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Governor

State of Arkansas

ARKANSAS STATE POLICE

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December 23, 2008

Ms. Romell Cooks
Regional Administrator
National Highway Traffic Safety Administration
Region VII
901 Locust, Suite 466
Kansas City, MO 64106

Re: Arkansas's FY 2008 Highway Safety Annual Report

Dear Ms. Cooks:

As required, transmitted herewith is Arkansas's FY 2008 Highway Safety Annual Report.

If you have any questions or need any additional information, please let me know.

Sincerely,

Bridget White
Administrator
Highway Safety Office

Enclosure

c: File

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS

Federal Fiscal Year 2008



Prepared by the:

**Arkansas State Police
Highway Safety Office**

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EXECUTIVE SUMMARY

Highlights

- Traffic fatality rate dropped from 2.1 in 2006 to 2.0 in 2007.
- Alcohol-related fatalities per 100 million VMT decreased from .71 in 2006 to .67 in 2007
- Fatal crashes declined from 597 in 2006 to 584 in 2007.
- Arkansas' 2008 seat belt use rate reached 70.4%
- Arkansas State Police conducted over 327 sobriety checkpoints in 2008.
- Total crashes decreased from 67,837 in 2006 to 66,393 for 2007.

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

The cooperative and concentrated efforts involving these programs required strong commitment and partnerships critical to the overall success of Arkansas' traffic safety program in FY 2008. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) provide valuable information and assistance to the AHSO. A multitude of state and local agencies/organizations play integral roles in Arkansas' highway traffic safety program. They include, but are not limited to the following:

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

The HSO also collaborates with the following groups:

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

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

This 2008 AHSO Annual Report provides a specific description of the activities undertaken in the identified traffic safety program areas during FY 2008. The report is broken down into six major sections: Graphs depicting Rates and Trends; a summary of Goals and Objectives; Program Area Summaries; General Area Summaries; Paid Media Summaries; and Financial Management Summaries.

INTRODUCTION

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

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

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

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year (FY) 2008, the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

- **402** *State and Community Highway Safety Grant*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive Grant*
- **163** *Incentives to Prevent Operation of Motor Vehicles by Intoxicated Persons*
- **154** *Alcohol Open Container Requirement*
- **408** *State Traffic Safety Information System Improvement Grant*
- **2010** *Motorcycle Safety Incentive Grant*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$13.2 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 47. Approximately \$14.2 million in Federal-aid funds were expended for the entire program. A graph on page 49 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 26 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY 2008 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 2006 to 1.8 per 100 Million VMT by December 31, 2008.
- To reduce the State fatality rate from 2.1 per 100 Million VMT traveled as recorded in 2006 to 2.0 per 100 Million VMT traveled by December 31, 2008.
- To maintain the State non-fatal injury for incapacitating and non-incapacitating injuries below the ten-year average of 59.0 per 100 MVM traveled as recorded in 2006 through 2011.

Overall Program Results

In 2005, the statewide fatal crash rate was 1.9 crashes per 100 Million VMT. It remained at 1.9 crashes per 100 Million VMT in 2006 and dropped to 1.8 crashes per 100 Million VMT traveled in 2007.

The statewide fatality rate was 2.1 fatalities per 100 Million VMT in 2005 remained at 2.1 fatalities per 100 Million VMT traveled in 2006. The rate dropped to 2.0 fatalities per 100 Million VMT traveled in 2007.

The statewide non-fatal injury rate for incapacitating and non-incapacitating injuries was 52.7 injuries per 100 Million VMT in 2005 and 48.4 injuries per 100 Million VMT traveled in 2006. It decreased again to 43.8 per 100 Million VMT in 2007.

The following information from Arkansas' Traffic Analysis Reporting System (TARS) compares crash data for calendar years 2006 and 2007 and also shows percentage changes from those same years.

	2006	2007	% Change
Fatalities	665	650	-2.3%
Fatal Crashes	597	584	-2.2%
Injuries (2 & 3 only)	15,509	14,176	-8.6%
Crashes	67,837	66,393	-2.1%
Vehicle Miles Traveled (10 ⁶)	32,010	32,391	+1.2%
Fatality Rate*	2.1	2.0	4.8%
Fatal Crash Rate*	1.9	1.8	5.3%
Non-fatal Injury Rate**(2 & 3 only)	48.4	43.8	-9.5%
*per 100 Million vehicle miles traveled			
**Injury code 2 is incapacitating injury, code 3 is non-incapacitating injury			

The charts on pages 6 through 8 show the ten-year trends of fatal crash, fatality and injury rates.

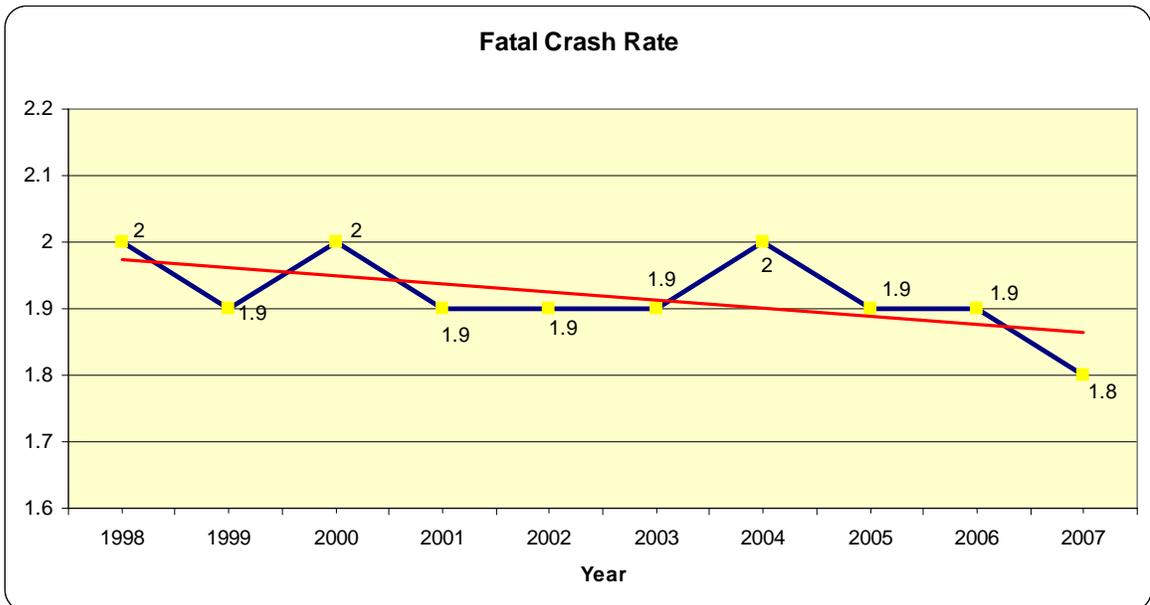
A summary of each program area is provided on pages 9 through 46 of this report.

FATAL CRASHES AND RATES

10 YEAR TRENDS



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



* Vehicle Miles Traveled

FATALITIES AND RATES

Statewide Fatalities



FATALITY RATE (FATALITIES PER 100 MILLION VMT*)

