

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS



Federal Fiscal Year 2005

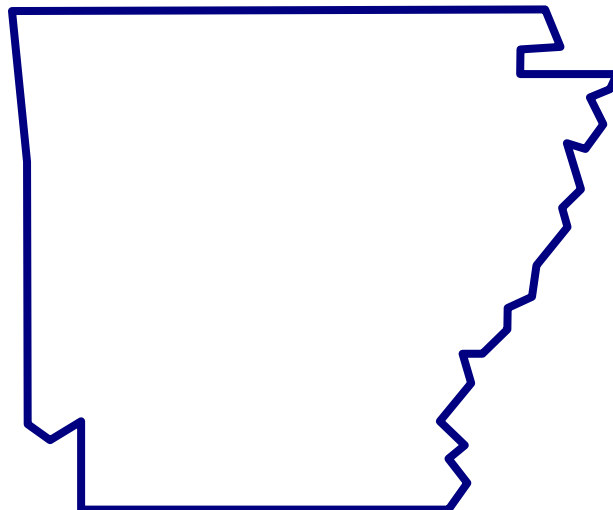


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ARKANSAS' FISCAL YEAR 2005 HIGHWAY SAFETY ANNUAL REPORT

INTRODUCTION

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

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

The HSO implemented projects and facilitated activities/programs, which contributed toward reaching the State's goals. The HSO recognizes the achievement of quantified goals is dependant not only on the work of the HSO, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. This annual report describes the progress made toward reaching the Arkansas Highway Safety Office goals and summarizes program area outcomes.

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year (FY) 2005, the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with various agencies utilizing Federal-aid Sections:

- **402** *State and Community Highway Safety Grant*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive Grant.*
- **157** *Safety Incentive Grant for Use of Seat Belts and Innovative Grant Funds to Increase Seat Belt Use.*
- **163** *Incentives to Prevent Operation of Motor Vehicles by Intoxicated Persons.*
- **154** *Alcohol Open Container Requirement*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$4.7 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on page 28. Approximately \$5.5 million in Federal-aid funds were expended for the entire program. A graph on page 30 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 66 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY 2005 Performance Plan, the overall program goals for Arkansas' Highway Safety Program were as follows:

- To reduce the State fatal crash rate from 1.9 per 100 Million Vehicle Miles Traveled (VMT) as recorded in 2002 to 1.8 per 100 Million VMT traveled by December 21, 2005, and 1.7 per 100 MVM by the year 2007.
- To reduce the State fatality rate from 2.2 per 100 Million VMT traveled as recorded in 2002 to 2.1 per 100 Million VMT traveled by December 31, 2005, and 2.0 per 100 MVM by the year 2007.
- To reduce the State non-fatal injury for incapacitating and non-incapacitating injuries from 56.6 per 100 MVM traveled as recorded in 2002 to 54.2 per 100 MVM traveled by December 31, 2005 and 52.8 per 100 MVM by the year 2007.

Overall Program Results

In 2002, the statewide fatal crash rate was 1.9 crashes per 100 Million VMT and in 2003, the statewide fatal crash rate remained at 1.9 crashes per 100 Million VMT traveled. This rate increased to 2.1 crashes per 100 Million VMT traveled in 2004.

The statewide fatality rate was 2.2 per 100 Million VMT in 2002, and decreased to 2.1 fatalities per 100 Million VMT traveled in 2003. It increased to 2.4 fatalities per 100 Million VMT traveled in 2004.

The statewide non-fatal injury rate for incapacitating and non-incapacitating injuries was 56.6 injuries per 100 Million VMT in 2002 and 55.1 injuries per 100 Million VMT traveled in 2003. It decreased to 54.8 per 100 Million VMT in 2004.

The following information from Arkansas' Traffic Analysis Reporting System (TARS) compares crash data for calendar years 2003 and 2004 and also shows percentage changes from those same years.

	<u>2003</u>	<u>2004</u>	<u>% Change</u>
Fatalities	641	*704	+15.7%
Fatal Crashes	564	*644	+14.1%
Injuries (2 & 3 only)	16,439	16,988	+0.3%
Injuries (includes 4)	55,944	62,077	+1.1%
Crashes	70,914	72,158	+1.7%
Vehicle Miles Traveled (10 ⁶)	29,832	30,976	+3.8%
Fatality Rate**	2.1	*2.4	+14.3%
Fatal Crash Rate**	1.9	*2.1	+10.5%
Non-fatal Injury Rate***(2 & 3 only)	55.1	54.8	-0.5%
Non-fatal Injury Rate** (includes 4)	187.5	200.4	+6.9%
*FARS reported, preliminary numbers			
**per 100 Million vehicle miles traveled			
***Injury code 2 is incapacitating injury, code 3 is non-incapacitating and code 4 is possible injury			

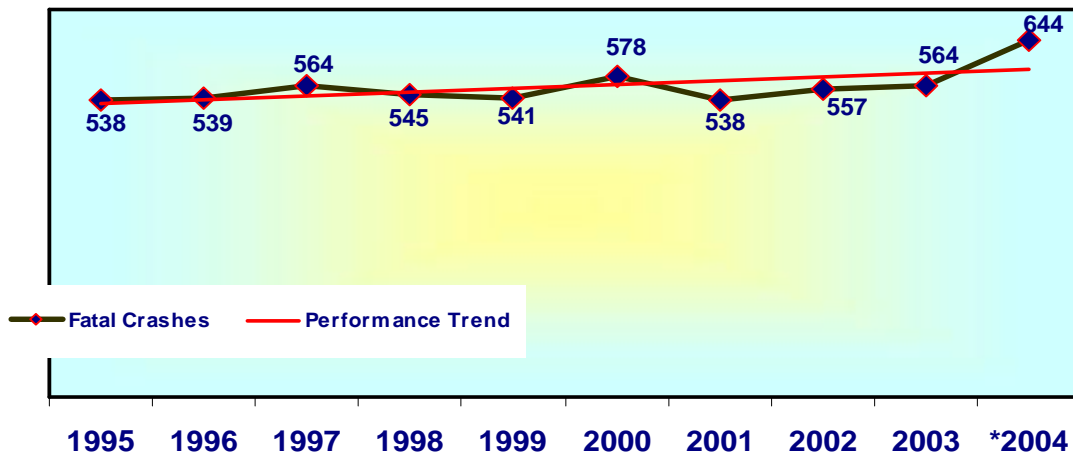
The charts on pages 4 through 7 show the ten-year trends of fatal crash, fatality and injury rates.

A summary of each program area is provided on pages 8 through 31 of this report.

FATAL CRASHES AND RATES

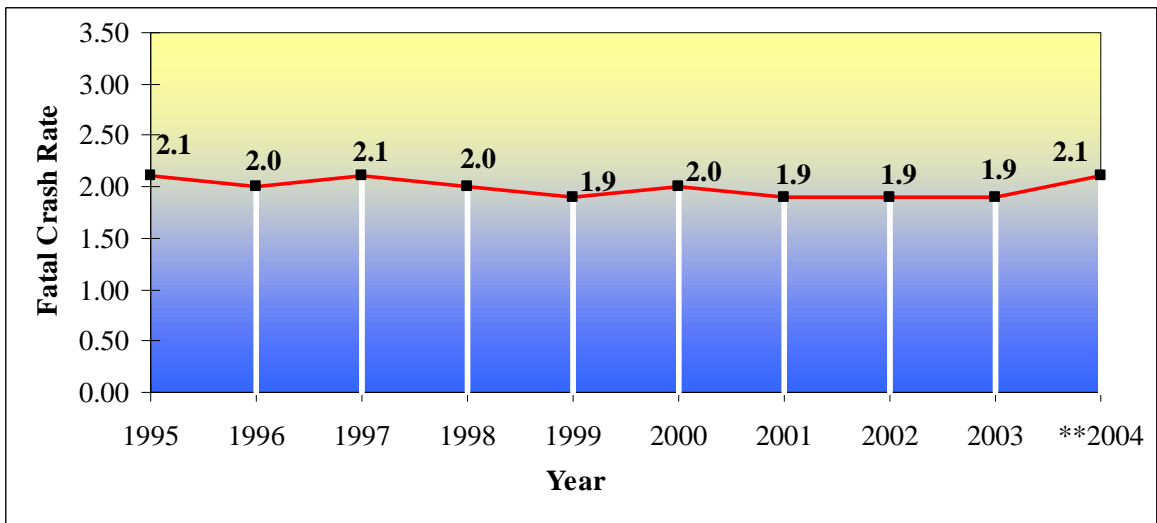
10 YEAR TRENDS

Statewide Fatal Crashes



* 2004 represents FARS preliminary report numbers

FATAL CRASH RATE (FATAL CRASHES PER 100 MILLION VMT*)

