

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS

Federal Fiscal Year 2014



Prepared by the:

**Arkansas State Police
Highway Safety Office**

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Highlights

- Traffic fatality rate 1.67 in 2012 to 1.44* for 2013
- Total fatalities increased from 560 in 2012 to 483 in 2013
- Alcohol-related fatalities (BAC = .08+) decreased from 144 in 2012 to 123 in 2013

** Preliminary*

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 Stan Witt, 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 2014. 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:

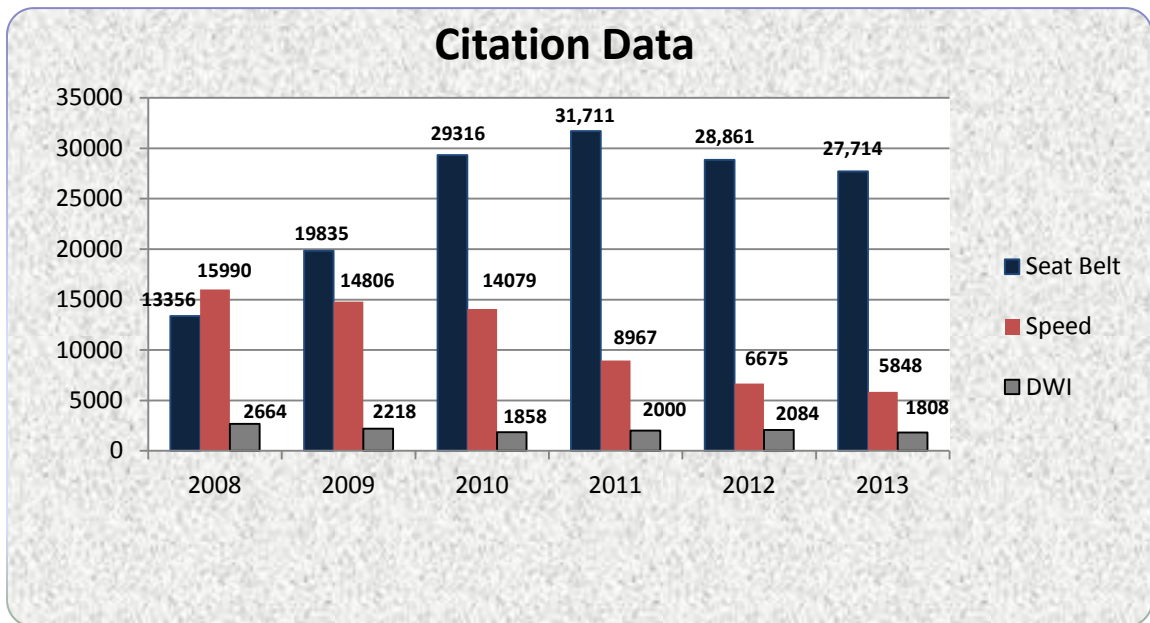
- Criminal Justice Institute
- Arkansas Highway Police
- Arkansas Crime Laboratory
- Arkansas Department of Health
- Local Law Enforcement Agencies
- Arkansas Department of Education
- Arkansas Crime Information Center
- Arkansas Administrative Office of the Courts
- Arkansas Office of the Prosecutor 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 Impaired Driving Prevention Task Force
- 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 is 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 31 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, speed limit, and distracted driving laws. The national mobilizations of “Click it or Ticket” (CIOT) and “Drive Sober or Get Pulled Over” also benefited from the greater participation of local agencies and targeted media campaigns. Targeted media included paid television, radio and billboard advertisements.

This 2014 AHSO Annual Report provides a description of the activities undertaken in the identified traffic safety program areas during FY 2014. 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) 2014, 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*
- **405** *Occupant Protection*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive*
- **406** *Safety Belt Performance*
- **154** *Alcohol Open Container Requirement*
- **408** *State Traffic Safety Information System Improvement*
- **2010** *Motorcycle Safety Incentive*
- **405 (b,c,d,e)** *National Priority Safety Program Grants*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$12.9 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 65. Approximately \$13.4 million in Federal-aid funds were expended for the entire program. A graph on page 66 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 32 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY 2014 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:

- To decrease the State fatality rate from 1.67 per 100 MVM traveled in 2011 to 1.53 in 2014.
- To decrease the total fatalities in the state from 549 in 2011 to 510 in 2014.
- To decrease the number of serious injuries from 3,239 in 2011 to 3,000 in 2014.

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>% Change 2012</u>	<u>% Change 2013</u>
Fatalities	551	560	483	.18	-14%
Fatality Rate*	1.67	1.67	1.44	- 1.2	- 14%
Injuries (2 & 3 only)	3,239	3,226	N/A	- 4.0	N/A
*per 100 Million vehicle miles traveled					
**Injury code 2 is incapacitating injury, code 3 is non-incapacitating injury					

N/A= Not Available for 2013

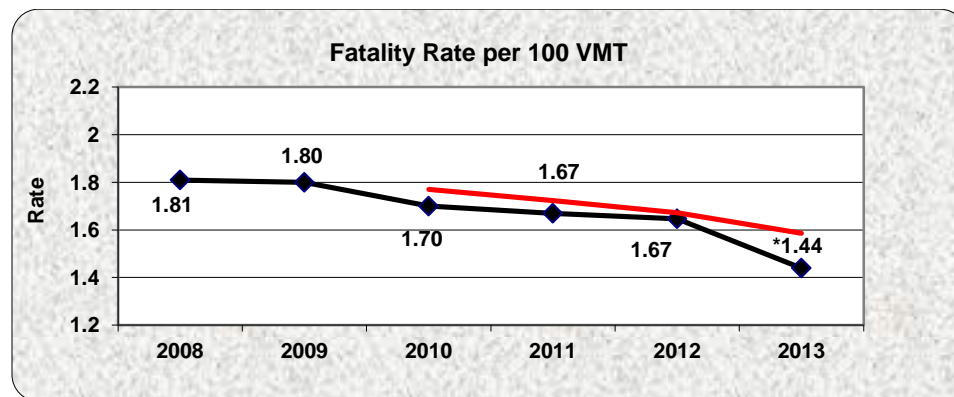
The following charts show fatalities and injuries for the years 2008 through 2013. The core outcome, behavior and activity measures for the same time period are provided on page 6. A summary of each program area is provided on pages 10 through 27 of this report.

FATALITIES AND RATES



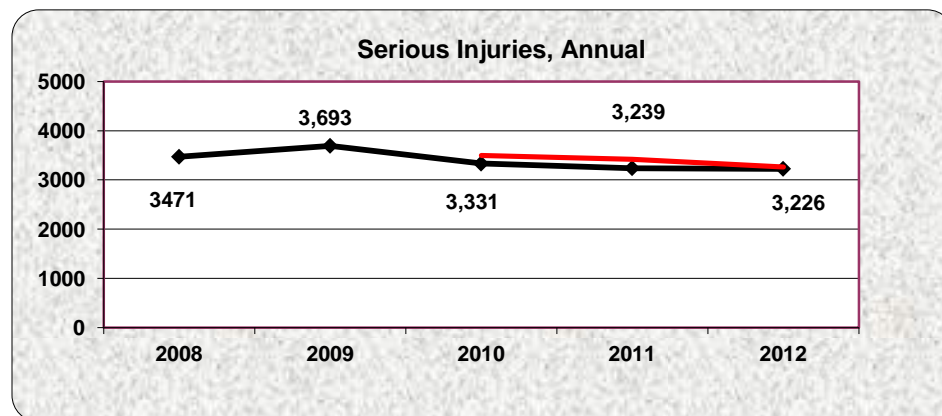
Statewide Fatalities

FATALITY RATE (FATALITIES PER 100 MILLION VMT*)



*Preliminary.

INCAPACITATING AND NON-INCAPACITATING INJURIES



Core Outcome Measures	Calendar Years				
	2009	2010	2011	2012	2013
C-1: Traffic Fatalities (FARS)	596	571	551	560	483
C-2: Serious Traffic Injuries (TARS)	3,693	3,331	3,239	3,226	
C-3: Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.80	1.70	1.67	1.67	1.44
C-3: "Rural" Mileage Death Rate (Rural Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	2.52	2.40	2.31	2.35	
C-3: "Urban" Mileage Death Rate (Urban Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	0.86	.82	.86	.80	
C-4: Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	253	244	220	227	174
C-5: Alcohol Impaired Driving Fatalities (Fatalities involving a driver or a motorcycle operator with a BAC of .08 and above) (FARS)	173	178	154	144	123
C-6: Speeding Related Fatalities (FARS)	108	108	86	76	72
C-7: Motorcyclist Fatalities (FARS)	71	84	64	72	61
C-8: Unhelmeted Motorcyclists Fatalities (FARS)	34	48	35	42	39
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	91	58	68	69	60
C-10: Pedestrian Fatalities (FARS)	37	38	42	47	45
Core Behavior Measure	2010	2011	2012	2013	2014
B-1: Seat Belt Use Rate (statewide Observational surveys for passenger Vehicles, front seat outboard occupants)	78.3	78.4	71.9	76.7	74.4

Activity Measures	FY2009	FY 2010	FY2011	FY2012	FY2013
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities	19,835	29,316	31,711	28,861	27,714
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities.	2,218	1,858	2,000	2,089	1,808
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities	14,806	14,079	8,967	7,823	5,848

*Not Available

Performance Targets/Measures:		
		Review the State's progress on each of the NHTSA/GHSA core outcome and behavior performance measures. Refer to the Highway Safety Plan (same Fiscal Year as Annual Report) to ensure that each target is included. Note: If the State addressed additional targets, insert rows into the document to add that information.
		C-1) Traffic Fatalities Baseline: 549 Target: 510 Current: 483 FARS Data Year <u>2013</u>
		C-2) Serious Injuries Baseline: 3,239 Target: 3,000 Current: 3,226 State Data <input checked="" type="checkbox"/> FARS Data <input type="checkbox"/> Year <u>2012</u>
		C-3) Fatalities/VMT – Total Baseline: 1.67 Target: 1.53 Current: 1.44 FARS Data <input checked="" type="checkbox"/> Year <u>2013</u>
		C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions Baseline: 220 Target: 185 Current: 174 FARS Data <input checked="" type="checkbox"/> Year <u>2013</u>
		C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above Baseline: 156 Target: 153 Current: 123 FARS Data <input checked="" type="checkbox"/> Year <u>2013</u>
		C-6) Speeding-related Fatalities Baseline: 86 Target: 82 Current: 72 FARS Data <input checked="" type="checkbox"/> Year <u>2013</u>
		C-7) Motorcyclist Fatalities Baseline: 64 Target: 72 Current: 61 FARS Data <input checked="" type="checkbox"/> Year <u>2013</u>
		C-8) Unhelmeted Motorcyclist Fatalities Baseline: 35 Target: 35 Current: 39 FARS Data <input checked="" type="checkbox"/> Year <u>2013</u>
		C-9) Drivers age 20 or younger involved in fatal crashes Baseline: 68 Target: 60 Current: 60 FARS Data <input checked="" type="checkbox"/> Year <u>2013</u>
		C-10) Pedestrian Fatalities Baseline: 42 Target: 39 Current: 45 FARS Data <input checked="" type="checkbox"/> Year <u>2013</u>
		B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants Baseline: 71.9 Target: 77.0 Current: 74.4 (2014)
		A-1) Seat belt citations issued during grant-funded enforcement activities Current: 27,714 (2013)
		A-2) Impaired driving arrests made during grant-funded enforcement activities Current: 1,808 (2013)
		A-3) Speeding citations issued during grant-funded enforcement activities Current: 5,848 (2013)

2014 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 2014 survey addressed questions related to the three major areas of impaired driving, seat belt use and speeding. The following is a summary of the results for the nine required questions covering these three major program areas.

Survey question recommendations from the NHTSA-GHSA working group

Impaired driving

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

90% 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 year, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

Approximately 79% 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 28% said this was likely to occur “Half of the time.” This response was followed closely with 30% 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 (80%) of those interviewed said they wear their seat belt “Always” and 12% “Most of the time” while driving.

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

Around 6 out of 10 (44%) Arkansans surveyed said they had read, seen, or heard of a 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?

Around (47%) of all respondents thought the chances of getting a ticket for not wearing a seat belt was likely “Always” or “Most of the time.”
Even those respondents who thought the likelihood of getting a ticket was not as high still believed it would happen, either “Half of the time” (20%) or “Rarely” (25%).

Speeding

S-1a.** On a local road with a speed limit of 30 mph, how often do you drive faster than 40 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 (43%) 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 75 mph?