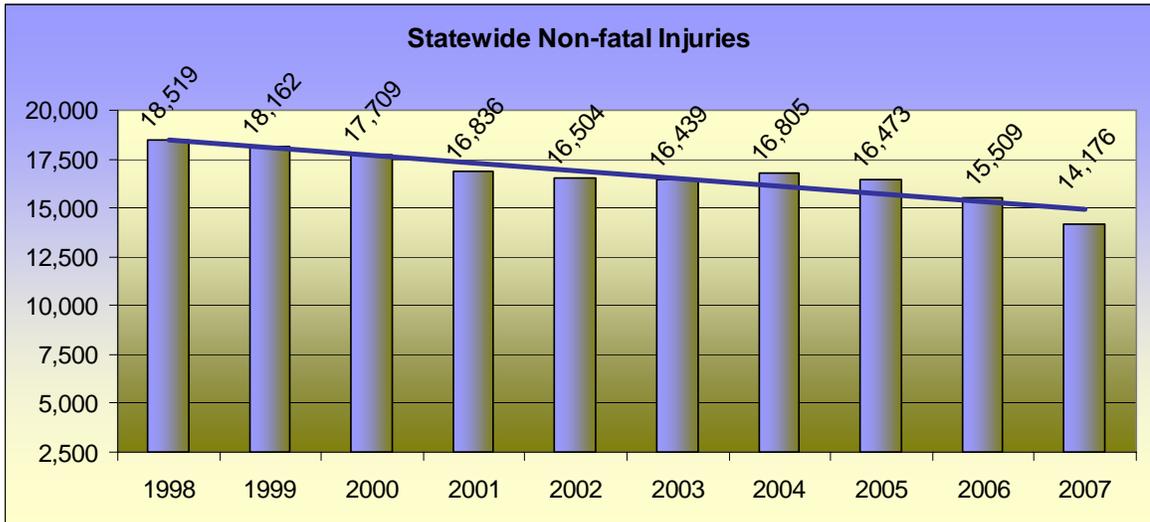


* Vehicle Miles Traveled

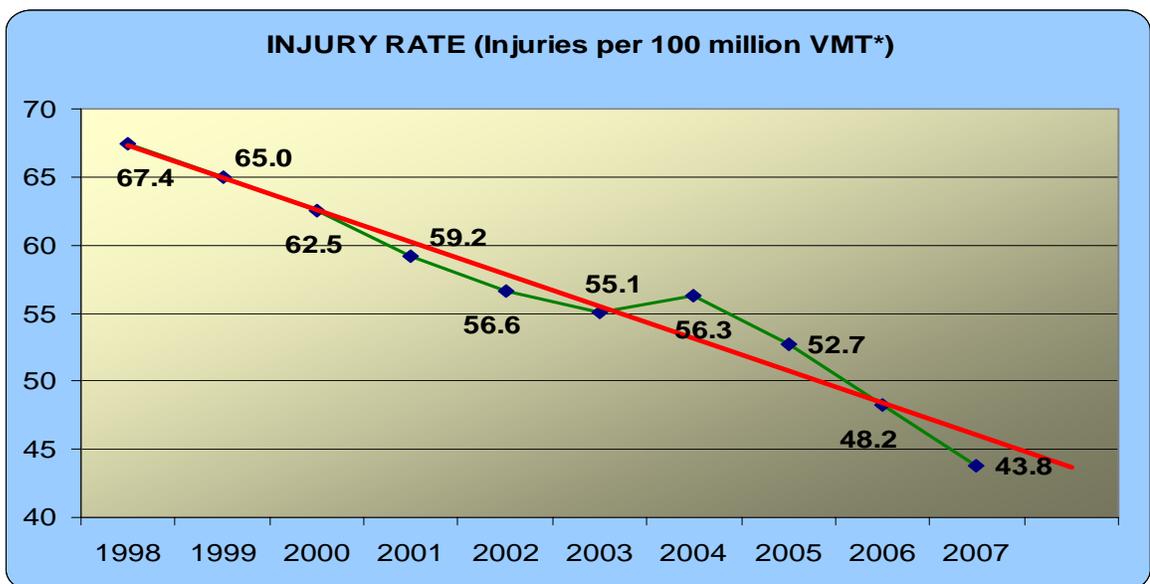
INCAPACITATING AND NON-INCAPACITATING INJURIES AND RATES

10 YEAR TRENDS

STATEWIDE NONFATAL INJURIES



INJURY RATE (INJURIES PER 100 MILLION VMT*)



* Vehicle Miles Traveled

PROGRAM AREAS

ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM

Program Area Goals

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

- To reduce alcohol-related fatalities per 100 Million VMT from .71 alcohol-related fatalities per 100 Million VMT as recorded in 2006 to .67 per 100 Million VMT by 2008.

Program Area Results

In 2005 alcohol-related fatalities per 100 Million VMT were at .73. The rate decreased to .71 per 100 Million VMT in 2006 and decreased again to .67 per 100 Million VMT in 2007. 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.

Positive indicators were noted from 2005 to 2007. The alcohol-related fatalities per 100 Million VMT dropped from .73 in 2005 to .67 in 2007. Arkansas alcohol related fatalities are at 34% which is below the National percentage rate of 41%.

Alcohol related fatalities have fluctuated up and down over the past ten years. The State experienced a decrease from 226 in 2006 to 218 in 2007. The alcohol-related fatality rate has decreased from a ten-year high of .83 per 100 MVMT in 2004 to .67 per 100 MVMT in 2007. Also, alcohol-related fatalities involving drivers with blood alcohol concentrations (BAC) of .08 or higher decreased from 200 in 2006 to 182 in 2007. A nine percent decrease.

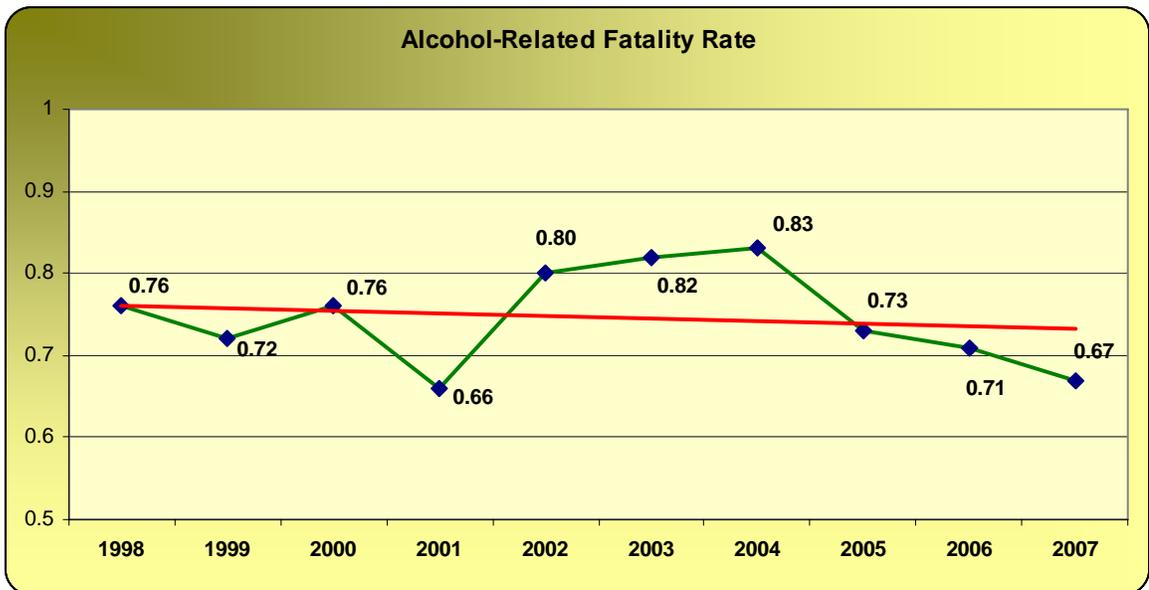
Strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State, appear to be a successful and winning combination, as shown by these improved numbers. Evaluation of crash data and project evaluations revealed areas to target resources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

ALCOHOL RELATED FATALITIES AND RATES

ALCOHOL-RELATED FATALITIES



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



* Vehicle Miles Traveled

Project Results

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all occupant protection laws. Although it was planned to train a total of 400 law enforcement officers using the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curriculum during the project, 495 officers were able to attend and complete the training. In addition to the officers trained in the full SFST/TOPS courses, 105 law enforcement officers received SFST Refresher training. 79 DRE certified officers attended the second annual Arkansas DRE Conference. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 100 prosecutors and law enforcement officers. A DRE Instructor Development course was offered with 10 officers in attendance and completing the process. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 33 officers completing those courses.

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 69 district judges from across the State. Six judges and two judicial branch educators also attended the American Bar Association's annual Traffic Safety Seminar in Seattle, Washington.

The **Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT)** sent two OAT chemists to the Southwestern Association of Toxicologists (SAT) in Galveston, TX. Two OAT staff (one chemist and the Director) attended the International Association for Chemical Testing Conference in Tempe, AZ. The OAT also sent two chemists to the University of Indiana in Bloomington to participate in a training program called the Effects of Drugs on Human Performance, and one OAT chemist went to Chicago, IL for training on theory, application development and troubleshooting for the Varian Gas Chromatographs. OAT conducted a two-day training event in alcohol testing for 150 law enforcement and other professionals in Little Rock, AR. Grant funds in FY08 enabled OAT to purchase a laptop computer and projector for training law enforcement personnel in the use of the BAC DataMasters.

Mothers Against Drunk Driving (MADD) conducted the following presentations and activities: 83 victim impact panel presentations, reaching a total of 1,834 drivers education classes, 21 presentations to civic groups reaching 1,560; 8 presentations to faith based groups reaching 695; and 81 presentations to high school groups reaching 22, 893. 30 presentations were made to employee safety meetings and college students on the Young Adult DWI program. Three press conferences were conducted: National Drunk and Drugged Driving; Drug and Alcohol Awareness Month and Young Adult DWI Program awareness.

Crowley's Ridge Development Council sponsored a chemical-free event as part of the annual two-day youth conference training which hosted 350 students with 65 adult sponsors. This represented 50 schools. 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.

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,101,749.70, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of almost 15 times the contract amount of \$75,750.

