

# HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS

## Federal Fiscal Year 2011



**Prepared by the:**

**Arkansas State Police  
Highway Safety Office**

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## Highlights

- Traffic fatality rate down from 1.8 in 2009 to 1.7\* for 2010
- Total fatalities declined from 596 in 2009 to 563\*\* in 2010
- Alcohol-related fatalities (BAC = .08+) remained at 173\*\* in 2010
- Arkansas' seat belt use rate increased from 78.3% in 2010 to 78.4% in 2011

*\*2010 Data is Preliminary State Data*

*\*\*2010 FARS Data*

## **EXECUTIVE SUMMARY**

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 J. R. Howard, 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 2011. 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:

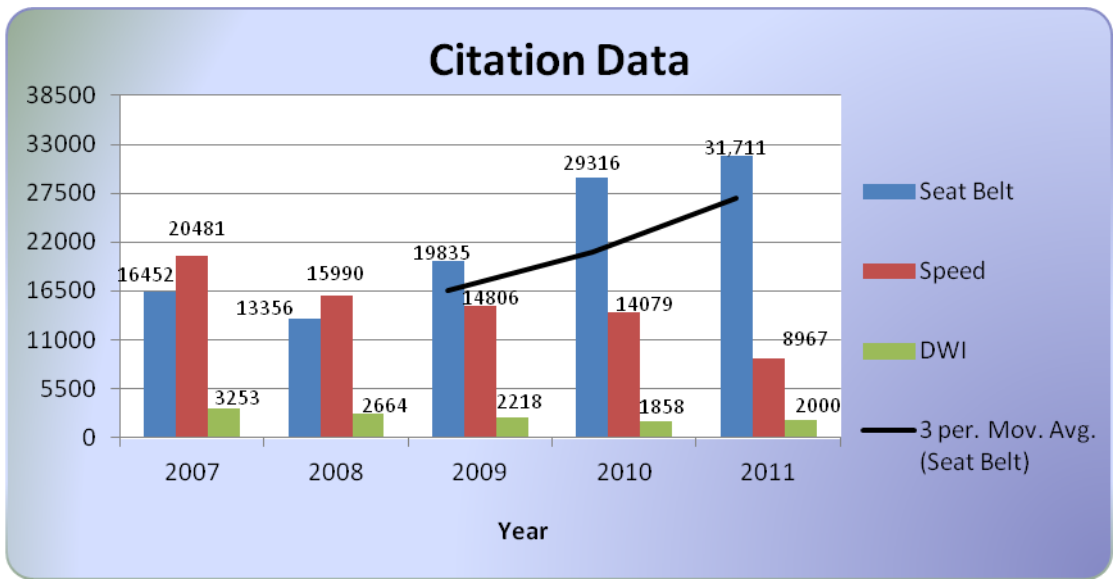
- Criminal Justice Institute
- Arkansas Highway Police
- Arkansas Crime Laboratory
- Arkansas Department of Health
- Local Law Enforcement Agencies
- Arkansas Department of Education
- Arkansas Crime Information Center
- Arkansas Administrative Office of the Courts
- Arkansas Office of the Prosecutor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

The HSO also collaborates with the following groups:

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

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

Particular attention was focused on impaired driving and occupant protection issues through the Selective Traffic Enforcement Projects (STEPS). These projects were emphasized with active participation by approximately 35 Arkansas law enforcement agencies around the State. The following chart shows the citations issued by STEP projects over the last five years.



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

This 2011 AHSO Annual Report provides a specific description of the activities undertaken in the identified traffic safety program areas during FY 2011. The report is broken down into six major sections: Graphs depicting Rates and Trends; a summary of Goals and Objectives; Program Area Summaries; General Area Summaries; Paid Media Summaries; and Financial Summaries.

## **INTRODUCTION**

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

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

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

## **OVERALL HIGHWAY SAFETY PROGRAM**

In Fiscal Year (FY) 2011, the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

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

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$6.1 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 62. Approximately \$6.7 million in Federal-aid funds were expended for the entire program. A graph on page 63 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 46 percent of the expenditures were incurred in the alcohol and occupant protection programs.

### **Overall Program Goals**

As listed in the FY 2011 Performance Plan, the overall program goals for Arkansas' Highway Safety Program were as follows:

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

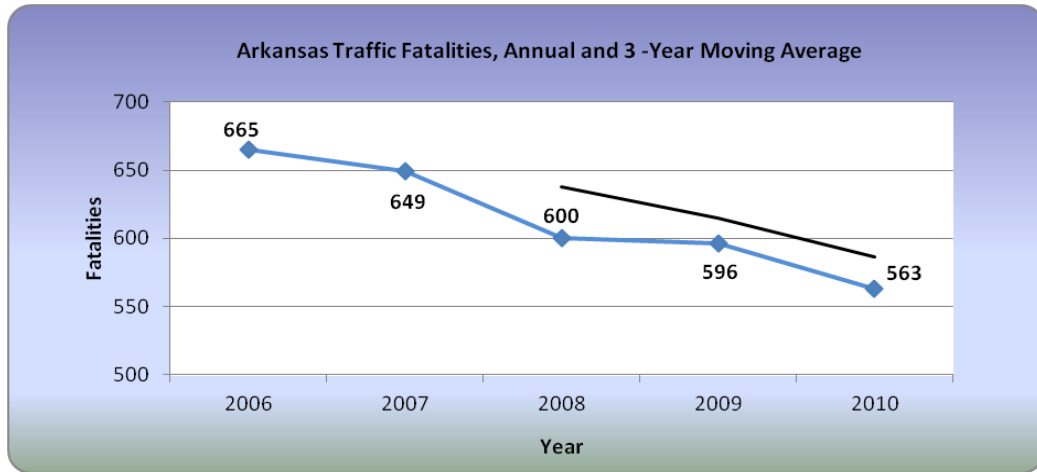
- State fatality rate from the 2004-2008 calendar base year average of 2.0 to 1.7 per 100 MVM traveled by 2011.
- Total fatalities in the state from the 2004-2008 calendar base year average of 654 to 550 by 2011.
- Number of serious injuries from the 2004-2008 calendar base year average of 15,244 to 11,578 by 2011.

	<b><u>2009</u></b>	<b><u>2010</u></b>	<b><u>% Change</u></b>
Fatalities	596	563	-5.54%
Fatality Rate*	1.8	1.7	-5.56%
Injuries (2 & 3 only)	13,292	13,158	-1.01%
*per 100 Million vehicle miles traveled			
**Injury code 2 is incapacitating injury, code 3 is non-incapacitating injury			

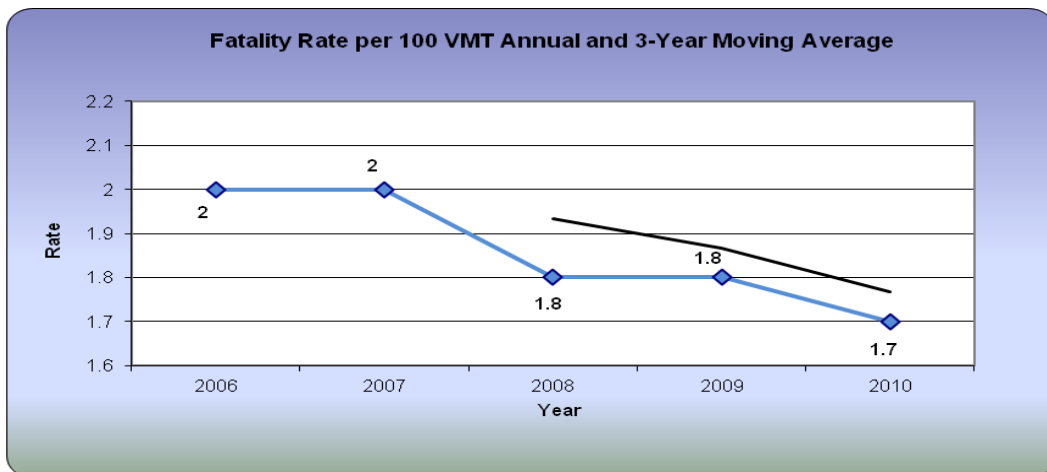
The charts on page 5 show fatalities and injuries for the years 2006 through 2010. The core outcome, behavior and activity measures for the same time period are provided on page 6. A summary of each program area is provided on pages 9 through 61 of this report.

# FATALITIES AND RATES

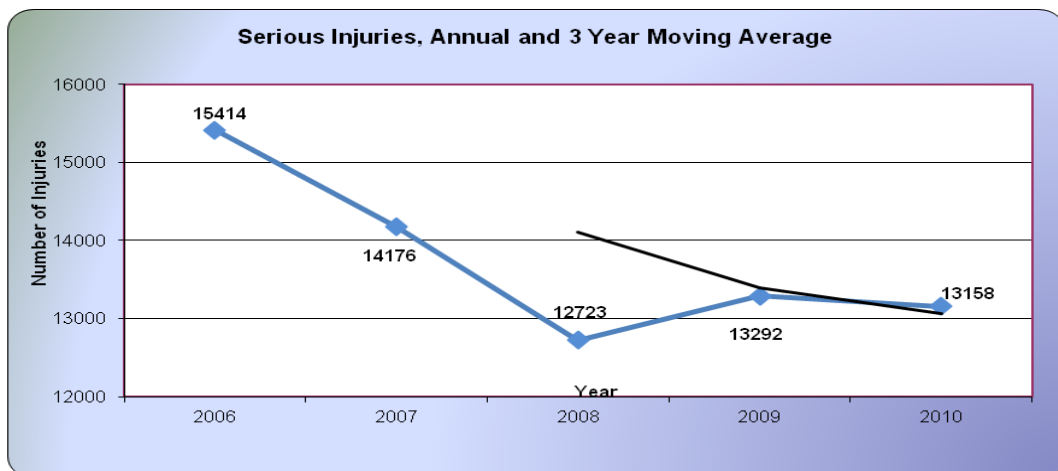
## Statewide Fatalities



## FATALITY RATE (FATALITIES PER 100 MILLION VMT\*)



## INCAPACITATING AND NON-INCAPACITATING INJURIES



Core Outcome Measures	Calendar Years				
	2006	2007	2008	2009	2010
C-1: Traffic Fatalities (FARS)	665	649	600	596	563
C-2: Serious Traffic Injuries (TARS)	15,414	14,176	12,723	13,292	13,158
C-3: Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	2.01	1.96	1.81	1.79	1.68
C-3: "Rural" Mileage Death Rate (Rural Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	2.49	2.47	2.25	2.52	
C-3: "Urban" Mileage Death Rate (Urban Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.26	1.17	1.17	0.86	
C-4: Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	303	274	266	253	241
C-5: Alcohol Impaired Driving Fatalities (Fatalities involving a driver or a motorcycle operator with a BAC of .08 and above) (FARS)	200	181	170	173	173
C-6: Speeding Related Fatalities (FARS)	96	64	63	108	108
C-7: Motorcyclist Fatalities (FARS)	76	80	68	71	84
C-8: Unhelmeted Motorcyclists Fatalities (FARS)	56	48	37	34	48
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	127	120	103	91	58
C-10: Pedestrian Fatalities (FARS)	31	45	45	37	37
<b>Core Behavior Measure</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>B-1: Seat Belt Use Rate (statewide Observational surveys for passenger Vehicles, front seat outboard occupants)</b>	69.9	70.4	74.4	78.3	78.4
<b>Activity Measures</b>	<b>FY2007</b>	<b>FY2008</b>	<b>FY 2009</b>	<b>FY2010</b>	<b>FY2011</b>
<b>A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities</b>	16,452	13,356	19,835	29,316	31,711
<b>A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities.</b>	3,253	2,664	2,218	1,858	2,000
<b>A-3: Speeding Citations Issued During Grant Funded Enforcement Activities</b>	20,481	15,990	14,806	14,079	8,967



## **PUBLIC AWARENESS SURVEY RESULTS**

As required, a public awareness survey was conducted by the University of Arkansas at Little Rock, Survey Research Center to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. The survey addressed questions related to the three major areas of impaired driving, seat belt use and speeding. The following is a summary of the 2011 results for the nine required questions covering these three major program areas.

### **Survey question recommendations from the NHTSA-GHSA working group**

#### **Impaired driving**

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

89% of respondents interviewed said they have “Never” driven a motor vehicle within 2 hours after drinking alcohol in the past 30 days.

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

Approximately 62% Arkansans said they were aware of some type of impaired or drunk driving enforcement by police in the last 30 days.

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

When respondents were asked what the chances were that someone would get arrested if they drive after drinking, around 30% said this was likely to occur “Half of the time.” This response was followed closely with 25% of Arkansans who said this would occur “Most of the time.”

#### **Seat belt use**

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

When Arkansans were asked how often they wear their seat belt when driving, the majority (93%) of those interviewed said they wear their seat belt “Always” or “Most of the time” while driving.

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

Around 5 out of 10 (51%) Arkansans surveyed said they had not read, seen, or heard of any special effort by police to ticket drivers in their community for seat belt violations.

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

A little over one-half (52%) of all respondents thought the chances of getting a ticket for not wearing a seat belt was likely “Always” or “Most of the time.” Even those respondents who thought the likelihood of getting a ticket was not as high still believed it would happen, either “Half of the time” (18%) or “Rarely” (26%).

## **Speeding**

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

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

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

Arkansans were asked how often they drive above the speed limit in cases when the speed limit is set at 65 miles per hour thirty-seven percent (37%) of those surveyed said they have exceeded the speed limit “Rarely.” Similarly, around 4 out of 10 (47%) said they “Never” drive faster than 70 miles per hour in this case.

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

Slightly over half (54%) of Arkansans surveyed said they did not recall reading, seeing, or hearing anything about speed enforcement efforts by police.

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

Responses were mixed when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit. Roughly 6 out of 10 (61%) respondents said the likelihood of getting a ticket was either “Most of the time” or “Half of the time.”

## **PROGRAM AREAS**

### **ALCOHOL COUNTERMEASURES PROGRAM**

#### **Program Area Goal**

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

- Reduce the number of alcohol-related fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher from a three-year (2006-2008) average of 184 to 154 alcohol-related fatalities by 2011.

