Driving. Over the Limit, Under Arrest/ Click it or Ticket

A media mix of broadcast television, cable, radio, outdoor advertising and online advertising was used to deliver the DDOLUA and CIOT messages in the major Arkansas DMAs.

Media Strategy

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

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

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

- Supplemental out of home media continues to build reach and frequency.

Broadcast Television

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

Cable Television

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

Radio

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

Outdoor

- Purchased a #100 poster showing in the Little Rock Metro the price of a #50 showing, The DEC (Daily Effective Circulation) for August is 352,460 per day. The boards posted for 30 days for a total DEC of 9,763,800 for the campaign.
- For the Northwest Arkansas Metro area (Fayetteville, Rogers, Bentonville, Siloam Springs and Springdale) we purchased a #25 showing and received another #25 showing in bonus. The DEC (Daily Effective Circulation) is 159,600 per day. The boards posted for 30 days for a total DEC of 4,788,000 for the campaign.
- To continue top generate reach, the daily digital message board in the Little Rock market was added this year. The board's DEC (Daily Effective Circulation) is 65,000 or 1,430,000 for the campaign. The message was changed for different dayparts. For example, during the time period of 10am – 3pm the Click It or Ticket message was shown. At 3pm the message changed to a Drunk Driving. Over the Limit, Under Arrest message and remained until 5am.

Online

- Purchased online advertising on the following websites: ArkansasMatters.com,- ARSports360.com, and Hootens.com.
- Purchased Facebook flyers

By Market
Actual Expenditures \$272,985.50

- Little Rock \$127,917.54
- Fort Smith \$ 12,132.00
- Fayetteville \$ 60,821.94
- Jonesboro \$ 29,406.00
- Texarkana \$ 21,368.00
- El Dorado \$ 6,444.00
- Hot Springs \$ 2,464.50
- Heber Springs \$ 717.20
- Conway \$ 930.00
- Helena/Delta \$ 2,541.84
- Pine Bluff \$ 675.00
- Hispanic \$ 7,567.48

Cost per Point and GRP Levels - Drunk Driving. Over the Limit, Under Arrest/ Click it or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$132.05	\$ 20.29	\$ 36.39
Ft. Smith/Fayetteville	\$ 96.56	\$ 14.48	\$ 22.87
Jonesboro	\$ 81.42	\$ 13.68	\$ 15.08
Texarkana	No broadcast TV	\$ 13.87	\$ 19.87
Ed Dorado	No broadcast TV	\$ 8.74	N/A
Hot Springs	No broadcast TV	No cable TV	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,583	1,960	4.4	376.80	85.6%
Ft.Smith/Fayetteville	1,321	1,282	3.9	302.6	77.6%
Jonesboro	602	580	3.9	198.3	50.8%
Texarkana	901	447	N/A	N/A	N/A
El Dorado	449	751	N/A	N/A	N/A
Hispanic	50	50	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	266	262	7.7	449.9	58.4%
Ft. Smith	270	270	7.3	451.2	61.8%
Fayetteville	357	330	6.9	450.9	65.3%
Jonesboro	189	187	6.6	376.8	57.1%
Texarkana	264	281	7.5	446.4	59.5%
El Dorado	168	126	N/A	N/A	N/A
Hot Springs	102	102	N/A	N/A	N/A
Heber Springs	48	48	N/A	N/A	N/A
Helena/Delta	48	48	N/A	N/A	N/A
Conway	54	54	N/A	N/A	N/A
Pine Bluff	45	45	N/A	N/A	N/A
Hispanic	237	235	N/A	N/A	N/A

Earned Media Report

The 2010 Drunk Driving: Over the Limit. Under Arrest/Click It or Ticket Campaign focused on news media statewide and television news programs to promote the program.

Media Relations

A news conference was held in Little Rock on August 11 to announce the mobilization period. The new breath alcohol testing Batmobile and the rollover convincer were on display to emphasize the dual campaign messages of DWI and occupant protection. A news release was distributed to news media statewide. The news conference was covered by the four major television networks, statewide newspaper and news radio station.

Television

Several live on-air interviews were conducted with Arkansas law enforcement officers, including a tour of the BAT Mobile, which took place on August 12 on the KATV (Little Rock's ABC affiliate) early morning news program.

Highway Safety Night at Travelers Baseball

Just prior to the mobilization, the Arkansas State Police Highway Safety Office sponsored a Highway Safety Night at Clunker Car Night at The Travelers Baseball Park. As fans entered the stadium, stress balls in the shape of a baseball and clickers both branded with the Click It or Ticket and Drunk Driving. Over the Limit. Under Arrest. logos were distributed. A 30-second CIOT and DDOLUA ad was aired on the ballpark's giant electronic scoreboard.

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

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Drunk Driving. Over the Limit. Under Arrest. campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the holiday law enforcement mobilization.

OCCUPANT PROTECTION PROGRAM

Program Area Goals

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

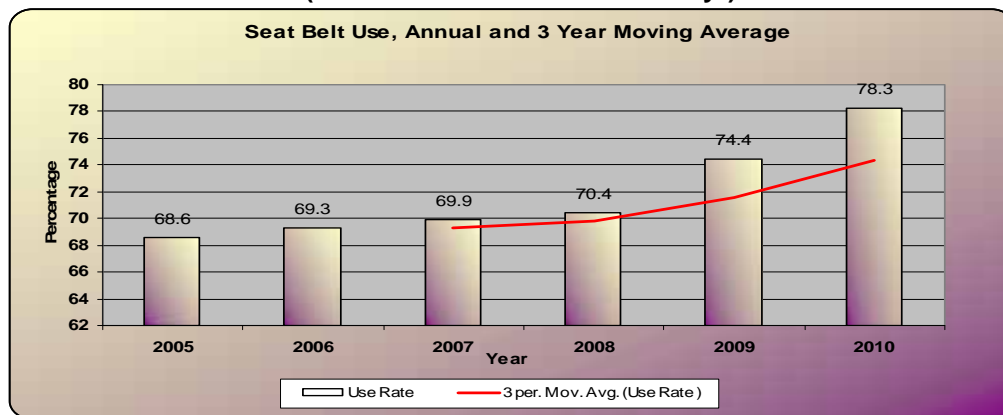
- To increase the overall seat belt use rate of 74.4 percent as recorded in 2009 to 78 percent by 2010.
- To decrease the number of unrestrained passenger vehicle occupant fatalities from 265 as recorded in 2008 to 245 in 2010.

