



FY 2022 Highway Safety Plan

ARKANSAS

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NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:

S. 405(b) Occupant Protection: **Yes**

S. 405(e) Distracted Driving: **Yes**

S. 405(c) State Traffic Safety Information System Improvements: **Yes**

S. 405(f) Motorcyclist Safety Grants: **Yes**

S. 405(d) Impaired Driving Countermeasures: **Yes**

S. 405(g) State Graduated Driver Licensing Incentive: **No**

S. 405(d) Alcohol-Ignition Interlock Law: **Yes**

S. 405(h) Nonmotorized Safety: **No**

S. 405(d) 24-7 Sobriety Programs: **No**

S. 1906 Racial Profiling Data Collection: **No**

Highway safety planning process

HIGHWAY SAFETY PLAN DEVELOPMENT SCHEDULE FOR FY 2022

<u>Task</u>	<u>Completed By</u>
Begin problem identification:	
*Collect and analyze data	October thru March
*Identify and rank problems	
*Establish goals and objectives	
PMs, HSM and Administrator conduct planning meetings	April
PMs, HSM and Administrator conduct planning meetings	April
HSO request proposals from sub-grantees/contractors	May
Program Managers (PMs) submit charts and tables of program area data to Highway Safety Manager (HSM)	May
PMs meet with HSM and Administrator to review problem identification	May
Deadline for submission of proposals from sub-grantees/contractors	June
Draft narrative of problem identification, proposed countermeasures and performance measures for HSP	June
Select and rank proposed countermeasures (projects) PMs, HSM and Administrator	June
Estimate available funding	June
PMs submit drafts for program areas	June
PMs submit drafts for 405/Incentive grants to HSM	June
Draft PP, HSP and 405/Incentive grants reviewed by Administrator	June
Submit final PP, HSP and 405/Incentive grants for Director's signature	June
Submit PP, HSP and 405/Incentive grants to NHTSA & FHWA	June
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

PROBLEM IDENTIFICATION PROCESS

The AHSO analyzes historical crash data for 5-10 preceding years along with current crash data to determine traffic fatality and injury trends. Basic crash data are obtained from NHTSA FARS data which includes annual tabulations of statewide fatality counts for FARS based core performance measures (e.g., total traffic fatalities; alcohol fatalities; vehicle occupant fatalities; speed-related fatalities; fatalities from alcohol impaired driving crashes (BAC of 0.08% plus); and unrestrained passenger vehicle occupant fatalities. Data reflecting the number of serious injuries in traffic crashes is obtained from Arkansas' electronic crash reporting system (eCrash) which compiles data from crash reports filed by law enforcement agencies and the Arkansas State Police. Citation and conviction data are gathered from agency reports and the Arkansas Department of Finance and Administration's Driver Services. Statewide demographics, vehicle miles traveled, and statewide observational safety belt use surveys are also evaluated.

Data together with other pertinent information are discussed, reviewed, analyzed, and evaluated with various agencies and groups to identify 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 problems identified through the above process, the AHSO recommends countermeasures to be implemented to promote highway safety and 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, additional problems/deficiencies are identified through programmatic reviews and assessments. For example, deficiencies in the traffic records system cannot be ascertained from crash data analysis. Nevertheless, it is important that such problems be alleviated, as doing so can have a significant traffic safety program benefit.

Emphasis has been placed on identifying traffic crash statistics in the areas below.

1. Overall Fatalities
2. Overall Serious Injuries (Incapacitating)
3. Alcohol and Drug Related Traffic Crashes
4. Speeding Related Fatalities
5. Occupant Restraint Use (Driver and front seat passenger)
6. Number of Unrestrained Passenger Vehicle Occupant Fatalities
7. Motorcycle Crash Fatalities (Helmeted and Unhelmeted)
8. Pedestrian Fatalities
9. Bicyclist Fatalities
10. Teen Fatalities

Arkansas' Performance Plan and Highway Safety Plan will focus on these identified areas. The goals are based on information derived from 5 year rolling averages, consideration of internal and external factors, guidelines from NHTSA and FHWA, meetings with collaborating agencies, input from staff at the Arkansas Highway and Transportation Department and the recommendations of Arkansas Highway Safety Office staff.

Processes Participants

The AHSO coordinates with the following 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 Department of Transportation

Arkansas Department of Finance and Administration's Office of Driver Services

The AHSO 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 Impaired Driving Task Force

Arkansas Center for Health Improvement

City of Little Rock Bicycle/Pedestrian Program

Arkansas Sheriff's Association

Arkansas Association of Chiefs of Police

Description of Highway Safety Problems

Analysis of Arkansas Overall Highway Safety Problems as identified through data not limited to fatality, injury, enforcement, and judicial data used as basis for setting performance targets, selecting countermeasure strategies, and developing projects.

FARS data for Arkansas (based on the 5-year period 2015-2019) shows the number of fatalities at 550 in 2015 and 505 in 2019. Preliminary state data shows fatalities at 640 for 2020. The fatality rate per 100 MVMT stands at 1.377 for 2019. Serious injuries (2's only) are down from 2,888 in 2015 to 2,389 in 2019.

While these figures indicate some decreases, an average of 532 motorists still lost their lives while an average of 2,679 were seriously injured in Arkansas over the period 2015-2019. In 2019, there were 505 total traffic fatalities compared to 520 the previous year. Over the past five years, alcohol-related fatalities averaged 140 per year. Arkansas' alcohol-related fatalities in 2019 stood at 25% of the total fatalities. In 2019, there were 128 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities reported compared to 159 in 2015. Arkansas is classified as a mid-range state with an impaired driving fatality rate per VMT of .35.

The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Motorcycle fatalities account for approximately 13 percent of Arkansas' total traffic fatalities. In 2015 this number stood at 80 but decreased to 66 for 2018. Motorcycle fatalities are at 64 for 2019. There were 361 motorcycle involved traffic fatalities in Arkansas for the period 2015-2019.

While fatality numbers were at 571 in 2010, this number decreased to 520 in 2018 with FARS data showing a continued drop to 505 in 2019. Preliminary FARS data for 2020 shows fatalities at 640 which is a significant increase. This increase is attributed in part to an increase in the number of speeding violations and fatalities due to decreased enforcement during the COVID pandemic and more accurate reporting as a result of an increased number of agencies utilizing the eCrash system. The larger populated areas of Arkansas present problems involving crashes, but the less populated areas have an increased need for reducing crash numbers on road segments with high crash rates. From 2015 thru 2019, approximately 66% percent of Arkansas fatalities occurred in rural areas of the state.

A major area of concern continues to be a relatively low seat belt use rate in the State. In 2019, there were 350 passenger vehicle occupant fatalities. Of these fatalities, 165 or 47% were unrestrained. Arkansas' primary safety belt law took effect June 30, 2009. Immediately afterward, the use rate rose from 70.4% to 74.4%. The use rate for 2019 was 81.9%. The 2020 seatbelt survey was cancelled due to the COVID Pandemic but the projected figures for the FY21 survey (from preliminary data) show belt use has increased to 84.2%. During 2016-2020 the number of citations issued has fluctuated as shown on the chart below. Efforts continue to educate law enforcement and the judiciary of the importance of issuing citations and of obtaining convictions.

Citations	2016	2017	2018	2019	2020
Speeding Citations	10,674	18,252	17,922	19,396	21,854
Seat Belt Citations	22,407	21,162	23,401	23,514	10,474
DUI Citations	1,072	1,065	826	821	1,074

The most effective reduction of fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate along with reductions in speeding and impaired driving. Therefore, our focus remains on aggressive, innovative and well publicized enforcement in conjunction with education programs and an increased focus on citations and arrests.

During the past year the AHSO continued to address key recommendations from the OP Assessment conducted September 16-21, 2018. Progress in these areas includes the accomplishments below:

- *Updating and improving our eGrant web-based grants management system:*
 - An eGrants system was implemented in March 2019. The AHSO can now create grants, solicit proposals, review and approve applications, generate agreements, review project reports, and monitor projects and programs electronically. New components were added in 2021 to facilitate additional reporting capacity, and to accommodate annual final reports and close out.
- *Development of a stand-alone website to highlight the AHSO traffic safety program:*
 - The AHSO is working to transition the current TZD website to provide more comprehensive data and information on the Arkansas Highway Safety Office. Plans are for the site to provide more information on AHSO programs and funding availability in addition to overviews of Arkansas Highway Safety issues with a snapshot of current data and/or links to additional data or information.
- *Utilizing state data to ID target populations and high-risk time periods to implement earned media campaigns:*
 - The AHSO filled the PI&E Program Specialist Position during this period. The PI&E Program Specialist position will work to coordinate the use of social media, press releases etc. with other state agencies.
 - Display booths were set up at Police Chief's Conferences and Sheriff Association Meetings to network with local agencies, distribute STEP brochures and other handouts on the importance of enforcement, provide information on funding opportunities and conduct presentations on the STEP, mini-STEP, and High Five programs.
 - The AHSO in-house LEL continued working to re-engage law enforcement in traffic safety. The LEL contacted 308 agencies with 98 of those registering in the eGrant system and 50 submitting applications to implement projects. Agencies were asked to participate in mobilizations on a voluntary basis if they were not interested in applying.

The TR assessment process which occurs every five years was completed in May 2021. A critical, honest assessment of the current AHSO Traffic Records program was conducted which involved working with TRCC stakeholders to answer approximately 330 questions. An assessment is always a challenge but especially this year considering crash data problems and the COVID pandemic. The Arkansas TR program improved tremendously during 2020 and 2021. We are looking forward to continued improvement.

- *AHSO Traffic Records*
 - The AHSO went from almost a third of the 75 Sheriff's offices not reporting crashes to receiving data from 74 of them in 2021. A copy of the ASP-25 (Fatal Crash Form) was put on the ASP website under Highway Patrol Division forms that all agencies/troops can locate and access easily. Fifty-four additional agencies submitted applications to add equipment to their vehicles and began utilizing eCrash. The number of agencies currently submitting crashes through eCrash increased from 50% to 95%. Crash data entry progressed from being two years behind to almost current in 2021.

Methods for Project Selection (constituent outreach, public meetings, solicitation of proposals)

For Fiscal Year 2022, the projects presented in the HSP include new and continuing STEPs that target identified problem areas as well as specific projects evolving from the analysis of crash data.

The project identification/selection process begins in the preceding federal fiscal year. Problem identification is the basis for all proposed projects. This process involves collaboration and planning with select highway safety partners including the Strategic Highway Safety Steering Committee, the Criminal Justice Institute, Arkansas State Highway and Transportation Department, University of Arkansas for Medical Sciences, Arkansas Impaired Driving Taskforce, and the Traffic Records Coordinating Committee to identify emerging problems. Priority for project implementation is based on problem identification and indicators developed from crash data. Strategies and countermeasures from NHTSA's "Countermeasures That Work" along with innovative approaches developed through collaborative efforts with partner agencies are utilized to address Arkansas' problem areas.

Based on problem identification, state and local entities are targeted for implementation of new projects or for continuation of existing projects. The targeted entities are informed of the proposal period and proposals are requested. All proposed projects continuing into the next fiscal year are identified and preliminary funding estimates developed. If new projects are recommended, the entities are informed of the proposal period dates. Applications are initiated and submitted through the Arkansas eGrants system. Applications submitted by state and local agencies and vendors are then assigned to the appropriate Program Specialist for review.

The assigned Program Specialist reviews the application through the Arkansas eGrants system review process using established criteria. During the preliminary review process, applications are assessed to determine they are complete and appropriate, and their relevancy towards meeting Highway Safety Goals. If information is missing or there are questions that need to be answered, the application is returned to the agency through the Arkansas eGrants system to be revised to include the necessary information and to provide clarification if needed.

Crash statistics are compiled for all counties in the state and rankings determined. Rankings include identified problem areas and are utilized to determine the severity of problems in the respective locations. Applications are assessed to determine the need for the type of funding requested and where they fit within the rankings.

Highest-ranking locals are given priority.

Lower-ranking agencies may be funded for a project because the county in which they reside ranks high or to ensure emphasis on enforcement of priority areas throughout the state.