Arkansans were asked how often they drive above the speed limit in cases when the speed limit is set at 65 miles per hour forty-five percent (45%) of those surveyed said they have exceeded the speed limit “Rarely.” Similarly, (38%) said they “Never” drive faster than 70 miles per hour in this case.

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

Over one-half (52%) of Arkansans surveyed said they did 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 when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit, one half or 50% of the respondents said the likelihood of getting a ticket was either “Always” or “Most 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 156 in 2011 to 153 in 2014.

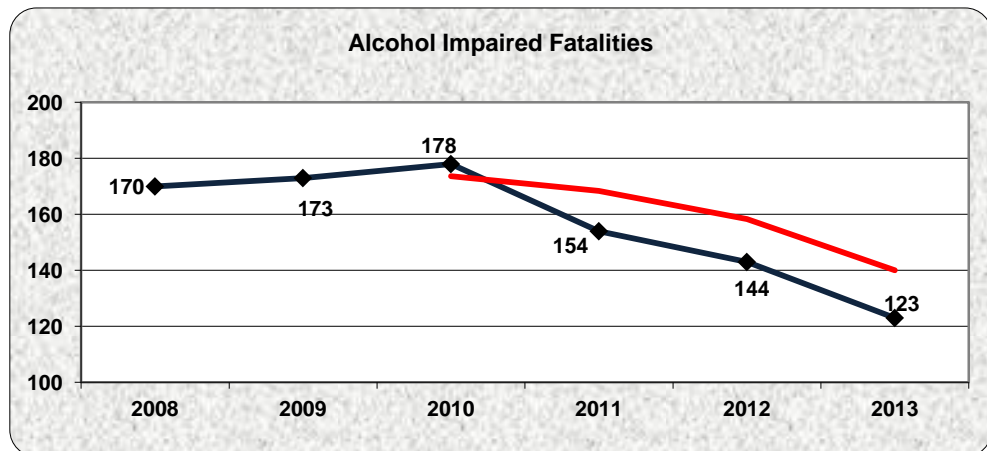
Program Area Results

In 2011 alcohol-related fatalities were at 154. This decreased to 144 in 2012 and 123 in 2013 for a three year average (2011-2013) of 140. The charts on this page and page 11 show the trend of Arkansas' alcohol-related fatalities and the fatality rate per 100 Million VMT over a five-year period. Arkansas alcohol related fatalities are currently at 25% compared to the National percentage 31%. The preliminary alcohol-related fatality rate was estimated at .37 per 100 MVMT for 2013.

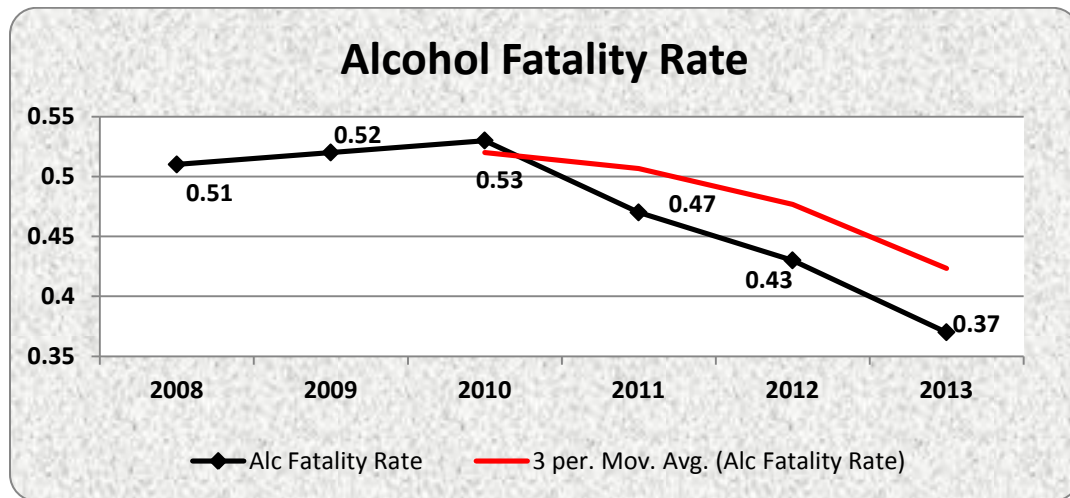
The AHSO will employ strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State along with a DWI Court initiative involving 11 District Courts. Continued analysis of crash data and project evaluations will be used to target areas and concentrate resources and strategies to address and 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. 467 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, 324 law enforcement officers received SFST Refresher training. CJI hosted a statewide Drug Recognition Expert training that 110 officers attended. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 88 prosecutors and law enforcement officers. One Drug Recognition Expert (DRE) School was conducted with a total of 7 officers completing the course.

The **Administrative Office of the Courts of the Supreme Court of Arkansas (AOC)** provided a three day training seminar September 18-20, 2014, in Hot Springs, Arkansas to approximately 90 Arkansas district court judges. The course title was "21st Century Traffic Case Issues" and was taught by faculty from the National Judicial College. Lecture topics and breakout sessions included the latest developments in traffic law as well as issues in Distracted Driving, Older Drivers and Ethics.

The **Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT)** provided travel, meals, lodging and registration to send one OAT staff member to attend the 7-day Course on Alcohol and Highway Safety: Testing, Research and Litigation in Bloomington, Indiana, from December 8-13, 2013, and another staff member on May 17-23, 2014. 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 and lodging to send four OAT staff members to the Hand-on Gas Chromatography: Fundamentals, Troubleshooting and Method Development course in Chicago, Illinois from June 17-20, 2014. This training dealt with the operation of the gas chromatography system used by the Office of Alcohol Testing.
- The project provided travel, meals, lodging and registration to send two OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in Baltimore, Maryland from May 18-21, 2014. The instruction covered user maintenance and national perspective and results.
- The project provided travel, meals, lodging and registration to send two OAT staff members to attend the annual meeting of the International Association for Chemical Testing in Newport Beach, California from April 6-11, 2014. This training covered the fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance.
- The project provided expenses to bring a representative of Intoximeters, Inc. to Little Rock to provide training for the Office of Alcohol Testing staff from January 6-9, 2014.
- The project provided travel, meals, lodging and registration to send four OAT staff members to the 2014 Intoximeters Users Group Meeting in St. Louis, Missouri from September 7-10, 2014. This training covered the fundamental use of intoximeters and updated information.
- The project purchased components of blood testing kits used by law enforcement agencies throughout the State of Arkansas. The project also purchased a new gas chromatography system with auto sampler in order to improve the ability to provide testing.

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 \$1,768,886, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of 22 times the contract amount of \$75,000.

Thirty year long **Selective Traffic Enforcement Projects (STEPs)**, which emphasized the enforcement of DWI/DUI laws, were conducted utilizing Section 410 funds. These projects conducted sustained enforcement throughout the year as well as participated in two State and the national Labor Day "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	2014 AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED FATALITIES	
		2011	2012
Benton County Sheriff's Office	11.60	3	9
Benton Police Department	7.94	2	0
Bentonville Police Department	8.63	1	1
Bryant Police Department	7.43	0	0
Carroll County Sheriff's Office	9.16	7	0
Camden Police Department	12.39	0	1
Conway Police Department	7.80	0	1
Crittenden County Sheriff's Office**	23.01	7	3
Fayetteville Police Department	3.88	4	1
Fort Smith Police Department	8.93	1	2
Harrison Police Department	7.08	0	0
Hope Police Department	12.79	0	0
Hot Springs Police Department	9.87	0	2
Jacksonville Police Department*	18.58	1	1
Jonesboro Police Department	0	2	4
Little Rock Police Department	4.25	10	9
Maumelle Police Department	31.0	0	0
Marion Police Department	8.90	0	0
Mountain Home Police Department	9.91	0	0
North Little Rock Police Department	10.56	3	3
Osceola Police Department	9.0	0	0
Paragould Police Department	30.0	0	0
Pulaski County Sheriff's Office	11.29	22	17
Rogers Police Department	9.31	0	2
Searcy Police Department	12.33	0	0
Sherwood Police Department	6.28	0	0
Springdale Police Department	8.58	4	1
Texarkana Police Department	8.50	4	4
Van Buren Police Department	13.14	1	0
Washington County Sheriff's Office	6.81	11	4

* All Alcohol Enforcement was Checkpoints

** New Project Data N/A

The **Arkansas State Police (ASP)** participated in the National “Drive Sober or Get Pulled Over” campaigns as well as the state campaigns conducted during 2014. 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.

2014 ASP	DWI/DUI Arrests	289
	Seatbelt Citations	368
	Speed Citations	506
	Total hours worked	2,335

Arkansas now has eleven formally trained and AOC recognized DWI courts. The implementation of these courts is Arkansas’ effort towards establishing a statewide DWI Court System. The HSO provided federal funds to pay for salaries, fringe benefits, in and out-of state travel and training, maintenance and operations, printing and administration expenses for three pilot DWI Courts: **Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court.** The HSO also provided funding for the continued training of five DWI Courts: **Craighead Co., Faulkner Co., No. Lonoke Co., Benton Co. and Crawford Co.** Three other courts: **Van Buren, Saline Co., and Boone Co.** did not require additional training funds in FY14.

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 2014, the project trained 292 law enforcement officers. The BAT mobile was utilized in 35 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. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The project conducted six public school events and thirteen public events utilizing the BAT Mobile in communities throughout the state.

OCCUPANT PROTECTION PROGRAM

Program Area Goals

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

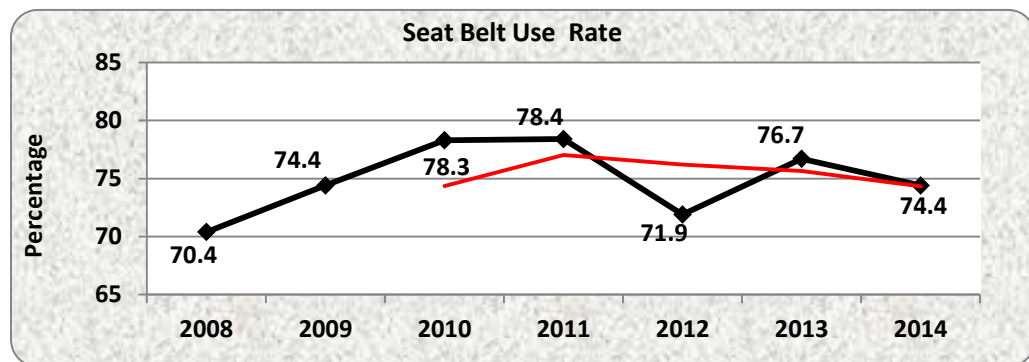
- Increase the overall weighted seat belt use rate for 2012 from 71.9 percent to 77.0 percent in 2014.
- Decrease the number of unrestrained passenger vehicle occupant fatalities from 220 in 2011 to 185 in 2014.

Program Area Results

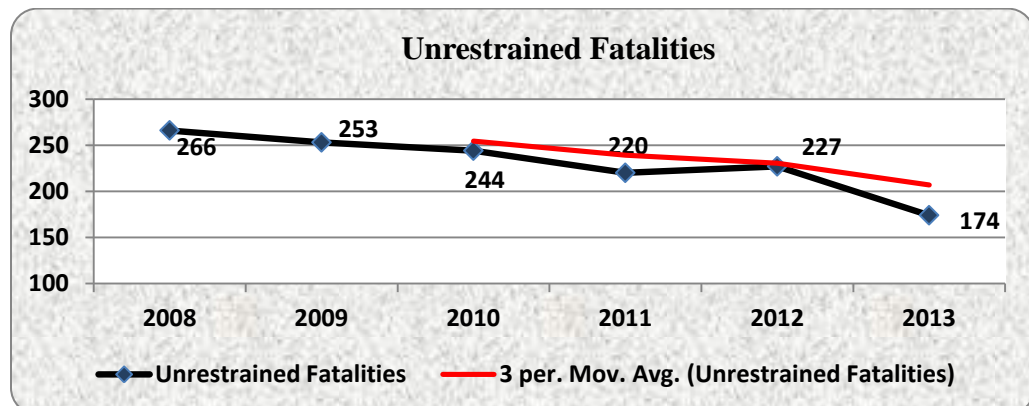
An observational seat belt use survey was conducted in 2014 using the new survey design which includes additional rural areas. The 2014 usage rate was determined to be 74.4%.

Arkansas' unrestrained passenger fatalities decreased from 266 in 2008 to 174 in 2013.

