

Arkansas Highway Safety Office



***FY2014 Performance Plan
and Highway Safety Plan***

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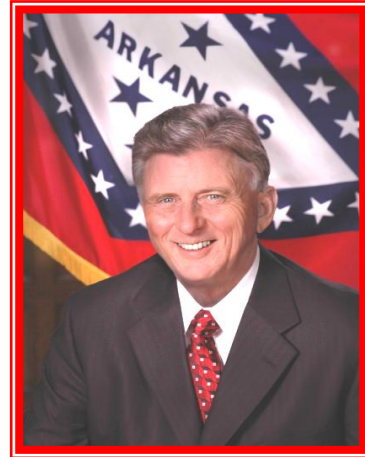
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INTRODUCTION

The State and Community Highway Safety Grant Program, enacted by the Highway Safety Act of 1966 as Section 402 of Title 23, United States Code, provides grant funds to the states, the Indian nations and the territories each year according to a statutory formula based on population and road mileage. The grant funds support state planning to identify and quantify highway safety problems, provide start-up or “seed” money for new programs, and give new direction to existing safety programs. Monies are used to fund innovative programs at the State and local level.

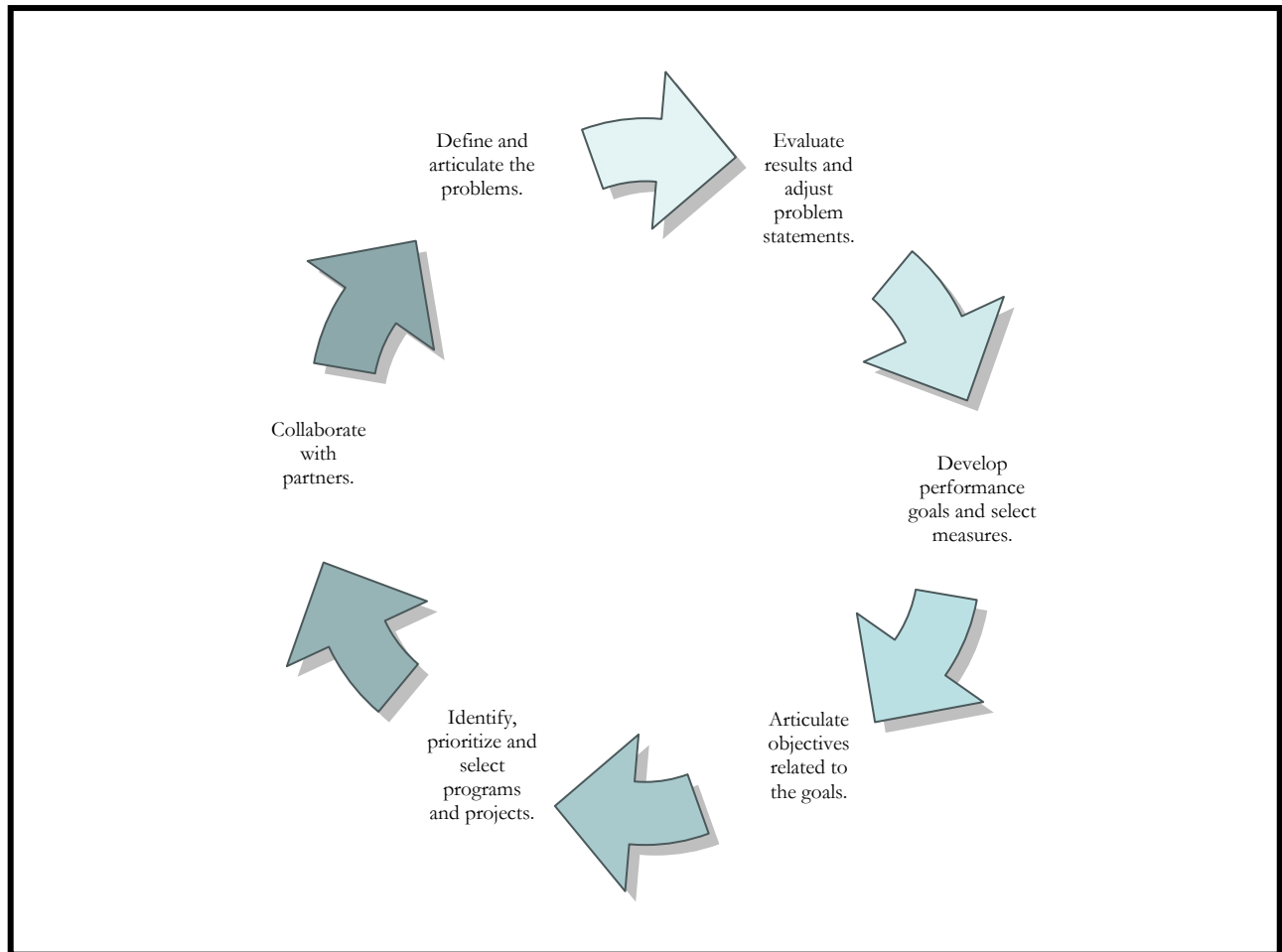
Certain highway safety program areas are designated as National Priority Program Areas, such as Occupant Protection, Impaired Driving, Police Traffic Services, Motorcycle Safety, Bicycle and Pedestrian Safety, Speed Control, Roadway Safety, Emergency Medical Services, and Traffic Records. Other areas are eligible for funding when specific problems are identified. The National Highway Traffic Safety Administration (NHTSA) is the Federal oversight agency for Section 402 programs.

The Highway Safety Office (HSO) of the Arkansas State Police (ASP) administers the Section 402 funds and oversees the highway safety program efforts supported by these funds for the State of Arkansas. The Highway Safety Plan developed by the HSO identifies the traffic related safety problems in Arkansas and recommends programs that are most effective in reducing traffic fatalities, injuries and crashes. The Performance Plan portion of this report presents the process for identifying problems and developing programs to address those problem areas to which Federal (including Section 402), as well as State highway safety funds, will be applied.

During FY 2013, Congress reauthorized highway safety programs through the Transportation Reauthorization titled Moving Ahead for Progress in the 21st Century (MAP 21). Along with Section 402 funding, a new consolidated highway safety incentive grant program under section 405 became available to states. States could apply for six different grants under this program. At the writing of this document, it was anticipated that Arkansas would be awarded funds from Section 405 (b) Occupant Protection, (c) Traffic Records, (d) Impaired Driving, and (f) Motorcycle Safety. The Program efforts support by these funds are described in this plan.

In prior years (through FY 2012) there were several highway safety incentive grants available to the States through the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which were earmarked for specific programs. Arkansas received Section 408 Data Improvements Implementation, 2010 Motorcycle Safety, 410 Alcohol Traffic Safety & Drunk Driving Prevention and 405 Occupant Protection grant funds. The program efforts supported by carry forward funds from these incentive grants are also described in this plan.

HIGHWAY SAFETY PLANNING PROCESS CALENDAR



The Highway Safety planning process, by its nature, is continuous and circular. The process begins by defining and articulating the problems. That stage leads to a collaborative effort and design with partners, which is an ongoing process. Development of performance goals and select measures is the next step followed by specific articulation of the objectives related to the performance goals. The process then requires identification and prioritization in the selection of programs and projects to be funded. Those programs and projects results are evaluated and appropriate adjustments are identified in new problem statements. At any one point in time, the Arkansas Highway Safety Office (AHSO) may be working on previous, current and upcoming fiscal year plans. In addition, due to a variety of intervening and often unpredictable factors at both the federal and state level, the planning process may be interrupted by unforeseen events and mandates.

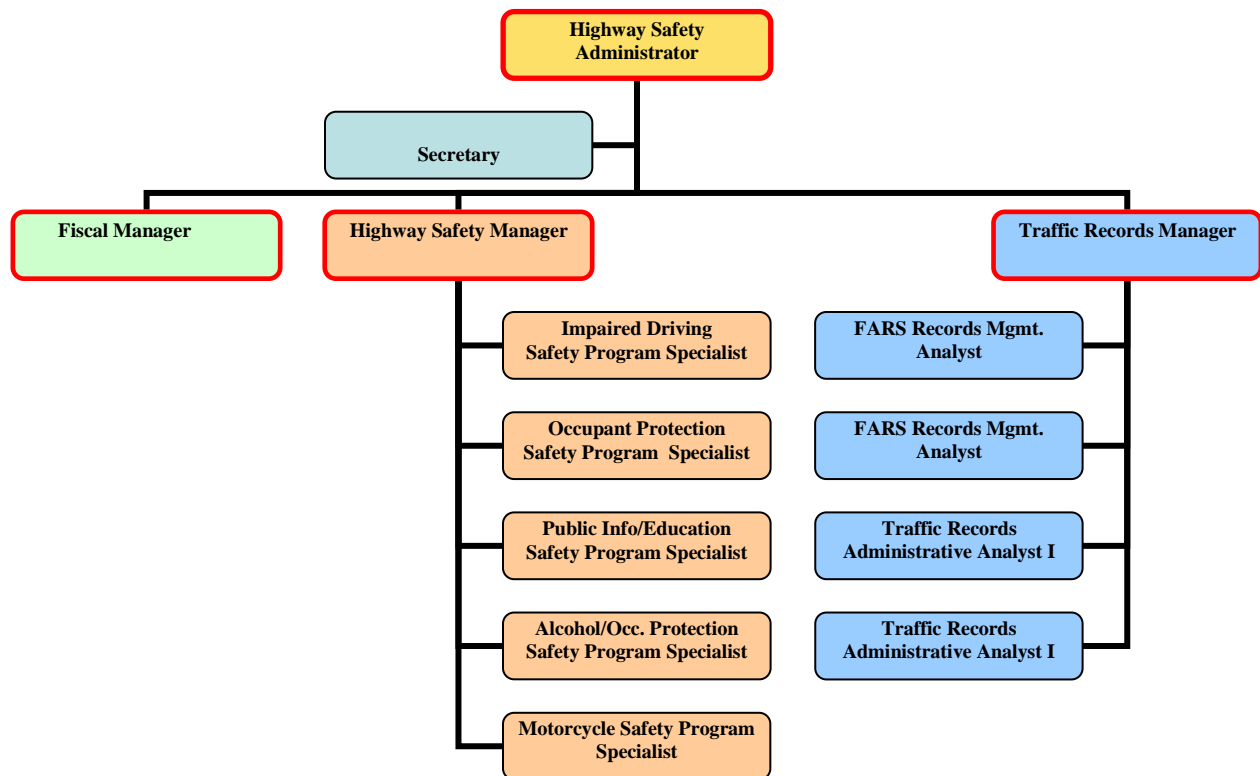
The following page outlines the sequence and timeline schedule that the AHSO has established for the development of the FY 2014 program.

**PERFORMANCE PLAN (PP) AND HIGHWAY SAFETY PLAN (HSP)
DEVELOPMENT SCHEDULE FOR FY 2014 PROGRAM**

<u>Task</u>	<u>Completed By</u>
Begin problem identification:	October
* Collect and analyze data	thru March
* Identify and rank problems	
* Establish goals and objectives	
PMs, HSM and Administrator conduct planning meetings with highway safety partners	March-April
HSM request proposals from sub-grantees/contractors	April
Program Managers (PMs) submit charts and tables of crash data to Highway Safety Manager (HSM)	April
PMs meet with HSM and Administrator to review problem identification	April
Deadline for submission of proposals from sub-grantees/contractors	May
Fiscal Manager estimates funds available	May
PMs submit draft narrative of problem identification, proposed countermeasures and performance measures to HSM	May
PMs select and rank proposed countermeasures (projects) and review with HSM and Administrator	May
PMs submit program area draft to HSM for review	May
Draft PP and HSP reviewed by Administrator	June
Submit final PP and HSP for Director's signature	June
Submit PP and HSP to NHTSA & FHWA	July
PMs prepare agreements/contracts & submit for review	August
Send agreements/contracts to sub-grantees/contractors for signature	August
Agreements/contracts returned for Director's signature	September
Submit agreements/contracts for Director's signature	September
Mail copy of signed agreements/contracts to sub-grantees/contractors	September
Program implementation	October 1

HIGHWAY SAFETY OFFICE ORGANIZATION

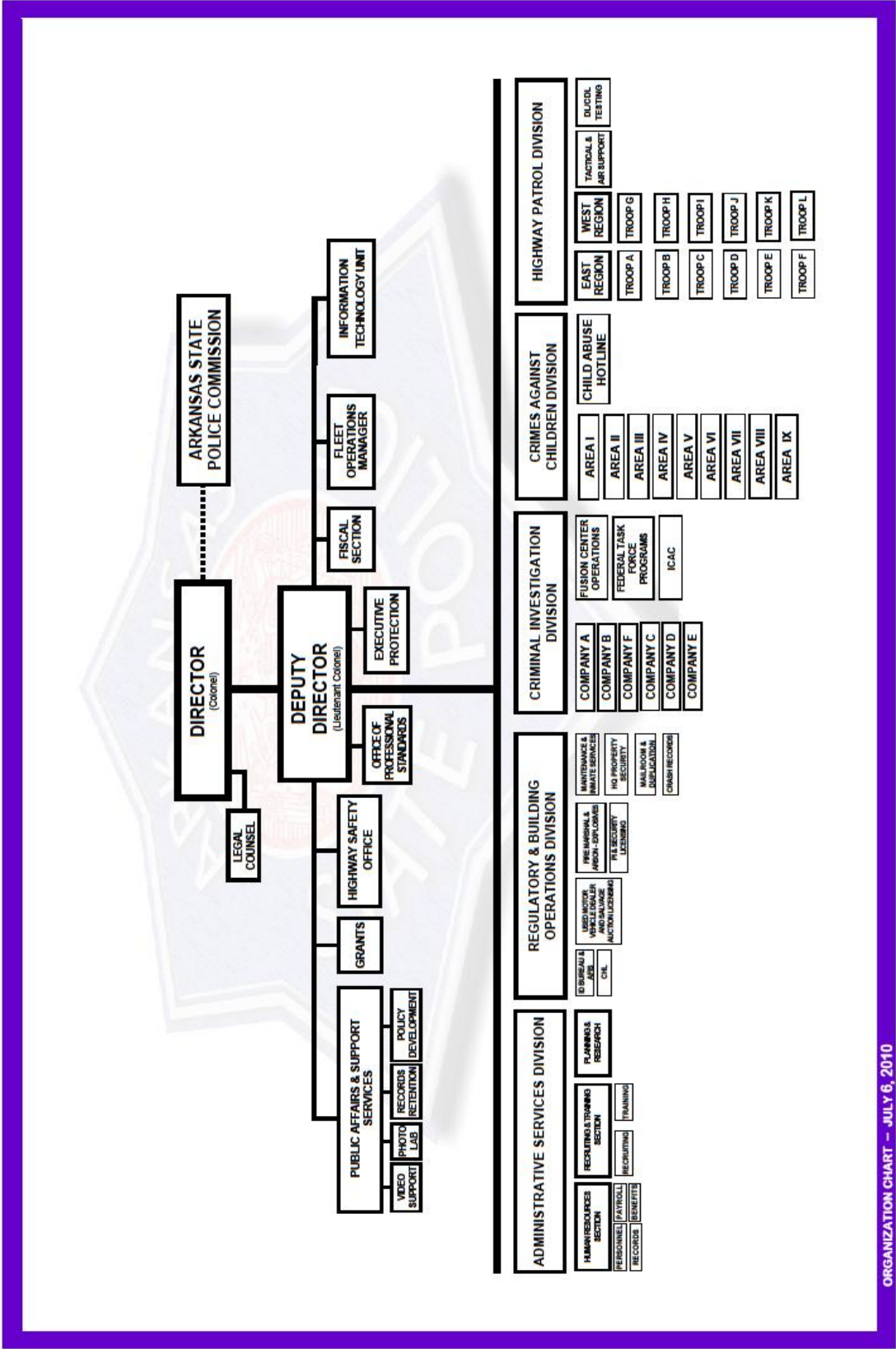
In July of 2002, by virtue of an Agreement of Understanding and the appointment of the Arkansas State Police (ASP) Director as the Governor's Highway Safety Representative, the Arkansas Highway Safety Office (AHSO) was transferred from the Arkansas Highway and Transportation Department to the Arkansas State Police. The program was authorized in the Arkansas State Police budget effective July 1, 2003 by the 84th General Assembly of the Arkansas Legislature. The AHSO retained its organizational identity within the ASP Director's Office, with the ASP Director/Governor's Representative reporting directly to the Governor. The ASP Organizational chart is shown on page 5.