Some communities may be given projects to involve them as active participants in national mobilizations.

Other agencies may be given consideration when crash data indicates a problem.

Issues of concern are presented to the review team prior to review and scoring of applications.

Staff members review each application completely.

Each reviewer completes a scoring sheet in Arkansas eGrants for the application being reviewed.

Comments may be added as needed for clarification.

Grant awards are determined based upon risk assessment levels, and other factors as appropriate.

Final selections require approval of the HSO Administrator.

Staff complete a risk assessment through the Arkansas eGrants system ranking agencies as low, medium, or high risk. If the applicant is a current or prior grantee, past performance is analyzed for completeness/timeliness of reports and claims, any negative findings or unresolved problems, the level at which program objectives were met, and public awareness efforts including any earned media, and the overall success of past and/or current grant(s). Staff members look at the percent of prior funds utilized, previous equipment purchases, and the size of the organization. They also consider whether the agency contact is new to the traffic safety program and may need extra guidance. Information on whether the application agency has had any audit findings is also assessed. Utilizing this information, a determination is made as to whether the proposed project should be funded. Based on the risk assessments, different levels of monitoring may also be recommended.

Grant funding is dependent on the number of applications received, amount of funds available, and other criteria. Some applications or portions thereof may not be funded. Based upon reviews, scoring, and risk assessment, a priority list of projects is developed. This includes projects which are determined to have the greatest effect on reducing collisions, injuries, and fatalities on the state's highways. Funding recommendations are submitted by the AHSO program management staff for approval by the AHSO Manager and Administrator.

List of Information and Data Sources Consulted for Project Selection

Fatality Analysis Reporting System (FARS)

Arkansas State Crash Data Base

Arkansas State Police - Statewide eCrash System (Crash Types and locations)

Arkansas State Police - Statewide eCite System (Citations)

Driver Services - Citations and Adjudication Reports

High Intensity Drug Trafficking Area (HIDTA) - 2022 AR Drug Threat Assessment

Arkansas Crime Information Center (ACIC)

AHSO Project Results - Data from Previous year(s)

Region 7 State Partners - Input and Experience

NHTSA "Countermeasures That Work"

Outcomes from the coordination of the Highway Safety Plan (HSP), data collection and information systems with the State Strategic Highway Safety plan (SHSP)

Identified emphasis areas were selected and reviewed to assure that they are consistent with the guidelines and emphasis areas established by the U.S. Department of Transportation, and National Highway and Traffic Safety Administration. Using the experience and expertise of the Arkansas Highway Safety Office (AHSO) and Arkansas Department of Transportation (ARDOT) 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 5 year rolling averages and collaboration between ARDOT and Highway Safety Office Staff. 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. Personnel from the Arkansas Highway Transportation Department (ARDOT), Federal Highways Administration (FHWA), Metropolitan Planning Organizations (MPOs) and Arkansas Highway Safety Office (AHSO) held several meetings (virtual due to the COVID-19 Pandemic) and conducted an in-depth

analysis of data for fatalities, fatality rate, and serious (incapacitating) injuries. The goals/targets outlined for these performance measures in the FY22 HSP are based on this analysis.

The national performance management measures for the Highway Safety Improvement Program (HSIP) are shown below. The Number of Fatalities, Rate of Fatalities, and Serious Injuries targets were coordinated between ArDOT and the AHSO. Each performance measure is based on a 5-year rolling average. More detailed information resulting from this planning process is included with the individual program area goals.

- Number of fatalities
- Rate of fatalities
- Number of serious injuries
- Rate of serious injuries
- Number of non-motorized fatalities and non-motorized serious injuries

Through extensive coordination the Arkansas Highway Safety Office (AHSO), Arkansas Department of Transportation (ArDOT), Federal Highways Administration (FHWA), National Highway Traffic Safety Administration (NHTSA), all Metropolitan Planning Organizations (MPOs), and other stakeholders, a methodology to determine the targets listed below was developed.

The method to calculate each target is as follows.

- Calculate the moving average for the last five years 2012-2016, 2013-2017, 2014-2018 and 2015-2019).
- Calculate the average of these five data points.
- For number of fatalities and rate of fatalities, the targets were adjusted utilizing National Safety Council 2018 data in addition to FARS ARF preliminary data. FARS usually adjusts its prior year data (ARF) when current year FARS data is released.
- For number of serious injuries and number of non-motorized fatalities, targets were based on state data and FARS ARF data.

Targets were adjusted for several internal/external factors that could have a detrimental impact on safety performance, such as the availability of medical marijuana, the opioid epidemic, increase in the number of drugged drivers, the increase in the speed limit on freeways/expressways along with the increase in average vehicle speed due to lower traffic volume and decreased enforcement associated with the COVID Pandemic, distracted driving, and the increase in the number of crashes captured in the database due to the continued rollout of eCrash statewide and increased reporting (16% increase in fatalities to date for 2021). Factors such as vehicle safety features and road safety infrastructure improvements that could have a positive effect on safety performance were also considered.

Progress towards meeting State performance targets from the previous fiscal year's HSP

Performance Measure:	2022 HSP				
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source*/ FY21 Progress Results	On Track to Meet FY21 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-1) Total Traffic Fatalities	5 year	2014-2018	536.3	2015-2019 FARS 532.2	No
Narrative:	<p>NO: Arkansas was on track to meet this target until 2020. Along with the increase in speed violations and lack of enforcement associated with COVID, another factor contributing to the larger number of fatalities is the increase in crashes being captured in the eCrash database. This continues to grow as more agencies utilize eCrash. The result is more accurate reporting but also the capture of fatalities that were previously not being reported. Statewide there was a 27% increase in the # fatalities from 2019 to 2020 and so far, a 16% increase for 2021.</p>				
C-2) Serious Injuries in Traffic Crashes	5 year	2014-2018	3,093.3	2015-2019 FARS 2,716	In Progress
Narrative:	<p>In Progress: We are on track to meet this goal. Overall, there has been a decrease in # of serious injuries - whether increased incidences of high-speed involvement is resulting in more fatalities vs injuries is unknown. Injuries seem to be on a downward trend as opposed to fatalities.</p>				
C-3) Fatalities/VMT	5 year	2014-2018	1.560	2015-2019 FARS 1.473	In Progress
Narrative:	<p>In Progress: If fatalities remain at same level in FY20 we should make the FY21 target. However, statewide there was a 27% increase in the # fatalities from 2019 to 2020 and a 16% increase # fatalities to date for 2021. VMT has consistently increased, going up 1.75% in 2019.</p>				

<p>Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP. I certify: Yes</p>

Note: For Performance Measures C-4 through C-11
Target Period used in the FY21 HSP was 2014-2018

C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2014-2018	196	2019 FARS 182.8	In Progress
Narrative:	In Progress: If fatalities remain at same level in FY20 we should be on track to meet this target. Arkansas's SB use rate has been slowly improving and the number of unrestrained fatalities has been decreasing.				
C-5) Alcohol-Impaired Driving Fatalities	5 year	2014-2018	143	2019 FARS 139.6	In Progress
Narrative:	In Progress: Impaired driving fatalities have fluctuated slightly up and down over the last 5 years. We should meet our target for FY21. However, the trend in drugged drivers, medical marijuana legalization and reports of increased alcohol consumption due to COVID are expected to impact the FY22 total.				
C-6) Speeding-Related Fatalities	5 year	2014-2018	131	2019 FARS 119.6	In Progress
Narrative:	In Progress: Even though speed fatalities increased 2015-2019. We should make our target for FY21. However, along with most of the other states, Arkansas did experience a dramatic increase in speeding violations for 2020 which resulted in significantly higher fatalities and are expected to have an effect in FY22.				
C-7) Motorcyclist Fatalities	5 year	2014-2018	74	2019 FARS 72.2	In Progress
Narrative:	In Progress: We are on track to meet our FY 21 target. Motorcycle fatalities trended downward from 2015-2019.				
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2014-2018	46	2019 FARS 44.0	In Progress
Narrative:	In Progress: Motorcycle fatalities trended downward from 2015-2019. We are on track to make our FY21 target.				

C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2014-2018	63	2017-2019 FARS 61.8	In Progress
Narrative:	In Progress: Arkansas experienced a decline in the number of drivers under 21 after passage of the GDL law, however fatalities have been edging up. Several issues are impacting this area, among them distracted driving but we are on track to meet our FY21 target.				
C-10) Pedestrian Fatalities	5 year	2014-2018	46	2015-2019 FARS 52.6	No
Narrative:	NO: As is the case in many other states, the alarming trend in pedestrian fatalities for Arkansas continues (approximately 60% increase since 2010). We will not meet the FY21 target.				
C-11) Bicyclist Fatalities	5 year	2014-2018	5	2015-2019 FARS 3.4	In Progress
Narrative:	In Progress: Bicycle fatalities have fluctuated only slightly over the last five years. As a result, this target has been adjusted and decreased for FY22.				
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2021 82.5	2019 81.9	State Survey 84.2 PRELIMINARY	Yes
Narrative:	YES: Arkansas has struggled with getting our seat belt use rate up. It is gradually improving but still woefully under the National average.				
Increase the number of Law Enforcement agencies using the eCrash System	Annual	258	273	N/A	Yes
Narrative:	YES: We have increased the number of agencies on eCrash significantly. Our target for FY21 was 258. We were at 273 for 2019.				
Increase the number of courts using Contexte	Annual	134	189	N/A	Yes
Narrative:	YES: Arkansas increased the number of courts utilizing Contexte to 189 in 2019. Our target FY21 was 134.				

		BASE YEARS					
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART – 2022 Highway Safety Plan			2015	2016	2017	2018	2019
C-1	Traffic Fatalities	FARS Annual	550	561	525	520	505
	Hold increases in total fatalities to 631.5 (2018 - 2022 rolling average) by 2022	5-Year Rolling Avg.	525.8	527.8	520.8	525.2	532.2
C-2	Serious Injuries in Traffic Crashes	State Annual	2,883	3,055	2,824	2,394	2,424
	Hold increases in serious traffic injuries to 2996.9 (2018 – 2022 rolling average) by 2022	5-Year Rolling Avg.	3,114	3,077	2,996	2,862	2,716
C-3	Fatalities/100M VMT	FARS Annual	1.576	1.569	1.443	1.418	1.361
	Hold increases in fatalities/100 MVMT to 1.808 (2018 - 2022 rolling average) by 2022.	5-Year Rolling Avg.	1.557	1.837	1.491	1.477	1.473
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS Annual	196	196	180	177	165
	Hold increases in unrestrained passenger vehicle occupant fatalities, all seat positions, 2 percent from 183 (2015-2019 rolling average) to 187 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.	197	192	183	183	183

		BASE YEARS					
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART – 2022 Highway Safety Plan		2015	2016	2017	2018	2019	
C-5	Alcohol-Impaired Driving Fatalities	FARS Annual	159	130	146	135	128
	Hold the increase in alcohol impaired driving fatalities to less than 1 percent from 140 (2015-2019 rolling average) to 142 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.	143	138	138	141	140
C-6	Speeding-Related Fatalities	FARS Annual	92	118	124	132	132
	Hold the increase in speeding-related fatalities to 12.5 percent from 120 (2015-2019 rolling average) to 135 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.	77	83	93	104	120
C-7	Motorcyclist Fatalities	FARS Annual	80	82	69	66	64
	Maintain motorcyclist fatalities at 0 percent from 72 (2015-2019 rolling average) to 72 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.	68	72	71	72	72
C-8	Unhelmeted Motorcyclist Fatalities	FARS Annual	48	59	36	45	32

