



# **FY 2023 Highway Safety Plan**

## **ARKANSAS**

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**NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:**

S. 405(b) Occupant Protection: **Yes**

S. 405(c) State Traffic Safety Information System Improvements: **Yes**

S. 405(d) Impaired Driving Countermeasures: **Yes**

S. 405(d) 24-7 Sobriety Programs: **No**

S. 405(d) Alcohol-Ignition Interlock Law: **Yes**

S. 405(e) Distracted Driving: **Yes**

S. 405(f) Motorcyclist Safety Grants: **Yes**

S. 405(g) State Graduated Driver Licensing Incentive: **No**

S. 405(h) Nonmotorized Safety: **No**

S. 1906 Racial Profiling Data Collection: **No**

Highway safety planning process

**HIGHWAY SAFETY PLAN DEVELOPMENT SCHEDULE FOR FY 2023**

<b><u>Task</u></b>	<b><u>Completed By</u></b>
Begin problem identification:	
*Collect and analyze data	October thru March
*Identify and rank problems	
*Establish goals and objectives	
PMs, HSM and Administrator conduct planning meetings	April
PMs, HSM and Administrator conduct planning meetings	April
HSO request proposals from sub-grantees/contractors	May
Program Managers (PMs) submit charts and tables of program area data to Highway Safety Manager (HSM)	May
PMs meet with HSM and Administrator to review problem identification	May
Deadline for submission of proposals from sub-grantees/contractors	June
Draft narrative of problem identification, proposed countermeasures and performance measures for HSP	June
Select and rank proposed countermeasures (projects) PMs, HSM and Administrator	June
Estimate available funding	June
PMs submit drafts for program areas	June
PMs submit drafts for 405/Incentive grants to HSM	June
Draft PP, HSP and 405/Incentive grants reviewed by Administrator	June
Submit final PP, HSP and 405/Incentive grants for Director's signature	June
Submit PP, HSP and 405/Incentive grants to NHTSA & FHWA	June
PMs prepare agreements/contracts & submit for review	August
Send agreements/contracts to sub-grantees/contractors for signature	August
Agreements/contracts returned for Director's signature	September
Submit agreements/contracts for Director's signature	September
Mail copy of signed agreements/contracts to sub-grantees/contractors	September
Program implementation	October

### **PROBLEM IDENTIFICATION PROCESS**

The AHSO analyzes historical crash data for 5-10 preceding years along with current crash data to determine traffic fatality and injury trends. Basic crash data are obtained from NHTSA FARS data which includes annual tabulations of statewide fatality counts for FARS based core performance measures (e.g., total traffic fatalities; alcohol fatalities; vehicle occupant fatalities; speed-related fatalities; fatalities from alcohol impaired driving crashes (BAC of 0.08% plus); and unrestrained passenger vehicle occupant fatalities. Data reflecting the number of serious injuries in traffic crashes is obtained from Arkansas' electronic crash reporting system (eCrash) which compiles data from crash reports filed by local law enforcement agencies and the Arkansas State Police. Citation and conviction data are gathered from agency reports and the Arkansas Department of Finance and Administration's Driver Services. Statewide demographics, vehicle miles traveled, and statewide observational safety belt use surveys are also evaluated.

Data together with other pertinent information are discussed, reviewed, analyzed, and evaluated with various agencies and groups to identify specific traffic safety problems. Fatal, non-fatal injury and property damage crashes on Arkansas' streets and highways are identified as primary traffic safety problems. Based on problems identified through the above process, the AHSO recommends countermeasures to be implemented to promote highway safety and reduce the incidence and severity of traffic crashes in the State.

In addition to traffic safety problems directly identifiable and measurable by crash and other traffic safety data, additional problems/deficiencies are identified through programmatic reviews and assessments. For example, deficiencies in the traffic records system cannot be ascertained from crash data analysis. Nevertheless, it is important that such problems be alleviated, as doing so can have a significant traffic safety program benefit.

Emphasis has been placed on identifying traffic crash statistics in the areas below.

1. Overall Fatalities
2. Overall Serious Injuries (Incapacitating)
3. Alcohol and Drug Related Traffic Crashes
4. Speeding Related Fatalities
5. Occupant Restraint Use (Driver and front seat passenger)
6. Number of Unrestrained Passenger Vehicle Occupant Fatalities
7. Motorcycle Crash Fatalities (Helmeted and Unhelmeted)
8. Pedestrian Fatalities
9. Bicyclist Fatalities
10. Teen Fatalities

Arkansas' Performance Plan and Highway Safety Plan will focus on these identified areas. The goals are based on information derived from 5 year rolling averages utilizing current FARS data in conjunction with NSC data and eCrash data which ArDOT has "cleaned up" to delete duplicates etc., and in consideration of internal and external factors, guidelines from NHTSA and FHWA, meetings with collaborating agencies, input from staff at the Arkansas Highway and Transportation Department and the recommendations of Arkansas Highway Safety Office staff.

## **Processes Participants**

The AHSO coordinates with the following State and local agencies to obtain data and other information.

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 Department of Transportation

Arkansas Department of Finance and Administration's Office of Driver Services

The AHSO 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 Impaired Driving Task Force

Arkansas Center for Health Improvement

City of Little Rock Bicycle/Pedestrian Program

Arkansas Sheriff's Association

Arkansas Association of Chiefs of Police

## **Description of Highway Safety Problems**

**Analysis of Arkansas Overall Highway Safety Problems as identified through data not limited to fatality, injury, enforcement, and judicial data used as basis for setting performance targets, selecting countermeasure strategies, and developing projects.**

FARS data (updated with NSC and cleaned up by ArDOT) for Arkansas (based on the 5-year period 2017-2021) shows the number of fatalities at 525 in 2017 and 653 in 2020. Preliminary state data shows fatalities at 695 for 2021. The fatality rate per 100 MVMT was at 1.925 for 2020 and 2.18 for 2021. Serious injuries (2's only) were down from 2,816 in 2017 to 2,582 in 2020 and were at 2,720 in 2021.

An average of 580 motorists lost their lives while an average of 2,556 were seriously injured in Arkansas over the period 2017-2021. Over the past five years, alcohol-related fatalities averaged 142 per year. Arkansas' alcohol-related fatalities in 2020 stood at 19% of the total fatalities. In 2021, there were 130 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities reported compared to 146 in 2017. For FY23 Arkansas is classified as a mid-range state with an impaired driving fatality rate per VMT of 37.

The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Motorcycle fatalities account for approximately 12 percent of Arkansas' total traffic fatalities. In 2017 this number stood at 69 but dropped to 66 in 2019. Motorcycle fatalities were at 80 again for 2020 and rose to 83 in 2021. There were 364 motorcycle involved traffic fatalities in Arkansas for the period 2017-2021.

Pedestrian and Bicyclist Fatalities are on the increase along with crashes resulting from distracted driving. Pedestrian fatalities were at 47 in 2017 and increased to 84 in 2021. Bike fatalities were at 4 in 2017 but increased to 9 in 2021.

These increases in fatalities are attributed in part to a rise in the number of speeding violations due to the lack of manpower and decreased enforcement during the COVID pandemic. In addition crash reporting is more accurate as a result of an increased number of agencies utilizing the eCrash system. The larger populated areas of Arkansas presents problems involving crashes, but the less populated rural areas also have an increased need for reducing crash numbers on road segments with high crash rates. In 2021 approximately 62% percent of Arkansas fatalities occurred in rural areas of the state.

A major area of concern continues to be a relatively low seat belt use rate in the State. In 2020, there were 429 passenger vehicle occupant fatalities. Of these fatalities, 204 or 47.5% were unrestrained. In 2019 Arkansas's Seat Belt use rate was 81.9%. The 2020 seatbelt survey was cancelled due to the COVID Pandemic but the FY21 survey showed that seatbelt use had increased to 84.2%. The survey results for 2022 are pending and will be based on the new survey site locations due to required site reselection. Preliminary results indicate a decline in the usage rate.

During 2017-2021 the number of citations issued fluctuated as shown on the chart below. Efforts continue to educate law enforcement and the judiciary on the importance of issuing citations and obtaining convictions.

<b>Citations</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Speeding Citations	18,252	17,922	19,396	21,854	19,331
Seat Belt Citations	21,162	23,401	23,514	10,474	10,154
DUI Citations	1,065	826	821	1,074	1,181

The most effective reduction of fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate and reductions in speeding, impaired and distracted driving. In FY23 the AHSO will implement aggressive and well publicized enforcement, education and awareness programming with an increased focus on citations and arrests.

During FY22 the AHSO continued to address key recommendations from the OP Assessment conducted September 16-21, 2018. Progress in these areas includes the accomplishments below:

- *Updating and eGrant web-based grants management system:*
  - The AHSO can now create grants, solicit proposals, review and approve applications, generate agreements, review project reports, and monitor projects and programs electronically through our eGrants system. New components were added in 2022 to facilitate additional reporting capacity, and to accommodate annual final reports and close out. In FY 23 the system will be upgraded to the new IGX format.
  
- *Development of a stand-alone website to highlight the AHSO traffic safety program:*
  - The AHSO is utilizing our TZD website to provide more comprehensive data and information on the Arkansas Highway Safety Office. The site provides information on AHSO programs and funding availability as well as overviews of Arkansas Highway Safety issues, snapshots of current data and links to additional data and information.
  
- *Utilizing state data to ID target populations and high-risk time periods to implement earned media campaigns:*
  - We will continue to coordinate the use of social media, press releases etc. with other agencies through our media contractor.
  - Display booths will be set up at Police Chief's Conferences and Sheriff Association Meetings to network with local agencies, distribute STEP brochures and other handouts on the importance of enforcement, provide information on funding opportunities and conduct presentations on the STEP, mini-STEP, and the High Five program.
  - Our part-time in-house LEL retired in October of 2021. The AHSO Program Managers have temporarily assumed the responsibilities of the LEL position for their respective areas. Plans are to make the LEL a full-time position and focus on filling the position in FY23.

The last TR assessment was completed in May 2021. The Arkansas TR program improved tremendously during FY21 and FY22. FY23 efforts will focus on updating to MMUCC 5 and enhancing the sharing of crash data with NHTSA. Crash records are current, and we anticipate continued improvement in FY23.

#### *AHSO Traffic Records*

- The AHSO went from almost a third of the 75 Sheriff's offices not reporting crashes to receiving data from 74 of them by 2021. Changes in leadership among sheriffs across the state resulted in some information breakdowns, but a recent meeting between the AHSO the Arkansas Sheriff's Association (ASA) and the Arkansas Association of Counties (AAC) has improved coordination. Elections this year will result in 33 new sheriffs statewide, but the ASA will begin meeting with the sheriffs on a bi-annual basis to share changes in laws and data usage to address any issues.
- A copy of the ASP-25 (Statewide Fatal Crash Form) is on the ASP website under Highway Patrol Division forms and allows all agencies/troops to locate and access this information easily. They can quickly forward the form for inclusion on the ASP website, providing easier access for the FARS unit.



- Fifty-four additional agencies submitted applications to add equipment to their vehicles and began utilizing eCrash in FY21, but due to issues with supplies caused by the COVID-19 pandemic, several of them were unable to get their equipment on time. Several re-applied for a continuation of the process in FY22 in addition to others that were not funded previously. A total of sixteen agencies were approved for funding and are currently under active grant status.
- The number of agencies submitting crashes through eCrash increased from 50% to 95%, but officer shortages statewide have resulted in several small municipal agencies putting small, part-time departments back on the road. Whether this is a permanent situation is yet to be seen, but it appears that most of these are not working injury or fatal crashes. Crash data entry has progressed from being two years behind to current in 2022 and this is expected to continue to improve over the next couple of years.

### **Project Plans Fiscal Year 2023**

Projects in the HSP will include new and continuing STEPs and Mini-STEPs targeting identified problem areas. A new “High Five” demonstration project in partnership with ArDOT will target 5 rural counties (Cross, Fulton, Monroe, White and Calhoun) with the goal of increasing seat belt usage. The AHSO has also partnered with ArDOT to provide road assessments in these counties to identify infrastructure problems.

Rising fatalities due to speed is a primary concern. The AHSO has identified the following speed corridors with plans to implement “No Tolerance” enforcement efforts: U.S. 70 to I-30 (Saline, Garland, and Glenwood), U.S. 65 (Harrison/Conway), U.S. 63 (Hoxie, Walnut Ridge, Rowe), AR 18 (Blytheville) , and 5 lane Super 2 (Manila & Monet in Mississippi Co). U.S. 70 to I-30 (Saline, Garland, and Glenwood) has been designated as the pilot site in FY23. A “Black Cat” radar will be purchased by ASP and utilized by other participating law enforcement agencies to monitor speed on that section of highway. Program managers will work with law enforcement in that area to identify specifics prior to implementation. A special campaign focusing on “Speed” is planned in addition to our regular Speed Mobilization in July. “No Tolerance” speed limit signage and identifying areas where projects can “partner up” to share equipment such as speed wagons are being considered.

As is the case nationwide, Arkansas is experiencing increases in fatalities for pedestrians and bicyclists, distracted driving, and Motorcycles. In FY21 the AHSO began working with “Alliance Highway Safety” to provide information and education at Motorcycle events across the state. The AHSO will expand the partnership with Alliance in FY23 to address Pedestrian/Bicyclist Safety and Occupant Protection.

The AHSO is working with our other partners and projects to provide additional training for officers and Judges in critical areas. The “Black River Technical College-Law Enforcement Training Academy” will be offering additional training components on Pedestrian and Bike laws and enforcement as well as Distracted Driving. The Administrative Office of the Courts has also agreed to offer a session on Distracted Driving at its annual Judges Conference.

Communication and coordination with our Law Enforcement partners and other stakeholders is vital. The AHSO conducted an annual conference in 2019 but was unable to host a conference 2020-2021 due to COVID issues. The CPS Conference will be held in Arkansas this year and we plan to host an Annual Conference in October of FY22. The conference will address pressing issues for traffic safety in Arkansas as well as offer educational components on eCrash and eGrant. In addition to the conference we will resume regional “Lunch and Learn” sessions for our STEP and Mini STEP projects. “Lunch and Learns” specific to recruiting new projects will also be conducted in each Region.

## **Methods for Project Selection (constituent outreach, public meetings, solicitation of proposals)**

The project identification/selection process begins in the preceding federal fiscal year. Problem identification is the basis for all proposed projects. This process involves collaboration and planning with select highway safety partners including the Strategic Highway Safety Steering Committee, the Criminal Justice Institute, Arkansas Department of Transportation, University of Arkansas for Medical Sciences, Arkansas Impaired Driving Taskforce, and the Traffic Records Coordinating Committee to identify emerging problems. Priority for project implementation is based on problem identification and indicators developed from crash data. Strategies and countermeasures from NHTSA's "Countermeasures That Work" along with innovative approaches developed through collaborative efforts with partner agencies are utilized to address Arkansas' problem areas.

Based on problem identification, state and local entities are targeted for implementation of new projects or continuation of existing projects. The targeted entities are informed of the proposal period and proposals are requested. All proposed projects continuing into the next fiscal year are identified and preliminary funding estimates developed. If new projects are recommended, the entities are informed of the proposal period dates. Applications are initiated and submitted through the Arkansas eGrants system. Applications submitted by state and local agencies and vendors are then assigned to the appropriate Program Specialist/Manager for review.

The assigned Program Specialist reviews the application through the Arkansas eGrants system review process using established criteria. During the preliminary review process, applications are assessed to determine they are complete and appropriate, and their relevancy towards meeting Highway Safety Goals. If information is missing or there are questions that need to be answered, the application is returned to the agency through the Arkansas eGrants system to be revised to include the necessary information and provide clarification if needed.

Crash statistics are compiled for all counties in the state and rankings determined. Rankings include identified problem areas and are utilized to determine the severity of problems in the respective locations. Applications are assessed to determine the need for the type of funding requested and where they fit within the rankings. Statistics will include Seat Belt usage for existing projects and counties that are part of the Seat Belt Survey, DWI arrests/citations, Speed, Distracted Driving etc.

Highest-ranking locals will be given priority.

Lower-ranking agencies may be funded for a project because the county in which they reside ranks high or to ensure emphasis on enforcement of priority areas throughout the state.

Some communities may be given projects to involve them as active participants in national mobilizations.

Other agencies may be given consideration when crash data indicates a problem.

Issues of concern are presented to the review team prior to review and scoring of applications.

Staff members review each application completely.

Each reviewer completes a scoring sheet in Arkansas eGrants for the application being reviewed.

Comments may be added as needed for clarification.

Grant awards are determined based upon risk assessment levels, and other factors as appropriate.

Final selections require approval of the HSO Administrator.

Staff complete a risk assessment through the Arkansas eGrants system ranking agencies as low, medium, or high risk. If the applicant is a current or prior grantee, past performance is analyzed for completeness/timeliness of reports and claims, any negative findings or unresolved problems, the level at which program objectives were met, and public awareness efforts including any earned media, and the overall success of past and/or current grant(s). Staff members look at the percent of prior funds utilized, previous equipment purchases, and the size of the organization. They also consider whether the agency contact is new to the traffic safety program and may need extra guidance. Information on whether the application agency has had any audit findings is also assessed. Utilizing this information, a determination is made as to whether the proposed project should be funded. Based on the risk assessments, different levels of monitoring may also be recommended.

Grant funding is dependent on the number of applications received, amount of funds available, and other criteria. Some applications or portions thereof may not be funded. Based upon reviews, scoring, and risk assessment, a priority list of projects is developed. This includes projects which are determined to have the greatest effect on reducing collisions, injuries, and fatalities on the state's highways. Funding recommendations are submitted by the AHSO program management staff for approval by the AHSO Manager and Administrator.

### **List of Information and Data Sources Consulted for Project Selection**

Fatality Analysis Reporting System (FARS)

Arkansas State Police - Statewide eCrash System (Crash Types and locations)

Arkansas State Police - Statewide eCite System (Citations)

Driver Services - Citations and Adjudication Reports

High Intensity Drug Trafficking Area (HIDTA) - 2023 AR Drug Threat Assessment

Arkansas Crime Information Center (ACIC)

AHSO Project Results - Data from Previous year(s)

Region 7 State Partners - Input and Experience

NHTSA "Countermeasures That Work"

### **Outcomes from the coordination of the Highway Safety Plan (HSP), data collection and information systems with the State Strategic Highway Safety plan (SHSP)**

Identified emphasis areas were selected and reviewed to assure that they are consistent with the guidelines and emphasis areas established by the U.S. Department of Transportation, and National Highway and Traffic Safety Administration. Using the experience and expertise of the Arkansas Highway Safety Office (AHSO) and Arkansas Department of Transportation (ARDOT) professional staff, FARS and state crash data, appropriate overall statewide performance goals and performance measures for selected emphasis areas have been established. Projections are based on 5 year rolling averages and collaboration between ARDOT and Highway Safety Office Staff. Specific goals and target dates are based on past trends, external factors and the staff's experience. Historical trends were established through the use of graph and chart information. Personnel from the ARDOT, Federal Highways Administration (FHWA), Metropolitan Planning Organizations (MPOs) and the AHSO held several meetings and conducted an in-depth analysis of data for fatalities, fatality rate, and serious (incapacitating) injuries. The goals/targets outlined for these performance measures in the FY23 HSP are based on this analysis.

The national performance management measures for the Highway Safety Improvement Program (HSIP) are shown below. Number of Fatalities, Rate of Fatalities, and Serious Injuries targets were coordinated between ARDOT and the AHSO. Each performance measure is based on 5-year rolling averages. (See references page 102)

- Number of fatalities
- Rate of fatalities
- Number of serious injuries
- Rate of serious injuries
- Number of non-motorized fatalities and non-motorized serious injuries

Through extensive coordination the Arkansas Highway Safety Office (AHSO), Arkansas Department of Transportation (ARDOT), Federal Highways Administration (FHWA), National Highway Traffic Safety Administration (NHTSA), all Metropolitan Planning Organizations (MPOs), and other stakeholders, a methodology to determine the targets listed below was developed.

The method to calculate each target is as follows.

- Calculate the moving average for the last five years (2013-2017, 2014-2018, 2015-2019, 2016-2020 and 2017-2021).
- Calculate the average of these five data points.
- Evaluate trend lines and percentage changes.
- Calculate average percentage change and adjust targets
- For number of fatalities and rate of fatalities, the targets were adjusted utilizing National Safety Council 2021 data in addition to FARS ARF preliminary data. FARS usually adjusts its prior year data (ARF) when current year FARS data is released.
- For number of serious injuries and number of non-motorized fatalities, targets were based on FARS state data and ARF data.

Targets were adjusted for internal/external factors that could have a detrimental impact on safety performance, such as the availability of medical marijuana, the opioid epidemic, increase in the number of drugged drivers, the increase in the speed limit on freeways/expressways and average vehicle speeds, the shortage of law enforcement officers, distracted driving, and the increase in the number of crashes captured in the database due to the continued rollout of eCrash statewide and increased reporting (26% increase in fatalities from 2019 to 2021). Increasing gas prices were also considered along with factors such as vehicle safety features and road safety infrastructure improvements that could have a positive effect on safety performance.

**Progress towards meeting State performance targets from the previous fiscal year's HSP**

Performance Measure:	2023 HSP				
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source*/ FY22 Progress Results	On Track to Meet FY22 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-1) Total Traffic Fatalities	5 year	2018-2022	631.5	2016-2020 FARS 553.2	YES
Narrative: In spite of increased fatalities, we are on track to meet this goal - with a 5-year moving average of 553.2 for 2020 and 580.0 for 2021.					
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	2996.9	2016-2020 ARDOT 2,619.4	YES
Narrative: We are on track to meet this goal thanks primarily to new safety features in cars resulting in less serious injuries.					
C-3) Fatalities/VMT	5 year	2018-2022	1.808	2016-2020 FARS 1.54	YES
Narrative: In spite of reduced VMT in 2020 and more fatalities this appears to be holding. VMT and gas prices are rising so that may change but for now looks good.					

Note: For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY22 HSP.

C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018-2022	187	2016-2020 FARS 184.6	YES
Narrative: AR Seat Belt law does not require all passengers to wear a seatbelt. We have implemented a new “High-Five” project to target rural counties and hope this will help encourage more people to buckle up.					
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018-2022	142	2016-2020 FARS 141.6	YES
Narrative: We are on track to meet this goal. Our focus on this area with enforcement, sobriety checks, DWI Courts and education seems to be working.					
C-6) Speeding-Related Fatalities	5 year	2018-2022	135	2016-2020 FARS 134.0	YES
Narrative: Speed fatalities increased dramatically during COVID-as a result of less enforcement and a decline in the number of LE officers. We are adding speed corridors in FY23 to help address this issue.					

C-7) Motorcyclist Fatalities	5 year	2018-2022	72	2016-2020 FARS 72.6	NO
Narrative: With gas prices increasing we do not see fatalities decreasing in this area.					
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	41	2016-2020 FARS 42.6	NO
Narrative: AR helmet law only applies to riders under 18 and does not mandate rider training. We have added to our FY23 programming in this area. We hope to get a certified MSF trainer in AR & more riders wearing helmets.					
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	65	2016-2020 FARS 64.4	YES
Narrative: Arkansas's has no Drivers Ed in schools and GDL laws are difficult to enforce. The laws does not monitor training or /supervised driving. AHSO has a project that will work in schools to provide education in this area for teens.					
C-10) Pedestrian Fatalities	5 year	2018-2022	59	2016-2020 FARS 60.2	NO
Narrative: Infrastructure in AR is not conducive to pedestrian and biker safety. Emphasis is being placed on increasing awareness of AR laws and safety precautions. Plans to conduct walkability assessments for selected schools, colleges and communities are in the works.					
C-11) Bicyclist Fatalities See Above	5 year	2018-2022	4	2016-2020 FARS 4.0	YES
Narrative: Same as Pedestrian above					
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2022	84.5	2021 State Survey 84.2	NO
Narrative: AR continues to struggle to increase belt use. Several new rural counties were added to our FY22 SB survey. The use rates in those counties were unexpectedly low. Now that we are aware, we plan to work to increase use rates in those areas. We have implemented "High Five" programs in 5 rural AR counties. These programs will combine education, engineering and enforcement to increase seat belt use.					

			BASE YEARS				
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART FY 23 Highway Safety Plan			2017	2018	2019	2020	2021
C-1	Traffic Fatalities	Indicate State or FARS Annual	525	516	511	653	695
	Increase total fatalities to <b>704.9</b> (2019 - 2023 rolling average) by 2023	5-Year Rolling Avg.	<b>520.8</b>	<b>524.4</b>	<b>532.6</b>	<b>553.2</b>	<b>580.0</b>
C-2	Serious Injuries in Traffic Crashes	State	<b>2816</b>	<b>2272</b>	<b>2389</b>	<b>2582</b>	<b>2720</b>
	Increase serious traffic injuries to <b>2,790.1</b> (2019 – 2023 rolling average) by 2023	5-Year Rolling Avg.	<b>2,992.4</b>	<b>2,833.6</b>	<b>2,680.6</b>	<b>2,619.4</b>	<b>2,555.8</b>
C-3	Fatalities/100M VMT	Indicate State or FARS Annual	<b>1.44</b>	<b>1.41</b>	<b>1.38</b>	<b>1.93</b>	<b>1.81</b>
	Increase fatalities/100 MVMT to <b>1.89.5</b> (2019 - 2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>1.49</b>	<b>1.48</b>	<b>1.47</b>	<b>1.54</b>	<b>1.59</b>
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Indicate State or FARS Annual	180	177	166	204	256
	Increase unrestrained passenger vehicle occupant fatalities, all seat positions 36 percent from 184.6 (2016-2020 rolling average) to <b>251.2</b> (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>183.0</b>	<b>183.2</b>	<b>183.0</b>	<b>184.6</b>	<b>196.6</b>
C-5	Alcohol-Impaired Driving Fatalities	Indicate State or FARS Annual	146	135	131	166	130
	Increase alcohol impaired driving fatalities 1.3 percent from 141.6 (2016-2020 rolling average) to <b>143.4</b> (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>138.4</b>	<b>141.2</b>	<b>140.2</b>	<b>141.6</b>	<b>141.6</b>

			BASE YEARS				
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART FY 23 Highway Safety Plan			2017	2018	2019	2020	2021
<b>C-6</b>	Speeding-Related Fatalities	Indicate State or FARS Annual	124	132	132	164	140
	Increase speeding-related fatalities by 9.9 percent from 134.0 (2016-2020 rolling average) to <b>147.3</b> (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>92.6</b>	<b>104.4</b>	<b>119.6</b>	<b>134.0</b>	<b>138.4</b>
<b>C-7</b>	Motorcyclist Fatalities	Indicate State or FARS Annual	69	66	66	80	83
	Increase motorcyclist fatalities by 19.6 percent from 72.6 (2016-2020 rolling average) to <b>86.8</b> (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>71.0</b>	<b>71.6</b>	<b>72.6</b>	<b>72.6</b>	<b>72.8</b>
<b>C-8</b>	Unhelmeted Motorcyclist Fatalities	Indicate State or FARS Annual	36	45	34	39	44
	Increase unhelmeted, motorcyclist fatalities 23.5 percent from 42.6 (2016-2020 rolling average) to <b>39</b> (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>43.8</b>	<b>44.8</b>	<b>44.4</b>	<b>42.6</b>	<b>39.6</b>
<b>C-9</b>	Drivers Age 20 or Younger involved in Fatal Crashes	Indicate State or FARS Annual	48	60	62	78	76
	Increase drivers age 20 and younger involved in fatal crashes by 21.6 percent from 64.4 (2016-2020 rolling average) to <b>78.3</b> (2019 - 2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>61.4</b>	<b>60.8</b>	<b>61.8</b>	<b>64.4</b>	<b>64.8</b>
<b>C-10</b>	Pedestrian Fatalities	Indicate State or FARS Annual	47	62	62	81	84
	Increase pedestrian fatalities by 44.9 percent from 60.2 (2016-2020 rolling average) to <b>87.2</b> (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>44.6</b>	<b>47.8</b>	<b>52.8</b>	<b>60.2</b>	<b>67.2</b>



			BASE YEARS				
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART FY 23 Highway Safety Plan			2017	2018	2019	2020	2021
<b>C-11</b>	Bicyclist Fatalities	Indicate State or FARS Annual	4	4	3	6	9
	Increase bicyclist fatalities 137.5 percent from 4.0 (2016-2020 rolling average) to <b>9.5</b> (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>4.2</b>	<b>4.2</b>	<b>3.4</b>	<b>4.0</b>	<b>5.2</b>
			<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
<b>B-1</b>	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	81	78	81.9	81.9	84.2
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 3.8 percentage points from 81.9 percent in 2020 to <b>85.0</b> percent by 2023.						