MISSION STATEMENT

The Arkansas Highway Safety Office coordinates a statewide behavioral highway safety program making effective use of federal and state highway safety funds and other resources to save lives and reduce injuries on the state's roads, and provide leadership, innovation and program support in partnership with traffic safety advocates, professionals and organizations.

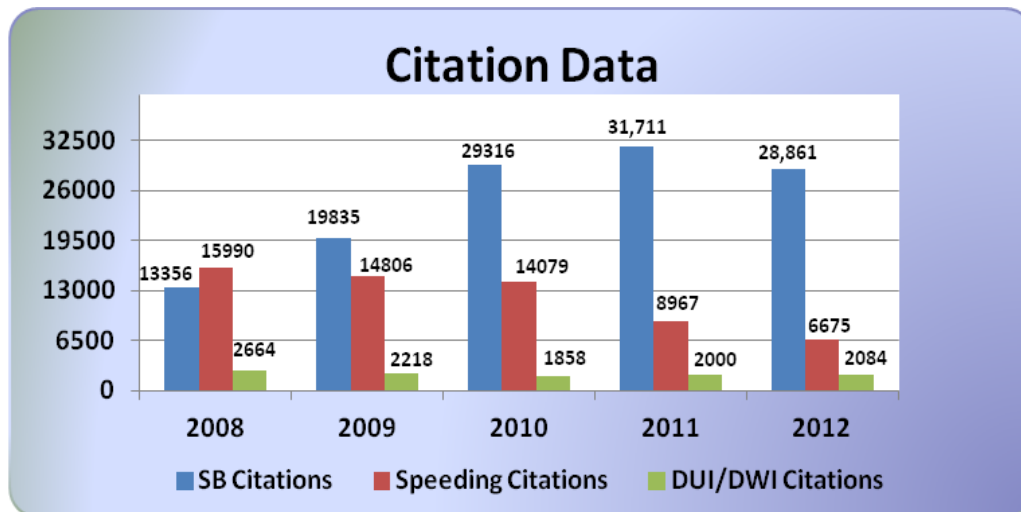
Arkansas State Police Organizational Chart



EXECUTIVE SUMMARY

The State of Arkansas is taking increased steps in addressing safety on our state's roadways as part of an effort to develop innovative strategies to reduce fatalities throughout the State. The Arkansas Highway Safety Office considers safety issues by focusing on behavioral aspects at the driver level. The goal of this fatality reduction focus is to reduce highway fatalities by better identifying driver behaviors that cause fatal crashes and targeting problem areas where fatal crashes occur.

Particular attention is being focused on the continued participation towards impaired driving, occupant protection and speed issues through Selective Traffic Enforcement Projects (STEPS). This program is stressed and sponsors active participation by approximately 40 Arkansas law enforcement agencies around the state. The following chart shows the citations issued by STEP projects during the last five years.



Law Enforcement projects will include high visibility sustained enforcement of impaired driving, occupant protection and speed limit laws. The national mobilizations of "Click it or Ticket" (CIOT) and "Drive Sober or Get Pulled Over" have benefited from the greater participation of local agencies and targeted media campaigns. The targeted media included paid television, radio, billboard advertisements and internet.

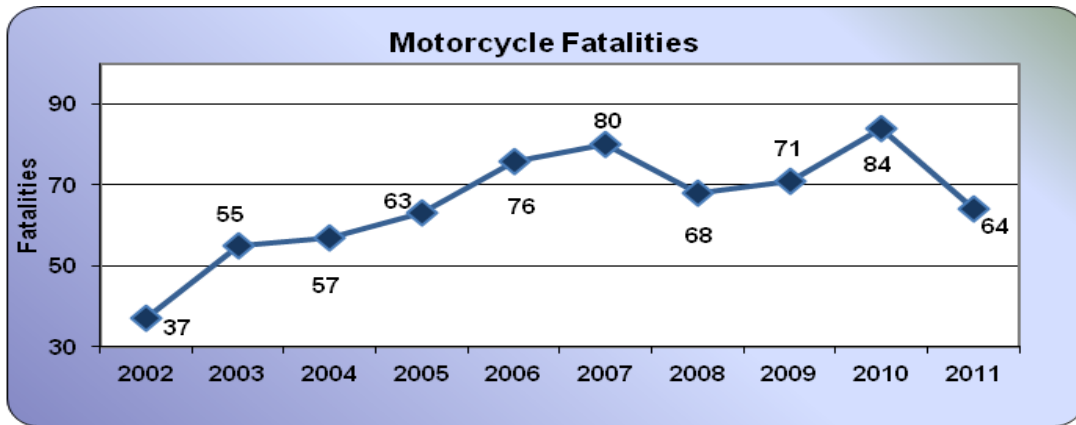
FARS data for Arkansas shows that the number of fatalities has declined from 649 in 2007 to 549 in 2011. The preliminary state data from 2012 shows fatalities at 552. The fatality rate, per 100 MVMT, for the most current period available (2007-2011) shows a decrease from 1.96 to 1.67. Serious injuries (2's only) rose from 3,072 in 2007 to 3,693 in 2009 but are on the decline at 3,239 in 2011.

While these figures do indicate decreases in fatal and injury crashes, (based on the 5-year period 2007-2011) an average of 591 motorists lose their lives and another 3,361 are seriously injured each year on Arkansas's roadways. In 2011, there were 549 total traffic fatalities compared to 571 the previous year. Over the past five years, alcohol-related fatalities averaged 172 per year. In 2011, there were 156 alcohol-related fatalities reported compared to 178 in 2010. Arkansas' alcohol-related fatalities in 2011 stood at 28% of the total fatalities.

An additional area of concern is occupant protection where in 2011, 55 percent of the recorded vehicle occupant fatalities were unrestrained. Arkansas passed a primary enforcement safety belt law which took effect June 30, 2009. Immediately after the law took effect, the use rate rose from 70.4% to 74.4%, while the National use rate stood at 83%. The use rate increased to 78.4% in 2011. In 2012 Arkansas contracted with the University of Arkansas' civil engineering department to develop and implement a new survey protocol in conjunction with the guidelines mandated by NHTSA. The results from the 2012 survey showed the use rate at 71.9%. Whether the decline was the result of the new survey protocol which reduced the number of counties surveyed and added a number of rural survey sites remains to be seen. The AHSO is working to improve this rate through the assessment of programming outcomes and the implementation of adjustments and changes where necessary. This year the Legislature passed an amendment to allow the addition of court costs to the seat belt law increasing the cost of a ticket up to \$90. Efforts to educate the motoring public on the new law and the consequences of non-compliance continue along with increased emphasis on enforcement.

The Statewide Problem	2010	2011	% Change
Statewide Crashes	60,984	59,076	-3.13
Fatal Crashes	517	509	-1.55
Fatalities	571	549	-3.85
Alcohol Related Fatalities	178	156	-12.36
Injuries (2 only**)	3,331	3,239	-2.76
Vehicle Miles Traveled (10 ⁶)	33,504	32,955	-1.64
Fatality Rate*	1.70	1.67	-1.76
Fatal Crash Rate*	1.54	1.54	0
Alcohol Fatality Rate*	0.53	0.47	-11.32
Injury Rate*	9.94	9.82	-1.20
* per 100 Million vehicle miles traveled			
**Injury code #2 is incapacitating injury			

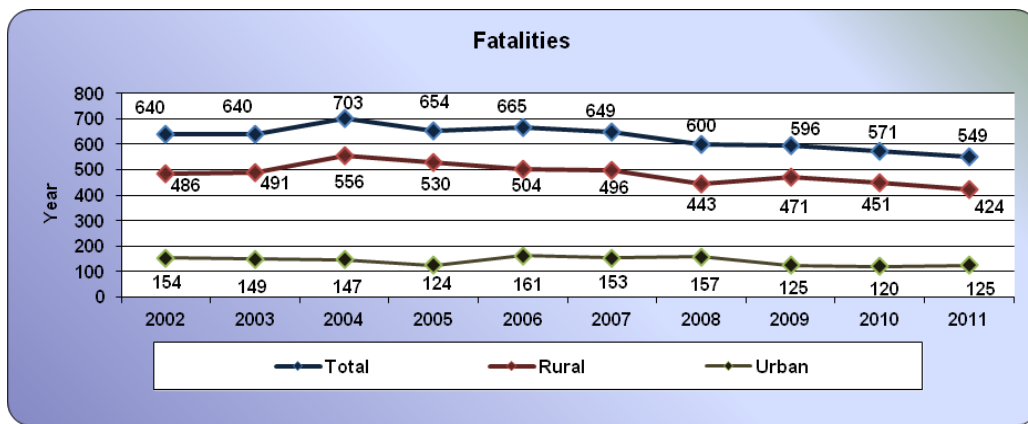
The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Arkansas reported 80 motorcycle related fatalities in 2007. This was a significant increase from the 37 motorcycle fatalities reported in 2002. In 2010 fatalities were at 84 and in 2011 the number decreased to 64. Motorcycle fatalities account for approximately 12 percent of Arkansas' total traffic fatalities. There were 367 motorcycle involved traffic fatalities in Arkansas during the 5-year period from 2007-2011. Targeted and identified projects are best undertaken on a statewide approach. This is the direction taken for selective traffic enforcement programs and training, occupant protection strategies, public information and education. The long-term goal for each geographical area is to develop a comprehensive traffic safety program that is or becomes self-sufficient.



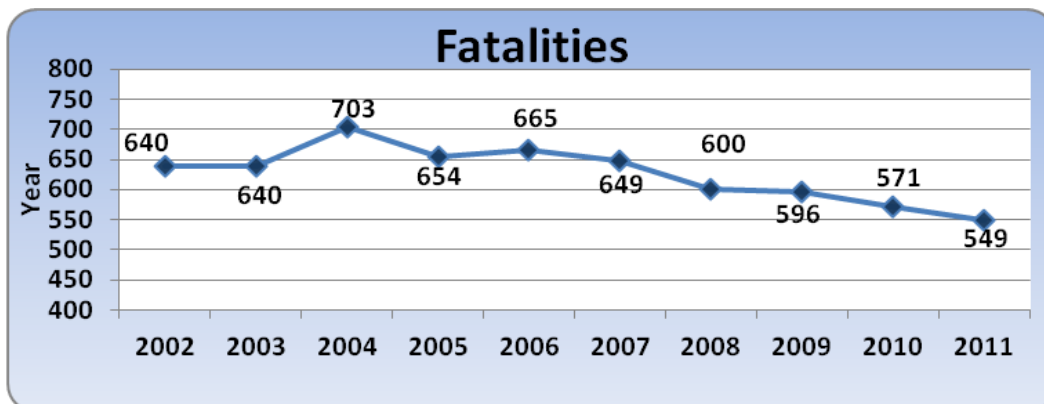
Initiating a project in selective traffic enforcement has the potential to build a local commitment to improving the traffic safety problems. Another possibility is communities with successful traffic safety projects will develop an inherent desire to develop a comprehensive and ongoing project.

The Arkansas Highway Safety Office will issue sub-grants to approximately 50 different agencies statewide to target Highway Safety issues. Those agencies will include state, county and municipal law enforcement agencies in both urban and rural locations. Other sub-grantees include, but are not limited to, Arkansas Highway & Transportation Department, Arkansas Administrative Office of the Courts, University of Arkansas System, Arkansas Department of Health, and Black River Technical College Law Enforcement Training Academy.

Although the larger populated areas of Arkansas present the most to problems involving crashes, the less populated areas exhibit a need for improving their problem locations. From 2002 to 2011, 77 percent of fatalities occurred in rural areas of the state.



The statewide projects listed above will utilize their resources to combat this problem. Over the past 10 years crash fatalities averaged 627 per year. Fatality numbers were at 640 in 2002, but this number has decreased to 549 in 2011 as depicted in the chart below.



It is obvious from the statewide problem analysis that the most effective reduction of fatalities and injuries, attributed to motor vehicle crashes, could be achieved by the reduction of impaired driving, and a significantly increased occupant protection use rate in the state. Therefore an aggressive, innovative and well publicized enforcement and education program must be implemented and remain ongoing.

PUBLIC AWARENESS SURVEY RESULTS

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

92% of respondents interviewed said they have “Never” driven a motor vehicle within 2 hours after drinking alcohol in the past 30 days.

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

Approximately 77% 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 25% said this was likely to occur “Half of the time.” This response was followed closely with 34% of Arkansans who said this would occur “Most of the time.”

Seat belt use

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

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

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

Around 5 out of 10 (52%) Arkansans surveyed said they had not read, seen, or heard of any special effort by police to ticket drivers in their community for seat belt violations.

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

Around (44%) 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. Over 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 70 mph?

Arkansans were asked how often they drive above the speed limit in cases when the speed limit is set at 65 miles per hour forty-two percent (42%) of those surveyed said they have exceeded the speed limit "Rarely." Similarly, around 4 out of 10 (43%) said they "Never" drive faster than 70 miles per hour in this case.

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

Slightly over half (53%) of Arkansans surveyed said they did not recall reading, seeing, or hearing anything about speed enforcement efforts by police.

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

Responses were mixed when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit. Roughly 6 out of 10 (69%) respondents said the likelihood of getting a ticket was either "Most of the time" or "Half of the time."

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 scheduled for February 2014 will be 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>

Act412 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>

PERFORMANCE PLAN

PROBLEM IDENTIFICATION PROCESS

The program management staff of the HSO analyzes crash data for preceding years to determine traffic fatality and injury trends and overall highway safety status. Basic crash data are obtained from the NHTSA website's FARS based data which includes annual tabulations of the statewide fatality counts for each FARS based core performance measure (e.g., total traffic fatalities; alcohol fatalities; vehicle occupant fatalities; speeding-related fatalities; fatalities from alcohol impaired driving crashes (BAC of 0.08% plus); unrestrained passenger vehicle occupant fatalities; speeding-related fatalities) for each of the five most recent available calendar years. (Reference: NHTSA's Traffic Safety Information Website). Data reflecting the number of serious injuries in traffic crashes was obtained from the State crash data files, Arkansas Traffic Analysis Reporting System (TARS) which compiles data from crash reports filed by law enforcement agencies with the Arkansas State Police. Other supplemental data, such as statewide demographics, motor vehicle travel, and statewide observational safety belt rates are evaluated as well.

The HSO coordinates with State and local agencies to obtain data and other information.

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

The HSO also collaborates with the following groups:

- Arkansas Traffic Records Coordinating Committee
- Strategic Highway Safety Steering Committee
- EMS/Emergency Medical Services for Children Advisory Committee
- Building Consensus for Safer Teen Driving Coalition
- Arkansas Alcohol and Drug Abuse Coordinating Council
- Arkansas Motorcycle Safety Advisory Committee
- Arkansas Task Force for Safe Senior Driving
- Arkansas Texting and Driving Coalition
- Arkansas Center for Health Improvement

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

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

Specific emphasis has been placed upon identifying baseline traffic crash statistics for the following general areas of interest:

- Overall Fatalities
- Overall Serious Injuries (Incapacitating)
- Alcohol Related Traffic Crashes
- Speeding Related Fatalities
- Occupant Restraint Use (Driver and front seat passenger)
- Number of Unrestrained Passenger Vehicle Occupant Fatalities
- Motorcycle Crash Fatalities (Helmeted and Un-helmeted)
- Pedestrian Fatalities
- Teen Fatalities

Arkansas' Performance Plan and Highway Safety Plan will focus on these identified areas. Short-term goals were set in these areas for the end of 2014. The goals are based on 3 or 5 year moving and linear averages.

GOAL SETTING AND PERFORMANCE MEASURES

NHTSA and the Governors Highway Safety Association (GHSA) have agreed on a minimum set of performance measures to be used in the development and implementation of behavioral highway safety plans. The minimum set contains 14 measures: ten core outcome measures, one core behavior measure and three activity measures. Goals have been set for each of the 10 outcome measures and 1 behavior measure.