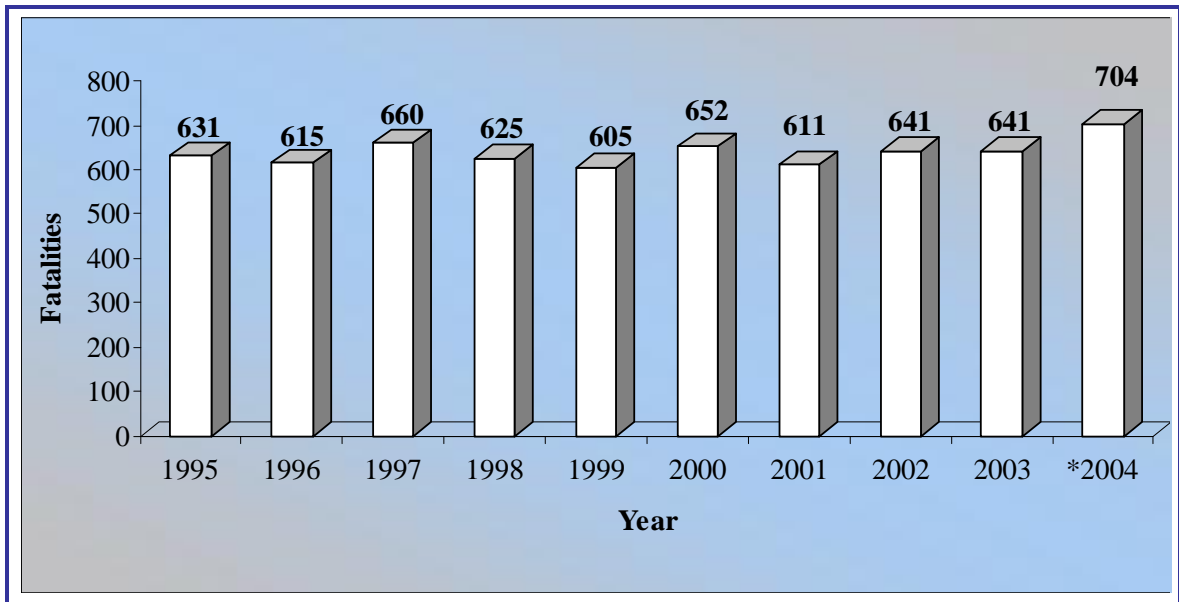


* Million Vehicle Miles Traveled

**2004 represents FARS preliminary report numbers

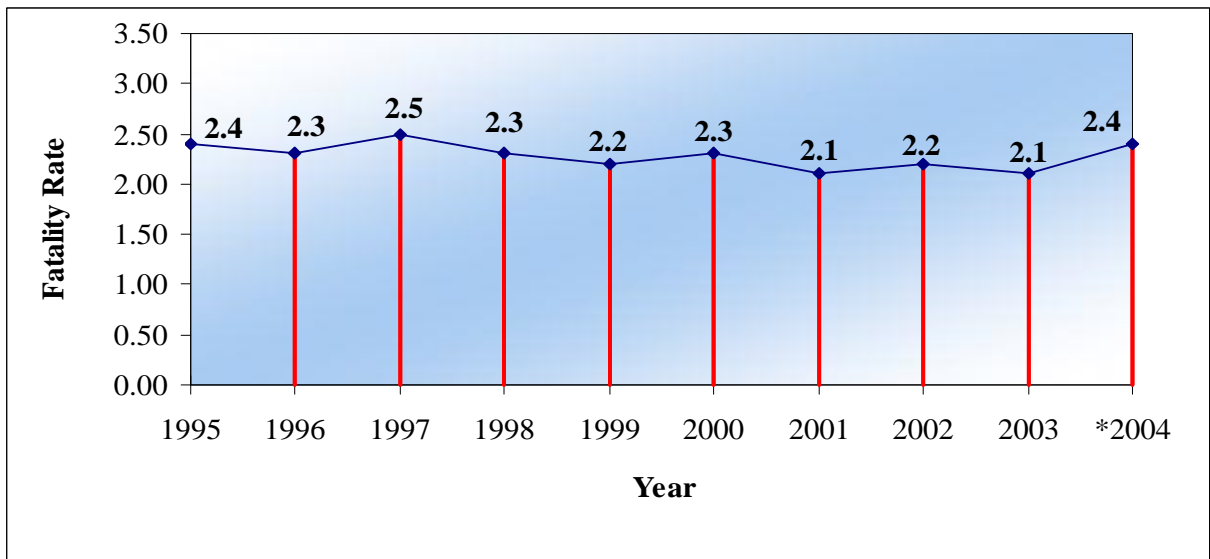
FATALITIES AND RATES

Statewide Fatalities



* 2004 – FARS Data

FATALITY RATE (FATALITIES PER 100 MILLION VMT)

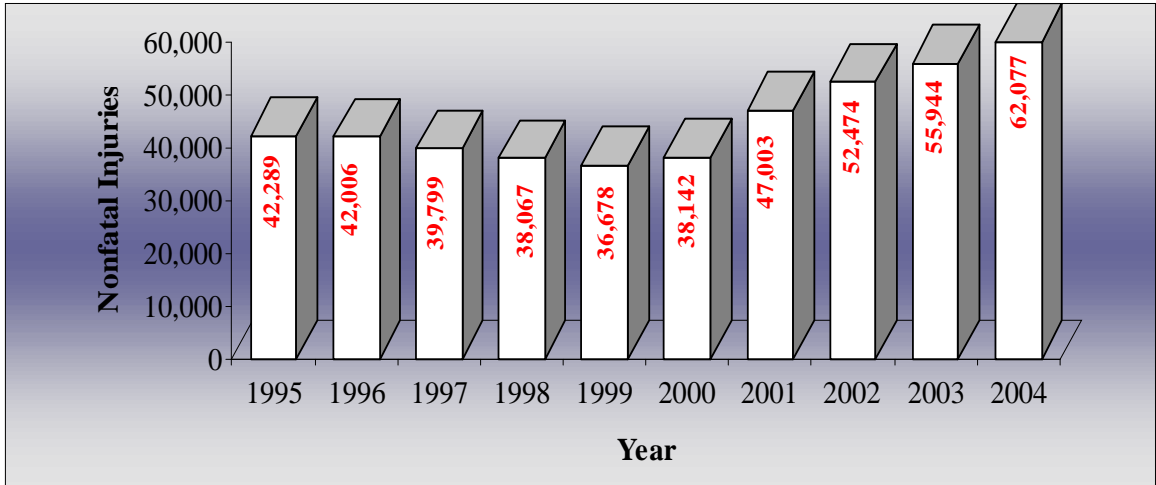


* 2004 – FARS Data

NONFATAL INJURIES AND RATES

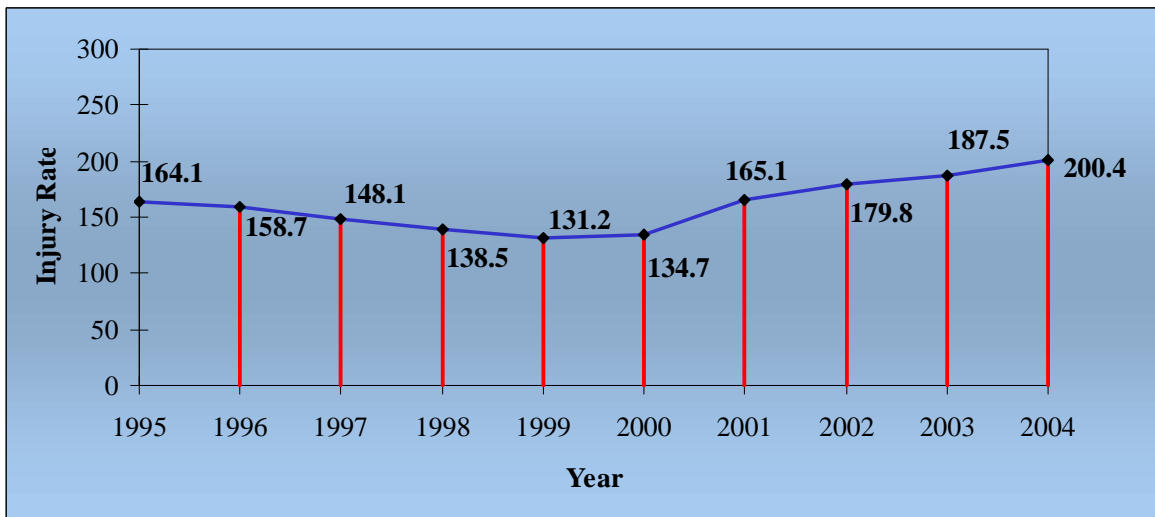
10 YEAR TRENDS

STATEWIDE NONFATAL INJURIES



Note: Increase in total number of nonfatal injuries in 2001 and 2004 is due to an increase in police reported possible injuries.

INJURY RATE (INJURIES PER 100 Million VMT*)