## **Program Area: Distracted Driving**

### **Description of Highway Safety Problems**

Distracted driving is common and difficult to define, measure, and sometimes observe. Using a cell phone while driving creates enormous potential for deaths and injuries on U.S. roads. More and more fatalities in Arkansas are being attributed to distracted driving. The last awareness survey was conducted by the University of Arkansas - Little Rock Survey Research Center in 2018. In 2018 UALR did away with the department that was conducting the survey. The survey tracked attitudes, self-reported driving behavior, and awareness of traffic safety enforcement and activities. The survey also assessed knowledge and opinions regarding laws and behavior related to cell phone use. The AHSO has contracted with the U of A Fayetteville to conduct annual awareness surveys beginning in 2023.

The 2018 survey conducted by UALR showed the following results:

- 65% of respondents support a state law banning all talk on handheld phones while driving.
- 71% of respondents believed there was not a texting ban while
- 43% of respondents believe Arkansas has a law banning handheld cell phones while driving {
- 42% of respondents indicated that they “Always” or “Almost Always” answer their cell phone while driving with another 29% responding they “sometimes” answered.
- 44% of respondents indicated they make calls while driving.

Further education and public awareness are needed to inform Arkansans that texting and driving is illegal in the state. Although there has not been another study done more recently in Arkansas, people are still concerned with the dangers of distracted driving. They frequently admit to engaging in such behaviors behind the wheel and the problem continues to get worse. The role of distraction in crashes is also difficult to determine because pre-crash distractions often leave no evidence for law enforcement officers or crash investigators to observe, and drivers are reluctant to admit to having been distracted during a crash.

The following data is from NHTSA Traffic Safety Facts concerning distracted driving from the National Highway Traffic Safety Administration for 2019 and 2020.

- Nine percent of fatal crashes, 15 percent of injury crashes, and 15 percent of all police-reported motor vehicle traffic crashes in 2019 were reported as distraction-affected crashes.<sup>1</sup>
- In 2019 there were 3,142 people killed and an estimated additional 424,000 people injured in motor vehicle crashes involving distracted drivers.<sup>1</sup>
- Six percent of all drivers involved in fatal crashes in 2019 were reported as distracted at the time of the crashes. Nine percent of drivers 15 to 20 years old involved in fatal crashes were reported as distracted. This age group has the largest proportion of drivers who were distracted at the time of the fatal crashes.
- In 2019 there were 566 nonoccupants (pedestrians, pedal cyclists, and others) killed in distraction affected crashes
- The data for distracted driving has significantly increased, as well, increasing from 2,841 distraction related fatalities in 2018, to 3,142 fatalities in 2019, or 8.7% of all nationally recorded fatalities. This is over a 9.5% increase in distracted driver fatalities in just one year.

In 2020 the percentage of drivers holding cellphones to their ears while driving decreased from 2.9 percent in 2019 to 2.6 percent. This translates to an estimated 354,415 passenger vehicle drivers holding cell phones to their ears while driving at a typical daylight moment in 2020. An estimated 7.9 percent of drivers were using some type of phone, either handheld or hands-free, at a typical daylight moment in 2020. The 2020 NOPUS found that handheld cellphone use continued to be higher among female drivers than male drivers; however, the difference has been decreasing in recent years. In previous years handheld cellphone use was found to be highest among 16- to 24-year-old drivers and lowest among drivers 70 and older. However, in 2020 handheld cellphone use was highest among 25- to 69-year-old drivers while remaining lowest among drivers 70 and older. Using a cell phone while driving creates enormous potential for deaths and injuries on U.S. roads. In 2020, 3,142 people were killed in motor vehicle crashes involving distracted drivers.

The National Safety Council reports that cell phone use while driving leads to 1.6 million crashes each year. Nearly 390,000 injuries occur each year from accidents caused by texting while driving. Almost 390,000 injuries transpire every year from crashes instigated by texting while driving. One out of every 4 car crashes in the United States is due to texting while driving. Texting while driving statistics reveal that this habit increases the likelihood of an accident almost 6 times more than drunk driving.

The AHSO is working with several projects to address Distracted Driving in Arkansas. These include educational components in the schools through our teen program at Arkansas Children’s Hospital (ACH), officer and judge’s training through the Black River Training Academy and Administrative Office of the Courts, Awareness and Outreach programs for public education through ArDOT and CJRW. Future plans include “Distracted Driving” outreach and education at football games tailgate parties and other sports events in Arkansas but at present we are focused on improving data collection efforts for this area.

**Countermeasure Strategy: Communication Campaign DD**

**Program Area: Distracted Driving**

**Project Safety Impacts**

Impacts of this activity are projected to be increased awareness of the dangers of distracted driving to deter the use of cell phones and the practice of texting to reduce associated deaths and injuries.

**Planned Activities Funding:**

- Statewide Communication Campaign

**Linkage Between Program Area**

The 2018 Awareness Survey conducted by the University of Arkansas at Little Rock (UALR) provided the following information:

- 65% of respondents support a state law banning all talk on handheld phones while driving.
- 71% of respondents believed there was not a texting ban while driving
- 43% of respondents believe Arkansas has a law banning handheld cell phones while driving
- 42% of respondents indicated that they “Always” or “Almost Always” answer their cell phone while driving with another 29% responding they “sometimes” answered.
- 44% of respondents indicated they make calls while driving.

A Statewide distracted driving public awareness campaign will be conducted as part of the National Distracted Driving Mobilization efforts. In Arkansas, the fines for using a wireless device to transmit text-based communications are currently a minimum of \$25 up to a maximum of \$250 for the first offense with subsequent violations subject to a fine of not less than \$50 or more than \$500.

**Planned Activities:**

- Statewide Communication Campaign

**Rationale**

More and more fatalities in Arkansas are being attributed to the emerging issue of distracted driving. Communication and outreach are a critical part of deterrence and prevention. Education will be conducted through news media, paid advertisements, and a variety of other communications channels such as community prevention projects at schools and colleges, posters, billboards, web banners and social media outlets.

Unique Identifier	Planned Activity Name
DD-2023-01	Statewide Public Information and Education (PI&E)

Planned Activity: **Statewide Public Information and Education (PI&E)**

Planned activity number: **DD-2023-01**

Primary Countermeasure Strategy ID: **Communication Campaign DD**

**Planned Activity Description**

Statewide public information and education to promote adherence to texting and cell phone laws. Components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements and paid advertising to enhance other traffic safety projects.

Intended Subrecipients

CJRW Advertising Agency

<b>Countermeasure Strategy</b>
Communication Campaign DD

<b>Source FY</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Est Funding Amount</b>	<b>Match Amt</b>
2021	FAST Act 405e Comprehensive Distracted Driving	405e Public Education (FAST Comprehensive)	\$615,000.00	\$615,000.00
2022	BIL 405e Comprehensive Distracted Driving	405e Public Education (BIL Comprehensive)	\$1,523,700.00	\$1,523,700.00
2023	BIL Act 405e Comprehensive Distracted Driving	Distracted Driving (405 e Public Education Component (BIL Comprehensive))	\$1,523,700.00	\$1,523,700.00

Planned Activity: **Slow Down, Phone Down**

Planned activity number: **DD-2023-01**

Primary Countermeasure Strategy ID: **Communication Campaign DD**

**Planned Activity Description**

Statewide public information and education to promote adherence to texting and cell phone laws through continuation of the “Slow Down, Phone Down” in work zones campaign. Components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements and paid advertising.

Intended Subrecipients

Arkansas Department of Transportation (ARDOT)

<b>Countermeasure Strategy</b>
Communication Campaign DD

Source FY	Funding Source ID	Eligible Use of Funds	Est Funding Amt	Match Amt
2021	FAST Act 405e Comprehensive Distracted Driving	405e Public Education (FAST Comprehensive)	\$500,000.00	\$500,000.00
2022	BIL 405e Comprehensive Distracted Driving	405e Public Education (BIL Comprehensive)	\$500,000.00	\$500,000.00
2023	BIL Act 405e Comprehensive Distracted Driving	Distracted Driving (405 e Public Education Component (BIL Comprehensive)	\$500,000.00	\$500,000.00

**Countermeasure Strategy: High Visibility Cellphone/Text Messaging Enforcement**  
**Program Area:Distracted Driving**

**Project Safety Impacts**

The AHSO will utilize High Visibility Enforcement (HVE) to deter cell phone use by increasing enforcement efforts in this area and the perceived risk of a ticket. Paid and earned media will support distracted driving enforcement activities These activities are designed to stimulate increased awareness of of distracted driving dangers and deter use of cell phones and the practice of texting. The objective is to reduce the associated deaths and injuries.

**Linkage Between Program Area**

- Between 2016-2020 five percent of traffic fatalities and 12% of serious injuries in Arkansas involved distracted drivers.
- On average, 7 people died or were seriously injured in distracted driving related crashes in Arkansas each week.

Although enforcement is still hampered by the lack of a hands-free law in Arkansas as well as the difficulty of proving violations without obtaining a phone record, which is expensive, officers recognize the seriousness of the problem, and data availability for this area is improving as more crashes are being attributed to this issue (See chart).

Distracted Driving Crash Data	2018	2019	2020	2021
Manually operated electronic communication device	399	359	354	408
Talking on hands-free electronic device	25	34	46	52
Talking on hand-held electronic device	92	91	87	124
Other activity with an electronic device	428	384	353	415

Source: ECrash

### **Rationale**

NHTSA has examined whether the HVE model could be effective in reducing hand-held cell phone use and texting among drivers. Like sobriety checkpoints, the objective is to deter cell phone use by increasing the perceived risk of a ticket. The HVE model will combine enforcement with paid and earned media.

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
DD-2023-02	Local Selective Traffic Enforcement Projects (STEPS)
DD-2023-03	Statewide Selective Traffic Enforcement Projects (STEP)
DD-2023-04	Local Selective Traffic Enforcement Projects (Mini-STEPS)

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPS)**

Planned activity number: **DD-2023-02**

### **Planned Activity Description**

Funding for selected cities and counties to conduct sustained selective traffic distracted driving enforcement projects.

### **Intended Subrecipients**

- *Local STEP Agencies (sub-recipients) listed on page 99*

<b>Countermeasure Strategy</b>
High Visibility Cellphone/Text Messaging Enforcement

<b>FY Source</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	FAST Act 405e Comprehensive DD	405e DD Law Enf. (FAST Comp)	\$300,000.00	\$300,000.00	\$300,000.00
2022	BIL 405e Comprehensive DD	405e DD Law Enforcement (BIL Comp)	\$300,000.00	\$300,000.00	\$300,000.00
2023	BIL 405e Comprehensive DD	405e DD Law Enforcement (BIL Comp) DD	\$300,000.00	\$300,000.00	\$300,000.00

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **DD-2023-03**

Primary Countermeasure Strategy ID: **High Visibility Cellphone/Text Messaging Enforcement**

### **Planned Activity Description**

Provide funding for the statewide selective distracted traffic enforcement.

### **Intended Subrecipients**

Arkansas State Police

Arkansas Highway Police

<b>Countermeasure Strategy</b>
High Visibility Cellphone/Text Messaging Enforcement

**FUNDING SOURCES**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount
2021	FAST ACT 405e Comp DD	405e DD Law Enf (FAST Comp)	\$500,000.00	\$125,000.00
2022	BIL 405e Comp DD	405e DD Law Enf (BIL Comp)	\$500,000.00	\$125,000.00

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPS)**

Planned activity number: **DD-2023-04**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Distracted Driving)**

**Planned Activity Description**

Funding for overtime pay and equipment for Mini-STEP projects to conduct distracted driving enforcement during state, regional or national campaigns.

**Intended Subrecipients**

- *Local Mini - STEP Agencies (sub-recipients) are listed on page 100*

<b>Countermeasure Strategy</b>
High Visibility Enforcement (Impaired)

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405e Comp. Distracted Driving	405e DD LE (FAST Comp)	\$200,000.00		\$200,000.00
2022	BIL Act 405e Comp. Distracted Driving	405e (BIL) DD LE Comp	\$400,000.00		\$400,000.00
2023	BIL Act 405e Comp. Distracted Driving	405e (BIL) DD Comp	\$200,000.00		\$200,000.00

**Program Area: Impaired Driving (Drug and Alcohol)**  
**Description of Highway Safety Problems**

For the period from 2017 through 2021 the percentage of impaired driving fatalities, as a percentage of the total were at 24 percent. In previous years alcohol related fatalities decreased from 146 in 2017 to 135 in 2018 but increased in 2020 to 166. Fatalities are at 130 for 2021. For FY22, Arkansas was classified as a Mid-Range state with an Alcohol Impaired Driving Fatality Rate of .37 per 100 million VMT.

The following chart shows the 30 counties with the highest alcohol related fatalities.

<b>Alcohol Related Fatalities By County For 2016-2020</b>							
	<b>County</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>Total</b>
1	Pulaski	14	16	21	17	30	98
2	Benton	4	5	7	6	9	31
3	Washington	9	6	5	3	6	29
4	Garland	9	2	8	5	4	28
5	Craighead	6	6	3	4	8	27
6	Sebastian	5	4	6	2	3	20
7	Crittenden	3	1	6	3	4	17
8	Independence	4	2	0	3	8	17
9	White	7	3	2	2	2	16
10	Miller	1	4	5	4	2	16
11	Jefferson	1	2	3	4	3	13
12	Faulkner	1	4	4	1	3	13
13	Crawford	3	4	4	1	1	13
14	Baxter	0	2	5	2	4	13
15	Hot Spring	3	2	2	5	0	12
16	Carroll	4	4	2	0	2	12
17	Mississippi	2	4	1	1	4	12
18	Hempstead	2	2	1	1	5	11
19	Yell	3	5	1	1	1	11
20	Pope	1	4	2	3	1	11
21	Lonoke	3	2	1	3	1	10
22	Union	2	1	3	4	0	10
23	Saline	3	2	2	1	2	10
24	Poinsett	2	2	2	0	4	10
25	Ouachita	0	4	1	4	1	10
26	Monroe	5	2	0	1	1	9
27	Clark	1	1	4	3	0	9
28	Howard	1	0	1	3	4	9
29	Jackson	4	1	1	0	2	8
30	Boone	1	2	2	1	1	7
	<b>Total</b>	<b>104</b>	<b>99</b>	<b>105</b>	<b>88</b>	<b>116</b>	<b>512</b>

In 2021, the Arkansas Crime Information Center (ACIC) reported 5,212 driving while intoxicated arrests. Over the past several years arrest numbers have trended downward. Efforts continue to include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.



YEAR	<b>DWI/DUI ACIC and ASP NUMBERS</b>		TOTAL
	ACIC	ASP	
2010	10747	8410	19157
2011	9920	7386	17306
2012	9718	6883	16601
2013	8010	6052	14062
2014	7204	5147	12351
2015	7134	4821	11955
2016	6839	4160	10999
2017	6094	4717	10811
2018	6370	3174	9544
2019	6537	3314	9851
2020	5285	3361	8646
2021	5212	3199	8411

In addition to the DWI alcohol problem, the drug threat to the state of Arkansas covers the full spectrum of all types of drugs. According to the 2023 Arkansas Drug Threat Assessment by the Gulf Coast High Intensity Drug Trafficking Area (HIDTA) Methamphetamine and Marijuana continues to be the most significant drug threat throughout Arkansas followed by prescription drugs/opioids, heroin, fentanyl and cocaine.

<b>Countermeasure Strategies</b>
Communication Campaign (Impaired Driving)
Court Monitoring
Drug Recognition Expert (DRE) Training
DWI Courts
High Visibility Enforcement (Impaired)
Highway Safety Office Program Management (Impaired Driving)
Judicial Education
Laboratory Drug Testing Equipment
Publicized Sobriety Checkpoints
SFST training for Law Enforcement Officers

**Countermeasure Strategy: Communication Campaign (Impaired Driving)**  
**Program Area: Impaired Driving (Drug and Alcohol)**

**Project Safety Impacts**

- Increased awareness of impaired driving issues
- Reduction of unsafe driving behaviors.
- Reduction of fatalities and injuries associated with impaired driving
- Utilize public service announcements (PSAs) to increase awareness of impaired driving issues.

**Linkage Between Program Area**

**Problem ID:** For the period from 2017 through 2021 the percentage of impaired driving fatalities, as a percentage of the total were at 24 percent. Fatalities for 2017 were at 525 rising to 695 in 2021. Alcohol related fatalities increased from 146 in 2017 to 130 in 2021.

**Performance Target:** A target of 143 has been established (5-year average) 2019–2023. The passage of a medical marijuana law and increased drug issues could contribute to fatalities in this area.

### Countermeasure Strategy: Communication

This strategy seeks to inform the public of the dangers of driving while impaired by alcohol and promote the positive social norms of not driving while impaired.

#### Rationale

Communications and outreach strategies attempt to inform the public of the dangers of driving while impaired by Alcohol and to promote positive social norms of not driving while impaired. As with prevention and intervention, education through various communications and outreach strategies is important. Education will be conducted through the media, paid advertisements and a variety of other communication channels such as posters, billboards, web banners and social media outlets.

Unique Identifier	Planned Activities in Countermeasure Strategy
AL-2023-03	Traffic Safety Non-Commercial Sustaining Announcement Eval Program
AL-2023-05	Statewide Public Information and Education

Planned Activity: **Traffic Safety Non-Commercial Sustaining Announcement Program**

Planned activity number: **AL-2023-03**

#### Planned Activity Description

Distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of \$300,000 in documented public service airtime for traffic safety awareness messages.

#### Intended Subrecipients

Arkansas Broadcasters Association

Countermeasure Strategy
Communication Campaign (Impaired Driving)

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	(BIL) NHTSA 402	Alcohol (FAST)	\$37,500.00		\$0.00
2023	(BIL) NHTSA 402	Alcohol (FAST)	\$37,500.00		\$0.00

Planned Activity: **Statewide Public Information and Education**

Planned activity number: **AL-2023-05**

Primary Countermeasure Strategy ID: **Communication Campaign (Impaired Driving)**

#### Planned Activity Description

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

#### Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy in Planned Activity
Communication Campaign (Impaired Driving)

**Funding sources**

<b>Source FY</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amt</b>	<b>Match Amount</b>
2022	BIL Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (BIL)	\$400,000.00	\$400,000.00
2022	BIL Act 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$100,000.00	
2023	BIL Act 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$100,000.00	
2023	BIL Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (BIL)	\$400,000.00	\$400,000.00

**Countermeasure Strategy: Court Monitoring  
Program Area: Impaired Driving (Drug and Alcohol)**

**Project Safety Impacts**

The projected impact of this strategy is to increase awareness in the courts and reduce the number of impaired drivers thereby reducing fatalities associated with impaired driving. Court Monitoring produces higher conviction rates and stiffer sentences than unmonitored cases and has been shown to increase DWI arrests, decrease plea agreements and increase guilty pleas.

**Linkage between Program Area**

Over the past several years arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP. This project would continue court monitoring projects in counties with the largest number of DWI fatalities to follow DWI/DUI cases through the court process and identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in the judicial implementation of Arkansas’s ignition interlock law.

**Rationale**

Shinar (1992) found that court-monitored cases produced higher conviction rates and stiffer sentences than unmonitored cases. Probst et al. (1987) found that judges, prosecutors, and other officials in 51 communities believed that court monitoring programs helped increase DWI arrests, decrease plea agreements, and increase guilty pleas. Court Monitoring helps to increase the awareness of the judiciary and obtain more convictions to reduce the number of impaired drivers and the fatalities and injuries associated with them.

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
AL-2023-12	Court Monitoring Program

Planned Activity: **Court Monitoring Program**  
 Planned activity number: **AL-2023-12**  
 Primary Countermeasure Strategy ID: **Court Monitoring**

**Planned Activity Description**

Court Monitoring program to enhance transparency, accountability and promote appropriate sentencing within the criminal justice system for impaired driving by: 1. Compiling information on the disposition of

DWI/DUI charges 2. Producing relevant reports and publicizing findings 3. Facilitating efforts of the Arkansas Impaired Driving Prevention Task Force.

### Intended Subrecipients

TBD

Countermeasure Strategy
Court Monitoring

### Funding sources

Source FY	Funding Source ID	Eligible Use of Funds	Estimated Funding Amt
2022	BIL Act 405d Impaired Driving Mid	405d Mid Court Support (BIL)	\$100,000.00
2023	BIL Act 405d Impaired Driving Mid	405d Mid Court Support (BIL)	\$100,000.00

### Arkansas Drug Threat Assessment

According to the 2023 Arkansas Drug Threat Assessment by the Gulf Coast High Intensity Drug Trafficking Area (HIDTA) Methamphetamine and Marijuana continue to be the most significant drug threats throughout Arkansas.

Arkansas Primary Drug Threats	
DRUG	IMPACT
Methamphetamine	Most significant threat. Leading threat in association with violent crime and property crime. Identified as the primary consumer of law enforcement resources.
Fentanyl and other Opioids	Fentanyl continues to become more available in the state and was identified as the second most significant threat and as the second primary consumer of law enforcement resources.
Marijuana	Highly abused; widely available throughout the state. Identified as the second most significant threat in association with violent crime in the state.
Controlled Prescription Drugs	Continued increase; significant threat; emerging initial drug of abuse.
Heroin	Heroin abuse continues to increase in the state of Arkansas; though it remains a low threat compared to methamphetamine. The continued growth appears to be a direct result of the abuse of pharmaceutical drugs, as users often transition to heroin due to the lower price and greater availability when pharmaceuticals are not available. Law enforcement personnel ranked this drug as the third most significant threat.
Cocaine / Crack Cocaine	Highly abused and readily available throughout the state.
Other Dangerous Drugs (ODDs)/ New Psychoactive Substances	Low availability of ODDs; moderate availability of MDMA Moderate and increasing threat of synthetic designer drugs; cannabinoids and cathinones.

*Source: 2023 Gulf Coast High Intensity Drug Trafficking Area (HIDTA) Law Enforcement and Treatment/Prevention Survey*

## **Countermeasure Strategy: Drug Recognition Expert (DRE) Training Program Area: Impaired Driving (Drug and Alcohol)**

### **Project Safety Impacts**

To provide law enforcement with training, tools and a structured approach to assist in the prosecution and conviction of Drug Impaired Drivers and to prevent these individuals from continuing to drive while under the influence of drugs or alcohol. The projected impact is a reduction in the number of injuries and deaths caused by drug impaired drivers on Arkansas roads/highways as the result of an increased number of certified DRE enforcement officers in the field.

### **Linkage Between Program Area**

Methamphetamine use continues to be the most significant concern for law enforcement and public health personnel in Arkansas. In fact, Arkansas leads the nation in the number of people testing positive for methamphetamine, according to a study by Millennium Health.

Marijuana is the most widely abused and commonly available drug within the state. AFMC indicates marijuana as the primary gateway drug for more than 6,200 people in Arkansas per year. The abuse of marijuana traverses all ages, races, and economic boundaries. In 2016, Arkansas voters passed a ballot measure to legalize medical marijuana. In February 2018, this law was enacted through the opening of numerous manufacturing and distribution facilities in the state. If a recently filed constitutional amendment proposal makes the ballot and is approved by voters next year, Arkansas adults will be able to legally purchase marijuana for recreational use by February 2023.

The importation/transportation, distribution, and abuse of pharmaceuticals is dramatically increasing in Arkansas. New, young abusers continue to experiment with pharmaceuticals before transitioning to other illicit drugs such as cocaine, heroin, and methamphetamine. In 2018, the most frequently dispensed controlled prescription drug type in Arkansas filled by Arkansas residents was opioids. Arkansas is second in the nation in the rate of opioid prescriptions – an average of 86.3 prescriptions for every 100 people, compared to the national average of 46.7 opioid prescriptions for every 100 people.

Since the COVID 19 public health emergency began in March of 2020, Arkansas overdoses have increased. According to the Arkansas Department of Health Vital Statistics Section, provisional data based on death certificates indicate that there were 547 fatal drug overdoses in 2020. This number is an increase from 352 overdose deaths in 2019. According to the Arkansas Center for Health Improvement (ACHI) analysis, overdose deaths soared in Arkansas and nationally in 2020, a development widely attributed to the psychological toll of the COVID 19 pandemic and the proliferation fentanyl in the nation's illegal drug trade. An alarming trend in the U.S. and Arkansas is for prescription opioid abusers to transition to heroin/fentanyl as it mimics the effects of opioid pharmaceuticals and is, in many instances, less costly. During the outbreak of COVID 19, heroin became more available throughout the state, and becomes more in demand as opioid prescription regulations increase.

Crack and powder cocaine are another significant and long-term problem in the state, especially in inner cities. The ready availability of cocaine and the movement of street gangs beyond traditional areas of operation have led to the spread of crack in many suburban and rural areas. Crack's dominance can be attributed to the drug's availability, simplicity of conversion from powdered cocaine and its addictive properties.

Several drugs referred to as club drugs, which include MDMA (Ecstasy) are prevalent and popular in Arkansas. MDMA (Ecstasy) and Molly are reported as moderately available with increasing popularity and abuse through much of the state, especially among young drug users in college towns. “Molly” which is marketed and identified by users/distributors as "pure" MDMA to make it appear safer than MDMA, is in most cases a synthetic drug.

Synthetic drugs, including cannabinoids and cathinones, have become a major problem in the state of Arkansas. These drugs present a unique problem for law enforcement as they are constantly changing the chemical formulation to avoid laws as they are established, thereby ensuring a constant flow of these unregulated substances to citizens of Arkansas.