Program Area Results

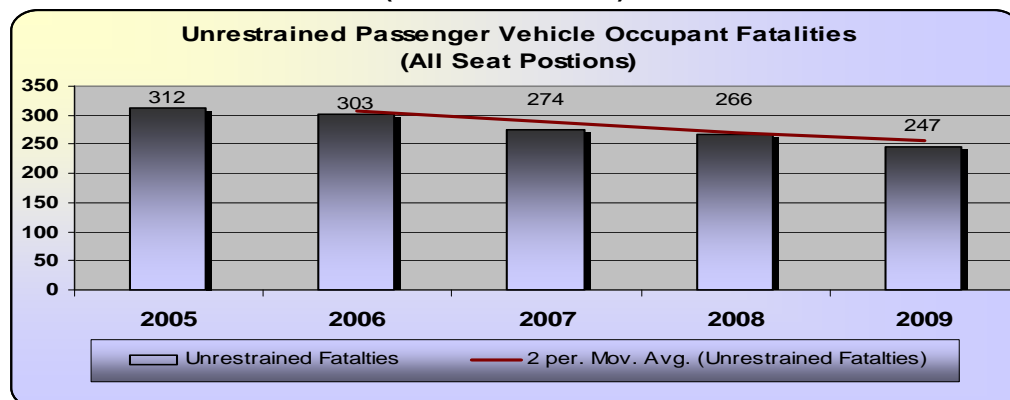
An observational seat belt use survey conducted in 2010 showed that the statewide seat belt use rate for drivers and front seat passengers was 78.3 percent. This was a 3.9 percentage point increase in usage when compared to the 74.4 percent use rate recorded in 2009.

Arkansas' unrestrained passenger fatalities decreased from 312 in 2005 to 247 in 2009.

SEAT BELT USE RATES (From Observational Use Survey*)



UNRESTRAINED PASSENGER OCCUPANT FATALITIES (All Seat Positions)



Project Results

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

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

SEAT BELT USE RATES					
City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
<i>Benton</i>	66	74	<i>Lonoke County</i>	73	74
<i>Benton County</i>	82	88	<i>Marion</i>	63	70
<i>Bentonville</i>	79	82	<i>Maumelle</i>	69	69
<i>Blytheville</i>	71	63	<i>Mountain Home</i>	68	88
<i>Bryant</i>	76	72	<i>North Little Rock</i>	75	82
<i>Camden</i>	49	53	<i>Osceola</i>	64	77
<i>Conway</i>	75	85	<i>Paragould</i>	64	69
<i>Dardanelle</i>	70	71	<i>Pulaski County</i>	72	85
<i>Faulkner County</i>	71	72	<i>Saline County</i>	79	62
<i>Fayetteville</i>	75	85	<i>Sherwood</i>	48	88
<i>Fort Smith</i>	76	89	<i>Springdale</i>	82	93
<i>Greenwood</i>	68	75	<i>Texarkana</i>	75	80
<i>Harrison</i>	75	78	<i>UCA</i>	76	76
<i>Hope</i>	56	64	<i>Van Buren</i>	68	78
<i>Hot Springs</i>	68	68	<i>Washington Co.</i>	74	84
<i>Jonesboro</i>	78	75	<i>West Memphis</i>	75	75
<i>Little Rock</i>	67	86			

Arkansas State Police (ASP) worked 8,620 hours of safety belt enforcement from October 2009 through September 2010.

The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2010 issuing 2,320 seat belt citations and 294 child restraint citations. A total of 5,986 citations were issued during the campaign. DWI arrests totaled 668. The ASP also participated in the November state campaign issuing 853 seat belt citations and 104 Child Seat citations. Their participation in the “Belts and Booze” campaign conducted in August-September 2010 resulted in 3410 seat belt and 321 child restraint citations in addition to 558 DWI arrests.

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

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	8,801
Child restraint citations	413
Speed citations	7,995
Total hours worked	8,620

Dimensions, Incorporated conducted a Traffic Safety/Injury Prevention Program in Northeast Arkansas with an emphasis on child passenger protection. The project conducted child safety seat training and clinics. Forty four people were certified as technicians and two people as instructors in training events hosted by Dimensions. Seventeen clinics were conducted and a total of 1,500 seats were loaned or checked.

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. The goal was to solicit 125 agencies to participate in the statewide mobilizations conducted during the year. 152 agencies signed up to participate. This participation effort included 175 on-site visits with non-step law enforcement agencies. The LEL conducted three occupant protection summits in conjunction with law enforcement association meetings. The summits were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

The University of Arkansas for Medical Sciences, Department of Pediatrics conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Six NHTSA Standardized CPS training courses were conducted with 80 new technicians and one instructor receiving certification; 1,735 childcare professionals were trained in 69 regional workshops. Twelve public checkup events and a permanent fitting station resulted in a total of 631 seats being checked or loaned.

OCCUPANT PROTECTION

“Click It or Ticket” Thanksgiving 2009 Mobilization Media Report

Paid Media Report

Summary

Supporting the national Thanksgiving 2009 Click It or Ticket mobilization period, November 16 – November 29, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The 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 \$50,000 for a two-week schedule of radio and online banner ads. The bonus ads received totaled an additional \$42,585.12 in airtime.

Paid Advertising Period

- Paid advertising Thanksgiving Click It or Ticket-November 16 – November 29, 2009.

Audience Segment Profiles

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

Geography

The seven radio DMAs for Click It or Ticket:

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

Budget

- Thanksgiving Click It or Ticket - \$49,872.74

Media Strategies- Click It or Ticket

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

Media Strategy

- Concentrated support in a two-week period to maximize awareness of the “Click It or Ticket” message prior to the survey.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to both audiences – adults 25–54 and males 18-34.
- Bought around the national media schedules to maximize our reach and frequency of exposure of the CIOT message.

Media Mix: The media mix consisted of radio and line banner ads.