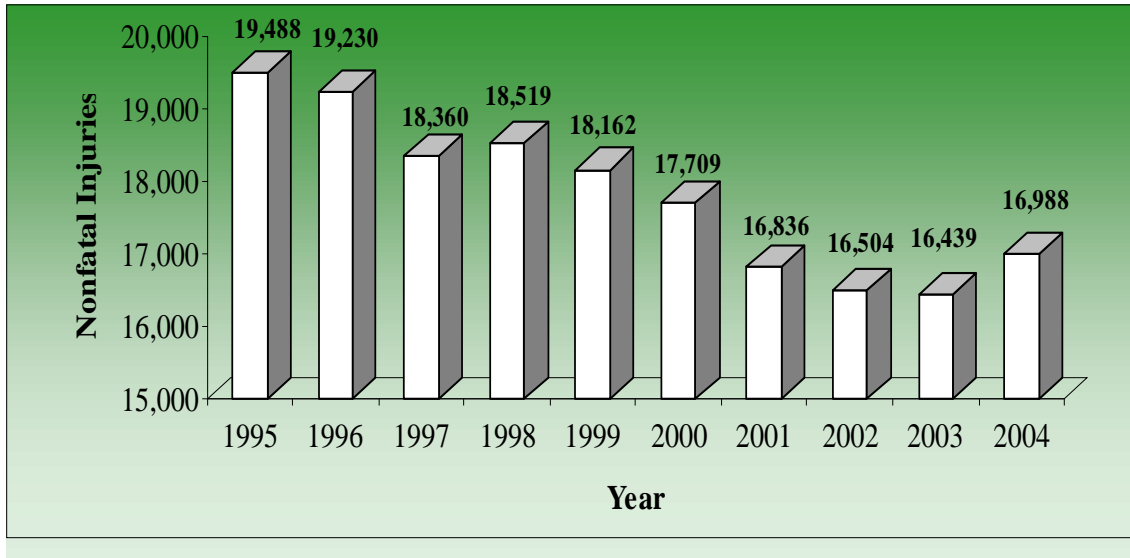


- Vehicle Miles Traveled

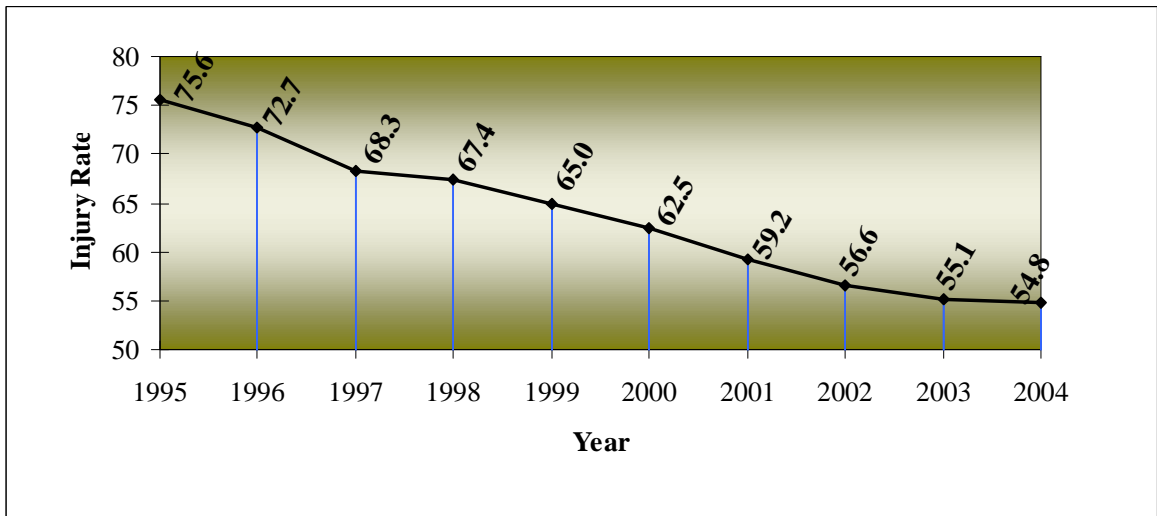
INCAPACITATING AND NON-INCAPACITATING INJURIES AND RATES

10 YEAR TRENDS

STATEWIDE NONFATAL INJURIES



INJURY RATE (INJURIES PER 100 MILLION VTM *)



* Million Vehicle Miles Traveled

PROGRAM AREAS

ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM

Program Area Goals

The goals of the projects funded in the Alcohol and Other Drug Countermeasures Program were as follows:

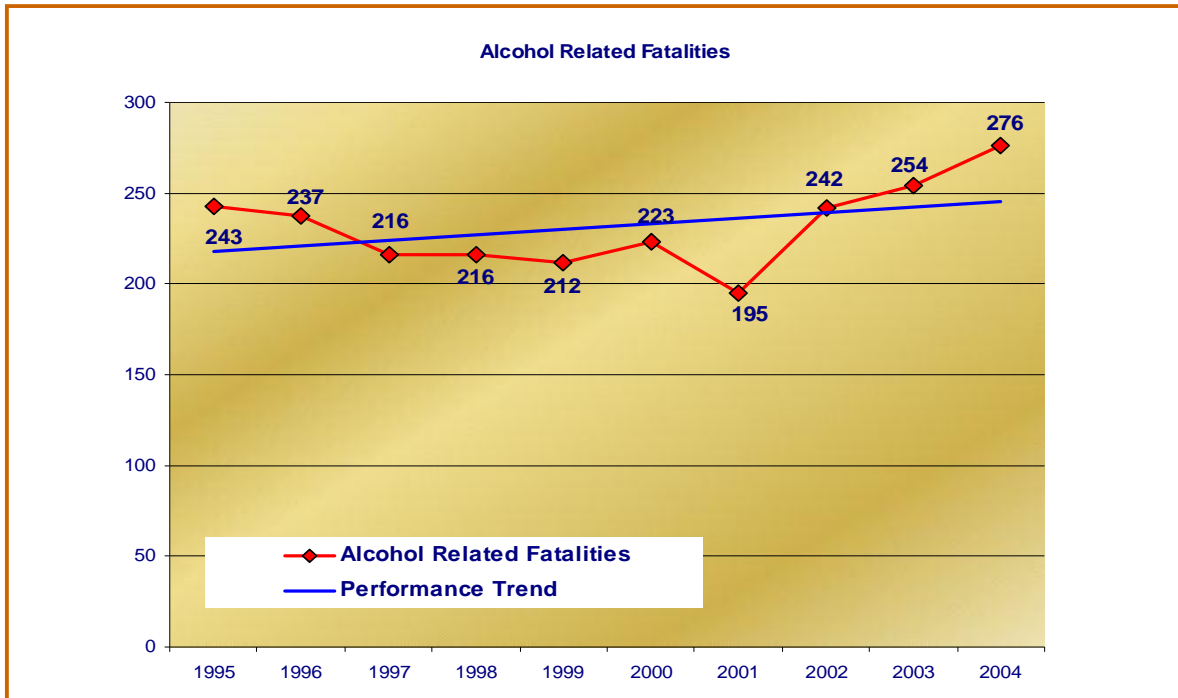
- To reduce alcohol-related fatalities per 100 Million VMT from the .80 alcohol-related fatalities per 100 Million VMT as recorded in 2002 to .76 per 100 Million VMT by 2006.

Program Area Results

In 2002 alcohol-related fatalities per 100 Million VMT were at .80 and at .85 in 2003. The rate increased to .89 per 100 Million VMT in 2004. The following charts on page 9 show the trend of Arkansas' alcohol-related fatalities and fatality rate per 100 Million VMT over a ten-year period.

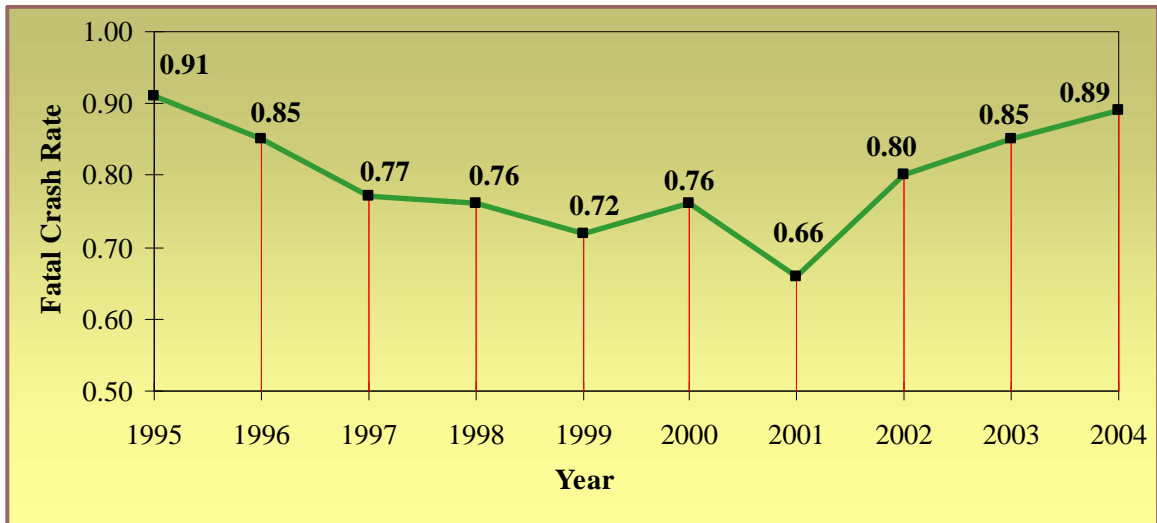
Evaluation of crash data and project evaluations revealed areas to target resources and strategies to implement to address the increase in alcohol-related fatalities.

ALCOHOL RELATED FATALITIES AND RATES



* 2004 – FARS data

FATALITY RATE (FATALITIES PER 100 MILLION VTM *)



* Million Vehicle Miles Traveled

Project Results

As a primary goal, the Criminal Justice Institute (CJI), of the University of Arkansas System was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all occupant protection laws. A total of 398 law enforcement officers were trained using the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curriculum during the project. In addition to the officers trained in the full SFST/TOPS courses, 422 law enforcement officers received SFST Refresher course training. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. CJI also presented six 8-hour sessions and two 4-hour sessions on Introduction to Drugged Driving. Two DRE Instructor Development courses were offered with 13 officers in attendance and completing the process. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 23 officers completing those courses. A total of 11 Arkansas law enforcement officers completed an 8-hour DRE refresher course.

The Administrative Office of the Courts of the Supreme Court of Arkansas (AOC) provided training to District Court officers in the adjudication of drivers who have violated the State's traffic laws with emphasis placed on impaired driving. The AOC conducted a three-day training seminar for 88 district judges from across the State. Six judges and two judicial branch educators attended the American Bar Association's Traffic Court program in San Francisco. A two-day training seminar was presented for 28 district court probation officers.

The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT) was unable to contract with the AHSO due to serious health issues with staff, the unexpected death of the Director of the Health Department as well as a merger between the Health Department and the Arkansas Department of Human Services. The BAC Datamaster and Blood Testing Training Project will resume in FY06.

Mothers Against Drunk Driving (MADD) continued to conduct victim impact panels in schools and in alcohol safety education classes. MADD completed 65 youth presentations reaching 18,656 youths and 17 offender presentations reaching 10,450 offenders. MADD conducted 3 press conferences on alcohol awareness and offered 127 presentations to driver education, high school and college students, with 7,116 attendees. Fatal Vision programs were presented to 1,924 targeted youth. Information highlighting the DUI Law was distributed to schools, law enforcement agencies and other locations where young recipients and the general public benefited. MADD continued a new statewide program targeting young adults between the ages of 21 to 34 by conducting 15 employee safety meeting presentations reaching 1,878 persons. MADD distributed posters to 152 hospitality outlets.

Crowley's Ridge Development Council sponsored a chemical-free event as part of the annual two-day youth conference training which hosted 375 students with 85

adult sponsors. Training was provided to students on how to conduct these events. A follow-up Summit Conference was held at the end of the year to recognize groups who implemented chemical-free events. Three DUI workshops were hosted and information was provided on seat belt, bicycle helmets and safe driving practices.