**Predictions:**

Local methamphetamine production will continue to decline as Mexico continues to import large quantities of highly pure and inexpensive methamphetamine into the state.

Heroin abuse will continue to rise in conjunction with law enforcement focus and success in combating diverted pharmaceuticals, especially amongst the youth.

There will be an increase in the amount of fentanyl-laced heroin and counterfeit prescription drugs resulting in an increase in drug overdoses.

There will be a decrease in the importation of both Mexico sourced marijuana and marijuana products from the states with state legalized marijuana laws once Arkansas legal marijuana production begins. Arkansas produced, state legalized, high-grade marijuana will potentially be exported to other states.

Cocaine will remain available and will significantly contribute to violent and property crime, particularly in urban areas.

Virtual currency or bitcoin transactions will increase in the illicit trade.

The number of poly-drug Drug Traffic Organizations (DTOs) will increase, this will be beneficial for users to purchase different types of drugs from one DTO.

Marijuana is cheaper to get from the streets because the taxes are so high and local gangs are robbing people. This will increase violent crimes in the area.

**Rationale**

The Drug Recognition Expert (DRE) program was established with support of NHTSA in 1988. It is a structured program that involves assessment of suspected impaired drivers and systematically collects and documents symptoms of drug and impairment to provide a framework for the interpretation of evidence that indicates the class or classes of drugs most likely to be present. It establishes the necessary probable cause for collection of a biological sample for toxicological testing, completing the major elements needed for a DUID prosecution. The DRE program is the most effective tool available to law enforcement officers for the documentation of behavior and impairment in drug-impaired drivers. By incorporating DRE training along with other activities in the Impaired Driving Program Area, Arkansas will have more trained and informed officers in the field to apprehend, identify and effectively prosecute impaired drivers. The objective being to reduce deaths and injuries associated with impaired drivers.

Unique Identifier	Planned Activity Name
AL-2023-02	Traffic Safety/ Law Enforcement Training Project

Planned Activity: **Traffic Safety/ Law Enforcement Training Project**

Planned activity number: **AL-2023-02**

Primary Countermeasure Strategy ID: **Drug Recognition Expert (DRE) Training**

**Planned Activity Description**

Provide the following training for law enforcement officers: Standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training; SFST refresher training; Advanced Roadside Impaired Driving (ARIDE) training; Drug Recognition Expert (DRE) training & Instructor development.

**Traffic Safety/Law Enforcement Training Project**

- Provide DWI and standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training and education for approximately 500 law enforcement officers.
- Provide SFST refresher training to 175 law enforcement officers.
- Provide drug recognition expert (DRE) training/education to approximately 20 officers.
- Provide instructor development training to 15 SFST/TOPS officers and 8 DRE officers.
- Provide Advanced Roadside Impaired Driving (ARIDE) to approximately 100 officers.
- Provide Recertification of DRE Officers

**Intended Subrecipients**

Criminal Justice Institute

<b>Countermeasure Strategy</b>
Drug Recognition Expert (DRE) Training
SFST training for Law Enforcement Officers

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL Act NHTSA 402	Alcohol (BIL)	\$320,000.00		\$240,000.00
2023	BIL Act NHTSA 402	Alcohol (BIL)	\$320,000.00		\$240,000.00

**Countermeasure Strategy: DWI Courts**

**Program Area: Impaired Driving (Drug and Alcohol)**

**Project Safety Impacts**

DWI Courts are specialized courts dedicated to changing the behavior of DWI offenders through intensive supervision and treatment. Arkansas now has 14 courts. These courts provide a systematic and coordinated approach to prosecuting, sentencing, monitoring, and treating DWI offenders, Prosecutors and judges in DWI courts specialize in DWI cases. The underlying goal is to change offenders' behavior by identifying and treating alcohol problems and holding offenders accountable for their actions thereby rehabilitating offenders, taking impaired drivers off the road, and reducing death and injuries on the streets and highways of Arkansas.

The AHSO works with court jurisdictions statewide and their in-house teams to improve adjudication of traffic laws related to impaired driving. Activities include soliciting and generating interest statewide for

the development and implementation of additional DWI Courts. Arkansas has 3 pilot DWI courts. An additional 6 courts completed training in 2011 and implemented their DWI courts in 2012. A 10th court completed training mid-2012, an 11th court in the summer of 2014 and a 12th court in December 2015. One additional court was trained in 2017 and a 14<sup>th</sup> court completed training in FY2021. This Task provides funding to maintain operations for three pilot DWI courts and assist with training costs for new courts. AHSO will provide funding for initial and enhanced DWI Court Trainings offered through NHTSA/NDICI. Federal funds provide for salaries, fringe benefits, in and out-of-state travel, meeting expenses, maintenance and operations, printing and administration. State/local funds provide additional administrative costs.

**Linkage Between Program Area**

Although drunk driving fatalities in the United States have been significantly reduced since the early 1980s, thanks to harsher penalties for DUI’s and the work of awareness groups, alcohol-impaired driving remains a serious problem on America’s roadways. In 2021 there were 695 total fatalities and 130 alcohol impaired fatalities. Nineteen per-cent (19%) of vehicle fatalities were the result of alcohol impairment, where an operator of a vehicle involved in the crash had a blood alcohol concentration of .08 or greater.

**Rationale**

DWI Courts are listed as a 4-star countermeasure in NHTSA's Countermeasures that Work. A systematic review found that DWI courts appear to be effective in reducing recidivism. Numerous studies suggest DWI Courts reduce recidivism among DWI offenders by approximately 50% compared to traditional court programs. One Michigan study found that DWI court participants were 19 times less likely to be rearrested for a DWI within two years than a comparison group of offenders who were in traditional probation. Another study of three DWI Courts in Georgia found that offenders who graduated from the court program had a 9% recidivism rate within the next 4 years compared to a 24% recidivism rate for the comparison group in traditional courts. Evaluations have shown that close monitoring and individualized sanctions for DWI offenders reduce recidivism.

Unique Identifier	Planned Activity Name
AL-2023-13	DWI Courts

**Planned Activity: DWI Courts**

Planned activity number: **AL-2023-13**

Primary Countermeasure Strategy ID: DWI Courts

**Planned Activity Description**

Funding for 12 DWI courts (3 pilot courts and training for 9 other courts) including development and implementation of additional DWI courts in jurisdictions statewide to improve adjudication of traffic laws related to impaired driving.

**Intended Subrecipients**

Local District Courts

Countermeasure Strategy
DWI Courts



Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Mid	405d Mid Court Support (BIL)	\$200,000.00	\$200,000.00	\$200,000.00
2023	BIL 405d Impaired Driving Mid	405d Mid Court Support (BIL)	\$300,000.00	\$300,000.00	\$300,000.00

**Countermeasure Strategy: High Visibility Enforcement (Impaired)**  
**Program Area: Impaired Driving (Drug and Alcohol)**

**Project Safety Impacts**

High visibility enforcement campaigns are a strategy within the Impaired Driving (Drug and Alcohol Section). Funding will support STEP and mobilization overtime enforcement efforts throughout the state. High visibility enforcement will increase the presence of law enforcement to discourage impaired driving (alcohol and drug). The projected impact is a reduction in the deaths and injuries associated with them.

The primary emphasis will be sustained year-round DWI/DUI enforcement. Participating agencies will also conduct checkpoints and saturation patrols at least four nights during National and State impaired driving campaigns. A media blitz associated with the mobilizations and frequent PSA’s will remind motorists of the increased potential of being stopped, ticketed, and arrested. Vehicles stopped will be monitored for both occupant restraint and impaired driving (alcohol and drug) violations.

**Linkage Between Program Area**

The legalization of medical marijuana along with increased drug issues may contribute to higher fatalities.

**Rationale**

Studies have demonstrated high-visibility enforcement (HVE) to be effective in curbing alcohol-impaired driving and it appears that it is working. Alcohol related fatalities decreased from 146 in 2017 to 130 in 2021.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
AL-2023-06	Local Selective Traffic Enforcement Projects (STEPs)
AL-2023-07	Statewide Selective Traffic Enforcement Projects (STEP)
AL-2023-08	Mini Selective Traffic Enforcement Projects (M-STEPs)
AL-2023-11	Statewide Law Enforcement Liaison (LEL)
AL-2023-14	Statewide In-Car Camera and Video Storage System

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPs)**

Planned activity number: **AL-2023-06**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

**Planned Activity Description**

Funding for local selective traffic enforcement. The primary emphasis will be sustained year-round DWI/DUI enforcement. Agencies will also participate in mobilizations and checkpoints.

**Intended Subrecipients:** *Local STEP Agencies (sub-recipients) are listed on page 99*

<b>Countermeasure Strategy</b>
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

**Funding sources**

Source FY	Funding Source ID	Eligible Use of Funds	Est Funding Amt	Match Amt	Local Benefit
2022	BIL Act 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$300,000.00	\$300,000.00	\$300,000.00
2023	BIL Act 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$300,000.00	\$300,000.00	\$300,000.00

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: AL-2023-07

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

**Planned Activity Description**

Primary emphasis will be sustained year-round enforcement of DWI/DUI laws

**Intended Subrecipients**

Arkansas State Police

Arkansas Highway Police

<b>Countermeasure Strategy</b>
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

**Funding sources**

Source FY	Funding Source ID	Eligible Use of Funds	Est Funding Amt	Match Amt
2022	BIL 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$400,000.00	\$100,000.00
2023	BIL 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$400,000.00	\$100,000.00

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPS)**

Planned activity number: **AL-2023-08**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

**Planned Activity Description**

Funding for overtime pay and equipment for Mini-STEP projects to conduct DWI/DUI enforcement during state, regional or national campaigns.

**Intended Subrecipients:** *Local Mini - STEP Agencies (sub-recipients) are listed on page 100*

<b>Countermeasure Strategy</b>
High Visibility Enforcement (Impaired)

**Funding sources**

Source FY	Funding Source ID	Eligible Use of Funds	Est Funding Amt	Match Amt	Local Benefit
2022	BIL Act 405d Impaired Driving Mid	405d Mid HVE (BIL)	\$400,000.00		\$400,000.00
2023	BILAct 405d Impaired Driving Mid	405d Mid HVE (BIL)	\$400,000.00		\$400,000.00

Planned Activity: **Statewide Law Enforcement Liaison (LEL)**

Planned activity number: **AL-2023-11**

The Law Enforcement Liaison will solicit participation of law enforcement agencies in federal and state mobilizations. Information on the newly implemented rural high five program will also be provided and promoted to generate interest. Lunch and learn sessions will be conducted with local law enforcement agencies in the area.

**Planned Activity Description**

The LEL will recruit law enforcement agencies statewide to participate in mobilizations and mini-STEP grants in addition to promoting agency participation in sustained STEP programs, other responsibilities will include recruiting agencies for SFST, ARIDE, and DRE training Information on the newly implemented rural high five program will also be provided and promoted to generate interest. Lunch and learn sessions will be conducted with local law enforcement agencies in the area.

**Intended Subrecipients**

Arkansas State Police - AHSO

<b>Countermeasure Strategy</b>
High Visibility Enforcement (Impaired)

**Funding sources**

Source FY	Funding Source ID	Eligible Use of Funds	Estimated Funding Amt	Match Amt
2022	BIL Act NHTSA 402	Alcohol (BIL)	\$50,000.00	
2023	BIL Act NHTSA 402	Alcohol (BIL)	\$50,000.00	

**Countermeasure Strategy: Highway Safety Office Program Management**  
**Program Area: Impaired Driving (Drug and Alcohol)**

**Project Safety Impacts**

Provide necessary personnel and training for administration of the Impaired Driving Program Area. Funding provides for necessary staff time travel and training expenses directly related to planning, programming, monitoring, evaluation, and coordination of the Traffic Records Program. Funding will also provide training to maintain an effective, efficient Impaired Driving Program to direct and support strategies to effectively address traffic Arkansas' traffic Impaired Driving problems. It will include expenses directly related to the AHSO grants management system developed, operated and maintained through a contractor (AGATE)

**Linkage Between Program Area**

Alcohol/Impaired Driving Program Management will provide for the administration of the Impaired Driving Program, necessary staff time travel and training expenses related to the planning, programming, monitoring, evaluation and coordination of the Impaired Driving Program and facilitate continued development of the AHSO eGrant System.

**Rationale**

Funding provides for necessary staff time, travel and training expenses related to the planning, programming and development of an effective, efficient Impaired Driving Program and AHSO grants management system.

Unique Identifier	Planned Activity Name
AL-2023-17	Alcohol and Other Drug Countermeasures Program Management

Planned Activity: **Alcohol and Other Drug Countermeasures Program Management**

Planned activity number: **AL-2023-17**

Primary Countermeasure Strategy ID: **Hwy Safety Office Program Management (Impaired Driving)**

**Planned Activity Description**

Funding provides program management/administration for projects in the Alcohol and Other Drugs area. It will also provide training and support to effectively address Arkansas' Impaired Driving problems

**Intended Subrecipients:** Arkansas State Police - AHSO

Countermeasure Strategy
Highway Safety Office Program Management (Impaired Driving)

**Funding sources**

Source FY	Funding Source ID	Eligible Use of Funds	Est Funding Amt	Match Amt
2022	BIL 405d Imp Drvg	405d Int Alcohol (BIL)	\$121000.00	
2023	BIL 405d Imp Drvg	405d Int Alcohol (BIL)	\$121,000.00	
2022	BIL NHTSA 402	Alcohol (BIL)	\$150,000.00	
2023	BIL NHTSA 402	Alcohol (BIL)	\$150,000.00	

**Countermeasure Strategy: Judicial Education**  
**Program Area: Impaired Driving (Drug and Alcohol)**

**Project Safety Impacts**

As members of the criminal justice system, judges are impartial administrators of the law. Judges who preside over impaired driving cases need to be equipped with specific information about the challenges faced by the judiciary as an impaired driver moves through the criminal justice system. The revolving door, as it is called, refers to the continued exploitation of the legal system by repeat offenders. A top priority for the AHSO is to provide information needed by judges to close legal loopholes exploited by attorneys representing impaired drivers, while still protecting the rights of the accused. Providing information and education will make Arkansas' streets and highways safer by insuring Judges have up to date information to implement appropriate measures, sentences etc. to keep impaired drivers off roads and prevent the fatalities and injuries caused by them.

**Linkage Between Program Area**

In 2021, the Arkansas Crime Information Center (ACIC) reported 5,212 driving while intoxicated (DWI)/ driving under the influence (DUI) arrests. The 2020 data showed 8,646 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.

**Rationale**

This Countermeasure incorporates two sub-countermeasures including "Education on Medication" and "Drug Impaired Driving Laws". Providing updated information on laws and medications enables law enforcement, prosecutors, and judges to do their jobs more effectively. It has been very effective in contributing to the effectiveness of another countermeasure utilized by the AHSO - that of expanding the number of Arkansas' DWI Court's.

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
AL-2023-01	Judicial Training

Planned Activity: **Judicial Training**

Planned activity number: **AL-2023-01**

Primary Countermeasure Strategy ID: **Judicial Education**

**Planned Activity Description**

Provide adjudication training for approximately 100 Arkansas district judges with emphasis on impaired driving issues. Training may include, but is not limited to, careless driving, radar, search and seizure, probable cause, pharmacology, interaction with other agencies and sentencing. Faculty will be selected from district judges, substance abuse professionals, law enforcement officers, law professors and judges from other states who teach traffic programs in their home state and at the national level. Funding will reimburse in-state and out-of-state travel, tuition, meals, and lodging

Three-day judicial training program for approximately 100 State traffic court judges in mid-September 2023 at a location TBA in Arkansas titled "Updated Impaired Driving Case Fundamentals". Curriculum will be developed by staff of the Administrative Office of the Courts. Material will include an overview of sentencing practices and evidence- based options for traffic offenses; circumstances providing legal basis for stops, searches, seizures arrests and admissibility of testimonial or physical evidence; describe pharmacology to evaluate expert testimony; identify and utilize assessment, treatment, and counseling resources to assist with imposing appropriate sentences and identify new technology and practices used in sentencing.

Fund seven District Court Judges and one judicial educator to attend the American Bar Association Traffic Court Seminar in spring 2023 – date and place TBD.

**Intended Subrecipients**

Administrative Office of the Courts

<b>Countermeasure Strategy</b>
Judicial Education

**Funding sources**

Source FY	Funding Source ID	Eligible Use of Funds	Est Funding Amt	Match Amt	Local Benefit
2022	BIL Act NHTSA 402	Alcohol (BIL)	\$100,000.00		\$100,000.00
2023	BIL Act NHTSA 402	Alcohol (BIL)	\$100,000.00		\$100,000.00

**Countermeasure Strategy: Laboratory Drug Testing Equipment  
Program Area: Impaired Driving (Drug and Alcohol)**

**Project Safety Impacts**

Arkansas State Crime Lab and the Arkansas Department of Health (ADH) will provide testing for alcohol and other drugs. Testing results will provide for problem analysis and data for prosecution. Funding will also provide for the Office of Alcohol Testing staff to attend Conferences and trainings including Association of Ignition Interlock Program Administrators, Lifesavers National Conference on Highway Safety Priorities, and Intoximeter Users Group Meeting and the purchase of testing supplies and equipment costing less than \$5,000 apiece.

**Linkage between Program Area**

According to the 2023 Drug Enforcement Administration’s Drug Threat Assessment for Arkansas, other than Alcohol marijuana is the most widely abused and commonly available drug within the state. AFMC indicates marijuana as the primary gateway drug for more than 6,200 people in Arkansas per year. In 2016, Arkansas voters passed a ballot measure to legalize medical marijuana. In February 2018, this law was enacted through the opening of numerous manufacturing and distribution facilities in the state. If a recently filed constitutional amendment proposal makes the ballot and is approved by voters next year, Arkansas adults will be able to legally purchase marijuana for recreational use by February 2023. Methamphetamine is another significant threat, followed by the diversion and abuse of pharmaceuticals. Heroin use continues to increase and appears to be a direct result of the abuse of pharmaceutical drugs as abusers’ transition to heroin when pharmaceuticals are not available. Crack Cocaine is also highly abused.

**Rationale**

Testing for substances in addition to alcohol is necessary to provide data on Arkansas' drug problems and information to direct programming efforts to deter impaired driving, reduce the number of Alcohol and Drug Impaired Driving Fatalities and the number of overall fatalities in Arkansas. Results from testing will also provide evidence for prosecution.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
AL-2023-09	BAC Intoximeter and Blood Testing Project
AL-2023-15	Motor Vehicle Crash Toxicology Testing

Planned Activity: **BAC Intoximeter and Blood Testing Project**

Planned activity number: **AL-2023-09**

**Planned Activity Description**

Funding for Office of Alcohol Testing staff to attend Conferences/trainings including: Association of Ignition Interlock Program Administrators, Lifesavers National Conference, Intoximeter Users Group Meeting and International Association for Chemical Testing annual meeting. Funding also provides for purchase of testing supplies and an Intoximeter Hardware and Guth Simulators as shown below.

Guth Simulators (7 @ 1,142.85 ea.) \$8,000  
Intoximeter Tanks (96 @ \$187.50 ea.) \$18,000

**Intended Subrecipients**

Arkansas Department of Health (ADH) - Office of Alcohol Testing

<b>Countermeasure Strategy</b>
Laboratory Drug Testing Equipment

**Funding sources**

Source FY	Funding Source ID	Eligible Use of Funds	Estimated Funding Amt	Match Amount
2022	BIL 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (BIL)	\$300,000.00	\$75,000.00
2023	BIL 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (BIL)	\$525,000.00	\$131,300.00

Planned Activity: **Motor Vehicle Crash Toxicology Testing**

Planned activity number: **AL-2023-15**

**Planned Activity Description**

Funds provide for toxicology testing; equipment validation; new toxicology analysis equipment, supplies and training.

Drug standards kits: \$70,000 Supplies to conduct confirmation and quantitation analysis  
Immunoassay kits: \$220,000 Supplies used to perform drug screening.  
Blood Alcohol kits: \$5,000 Supplies used to perform blood test analysis  
Single/multichannel pipettes: \$10,000  
Toxicology training: \$10,000 to send toxicologist to Society of Forensic Toxicologist or equivalent training.

**Intended Subrecipient:** Arkansas State Crime Lab

<b>Countermeasure Strategy</b>
Laboratory Drug Testing Equipment

**Funding sources**

Source FY	Funding Source ID	Eligible Use	Est Funding Amt	Match Amt
2022	BIL 405d Impaired Drvg Mid	405d Mid BAC Testing/Reporting (BIL)	\$300,000.00	\$75,000.00
2023	BIL 405d Impaired Drvg Mid	405d Mid BAC Testing/Reporting (BIL)	\$300,000.00	\$75,000.00

**Countermeasure Strategy: Publicized Sobriety Checkpoints**  
**Program Area: Impaired Driving (Drug and Alcohol)**

**Project Safety Impacts**

The mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, support and training project with the Black River Technical College, Law Enforcement Training Academy in Pocahontas, AR will be a low manpower & multi-agency sobriety checkpoint training and support.

This project will supplement the DWI/SFST/DRE program with the Criminal Justice Institute by providing a mobile platform during DRE evaluations that are part of the DRE certification process. Local and Statewide Selective Enforcement Projects will conduct checkpoints as part of their contracts. The In-Car Camera and Video Project will provide necessary equipment to assist Statewide Selective Enforcement.

Checkpoints will be conducted statewide with emphasis in areas where alcohol related fatalities are highest. Officers will stop vehicles at predetermined locations to check whether the driver is impaired. The purpose is to deter driving after drinking and reduce the number of alcohol and drug related fatalities statewide and in counties with a high number of alcohol & drug related fatalities. Anticipated impacts include reduced alcohol-related crashes and decreased alcohol-related fatalities as well as fewer drivers with positive BACs in roadside surveys.

**Linkage Between Program Area**

Over the past several years impaired driving arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.

For the period from 2017 through 2021 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent. The availability of medical marijuana and increased drug issues could contribute to additional alcohol and drug related fatalities.

**Rationale**

CDC's systematic review of 15 high quality studies has shown checkpoints to reduce alcohol-related fatal crashes by 9%. Another analysis found that checkpoints reduce alcohol-related crashes by 17% and all crashes by 10 to 15%. In recent years NHTSA has supported a number of efforts to reduce alcohol-impaired driving using publicized sobriety checkpoint programs. Evaluations of statewide campaigns found decreases in alcohol-related fatalities as well as fewer drivers with positive BACs in roadside surveys.

**Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
AL-2023-06	Local Selective Traffic Enforcement Projects (STEPS)
AL-2023-07	Statewide Selective Traffic Enforcement Project (STEP)
AL-2023-10	Law Enforcement Training Academy BAT Sobriety Checkpoint Mobile Training
AL-2023-14	Statewide In-Car Camera and Video Storage System

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPS)**

Planned activity number: **AL-2023-06**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

**Planned Activity Description**

The primary emphasis will be sustained DUI/DWI local selective traffic enforcement agencies. Agencies will also participate in mobilizations, and checkpoints.



**Intended Subrecipients:** *Local STEP Agencies (sub-recipients) are listed on page 99*

<b>Countermeasure Strategies</b>
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

**Funding sources**

Source FY	Funding Source ID	Eligible Use of Funds	Estimated Funding Amt	Match Amt	Local Benefit
2022	BIL 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$300,000.00	\$300,000.00	
2023	BIL 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$300,000.00	\$300,000.00	

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **AL-2023-07**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

**Planned Activity Description**

Sustained year-round enforcement of DWI/DUI laws. Participation will include mobilizations and checkpoints.

**Intended Subrecipients:** Arkansas State Police and Arkansas Highway Police

<b>Countermeasure Strategies</b>
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

**Funding Sources**

Source FY	Funding Source ID	Eligible Use of Funds	Estimated Funding Amt	Match	Local Benefit
2022	BIL 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$300,000.00	\$75,000.00	
2023	BIL 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$300,000.00	\$75,000.00	

**Planned Activity: Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training**

Planned activity number: **AL-2023-10**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

**Planned Activity Description**

Equipment for the Breath Alcohol Testing (BAT) & Sobriety Checkpoint support and training project with Black River Technical College, Law Enforcement Training Academy.

- *Trafficcloud Software Support:* Two LED Signs used at sobriety checkpoints and equipped with GPS and Bluetooth capabilities to allow BAT staff to quickly change traffic messages for motorist safety at sobriety checkpoints. The software GPS also allows staff to find the sign boards if lost or stolen. Funding also provides for a yearly support package necessary to utilize the software.
- *InstaAlert 18 Message Board:* The BAT is currently equipped with three message boards. A fourth is needed for checkpoints held at 4-way intersections to notify motorists they are approaching the checkpoint.
- *Intoximeter EC/IR 11.t:* The current Intoximeter in the BAT is a larger version that is stationary. The EC/IR 11.t is a smaller, more compact model that is more transportable and easier to move.

**Intended Subrecipients**

Black River Technical College

<b>Countermeasure Strategy</b>
Publicized Sobriety Checkpoints

**Funding sources**

Source FY	Funding Source ID	Eligible Use of Funds	Est Funding Amt	Match	Local Benefit
2022	BIL Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (BIL)	\$150,000.00		
2023	BIL Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (BIL)	\$150,000.00		

**Major purchases and dispositions**

*Equipment with a useful life of more than one year and acquisition cost of \$5,000 or more*

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total
InstaAlert 18 Board	1	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00	\$ 6,200.00
Intoximeter EC/IR 11.t	1	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00

**Planned Activity: Statewide In-Car Camera and Video Storage System**

Planned activity number: **AL-2023-14**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

**Planned Activity Description**

This task provides in-car video cameras and a backend video storage system for the Arkansas State Police (ASP) to aid in the apprehension and prosecution of DWI/DUI violators. This is a statewide project. Equipment will be utilized statewide to enhance ASP STEP activities and integrated with eCite and eCrash as part of the Mobile Officer Virtual Environment (MOVE) to provide essential documentation for DWI cases.

**Intended Subrecipients**

Arkansas State Police

<b>Countermeasure Strategy</b>
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$320,000.00	\$75,000.00	
2023	BIL 405d Impaired Driving Mid	405d Impaired Driving Mid (BIL)	\$320,000.00	\$75,000.00	

**Countermeasure Strategy: SFST training for Law Enforcement Officers**

**Program Area: Impaired Driving (Drug and Alcohol)**

**Project Safety Impacts**

Well trained officers to conduct SFST (one-Leg Stand, Walk and Turn, and Horizontal Gaze Nystagmus) used by law enforcement to estimate whether a driver is at or above the illegal limit of .08 BAC) is a benefit not only in recognizing impaired drivers but also in obtaining convictions. DWI arrests and convictions result in increased public awareness of the dangers of impaired driving and lower fatalities and injuries.

**Linkage Between Program Area**

For the period from 2017 through 2021 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent.

**Rationale**

The rationale for this countermeasure strategy is to expand specialized impaired driving training for law enforcement officers to assist in identification and apprehension of impaired drivers.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
AL-2023-02	Traffic Safety/Law Enforcement Training Project - See description pg. 31 – this project satisfies two countermeasures DRE Training and SFST Training.