- Radio allowed us to extend both reach and frequency and target both adults and young males when they are actually in their vehicles
- Running online banner ads allow us to continue the reach and frequency build

Radio

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

Online

- For our online campaign, we ran roadblock banner ads on the ArkansasTimes.com blog website. The banner ads ran for two weeks at the top of the page and did not rotate with any other advertisers during this two week time period.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, 18 – 34 year old Men and African American targets, the budget spent \$49,872.74, was allocated as follows:

- Radio: 96 percent
- Online Banner Ads: 4 percent

By Market:**Click It or Ticket Actual Expenditures** **\$49,872.74**

○ Little Rock	\$ 16,616.86
○ Fort Smith	\$ 5,040.00
○ Fayetteville	\$ 10,640.00
○ Jonesboro	\$ 3,728.80
○ Texarkana	\$ 6,472.00
○ Hot Springs	\$ 1,948.00
○ El Dorado	\$ 1,800.00
○ Helena/West Helena	\$ 1,588.20
○ Hispanic	\$ 2,038.88

Cost per Point - Click It or Ticket

Market	Radio
Little Rock	\$48.46
Ft. Smith	\$17.68
Fayetteville	\$35.16
Jonesboro	\$13.26
Texarkana	\$21.69
El Dorado	N/A
Hot Springs	\$12.87
Helena/West Helena	N/A
Hispanic	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	194	131	6.2	299.9	48.4%
Ft. Smith	236	238	4.8	285	59.4%
Fayetteville	216	216	5.4	302.6	56.0%
Jonesboro	154	154	5.3	281.2	53.1%
Texarkana	132	132	6.6	298.4	45.2%
El Dorado	90	90	N/A	N/A	N/A
Hot Springs	74	82	4.8	151.4	31.5%
Helena	30	30	N/A	N/A	N/A
Hispanic	174	184	N/A	N/A	N/A

2009 Thanksgiving Click It or Ticket Campaign Earned Media***Media Relations***

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

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 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.

“Click It or Ticket”

May 2010 Mobilization Media Report

Paid Media Report

Summary

Supporting the national May 2010 Click It or Ticket mobilization period, May 17 to May 31, 2010, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the “Click It or Ticket, Day & Night” campaign was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$400,000 for a two-week schedule of broadcast television, cable, radio, outdoor, cinema advertising, print and on-line media for the May campaign. The bonus television and radio ads received totaled an additional \$179,872.81 in airtime.

Evaluation

Pre and Post Telephone Survey

The AHSO contracted with the Survey Research Center, Institute of Government of the University of Arkansas at Little Rock to conduct an Arkansas Driver Survey. The purpose of the survey was to learn the scope of outreach of the media campaigns and the enforcement efforts implemented by AHSO. More specifically, the survey sought to address, but not be limited to, questions of self-reported behavior, media awareness and enforcement awareness of the three major highway safety areas: impaired driving, seat belt use and speeding.

The survey was conducted between July 7, 2010 and August 5, 2010. The target population was randomly selected Arkansas residents 16 years of age or older. A listed assisted RDD landline phone sample was used and participants were selected randomly from within each household. The sample was drawn from the population of Arkansas residents of legal driving age. The data was weighted to reflect the representative proportions of Arkansas residents based upon age and gender. With a total of 519 interviews completed, one can say with 95 percent confidence that the margin of sampling error is plus or minus 5 percentage points.

The results of the evaluation of this survey revealed that almost all (96%) of the respondents surveyed indicated that Arkansas does have a law requiring seat belt use in motor vehicles. When asked whether a seat belt violation was a primary or secondary offense, close to three-fourths (75%) of all those interviewed stated that seat belt law violations are primary offenses and that a police officer could pull them over just for not having their seat belt on. Around 51% of the respondents recalled seeing or hearing Click It or Ticket messages within the past 30 days and 55% recalled Drunk Driving Over the Limit messages. Around 6 out of 10 (61%) of Arkansans surveyed said they had not read, seen, or heard of any special effort by police to ticket drivers in their community for seat belt violations as compared to 70% of those who said they did not recall reading, seeing, or hearing anything about speed enforcement efforts by police. Approximately 6 out of 10 (61%) of Arkansans said they were aware of some type of impaired or drunk driving enforcement by police in

the last 30 days. The survey results were inconclusive for several reasons. Since the data were weighted to be proportional to the age composition of 16 plus year population of Arkansas and our public awareness efforts target a smaller and more specific age group of males 18 to 34. The AHSO has not conducted any speed mobilization campaigns; therefore the survey revealed a low public awareness of speed enforcement.

Observational Seat Belt Survey

To measure the seat belt use rate, a statewide observational seat belt survey was conducted following the CIOT campaign. The survey revealed an increase in belt use from last year's rate of 74.4 percent to 78.3 percent for this year.

Paid Advertising Period

- Paid advertising for Click It or Ticket-May 17 through May 31, 2010

Audience Segment Profiles

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

Geography

This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for Click It or Ticket were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for Click It or Ticket:

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

Cable markets for Click It or Ticket:

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

Provided additional support in the following Arkansas markets

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

Budget

- Click It or Ticket - \$400,000

Media Strategies- Click It or Ticket

A media mix of broadcast television, cable, radio and supplemental out-of-home was used to deliver the Click It or Ticket message in the major Arkansas DMAs including the rural STEP participant towns and the areas where surveys would be implemented. A minimum of a one for one bonus was negotiated with media purchases.

Media Strategy

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

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

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

Broadcast Television

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

Cable Television

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

Radio

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

Supplemental Out-of-Home Media

- Outdoor advertising was used to continue to generate reach. #100 poster showing in the Little Rock Metro for thirty days. The DEC (Daily Effective Circulation) for May without bonus locations is 352,460 per day. The boards will be posted for 30 days for a total DEC of 9,763,800 for the campaign.
- In addition to the #100 Poster Showing, we also added two 14' x 48' bulletins boards to the outdoor buy to continue to generate reach. The DEC for these two boards was 145,855 or 4,375,650 for a thirty-day schedule.
- For 2010, outdoor was also added in our survey markets – Hope, Camden, Clinton/Fairfield Bay, Sheridan, Cabot/Carlisle/Lonoke, and Texarkana. The boards will consist of bulletins and or posters in each of these areas and will be posted for 30 days. In addition to these boards, we also ran bulletins in the Mayflower, Jacksonville and Pine Bluff areas for 30 days.
- To reach the Fayetteville/Fort Smith audience outdoor was added. In Fort Smith, a 14' x 48' bulletin as well as a #25 poster showing was purchased. In the Fayetteville/Springdale/Rogers area, we purchased three bulletin boards which were 12' x 30', 12' x 40' and 10' x 30' in size.
- Running online banner ads to websites heavily targeted to males 18-34 is another supplemental medium used for this campaign. For our online campaign, we purchased banner ads on the following websites: ArkansasTimes.com, ArkansasMatters.com, Hogsville.net, ARSports360.com and Hooten's.com. We also sent out an email blast on ArkansasMatters.com,

which was distributed to 48,000 people in the state of Arkansas. In addition, on Facebook ads were placed targeting Men 18-34 in Arkansas.