	Calendar Years					Projections		
	2007	2008	2009	2010	2011	2012	2013	2014
Core Outcome Measures								
C-1: Traffic Fatalities (FARS)	649	600	596	571	549	552	531	510
C-2: Serious Traffic Injuries (TARS)	3072	3471	3693	3331	3239	3150	3060	3000
C-3: Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.96	1.81	1.80	1.70	1.67	1.63	1.57	1.53
C-3: "Rural" Mileage Death Rate (Rural Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	2.47	2.25	2.52	2.36	N/A	N/A		
C-3: "Urban" Mileage Death Rate (Urban Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.17	1.17	0.86	.81	N/A	N/A		
C-4: Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	274	266	253	244	220	207	197	185
C-5: Alcohol Impaired Driving Fatalities (Fatalities involving a driver or a motorcycle operator with a BAC of .08 and above) (FARS)	181	170	173	178	156	155	154	153
C-6: Speeding Related Fatalities (FARS)	64	63	108	108	86	85	84	82
C-7: Motorcyclist Fatalities (FARS)	80	68	71	84	64	67	69	72
C-8: Unhelmeted Motorcyclists Fatalities (FARS)	48	37	34	48	35	35	35	35
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	120	103	91	58	68	66	63	60
C-10: Pedestrian Fatalities (FARS)	45	45	37	38	42	41	40	39
Core Behavior Measure			2009	2010	2011	2012	2013	2014
B-1: Seat Belt Use Rate (statewide Observational surveys for passenger Vehicles, front seat outboard occupants)			74.4	78.3	78.4	71.9	75.0*	77.0
Activity Measures	Federal Fiscal Year (Oct. 1- Sept. 30)							
A-1: Seat Belt Citations Issued During Grant funded Enforcement Activities	See chart on page 6							
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities.								
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities								

*Preliminary unweighted rate is 76.7 - weighted rate not yet available.

PROGRAM/PROJECT DEVELOPMENT

PROGRAM DEVELOPMENT

Each year the HSO prepares a Performance Plan and Highway Safety Plan (HSP) that establishes the goals and objectives and describe the projects recommended for funding during the next Federal Fiscal Year (October 1 through September 30). For Fiscal Year 2014, the projects presented in the HSP are mostly continuation projects from the prior year. The process of developing the Performance Plan and HSP begins early in the preceding federal fiscal year. A Performance Plan and HSP Development Schedule (shown on page 3) are issued to the HSO staff at the beginning of the development process. Problem identification is the beginning of the HSP development process and is the basis for all proposed projects. This process also involves planning meetings with select highway safety partners such as the Strategic Highway Safety Steering Committee, the Criminal Justice Institute, Arkansas State Highway and Transportation Department, University of Arkansas for Medical Sciences, Arkansas Motorcycle Safety Advisory Committee and the Traffic Records Coordinating Committee to help identify emerging problems and to develop strategies and countermeasures to address these problems. Priority for project implementation is based on ranking given during problem identification and indicators developed from crash data.

Based on problem identification, state and local entities are targeted for implementation of new projects or for continuation of existing projects and proposals are requested. All proposed projects continuing into the next fiscal year are identified and preliminary funding estimates are developed. If new projects are recommended, requests for proposals are issued to select new sub-grantees/contractors. Proposals submitted by State and local agencies and vendors are assigned to the appropriate program managers for review. Along with reviewing the proposals, the HSO staff analyzes traffic safety data and other information available. The data sources are used to identify emerging problem areas, as well as to verify the problems identified by the agencies that have submitted proposals for funding consideration.

After completing their analysis, the HSO program management staff develops funding recommendations for presentation to the HSO Manager and the Administrator. Following the determination of funding priorities, a draft plan is prepared and submitted to ASP management and the Governor's Highway Safety Representative (GR) for approval. A copy of the approved plan is sent to the National Highway Traffic Safety Administration Region 7 office for review by July 1. The plan is finalized by September 30.

PROJECT DEVELOPMENT

The process for development of new and continuing projects during the fiscal year involves the following major steps:

- Conduct problem identification
- Establish goals
- Request proposals (new and continuing projects)
- Review and approve proposals
- Develop funding recommendations
- Prepare draft Highway Safety Plan
- Conduct pre-agreement meeting between HSO staff and sub-grantee/contractor
- Finalize HSP after necessary review and approvals
- Prepare draft project agreements
- Review and approve final project agreements

Both continuing project and new project applicants are notified by September 1 whether their proposals are placed in the HSP. Sub-grant agreements/contracts are prepared for projects with approved proposals. After a satisfactory agreement/contract has been negotiated and approved, the applicant can begin work on the project on or after October 1. The AHSO program management staff monitors the progress of each project throughout the year.

ESTABLISHING PERFORMANCE GOALS

Performance goals, both short and long term, evolved from the problem identification process. Identified emphasis areas were selected from this process and reviewed to assure that they are consistent with the guidelines and emphasis areas established by the U.S. Department of Transportation, National Highway Traffic Safety Administration.

Using the experience and expertise of the AHSO professional staff, FARS and state crash data, appropriate overall statewide performance goals and performance measures for selected emphasis areas have been established. Projections are based on 3 or 5 year moving and linear averages.

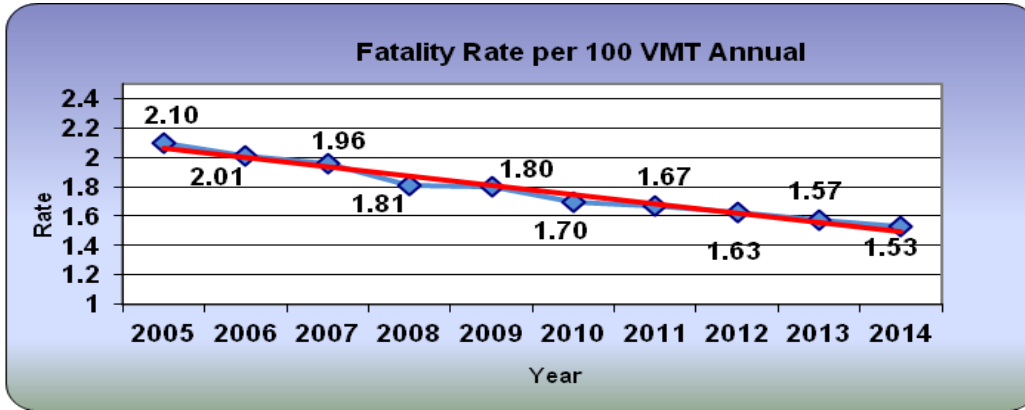
Specific goals and target dates are based on past trends and the staff's experience. Historical trends were established through the use of graph and chart information supplemented by the judgment and expertise of AHSO staff and management.

The AHSO recognizes that achievement of quantified goals is dependent not only on the work of the AHSO, but also on the collaborative and ongoing dedication and efforts of a multitude of governmental and private entities involved in improving highway safety. Advances in vehicle technology, coupled with traffic safety legislation, expanded participation by the public health and private sectors, and aggressive traffic safety education, enforcement and engineering programs are the best method to make those goals achievable. Goals were established in coordination with the relevant Federal Agencies. Contributing factors (such as economic situation, gas prices, increase or decrease in travel etc.) having the potential to affect goals were also considered. Projections are based upon a sustained level of activity and additional activities targeting identified problems.

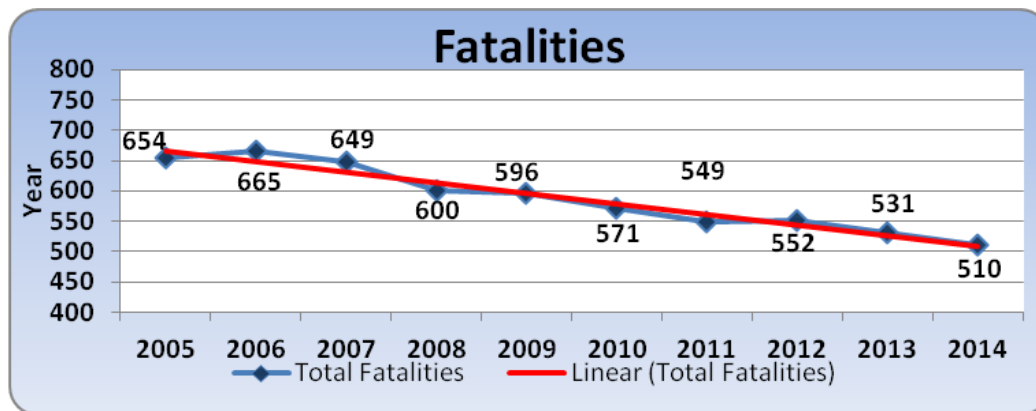
OVERALL PROGRAM GOALS

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

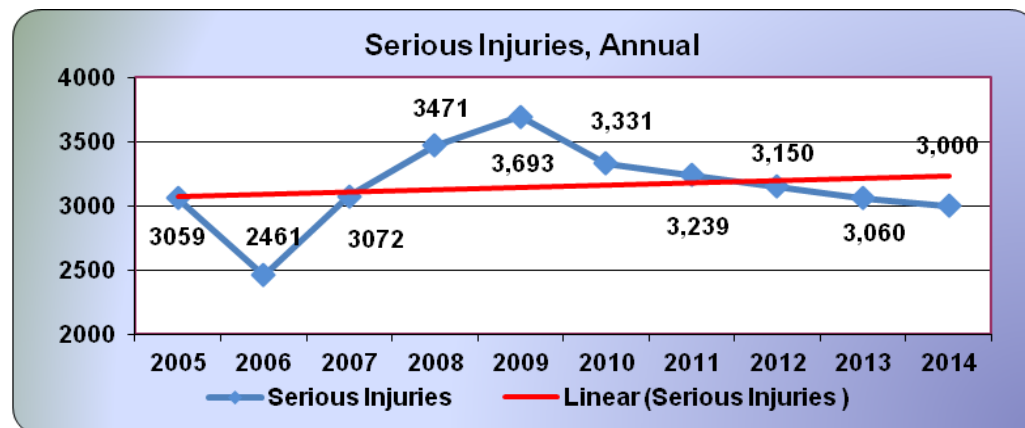
- To decrease the State fatality rate from of 1.67 per MVM traveled in 2011 to 1.53 in 2014.



- 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.



PROGRAM AREA GOALS

Alcohol and Other Drugs Countermeasures

- 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.

Occupant Protection

- 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.

Speed

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

Motorcycle Safety

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

Pedestrian Safety

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

Teen Driver Safety

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

Traffic Records

- 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.

PERFORMANCE MEASURES

- Traffic fatality rate per 100M VMT
- Number of speeding fatalities
- Number of serious injuries
- Number of traffic alcohol-related fatalities
- State seat belt use rate as determined through observational surveys
- Number of unrestrained passenger vehicle occupant fatalities
- Time it takes from crash to entry into the system
- Time required for citation submittal to the court system
- Number of motorcycle fatalities
- Number of un-helmeted motorcycle fatalities
- Number of pedestrian fatalities
- Number of teen fatalities

Highway Safety Plan

PLANNING AND ADMINISTRATION

I. Program Overview

Planning and Administration refers to those activities and costs that are attributable to the overall management and operation of the Arkansas Highway Safety Program. These necessary functions include fiscal support, financial reporting, purchasing, equipment inventory, maintenance and operations, and office management. Additional program responsibilities include identifying problems and solutions, developing and implementing projects, monitoring projects and evaluating accomplishments.

The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (HSO) of the Arkansas State Police (ASP). The organizational chart of the HSO is shown on page 4.

The management and fiscal staff will build on and maintain their expertise in all aspects of the program by attending available training sessions. The staff will attend meetings and other sessions in the performance of their normally assigned functions. The percentage of funding distribution for positions by program area is provided on page 22. The costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration are itemized as follows:

Salaries and Benefits

The entire salaries and benefits for one full-time position and a portion of the salaries and benefits for three full-time positions, fulfilling management and fiscal support functions are paid from federal funds.

Travel and Subsistence

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

Operating Expenses

This component provides for operating expenses directly related to the overall operation of the Highway Safety Program including the expenses for development and implementation of a state grants management system (GMS). The GMS will be developed, operated, and maintained through a contractor. The vendor is to be determined.

PERSONNEL: POSITION AND PERCENT 402 FUNDING DISTRIBUTION

POSITION	AL	OP	TR	MC	P&A	FARS	STATE
GOVERNOR'S REPRESENTATIVE							100
ADMINISTRATOR					50		50
HIGHWAY SAFETY MANAGER	40	40			10		10
FISCAL MANAGER					50		50
SECRETARY					100		
SAFETY PROGRAM SPECIALIST	60	40					
SAFETY PROGRAM SPECIALIST	50	50					
SAFETY PROGRAM SPECIALIST	50	50					
SAFETY PROGRAM SPECIALIST	25	75					
SAFETY PROGRAM SPECIALIST				100			
TRAFFIC RECORDS SPECIALIST				90		10	
ADMINISTRATIVE ANALYST I (2) (TARS)				100			
RECORDS MANAGEMENT ANALYST I (2) (FARS)						100	

Arkansas State Police-HSO Estimated 402 P&A Costs – FY2013

	Federal	State	Total
Salaries			
Salaries	\$ 139,100	\$ 108,500	\$ 247,600
Sub-Total	\$ 139,100	\$ 108,500	\$ 247,600
Benefits			
Payroll Additive (23.0%)	\$ 32,000	\$ 25,000	\$ 57,000
Insurance	\$ 9,900	\$ 5,200	\$ 15,100
Sub-Total	\$ 41,900	\$ 30,200	\$ 72,100
Travel			
Travel & Subsistence	\$ 12,000		\$ 12,000
Sub-Total	\$ 12,000		\$ 12,000
Operating Expenses			
Operating Expenses	\$ 27,400	\$ 81,700	\$ 109,100
Sub-Total	\$ 27,400	\$ 81,700	\$ 109,100
TOTALS	\$ 220,400	\$ 220,400	\$ 440,800

Federal P&A costs are 13% or less of total estimated new 402 funds available (+\$2,874,430).

13% of 402 funds = \$373,676

Federal P&A costs are 50% or less of total P&A (440,800).

50% of P&A = \$220,400

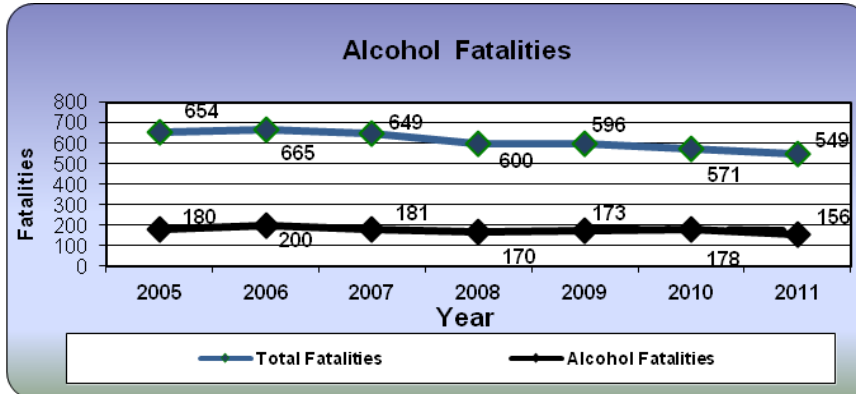
Arkansas State Police-HSO Estimated 406 P&A Costs – FY2013

	Federal	State	Total
Grants Mgmt System	\$ 350,000		\$ 350,000
Other Operating Expenses	\$ 25,000		\$ 25,000
Sub-Total	\$ 375,000		\$ 375,000
TOTAL	\$ 375,000		\$ 375,000

Note: Operating expenses include but are not limited to association dues, office supplies, printing materials, services, fees, copier leases, vehicle expense, state IT and communication charges, office space rental, office equipment under \$5,000. Also includes contract costs for development, operation and maintenance of a grants management system.