The **Arkansas Spinal Cord Commission** continued to implement a curriculum and program material for a Spinal Cord Injury Prevention education project. A part-time Public Health Educator coordinated the program to recruit and train speakers with spinal cord injuries, emergency medical technicians and law enforcement officers to conduct presentations on the importance of good decision making to avoid drugs and alcohol and wear seat belts while driving targeting young adults. A total of 90 presentations were conducted to 2,462 participants in 10 communities statewide where ASCC field offices are located at high schools, colleges and university settings and community based young adult groups deemed at high risk, including DWI classes. 6,600 educational flyers and 5,000 message wrist bands were distributed to enhance the presentations. 8 additional presentations were conducted at college campus special events to 543 participants. To promote public awareness of the project, 1 media event was conducted and 147 news releases were distributed

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

AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED CRASHES ⁽¹⁾	
		*2006 (%)	2007 (%)
Section 402 STEPs			
Harrison Police Department	9.8	5.7	3.2
Hope Police Department	7.2	5.5	4.7
Maumelle Police Department	13.9	6.9	7.1
Section 410 STEPs			
Benton County Sheriff's Office	8.6	5.1	5.1
Benton Police Department	8.7	3.2	5.3
Bryant Police Department	4.9	2.2	3.6
Camden Police Department	7.1	11.6	4.5
Conway Police Department	11.5	4.3	3.0
Dardanelle Police Department	11.5	3.5	6.9
Drew County Sheriffs Office	10.0	6.9	8.7
Faulkner County Sheriff's Office	11.9	6.2	4.4
Fayetteville Police Department	5.5	6.7	6.3
Fort Smith Police Department	6.4	4.3	3.8
Hot Springs Police Department	7.2	4.3	3.5
Jackson County Sheriffs Office	5.7	11.0	8.2
Little Rock Police Department	5.4	3.7	3.4
Lonoke County Sheriffs Office	10.1	6.5	4.9
Marion Police Department	22.5	4.6	3.4
Monticello Police Department	8.1	5.2	6.5
Mountain Home Police Department	5.0	3.5	4.9
Nevada County	6.7	14.0	5.1
North Little Rock Police Department	5.9	3.7	3.1
Pulaski County Sheriff's Office	5.8	4.4	3.8
Rogers Police Department	6.3	4.4	4.0
Russellville Police Department	9.8	3.1	3.7
Saline County Sheriffs Office	12.2	4.7	5.9
Sherwood Police Department	6.2	4.3	4.0
Texarkana Police Department	8.1	6.3	3.6
University of Central Arkansas	13.8	0	0
Washington County Sheriffs Office	6.0	7.0	6.4
West Memphis Police Department	6.6	4.5	3.5

(1)Represents alcohol related crash % of all crashes

The **Arkansas State Police (ASP)** participated in the “Drunk Driving. Over the Limit, Under Arrest” campaign conducted during the Labor Day holiday period of 2008 and four other state alcohol mobilizations during the year. During these campaigns, the following state-wide statistics were observed: 327 checkpoints, 235 saturation patrols, 3,013 seat belt citations were issued, 508 child passenger restraint citations were issued, and 848 DWI/DUI arrests made.

The ASP purchased portable breath testing equipment that is being used to facilitate the detection and removal of impaired drivers from the highways. The ASP also developed incentive items addressing the deterrence of impaired driving.

This table documents the year long Performance Indicators of the ASP DWI enforcement efforts outside of mobilization efforts.

2008 ASP DWI ENFORCEMENT	
DWI/DUI Arrests	406
Seatbelt Citations	304
Speed Citations	491
Total hours worked	2,297

ALCOHOL AND OTHER DRUG COUNTERMEASURES

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

Summary

Arkansas's sustained FY 2008 DWI enforcement efforts were publicized using the "Drunk Driving: Over the Limit, Under Arrest" national tagline. A total of five mobilizations for impaired driving were supported by paid and earned media:

1. December Holiday Mobilization
2. March Underage Drinking mobilization
3. June Motorcycle Mobilization
4. Fourth of July Holiday Mobilization
5. Labor Day National Mobilization

Utilizing 410 Federal Incentive funds, media purchases were targeted to reach the 18 to 34 year-old male demographic with a secondary target audience of African Americans, Hispanic, underage drinkers, and motorcycle drivers as supported by state data. Media buys covered Arkansas's major media markets: Central Arkansas, Northwest Arkansas, Southeast Arkansas and South Central Arkansas.

The AHSO used three previously produced television closed captioned and three radio ads in both English and Spanish, each airing during a mobilization. Each TV spot portrayed officers conducting sobriety checkpoints with a strong enforcement theme to coincide with each mobilization.

Earned Media:

During the enforcement mobilizations, STEPs were required to implement a sustained quarterly public information campaign in their local communities, which included issuing news releases to all local media outlets detailing the enforcement mobilizations. To support this effort, the AHSO conducted a Public Information Training Workshop for project coordinators in Little Rock in November.

Supplemental Out-of-Home Media

- **Sports marketing** is integrated into the media plan, as sports are a primary interest of our target audience – Men 18-34. The University of Arkansas Razorbacks is the biggest draw in the state and the Travelers (minor league baseball) are the most popular sports team in Central Arkansas. A total budget of \$40,295 was set aside for DDOLUA sports marketing.
- **Running on-line banners to Web sites** heavily targeted to males 18-34 is another supplemental medium used for this campaign. A total budget of \$14,647 was set aside for banner advertising for DDOLUA.

Drunk Driving. Over the Limit, Under Arrest.

December 2007 Holiday Media Report

Paid Media Report

Summary

Supporting the national Holiday Drunk Driving, Over the Limit, Under Arrest mobilization period, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the DDOLUA mobilization. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DDOLUA message. The total advertising budget utilized was \$148,766.54 with an added value in bonus ads of \$81,609.65. A news conference was held on December 18 and generated an additional approximate amount of \$113,955.00 of earned media.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising DDOLUA – December 19-22 and December 26 – 29, 2007.

Geography

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

Budget

- Over the Limit. Under Arrest - \$148,766.54 total paid media budget
- Broadcast television \$98,840.00 (67 percent)
- Cable television \$16,800.50 (11 percent)
- Radio \$33,126.04 (22 percent)

Media Strategy

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

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

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

Broadcast Television

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

Cable Television

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

Radio

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

By Market

Actual Expenditures \$148,766.54

- Little Rock \$76,562.00
- Fort Smith \$29,603.50
- Fayetteville \$35,673.00
- Hispanic \$ 6,928.04

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 141.79	\$ 28.12	\$ 41.87
Ft. Smith	\$ 127.09	\$ 11.98	\$ 13.97
Fayetteville	\$ 127.09	\$ 11.37	\$ 24.81
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	130	132	4.6	354	75.3%
Ft. Smith/Fay.	116	176	4.7	350.9	71.6%
Hispanic	42	72	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	192	215	7.6	365.4	48.1%
Ft. Smith	206	212	6.4	311.6	64.9%
Fayetteville	160	158	4.8	318.4	49.8%
Hispanic	174	224	N/A	N/A	N/A

Earned Media Report

The 2008 Holiday Drinking Campaign focused strictly on news media statewide and television news programs to promote the program.

Television

A news conference was held at the State Capitol on December 18. Arkansas Attorney General Dustin McDaniel, Arkansas State Police Colonel Winford Phillips and Teresa Belew, director of the Arkansas Chapter of MADD spoke.

Several different interviews were arranged. Following is a list of appearances:

- December 18 – KATV-Channel 7
- December 18 – KFSM in Fayetteville
- December 22 and 23 – FOX16 in Little Rock
30-minute community awareness program
- December 20 – KARK-Channel 4
- December 21 – 106.9 Radio in Clarksville

An itemized PR Value report of regular broadcast news coverage and talk shows follows this report.

TOTAL VALUE EARNED MEDIA: \$113,955

Value Calculations:

30-second ad rate for the program x 3

Drunk Driving. Over the Limit, Under Arrest. March 2008 Underage Drinking Media Report

Paid Media Report

Summary

Supporting the statewide Underage Drinking, Drunk Driving, Over the Limit, Under Arrest mobilization period, the AHSO worked with CJRW to develop a statewide media plan and purchase airtime for the mobilization. The target audience for the campaign was underage drivers and those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements in both English and in Spanish with the Underage Drinking DDOLUA message were aired during the campaign. The total advertising budget utilized was \$64,791.89 with a total television

and radio bonus ads of \$48,082.88 and an additional approximate amount of \$35,000 of earned media generated.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DDOLUA – March 24 – 30, 2008

Geography

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

Budget

- DDOLUA - \$64,791.89 total paid media budget
- Cable television budget \$37,527.70 (58 percent)
- Radio budget \$23,764.19 (37 percent)
- Hispanic media budget \$3,500.00 (5 percent)

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

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

Media Strategy

- Concentrated support in a one-week period to maximize awareness of the underage drinking DDOLUA message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34, especially teens and those under age 21.

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

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

Cable Television

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

Radio

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

By Market

Actual Expenditures \$64,791.89

- Little Rock \$ 26,901.00
- Fort Smith \$ 5,475.00
- Fayetteville \$ 11,532.00
- Jonesboro \$ 4,972.90
- Texarkana \$ 7,192.20
- El Dorado \$ 3,155.54
- Hispanic \$ 5,563.25

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$ 42.54	\$ 49.25
Ft. Smith	No broadcast TV	\$ 8.74	\$ 14.57
Fayetteville	No broadcast TV	\$ 20.20	\$ 28.09
Jonesboro	No broadcast TV	\$ 12.25	\$ 8.62
Texarkana	No broadcast TV	\$ 14.16	N/A
El Dorado	No broadcast TV	\$ 6.67	N/A

*Cable is shown as cost per unit.

Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	400	579	N/A	N/A	N/A
Ft. Smith	442	252	N/A	N/A	N/A
Fayetteville	443	253	N/A	N/A	N/A
Jonesboro	266	528	N/A	N/A	N/A
Texarkana	508	500	N/A	N/A	N/A
El Dorado	243	513	N/A	N/A	N/A

Radio

	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	157	113	2.7	155.5	38.9%
Ft. Smith	120	120	3.6	167.1	45.2%
Fayetteville	134	134	3.6	177.8	46.8%
Jonesboro	54	54	4.1	187.5	48.1%
Texarkana	N/A	N/A	N/A	N/A	N/A
El Dorado	78	78	N/A	N/A	N/A
Hispanic	164	130	N/A	N/A	N/A

Earned Media Report

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

The AHSO also sent out letters and morning school announcements to all 267 public high schools in the state asking the principals to have students read the announcements about the mobilizations over the public address system in their schools.

EARNED MEDIA VALUE: n/a

Drunk Driving. Over the Limit, Under Arrest. June 2008 with Emphasis on Motorcycles Media Report

Paid Media Report

Summary

To support the statewide Drunk Driving, Over the Limit, Under Arrest mobilization with an emphasis on impaired motorcyclists the AHSO worked with CJRW to develop a media plan and purchase airtime. The media plan focused on the five counties in Arkansas that have the highest concentration of impaired motorcycle crashes – Benton, Garland, Pulaski, Sebastian and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were produced in both English and in Spanish with the Underage Drinking DDOLUA message and aired during the campaign. The total advertising budget utilized was \$75,195.28 with bonus television and radio ads totaling \$40,534.26.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for DDOLUA – June 16 – June 23, 2008.

Geography

- This was a multi-media campaign to provide exposure across the five counties where the most impaired driving motorcycle crashes occur. The two broadcast television markets for DDOLUA were:
 1. Little Rock
 2. Fayetteville/Fort Smith
- The four radio DMAs for DDOLUA:
 1. Little Rock
 2. Fort Smith
 3. Fayetteville
 4. Hot Springs (not a rated market)

- a. The two cable television markets for DDOLUA:
 1. Little Rock (includes Benton and Maumelle)
 2. Fort Smith/Fayetteville

Budget

- Drunk Driving. Over the Limit. Under Arrest - \$75,195.28 total paid media budget
- Broadcast television budget \$46,395.00 (62 percent)
- Cable television budget \$ 7,848.88 (10 percent)
- Radio budget \$20,951.40 (28 percent)

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

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

Media Strategy

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

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

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

Broadcast Television

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

Cable Television

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

Radio

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

By Market

Actual Expenditures \$75,195.28

- Little Rock \$ 35,546.00
- Fort Smith \$ 14,781.32
- Fayetteville \$ 17,912.40
- Hot Springs \$ 1,460.00
- Hispanic \$ 5,495.56

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 175.2	\$ 10.49	\$ 37.00
Ft. Smith	\$ 150.8	\$ 9.90	\$ 19.16
Fayetteville	N/A	\$ 8.26	\$ 31.16

*Cable is shown as cost per unit. The Fayetteville/Fort Smith broadcast TV is rated as one market.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	482	149	2.6	175.2	67.4%
Ft. Smith/Fayetteville	465	455	2.5	150.8	55.9%
Hispanic	25	35	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	100	80	3.8	201.1	52.9%
Ft. Smith	140	158	4.2	200.8	51.5%
Fayetteville	116	116	3.9	251.4	47.4%
Hot Springs	53	59	N/A	N/A	N/A
Hispanic	76	120	N/A	N/A	N/A

Drunk Driving. Over the Limit, Under Arrest.

4th of July 2008 Media Report

Paid Media Report

Summary

To support the Drunk Driving, Over the Limit, Under Arrest 4th of July mobilization period, June 30 – July 6, 2008, the AHSO worked with CJRW to develop an awareness plan and purchase airtime. The media plan focused on five counties in

Arkansas with the highest concentration of impaired driving crashes. – Benton, Garland, Pulaski, Sebastian and Washington counties. The target audience was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish. The total advertising budget utilized was \$71,859.97 with added television and radio bonus ads totaling \$46,150.57.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for DDOLUA – June 30 – July 6, 2008.

Geography

- This was a multi-media campaign to provide exposure across the five counties where the most impaired driving crashes occur by utilizing two broadcast television markets: Little Rock and Fayetteville/Fort Smith.

- The four radio DMAs for DDOLUA:
 1. Little Rock
 2. Fort Smith
 3. Fayetteville
 4. Hot Springs (not a rated market)

- b. The two cable television markets were: Little Rock (includes Benton and Maumelle) and Fort Smith/Fayetteville

Budget

- Drunk Driving. Over the Limit. Under Arrest - \$71,859.97 total paid media budget
- Approved broadcast television budget \$42,000.00 (59 percent)
- Approved cable television budget \$ 9,311.50 (13 percent)
- Approved radio budget \$20,548.47(28 percent)

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

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

Media Strategy

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

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

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

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

Broadcast Television

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

Cable Television

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

Radio

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

By Market

Actual Expenditures \$71,859.97

- Little Rock \$ 35,972.00
- Fort Smith \$ 12,994.00
- Fayetteville \$ 16,371.00
- Hot Springs \$ 1,220.00
- Hispanic \$ 5,302.97

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 132.94	\$ 22.10	\$ 38.35
Ft. Smith	\$ 106.01	\$ 10.39	\$ 18.11
Fayetteville	N/A	\$ 8.28	\$ 31.42

*Cable is shown as cost per unit. The Fayetteville/Fort Smith broadcast TV is rated as one market.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	343	157	2.7	175.8	62.8%
Ft.Smith/Fayetteville	462	480	2.4	150.5	55.7%
Hispanic	32	26	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	99	77	3.7	199.2	53.8%
Ft. Smith	147	149	3.6	201.3	55.9%
Fayetteville	92	112	4.2	199.4	47.5%
Hot Springs	34	41	N/A	N/A	N/A
Hispanic	57	58	N/A	N/A	N/A

Drunk Driving. Over the Limit, Under Arrest.

Labor Day 2008 DDOLUA Media Report

Paid Media Report

Summary

Supporting the national Labor Day Drunk Driving, Over the Limit, Under Arrest mobilization period, August 11 – August 31, 2008, the AHSO worked with CJRW to develop a statewide awareness plan and purchase airtime for the mobilization. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and in Spanish with the Labor Day DDOLUA message. The total advertising budget utilized was \$274,310.31 with bonus television and radio ads totaling \$222,664.47 and an additional approximate amount of \$28,650.00 of earned media generated.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DDOLUA - August 11 – August 31, 2008.

Geography

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

Budget

- Drunk Driving. Over the Limit. Under Arrest - \$274,310.31 total paid media budget
- Approved broadcast television budget \$113,430.00 (41 percent)
- Approved cable television budget \$83,682.75 (31 percent)
- Approved radio budget \$77,197.56 (28 percent)

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

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

Media Strategy

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

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

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

Broadcast Television

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

Cable Television

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

Radio

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

By Market

Actual Expenditures \$274,310.31

- Little Rock \$ 98,461.00
- Fort Smith \$ 33,079.24
- Fayetteville \$ 48,325.75
- Jonesboro \$ 39,724.60
- Texarkana \$ 25,351.00
- El Dorado \$ 8,966.36
- Hot Springs \$ 3,549.00
- Hispanic \$ 16,853.36

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 132.71	\$ 24.43	\$ 39.58
Ft. Smith	\$ 150.51	\$ 11.02	\$ 15.57
Fayetteville	N/A	\$ 11.39	\$ 30.66
Jonesboro	\$ 110.00	\$ 14.18	\$ 18.13
Texarkana	No broadcast TV	\$ 21.79	\$ 19.62
Ed Dorado	No broadcast TV	\$ 7.24	N/A
Hot Springs	No broadcast TV	No cable TV	N/A
Hispanic	No broadcast TV	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,342	4,968	4.4	317.5	72.2%
Ft.Smith/Fayetteville	2,483	2,149	3.3	226.3	64.7%
Jonesboro	634	1,725	5.2	227.1	41.3%
Texarkana	735	819	N/A	N/A	N/A
El Dorado	509	1,663	N/A	N/A	N/A
Hispanic	97	64	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	415	320	8.0	576.9	72.1%
Ft. Smith	264	266	7.8	450.3	57.7%
Fayetteville	276	313	7.3	449.7	61.6%
Jonesboro	231	231	8.0	374.4	47.4%
Texarkana	270	269	6.2	475.8	54.7%
El Dorado	261	261	N/A	N/A	N/A
Hot Springs	135	149	N/A	N/A	N/A
Hispanic	450	516	N/A	N/A	N/A

Earned Media Report

The 2008 Drunk Driving: Over the Limit. Under Arrest. Campaign focused on news media statewide and television news programs to promote the program.

Television

A news conference was held well attended by all four major television networks and talk radio, followed by a statewide news release. Four guest speakers appeared on four television news programs in three different television markets in the state.

TOTAL VALUE EARNED MEDIA: \$28,650

Other Activities:

Variable Highway Message Board Signage

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to promote safe behaviors to motorists during the campaign. Electronic message boards were positioned on highways and interstates around the state that displayed the campaign slogan: Drunk Driving. Over the Limit. Under Arrest. This was an effective tool in promoting safe behaviors to motorists during the Labor Day law enforcement mobilization.