- Sports marketing was integrated into the media plan, as sports are a primary interest of our target audience – Men 18-34. The Arkansas Travelers (minor league baseball) are one of the most popular sports team in Central Arkansas and ASHO participated in a partnership with the Traveler’s again for 2010. A two-page spread ad was also purchased in *Hooten’s Arkansas Football*, an annual publication that covers all the football teams (high school and college) in the state of Arkansas as well as *Arkansas Sports 360 Football Preview*.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget spent \$393,237.17 was allocated as follows:

- Broadcast TV: \$125,820 (32 percent)
- Cable: \$114,994 (31 percent)
- Radio: \$72,227.28 (18 percent)
- Outdoor: \$55,705.88 (14 percent)
- Online: \$5,530.30 (1 percent)
- Sports Marketing: \$18,959.71 (4 percent)

By Market:

Click It or Ticket Actual Expenditures \$393,237.17

○ Little Rock	\$ 124,447.00
○ Fort Smith	\$ 11,840.00
○ Fayetteville	\$ 68,797.00
○ Jonesboro	\$ 35,611.00
○ Texarkana	\$ 22,098.00
○ El Dorado	\$ 7,954.00
○ Hispanic Advertising	\$ 11,881.44
○ Statewide Supplemental Out-of-Home	\$ 61,236.18
○ Statewide Cable & Radio (STEP & Survey Markets)	\$ 30,412.84
○ Sports Marketing	\$ 18,959.71

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 139.25	\$ 22.36	\$ 39.59
Ft. Smith/Fayette	\$ 106.31	\$ 15.50	\$ 22.48
Jonesboro	\$ 80.65	\$ 15.71	\$ 14.83
Texarkana	No broadcast TV	\$ 18.70	\$ 17.64
El Dorado	No broadcast TV	\$ 8.57	N/A
Hot Springs	No broadcast TV	\$ 20.19	N/A
Hispanic	No broadcast TV	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,806	1,224	4.3	397.5	92.4%
Ft. Smith/Fayetteville	1,422	1,589	4.3	391.1	90.2%
Jonesboro	668	247	4.0	251.2	62.8%
Texarkana	802	802	N/A	N/A	N/A
El Dorado	592	514	N/A	N/A	N/A
Survey Market Cable	2,119	2,566	7.53	N/A	N/A
Hispanic	76	74	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	436	277	7.0	400.8	57.3%
Ft. Smith	288	346	5.7	410.4	72.0%
Fayetteville	238	238	6.4	400.8	62.6%
Jonesboro	264	184	6.3	399.6	62.4%
Texarkana	204	237	6.5	402.4	61.9%
El Dorado	144	240	N/A	N/A	N/A
STEP Markets	594	587	N/A	N/A	N/A
Hispanic	234	226	N/A	N/A	N/A

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

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

Earned Media

The 2010 Click It or Ticket campaign again had a multi-element approach, but with a big focus on our fast food partnership. Below is an overview of each of the elements of the Click It or Ticket Campaign.

Media Relations

CJRW coordinated the news conference held on May 12, wrote the news release and media advisory and followed up with the media to encourage them to attend. CJRW also arranged for law enforcement officers to appear on television and radio talk programs.

Following is a list of appearances:

- KTHV-Channel 11 in Little Rock, Little Rock Police Officer Michelle Hill
- KATV-Channel 7 in Little Rock, Little Rock Police Officer Michelle Hill
- The Buzz radio stations – State Police Captain Keith Eremea
- KIPR radio station – State Police Captain Keith Eremea
- KLAL radio station – State Police Captain Keith Eremea
- KSSN radio station – State Police Captain Keith Eremea

Since CJRW doesn't subscribe to a newspaper clipping service for ASPHSO, there isn't an accurate way to measure Click It or Ticket coverage in newspapers. However, there were several newspaper stories that appeared online as well as one with a photograph that appeared in the May 13 edition of the *Arkansas Democrat-Gazette*.

Fast Food Partnerships

CJRW added two Chick-Fil-A restaurants to the fast food partnership program this year. Participating fast-food chains included:

Sonic (statewide)

Wendy's (statewide)

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

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

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

O.W. Pizza (Little Rock)

Little Caesar's Pizza (Central Arkansas)

Domino's Pizza (Little Rock, Bryant, North Little Rock, Conway and Maumelle)

Eureka Pizza (Northwest Arkansas)

Chick-Fil-A (Fayetteville and Bentonville)

The restaurants displayed Click It or Ticket window clings on their drive-through windows and placed stickers on "to-go" orders. A new facet to the 2010 program included free-drink coupons that were given to the first 100 drivers who went through the drive-through windows on Friday, May 28 at the following participating restaurants: Sonic statewide, Popeye's in Central Arkansas and the two Chick-Fil-A restaurants. Coupons were redeemable through June 30, 2010.

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.

Click it or Ticket/Drunk Driving Over the Limit. Under Arrest Combined Mobilization (Belts and Booze Campaign)

See pages 30-34 for media report

SPEED ENFORCEMENT/POLICE TRAFFIC SERVICES

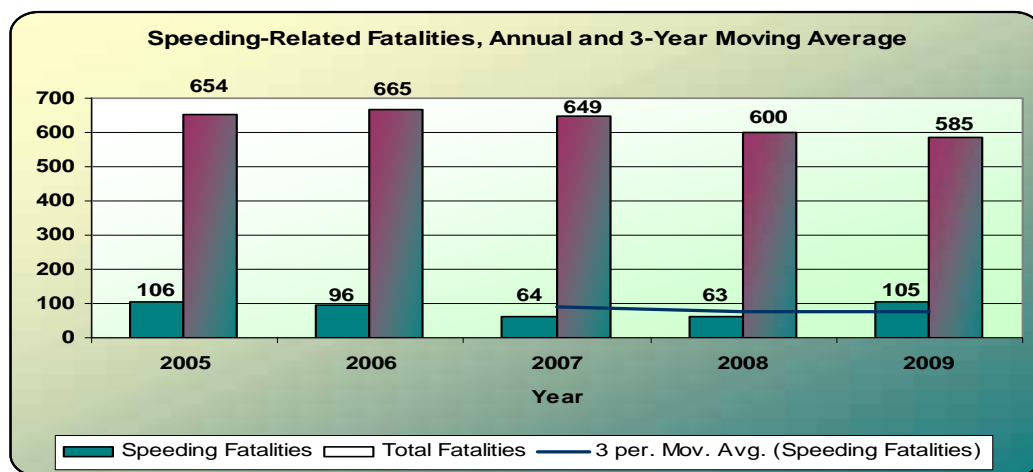
Program Area Goal

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

- To decrease the number of speeding related fatalities from 63 in 2008 to 60 in 2010.