			BASE YEARS				
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART – 2022 Highway Safety Plan			2015	2016	2017	2018	2019
	Reduce unhelmeted, motorcyclist fatalities by 6.8 percent from 44 (2015-2019 rolling average) to 41 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.	40	45	43	44	44
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	Indicate State or FARS Annual	65	74	48	60	62
	Hold the increase in drivers age 20 and younger involved in fatal crashes to 4.8 percent from 62 (2015-2019 rolling average) to 65 (2018 - 2022 rolling average) by 2022.	5-Year Rolling Avg.	65	66	61	61	62
C-10	Pedestrian Fatalities	FARS Annual	44	49	47	62	61
	Hold the increase in pedestrian fatalities to 11 percent from 53 (2015-2019 rolling average) to 59 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.	43	45	45	48	53
C-11	Bicyclist Fatalities	FARS Annual	3	3	4	4	3
	Hold increase in bicyclist fatalities to 33 percent from 3 (2015-2019 rolling average) to 4 (2018 – 2022 rolling average) by 2022.	5-Year Rolling Avg.	5	5	4	4	3
			2016	2017	2018	2019	2020

		BASE YEARS					
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART – 2022 Highway Safety Plan		2015	2016	2017	2018	2019	
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	75.1	81.0	78.0	81.9	81.9
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1.1 percentage points from 81.9 percent in 2019 to 84.5 percent by 2022.						
		2017	2018	2019	2020	2021	
TR-1	Traffic Records program area Increase the number of Law Enforcement agencies using the eCrash System to 300 FY22	State Annual	107	144	203	238	273
TR-2	Traffic Records program area Increase the number of courts using Contexte to 190 FY22	State Annual	74	87	106	114	189

Performance Measure: C-1) Number traffic fatalities (FARS)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS) 2022	Numeric	631.5	5 Year	2018

2022 Performance Target	Number of Fatalities					
Application of Factors	Average	External Factors	Crash Reporting	Statistical	Adjustment	Target
C-1 Number of Fatalities	526.3	yes	No	No	+20%	631.5

Performance Measure: C-2) Number serious injuries in traffic crashes (State crash data)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files) 2022	Numeric	2,996.9	5 Year	2018

2022 Performance Target	Number of Serious Injuries					
Application of Factors	Average	External Factors	Crash Reporting	Statistical	Adjustment	Target
C-2 Number of Serious Injuries	2938.2	yes	yes	No	+2.0%	2,996.9

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS, FHWA) 2022	Percentage	1.808	5 Year	2018

2022 Performance Target	Fatalities/VMT					
Application of Factors	Average	External Factors	Crash Reporting	Statistical	Adjustment	Target
C-3) Fatalities/VMT	1.507	yes	yes	No	+2%	1.808

<p>Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.</p> <p>I certify: Yes</p>

Performance Measure: C-4) Number unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) 2022	Numeric	187	5 Year	2018

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) 2022	Numeric	142	5 Year	2018

Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS) 2022	Numeric	135	5 Year	2018

Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS) 2022	Numeric	72	5 Year	2018

Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2022	Numeric	41	5 Year	2018

***Target justifications and methodology for all performance measures were set using the methodology on page 132.**

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS) 2022	Numeric	65	5 Year	2018

Performance Target Justification

Taking into consideration the fluctuation in fatalities - rising from (65) FY 15 to (74) FY16 and dropping in 2017 to (48) only to rise again in 2018 (59) it is obvious that improvements are needed along with changes to the current GDL law.

Targets were adjusted for several internal/external factors that could have a detrimental impact, such as the availability of medical marijuana, the opioid epidemic, increase in the number of drugged drivers, increase in the speed limit on freeways/expressways along with the increase in average vehicle speed due to lower traffic volume and decreased enforcement associated with the COVID Pandemic, distracted driving, and the increase in the number of crashes captured in the database due to the continued rollout of eCrash statewide and increased reporting. Factors such as vehicle safety features and road safety infrastructure improvements that could have a positive effect on safety performance were also considered.

Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)-2022	Numeric	59	5 Year	2018

Performance Target Justification

Fatalities have been on the increase over the past 5 years. A preponderance of the crash data points to user behavior as a contributing factor. Also, evident, is motorist behavior, given that the largest numbers of fatalities and serious injuries occurred while the pedestrian or cyclists were taking no improper actions. As the number of road users who choose to walk and bike has increased, so has the number of serious injuries and fatalities to those users.

In 2014 pedestrian fatalities were at 37 increasing to 49 in 2016 and 62 in 2018. Fatalities were at 62 for 2019. The AHSO is working with ArDOT and Arkansas Children’s Hospital to identify strategies to address these increasing numbers. In addition to press-related activities, enforcement and educational efforts are planned for 2022 to bring awareness to both pedestrian and bicyclist safety.

This target was adjusted for internal/external factors that could have a detrimental impact, such as the availability of medical marijuana, the opioid epidemic, increase in the number of drugged drivers, increase in the speed limit on freeways/expressways along with the increase in average vehicle speed due to lower traffic volume and decreased enforcement associated with the COVID Pandemic, distracted driving, and the increase in the number of crashes captured in the database due to the continued rollout of eCrash statewide and increased reporting. Road safety and infrastructure improvements that could have a positive effect on safety performance were also considered.

Performance Measure: C-11) Number of bicyclist’s fatalities (FARS)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclist fatalities (FARS)-2022	Numeric	4.0	5 Year	2018

Performance Target Justification

Bicycle fatalities reached a high of 7 in 2014 and low of 3 in 2015 and 2016. Between 2014-2019 a total of 24 persons lost their lives in bicycle crashes. Acknowledging the increase in the number of people across the nation and in Arkansas who walk, run or bike and the number of injuries and fatalities associated with those activities, the AHSO is working to develop programs and activities to address this issue. In addition to press-related activities, enforcement and educational efforts are planned for 2022 to bring awareness to pedestrian and bicyclist safety a goal of 4 was set in this area utilizing the 5-year moving average methods. The target was adjusted for internal/external factors that could have a detrimental impact, such as the availability of medical marijuana, the opioid epidemic, increase in the number of drugged drivers, increase in the speed limit on freeways/expressways along with the increase in average vehicle speed due to lower traffic volume and decreased enforcement associated with the COVID Pandemic, Distracted driving, and the increase in the number of crashes captured in the database due to the continued rollout of eCrash statewide and increased reporting. Road safety and infrastructure improvements that could have a positive effect on safety performance were also considered.

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (2022 Observational Survey)	Numeric	84.5%	Annual	2018

Performance Target Justification

The most recent observational safety belt survey (2019) now reports usage at 84.2%. Issues related to the COVID virus prevented the AHSO from conducting the 2020 survey. With a compliance rate of 84.2%, Arkansas’ usage rate is still well below the national average of 90%. Increasing the use rate is a high priority for Arkansas but we are encouraged by the 2.5% increase from 2019 to 2020 and the 2.5% increase in 2021.

The AHSOs in-house LEL has done an exemplary job recruiting additional LE agencies to supplement current enforcement efforts. Thirty (30) additional agencies were added to the number of mini-STEP projects in 2020. The AHSO continues to expand programming to provide information on the importance of seatbelt use through informational programs in schools, colleges, churches, and businesses as well as through the use of the media.

Encouraged by the recent increase in safety belt use we have set a goal of 84.5% for 2022.

Performance Measure: Increase the number of Law Enforcement Agencies using the eCrash system from 273 to 300 for FY2021

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Increase the number of Law Enforcement Agencies using the eCrash system from 273 to 300 in 2022	Numeric	300	Annual	2022

*Primary performance attribute: Timeliness Core traffic records data system to be impacted: Crash

Performance Target Justification

eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP. As of April 1, 2021, 273 Arkansas law enforcement agencies submitted their data electronically through eCrash. These agencies represent approximately 95% of all crash submissions in the state of Arkansas annually. The transition to the eCrash has further streamlined the entry of Crashes by ASP. An additional 35 agencies were trained as of April 1, 2021. It is anticipated based on the progress made to date that an additional 27 agencies will be added in FY 22 bringing the total number of agencies online to 300.

Performance Measure: Increase the number of courts using Contexte from 134 to 190 for 2022

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Increase the number of courts using Contexte to 190 by March 2022	Numeric	190	Annual	2022

*Primary performance attribute: Timeliness Core traffic records data system to be impacted: Driver

Performance Target Justification

Increase the number of courts using Contexte to provide conviction data on-line into the driver's license data base from 134 in 2021 to 190 in 2022. This system is a two-way communication between the Courts and the DMV, allowing for real-time updates. This is a phase-in project that began with District Courts, then AR Supreme Court/Appellate and Circuit Courts. Arkansas continues to work with the Administrative Office of the Courts (AOC) to increase the number of Courts providing and gaining data in the on-line driver's license data base. Since the eCite and eCrash projects began approximately 6 years ago 134 courts have been brought on-line. In Arkansas there are a total of 315 Courts including Appellate – 2 District – 238 Circuit – 76. Based on the progress to date and information provided by AOC it is anticipated that 40 additional courts will be added during for FY 2021.

Performance Measure: Reduce the average crash record entry time using the eCrash system from 108.344 hours to 105.500 hours for FY2022

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Reduce the average crash record entry time using the eCrash system from 108.344 hours to 105.500 hours for FY2022	Numeric	105.5	Annual	2022

*Primary performance attribute: Timeliness Core traffic records data system to be impacted: Crash

Performance Target Justification

The eCrash system is a paperless, electronic field-based, data entry validation, and submission crash reporting system. The system enables the entry and validation of essential crash data at the crash scene to replicate the actual crash scene as close as possible which ensures completeness, consistency, and fewer interpretation errors. It also saves money and resources in reducing duplicated efforts and is available instantaneously and is ready for processing and distribution. The reports are completed by the officer in the vehicle, reviewed by a supervisor who is also often in a vehicle for accuracy and completeness, and once approved go online immediately, which allows for improved quality of data collected, increased speed for reviewing problem locations, and improved highway safety. Due to the number of agencies going online in FY22 it is anticipated that entry time should improve from 108.344 hours to 105.500 hours.

Grant Program Activity Reporting

Citations

A-1) Number of seat belt citations issued during grant-funded enforcement activities*

Seat belt citations: **10,474**

Fiscal Year 2020

A-2) Number of impaired driving arrests made during grant-funded enforcement activities*

Impaired driving arrests: **1,074**

Fiscal Year 2020

A-3) Number of speeding citations issued during grant-funded enforcement activities*

Speeding citations: **21,854**

Fiscal Year 2020

As shown in the table on page 7, the number of speed citations issued has increased over the past five years while the number of seat belt citations issued have fluctuated. The number of DUI citations issued has decreased over the past five years. The percentage of unrestrained fatalities as compared to total fatalities over the last 5 years has ranged from 47% to 51%. There were 165 fatalities involving unrestrained occupants in Arkansas in 2019, which was a decrease from 177 in 2017. In 2019, 165 fatalities or 47% were unrestrained.

Numerous studies have shown that strict enforcement of all traffic safety laws with an emphasis on impaired driving and occupant protection laws coupled with highly publicized information are the most effective means to deter unsafe driving practices. We continue to promote this message to Arkansas STEP and mini-step projects.

Program Area: Distracted Driving

Description of Highway Safety Problems

Distracted driving is common, difficult to define, measure, and sometimes observe. Distracted driving results from lifestyle patterns and choices. Using a cell phone while driving creates enormous potential for deaths and injuries on U.S. roads. More and more fatalities in Arkansas are being attributed to distracted driving. Arkansas has implemented procedures to capture data related to distracted driving and more data is now becoming available. The last survey conducted by the U of A Little Rock Survey Research Center in 2018 tracked attitudes, self-reported driving behavior, and awareness of traffic safety enforcement and activities. The survey also assessed knowledge and opinions regarding laws and behavior related to cell phone use. The 2018 survey showed the following results:

- 65% of respondents support a state law banning all talk on handheld phones while driving.
- 71% of respondents believed there was not a texting ban while driving (showing further education is needed as Arkansas has a law that bans texting while driving.)
- 43% of respondents believe Arkansas has a law banning handheld cell phones while driving (also indicating the need for more education and awareness)
- 42% of respondents indicated that they “Always” or “Almost Always” answer their cell phone while driving with another 29% responding they “sometimes” answered.
- 44% of respondents indicated they make calls while driving.