Highway Safety Night at Travelers Baseball

During the mobilization the Arkansas State Police Highway Safety Office sponsored a Highway Safety Night at Clunker Car Night at The Travelers Baseball Park. As 6,300 fans entered the stadium they were asked to sign a buckle up pledge for prize drawings Fans and stress balls branded with the Drunk Driving. Over the Limit. Under Arrest. logo were distributed. A 30-second CIOT and DDOLUA ad was aired on the ballpark's giant electronic scoreboard.

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

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 69.9 percent as recorded in 2007 to 72 percent by 2008.
- To increase the combined (children from birth to 15 years of age) child restraint use rate of 77.5 percent as recorded in 2007 to 80 percent by 2008.

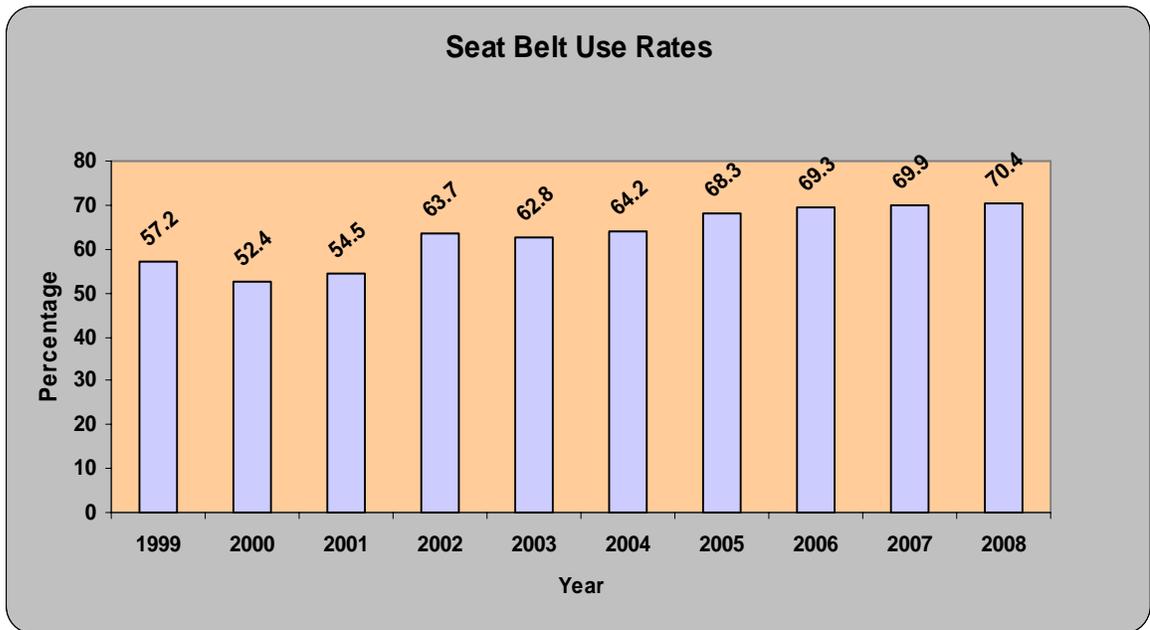
Program Area Results

An observational seat belt survey was conducted in 2008 showed that the statewide seat belt use rate for drivers and front seat passengers was 70.4 percent. This was a .5 percentage point increase in usage when compared to the 69.9 percent use rate recorded in 2007.

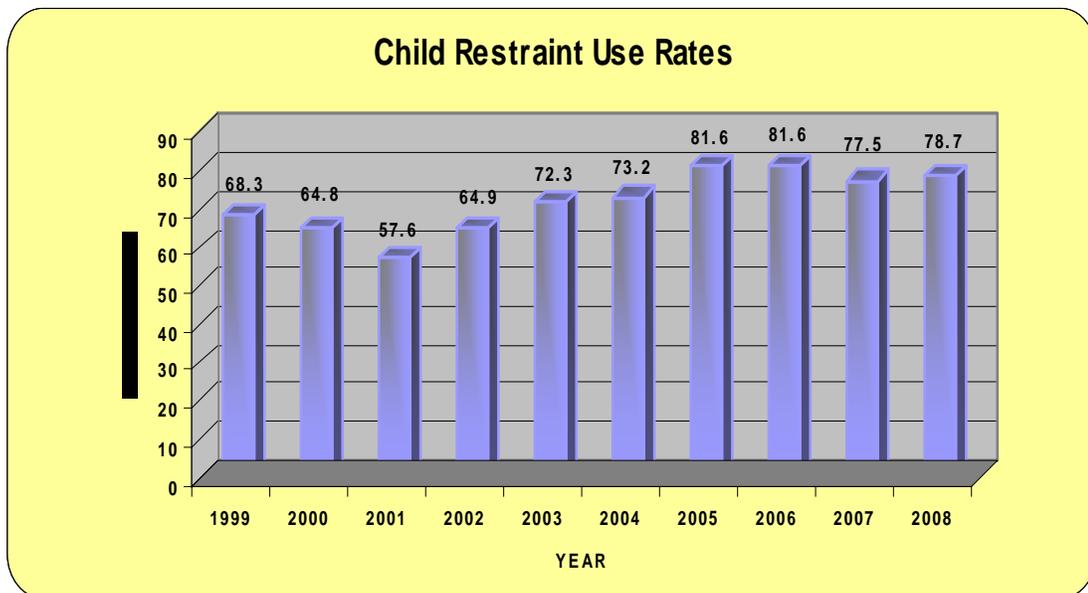
The overall statewide child restraint use rate (birth to age fifteen) for 2008 was observed to be 78.7 percent. This rate represented an increase of 1.2 percentage points in use compared to the rate of 77.5 percent recorded in 2007.

The charts on the following page show the trends since 1999 for seat belt use rates and child restraint use rates.

SEAT BELT USE RATES (From Observational Use Survey*)



CHILD RESTRAINT USE RATES (From Observational Use Surveys)



Project Results

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

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

SEAT BELT USE RATES					
City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
<i>Benton</i>	66	66	<i>Monticello</i>	52	withdrew
<i>Benton County</i>	72	82	<i>Mountain Home</i>	77	68
<i>Bentonville</i>	75	79	<i>North Little Rock</i>	74	75
<i>Blytheville</i>	61	71	<i>Osceola</i>	53	64
<i>Bryant</i>	63	76	<i>Paragould</i>	58	64
<i>Camden</i>	70	49	<i>Pulaski County</i>	68	72
<i>Conway</i>	71	75	<i>Rogers</i>	78	79
<i>Dardanelle</i>	61	70	<i>Russellville</i>	61	45
<i>Faulkner County</i>	75	71	<i>Saline County</i>	43	48
<i>Fayetteville</i>	76	75	<i>Sherwood</i>	74	56
<i>Forrest City</i>	63	withdrew	<i>Siloam Springs</i>	68	withdrew
<i>Fort Smith</i>	75	76	<i>Springdale</i>	65	75
<i>Hot Springs</i>	71	68	<i>Texarkana</i>	72	76
<i>Jonesboro</i>	77	78	<i>Van Buren</i>	78	74
<i>Little Rock</i>	66	67	<i>Washington Co.</i>	76	75
<i>Lonoke County</i>	68	63	<i>West Memphis</i>	68	75
<i>Marion</i>	62	N/A			

Arkansas State Police (ASP) worked 5,049 hours of safety belt enforcement from October 2007 through September 2008.

The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2008 issuing 1,587 seat belt citations and 243 child restraint citations. Four thousand ninety eight speeding citations were issued during the campaign. DWI arrests during the campaign totaled 319.

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

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	3,044
Child restraint citations	235
Speed citations	4,998
Total hours worked	5,049

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. Thirty-four people were certified as technicians in training events hosted by Dimensions. Thirteen clinics were conducted and a total of 1,623 seats were loaned or checked.

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. The goal was to solicit 125 agencies to participate in the statewide mobilizations conducted during the year. 132 agencies signed up to participate. This participation effort included 88 on-site visits with non-step law enforcement agencies. The LEL conducted three regional occupant protection summits. The summits were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

The University of Arkansas for Medical Sciences, Department of Pediatrics conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Six NHTSA Standardized CPS training courses were conducted with 101 new technicians receiving certification; 473 childcare professionals were trained in 17 regional workshops. Twelve public checkup events and a permanent fitting station resulted in a total of 769 seats being checked or loaned.

OCCUPANT PROTECTION

“Click It or Ticket” May 2008 Mobilization Media Report

Paid Media Report

Summary

Supporting the national May 2008 Click It or Ticket mobilization period, May 12 to May 25, 2008, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the “Click It or Ticket, Day & Night” campaign was those least likely to buckle up, young men ages 18-34 and teens.

NHTSA approved a budget of \$450,000 for a two-week schedule of broadcast television, cable, radio, outdoor, cinema advertising, print and on-line media for the May campaign. The bonus television and radio ads received totaled an additional \$196,855.42 in airtime.

Evaluation

To measure the effectiveness of the campaign, the AHSO has conducted yearly public awareness pre and post statewide telephone surveys since the inception of the CIOT campaign. The results of the post evaluations of these surveys have been basically the same. After a discussion with the NHTSA Regional Office, it was determined that another survey at this time would not be cost effective.