Program Area Results

During the five-year period from 2005 through 2009 speed related fatalities have gone from a high of 106 in 2005 to a low of 63 in 2008, but rose to 105 in 2009.



Project Results

Thirty-four Selective Traffic Enforcement Projects (STEPS) with local low enforcement and one statewide with the Arkansas State Police were implemented during FY2010. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, an additional emphasis was placed on speed violations during 2010. A total of 14,806 speed citations were issued during STEP.

TRAFFIC RECORDS PROGRAM

Program Area Goal

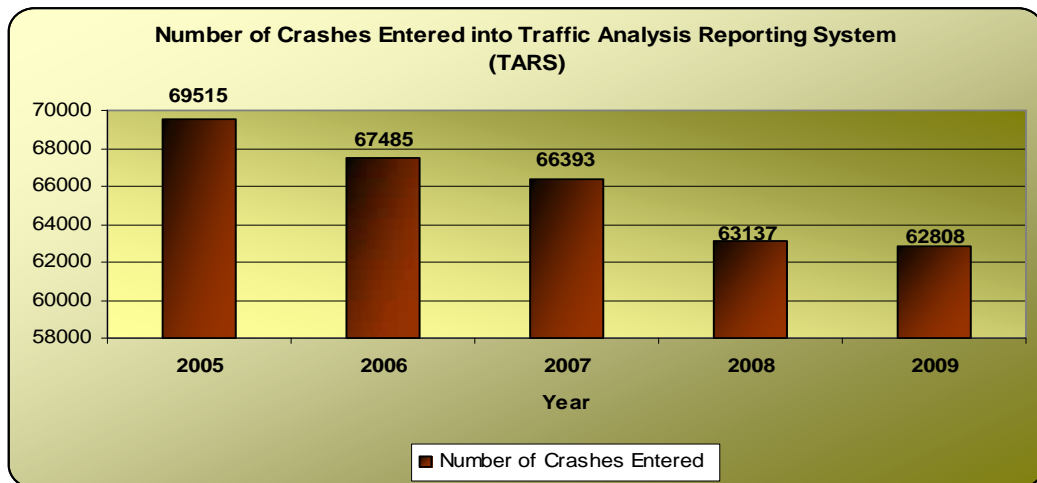
The goal of the Traffic Records Program Area was as follows:

- To reduce the backlog of crash reports to be entered into the TARS from a two and one-half month backlog as recorded in June 2009 to a one month backlog by June 2010.

Program Area Results

Federal funds were used to continue the services of a firm to input crash data in a timely manner. SourceCorp has been retained for these services since April 1, 2009. Since then the backlog of reports being manually into the Traffic Analysis Reporting System (TARS) has fluctuated between nine-months to three-months, based on various factors, but primarily due to the transition to a new data entry contractor. As of June 2010 there was a 3 ½ month backlog.

The following chart shows the number of crashes in the TARS annually for the past five years.



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

Section 408 Traffic Safety Information System Improvement Grant funds awarded in FYs 2009 and 2010 were utilized to further reduce the backlog of crash reports to be manually into TARS and further implement TraCS.

Project Results

SourceCorp provided data entry services to input crash data into the TARS. The Contractor also provided personnel to review crash reports and make corrections (annotations) before the reports were entered into the TARS. During the year, 47,646 of the 62,808 reports for calendar year 2009 were manually entered by the contractor into TARS.

The Arkansas State Police continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is currently the Traffic and Criminal Software (TraCS) developed by the State of Iowa. During FY2010 the project was in phase VI of operation. There were 15,162 crashes processed through ASP TraCS for calendar year 2009.

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

RAIL/HIGHWAY AND ROADWAY SAFETY PROGRAM

Program Area Goals

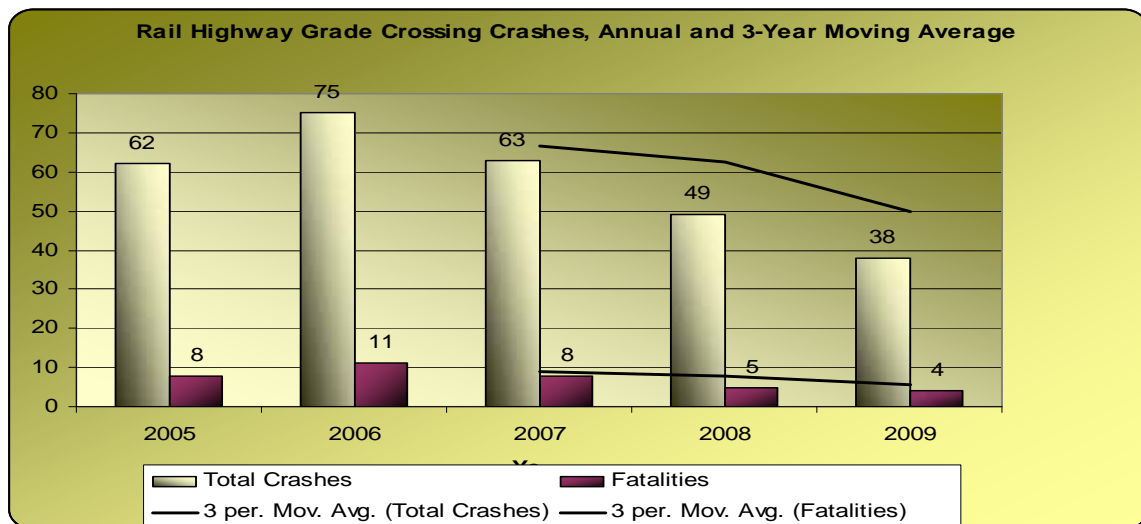
The goals of the projects funded in the Rail/Highway Safety and Roadway Safety Program Areas were as follows:

- To maintain the number of rail-highway grade crossing crashes at or below 49 crashes in 2010.
- To maintain the number of work zone fatalities below 20 for 2010

Program Area Results

There were 38 rail-highway grade crossing crashes recorded in 2009, 11 less than the previous year. The 3 year moving average shows fatalities beginning a downward trend from 2006 through 2009.

RAILWAY CROSSING CRASHES



Project Results

Arkansas Operation Lifesaver conducted a training project with the AHSO in FY10. A Grade Crossing Collision Investigation course was conducted in Mena, AR where 4 law enforcement officials received training on how to investigate a train/vehicle collision.

Program Area Results

There were 1,831 work zone crashes and 23 fatalities reported in 2009.