## Program Area: Motorcycle Safety

### *Description of Highway Safety Problems*

Arkansas reported 69 motorcycle related fatalities in 2017 rising to 83 in 2021 and account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and only requires helmets for motorcyclists aged 21 or younger. In 2021, 44 of the 83 fatalities or 53 percent, were not helmeted. Motorcycle data is provided in the chart below. The chart shows the number of motorcycle crashes for 2021 and the crashes involving an impaired driver.

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

The Arkansas Highway Safety Office (AHSO) will conduct a statewide motorcycle safety program to increase motorist's awareness, support rider education and outreach, and utilize enforcement and PI&E efforts to reduce the number of motorcycle fatalities and injuries. The AHSO will purchase advertising for

the “Look Twice for Motorcycles” and “Take 2 for Arkansas” campaigns to include broadcast, cable, radio and online in a majority of counties with a focus on counties that have the most crashes and fatalities.

Arkansas will utilize statewide television and radio spots to promote awareness of motorcycle safety and the dangers associated with the impaired operation of motorcycles. Efforts to deter impaired motorcyclists will be made during the National Winter DWI Mobilization (DSOGPO); the National Labor Day DWI Mobilization (DSOGPO); and the July 4th holiday DSOGPO campaign. The AHSO will purchase advertising to include broadcast, cable, radio and online advertising directed at a majority of counties with the highest number of crashes and fatalities with an emphasis on the top five counties to provide information and create awareness of motorcycle safety and dangers of impaired riding.

**Planned activities: Motorist Awareness Campaign and Motorcycle Outreach Program**

Provides funding to promote motorcycle safety activities. Items that may be produced and purchased are educational pamphlets, posters, costs associated with producing and airing radio and television ads and other items as appropriate. A motorcyclist outreach program has been subcontracted to Alliance Sport Marketing through CJRW. This project will involve a coordinated presence at motorcycle rallies throughout the state. The project was initiated in May FY21 and has already drawn positive attention and response from various motorcycle groups. In FY23, Alliance will attend a minimum of 20 days of motorcycle rallies, or 10 different rally events. Other planned efforts for FY23 include working with DMV to coordinate envelope stuffers to provide information on registration, licensing, and training opportunities. The AHSO will continue to work with ABATE and motorcycle dealerships to identify an MSF trainer for Arkansas as well as to conduct additional education and outreach.

**Associated Performance Measures**

FY	Performance measure name	Target End Year	Target Period	Target Value
2022	C-7) Number of motorcyclist fatalities (FARS)	2023	5 Year	86
2023	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2023	5 Year	53

<b>Countermeasure Strategy</b>
Communication Campaign (MC)

**Countermeasure Strategy: Communication Campaign (MC)**  
**Program Area:Motorcycle Safety**

**Project Safety Impacts**

The objective of Arkansas' Communication Campaign for Motorcycle awareness is to provide information concerning the safe operation of motorcycles and persuade riders and drivers of the benefits associated with drivers and motorcycle operators taking the time to be more aware of their surroundings, be safe and courteous and not drink while operating or riding a vehicle or motorcycle. The projected impact would be increased awareness and safer behaviors on the part of drivers and motorcycle operators resulting in fewer fatalities and injuries.

### Linkage Between Program Area

Arkansas reported 69 motorcycle related fatalities in 2017 rising to 83 in 2021 and account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and only requires helmets for motorcyclists aged 21 or younger. In 2021, 44 of the 83 fatalities or 53 percent, were not helmeted.

### Rationale

Effective, high visibility communications and outreach are important in changing attitudes and behavior of both riders and drivers. The objective of Arkansas' Communication Campaign for Motorcycle awareness is to provide information concerning the safe operation of motorcycles and persuade riders and drivers of benefits associated with taking time to be more aware of their surroundings, be safe and courteous and not drink while operating or riding a vehicle or motorcycle.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-2023-01	Motorist Awareness Campaign
MC-2023-02	Motorcyclist Awareness/Outreach Program

### Planned Activity: **Motorist Awareness Campaign**

Planned activity number: **MC-2023-01**

Primary Countermeasure Strategy ID: **Communication Campaign (MC)**

### Planned Activity Description

Provide funding to purchase educational pamphlets, posters, billboards, radio and television ads in a majority of the high crash and fatality counties in Arkansas to provide information and create awareness of motorcycle safety and the dangers of impaired riding with an emphasis on the top five counties.

### Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy
Communication Campaign (MC)

### Funding sources

Source FY	Funding Source ID	Eligible Use of Funds	Estimated Funding	Match
2022	BIL 405f Motorcycle Programs	405f Motorcyclist Awareness (BIL)	\$61,900.00	\$15,500.00
2023	BIL 405f Motorcycle Programs	405f Motorcyclist Awareness (BIL)	\$70,000.00	\$20,000.00

**Planned Activity: Motorcyclist Awareness/Outreach Campaign**

Planned activity number: **MC-2023-02**

Primary Countermeasure Strategy ID: **Communication Campaign (MC)**

**Planned Activity Description**

Provide funding for an awareness/outreach program involving a coordinated presence at motorcycle rallies throughout the state. This will be conducted through a sub-contract with Alliance Highway Safety or other vendors. In FY23, Alliance will attend a minimum of 20 days of motorcycle rallies, or 10 different rally events.

**Intended Subrecipients**

CJRW Advertising Agency

<b>Countermeasure Strategy</b>
Communication Campaign (MC)

**Funding sources**

Source FY	Funding Source ID	Eligible Use of Funds	Est Funding Amt	Match
2022	BIL NHTSA 402	Motorcycle Safety (BIL)	\$100,000.00	\$25,000.00
2023	BIL NHTSA 402	Motorcycle Safety (BIL)	\$100,000.00	\$25,000.00

**Program Area: Non-motorized (Pedestrians and Bicyclist)**  
**Description of Highway Safety Problems**

<i>Urban Rural Area Non-Motorist</i>						
		2017	2018	2019	2020	2021
Fatalities	Rural	8	15	19	21	34
	Small Urban	9	7	28	9	9
	Urbanized	10	12	19	17	10
	Large Urbanized	24	26	0	42	32
	Unknown	2	6	0	1	2
	Total Urban	43	45	47	69	51
	Total Fatalities	53	66	66	90	87
Serious Injuries	Rural	22	35	26	29	32
	Small Urban	15	21	45	32	37
	Urbanized	34	23	66	37	32
	Large Urbanized	59	56	33	89	89
	Unknown	8	14	0	7	3
	Total Urban	108	100	144	158	158
	Total Fatalities	138	149	170	194	193
Total KA's	191	215	236	284	280	

<i>Type of Non-Motorist (Fatalities &amp; Serious Injuries)</i>					
	2017	2018	2019	2020	2021
Pedestrian	143	163	208	227	221
Bicyclist	36	29	28	36	50
Other Pedestrian (wheelchair)	2	3	2	6	1
Skater	2	3	2	1	0
Scooter	0	1	1	3	3
Other Cyclist (tricycle)	0	0	1	2	0
Ridden animal/animal drawn	0	1	1	1	0
Occupant of a non-motor vehicle	0	0	0	0	0
Occupant of a parked motor vehicle	0	0	0	0	0
Other type of non-motorist	6	15	7	3	5
Unknown type of non-motorist	2	0	1	5	0
Total	191	215	251	284	280

Location at time of Crash	2017	2018	2019	2020	2021
Intersection - Marked Crosswalk	32	11	13	10	15
Intersection - Unmarked Crosswalk	8	11	15	18	31
Intersection - Other	18	15	15	13	16
Midblock - Marked Crosswalk	1	1	5	0	3
Travel Lane - Other location	63	103	106	122	128
Bicycle Lane	0	0	0	0	1
Shoulder/Roadside	15	27	30	43	32
Sidewalk	3	3	4	6	6
Median/Crossing Island	3	1	3	10	2
Driveway Access	6	9	8	3	4



Over the last five years, pedestrian fatalities averaged around 67 with a low of 37 in 2014 and a high of 83 in 2021. The updated statistics from 2020 and 2021 reveal that an average of 82 pedestrians were fatally injured in Arkansas over the past two years. Bicycle fatalities have averaged around 5 with a low of 3 and high of 9 this year. Pedestrian and Bicyclist fatalities represent over 12% of all motor vehicle fatalities in Arkansas for 2021. Information on pedestrian and bicycle safety will be a part of the “Toward Zero Deaths” Campaign and other injury prevention projects including PI&E projects. Countermeasures conducted in Arkansas will include both enforcement and education/awareness efforts, focusing on increased communication and pedestrian outreach programs.

The drastic increase in fatalities and injuries for pedestrians and bicyclists demonstrate the importance of developing an effective Highway Safety Plan for this area. Pedestrians need to understand that, even though they are walking or running, they still have a responsibility to obey the same traffic laws that motorists are subject to, and that under Arkansas law, motorists are to yield to pedestrians at all times. The objective will be to provide information and education through careful framing and highlighting of expected safety benefits and educating more citizens on traffic related legislation.

In addition to press-related activities, enforcement and educational efforts are planned for 2023 to bring awareness to pedestrian and bicyclist safety. The AHSO will continue to work with our advertising firm CJRW to ensure that media messages for this area are included in Arkansas’s media plan. We will also continue to work with ARDOT on the “Share the Road” project to provide PSAs and informational posters/brochures in public areas around the city as part of the TZD initiative.

In FY 2023, law enforcement agencies in communities with pedestrian and bicyclist related fatalities and serious injuries will be identified and encouraged to be proactive in pedestrian and bicyclist enforcement. Arkansas has revamped reporting requirements and is monitoring crash reports to determine the locations where pedestrian and bicycle injuries and fatalities are occurring in an effort address the major issues and find innovative solutions to save the lives of pedestrians, bicyclists, motorists, and more. Black River Law Enforcement Training Academy will provide additional officer training on laws and enforcement for this area. The AHSO is also collaborating with the City of Little Rock’s pedestrian bicyclist project and coalition to coordinate activities and explore options for a statewide initiative.

In FY22 a Pedestrian and Bicycle Safety component was added to an existing project conducted by Arkansas Children’s Hospital. The program dedicated the last two quarters of FY 22 to piloting the initiative in four counties where highly populated high schools and college campuses exist, based on 2021 data. The plan is for the project to target college campuses and schools in Arkansas counties where the majority of pedestrian/bicyclist injuries and fatalities in Arkansas are occurring. Up to 10 focus groups were utilized to identify barriers to safety practices and program implementation. Focus groups may also be conducted post implementation to evaluate program implementation strategies.

In FY 23 the AHSO will also expand our partnership with Alliance to utilize their marketing tactics to include safety messages aimed at informing the public about the presence of pedestrians and bicyclists on the roadways as well as safety precautions. Ideas are underway for education and awareness events that would include a presence at running and hiking events in the state in addition to others.

FARS data shows that between 2017-2021 there were 336 pedestrian fatalities, and 26 persons lost their lives in bicycle crashes. These fatalities represented 12% of all motor vehicle fatalities for that period. Preliminary data shows 84 pedestrian fatalities and 9 bicyclist fatalities at 13% of total fatalities for 2021.

### Associated Performance Measures

Fiscal Year	Performance measure name	Target Year End	Target Period	Target Value
2023	C-10) Number pedestrian fatalities (FARS)	2023	5 Year	87
2023	C-11) Number bicyclist fatalities (FARS)	2023	5 Year	10

Countermeasure Strategies
Communication Campaign (Ped/Bike)
School and Community Awareness Programs

### Countermeasure Strategy: Communication Campaign (Ped/Bike) Program Area: Non-motorized (Pedestrians and Bicyclist)

#### Communication

Campaigns will focus on equity and ethnic inclusion, in the development of ads, billboards and spots for TV and radio. Media will be developed in appropriate languages and targeted to underserved minority and rural communities utilizing demographics and scheduling. The project has minority program staff, allowing for a diverse approach to content.

#### Rationale

Communications and outreach strategies inform the public of the dangers for pedestrians and bicyclists. As with prevention and intervention, education through various communications and outreach strategies is especially important. Education will be conducted through news media, paid advertisements, and a wide variety of other communications channels such as posters, billboards, web banners and social media outlets. The success of paid advertising in seat belt campaigns suggests that communications and outreach programs urging the public to be aware and implement safety precautions to avoid injuries and death are worth considering for pedestrian and bicyclist issues.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PS-2023-01	Statewide Public Information and Education (PI&E)
PS-2023-02	Pedestrian/Bicycle Public Awareness Campaign

Planned Activity: **Statewide Public Information and Education (PI&E)**

Planned activity number: **PS-2023-01**

Primary Countermeasure Strategy ID: **Communication Campaign (Ped/Bike)**

#### Planned Activity Description

Provide funding to develop public information and educational materials promoting pedestrian and bicycle safety.

#### Intended Subrecipients

CJRW

Countermeasure Strategy
Communication Campaign (Ped/Bike)

**Funding sources**

Source FY	Funding Source	Eligible Use of Funds	Est Funding Amt	Match	Local Benefit
2021	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$100,000.00	\$100,000.00	
2022	FAST Act NHTSA 402	Pedestrian Safety (FAST)	\$100,000.00	\$100,000.00	
2022	FAST Act NHTSA 402	Paid Advertising (FAST)	\$200,000.00	\$200,000.00	\$100,000.00

Planned Activity: **Pedestrian/Bicycle Public Awareness Campaign**

Planned activity number: **PS-2023-02**

Primary Countermeasure Strategy ID: **Communication Campaign (Ped/Bike)**

**Planned Activity Description**

ArDOT will conduct a media campaign focused on:

- Public service messages that target school children on bicycle and pedestrian safety
- Public service messages aimed at increasing awareness of the dangers of bicycle and pedestrian traffic on high volume roadways
- Social media to educate the public on bicycle/pedestrian laws and safety

**Intended Subrecipients**

AR Department of Transportation (ARDOT)

Countermeasure Strategy
Communication Campaign (Ped/Bike)

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Pedestrian Safety (BIL)	\$150,000.00	\$37,500.00	\$0.00
2023	BIL NHTSA 402	Pedestrian/Bicycle Safety (BIL)	\$150,000.00	\$37,500.00	\$0.00

**Countermeasure Strategy: School and Community Awareness Programs**

**Program Area: Non-motorized (Pedestrians and Bicyclist)**

**Project Safety Impacts**

Impacts of these activities are projected to increase awareness of the dangers associated with distracted driving, using cell phones and to emphasize pedestrian and bike safety.

**Linkage Between Program Area**

Communications and outreach are a critical part of deterrence and prevention. School and community projects will include information on distracted driving and pedestrian and bicycle safety

**Rationale**

As with prevention and intervention, education through various communications and outreach strategies is especially important. Education will be conducted through community projects in communities, schools, and colleges.

Planned Activity: **Pedestrian/Bicycle Safety Project**

Planned activity number: **PS-2023-03**

Primary Countermeasure Strategy ID: **School Programs**

**Planned Activity Description**

Data indicates the majority of teen/young adult bike/ped injuries occur in urban settings and on college campuses. Arkansas Children’s Hospital (ACH) will implement a Pedestrian/Bicycle safety project which will employ activities in schools and colleges of selected counties to provide education and awareness on pedestrian and bicyclist safety issues. ACH/IPC will include Safe Routes to school for young children and research the bicycle and pedestrian issue and look at evidence-based bike/ped programs in other states to develop a program for Arkansas. FY 23 will be dedicated to implementing programs on high schools and college campuses. Information from focus groups conducted in FY22 will be utilized to address barriers to safety practices and program implementation. Additional focus groups may also be conducted post implementation to evaluate the effectiveness of strategies.

**Intended Subrecipients:**

Arkansas Children’s Hospital (ACH)

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding Amt	Match	Local Benefit
2022	BIL NHTSA 402	Pedestrian/Bicycle (BIL)	\$200,000.00	\$50,000.00	\$100,000.00
2023	BIL NHTSA 402	Pedestrian/Bicycle (BIL)	\$200,000.00	\$50,000.00	\$100,000.00

<b>Countermeasure Strategy</b>
School and Community Awareness Programs
School Programs
Pedestrian/Bicycle Public Awareness Campaign

**Program Area: Occupant Protection (Adult and Child Passenger Safety)**  
**Description of Highway Safety Problems**

As shown below annual fatalities over the past 5 years have ranged from a low of 511 in 2019 to the current high of 695 in 2021. Of particular importance is the passenger vehicle occupant fatalities involving restraint usage. In 2020 there were 204 unrestrained fatalities or 47.5% of total passenger vehicle fatalities. In 2019 Arkansas' seat belt usage rate was 81.9%. This was a 3-percentage point increase from the previous year. The use rate rose 3% to 84.2% in 2021. The National Seat Belt use rate for 2022 is 90.4%. Increasing seat belt use continues to be a very high priority in Arkansas.

**5-year trend of top 10 counties FARS\***

Fatalities: Arkansas Top 10 Counties							% Of Total
	2017	2018	2019	2020	2021*	Total	2021 694
Pulaski	60	70	62	81	70	343	10.07%
Benton	15	18	23	35	35	126	5.04%
Saline	10	7	15	15	29	76	4.17%
Washington	24	18	21	28	29	120	4.17%
Garland	13	18	21	18	23	93	3.31%
Faulkner	19	21	4	15	21	80	3.02%
Independence	6	7	11	17	20	61	2.88%
Sebastian	14	15	9	15	20	73	2.88%
White	10	7	14	20	20	71	2.88%
Craighead	17	18	18	20	19	92	2.73%

Injuries: Arkansas Top 10 Counties							% Of Total
	2017	2018	2019	2020	2021	Total	2021 2,777
Pulaski	367	277	302	397	367	1,710	12.46%
Washington	154	143	155	142	151	745	7.30%
Benton	151	135	119	150	139	694	6.39%
Craighead	109	107	177	116	123	632	5.45%
Saline	80	66	75	76	100	397	4.91%
Garland	118	104	132	97	95	546	3.09%
Faulkner	89	59	65	87	91	391	2.85%
White	73	71	47	57	72	320	2.68%
Lonoke	67	38	51	56	69	281	2.35%
Pope	67	53	57	49	68	294	2.19%

\* - FY21 Fatalities are based on FARS preliminary data

Arkansas' conducted an OP Assessment in 2018. The AHSO has been working to utilize the information gained from this Assessment to identify problem areas, improve current programs and implement new ones. Below are some of the recommendations along with progress made to address them and plans for FY23.

*Utilize state data to ID more specific populations and high-risk times to implement media campaigns:* The implementation of the eCrash "Advance" system and creation of the ACAT (Arkansas Crash Analytics Tool) by ArDOT (Arkansas Department of Transportation) has increased greatly increased access to data and information critical to creating targeted media campaigns as well as enforcement efforts. Better communications between the agencies, has resulted in a more complete and accurate crash data system and there is now increased cooperation between the various agencies in the state. For example, 2018 was the last sheriff's election in the state. At that time, sheriff's offices that had previously been submitting crash reports to eCrash stopped because the new sheriff did not understand the significance of gathering accurate data. We worked hard to bring most of them either back onboard or in for the first time. This is an election year and at least thirty-three new sheriffs elected, and possibly more. The Arkansas Sheriff's Association and the Arkansas Association of Counties have recently gotten involved to encourage information sharing and training.

*Reinvigorate law enforcement grantees to actively enforce OP laws and increase citations:* The implementation of eCite and eCrash has simplified and streamlined data entry for law enforcement and reduced the time involved in writing citations and crash reports. Identification and access to data on high crash areas and road segments through eCrash and ACAT is facilitating more effective enforcement efforts. Locations of each STEP program on ACAT are superimposed on maps so that high crash areas and road segments are readily visible and can be queried by agencies to focus specific enforcement efforts.

*Implement a strong Law Enforcement Liaison Program:* The AHSO brought the LEL program in-house in 2019. The Program has been very successful in expanding the number of agencies participating in the Mini-STEP programs (as indicated above) and recruiting new STEPs. The AHSO LEL retired in October of 2021 and the position has not been filled. The AHSO is working to make this a full-time position in FY23 and actively looking to fill this position.

The AHSO will implement a new "High Five" demonstration project in partnership with ArDOT will target 5 rural counties (Cross, Fulton, Monroe, White and Calhoun) with the goal of increasing seat belt usage. The AHSO has partnered with ArDOT to provide road assessments in these counties to identify infrastructure problems.

*Develop strategic communications plan for each priority program area:* The AHSO is working with our advertising firm "CJRW" to effectively utilize the data and information gained through eCrash and ACAT for targeted communication plans in each program area based on target audience priorities and crash data.

*Develop and maintain standalone Arkansas Highway Safety Office TZD website and expand to include all state traffic safety programs and activities;* The AHSO is making progress in this area. During the past year the state of Arkansas initiated an effort to consolidate and downsize government departments and agencies. The Arkansas State Police and AHSO now fall under the umbrella of the Department of Public Safety. The implementation of eGrant has assisted with making funding information available online. We have updated the existing TZD (Toward Zero Deaths) website to promote AHSO programs and activities. An AHSO newsletter, tentatively called "SafARroads" is under development and plans are to include it on the website as well as distribute it by email to sub-grantees and stakeholders.

The strategies of projects to be funded in the Occupant Protection Program are:

- To achieve three vehicle stops per hour during seat belt enforcement periods.
- To conduct two waves of high visibility enforcement emphasizing occupant restraint laws.
- To mobilize communities in developing strategies and implementing activities to raise seat belt use rates.
- To conduct PI&E activities as a component of all enforcement projects.
- To conduct a minimum of eight child safety seat technician and instructor training courses.
- To conduct three half-day child safety seat training for law enforcement officers.
- To obtain a minimum of \$300,000 public service airtime for traffic safety messages.
- To conduct a statewide public information (PI&E) and education and enforcement campaign (such as CIOT) that will emphasize occupant restraint laws.
- To provide statewide child passenger safety education to healthcare, childcare and law enforcement professionals.
- To employ Law Enforcement Liaisons to encourage enforcement of Occupant Protection laws statewide.
- To conduct a statewide survey of seat belt use and child restraint.
- To utilize information from our OP Assessment to identify problem areas, improve current programming and implement new programming.

**Associated Performance Measures**

FY	Performance measure name	Target End Year	Target Period	Target Value
2023	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2023	5 Year	251
2023	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2023	Annual	84%

<b>Countermeasure Strategies</b>
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
Highway Safety Office Program Management (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
Sustained Enforcement (OP)





Activities to be funded include:

- Statewide child Passenger Protection Education Project
- Existing efforts for the UAMS Child Passenger Safety Education Program (CPSE) are aimed to increase child passenger safety resources around the state to realize an increase in child restraint use for children ages birth to fifteen.

### **Linkage Between Program Area**

Unintended injury is the leading cause of death for children ages 1-15 in Arkansas and motor vehicle crashes are the leading cause of unintentional injury death for ages 5-15. The 2021 statewide child restraint use rate was observed to be 82.08%, which is a decrease from the 88.2% rate in 2019. For children in the “birth to 6 years” age group, the proportion in restraints was 91.8% (was 93.9% in 2019). For children in the “6 to 15 years” age group, the restrained rate was 72.6% (was 86.4% in 2019). Thus the data showed that children under the age of six in both the front and rear seats were restrained at a higher rate than those children from the 6 to 15 years old (91.8% vs. 72.6%). There is not a statistical significance to the decrease in numbers. The total number of child observations recorded during the child seat/child restraint part of the survey was 418.

The non-use and misuse of child passenger restraints continues to be a concern. Specific problems to be addressed include:

Parents and caregivers need to be educated about current child passenger restraint laws in AR

Parents and caregivers need to be educated on proper installation of child safety seats and correct seats for children.

### **Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
OP-2023-08	Statewide Child Passenger Protection Project
OP-2023-13	Occupant Protection Program Management

<b>Countermeasure Strategies</b>
Child Restraint System Inspection Station(s)
Communication Campaign (Ped/Bike)
School and Community Awareness Programs

Planned Activity: **Statewide Child Passenger Protection Project**

Planned activity number: **OP-2023-08**

Primary Countermeasure Strategy ID: **Child Restraint System Inspection Station(s)**

### **Planned Activity Description**

Statewide child passenger protection education. This project will provide certification training for, but not limited to, healthcare and childcare professionals to educate parents and caregivers on the proper use of child restraints. NHTSA Standardized CPS Course curriculum will be used. This project also maintains the repository for CPS inspections stations in the state.

## Intended Subrecipients

Arkansas Children's Hospital (ACH)

<b>Countermeasure Strategy</b>
Child Restraint System Inspection Station(s)

## Funding sources

Source FY	Funding Source	Eligible Use of Funds	Est Funding Amt	Match	Local Benefit
2021	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$300,000.00	\$75,000.00	
2022	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$300,000.00	\$75,000.00	
2021	FAST Act NHTSA 402	405b Low CSS Purchase/Distribution (FAST)	\$80,000.00	\$20,000.00	\$80,000.00

### Countermeasure Strategy: Communication Campaign (OP)

### Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Project Safety Impacts

Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs. Paid advertising can be a critical part of media strategy. The projected impacts of this countermeasure are an increased use rate and lower fatalities.

### Linkage Between Program Area

Arkansas has one of the highest unrestrained fatality rates in Region 7. In 2019 165 or 47.1% involved unrestrained occupants. The percentage of unrestrained fatalities compared to total fatalities has remained comparatively flat 47% to 50% over the last few years. When Arkansas's safety belt law went into effect in July 2009, approximately 70% of drivers were recorded as wearing a safety belt. With a compliance rate in FY21 of 84.2%, Arkansas has a usage rate well below the national average of 90.4% (2021) and is considered a "low rate" state for Section 405 b funding qualification.

Although Arkansas's use rate is low, the primary seat belt law and active enforcement can be credited for increasing compliance rates since 2009. Because data reveals that low use rates are a major contributing factor regarding fatalities and serious injuries, Arkansas has been and will continue to work hard to improve this rate and emphasize safety belt usage education through communication campaigns, high visibility enforcement and other educational efforts.

### Rationale

The May 2002 Click it or Ticket campaign evaluation demonstrated the effect of different media strategies. Belt use increased by 8.6 percentage points across 10 states that used paid advertising extensively in their campaigns. Belt use increased by 2.7 percentage points across 4 states that used limited paid advertising and increased by only .5 percentage points across 4 states that used no paid advertising. Solomon et al., (2002) Milano et al (2004) Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs. Paid advertising can be a critical part of media strategy.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
OP-2023-05	Statewide Public Information and Education (PI&E)
OP-2023-06	Traffic Safety Non-Commercial Sustaining Announcement Eval Program
OP-2023-13	Occupant Protection Program Management

Planned Activity: **Statewide Public Information and Education (PI&E)**

Planned activity number: **OP-2023-05**

Primary Countermeasure Strategy ID: **Communication Campaign (OP)**

**Planned Activity Description**

Statewide public information and education to promote occupant protection and particularly focus on the national CIOT enforcement mobilizations. This task will provide for statewide public information and education to promote occupant protection and will particularly focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young persons aged 18 - 34. This task will also emphasize the child restraint law, Act 470 of 2001, Graduated Licensing laws. Components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements and (PSAs). This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic safety public information campaign. The advertising agency will develop the methodology to document and report audience reach. This task will also aid with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), and with diversity outreach and press events. Federal funding may provide for PSA creation and production, PI&E materials creation and production, educational items, and meeting and press event expenses. This task will also provide for the placement of traffic safety messages relating to occupant protection public information campaigns in the media. Media placements may include television, radio, cinema, internet, and print. At a minimum, an assessment to measure audience exposure will be documented and included in the cost of media placements. Public awareness surveys will be conducted to track driver attitudes and awareness of enforcement and communication activities and driving behavior. Federal funds will be allocated for the paid media.