To measure the seat belt use rate, a statewide observational seat belt survey was conducted immediately following the campaign for the AHSO by Peters and Sons Engineering. The survey revealed an increase in belt use from last year’s rate of 69.9 percent to 70.4 percent for this year.

Paid Advertising Period

- Paid advertising for Click It or Ticket-May 12 through May 25, 2008

Audience Segment Profiles

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

- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a safety belt*
 - **African American Men, 18-34 years of age**
 - One out of 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. The three broadcast television markets for Click It or Ticket were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for Click It or Ticket:

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

Cable markets for Click It or Ticket:

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

Provided additional support in the following Arkansas markets where seat belt surveys would be conducted:

- | | |
|----------------|---------------|
| • Batesville | • Harrison |
| • Camden | • Hope |
| • Clinton | • Hot Springs |
| • Forrest City | |

Budget

- Click It or Ticket - \$450,000

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. A minimum of a one for one bonus was negotiated with media purchases.

Media Strategy

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

Media Mix: The media mix consisted of television and radio.

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

Broadcast Television

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

Cable Television

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

Radio

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

Supplemental Out-of-Home Media

- Outdoor advertising was used to continue to generate reach. A #75 poster showing in the Little Rock Metro for thirty days was purchased. The DEC (Daily Effective Circulation) for May without bonus locations is 352,460 per day. The boards will be posted for 30 days for a total DEC of 9,773,800 for the campaign.

- Cinema Advertising provides a creative venue in which to get the Click It or Ticket message across to a captive audience. It is an excellent secondary medium and a great way to reinforce the message. Using two different cinema advertising vendors, the campaign will reach a total of 315,000 persons in the following areas: Little Rock/North Little Rock, Hot Springs, Jonesboro, Rogers, Fort Smith, Fayetteville, Pine Bluff, Benton, and Conway.
- Running on-line banners to Web sites heavily targeted to males 18-34 is another supplemental medium used for this campaign.
- Sports marketing are integrated into the media plan, as sports are a primary interest of our target audience – Men 18-34. The University of Arkansas Razorbacks is the biggest draw in the state and the Travelers (minor league baseball) are the most popular sports team in Central Arkansas. A two-page spread ad was also purchased in *Hooten's Arkansas Football*, an annual publication that covers all the football teams (high school and college) in the state of Arkansas.
- *Sync Weekly* magazine partnered with the Arkansas State Police Highway Safety Office to develop awareness of the Click It or Ticket campaign. With this program, *Sync Weekly* invited readers to commit to using their seatbelts by filling out a "commitment" form published in the advertisements. Readers returned these forms to be entered into a Month of Free Gas (up to \$500) contest. The names of all the readers who "Committed to Click It" were published in the final ad that ran on Wednesday, July 2nd. The contest ran for six weeks – May 21 – June 25, 2008.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget spent \$446,088.50, was allocated as follows:

- Broadcast TV: 45 percent
- Cable: 10 percent
- Radio: 17 percent
- Supplemental Out-of-Home: 15 percent
- Sports Marketing: 10 percent
- Hispanic: 3 percent

By Market:

<u>Click It or Ticket Actual Expenditures</u>	<u>\$446,088.50</u>
○ Little Rock	\$ 196,024.32
○ Fort Smith	\$ 48,805.56
○ Fayetteville	\$ 58,018.10
○ Jonesboro	\$ 48,218.60
○ Texarkana	\$ 18,725.00
○ El Dorado	\$ 5,619.41
○ Hispanic Advertising	\$ 12,211.48
○ Statewide Sports Marketing	\$ 53,878.83
○ Statewide Radio (STEP & Survey Markets)	\$ 4,587.20

Cost per Point - Click It or Ticket

<u>Market</u>	<u>Broadcast TV</u>	<u>Cable TV*</u>	<u>Radio</u>
Little Rock	\$162.96	\$35.87	\$38.61
Ft. Smith/Fayetteville	\$ 124.94	\$ 9.63	\$26.02
Jonesboro	\$ 111.81	\$14.94	\$17.26
Texarkana	N/A	\$19.94	\$20.53
El Dorado	N/A	\$ 6.56	N/A
Hispanic	N/A	\$212.06	\$13.97

GRP Levels - CLICK IT OR TICKET

Broadcast Television/Cable

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
Little Rock	793	658	6.1	599.9	98.3%
Ft. Smith/ Fayetteville	1,119	1,292	5.6	550.9	96.6%
Jonesboro	392	682	4.4	300.2	60.7%
Texarkana	401	401	N/A	N/A	N/A
ElDorado	299	572	N/A	N/A	N/A
Hispanic	34	119	N/A	N/A	N/A

Radio/Ad-Libs

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
Little Rock	390	297	8.3	600.4	70.6%
Ft. Smith	495	482	7.7	600.2	77.9%
Fayetteville	318	283	7.0	503.6	71.9%
Jonesboro	200	310	8.4	498.2	59.3%
Texarkana	326	255	7.9	498.6	61.6%
ElDorado	184	184	N/A	N/A	N/A
Hispanic	358	313	N/A	N/A	N/A
STEP/Survey:	280	261	N/A	N/A	N/A

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

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

Earned Media Report

The AHSO again this year approached the Click It or Ticket campaign with a multi-element approach. We added several fast food chains to bring the total to 387 locations around the state that promoted the program to their customers. A news conference was held on May 13, and spokespersons were scheduled to appear on

television talk shows in three different cities to spread the word. We partnered with Wal-Mart who ran CIOT spots in stores nationwide over the Memorial Day holiday.

A standard value used by many advertising agencies was used to establish the estimated public relations return on investment.

Fast Food Partnerships

AHSO partnered with Sonic, Wendy's (statewide), Popeye's (Central Arkansas), Backyard Burgers (Central Arkansas) and Eureka Pizza (Northwest Arkansas) to participate in the CIOT promotion by placing window clings on their drive-through windows (and entrance doors of eat-in facilities) and by putting stickers on "to-go" orders. We added Popeye's of Little Rock, Leesco-owned Popeye's and Taco Bell (which is mainly southeast Arkansas), O.W. Pizza in Little Rock, Little Caesar's Pizza and Domino's Pizza for the 2008 campaign.

Following are the number of CIOT materials that were used at fast food restaurants during the campaign:

Window clings	387
Stickers	785,200

Wal-Mart Partnership

AHSO partnered with Wal-Mart to run a CIOT spot on in-store monitors in 70 Arkansas Wal-Mart stores during the two-week mobilization period.

Media Relations

Television

All four major television local news media, ABC, NBC, CBS and FOX and KARN talk radio covered the campaign kickoff news conference on May 13. Click It Or Ticket spokespersons and child safety experts appeared on television news programs in three different Arkansas cities.

Following is a list of appearances:

- May 14 – KARN-Radio in Little Rock
- May 17 – KATV-Channel 7 in Little Rock
Little Rock Police Officer Michelle Hill and Betsy Mowery, child safety seat expert with UAMS appeared on "Daybreak"
- May 21 - KNWA-TV early morning show in Fayetteville
Corporal Craig Stout with the Fayetteville Police Department
- May 22 – KFSM early morning show in Fort Smith
Corporal Mike Bates with the Fort Smith Police Department

TOTAL EARNED MEDIA VALUE: \$65,025

Value Calculations:

Length of segment in seconds x the 30-second rate for the program x 3

Electronic Message Boards

The AHSO partnered with the Arkansas Highway and Transportation Department to display Click It or Ticket messages on their electronic message boards on highways and interstates around the state. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization.

Arkansas Motorcycle Safety Awareness 2008 “Share the Road” Campaign

Paid Media Report

Summary

The vision of the Arkansas State Police Highway Safety Office (AHSO) and the Arkansas Motorcycle Safety Advisory Committee is to improve and maintain a safe motoring experience for everyone traveling Arkansas’s roadways. As part of this statewide communication plan to educate motorists to “Share The Road” with motorcycles, AHSO worked with Cranford Johnson Robinson Woods (CJRW) to develop a multi-media campaign. The media plan focused on the five counties in Arkansas that have the highest concentration of motorcycle crashes – Benton, Garland, Pulaski, Sebastian and Washington counties. The target audience for the campaign was motorists (Adults 25+). Thirty-second radio announcements and outdoor board messaging were used, both urging drivers to Share the Road with motorcyclists. The total advertising budget utilized was \$89,069.46 with a bonus media match received of \$49,362.

Paid Advertising Period

- Paid radio and outdoor advertising for the Motorcycle Share the Road Campaign ran August 1 – September 28, 2008.

Geography

- This was a multi-media campaign to provide exposure across the five counties where the most motorcycle crashes occur. The counties were Benton, Garland, Pulaski, Sebastian and Washington.
- The four radio DMAs for the Motorcycle Safety Awareness Campaign:
 - a. Little Rock
 - b. Fort Smith
 - c. Fayetteville
 - d. Hot Springs (not a rated market)

Budget

- Arkansas Motorcycle Share the Road Campaign - \$89,069.46 total paid media budget
- Approved radio budget \$ 47,135.00 (53 percent)
- Approved outdoor budget \$ 41,916.46 (47 percent)

Media Strategies-

A media mix of outdoor and radio was used to deliver the “Share The Road” message in the major Arkansas DMAs.