Year	Work Zone Crashes	Work Zone Fatalities
2005	2,502	27
2006	2,083	53
2007	2,206	24
2008	1,932	19
2009	1,851	23

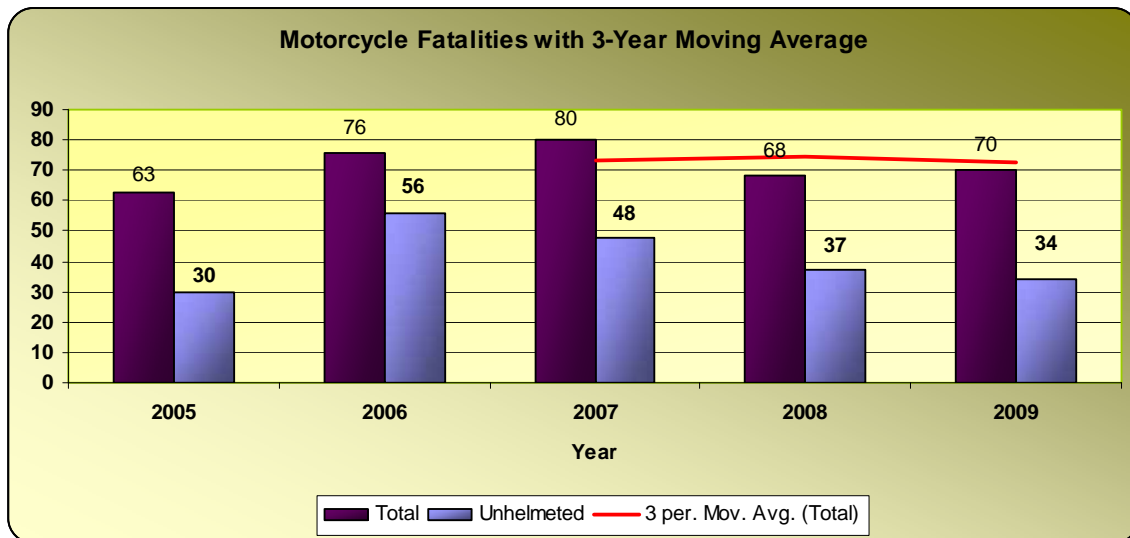
The Arkansas State Highway and Transportation Department will continue to provide motorists with information on construction activities and the Arkansas State Police will continue traffic enforcement in and surrounding construction work zone areas.

MOTORCYCLE SAFETY PROGRAM

Program Area Goal

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

- To reduce the total number of motorcycle fatalities in 2009 from the 68 fatalities recorded in 2008 to 59 in 2010.
- To reduce the number of un-helmeted motorcycle fatalities from 37 in 2008 to 25 in 2010.



Program Area Results

In 2007 there were 80 motorcycle crash fatalities. The number of fatalities decreased to 70 in 2009.

In 2009, the AHSO and the Arkansas Motorcycle Safety Program adopted the MSF Motorcycle Operators Manual currently in use in 27 other states across the county. The Manual was approved for use and distribution by the Arkansas State Police (ASP) as the official study guide for motorcycle rider testing in the state. The manual was released for distribution in November 2009. In conjunction with that endeavor, the AHSO Motorcycle Safety Coordinator along with the ASP DL/CDL Coordinator began training all current licensed evaluators across the state in the MSF Rider Skills Test (RST).

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

The Motorcycle Safety Program Manager, on behalf of AMSAC and AHSO, made numerous presentations to public civic organizations, motorcycle rallies and Air Force and National Guard troops across the state promoting motorcycle safety. These presentations will continue through the remainder of 2010 and into 2011.

There were five counties with motorcycle crashes in excess of 100 - Pulaski, Sebastian, Garland, Washington and Benton. These five counties accounted for a total of 816 motorcycle involved crashes.

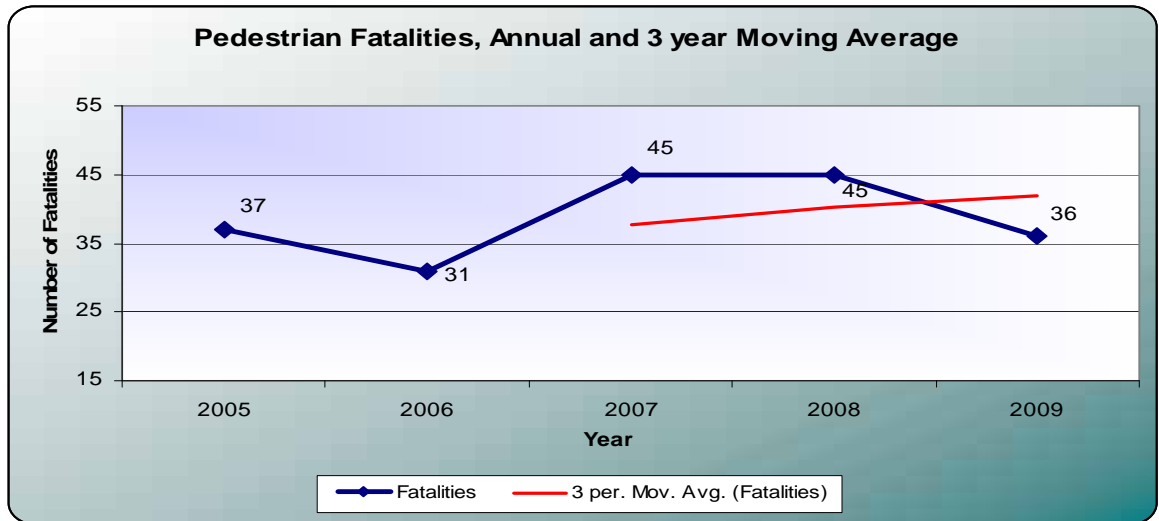
Motorcycle safety advocates, rider training programs and supporters were provided with educational and awareness materials to attend motorcycle rallies and other events to educate the public on motorcycle safety. Motorcycle dealerships were encouraged to distribute motorcycle safety education pamphlets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

PEDESTRIAN SAFETY PROGRAM AREA

Program Area Goal

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

- To reduce the number of pedestrian fatalities from 45 in 2008 to 39 in 2010.



Program Area Results

Pedestrian fatalities in the state fell from 45 in 2008 to 36 in 2009. This represents 6 percent of all motor vehicle fatalities for 2010. No Section 402 funds will be used solely for pedestrian/bicycle safety in FY 2008. Information on pedestrian and bicycle safety will be presented as part of several occupant protection projects.