A contract was continued with the Arkansas Broadcasters Association to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$757,742, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of 10 times the contract amount of \$75,750.

Twenty-four Selective Traffic Enforcement Projects (STEPS), which emphasized the enforcement of DWI/DUI laws, were conducted utilizing both Section 402 and 410 funds. The projects had the goal of either maintaining or reducing the percentage of alcohol related crashes to below 5.5 percent of all crashes. The primary objectives of the projects were to achieve one DWI/DUI arrest per eight hours of enforcement for municipal STEPs and one DWI/DUI arrest per twelve hours for County STEPs.

CITY/COUNTY <u>Section 402 STEPs</u>	AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED CRASHES ⁽¹⁾	
		2003 (%)	2004 (%)
Harrison Police Department	13.4	4.3	5.0
Hope Police Department	7.8	5.2	4.4
Maumelle Police Department	9.2	7.4	4.7
<u>Section 410 STEPs</u>			
Benton Police Department	9.5	6.1	4.9
Bryant Police Department	7.4	5.6	5.3
Camden Police Department	5.0		0.0
Conway Police Department	8.4	5.4	3.9
Faulkner County Sheriff's Office	11.6	6.3	5.3
Fayetteville Police Department	6.2	7.9	7.2
Fort Smith Police Department	7.4	5.7	5.2
Hot Spring County Sheriffs Office	6.9	6.7	Not Avl
Hot Springs Police Department	6.0	4.7	3.4
Little Rock Police Department	8.4	4.2	Not Avl
Lonoke County Sheriffs Office	10.6	7.3	Not Avl
Monticello Police Department	7.0	*8.3	Not Avl
Mountain Home Police Department	6.0	2.8	2.2
North Little Rock Police Department	5.6	4.4	Not Avl
Pulaski County Sheriff's Office	6.3	4.9	4.8
Russellville Police Department	7.1	3.9	3.5
Stine County S heriffs Office	6.0	8.5	6.9
Searcy Police Department	14.0	3.4	3.2
Texarkana Police Department	8.2	9.3	6.1
Washington County Sheriffs Office	8.0	7.7	7.5
West Memphis Police Department	7.8	6.4	7.2

(1) Represents alcohol related crash % of all crashes

* Monticello PD figures were based on Drew County data

It should be noted that the El Dorado and Cabot Police Department's were unable to participate in a STEP contract as was originally intended. The Hot Spring County Sheriff's Office STEP contract was terminated by the Quorum Court during the contract period due to agency budget issues. The Camden Police Department was an added project agency. The contracted projects, on the previous page, completed the year with the listed results:

An Arkansas State Police (ASP) You Drink & Drive. You Lose campaign was conducted during the Labor Day holiday period of 2005. During this campaign, the following state-wide statistics were observed: 36 checkpoints, 33 saturation patrols, 1,040 seat belt citations were issued, 130 child passenger restraint citations were issued, and 225 DWI/DUI arrests made. Troopers were allowed to work selective traffic enforcement time during this entire campaign. During this 2 ½ week period, Troopers worked a total of 367 hours and demonstrated a significant increase in DWI/DUI arrests.

The ASP purchased various types of equipment that are being used to facilitate the detection and removal of impaired drivers from the highways. Equipment purchases include, Passive Alcohol Sensor flashlights, video tapes for in-car video systems that record an impaired driver's behavior and performance during SFST examinations and 300 strobe lights, distributed across the state to be used during sobriety checkpoints. The following chart documents the Performance Indicators of the ASP, DWI enforcement efforts outside the Labor Day mobilization:

DWI	
DWI/DUI Arrests	372
Hours Worked DWI/DUI Enforcement	1,892
Average Hours per DWI/DUI Arrest	5.6
Vehicles Stopped	2,432
Seat Belt Citations	195
Child Restraint Citations	21

Noteworthy Information:

The Jefferson County Sheriff's Office and the Pine Bluff Police Department were both planned as participants in STEP project contracts for FY 05. However both agencies reported internal problems and manpower shortages so extensive that neither agency was able to participate in any project. This jurisdictional area will be approached in the future to renew their STEP activity.

“You Drink & Drive. You Lose” August 2005 Mobilization

Arkansas Paid Media Report

Summary

Supporting the national August/September *You Drink & Drive. You Lose* (YD&DYL) mobilization period, August 16 to September 4, the Arkansas State Police, Highway Safety Office (AHSO) worked with Cranford Johnson Robinson Woods (CJRW), a local full-service advertising agency to develop a statewide media plan and purchase airtime for the YD&DYL mobilization. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. An existing 30: radio announcement in English and in Spanish was aired and outdoor billboard design and boards were created with the message, “Sobriety Checkpoints, Anytime, Anywhere; You Drink & Drive. You Lose; Arkansas Law Enforcement.” The total advertising budget utilized was \$88,524 and an additional approximate amount of \$35,595 of earned media was generated.

Paid Advertising Period

- Paid radio advertising for YD&DYL - August 15 to September 4, 2005
- Paid outdoor advertising for YD&DYL - August 1 to August 31, 2005, with the exception of one outdoor bulletin which ran August 15 – September 15, 2005 due to availability.

Audience Segment Profiles

- Primary Segment – *To influence segment to resist the urge to drive while impaired and to create awareness of the enforcement of the Arkansas State Police cracking down on impaired drivers during this time period.*
 - Men, 18-34 years of age, a demographic known as a high-risk group, which is most likely to drive while intoxicated
 - Primarily listens to comedy, sports and top 40 entertainment
- Secondary Segment – Primary Segment – *To influence segment to resist the urge to drive while impaired and to create awareness of the enforcement of the Arkansas State Police cracking down on impaired drivers during this time period.*
 - This group speaks Spanish and is uninformed of impaired driving laws of Arkansas
 - Primarily views and listens to Spanish language media
- Tertiary Segment – Primary Segment – *To influence segment to resist the urge to drive while impaired and to create awareness of the enforcement of the Arkansas State Police cracking down on impaired drivers during this time period.*

- Reached through traditional media, however, strong loyalty to certain urban channels

Geography

- Concentrate advertising support in the Arkansas metro areas.

The four radio DMAs:

- Fort Smith
- Fayetteville
- Jonesboro
- Little Rock

The six outdoor markets:

- Fort Smith
- Fayetteville
- Jonesboro
- Little Rock (North Little Rock / Benton)
- Texarkana
- El Dorado

Budget

- You Drink & Drive. You Lose- \$88,523.83 total budget
- Approved outdoor budget - \$8,677.94 (10 percent)
- Approved radio budget - \$79,845.89 (90 percent)

Media Strategies- You Drink & Drive. You Lose.

A media mix of radio and outdoor advertising was used to deliver the YD&DYL message in the major Arkansas DMAs.

Media Strategy

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

Media Mix: The media mix consisted of radio as our primary medium in which we concentrated support in a three week Wednesday through Sunday period to maximize awareness. We selected outdoor as the secondary medium.

Radio

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

- Purchased a broad depart mix, including AM drive, daytime, PM drive, evening and weekend.
- Determine stations and programming based upon Arbitron rating data.
- Included stations that specifically target Hispanics and African Americans.
- Outdoor
- Bulletins generate awareness and reach young males very efficiently when they are traveling on the road.
- Bulletins were strategically placed on heavily traveled highways in or around the major metro areas of Arkansas.

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

- Radio: 90 percent
- Outdoor: 10 percent

By Market

***You Drink & Drive. You Lose. Actual Expenditures* \$88,523.83**

	Radio	Outdoor	Total
○ Little Rock	\$36,132.40	\$4,200	\$40,332.40
○ Fort Smith	\$13,605.00	\$1,176.47	\$14,781.47
○ Fayetteville	\$19,284.97	\$1,176.47	\$20,461.44
○ Jonesboro	\$10,329.60	\$900.00	\$11,229.60
○ Texarkana	N/A	\$850.00	\$850.00
○ El Dorado	N/A	\$375.00	\$375.00
○ DeQueen (Hispanic)	\$493.89		\$493.89

Cost per Point and GRP Levels- YD&DYL Radio

Market

Little Rock - \$43.42
 Ft. Smith - \$16.12
 Fayetteville - \$28.35
 Jonesboro - \$14.78

GRP Levels

Little Rock – 836.2
 Ft. Smith - 844.6
 Fayetteville – 680
 Jonesboro – 698.7

Arkansas Earned Media Report

To kick off the mobilization, the AHSO released a statewide news release and held a news conference at the Arkansas State Police headquarters in Little Rock to inform the public of the upcoming mobilization. Speakers included Colonel Steve Dozier, Director of the Arkansas State Police and Governor's Highway Safety Representative and Bob McMahan, with the Office of the Prosecutor Coordinator. The news conference generated coverage from all four local TV network stations, a statewide radio station and the statewide newspaper. Total PR value for electronic media is not available. Total value for print media \$9,460.

The AHSO partnered with 13 Arkansas Chambers of Commerce statewide to post messages and upcoming mobilization reminders on Chamber bulletins, newsletters, Web sites and E-blasts out to Chamber members. Total publicity from this partnership generated \$23,495 in added value.

Teresa Belew, director of MADD Arkansas, made morning show appearances on NBC, CBS and ABC local affiliate television stations to remind viewers to drink responsibly during the holiday weekend. Teresa demonstrated how to make non-alcoholic drinks, "mocktails," and urged viewers to utilize the recipes as a safe alternative to alcohol beverages during Labor Day weekend parties and celebrations. The appearances generated \$2,640 in added value to this campaign.

The following is a breakdown of the morning show appearances.

CBS/KTHV "Early Show" \$690.00
NBC/KARK "Today" \$600
ABC/KATV "Daybreak" \$1,350

- Estimated total earned media for the mobilization: \$35,595

OCCUPANT PROTECTION PROGRAM

Program Area Goals

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

- To increase the overall seat belt use rate of 64.2 percent as recorded in 2004 to 67 percent by 2005, and then increase by 3 percentage points to 70 percent by the year 2007.
- To increase the child restraint use rate for children from birth to 15 years from 73.2 percent as recorded in 2004 to 75 percent by 2005, and then increase by 2 percentage points to 77 percent by the year 2007.