Although there has not been another study done more recently in Arkansas, people are still concerned with the dangers of distracted driving. They frequently admit to engaging in such behaviors behind the wheel and the problem continues to get worse. Most drivers have a “Do as I say, not as I do” attitude with regard to distracted driving – they view these behaviors as dangerous but engage in them despite the overwhelming evidence as to why these behaviors are potentially fatal. The role of distraction in crashes is also difficult to determine because pre-crash distractions often leave no evidence for law enforcement officers or crash investigators to observe and drivers are reluctant to admit to having been distracted during a crash. The following data is directly from the Traffic Safety Facts about distracted driving from the National Highway Traffic Safety Administration for 2019:

- Nine percent of fatal crashes, 15 percent of injury crashes, and 15 percent of all police-reported motor vehicle traffic crashes in 2019 were reported as distraction-affected crashes.¹
- In 2019 there were 3,142 people killed and an estimated additional 424,000 people injured in motor vehicle crashes involving distracted drivers.¹
- Six percent of all drivers involved in fatal crashes in 2019 were reported as distracted at the time of the crashes. Nine percent of drivers 15 to 20 years old involved in fatal crashes were reported as distracted. This age group has the largest proportion of drivers who were distracted at the time of the fatal crashes.
- In 2019 there were 566 nonoccupants (pedestrians, pedal cyclists, and others) killed in distraction affected crashes
- The data for distracted driving has significantly increased, as well, increasing from 2,841 distraction related fatalities in 2018, to 3,142 fatalities in 2019, which is 8.7% of all nationally recorded fatalities. Additionally, this is over a 9.5% increase in distracted driver fatalities in just one year.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities (FARS)	2022	5 Year	536.3
2022	C-2) Number of serious injuries in traffic crashes (State crash data files)	2022	5 Year	3,093.3

Countermeasure Strategies
Communication Campaign DD
High Visibility Cellphone/Text Messaging Enforcement

Countermeasure Strategy: Communication Campaign DD

Program Area: Distracted Driving

Project Safety Impacts

A statewide distracted driving public awareness campaign will be conducted as part of the National Distracted Driving Mobilization efforts. Impacts of these Activities are projected to be increased awareness of the dangers of distracted driving to deter the use of cell phones and the practice of texting and to reduce deaths and injuries associated with this problem.

Planned Activities Funding:

- Statewide Communication Campaign

Linkage Between Program Area

- 65% of respondents support a state law banning all talk on handheld phones while driving.
- 71% of respondents believed there was not a texting ban while driving (showing further education is needed as Arkansas has a law that bans texting while driving.
- 43% of respondents believe Arkansas has a law banning handheld cell phones while driving (also indicating the need for more education and awareness)
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Although there has not been another study done more recently in Arkansas, people are still concerned with the dangers of distracted driving. They frequently admit to engaging in such behaviors behind the wheel and the problem continues to get worse. Most drivers have a “Do as I say, not as I do” attitude with regard to distracted driving – they view these behaviors as dangerous but engage in them despite the overwhelming evidence as to why these behaviors are potentially fatal. The role of distraction in crashes is also difficult to determine because pre-crash distractions often leave no evidence for law enforcement officers or crash investigators to observe, and drivers are reluctant to admit to having been distracted during a crash. The following data is directly from the Traffic Safety Facts about distracted driving from the National Highway Traffic Safety Administration for 2019:

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- In 2019 there were 566 nonoccupants (pedestrians, pedal cyclists, and others) killed in distraction affected crashes.¹

A Statewide distracted driving public awareness campaign will be conducted as part of the National Distracted Driving Mobilization efforts. Impacts of these Activities are projected to increase the awareness of the dangers of distracted driving, deter the use of cell phones and the practice of texting to reduce the deaths and injuries associated with this problem. In Arkansas the fines for using a wireless device to transmit text-based communications are currently a minimum of \$25 up to a maximum of \$250 for the first offense with subsequent violations subject to a fine of not less than \$50 or more than \$500.

Planned Activities:

- Statewide Communication Campaign

Rationale

More and more fatalities in Arkansas are being attributed to the emerging issue of distracted driving. Communications and outreach are a critical part of deterrence and prevention. Education will be conducted through news media, paid advertisements, and a variety of other communications channels such as community prevention projects at schools and colleges, posters, billboards, web banners and social media outlets.

Unique Identifier	Planned Activity Name
DD-2022-01	Statewide Public Information and Education (PI&E)

Planned Activity: **Statewide Public Information and Education (PI&E)**

Planned activity number: **DD-2022-01**

Primary Countermeasure Strategy ID: **Communication Campaign DD**

Planned Activity Description

Statewide public information and education to promote adherence to texting and cell phone laws. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements (PSAs), and paid advertising to enhance other traffic safety projects.

Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy
Communication Campaign DD

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405e Comprehensive Distracted Driving	405e Public Education (FAST Comprehensive)	\$500,000.00	\$500,000.00	
2021	FAST Act 405e Comprehensive Distracted Driving	405e Public Education (FAST Comprehensive)	\$615,000.00	\$615,000.00	
2022	FAST Act 405e Comprehensive Distracted Driving	Distracted Driving (FAST)	\$1,215,000.00	\$1,215,000.00	

Countermeasure Strategy: High Visibility Cellphone/Text Messaging Enforcement
Program Area: Distracted Driving

Project Safety Impacts

The AHSO will utilize HVE to deter cell phone use by increasing enforcement efforts in this area and the perceived risk of a ticket. Paid and earned media will support distracted driving enforcement activities. These activities are designed to stimulate increased awareness of the dangers of distracted driving and deter the use of cell phones and the practice of texting. The objective is to reduce the deaths and injuries associated with this problem.

Linkage Between Program Area

- An estimated 415,593 passenger vehicles were driven by people using handheld phones at a typical daylight moment in 2017.
- The 2017 NOPUS found that handheld cell phone use continued to be higher among female drivers than male drivers.
- Handheld cell phone use continues to be highest among 16-24-year-old drivers and lowest among drivers 70 and older.
- In 2019 there were 3,142 people killed and an estimated additional 424,000 people injured in motor vehicle crashes involving distracted drivers.¹
- Six percent of all drivers involved in fatal crashes in 2019 were reported as distracted at the time of the crashes. Nine percent of drivers 15 to 20 years old involved in fatal crashes were reported as distracted. This age group has the largest proportion of drivers who were distracted at the time of the fatal crashes.¹
- In 2019 there were 566 nonoccupants (pedestrians, pedal cyclists, and others) killed in distraction affected crashes.

Although enforcement is still hampered by the lack of a hands free law in Arkansas and the difficulty of proving violations without obtaining a phone record which is expensive, officers recognize the seriousness of the problem and data availability for this area is improving with more and more fatalities being attributed to this issue (See chart below)

Values	2018	2019	2020
Manually operated electronic communication device (texting, typing, dialing)	399	359	343
Talking on hands-free electronic device	25	34	46
Talking on hand-held electronic device	92	91	87
Other activity with an electronic device	428	384	348

**Source: ECrash*

Numerous studies demonstrate that high-visibility enforcement (HVE) can be effective in curbing alcohol-impaired driving and increasing seat belt use among drivers. NHTSA has examined whether the HVE model can be effective in reducing cell phone use and texting among drivers. Similar to sobriety checkpoints, the objective is to deter cell phone use by increasing the perceived risk of a ticket. The model combines enforcement with paid and earned media. HVE will utilize local STEP programs as well as statewide enforcement through Arkansas State Police.

Rationale

Recently, NHTSA has examined whether the HVE model could be effective in reducing hand-held cell phone use and texting among drivers. Like sobriety checkpoints, the objective is to deter cell phone use by increasing the perceived risk of a ticket. The HVE model will combine enforcement with paid and earned media.

Unique Identifier	Planned Activity Name
DD-2022-02	Local Selective Traffic Enforcement Projects (STEPS)
DD-2022-03	Statewide Selective Traffic Enforcement Projects (STEP)
DD-2022-04	Local Selective Traffic Enforcement Projects (Mini-STEPS)

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPS)**

Planned activity number: **DD-2022-02**

Planned Activity Description

Funding for selected cities and counties to conduct sustained selective traffic distracted driving enforcement projects.

Intended Subrecipients

- *Local STEP Agencies (sub-recipients) listed on page 130*

Countermeasure Strategy
High Visibility Cellphone/Text Messaging Enforcement

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$200,000.00	\$200,000.00	\$200,000.00
2021	FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$300,000.00	\$300,000.00	\$300,000.00
2022	FAST Act NHTSA 402 FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$300,000.00	\$300,000.00	\$300,000.00

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **DD-2022-03**

Primary Countermeasure Strategy ID: **High Visibility Cellphone/Text Messaging Enforcement**

Planned Activity Description

Provide funding for the statewide selective distracted traffic enforcement through the Arkansas State Police (ASP).

Intended Subrecipients

Arkansas State Police

Arkansas Highway Police

<u>Countermeasure Strategy</u>
High Visibility Cellphone/Text Messaging Enforcement

FUNDING SOURCES

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST ACT 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$500,000.00	\$125,000.00	
2021	FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$500,000.00	\$125,000.00	

Planned Activity: Mini Selective Traffic Enforcement Projects (M-STEPS)

Planned activity number: DD-2022-04

Primary Countermeasure Strategy ID: High Visibility Enforcement (Distracted Driving)

Planned Activity Description

Funding for overtime pay and equipment for Mini-STEP projects to conduct distracted driving enforcement during state, regional or national campaigns.

Intended Subrecipients

- *Local Mini - STEP Agencies (sub-recipients) are listed on page 131*

Countermeasure Strategy
High Visibility Enforcement (Impaired)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405e Comprehensive Distracted Driving	DD Law Enforcement (FAST Comprehensive)	\$200,000.00		\$200,000.00
2021	FAST Act 405e Comprehensive Distracted Driving	405d Mid HVE (FAST) DD Law Enforcement (FAST Comprehensive)	\$400,000.00		\$400,000.00
2022	FAST Act 405e Comprehensive Distracted Driving	405d Mid HVE (FAST) DD Law Enforcement (FAST Comprehensive)	\$200,000.00		\$200,000.00

Program Area: Impaired Driving (Drug and Alcohol)
Description of Highway Safety Problems

For the period from 2015 through 2019 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent, compared to 25% of total fatalities in 2019. Fatalities for 2018 were at 520 declining to 505 (FARS Final in 2019). Alcohol related fatalities decreased from 146 in 2017 to 135 in 2018 and 128 for 2019. The following chart shows the 30 counties with the highest alcohol related fatalities.

Alcohol Related Fatalities By County For 2015-2019							
	County	2015	2016	2017	2018	2019	Total
1	Pulaski	16	14	16	21	17	84
2	Benton	12	4	5	7	6	34
3	Garland	9	9	2	8	5	33
4	Washington	5	9	6	5	3	28
5	Craighead	4	6	6	3	4	23
6	Hot Spring	7	3	2	2	5	19
7	White	4	7	3	2	2	18
8	Sebastian	1	5	4	6	2	18
9	Miller	4	1	4	5	4	18
10	Jefferson	7	1	2	3	4	17
11	Faulkner	6	1	4	4	1	16
12	Carroll	5	4	4	2	0	15
13	Crittenden	1	3	1	6	3	14
14	Lonoke	5	3	2	1	3	14
15	Union	4	2	1	3	4	14
16	Crawford	1	3	4	4	1	13
17	Saline	5	3	2	2	1	13
18	Independence	2	4	2	0	3	11
19	Baxter	2	0	2	5	2	11
20	Pope	1	1	4	2	3	11
21	Poinsett	4	2	2	2	0	10
22	Yell	0	3	5	1	1	10
23	Ouachita	1	0	4	1	4	10
24	Mississippi	1	2	4	1	1	9
25	Clark	0	1	1	4	3	9
26	Monroe	1	5	2	0	1	9
27	Boone	2	1	2	2	1	8
28	Jackson	2	4	1	1	0	8
29	Howard	3	1	0	1	3	8
30	Hempstead	1	2	2	1	1	7
	Total	116	104	99	105	88	512

In 2019, the Arkansas Crime Information Center (ACIC) reported 9,851 driving while intoxicated arrests and preliminary numbers for 2020 show 8,646 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. Efforts continue to include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.