#### **Program Area Results**

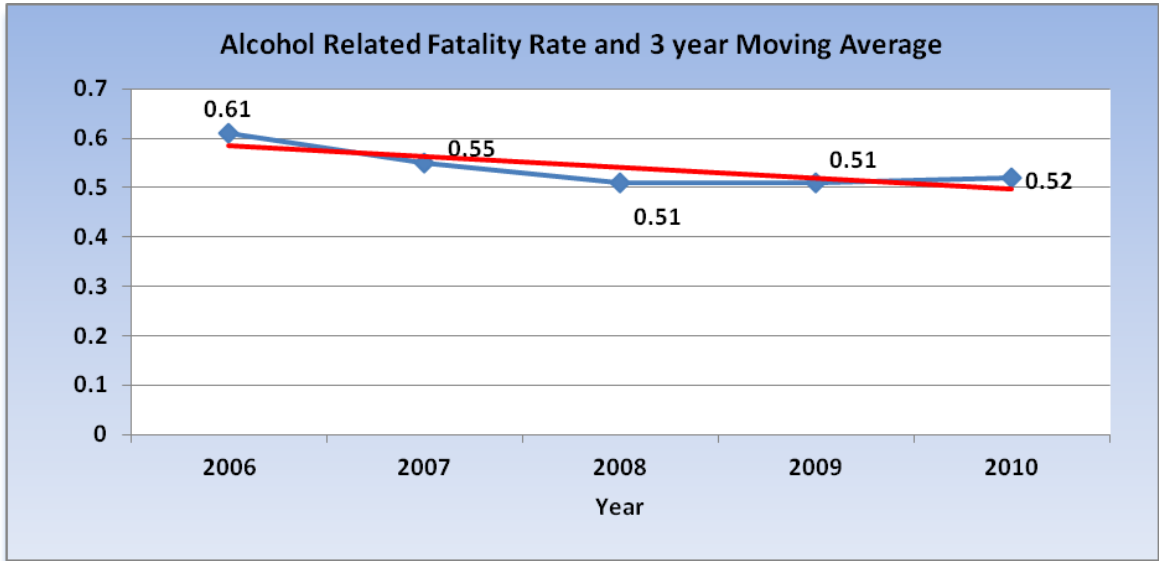
In 2006 alcohol-related fatalities were at 200. This rate decreased to 181 in 2007 and again to 170 in 2008. In 2009 and 2010 there were 173 alcohol fatalities. The charts on page 10 show the trend of Arkansas' alcohol-related fatalities and fatality rate per 100 Million VMT over a five-year period. Arkansas alcohol related fatalities are currently at 31% which is below the National percentage rate of 36%.

Alcohol related fatalities have continued a downward trend since 2006. The State has experienced a decrease from a five-year high of 200 in 2006. The alcohol-related fatality rate is currently .52 per 100 MVMT for 2010.

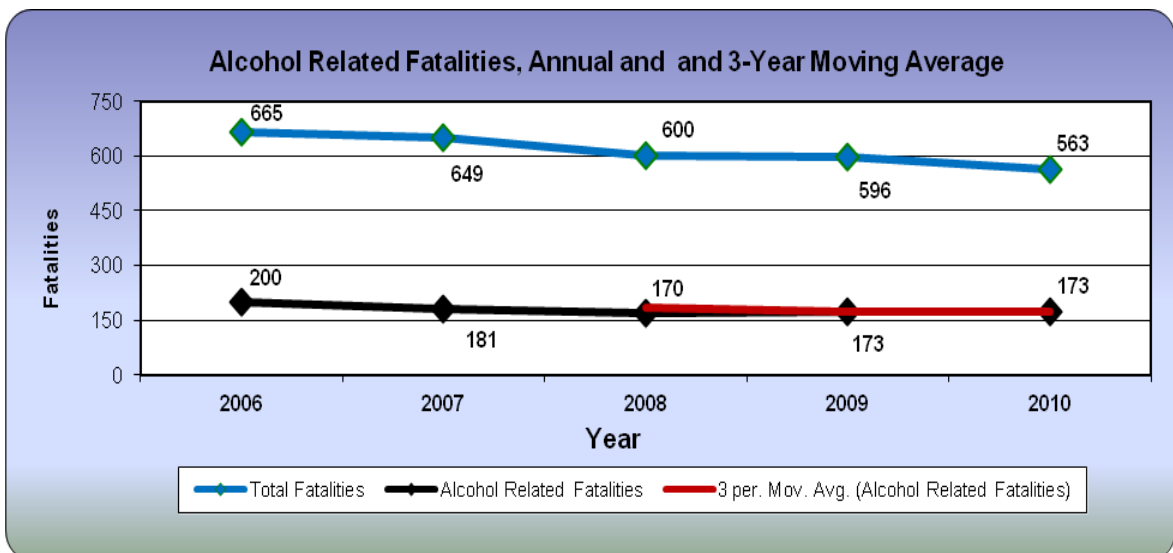
Strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State, appear to be a successful combination, as shown by these improved numbers. Continued analysis of crash data and project evaluations will be used to target areas and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

# ALCOHOL RELATED FATALITIES AND RATES

## ALCOHOL-RELATED FATALITIES



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



## **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. 422 law enforcement officers completed the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curriculum during the project. In addition to the officers trained in the full SFST/TOPS courses, 434 law enforcement officers received SFST Refresher training. CJI hosted a statewide Drug Recognition Expert training that 100 officers attended. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 60 prosecutors and law enforcement officers. A DRE Instructor Development course was offered with 6 officers completing the process. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 38 officers completing those courses.

The CJI also coordinated a DWI Training and Technical Assistance Conference to expand the DWI court program in the state. The week-long NHTSA/NDCI DWI Court training conference was held in the state and trained 5 additional courts bringing the total of formally trained and AOC recognized DWI courts to nine.

**The Administrative Office of the Courts of the Supreme Court of Arkansas (AOC)** provided a three day training seminar in Little Rock, Arkansas to approximately 90 Arkansas district court judges. The course content included "Updated Traffic Issues of the 21<sup>st</sup> Century" with topics that include the latest developments in traffic law as well as scientific evidence and the effects of drugs on traffic safety.

The project provided training and the costs associated for 30 judges to attend the American Bar Association's Traffic Safety Seminar in Little Rock, Arkansas, October 12-15 2010.

**The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT)** provided travel, meals, lodging and registration to send two OAT staff to attend the 5-day annual conference of the International Association for Chemical Testing (IACT) in St. Louis, Missouri in April of 2011. This training was designed to deal with various aspects of alcohol testing, highway safety, and other issues involving forensic testing for alcohol and other drugs.

The project provided travel, meals, lodging and registration to send the Director of the Office of Alcohol Testing the National Safety Council's (NSC) Committee on Alcohol and Other Drugs in San Francisco, California in September of 2011. This training dealt with various aspects of alcohol testing, highway safety and other issues involving forensic testing for alcohol and other drugs.

The project provided travel, meals, lodging and registration to bring to the Little Rock, Arkansas OAT office representatives from Intoximeters, Inc. to train OAT staff in theory and maintenance of the Intox EC IR II.

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 \$1,103,059, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of almost 14 times the contract amount of \$75,000.

Thirty-five year long **Selective Traffic Enforcement Projects (STEPs)**, which emphasized the enforcement of DWI/DUI laws, were conducted utilizing both Section 402 and 410 funds. These projects conducted sustained enforcement throughout the year as well as participated in four State and the national Labor Day “Drunk Driving: Over the Limit, Under Arrest”/”Drive Sober or Get Pulled Over” 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 STEP s and one DWI/DUI arrest per twelve hours for County STEP s. The contracted projects completed the year with the results documented in the chart on the following page.

## AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	2011 AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED FATALITIES <sup>(1)</sup>	
		2009	2010
Baxter County Sheriff's Office	12.1	2	8
Benton County Sheriff's Office	12.3	1	11
Benton Police Department	9.39	3	4
Bentonville Police Department	6.56	0	1
Blytheville Police Department	8.0	0	1
Bryant Police Department	8.62	0	0
Camden Police Department	9.69	0	3
Conway Police Department	9.03	1	3
Dardanelle Police Department	25.67	1	4
Faulkner County Sheriff's Office	8.02	4	10
Fayetteville Police Department	4.8	3	1
Fort Smith Police Department	5.96	7	8
Greenwood Police Department	4.2	0	0
Harrison Police Department	5.8	1	1
Hope Police Department	9.92	0	2
Hot Springs Police Department	8.78	1	8
Jacksonville Police Department	NA**	0	1
Jonesboro Police Department	8.0	3	1
Little Rock Police Department	6.01	7	13
Marion Police Department	33.0	4	0
Mountain Home Police Department	7.9	0	0
North Little Rock Police Department	8.45	5	6
Osceola Police Department	22.9	0	0
Russellville Police Department	19.3	0	0
Paragould Police Department	7.2	0	1
Pulaski County Sheriff's Office	17.4	16	20
Saline County Sheriff's Office	18.1	6	6
Sherwood Police Department	7.69	2	0
Springdale Police Department	5.25	0	2
Texarkana Police Department	6.27	1	3
University of Central Arkansas	9.89	0	0
Van Buren Police Department	7.18	0	0
Washington County Sheriff's Office	38.0	7	10
West Memphis Police Department	6.5	0	2

\*\*Performance Standard not applicable - checkpoints only

The **Arkansas State Police (ASP)** participated in the National “Drunk Driving. Over the Limit, Under Arrest”/“Drive Sober or Get Pulled Over” campaigns as well as the state campaigns conducted during 2011. The ASP purchased portable breath testing equipment to facilitate detection and removal of impaired drivers from highways. This table documents the year long Performance Indicators of the ASP DWI enforcement efforts for STEP outside of mobilization efforts.

2011 ASP DWI ENFORCEMENT	
DWI/DUI Arrests	<b>454</b>
Seatbelt Citations	<b>490</b>
Speed Citations	<b>518</b>
Total hours worked	<b>2,938</b>

The HSO provided funding for staff, training, testing supplies, and equipment for three pilot DWI Courts: **Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court.** The training programs were developed and presented by the National Highway Traffic Safety Administration (NHTSA) in collaboration with the National Drug Court Institute and National Center (NDCI) for DWI Courts. Each team completed continuing education training successfully and was fully operational in 2011. The HSO provided federal funds to pay for salaries, fringe benefits, in-state and out-of state travel and training, maintenance and operations, printing and administration expenses associated with start-up costs. The implementation of these courts is Arkansas' effort towards establishing a statewide DWI Court System. A training was held in Harrison Arkansas specifically for interested Arkansas Courts. The training was sponsored by the Highway Safety Office and was a joint effort by Office of Alcohol and Drug Abuse Prevention (OADAP), NHTSA, and NDCI/National Association of Drug Court Professionals (NADCP). The Criminal Justice Institute (CJI) coordinated the event. Six additional jurisdictions completed training in 2011. These courts included Jefferson County, Boone County, Saline County, Craighead County, Benton County and Faulkner County.

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

The BAT Sobriety Checkpoint Mobile Training Project offered law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During fiscal year 2011, the project trained 140 law enforcement officers. The BAT mobile was utilized in 29 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints as an extension of the BAT Project's public information and education campaign to raise awareness regarding the crime of impaired driving and the proper usage of seat belts and child safety seats. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The BAT Mobile made several public relations appearances on various news outlets throughout the state. BAT Coordinator and BAT Instructor were guest speakers at the 2011 Arkansas Municipal Police Association Conference in Jonesboro and the Bowen Law School in Little Rock. Lastly, sobriety checkpoint supplies were purchased and placed aboard the BAT Mobile for use during upcoming sobriety checkpoints.



## **ALCOHOL AND OTHER DRUG COUNTERMEASURES**

### **Drunk Driving. Over the Limit, Under Arrest. Drive Sober or Get Pulled Over Media Reports**

#### **Overview**

To generate high awareness of enforcement efforts regarding impaired driving and make sure drivers understand that if they get behind the wheel after having too much to drink, their chances of being caught by law enforcement are higher than ever, Arkansas' sustained FY 2011 DWI enforcement efforts were publicized using the national taglines throughout the year. A total of five DWI mobilizations for impaired driving were supported by paid and earned media:

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

During the enforcement mobilizations, STEP law enforcement agencies were required to implement an earned media public information campaign in their local communities, which included issuing pre and post news releases to all local media outlets detailing the enforcement mobilizations.

Supporting the mobilization periods, 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 mobilizations based on available data, budget and NHTSA recommendations. Media buys were designed to negotiate for a minimum of a one for one bonus for each ad purchased. The AHSO used previously produced television closed-captioned and radio ads in both English and Spanish, each airing during a mobilization. Each ad contained a strong enforcement theme to coincide with the mobilizations.

To measure the effectiveness of the media buys and recall of the messaging, an evaluation was conducted through a statewide public information telephone survey (pages 7-8) conducted by the University of Arkansas at Little Rock.

#### **December 2010 Holiday DWI Mobilization Drunk Driving. Over the Limit. Under Arrest**

#### **Paid Media Report**

##### ***Summary***

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 \$97,701 with an added value received in bonus ads of \$66,613.

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

- Paid radio, broadcast and cable television advertising DDOLUA – December 16 through December 30, 2010.

### ***Geography***

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

### ***Budget***

- Over the Limit. Under Arrest - \$97,701 total paid media budget
- Broadcast television \$36,725 (38 percent)
- Cable television \$25,639 (26 percent)
- Radio \$30,003 (31 percent)
- Online \$5,334 (5 percent)

### ***Media Strategy***

- Concentrated support to maximize awareness of the holiday DDOLUA message.
- Purchased strong GRP levels to break through ad clutter and deliver our message to males 18-34.
- Bought around the national holiday media schedules to maximize our reach and frequency of exposure of the DDOLUA message.
- Purchased Thursday 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 (online) 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.

#### Supplemental Out-of-Home (Online) Media

- Running on-line banners to Web sites heavily targeted to males 18-34 is another supplemental medium used for this campaign. Highly targeted Facebook flyer ads were used to effectively reach the target audience as well.