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 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 %
Benton	78	80	Little Rock	86	90
Benton County	80	87	Maumelle	80	80
Bentonville	88	91	Marion	71	75
Bryant	81	81	Mountain Home	87	87
Camden	66	73	North Little Rock	82	88
Carroll County	66	69	Osceola	69	77
Conway	88	90	Paragould	81	79
Crittenden County	60	45	Pulaski County	73	72
Fayetteville	91	91	Rogers	88	90
Fort Smith	80	77	Searcy	72	63
Harrison	77	83	Sherwood	70	87
Hope	70	68	Springdale	88	84
Hot Springs	74	75	Texarkana	86	87
Jacksonville	90	90	Van Buren	80	80
Jonesboro	81	84	Washington Co	88	90

Arkansas State Police (ASP) worked 7,803 hours of safety belt enforcement from October 2013 through September 2014. The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2014 issuing 2,039 seat belt citations and 395 child restraint citations. A total of 6,652 citations were issued during the campaign. DWI arrests totaled 273. The ASP also participated in the November state campaign issuing 800 seat belt citations and 94 Child Seat citations. Their participation in the "DSOGPO" campaign conducted in August-September 2014 resulted in 1,996 seat belt and 191 child restraint citations in addition to 271 DWI arrests. This table documents the year long Performance Indicators of the ASP occupant protection sustained enforcement efforts outside of mobilizations.

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	11,096
Child restraint citations	296
Speed citations	2,556
Total hours worked	7,803

Dimensions, Incorporated conducted a Traffic Safety/Injury Prevention Program in Northeast Arkansas with an emphasis on child passenger protection. The project conducted child safety seat training and clinics. Forty seven people were certified as technicians and two people as instructors in training events hosted by Dimensions. Seventeen clinics were conducted and a total of 1,077 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 200 agencies to participate in the statewide mobilizations conducted during the year. 169 agencies signed up to participate in Click it or Ticket. 167 agencies signed up to participate in Drive Sober or Get Pulled Over. This participation effort included 224 on-site visits with non-step law enforcement agencies. The LELs 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. Four NHTSA Standardized CPS training courses were conducted with 46 new technicians receiving certification; 614 childcare professionals were trained in 36 regional workshops. Twenty two public checkup events and a permanent fitting station resulted in a total of 788 seats being checked or loaned.

SPEED ENFORCEMENT/POLICE TRAFFIC SERVICES

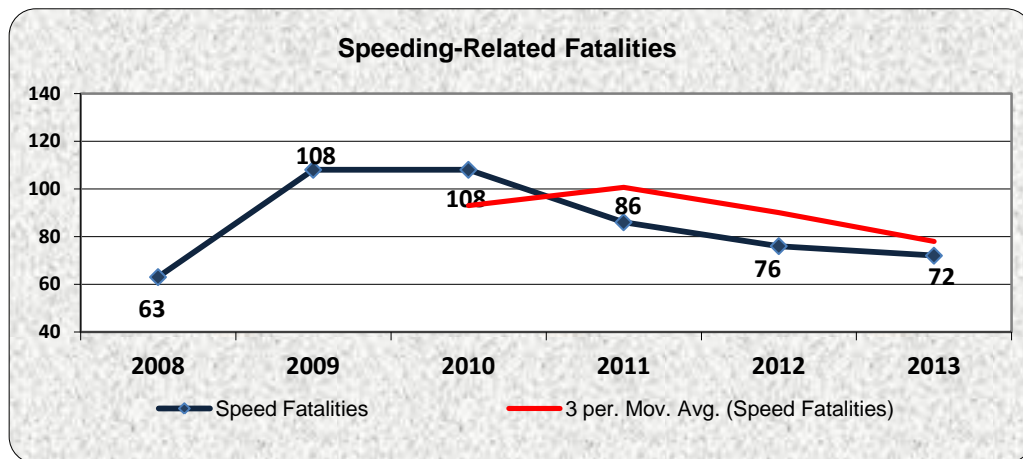
Program Area Goal

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

- Reduce the number of speeding related fatalities from 86 in 2011 to 82 in 2014.

Program Area Results

During the five-year period from 2009 through 2013 speed related fatalities have gone from a low of 63 in 2008 to a high of 108 in 2009 and 2010. In 2012 the number of speed related fatalities declined to 76. This decline continued in 2013 with speeding fatalities currently at 72 for a five year average (2009-2013) of 90 .



Project Results

Thirty Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY2014. 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 2014. A total of 5,848 speed citations were issued during STEP.

A speed mobilization using the campaign slogan “Obey the Sign or Pay the Fine” was conducted in July 2014. The details of the media campaign are outlined on page 50.

TRAFFIC RECORDS PROGRAM

Program Area Goal

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

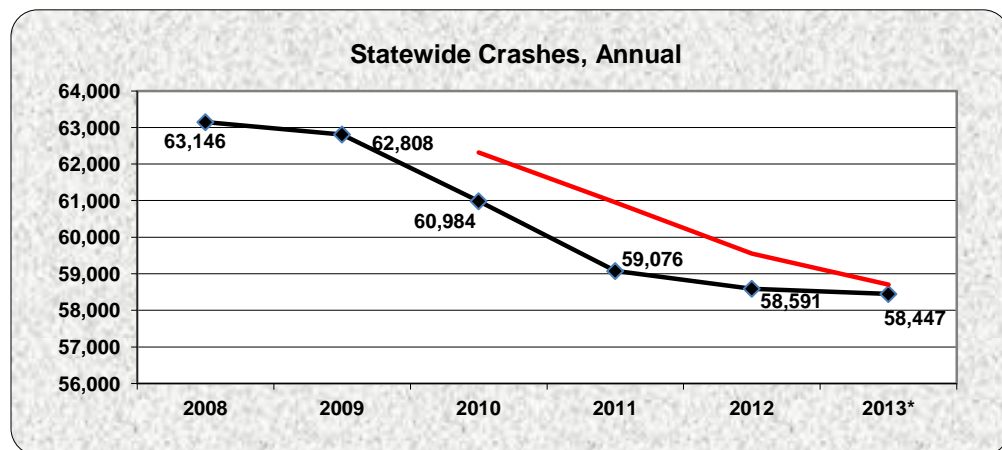
- Reduce the backlog of crash reports to be manually entered into the TARS system from a 4 month backlog as of November 2012 to 2 month backlog by November 2014.
- Reduce the time required for citation submittal to the court system to less than the 6.29 days recorded in May 31, 2012 by June 2014.

Program Area Results

The last Traffic Records Assessment was conducted for the State of Arkansas in 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 December 19, 2012. 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. The next assessment is scheduled for July 2015.

Federal funds were used to continue the services of a firm to input crash data in a timely manner. Source Corp 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 eleven-months to three-months, based on various factors. As of November 2014 there was an 11 month backlog.

The following chart shows the number of crashes in the TARS annually for the past five years. The preliminary crash count for 2013 is 58,447



*Preliminary

The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System continued through the Traffic and Criminal Software (TraCs). Equipment and software has been purchased to capture crash data at the scene with the data to be housed at ASP Headquarters. The Arkansas State Police met its goal of statewide implementation to all troops, with data collection and wireless transmittal of data to a central server. All troopers and 15 local law enforcement agencies are participating in the project. This project enables crash data uploads from the trooper and local officers at the end of their shift to the central data bank at ASP headquarters within 24 hours of the crash. Steps have been taken for the state to transition from TraCs to eCrash. eCrash forms and programming is almost complete and alpha testing will begin in early 2015. Section 408 Traffic Safety Information System Improvement Grant funds awarded FY2009 through FY2012 were utilized to reduce the backlog of crash reports to be manually entered into TARS, maintain TraCs, and continue maintenance of NEMSIS compliance.

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, 43,166 of the 58,447 reports for calendar year 2013 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 FY2014 the project was in phase VIII of operation. There were 15,231 crashes processed through ASP TraCS for calendar year 2013.

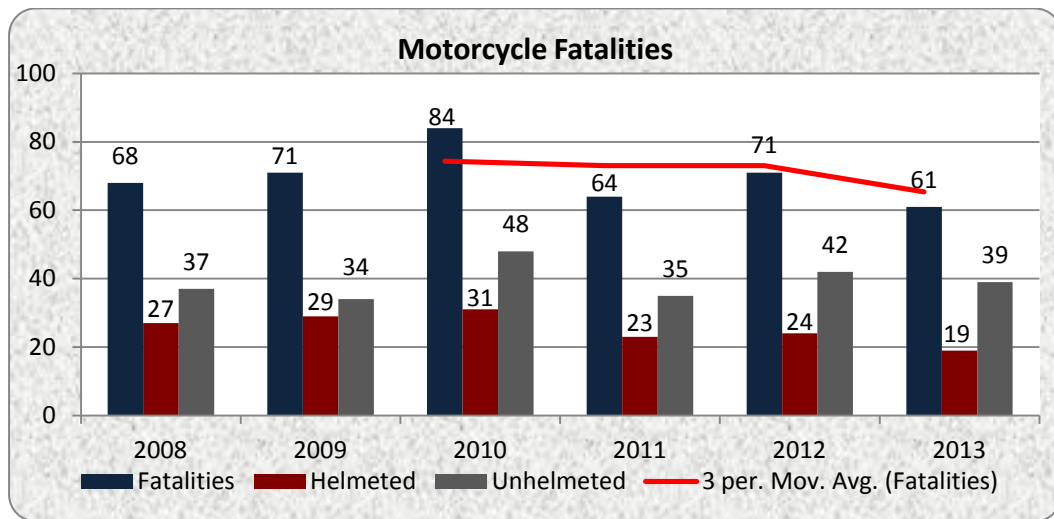
Arkansas State Police continued progress during 2014 towards implementation of an electronic citation system (eCite) which will electronically capture and submit the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the violator and capture of 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. A data schema has been finalized which will allow Administrative Office of the Courts (AOC) to implement eCite support into the court case management system. eCite is currently in use by all troops and 3 local law enforcement agencies.

MOTORCYCLE SAFETY PROGRAM

Program Area Goal

The goals of the projects funded in the Motorcycle Safety Program Area were as follows:

- Based on the current trend, an increase is predicted in the total number of motorcyclist fatalities from 64 in 2011 and 72 in 2014.
- Based on the current trend, hold the number of un-helmeted motorcyclist fatalities to 35 in 2014.



Program Area Results

In 2009 there were 71 motorcycle crash fatalities. The number of fatalities increased to 84 in 2010 but declined to 64 in 2011. In 2013 fatalities were at 61.

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 country. 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.

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.

The five counties in Arkansas with the largest number of motorcycle crashes for 2012 include Pulaski (157), Washington (124), Sebastian (78), Benton (106) and Garland (69). These five counties accounted for a total of 588 motorcycle involved crashes.

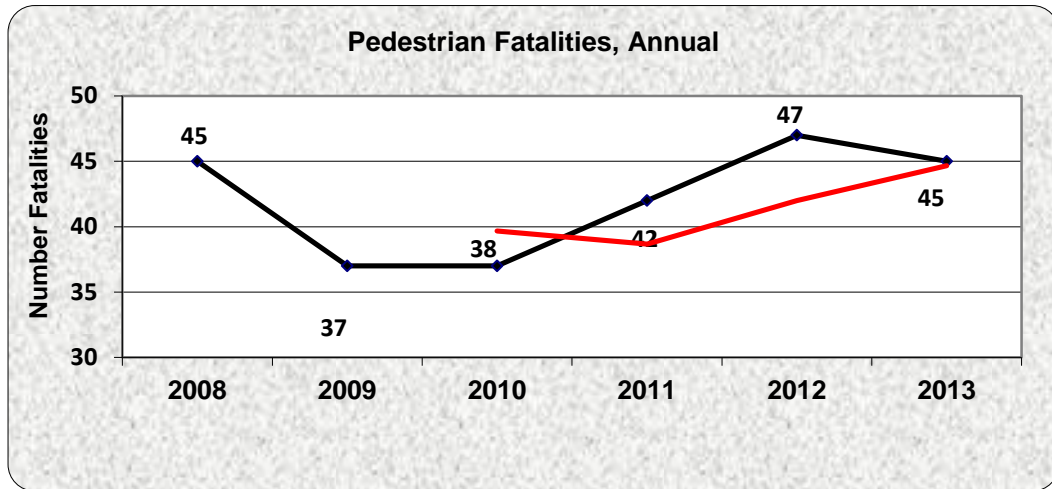
Motorcycle safety advocates, rider training programs and supporters were provided with educational and awareness materials to attend motorcycle rallies and other events to educate the public on motorcycle safety. Motorcycle dealerships were encouraged to distribute motorcycle safety education pamphlets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

PEDESTRIAN SAFETY PROGRAM AREA

Program Area Goal

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

- Reduce the number of pedestrian fatalities from 42 in 2011 to 39 in 2014.