DWI/DUI ACIC NIBRS – ASP DUI TOTALS

YEAR	ACIC	ASP	TOTAL
2010	10747	8410	19157
2011	9920	7386	17306
2012	9718	6883	16601
2013	8010	6052	14062
2014	7204	5147	12351
2015	7134	4821	11955
2016	6839	4160	10999
2017	6094	4717	10811
2018	6370	3174	9544
2019	6537	3314	9851
2020	5285	3361	8646

***NOTE: ITEMS IN RED FONT INDICATE PRELIMINARY COUNTS. THE ACIC IS STILL COLLECTING NIBRS DATA FOR 2020 AND THE TOTALS MAY FLUCTUATE.**

In addition to the DWI alcohol problem, the drug threat to the state of Arkansas covers the full spectrum of all types of drugs. According to the 2022 Arkansas Drug Threat Assessment by the Gulf Coast High Intensity Drug Trafficking Area (HIDTA) Methamphetamine continues to be the most significant drug threat throughout Arkansas followed by prescription drugs/opioids, heroin, and cocaine. (pg. 38)

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2022	5 Year	142.0

Countermeasure Strategies in Performance Measure
Communication Campaign (Impaired Driving)
Court Monitoring
Drug Recognition Expert (DRE) Training
DWI Courts
High Visibility Enforcement (Impaired)
Highway Safety Office Program Management (Impaired Driving)
Judicial Education
Laboratory Drug Testing Equipment
Publicized Sobriety Checkpoints
SFST training for Law Enforcement Officers

Countermeasure Strategy: Communication Campaign (Impaired Driving)
Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

- Increased awareness of impaired driving issues
- Reduction of unsafe driving behaviors.
- Reduction of fatalities and injuries associated with impaired driving
- Utilize public service announcements (PSAs) to increase awareness of impaired driving issues.

Linkage Between Program Area

Problem ID: For the period from 2015 through 2019 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent, dropping to 25% of total fatalities for 2019. Fatalities for 2018 were at 520 declining to 505 (FARS data in 2019). Alcohol related fatalities decreased from 135 in 2018 to 128 in 2019.

Performance Target: A target of 142 was established (5-year average) 2018–2022. The passage of a medical marijuana law and increased drug issues could contribute to fatalities in this area.

Countermeasure Strategy: Communication

This strategy seeks to inform the public of the dangers of driving while impaired by alcohol and promote the positive social norms of not driving while impaired.

Rationale

Communications and outreach strategies attempt to inform the public of the dangers of driving while impaired by Alcohol and to promote positive social norms of not driving while impaired. As with prevention and intervention, education through various communications and outreach strategies is important. Education will be conducted through the media, paid advertisements and a variety of other communication channels such as posters, billboards, web banners and social media outlets.

Unique Identifier	Planned Activities in Countermeasure Strategy
AL-2022-03	Traffic Safety Non-Commercial Sustaining Announcement Eval Program
AL-2022-05	Statewide Public Information and Education

Planned Activity: **Traffic Safety Non-Commercial Sustaining Announcement Program**

Planned activity number: AL-2022-03

Planned Activity Description

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 airtime for traffic safety awareness messages.

Intended Subrecipients

Arkansas Broadcasters Association

Countermeasure Strategy
Communication Campaign (Impaired Driving)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$37,500.00		\$0.00
2022	FAST Act NHTSA 402	Alcohol (FAST)	\$37,500.00		\$0.00

Planned Activity: **Statewide Public Information and Education**

Planned activity number: **AL-2022-05**

Primary Countermeasure Strategy ID: **Communication Campaign (Impaired Driving)**

Planned Activity Description

Statewide public information and education to promote awareness of the impacts of impaired driving and support national mobilizations such as “Drive Sober or Get pulled Over” (DSGPO) targeting messages to young persons aged 18 to 34 and motorcycle operators. Media placements may include television, radio, internet and print.

Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy in Planned Activity
Communication Campaign (Impaired Driving)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	\$300,000.00	\$300,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$100,000.00		
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$100,000.00		
2021	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	\$400,000.00	\$400,000.00	
2022	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	\$400,000.00	\$400,000.00	

Countermeasure Strategy: Court Monitoring
Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

The projected impact of this strategy is to increase awareness in the courts and reduce the number of impaired drivers thereby reducing fatalities associated with impaired driving. Court Monitoring produces higher conviction rates and stiffer sentences than unmonitored cases and has been shown to increase DWI arrests, decrease plea agreements and increase guilty pleas.

Linkage between Program Area

For the period from 2015 through 2019 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent, dropping to 25% of total fatalities for 2019. Fatalities for 2018 were at 520 declining to 505 (FARS data in 2019). Alcohol related fatalities decreased from 135 in 2018 to 128 in 2019.

Over the past several years arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP. Mothers Against Drunk Driving (MADD) discontinued their state office in Arkansas. The AHSO is currently exploring options to continue court monitoring projects in counties with the largest number of DWI fatalities to follow DWI/DUI cases through the court process and identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in the judicial implementation of Arkansas’s ignition interlock law.

Rationale

Shinar (1992) found that court-monitored cases in Maine produced higher conviction rates and stiffer sentences than unmonitored cases. Probst et al. (1987) found that judges, prosecutors, and other officials in 51 communities believed that court monitoring programs helped increase DWI arrests, decrease plea agreements, and increase guilty pleas. This strategy was chosen to increase awareness of the judiciary and obtain more convictions to impact and reduce the number of impaired drivers and the fatalities and injuries associated with them.

Unique Identifier	Planned Activity Name
AL-2022-12	Court Monitoring Program

Planned Activity: **Court Monitoring Program**

Planned activity number: **AL-2022-12**

Primary Countermeasure Strategy ID: **Court Monitoring**

Planned Activity Description

Court Monitoring program to follow DWI/DUI cases through the court process and identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in judicial implementation of Arkansas’s ignition interlock law.

Intended Subrecipients

Intended Subrecipients TBD

Countermeasure Strategy	
Court Monitoring	

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$100,000.00		
2022	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$100,000.00		

Arkansas Drug Threat Assessment

In addition to the DWI alcohol problem, the drug threat to the state of Arkansas covers the full spectrum of all types of drugs. According to the 2022 Arkansas Drug Threat Assessment by the Gulf Coast High Intensity Drug Trafficking Area (HIDTA) Methamphetamine continues to be the most significant drug threat throughout Arkansas. The Executive Summary below is a snapshot of Arkansas' drug situation.

Arkansas Primary Drug Threats	
DRUG	IMPACT
Methamphetamine	Most significant threat. Leading threat in association with violent crime and property crime. Identified as the primary consumer of law enforcement resources.
Fentanyl and other Opioids	Fentanyl is becoming more available in the state and was identified as the second most significant threat and as the second primary consumer of law enforcement resources.
Heroin	Heroin abuse continues to increase in the state of Arkansas; though it remains a low threat compared to methamphetamine. The continued growth appears to be a direct result of the abuse of pharmaceutical drugs, whose abusers' transition to Heroin due to the price and availability when the pharmaceuticals are not available. Law enforcement personnel ranked this drug as the third most significant threat.
Controlled Prescription Drugs	Continued increase; significant threat; emerging initial drug of abuse.
Marijuana	Highly abused; widely available throughout the state. Identified as the second most significant threat in association with violent and property crime in the state.
Cocaine / Crack Cocaine	Highly abused, and is readily available throughout the state.
Other Dangerous Drugs / New Psychoactive Substances	Low availability of ODDs; moderate availability of MDMA Moderate and increasing threat of synthetic designer drugs; cannabinoids and cathinones.
<i>Source: 2022 Gulf Coast High Intensity Drug Trafficking Area (HIDTA) Law Enforcement and Treatment/Prevention Survey</i>	

**Countermeasure Strategy: Drug Recognition Expert (DRE) Training
Program Area: Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

To provide law enforcement with training, tools and a structured approach to assist in the prosecution and conviction of Drug Impaired Drivers and to prevent these individuals from continuing to drive while under the influence of drugs or alcohol. The projected impact is an increased number of DRE certified law enforcement officers and a reduction in the number of injuries and deaths caused by drug impaired drivers on Arkansas roads and highways.

Linkage Between Program Area

For the period from 2015 through 2019 the percentage of Arkansas impaired driving fatalities, as a percentage of the total was at 26 percent. Alcohol related fatalities decreased from 159 in 2015 to 128 in 2019.

Although drunk driving fatalities in the United States have been reduced by nearly 50% since the early 1980s, thanks to harsher penalties for DUI's and the work of awareness groups, alcohol-impaired driving remains a serious problem on America's roadways.

Nationally Drunk driving claimed the lives of 10,142 people in 2019, according to data released by the National Highway Traffic Safety Administration (NHTSA). Twenty-Nine (29%) of total motor vehicle fatalities were a result of alcohol impairment, where an operator of a vehicle involved in the crash had a blood alcohol concentration of .08 or greater. The good news is that this is the lowest percentage of alcohol-related fatalities since the NHTSA began reporting alcohol data in 1982. However, the emerging issue of driving impairment from drug use is a serious threat to transportation safety. The following provides an overview of the drug situation in Arkansas.

Methamphetamine remains a priority for drug law enforcement in Arkansas. Arkansas leads the nation in the number of people testing positive for meth, according to a study by Millennium Health.

The most frequently dispensed controlled prescription drug type in 2018 in Arkansas filled by Arkansas residents was opioids. Over 3.2 million prescriptions were distributed to Arkansas residents in 2018. Both law enforcement officials and treatment professionals within Arkansas describe abuse of pharmaceuticals as dramatically increasing. An alarming trend in Arkansas that has already been identified in the rest of the country is for prescription opioid abusers to transition to heroin/fentanyl as it mimics the effects of opioid pharmaceuticals and is, in many instances, less costly. Heroin's availability has increased over the past year in Arkansas.

Marijuana is the most widely abused and commonly available drug within the state. In 2016, Arkansas voters passed a ballot measure to legalize medical marijuana. In February 2018, this law was enacted through the opening of numerous manufacturing and distribution facilities in the state. Arkansas now has over 80,000 registered patients in the state. AFMC indicates marijuana as the primary gateway drug for more than 6,200 people in Arkansas per year.

Crack and powder cocaine are also a significant and long-term problem in the state. The ready availability of cocaine and the movement of street gangs beyond traditional areas of operation have led to the spread of crack to many suburban and rural areas.

Rationale

The Drug Recognition Expert (DRE) program was established with support of NHTSA in 1988 and managed by the International Association of Chiefs of Police (IACP). It is a structured program that involves assessment of suspected impaired drivers and systematically collects and documents symptoms of drug and impairment to provide a framework for the interpretation of evidence that indicates the class or classes of drugs most likely to be present. In doing so it establishes the necessary probable cause for collection of a biological sample for toxicological testing, completing the major elements needed for a robust DUID prosecution. The DRE program is the most effective tool currently available to law enforcement officers for the documentation of behavior and impairment in drug-impaired drivers. By incorporating DRE training along with other activities in the Impaired Driving Program Area, Arkansas will have more trained and informed officers in the field to apprehend, identify and effectively prosecute impaired drivers. The objective being to reduce the number of deaths and injuries associated with impaired drivers.

Unique Identifier	Planned Activity Name
AL-2022-02	Traffic Safety/ Law Enforcement Training Project

Planned Activity: **Traffic Safety/ Law Enforcement Training Project**

Planned activity number: **AL-2022-02**

Primary Countermeasure Strategy ID: **Drug Recognition Expert (DRE) Training**

Planned Activity Description

Provide the following training for law enforcement officers: Standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training; SFST refresher training; Advanced Roadside Impaired Driving (ARIDE) training; Drug Recognition Expert (DRE) training & Instructor development.