ALCOHOL AND OTHER DRUGS COUNTERMEASURES PROGRAMS

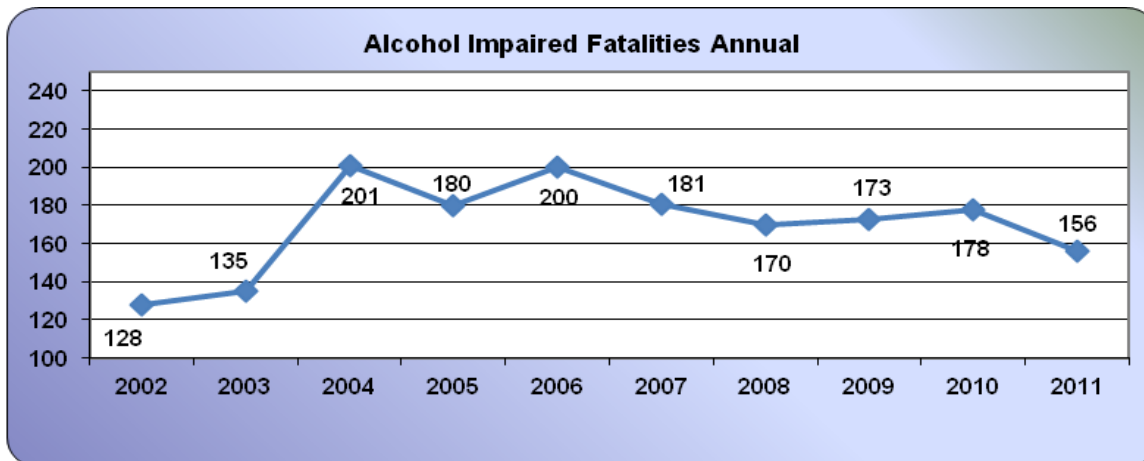
I. Program Overview



During the period from 2007 through 2011 the percentage of impaired driving fatalities, as a percentage of the total were at 29 percent. Fatalities for 2007 were 649 but declined to 549 in 2011.

Alcohol related fatalities have declined from 2007 through 2011. The State

has experienced a decrease from 181 in 2007 to 156 in 2011. A chart showing the number of alcohol related fatalities by county for 2007-2011 is shown on page 25.



2011, the Arkansas Crime Information Center (ACIC) reported 9,508 driving while intoxicated (DWI)/ driving under the influence (DUI) arrests. The 2012 preliminary data from ACIC showed 9,598 DWI/DUI arrests. Over the past several years the arrest numbers have trended downward although 2012 may indicate an end to the trend. Agencies continue to report manpower shortages, lack of training, DWI courtroom defense tactics and higher paying off-duty opportunities as contributory factors for the decline in impaired driving enforcement.

In Arkansas the percentage of fatally injured drivers testing positive for drugs fluctuated between 9% and 17% from 2007 to 2011, according to data from the Fatality Analysis Reporting System (FARS). The average was 13% per year. Also during that five year period the number of fatally injured drivers not tested for drugs dramatically decreased yearly from 82% in 2007 to 26% in 2011. This can be attributed in part to the increase in the number of Drug Recognition Experts (DRE) in Arkansas. The drugs tested for included both illegal substances as well as over-the counter and prescription medications, (which may or may not have been misused). According to information obtained from the DRE Data System, in Arkansas during the year 2012, the most detected substances during DRE evaluations were depressants, followed by narcotics, then cannabis.

According to the Drug Enforcement Administration's 2012 report for Arkansas, the availability and rate of drug abuse in Arkansas remains high coinciding with the smuggling of methamphetamine, cocaine, and marijuana, the drugs of choice, for local consumption and further distribution.

The largest quantities of drugs are seized on the highways via interdiction programs. Methamphetamine has become Arkansas' primary drug of concern. The state's rural landscape provides for an ideal setting for illicit manufacturing of methamphetamine.

Each year the request for drug recognition expert (DRE) training exceeds the available resources in personnel. However, the acceptance and importance of the DRE program is gaining momentum throughout the state, with increased interest in agencies having certified DRE officers in their ranks.

Arkansas has increased the number of prosecutor positions as a result of increased demands upon the criminal justice system to meet speedy trial requirements. Prosecutors must become acquainted with alcohol and other drug testing procedures along with relevant case law, new validation studies, new legislation and testing updates.

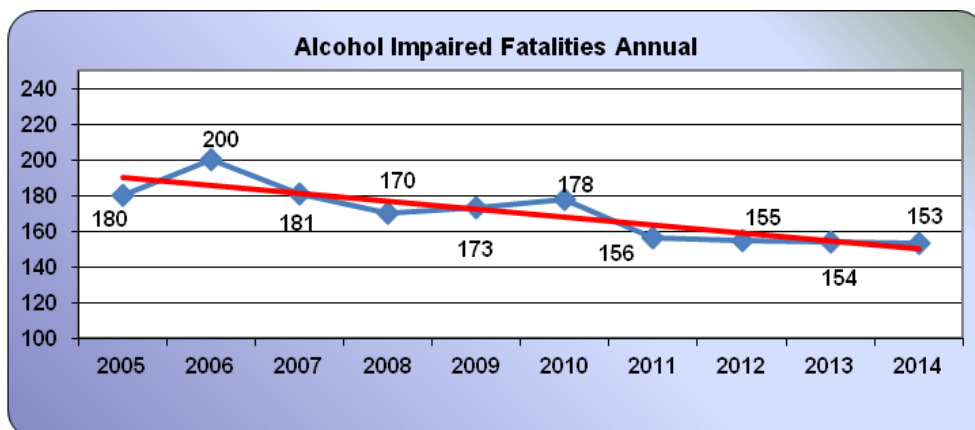
Arkansas is putting together a statewide impaired driving task force to develop a statewide impaired driving plan. This plan will be submitted to NHTSA by September 1 of this fiscal year and will provide a comprehensive strategy for preventing and reducing impaired driving behavior. Members of the Statewide Impaired Driving Task Force will include stakeholders from the Arkansas Highway Safety Office, the law enforcement community and the criminal justice system (prosecution, adjudication and probation). Invited members of the Task Force will come from the areas of driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health and communication. The Task Force will be established under authority of the State of Arkansas and will meet quarterly throughout the year.

II. Performance Measure - Goal

Program Goal

The goal of projects funded in the Alcohol and Other Drugs Countermeasures Program is:

- 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.



Alcohol Related Fatalities By County For 2007-2011

COUNTY	2007	2008	2009	2010	2011	TOTAL	COUNTY	2007	2008	2009	2010	2011	TOTAL
ARKANSAS	1	0	0	3	0	4	LEE	0	2	2	0	0	4
ASHLEY	1	2	1	1	0	5	LINCOLN	1	0	2	1	0	4
BAXTER	2	1	2	0	1	6	LITTLE RIVER	0	3	1	0	1	5
BENTON	8	7	4	10	4	33	LOGAN	1	4	0	4	0	9
BOONE	0	1	7	3	0	11	LONOKE	5	4	5	3	3	20
BRADLEY	2	0	0	2	4	8	MADISON	2	1	3	1	3	10
CALHOUN	1	0	1	0	1	3	MARION	1	2	0	0	1	4
CARROLL	2	1	5	5	6	19	MILLER	1	4	3	4	5	17
CHICOT	1	2	2	0	3	8	MISSISSIPPI	2	1	2	4	1	10
CLARK	2	0	2	2	0	6	MONROE	1	2	1	2	1	7
CLAY	1	0	0	1	0	2	MONTGOMERY	0	1	0	0	0	1
CLEBURNE	2	1	1	3	9	16	NEVADA	1	0	0	1	1	3
CLEVELAND	1	0	0	1	0	2	NEWTON	1	0	2	0	0	3
COLUMBIA	1	1	1	2	1	6	OUACHITA	2	2	0	2	2	8
CONWAY	2	0	1	3	1	7	PERRY	4	0	5	3	0	12
CRAIGHEAD	5	6	3	3	5	22	PHILLIPS	2	3	5	1	1	12
CRAWFORD	1	3	1	1	2	8	PIKE	2	0	2	0	3	7
CRITTENDEN	2	1	4	6	4	17	POINSETT	1	4	1	0	1	7
CROSS	2	2	3	1	0	8	POLK	1	5	1	0	0	7
DALLAS	0	0	1	0	0	1	POPE	9	2	3	3	3	20
DESHA	1	0	0	0	0	1	PRAIRIE	4	2	2	0	3	11
DREW	0	1	1	1	1	4	PULASKI	29	24	16	17	20	106
FAULKNER	2	7	3	5	4	21	RANDOLPH	1	3	2	2	3	11
FRANKLIN	1	3	2	1	1	8	ST FRANCIS	1	4	3	1	3	12
FULTON	0	2	1	0	1	4	SALINE	2	3	6	6	4	21
GARLAND	11	5	4	5	4	29	SCOTT	1	3	0	4	0	8
GRANT	1	0	0	1	0	2	SEARCY	0	0	2	0	1	3
GREENE	2	2	1	2	2	9	SEBASTIAN	8	3	8	7	0	26
HEMPSTEAD	2	3	2	4	4	15	SEVIER	0	0	1	0	0	1
HOT SPRING	2	2	1	1	0	6	SHARP	3	0	0	1	1	5
HOWARD	0	0	1	2	1	4	STONE	1	1	0	2	1	5
INDEPENDENCE	6	1	4	5	4	20	UNION	0	2	4	1	2	9
IZARD	0	0	0	0	0	0	VAN BUREN	3	0	0	5	2	10
JACKSON	0	1	5	1	1	8	WASHINGTON	9	10	7	6	11	43
JEFFERSON	6	7	7	5	4	29	WHITE	5	4	8	4	3	24
JOHNSON	1	1	1	1	4	8	WOODRUFF	1	0	2	0	0	3
LAFAYETTE	0	0	3	2	1	6	YELL	2	4	0	3	2	11
LAWRENCE	0	0	2	3	0	5	Total	181	170	173	178	156	858

III. Project Strategies

The objectives of projects funded in the Alcohol and Other Drugs Countermeasures Program are:

- To provide DWI adjudication training to approximately 90 municipal judges
- To provide an ABA Traffic Court Seminar from approximately 30 Arkansas judges
- To provide a Statewide DRE training conference for Arkansas certified DREs
- To provide SFST and TOPS practitioner training to 400 Arkansas law enforcement officers
- To provide ARIDE Training to approximately 125 law enforcement officers
- To provide SFST refresher training to 200 Arkansas law enforcement officers
- To conduct a minimum of two Drug Recognition Expert (DRE) training classes for a total of approximately 50 law enforcement officers
- To provide SFST instructor development to 25 law enforcement officers
- To provide DRE instructor development to 15 law enforcement officers
- To provide a DWI seminar for a minimum of 40 prosecutors and 40 law enforcement officers along with an awards ceremony for law enforcement officers
- To provide one or two 8-hour courses on Introduction to Drugged Driving throughout the State
- To provide awareness campaign to emphasize the reduction of impaired driving crashes among the 21 to 34 year old age group
- To conduct a high visibility enforcement/media campaign emphasizing impaired driving, such as “Drive Sober or Get Pulled Over”
- To purchase incentive equipment for STEP and other law enforcement agencies which participate in mobilizations.
- To achieve an average of 1 DWI/DUI arrest per eight/twelve hours, during DWI/DUI enforcement
- To conduct two mobilizations of increased enforcement emphasizing DWI/DUI laws
- To conduct an ongoing public information and education campaign as a component of all enforcement projects
- To provide applicable training for Arkansas Department of Health, Office of Alcohol Testing (OAT) personnel
- To provide for the purchase portable breath testing devices, radar equipment, and passive alcohol sensors for selected STEPs
- To distribute and evaluate the use of Alcohol Safety PSAs and document a minimum of \$300,000 worth of donated airtime
- To provide State Alcohol Safety Education Programs statewide
- To provide a BAT mobile unit with facilities, equipment and evaluation tools to train and assist law enforcement officers and agencies in impaired driving checkpoints
- To maintain three pilot DWI courts
- To provide initial and supplemental training for Arkansas DWI courts.
- To employ at least one Law Enforcement Liaison to encourage DWI enforcement statewide
- To convene a statewide impaired driving task force to develop a statewide impaired driving plan

IV. Tasks**Task 1 - Judicial Training**

This task is a continuing training activity that provides adjudication training to district court judges and other court officers in the State. The primary objective of this training project is to provide education to approximately 90 Arkansas district judges with emphasis on impaired driving issues. Training may include, but is not limited to, careless driving, radar, search and seizure, probable cause, pharmacology, interaction with other agencies and sentencing. The faculty will be selected from district judges, substance abuse professionals, law enforcement officers, law professors and judges from other states who routinely teach traffic programs in their home state and at the national level.

This task will:

- Fund a three-day judicial training program for approximately 90 State traffic court judges in late September of 2014 at a location to be announced titled “Updated Impaired Driving Case Fundamentals” by paying for staff at the National Judicial College. The material will include an overview of sentencing practices and evidence based options for traffic offenses; to analyze circumstances providing legal basis for stops, searches, seizures arrests and the admissibility of testimonial or physical evidence; to describe the pharmacology to effectively evaluate expert testimony; to identify and utilize assessment, treatment, and counseling resources to assist with imposing appropriate sentences and identify new technology and practices used in sentencing.
- Fund six judges and two judicial educators to attend the ABA Traffic Court Seminar in April 2014.

Funding for these tasks will reimburse in-state and out-of-state travel, tuition, meals and lodging.

ADMINISTRATIVE OFFICE OF THE COURTS (AOC)

(AL) \$76,300

Task 2 - Law Enforcement and Prosecutor Training Project

This task will:

- Provide DWI and standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training and education for approximately 400 law enforcement officers.
- Provide SFST refresher training to 200 law enforcement officers.
- Provide drug recognition expert (DRE) training/education to approximately 50 law enforcement officers.
- Provide instructor development training to 25 SFST/TOPS officers and 15 DRE officers.
- Fund a training conference for approximately 80 prosecutor/law enforcement officer participants specific to the prosecution of DWI cases.
- Fund a training conference for the State’s certified Drug Recognition Experts.

- May provide a limited number (1 or 2) 8-hour courses to police agencies throughout the State entitled “Introduction to Drugged Driving” that presents educational information on the detection of drivers that are impaired by drugs other than alcohol.
- Conduct Advanced Roadside Impaired Driving (ARIDE) 16-hour training program created by NHTSA to address the gap in training between the Standardized Field Sobriety Testing (SFS) and the Drug Evaluation and Classification (DEC) Program by providing officers with general knowledge related to drug impairment and by promoting the use of DREs. Provide this training to approximately 125 officers.
- Fund an awards ceremony in conjunction with the prosecutor-training seminar, to recognize officers who have displayed exemplary performance while working STEP. Additional recognition will be afforded at this ceremony to projects that meet and/or surpass project objectives by presenting them with equipment that can aid in the detection and arrest of errant drivers.

This task will also provide for professional development (specified training) for law enforcement officers and/or other personnel in matters of alcohol and other drugs programs. Funding will provide for personnel, travel/training, supplies, meeting room expenses, speaker honorariums, operating expenses, printing, transparency and video tape reproduction.

CRIMINAL JUSTICE INSTITUTE (AL) \$415,500
CRIMINAL JUSTICE INSTITUTE (M5TR) \$ 50,000

Task 3 – Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program

There is a continuous need to educate the public on the dangers of alcohol/drug impaired driving and the risks of traffic crashes. This is a continuing project to distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of \$300,000 in documented public service air time for traffic safety awareness messages. Funding will provide for technical services.

ARKANSAS BROADCASTERS ASSOCIATION (AL) \$37,500

Task 4 – State-Funded Alcohol Safety Education Programs

This task will provide for alcohol safety education programs through the Arkansas Department of Human Services, Alcohol and Drug Abuse Prevention (ADAP) for those convicted of driving while intoxicated (DWI) or driving under the influence (DUI). The programs will conduct preliminary investigations and pre-sentence screening of those convicted of DWI/DUI. State funding will provide for personnel, travel, equipment, meeting room expenses, printing, administrative/indirect costs, and operating expenses.

AR DEPT. OF HUMAN SERVICES– ADAP AL (STATE) \$1,000,000
AR DEPT. OF HUMAN SERVICES– ADAP K8 (STATE) \$2,700,000

Task 5 – Statewide Public Information and Education (PI&E)

This task will provide for statewide public information and education to promote awareness of the impacts of impaired driving and will support national mobilizations such as “Drive Sober or Get pulled Over” (DSGPO) targeting messages to young persons age 18 to 34 and motorcycle operators. This task will also emphasize the .08 BAC law, Act 561 of 2001. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements (PSAs), and/or corresponding promotional items to enhance other traffic safety projects. This task will provide funds for the services of a full-service advertising agency to create and develop traffic safety public information materials. This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), support national mobilizations like “DSGPO”, and state mobilizations. This task may also provide for the placement of traffic safety messages relating to impaired driving public information campaigns in the media. The media placements may include television, radio, internet and print. Section 410 funds will be allocated for paid media. Section 402 and 410 funding could also provide for PSA creation and production, PI&E materials creation and production, and meeting expenses including meals and/or promotional items.