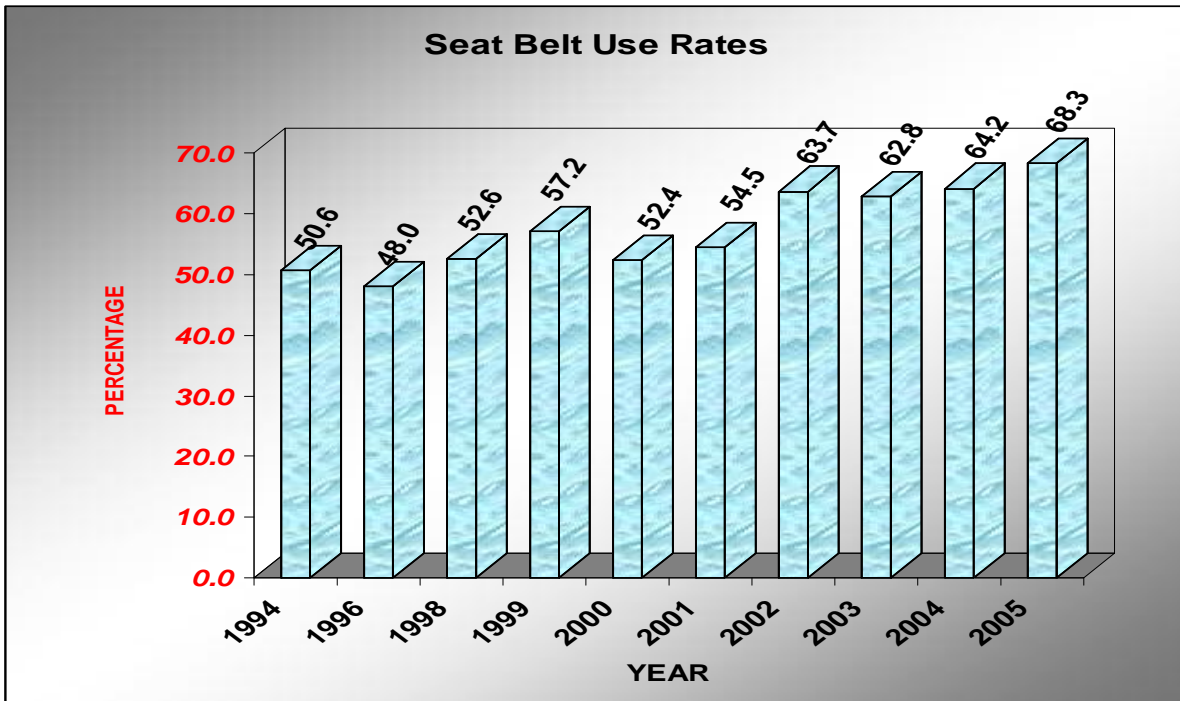
Program Area Results

An observational seat belt survey was conducted in 2005 showed that the statewide seat belt use rate for drivers and front seat passengers was 68.3 percent. This was a 4.1 percentage point increase in usage when compared to the 64.2 percent use rate recorded in 2004.

The overall statewide child restraint use rate (birth to age fifteen) for 2005 was observed to be 81.5 percent. This rate represented an increase of 8.3 percentage points in use compared to the rate of 73.2 percent recorded in 2004.

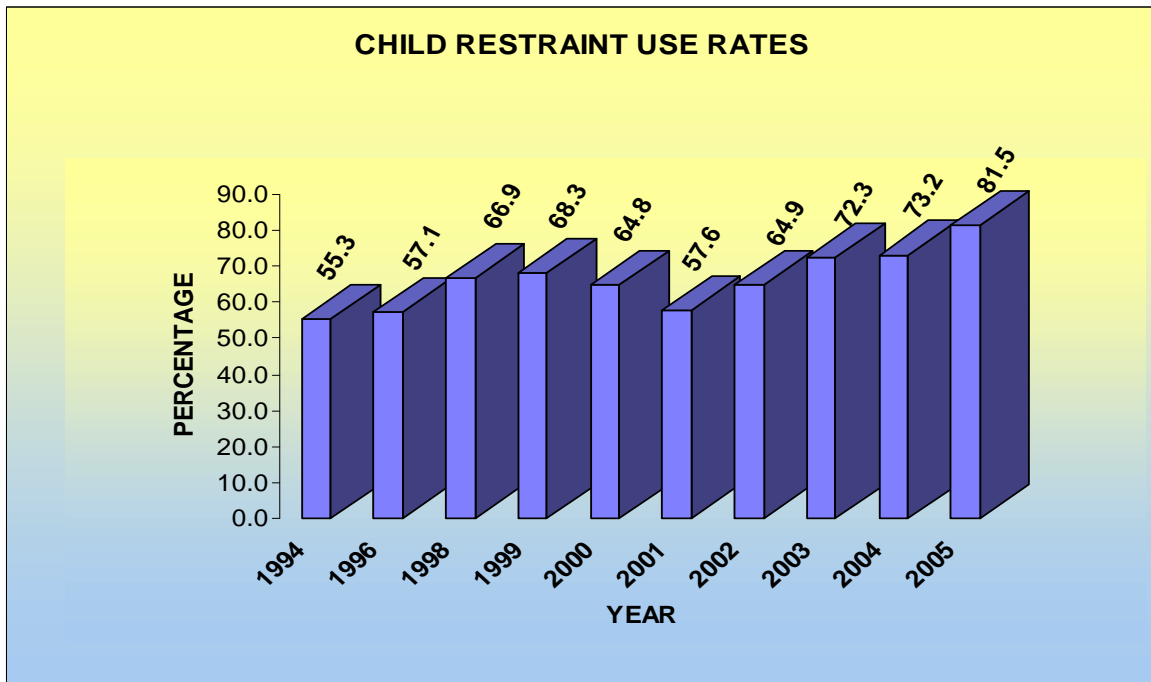
The charts on the following page show the trends since 1994 for seat belt use rates and child restraint use rates.

SEAT BELT USE RATES (From Observational Use Survey*)



* Drivers and front passengers; no survey in 1995 and 1997

CHILD RESTRAINT USE RATES (From Observational Use Surveys*)



* No survey 1995 and 1997

Project Results

Since strict enforcement of occupant protection laws is critical to raising use rates, agreements were entered into with thirty-one local law enforcement agencies around the State to conduct selective traffic enforcement projects. These projects focused primarily on enforcing seat belt and child restraint laws. Alcohol enforcement was also conducted. Cities and counties were selected based on population, observational use survey and crash data to determine those areas in greatest need of projects. Each project had the goal of raising seat belt use. The objective of three vehicle stops per hour during seat belt enforcement was established. A statewide STEP was also implemented through the Arkansas State Police.

Comparisons of pre- and post-project seat belt use rates and percentage of alcohol related crashes to total crashes in the area are as follows:

SEAT BELT USE RATES					
City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
<i>Benton</i>	58	56	<i>*Monticello</i>	N/A	45
<i>Benton County</i>	76	64	<i>Mountain Home</i>	68	77
<i>Bentonville</i>	81	78	<i>North Little Rock</i>	74	77
<i>Blytheville</i>	79	58	<i>Osceola</i>	61	62
<i>Bryant</i>	61	67	<i>Paragould</i>	62	45
<i>Camden</i>	42	55	<i>Pulaski County</i>	49	73
<i>Conway</i>	61	65	<i>Russellville</i>	50	61
<i>Faulkner County</i>	72	75	<i>Saline County</i>	61	81
<i>Fayetteville</i>	73	73	<i>Searcy</i>	51	48
<i>Fort Smith</i>	64	75	<i>Sherwood</i>	63	69
<i>Hot Springs</i>	67	71	<i>Springdale</i>	68	63
<i>Hot Spring County</i>	57	66	<i>Texarkana</i>	59	57
<i>Jonesboro</i>	68	72	<i>Van Buren</i>	81	87
<i>Little Rock</i>	55	66	<i>Washington Co.</i>	57	66
<i>Lonoke County</i>	61	62	<i>West Memphis</i>	57	68
<i>Marion</i>	57	64			

* Monticello's project began in May 2005

Arkansas State Police (ASP) worked 4,167 hours of safety belt enforcement from October 2004 through September 2005. The Arkansas State Police participated in Click It or Ticket campaigns conducted in November 2004 and May 2005. In the November campaign, a pre-survey indicated a seat belt usage rate of 62.5 percent, with pick-up trucks at 51.7 percent; the post survey reflected a 64.9 percent seat belt usage rate and pick-up trucks were at 58.0 percent. These surveys indicate an increase of 2.4 percentage points for overall drivers and an increased usage rate of 6.3 percentage points for pick-up trucks. In the May 2005 campaign, a pre-survey reflected an overall seat belt usage rate of 62.3 percent with 55.1 percent for pick-up trucks; the post survey reflected an overall seat belt usage rate of 67.4 percent, and pick-up truck rates at 58.3 percent. In the second campaign, there was a 5.1 percentage point increase with a 3.2 percentage point increase for pick-up trucks. The Arkansas State police reported two successful

campaigns with positive results. The following chart documents the year long Performance Indicators of the ASP occupant protection enforcement efforts:

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	2,966
Child restraint citations	240
Speed citations	3,088
Total vehicles stopped	12,945
Total hours worked	4,167

Dimensions, Incorporated conducted a Traffic Safety/Injury Prevention Program in Northeast Arkansas with an emphasis on child passenger protection. The project conducted child safety seat training and clinics. Forty-eight people were certified as technicians in training events hosted by Dimensions. Thirteen clinics were conducted and a total of 2,057 seats were loaned or checked.