TEEN DRIVER SAFETY PROGRAM

Program Area Goal

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

- To reduce the number of drivers under the age of 21 involved in fatal crashes from 103 in 2008 to 98 in 2010.



Program Area Results

In 2009 there were 89 fatalities of drivers under age 21. This is down from 103 in 2008. During the recent legislative session Arkansas passed a new Graduated Driver Licensing (GDL) law. The GDL addresses these issues by helping new drivers gain experience in lower-risk conditions. The AHSO worked with the Arkansas Children's Hospital Injury Prevention Center, the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids to expand the "Building Consensus for Safer Teen Driving Project" to facilitate teen driver education, increase physician influence of motor vehicle safety for teen drivers and passengers, 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. Two press conferences were held during the year addressing texting issues among teens and informing the public about the new GDL law. The AHSO provided assistance with the development of brochures that focused on these subjects.

PLANNING AND ADMINISTRATION (P&A) PROGRAM

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

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

Program Area Results

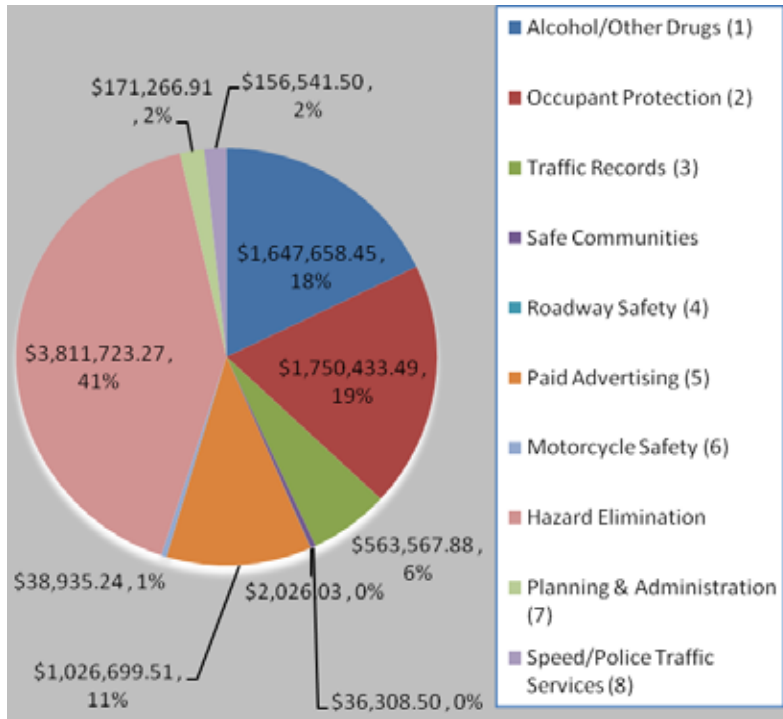
During FY 2010, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for five managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

According to Highway Safety Program Funding Policy, P&A costs are not to exceed ten percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 2010 P&A expenditures equaled only 6% percent of total 402 expenditures and were matched 50 percent with State funds.

	Project		Recipient/Contractor	Fed. HSP AMT	Fed. Expenditures
	F	1	AL	Criminal Justice Institute	\$ 390,000.00
	2	AL	Crowley's Ridge Development Council	\$ 16,000.00	\$ 13,581.43
I	3	AL/K8	Administrative Office of the Courts	\$ 363,800.00	\$ 62,937.87
	4	AL/OP	Arkansas Broadcasters Association	\$ 75,800.00	\$ 75,000.00
	5	OP/K8	Harrison Police Department	\$ 34,400.00	\$ 22,574.19
N	6	OP/K8	Greenwood Police Department	\$ 21,600.00	\$ 10,407.86
	7	K2/OP	Dimensions, Inc.	\$ 102,000.00	\$ 96,805.81
	8	K2/OP/K8	Benton County Sheriff's Office	\$ 55,000.00	\$ 41,750.52
A	9	OP/K8	Bentonville Police Department	\$ 11,500.00	\$ 8,086.75
	10	K2/OP/K8	Blytheville Police Department	\$ 22,000.00	\$ 8,255.22
	11	K2/OP/K8	Van Buren Police Department	\$ 58,000.00	\$ 48,384.65
	12	K2/OP/K8	Jonesboro Police Department	\$ 68,000.00	\$ 50,588.12
N	13	K2/OP/K8	Little Rock Police Department	\$ 142,000.00	\$ 124,790.61
	14	K8/OP	Marion Police Department	\$ 14,000.00	\$ 10,345.02
	15	K2/OP/K8	North Little Rock Police Department	\$ 75,000.00	\$ 38,533.79
	16	K2/OP/K8	Osceola Police Department	\$ 16,000.00	\$ 11,395.00
C	17	K2/OP/K8	Paragould Police Department	\$ 19,000.00	\$ 12,912.84
	18	K2/OP/K8	Sherwood Police Department	\$ 24,000.00	\$ 16,703.07
	19	K2/OP/K8	Springdale Police Department	\$ 53,000.00	\$ 43,971.74
I	20	OP	Criminal Justice Institute	\$ 195,000.00	\$ 105,548.77
	21	OP	Peters and Associates	\$ 45,000.00	\$ 45,000.00
	22	K9	Arkansas State Police – TRACS	\$ 900,000.00	\$ 172,392.58
A	23	K4TR	Arkansas State Police – E-Citation	\$ 4,583,300.00	\$ 2,300.00
	24	SA	U of A – Fayetteville	\$ 40,700.00	\$ 36,308.50
	25	RH	Arkansas Operation Lifesavers, Inc.	\$ 7,000.00	\$ 612.40
L	26	K2/K8/OP	Faulkner County Sheriff's Office	\$ 56,000.00	\$ 30,391.26
	27	K8	AR Dept. of Health Human Ser - OAT	\$ 32,000.00	\$ 4,639.99
	28	K2/K8/OP	Benton Police Department	\$ 51,000.00	\$ 47,336.45
	29	K2/K8/OP	Bryant Police Department	\$ 23,900.00	\$ 12,835.14
R	30	K8/OP	Conway Police Department	\$ 50,000.00	\$ 41,513.76
	31	K2/K8/OP	Fayetteville Police Department	\$ 104,000.00	\$ 94,478.77
	32	K2/K8/OP	Fort Smith Police Department	\$ 113,000.00	\$ 86,119.59
	33	K2/K8/OP	Hot Springs Police Department	\$ 52,500.00	\$ 40,854.21
	34	K2/K8/OP	Lonoke County Sheriff's Office	\$ 30,000.00	\$ 25,915.44
E	35	K2/K8/OP	Mountain Home Police Department	\$ 19,000.00	\$ 16,452.11
	36	K2/K8/OP	Pulaski County Sheriff's Office	\$ 58,000.00	\$ 23,849.53
	37	K8/OP	Saline County Sheriff's Department	\$ 60,000.00	\$ 23,145.26
	38	K2/K8/OP	Texarkana Police Department	\$ 81,000.00	\$ 72,587.64
P	39	K2/K8/OP	Washington County Sheriff's Office	\$ 14,500.00	\$ 9,292.79
	40	K2/K8/OP	West Memphis Police Department	\$ 59,000.00	\$ 31,159.07
	41	K8/OP	Camden Police Department	\$ 17,000.00	\$ 6,201.22
O	42	K8	Black River Technical College	\$ 117,100.00	\$ 89,838.05
	43	K2/K8/OP	Hope Police Department	\$ 20,000.00	\$ 18,735.16
	44	K8/OP	Maumelle Police Department	\$ 20,000.00	\$ 2,231.11
	45	K8	Garland County – Pilot DWI Court	\$ 40,500.00	\$ 17,596.86
	46	K8	Independence County–Pilot DWI Court	\$ 140,400.00	\$ 41,292.77
R	47	K8/OP	Univ. of Central AR Police Department	\$ 18,500.00	\$ 7,913.43
	48	K8/OP	Dardanelle Police Department	\$ 15,000.00	\$ 7,942.22
	49	K8/OP	Jacksonville Police Department	\$ 46,000.00	\$ 40,938.83
T	50	OP	UAMS	\$ 190,000.00	\$ 176,068.43
	51	154HE	AHTD – 154HE	\$ 25,447,900.00	\$ 3,811,723.27
	52	K2/OP/K8	Arkansas State Police - Enforcement	\$ 1,129,300.00	\$ 479,264.50
S	53	OP/K6/K8/PM/K4PM/K4/ K4OP/K8PM/K4AL/K2/AL	Cranford,Johnson,Robinson & Woods	\$ 2,332,600.00	\$ 1,548,910.98
	54	K9	SourceCorp	\$ 300,000.00	\$ 249,419.60
	55	K9	AR Department of Health - EMS	\$ 21,300.00	\$ 16,200.00
	56	RS	AHTD – Professional Development	\$ 3,500.00	\$ 2,885.60
	TOTAL			\$ 37,995,100.00	\$ 8,468,290.76