CRANFORD JOHNSON ROBINSON WOODS (CRJW)	(AL)	\$	20,000
CJRW	(K8)	\$	150,000
CJRW	(K8PM)	\$	100,000
CJRW	(K8HV)	\$	500,000
CJRW	(M5HVE)	\$	600,000

Task 6a - Selective Traffic Enforcement Projects (STEPS)

This task provides funding for selected cities and counties to conduct selective traffic enforcement projects. The project emphasis will be the sustained enforcement of DWI/DUI laws throughout the year (Section 410 funding can only be used for alcohol and other drug related countermeasures). A PI&E campaign will supplement enforcement. The primary objective of these projects is to achieve one DWI/DUI arrest per eight/twelve hours during project enforcement periods. Participating agencies will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will also conduct checkpoints and/or saturation patrols for state impaired driving campaigns during the year. A media blitz will be associated with the mobilizations.

Section 410 funding will provide for selective enforcement pay (compensation at a rate of no more than one and one half of an officer’s regular hourly pay), applicable payroll matching, out-of-state travel (HSO approved conferences only) and traffic enforcement related equipment costing less than \$5,000 each, including but not limited to portable breath testing devices, passive alcohol sensors, and in-car cameras. Approximately 2 in-car cameras costing an estimated \$7,000 each will be purchased by select agencies. A list of the city and county agencies are shown on the next page.

AR FY 2014 PP & HSP

Cities/Counties		Funding Source	Federal Funds	Local Match
1	Benton County Sheriff's Office	K8	35,000	35,000
2	Benton Police Department (Saline County)	K8	24,000	24,000
3	Bentonville Police Dept. (Benton County)	K8	10,000	10,000
4	Bryant Police Department (Saline County)	K8	12,000	12,000
5	Camden Police Department (Ouachita County)	K8	7,000	7,000
6	Carroll County Sheriff's Office	K8	16,600	
7	Conway Police Department (Faulkner County)	K8	21,200	21,200
8	Crittenden County Sheriff's Office	K8	11,000	
9	Fayetteville Police Department (Washington County)	K8	30,000	30,000
10	Fort Smith Police Department (Sebastian County)	K8	25,000	25,000
11	Harrison Police Department (Boone county)	K8	23,000	23,000
12	Hope Police Department (Hempstead County)	K8	10,000	10,000
13	Hot Springs Police Department (Garland county)	K8	22,500	22,500
14	Jacksonville (Police Department (Pulaski County)	K8	10,000	10,000
15	Jonesboro Police Department (Craighead County)	K8	7,100	7,100
16	Little Rock Police Department (Pulaski County)	K8	15,000	15,000
17	Marion Police Department (Crittenden County)	K8	3,000	3,000
18	Maumelle Police Department (Pulaski County)		12,000	
19	Mountain Home Police Department (Baxter County)	K8	12,500	12,500
20	North Little Rock Police Department. (Pulaski County)	K8	8,000	8,000
21	Osceola Police Department (Mississippi County)	K8	1,000	1,000
22	Paragould (Police Department (Greene County)	K8	4,000	4,000
23	Pulaski County Sheriff's Office	K8	20,000	20,000
24	Rogers Police Department (Washington County)		40,000	
25	Searcy Police Department	K8	8,000	
26	Sherwood Police Department (Pulaski County)	K8	11,500	11,500
27	Springdale Police Department (Washington County)	K8	15,000	15,000
28	Texarkana Police Department (Miller County)	K8	45,000	45,000
29	Van Buren Police Department (Crawford County)	K8	18,000	18,000
30	Washington County Sheriff's Office	K8	2,500	2,500
31	West Memphis Police Department (Crittenden County)	K8	10,000	10,000
32	Additional Cities/Counties (TBD)	K8FR K8HV	600,000	2,400,000 2,800,000
		Total K8	489,900	402,300
		Total 410	1,089,900	5,602,300

Task 6b – Statewide Selective Traffic Enforcement Project

This task provides funding for a statewide selective traffic enforcement project. The primary emphasis will be sustained DWI/DUI enforcement throughout the year. A PI&E campaign will supplement enforcement. The participating agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will also conduct checkpoints and/or saturation patrols during state impaired driving campaigns this year.

A media blitz will be associated with the mobilizations and frequent PSAs will be publicized periodically to remind motorists of the increased potential for being stopped and ticketed/arrested. This approach is designed to condition drivers to be more attentive to their driving responsibilities while traveling in and around the State. Vehicles stopped during increased enforcement campaigns will also be monitored for occupant restraint and impaired driving violations. Federal funds will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate), applicable fringe benefits, incentives/promotional items, in-state/out of state travel, and portable breath testing devices, approximately 30 in-car cameras estimated at \$7,000 each and state match (approximately \$600,000) will provide for administration, vehicle expense, in-car cameras, services and supplies.

ARKANSAS STATE POLICE

(K8FR) \$600,000

Task 7 – BAC DataMaster and Blood Testing Training Project

This task will provide for:

- 2 OAT personnel to attend the annual conference of the International Association for Chemical Testing (IACT) in April 2014 in Newport Beach, CA
- OAT Director to attend the October 2013 meeting of the National Safety Council's Alcohol, Drug and Impairment Division in Orlando, FL
- OAT Director to attend the February 2014 meeting of the National Safety Council's Alcohol, Drug and Impairment Division in Seattle, WA.
- Send a new instructor and one chemist to the Indiana University Robert F. Borkenstein Course on Alcohol and Highway Safety: Testing, Research and Litigation course in Bloomington, IN, at a date TBD
- Send 2 OAT personnel to the annual conference of the Association of Ignition Interlock Program Administrators (AIIPA) in May 2014 in Baltimore, MD
- 2 OAT training staff and 2 chemists to attend the Law Enforcement Users Group in St. Louis, MO, at a date TBD
- Conduct Advanced Maintenance Training for OAT staff on the Intox EC/IR II in Little Rock with visiting Intox instructor at a date TBD
- OAT Director and 3 chemists to attend a four-day gas chromatography course in Chicago, IL, at a date TBD
- A two-day DWI conference
- Blood kits usable for alcohol or drug testing.

ARKANSAS DEPARTMENT OF HEALTH – OAT

(M5BAC) \$151,700

Task 8 – Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training

This task provides 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 primary emphasis will be low manpower & multi-agency sobriety checkpoint training and support. This project will also supplement the DWI/SFST/DRE program with the Criminal Justice Institute by providing a mobile platform during DRE evaluations that are part of the DRE certification process.

The BAT Sobriety Checkpoint Mobile Training Project will offer 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. Upon request the BAT mobile will be made available and delivered to agencies in areas of the State where sobriety checkpoints are or will be conducted. A technical advisor/instructor will accompany the BAT mobile to monitor all aspects of the sobriety checkpoint(s). The BAT mobile will be present at public events such as county fairs and local festivals to aid in the promotion of highway safety and to deter impaired driving.

A Breath Alcohol Testing (BAT) Mobile, purchased in 2009, will provide law enforcement officers and agencies with a mobile platform that will allow on-site processing of impaired driving suspects. This will reduce transport time thereby reducing officer down-time and increase public awareness of enforcement activities. Included with this package will be a new generation breath testing instrument for mobile units, interior video recording system, floodlights, hydraulic leveling jacks, roof air conditioner with generator upgrade, digital signal processing camera, vehicle seating and miscellaneous supplies. In 2014 new hydraulic leveling jacks of a stronger quality will be purchased which will greatly enhance the mobile unit's capabilities during sobriety checkpoints an estimated cost of \$5,100.

Agency	Federal Funds (M5TR)
Black River Tech. ALETA	\$ 177,400

Task 9 – DWI Courts

This task provides for promoting cooperation among the various court jurisdictions statewide to improve the adjudication of traffic laws related to impaired driving. Activities include soliciting and generating interest statewide for the development and implementation of additional DWI Courts. There are 3 pilot DWI courts in Arkansas. An additional 6 courts completed a 4-day training program in 2011 and implemented their DWI courts in 2012 by accepting participants. A 10th court completed training mid-2012. This Task will provide funding to maintain the operations for three pilot DWI courts and assist with training costs for new courts. HSO will provide funding for initial and enhanced DWI Court Trainings offered through NHTSA/NDICI. Federal funds provide for salaries, fringe benefits, in-state and out-of state travel, meeting expenses, maintenance and operations, printing and administration. State/local funds will provide additional administrative costs at approximately \$550,000.

INDEPENDENCE COUNTY	(K8) \$ 47,800
GARLAND COUNTY	(K8) \$ 55,400
SHERWOOD	(K8) \$ 15,000
NORTH LONOKE COUNTY	(K8) \$ 15,000
CRAIGHEAD COUNTY	(K8) \$ 15,000
BENTON COUNTY	(K8) \$ 15,000
CRAWFORD COUNTY	(K8) \$ 15,000
JEFFERSON COUNTY	(M5CS) \$ 15,000
ADDITIONAL DWI COURTS TBD	(M5CS) \$1,600,000

Task 10 – Statewide Law Enforcement Liaison (LEL)

This task will provide for a LEL who will solicit the cooperation of law enforcement agencies statewide to conduct enforcement of traffic laws with primary emphasis on impaired driving laws. The LEL's activities will be to solicit participation of law enforcement agencies to conduct enforcement of DWI/DUI laws. The LEL will coordinate law enforcement summits/conferences to encourage agencies to support and participate in selective traffic enforcement. The LEL will also help law enforcement agencies plan and coordinate media events to announce increased enforcement, implement an incentive program to encourage non-STEP agencies to participate in the DSGPO enforcement mobilizations. Federal funds will pay for salaries, fringe benefits, travel, speaker honorariums, meeting expenses, maintenance and operations, printing, incentive items (traffic safety-related equipment less than \$5,000 each), approximately 150 in-car cameras costing an estimated \$7,000 each, and administration.

CRIMINAL JUSTICE INSTITUTE	(K8FR) \$ 237,900
CRIMINAL JUSTICE INSTITUTE	(K8FR) \$ 70,000
CRIMINAL JUSTICE INSTITUTE	(M5HVE) \$1,000,000

Task 11 - Alcohol and Other Drugs Countermeasures Program Management

This task will provide program management for projects within the Alcohol and Other Drugs Countermeasures program area. This task will provide proper administration for projects within this program area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. This task will also provide for and make available program related materials that are also essential components of program management. Funding will provide for personnel, (see page 22 for positions funded under AL) travel/training and PI&E materials.

ASP**(AL) \$184,100**

OCCUPANT PROTECTION

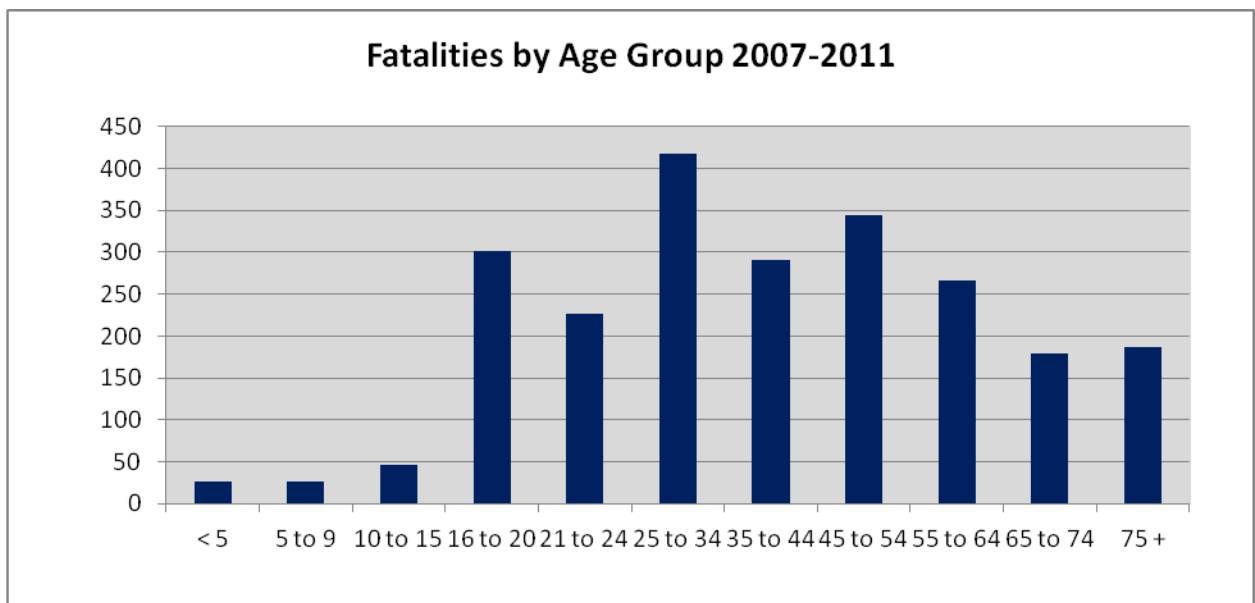
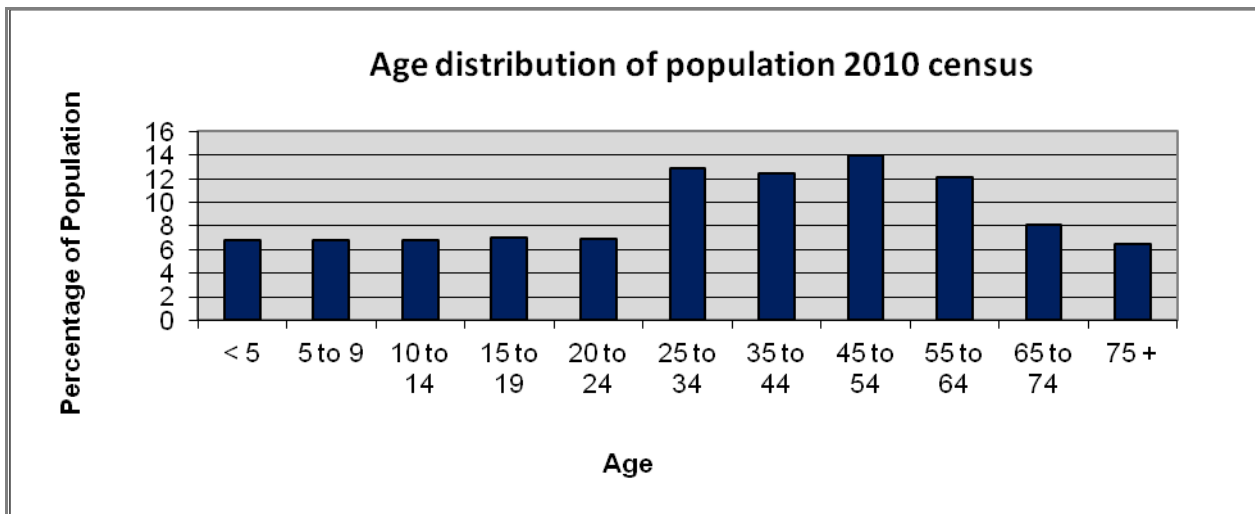
I. Program Overview

From 2007-2011 Arkansas had 2,965 fatalities. Of these fatalities 2,363 or 80 percent were vehicle occupants where use of a seat belt was a factor in the outcome of the crash.

Seat belt use has been proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and 60 percent for light-truck occupants. In 2012, Arkansas' weighted seat belt usage rate was 71.9 percent while the national usage rate was 86 percent.

Fatalities by Person Type											
Person Type		2007		2008		2009		2010		2011	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Occupants	Passenger Car	244	38	221	37	211	35	209	37	179	33
	Light Truck – Pickup	131	20	128	21	125	21	108	19	115	21
	Light Truck – Utility	84	13	76	13	95	16	71	13	76	16
	Light Truck – Van and Light Truck Other	22	3	21	4	24	4	19	3	20	4
	Large Truck –	27	4	19	3	14	2	21	4	23	4
	Bus	3	0	0	0	0	0	2	0	0	0
	Other/Unknown Occupants	9	1	16	3	11	2	10	2	12	2
	Total Occupants	520	80	481	80	480	81	446	78	436	79
Motorcyclists	Total Motorcyclists	80	12	68	11	71	12	84	15	64	12
Nonoccupants	Pedestrian	45	7	45	8	37	6	37	7	42	8
	Bicyclist and Other Cyclist	3	0	5	1	5	1	1	0	6	1
	Other/Unknown Nonoccupants	1	0	1	0	3	1	1	0	1	0
	Total Nonoccupants	49	8	51	9	45	8	39	7	49	9
Total	Total	649	100	600	100	596	100	571	100	549	100

The graphs that follow portray the distribution of Arkansas' population and the number of passenger vehicle fatalities by age group.