#### By Market

##### Actual Expenditures \$97,701

• Little Rock	\$40,622
• Fort Smith / Fayetteville	\$28,504
• Jonesboro	\$ 5,965
• Texarkana	\$ 7,362
• El Dorado	\$ 3,720
• Helena/West Helena	\$ 1,588
• Hispanic	\$ 4,606
• Online (Statewide)	\$ 5,334

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 127.77	\$ 33.50	\$ 30.24
Ft. Smith	\$ 74.17	\$ 9.29	\$ 11.44
Fayetteville	\$ 74.17	\$ 12.17	\$ 33.15
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	406	352	2.8	186.7	66.7%
Ft Smith/Fayette.	706	784	2.8	166.3	59.4%
Hispanic	25	25	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	134	129	5.0	240.4	48.1%
Ft. Smith	114	110	4.9	204.2	41.7%
Fayetteville	128	128	4.1	207.6	50.6%
Jonesboro	88	88	3.9	212	54.4%
Texarkana	116	116	4.8	231.7	48.3%
El Dorado	90	90	N/A	N/A	N/A
Hispanic	196	198	N/A	N/A	N/A

### **Earned Media Report - \$209,764**

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

A news release concerning the Holiday DDOLUA mobilization was distributed to news media statewide resulting in 35 newspaper clippings with an ad equivalency of \$7,264.

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

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the DDOLUA message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$202,500.

### **March 2011 Teen DUI Underage Drinking Drunk Driving. Over the Limit, Under Arrest.**

### **Paid Media Report**

#### ***Summary***

The target audience for the campaign was underage drivers, teens ages 15 - 20. Thirty-second radio and television announcements were produced in both English and in Spanish with the Underage Drinking DDOLUA message and aired during the campaign. The total advertising budget utilized was \$74,970 and an additional amount of \$60,000 in bonus ads.

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

- Paid radio, broadcast and cable television advertising for DDOLUA - March 10 through March 19, 2011

#### ***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 nine cable television markets for DDOLUA:

1. Little Rock (includes Benton and Maumelle)
2. Fort Smith
3. Fayetteville
4. Jonesboro
5. Texarkana
6. El Dorado
7. Hot Springs
8. Pine Bluff
9. Conway

### ***Budget***

- Drunk Driving. Over the Limit. Under Arrest - \$74,970 total paid media budget
- Cable television budget                      \$31,276 (42 percent)
- Radio budget                                      \$22,171 (30 percent)
- Other media budget                              \$21,523 (28 percent)

### ***Media Strategy***

This electronic campaign consisted of cable television, radio. Channel One and highly targeted Facebook flyer ads.

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

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

- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental out of home (Channel One Network in high schools statewide, Facebook and a sponsorship of the AAAA State High School Basketball Tournament) media continued to build reach and frequency.

### **Cable Television**

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

### **Radio**

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

### **Supplemental Out-of-Home Media**

- Channel One News is the leading television news network for teens

nationwide. The dynamic 12-minute news broadcast is delivered daily to 159 schools throughout the state of Arkansas and the estimated viewers per spot are 70,105 (P12-17). AHSO spot ran on Channel One network 3x per week during each flight.

For our on-line campaign, we ran highly targeted ads on Facebook. During the campaign, there were 654,820 teens 15-19 in Arkansas registered on Facebook.

Arkansas Activities Association High School Basketball Tournament  
An ad ran in the tournament program and large posters placed at the three entrances with the Underage Drinking Zero Tolerance message.

**By Market**  
**Actual Expenditures \$74,970**

- Little Rock \$ 17,149
- Fort Smith \$ 5,328
- Fayetteville \$ 8,717
- Jonesboro \$ 5,634
- Texarkana \$ 7,068
- El Dorado \$ 3,222
- Hot Springs \$ 3,165
- Conway \$ 2,175
- Pine Bluff \$ 1,576
- Hispanic \$ 1,824
- Channel One \$ 16,898
- Online (Statewide) \$ 2,214

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$ 30.60	\$ 36.33
Ft. Smith	No broadcast TV	\$ 11.72	\$ 12.06
Fayetteville	No broadcast TV	\$ 19.23	\$ 20.49
Jonesboro	No broadcast TV	\$ 12.04	\$ 15.57
Texarkana	No broadcast TV	\$ 9.61	\$ 26.73
El Dorado	No broadcast TV	\$ 8.99	N/A
Conway	No broadcast TV	\$ 11.68	N/A
Hot Springs	No broadcast TV	\$ 9.91	\$ 13.81
Pine Bluff	No broadcast TV	\$ 7.95	N/A

\*Cable is shown as cost per unit.

**Cable Television**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	299	296	N/A	N/A	N/A
Ft. Smith	300	306	N/A	N/A	N/A
Fayetteville	291	291	N/A	N/A	N/A
Jonesboro	272	93	N/A	N/A	N/A
Texarkana	314	318	N/A	N/A	N/A
El Dorado	225	274	N/A	N/A	N/A
Conway	151	124	N/A	N/A	N/A
Hot Springs	174	235	N/A	N/A	N/A
Pine Bluff	151	212	N/A	N/A	N/A

## Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	90	94	3.3	153.5	46.5%
Ft. Smith	89	158	3.2	150.3	47.0%
Fayetteville	69	69	3.1	152.3	49.1%
Jonesboro	143	143	3.0	151.5	50.5%
Texarkana	91	91	3.5	151.5	43.3%
El Dorado	60	60	N/A	N/A	N/A
Hot Springs	55	104	3.0	104.3	34.8%
Conway	24	24	N/A	N/A	N/A
Pine Bluff	16	16	N/A	N/A	N/A
Hispanic	136	150	N/A	N/A	N/A

### **Earned Media Report - \$193,022**

For the March Underage Drinking DDOLUA mobilization period, the AHSO partnered with the Arkansas Activities Association to become a sponsor of the High School Basketball Finals which were held in Hot Springs, AR in the Summit Arena, March 11-13, 2010. Four games on Thursday, March 10, 2011; four games on Friday, March 11, 2011; and six games on Saturday, March 12, 2011. The projected attendance for three days of boys and girls high school basketball finals was 55,000. This sponsorship included additional earned media in the form of public service announcements and posters at the entrances at all the games informing participants of the zero tolerance mobilization. Total earned media value generated during this tournament \$55,000

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

A news release concerning the Teen Underage Drinking DDOLUA mobilization was distributed to news media statewide resulting in 14 newspaper clippings with an ad equivalency of \$3,022.

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

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the DDOLUA message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The approximate earned media generated for this contribution is \$135,000.

**April 2011 Teen DUI Underage Drinking  
Drunk Driving. Over the Limit, Under Arrest.**

### **Paid Media Report**

#### ***Summary***

The target audience for the campaign was underage drivers, teens ages 15 - 20. Thirty-second radio and television announcements were aired in both English and in Spanish with the Underage Drinking DDOLUA message during the campaign. The

total advertising budget utilized was \$74,257 and an additional amount of \$52,036 in bonus advertising.

***Paid Advertising Period***

- Paid radio, broadcast and cable television advertising for DDOLUA - April 14 through April 23, 2011.

***Geography***

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

The six radio DMAs for DDOLUA:

7. Little Rock
8. Fort Smith
9. Fayetteville
10. Jonesboro
11. Texarkana
12. El Dorado

The nine cable television markets for DDOLUA:

10. Little Rock (includes Benton and Maumelle)
11. Fort Smith
12. Fayetteville
13. Jonesboro
14. Texarkana
15. El Dorado
16. Hot Springs
17. Pine Bluff
18. Conway

***Budget***

- Drunk Driving. Over the Limit. Under Arrest - \$74,257 total paid media budget
- Cable television budget                      \$31,231 (42 percent)
- Radio budget                                      \$21,622 (29 percent)
- Other media budget                              \$21,404 (29 percent)

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

This electronic campaign consisted of cable television, radio., Channel One and highly targeted Facebook flyer ads.

***Media Strategy***

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

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

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



- Supplemental out of home (Channel One Network in high schools statewide, Facebook and a sponsorship of the AAAA State High School Basketball Tournament) media continued to build reach and frequency.

#### Cable Television

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

#### Radio

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

#### Supplemental Out-of-Home Media

- Channel One News is a dynamic 12-minute news broadcast is delivered daily to 159 schools throughout the state of Arkansas and the estimated viewers per spot are 70,105 (P12-17). AHSO spot ran on Channel One network 3x per week during each flight.

For our on-line campaign, we ran highly targeted ads on Facebook. During the campaign, there were 654,820 teens 15-19 in Arkansas registered on Facebook.

#### By Market

##### Actual Expenditures \$74,257

- Little Rock \$ 17,179
- Fort Smith \$ 4,735
- Fayetteville \$ 8,673
- Jonesboro \$ 5,719
- Texarkana \$ 7,063
- El Dorado \$ 3,237
- Hot Springs \$ 3,185
- Pine Bluff \$ 1,566
- Conway \$ 2,173
- Hispanic \$ 1,824
- Channel One \$ 16,898
- Online (Statewide)\$ 2,005

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$ 25.56	\$ 36.33
Ft. Smith	No broadcast TV	\$ 11.64	\$ 12.06
Fayetteville	No broadcast TV	\$ 19.08	\$ 20.49
Jonesboro	No broadcast TV	\$ 13.02	\$ 15.57
Texarkana	No broadcast TV	\$ 9.60	\$ 26.73
El Dorado	No broadcast TV	\$ 9.14	N/A
Hot Springs	No broadcast TV	\$ 9.75	\$ 13.81
Pine Bluff	No broadcast TV	\$ 7.93	N/A
Conway	No broadcast TV	\$ 11.74	N/A
Hispanic	No broadcast TV	N/A	N/A

\*Cable is shown as cost per unit.

### Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	356	390	N/A	N/A	N/A
Ft. Smith	298	307	N/A	N/A	N/A
Fayetteville	291	296	N/A	N/A	N/A
Jonesboro	258	395	N/A	N/A	N/A
Texarkana	314	314	N/A	N/A	N/A
El Dorado	233	343	N/A	N/A	N/A
Hot Springs	179	323	N/A	N/A	N/A
Pine Bluff	150	243	N/A	N/A	N/A
Conway	150	147	N/A	N/A	N/A

### Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	92	89	3.3	153.5	46.5%
Ft. Smith	89	89	3.2	150.3	47.0%
Fayetteville	69	69	3.1	152.3	49.1%
Jonesboro	143	143	3.0	151.5	50.5%
Texarkana	91	91	3.5	151.5	43.3%
El Dorado	60	60	N/A	N/A	N/A
Hot Springs	55	101	3.0	104.3	34.8%
Pine Bluff	16	16	N/A	N/A	N/A
Conway	24	24	N/A	N/A	N/A
Hispanic	136	156	N/A	N/A	N/A

### Earned Media Report - \$135,000

#### **Media Relations**

A news release concerning both the March and upcoming April Teen Underage Drinking DDOLUA mobilization dates was distributed to news media statewide. (Estimated earned media value is calculated in March mobilization report).

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

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the DDOLUA message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located

throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$135,000.

**2011 Fourth of July DWI  
Drunk Driving. Over the Limit, Under Arrest.**

**Paid Media Report**

***Summary***

To maximize the paid media budget, the media plan focused on the counties in Arkansas that have the highest concentration of impaired driving crashes and where the highest population of people would be celebrating the Fourth of July holiday – Benton, Garland, Craighead, Faulkner, Phillips, Miller, Pulaski, Sebastian, Union and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements in both English and in Spanish with the DDOLUA message and aired during the campaign. The total advertising budget utilized was \$73,231 and an additional amount of \$48,484 in bonus advertising.

***Paid Advertising Period***

- Paid radio and broadcast and cable television advertising for DDOLUA – July 1 – July 9, 2011.

***Geography***

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

***Budget***

- Drunk Driving. Over the Limit. Under Arrest - \$73,231 total paid media budget
- Broadcast television budget \$ 18,710 (26 percent)
- Approved cable television budget \$ 23,299 (32 percent)
- Approved radio budget \$ 29,978 (40 percent)
- Approved online budget \$ 1,244 (2 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 to maximize awareness of the 4<sup>th</sup> of July holiday DDOLUA message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought media in the top counties in Arkansas where the majority of the impaired driving crashes occur.

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

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

#### Broadcast Television

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

#### Cable Television

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

#### Radio

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

#### Supplemental Out-of-Home Media

- On-line banners to Web sites heavily targeted to males 18-34 was used for this campaign. For this campaign, Facebook Flyer ads were utilized.

## By Market

Actual Expenditures \$73,231

- Little Rock \$ 24,057
- Fort Smith \$ 8,552
- Fayetteville \$ 13,987
- Texarkana \$ 6,373
- Jonesboro \$ 5,526
- ElDorado \$ 2,444
- Conway \$ 1,780
- Hot Springs \$ 2,738
- Heber Springs \$ 951
- Helena \$ 1,058
- Hispanic \$ 4,521
- Online (Statewide) \$ 1,244

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 91.36	\$ 32.26	\$ 38.70
Ft. Smith	\$ 74.70	\$ 11.44	\$ 12.04
Fayetteville	N/A	\$ 16.85	\$ 30.35

\*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	243	242	2.1	101.8	48.5%%
Ft.Smith/Fayetteville	485	407	2.2	100.4	45.6%
Texarkana	153	150	N/A	N/A	N/A
Jonesboro	130	236	N/A	N/A	N/A
El Dorado	130	255	N/A	N/A	N/A
Hot Springs	125	245	N/A	N/A	N/A
Heber Springs	126	235	N/A	N/A	N/A
Conway	125	107	N/A	N/A	N/A
Hispanic	42	48	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	128	121	3.8	200.4	52.7%
Ft. Smith	129	128	3.5	200.3	57.2%
Fayetteville	134	134	3.5	199.6	57.0%
Jonesboro	206	66	3.8	200.4	52.7%
Texarkana	141	141	4.3	201	46.7%
El Dorado	54	54	N/A	N/A	N/A
Hot Springs	40	40	3.2	106	33.1%
Conway	24	0	N/A	N/A	N/A
Heber Springs	25	25	N/A	N/A	N/A
Helena	20	40	N/A	N/A	N/A
Hispanic	157	140	N/A	N/A	N/A

## **Earned Media Report - \$125,169**

### ***Media Relations***

A news release concerning the Fourth of July DDOLUA mobilization was distributed to news media statewide resulting in 16 newspaper clippings with an ad equivalency of \$3,669.