Traffic Safety/Law Enforcement Training Project

- Provide DWI and standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training and education for approximately 500 law enforcement officers.
- Provide SFST refresher training to 175 law enforcement officers.
- Provide drug recognition expert (DRE) training/education to approximately 24 officers.
- Provide instructor development training to 24 SFST/TOPS officers and 10 DRE officers.
- Provide Advanced Roadside Impaired Driving (ARIDE) to approximately 100 officers.
- Provide Recertification of DRE Officers

Intended Subrecipients

Criminal Justice Institute

Countermeasure Strategy
Drug Recognition Expert (DRE) Training
SFST training for Law Enforcement Officers

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$320,000.00		\$240,000.00
2022	FAST Act NHTSA 402	Alcohol (FAST)	\$320,000.00		\$240,000.00

Countermeasure Strategy: DWI Courts Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

DWI Courts are specialized courts dedicated to changing the behavior of DWI offenders through intensive supervision and treatment. Arkansas now has 14 courts. These courts provide a systematic and coordinated approach to prosecuting, sentencing, monitoring, and treating DWI offenders. Prosecutors and judges in DWI courts specialize in DWI cases. The underlying goal is to change offenders' behavior by identifying and treating alcohol problems and holding offenders accountable for their actions thereby rehabilitating offenders, taking impaired drivers off the road, and reducing death and injuries on the streets and highways of Arkansas.

The AHSO works with court jurisdictions statewide and their in-house teams to improve adjudication of traffic laws related to impaired driving. Activities include soliciting and generating interest statewide for the development and implementation of additional DWI Courts. Arkansas has 3 pilot DWI courts. An additional 6 courts completed training in 2011 and implemented their DWI courts in 2012. A 10th court completed training mid-2012, an 11th court in the summer of 2014 and a 12th court in December 2015. One additional court was trained in 2017 and a 14th court will complete training in FY2021. This Task provides funding to maintain operations for three pilot DWI courts and assist with training costs for new courts. AHSO will provide funding for initial and enhanced DWI Court Trainings offered through NHTSA/NDCI. Federal funds provide for salaries, fringe benefits, in and out-of-state travel, meeting expenses, maintenance and operations, printing and administration. State/local funds provide additional administrative costs.

Linkage Between Program Area

For the period from 2015 through 2019 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent, dropping to 25% of total fatalities for 2019. Fatalities for 2018 were at 520 declining to 505 (FARS data in 2019). Alcohol related fatalities decreased from 135 in 2018 to 128 in 2019.

Rationale

DWI Courts are listed as a 4-star countermeasure in NHTSA's Countermeasures that Work. A systematic review found that DWI courts appear to be effective in reducing recidivism. A meta-analysis of 28 studies suggests DWI Courts reduces recidivism among DWI offenders by approximately 50% compared to traditional court programs. One Michigan study found that DWI court participants were 19 times less likely to be rearrested for a DWI within two years than a comparison group of offenders who were in traditional probation. Another study of three DWI Courts in Georgia found that offenders who graduated from the court program had a 9% recidivism rate within the next 4 years compared to a 24% recidivism rate for the comparison group in traditional courts. Evaluations have shown that close monitoring and individualized sanctions for DWI offenders reduce recidivism.

Unique Identifier	Planned Activity Name
AL-2022-13	DWI Courts

Planned Activity: **DWI Courts**

Planned activity number: **AL-2022-13**

Primary Countermeasure Strategy ID: DWI Courts

Planned Activity Description

Funding for 14 DWI courts (3 pilot courts and training for 11 other courts) including development and implementation of additional DWI courts in jurisdictions statewide to improve adjudication of traffic laws related to impaired driving.

Intended Subrecipients

Local District Courts

Countermeasure Strategy
DWI Courts

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$200,000.00	\$200,000.00	\$200,000.00
2021	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$300,000.00	\$300,000.00	\$300,000.00
2022	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$250,000.00	\$250,000.00	\$250,000.00

Countermeasure Strategy: High Visibility Enforcement (Impaired)
Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

High visibility enforcement campaigns are a strategy within the Impaired Driving (Drug and Alcohol Section). Funding will support STEP and mobilization overtime enforcement efforts throughout the state. High visibility enforcement will increase the presence of law enforcement to discourage impaired driving (alcohol and drug). The projected impact is a reduction in the deaths and injuries associated with them.

The primary emphasis will be sustained year-round DWI/DUI enforcement. Participating agencies will also conduct checkpoints and saturation patrols at least four nights during National and State impaired driving campaigns. A media blitz associated with the mobilizations and frequent PSA’s will remind motorists of the increased potential of being stopped, ticketed, and arrested. This approach is designed to condition drivers to be more attentive to driving responsibilities while traveling. Vehicles stopped will be monitored for both occupant restraint and impaired driving (alcohol and drug) violations.

Linkage Between Program Area

For the period from 2015 through 2019 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent, dropping to 25% of total fatalities for 2019. Fatalities for 2018 were at 520 declining to 505 (FARS data in 2019). Alcohol related fatalities decreased from 135 in 2018 to 128 in 2019.

Rationale

The medical marijuana law and increased drug issues may contribute to higher fatalities. Studies have demonstrated high-visibility enforcement (HVE) to be effective in curbing alcohol-impaired driving.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2022-06	Local Selective Traffic Enforcement Projects (STEPs)
AL-2022-07	Statewide Selective Traffic Enforcement Projects (STEP)
AL-2022-08	Mini Selective Traffic Enforcement Projects (M-STEPs)
AL-2022-11	Statewide Law Enforcement Liaison (LEL)
AL-2022-14	Statewide In-Car Camera and Video Storage System

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPs)**

Planned activity number: **AL-2022-06**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

Funding for local selective traffic enforcement. The primary emphasis will be sustained year-round DWI/DUI enforcement. Agencies will also participate in mobilizations and checkpoints.

Intended Subrecipients

- *Local STEP Agencies (sub-recipients) are listed on page 131*

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	\$300,000.00
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	\$300,000.00
2022	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	\$300,000.00

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: AL-2022-07

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

Primary emphasis will be sustained year-round enforcement of DWI/DUI laws

Intended Subrecipients

Arkansas State Police

Arkansas Highway Police

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$400,000.00	\$100,000.00	
2022	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$400,000.00	\$100,000.00	

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPS)**

Planned activity number: **AL-2022-08**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

Funding for overtime pay and equipment for Mini-STEP projects to conduct DWI/DUI enforcement during state, regional or national campaigns.

Intended Subrecipients

- *Local Mini - STEP Agencies (sub-recipients) are listed on page 131*

Countermeasure Strategy
High Visibility Enforcement (Impaired)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$200,000.00		\$200,000.00
2021	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$400,000.00		\$400,000.00
2022	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$200,000.00		\$200,000.00

Planned Activity: **Statewide Law Enforcement Liaison (LEL)**

Planned activity number: **AL-2022-11**

The Law Enforcement Liaison will continue to solicit participation of law enforcement agencies in federal and state mobilizations. Information on the newly implemented rural high five program will also be provided and promoted to generate interest. Lunch and learn sessions will be conducted with local law enforcement agencies in the area.

Planned Activity Description

The LEL will recruit law enforcement agencies statewide to participate in mobilizations and mini-STEP grants in addition to promoting agency participation in sustained STEP programs, other responsibilities will include recruiting agencies for SFST, ARIDE, and DRE training Information on the newly implemented rural high five program will also be provided and promoted to generate interest. Lunch and learn sessions will be conducted with local law enforcement agencies in the area.

Intended Subrecipients

Arkansas State Police -- AHSO

Countermeasure Strategy
High Visibility Enforcement (Impaired)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$50,000.00		
2022	FAST Act NHTSA 402	Alcohol (FAST)	\$50,000.00		

Countermeasure Strategy: Highway Safety Office Program Management
Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

Provide necessary personnel and training for administration of the Impaired Driving Program Area. Funding provides for necessary staff time travel and training expenses directly related to planning, programming, monitoring, evaluation, and coordination of the Traffic Records Program. Funding will also provide training to maintain an effective, efficient Impaired Driving Program to direct and support strategies to effectively address traffic Arkansas' traffic Impaired Driving problems. It will include expenses directly related to the AHSO grants management system developed, operated and maintained through a contractor (AGATE)

Linkage Between Program Area

Problem ID: For the period from 2015 through 2019 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent, dropping to 25% of total fatalities for 2019. Fatalities for 2018 were at 520 declining to 505 (FARS data in 2019). Alcohol related fatalities decreased from 135 in 2018 to 128 in 2019. The availability of medical marijuana and increased drug issues could contribute to additional drug related fatalities.

Alcohol/Impaired Driving Program Management will provide for the administration of the Impaired Driving Program, necessary staff time travel and training expenses related to the planning, programming, monitoring, evaluation and coordination of the Impaired Driving Program and facilitate continued development of the AHSO eGrant System.

Rationale

Funding provides for necessary staff time, travel and training expenses related to the planning, programming and development of an effective, efficient Impaired Driving Program and AHSO grants management system that facilitate electronic submission of AHSO grants.

Unique Identifier	Planned Activity Name
AL-2022-17	Alcohol and Other Drug Countermeasures Program Management

Planned Activity: **Alcohol and Other Drug Countermeasures Program Management**

Planned activity number: **AL-2022-17**

Primary Countermeasure Strategy ID: **Hwy Office Program Management (Impaired Driving)**

Planned Activity Description

Funding provides program management for projects in the Alcohol and Other Drugs Countermeasures area and administration for projects in this area. It will also provide for training and support strategies to effectively address traffic Arkansas' traffic Impaired Driving problems

Intended Subrecipients

Arkansas State Police - AHSO

Countermeasure Strategy
Highway Safety Office Program Management (Impaired Driving)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405d Impaired Driving Int	Alcohol (FAST)	\$100,000.00	\$25,000.00	
2022	FAST Act 405d Impaired Driving Int	405d Int Alcohol (FAST)	\$103,500.00	\$25,900.00	
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$150,000.00		\$0.00
2022	FAST Act NHTSA 402	Alcohol (FAST)	\$100,000.00		\$0.00

Countermeasure Strategy: Judicial Education

Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

As members of the criminal justice system, judges are impartial administrators of the law. Judges who preside over impaired driving cases need to be equipped with specific information about the challenges faced by the judiciary as an impaired driver moves through the criminal justice system. The revolving door, as it is called, refers to the continued exploitation of the legal system by repeat offenders. A top priority for the AHSO is to provide information needed by judges to close legal loopholes exploited by attorneys representing impaired drivers, while still protecting the rights of the accused. Providing information and education will make Arkansas' streets and highways safer by insuring Judges have up to date information to implement appropriate measures, sentences etc. to keep impaired drivers off roads and prevent the fatalities and injuries caused by them.

Linkage Between Program Area

In 2019, the Arkansas Crime Information Center (ACIC) reported 9,851 driving while intoxicated (DWI)/driving under the influence (DUI) arrests. The 2020 preliminary data shows 8,646 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP. Providing updated information on laws and medications enables prosecutors and Judges to do their jobs more effectively.

Rationale

This Countermeasure incorporates two sub-countermeasures including "Education on Medication" and "Drug Impaired Driving Laws" both of which are included in NHTSA's 2017 "Countermeasures That Work". Providing updated information on laws and medications enables law enforcement, prosecutors, and Judges to do their jobs more effectively. It has been very effective in contributing to the effectiveness of another countermeasure utilized by the AHSO - that of expanding the number of Arkansas' DWI Court's.

Unique Identifier	Planned Activity Name
AL-2022-01	Judicial Training

Planned Activity: Judicial Training

Planned activity number: **AL-2022-01**

Primary Countermeasure Strategy ID: **Judicial Education**

Planned Activity Description

Provide adjudication training for approximately 100 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. Faculty will be selected from district judges, substance abuse professionals, law enforcement officers, law professors and judges from other states who teach traffic programs in their home state and at the national level. Funding will reimburse in-state and out-of-state travel, tuition, meals, and lodging

Three-day judicial training program for approximately 100 State traffic court judges in late September 2022 at a location TBA in Arkansas titled “Updated Impaired Driving Case Fundamentals” by paying for staff at the National Judicial College. Material will include an overview of sentencing practices and evidence based options for traffic offenses; circumstances providing legal basis for stops, searches, seizures arrests and admissibility of testimonial or physical evidence; describe pharmacology to evaluate expert testimony; identify and utilize assessment, treatment, and counseling resources to assist with imposing appropriate sentences and identify new technology and practices used in sentencing.