Program Area Results

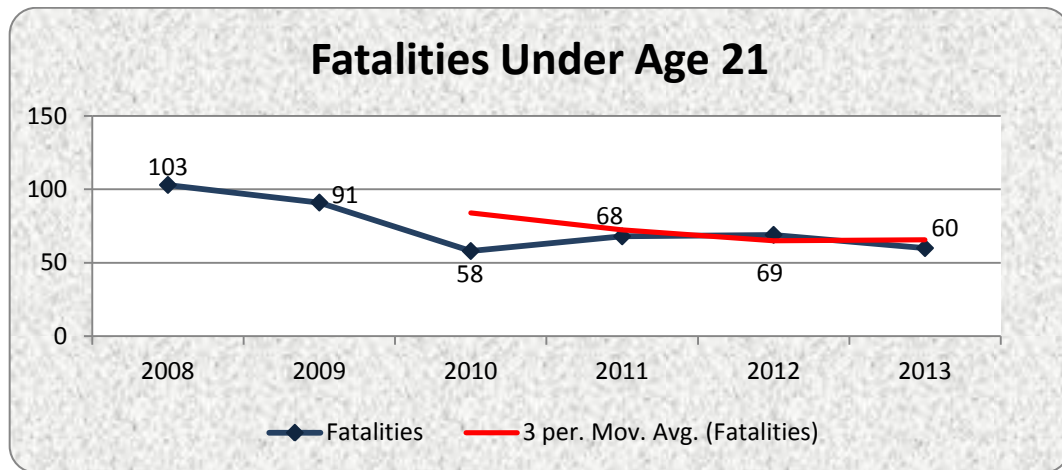
Pedestrian fatalities have fluctuated from a low of 37 in 2009 to a high of 47 in 2012 over the past 5 years. This represents a 5 year average (2009-2013) of 42 for the 5 year period and 9.3 percent of all motor vehicle fatalities for 2013. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities were a part of the emphasis of the "Toward Zero Fatalities" Campaign in conjunction with the Arkansas Highway Transportation Department and the Arkansas Health Department.

TEEN DRIVER SAFETY PROGRAM

Program Area Goal

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

- Reduce the number of drivers age 20 or younger involved in fatal crashes from 68 in 2011 to 60 in 2014



Program Area Results

In 2013 there were 60 fatalities of drivers under age 21. This is down from 103 in 2008 (before GDL) but only slightly up from 58 in 2010. The Graduated Driver Licensing (GDL) law has assisted 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", 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 addressing texting issues among teens and informing the public about the effectiveness of the GDL law.

An analysis reported in a study by the Arkansas Center for Health Improvement demonstrated the rates of teen driver crashes and crash-related fatalities during the year prior to GDL (2008) compared to the year after GDL was passed (2010). Findings indicate that there were significant reductions in crashes and crash-related fatalities. This is especially true for the youngest drivers who obtained their intermediate license to drive for the first time without an adult. This translates into an estimated 32 lives that were saved during that time period. Similar reductions in crashes or fatalities were not found for the adult population during this same time frame. These findings provide strong support for proponents of the GDL for Arkansas teen drivers.

Project Results

The **University of Arkansas for Medical Science** Safer Teen Driving Project conducted four coalition meetings in Pulaski County with 93 members in attendance; classroom presentations were made to 6,046 students in in the state; facilitated 287 student leaders who conducted 10,626 seat belt observations; developed surveys and evaluation forms; distributed 21,979 educational materials to coalitions, professionals and the general public; conducted educational presentations to 51 parents and community leaders; and Graduated Driver Licensing (GDL) “Train The Trainer” presentations to 101 law enforcement officers and 149 medical students. An Arkansas specific safer teen driving website was maintained.

PAID MEDIA

ALCOHOL AND OTHER DRUG COUNTERMEASURES

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 2014 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. Fourth of July DWI/Speed Mobilization
3. Labor Day DWI 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 2013 Holiday DWI Mobilization Drive Sober or Get Pulled Over

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 DSOGPO message. The total advertising budget utilized was \$148,526 with an added value received in bonus ads of \$82,669.

Paid Advertising Period

This campaign will run over an 18-day period.

The flight dates are:

Wednesday December 11 – Sunday, December 15 (5 days)

Wednesday December 18 – Sunday, December 22 (5 days)

Wednesday December 25 – Sunday, December 29 (5 days)

Monday, December 30 – Wednesday, January 1, 2014 (3 days)

• *Geography*

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

Budget

Drive Sober or Get Pulled Over - \$148,526 total paid media budget

Broadcast TV: 41% (\$60,930)

Cable TV: 23% (\$34,090)

Radio: 21% (\$31,787)

Hispanic TV: 2% (\$3,570)

Hispanic Radio: 4% (\$5,808)

Online: 8% (\$12,341)

Media Strategy

- Concentrated support to maximize awareness of the holiday DSOGPO 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 DSOGPO 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, online, and supplemental out-of-home media.

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

Broadcast Television

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

Cable Television

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

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.
- Included stations that specifically target African Americans and Hispanics.
- Bought traffic sponsorships in the Little Rock metro area to serve as a reminder of the DSOGPO 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 \$148,526

Little Rock: \$41,939 (28%)
 Fort Smith/Fayetteville: \$37,443 (25%)
 Jonesboro: \$19,338 (13%)
 Texarkana: \$9,338 (6%)
 El Dorado: \$4,800 (3%)
 Hot Springs: \$7,020 (5%)
 Conway: \$3,965 (3%)
 Helena/West Helena: \$2,364 (2%)
 Hispanic: \$9,378 (6%)
 Statewide: \$12,941 (9%)

Cost per Point and GRP Levels – Drive Sober or Get Pulled Over.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 104.75	\$28.30	\$ 33.92
Fayetteville/Ft. Smith	\$ 81.95	\$14.23	\$ 20.21
Jonesboro	\$ 74.10	\$12.90	\$ 9.41
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	441	429	3.3	257.1	77.3%
Ft Smith/Fayette.	690	442	3.4	259	75.5%
Jonesboro	389	558	5.7	172.4	30.5%
Texarkana	300	301	N/A	N/A	N/A
Conway	321	320	N/A	N/A	N/A
El Dorado	303	300	N/A	N/A	N/A
Hot Springs	303	331	N/A	N/A	N/A
Hispanic	78	78	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	145	148	6.9	212.4	31.1%
Ft. Smith	127	132	5.9	210.7	36.2%
Fayetteville	117	117	7.9	207	26.4%
Jonesboro	83	83	5.5	225.6	40.4%
Texarkana	103	108	6.9	208.2	30.7%
El Dorado	192	192	N/A	N/A	N/A
Hot Springs	121	233	6.1	211.1	35.1%
Conway	54	54	N/A	N/A	N/A
Helena/West Helena	41	123	N/A	N/A	N/A
Hispanic	318	318	N/A	N/A	N/A

Earned Media Report - \$206,263

Media Relations

A news release concerning the Holiday DDOLUA mobilization was distributed to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$2,938.

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 DSOGPO 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.

**2014 Fourth of July DWI/Speed
Drive Sober or Get Pulled Over/Obey the Sign or Pay the Fine**

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 and drive too fast, young men ages 18-34. Thirty-second radio announcements in both English and in Spanish with the DSOGPO/Speed messages aired during the campaign. The total advertising budget utilized was \$198,840 and an additional amount of \$112,684 in bonus advertising.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for DSOGPO/Speed campaign was June 26 – July 16 (21 days).

Geography

- This was a multi-media campaign to provide exposure across the counties where the most impaired driving crashes occur. The seven radio DMAs for DSOGPO/Speed were:
 1. Little Rock
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Hot Springs (not a rated market)
 6. Texarkana
 7. El Dorado

Budget

- Drive Sober or Get Pulled Over - \$198,840 total paid media budget
- Hispanic TV \$ 6,210 (3 percent)
- Cable TV \$ 68,192 (34 percent)
- Radio \$ 65,223 (33 percent)
- Hispanic Radio \$ 5,623 (3 percent)
- Online \$ 25,453 (13 percent)
- Outdoor \$ 28,139 (14 percent)

Media Strategies- Drive Sober Or Get Pulled Over.

A media mix of cable television, radio, online and outdoor was used to deliver the DSOGPO/Speed messages in the major Arkansas DMAs.

Media Strategy

- Concentrated support to maximize awareness of the 4th of July holiday DSOGPO/Speed messages.

- 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 radio, online and outdoor.

- 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.

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

- Pre-roll video and on-line banners to Web sites heavily targeted to males 18-34 were used for this campaign.

By Market

Actual Expenditures \$198,840

- | | | | |
|----------------|-----------|-----------------------|-----------|
| • Little Rock | \$ 36,559 | • Hot Springs | \$ 12,263 |
| • Fort Smith | \$ 12,129 | • Helena | \$ 2,594 |
| • Fayetteville | \$ 24,443 | • Hispanic | \$ 11,833 |
| • Texarkana | \$ 17,969 | • Online (Statewide) | \$ 25,454 |
| • Jonesboro | \$ 13,613 | • Outdoor (Statewide) | \$ 28,139 |
| • El Dorado | \$ 6,011 | • Radio (Statewide) | \$ 2,006 |
| • Conway | \$ 5,828 | | |

Cost per Point and GRP Levels – Drive Sober or Get Pulled Over.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	N/A	\$36.05
Ft. Smith	N/A	N/A	\$13.15
Fayetteville	N/A	N/A	\$29.38

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

Cable (Cable TV Only, No Broadcast)

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	678	738	N/A	N/A	N/A
Ft. Smith	588	494	N/A	N/A	N/A
Fayetteville	1,167	1,012	N/A	N/A	N/A
Jonesboro	600	992	N/A	N/A	N/A
Texarkana	600	600	N/A	N/A	N/A
El Dorado	606	1,014	N/A	N/A	N/A
Hot Springs	600	831	N/A	N/A	N/A
Conway	339	439	N/A	N/A	N/A
Hispanic	90	90	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	299	301	7.9	455.5	57.6%
Ft. Smith	298	318	7.1	450.2	63.9%
Fayetteville	271	271	8.6	449.6	52.2%
Jonesboro	259	259	7.5	450.4	59.9%
Texarkana	239	239	9.8	200.9	44%
El Dorado	209	159	N/A	N/A	N/A
Hot Springs	243	571	9.0	430.4	47.9%
Conway	52	52	N/A	N/A	N/A
Helena	45	90	N/A	N/A	N/A
Hispanic	324	324	N/A	N/A	N/A
Statewide Sports	34	38	N/A	N/A	N/A

Earned Media Report - \$124,169

Media Relations

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 12 newspaper clippings with an ad equivalency of \$1,719.

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 DSOGPO 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 \$123,219.

**2014 Labor Day DWI
Drive Sober or Get Pulled Over**

Paid Media Report

Summary

This mobilization was a DWI message – Drive Sober or Get Pulled Over. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and in Spanish. The total advertising budget utilized was \$290,750 with bonus television, cable, online and radio ads totaling \$129,645.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DSOGPO ran with messages in three flights: August 13 - 17, August 20 - 24 and August 27 - September 1, 2014 (16 days).

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

Budget:

\$290,750 total paid media budget

- Broadcast television budget \$112,205 (39 percent)
- Cable television budget \$65,104 (22 percent)
- Radio budget \$63,541 (22 percent)
- Online budget \$42,546 (14 percent)
- Sports marketing \$7,354 (3 percent)

Media Strategies

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

- Concentrated support in a three-week period to maximize awareness of the Labor Day holiday DSOGPO message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought around the national holiday media schedules to maximize our reach and frequency of exposure of the 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, 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.

Online

- Purchased banner ads and pre-roll video geo-targeted to Males 21-34 in Arkansas. Additionally we purchased banner ads on the following Web sites: Hogville.net, ArkansasRaorbacks.com, ArkansasSports360.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 and the Arkansas Naturals, a minor league baseball team in Northwest Arkansas. We are also purchased radio spots on the Razorback Radio Network, which ran during the August 30th football game.