**Intended Subrecipients**

CJRW Advertising Agency

Countermeasure Strategy
Communication Campaign (OP)

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match	Local Benefit
2022	BIL Act 405b OP Low	405b Low Public Education	\$200,000.00	\$200,000.00	
2023	BIL Act 405b OP Low	405b Low Public Education	\$200,000.00	\$200,000.00	
2022	BIL Act NHTSA 402	Occupant Protection	\$100,000.00		
2022	BIL Act NHTSA 402	Paid Advertising	\$300,000.00	\$300,000.00	\$150,000.00
2023	BIL Act NHTSA 402	Paid Advertising	\$300,000.00	\$300,000.00	\$150,000.00

Planned Activity: **Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program**

Planned activity number: **OP-2023-06**

Primary Countermeasure Strategy ID: **Communication Campaign (OP)**

### Planned Activity Description

Distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of \$300,000 in documented public service airtime for traffic safety awareness messages.

### Intended Subrecipients

Arkansas Broadcasters Association

Countermeasure Strategy
Communication Campaign (OP)

### Funding sources

Source FY	Funding Source	Eligible Use	Est Funding Amt	Match
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00	
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00	

### Countermeasure Strategy: Highway Safety Office Program Management (OP)

#### Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Project Safety Impacts

*Occupant Protection Program Management* Funding will provide for necessary staff time and travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Occupant Protection Program. Funding will also provide for training to maintain an effective, efficient Occupant Protection Program that will direct and support strategies to effectively address traffic Arkansas' low seat belt use rate.

*AHSO eGrant System* Provides funding for development, upgrading and implementation of a state grants management system to facilitate the electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, monitoring and evaluating projects.

### Linkage Between Program Area

The most recent observational safety belt survey results for 2021 shows usage at 84.2% up from 81.9% in 2019. With a compliance rate of 84.2% Arkansas' use rate is well still below the national average of 90.4% (NHTSA 2022).

### Rationale

Experienced and knowledgeable staff are critical to identify and address state traffic problems and to implement effective programming that will accomplish the targets set for the Occupant Protection Area. Funding is also critical to facilitate the electronic submission of proposals, contract agreements, and reporting by project subcontractors to plan, monitor and evaluate projects.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2023-13	Occupant Protection Program Management

Planned Activity: **Occupant Protection Program Management**

Planned activity number: **OP-2023-13**

**Planned Activity Description**

This task will provide program management for projects within the Occupant Protection Program area, proper administration of projects through program planning, oversight/monitoring, evaluation, coordination, staff education and development. It will provide materials essential for program development and management and cover OP personnel, travel, and operational costs. It will also include funding for the continued development of the *AHSO eGrant System* for the electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, monitoring and evaluating projects.

**Intended Subrecipients**

Arkansas State Police -AHSO

<b>Countermeasure Strategies</b>
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
Sustained Enforcement (OP)

**Funding sources**

Source FY	Funding Source	Eligible Use		Est Funding	Match
2022	BIL 405d Impaired Driving Int	Occupant Protection (BIL)		\$100,000.00	\$25,000.00
2023	BIL 405d Impaired Driving Int	405d Int Occupant Protection (BIL)		\$103,500.00	\$25,900.00
2022	BIL NHTSA 402	Occupant Protection (BIL)		\$200,000.00	
2023	BIL NHTSA 402	Occupant Protection (BIL)		\$100,000.00	

**Countermeasure Strategy: School Programs**

**Program Area: Occupant Protection (Adult and Child Passenger Safety)**

**Project Safety Impacts**

UAMS/Arkansas Children’s Hospital has implemented and conducted a seatbelt project for 12 years in collaboration with the Allstate Foundation Teen Driving program. The program fosters equity and ethnic inclusion, as it serves many schools in underserved minority and rural communities by giving them seatbelt education. The project also has minority program staff, allowing for a diverse atmosphere within their overall program. The project educates teens and parents and involves direct interaction and engagement to change parents’ behaviors and ultimately reduce teen driver crashes. A central feature of the program is a written agreement that limits teens’ driving in high-risk situations such as driving at night or with other teens in the car. The project activities will be implemented with local public schools which are part of a local city or county political subdivision. The participating schools have an active voice in the implementation of and benefit from the project activities.

UAMS/ACH will also promote awareness of Arkansas’ Graduated Driver Licensing (GDL) law. The GDL law addresses teen driving issues by helping new drivers gain experience in lower-risk conditions. In other

states, comprehensive GDL programs have been a proven success by reducing teen fatalities and injuries by up to 38%. Arkansas GDL emphasizes use of safety belts for all seating positions especially during learning and intermediate stages. This project will promote peer to peer influence of seat belt use, GDL principles for young drivers and passengers. It will also educate teens and parents on the dangers of distracted driving and emphasize the importance of pedestrian and bike safety.

**Linkage Between Program Area**

Arkansas recorded 638 (FARS) fatalities in 2020. In 2021 preliminary state data shows this number increased to 695. With a Safety Belt compliance rate in FY21 of 84.2%, Arkansas’ use rate is well below the national average of 90.4% and is considered a “low rate” state for Section 405b funding qualification.

In 2021, 76 drivers under the age of 21 were victims of fatal crashes in Arkansas. Motor vehicles crashes are the #1 cause of unintentional injury and death among teenagers (NHTSA). The goal for this countermeasure is to reduce total fatalities and injuries to those under age 21. The upward trend in fatalities for this age group from 48 (2017) to 78 (2020) and 76 in (2021) together with factors such as the increase in the interstate speed limit and distracted driving occurrences are concerning.

<b>Countermeasure Strategies</b>
School and Community Awareness Programs
School Programs

**Rationale**

Schools provide well-defined and somewhat controlled audiences for seat belt use programs. Evaluations of school programs that have been conducted have shown an increase in belt use.

**Planned activities in countermeasure strategies**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
OP-2023-11	Teen Drive Safety Project

Planned Activity: **Teen Drive Safety Project**

Planned activity number: **OP-2023-11**

Primary Countermeasure Strategy ID: **School Programs**

**Planned Activity Description**

Implement a teen driver safety project which will employ activities in low seat belt use counties to increase seat belt use and awareness of distracted driving issues. The University of Arkansas for Medical Sciences (UAMS), Arkansas Children’s Hospital (ACH) Injury Prevention Center has conducted a project over the last 11 years in collaboration the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids. The project will focus specifically on increasing seat belt use for teens in targeted counties and plans to include four additional counties in their teen driver efforts based on 2021 data. Below are the 2017-2018 results of the program. Due to the COVID Pandemic these are the last results available.

- The average seat belt use for consistent schools was 67%
- In consistent schools, there is a seat belt increase over 4 years of 26%
- The average seat belt use for inconsistent schools was 57%

- In inconsistent schools over 4 years, only 9% have an increase in seat belt use.

### How We Define Consistent and Inconsistent?

**Consistent:** A school that actively participates in Arkansas Drive Smart every year/semester i.e. Fall 2017/ Fall 2018

**Inconsistent:** A school that's does not actively participant in Arkansas Drive Smart each year/semester i.e. Fall 2014/ Fall 2017



### Intended Subrecipients

Arkansas Children's Hospital (ACH)

Countermeasure Strategies
School and Community Awareness Programs
School Programs

### Funding sources

Source FY	Funding Source	Eligible Use	Estimated Funding	Match	Local Benefit
2022	BIL NHTSA 402	Occupant Protection BIL	\$200,000.00	\$50,000.00	\$100,000.00
2022	BIL NHTSA 402	Occupant Protection BIL	\$200,000.00	\$50,000.00	\$100,000.00

### Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

#### Program Area: Occupant Protection (Adult and Child Passenger Safety)

#### Project Safety Impacts

It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate. The AHSO will continue to be on creating aggressive, innovative, and well publicized enforcement with increased focus on citations and arrests. Sustained STEPs along with mini-STEP and other agencies will participate in Federal and statewide mobilizations, crackdowns, and other special enforcement events. The FY 23 OP program area currently includes the following:

- State/National November Seat Belt Mobilization
- National Memorial Day Seat Belt Mobilization

The Arkansas Highway Safety Office anticipates issuing sub-grants to approximately 85 different agencies statewide to conduct enforcement. These agencies include state, county and municipal law enforcement agencies in both urban and rural locations with a goal of reducing fatalities and injuries attributed to motor

vehicle crashes. An LEL program will be utilized to encourage and promote non-STEP law enforcement agencies to participate in the national safety belt mobilization (CIOT). Approximately 180 agencies participated in the FY22 CIOT Mobilizations

In FY 23 LEL duties will include soliciting non-STEP agencies to apply for mini-STEP grants. This grant will provide funds to pay overtime enforcement to agencies during the 2 CIOT mobilizations. These mobilizations will focus on enforcement of occupant protection. Funding will also be used to pilot the "High Five" Project.

### **Linkage Between Program Area**

The most recent observational safety belt survey (2021) Project the FY22 Arkansas Safety Belt usage rate at 84.2%. This is well below the national average of 90.4% (NHTSA 2022). Arkansas is considered a "low rate" state for Section 405 b funding qualification.

Activities supporting the countermeasure strategies include the following:

Utilize 402 OP and 405 b funding to support overtime to approximately 35 agencies for overtime sustained enforcement efforts.

Utilize 402 OP and 405 b funding to support overtime for sustained statewide enforcement efforts by the Arkansas State Police.

Utilize 402 OP and 405 b funding to support approximately 50 mini-STEP projects that will focus on statewide and national mobilizations.

Utilize 402 OP and 405 b funding to support pilot of the "High Five" Project.

Utilize 402 OP and 405 b funding for LEL to promote non-STEP law enforcement agencies to participate in National safety mobilizations (CIOT)

Utilize 402 OP and 405 b funding to support educational activities by Alliance in rural counties.



**Rationale**

The most common high visibility belt law enforcement method consists of short intense, highly publicized periods of increased belt law enforcement using checkpoints, saturation patrols or enforcement zones. Most states currently conduct short-term high visibility belt law enforcement programs in May of each year as part of national seat belt mobilizations. States also conduct seat belt mobilizations in November, NHTSA has supported these campaigns. CDC's systematic review of 15 short term high visibility enforcement programs showed increased belt use with greater gains when pre-program belt use was lower. CDC's systematic review observed that short-term high visibility enforcement campaigns increased belt use more among traditionally lower belt use groups, including young drivers, rural drivers, males, African Americans, and Hispanics. The following activities will be funded.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
OP-2023-02	Local Selective Traffic Enforcement Projects (STEPs)
OP-2023-03	Statewide Selective Traffic Enforcement Project (STEP)
OP-2023-04	Mini Selective Traffic Enforcement Projects (M-STEPs)
OP-2023-07	Statewide Law Enforcement Liaison (LEL)
OP-2023-10	Rural High Five Project
OP-2023-13	Occupant Protection Program Management

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPs)**

Planned activity number: **OP-2023-02**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

**Planned Activity Description**

City, County and Statewide LE agencies will conduct sustained selective traffic enforcement throughout the year with emphasis on seat belt and child restraint violations. Child safety seat clinics, checkpoints, and inspection stations may supplement enforcement. Projects will participate in CIOT HVE mobilizations.

**Intended Subrecipients**

*Local STEP Agencies (sub-recipients listed on page 99)*

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
Sustained Enforcement (OP)

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match	Local Benefit
2022	BIL NHTSA 402	Occupant Protection (BIL)	\$400,000.00	\$400,000.00	\$400,000.00
2023	BIL NHTSA 402	Occupant Protection (BIL)	\$400,000.00	\$400,000.00	\$400,000.00

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **OP-2023-03**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

### Planned Activity Description

Statewide selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics/checkpoints/inspection stations may supplement enforcement efforts. The project will also participate in CIOT HVE mobilizations during the year.

### Intended Subrecipients

Arkansas State Police & Highway Police

Countermeasure Strategies
Short-term, High Visibility Seat Belt Law Enforcement
Sustained Enforcement (OP)

### Funding sources

Source FY	Funding Source	Eligible Use	Estimated Funding	Match
2022	BIL 405b OP Low	405b Low HVE (BIL)	\$250,000.00	\$62,500.00
2023	BIL 405b OP Low	405b OP Low (BIL)	\$250,000.00	\$62,500.00

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPS)**

Planned activity number: **OP-2023-04**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

### Planned Activity Description

City and county law enforcement agencies participating as mini-STEPS will conduct selective traffic enforcement focused on seat belt and child restraint violations for CIOT HVE mobilizations.

### Intended Subrecipients

*Local Mini - STEP Agencies (sub-recipients) are listed on page 100*

Countermeasure Strategies
Short-term, High Visibility Seat Belt Law Enforcement

### Funding sources

Source FY	Funding Source	Eligible Use	Estimated Funding	Match
2022	BIL 405b OP Low	405b Low HVE (BIL)	\$200,000.00	\$50,000.00
2023	BIL 405b OP Low	405b Low HVE (BIL)	\$200,000.00	\$50,000.00
2022	BIL NHTSA 402	Occupant Protection (BIL)	\$400,000.00	\$100,000.00

Planned Activity: **Statewide Law Enforcement Liaison (LEL)**

Planned activity number: **OP-2023-07**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

**Planned Activity Description**

Law Enforcement Liaison (LEL) to encourage and promote agencies to participate in CIOT mobilizations, identify and sign-up mini-STEP agencies, collect performance reports, provide technical assistance, promote participation in TOPS and issuance of seat belt citations, set up learning sessions, provide information on High-Five Program, and assist agencies with media events related to CIOT mobilizations.

**Intended Subrecipients**

Arkansas State Police

<b>Countermeasure Strategy</b>
Short-term, High Visibility Seat Belt Law Enforcement
Sustained Enforcement (OP)

**Funding sources**

Source FY	Funding Source	Eligible Use	Estimated Funding	Match
2022	BIL NHTSA 402	Occupant Protection (BIL)	\$50,000.00	
2023	BIL NHTSA 402	Occupant Protection (BIL)	\$50,000.00	

Planned Activity: **Rural High Five Demonstration Project**

Planned activity number: **OP-2023-10**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

**Planned Activity Description**

Rural High Five traffic enforcement project with participation of up to five local law enforcement agencies with an emphasis on enforcement of occupant protection laws in low seat belt use counties. The projects will conduct HVE of seat belt laws, 1-3 enforcement projects a month, seat belt surveys, and partner with DOT for engineering assessments and media outreach.

**Intended Subrecipients**

Local Law Enforcement Agencies (Rural)

<b>Countermeasure Strategies</b>
Short-term, High Visibility Seat Belt Law Enforcement

**Funding sources**

Source FY	Funding Source	Eligible Use	Estimated Funding	Match
2022	BIL 405b OP Low	405b OP Low (BIL)	\$50,000.00	\$12,500.00

Planned Activity: **Statewide Public Information and Education (PI&E)**

Planned activity number: **OP-2023-05**

**Planned Activity Description**

Statewide public information and education to promote occupant protection and focus on national CIOT enforcement mobilizations. This task will provide for statewide public information and education to promote occupant protection and focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young persons aged 18 – 34. This task will also emphasize the child restraint law, Act 470 of 2001, Graduated Licensing laws, and new laws. The components of this task include, but are not limited to, educational materials (brochures, posters, and public service announcements (PSAs)). This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic safety public information campaign. The advertising agency will develop the methodology to document and report audience reach to include telephone survey(s). This task will also aid with PI&E efforts for specific community projects such as STEPs, and with diversity outreach and press events. Federal funding could provide for PSA creation and production, PI&E materials creation and production, educational items, and meeting and press event expenses including PA system rental and material/supplies. This task will also provide for placement of traffic safety messages relating to occupant protection public information campaigns in the media. Media placements may include television, radio, cinema, internet, and print. At a minimum, an assessment to measure audience exposure will be documented and included in the cost of media placements. The AHSO has contracted with the University of Arkansas Fayetteville to develop and conduct public awareness surveys to track driver attitudes and awareness of highway safety enforcement and communication activities along with self-reported driving behavior. Federal funds will be allocated for the paid media.

**Intended Subrecipients**

CJRW Advertising Agency

<b>Countermeasure Strategies</b>
Communication Campaign (OP)

**Funding sources**

Source FY	Funding Source	Eligible Use of Funds	Estimated Funding	Match Amount	Local Benefit
2022	BIL 405b OP Low	405b Low Public Education (BIL)	\$100,000.00	\$100,000.00	
2023	BIL 405b OP Low	405b Low Public Education (BIL)	\$100,000.00	\$100,000.00	
2022	BIL NHTSA 402	Occupant Protection (BIL)	\$100,000.00		
2022	BIL NHTSA 402	Paid Advertising (BIL)	\$300,000.00	\$300,000.00	\$150,000.00
2023	BIL NHTSA 402	Paid Advertising (BIL)	\$300,000.00	\$300,000.00	\$150,000.00

Planned Activity: **State Observation Seat Belt Survey**

Planned activity number: **OP-2023-12**

**Planned Activity Description**

Statewide Awareness Survey

**Intended Subrecipients**

University of Arkansas - Fayetteville - Civil Engineering Dept

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL NHTSA 402	Occupant Protection (BIL)	\$80,000.00	
2023	BIL NHTSA 402	Occupant Protection (BIL)	\$80,000.00	

**Program Area: Planning & Administration**

**Description of Highway Safety Problems**

The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). The management and fiscal staff will build on and maintain their expertise in all aspects of the program by attending available training sessions. The staff will attend meetings and other sessions in the performance of their normally assigned functions. The costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration are itemized as follows:

*Salaries and Benefits*

The entire salaries and benefits for 4 full-time positions fulfilling management, fiscal, and clerical support functions are paid from federal funds.

*Travel and Subsistence*

This component provides for travel and subsistence costs for management and fiscal support personnel.  
Operating Expenses

*Operating*

This component provides operating expenses directly related to the overall operation of the Highway Safety Program including expenses for continued development and implementation of an AHSO state grants management system (eGrant). Continued development, operation, and maintenance of the eGrant system and upgrade to the IGX system will be provided through a contractor (AGATE). Implementation of a statewide awareness survey to monitor awareness of traffic laws and PI&E efforts.

**Planned Activities in Program Area**

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
PA-2023-01	Planning and Administration	Highway Safety Office Planning and Administration (PA)

Planned Activity: **Planning and Administration**

Planned activity number: **PA-2023-01**

Primary Countermeasure Strategy ID: **Highway Safety Office Planning and Administration (PA)**

**Planned Activity Description**

Funding for P&A salaries and benefits, travel, and operating expenses

**Intended Subrecipient:** Arkansas State Police

<b>Countermeasure Strategy</b>
Highway Safety Office Planning and Administration (PA)

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL NHTSA 402	Planning and Administration (BIL)	\$300,000.00	\$300,000.00
2023	BIL NHTSA 402	Planning and Administration (BIL)	\$400,000.00	\$400,000.00

Planned Activity: **Awareness Survey**

Planned activity number: **PA-2023-01**

**Planned Activity Description**

Statewide Awareness survey to monitor awareness of laws and PI&E efforts.

**Intended Subrecipients**

University of Arkansas - Fayetteville - Civil Engineering Dept

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL NHTSA 402	Planning and Administration (BIL)	\$80,000.00	
2023	BIL NHTSA 402	Planning and Administration (BIL)	\$80,000.00	

**Program Area: Roadway Safety (Work Zones, Railways, Intersections)**

**Description of Highway Safety Problems**

The AHSO works in partnership with the ArDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas Roadways. Funding for this area assures that ArDOT personnel are properly trained and have access to current information and innovations.

ArDOT promotes educational opportunities by sending personnel to conferences. Due to limited funds and travel restrictions, adequate funds are not always available to send personnel to critical conferences.

In order to continue to identify strategies and facilitate collaboration and coordination between the Arkansas Department of Transportation, Arkansas Highway Safety Office and stakeholders, funds will be provided to accomplish the following:

- Reduce the number of fatal and serious injury crashes in Arkansas
- Keep traffic safety advocates abreast of ongoing changes
- Provide for educational opportunities offered at traffic safety conferences, workshops, and forums to include training on crash data, railroad crossing safety, and current traffic safety programs.

The use of 402 funds will provide ArDOT with funding for travel and training to appropriate conferences.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-1) Number of traffic fatalities (FARS)	2023	5 Year	713.5
2023	C-2) Number of serious injuries in traffic crashes (State crash data files)	2023	5 Year	2791.1
2023	C-3) Fatalities/VMT (FARS, FHWA)	2023	5 Year	1.895

<b>Countermeasure Strategy</b>
Training for Traffic Safety Advocates

**Countermeasure Strategy: Training for Traffic Safety Advocates**  
**Program Area: Roadway Safety**

**Project Safety Impacts**

The AHSO works in partnership with the ArDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas Roadways. This countermeasure assists in this area by assuring that ArDOT personnel are properly trained and have access to current information and innovations. The impact of training for highway safety professionals on railway and highway hazard elimination strategies will be to enable them to develop and implement projects that will reduce the severity of traffic crashes on sections of Arkansas highways with high crash rates and the number of fatalities and injuries associated with them.

**Linkage Between Program Area**

Innovative infrastructure improvements and hazard elimination strategies aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas roadways. This countermeasure assists in this area by

assuring that ArDOT personnel are properly trained and have access to current information and innovations. The following Goals were established by ArDOT in the SHSP which will impact the AHSO performance targets for reduction of total fatalities, injuries, and fatalities per VMT.

**Rationale**

The AHSO works in partnership with the ArDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas roadways. The countermeasure and planned activity will provide ArDot personnel with critical training on new information and innovations.

**Planned Activity:**

Professional Development: Provides funds for specified training to highway safety professionals in matters of roadway and rail-highway safety. Professional development funds will provide for in-state and out-of-state travel, meals, lodging, and registration fees to conferences, workshops, and other pertinent training opportunities on traffic safety.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
RS-2023-01	Professional Development ARDOT

Planned Activity: **Professional Development ARDOT**

Planned activity number: **RS-2023-01**

Primary Countermeasure Strategy ID: **Training for Traffic Safety Advocates**

**Planned Activity Description**

To continue to identify strategies and facilitate collaboration and coordination between the Arkansas Department of Transportation, Arkansas Highway Safety Office, and stakeholders to accomplish the following:

- Reduce the number of fatal and serious injury crashes in Arkansas
- Keep traffic safety advocates abreast of ongoing changes
- Provide for educational opportunities offered at traffic safety conferences, workshops, and forums to include training on crash data, railroad crossing safety, and current traffic safety programs.
- The use of 402 funds will be used to provide funding for travel and valuable training to ArDOT personnel. Due to limited funds and travel restrictions, adequate funds are not always available to send personnel to critical conferences. This activity will provide educational opportunities by sending personnel to conferences.

**Intended Subrecipients**

Arkansas Department of Transportation

Countermeasure Strategy
Training for Traffic Safety Advocates

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL NHTSA 402	Roadway Safety (BIL)	\$7,500.00	



**Program Area: Speed Management**  
**Description of Highway Safety Problems**

Over the last five years (2017 – 2021) 692 fatalities or 24% of total fatalities and 19% of serious injuries in Arkansas involved speeding and aggressive driving. In 2020 speed fatalities were at 164 putting them at 25% of total fatalities while preliminary data shows this fell to 20% in 2021. Arkansas continues to implement strategies focused on high visibility enforcement and education to push the message that speeding and aggressive driving is illegal and extremely dangerous behavior that puts all road users at risk.

County Name	Fatalities				
	2016	2017	2018	2019	2020
Arkansas	1	0	0	1	2
Ashley	1	0	1	0	1
Baxter	2	2	3	1	3
Benton	3	3	6	7	10
Boone	2	3	2	1	0
Bradley	1	0	0	1	4
Calhoun	0	0	1	1	1
Carroll	1	3	5	3	5
Chicot	2	1	0	1	0
Clark	2	2	3	5	3
Clay	3	0	0	2	0
Cleburne	1	3	0	0	1
Cleveland	2	1	1	0	0
Columbia	0	1	0	2	2
Conway	1	1	1	3	2
Craighead	1	3	4	4	11
Crawford	5	4	9	0	1
Crittenden	3	0	7	3	2
Cross	0	2	0	1	0
Dallas	0	1	0	0	1
Desha	0	0	1	1	2
Drew	0	2	1	2	0
Faulkner	1	4	3	0	0
Franklin	5	2	1	2	4
Fulton	3	1	0	1	2
Garland	13	3	8	4	5
Grant	1	3	2	0	5
Greene	0	3	0	0	1
Hempstead	1	2	2	0	1
Hot Spring	4	3	2	3	1
Howard	0	2	0	2	1
Independence	4	2	2	1	4
Izard	0	2	0	0	0
Jackson	1	1	1	0	1
Jefferson	0	3	1	1	2
Johnson	2	0	0	2	2
Lafayette	0	0	0	1	1
Lawrence	2	2	4	3	4

County Name	Fatalities				
	2016	2017	2018	2019	2020
Lee	0	0	0	1	1
Lincoln	0	0	0	0	0
Little River	0	1	3	1	1
Logan	1	0	0	2	1
Lonoke	1	2	1	4	2
Madison	1	0	0	1	2
Marion	0	0	0	1	0
Miller	1	6	6	2	6
Mississippi	0	1	1	1	2
Monroe	0	0	0	0	0
Montgomery	0	0	0	1	2
Nevada	0	1	2	0	0
Newton	1	0	0	3	2
Ouachita	1	5	1	2	3
Perry	1	0	1	0	0
Phillips	0	0	0	1	0
Pike	0	0	0	1	0
Poinsett	0	0	2	0	4
Polk	1	0	1	0	2
Pope	3	3	2	4	5
Prairie	0	2	0	0	0
Pulaski	7	8	13	17	18
Randolph	0	1	1	1	0
Saline	0	2	4	1	4
Scott	3	4	3	3	0
Searcy	0	1	3	1	0
Sebastian	1	0	0	2	5
Sevier	4	4	5	4	1
Sharp	2	0	0	5	0
St. Francis	0	4	0	1	5
Stone	1	1	1	1	0
Union	2	3	3	4	2
Van Buren	0	2	0	0	0
Washington	10	6	4	4	4
White	6	2	3	1	6
Woodruff	0	0	0	0	0
Yell	3	0	1	3	1

During the COVID Pandemic speeding fatalities increased along with a concerning rise in the number of citations issued for speeds in excess of 100 miles per hour. This combined with Arkansas’s recent law raising the interstate speed limit to 75 mph makes the speeding issue a top priority for Arkansas. The AHSO is working to train sub-grantees to utilize crash data dashboards such as eCrash and ARDOT’s Arkansas Crash Analytics Tool (ACAT) to target enforcement and to increase enforcement efforts by recruiting additional law enforcement agencies to participate as STEP and Mini-STEP projects.