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

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a DDOLUA message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$121,500.

## **2011 Labor Day DWI/OP Drive Sober or Get Pulled Over/Click It or Ticket**

## **Paid Media Report**

### ***Summary***

This was the first mobilization in which the new national campaign “Drive Sober or Get Pulled Over” was utilized. This mobilization paired the DWI message with Click It or Ticket for a dual messaging campaign. The target audience for the campaign was those most likely to drive impaired and less likely to buckle up, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and in Spanish. The total advertising budget utilized was \$297,592 with bonus television, cable, online and radio ads totaling \$137,189.

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

- Paid radio, broadcast and cable television advertising for DSOGPO and CIOT ran with messages alternating equally in three, five-day flights: August 17 – 21, August 24 – 28 and August 31 – September 4, 2011.

### ***Geography***

- This was a multi-media campaign to provide exposure across the state. The three broadcast television markets were:
  1. Little Rock
  2. Fort Smith/Fayetteville
  3. Jonesboro
- The seven radio DMAs
  1. Little Rock
  2. Fort Smith
  3. Fayetteville
  4. Jonesboro
  5. Texarkana
  6. El Dorado

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

### ***Budget***

**\$297,592** total paid media budget

- Broadcast television budget           \$92,680 (31 percent)
- Cable television budget               \$79,129 (27 percent)
- Radio budget                           \$70,963 (24 percent)
- Outdoor budget                       \$18,471 (6 percent)
- Online budget                         \$20,172 (7 percent)
- Sports marketing                      \$16,177 (5 percent)

### ***Media Strategies***

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

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

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

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

### Broadcast Television

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

### Cable Television

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

### Radio

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

### Outdoor

- Purchased 9 digital locations in the Little Rock metro and in 4 digital locations in Northwest Arkansas. The Daily Effective Circulation (DEC) for the Little Rock boards is 236,800. The DEC for the Northwest Arkansas boards is 84,900.

### Online

- Purchased Smartphone and iPad banner ads targeted to Males 21 -34 in Arkansas. Additionally we purchased banner ads on the following Web sites: ArkansasMatters.com, ARSports360.com, Hogville.net, OutontheRock.com and ArkansasRaorbacks.com and also ran highly targeted ads on Facebook.

### Sports Marketing

- Sports marketing was integrated into the media plan as sports is a primary interest of our target audience - Men 21-34. The Arkansas Travelers, a minor league baseball team, are the most popular sports team in Central AR. We are also purchased three tv spots in the September 3<sup>rd</sup> Arkansas Razorback football game on pay-per-view.

### By Market

#### Actual Expenditures \$297,592

- Little Rock \$101,486
- Fort Smith \$ 25,632
- Fayetteville \$ 41,854
- Jonesboro \$ 35,405
- Texarkana \$ 17,472
- El Dorado \$ 7,554
- Hot Springs \$ 9,222
- Searcy \$ 498
- Conway \$ 5,164
- Helena/Delta \$ 2,223
- Pine Bluff \$ 3,484
- Hispanic \$ 11,249
- Online (Statewide) \$20,172
- Out-of-Home \$ 16,177



## Cost per Point and GRP Levels – Drive Sober or Get Pulled Over/ Click it or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$119.59	\$ 35.83	\$ 37.45
Ft. Smith/Fayetteville	\$ 82.08	\$ 14.31	\$ 21.50
Jonesboro	\$ 90.26	\$ 15.12	\$ 18.72
Texarkana	No broadcast TV	\$ 14.55	\$ 16.38
Hot Springs	No broadcast TV	\$ 12.37	\$ 11.18
El Dorado	No broadcast TV	\$ 9.14	N/A
Hot Springs	No broadcast TV	N/A	N/A
Hispanic	N/A	N/A	N/A

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

## Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,199	1,258	4.2	372.6	88.7%
Ft.Smith/Fayetteville	1,410	No bonus ran	3.9	302.5	77.6%
Jonesboro	672	1,130	3.5	195	55.7%
Texarkana	687	675	N/A	N/A	N/A
El Dorado	459	920	N/A	N/A	N/A
Hot Springs	450	849	N/A	N/A	N/A
Pine Bluff	381	763	N/A	N/A	N/A
Conway	411	405	N/A	N/A	N/A
Hispanic	84	88	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	300	285	8.3	454.8	54.8%
Ft. Smith	327	411	7.2	531.9	73.9%
Fayetteville	276	275	6.8	452.1	66.5%
Jonesboro	480	470	7.0	449.4	64.2%
Texarkana	306	306	7.6	456.3	60.0%
El Dorado	210	210	N/A	N/A	N/A
Hot Springs	156	152	6.8	326.7	48.0%
Searcy	51	51	N/A	N/A	N/A
Helena/Delta	42	126	N/A	N/A	N/A
Conway	42	42	N/A	N/A	N/A
Pine Bluff	43	42	N/A	N/A	N/A
Hispanic	369	368	N/A	N/A	N/A

## Earned Media Report – \$224,775

The 2011 Drive Sober or Get Pulled Over/Click It or Ticket Campaign focused on news media statewide and television news programs to promote the program. A statewide news release was issued resulting in 32 newspaper clippings and a 4-color photo on the front page of the state section of the statewide newspaper, with a total ad equivalency of \$8,455.

A media event was held in Little Rock on August 16 to announce the mobilization period. The breath alcohol testing mobile unit, the Batmobile, was on display. Local news media attended demonstrations on how the high-tech, 42-foot vehicle is

employed to measure sobriety and arrest drunk drivers in the field. All four major television networks, the statewide newspaper and radio news station covered the event. The estimated media value for this coverage is \$5,550.

### **Television**

Live on-air interviews were conducted with Arkansas law enforcement officers, including a tour of the BAT Mobile, which took place on August 12 on the KATV (Little Rock's ABC affiliate) early morning news program. The estimated media value for this coverage is \$1,050.

### **Highway Safety Night at Travelers Baseball**

The AHSO sponsored a Highway Safety Night at Clunker Car Night at the Travelers baseball park. As fans entered the stadium, stress balls in the shape of a baseball and clickers both branded with the Click It or Ticket and Drive Sober or Get Pulled Over. logos were distributed. A 30-second CIOT and DSOGPO ad was aired on the ballpark's giant electronic scoreboard and an ad in the program was purchased.

As added value, a Dizzy Bat Game and a Seat Belt Relay Race were conducted during two of the innings and public address announcements delivered the two enforcement messages to fans throughout the baseball game. Estimated earned media value calculated by using \$1 per person with a crowd of 7,220. The total media value for this is \$7,220.

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

The AHSO partnered with the Arkansas Highway and Transportation Department to run the DSOGPO and CIOT messages on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the holiday law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$202,500.

## OCCUPANT PROTECTION PROGRAM

### Program Area Goals

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

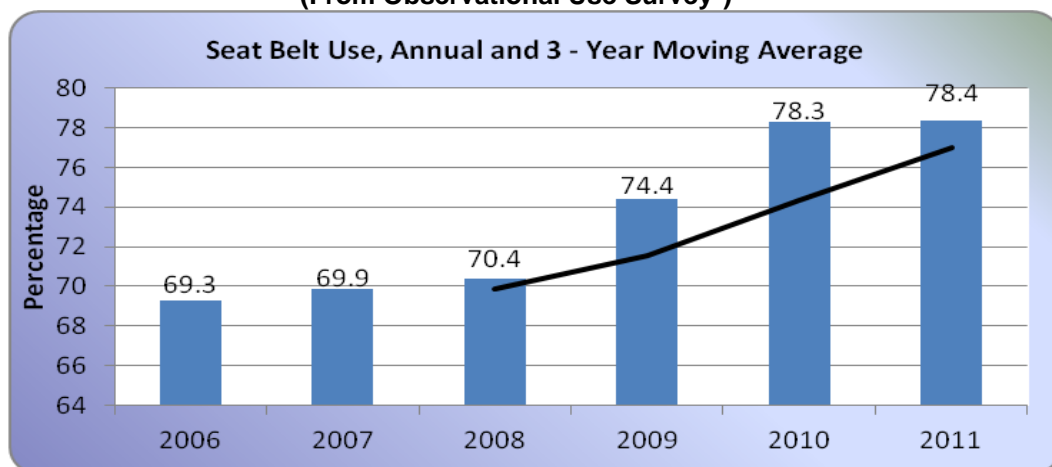
- To increase the overall seat belt use rate of 74.4 percent as recorded in 2009 to 77 percent by 2011.
- To decrease the number of unrestrained passenger vehicle occupant fatalities from a five year (2004-2008) average of 300 to 254 by 2011.

### Program Area Results

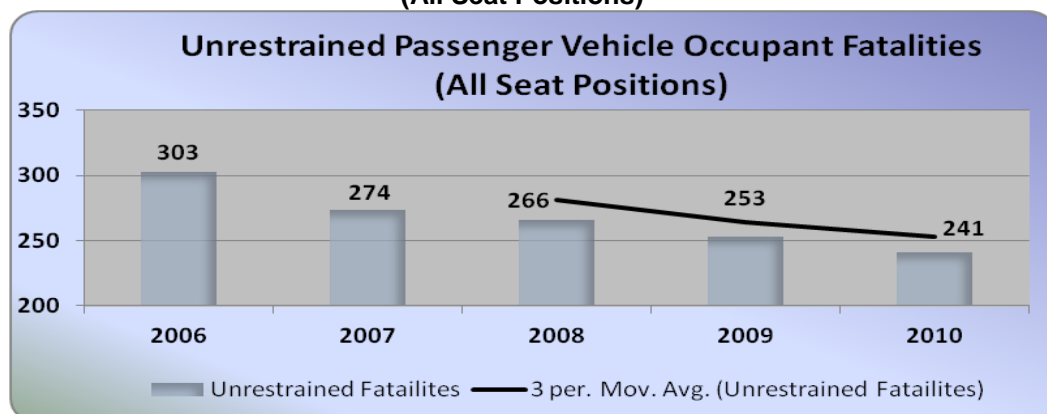
An observational seat belt use survey conducted in 2011 showed that the statewide seat belt use rate for drivers and front seat passengers was 78.4 percent. This was a slight increase in usage from the 74.3 percent use rate recorded in 2010.

Arkansas' unrestrained passenger fatalities decreased from 303 in 2006 to 241 in 2010.

**SEAT BELT USE RATES**  
(From Observational Use Survey\*)



**UNRESTRAINED PASSENGER OCCUPANT FATALITIES**  
(All Seat Positions)



## Project Results

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

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

City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
<i>Baxter County</i>	83	76	<i>Little Rock</i>	86	81
<i>Benton</i>	74	74	<i>Marion</i>	70	61
<i>Benton County</i>	88	83	<i>Mountain Home</i>	88	76
<i>Bentonville</i>	82	84	<i>North Little Rock</i>	82	83
<i>Blytheville</i>	63	59	<i>Osceola</i>	77	59
<i>Bryant</i>	72	78	<i>Paragould</i>	69	87
<i>Camden</i>	53	65	<i>Pulaski County</i>	85	80
<i>Conway</i>	85	74	<i>Saline County</i>	62	72
<i>Dardanelle</i>	71	78	<i>Russellville</i>	75	82
<i>Faulkner County</i>	72	n/a	<i>Sherwood</i>	88	81
<i>Fayetteville</i>	85	87	<i>Springdale</i>	93	77
<i>Fort Smith</i>	89	83	<i>Texarkana</i>	80	89
<i>Greenwood</i>	75	75	<i>UCA</i>	76	74
<i>Harrison</i>	78	80	<i>Van Buren</i>	78	83
<i>Hope</i>	64	70	<i>Washington Co.</i>	84	81
<i>Hot Springs</i>	68	70	<i>West Memphis</i>	75	77
<i>Jacksonville</i>	77	81			
<i>Jonesboro</i>	75	75			

**Arkansas State Police (ASP)** worked 8,676 hours of safety belt enforcement from October 2010 through September 2011.

The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2011 issuing 1,934 seat belt citations and 192 child restraint citations. A total of 5,346 citations were issued during the campaign. DWI arrests totaled 374. The ASP also participated in the November state campaign issuing 1,070 seat belt citations and 80 Child Seat citations. Their participation in the “Belts and Booze” campaign conducted in August-September 2011 resulted in 3,553 seat belt and 292 child restraint citations in addition to 498 DWI arrests.

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

<b>ASP SEAT BELT ENFORCEMENT</b>	
Seat belt citations	<b>10,839</b>
Child restraint citations	<b>417</b>
Speed citations	<b>3,954</b>
Total hours worked	<b>8,676</b>

**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. Sixty eight people were certified as technicians and one person as an instructors in training events hosted by Dimensions. Fifteen clinics were conducted and a total of 1,354 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. 138 agencies signed up to participate. This participation effort included 71 on-site visits with non-step law enforcement agencies. The LEL conducted three occupant protection summits in conjunction with law enforcement association meetings. The summits were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

**The University of Arkansas for Medical Sciences, Department of Pediatrics** conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Seven NHTSA Standardized CPS training courses were conducted with 71 new technicians receiving certification; 239 childcare professionals were trained in 28 regional workshops. Twenty one public checkup events and a permanent fitting station resulted in a total of 932 seats being checked or loaned.

## Thanksgiving 2010 Occupant Protection Mobilization Media Report Click It or Ticket

### Paid Media Report

#### **Summary**

Supporting the national Thanksgiving 2010 Click It or Ticket mobilization period, November 15 – November 28, 2010, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54 and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$50,000 for a two-week schedule of previously produced radio and online banner ads. The bonus ads received totaled an additional \$46,874 in airtime.