By Market

Actual Expenditures \$290,750

- Little Rock \$ 90,031
- Fort Smith/Fayetteville \$ 70,833
- Jonesboro \$ 27,619
- Texarkana \$ 14,632
- El Dorado \$ 5,285
- Hot Springs \$ 8,615
- Conway \$ 5,054
- Helena/Delta \$ 2,421
- Hispanic \$ 11,239
- Online (Statewide) \$ 42,546
- Statewide Radio \$ 5,474
- Sports Marketing \$ 7,353

Cost per Point and GRP Levels – Drive Sober or Get Pulled Over

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$144.39	\$31.43	\$36.78
Ft. Smith/Fayetteville	\$100.08	\$14.43	\$22.31
Jonesboro	\$ 97.53	\$12.80	\$11.97
Texarkana	No broadcast TV	\$13.91	\$15.86
Hot Springs	No broadcast TV	\$10.61	\$16.04
El Dorado	No broadcast TV	\$6.28	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	776	733	4.6	531.7	84.4%
Ft. Smith/Fayetteville	1,351	1,470	5.0	458.5	87.1%
Jonesboro	639	995	5.0	149.1	25.5%
Texarkana	621	1,689	N/A	N/A	N/A
El Dorado	423	355	N/A	N/A	N/A
Hot Springs	451	667	N/A	N/A	N/A
Conway	367	367	N/A	N/A	N/A
Hispanic	90	84	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	301	299	7.2	451.7	62.8%
Ft. Smith	239	239	6.5	400.7	61%
Fayetteville	316	315	6.3	375.6	60.5%
Jonesboro	198	198	7.1	379.8	53.4%
Texarkana	171	169	7.5	378	50.9%
El Dorado	206	176	N/A	N/A	N/A
Hot Springs	146	362	6.9	238.1	34.4%
Helena/Delta	42	126	N/A	N/A	N/A
Conway	54	54	N/A	N/A	N/A
Statewide Sports	20	18	N/A	N/A	N/A
Hispanic	279	279	N/A	N/A	N/A

Earned Media Report – \$204,540

The 2014 Drive Sober or Get Pulled Over Campaign focused on news media statewide and television news programs to promote the program. A statewide news release was issued resulting in 26 newspaper clippings and with a total ad equivalency of \$2,040.

Partnership with the Arkansas State Highway and Transportation Department

The AHSO partnered with the Arkansas Highway and Transportation Department to run the DSOGPO 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.

Four-State Press Event

On August 6, representatives from Arkansas, Kansas, Missouri and Oklahoma law enforcement agencies joined forces for a media event, which was held at the Downstream Casino located on Interstate 44 at the Missouri/Kansas/Oklahoma state line. The event was a symbol of the unified effort across the United States to cut down on impaired driving crashes. The unified message was “DON’T DRINK AND DRIVE.”

Thanksgiving 2013 Occupant Protection Mobilization Media Report Click It or Ticket

Paid Media Report

Summary

Supporting the national Thanksgiving 2013 Click It or Ticket mobilization period, Monday, November 18 – Sunday, December 1, 2013, 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 \$49,885 for a two-week schedule of previously produced radio, banner ads and digital outdoor boards. The bonus ads received totaled an additional \$42,192 in airtime.

Paid Advertising Period

- Paid advertising Thanksgiving Click It or Ticket-November 18 – December 1.

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
- Helena

Budget

- Thanksgiving Click It or Ticket - \$49,885

Media Strategies- Click It or Ticket

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

Media Strategy

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

Media Mix: The media mix consisted of radio and online advertising.

- Radio allowed us to extend both reach and frequency and target both adults and young males when they are actually in their vehicles.
- Online advertising is supplemental out-of-home media used to continue reach and build frequency. The total impressions were 1,092,746.

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 \$49,885, was allocated as follows:

- Radio \$ 36,375 (76 percent)
- Hispanic and Other Radio \$ 5,857 (8 percent)
- Online \$7,653 (16 percent)

By Market:

Click It or Ticket Actual Expenditures \$49,885

○ Little Rock	\$ 11,671
○ Fort Smith	\$ 4,738
○ Fayetteville	\$ 8,644
○ Jonesboro	\$ 2,934
○ Texarkana	\$ 4,242

- Hot Springs \$ 2,786
- El Dorado \$ 1,360
- Helena/West Helena \$ 1,557
- Hispanic \$ 3,600
- Statewide Sports Talk \$ 700
- Statewide Online \$ 7,653

Cost per Point - Click It or Ticket

<u>Market</u>	<u>Radio</u>
Little Rock	\$37.75
Ft. Smith	\$15.77
Fayetteville	\$30.01
Jonesboro	\$11.70
Texarkana	\$16.73
El Dorado	N/A
Hot Springs	\$14.04
Helena/West Helena	N/A
Hispanic	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	251	250	5.5	310.9	53.7%
Ft. Smith	234	234	5.1	300.4	57.9%
Fayetteville	210	210	5.6	287.4	51.9%
Jonesboro	136	136	5.7	250.8	51.7%
Texarkana	110	110	6.4	253.6	39.9%
El Dorado	102	102	N/A	N/A	N/A
Hot Springs	82	154	5.7	198.4	34.7%
Helena	27	51	N/A	N/A	N/A
Hispanic	214	199	N/A	N/A	N/A
Statewide Sports Talk	14	14	N/A	N/A	N/A

Earned Media - \$192,916

Media Relations

A news release concerning the Thanksgiving mobilization was distributed to news media statewide resulting in 21 newspaper clippings with an ad equivalency of \$3,916.

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.

March 2014 Teen Occupant Protection Mobilization Media Report Click It or Ticket

Paid Media Report

Summary

The number of teens in Arkansas either being injured or killed in a crash ahs increased considerably. This Click It or Ticket campaign was targeted to the teen audience 16-24.

NHTSA approved a budget of \$98,021 for a one-week schedule of previously produced television, radio, out-of-home and online ads. The bonus ads received totaled an additional \$58,279 in airtime.

Paid Advertising Period

- Paid advertising March Teen Click It or Ticket-March 17 – 23, 2014.

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **Teens 16-24**
 - Primarily uses radio, television and online media
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Hispanic teens, 16-24 years of age**
 - Primarily listens to Hispanic language formats

Geography

The seven radio DMAs for Click It or Ticket:

- | | |
|----------------|---------------|
| • Little Rock | • Hot Springs |
| • Fort Smith | • El Dorado |
| • Fayetteville | • Conway |
| • Jonesboro | • Helena |
| • Texarkana | |

Budget

- March Teen Click It or Ticket - \$98,021

Media Strategies- Click It or Ticket

A media mix of television, radio, out-of-home 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 one-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 the teen 16-24 year old audience.

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

- 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 and Facebook) media continued to build reach and frequency.

Cable Television

- Purchased those networks that best target teens 16-24 (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 129 schools throughout the state of Arkansas and the estimated viewers per spot are 61,817 (P12-17). AHSO spot ran on Channel One network 4x during the flight.

Online

- Online advertising reaches the teen target of 16-24 in a medium they find “most essential.” Pandora Internet Radio provides a personalized listening experience and allows for precise targeting.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, 16-24 year old Teen target, the budget spent \$98,021, was allocated as follows:

- | | |
|--------------------|-----------------------|
| • Television | \$ 3,545 (4 percent) |
| • Cable Television | \$35,752 (36 percent) |
| • Radio | \$20,894 (21 percent) |
| • Out-of-Home | \$14,000 (14 percent) |
| • Hispanic | \$ 3,558 (4 percent) |
| • Online | \$20,272 (21 percent) |

Cost per Point and GRP Levels – Click It or Ticket (Teens)

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$22.86	\$39.67
Ft. Smith/Fayetteville	No broadcast TV	\$14.07	\$16.06
Jonesboro	No broadcast TV	\$15.10	11.91
Texarkana	No broadcast TV	\$17.10	\$22.82
Hot Springs	No broadcast TV	\$9.78	\$18.23
El Dorado	No broadcast TV	\$6.35	N/A
Conway	No broadcast TV	\$9.35	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.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	117	116	3.2	151.2	48.4%
Ft. Smith	108	108	2.8	149.5	53.9%
Fayetteville	78	78	3.2	151.9	48.4%
Jonesboro	134	134	3.2	151.7	48.4%
Texarkana	102	102	3.2	150.5	47.8%
El Dorado	64	64	N/A	N/A	N/A
Hot Springs	94	94	3.0	125.7	41.3%
Helena/Delta	15	45	N/A	N/A	N/A
Conway	18	18	N/A	N/A	N/A
Hispanic	112	112	N/A	N/A	N/A

Earned Media - \$189,000

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 one week. 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 2014 Occupant Protection Mobilization Click It or Ticket

Paid Media Report

Summary

Supporting the national May 2014 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 \$248,484 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 \$107,730 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 12 through May 26, 2014

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 seven radio DMAs for Click It or Ticket:

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

- Camden
- Mountain Home
- Harrison
- Berryville
- Monticello
- Hope
- Stamps
- Paragould
- Heber Springs
- Searcy
- Magnolia
- West Memphis/Marion

Budget

- Click It or Ticket - \$248,484

Media Strategies- Click It or Ticket

A media mix of broadcast television, cable, radio, print, online, sports marketing 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

Print

- Purchased a double-truck ad in *Hooten's Arkansas Football*

Supplemental Out-of-Home Media

- Purchased cinema advertising on 18 screens in the Little Rock market.
- 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: YuMe Ad Network, Pandora Internet Radio, Hootens.com, SportingLifeArkansas.com, on statewide newspaper websites through the APA and on EILatino.com to reach the Hispanic market.
- 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 2013. 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.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget spent \$248,484 was allocated as follows:

- Broadcast TV: \$78,040 (31 percent)
- Cable: \$54,802 (22 percent)
- Radio: \$44,950 (18 percent)
- Other Radio: \$9,647 (4 percent)
- Online: \$27,715 (11 percent)
- Out-Of-Home: \$3,153 (2 percent)
- Print: \$8,118 (3 percent)
- Sports Marketing: \$22,059 (9 percent)

By Market:

Click It or Ticket Actual Expenditures \$248,484

○ Little Rock	\$ 65,865
○ Fayetteville/Fort Smith	\$ 49,411
○ Jonesboro	\$ 18,326
○ Texarkana	\$ 13,420
○ El Dorado	\$ 2,730
○ Helena/West Helena	\$ 1,730
○ Conway	\$ 3,116
○ Hot Springs	\$ 3,586
○ Hispanic Advertising	\$ 7,032
○ Statewide Cable & Radio (STEP & Survey Markets)	\$ 20,335
○ Statewide Sports Talk Radio	\$ 1,888
○ Online (Statewide)	\$ 27,715
○ Out-of-Home (statewide)	\$ 3,153
○ Print:	\$ 8,118
○ Sports Marketing	\$ 22,059

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 122.69	\$39.81	\$39.34
Ft. Smith/Fayette	\$ 91.66	\$14.85	\$22.56
Jonesboro	\$ 93.18	\$12.00	\$14.16
Texarkana	No broadcast TV	\$14.16	\$21.05
El Dorado	No broadcast TV	\$5.31	N/A
Hot Springs	No broadcast TV	\$9.80	\$14.26
Conway	No broadcast TV	\$9.21	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	622	660	3.8	300.3	66.9%
Ft. Smith/Fayetteville	1,301	894	3.4	263.3	62.1%
Jonesboro	433	691	3.7	151	40.8%
Texarkana	500	500	N/A	N/A	N/A
El Dorado	243	273	N/A	N/A	N/A
Conway	270	146	N/A	N/A	N/A
Survey Market Cable	2,097	5,990	N/A	N/A	N/A
Hot Springs	300	437	N/A	N/A	N/A
Hispanic	46	46	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	197	197	5.7	301	53.1%
Ft. Smith	244	288	4.9	300.2	61.4%
Fayetteville	216	216	5.7	302	53.5%
Jonesboro	186	186	5.2	300.6	56.9%
Texarkana	160	160	6.9	301.2	44.5%
El Dorado	108	108	N/A	N/A	N/A
Hot Springs	146	205	5.7	251.4	44.2%
Conway	38	38	N/A	N/A	N/A
STEP Markets	420	420	N/A	N/A	N/A
Helena	30	90	N/A	N/A	N/A
Hispanic	210	186	N/A	N/A	N/A
Sports Marketing	288	31	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: Camden, Mt. Home, Harrison, Berryville, Monticello, Hope, Stamps, Paragould, Heber Springs, Searcy, Magnolia, and West Memphis/Marion.

* 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 - \$250,201

Media Relations

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 56 newspaper clippings resulted in an ad equivalency of \$8,623.

Fast Food Partnerships

Participating fast-food chains included:

Wendy's (statewide)

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

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

The restaurants displayed Click It or Ticket window clings signs on their drive-through windows and placed stickers on "to-go" orders.

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

- \$1.00 for every drive-thru window cling distributed - \$78
- \$.50 for every bag sticker distributed - \$39,000

A total of \$39,078 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..

**2014 July Speed Campaign
Obey The Sign or Pay The Fine**

Paid Media Report (See the July DSOGPO campaign. This year there was a dual campaign message – DSOGPO/Obey the Sign or Pay the Fine.