Arkansas' Law Enforcement Liaison (LEL) project with the Criminal Justice Institute, University of Arkansas System provided outreach to law enforcement agencies across the state. In excess of 200 agencies participated in the statewide mobilizations conducted during the year. The LEL conducted three regional occupant protection conferences. One conference was held in Little Rock and two others were conducted in southeast and southwest Arkansas. The conferences promoted increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

The University of Arkansas for Medical Sciences, Department of Pediatrics conducted a Child Passenger Safety Education project for childcare and healthcare professionals with additional emphasis in the Delta Region of the State. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Three NHTSA Standardized CPS training courses were conducted with 63 new technicians receiving certification; 867 childcare professionals were trained in 48 regional workshops. Twelve public checkup events and a permanent fitting station resulted in a total of 1,535 seats being checked or loaned.

“Click It or Ticket” & “Buckle Up In Your Truck” May 2005 Mobilization

Arkansas Paid Media Report

Summary

Supporting the national May 2005 “Click It or Ticket” mobilization period, May 5 to June 6, 2005, the Arkansas State Police, Highway Safety Office (ASP,HSO) worked with Cranford Johnson Robinson Woods (CJRW), an Arkansas based full-service advertising agency. CJRW developed a media plan and purchased airtime for the “Click It or Ticket” mobilization in combination with a public education campaign to support the regional “Buckle Up In Your Truck” public education campaign. The target audiences for both campaigns were those least likely to buckle up, young men ages 18-34 and pick-up truck drivers.

NHTSA approved a budget of \$171,440 for the “Buckle Up in Your Truck” media buy and \$527,343 for “Click It or Ticket” for a two-week schedule of broadcast television, cable and radio media for the May campaign. The AHSO conducted a campaign kickoff news conference and solicited earned media exposure and planned and pitched follow up activity.

Paid Advertising Period

- Paid advertising for “Buckle Up In Your Truck” - May 2-15, 2005
- Paid advertising for “Click It or Ticket” - May 16-29, 2005

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **Men, 18-34 years of age**
 - Largest demographic that does not wear safety belts
 - Primarily views and listens to comedy, sports and top 40 entertainment
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Newly arrived immigrant Latino Men, 18-34 years of age**
 - Hispanic drivers have lower safety belt use rates than non-Hispanic whites and higher fatality rates
 - Primarily views and listens to Spanish language media
- Tertiary Segment – *To sustain general use increases while influencing young males to always use a safety belt*
 - **African American Men, 18-34 years of age**

- One out of every four African Americans still do not buckle up on every trip
- Reached through traditional media, however, strong loyalty to certain urban channels

Geography

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

Broadcast television markets for “Click It or Ticket”:

- | | |
|--------------------------|---------------|
| • Ft. Smith/Fayetteville | • Little Rock |
| • Jonesboro | • Texarkana |

Radio DMAs for “Click It or Ticket”:

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

Cable markets for “Click It or Ticket”:

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

Additional support was provided in the following Arkansas markets where seat belt surveys took place. Areas included:

- | | |
|-----------------------------------|-----------------|
| • Carlisle/Lonoke/Cabot | • Malvern |
| • Fairfield Bay/Clinton/Choctaw | • Monticello |
| • Forrest City/Palestine/Wheatley | • Mountain Home |
| • Lake Village | • Sheridan |
| • Magnolia | |

Support was also provided for towns participating in the Arkansas STEPs / Incentive program. Areas included:

- | | |
|--------------------|------------------|
| • Atkins | • Dardanelle |
| • Austin | • Dell |
| • Bauxite | • Dermott |
| • Bay | • Eureka Springs |
| • Bentonville | • Glenwood |
| • Blytheville | • Gould |
| • Booneville | • Harrison |
| • Caddo Valley | • Hot Springs |
| • Camden | • Jacksonville |
| • Cherokee Village | • Madison |
| • Clarksville | • Marianna |

- Marion
- Marvell
- Menifee
- Morrilton
- Murfreesboro
- Nashville
- Newport
- Oak Grove
- Osceola
- Pine Bluff
- Plummerville
- Quitman
- Russellville
- Sharp City
- Springdale
- Tuckerman
- Van Buren
- Ward
- West Memphis
- Wynne

The “Click It or Ticket” campaign also included a sponsorship of the Arkansas Twisters, an arena football league, for two games on May 7, 2005 and May 21, 2005. The total cost of the sponsorship was \$19,895. The sponsorship included campaign presence in all paid media sponsored by the Arkansas Twisters including print, broadcast television, cable and radio, in-game dashboard campaign messaging on both game nights, campaign messages on digital billboards in town, television spot play during time-outs and campaign sponsored door give away. The total attendance for both games was 13,899.

The “Buckle Up in Your Truck” campaign utilized broadcast television only in the Little Rock and Ft. Smith/Fayetteville DMAs to emphasize the target counties of Pulaski, Saline, Benton, Washington and Sebastian. Cable and radio was purchased, but with lower GRP levels, in the same major five DMAs as “Click it or Ticket.”

Budget

- “Buckle Up in Your Truck” - \$171,440
- “Click It or Ticket” - \$527,343

Media Strategies- “Click It or Ticket”

A media mix of broadcast television, cable and radio was used to deliver the “Click It or Ticket” message in the major Arkansas DMAs including the rural STEP participant towns and the areas where surveys would be implemented.

Media Strategy

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

Media Mix: The media mix consisted of television and radio only as that is where males 18-34 spend most of their media time.

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

Broadcast Television

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

Cable Television

- Purchased those networks that best target males 18-34 (i.e. Comedy Central, MTV, ESPN, Spike, etc.)
- Placed support from 6 a.m. to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)
- Used cable to penetrate the areas that cannot be reached by Non-Metro radio

Radio

- Purchased a broad daypart mix, including AM drive, daytime, PM drive, evening and weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports

Media Budget Allocation

- Broadcast TV: 51 percent
- Cable: 21 percent
- Radio: 28 percent

Media Strategies - “Buckle Up in Your Truck”

The “Buckle Up in Your Truck” budget was much smaller than the “Click It or Ticket” budget, but efficiently delivered the “Buckle Up in Your Truck” message to the target audience through a mix of broadcast television, cable and radio in the major Arkansas DMAs.

- Concentrated support in a two week period to maximize awareness of the “Buckle Up in Your Truck” mobilization campaign.

- Purchased strong GRP levels to breakthrough ad clutter and deliver the message to males 18-34.
- Bought around the national media schedules to maximize reach and frequency of exposure of the “Buckle Up in Your Truck” message.

Media Mix: The media mix consisted of broadcast television, cable and radio only as that is where males 18-34 spend most of their media time.

- Broadcast television generates mass reach and frequency
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Radio

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

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

- Broadcast TV: 58 percent
- Cable: 26 percent
- Radio: 16 percent

By Market

<u>Click It or Ticket Actual Expenditures</u>	<u>\$525,967.48</u>
○ Little Rock	\$ 230,823.00
○ Fort Smith/Fayetteville	\$ 119,704.62

○ Jonesboro	\$ 66,744.74
○ Texarkana	\$ 54,267.72
○ Non-Metro areas	\$ 34,532.40
○ Arkansas Twisters Sponsorship	\$ 19,895.00

Buckle Up in Your Truck Actual Expenditures \$170,351.28

○ Little Rock	\$102,481.00
○ Fort Smith/Fayetteville	\$ 52,831.76
○ Jonesboro	\$ 7,177.80
○ Texarkana	\$ 7,860.72

Cost per Point - “Click It or Ticket”

<u>Market</u>	<u>Broadcast TV</u>	<u>Cable TV*</u>	<u>Radio</u>
Little Rock	\$180.36	\$19.00	\$34.47
Ft. Smith/Fayetteville	\$96.05	\$6.00	\$18.50
Jonesboro	\$112.61	\$8.00	\$13.73
Texarkana	\$139.28	\$18.00	\$16.35
Forrest City	\$0	\$4.00	\$0
Cabot	\$0	\$5.00	\$0
Fairfield Bay	\$0	\$3.00	\$0
Magnolia	\$0	\$4.00	\$0
Malvern	\$0	\$4.00	\$0
Sheridan	\$0	\$2.00	\$0
Lake Village	\$0	\$2.00	\$0
Mountain Home	\$0	\$4.00	\$0

Cost per Point - “Buckle Up in Your Truck”

<u>Market</u>	<u>Broadcast TV</u>	<u>Cable TV*</u>	<u>Radio</u>
Little Rock	\$163.84	\$19.00	\$34.42
Ft. Smith	\$89.77	\$5.50	\$15.54
Jonesboro	\$0.00	\$7.00	\$15.99
Texarkana	\$0.00	\$18.00	\$17.34

Results relating to bonus ads, frequency, GRP ratings and reach are not available.

In order to reach the smaller markets in Arkansas, a mix of cable and radio was purchased. In addition to the four major radio DMAs, non-metro radio stations were purchased which are in unrated markets, so the CPP is not available. Non-metro radio was purchased in the following areas: Blytheville, Camden, Carlisle, Eureka, Clinton, Fairfield Bay, Forrest City, Harrison, Helena, Hot Springs, Magnolia, Monticello, Mountain Home, Morrilton, Nashville, Pine Bluff, Russellville and Wynne.

* Cable is not purchased based upon ratings. It is purchased based upon a number of spots per week. The cable systems cannot provide local ratings.

Therefore, a 1.0 rating for each spot that runs and have based the cost-per-point off of that rating.

Arkansas Earned Media

A news conference was held at the Arkansas State Police headquarters May 20, 2005, to kick off the enforcement blitz for seat belt use. Speakers included Tammy Ryden, an Oklahoma resident who's daughter was killed in a roll over pickup truck accident, Jacob West, a North Little Rock High School student whose life was saved during a pickup truck rollover crash because he was wearing his seat belt and Major Ed Wolfe, Arkansas State Police Highway Patrol Division Commander. Bridget White, Arkansas State Police Coordinator of Arkansas' Highway Safety Program handled the welcome and introduction and media questions and answers. Media coverage included all network television stations, Arkansas Democrat-Gazette and a news radio station. All speakers handled media interviews following the event.