#### **Paid Advertising Period**

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

#### **Audience Segment Profiles**

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

#### **Geography**

The seven radio DMAs for Click It or Ticket:

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- Hot Springs
- El Dorado
- Conway
- Pine Bluff
- Helena

**Budget**

- Thanksgiving Click It or Ticket - \$49,987

**Media Strategies- Click It or Ticket**

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

**Media Strategy**

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

**Media Mix:** The media mix consisted of radio only.

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

**Radio**

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

**Media Budget Allocation:** In order to achieve our communications goals and deliver the general, 18 – 34 year old Men and African American targets, the budget spent \$49,987, was allocated as follows:

- Radio: 100 percent

**By Market:**

**Click It or Ticket Actual Expenditures \$49,987**

○ Little Rock	\$ 14,442
○ Fort Smith	\$ 5,481
○ Fayetteville	\$ 10,628
○ Jonesboro	\$ 4,050
○ Texarkana	\$ 6,032
○ Hot Springs	\$ 2,006
○ El Dorado	\$ 1,800
○ Conway	\$ 484
○ Pine Bluff	\$ 570
○ Helena/West Helena	\$ 1,581
○ Hispanic	\$ 2,913

## Cost per Point - Click It or Ticket

<u>Market</u>	<u>Radio</u>
Little Rock	\$46.95
Ft. Smith	\$18.17
Fayetteville	\$35.55
Jonesboro	\$13.36
Texarkana	\$20.03
El Dorado	N/A
Hot Springs	\$10.68
Helena/West Helena	N/A
Hispanic	N/A

## Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	220	219	5.3	307.6	58.0%
Ft. Smith	256	296	5.2	301.7	58.0%
Fayetteville	198	198	5.4	299	55.4%
Jonesboro	264	264	5.2	303.2	58.3%
Texarkana	146	146	6.1	301.2	49.4%
El Dorado	90	90	N/A	N/A	N/A
Hot Springs	78	78	5.6	187.8	33.5%
Conway	36	36	N/A	N/A	N/A
Pine Bluff	38	38	N/A	N/A	N/A
Helena	32	32	N/A	N/A	N/A
Hispanic	220	221	N/A	N/A	N/A

## Earned Media - \$192,105

### **Media Relations**

A news release concerning the Thanksgiving mobilization was distributed to news media statewide resulting in 16 newspaper clippings with an ad equivalency of \$3,105.

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

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



## Memorial Day May 2011 Occupant Protection Mobilization Click It or Ticket

### Paid Media Report

#### **Summary**

Supporting the national May 2011 Click It or Ticket Memorial Day mobilization period, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the "Click It or Ticket, Day & Night" campaign was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$300,000 for a two-week schedule of previously produced broadcast television, cable, radio, sports marketing and on-line media for the May campaign. The bonus television and radio ads received totaled an additional \$167,191 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### **Paid Advertising Period**

- Paid advertising for Click It or Ticket-May 16 through May 30, 2011

#### **Audience Segment Profiles**

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

#### **Geography**

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

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for Click It or Ticket:

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

Cable markets for Click It or Ticket:

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

Provided additional support in the following Arkansas markets

- Batesville
- Camden
- Forrest City
- Harrison
- Hope
- Hot Springs
- Lake Village
- Mt. Home
- Fairfield Bay
- Russellville

### ***Budget***

- Click It or Ticket - \$295,397

### ***Media Strategies- Click It or Ticket***

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

### ***Media Strategy***

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

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

- Broadcast television generated mass reach and frequency
- Cable provided frequency of exposure in targeted programming and also extended our reach

- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles
- Use supplemental out of home media to continue to build reach and frequency.

### ***Broadcast Television***

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

### ***Cable Television***

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

### ***Radio***

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

### ***Supplemental Out-of-Home Media***

- Running online banner ads to websites heavily targeted to males 18-34 is another supplemental medium used for this campaign. For our online campaign, we purchased banner ads on the following websites: ArkansasTimes.com, ArkansasMatters.com, Hogsville.net, ARSports360.com and Hooten's.com. We also sent out an email blast on ArkansasMatters.com, which was distributed to 48,000 people in the state of Arkansas. In addition, on Facebook ads were placed targeting Men 18-34 in Arkansas.
- Sports marketing was integrated into the media plan, as sports are a primary interest of our target audience – Men 18-34. The Arkansas Travelers (minor league baseball) are one of the most popular sports team in Central Arkansas and ASHO participated in a partnership with the Traveler's again for 2010. A two-page spread ad was also purchased in *Hooten's Arkansas Football*, an annual publication that covers all the football teams (high school and college) in the state of Arkansas as well as *Arkansas Sports 360 Football Preview*.

**Media Budget Allocation:** In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget spent \$295,397 was allocated as follows:

- Broadcast TV: \$100,640 (34 percent)
- Cable: \$115,482 (40 percent)
- Radio: \$56,346 (19 percent)
- Online: \$3,969 (1 percent)
- Sports Marketing: \$18,960 (6 percent)

**By Market:**

**Click It or Ticket Actual Expenditures \$295,397**

○ Little Rock	\$ 105,947
○ Fort Smith	\$ 27,342
○ Fayetteville	\$ 39,639
○ Jonesboro	\$ 28,179
○ Texarkana	\$ 21,712
○ El Dorado	\$ 6,640
○ Helena/West Helena	\$ 1,588
○ Hispanic Advertising	\$ 6,683
○ Statewide Cable & Radio (STEP & Survey Markets)	\$ 34,738
○ Online (Statewide)	\$ 3,969
○ Sports Marketing	\$ 18,960

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 128.39	\$ 40.93	\$ 40.71
Ft. Smith/Fayette	\$ 94.36	\$ 15.17	\$ 22.37
Jonesboro	\$ 74.14	\$ 16.19	\$ 16.58
Texarkana	No broadcast TV	\$ 18.54	\$ 22.57
El Dorado	No broadcast TV	\$ 8.49	N/A
Hot Springs	No broadcast TV	\$ 12.23	N/A
Hispanic	N/A	N/A	N/A

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

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,534	1,483	4.3	409	95.1%
Ft. Smith/Fayetteville	1,497	1,567	3.9	351	90.0%
Jonesboro	643	1,078	2.7	192	71.1%
Texarkana	807	823	N/A	N/A	N/A
El Dorado	556	1,031	N/A	N/A	N/A
Survey Market Cable	2,993	5,981	N/A	N/A	N/A
Hispanic	32	74	N/A	N/A	N/A

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

## Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	270	274	6.5	401	61.7%
Ft. Smith	196	196	4.8	307.2	64.0%
Fayetteville	184	184	4.9	300.8	61.4%
Jonesboro	178	270	5.1	285.2	55.9%
Texarkana	160	160	7.2	285.2	55.9%
El Dorado	96	96	N/A	N/A	N/A
STEP Markets	507	557	N/A	N/A	N/A
Helena	30	30	N/A	N/A	N/A
Hispanic	215	215	N/A	N/A	N/A

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

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

### **Earned Media - \$416,128**

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

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 32 newspaper clippings and a 4-color photo on the front page of the State section newspaper resulted in an ad equivalency of \$14,727.

A media event was held in Little Rock in combination with a luncheon for all the STEP projects as a kickoff to the mobilization. Incentive awards were given to all STEP projects. Also, an outdoor vinyl Click It or Ticket banner customized for each agency's name was provided to assist them in publicizing the upcoming mobilization. All four major television stations, the statewide newspaper and the radio news station covered the event resulting in an earned media value of approximately \$5,550.

#### ***Fast Food Partnerships***

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

Sonic (statewide)

Wendy's (statewide)

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

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

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

O.W. Pizza (Little Rock)

Little Caesar's Pizza (Central Arkansas)

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

Eureka Pizza (Northwest Arkansas)  
Chick-Fil-A (Fayetteville and Bentonville)

The restaurants displayed Click It or Ticket window clings signs on their drive-through windows and placed stickers on “to-go” orders. A new facet to the 2011 program included free-drink coupons that were given to the first 100 drivers who went through the drive-through windows on Friday, May 27 at the following participating restaurants: Sonic statewide, Popeye’s in Central Arkansas and the two Chick-Fil-A restaurants. Coupons were redeemable through June 30, 2011.

The estimated earned media value was calculated in the following manner:

- \$1.00 for every drive-thru window cling distributed - \$250
- \$.50 for every bag sticker distributed - \$187,500
- \$.50 for every free drink coupon distributed - \$5,600

A total of \$193,350 in earned media was generated by the fast food partnership for this campaign.

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

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Click It or Ticket campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The approximate earned media generated for this contribution is \$202,500.

### **Diversity Outreach**

Research demonstrates that minorities are over-represented in motor vehicle crashes. Motor vehicle crashes are the leading cause of death for young African Americans through the age of 14. They are the second leading cause of death for young black males ages of 15 to 24, surpassed only by homicides. According to a Meharry Medical College study, it has been estimated that approximately 1,300 African American lives could be saved and 26,000 injuries could be prevented if African Americans would buckle up.

The AHSO partnered with NHTSA Region 7 Diversity Outreach Program, The University of Arkansas Pine Bluff, local fraternities and sororities and city leaders and law enforcement to tailor traffic safety activities specifically to the African American population on the University campus. FY2011 marked the seventh year of this successful partnership. Working together, we conducted a traffic safety event at the UAPB vs. Southern University football game, designed to keep the 14,000 fans safe by encouraging them to wear safety belts and drive sober. All the materials were imprinted with the event theme: “Buckle Up and Stay in the Game” and “Lion Fans Don’t Let Fans Drive Drunk.”

The event was promoted with posters on campus the week before the game, signage at the game and a pledge sign-up booth in front of the Golden Lion stadium hosted by fraternity and sorority volunteers to solicit pledges from the fans to buckle up and drive sober. Pledge signees were entered into a drawing to win promotion items awarded during the game. The HSO provided educational materials, promotional items and signage for the event. The University announced safety messages at the game and issued a news release to the media. Cheerleaders tossed out promotional footballs to the crowd. The city newspaper covered the event. The mayor of Pine Bluff issued a proclamation to Pine Bluff citizens on the importance of wearing safety belts and driving sober.

**Click It or Ticket/Drive Sober or Get Pulled Over Combined Mobilizations  
(See pages 28-32 for media report)**

## SPEED ENFORCEMENT/POLICE TRAFFIC SERVICES

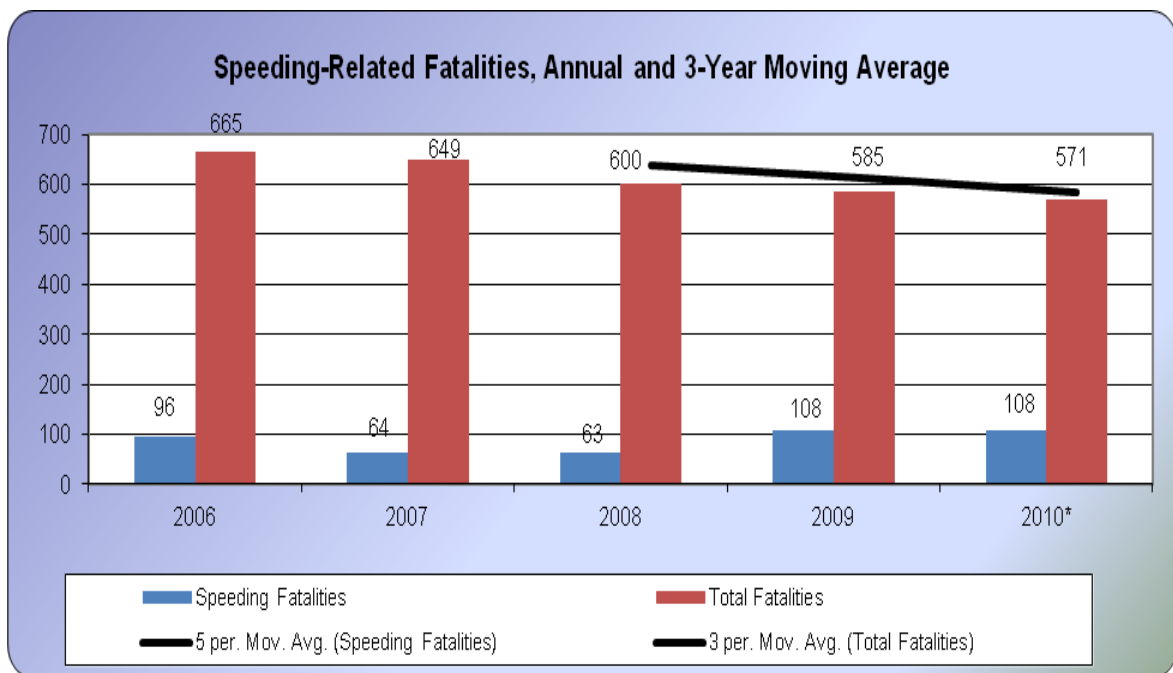
### Program Area Goal

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

- Decrease the number of speeding related fatalities from a five year (2004-2008) average of 87 to 58 by 2011

### Program Area Results

During the five-year period from 2006 through 2010 speed related fatalities have gone from a low of 63 in 2008 to a high of 108 for 2009 and 2010.



### Project Results

Thirty-four Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY2011. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, an additional emphasis was placed on speed violations during 2011. A total of 8,967 speed citations were issued during STEP.

A new speed mobilization using the campaign slogan “Obey the Sign or Pay the Fine” was conducted in July 2011. The details of the media campaign are outlined on pages 47-51.



## **2011 July Speed Campaign Obey The Sign or Pay The Fine**

### **Paid Media Report**

#### ***Summary***

Supporting the July 2011 Speed “Obey the Sign or Pay the Fine” mobilization, 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. The target audience for the “Obey the Sign or Pay the Fine” campaign was those most likely to exceed the speed limit, men ages 18-54.