4 Toward Zero Deaths Campaign February 3 – February 23, 2014

Paid Media Report

Summary

In 2007, 650 people lost their lives on Arkansas roadways. Since then, to reduce motor vehicle fatalities, a number of measures have been implemented such as the statewide trauma system, passing of the graduated driver's license and primary seat belt laws, and the installation of over 1,000 miles of rumble strips and over 100 miles of cable median barrier. As a result, the number of roadway fatalities in Arkansas has decreased to 551 in 2011 (a 15% decrease in four years). Despite these accomplishments, Arkansas had the second highest traffic fatality rate in the nation in 2010 according to the National Highway Traffic Safety Administration (NHTSA). In 2005, Arkansas had the eighth highest. In 2011, the Arkansas Highway Safety Steering Committee began the process of updating the Strategic Highway Safety Plan (SHSP). It was decided the focus of the 2013 SHSP would be "Toward Zero Deaths" – Arkansas' ultimate goal is to strive toward zero fatalities on our roadways. This goal supports the Toward Zero Deaths National Strategy on Highway Safety. According to NHTSA, U.S. fatalities in 2012 were nine percent higher than the first six months of 2011. However, fatalities in Arkansas through October 2012 were eight percent lower than the same period last year. Arkansas is one of 11 states, according to the National Safety Council, that is continuing a downward trend compared to the same period last year. This is a significant accomplishment, and we must keep up the momentum.

While progress is being made to reduce fatalities on Arkansas roadways, it is recognized that even one fatality is too many. It is the vision of the Arkansas Highway Safety Steering Committee that one day there will be zero fatalities on Arkansas' roadways. The SHSP is an integral part to turn this vision into reality through a multi-organizational approach that utilizes engineering, education, enforcement, and emergency services strategies. This vision and strategy is consistent with the Toward Zero Deaths National Strategy on Highway Safety sponsored by the Federal Highway Administration (FHWA), the National Highway Traffic Safety Administration (NHTSA), the American Association of State Highway and Transportation Officials (AASHTO), and the Governors Highway Safety Association (GHSA).

1. TZD Campaign Goals
 - a. Ultimate goal of the program is to strive for zero fatalities on Arkansas roadways
 - b. Primary goal is to reduce the annual number of fatalities in Arkansas to 400 or less by 2017
2. Communications Objectives
 - a. Influence awareness, attitudes and actions – change risky behaviors
 - b. Allow campaign to gain support and buy-in from stake-holders and supporters and keep them informed
 - c. Drive traffic to website
 - d. Build partnerships throughout the state
 - e. Develop logo and tagline to brand Arkansas' Toward Zero Deaths campaign

Paid Advertising Period

- Paid advertising for Toward Zero Deaths-February 3 – February 23, 2014

Audience Segment Profiles

- Primary Segment

General Audience – all motorists in Arkansas – not only drivers but also passengers and other roadway users such as pedestrians, bicyclists, and construction workers.

-
- Largest demographic that exceeds the speed limit
- Primarily views and listens to comedy, sports and top 40 entertainment

Geography

This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for Toward Zero Deaths were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for Toward Zero Deaths:

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

Cable markets for Toward Zero Deaths:

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

Budget

- Toward Zero Deaths - \$434,232

Media Strategies – Toward Zero Deaths

The media plan has been developed to maximize awareness of the Toward Zero Deaths campaign message against the target audience and to drive the audience to the website. The plan includes a mix of broadcast and cable television, radio, online/mobile, and out-of-home advertising.

Media Strategy

- Media plan runs over a three-week time period
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to all Arkansans.

Media Mix:

The media mix consisted of broadcast and cable television, radio, online/mobile, and out-of-home advertising.

- 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 online/mobile and 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

- 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

- Purchased digital outdoor in Little Rock, Jonesboro, Ft. Smith, NW AR, and Texarkana

- Purchased static/vinyl outdoor boards in Hot Springs, Conway, and Eldorado
- Purchased transit advertising in Little Rock and NW AR.
- Online ran a mix of mobile banners and pre-roll video
- We utilized the following publishers to reach our general audience:
 - YuMe – banners and pre-roll video
 - Pandora Internet Radio – mobile banners and audio
 - ArkansasTimes.com, EILatino.com and Xfinity.com

Media Budget Allocation: In order to achieve our communications goals the budget spent \$434,232 was allocated as follows:

- Broadcast TV: \$122,088 (28 percent)
- Cable: \$87,631 (20 percent)
- Radio: \$110,157 (25 percent)
- Online: \$55,374 (13 percent)
- Outdoor: \$37,504 (9 percent)
- Transit: \$10,871 (3 percent)
- Outdoor/Transit Production: \$10,608 (2 percent)

By Market:

Toward Zero Deaths Actual Expenditures \$434,232

○ Little Rock	\$ 118,940
○ Fayetteville/Fort Smith	\$ 85,977
○ Jonesboro	\$ 24,964
○ Texarkana	\$ 23,142
○ El Dorado	\$ 7,400
○ Hot Springs	\$ 8,829
○ Conway	\$ 889
○ Helena/West Helena	\$ 2,594
○ Hispanic Advertising	\$ 10,391
○ Statewide Radio	\$ 36,750
○ Online (Statewide)	\$ 55,374
○ Outdoor	\$ 37,504
○ Transit	\$ 10,871
○ Outdoor/Transit Production	\$ 10,608

Cost per Point and GRP Levels – Toward Zero Deaths

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 116.96	\$17.70	\$40.38
Ft. Smith/Fayette	\$ 80.36	\$14.79	\$23.04
Jonesboro	\$ 29.94	\$12.01	\$10.84
Texarkana	No broadcast TV	\$14.90	\$19.77
El Dorado	No broadcast TV	\$6.64	N/A
Hot Springs	No broadcast TV	\$7.39	\$15.76
Conway	No broadcast TV	\$0	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	1,021	2,196	6.8	600.6	89.2%
Ft. Smith/Fayetteville	1,660	2,072	6.4	528.2	83.2%
Jonesboro	798	1,102	5.5	358.6	65.5%
Texarkana	900	900	N/A	N/A	N/A
El Dorado	723	371	N/A	N/A	N/A
Hot Springs	227	321	N/A	N/A	N/A
Conway	0	0	N/A	N/A	N/A
Hispanic	89	90	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	363	355	7.7	457.2	59.5%
Ft. Smith	402	402	7.0	472.8	67.3%
Fayetteville	339	339	7.7	453.9	59.3%
Jonesboro	240	285	8.5	480.6	56.3%
Texarkana	267	267	8.6	492.3	58.5%
El Dorado	208	104	N/A	N/A	N/A
Hot Springs	243	821	9.7	453.9	47.1%
Conway	54	54	N/A	N/A	N/A
Helena	45	135	N/A	N/A	N/A
Hispanic	303	305	N/A	N/A	N/A
Statewide Radio	2,854	2,512	N/A	N/A	N/A
Statewide Sports	15	15	N/A	N/A	N/A

Earned Media

In January 2014 an awareness campaign titled “Toward Zero Deaths (TZD) was introduced to the state of Arkansas. The campaign marketing plan provided recommendations for paid and earned media and creative for phase one of the TZD campaign. The plan was carefully crafted to reach the target audience of all motorists in Arkansas – not only drivers but also passengers and other roadway users such as pedestrians, bicyclists, and construction workers.

The creative message included a logo and tagline created specifically for the Arkansas campaign, a :30 television spot and a four-minute video for the website and radio, online, out-of-home and downloadable presentation materials.

The media plan was developed to maximize awareness of the Toward Zero Deaths campaign message against the target audience and to drive the audience to the website. The three-week plan included a mix of broadcast and cable television, radio, online/mobile, and out-of-home advertising.

Earned media strategies included media outreach beginning with a kick-off event on January 28, to introduce the campaign to the state. Community relations included blogger outreach to get the TZD message distributed by and among key community members and influencers. The third component in our earned media plan was social media initiatives, which involved establishing a social media presence for the TZD effort, developing a content strategy for social media promotion and creating unique and engaging content to deliver in social media channels.

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 TZD 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 campaign. The approximate earned media generated for this contribution is \$94,500.

2014 Work Zone Safety Campaign

March 3 – March 16, 2014

Paid Media Report

Summary

In 2007, 650 people lost their lives on Arkansas roadways. Since then, to reduce motor vehicle fatalities, a number of measures have been implemented such as the statewide trauma system, passing of the graduated driver's license and primary seat belt laws, and the installation of over 1,000 miles of rumble strips and over 100 miles of cable median barrier. As a result, the number of roadway fatalities in Arkansas decreased to 541 in 2011 (a 15% decrease in four years). Despite these accomplishments, Arkansas had the second highest traffic fatality rate in the nation in 2010 according to the National Highway Traffic Safety Administration (NHTSA). In 2005, Arkansas had the eighth highest. In 2011, the Arkansas Highway Safety Steering Committee began the process of updating the Strategic Highway Safety Plan (SHSP). It was decided the focus of the 2013 SHSP would be "Toward Zero Deaths" – Arkansas' ultimate goal is to strive toward zero fatalities on our roadways. This goal supports the Toward Zero Deaths National Strategy on Highway Safety. According to NHTSA, U.S. fatalities in 2012 were nine percent higher than the first six months of 2011. However, fatalities in Arkansas through October 2012 were eight percent lower than the same period last year., According to the National Safety Council, Arkansas is one of 11 states that is continuing a downward trend compared to the same period last year. This is a significant accomplishment, and we must keep up the momentum.

The Work Zone Safety campaign is a component of the state's Toward Zero Deaths campaign program, which involves the Arkansas State Highway and Transportation Department, the Arkansas Department of Health, and the Arkansas State Police Highway Safety Office. In 2012, there were 11 fatalities in some work areas in our state. There are many construction projects scheduled to take place over the next 10 years in Arkansas. It is important to develop an awareness campaign to coincide with the new "I Drive Arkansas" campaign to let the public know what projects are coming up and where the work zone areas will be located throughout the state. There is concern not only for the motorists but for the work zone workers, too. The campaign should help develop the culture in Arkansas in which motorists support a goal of zero fatalities by practicing and promoting safe and smart driving behavior.

This campaign was created to make Arkansans aware of the increased number of highway work zones over the next 10 years while also making them aware of IDriveArkansas.com where they can find traveler information such as weather

conditions and construction zones. Arkansans must be made aware of the driving laws associated with work zones – namely, doubled fines and using cell phones. Also, drivers need to be made aware of the recent law change which states drivers must move over when an AHTD vehicle is on the side of the road, in addition to emergency vehicles. The campaign will stress the importance of paying attention to work zone signs. Many of our state’s recent work zone fatalities were due to inattention, failing to merge on time and slowed/stopped traffic. Addressing these issues and others in the TZD effort (distracted driving, aggressive driving, impaired driving) will address the issues that play a large role in our state’s work zone fatal crashes. The communication materials must influence awareness, attitudes and actions – in other words, change behavior. The promotion of the branded communication materials will allow the campaign to gain support and buy-in from stakeholders and supporters.

Campaign Goals

- a. Develop an awareness campaign to coincide with the new “I Drive Arkansas” campaign
- b. Reduce the annual number of work zone fatalities in Arkansas over the next 10 years

Communications Objectives

- a. Educate Arkansans about the number of construction projects taking place in the next 10 years and the driving laws associated with work zones
- b. Make Arkansans aware of the I Drive Arkansas.com resource tool
- c. Educate drivers on the recent law change which states drivers must move over when an AHTD vehicle is on the side of the road, in addition to emergency vehicles
- d. Stress the importance of paying attention to work zone signs
- e. Drive traffic to I Drive Arkansas.com website
- f. Allow campaign to gain support and buy-in from stakeholders and supporters and keep them informed
- g. Build partnerships throughout the state

Paid Advertising Period

- Paid advertising for Work Zone Safety – March 3 – March 16, 2014

Audience Segment Profiles

- Primary Segment

General Audience – all motorists in Arkansas

- Not only drivers but also passengers and other roadway users such as pedestrians, bicyclists, and construction workers.
- Primarily views and listens to comedy, sports and top 40 entertainment

Geography

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

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for Work Zone Safety:

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

Cable markets for Work Zone Safety:

- Little Rock (includes Benton and Maumelle)
- Fort Smith
- Fayetteville broadcast television markets for Work Zone Safety were:
 - Jonesboro
 - Forrest City
 - Texarkana
 - El Dorado
 - Conway
 - Hot Springs

Budget

- Work Zone Safety - \$342,617

Media Strategies – Work Zone Safety

The media plan has been developed to maximize awareness of the Work Zone Safety campaign message against the target audience and to drive the audience to the IDriveArkansas.com website. The plan includes a mix of broadcast and cable television, radio, transit, online/mobile, and out-of-home advertising.

Media Strategy

- Media plan runs over a two-week time period
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to all Arkansans.

Media Mix:

The media mix consisted of broadcast and cable television, radio, online/mobile, transit and out-of-home advertising.