Media Strategy

- The outdoor campaign ran from August 1 – 31 in the Little Rock, Hot Springs, Fort Smith and Northwest Arkansas areas.
- The radio campaign ran September 8 – 28 in the Little Rock, Fayetteville, Fort Smith and Hot Springs markets.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to Adults 25+.

- Bought media in the top five counties in Arkansas where the majority of motorcycle crashes occur.

Media Mix: The media mix consisted of outdoor and radio.

- Radio allowed us to extend both reach and frequency and target our Adults 25+ audience when they are actually in their vehicles.
- Outdoor advertising was used to continue to generate reach.

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.

Outdoor

- A #75 poster showing in the Little Rock Metro for thirty days was purchased. The DEC (Daily Effective Circulation) for May without bonus locations is 352,460 per day. The boards will be posted for 30 days for a total DEC of 9,773,800 for the campaign.

By Market

Actual Expenditures \$89,069.46

- Little Rock \$ 36,922.35
- Fort Smith \$ 16,846.00
- Fayetteville \$ 30,221.35
- Hot Springs \$ 5,079.76

Cost per Point and GRP Levels – Share the Road

Market	Radio
Little Rock	\$ 44.74
Ft. Smith	\$ 18.94
Fayetteville	\$ 38.24
Hot Springs	Not Rated

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	258	257	8.7	447.9	51.5%
Ft. Smith	305	260	7.7	450.2	57.0%
Fayetteville	293	373	7.9	406.4	52.8%
Hot Springs	114	117	N/A	N/A	N/A

Noteworthy Accomplishments

Law Enforcement Summits

On April 1st, 22nd and 23rd three law enforcement summits were held. The locations were Little Rock, Jonesboro and Hot Springs. A total of 450 invitations were sent to law enforcement agencies statewide to attend these summits. The purpose of these summits was to garner support from law enforcement agencies to participate in National and State alcohol and seat belt mobilizations. Representatives from State, Municipal and County law enforcement agencies, from these Arkansas areas, attended the summits. Col Phillips, Director Arkansas State Police, Sherri Cannon, Regional Program Manager NHTSA and Lt Terry Hastings, Little Rock Police Department were among the speakers. Eighty eight officers representing 55 agencies attended the summits.

Incentive Program

An incentive program conducted by the LEL at the Criminal Justice Institute garnered the support of 132 agencies to participate in CIOT and DDOLUA. The program solicits the participation from non-STEP agencies to participate in these mobilizations. Nine agencies that successfully participated and reported activities were awarded \$2,000 to be reimbursed for the purchase of traffic enforcement related equipment.

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 five-month backlog as recorded July 2007 to a three-month backlog by July 2008.

Program Area Results

Carry forward Section 163 grant funds 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. Since then the backlog of reports that were being entered into the TARS has fluctuated between twelve months to four months, based on various factors that involved personnel assigned and office movement. During 2006, it was determined that by not having the IDP personnel centralized and supervised that the process was not as effective and efficient as it needed to be. Adjustments were made that created a more centralized and controlled environment for those working on the backlog. Since this change, the backlog of crash reports to be entered into the TARS was reduced from five-months in July 2007 to a three-month backlog in July 2008.

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

Section 408 Traffic Safety Information System Improvement Grant funds awarded in FYs 2007 and 2008 were utilized in 2008 to further reduce the backlog of crash reports to be entered into TARS and further implement TraCS.

ROADWAY SAFETY PROGRAM

Program Area Goal

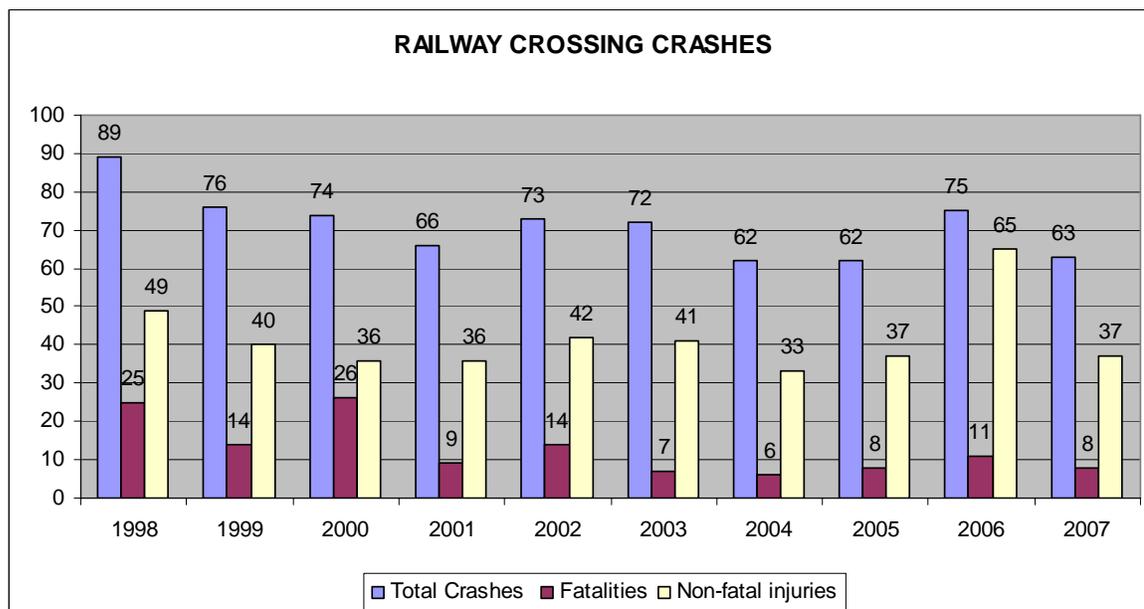
The goal of the projects funded in the Roadway Safety Program Area was as follows:

- To maintain the number of rail-highway grade crossing crashes below 80 crashes.

Program Area Results

In 2006 there were 75 rail-highway grade crossing crashes (crashes involving a vehicle and a train). In 2007, there were 63 rail-highway grade crossing crashes.

RAILWAY CROSSING CRASHES



Railway Crossing Crashes - Ten year trend			
Year	Total Crashes	Fatalities	Nonfatal Injuries
1998	89	25	49
1999	76	14	40
2000	74	26	36
2001	66	9	36
2002	73	14	42
2003	72	7	41
2004	62	6	33
2005	65	8	37
2006	75	11	65
2007	63	8	N/A

Project Results

Arkansas Operation Lifesaver continued a training project with the AHSO in FY08. One grade Crossing Collision Investigation course was conducted. Sixteen law enforcement officials attended the course.

Motorcycle Safety Program

Program Area Goal

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

- To reduce the total number of motorcycle fatalities in 2008 from the 87 fatalities recorded in 2006.

Program Area Results

In 2006, there were 87 motorcycle fatalities. In 2007, there were 88 motorcycle fatalities. A State Motorcycle Summit was held in February 2008. The summit was attended by 34 individuals representing 18 organizations. The attendees formed focus groups to provide the AHSO with recommendations for use by an Advisory Committee to decrease motorcycle fatalities and injuries in Arkansas. Based on the input of the focus groups the following priorities were developed:

- Establishing a MC Safety Coordinator position
- Developing a public awareness campaign
- Improving MC operator training.
- Developing and distributing pamphlets and other literature to inform the public on MC safety issues.

In June of 2008 the Arkansas Motorcycle Safety Advisory Committee was formed comprised of the following members:

- Arkansas Highway Safety Office – (2)
- Motorcycle Dealer Representative – (1)
- MSF Certified Instructors – (3)
- ABATE – (2)
- Law Enforcement – (2)
- ASP – Licensing - (1)

The AHSO and the Arkansas Motorcycle Safety Advisory Committee initiated a statewide communication plan to educate motorists to “Share the Road” with motorcycles. The advertising campaign was conducted in September 2008, which included radio and billboard advertising directed at the top five counties for motorcycle fatalities.

A State Alcohol Mobilization with an emphasis on deterring impaired motorcyclists was also conducted on June 20th and 21st, 2008 in conjunction with the State’s Section 410 effort. This effort will continue in 2009 with a state alcohol mobilization directed at impaired motorcyclists.

PLANNING AND ADMINISTRATION (P&A) PROGRAM

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

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

Program Area Results

During FY 2008, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for five managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

According to Highway Safety Program Funding Policy, P&A costs are not to exceed ten percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 2008 P&A expenditures equaled only 5% percent of total 402 expenditures and were matched 54 percent with State funds.