FISCAL YEAR 2010 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$ 1,639,250.25
Occupant Protection (2)	\$ 1,761,841.69
Traffic Records (3)	\$ 563,567.88
Safe Communities	\$ 36,308.50
Roadway Safety (4)	\$ 2,026.03
Paid Advertising (5)	\$ 1,026,699.51
Motorcycle Safety (6)	\$ 38,935.24
Hazard Elimination	\$ 3,811,723.27
Planning & Administration (7)	\$ 171,266.91
Speed/Police Traffic Services (8)	\$ 156,541.50
Total	\$ 9,205,160.78



- (1) Alcohol/Other Drugs Program includes Sections 402, 406 and 410 expenditures.
- (2) Occupant Protection Program includes Sections 402, 405 and 406 expenditures.
- (3) Traffic Records Program includes Sections 402, 406 and 408 expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
- (5) Paid Advertising includes sections 402, 406 and 410 expenditures.
- (6) Motorcycle Safety Program includes sections 402 and 2010 expenditures.
- (7) Planning and Administration includes sections 402 and 406 expenditures.

LEGISLATIVE PRIORITIES/INITIATIVES

Arkansas 87th General Assembly

LEGISLATIVE PRIORITIES

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

BILLS THAT WERE SIGNED IN TO LAW/ACTS:

ACT MAKING THE MANDATORY SEAT BELT LAW A PRIMARY LAW

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

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

ACTS CONCERNING THE USE OF CELL PHONES WHILE DRIVING

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

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

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

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

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

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

ACTS CONCERNING THE LICENSING OF YOUTHFUL DRIVERS

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

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

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

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

ACTS REGARDING THE USE OF DWI IGNITION INTERLOCK DEVICES

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

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

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

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

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

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

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

ACT TO CREATE THE SCHOOL BUS SAFETY EQUIPMENT GRANT PILOT PROGRAM

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

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

ACT TO CREATE REESTABLISH A TASK FORCE ON RACIAL PROFILING

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

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

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

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

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

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

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

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

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

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

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

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

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

Noteworthy Accomplishments

Incentive Program

An incentive program conducted by the LEL at the Criminal Justice Institute garnered the support of 152 agencies to participate in CIOT and DDOLUA. The program solicits the participation from non-STEP agencies to participate in these mobilizations. Ten agencies that successfully participated and reported activities were awarded \$2,000 to be reimbursed for the purchase of traffic enforcement related equipment.

DWI Courts

The HSO provided funding for staff, training, testing supplies, and equipment for two pilot DWI Courts. **Independence County** and **Garland County district courts** completed training facilitated by the National Highway Traffic Safety Administration in collaboration with the National Drug Court Institute and the National Center for DWI Courts. Both courts were fully operational in 2010. The implementation of these two courts is Arkansas' first effort towards establishing a DWI Court System. Additional jurisdictions have indicated an interest in developing DWI courts. Arkansas is working to achieve statewide coverage. There were 122 clients enrolled in the DWI Court programs in 2010.

Ignition Interlock Summit

The HSO co-hosted a 1 ½ day Regional Interlock Summit for Region 7 with MADD in June of 2010. States reviewed information on current laws, technology and research findings and discussed barriers to interlock use in their areas. Each state developed a plan of action for addressing issues in their respective states and moving towards improved programs.

LOOKING TOWARD THE FUTURE

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

- Conducting a total of eight statewide mobilizations, four “Drunk Driving. Over the Limit, Under Arrest”, two “Click It or Ticket”, a combined campaign over the Labor Day Holiday to include both Seat Belt and DWI enforcement, and one mobilization focused specifically on speed. Additional support and participation from State, Municipal and County law enforcement agencies is being solicited.
- Increasing opportunities and encouraging agencies to participate in sobriety and seatbelt checkpoints through an expanded and improved incentive program administered through the Criminal Justice Institute.
- Full Implementation of three pilot DWI courts and collaboration with Arkansas’ Access to Recovery Grant to facilitate a statewide expansion of the DWI Court program in Arkansas.
- Continued availability and expansion of the BAT Mobile Sobriety Checkpoints through partnerships with local law enforcement agencies.