Noteworthy Accomplishments

On April 5th and April 6th, law enforcement summits were conducted in Monticello and Magnolia. The purpose of these summits was to garner support from law enforcement agencies in these areas, where usage rates dropped in 2003. Representatives from State, Municipal and County law enforcement agencies, in these Southern Arkansas areas, attended the two summits. Presentations were made by the Manager of the Arkansas State Police Highway Safety Office, the state's Law Enforcement Liaison and Mr. Steve Smith, Mr. Randy Orendorff and Ms. Tammy Ryden of the Oklahoma Regional Community Policing Institute (NHTSA's South Central Region contractor for the Regional Pickup Truck campaign).

TRAFFIC RECORDS PROGRAM

Program Area Goals

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

- To reduce the backlog of crash reports to be entered into the TARS from a nine-month backlog as recorded July 2004 to a six-month backlog by July 2005.

Program Area Results

Section 163 grant funds awarded were used to continue the services of a firm to input crash data in a timely manner. International Data Processing of America, Incorporated (IDP) has been retained for these services since October 1, 1999. The backlog of reports that were entered into the TARS was reduced from an eight-month backlog at the beginning of FY 2001 to a four-month backlog by November 30, 2002. However, due to the transfer of the Highway Safety Office (HSO) from the Arkansas State Highway and Transportation Department (AHTD) to the Arkansas State Police (ASP) and the subsequent loss of extra-help personnel available at the AHTD, the backlog increase has increased to eleven months as of November 30, 2005. The extra-help personnel provided scanning and coding of the crash reports before submission to IDP for data entry. Section 163 funds will again be used in FY 2006 to address the loss of extra-help personnel.

Also to reduce the backlog of crash data to be entered and to ultimately reduce the need for reentry of crash data to the ASP crash data base, the HSO contracted with the ASP to create an Electronic Traffic Crash Record Entry System. The HSO and ASP selected the Traffic Accident and Citation System (TraCS). Equipment and software was purchased to capture the crash data at the scene and house the data at the ASP Headquarters. Currently there are two staff members working on the TraCS project, a Project Manager and a System Programmer. There are plans to hire a Senior Program Analyst and a System Coordination Analyst that are needed to move forward. The Arkansas State Police did not meet its goal of statewide implementation, due to insufficient funding and staff resources. ASP expects to meet the implementation goal within the next year. Currently 252 troopers and four local law enforcement agencies are participating in the project. Plans include completing the process for the remaining 117 troopers as well as adding two additional local law enforcement agencies. It is the goal of this project to enable crash data uploads from the trooper and local officer at the end of the shift to the central data bank at ASP headquarters within 24 hours of the crash.

ROADWAY SAFETY PROGRAM

Program Area Goal

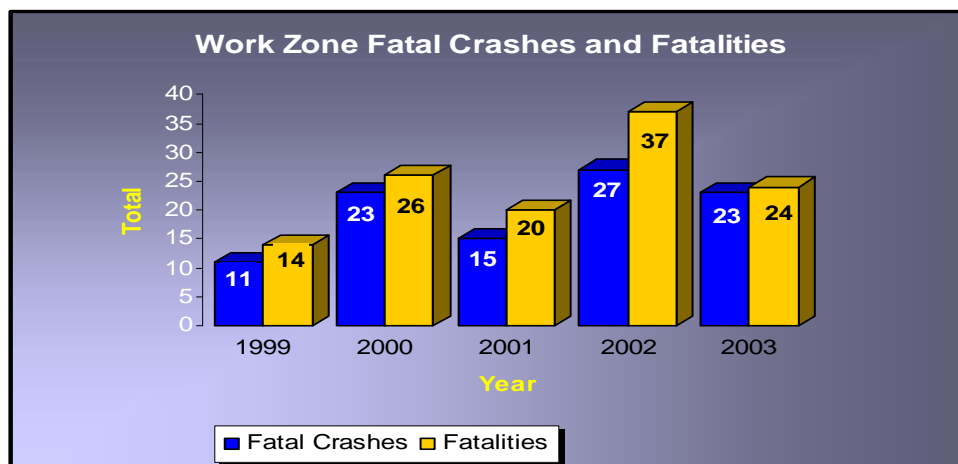
The goals of the projects funded in the Roadway Safety Program Area were as follow:

- To maintain the number of rail-highway grade crossing crashes at or below 75 crashes as recorded in 2002 through 2005.
- To keep the number of work zone construction fatal crashes on the Interstate System at or below 15 fatal crashes as recorded in 2002 through 2005.

Program Area Results

In 2003 there were 72 rail-highway grade crossing crashes (crashes involving a vehicle and a train). In 2004 there were 59 rail-highway grade crossing crashes.

In November 2003, the Arkansas Highway & Transportation Department (AHTD) reported that 54 projects, under the “Interstate Rehabilitation Project (IRP)” had gone to contract with 15 jobs totaling approximately 108 miles under construction. The goal of the IRP was to improve a total of 356 miles of Interstate. Currently 53 projects have been completed. The remaining project should be completed in 2006. In 2003 there were 3,722 reported work zone construction crashes on Arkansas Interstate roadways. During the period of 1999 to 2003, there have been 99 fatal crashes in work zones (see graph below). During the peak of the IRP in 2002, there were more work zones along the Interstate than normal. As a result of the increased construction activity, there were 27 fatal crashes involving 37 fatalities in work zones in 2002. Typically, 90 percent of fatalities in a work zone are highway users. Increased public awareness and education are key factors in improving work zone safety.



Project Results

Arkansas Operation Lifesaver was unable to pursue the terms of the contract due to the State Coordinator's position becoming, and remaining, vacant throughout the majority of the contract period. It is anticipated and indicated that AOL will be contracting with the AHSO in the future.

In order to provide the safest possible work zones to motorists and workers, plans were to continue to use Section 402 funds to purchase construction and maintenance work zone safety packages for selected cities and counties during FY 2004. However, with the transfer of the Highway Safety Program to the Arkansas State Police continuation of this project has not been implemented. Since its inception in 1990, approximately 407 packages have been distributed to cities and counties through this program.

To aid in informing the public about construction activity on the Interstate System, the Arkansas State Highway and Transportation Department continued its award-winning campaign entitled Pave the Way. This program provided motorists with information on construction activities. The campaign included such activities as public service announcements which aired on both television and radio; portable electronic message boards on the Interstate; billboards; and publications. To augment the public information campaign, the Arkansas Highway Police (AHP) and the Arkansas State Police (ASP) conducted traffic enforcement in the construction zones. The enforcement conducted by the ASP was funded with Section 163 funds and the enforcement by the AHP was funded with other funds.

PLANNING AND ADMINISTRATION (P&A) PROGRAM

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

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

Program Area Results

During FY 2005, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for three management and fiscal staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

According to Highway Safety Program Funding Policy, P&A costs are not to exceed ten percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 2005 P&A expenditures equaled only 7.5 percent of total 402 expenditures and were matched 50 percent with State funds.

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FY 2005 FEDERAL- AID CONTRACTS/AGREEMENTS			
PROJECT	RECIPIENT/CONTRACTOR	FED. HSP AMOUNT	FED. EXPENDITURES
AL/J8	Administrative Office of the Courts	\$ 96,500.00	\$ 36,585.82
AL	Criminal Justice Institute	\$ 300,000.00	\$ 273,272.94
AL	Mothers Against Drunk Driving	\$ 75,000.00	\$ 63,875.00
AL	Crowley's Ridge Development	\$ 16,000.00	\$ 15,031.43
AL	AR Spinal Cord Commission	\$ 12,700.00	\$ 11,694.16
AL/OP	Arkansas Broadcasters Association	\$ 75,750.00	\$ 75,750.00
AL	Harrison Police Department	\$ 25,000.00	\$ 25,000.00
AL	Hope Police Department	\$ 17,000.00	\$ 16,209.49
AL	Maumelle Police Department	\$ 8,000.00	\$ 7,613.28
OP	Dimensions, Inc.	\$ 70,000.00	\$ 63,908.82
OP	Benton County Sheriff's Office	\$ 35,000.00	\$ 35,000.00
OP	Bentonville Police Department	\$ 14,000.00	\$ 9,398.78
OP	Blytheville Police Department	\$ 2,500.00	\$ 15,279.07
OP	Van Buren Police Department	\$ 40,000.00	\$ 40,000.00
OP	Jonesboro Police Department	\$ 62,000.00	\$ 57,823.02
OP/J8	Little Rock Police Department	\$ 150,000.00	\$ 78,453.35
OP	Marion Police Department	\$ 15,000.00	\$ 13,147.42
OP/J8	North Little Rock Police Department	\$ 64,000.00	\$ 42,960.31
OP	Osceola Police Department	\$ 10,000.00	\$ 10,000.00
OP	Paragould Police Department	\$ 16,000.00	\$ 13,304.41
OP	Sherwood Police Department	\$ 12,500.00	\$ 12,000.00
OP	Springdale Police Department	\$ 3,500.00	\$ 34,731.19
OP	Criminal Justice Institute	\$ 123,100.00	\$ 102,130.20
OP	Peters and Associates	\$ 4,000.00	\$ 40,000.00
TR	Arkansas State Police - TRACS	\$ 1,050,300.00	\$ 492,278.17
SA	U of A - Fayetteville	\$ 30,000.00	\$ 25,367.68
RS	AHTD - Professional Development	\$ 4,000.00	\$ 2,310.22
RH	Arkansas Operation Lifesavers, Inc.	\$ 6,000.00	\$ 0.00
J8/OP	Benton Police Department	\$ 4,500.00	\$ 29,029.94
J8/OP	Bryant Police Department	\$ 22,900.00	\$ 17,212.64
J8/OP	Conway Police Department	\$ 57,100.00	\$ 34,878.25
J8/163	Faulkner County Sheriffs Office	\$ 41,500.00	\$ 36,960.02
J8/OP	Fayetteville Police Department	\$ 30,000.00	\$ 27,261.07
J8/OP	Fort Smith Police Department	\$ 110,000.00	\$ 66,532.52
J8/OP	Hot Spring County Sheriff's Office	\$ 25,400.00	\$ 8,148.90
J8/OP	Hot Springs Police Department	\$ 56,000.00	\$ 23,180.75
J8/OP	Mountain Home Police Department	\$ 10,000.00	\$ 6,344.90
J8/OP	Pulaski County Sheriff's Office	\$ 180,000.00	\$ 70,983.37
J8/OP	Russellville Police Department	\$ 50,000.00	\$ 39,869.38
J8/OP	Saline County Sheriff's Department	\$ 50,000.00	\$ 38,088.13
J8/OP	Searcy Police Department	\$ 4,000.00	\$ 3,187.64
J8/OP	Texarkana Police Department	\$ 60,000.00	\$ 48,597.60
J8/OP	Washington County Sheriff's Office	\$ 2,500.00	\$ 24,580.08
J8/OP	West Memphis Police Department	\$ 94,000.00	\$ 77,542.71
J8/OP	Camden Police Department	\$ 15,000.00	\$ 4,654.41
J8/157OP	Monticello Police Department	\$ 6,000.00	\$ 5,431.65
157OP	UAMS	\$ 327,870.00	\$ 159,028.28
154HE	AHTD - 154HE	\$ 1,268,381.93	\$ 654,493.40
IN/J8/163	Arkansas State Police - Enforcement	\$ 1,096,000.00	\$ 623,135.19
OP/AL/J8/163	Cranford,Johnson,Robinson & Woods	\$ 1,328,711.18	\$ 900,434.94
	International Data Processing	\$ 570,600.00	\$ 166,623.00
	Total	\$ 7,901,313.11	\$ 4,679,323.53