NHTSA approved a budget of \$100,000 for a one-week schedule of previously produced ads on broadcast television, cable, radio, outdoor and on-line media. The bonus television and radio ads received totaled an additional \$58,646 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

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

- Paid advertising for Obey the Sign or Pay the Fine-July 10 – July 16, 2011

#### ***Audience Segment Profiles***

- Primary Segment – *To influence segment to always obey the speed limit*
  - **Men, 18-54 years of age**
  - Largest demographic that exceeds the speed limit
  - Primarily views and listens to comedy, sports and top 40 entertainment
- Secondary Segment – *To raise awareness and influence segment to always obey the speed limit*
  - **Newly arrived immigrant Latino Men, 18-54 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 obey the speed limit*
  - **African American Men, 18-54 years of age**
  - Primarily listens to Urban radio formats
  - 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 Obey the Sign or Pay the Fine were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for Obey the Sign or Pay the Fine:

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

Cable markets for Obey the Sign or Pay the Fine:

- Little Rock (includes Benton and Maumelle)
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- El Dorado
- Conway
- Hot Springs
- Pine Bluff

***Budget***

- Obey the Sign or Pay the Fine - \$100,000

***Media Strategies- Obey the Sign or Pay the Fine***

A media mix of broadcast television, cable, radio and supplemental out-of- home was used to deliver the Obey the Sign or Pay the Fine message in the major Arkansas DMAs. A minimum of a one for one bonus was negotiated with media purchases.

***Media Strategy***

- Concentrated support in a one-week period to maximize awareness of the “Obey the Sign or Pay the Fine” message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-54.

Cable markets for Obey the Sign or Pay the Fine:

- Little Rock (includes Benton and Maumelle)
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- El Dorado
- Conway
- Hot Springs
- Pine Bluff

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

- Broadcast television generated mass reach and frequency
- Cable provided frequency of exposure in targeted programming and also extended our reach

- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles
- Use supplemental out of home media to continue to build reach and frequency.

### ***Broadcast Television***

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

### ***Cable Television***

- Purchased those networks that best target males 18-54 (i.e. ESPN, Comedy Central, History Channel, CNN, Fox News, MTV, Spike, etc.)
- Placed support from 4pm to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)

### ***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

### ***Supplemental Out-of-Home Media***

- Online ran a 728 x 90 banner and an e-blast on ArkansasMatters.com to reach a mass audience with the Speed message.
- We utilized the following publishers to reach our target of men 18-54 years old:
  - Hogville.net (homepage banner)
  - Epic Media (smart phone and ipad app banners)
  - Facebook (flyer program)
- Ran the Speed message on seven digital boards in the Little Rock Metro area for one week. Average combined DEC (daily effective circulation) is 157,888.

***Media Budget Allocation:*** In order to achieve our communications goals the budget spent \$97,001 was allocated as follows:

- Broadcast TV: \$24,815 (26 percent)
- Cable: \$32,895 (34 percent)
- Radio: \$29,965 (31 percent)
- Online: \$5,178 (5 percent)
- Digital outdoor \$4,147 (4 percent)

**By Market:**

**Obey the Sign or Pay the Fine Actual Expenditures**

**\$97,001**

○ Little Rock	\$ 32,898
○ Fort Smith	\$ 10,236
○ Fayetteville	\$ 16,225
○ Jonesboro	\$ 11,092
○ Texarkana	\$ 7,128
○ El Dorado	\$ 2,758
○ Hot Springs	\$ 3,276
○ Pine Bluff	\$ 1,536
○ Conway	\$ 2,444
○ Helena/West Helena	\$ 1,006
○ Hispanic Advertising	\$ 3,224
○ Online (Statewide)	\$ 5,178

**Cost per Point and GRP Levels – Obey the Sign or Pay the Fine.**

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 90.12	\$ 34.59	33.72
Ft. Smith/Fayette	\$ 75.92	\$ 16.27	\$ 23.29
Jonesboro	\$ 36.13	\$ 14.38	\$ 16.47
Texarkana	No broadcast TV	\$ 15.76	19.59
El Dorado	No broadcast TV	\$ 8.83	N/A
Hot Springs	No broadcast TV	\$ 11.93	\$ 11.64
Pine Bluff	No broadcast TV	\$ 6.78	N/A
Conway	No broadcast TV	\$ 13.74	N/A
Hispanic	N/A	N/A	N/A

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

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	330	333	2.3	122.5	53.3%
Ft. Smith/Fayetteville	277	573	2.2	105.9	48.1%
Jonesboro	325	466	2.3	117.5	51.1%
Texarkana	203	203	N/A	N/A	N/A
El Dorado	184	341	N/A	N/A	N/A
Hot Springs	177	341	N/A	N/A	N/A
Pine Bluff	164	280	N/A	N/A	N/A
Conway	154	140	N/A	N/A	N/A
Hispanic	32	74	N/A	N/A	N/A

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

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	147	215	3.7	200.4	54.2%
Ft. Smith	172	172	3.5	199.6	57.0%
Fayetteville	142	142	3.8	202.5	53.3%
Jonesboro	199	199	3.9	203.5	52.2%
Texarkana	160	160	4.6	200.5	43.6%
El Dorado	54	54	N/A	N/A	N/A
Hot Springs	41	41	3.6	100	27.8%
Pine Bluff	18	18	N/A	N/A	N/A
Conway	19	19	N/A	N/A	N/A
Helena	19	57	N/A	N/A	N/A
Hispanic	113	111	N/A	N/A	N/A

## **Earned Media**

### ***Media Relations***

A news release concerning the July speed mobilization was distributed to news media statewide resulting in 6 newspaper clippings with an ad equivalency of \$1,478.

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

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the Obey the Sign or Pay the Fine message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. The approximate earned media generated for this contribution is \$94,500.

## **TRAFFIC RECORDS PROGRAM**

### **Program Area Goal**

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

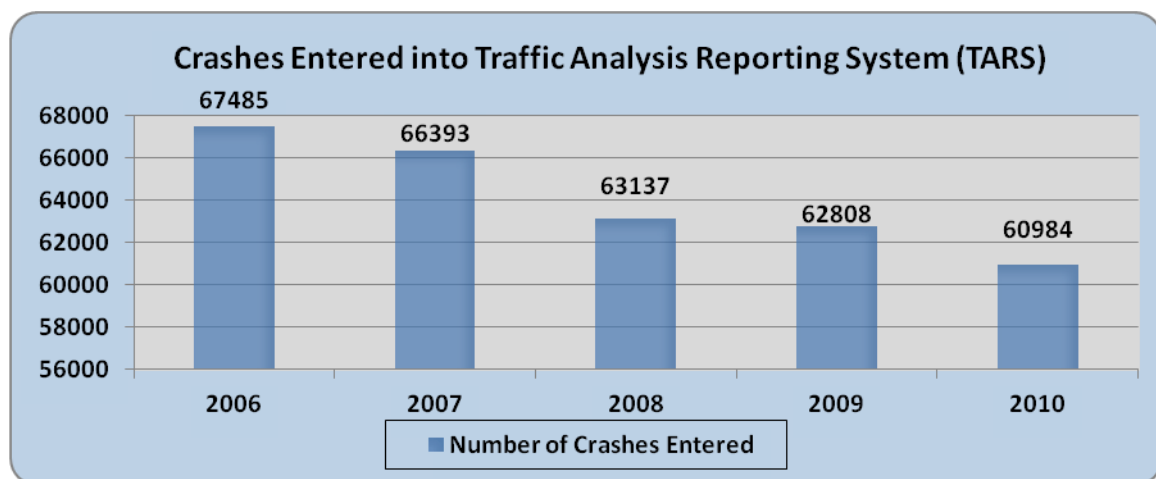
- Reduce the backlog of crash reports to be manually entered into the TARS from a 7.8 month backlog as recorded in November 2009 to a three-month backlog by 2011.

### **Program Area Results**

A new Traffic Records Assessment was conducted for the State of Arkansas March 6 – 11, 2011 by the National Highway Traffic Safety Administration’s assessment team. The findings and recommendations of this team, together with input from the TRCC, are the basis for Arkansas’ 2011-2015 Traffic Records Strategic Plan submitted to NHTSA June 15, 2011. In conjunction with the strategic plan, the goals of the Traffic Records Program are to reduce the backlog of crash report data to be entered into the Traffic Analysis Reporting System (TARS) and improve the accuracy of data.

Federal funds were used to continue the services of a firm to input crash data in a timely manner. SourceCorp has been retained for these services since April 1, 2009. Since then the backlog of reports being entered manually into the Traffic Analysis Reporting System (TARS) has fluctuated between nine-months to three-months, based on various factors. As of November 2011 there was a 3 month backlog.

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



The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System is progressing. For the HSO and ASP to implement the Traffic and Criminal Software (TraCS), equipment and software has been purchased that currently capture the crash data at the scene and house the data at the ASP Headquarters. There is one full-time person devoted to, and currently working on the TraCS project continuously and statewide. The Arkansas State Police

has met its goal of statewide implementation to all troops, data collection and wireless transmittal of data to a central server. Currently all troopers and nine local law enforcement agencies are participating in the project. Plans include expanding local agency participation in the TraCS project, wireless collection and transmission of crash data, storage and electronic access to crash data. It is the goal of this project to enable crash data uploads from the trooper and local officer at the end of the shift to the central data bank at ASP headquarters within 24 hours of the crash. ASP will be transitioning to E-crash and currently has a contract with University of Alabama to meet this goal.

Section 408 Traffic Safety Information System Improvement Grant funds awarded in FYs 2009 through 2011 were utilized to further reduce the backlog of crash reports to be manually into TARS and further implement TraCS.

## **Project Results**

**SourceCorp** provided data entry services to input crash data into the TARS. The Contractor also provided personnel to review crash reports and make corrections (annotations) before the reports were entered into the TARS. During the year, 46,026 of the 60,984 reports for calendar year 2010 were manually entered by the contractor into TARS.

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

**The Arkansas State Police** continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is currently the Traffic and Criminal Software (TraCS) developed by the State of Iowa. During FY2011 the project was in phase VI of operation. There were 14,958 crashes processed through ASP TraCS for calendar year 2011.

**Arkansas State Police** continued progress during 2011 towards implementation of an electronic citation system which will electronically capture and submit the traffic citations issued by state and local law enforcement. The system will allow faster and more efficient issuance of a citation to the violator and capture citation data for timely reporting to various entities. The system allows for submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and the Office of Driver Services. Printed citations have been finalized and e-cite data elements are 80% complete. A data schema is in the process of being finalized which will allow Administrative Office of the Courts (AOC) to implement eCite support into the court case management system.

## RAIL/HIGHWAY AND ROADWAY SAFETY PROGRAM

### Program Area Goals

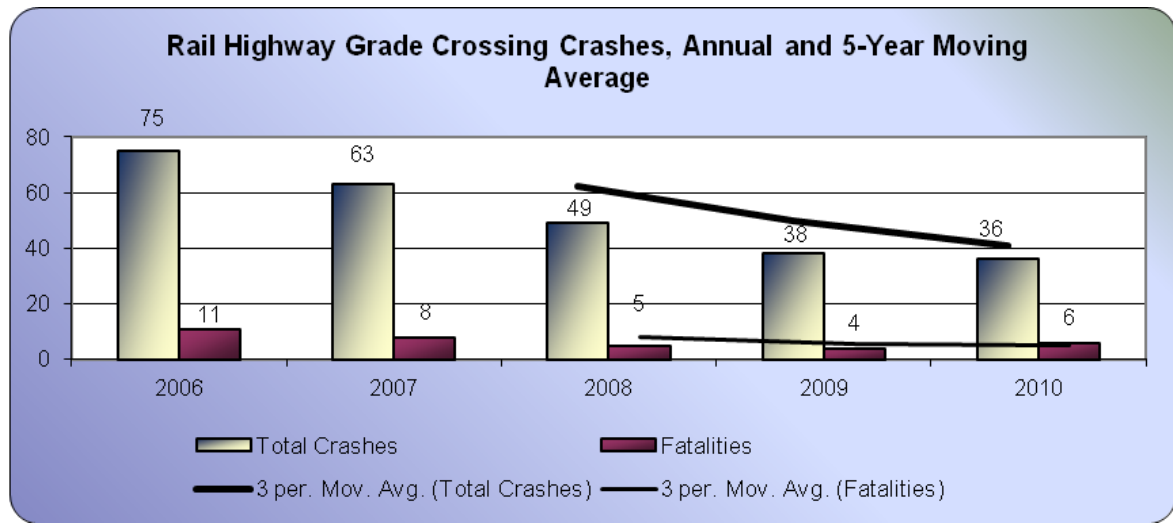
The goals of the projects funded in the Rail/Highway Safety and Roadway Safety Program Areas were as follows:

- Reduce the number of rail-highway grade crossing crashes from a five-year (2004-2008) average of 62 to 40 by 2011.
- Maintain the number of work zone fatalities below 20 fatalities for 2011.

### Program Area Results

There were 36 rail-highway grade crossing crashes recorded in 2010. The 3 year moving average shows crashes are in a downward trend.

### RAILWAY CROSSING CRASHES



### Project Results

#### Arkansas Operation Lifesaver

Due to personnel shortages, law enforcement agencies have been reluctant to release officers for 2 day grade crossing trainings therefore no trainings were conducted in conjunction with the Highway Safety Office during 2011. Operation Lifesaver and the Highway Safety Office have been working to address this lack of participation. Beginning in 2012, the number of trainings will be expanded and offered in 6 to 8 hour sessions. Trainings will be offered in a number of additional locations to reduce travel requirements.



## Program Area Results

There were 1,793 work zone crashes and 16 fatalities reported in 2010.