Fund seven District Court Judges and one judicial educator to attend the American Bar Association Traffic Court Seminar in spring 2022 – date and place TBD.

Intended Subrecipients

Administrative Office of the Courts

Countermeasure Strategy
Judicial Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$80,000.00		\$80,000.00
2022	FAST Act NHTSA 402	Alcohol (FAST)	\$50,000.00		\$50,000.00

**Countermeasure Strategy: Laboratory Drug Testing Equipment
Program Area: Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Arkansas State Crime Lab and the Arkansas Department of Health (ADH) will provide testing for alcohol and other drugs. Testing results will also provide for problem analysis and data for prosecution. Funding will also provide for Office of Alcohol Testing staff to attend Conferences and trainings including: Association of Ignition Interlock Program Administrators, Lifesavers National Conference on Highway Safety Priorities, and Intoximeter Users Group Meeting. Funding will also provide for the purchase of testing supplies and equipment costing less than \$5,000 apiece.

Linkage between Program Area

According to the Drug Enforcement Administration's Drug Threat Assessment for Arkansas, in addition to the DWI alcohol problem, the drug threat to the state of Arkansas also covers the full spectrum of all types of drugs in addition to alcohol.

Marijuana is the most widely abused and commonly available drug within the state. In 2016, Arkansas voters passed a ballot measure to legalize medical marijuana. In February 2018, this law was enacted through the opening of numerous manufacturing and distribution facilities in the state. Arkansas now has over 80,000 registered patients in the state. AFMC indicates marijuana as the primary gateway drug for more than 6,200 people in Arkansas per year.

Methamphetamine is another significant threat, next is the diversion and abuse of pharmaceuticals. Heroin use also continues to increase. This appears to be a direct result of the abuse of pharmaceutical drugs as abusers' transition to heroin when pharmaceuticals are not available. Crack Cocaine is also highly abused.

Rationale

Testing for substances in addition to alcohol is necessary to provide data on Arkansas' drug problems and information to direct programming efforts to deter impaired driving, reduce the number of Alcohol and Drug Impaired Driving Fatalities and the number of overall fatalities in Arkansas. Results from testing will also provide evidence for prosecution.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2022-09	BAC Intoximeter and Blood Testing Project
AL-2022-15	Motor Vehicle Crash Toxicology Testing

Planned Activity: **BAC Intoximeter and Blood Testing Project**

Planned activity number: **AL-2022-09**

Planned Activity Description

Funding for Office of Alcohol Testing staff to attend Conferences and trainings including: Association of Ignition Interlock Program Administrators, Lifesavers National Conference on Highway Safety Priorities, Intoximeter Users Group Meeting and annual meeting of the International Association for Chemical Testing. Funding also provides for the purchase of testing supplies and equipment, Intoximeter Hardware, Guth Simulators, and computers equipment items to be purchased are shown below.

Intoximeter Hardware Upgrade (63 @ \$4,295.34 ea.)	\$270,606
Guth Simulators (7 @ 1,142.85 ea.)	\$8,000
Intoximeter Tanks (75 @ \$186.66 ea.)	\$14,000

Intended Subrecipients

Arkansas Department of Health (ADH) - Office of Alcohol Testing

Countermeasure Strategy
Laboratory Drug Testing Equipment

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$300,000.00	\$75,000.00	
2021	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$525,000.00	\$131,300.00	
2022	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$175,000.00	\$43,800.00	

Planned Activity: **Motor Vehicle Crash Toxicology Testing**

Planned activity number: **AL-2022-15**

Planned Activity Description

Funds provide for toxicology testing of backlogged cases; validation of equipment; purchase of new toxicology analysis equipment, supplies and training. Equipment supplies, and training costs are shown below.

Drug standards kits: \$40,000 Supplies to conduct confirmation and quantitation analysis

Immunoassay kits: 200,000 Supplies used to perform drug screening.

Water System: \$6,000 Equipment used to perform immunoassay analysis and LC-MS qualitative/quantitative analysis

Orbital Shaker: \$4,000 Equipment used to perform immunoassay analysis and LC-MS qualitative/quantitative analysis

Micro Centrifuge: \$9,000 Equipment used to perform immunoassay analysis and LC-MS qualitative/quantitative analysis

Toxicology training: \$40,000 to send toxicologist to Society of Forensic Toxicologist or equivalent training.

Intended Subrecipient: Arkansas State Crime Lab

Countermeasure Strategy
Laboratory Drug Testing Equipment

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$100,000.00	\$25,000.00	

2021	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$300,000.00	\$75,000.00	
2022	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$300,000.00	\$75,000.00	

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Water System	1	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
Micro Centrifuge	1	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00

**Countermeasure Strategy: Publicized Sobriety Checkpoints
Program Area: Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

The mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, support and training project with the Black River Technical College, Law Enforcement Training Academy in Pocahontas, AR will be a low manpower & multi-agency sobriety checkpoint training and support. A new and improved Batmobile purchased in 2021 will support sobriety checkpoints.

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. Local and Statewide Selective Enforcement Projects will conduct checkpoints as part of their contracts. An In-Car Camera and Video Project will provide necessary equipment to assist Statewide Selective Enforcement.

Checkpoints will be conducted statewide with emphasis in areas where alcohol related fatalities are highest. Officers will stop vehicles at predetermined locations across the state to check whether the driver is impaired. The purpose of checkpoints is to deter driving after drinking and reduce the number of alcohol and drug related fatalities statewide and in counties with a high number of alcohol & drug related fatalities. Anticipated impacts include reduced alcohol-related crashes and decreased alcohol-related fatalities as well as fewer drivers with positive BACs in roadside surveys.

Linkage Between Program Area

In 2019, the Arkansas Crime Information Center (ACIC) reported 9,851 driving while intoxicated arrests and preliminary numbers for 2020 show 8,646 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.

For the period from 2015 through 2019 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent, dropping to 25% of total fatalities for 2019. Fatalities for 2018 were at 520 declining to 505 (FARS data in 2019). Alcohol related fatalities decreased from 135 in 2018 to 128 in 2019. The availability of medical marijuana and increased drug issues could contribute to additional alcohol and

drug related fatalities. Checkpoints will be conducted statewide with emphasis in areas where alcohol related fatalities are highest.

Rationale

CDC's systematic review of 15 high quality studies has shown checkpoints to reduce alcohol-related fatal crashes by 9%. Similarly, a meta-analysis found that checkpoints reduce alcohol-related crashes by 17% and all crashes by 10 to 15%. In recent years NHTSA has supported a number of efforts to reduce alcohol-impaired driving using publicized sobriety checkpoint programs. Evaluations of statewide campaigns found decreases in alcohol-related fatalities as well as fewer drivers with positive BACs in roadside surveys.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2022-06	Local Selective Traffic Enforcement Projects (STEPS)
AL-2022-07	Statewide Selective Traffic Enforcement Project (STEP)
AL-2022-10	Law Enforcement Training Academy BAT Sobriety Checkpoint Mobile Training
AL-2022-14	Statewide In-Car Camera and Video Storage System

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPS)**

Planned activity number: **AL-2022-06**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

The primary emphasis will be sustained DUI/DWI local selective traffic enforcement agencies. Agencies will also participate in mobilizations, and checkpoints.

Intended Subrecipients

- *Local STEP Agencies (sub-recipients) are listed on page 135*

Countermeasure Strategies
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	
2022	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **AL-2022-07**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

The primary emphasis will be sustained year-round enforcement of DWI/DUI laws. Participation will include mobilizations and checkpoints.

Intended Subrecipients:

Arkansas State Police

Arkansas Highway Police

Countermeasure Strategies
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding Sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2022	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: **Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training**

Planned activity number: **AL-2022-10**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

Fund mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint support and training project with the Black River Technical College, Law Enforcement Training Academy. Equipment to be purchased includes: *Trafficloud Software Support*: The two LED Signs used at sobriety checkpoints are equipped with GPS and Bluetooth capabilities. This technology allows BAT program staff to quickly change traffic messages for motorist safety at sobriety checkpoints. The GPS in the software also allows staff to find the sign boards in the event they are lost or stolen. Funding is provided for a yearly support package which is necessary to utilize the software.

Inspiron 17 2 in 1 Laptop Computer: The current Dell laptop computer used on the BAT Mobile is over 6 years old quickly becoming out of date. The processors have begun to run slowly, and it has been difficult to change messages on the sobriety checkpoint warning signs.

Oakley Flak Glasses for Watchguard Camera: The Watchguard brand police head mounted camera that was purchased last year to monitor sobriety checkpoint activity only mounts to the Oakley Flak earpiece.

Ocular Data System DAX Evidence Recorder(Hawkeye HGN): The DAX Evidence Recorder Ocular Data System magnifies and records evidence as officers are performing Horizontal Gaze Nystagmus tests as part of the Standardized Field Sobriety Tests. It has a removable pupilometer and the ability to change the lighting source to record the subject's pupillary response to light as part of a DRE eye exam.

Intended Subrecipients

Black River Technical College

Countermeasure Strategy
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	\$119,600.00		
2021	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	\$119,600.00		
2022	FAST Act 405d Impaired Driving Mid	405d Mid Training (FAST)	\$120,000.00		

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Ocular Data System DAX Evidence Recorder	1	\$6,500.00	\$6,500.00	\$6,500.00	\$6,500.00

Planned Activity: **Statewide In-Car Camera and Video Storage System**

Planned activity number: **AL-2022-14**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

This task provides in-car video cameras and a backend video storage system for the Arkansas State Police (ASP) to aid in the apprehension and prosecution of DWI/DUI violators. This is a statewide project. Equipment will be utilized statewide to enhance ASP STEP activities and is integrated with eCite and eCrash as part of the Mobile Officer Virtual Environment (MOVE). These components provide essential documentation for DWI cases.

Intended Subrecipients

Arkansas State Police

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$75,000.00	
2022	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$100,000.00	\$25,000.00	

**Countermeasure Strategy: SFST training for Law Enforcement Officers
Program Area: Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Well trained officers to conduct SFST (one-Leg Stand, Walk and Turn, and Horizontal Gaze Nystagmus) used by law enforcement to estimate whether a driver is at or above the illegal limit of .08 BAC) is a benefit not only in recognizing impaired drivers but also in obtaining convictions. DWI arrests and convictions result in increased public awareness of the dangers of impaired driving and lower fatalities and injuries.

Linkage Between Program Area

For the period from 2015 through 2019 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent, dropping to 25% of total fatalities for 2019. Fatalities for 2018 were at 520 declining to 505 (FARS data in 2019). Alcohol related fatalities decreased from 135 in 2018 to 128 in 2019.

Rationale

The rationale for this countermeasure strategy is to expand specialized impaired driving training for law enforcement officers to assist in identification and apprehension of impaired drivers.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2022-02	Traffic Safety/ Law Enforcement Training Project

Planned Activity: **Traffic Safety/ Law Enforcement Training Project**

Planned activity number: **AL-2022-02**

Primary Countermeasure Strategy ID: **Drug Recognition Expert (DRE) Training**

Planned Activity Description

Provide the following training for law enforcement officers: Standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training; SFST refresher training; Advanced Roadside Impaired Driving (ARIDE) training; Drug Recognition Expert (DRE) training & Instructor development. For the DRE program, particular attention will focus on DRE officers and the number of evaluations conducted. Each DRE officer will be educated on the new DRE data base developed by NHTSA and IACP.

Provide DWI and standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training and education for approximately 500 law enforcement officers.

Provide SFST refresher training to 175 law enforcement officers.

Provide drug recognition expert (DRE) training/education to approximately 20 law enforcement officers.

Provide instructor development training to 15 SFST/TOPS officers and 8 DRE officers.