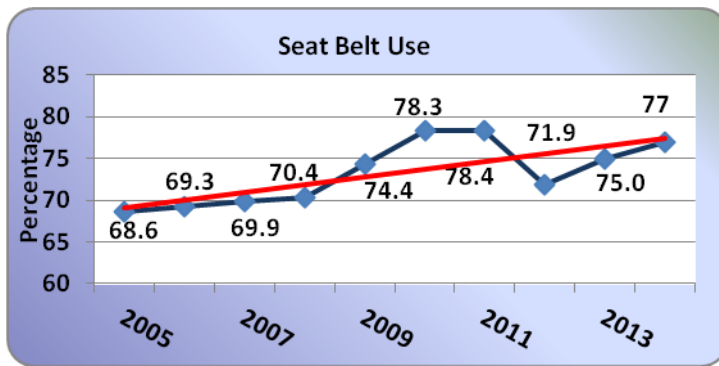
Young drivers from age 16 to age 30 and particularly those between 16 and 25 make up a higher percentage of fatalities versus their percentage of the overall population.

Men are over represented in vehicle fatalities. Men represented 63 percent of the fatalities but they are only 49.1 percent of the population.

White's are 77 percent of the population and 81.6 percent of the vehicle fatalities. African Americans are 15.4 percent of the population and 12.8 percent of the vehicle fatalities. Hispanics are 6.4 percent of the population and 4.4 percent of the vehicle fatalities.

The following table depicts a ranking of counties for 2007 -2011 in terms of motor vehicle occupant fatalities.

County	Fatalities	Rank	County	Fatalities	Rank
PULASKI	189	1	BOONE	23	39
BENTON	99	2	OUACHITA	23	40
CRAIGHEAD	80	3	RANDOLPH	23	41
JEFFERSON	67	4	NEVADA	22	42
WASHINGTON	66	5	CLAY	21	43
GARLAND	64	6	LOGAN	21	44
WHITE	59	7	ARKANSAS	20	45
FAULKNER	56	8	DREW	20	46
SALINE	56	9	COLUMBIA	19	47
LONOKE	53	10	FULTON	19	48
INDEPENDENCE	52	11	MARION	19	49
MISSISSIPPI	52	12	JOHNSON	18	50
SEBASTIAN	52	13	LEE	18	51
MILLER	48	14	LINCOLN	18	52
CRITTENDEN	44	15	GRANT	17	53
HOT SPRING	44	16	ASHLEY	16	54
CARROLL	42	17	FRANKLIN	16	55
CLEBURNE	39	18	CHICOT	15	56
SAINT FRANCIS	39	19	STONE	15	57
BAXTER	36	20	CALHOUN	14	58
GREENE	36	21	HOWARD	14	59
POPE	36	22	SCOTT	14	60
HEMPSTEAD	35	23	SHARP	14	61
VAN BUREN	32	24	DESHA	13	62
JACKSON	29	25	LITTLE RIVER	13	63
CONWAY	27	26	PERRY	13	64
PRAIRIE	27	27	BRADLEY	12	65
UNION	27	28	CLEVELAND	12	66
POINSETT	26	29	PIKE	12	67
CLARK	25	30	SEVIER	12	68
CRAWFORD	25	31	LAFAYETTE	11	69
MADISON	25	32	SEARCY	11	70
MONROE	25	33	WOODRUFF	11	71
POLK	25	34	IZARD	9	72
CROSS	24	35	DALLAS	7	73
LAWRENCE	24	36	NEWTON	7	74
PHILLIPS	24	37	MONTGOMERY	5	75
YELL	24	38			



Act 562 of the 1991 Arkansas General Assembly provided for a mandatory seat belt use law and in June of 2009 Arkansas passed a primary safety belt law. Seat belt use surveys showed the adult seat belt use rate at 78.3% for 2010. Usage increased to 78.4% in 2011 but declined to 71.9% in 2012. This decline may have been associated with a new survey protocol which reduced the number of counties

surveyed and added more rural sites. Preliminary results for the 2013 survey show the unweighted use rate at 76.7%. The AHSO has placed increased emphasis on enforcement efforts in an attempt to improve this rate.

Arkansas is for the most part a rural state. Data from Arkansas’ Statewide Seat Belt Use Survey, quarterly surveys conducted by the Highway Safety Office, and local surveys done by law enforcement, show that the counties outside of the larger metropolitan areas have lower seat belt use rates.

Comparison of Arkansas Rural and Urban Seat Belt Rates

	2008	2009	2010	2011	2012
Urban	73.3%	78.6%	81.1%	80.2%	80.0%
Rural	67.3%	67.2%	71.8%	71.1%	67.5%
Overall	78.7%	76.1%	73.6%	76.0%	74.0%

The Highway Safety Program has a sub grant with the Criminal Justice Institute of the University of Arkansas for law enforcement liaison (LEL) services. The LEL(s) conducts recruitment of non-step agencies statewide. Since most of the larger cities have an existing STEP grant, this is primarily a rural effort. The Federal Highway Administration (FHWA) classifies rural areas as those having populations under 50,000. The majority of Arkansas counties qualify as rural by this definition. Smaller agencies in these rural counties will be targeted for participation in CIOT through an LEL incentive program.

The HSO will continue to contract with an advertising/public relations firm to provide high-visibility public information campaigns. Other projects continue to educate young drivers about seat belts; to educate the public about child passenger safety (CPS); to train law enforcement, healthcare and childcare professionals, and other highway safety advocates in CPS; and to continue child safety seat loaner programs.

Occupant protection selective traffic enforcement projects (STEPS) will be continued in FY 2014. These projects include selective enforcement of speeding, seat belt laws and impaired driving. The primary emphasis of these projects is the enforcement of seat belt and child restraint laws. A PI&E component will supplement these projects.

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and will continue to play an important part in Arkansas’ efforts to increase the usage rate. The number of agencies participating in CIOT fell from an all time high of 255 agencies in 2012 to 110 agencies in 2013. The loss of an LEL position during this period of time was a major factor in the

reduction of participating agencies. This position has now been filled and we anticipate increased participation for 2014.

The projects mentioned above, along with the CIOT program, are an integral part of the FY 2014 Highway Safety Plan. Current efforts will be expanded and additional law enforcement agencies recruited to further increase participation in mobilizations.

The communities selected for Selective Traffic Enforcement Projects fall within the top 50 ranked counties. Counties determined to have the greatest need for an occupant protection project were identified and recruited to be a part of this effort. (See chart on previous page.)

II. Performance Measures – Goals

Program Goals

The goals of projects funded in the Occupant Protection Program are:

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

III. Project Strategies

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

- To achieve an average of three enforcement points or vehicle stops per hour during seat belt enforcement periods.
- To conduct three waves of increased, high visibility enforcement emphasizing occupant restraint laws.
- To conduct PI&E activities as a component of all enforcement projects.
- To conduct a minimum of six child safety seat technician and instructor training courses.
- To conduct a minimum of three half-day child safety seat training for law enforcement officers.
- To obtain a minimum of \$300,000 worth of public service air time for traffic safety messages.
- To conduct a statewide public information and education and enforcement campaign that will emphasize occupant restraint laws, such as CIOT.
- To provide statewide child passenger safety education to healthcare, childcare and law enforcement professionals.
- To employ at least one Law Enforcement Liaison to encourage traffic enforcement statewide
- To conduct a statewide survey of seat belt, child restraint and motorcycle helmet use

IV. Tasks

Task 1 – Comprehensive Occupant Protection/Injury Prevention Program

This task provides funding to increase usage of occupant protection systems and decrease the number of pedestrian fatalities and injuries by providing presentations, materials and technical assistance to businesses and civic groups, community service organizations, the news media, health professionals, law enforcement agencies and the general public. An important component of these projects will be an ongoing PI&E campaign with special emphasis on child restraint usage. These projects may also provide child safety seat technician and instructor training and one-day child safety seat training for law enforcement officers. In addition to the community occupant protection activities, this task will include a

comprehensive community injury prevention effort. These projects will continue to assist Safe Communities coalitions in Craighead, Washington and Benton Counties. The coalitions' goal is to decrease preventable injuries within the communities by identifying and prioritizing problematic injury sources and developing and implementing prevention strategies. The projects will provide traffic safety expertise and tactical support to the coalitions. Funding will provide for salaries and benefits for part-time personnel, travel, printing materials, meeting expenses, instructor honorariums, child safety seats, and operating expenses. These projects will be funded from Occupant Protection (OP), Safe Communities (SA), and State Child Passenger Protection Funds (CPPF). Funding details are contained in the chart on the next page.

Comprehensive Occupant Protection/Injury Prevention Program			
Project Funding Details			
	FY 2014	FY 2014	FY 2014
	<u>Federal Share</u>	<u>State Share (CPPF)</u>	<u>Local Share</u>
Dimensions, Inc.	\$117,000 (OP)	\$ 50,000	\$67,000
U of A – Fayetteville	\$ 20,200 (SA)	\$ 5,000	\$15,200
Total (OP)	\$117,000	\$ 55,000	\$67,000
Total (SA)	\$ 20,200		\$15,200

Task 2a – Selective Traffic Enforcement Projects (STEPs)

This task provides funding for selected cities and counties to conduct sustained selective traffic enforcement projects throughout the year. The primary emphasis will be seat belt/child restraint enforcement. A PI&E campaign will supplement enforcement. A child safety seat clinic/checkpoint may also supplement enforcement efforts. The primary objectives of these projects are to achieve an average of three vehicle stops per hour during seat belt enforcement periods. These projects will conduct increased enforcement with primary emphasis on occupant protection laws during three specified periods (Click It or Ticket (CIOT) mobilizations) during the year. These mobilizations will be conducted in November surrounding the Thanksgiving holiday period, May surrounding the Memorial Day holiday period, and in combination with DSGPO campaign held surrounding the Labor Day holiday period. A media blitz will be associated with each mobilization. Also, pre and post observational surveys will be conducted to measure results for the periods which emphasize enforcement of occupant restraints. Federal funding will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate and shall include project hours worked for child safety seat clinics, and conducting pre and post surveys), applicable fringe benefits, in-state travel (child safety seat training only), out-of-state travel (HSO approved conferences only), child safety seat clinics (including supplies and breaks), child seat technician/instructor recertification and renewal, child safety seats, and traffic enforcement related equipment costing less than \$5,000 each, including but not limited to, radars and LIDARS; local funding will provide for additional enforcement, administration, vehicle mileage and PI&E; and State child passenger protection funds will provide for child safety seats. **A list of the city and county agencies are shown on the next page.**

Cities/Counties		Funding Source OP 402	State Funds	Local Funds
1	Benton County Sheriff's Office	35,000	15,000	20,000
2	Benton Police Dept.	23,000	9,000	14,000
3	Bentonville Police Dept.	18,000	2,500	15,500
4	Bryant Police Dept.	9,000	3,000	6,000
5	Camden Police Dept.	7,000	4,000	3,000
6	Carroll County	15,000	4,000	
7	Conway Police Dept.	30,900	2,500	28,400
8	Crittenden County	8,000		
9	Fayetteville Police Dept.	47,000	13,500	42,500
10	Fort Smith Police Dept.	50,000	13,000	37,000
11	Harrison Police Dept.	18,000	2,000	16,000
12	Hope Police Dept.	10,000	3,500	6,500
13	Hot Springs Police Dept.	25,000		29,000
14	Jacksonville Police Dept.	17,500	1,000	16,500
15	Jonesboro Police Dept.	65,000	10,000	55,000
16	Little Rock Police Dept.	30,000	15,000	15,000
17	Marion Police Dept.	20,000		20,000
18	Maumelle Police Dept.	11,000		
19	Mountain Home Police Dept	20,000	4,000	16,000
20	North Little Rock Police Dept.	43,000	13,000	30,000
21	Osceola Police Dept.	10,000	4,000	13,000
22	Paragould Police Dept.	14,000	7,000	7,000
23	Pulaski County Sheriff's Office	20,000		20,000
24	Rogers Police Department	20,000		
25	Searcy Police Dept.	20,000		
26	Sherwood Police Dept.	11,000		11,000
27	Springdale Police Dept.	30,000	5,000	25,000
28	Texarkana Police Dept.	15,000		15,000
29	Van Buren Police Dept.	32,000	10,000	22,000
30	Washington County Sheriff's Office	7,000	5,000	2,000
31	West Memphis Police Dept.	1,000		1,000
32	Additional Cities/Counties	30,000		
Total OP		712,400	146,000	486,400

Task 2b – Statewide Selective Traffic Enforcement Project

This task provides funding for a statewide selective traffic enforcement project. The primary emphasis will be sustained seat belt/child restraint enforcement throughout the year. A PI&E campaign will supplement enforcement. Child safety seat clinics/checkpoints may also supplement enforcement efforts. This project will conduct increased enforcement with primary emphasis on occupant restraint laws during at least three specified periods (mobilizations) during the year. These mobilizations will be conducted in May surrounding the (CIOT) Memorial Day holiday period, November surrounding the Thanksgiving holiday period and in combination with the DSGPO campaign in August/September surrounding the Labor Day Holiday period. Also, pre and post observational surveys will be conducted to measure results for the mobilization period. Federal funds will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer’s regular hourly rate and shall include project hours worked for child safety seat clinics and observational surveys) and applicable fringe benefits, other personnel costs, in-state and out-of-state travel (approved highway safety conferences/training), traffic safety-related equipment costing less than \$5,000 each and state match (approximately \$150,000) will provide for administration, vehicle expense, and supplies.

Project Details

Arkansas State Police	\$ 400,000 (OP) 402
Arkansas State Police	\$ 100,000 (M2HVE) 405 (b)

Task 3 – Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program

There is a continuous need to educate the public on the importance of occupant restraint usage and the risks of traffic crashes. This is a continuing project to distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of \$300,000 in documented public service air time for traffic safety awareness messages. Funding will provide for professional services.

ARKANSAS BROADCASTERS ASSOCIATION (OP) \$37,500

Task 4 – Statewide Law Enforcement Liaison (LEL)

This task will provide for a LEL who will solicit the cooperation of law enforcement agencies statewide to conduct enforcement of traffic laws with primary emphasis on seat belt and child restraint laws. The LEL’s activities may be expanded to solicit participation of law enforcement agencies to conduct enforcement of DWI/DUI laws. The LEL will coordinate law enforcement summits/conferences to encourage agencies to support and participate in promoting increased seat belt usage and to conduct selective traffic enforcement. The LEL will also help law enforcement agencies plan and coordinate media events to announce increased enforcement, implement an incentive program to encourage non-STEP agencies to participate in enforcement mobilizations such as the CIOT and DSGPO campaigns. Federal funds will pay for salaries, fringe benefits, travel, speaker honorariums, meeting expenses, maintenance and operations, printing, incentive items (traffic safety-related equipment costing less than \$5,000 each) and administration.

CRIMINAL JUSTICE INSTITUTE (OP) \$249,000
CJI (M2HVE) \$150,000

Task 5 – Statewide Observational Survey

This task will provide for the FY 2013 statewide observational survey of seat belt, restraint. The survey will provide the county, regional and statewide use rates. Funding will provide for personnel, in-state travel, printing costs and overhead expenses/indirect costs.

UNIVERSITY OF ARKANSAS - CIVIL ENGINEERING DEPT. (OP) \$60,000

Task 6 – Statewide Public Information and Education (PI&E)

This task will provide for statewide public information and education to promote occupant protection and will particularly focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day, Thanksgiving and Labor Day holidays targeting messages to young persons age 18 – 34. This task will also emphasize the child restraint law, Act 470 of 2001, Graduated Licensing laws, and new laws effective 2009 and 2011. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements (PSAs), and/or corresponding promotional items to enhance other traffic safety projects. This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic safety public information campaign. The advertising agency will develop the methodology to document and report audience reach to include telephone survey(s). This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), and with diversity outreach and press events. Federal funding could provide for PSA creation and production, PI&E materials creation and production, promotional items, and meeting and press event expenses including PA system rental, material/supplies, meals and breaks (refreshments). This task will also provide for the placement of traffic safety messages relating to occupant protection public information campaigns in the media. The media placements may include television, radio, cinema, internet and print. At a minimum, an assessment to measure audience exposure will be documented and included in the cost of media placements. Public awareness surveys will also be conducted to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. Federal funds will be allocated for the paid media.