Arkansas will conduct an extended period of Speed enforcement during July to coincide with the state Speed mobilization. Enforcement efforts will be complemented by the implementation of a “No Tolerance” speed zone on a segment of Highway 70. State and local law enforcement agencies will work together to conduct speed enforcement throughout this period. The AHSO is also working with ASP and ArDOT to look at the possibility of putting up “No Tolerance” speed signage along the identified speed corridor as well as other locations.

### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-6) Number of speeding-related fatalities (FARS)	2022	5 Year	131.0

Countermeasure Strategies
Communication Campaign (Speed)
Identification of Priority Speed Enforcement Areas and Times for STEP
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

### Countermeasure Strategy: Identification of Priority Speed Enforcement Areas and Times Program Area: Speed Management

#### Project Safety Impacts

Effective high visibility enforcement efforts are an essential part of successful speeding determent. The Highway Safety Office will provide funding for Law Enforcement agencies to purchase Black Cat II Radar Traffic Recorders to be utilized to determine areas where speeding is a problem and the times of day that these problems are occurring. This information will be utilized to deploy enforcement patrols accordingly. These devices have been highly effective in Clarksville PD. They are able to deploy the radar traffic recorders where they have reports of speeding issues, the data from the system tells them if they have an issue and what are the most effective times to patrol in order to deter speeding. The results have been efficient use of resources while getting maximum results. The devices are left out after the high visibility enforcement patrols and have shown decreased speeding in those areas. The device then is deployed at another location.

#### Linkage Between Program Area: State speed crash data for evaluating potential test locations:

See fatality data below for 2017 – 2021 based on FARS and 2021 eCrash data for the state. The 2021 speed related crashes and serious injuries are from the e-Crash database which is subject to change.

SPEED DATA	2017	2018	2019	2020	2021	Average 2017-2021
Speed related Crashes	4,807	5,507	5,174	6,669	5,554	6,613
Speed related Serious Injury	353	341	350	466	402	382
Speed related Fatalities	124	132	132	164	140	138

Speed Related Crashes-Top 10 Counties					
Average 2016- 2019			2021 Preliminary Data		
Rank	County	Average	5 Yr Avg Rank	County	Counts
1	Pulaski	827	1	Pulaski	834
2	Washington	430	2	Washington	545
3	Benton	301	3	Benton	474
4	Craighead	214	5	Garland	188
5	Garland	211	4	Craighead	220
6	Saline	205	7	Faulkner	262
7	Faulkner	185	6	Saline	212
8	Crawford	123	11	White	101
9	Lonoke	120	10	Sebastian	126
10	Sebastian	111	9	Lonoke	135

Speed Related Serious Injuries					
Average 2015 - 2019			2020 Preliminary Data		
Rank	County	Average	5 Yr Avg Rank	County	Counts
1	Pulaski	41.0	1	Pulaski	46
2	Washington	18.4	2	Washington	21
3	Garland	17.2	4	Benton	20
4	Benton	15.6	3	Garland	18
5	Saline	12.0	11	Hot Spring	18
6	Crawford	10.8	8	Faulkner	15
7	Craighead	9.6	9	White	11
8	Faulkner	9.0	6	Crawford	10
9	White	8.4	14	Lonoke	10
10	Franklin	8.2	10	Franklin	9

Speed Related Fatalities					
Average 2015 - 2019			2020 Preliminary Data		
Rank	County	Average	5 Year Average Rank	County	Counts
1	Pulaski	11.0	1	Pulaski	15
2	Garland	5.2	11	Craighead	7
3	Saline	3.2	2	Garland	6
4	Sebastian	3.2	4	Benton	5
5	Washington	3.2	3	Miller	5
6	White	3.2	8	White	5
7	Benton	3.0	6	Saline	4
8	Crawford	2.8	7	Sebastian	4
9	Pope	2.6	72	Sharp	4
10	Union	2.6	14	Baxter	3

## Rationale

Black Cat II Radar Traffic Recorders will be used to determine areas where speeding is a problem and at what times. This will allow agencies to effectively target enforcement patrols to address speeding violations and reduce the fatalities and injuries that result from it. The AHSO is working to identify areas where agencies could partner and share equipment to identify issues and focus enforcement efforts.

## Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2023-01	Local Selective Traffic Enforcement Projects (STEP)
SC-2023-02	Statewide Selective Traffic Enforcement Projects (STEPs)
SC-2023-03	Mini-Selective Traffic Enforcement Projects (M-STEPs)

**Planned Activity:** Priority Speed Enforcement

**Planned activity number(s):** SC-2023-01, SC-2023-02, SC-2023-03

## Planned Activity Description

Clarksville was the first jurisdiction to pilot the Priority Speed Enforcement system utilizing Black Cat II Radar Traffic Recorders. In FY21 Arkansas worked with Clarksville to review the data provided by this equipment and evaluated the results of the targeted enforcement efforts based on the data. The equipment proved to be effective in determining if High Visibility Enforcement patrols were needed and when they were needed. The resulting patrols resulted in lowered speeds and the equipment was able to be moved to the next target area. The next step is for other projects across the state to participate in this pilot to get more data to deploy resources and implement additional speed countermeasures in Arkansas counties with the highest number of speed related crashes and associated injuries/fatalities.

## Intended Subrecipients

Law Enforcement Agencies TBD

Countermeasure Strategy
Identification of Priority Speed Enforcement Areas and Times for STEP

## Funding sources

Source FY	Funding Source	Eligible Use	Est Funding	Match	Local Benefit
2022	BIL NHTSA 402	Speed Control (BIL)	\$100,000.00	\$25,000.00	\$100,000.00
2023	BIL NHTSA 402	Speed Control (BIL)	\$100,000.00	\$25,000.00	\$100,000.00

**Planned Activity:** Statewide Public Information and Education (PI&E)

**Planned activity number:** SC-2023-04

## Planned Activity Description

Statewide public information and education to promote adherence to speed limits with particular focus on the national “Obey the Sign or Pay the Fine” enforcement mobilization during the summer season.

## Intended Subrecipients

CJRW Advertising Firm

Countermeasure Strategy
Communication Campaign (Speed)

## Funding sources

Source FY	Funding Source	Eligible Use	Est Funding	Match	Local Benefit
2022	BIL NHTSA 402	Paid Advertising (BIL)	\$200,000.00	\$200,000.00	\$100,000.00
2022	BIL NHTSA 402	Speed Control (BIL)	\$100,000.00		
2023	BIL NHTSA 402	Paid Advertising (BIL)	\$100,000.00	\$100,000.00	\$ 50,000.00

### Countermeasure Strategy: **Short Term High Visibility Speed Enforcement**

Program Area: **Speed Management**

#### Project Safety Impacts

It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by significantly increased enforcement efforts. Our focus will be on creating aggressive, innovative and well publicized enforcement with an increased emphasis on citations and arrests. Sustained STEPs along with mini-STEP and other agencies will participate in Federal, regional and statewide mobilizations, crackdowns, and other special enforcement events. A statewide 21 days of Speed Mobilization will be conducted July 10, 2023 through July 30, 2023.

The Arkansas Highway Safety Office will issue sub-grants to approximately 85 agencies statewide to conduct enforcement. These agencies include state, county, and municipal law enforcement agencies in both urban and rural locations with a goal of reducing fatalities and injuries attributed to motor vehicle crashes. The AHSO will advertise the LEL position left vacant by our former LEL and hopes to utilize that position to encourage and promote non-STEP law enforcement agencies to participate. In 2023 non-STEP agencies will be solicited to apply for mini-STEP grants. These grants will provide funds to pay overtime for agencies to conduct enforcement during mobilizations.

#### Linkage Between Program Area

Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2020 to 164. In 2021 speed fatalities were at 140 putting them at 20% of total fatalities. The state is working with local and state law enforcement new options to address and enforce speed limits are in place such as a “21 days of Speed” campaign and “No Tolerance” speed zones. Black Cat Radars will be utilized to monitor speed issues and target enforcement efforts.

A target of 147 has been set for 2019-2023 based on a 5-year moving average. This target took into consideration the increasing speeding fatalities as well as the recent law increasing the interstate speed limit to 75 mph. Activities supporting the countermeasure strategy of "Short-term High Visibility Enforcement" include the following:

- Utilize 402 SE funding for overtime for over 35 agencies for sustained overtime enforcement efforts.
- Utilize 402 SE funding for overtime sustained statewide enforcement by ASP and Arkansas Highway Police.
- Utilize 402 SE funding to support 50+ mini-STEP projects to focus on statewide and national mobilizations.

#### Rationale

The most common high visibility speed enforcement consists of short intense, highly publicized periods of increased law enforcement. NHTSA has supported these campaigns. CDC's systematic review of short-term high visibility enforcement programs shows increased adherence to speed limits.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2023-01	Local Selective Traffic Enforcement Projects (STEPs)
SC-2023-02	Statewide Selective Traffic Enforcement Projects (STEP)
SC-2023-03	Mini Selective Traffic Enforcement Projects (M-STEPs)

**Planned Activity: Local Selective Traffic Enforcement Projects (STEPs)**

Planned activity number: **SC-2023-01**

Primary Countermeasure Strategy ID: **Short Term High Visibility Speed Enforcement**

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

**Intended Subrecipients**

- *Local STEP Agencies (sub-recipients) listed on page 99*

Countermeasure Strategies
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match	Local Benefit
2022	BIL NHTSA 402	Speed Enforcement (BIL)	\$300,000.00	\$300,000.00	\$300,000.00
2023	BIL NHTSA 402	Speed Enforcement (BIL)	\$500,000.00	\$500,000.00	\$500,000.00

**Planned Activity: Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **SC-2023-02**

**Planned Activity Description**

Provides funding for statewide selective traffic enforcement projects through the Arkansas State Police and the Arkansas Highway Police with a primary emphasis on speed enforcement throughout the year. The Arkansas Highway Police will focus on work zones throughout the state.

**Intended Subrecipients**

Arkansas State Police  
Arkansas Highway Police

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL NHTSA 402	Speed Enforcement (BIL)	\$500,000.00	\$125,000.00
2023	BIL NHTSA 402	Speed Enforcement (BIL)	\$750,000.00	\$187,500.00
2022	BIL NHTSA 405e comp Distracted Driving	Speed Enforcement (BIL 405e M8*SE)	\$700,000.00	\$200,000.00

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPS)**

Planned activity number: **SC-2023-03**

Primary Countermeasure Strategy ID: **Short Term High Visibility Speed Enforcement**

### Planned Activity Description

Funding for overtime pay and equipment for Mini-STEP projects to conduct speed enforcement primarily during state, regional or national speed campaigns.

### Intended Subrecipients

*Local Mini-STEP Agencies (sub-recipients) listed on page 100*

Countermeasure Strategies
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

### Funding sources

Source FY	Funding Source	Eligible Use	Est Funding	Match	Local Benefit
2022	BIL NHTSA 402	Speed Enforcement (BIL)	\$300,000.00		\$300,000.00
2023	BIL NHTSA 402	Speed Enforcement (BIL)	\$400,000.00		\$400,000.00

Countermeasure Strategy: **Identification of Priority Speed Enforcement Areas and Times**

Program Area: **Speed Management**

### Project Safety Impacts

AHSO plans to expand the use of the Black Cat Radar System. The purpose of this equipment is to determine areas where speeding is a problem, and the times of day problems are occurring in order to deploy enforcement patrols accordingly and evaluate the effectiveness of the traffic enforcement afterwards. The box is small enough to not draw the attention of drivers and effect their driving.

Clarksville was the first jurisdiction to utilize this system in Arkansas. Targeted enforcement efforts were based on the data provided by this system and review of that data shows they were successful. Arkansas proposes to expand this pilot to deploy resources and implement additional speed countermeasures in a speed corridor on a section of highway 70 close to Hot Springs, AR. The Black Cat II Radar system will be deployed by Arkansas State Police Troopers to establish a baseline of speeds and to determine the best times to deploy resources. It will remain in that location after increased high visibility enforcement patrols to determine effectiveness. Additional locations will then be determined based on their number of speed related crashes, associated injuries/fatalities and availability of law enforcement agencies to work with STEP in those areas.

### Linkage Between Program Area

The state recognizes the importance of addressing and enforcing speed. In FY 2023, the AHSO will contract with law enforcement agencies throughout the state to conduct high visibility enforcement of speed. Efforts targeting other core measures such as occupant protection and impairment, will also enforce speed violations.

**Project Information: Speed Program**  
**Countermeasure Strategy: Sustained Enforcement (SP)**  
**Program Area: Speed Management**

### **Project Safety Impacts**

Increased emphasis on citations and arrests through significantly increased speed enforcement efforts should reduce the fatalities and injuries, attributed to motor vehicle crashes.

### **Linkage Between Program Area**

In FY 2023, the AHSO will contract with law enforcement agencies throughout the state to conduct high visibility enforcement of speed. Efforts targeting other core measures such as occupant protection and impairment, will also enforce speed violations.

### **Project Information (Speed Program)**

Contracted Agencies will conduct speed enforcement independently and in conjunction with other violations such as occupant protection and impairment. Strategies of this effort include the following:

- An average of two to three vehicle stops per hour during enforcement periods.
- PI&E activities as a component of all enforcement projects.
- Statewide public information and education and enforcement campaign that will emphasize speed laws.
- Sustained low -visibility traffic enforcement using stealth patrol vehicles (ASP).
- State Goals / Coordination of Highway Safety Plan, Data Collection, and Information Systems with State Strategic Highway Safety Plan (SHSP) Enforcement Safety Strategies – High visibility enforcement is included in the Aggressive Driving Primary Emphasis Area strategies of the SHSP. Law enforcement agencies will partner with the AHSO to support overtime efforts for high visibility enforcement. Such efforts will increase the presence of law enforcement with the goal to discourage unsafe driving behaviors to ultimately improve traffic safety culture.
- Identify sections of roadways with consistently high numbers of crashes each year that are in the jurisdiction of an existing STEP/Mini-STEP grant and work with those local agencies to identify the area as a “Speed Corridor” and ask them to commit a consistent amount of patrols for that Corridor. Ask that tolerances for speeds over the speed limit be eliminated or lowered significantly. The amount of patrols done will depend on LE personnel resources for that area and the patrol times should be varied for the time of day. PI&E activities will be a component of the “Speed Corridor” to let the public know that there will be zero tolerance for speeding on the chosen roadways.
- Education Safety Strategies – Educational efforts are included as Strategies in the Aggressive Driving Primary Emphasis area of the State Strategic Highway Safety Plan. The AHSO will incorporate the “Zero Fatalities” logo/taglines into presentations, educational materials, and PSA’s etc.

### **Rationale**

Speed related fatalities have increased yearly from 2017 to 2021. The totals from 2020 to 2021 decreased, as the speed related deaths in 2020 appears to be an anomaly of the pandemic. With decreased traffic due to lockdowns, the drivers that were on the road felt emboldened to drive faster resulting in more violent crashes and much higher fatality rate.

The most common high visibility speed enforcement consists of short intense, highly publicized periods of increased law enforcement. NHTSA has supported these campaigns. CDC's systematic review of short-term high visibility enforcement programs shows increased adherence to speed limits.



**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
SC-2023-01	Local Selective Traffic Enforcement Projects (STEPs)
SC-2023-02	Statewide Selective Traffic Enforcement Project (STEPs)
SC-2023-03	Mini Selective Traffic Enforcement Projects (M-STEPs)

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPs)**

Planned activity number: **SC-2023-01**

Primary Countermeasure Strategy ID: **Sustained Enforcement (SP)**

**Planned Activity Description**

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

**Intended Subrecipients**

*Local STEP Agencies (sub-recipients) are listed on page 99*

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match	Local Benefit
2022	BIL NHTSA 402	Speed Enforcement (BIL)	\$300,000.00	\$300,000.00	\$300,000.00
2023	BIL NHTSA 402	Speed Enforcement (BIL)	\$500,000.00	\$500,000.00	\$500,000.00

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **SC-2023-02**

Primary Countermeasure Strategy ID: **Sustained Enforcement (SP)**

**Planned Activity Description**

Statewide selective traffic enforcement projects. The primary emphasis will be speed enforcement throughout the year.

**Intended Subrecipients**

Arkansas State Police

Arkansas Highway Police

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL NHTSA 402	Speed Enforcement	\$500,000.00	\$125,000.00
2023	BIL NHTSA 402	Speed Enforcement	\$750,000.00	\$187,500.00
2022	BIL NHTSA 405e comp DD (BIL M8*SE)	405e comp DD (BIL M8*SE)	\$700,000.00	\$200,000.00

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPs)**

Planned activity number: **SC-2023-03**

Primary Countermeasure Strategy ID: **Sustained Enforcement (SP)**

**Planned Activity Description**

Funding for overtime pay and equipment for Mini-STEP projects to conduct speed enforcement primarily during state, regional or national speed campaigns.

**Intended Subrecipients**

*Local Mini STEP Agencies (sub-recipients) listed on page 100*

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match	Local Benefit
2022	BIL NHTSA 402	Speed Enforcement (BIL)	\$300,000.00		\$300,000.00
2023	BIL NHTSA 402	Speed Enforcement (BIL)	\$400,000.00		\$400,000.00

## **Program Area: Traffic Records**

### **Description of Highway Safety Problems**

*Problem:* Issues with a previous contractor created a backlog of crash report data that needed to be entered into eCrash, the online system used by the Arkansas State Police (ASP) and most agencies in the state.

*Countermeasure Strategies:* Through a heavy push by the AHSO data entry personnel and the University of Arkansas contract personnel, the AHSO managed to eliminate the backlog of 2018, 2019 and 2020 crash data in FY21 and are current as of September 1, 2021. Because of COVID-19 and the isolation that local departments experienced due to it, they realized the need for shared data. More than double the number of agencies that were expected moved over to the eCrash system and a major push was made to identify every law enforcement department in the state and begin discussions with them about moving to eCrash. This live data entry will assist in streamlining the state's crash records system and provide more accurate information. Currently, 279 agencies are using eCrash, with an additional 13 trained as of May 13, 2022.

The goals of projects funded in the Traffic Records Program are to increase the number of agencies using eCrash; increase the # of courts online with eCite; and reduce the average crash record entry time using the eCrash system from 105.5 hours to 96.95 hours in FY23.

### **Program Overview**

The National Highway Traffic Safety Administration's assessment team conducted a Traffic Records Assessment between February and May 2020. This team, together with the TRCC and the NHTSA GO Team are the basis for Arkansas' 2023-2027 Traffic Records Strategic Plan which is currently in the last stages of completion. The TRCC is working to read through the assessment, work with all agencies to determine appropriate goals, and re-develop the TRCC as a unit that functions more effectively and efficiently. The new five-year State Traffic Records Strategic Plan should be complete by the end of the 2022 calendar year.

### **Data Collection and Information Systems**

eCrash is a data collection and reporting tool that streamlines and automates the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama Center for Advanced Public Safety to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for Arkansas's crash data. eCrash is partially funded through Section 405c. Features of eCrash includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. As of May 13, 2022, 279 local Arkansas law enforcement agencies including the Arkansas State Police, submit their data electronically through eCrash. These agencies represent approximately 92% of all crash submissions in the state of Arkansas annually. Data Collection and Analysis is also a Primary Emphasis Area in the SHSP and includes strategies regarding eCrash and other data collection methods and tools.

*Crash Report Form* – On July 15, 2015, the ASP released a revised crash form electronically to the ASP troopers and have provided it to local law enforcement agencies throughout the state. Fields were added to the form, thus allowing additional data to be collected which can be analyzed to support traffic safety improvements. While some agencies still provide paper submittals to eCrash, it is our goal to bring on as many agencies online as possible.

The eCrash form is currently compliant with Model Minimum Uniform Crash Criteria (MMUCC), 4<sup>th</sup> edition. The state is in the midst of conversion to the 5<sup>th</sup> edition at this time and should be complete in 2023.

*Crash Data* – The ASP will continue to work with law enforcement partners on the importance of submitting accurate crash data with a goal to lower the number of crash reports containing “unknown” for various data elements. The AHSO working with the IT division of the Arkansas Department of Public Safety to develop a better initial training for agencies coming online to the eCrash system and require annual training updates for all officers to address and changes or problems. A new eCrash Support Analyst will be coming onboard in FY23, housed in the HSO office, and available to not only train new agencies, but to assist with the daily review of records and work with all agencies outside of ASP to make certain the reports are standardized. Reports entered in eCrash do not include duplicate, private property, or parking lot crashes.

*Reports by ASP* – The ASP Highway Patrol uses data to implement enforcement, write reports and proposals, design presentations, and increase traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ASP. For other law enforcement agencies, reports specific to their jurisdiction can help identify problem areas in which to focus overtime efforts.

In 2018 Arkansas State Police (ASP) logged 82,088 crash reports of which 21,488 were entered into the eCrash by office staff from paper reports, including a number of crashes that had to be removed and re-entered because of issues with a third-party vendor. The total number of paper reports received by ASP in 2019 was 12,067 with a total of 82,920 in the database. There are 76,277 reports in the database for 2020, with 5,998 that were entered by office staff. There are 86,902 crashes in the database for 2021, with 3,562 entered by office staff. As of May 13, 2022, there were 28,553 crashes in the database and only 700 entered by office staff. The largest two agencies still submitting paper crashes for entry by office staff will go LIVE on the system in June. Office staff continue to add crashes for the tiny agencies who do not have access to the eCrash system, but with the anticipated changes in the court system, those agencies will need to have quick access to the system and we look for crash data to eventually be completely online.

## **Performance Measure—Goals**

### ***Program Goal***

The goals of projects funded in the Traffic Records Program are:

- Increase the number of agencies using eCrash.
- Implemented a new automated court system (real-time) which will extend access to eCite information to all courts statewide.
- Reduce the average crash record entry time using the eCrash system from 105.5 hours to 96.95 hours in FY23.

### ***Project Strategies***

The strategies of the projects in the Traffic Records Program are:

- To provide for the daily operation of the eCrash.
- To acquire necessary computer hardware, software and peripherals for eCrash.
- To develop and implement computer software that will allow the ASP and other agencies to enter crash data at the troop and local level within a few hours of the crash.
- To continue specialized training in computer systems software.
- To provide more timely and accurate updates to the traffic citation history file.
- To maintain and increase the number of required data elements for MMUCC compliance.
- To implement an electronic citation system for most local agencies.
- To provide eCrash/eCitation training for law enforcement officers
- Maintain NEMESIS compliance.

### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	Increase the number of Law Enforcement Agencies using the eCrash system from 279 to 300 FY23	2023	Annual	300.0
2023	Ensure that all courts are using the automated court program under development in FY23	2023	Annual	200.0
2023	Reduce the average crash record entry time using the eCrash system from 105.5 hours to 96.95 hours for FY23	2023	Annual	96.95

### Countermeasure Strategies in Program Area

Highway Safety Office Program Management TR
Improve integration between one or more core highway safety databases
Improve timeliness of a core highway safety database

Countermeasure Strategy: **Highway Safety Office Program Management TR**

Program Area: **Traffic Records**

### Project Safety Impacts

Provides for the administration of the Traffic Records Program and provides support for other program areas. Funding will provide for the necessary staff time, travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program. Funding will also provide for continued training in the administration of computer systems software and improvements to the AHSO eGrants system to facilitate electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, and monitoring and evaluating projects.

### Linkage between Program Area

The last Traffic Records Assessment by the National Highway Traffic Safety Administration's assessment team was conducted for the State of Arkansas between February and May 2021. In conjunction with the strategic plan, the goals of the Traffic Records Program are to improve the accuracy of the data.

The program will continue efforts to improve the accuracy of data by continuing to expand the input of crash through the paperless system by using a computer image of the crash report for review and data entry.

This countermeasure will provide funding for the necessary personnel and training for the administration of the Traffic Records Program and support for other program areas (administration of computer system hardware and eGrant). Funding will also provide for the necessary staff time travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program and for continued training in the administration of computer systems software and eGrants operations to maintain an effective, efficient Traffic Records Program.

A new Traffic Records Assessment was officially concluded on June 2, 2021, and new goals and a new five-year plan are under development now. That plan is expected to be completed by the end of FY22.

**Goals:**

- Increase number of agencies using eCrash to 300 FY23
- Reduce average crash record entry time using eCrash system from 105.5 hours to 96.95 hours in FY23.

**Rationale**

This countermeasure is necessary to maintain an effective, efficient Traffic Records Program that will provide timely, accurate information and data to direct and support strategies to effectively address traffic Arkansas' traffic safety problems. Funding will provide staff and training for the administration of the Program as well as support for relevant program areas. Funds will also provide for travel and training expenses and programming, monitoring, evaluation and coordination of the Traffic Records Program.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
TR-2023-06	Traffic Records Professional Development & Crash Reconstruction
TR-2023-07	Traffic Records Program Management

**Planned Activity:** Traffic Records Professional Development

**Planned activity number:** TR-2023-06

**Planned Activity Description**

Provides specified training for law enforcement and other highway safety professionals in matters related to traffic records. May involve continued crash investigation and reconstruction training courses.

**Intended Subrecipients**

Arkansas State Police (ASP)

Countermeasure Strategy
Highway Safety Office Program Management TR

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL NHTSA 402	Traffic Records (BIL)	\$40,000.00	
2023	BIL NHTSA 402	Traffic Records (BIL)	\$40,000.00	
2022	BIL NHTSA 405e	Traffic Records (405e BIL)	\$90,000.00	

**Planned Activity:** Traffic Records Professional Development and Crash Reconstruction

**Planned activity number:** TR-2023-06-06-02  
M8\*TR-2023-06-06-02

**Planned Activity Description**

Provides specified training and equipment for law enforcement and other highway safety professionals to conduct crash investigation and reconstruction training courses and to provide equipment and supplies for crash reconstruction activities statewide to improve the quality of the data in the crash report.

**Justification for Equipment:**

Traffic crashes have an effect on the lives of those involved, the lives of those who respond to the incident and the lives of those who investigate the incident. The collection of evidence at a crash scene is very important but the exposure of responders to the dangers of traffic increases the chance of a secondary

collision occurring. When technology is effectively applied to traffic incident management and crash investigation, safety is increased, and traffic congestion is minimized. The use of traffic crash reconstruction technology has a significant impact on the safety of the investigators, the traveling public and the operation of the transportation system.

*Equipment and Cost Breakdown:*

Agency	Item Detail	Estimated Cost	Funding Source	Activity & Project #	Purpose
ASP	TBD	TBD		TR-2023-06 TR-2023-06-06-02 M8*TR-2023-06-06-02	Provide specified training and equipment for law enforcement and highway safety professionals to conduct crash investigation and attend crash reconstruction training

**Intended Subrecipients**

Arkansas State Police (ASP)

<b>Countermeasure Strategy</b>
Highway Safety Office Program Management TR

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL NHTSA 402	Traffic Records (BIL)	\$40,000.00	
2023	BIL NHTSA 402	Traffic Records (BIL)	\$40,000.00	
2022	BIL NHTSA 405e	Traffic Records (BIL)	\$90,000.00	

**Planned Activity:** Traffic Records Program Management

**Planned activity number:** TR-2023-07

**Planned Activity Description**

Provides for the administration of the Traffic Records Program and support for other program areas. Funding will provide for necessary staff time, travel and training expenses directly related to the planning, programming, monitoring, evaluation, and coordination of the Program. Funding will also provide for continued training in administration of computer systems software and upgrading the Grants system.