Section 163 Funds

Fiscal Year 2005

Arkansas

AMOUNTS

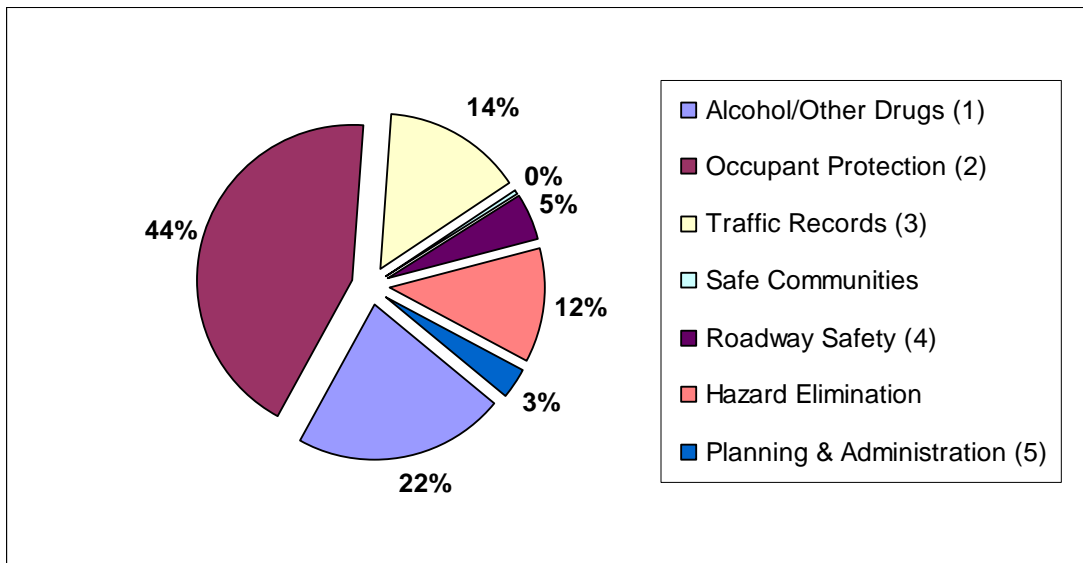
NHTSA	Amount			
Program Areas	Planned	Obligated	Expended	To Local
Planning & Administration	\$80,900	\$80,900.00	\$30,485.45	
Occupant Protection*	59,562	59,561.03	18,436.28	18,436.28
	351,352	351,351.39	132,346.49	66,173.25
	393,599	393,598.42	108,366.60	108,366.60
Roadway Safety*	269,994	269,994	269,864.85	134,932.43
Traffic Records**	498,551	498,550.27	166,623.00	
	1,377,363	1,377,362.41	492,278.17	
	10,740	10,737.00	0.00	
Totals	\$3,042,061	\$3,042,054.52	\$1,218,400.84	\$327,908.56

* Funds used as Section 402

** Funds used as Section 411

FISCAL YEAR 2004 HIGHWAY SAFETY PLAN EXPENDITURES

Alcohol/Other Drugs (1)	\$ 1,193,821.80
Occupant Protection (2)	\$ 2,362,251.03
Traffic Records (3)	\$ 784,679.16
Safe Communities	\$ 25,367.68
Roadway Safety (4)	\$ 270,633.66
Hazard Elimination	\$ 654,493.40
Planning & Administration (5)	\$ 175,304.26
Total	\$ 5,466,550.99



- (1) Alcohol/Other Drugs Program includes Sections 402 and 410 expenditures.
- (2) Occupant Protection Program includes Sections 402, 157 (incentive & innovative) and 163 expenses.
- (3) Traffic Records Program includes Sections 402 and 163 expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures and RS expenditures under Section 163.
- (5) Planning and Administration includes 402 and 163 expenditures.

LEGISLATIVE ACCOMPLISHMENTS/INITIATIVES

The 85th General Assembly of the State of Arkansas, Legislative Session began on January 10, 2005 and adjourned on May 13, 2005. The next regular session is scheduled to begin in January of 2007. Noteworthy legislative activity that took place during the 85th General Assembly was as follows:

BILLS THAT WERE SIGNED IN TO LAW/ACTS:

FRAUDULENT IDENTIFICATION, ALCOHOL PURCHASE

Act 1976 (SB444) - Under existing law, it is unlawful for a person under age 21 to attempt to or use a fraudulent or altered personal identification document for the purpose of purchasing alcoholic beverages illegally. The act amends the statute to also prohibit a person under age 21 from attempting to purchase alcoholic beverages. The act authorizes a seller of alcoholic beverages or the seller's employee who has reasonable cause to believe that a person has violated the provisions of the statute to employ a nonphysical detention of the person.

HEADGEAR, MOTORIZED BICYCLE

Act 1762 (HB2754) - The act prohibits any person under the age of 16 from operating a motorized bicycle with a passenger and requires operators of motorized bicycles under the age of 21 to wear protective headgear.

MOTORCYCLES, CHILDREN

Act 1942 (HB2788) – It is unlawful for the driver of a motorcycle to allow a child to ride as a passenger on a motorcycle on a street or highway unless the child is at least 8 years of age. However, this limitation does not apply to parades.

MOTOR VEHICLE, ACCIDENT REPORT

Act 199 (HB1391) - The act increases the damage limit for reporting accidents to the Department of Finance and Administration from \$500 to \$1,000.

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

Senate Bill 445, was introduced and recommended for study on April 13, 2005 by the Interim Committee on Judiciary, no further action was taken. The Bill stated in part: An act to provide that the presence of alcohol in the body of a minor constitutes unlawful consumption or possession.

Senate Bill 1061, was introduced as an alternative sentencing regarding DWI related offenses. On April 13, 2005 the Bill was recommended for study in the interim committee on Judiciary. It was not passed during this legislative session. The Bill stated in part: An act to create the transdermal alcohol monitoring program in the office of Driver Services of the Revenue Division of the Department of Finance and Administration: to allow a person who is arrested for driving while intoxicated or for refusing to submit to chemical testing for alcohol to participate in the transdermal alcohol monitoring program: to provide an alternative sentence for a person who is found guilty, pleads guilty, or pleads nolo contendere to the offense of Driving While Intoxicated for electronic monitoring and participation in a transdermal alcohol monitoring program: and for other purposes.

Senate Bill 1142, was introduced and recommended for study on April 7, 2005 by the Interim Committee on Public Transportation, no further action was taken. The Bill stated in part: An act to authorize an inspection of a motor vehicle for seat belt compliance only and prohibit any further searches of the vehicle, driver or passenger(s).

House Bill 1069, was introduced on January 11, 2005 and withdrawn by Author on January 25, 2005. No further action was taken. The Bill stated in part: An act to prohibit the possession of or consumption from an open alcoholic beverage container while in the passenger area of a motor vehicle.

The Arkansas State Police, Highway Safety Office also supported two primary pieces of legislation during the 2005 Session. These were SB1142, a primary safety belt bill and HB1069, an open container bill. Although both laws were heavily supported by many individuals and organizations, they failed to pass. Since Arkansas' Legislature only meets in regular session every two years, the next session will be in 2007. A primary safety belt law and an open container law will be brought before the legislature during the 2007 Session.

LOOKING TOWARD THE FUTURE

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

- Adding additional “mini STEP” programs during mobilizations.
- Revising the grant application and year-end reporting format that will require a more formal and standardized process and evaluation.
- Modifying and improving the internal fiscal and accounting process with particular focus on efficiency and timely payment.
- Revising alcohol-related data goal to fatality rate per jurisdiction.
- With the percentage of alcohol related fatalities up in certain areas, an added emphasis on enforcement and education activities are planned.
- Revising activity performance measures to give better indication that enforcement is taking place with more frequency. The Highway Safety Office is considering a proposal where contract agencies will apply a point system to STEP activities based on types of stops and enforcement taken. The point system will be related and applied to expected or required STEP performance standards.
- The Highway Safety Office is conducting a self-evaluation and is taking steps to make policy and procedural corrections and improvements . Weekly staff meetings are held to solicit input and to develop potential processes and innovative solutions.
- The planning and development of Law Enforcement summits in conjunction/cooperation with Oklahoma Regional Community Policing Institute (ORCPI) have been discussed and activities are already planned to continue in 2006.