Year	Work Zone Crashes	Work Zone Fatalities
2006	2,083	53
2007	2,206	24
2008	1,932	19
2009	1,851	23
2010	1,793	16

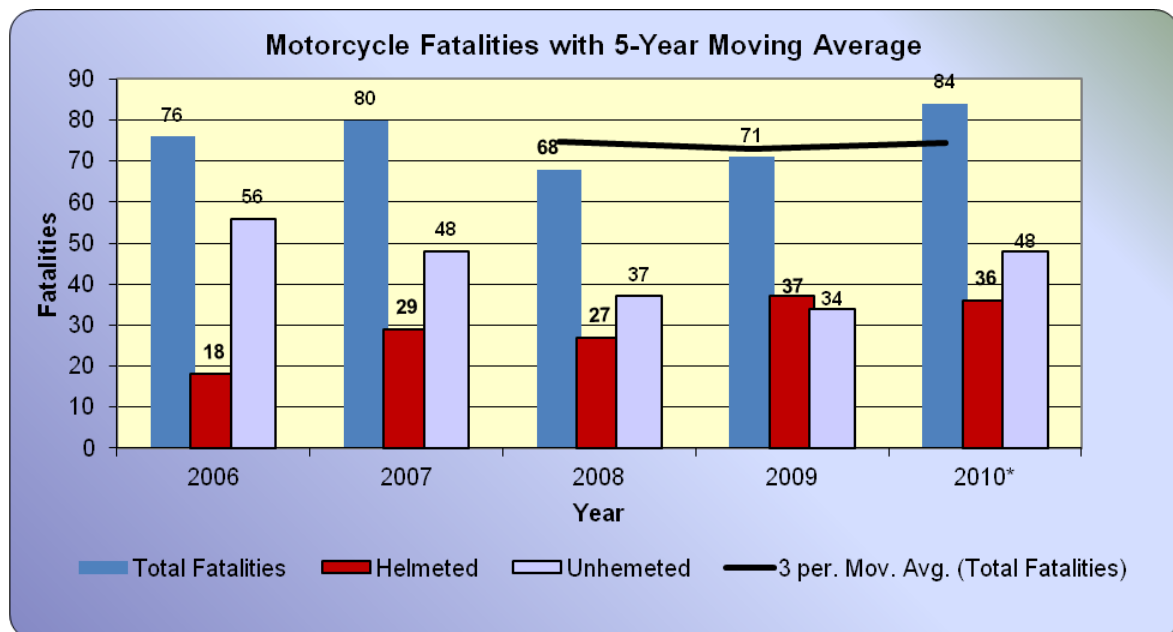
The Arkansas State Highway and Transportation Department will continue to provide motorists with information on construction activities and the Arkansas State Police will continue traffic enforcement in and surrounding construction work zone areas.

## MOTORCYCLE SAFETY PROGRAM

### Program Area Goal

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

- Reduce the total number of motorcycle fatalities from a five-year (2004-2008) average of 69 to 60 by 2011.
- Reduce the number of un-helmeted motorcycle fatalities from a five-year (2004-2008) average of 41 to 39 by 2011.



### Program Area Results

In 2007 there were 80 motorcycle crash fatalities. The number of fatalities decreased to 71 in 2009 but rose to 84 in 2010.

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

A communication plan is in effect that allows for the purchase of educational materials and promotional items concerning motorcycle safety. These items were used across the State to educate and inform the public on motorcycle safety.

issues. Major motorcycle safety themes/slogans from the Motorcycle Safety Foundation (MSF) and the National Highway Traffic Safety Administration (NHTSA) were used to enhance the program.

The Motorcycle Safety Program Manager, on behalf of AMSAC and AHSO, made numerous presentations to public civic organizations, motorcycle rallies and Air Force and National Guard troops across the state promoting motorcycle safety. These presentations will continue through the remainder of 2011 and into 2012.

The five counties in Arkansas with the largest number of motorcycle crashes for 2010 include Pulaski (165), Sebastian (98), Washington (98), Benton (91) and Garland (77). These five counties accounted for a total of 529 motorcycle involved crashes.

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

### ***Arkansas Motorcycle Safety Awareness 2011 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 and for motorcyclists to ride unimpaired, AHSO worked with Cranford Johnson Robinson Woods (CJRW) to develop a campaign featuring outdoor advertising. The media plan focused on scenic highways frequently traveled by motorists and motorcyclist alike in Arkansas with the highest concentration of motorcycle crashes: Benton, Garland, Pulaski and Washington counties. The target audience for the campaign was motorists (Adults 25+) and motorcyclists. A total of thirteen outdoor boards were posted to run for four months.

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

- Paid outdoor boards ran from April through July, 2011

##### ***Geography***

- The board locations and their Daily Effective Circulation (DEC) were as follows:
  - Harrison on 7 South, right-hand read to northbound traffic (single board). DEC is 6,000.
  - Hwy 5, south of 16-25 (single board). DEC is 1,883.
  - 5540 Park Avenue Hwy 5, bottom panel, right-read, outbound from Hot Springs Village. DEC is 9,700.

- Hwy. 70 entering Hot Springs (single board). DEC is 7,520.
- Hwy. 7 & 290, south of Hot Springs (double board). DEC is 4,900.
- Hwy. 270 west of Hot Springs (double board). DEC is 10,970.
- Hwy 7 south of Hot Springs Village (double board). DEC is 6,690.
- Hwy. 5 south, north of Hwy. 89 (double board). DEC is 5,380.
- Hwy. 167, Batesville Blvd.(double board). DEC is 7,910.
- Hwy. 62, mile marker 9, Bentonville (single board). DEC is 6,690.
- Hwy. 62, mile marker 9, Bentonville (single board). DEC is 6,690.
- Hwy. 65 Greenbriar (double board). DEC is 12,570.
- Hwy. 65 Greenbriar (single board). DEC is 12,570.

Total Daily Effective Circulation (DEC) 99,473

***Budget***

- Arkansas Motorcycle Share the Road Campaign - \$34,882 total paid media budget.

**Bonus**

Discounts were obtained from the outdoor board vendors, two for the price of one, on locations with double board exposure. Total bonus obtained \$9,882.

**Earned Media**

Two of the advisory committee members made guest appearances on radio talk shows in Searcy and in Hot Springs to promote the “Share The Road Campaign.” Media value N/A

1000 posters and 500 magnetic clings with the “Share The Road” message were created and distributed to motorcycle dealers and the general public.

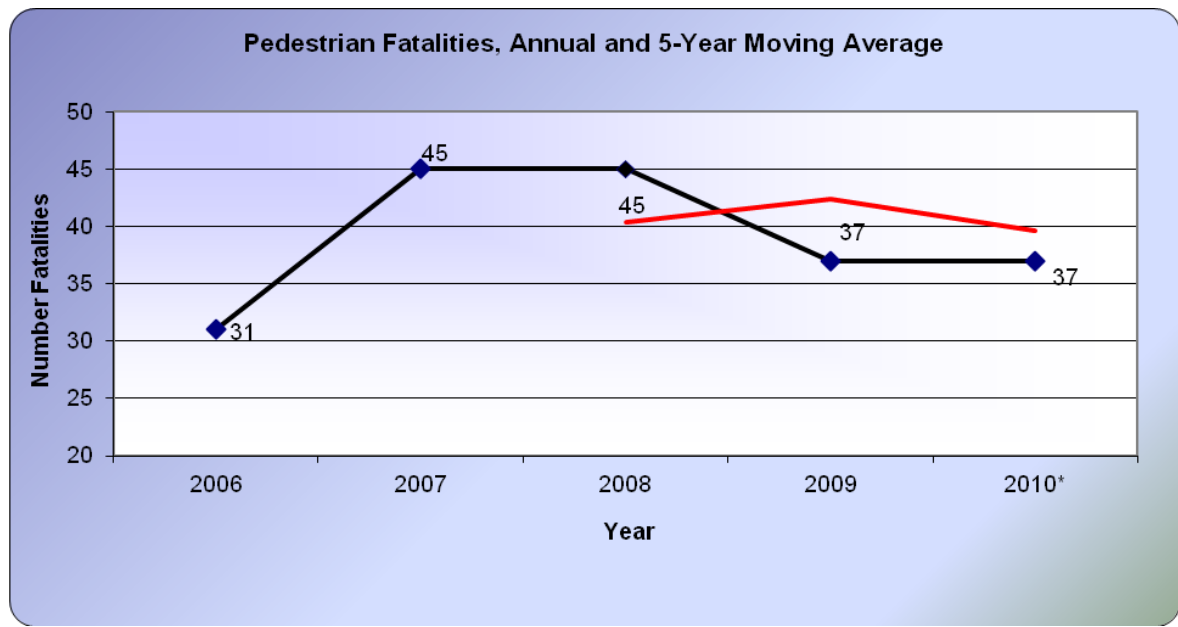
The Arkansas Motorcycle Program Coordinator attended motorcycle rallies during this period distributing educational materials and demonstrating the new motorcycle simulator to the audiences.

## PEDESTRIAN SAFETY PROGRAM AREA

### Program Area Goal

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

- Reduce the number of pedestrian fatalities from a five-year (2004-2008) average of 38 to 37 by 2011.



### Program Area Results

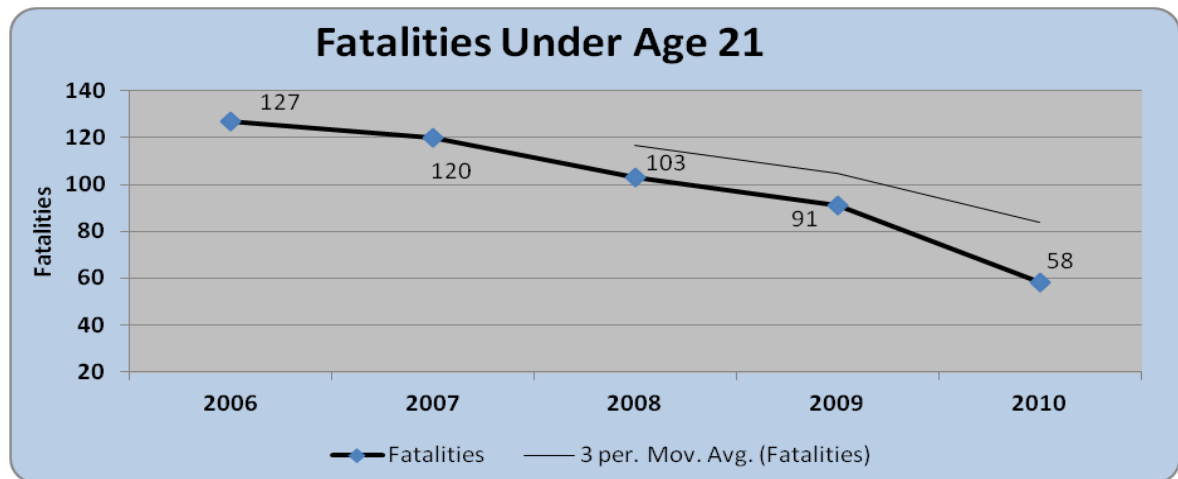
Pedestrian fatalities in the state fell from 45 in 2008 to 37 in 2010. This represents 6 percent of all motor vehicle fatalities for 2010. No Section 402 funds will be used solely for pedestrian/bicycle safety. Information on pedestrian and bicycle safety will be presented as part of several occupant protection projects.

## TEEN DRIVER SAFETY PROGRAM

### Program Area Goal

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

- To reduce the number of drivers age 20 or younger involved in fatal crashes from a five- year (2004-2008) average of 120 to 100 in 2011.



### Program Area Results

In 2010 there were 58 fatalities of drivers under age 21. This is down from 91 in 2009. The new Graduated Driver Licensing (GDL) law has assisted in addressing these issues by helping new drivers gain experience in lower-risk conditions. The AHSO worked with the Arkansas Children's Hospital Injury Prevention Center, the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids to expand the "Building Consensus for Safer Teen Driving Project", to facilitate teen driver education, increase physician influence of motor vehicle safety for teen drivers and passengers, increase the use of graduated driving principles within families of young drivers, and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. A press conference was held during the year addressing texting issues among teens and informing the public about the GDL law.

### Project Results

The **University of Arkansas for Medical Science Safer Teen Driving Project** conducted a coalition meeting in Pulaski County with 65 members involved; classroom presentations to 1747 students in Pulaski County; facilitated 323 student leaders who conducted 1050 seat belt observations; fostered 7 activities to increase collaboration in Boone County; conducted presentations to 63 participants in Southeast Arkansas; developed surveys and evaluation forms; distributed 16,300 educational materials to coalitions, professionals and the general public; conducted educational presentations to 53 parents and community leaders; and GDL train the trainer presentations to 51 law enforcement officers and 56 medical students. An Arkansas specific safer teen driving website was also created and launched.

## **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 2011, 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.

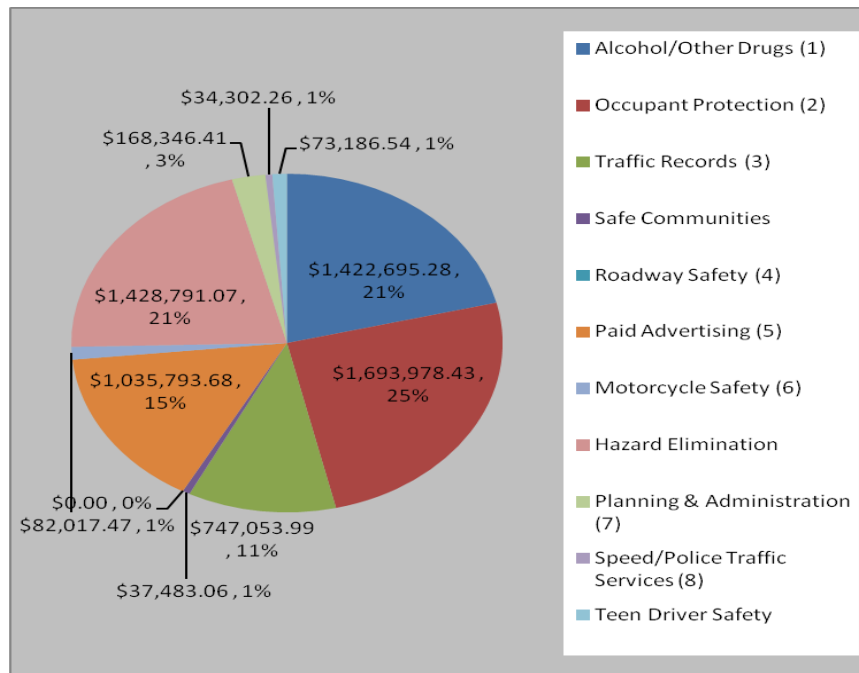
According to Highway Safety Program Funding Policy, P&A costs are not to exceed ten percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 2011 P&A expenditures equaled only 6% percent of total 402 expenditures and were matched 50 percent with State funds.