**Intended Subrecipients:** Arkansas State Police

<b>Countermeasure Strategy</b>
Highway Safety Office Program Management TR

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL 405d Impaired Driving Int	405d Int Traffic Records (BIL)	\$25,400.00	\$6,400.00
2023	BIL 405d Impaired Driving Int	405d Int Traffic Records (BIL)	\$25,400.00	\$6,400.00
2022	BIL NHTSA 402	Traffic Records (BIL)	\$65,000.00	
2023	BIL NHTSA 402	Traffic Records (BIL)	\$65,000.00	

Countermeasure Strategy: **Improves integration between one or more core highway safety databases**

Program Area: **Traffic Records**

**Project Safety Impacts**

The transition from the TraCS system to the eCrash system has streamlined the entry of Crashes by ASP with 279 local agencies using eCrash currently and another 15 trained.

*eCrash* – eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. eCrash is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to ASP who serves as the repository for crash data. eCrash is partially funded through Section 405c. Features include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. Currently 279 of approximately 400 Arkansas law enforcement agencies submit their data electronically through eCrash. It is anticipated this number will increase in 2023. Data Collection and Analysis is also a primary emphasis area in the SHSP and includes eCrash as well as other data collection methods and tools.

*Crash Report Form* – On July 15, 2015, the ASP released a revised uniform crash form electronically to the ASP troopers provided it to local law enforcement agencies throughout the state since that date. Additional fields were added to the form, thus allowing additional data to be collected which can then be analyzed to support traffic safety improvements.

*Crash Data* – The ASP continues to work with law enforcement partners on the importance of crash data with a goal to lower the number of crash reports containing “unknown” for various data elements.

*Reports by ASP* – The ASP Highway Patrol uses data to implement enforcement, write reports and proposals, design presentations, or increase traffic safety awareness. Traffic safety stakeholders are encouraged to utilize services provided by ASP. For law enforcement, reports specific to their jurisdiction help identify evidence-based problem areas in which to focus overtime efforts. Integration of the eCite, eCrash, Contexte, and other relevant databases has assisted in producing more timely and accurate data.

**Linkage Between Program Area**

In conjunction with the strategic plan, goals of Traffic Records are to integrate relevant databases and improve accuracy/ timeliness of data.

**Goals:**

- Increase the number of agencies using eCrash in 2023
- Reduce the average crash record entry time using the eCrash system from 105.5 hours to 96.95 hours in FY23.

**Rationale**

This countermeasure will provide funding for necessary personnel, training and equipment for administration of computer systems to improve integration of relevant databases to maintain an effective, efficient Traffic Records Program to improve the timeliness and accuracy of data.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
TR-2023-03	Electronic Traffic Crash Record Entry System Project (eCrash)
TR-2023-04	EMS Data Injury Surveillance Continuation Project
TR-2023-05	Electronic Citation System (eCite)



**Planned Activity:** Electronic Traffic Crash Record Entry System Project (eCrash)

**Planned activity number:** TR-2023-03

**Planned Activity Description**

Continue modification of computer software applications for ASP and other agencies to enter crash data within a few hours of a crash - integrate information directly into database without reentering.

**Intended Subrecipients:** Arkansas State Police and Local Law Enforcement Agencies

<b>Countermeasure Strategy</b>
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

**Funding sources**

Source FY	Funding Source	Eligible Use	Estimated Funding	Match
2022	BIL 405c Data Program	405c Data Program (BIL)	\$ 300,000.00	\$100,000.00
2023	BIL 405c Data Program	405c Data Program (BIL)	\$ 300,000.00	\$100,000.00
2021	FAST Act NHTSA 405e Comp DD	Traffic Records (FAST)	\$1,215,000.00	\$303,800.00
2022	BIL NHTSA 405e Comp DD	Traffic Records (BIL)	\$1,215,000.00	\$303,800.00
2023	BIL NHTSA 405e Comp DD	Traffic Records (BIL)	\$1,411,800.00	\$353,000.00

**Planned Activity:** eCrash/Law Enforcement Training Project

**Planned activity number:** TR-2023-02

**Primary Countermeasure Strategy ID:** eCrash Training – Local agencies

**Planned Activity Description**

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

**Intended Subrecipients:** TBD

<b>Countermeasure Strategies</b>
Electronic Traffic Crash Record Entry System Project (eCrash)
Electronic Citation System (eCite)

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match	Local Benefit
2021	FAST Act NHTSA 405e	Traffic Records (FAST)	\$300,000.00		\$225,000.00
2022	BIL NHTSA 405e	Traffic Records (BIL)	\$300,000.00		\$225,000.00

**Planned Activity:** EMS Data Injury Surveillance Continuation Project

**Planned activity number:**TR-2023-04

**Planned Activity Description**

Maintenance of data elements necessary for system compliance with NEMSIS data collection. Funding will provide for support to maintain and upgrade the software and hardware infrastructure to meet requirements.

**Intended Subrecipients**

Arkansas Department of Health (EMS)

<b>Countermeasure Strategy</b>
Improves integration between one or more core highway safety databases

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL Act 405c Data Program	405c Data Program (BIL)	\$75,000.00	\$18,800.00

**Planned Activity:** Electronic Citation System (eCite)

**Planned activity number:** TR-2023-05

**Primary Countermeasure Strategy ID:** Improve integration between one or more core highway safety databases

**Planned Activity Description**

Continue modification of computer software applications for ASP and other agencies to enter citation data within a few hours of being written and integrate the data directly into database without reentering.

**Intended Subrecipients**

Arkansas State Police and Local Law Enforcement Agencies

<b>Countermeasure Strategy</b>
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL 405c Data Program	405c Data Program (BIL)	\$300,000.00	\$100,000.00
2023	BIL 405c Data Program	405c Data Program (BIL)	\$300,000.00	\$100,000.00
2021	FAST Act NHTSA 405e	Traffic Records (FAST)	\$200,000.00	\$50,000.00
2022	BIL NHTSA 405e	Traffic Records (BIL)	\$200,000.00	\$50,000.00

Countermeasure Strategy: **Improves timeliness of a core highway safety database**

Program Area: **Traffic Records**

**Project Safety Impacts**

This countermeasure is necessary to maintain an effective, efficient Traffic Records Program that will provide timely, accurate information and data to direct and support strategies to effectively address traffic Arkansas' traffic safety problems. Funding will provide staff and training for the administration of the

Program as well as support for relevant program areas. Funds will also provide for travel and training expenses and programming, monitoring, evaluation and coordination of the Traffic Records Program.

**Linkage Between Program Area**

Increase the number of Law Enforcement Agencies (LEA’s) using the eCrash system to report crashes rather than submitting paper reports

There are approximately 441 Law Enforcement Agency’s in Arkansas - counting Arkansas State Police as one. Currently 279 are submitting their reports through eCrash with an additional 13 agencies in training.

**Goal:**

- Increase the number of agencies using eCrash to 300 for FY22.

**Countermeasure:**

- Improve the timeliness of crash data

**Rationale**

The findings and recommendations of the last Traffic Records Assessment team, together with input from the TRCC are the basis for Arkansas’ 2023 Traffic Records Strategic Plan. In conjunction with the strategic plan, the goals of the Traffic Records Program are to maintain and reduce the backlog of crash report data to be entered into eCrash and improve the accuracy of data.

This program will continue efforts to reduce the backlog and improve the accuracy and timeliness of crash data. The transition to the eCrash system has streamlined the entry of crashes and is already providing more accurate and timely information.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
TR-2023-01	eCrash Program Operations
TR-2023-02	eCrash Training
TR-2023-03	Electronic Traffic Crash Record Entry System Project (eCrash)
TR-2023-05	Electronic Citation System (eCite)

**Planned Activity:** eCrash Program Operations

**Planned activity number:** TR-2023-01

**Primary Countermeasure Strategy ID:** Improves timeliness of a core highway safety database

**Planned Activity Description**

Provides for retaining the services of a qualified contractor(s) to input crash data in a timely manner. It also provides for the operation of the eCrash by the ASP including data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work.

**Intended Subrecipients**

Arkansas State Police and Data Entry Contractor(s)

Countermeasure Strategy
Improves timeliness of a core highway safety database

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL NHTSA 402	Traffic Records (BIL)	\$238,500.00	\$100,000.00
2023	BIL NHTSA 402	Traffic Records (BIL)	\$338,500.00	\$100,000.00

**Planned Activity:** Electronic Traffic Crash Record Entry System Project (eCrash)

**Planned activity number:** TR-2023-03

**Primary Countermeasure Strategy ID:** Improves timeliness of a core highway safety database

**Planned Activity Description** Continue modification of software applications to integrate information directly into database. Funds provide for personnel, travel, equipment and software updates.

**Intended Subrecipients:** Arkansas State Police and Local Law Enforcement Agencies

<b>Countermeasure Strategies</b>
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

**Funding sources**

Source FY	Funding Source	Eligible Use	Est Funding	Match
2022	BIL 405c Data Program	405c Data Program (BIL)	\$300,000.00	\$100,000.00
2023	BIL Act 405c Data Program	405c Data Program (BIL)	\$300,000.00	\$100,000.00
2021	FAST Act NHTSA 405e	Traffic Records (FAST)	\$200,000.00	\$50,000.00
2022	BIL Act NHTSA 405e	Traffic Records (BIL)	\$250,000.00	\$62,500.00

## Evidence-based traffic safety enforcement program (TSEP)

*Planned activities that collectively constitute an evidence-based traffic safety enforcement program:*

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
AL-2023-10	Training Academy BAT & Sobriety Checkpoint Mobile Training
OP-2023-02	Local Selective Traffic Enforcement Projects (STEPS)
AL-2023-06	Local Selective Traffic Enforcement Projects (STEPS)
SC-2023-01	Local Selective Traffic Enforcement Projects (STEPS)
DD-2023-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2023-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
AL-2023-08	Mini Selective Traffic Enforcement Projects (M-STEPS)
SC-2023-03	Mini Selective Traffic Enforcement Projects (M-STEPS)
DD-2023-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2023-10	Rural High Five Project
AL-2023-14	Statewide In-Car Camera and Video Storage System
OP-2023-07	Statewide Law Enforcement Liaison (LEL)
AL-2023-11	Statewide Law Enforcement Liaison (LEL)
AL-2023-05	Statewide Public Information and Education (PI&E)
OP-2023-05	Statewide Public Information and Education (PI&E)
SC-2023-04	Statewide Public Information and Education (PI&E)
DD-2023-01	Statewide Public Information and Education (PI&E)
OP-2023-03	Statewide Selective Traffic Enforcement Project (STEP)
AL-2023-07	Statewide Selective Traffic Enforcement Project (STEP)
SC-2023-02	Statewide Selective Traffic Enforcement Project (STEP)
DD-2023-03	Statewide Selective Traffic Enforcement Project (STEP)

Fatalities: Arkansas Top 10 Counties							% Of 2021
County	2017	2018	2019	2020	2021*	Total	Total 694
Pulaski	60	70	62	81	70	343	13.86%
Benton	15	18	23	35	35	126	6.93%
Saline	10	7	15	15	29	76	5.74%
Washington	24	18	21	28	29	120	5.74%
Garland	13	18	21	18	23	93	4.55%
Faulkner	19	21	4	15	21	80	4.16%
Independence	6	7	11	17	20	61	3.96%
Sebastian	14	15	9	15	20	73	3.96%
White	10	7	14	20	20	71	3.96%
Craighead	17	18	18	20	19	92	3.76%

Injuries: Arkansas Top 10 Counties							% Of 2021
	2017	2018	2019	2020	2021	Total	Total 2,777
Pulaski	367	277	302	397	367	1,710	13.22%
Washington	154	143	155	142	151	745	5.44%
Benton	151	135	119	150	139	694	5.01%
Craighead	109	107	177	116	123	632	4.43%
Saline	80	66	75	76	100	397	3.60%
Garland	118	104	132	97	95	546	3.42%
Faulkner	89	59	65	87	91	391	3.28%
White	73	71	47	57	72	320	2.59%
Lonoke	67	38	51	56	69	281	2.48%
Pope	67	53	57	49	68	294	2.45%

\* - Preliminary FARS data as of June 8, 2022

**Crash Analysis** - Analysis of crashes, crash fatalities, and injuries in areas of highest risk.

### Deployment of Resources

The Arkansas Highway Safety Office considers safety issues by focusing on behavioral aspects at the driver level. The goal is to reduce highway fatalities by better identifying driver behaviors that cause fatal crashes and targeting problem areas where fatal crashes occur. An evidence-based Traffic Safety Enforcement Plan (E-BE) has been developed to reduce injuries and fatalities in the State.

Attention is focused on participation in impaired driving, occupant protection and speed enforcement through Selective Traffic Enforcement Projects (STEPS & Mini-STEPS). This program will include active participation by 90+ Arkansas law enforcement agencies in the state. The following chart shows the citations issued by STEP & Mini-STEP agencies 2017 through 2021.

Citations	2017	2018	2019	2020	2021
Speeding Citations	18,252	17,922	19,396	21,854	19,331
Seat Belt Citations	21,162	23,401	23,514	10,474	10,154
DUI Citations	1,065	826	821	1,074	1,181

From 2017-2021 the number of seat belt citations issued has fluctuated as shown on the above chart. Efforts continue to educate law enforcement and the judiciary of the importance of issuing seat belt citations and obtaining convictions.

STEP projects will include high visibility and sustained enforcement of impaired driving, occupant protection and speed limit laws by 35 local law enforcement agencies and the Arkansas State Police. A new initiative is focused on 50+ smaller law enforcement agencies that will be participating in mini-STEP grants. These grants fund overtime enforcement or equipment to agencies that participate in the national safety campaigns and state mobilizations. Targeted media, including paid television, radio, billboards and internet will support these campaigns, which include CIOT and DSOGPO.

Data for Arkansas (based on the 5-year period (2017-2023) shows the number of fatalities at 525 in 2017 and 695 for 2021. The fatality rate per 100 MVMT also shows a decrease from 1.58 (2015) to 1.36 (2019). Serious injuries (2's only) decreased from 2,816 in 2017 to 2,720 in 2021.

An average of 580 motorists loses their lives and another 2,556 are seriously injured each year on Arkansas's roadways. Preliminary data for 2021 shows fatalities at 695. Over the past five years, alcohol-related fatalities averaged 141.6 per year. In 2021, 130 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities were reported – 18.7% of the total fatalities.

A major area of concern continues to be the relatively low seat belt use rate in the state. In 2017, there were 374 passenger vehicle occupant fatalities. Of these fatalities, 180 or 48% were unrestrained. In 2020 Arkansas's Seat Belt use rate was 81.9%. There were 204 unrestrained fatalities in 2020 and 429 passenger vehicle fatalities or 47.5%. This use rate increased to 84.2% in 2021. However, Arkansas is still a long way from the National use rate of 90.3%.

If the State is to increase seat belt use, all law enforcement agencies must make seat belt enforcement a priority. During FY21, approximately 150 agencies participated in CIOT including STEP, Mini-STEP and volunteer agencies. Our in house LEL retired in October of 2021 and we experienced a drop in the number of participating agencies. We hope to expand that position to full time and will work to fill that position in 2023. Despite the decline in the number of agencies participating in our STEP and Mini-STEP programs and the decrease in enforcement due to the COVID Pandemic, we feel optimistic about increasing enforcement efforts. In FY23 we will make communication a priority through hosting an Annual Coordinator's Conference, regional "Lunch and Learns" with a renewed focus on recruiting.

The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Between 2017-2021 motorcycle fatalities accounted for approximately 12 percent of Arkansas' total traffic fatalities. In 2017 this number stood at 69 and has increased to 83 in 2021. There were 364 motorcycle involved traffic fatalities in Arkansas during the 5-year period 2017-2021. In FY23 several new projects will be implemented to address this issue. Alliance will attend a minimum of 20 days of motorcycle rallies, or 10 different rally events. Other planned efforts for FY23 include working with DMV to coordinate envelope stuffers to provide information on registration, licensing, and training opportunities. The AHSO will continue to work with ABATE and motorcycle dealerships to identify an MSF trainer for Arkansas and conduct additional education and outreach.

The AHSO is working in collaboration with ArDOT to utilize the Arkansas Crash Analytics Tool (ACAT) to display STEP and Mini-STEPs locations on the TZD website online maps to pinpoint high crash areas and road segments and assist local and statewide agencies to better target enforcement efforts. 97% of

Arkansas' law enforcement agencies are now utilizing the system which has significantly improved crash reporting and agency access to information. The long-term goal is to develop a comprehensive traffic safety program in each geographical area.

Towards this end, the AHSO is collaborating with our partners to encourage seat belt use, develop relevant information materials and implement evidence-based prevention activities statewide. Although the larger populated areas of Arkansas present the most problems involving crashes, more and more crashes and fatalities are occurring in the less populated areas. From 2015 thru 2019, approximately 66 percent of fatalities were in rural areas of the state. The AHSO will implement our "High Five" demonstration project targeting 5 rural counties in June. The project will include increased enforcement efforts to increase seat belt rates in those counties and a partnership with ArDOT to conduct road assessments to identify infrastructure issues. We will continue to implement other statewide projects as cited above and utilize their resources to combat this problem.

In FY23 Arkansas' Highway Safety Office will issue sub-grants to approximately 100 agencies and courts statewide to target Highway Safety issues. Agencies include state, county, and municipal law enforcement agencies in urban and rural locations. Other sub-grantees include, but are not limited to, the Highway & Transportation Department, Administrative Office of the Courts, University of Arkansas System, Arkansas Department of Health, Arkansas Children's Hospital and the Black River Technical College Law Enforcement Training Academy. Our focus will continue to be on creating aggressive, innovative and well publicized enforcement in conjunction with educational programs and an increased focus on citations.

Arkansas hosted a statewide traffic safety conference in Little Rock in 2019. Although no conference was held 2020-2021 due to the uncertainty of COVID 19 and restrictions, in July 2022 the CPS Conference will be held in Arkansas. Plans are to also host a conference in October 2022 designed to incorporate discussions on innovations around the country and increase the effectiveness of Arkansas' Highway Safety program efforts. Regional "Lunch and Learns" will also be held periodically throughout the year. In conjunction with these "Lunch and Learn" events will focus on recruiting agencies that are not currently participating in our STEP or Mini-STEP programs.

The AHSO evidence-based (E-BE) traffic safety enforcement program is focused on preventing traffic crashes and crash-related fatalities and injuries. Analysis of Arkansas' crashes, crash fatalities and serious injuries are extracted from Arkansas State Traffic Records Data (eCrash), Arkansas Crash Analytics Tool (ACAT) and FARS". Information on fatalities and injuries is provided in Occupant Protection Problem ID Section as well as the 405b application. Utilizing this data, priority areas have been identified to implement proven enforcement activities. Arkansas's E-BE is implemented through deployment of our resources in these areas throughout the year and mobilizing the entire state during the "Click It or Ticket" (CIOT) mobilizations and the "Drive Sober or Get Pulled Over" (DSOGPO) crackdowns. Each enforcement effort is analyzed at its conclusion and adjustments made to the E-BE.

The AHSO utilizes projects for selective overtime enforcement efforts in the areas of alcohol, speed, distracted driving, and OP. Funding assistance is awarded to law enforcement agencies statewide with a focus on priority areas. Additional projects target priority areas with public information and education for specific dates and times of enforcement efforts. Additional agencies are recruited to participate in Federal and statewide mobilizations and crackdowns. FY 23 Mobilizations will include the following:

- State Distracted Driving Mobilization - October 17-23, 2022
- State Seat Belt Mobilization - November 21 - 27, 2022
- National Winter DWI Mobilization - December 16, 2022 - January 1, 2023



- State St. Patrick's Day DWI Mobilization - March 17 – 19, 2023
- State Distracted Driving Mobilization - April 3 - April 10, 2023
- 420 Campaign April 18 - April 20, 2023
- State Cinco De Mayo DWI Mobilization – May 5 – 7, 2023
- National Memorial Day Seat Belt Mobilization - May 22 - June 4, 2023
- State July 4th Holiday DWI Mobilization - June 28 - July 4, 2023
- State Speed Mobilization - July 10 - July 30, 2023
- National Labor Day DWI Mobilization - August 18 - September 4, 2023

Checkpoints and Saturation patrols will be conducted at least four nights during National DWI mobilizations. Who, what, when, where and why are used to determine where to direct our resources for the greatest impact. Data is broken down by type of crash, i.e., speed, alcohol, restraint usage, impaired driving etc. Arkansas's fatal, and serious injury crash data is utilized to determine priority areas and provide direction on how to make the greatest impact.

The enforcement program is implemented by awarding selective traffic enforcement overtime grants to law enforcement agencies in these priority areas. Funding for overtime salaries and traffic related equipment is eligible for reimbursement. Agencies applying for funding assistance for selective overtime enforcement are encouraged to do problem identification within their city or county to determine when and where to conduct enforcement for the greatest impact. The components of the awards include PI&E and required activity reporting. The enforcement program includes statewide enforcement efforts for the mobilizations and crackdowns which involve extensive national and state media campaigns. Agencies will be encouraged to increase participation for the 420 Campaign this year.

All law enforcement working alcohol and seat belt selective overtime must provide proof of their successful completion of the Standardized Field Sobriety Testing (SFST) training and Traffic Occupant and Protection Strategies (TOPS) training.

The AHSO monitors and assesses each of the selective traffic enforcement overtime grants upon receipt of the activity report and reimbursement request and adjustments are made as needed. Seat Belt survey results along with performance standards results (officer violator contacts/stops and arrests per hour) are evaluated to adjust enforcement strategies and determine future awards. Adjustments to enforcement plans continue throughout the year. The AHSO staff reviews the results of each activity/mobilization. Likewise, state, local and county law enforcement agencies work with their program managers to review their activity and jurisdictional crash data on a regular basis. Based upon these reviews, continuous follow-up and timely adjustments are made to enforcement plans to improve sustained and High Visibility Enforcement (HVE) effectiveness.

## High-visibility enforcement (HVE) strategies

Countermeasure Strategies
Communication Campaign (Impaired Driving)
Communication Campaign (OP)
Communication Campaign DD
Drug Recognition Expert (DRE) Training
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints
SFST training for Law Enforcement Officers
Short Term High Visibility Speed Enforcement
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)
Sustained Enforcement (SP)

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles include the following:

Unique Identifier	Planned Activity Name
AL-2023-06	Local Selective Traffic Enforcement Projects (STEPS)
AL-2023-08	Mini Selective Traffic Enforcement Projects (M-STEPS)
AL-2023-10	Law Enf Training Academy BAT & Sobriety Checkpoint Mobile Training
AL-2023-14	Statewide In-Car Camera and Video Storage System
OP-2023-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2023-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2023-10	Rural High Five Project
SC-2023-01	Local Selective Traffic Enforcement Projects (STEPS)
SC-2023-03	Mini Selective Traffic Enforcement Projects (M-STEPS)

FY23 LEL duties include soliciting non-STEP agencies to voluntarily participate in mobilizations or apply for mini-STEP grants. Mini-STEP grants provide funds to pay for overtime enforcement or equipment to be used in enforcement activities for participating agencies in the two CIOT mobilizations. AHSO Program Managers will take on the duties of the LEL for their areas until we fill that position.

Law enforcement agencies are encouraged to involve and inform the media during special enforcement events. The national tagline of “Click It or Ticket” will be used in efforts to promote occupant protection. To promote the use of safety belts and support NHTSA’s “Click It or Ticket” national mobilization and the state’s two-week STEP effort, CJRW, Arkansas’s advertising agency of record will secure paid media per NHTSA’s pre-determined media timeline for the campaign.

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and will continue to play an important part in Arkansas’ efforts to increase the state’s usage rate. The projects mentioned above, along with the CIOT program, are an integral part of the FY 23 Highway Safety Plan. Efforts in FY23 will include emphasis on increasing total enforcement efforts, the number of agencies participating and encouraging agencies outside of STEP to address seat belt enforcement at a much higher level. The AHSO will continue our collaboration with ArDOT and the SHSP Planning Group with the Highway Safety Manager continuing to serve as Chair for the SHSP Behavior Committee in FY23.

## Reference Section:

<b>FY23 STEP Agencies</b>	
(Cities/Counties)	(Cities/Counties)
<b>Ashdown P.D.</b>	<b>Jonesboro P.D.</b>
<b>Bella Vista P.D.</b>	<b>Lowell PD</b>
<b>Benton Co. Sheriff's Office</b>	<b>Marion P.D.</b>
<b>Benton P.D.</b>	<b>Miller Co. Sheriff's Office</b>
<b>Bryant P.D.</b>	<b>Mountain Home P.D.</b>
<b>Carroll Co. Sheriff's Office</b>	<b>North Little Rock P.D.</b>
<b>Centerton P.D.</b>	<b>Paragould P.D.</b>
<b>Cross Co. Sheriff's Office</b>	<b>Rogers P.D.</b>
<b>Dardanelle P.D.</b>	<b>Saline Co. Sheriff's Office</b>
<b>Decatur P.D.</b>	<b>Searcy P.D.</b>
<b>El Dorado P.D.</b>	<b>Sheridan P.D.</b>
<b>Fayetteville P.D.</b>	<b>Sherwood P.D.</b>
<b>Fort Smith P.D.</b>	<b>Springdale P.D.</b>
<b>Garland Co. Sheriff's Office</b>	<b>St. Francis Co. Sheriff's Office</b>
<b>Grant Co. Sheriff's Office</b>	<b>Texarkana P.D.</b>
<b>Harrison P.D.</b>	<b>Trumann P.D.</b>
<b>Hope P.D.</b>	<b>Washington Co. Sheriff's Office</b>
<b>Hot Springs P.D.</b>	<b>Additional Cities and counties</b>
<b>STATEWIDE STEP AGENCIES</b>	
<b>Arkansas State Police</b>	<b>Arkansas Highway Police</b>
<p><b>STEP agencies expected to have FY23 agreements. All STEP agencies are expected to attempt to work DWI, Speed, Seat Belt and Distracted Driving during their sustained traffic enforcement as well as work all Mobilizations.</b></p>	

<b>FY 23 Mini-STEP Agencies</b>	
(Cities/Counties)	(Cities/Counties)
<b>Alexander P.D.</b>	<b>Lafayette Co. Sheriff's Office</b>
<b>Austin P.D.</b>	<b>Little Flock P.D.</b>
<b>Barling P.D.</b>	<b>Maumelle P.D.</b>
<b>Bauxite P.D.</b>	<b>Monticello P.D.</b>
<b>Baxter Co. Sheriff's Office</b>	<b>Mountain View P.D.</b>
<b>Boone Co. Sheriff's Office</b>	<b>Newton Co. Sheriff's Office</b>
<b>Bradley P.D.</b>	<b>Osceola PD</b>
<b>Clarksville P.D.</b>	<b>Ozark P.D.</b>
<b>Clay Co. Constable's Office</b>	<b>Pea Ridge P.D.</b>
<b>Dallas Co. Sheriff's Office</b>	<b>Poinsett Co. Sheriff Office</b>
<b>Elkins P.D.</b>	<b>Prairie Grove P.D.</b>
<b>Eureka Springs P.D.</b>	<b>Prescott P.D.</b>
<b>Fairfield Bay P.D.</b>	<b>Searcy Co. Sherriff's Office</b>
<b>Faulkner Co. Sheriff's Office</b>	<b>Sheridan P.D.</b>
<b>Glenwood P.D.</b>	<b>St. Charles P.D.</b>
<b>Goshen P.D.</b>	<b>Stone Co. Sheriff's Office</b>
<b>Hazen P.D.</b>	<b>Stuttgart P.D.</b>
<b>Hempstead Co. Sherriff's Office</b>	<b>Sulphur Springs P.D.</b>
<b>Highfill P.D.</b>	<b>Tontitown P.D.</b>
<b>Highland P.D.</b>	<b>West Memphis P.D.</b>
<b>Independence Co. Sheriff's Office</b>	<b>White Co. Sheriff's Office</b>
<b>Jacksonville P.D.</b>	<b><i>Additional Agencies to be added</i></b>
<b>Mini-STEP agencies expected to have FY23 agreements. All Mini-STEP agencies are expected to attempt to work all DWI, Speed, Seat Belt and Distracted Mobilizations.</b>	

<b>Equipment Items Over \$5,000</b>		
<i>Agency/Project</i>	<i>Equipment Item</i>	<i>Cost</i>
Black River Technical College Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training	(1) InstaAlert 18 Board	\$6,200.00
Black River Technical College Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training	(1) Intoximeter EC/IR 11.t	\$12,000

**Methodology for selecting Performance Measure Targets.** The methodology utilized for FY23 is similar to that of previous years.