- 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 online/mobile and 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

- 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

- Purchased digital outdoor in Little Rock, Jonesboro, Memphis, Ft. Smith, NW AR, and Texarkana

- Purchased static/vinyl outdoor boards in Hot Springs, Conway, Memphis, Forrest City, and El Dorado
- Purchased transit advertising in Little Rock and NW AR.
- Online ran a mix of mobile banners and pre-roll video
- We utilized the following publishers to reach our general audience:
 - YuMe – banners and pre-roll video
 - Pandora Internet Radio – mobile banners and audio
 - ArkansasTimes.com, EILatino.com and Xfinity.com

Media Budget Allocation: In order to achieve our communications goals the budget spent \$342,617 was allocated as follows:

- Broadcast TV: \$86,239 (25 percent)
- Cable: \$56,066 (16 percent)
- Radio: \$70,775 (21 percent)
- Online: \$32,090 (9 percent)
- Outdoor: \$62,857 (18 percent)
- Transit: \$20,047 (6 percent)
- Outdoor/Transit Production: \$14,543 (4 percent)

By Market:

Work Zone Safety Actual Expenditures \$342,617

○ Little Rock	\$ 78,451
○ Fayetteville/Fort Smith	\$ 54,783
○ Jonesboro	\$ 17,938
○ Texarkana	\$ 14,053
○ El Dorado	\$ 4,200
○ Hot Springs	\$ 5,827
○ Conway	\$ 1,800
○ Helena/West Helena	\$ 1,730
○ Forrest City	\$ 2,903
○ Hispanic Advertising	\$ 6,894
○ Statewide Radio	\$ 24,500
○ Online (Statewide)	\$ 32,090
○ Outdoor	\$ 62,857
○ Transit	\$ 20,047
○ Outdoor/Transit Production	\$ 14,544

Cost per Point and GRP Levels – Work Zone Safety

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 115.13	\$9.48	\$37.29
Ft. Smith/Fayette	\$ 80.40	\$13.50	\$21.82
Jonesboro	\$ 38.64	\$12.34	\$10.60
Texarkana	No broadcast TV	\$14.77	\$17.93
El Dorado	No broadcast TV	\$5.88	N/A
Hot Springs	No broadcast TV	\$8.68	\$15.22
Conway	No broadcast TV	\$9.89	N/A
Hispanic	N/A	N/A	N/A
Forrest City	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	625	720	4.8	407.7	84.9%
Ft. Smith/Fayetteville	1,620	1,399	4.8	351.6	80.40%
Jonesboro	580	974	3.0	204.6	68.6%
Texarkana	585	585	N/A	N/A	N/A
El Dorado	408	326	N/A	N/A	N/A
Hot Springs	145	179	N/A	N/A	N/A
Conway	122	122	N/A	N/A	N/A
Forrest City	298	572	N/A	N/A	N/A
Hispanic	59	60	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	244	242	6.0	302	47.1%
Ft. Smith	238	238	5.4	301.4	56.1%
Fayetteville	226	226	5.6	303.6	54%
Jonesboro	128	104	6.7	308.2	46.4%
Texarkana	148	148	5.8	301.8	52.9%
El Dorado	144	72	N/A	N/A	N/A
Hot Springs	164	444	7.0	300.2	43.4%
Conway	36	36	N/A	N/A	N/A
Helena	30	90	N/A	N/A	N/A
Forrest City	42	42	N/A	N/A	N/A
Hispanic	202	202	N/A	N/A	N/A
Statewide Radio	1,900	1,604	N/A	N/A	N/A
Statewide Sports	10	10	N/A	N/A	N/A

Earned Media - \$202,500

Social Media Initiatives

CJRW developed specific, targeted content to support the “Work Zone” messaging effort, as well as a unique content strategy and calendar to guide the posting and comment responses for this effort. The propagation plan included everything from the actual plan development and background research on target audiences in social media, to creating interesting photos, infographics and short videos to post, as well as page management assistance and monitoring.

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 Work Zone Safety 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 \$202,500.

2014 April Distracted Driving Campaign

Paid Media Report

Summary

Supporting the national April 2014 “Distracted Driving” 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 “U Drive. U Text. U Pay” campaign was those most likely to drive while distracted, Adults 18-34.

NHTSA approved a budget of \$149,439 for a one-week schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received totaled an additional \$60,173 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for U Drive. U Text. U Pay. – April 7 – 15, 2014 (nine day flight)

Audience Segment Profiles

- Primary Segment – *To encourage the segment to not engage in distracted driving*
 - **Adults, 18-34 years of age**
- Secondary Segment – *To raise awareness and influence segment to never drive while distracted*
 - **Women, 18-34**

Geography

This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for U Drive. U Text. U Pay. were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for U Drive. U Text. U Pay.:

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

Cable markets for U Drive. U Text. U Pay.:

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

Budget

- U Drive. U Text. U Pay. - \$149,439

Media Strategies - U Drive. U Text. U Pay.

A media mix of broadcast television, cable, radio and online was used to deliver the U Drive. U Text. U Pay. 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 nine day period to maximize awareness of the U Drive. U Text. U Pay. message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.

Media Mix: The media mix consisted of television, 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
- 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

On-line Media

- Online ran a mix of mobile banners and pre-roll video
- We utilized the following publishers to reach our target of Adults 18-34:
 - YuMe Ad Network – banners and pre-roll video
 - Pandora Internet Radio – mobile banners and audio
 - Banner ads on EILatino.com to reach the Spanish audience

Media Budget Allocation: In order to achieve our communications goals the budget spent \$149,439 was allocated as follows:

- Broadcast TV: \$73,675 (49 percent)
- Cable: \$24,926 (17 percent)
- Radio: \$22,270 (15 percent)
- Other radio: \$1,551 (1 percent)
- Online: \$27,019 (18 percent)

By Market:

U Drive. U Text. U Pay. Actual Expenditures \$149,439

○ Little Rock	\$ 52,987
○ Fayetteville/Fort Smith	\$ 30,901
○ Jonesboro	\$ 21,420
○ Texarkana	\$ 5,283
○ El Dorado	\$ 2,198
○ Hot Springs	\$ 2,302
○ Conway	\$ 1,145
○ Helena/West Helena	\$ 1,153
○ Hispanic Advertising	\$ 5,031
○ Online (Statewide)	\$ 27,019

Cost per Point and GRP Levels – U Drive. U Text. U Pay.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 171.38	\$18.28	\$41.52
Ft. Smith/Fayette	\$ 120.46	\$15.50	\$20.21
Jonesboro	\$ 140.27	\$10.10	\$11.96
Texarkana	No broadcast TV	\$14.71	\$20.92
El Dorado	No broadcast TV	\$5.14	N/A
Hot Springs	No broadcast TV	\$8.30	\$14.65
Conway	No broadcast TV	\$10.23	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	385	408	2.8	189.7	66.9%
Ft. Smith/Fayetteville	357	452	2.8	170.6	62.1%
Jonesboro	177	294	2.3	130	56.3%
Texarkana	153	153	N/A	N/A	N/A
El Dorado	204	224	N/A	N/A	N/A
Hot Springs	75	124	N/A	N/A	N/A
Conway	73	0	N/A	N/A	N/A
Hispanic	41	41	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	112	111	3.1	151.5	48.6%
Ft. Smith	101	110	3.1	150.7	47.9%
Fayetteville	86	86	3.3	139.7	43.3%
Jonesboro	55	55	3.5	139.6	40.0%
Texarkana	83	83	3.1	144.9	47.3%
El Dorado	92	92	N/A	N/A	N/A
Hot Springs	53	165	3.2	114.6	36.1%
Conway	24	24	N/A	N/A	N/A
Helena	20	60	N/A	N/A	N/A
Hispanic	142	146	N/A	N/A	N/A

Earned Media - \$94,500

Media Relations

A news release concerning the April Distracted Driving mobilization was distributed to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$2,938.

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 U Drive. U Text. U Pay 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.

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 2014, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for four full-time 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.

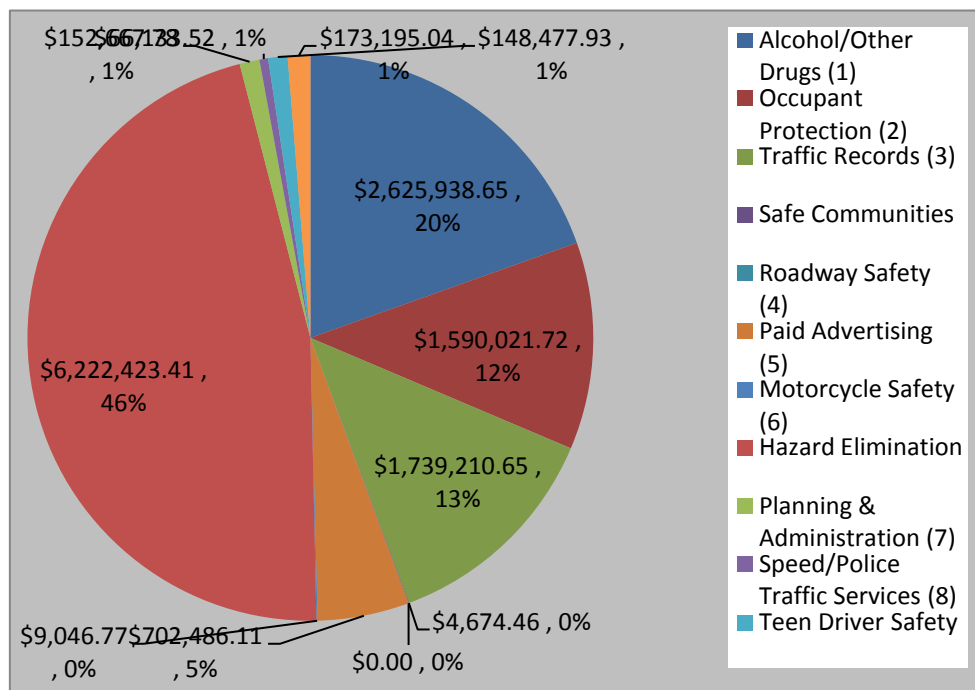
According to Highway Safety Program Funding Policy, P&A costs are not to exceed thirteen percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 2014 P&A expenditures equaled only 5% percent of total 402 expenditures and were matched 53 percent with State funds.