CRANFORD JOHNSON ROBINSON & WOODS (CJRW)	(OP)	\$ 100,000
UALR	(K4PA)	\$ 13,000
CJRW	(PM)	\$ 250,000
CJRW	(M2HVE)	\$ 300,000

Task 7 – Statewide Child Passenger Protection Education Project

This task will provide continuation of the statewide child passenger protection education project. This project will provide certification training primarily for, but not limited to, health care and childcare professionals to educate parents on the proper use of child restraint devices. The certification training will be the approved curriculum of the National Highway Traffic Safety Administration, Standardized Child Passenger Safety Course. This project will target rural and minority populations. At a minimum, this public education project will address 1) all aspects of proper installation of child restraints using standard seat belt hardware, supplemental hardware, and modification devices (if needed), including special installation techniques, 2) appropriate child restraint design, selection and placement, and 3) harness adjustment on child restraints. Funding will provide for salaries, fringe benefits, training, in-state and out-of-state travel, printing, pre-printed material, operating expenses, child safety seats, cps website maintenance and indirect costs.

Project Details		
<i>Agency</i>	Federal Funds	
	M2CPS	State Match
University of Arkansas for Medical Sciences	\$146,000	\$36,500

Task 8 - Motor Vehicle Crash (MVC) Community/Coalition-based Prevention Initiative

This project will conduct a statewide Motor Vehicle Crash (MVC) Prevention collaboration of community-level, coalition-based tasks, activities, strategies and interventions to affect measurable individual and community-level change that will result in the reduction of motor vehicle crash incidents, injury and death.

The goal of this project is to increase occupant restraint use by mobilizing the Arkansas Department of Health's Hometown Health Initiative (HHI) to conduct evidence-based strategies to reduce injuries and deaths as a result of motor vehicle crashes. These strategies will promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and cooperation among stakeholder groups, increased outreach to law enforcement agencies to participate in enforcement campaigns and increased multicultural outreach through community/coalition based activities.

ARKANSAS DEPARTMENT OF HEALTH

(OP) \$100,000

Task 9 – Occupant Protection Program Management

This task will provide program management for projects within the Occupant Protection program area. This task will provide proper administration of projects within this program area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. This task will also provide for and make available program related materials that are also essential components of program management. Funding will provide for personnel (see page 22 for positions funded under OP), travel/training, and PI&E materials.

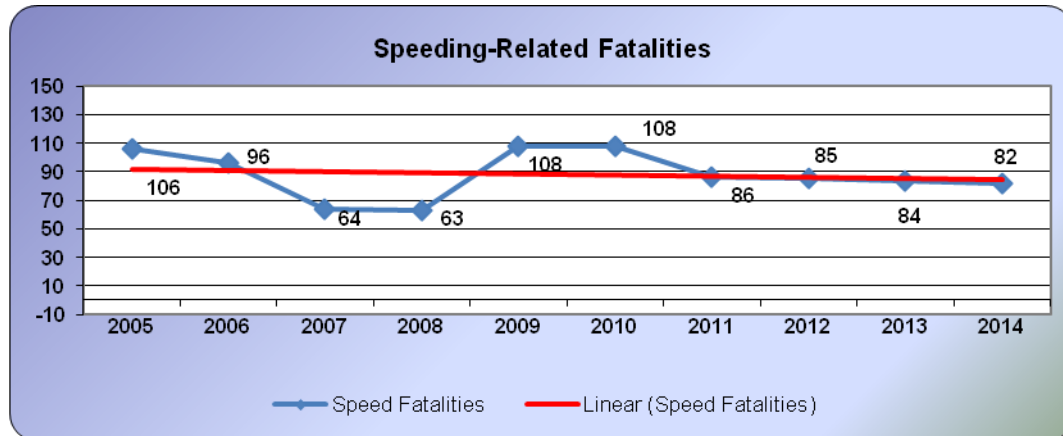
ASP

(OP) \$184,100

SPEED ENFORCEMENT /POLICE TRAFFIC SERVICES

I. Program Overview

From 2007 through 2011 speed related fatalities were on the rise. Total fatalities rose to 108 in 2009 and 2010 but dropped to 86 in 2011. Speed enforcement is included in the STEP project enforcement criteria for 2014.



II. Performance Measure - Goal

Program Goal

The goal of the projects funded in the Speed Enforcement Program is to reduce the number of speeding related fatalities from 86 in 2011 to 82 in 2014.

III. Project Strategies

The strategies of projects for the speeding component are:

- To achieve an average of three vehicle stops per hour during enforcement periods.
- To conduct one wave of increased, high visibility enforcement emphasizing enforcement of speeding laws.
- To conduct PI&E activities as a component of all enforcement projects.
- To conduct a statewide public information and education and enforcement campaign that will emphasize speed laws.
- To conduct sustained low-visibility traffic enforcement using stealth patrol vehicles.

IV. Tasks**Task 1a—Selective Traffic Enforcement Projects (STEPS)**

This task provides funding for selected cities and counties to conduct sustained selective traffic enforcement projects. Speed enforcement will be a vital component of these enforcement efforts. Projects will conduct one wave of increased, high visibility enforcement emphasizing enforcement of speeding laws. In conjunction with enforcement activities there will be a statewide public information and education and enforcement campaign that will emphasize speed limit laws. A PI&E campaign will also supplement enforcement. The primary objectives of these projects are to achieve an average of three vehicle stops per hour during enforcement periods. Federal funding will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate, applicable fringe benefits, and radar and laser speed measurement devices (cost less than \$5,000 per unit). **A list of the city and county agencies are shown on the next page.**

Task 1b – Statewide Selective Traffic Enforcement Project (STEP)

This task provides funding for a statewide selective traffic enforcement project. The primary emphasis will be speed enforcement throughout the year. A PI&E campaign will supplement enforcement. This project will conduct increased enforcement with primary emphasis on speed limit laws during one specified period (mobilization) during the year. In conjunction with enforcement activities there will be a statewide public information and education and enforcement campaign that will emphasize speed limit laws. Federal funds will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate) applicable fringe benefits, and radar/laser speed measurement devices (costing less than \$5,000 per unit).

ARKANSAS STATE POLICE**(SE) \$ 55,000**

Cities/Counties		Funding Source	Federal Funds	Local Match
1	Benton County Sheriff's Office	SE	3,000	3,000
2	Benton Police Dept.	SE	1,200	1,200
3	Bentonville Police Dept.	SE	7,800	7,800
4	Bryant Police Dept.	SE	1,000	1,000
5	Camden Police Dept.	SE	1,000	1,000
6	Carroll County Sheriff's Dept	SE	6,500	
7	Conway Police Dept.	SE	1,400	1,400
8	Crittenden County Sheriff's Dept	SE	2,000	
9	Fayetteville Police Dept.	SE	5,000	5,000
10	Fort Smith Police Dept.	SE	6,000	6,000
11	Harrison Police Dept.	SE	2,100	2,100
12	Hope Police Dept.	SE	1,500	1,500
13	Hot Springs Police Dept.	SE	1,000	1,000
14	Jacksonville Police Dept.	SE	1,800	1,800
15	Jonesboro Police Dept.	SE	4,000	4,000
16	Little Rock Police Dept.	SE	2,500	2,500
17	Marion Police Dept.	SE	1,000	1,000
18	Maumelle Police Dept.		1,000	
19	Mountain Home Police Dept	SE	1,300	1,300
20	North Little Rock Police Dept.	SE	500	500
21	Osceola Police Dept.	SE	1,500	1,500
22	Paragould Police Dept.	SE	1,300	1,300
23	Pulaski County Sheriff's Office	SE	1,000	1,000
24	Rogers Police Dept.		1,200	
25	Searcy Police Dept.	SE	1,800	
26	Sherwood Police Dept.	SE	1,000	1,000
27	Springdale Police Dept.	SE	1,000	1,000
28	Texarkana Police Dept.	SE	2,800	2,800
29	Van Buren Police Dept.	SE	1,500	1,500
30	Washington County Sheriff's Office	SE	2,000	2,000
31	West Memphis Police Dept.	SE	500	500
32	Additional Cities/Counties	SE	5,000	5,000
Total SE			72,200	59,700

Task 2 – Statewide Public Information and Education (PI&E)

This task will provide for statewide public information and education to promote adherence to speed limits and will particularly focus on the national “Obey the Sign or Pay the Fine” enforcement mobilization surrounding the Independence Day holiday. This task will emphasize the importance of obeying speed limit laws. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements (PSAs), and/or corresponding promotional items to enhance other traffic safety projects. This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic safety public information campaign. The advertising agency will develop the methodology to document and report audience reach to include telephone survey(s). This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), and with diversity outreach and press events. Federal funding could provide for PSA creation and production, PI&E materials creation and production, promotional items, and meeting and press event expenses including PA system rental, material/supplies, meals and breaks (refreshments). This task will also provide for the placement of traffic safety messages relating to Speeding and public information campaigns in the media. The media placements may include television, radio, cinema, internet and print. At a minimum, an assessment to measure audience exposure will be documented and included in the cost of media placements. Public awareness surveys will also be conducted to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. Federal funds will be allocated for the paid media.

CRANFORD JOHNSON ROBINSON & WOODS (CJRW) (PM) \$ 100,000

TRAFFIC RECORDS PROGRAM

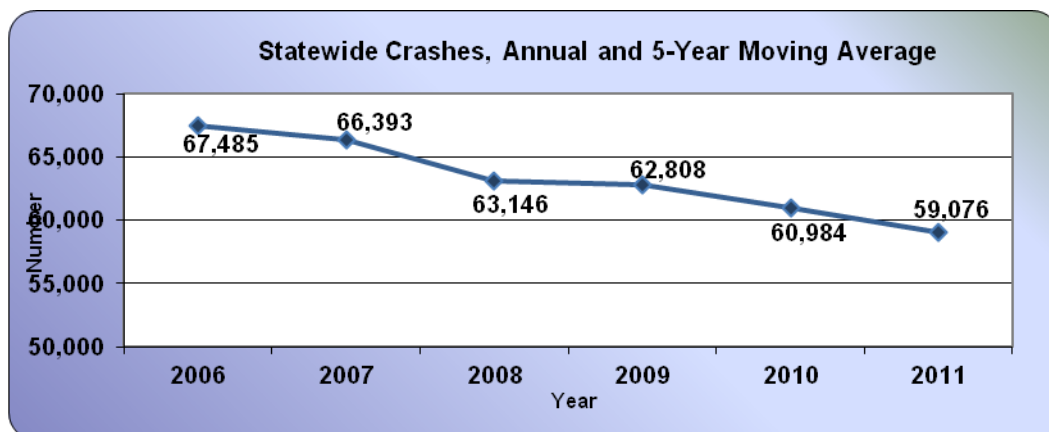
I. Program Overview

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

The Program will continue efforts to reduce the backlog and improve the accuracy of data. This will be accomplished through two projects. One to continue the paperless system by using a computer image of the crash report for review and data entry. Another project will continue capturing a portion of the data that is uploaded by the troopers and other law enforcement officers through the TraCS system.

An additional project will incorporate the E-Crash system from the University of Alabama which will be used to transition from TraCS. The transition from the TraCS system will further streamline the entry of crashes by ASP and local law enforcement agencies. E-Crash will also be used to enter data from paper reports. This will increase the amount of data captured and create uniform data to be merged into the database further decreasing the backlog of reports. It is anticipated that E-Crash will be pilot tested in 2013.

The Arkansas State Police (ASP) logged 60,153 crash reports in 2011, of which 59,076 were entered into the TARS database. The total logged by the ASP for 2012 was 61,533. Reports entered into TARS do not include duplicate, private property or parking lot crashes



II. Performance Measure—Goal

Program Goal

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

- Reduce the backlog of crash reports to be manually entered into the TARS from a 4.0 month backlog as recorded in November 2012 to a 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.

III. Project Strategies

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

- To provide for the daily operation of the TARS.
- To out-source data entry services of the TARS.
- To acquire additional computer hardware, software and peripherals as needed for TARS TraCS, and e-Crash improvements.
- To modify computer software that will allow the ASP to enter crash data at the troop and local level within a few hours of the crash.
- To continue specialized training in computer systems software.
- To provide more timely and accurate updates to traffic citation history file.
- To maintain required data elements for MMUCC compliance.
- Implementation of an electronic citation system statewide in all ASP Troops and some local departments.

IV. Tasks

Task 1 – Program Operation

This task provides for the operation of the TARS by the ASP. The data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work are covered by this task. This task will also provide for retaining the services of a qualified firm to input crash data in a timely manner.

ASP	TR	\$ 137,600
ASP	TR (STATE)	\$ 137,600
SOURCECORP	K9	\$ 300,000

Task 2 – TARS Improvement Project

This task provides for the acquisition of computer hardware, software, and peripherals needed for TARS improvements. This includes continuation of paperless processing of crash reports through TARS. Improvements also include the purchase of the following equipment to enhance the efficiency and effectiveness of TARS. Federal funds will provide for equipment purchases less than \$5,000 each.

ASP	M3DA	\$ 60,000
ASP	M3DA (STATE)	\$ 15,000

Task 3 – Electronic Traffic Crash Record Entry System Project

This task will continue the project for the modification of computer software applications (TraCS or E-Crash) for the ASP to enter crash data at the troop level within a few hours of the crash. The end result of the project allows the HSO to integrate the data directly into its database without reentering the data. This task provides for the purchase of computer hardware to continue TraCS and e-Crash projects. In-car computer systems with necessary operating software will be purchased at approximately \$4,000 each. The in-car computer systems are used at the crash scene to capture data and enable multimedia, magnetic strip and bar code data capture and transfers. TraCS or E-Crash also uses GPS receivers to accurately locate the crash via longitude and latitude readings. TraCS or E-Crash will continue to be expanded to local agencies. To accomplish this expansion, this task may provide for a technician/liason position. Travel, training and materials will also be associated with this effort. Federal funds will also provide for travel/training, additional software, supplies, user fees, vendor/contractor services and equipment.

ASP	K9	\$ 100,000
ASP	K4TR	\$ 750,000
ASP	K9 (STATE)	\$ 33,400
ASP	M3DA	\$ 300,000
ASP	M3DA (STATE)	\$ 100,000

Task 4 – Traffic Case Disposition Exchange Project

This task will provide more timely and accurate updates to the traffic citation file by sending traffic case dispositions electronically to the driver history file. This phase of the project will encompass real-time transmissions of disposition data. The amount of data transmitted will increase as new courts are added to the Administrative Office of the Courts (AOC) case management system. Federal funds will provide for system software updates and consultant fees.

AOC	K9 (STATE)	\$ 100,000
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Task 5 – EMS Data Injury Surveillance Continuation Project

This task will include maintenance of the data elements necessary to continue system compliance with NEMESIS data collection. Members of the Section staff will continue as active members of the TRCC to help with data sharing. Federal funds will provide for system user fees and software maintenance.

DOH – Office of EMS and Trauma Systems	M3DA	\$ 30,000
DOH - EMS	(STATE)	\$ 10,000

Task 6—Electronic Citation System

This task will provide for a vendor to continue development and implementation of a system which electronically captures and submits traffic citations by state and local law enforcement. This system will facilitate faster, more accurate and more efficient issuance of a citation to the violator and will capture citation data for timely reporting to various entities. The system is currently allowing submission of citations directly to the Administrative Office of the Courts for their dissemination to various courts and to the Office of Driver Services. Funding will provide for vendor/contract services; equipment with an acquisition cost of less than \$5,000 each, including laptops, handheld 2D barcode scanners and printers. Equipment with an acquisition cost of \$5,000 or more each to include: 2 additional Web Servers at a cost of \$6,000 each, in state and out of state travel and training. In addition, provide for two part time individuals to help support the eCite application on a 7 day 24 hour basis.