	Project		Recipient/Contractor	Fed. HSP AMT	Fed. Expenditures
	<b>F</b>	1	AL/OP/K2/K8	Criminal Justice Institute	\$ 777,400.00
	2	K8	Sherwood – Pilot DWI Court	\$ 75,000.00	\$ 0.00
	3	AL/K8	Administrative Office of the Courts	\$ 131,400.00	\$ 70,220.66
<b>I</b>	4	AL/OP	Arkansas Broadcasters Association	\$ 75,000.00	\$ 75,000.00
	5	K2/OP/K8/SE	Harrison Police Department	\$ 33,100.00	\$ 17,980.95
	6	K2/OP/K8/SE	Greenwood Police Department	\$ 28,000.00	\$ 19,381.63
	7	OP	Dimensions, Inc.	\$ 108,000.00	\$ 104,687.62
<b>N</b>	8	K2/OP/K8/SE	Benton County Sheriff's Office	\$ 76,500.00	\$ 66,743.50
	9	K2/OP/K8/SE	Bentonville Police Department	\$ 12,000.00	\$ 11,445.17
	10	K2/OP/K8/SE	Blytheville Police Department	\$ 15,300.00	\$ 541.01
<b>A</b>	11	K2/OP/K8/SE	Van Buren Police Department	\$ 52,000.00	\$ 51,629.59
	12	K2/OP/K8/SE	Jonesboro Police Department	\$ 64,000.00	\$ 54,378.91
	13	K2/OP/K8/SE	Little Rock Police Department	\$ 118,500.00	\$ 98,015.01
	14	K2/OP/K8/SE	Marion Police Department	\$ 15,000.00	\$ 8,078.71
<b>N</b>	15	K2/OP/K8/SE	North Little Rock Police Department	\$ 60,000.00	\$ 55,443.42
	16	K2/OP/K8/SE	Osceola Police Department	\$ 14,000.00	\$ 11,013.15
	17	K2/OP/K8/SE	Paragould Police Department	\$ 19,000.00	\$ 16,363.63
<b>C</b>	18	K2/OP/K8/SE	Sherwood Police Department	\$ 26,500.00	\$ 17,120.44
	19	K2/OP/K8/SE	Springdale Police Department	\$ 46,000.00	\$ 24,276.24
	20	K2/OP/K8/SE	Baxter County Sheriff's Office	\$ 19,000.00	\$ 5,345.97
	21	K2/OP/K8/SE	Russellville Police Department	\$ 20,000.00	\$ 14,646.78
<b>I</b>	22	K9/K4TR	Arkansas State Police – TRACS/E-Crash	\$ 1,383,700.00	\$ 198,876.95
	23	K4TR	Arkansas State Police – E-Citation	\$ 4,676,200.00	\$ 135,937.55
	24	SA/OP	U of A – Fayetteville	\$ 85,400.00	\$ 66,291.67
<b>A</b>	25	RH	Arkansas Operation Lifesavers, Inc.	\$ 5,000.00	\$ 0.00
	26	K2/K8/OP/SE	Faulkner County Sheriff's Office	\$ 37,000.00	\$ 14,312.04
	27	K8	AR Dept. of Health Human Ser - OAT	\$ 17,800.00	\$ 7,767.65
	28	K2/K8/OP/SE	Benton Police Department	\$ 52,000.00	\$ 31,114.00
<b>L</b>	29	K2/K8/OP/SE	Bryant Police Department	\$ 19,500.00	\$ 11,258.57
	30	K2/K8/OP/SE	Conway Police Department	\$ 52,000.00	\$ 42,651.08
	31	K2/K8/OP/SE	Fayetteville Police Department	\$ 91,200.00	\$ 91,200.00
	32	K2/K8/OP/SE	Fort Smith Police Department	\$ 95,000.00	\$ 85,828.56
	33	K2/K8/OP/SE	Hot Springs Police Department	\$ 52,500.00	\$ 44,830.84
<b>R</b>	34	TR/RS	AHTD – Professional Development	\$ 5,500.00	\$ 1,421.95
	35	K2/K8/OP/SE	Mountain Home Police Department	\$ 20,500.00	\$ 20,406.43
	36	K2/K8/OP/SE	Pulaski County Sheriff's Office	\$ 48,000.00	\$ 18,492.20
	37	K2/K8/OP/SE	Saline County Sheriff's Department	\$ 26,500.00	\$ 11,852.08
<b>E</b>	38	K2/K8/OP/SE	Texarkana Police Department	\$ 79,000.00	\$ 71,190.43
	39	K2/K8/OP/SE	Washington County Sheriff's Office	\$ 13,500.00	\$ 6,843.13
	40	K2/K8/OP/SE	West Memphis Police Department	\$ 42,000.00	\$ 29,443.18
<b>P</b>	41	K2/K8/OP/SE	Camden Police Department	\$ 16,000.00	\$ 6,283.35
	42	K8	Black River Technical College	\$ 112,000.00	\$ 80,376.71
	43	K2/K8/OP/SE	Hope Police Department	\$ 21,500.00	\$ 17,101.20
	44	K4TR	ASP – Crash Reconstruction Training	\$ 205,000.00	\$ 54,721.19
<b>O</b>	45	K8	Garland County – Pilot DWI Court	\$ 103,800.00	\$ 94,028.64
	46	K8	Independence County–Pilot DWI Court	\$ 102,800.00	\$ 55,767.42
	47	K2/K8/OP/SE	Univ. of Central AR Police Department	\$ 7,700.00	\$ 5,089.35
<b>R</b>	48	K2/K8/OP/SE	Dardanelle Police Department	\$ 18,800.00	\$ 3,748.76
	49	K2/K8/OP/SE	Jacksonville Police Department	\$ 32,600.00	\$ 30,839.54
	50	OP/K4	UAMS	\$ 440,000.00	\$ 254,923.26
	51	154HE	AHTD – 154HE	\$ 31,799,200.00	\$ 1,428,791.07
<b>T</b>	52	K2/OP/K8/SE	Arkansas State Police - Enforcement	\$ 836,000.00	\$ 508,148.20
	53	OP/K6/K8/PM/K4PM/K4/ K2PM/K8PM/AL	Cranford,Johnson,Robinson & Woods	\$ 1,921,200.00	\$ 1,251,291.70
	54	K9	SourceCorp	\$ 300,000.00	\$ 180,057.80
<b>S</b>	55	K9	AR Department of Health - EMS	\$ 22,000.00	\$ 22,000.00
		<b>TOTAL</b>		<b>\$ 44,526,600.00</b>	<b>\$ 6,092,219.42</b>



## FISCAL YEAR 2011 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

<b>Alcohol/Other Drugs (1)</b>	\$ 1,422,695.28
<b>Occupant Protection (2)</b>	\$ 1,693,978.43
<b>Traffic Records (3)</b>	\$ 747,053.99
<b>Safe Communities</b>	\$ 37,483.06
<b>Roadway Safety (4)</b>	\$ 0.00
<b>Paid Advertising (5)</b>	\$ 1,035,793.68
<b>Motorcycle Safety (6)</b>	\$ 82,017.47
<b>Hazard Elimination</b>	\$ 1,428,791.07
<b>Planning &amp; Administration (7)</b>	\$ 168,346.41
<b>Speed/Police Traffic Services (8)</b>	\$ 34,302.26
<b>Teen Driver Safety</b>	\$ 73,186.54
<b>Total</b>	<b>\$ 6,723,648.19</b>



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

## **LEGISLATIVE PRIORITIES/INITIATIVES**

The 88<sup>th</sup> General Assembly of the State of Arkansas, Legislative Session began on January 10, 2011 and adjourned on April 27, 2011. During this session a number of bills were passed that impact highway safety issues in Arkansas. The next regular session is scheduled to begin in January of 2013. A legislative session in February 2012 will be held to discuss fiscal issues only. Relevant legislative activity that took place during the 88<sup>th</sup> General Assembly was as follows:

### **BILLS THAT WERE SIGNED IN TO LAW/ACTS:**

**Act 37** AN ACT TO IMPROVE THE SAFETY OF HIGHWAYS AND ROADS BY PROHIBITING WIRELESS TELEPHONE USE IN SCHOOL ZONES AND HIGHWAY WORK ZONES; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act37.pdf>

**Act 194** AN ACT TO AMEND THE STATUTES REGARDING THE SUSPENSION OR REVOCATION OF A DRIVER'S LICENSE; TO AMEND THE STATUTE REGARDING THE PENALTIES FOR UNLAWFUL USE OF A LICENSE; TO MAKE TECHNICAL CORRECTIONS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act194.pdf>

**Act 352** AN ACT TO AMEND THE ARKANSAS UNIFORM COMMERCIAL DRIVER LICENSE ACT TO COMPLY WITH FEDERAL COMMERCIAL DRIVER LICENSE REGULATIONS; TO MAKE TECHNICAL CORRECTIONS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act352.pdf>

AMEND THE DEFINITION OF ALL-TERRAIN VEHICLES; TO DEFINE RECREATIONAL OFF-HIGHWAY VEHICLES; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act583.pdf>

**Act 601** AN ACT TO AUTHORIZE A MEDICAL EXEMPTION DESIGNATION FOR SEAT BELT USE TO BE PLACED ON A DRIVERS LICENSE OR IDENTIFICATION CARD; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act601.pdf>

**Act 759** AN ACT TO REQUIRE MOTORCYCLES TO HAVE TURN SIGNALS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act759.pdf>

**Act 876** AN ACT TO REINSTATE THE PENALTIES THAT WERE IN EFFECT FROM 1991 TO 2009 FOR A PERSON WHO DRIVES AN UNREGISTERED MOTOR VEHICLE; TO MAKE LEGISLATIVE CORRECTION; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act876.pdf>

**Act 908** AN ACT TO AUTHORIZE ELECTRONIC TRAFFIC TICKETS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act908.pdf>

**Act 1046** AN ACT TO ALLOW LAW ENFORCEMENT TO IMPOUND A MOTOR VEHICLE THAT DOES NOT HAVE THE MINIMUM LIABILITY INSURANCE REQUIRED BY LAW OR A CERTIFICATE OF SELF-INSURANCE; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act1046.pdf>

**Act 1221** AN ACT TO RAISE THE AGE REQUIREMENT FOR A PERSON TO OBTAIN A MOTORIZED BICYCLE CERTIFICATE; AND FOR OTHER PURPOSES

<http://www.arklegstate.ar.us/assembly/2011/2011R/Acts/Act1221.pdf>

**Act 1240** AN ACT TO ALLOW AN AUXILIARY LAW ENFORCEMENT OFFICER APPOINTED AS A RESERVE LAW ENFORCEMENT OFFICER TO ADMINISTER BLOOD ALCOHOL TESTS AND TO OPERATE A DEVICE TO DETECT EXCESSIVE SPEEDING; AND FOR OTHER PURPOSES

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act1240.pdf>

## **Noteworthy Accomplishments**

### **Incentive Program**

An incentive program conducted by the LEL at the Criminal Justice Institute garnered the support of 138 agencies to participate in CIOT and DDOLUA. The program solicits the participation from non-STEP agencies to participate in these mobilizations. Ten agencies that successfully participated and reported activities were awarded \$2,000 to be reimbursed for the purchase of traffic enforcement related equipment.

### **DWI Courts/Training**

As part of a collaborative effort to expand the DWI court program in the state, a week-long NHTSA/NDCI DWI Court training conference was held in the state in FY 11 to train 5 additional courts bringing the total to 9 formally trained and AOC recognized DWI courts. The HSO provided funding to maintain the operations for three pilot DWI courts (independence County, Garland County, and Sherwood) and to assist with start up costs (including training) for new courts. Arkansas is working to achieve statewide coverage.

### **Teen Program**

The AHSO worked with the Arkansas Children's Hospital Injury Prevention Center, the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids to expand the "Building Consensus for Safer Teen Driving Project". Coalitions will be formed and activities to facilitate teen driver education, increase physician influence of motor vehicle safety for teen drivers and passengers, increase the use of graduated driving principles within families of young drivers, and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers.

### **Arkansas Parks and Tourism Partnership**

The AHSO, working with their ad agency of record, Cranford Johnson Robinson Woods, established a new partnership with the Arkansas Parks and Tourism (AP&T) to distribute traffic safety social norming messages to the motoring public.

Plans are to incorporate traffic safety messages such as "Buckle Up. Every Trip. Every Time;" "Drive Safe and Sober;" and "Look Twice. Save a Life. Share the Road with Motorcycles" in the thousands of AP&T's printed publications, on the website and on video production to be developed and featured at the 13 Welcome Centers throughout the state.

For the FY2011 "Click It or Ticket" mobilization, the AP&T kicked off the traffic safety partnership by having employees remind motorists who stopped at Welcome Centers to buckle-up. Centers are located in Bentonville, Blytheville, Corning, El Dorado, Harrison, Helena-West Helena, Lake Village, Mammoth Springs, Red River, Siloam Springs, Texarkana, Van Buren/Fort Smith and West Memphis. AP&T Employees also distributed 2,200 CIOT buckle-up key tags.

## **LOOKING TOWARD THE FUTURE**

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

- Conducting a total of eight statewide mobilizations, four “Drunk Driving. Over the Limit, Under Arrest”/“Drive sober or Get Pulled Over”, two “Click It or Ticket”, a combined campaign over the Labor Day Holiday to include both Seat Belt and DWI enforcement, and one mobilization focused specifically on speed. Additional support and participation from State, Municipal and County law enforcement agencies is being solicited.
- Increasing opportunities and encouraging agencies to participate in sobriety and seatbelt checkpoints through an expanded and improved incentive program administered through the Criminal Justice Institute.
- Continued expansion of the DWI Court program in Arkansas and implementation of six recently trained DWI courts.
- Continued availability and expansion of the BAT Mobile Sobriety Checkpoints through partnerships with local law enforcement agencies.
- Working with Arkansas Parks and Tourism to increase the distribution of safety messages and increase public awareness.
- Full implementation of the e Cite system to electronically capture and submit traffic citations issued by state and local law enforcement.