- Calculate the moving average for the last five years (2013-2017, 2014-2018, 2015-2019, 2016-2020 and 2017-2021).
- Calculate the average of these five data points.
- Evaluate trend lines and percentage changes.
- Calculate average percentage change and adjust targets
- For number of fatalities and rate of fatalities, the targets were adjusted utilizing National Safety Council 2018 data in addition to FARS ARF preliminary data. FARS usually adjusts its prior year data (ARF) when current year FARS data is released.
- For number of serious injuries and number of non-motorized fatalities, targets were based on FARS state data and ARF data.

External factors were considered and evaluated as to how they might impact safety performance. Targets were adjusted for factors that might have a detrimental impact on safety performance.

These factors included:

- Availability of medical marijuana
- Opioid epidemic and associated increase in number of drugged drivers
- Increase in the speed limit on freeways/expressways
- Increase in average vehicle speed due to lower traffic volume and decreased enforcement associated with the COVID Pandemic
- Distracted driving
- Increase in number of crashes captured in the database due to continued rollout of eCrash statewide and increased reporting (16% increase in fatalities to date for 2021).

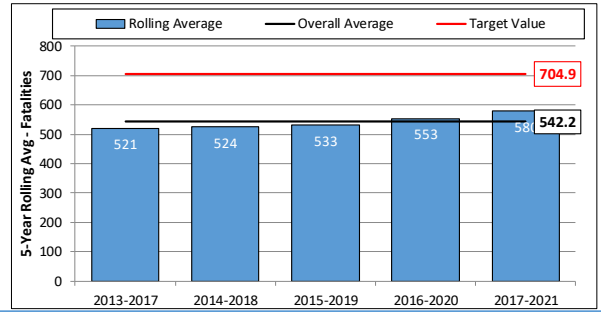
Factors such as vehicle safety features and road safety infrastructure improvements that could have a positive effect on safety performance were also considered.

## Charts Used To Set Targets

### Fatalities

5-Year Moving Average						
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	520.8	524.4	532.6	553.2	580.0	542.2
Target Value	704.9	704.9	704.9	704.9	704.9	704.9
Average Value for 2021	542.2	542.2	542.2	542.2	542.2	542.2
Percent Change		0.69%	1.56%	3.87%	4.84%	2.74%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Fatality	525	516	511	653	695	580
Percent Change		-1.71%	-0.97%	27.79%	6.43%	7.88%



### Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
	2017	2018	2019	2020	2021	2022	2023
CALCULATIONS	525	516	511	653	695	833	833

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	542.2	704.9	30.00%

Percent change from FY17 to FY21 (FY21-FY17)/FY17

#### Reasons for Adjustment

**Increase**

- Speed Limit Increase \*Effective 7/1/2020
- Medical Marijuana Availability
- Opioid Epidemic
- Distracted Driving
- Less enforcement due to officer shortages
- Increase in average vehicle speed (due to lower traffic volumes in 2020)
- Increased and more accurate accident reporting
- Increase in crashes involving drug use (see chart image)
- Local small agencies still doing paper reports
- High horsepower vehicles

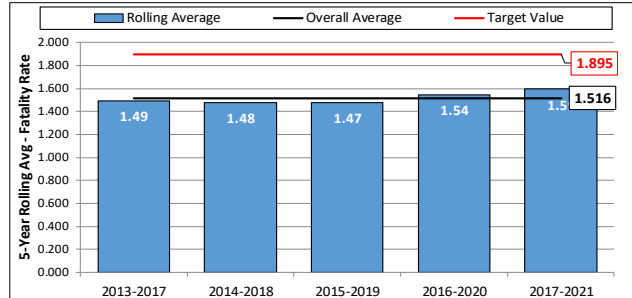
#### Decrease

- Safer Vehicles
- Highway Safety Improvements
- STEPS & Mini-STEP targeted enforcement
- Children seat belt usage increase ACH/school education
- Motorcycle training
- Feds provide funds for MPOs to have resources to do their own targets

### Fatality Rate

5-Year Moving Average						
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	1.49	1.48	1.47	1.54	1.59	1.5
Target Value	1.895	1.895	1.895	1.895	1.895	1.895
Average Value for 2021	1.516	1.516	1.516	1.516	1.516	1.516
Percent Change		-1.07%	-0.05%	4.74%	3.16%	1.69%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Fatality Rate	1.44	1.41	1.38	1.93	1.81	1.593
VMT (Millions)	36,389	36,675	37,099	33,919	38,332	
Percent Change		0.79%	1.16%	-8.57%	13.01%	1.60%



### Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
	2017	2018	2019	2020	2021	2022	2023
CALCULATIONS	1.443	1.407	1.377	1.925	1.813	2.180	2.180

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	1.516	1.895	25.00%

Percent change from FY17 to FY21 (FY21-FY17)/FY17

#### Reasons for Adjustment

**Increase**

- Speed Limit Increase \*Effective 7/1/2020
- Medical Marijuana Availability
- Opioid Epidemic
- Distracted Driving
- Less enforcement due to officer shortages
- Increase in average vehicle speed (due to lower traffic volumes in 2020)
- Increased and more accurate accident reporting
- Increase in crashes involving drug use (see chart image)
- Local small agencies still doing paper reports
- High horsepower vehicles

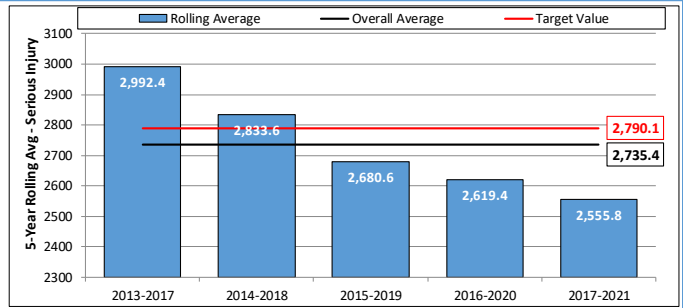
#### Decrease

- Safer Vehicles
- Highway Safety Improvements
- STEPS & Mini-STEP targeted enforcement
- Children seat belt usage increase ACH/school education
- Motorcycle training
- Feds provide funds for MPOs to have resources to do their own targets

### Serious Injury

Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	2,992.4	2,833.6	2,680.6	2,619.4	2,555.8	2,735.4
Target Value	2,790.1	2,790.1	2,790.1	2,790.1	2,790.1	
Average Value for 2020	2,735.4	2,735.4	2,735.4	2,735.4	2,735.4	
Percent Change		-5.31%	-5.40%	-2.28%	-2.43%	-3.85%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Serious Injury	2816	2272	2389	2582	2720	2555.8
Percent Change		-19.32%	5.15%	8.08%	5.34%	-0.19%



### Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
CALCULATIONS	2017	2018	2019	2020	2021	2022	2023
	2816	2272	2389	2582	2720	3130	3130

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	2735.4	2790.1	2.00%

Annual % change of VMT

#### Reasons for Adjustment (Notes from Meeting)

Plan to have more training (Going to MMUCC 6th soon.  
Would like to add more training for officers)  
Decrease in 2018 due to definition change  
Decrease in 2020 due to lower traffic volumes  
Bill signed into law to make street racing a felony (look up bill and date)

#### Decrease

HSO plans more training for eCrash and eCite over change in SSI definition

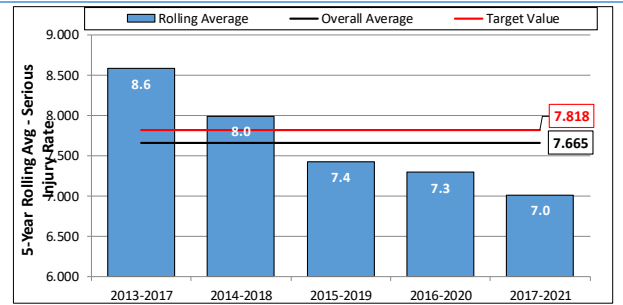
#### Notes

Different trend compared to fatalities

### Serious Injury Rate

Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	8.6	8.0	7.4	7.3	7.0	7.7
Target Value	7.818	7.818	7.818	7.818	7.818	
Average Value for 2020	7.665	7.665	7.665	7.665	7.665	
Percent Change		-6.89%	-7.08%	-1.79%	-3.84%	-4.90%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Serious Injury Rate	7.739	6.195	6.440	7.612	7.096	7.016
Percent Change		-19.95%	3.95%	18.21%	-6.78%	-1.14%



### Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
CALCULATIONS	2017	2018	2019	2020	2021	2022	2023
	7.739	6.195	6.440	7.612	7.096	8.589	8.589

	Average	Adjusted Tar	Adjustment Percentage
2023 TARGET=	7.665	7.818	2.00%

Annual % change of VMT

#### Reasons for Adjustment

Speed Limit Increase \*Effective 7/1/2020  
Medical Marijuana Availability  
Opiod Epidemic  
Distracted Driving

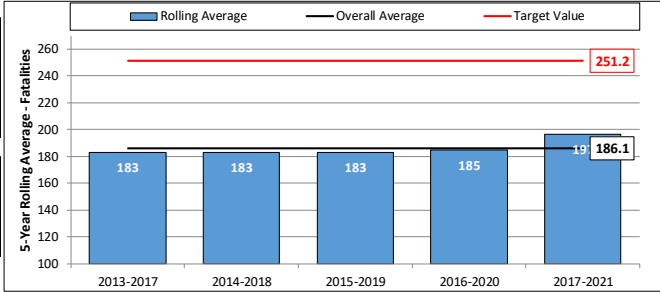
Highway Safety Improvements  
Gas Price Increase(Changes VMT)  
Safer Vehicles

### Unrestrained Fatalities

5-Year Moving Average						
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	183.0	183.2	183.0	184.6	196.6	186.1
Target Value	251.2	251.2	251.2	251.2	251.2	
Average Value for 2021	186.1	186.1	186.1	186.1	186.1	
Percent Change		0.11%	-0.11%	0.87%	6.50%	1.84%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Fatality	180	177	166	204	256	196.6
Percent Change		-1.67%	-6.21%	22.89%	25.49%	10.13%



### Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
CALCULATIONS	2017	2018	2019	2020	2021	2022	2023
	180	177	166	204	256	315	315

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	186.1	251.2	35.00%

Estimated adjustment based on trend and other factors

#### Reasons for Adjustment

- Increase**
- Speed Limit Increase \*Effective 7/1/2020
  - Medical Marijuana Availability
  - Opioid Epidemic
  - Distracted Driving
  - Less enforcement due to officer shortages
  - Increase in average vehicle speed (due to lower traffic volumes in 2020)
  - Increased and more accurate accident reporting
  - Increase in crashes involving drug use (see chart image)
  - Local small agencies still doing paper reports
  - High horsepower vehicles

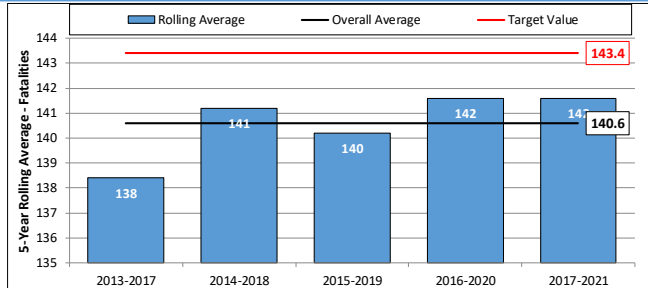
- Decrease**
- Safer Vehicles
  - Highway Safety Improvements
  - STEPS & Mini-STEP targeted enforcement
  - Children seat belt usage increase ACH/school education
  - Motorcycle training
  - Feds provide funds for MPOs to have resources to do their own targets

### Impaired Fatalities

5-Year Moving Average						
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	138.4	141.2	140.2	141.6	141.6	140.6
Target Value	143.4	143.4	143.4	143.4	143.4	
Average Value for 2021	140.6	140.6	140.6	140.6	140.6	
Percent Change		2.02%	-0.71%	1.00%	0.00%	0.58%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Fatality	146	135	131	166	130	141.6
Percent Change		-7.53%	-2.96%	26.72%	-21.69%	-1.37%



### Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
CALCULATIONS	2017	2018	2019	2020	2021	2022	2023
	146	135	131	166	130	145	145

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	140.6	143.4	2.00%

Annual % change of VMT

#### Reasons for Adjustment

- Increase**
- Speed Limit Increase \*Effective 7/1/2020
  - Medical Marijuana Availability
  - Opioid Epidemic
  - Distracted Driving
  - Less enforcement due to officer shortages
  - Increase in average vehicle speed (due to lower traffic volumes in 2020)
  - Increased and more accurate accident reporting
  - Increase in crashes involving drug use (see chart image)
  - Local small agencies still doing paper reports
  - High horsepower vehicles

- Decrease**
- Safer Vehicles
  - Highway Safety Improvements
  - STEPS & Mini-STEP targeted enforcement
  - Children seat belt usage increase ACH/school education
  - Motorcycle training
  - Feds provide funds for MPOs to have resources to do their own targets



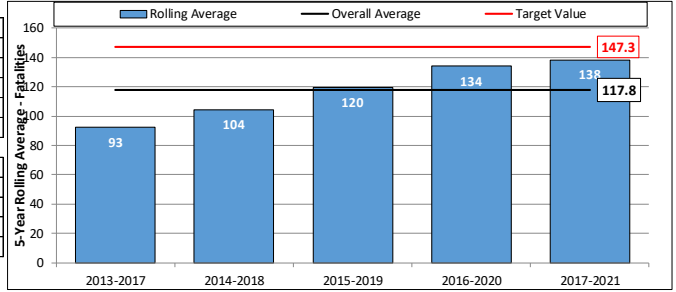
### Speeding Fatalities

5-Year Moving Average						
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	92.6	104.4	119.6	134.0	138.4	117.8
Target Value	147.3	147.3	147.3	147.3	147.3	147.3
Average Value for 2021	117.8	117.8	117.8	117.8	117.8	117.8
Percent Change		12.74%	14.56%	12.04%	3.28%	10.66%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Fatality	124	132	132	164	140	138.4
Percent Change		6.45%	0.00%	24.24%	-14.63%	4.01%

0.06060606



### Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
CALCULATIONS	2017	2018	2019	2020	2021	2022	2023
	124	132	132	164	140	150	150

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	117.8	147.3	25.00%

Estimated adjustment based on trend and other factors

#### Reasons for Adjustment

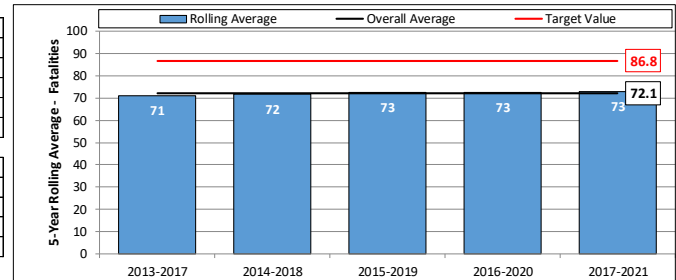
- Increase**
- Speed Limit Increase \*Effective 7/1/2020
  - Medical Marijuana Availability
  - Opioid Epidemic
  - Distracted Driving
  - Less enforcement due to officer shortages
  - Increase in average vehicle speed (due to lower traffic volumes in 2020)
  - Increased and more accurate accident reporting
  - Increase in crashes involving drug use (see chart image)
  - Local small agencies still doing paper reports
  - High horsepower vehicles
- Decrease**
- Safer Vehicles
  - Highway Safety Improvements
  - STEPS & Mini-STEP targeted enforcement
  - Children seat belt usage increase ACH/school education
  - Motorcycle training
  - Feds provide funds for MPOs to have resources to do their own targets

### MotorCycle Fatalities

5-Year Moving Average						
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	71.0	71.6	72.6	72.6	72.8	72.1
Target Value	86.8	86.8	86.8	86.8	86.8	86.8
Average Value for 2021	72.1	72.1	72.1	72.1	72.1	72.1
Percent Change		0.85%	1.40%	0.00%	0.28%	0.63%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Fatality	69	66	66	80	83	72.8
Percent Change		-4.35%	0.00%	21.21%	3.75%	5.15%



### Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
CALCULATIONS	2017	2018	2019	2020	2021	2022	2023
	69	66	66	80	83	102	102

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	72.1	86.8	20.29%

Percent change from FY17 to FY21 (FY21-FY17)/FY17

#### Reasons for Adjustment

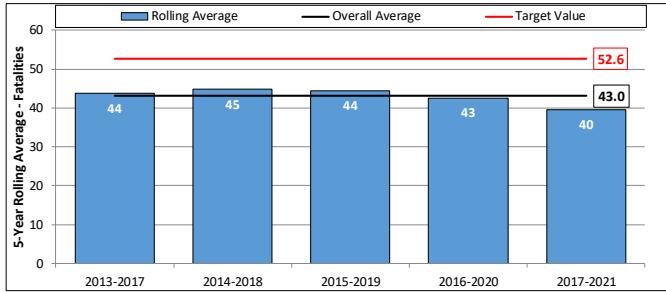
- Increase**
- Speed Limit Increase \*Effective 7/1/2020
  - Medical Marijuana Availability
  - Opioid Epidemic
  - Distracted Driving
  - Less enforcement due to officer shortages
  - Increase in average vehicle speed (due to lower traffic volumes in 2020)
  - Increased and more accurate accident reporting
  - Local small agencies still doing paper reports
  - High horsepower vehicles
  - Higher gas prices
  - No MSF classes
  - No helmet law
- Decrease**
- STEP & Mini-STEP targeted enforcement
  - Highway Safety Improvements

### MotorCycle Fatalities Unhelmeted

5-Year Moving Average						
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	43.8	44.8	44.4	42.6	39.6	43.0
Target Value	52.6	52.6	52.6	52.6	52.6	52.6
Average Value for 2021	43.0	43.0	43.0	43.0	43.0	43.0
Percent Change		2.28%	-0.89%	-4.05%	-7.04%	-2.43%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Fatality	36	45	34	39	44	39.6
Percent Change		25.00%	-24.44%	14.71%	12.82%	7.02%



### Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
CALCULATIONS	2017	2018	2019	2020	2021	2022	2023
	36	45	34	39	44	73	73

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	43.0	52.6	22.22%

Percent change from FY17 to FY21 (FY21-FY17)/FY17

#### Reasons for Adjustment

**Increase**

- Speed Limit Increase \*Effective 7/1/2020
- Medical Marijuana Availability
- Opiod Epidemic
- Distracted Driving
- Less enforcement due to officer shortages
- Increase in average vehicle speed (due to lower traffic volumes in 2020)
- Increased and more accurate accident reporting
- Local small agencies still doing paper reports
- High horsepower vehicles
- Higher gas prices
- No MSF classes
- No helmet law

**Decrease**

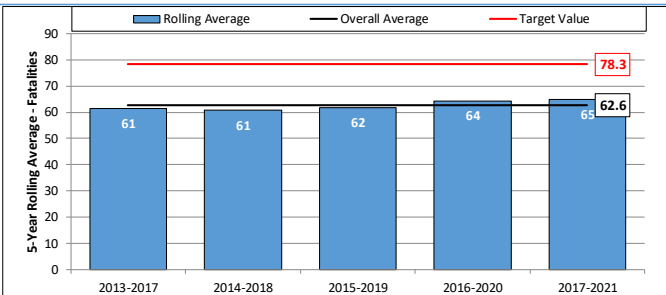
- STEP & Mini-STEP targeted enforcement
- Highway Safety Improvements

### Fatalities Under 21

5-Year Moving Average						
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	61.4	60.8	61.8	64.4	64.8	62.6
Target Value	78.3	78.3	78.3	78.3	78.3	78.3
Average Value for 2021	62.6	62.6	62.6	62.6	62.6	62.6
Percent Change		-0.98%	1.64%	4.21%	0.62%	1.37%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Fatality	48	60	62	78	76	64.8
Percent Change		25.00%	3.33%	25.81%	-2.56%	12.89%



### Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
CALCULATIONS	2017	2018	2019	2020	2021	2022	2023
	48	60	62	78	76	88	88

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	62.6	78.3	25.00%

Estimated adjustment based on trend and other factors

#### Reasons for Adjustment

**Increase**

- Speed Limit Increase \*Effective 7/1/2020
- Medical Marijuana Availability
- Opiod Epidemic
- Distracted Driving
- Less enforcement due to officer shortages
- Increase in average vehicle speed (due to lower traffic volumes in 2020)
- Increased and more accurate accident reporting
- Increase in crashes involving drug use (see chart image)
- Local small agencies still doing paper reports
- High horsepower vehicles

**Decrease**

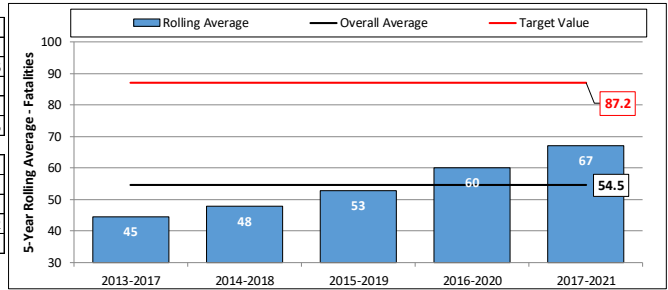
- Safer Vehicles
- Highway Safety Improvements
- STEPS & Mini-STEP targeted enforcement
- Children seat belt usage increase ACH/school education
- Motorcycle training
- Feds provide funds for MPOs to have resources to do their own targets

Pedestrian Fatalities

5-Year Moving Average						
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	44.6	47.8	52.8	60.2	67.2	54.5
Target Value	87.2	87.2	87.2	87.2	87.2	
Average Value for 2021	54.5	54.5	54.5	54.5	54.5	
Percent Change		7.17%	10.46%	14.02%	11.63%	10.82%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Fatality	47	62	62	81	84	67.2
Percent Change		31.91%	0.00%	30.65%	3.70%	16.57%



Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
CALCULATIONS	2017	2018	2019	2020	2021	2022	2023
	47	62	62	81	84	105	105

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	54.5	87.2	60.00%

Estimated adjustment based on trend and other factors

Reasons for Adjustment

- Increase**
- Speed Limit Increase \*Effective 7/1/2020
  - Medical Marijuana Availability
  - Opiod Epidemic
  - Distracted Driving
  - Less enforcement due to officer shortages
  - Increase in average vehicle speed (due to lower traffic volumes in 2020)
  - Increased and more accurate accident reporting
  - Increase in crashes involving drug use (see chart image)
  - Local small agencies still doing paper reports
  - High horsepower vehicles

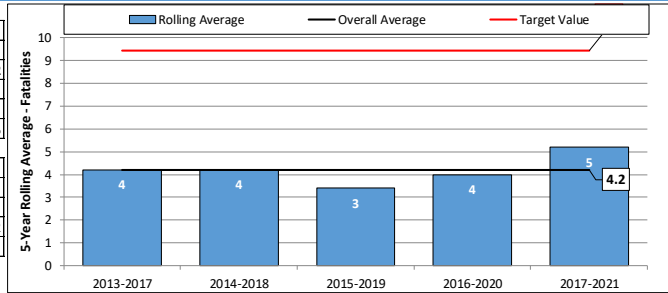
- Decrease**
- Safer Vehicles
  - Highway Safety Improvements
  - STEPS & Mini-STEP targeted enforcement
  - Children seat belt usage increase ACH/school education
  - Motorcycle training
  - Feds provide funds for MPOs to have resources to do their own targets

Bike Fatalities

5-Year Moving Average						
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average
5-Year Moving Average	4.2	4.2	3.4	4.0	5.2	4.2
Target Value	9.5	9.5	9.5	9.5	9.5	
Average Value for 2021	4.2	4.2	4.2	4.2	4.2	
Percent Change		0.00%	-19.05%	17.65%	30.00%	7.15%

Yearly Values						
Index	1	2	3	4	5	Average
Year	2017	2018	2019	2020	2021	
Fatality	4	4	3	6	9	5.2
Percent Change		0.00%	-25.00%	100.00%	50.00%	31.25%



Scenarios

FOR PURPOSES OF 2021 TARGET SETTING INFO SHEET						Maximum amount to still make target.	
CALCULATIONS	2017	2018	2019	2020	2021	2022	2023
	4	4	3	6	9	15	15

	Average	Adjusted Target	Adjustment Percentage
2023 TARGET=	4.2	9.5	125.00%

Percent change from FY17 to FY21 (FY21-FY17)/FY17

Reasons for Adjustment

- Increase**
- Speed Limit Increase \*Effective 7/1/2020
  - Medical Marijuana Availability
  - Opiod Epidemic
  - Distracted Driving
  - Less enforcement due to officer shortages
  - Increase in average vehicle speed (due to lower traffic volumes in 2020)
  - Increased and more accurate accident reporting
  - Increase in crashes involving drug use (see chart image)
  - Local small agencies still doing paper reports
  - High horsepower vehicles

- Decrease**
- Safer Vehicles
  - Highway Safety Improvements
  - STEPS & Mini-STEP targeted enforcement
  - Children seat belt usage increase ACH/school education
  - Motorcycle training
  - Feds provide funds for MPOs to have resources to do their own targets