ASP	K4TR	\$2,900,000
ASP	M3DA	\$ 610,000
ASP	M3DA (STATE)	\$ 125,000

Task 7—Traffic Records Professional Development

This task provides for specified training to law enforcement and other highway safety professionals in matters of traffic records. May involve continued crash investigation and reconstruction training courses.

ASP	(K4TR)	\$ 50,000
ASP/AHTD	(TR)	\$ 3,000

Task 8 – Traffic Records Program Management

This task provides for the administration of the Traffic Records Program and provides support for other program areas. Funding will provide for the necessary staff time (see page 22 for positions funded under TR), travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program. Funding will also provide for continued training in the administration of computer systems software.

ASP	(TR)	\$ 77,700
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ROADWAY SAFETY PROGRAM**I. Program Overview**

This task provides funds to be used on hazard elimination projects that will reduce the occurrence or the severity of traffic crashes on sections of highways with high crash rates. Funding is also provided for specified training to highway safety professionals in matters of roadway and rail-highway safety.

II. Project Strategies

The strategies of projects funded in the Roadway Safety Program are:

- To provide professional development for highway safety professionals.
- To provide funding for hazard elimination projects

III. Tasks**Task 1 – Professional Development**

This task provides funds for specified training to highway safety professionals in matters of roadway and rail-highway safety. Professional development funds will provide for in-state and out-of-state travel, meals, lodging, and registration fees to conferences, workshops and other training opportunities promoting traffic safety.

AHTD **(RS/RH) \$3,000**

Task 3 – Section 154 Transfer Program

This task will provide for programs as a result of the transfer of Federal-aid highway construction funds as required by Section 154 of Title 23, United States Code (Open Container Law). These funds will be used on hazard elimination projects that will reduce the occurrence or the severity of traffic crashes on sections of highways with high crash rates.

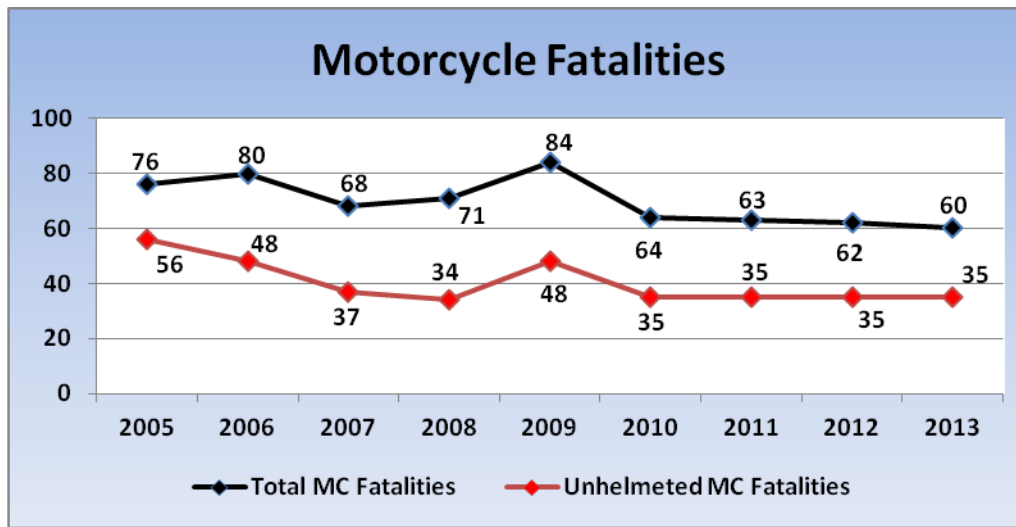
AHTD **(154HE) \$27,873,100**

MOTORCYCLE SAFETY PROGRAM

I. Program Overview

The Arkansas Highway Safety Office (AHSO) is developing a statewide plan of action and has initiated components for a motorcycle safety program to increase public awareness, support rider education and through enforcement and PI&E efforts reduce the number of motorcycle fatalities and injuries. Arkansas is one of three states that does not have a statewide motorcycle safety program. The AHSO, in order to address the increase in motorcycle crashes and fatalities, received authorization from the Governor to designate the AHSO as the State authority having jurisdiction over motorcyclist safety issues. This was the first and most important step towards Arkansas' efforts to focus on and develop a statewide motorcycle safety program.

Arkansas reported 64 motorcycle related fatalities in 2011. This is a significant increase from the 76 motorcycle fatalities reported in 2006. Motorcycle fatalities currently account for approximately 12 percent of Arkansas' total traffic fatalities.



The 5-year moving average shows the upward trend in motorcycle fatalities with a slight decrease in 2008 rising to 84 in 2010. In 2011 fatalities dropped to 64. There were 367 motorcycle involved traffic fatalities in Arkansas during the 5-year period from 2007-2011. In 1999 the motorcycle helmet law was repealed in Arkansas, requiring that only person(s) under the age of 21 wear protective headgear. That year motorcycle fatalities were 23. Motorcycle fatalities in the years following the change in the law tripled. Arkansas reported 1,298 motorcycle involved crashes for 2011.

The table on the next page provides a ranking of the top twenty-five counties in order, from highest to lowest of the number of motorcycle crashes in 2011.

Motorcycle Crashes by County 2011

Rank	County	Crashes	Rank	County	Crashes
1	PULASKI	165	14	NEWTON	24
2	WASHINGTON	98	15	MILLER	21
3	BENTON	98	16	CLEBURNE	21
4	GARLAND	91	17	BAXTER	17
5	SEBASTIAN	77	18	BOONE	17
6	CRAIGHEAD	48	19	INDEPENDENCE	15
7	FAULKNER	44	20	LONOKE	15
8	JEFFERSON	40	21	JOHNSON	13
9	CARROLL	36	22	MISSISSIPPI	11
10	CRAWFORD	33	23	POLK	11
11	SALINE	30	24	GREENE	10
12	WHITE	28	25	MADISON	9
13	POPE	26			

*2007 through 2011 impaired driving fatalities were 28% of total fatalities.

2011 Alcohol Related Motorcycle Crashes by County

Ranking	County	Crashes	Ranking	County	Crashes
1	PULASKI	15	16	BAXTER	1
2	WASHINGTON	12	17	CLEBURNE	1
3	SEBASTIAN	8	18	CRITTENDEN	1
4	GARLAND	7	19	DALLAS	1
5	BENTON	5	20	FRANKLIN	1
6	JEFFERSON	5	21	JOHNSON	1
7	CRAIGHEAD	3	22	LOGAN	1
8	INDEPENDENCE	3	23	MARION	1
9	WHITE	3	24	MONROE	1
10	CARROLL	2	25	NEVADA	1
11	CLARK	2	26	PHILLIPS	1
12	CRAWFORD	2	27	SALINE	1
13	FAULKNER	2	28	UNION	1
14	HOT SPRING	2	29	VAN BUREN	1
15	LONOKE	2			

*Arkansas had a total of 87 alcohol related motorcycle crashes in 2011.

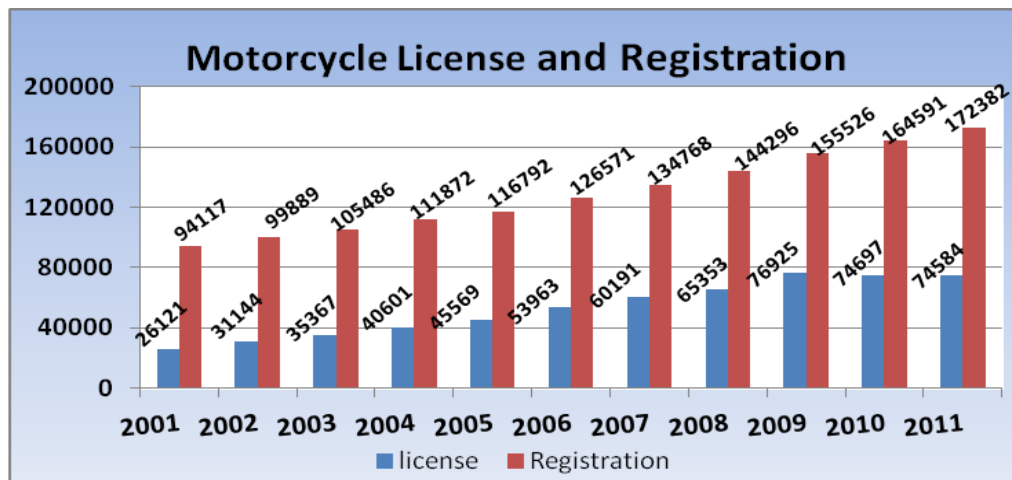
2011 Alcohol Related Fatal Motorcycle Crashes by County

County	Crashes
GARLAND	2
PULASKI	2
WASHINGTON	2
CRAIGHEAD	1
HOT SPRING	1
INDEPENDENCE	1

County	Crashes
JOHNSON	1
LONOKE	1
MARION	1
MONROE	1
SALINE	1
WHITE	1

There were a total of 15 alcohol related fatal motorcycle crashes in 2011.

Over the period 2007-2011 motorcycle registrations and drivers license numbers have increased significantly. Licensed motorcycle drivers increased by 21% with registration numbers increasing by 32%. With the impact of rising gas prices this trend is expected to continue.



The Arkansas Highway Safety Office recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. It has become necessary to implement effective countermeasures to address this growing problem in Arkansas.

II. Performance Measure - Goal

Program Goal

The goals of this program are:

- Based on the current trend, an increase is predicted in the total number of motorcyclist fatalities from 64 in 2011 to 72 in 2014.
- Based on the current trend, hold the number of un-helmeted motorcyclist fatalities to no more than 35 in 2014.

III. Project Strategies

- Increase enforcement of the existing helmet law for riders and passengers under 21.
- Improve public information and education on the value of wearing protective riding gear.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase and enhance motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid and minimize injuries to motorcyclists.

IV. TasksTask 1 – Public Information and Education

This task will provide funding to purchase items promoting motorcycle safety activities. Items that will be produced and purchased are educational pamphlets, posters, and other items as appropriate to promote the program.

CJRW	(K6) \$ 90,000
ASP	(K6) \$ 10,000
CJRW	(M9MA) \$ 200,000

Task 2 – Motorcycle Safety Professional Development

These funds will be used to support Motorcycle safety program statewide. Funds can be used to reimburse the ASP or local law enforcement agencies for operating expenses, overtime at safety events and purchases of necessary equipment to support the statewide communications program. These funds will be used in accordance with both State and Federal rules and regulations.

ASP	(MC) \$ 3,000
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Task 3 – State Advisory Committee for Motorcycle Safety

This task will provide meeting expense and in-state travel funding for a State Motorcycle Safety Administrator and the State Advisory Committee for Motorcycle Safety to work in collaboration with other agencies and organizations to develop motorcycle safety plans and programs to address issues specific to Arkansas.

ASP	(MC) \$ 5,000
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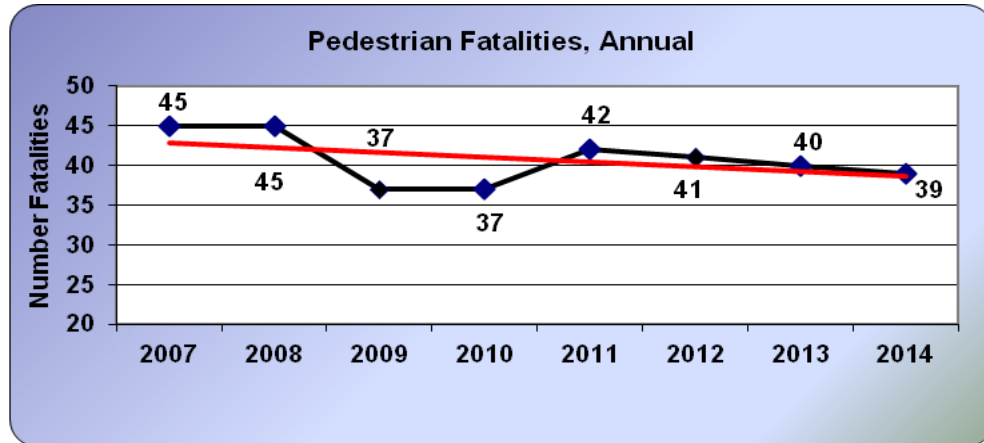
Task 4 – Motorcycle Safety Program Management

This task will provide program management for projects within the Motorcycle Safety program area. This task will provide development and proper administration of projects within this program area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. This task will also provide for and make available program related materials that are also essential components of program management. Funding will provide for personnel, travel/training and PI&E materials.

ASP	(MC) \$53,500
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PEDESTRIAN SAFETY PROGRAM AREA**I. Program Overview**

During 2011 there were 42 pedestrian fatalities in the State. These fatalities represent 8 percent of all motor vehicle fatalities for this period. No Section 402 funds will be used solely for pedestrian safety in FY 2014. Information on pedestrian and bicycle safety will be presented as part of several occupant protection projects.

**II. Performance Measure - Goal**Program Goal

The goal of this program is:

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

TEEN DRIVER SAFETY PROGRAM**I. Program Overview**

In 2011 there were 47 fatalities of drivers ages 15 to 20 in Arkansas. Motor vehicles crashes are the #1 cause of death among teenagers (NHTSA). In Arkansas, the fatality and injury rates of teen drivers are twice the national rate. Specifically, nearly 1,859 teenagers were killed or injured in 2011. In addition to the lives lost, the yearly estimated expense on motor vehicle crashes is \$2 billion dollars in Arkansas (Advocates for Highway Safety). Contributing factors to teen crash statistics include inexperience, easy distractibility, and driving at night.

During the 2009 legislative session Arkansas expanded its Graduated Driver Licensing (GDL) law. The GDL law addresses teen driving issues by helping new drivers gain experience in lower-risk conditions. In other states, comprehensive GDL programs have been a proven success by reducing teen fatalities and injuries by up to 38%.

The AHSO will work with the University of Arkansas for Medical Sciences (UAMS), 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". This project works to 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.

II. Performance Measure – Goal**Program Goal**

The goal of the project funded in the Teen Driver Safety Program is:

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

III. Project Strategies

- Expand the Building Consensus for Safer Teen Driving Project

IV. Tasks**Task 1—Building Consensus for Safer Teen Driving Project**

This task will provide for expansion of the UAMS/ACH Building Consensus for Safer Teen Driving Project. The project will be expanded to implement additional coalitions around the state to help facilitate teen driver education. Federal funds will provide for meeting expenses, travel, training, materials, supplies, salaries, and benefits for additional personnel.

UAMS**K4 \$186,100**

HIGHWAY SAFETY PROGRAM COST SUMMARYState: ARKANSAS Number: 2014-HSP-1 Effective Date: 10-01-2013

Program Area	Approved Program Costs	State/Local Funds	Federally Funded Programs		Federal Share to Local
			Previous Balance	Increase/ (Decrease)	
PA	220,400	220,400		220,400	
AL	733,400	1,000,000		733,400	284,100
MC	61,500			61,500	
OP	1,960,000	1,167,800		1,960,000	1,151,400
SE	127,200	68,500		127,200	72,200
TR	218,300	137,600		218,300	
RS	3,000			3,000	
SA	20,200	15,200		20,200	20,200
PM	350,000	350,000		350,000	175,000
M2	696,000	361,500		696,000	373,000
K4	186,100			186,100	
K4PA	388,000			388,000	
K4TR	3,700,000			3,700,000	
K9	400,000	133,400		400,000	
M3DA	1,000,000	250,000		1,000,000	
K8	818,100	3,505,500		818,100	668,100
K8PM	100,000	100,000		100,000	50,000
K8FR	907,900	3,000,000		907,900	307,900
K8HV	1,100,000	3,300,000		1,100,000	
M5	3,594,100	1,046,800		3,594,100	3,117,400
K6	100,000			100,000	
154HE	27,873,100			27,873,100	
M9MA	200,000			200,000	
Total NHTSA 402	3,694,000	2,959,500		3,694,000	1,702,900
Total NHTSA 405 MAP	5,490,100	1,658,300		5,490,100	3,490,400
Total NHTSA 406	4,274,100			4,274,100	
Total NHTSA 408	400,000	133,400		400,000	
Total NHTSA 410	2,926,000	9,905,500		2,926,000	1,026,000
Total NHTSA 2010	100,000			100,000	
Total NHTSA 154	27,873,100			27,873,100	
Grand Total	44,757,300	14,656,700		44,757,300	6,219,300