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Project	Recipient/Contractor	Fed. HSP AMT	Fed. Expenditures	
1	AL	Criminal Justice Institute	\$ 354,000.00	\$ 298,297.28
2	AL	Mothers Against Drunk Driving	\$ 58,500.00	\$ 23,694.43
3	AL	Crowley's Ridge Development	\$ 16,000.00	\$ 15,629.74
4	AL	AR Spinal Cord Commission	\$ 27,800.00	\$ 14,613.12
5	AL/OP	Arkansas Broadcasters Association	\$ 75,750.00	\$ 75,750.00
6	AL	Harrison Police Department	\$ 35,000.00	\$ 34,434.02
7	AL	Hope Police Department	\$ 18,800.00	\$ 18,700.51
8	AL	Maumelle Police Department	\$ 28,000.00	\$ 10,856.76
9	OP	Dimensions, Inc.	\$ 75,000.00	\$ 54,865.30
10	OP/K8	Benton County Sheriff's Office	\$ 50,000.00	\$ 38,519.93
11	OP	Bentonville Police Department	\$ 12,000.00	\$ 7,846.32
12	OP	Blytheville Police Department	\$ 17,000.00	\$ 13,871.39
13	OP	Van Buren Police Department	\$ 40,000.00	\$ 40,000.00
14	OP	Jonesboro Police Department	\$ 40,000.00	\$ 29,570.27
15	OP/K8	Little Rock Police Department	\$ 83,700.00	\$ 62,288.69
16	K8/OP	Marion Police Department	\$ 30,000.00	\$ 7,521.98
17	OP/K8	North Little Rock Police Department	\$ 40,000.00	\$ 24,038.65
18	OP	Osceola Police Department	\$ 13,500.00	\$ 13,132.35
19	OP	Paragould Police Department	\$ 17,000.00	\$ 16,531.89
20	OP/K8	Sherwood Police Department	\$ 27,000.00	\$ 14,410.76
21	OP	Springdale Police Department	\$ 35,000.00	\$ 35,000.00
22	OP	Criminal Justice Institute	\$ 161,000.00	\$ 119,672.53
23	OP	Peters and Associates	\$ 40,000.00	\$ 40,000.00
24	K9	Arkansas State Police - TRACS	\$ 831,500.00	\$ 287,408.01
25	SA	U of A - Fayetteville	\$ 36,000.00	\$ 27,449.53
26	RH	Arkansas Operation Lifesavers, Inc.	\$ 7,000.00	\$ 1,637.17
27	K8/OP	Faulkner County Sheriffs Office	\$ 60,000.00	\$ 51,738.08
28	AL	Administrative Office of the Courts	\$ 67,500.00	\$ 47,961.93
29	K8	AR Dept. of Health Human Ser - OAT	\$ 82,200.00	\$ 43,448.82
30	K8/OP	Benton Police Department	\$ 48,000.00	\$ 43,734.61
31	K8/OP	Bryant Police Department	\$ 28,700.00	\$ 11,051.91
32	K8/OP	Conway Police Department	\$ 80,800.00	\$ 44,540.34
33	K8/OP	Drew County Sheriff's Office	\$ 10,000.00	\$ 2,616.71
34	K8/OP	Fayetteville Police Department	\$ 93,000.00	\$ 91,626.43
35	K8/OP	Fort Smith Police Department	\$ 110,000.00	\$ 79,802.35
36	K8/OP	Hot Springs Police Department	\$ 51,500.00	\$ 46,614.73
37	K8/OP	Lonoke County Sheriff's Office	\$ 22,000.00	\$ 13,536.70
38	K8/OP	Mountain Home Police Department	\$ 17,000.00	\$ 8,962.69
39	K8/OP	Pulaski County Sheriff's Office	\$ 50,000.00	\$ 40,281.06
40	K8/OP	Russellville Police Department	\$ 46,000.00	\$ 29,001.68
41	K8/OP	Saline County Sheriff's Department	\$ 60,000.00	\$ 58,577.27
42	K8/OP	Texarkana Police Department	\$ 95,000.00	\$ 91,981.39
43	K8/OP	Washington County Sheriffs Office	\$ 15,000.00	\$ 12,436.68
44	K8/OP	West Memphis Police Department	\$ 40,000.00	\$ 38,531.16
45	K8/OP	Camden Police Department	\$ 28,000.00	\$ 14,213.80
46	K8/OP	Monticello Police Department	\$ 32,000.00	\$ 28,666.07
47	K8	Black River Technical College	\$ 340,000.00	\$ 68,550.89
48	K8/OP	Univ. of Central AR Police Department	\$ 18,000.00	\$ 14,031.45
49	K8/OP	Dardanelle Police Department	\$ 20,500.00	\$ 16,162.52
50	K8/OP	Jackson County Sheriff's Office	\$ 27,000.00	\$ 6,967.00
51	OP	UAMS	\$ 190,000.00	\$ 161,743.24
52	K8/OP	Rogers Police Department	\$ 40,000.00	\$ 16,602.88
53	154HE	AHTD - 154HE	\$ 25,200,000	\$ 9,139,243.44
54	OP/K8	Arkansas State Police - Enforcement	\$ 700,600.00	\$ 583,705.36
55	OP/K6/K8/PM	Cranford,Johnson,Robinson & Woods	\$ 930,000.00	\$ 900,191.66
56	163	International Data Processing	\$ 188,400.00	\$ 155,577.00
57	K8/OP	Nevada County Sheriff's Office	\$ 16,000.00	\$ 14,120.96
58	K9	AR Department of Health - EMS	\$ 21,300.00	\$ 16,200.00
59	RS/TR	AHTD - Professional Development	\$ 5,000.00	\$ 2,808.61
		TOTAL	\$30,876,750.00	\$ 13,220,970.05

Section 163 Funds

Fiscal Year 2008

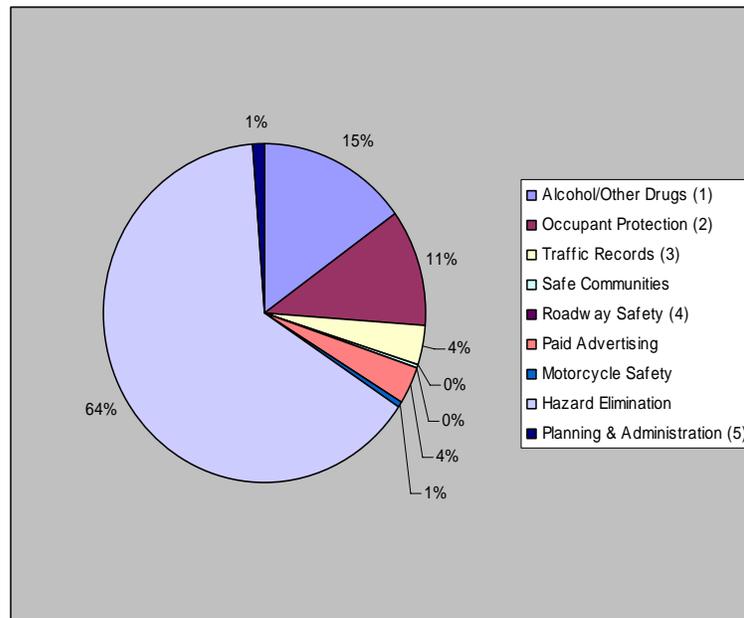
Arkansas

NHTSA	Amount			
Program Areas	Planned	Obligated	Expended	To Local
Traffic Records*	188,400.00	188,312.69	155,577.00	
Totals	\$188,400.00	\$188,312.69	\$155,577.00	

*Funds used as Section 411

FISCAL YEAR 2008 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$ 2,144,174.21
Occupant Protection (2)	\$ 1,547,517.67
Traffic Records (3)	\$ 573,929.51
Safe Communities	\$ 27,449.53
Roadway Safety (4)	\$ 2,736.20
Paid Advertising	\$ 499,381.78
Motorcycle Safety	\$ 102,463.60
Hazard Elimination	\$ 9,139,243.44
Planning & Administration (5)	\$ 148,124.07
Total	\$ 14,185,020.01



- (1) Alcohol/Other Drugs Program includes Sections 402 and 410 expenditures.
- (2) Occupant Protection Program includes Sections 402 expenditures only.
- (3) Traffic Records Program includes Sections 402, 408 and 163 expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
- (5) Planning and Administration includes 402 expenditures only.

LEGISLATIVE PRIORITIES/INITIATIVES

The 86th General Assembly of the Arkansas State Legislature adjourned on April 1, 2007. The 87th General Assembly is scheduled to convene on January 12, 2009.

Arkansas 87th General Assembly

LEGISLATIVE PRIORITIES

- **Primary Seat Belt Law**

In 2007 the Director of the Arkansas State Police joined forces with lawmakers, the Arkansas Surgeon General, the medical community and other important public and private support groups to sponsor legislation for a primary seat belt law. The primary seat belt bill SB227 was not successful; however, primary seat belt legislation will again be a priority for the 2009 legislative session.

- **Graduated Licensing**

Enhancements to the current graduated driver's license law that includes restrictions on carrying certain passengers and nighttime driving hours was pushed during the 2007 legislative session. The bill SB196 also was not successful during the 2007 session. Graduated Licensing enhancements will also be a priority for the 2009 legislative session.

LOOKING TOWARD THE FUTURE

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

- Conducting a total of four statewide mobilizations, two "Drunk Driving. Over the Limit, Under Arrest" and two "Click It or Ticket", with increased support and participation from State, Municipal and County law enforcement agencies.
- Revising alcohol-related data goal to fatality rate per jurisdiction.
- Increasing opportunities and encouraging agencies to participate in Sobriety Checkpoints.
- Soliciting and encouraging new partners to become Certified Child Passenger Safety Technicians, such as local firefighters.
- Providing funding for liaison positions that include a Motorcycle Safety Coordinator.
- Full implementation of the of the BAT Mobile Sobriety Checkpoint Training Project.
- Implementation of one to two DWI courts.