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Project		Recipient/Contractor	Fed. HSP AMT	Fed. Expenditures
1	AL/OP/K8FR/M2HVE/M5HVE/M5TR	Criminal Justice Institute	\$ 2,658,800.00	\$ 860,369.66
2	K8	Sherwood – Pilot DWI Court	\$ 15,000.00	\$ 10,342.41
3	AL	Administrative Office of the Courts	\$ 76,300.00	\$ 71,436.86
4	AL/OP	Arkansas Broadcasters Association	\$ 75,000.00	\$ 75,000.00
5	OP/K8/SE/M8DDLE	Harrison Police Department	\$ 45,200.00	\$ 13,017.73
6	M3DA	AR State Police – TARS Improvement	\$ 60,000.00	\$ 0.00
7	OP	Dimensions, Inc.	\$ 117,000.00	\$ 104,670.23
8	OP/K8/SE/M8DDLE	Benton County Sheriff's Office	\$ 76,000.00	\$ 63,245.99
9	OP/K8/SE/M8DDLE	Bentonville Police Department	\$ 40,600.00	\$ 10,769.44
10	OP/K8/SE/M8DDLE	Maumelle Police Department	\$ 25,000.00	\$ 5,363.48
11	OP/K8/SE/M8DDLE	Van Buren Police Department	\$ 53,000.00	\$ 52,366.53
12	OP/K8/SE/M8DDLE	Jonesboro Police Department	\$ 80,100.00	\$ 38,941.99
13	OP/K8/SE/M8DDLE	Little Rock Police Department	\$ 50,000.00	\$ 3,497.62
14	OP/K8/SE/M8DDLE	Marion Police Department	\$ 25,000.00	\$ 8,619.07
15	OP/K8/SE/M8DDLE	North Little Rock Police Department	\$ 52,000.00	\$ 47,748.80
16	OP/K8/SE/M8DDLE	Osceola Police Department	\$ 14,000.00	\$ 6,486.33
17	OP/K8/SE/M8DDLE	Paragould Police Department	\$ 20,600.00	\$ 13,452.72
18	OP/K8/SE/M8DDLE	Sherwood Police Department	\$ 24,500.00	\$ 12,134.49
19	M5CS	Faulkner County – DWI Court	\$ 47,000.00	\$ 24,657.96
20	K9	SourceCorp	\$ 300,000.00	\$ 188,468.40
21	M3DA	AR Department of Health – EMS & Trauma	\$ 30,000.00	\$ 30,000.00
22	K9/K4TR/M3DA	Arkansas State Police – TRACS/E-Crash	\$ 1,430,000.00	\$ 668,814.05
23	K4TR/M3DA	Arkansas State Police – E-Citation	\$ 3,599,200.00	\$ 705,898.50
24	SA/OP	U of A – Fayetteville	\$ 80,200.00	\$ 40,789.41
25	RH	AHTD – Professional Development	\$ 2,000.00	\$ 0.00
26	K8	North Lonoke County – DWI Court	\$ 15,000.00	\$ 12,730.04
27	M5BAC	AR Dept. of Health Human Ser - OAT	\$ 171,700.00	\$ 152,652.94
28	K8/OP/SE/M8DDLE	Benton Police Department	\$ 49,400.00	\$ 28,266.61
29	K8/OP/SE/M8DDLE	Bryant Police Department	\$ 23,000.00	\$ 4,185.84
30	K8/OP/SE/M8DDLE	Conway Police Department	\$ 54,900.00	\$ 38,506.86
31	K8/OP/SE/M8DDLE	Fayetteville Police Department	\$ 87,000.00	\$ 85,096.69
32	K8/OP/SE/M8DDLE	Fort Smith Police Department	\$ 87,000.00	\$ 67,509.26
33	K8/OP/SE/M8DDLE	Hot Springs Police Department	\$ 49,500.00	\$ 42,580.35
34	AL/OP/K6/K8/PM/K4/SE/(HVE)/K2PM/K8PM/K8HV/ M2HVE/M5HVE/M8PE/M8*PM/M9MA	Cranford,Johnson,Robinson & Woods	\$ 3,508,700.00	\$ 1,477,441.06
35	K8/OP/SE/M8DDLE	Mountain Home Police Department	\$ 35,100.00	\$ 35,011.19
36	K8/OP/SE/M8DDLE	Pulaski County Sheriff's Office	\$ 42,000.00	\$ 11,254.59
37	K8/OP/SE/M8DDLE	Searcy Police Department	\$ 31,600.00	\$ 21,941.94
38	K8/OP/SE/M8DDLE	Texarkana Police Department	\$ 65,600.00	\$ 41,025.33
39	K8/OP/SE/M8DDLE	Washington County Sheriff's Office	\$ 13,500.00	\$ 5,077.07
40	K8/OP/SE/M8DDLE	West Memphis Police Department	\$ 12,000.00	\$ 0.00
41	K8/OP/SE/M8DDLE	Camden Police Department	\$ 16,000.00	\$ 6,166.34
42	M5TR	Black River Technical College	\$ 177,400.00	\$ 91,963.12
43	K8/OP/SE/M8DDLE	Hope Police Department	\$ 23,000.00	\$ 21,292.53
44	K4TR	ASP – Crash Reconstruction Training	\$ 50,000.00	\$ 29,900.01
45	K8	Garland County – Pilot DWI Court	\$ 55,400.00	\$ 47,863.38
46	K8	Independence County–Pilot DWI Court	\$ 47,800.00	\$ 31,825.13
47	K8/OP/SE/M8DDLE	Rogers Police Department	\$ 62,400.00	\$ 22,058.83
48	K4PA	University of Arkansas at Little Rock	\$ 13,000.00	\$ 12,860.00
49	K8/OP/SE/M8DDLE	Jacksonville Police Department	\$ 31,100.00	\$ 25,010.58
50	K4/M8*TSP	UAMS	\$ 263,800.00	\$ 148,477.93
51	154HE	AHTD – 154HE	\$ 21,190,100.00	\$ 6,222,423.41
52	K2/OP/SE/K8FR/M2HVE/M8DDLE	Arkansas State Police - Enforcement	\$ 1,210,500.00	\$ 654,522.73
53	K8/OP/SE/M8DDLE	Carroll County Sheriff's Office	\$ 40,600.00	\$ 36,235.41
54	K8/OP/SE/M8DDLE	Crittenden County Sheriff's Office	\$ 23,000.00	\$ 12,852.65
55	TR/RS	Arkansas State Police - AHTD	\$ 6,000.00	\$ 0.00
56	K8	Craighead County DWI Court	\$ 15,000.00	\$ 15,000.00
57	K8	Crawford County DWI Court	\$ 15,000.00	\$ 0.00
58	154AL/164AL	ASP - In Car Camera / Video Storage Project	\$ 994,500.00	\$ 313,351.66
59	K4PT	ASP – NW School of Staff and Command	\$ 11,500.00	\$ 1,257.50
60	K8	Benton County - DWI Court	\$ 15,000.00	\$ 12,931.20
61	M2CPS	UAMS	\$ 146,000.00	\$ 92,679.74
62	M5CS	Faulkner County – DWI Court	\$ 15,000.00	\$ 10,988.27
2014 TOTAL			\$ 37,664,600.00	\$ 12,889,031.86

FISCAL YEAR 2014 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$ 2,625,938.65
Occupant Protection (2)	\$ 1,590,021.72
Traffic Records (3)	\$ 1,739,210.65
Safe Communities	\$ 4,674.46
Roadway Safety (4)	\$ 0.00
Paid Advertising (5)	\$ 702,486.11
Motorcycle Safety (6)	\$ 9,046.77
Hazard Elimination	\$ 6,222,423.41
Planning & Administration (7)	\$ 152,667.78
Speed/Police Traffic Services (8)	\$ 66,133.52
Teen Driver Safety	\$ 148,477.93
Distracted Driving	\$ 173,195.04
Total	\$ 13,434,276.04



- (1) Alcohol/Other Drugs Program includes Sections 402, 154, 410 and MAP 21 405d expenditures.
- (2) Occupant Protection Program includes Sections 402, 405 and MAP 21 405b expenditures.
- (3) Traffic Records Program includes Sections 402, 406, 408 and MAP 21 405c expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
- (5) Paid Advertising includes Sections 402, 405, 406, 410 and MAP 21 405e 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 ISSUES

The 89th General Assembly of the State of Arkansas, Legislative Session began on January 14, 2013 and adjourned on May 17, 2013. 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 2015. A legislative session starting February 2014 was held to discuss fiscal issues only. Relevant legislative activity that took place during the 89th General Assembly was as follows:

BILLS THAT WERE SIGNED IN TO LAW/ACTS:

Act 579 REQUIRES DRIVERS APPROACHING AN AUTHORIZED VEHICLE STOPPED ON A ROAD, STREET, OR HIGHWAY TO USE CAUTION, MOVE TO THE FARTHEST POSSIBLE LANE OR POSITION FROM THE AUTHORIZED VEHICLE, AND REMAIN IN THAT LANE UNTIL IT HAS PASSED THE AUTHORIZED VEHICLE, OR IF THE DRIVER IS UNABLE TO CHANGE LANES, THEN THE DRIVER SHALL REDUCE SPEED AND USE CAUTION THROUGH THE AREA WHERE THE AUTHORIZED VEHICLE IS STOPPED

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act579.pdf>

Act 224 PROVIDES THAT ALL PASSENGER VEHICLES NOT OPERATED FOR HIRE ARE REQUIRED TO COMPLY WITH CHILD SAFETY RESTRAINT LAWS.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act224.pdf>

Act 282 PROVIDES FUNDING FOR COURTS AND COURT-RELATED SERVICES BY AMENDING CERTAIN FEES AND FINES ASSESSED BY THE COURTS. THE ACT ALSO AMENDS THE ASSESSMENT, COLLECTION, AND REMITTANCE OF FUNDING FOR THE STATE ADMINISTRATION OF JUSTICE FUND. THE ACT DECLARES AN EMERGENCY AND IS EFFECTIVE ON AND AFTER MARCH 6, 2013. (ADDS \$25.00 IN COURT COSTS TO MANDATORY SEAT BELT LAW)

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act282.pdf>

Act 965 AMENDS THE LAW REGARDING WHEN A PERSON MAY DRIVE IN THE LEFT LANE OF A ROADWAY. THE ACT ALSO AUTHORIZES THE ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPARTMENT TO PROHIBIT CONTINUOUS DRIVING IN THE LEFT LANE ON CERTAIN DESIGNATED HIGHWAYS OR PORTIONS OF MULTILANE HIGHWAYS.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act965.pdf>

Act 361 PROVIDES ADDITIONAL, SALIVA CHEMICAL TESTS TO SHOW THAT A PERSON WAS DRIVING WHILE INTOXICATED, OPERATING A MOTORBOAT WHILE INTOXICATED, OPERATING OR NAVIGATING AN AIRCRAFT WHILE INTOXICATED, OR DRIVING UNDER THE INFLUENCE WHILE UNDERAGE. THE ACT ALSO PROVIDES THE ADDITIONAL CHEMICAL TESTS TO BE USED REGARDING COMMERCIAL DRIVER'S LICENSES, DRIVER'S LICENSES, AND HUNTING LICENSES.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act361.pdf>

Act 479 PROVIDES THAT A RESTRICTED DRIVER'S LICENSE SHALL BE AVAILABLE IMMEDIATELY TO A PERSON WHO HAS BEEN CHARGED WITH DRIVING WHILE INTOXICATED IF HE OR SHE IS ALLOWED TO USE AN IGNITION INTERLOCK DEVICE.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act479.pdf>

Act 412 INCREASES THE LOOK-BACK PERIOD ALLOWABLE FOR THE SEIZURE OF A PERSON'S MOTOR VEHICLE WHEN HE OR SHE IS CONVICTED OF A FOURTH OFFENSE OF DRIVING WHILE INTOXICATED.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act412.pdf>

89th Fiscal Session of 2014

Act 277 AN ACT FOR THE ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPARTMENT APPROPRIATION FOR THE 2014-2015 FISCAL YEAR. SPECIAL LANGUAGE. ARKANSAS CODE 5-65-118 (G) CONCERNING EXEMPTIONS FROM IGNITION INTERLOCK REQUIREMENTS, IS AMENDED TO ADD AN ADDITIONAL SUBDIVISION. (REMOVED THE EMPLOYMENT EXEMPTION FOR REPEAT OFFENDERS)

<http://www.arkleg.state.ar.us/assembly/2013/2014F/Acts/Act277.pdf>

Noteworthy Accomplishments

Incentive Program

An incentive program conducted by the LEL's at the Criminal Justice Institute garnered the support of 133 agencies to participate in CIOT and 144 to participate in DSOGPO. Forty-four of the agencies that successfully participated and reported activities during CIOT were awarded Lidar units. 114 of the agencies that successful participated and reported activities during DSOGPO were awarded PBT's. These items will be used to advance traffic safety efforts. Other agencies received Kershaw knives, imprinted with the CIOT and DSOGPO logos, for signing up and submitting mobilization reports.

DWI Courts/Training

The HSO provided federal funds to pay for salaries, fringe benefits, in and out-of state travel and training, maintenance and operations, printing and administration expenses for three pilot DWI Courts: **Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court.** The HSO also provided funding for the continued training of five other DWI Courts. Three other courts did not require training funds. This brought Arkansas' total to 11 formally trained and AOC recognized DWI courts.

Teen Program

The AHSO continued work 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 were formed and activities implemented 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, continued their partnership with the Arkansas Parks and Tourism (AP&T) to distribute traffic safety social norming messages to the motoring public. 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" were incorporated into AP&T's printed publications, website and on video production to be developed and featured at the 13 Welcome Centers throughout the state.

E-Cite

The electronic citation system (eCite) was fully implemented for all troops at the Arkansas State Police. Computerized electronic citations, warnings and motorist assists forms are now utilized in every county of our state. "Live" citations can be sent to the server and retrieved via a secure web site in paper format until all Courts update with the Contexte Court Case Management System. Once this is complete, court clerks will receive citations in data form, eliminating the complexity of manually recopying data onto paper forms.

LOOKING TOWARD THE FUTURE

In an effort to address the areas of concern by the Highway Safety Office, several methods and approaches are being utilized, including the following:

- Conducting a total of six statewide mobilizations, three “Drive sober or Get Pulled Over”, two “Click It or Ticket”, and one mobilization focused specifically on Distracted Driving. 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 System in Arkansas
- 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.
- Expansion of the eCite system to local agencies to electronically capture and submit traffic citations issued by local law enforcement.
- Completing the Transition from TraCs to eCrash to better suit Arkansas’ needs. eCrash is a component of the Mobile Officer Virtual Environment (MOVE) developed by the University of Alabama and utilizes the same scanning of license and registration information to populate that data onto a crash report.
- Working with the Arkansas Department of Health (ADH) Hometown Health Coalitions to implement Occupant Protection Programs tailored to meet the specific needs and problems of each county in Arkansas.
- Continuing the “Toward Zero Deaths” (TZD) Campaign in partnership with the Arkansas Department of Health (ADH) and Arkansas Highway Transportation Department (AHTD).