Provide Advanced Roadside Impaired Driving (ARIDE) to approximately 100 officers

Intended Subrecipients

Criminal Justice Institute

Countermeasure Strategies
Drug Recognition Expert (DRE) Training
SFST training for Law Enforcement Officers

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$270,000.00		\$202,500.00
2022	FAST Act NHTSA 402	Alcohol (FAST)	\$270,000.00		\$202,500.00

Program Area: Motorcycle Safety

Description of Highway Safety Problems

Arkansas reported 80 motorcycle related fatalities in 2015. Fatalities are at 64 for 2019 and account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and now only requires helmets for motorcyclists age 21 or younger. In the years following the change in the law motorcycle fatalities tripled. Motorcycle fatalities were at 23 in 1997 when the state's motorcycle helmet law was repealed. In 2019, 32 of the 64 fatalities or 50 percent were not helmeted. Motorcycle data is provided in the chart below. The chart below shows the number of motorcycle crashes for 2018 and crashes involving an impaired driver.

County or Political Subdivision	Number of registered motorcycles	Number of motorcycle crashes	# of MCC involving another motor vehicle	# of MCC involving an impaired operator	County or Political Subdivision	Number of registered motorcycles	Number of motorcycle crashes	# of MCC involving another motor vehicle	# of MCC involving an impaired operator
Arkansas	1,605	6	5	0	Lee	199	0	0	0
Ashley	779	2	0	0	Lincoln	415	1	0	0
Baxter	4,008	13	6	1	Little River	599	2	1	0
Benton	18,206	102	54	6	Logan	2,033	2	1	0
Boone	2,983	15	13	0	Lonoke	5,038	21	9	0
Bradley	384	2	1	0	Madison	1,072	20	7	1
Calhoun	185	1	0	0	Marion	1,375	11	3	0
Carrroll	2,254	27	8	0	Miller	1,996	20	8	1
Chicot	304	0	0	0	Mississippi	1,340	11	4	0
Clark	808	5	1	0	Monroe	268	1	0	0
Clay	721	1	0	0	Montgomery	623	3	1	0
Cleburne	2,010	15	6	1	Nevada	328	2	1	0
Cleveland	321	1	0	0	Newton	588	28	7	0
Columbia	979	4	1	0	Ouachita	1,125	11	6	0
Conway	1,209	10	2	1	Perry	587	7	1	1
Craighead	4,204	42	19	0	Phillips	467	0	0	0
Crawford	4,363	32	13	0	Pike	594	3	0	0
Crittenden	1,559	13	8	1	Poinsett	941	8	4	1
Cross	597	5	1	0	Polk	1,493	10	3	0
Dallas	242	0	0	0	Pope	3,339	27	12	0
Desha	312	0	0	0	Prairie	346	0	0	0
Drew	600	2	2	0	Pulaski	13,567	137	92	2
Faulkner	6,308	42	25	2	Randolph	933	5	3	0
Franklin	1,087	12	5	0	St. Francis	595	42	2	0
Fulton	858	6	1	0	Saline	6,972	3	22	0
Garland	6,573	69	45	1	Scott	597	3	2	0
Grant	1,047	4	2	0	Searcy	470	62	0	0
Greene	2,445	26	17	0	Sebastian	7,945	5	41	4
Hempstead	774	8	3	0	Sevier	682	12	3	0
Hot Spring	1,970	9	2	1	Sharp	1,168	5	3	2
Howard	478	2	1	0	Stone	966	8	2	1
Independence	1,831	11	4	0	Union	1,792	10	4	0
Izard	964	7	2	0	Van Buren	1,106	9	3	2
Jackson	602	3	2	0	Washington	12,658	88	50	2
Jefferson	2,347	12	6	0	White	4,093	19	8	0
Johnson	1,512	9	5	0	Woodruff	220	1	1	0
Lafayette	297	1	0	0	Yell	1,095	10	4	0
Lawrence	895	6	3	1	Total	158,246	1,132	571	32

The Arkansas Highway Safety Office (AHSO) will conduct a statewide motorcycle safety program to increase motorist’s awareness, support rider education and outreach, and utilize enforcement and PI&E efforts to reduce the number of motorcycle fatalities and injuries. The AHSO will purchase advertising for the “Look Twice for Motorcycles” and “Take 2 for Arkansas” campaigns to include broadcast, cable, radio and online advertising in a majority of counties where there is at least one motorcycle crash causing a serious or fatal injury

Arkansas will utilize statewide television and radio spots to promote awareness of motorcycle safety and the dangers associated with the impaired operation of motorcycles. Efforts to deter impaired motorcyclists will be made during the National Winter DWI Mobilization (DSOGPO); the National Labor Day DWI Mobilization (DSOGPO); and the July 4th holiday DSOGPO campaign. The AHSO will purchase advertising to include broadcast, cable, radio and online advertising directed at a majority of counties with the highest number of crashes and fatalities but focused on the top five counties to provide information and create awareness of motorcycle safety and dangers of impaired riding.

Planned activities: Motorist Awareness Campaign and Motorcycle Outreach Program

Provides funding to promote motorcycle safety activities. Items that may be produced and purchased are educational pamphlets, posters, costs associated with producing and airing radio and television ads and other items as appropriate. A motorcyclist outreach program has been subcontracted to Alliance through CJRW. This project will involve a coordinated presence at motorcycle rallies throughout the state. The project was initiated in May FY21 and has already drawn the attention and response of Motorcycle groups. Following these events the AHSO received requests for additional information and signage provided by Alliance at the events.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-7) Number of motorcyclist fatalities (FARS)	2022	5 Year	72
2022	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2022	5 Year	41
2022	C-5) Number of fatalities involving driver or motorcycle operator with a BAC of .08 or above	2022	5 year	142

Countermeasure Strategy
Communication Campaign (MC)

Countermeasure Strategy: Communication Campaign (MC)

Program Area: Motorcycle Safety

Project Safety Impacts

Effective, high visibility communications and outreach are important in changing attitudes and behavior of both riders and drivers. The objective of Arkansas' Communication Campaign for Motorcycle awareness is to provide information concerning the safe operation of motorcycles and persuade riders and drivers of the benefits associated with drivers and motorcycle operators taking the time to be more aware of their surroundings, be safe and courteous and not drink while operating or riding a vehicle or motorcycle. The projected impact would be increased awareness and safer behaviors on the part of drivers and motorcycle operators resulting in fewer fatalities and injuries.

Linkage Between Program Area

Arkansas reported 80 motorcycle related fatalities in 2015. Fatalities are at 64 for 2019 and account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and now only requires helmets for motorcyclists age 21 or younger. In the years following the change in the law motorcycle fatalities tripled. Motorcycle fatalities were at 23 in 1997 when the state's motorcycle helmet law was repealed. In 2019, 32 of the 64 fatalities or 50 percent were not helmeted.

Rationale

Effective, high visibility communications and outreach are important in changing attitudes and behavior of both riders and drivers. The objective of Arkansas' Communication Campaign for Motorcycle awareness is to provide information concerning the safe operation of motorcycles and persuade riders and drivers of the benefits associated with drivers and motorcycle operators taking the time to be more aware of their surroundings, be safe and courteous and not drink while operating or riding a vehicle or motorcycle.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-2022-01	Motorist Awareness Campaign
MC-2022-02	Motorcyclist Awareness/Outreach Program2

Planned Activity: **Motorist Awareness Campaign**

Planned activity number: **MC-2022-01**

Primary Countermeasure Strategy ID: **Communication Campaign (MC)**

Planned Activity Description

Provide funding to purchase educational pamphlets, posters, billboards, radio and television ads in a majority of the high crash and fatality counties in Arkansas as appropriate to provide information and create awareness of motorcycle safety and the dangers of impaired riding with an emphasis on the top five counties.

Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy
Communication Campaign (MC)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$61,900.00	\$15,500.00	
2022	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$63,000.00	\$15,800.00	

Planned Activity: **Motorcyclist Awareness/Outreach Campaign**

Planned activity number: **MC-2022-02**

Primary Countermeasure Strategy ID: **Communication Campaign (MC)**

Planned Activity Description

Provide funding for an awareness/outreach program involving a coordinated presence at motorcycle rallies throughout the state. This will be conducted through a sub-contract with Alliance Highway Safety or other vendors.

Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy
Communication Campaign (MC)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$100,000.00	\$25,000.00	
2022	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$100,000.00	\$25,000.00	

Program Area: Non-motorized (Pedestrians and Bicyclist)
Description of Highway Safety Problems

<i>Urban Rural Area Non-Motorist</i>						
		2015	2016	2017	2018	2019
Fatalities	Rural	14	15	8	15	19
	Small Urban	2	9	9	7	28
	Urbanized	5	8	10	12	19
	Large Urbanized	13	22	24	26	0
	Unknown	1	2	2	6	0
	Total Urban	20	39	43	45	47
	Total Fatalities	35	56	53	66	66
Serious Injuries	Rural	21	27	22	35	26
	Small Urban	11	9	15	21	45
	Urbanized	14	31	34	23	66
	Large Urbanized	30	31	59	56	33
	Unknown	1	3	8	14	0
	Total Urban	55	71	108	100	144
	Total Fatalities	77	101	138	149	170
Total KA's	112	157	191	215	236	

<i>Type of Non-Motorist (Fatalities & Serious Injuries)</i>					
	2015	2016	2017	2018	2019
Pedestrian	97	122	143	163	208
Bicyclist	10	20	36	29	28
Other Pedestrian (wheelchair)	0	3	2	3	2
Skater	0	2	2	3	2
Scooter	0	0	0	1	1
Other Cyclist (tricycle)	0	0	0	0	1
Ridden animal/animal drawn	0	1	0	1	1
Occupant of a non-motor vehicle	0	1	0	0	0
Occupant of a parked motor vehicle	1	0	0	0	0
Other type of non-motorist	2	7	6	15	7
Unknown type of non-motorist	2	1	2	0	1
Total	112	157	191	215	251

Location at time of Crash	2015	2016	2017	2018	2019
Intersection - Marked Crosswalk	9	7	32	11	13
Intersection - Unmarked Crosswalk	9	7	8	11	15
Intersection - Other	12	14	18	15	15
Midblock - Marked Crosswalk	0	0	1	1	5
Travel Lane - Other location	21	53	63	103	106
Bicycle Lane	0	1	0	0	0
Shoulder/Roadside	9	16	15	27	30
Sidewalk	0	2	3	3	4
Median/Crossing Island	0	0	3	1	3
Driveway Access	5	10	6	9	8

FARS data shows that between 2015-2019 there were 263 pedestrian fatalities and 17 persons lost their lives in bicycle crashes. These fatalities represented 12.5 percent of all motor vehicle fatalities for that period. Preliminary data shows 62 pedestrian fatalities and 3 bicyclist fatalities at 12.5% of total fatalities for 2019.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-10) Number of pedestrian fatalities (FARS)	2022	5 Year	59
2022	C-11) Number of bicyclist fatalities (FARS)	2022	5 Year	4

Countermeasure Strategies
Communication Campaign (Ped/Bike)
School and Community Awareness Programs

**Countermeasure Strategy: Communication Campaign (Ped/Bike)
Program Area: Non-motorized (Pedestrians and Bicyclist)**

Over the last five years pedestrian fatalities averaged around 48 with a low of 37 in 2014 and a high of 62 in 2018. The updated statistics from 2019 and 2020 reveals that an average of 61 pedestrians were fatally injured in Arkansas over the past two years. Bicycle fatalities have averaged around 4 with a high of 7 in 2014 and low of 3 in 2015, 2016, and 2018. Pedestrian and Bicyclist fatalities represent over 12.6% of all motor vehicle fatalities in Arkansas for 2019. Information on pedestrian and bicycle safety will be a part of the “Toward Zero Deaths” Campaign, other injury prevention projects as well as PI&E projects. Countermeasures conducted in Arkansas will include both enforcement and education/awareness efforts, focusing on increased communication, pedestrian outreach programs, and targeting issues such as distracted driving, lack of signage, and outdated infrastructure. **Communication Campaigns will focus on equity and ethnic inclusion, in the development of ads, billboards and spots for TV and radio. Media will be developed in appropriate languages and targeted to underserved minority and rural communities utilizing demographics and scheduling. The project has minority program staff, allowing for a diverse approach to content.**

Between 2014 - 2018 a total of 20 persons lost their lives in bicycle crashes. In 2019 alone 28 bicyclists were injured or lost their lives, followed by an additional 36 in 2020. The drastic increase in these statistics, despite the global pandemic in 2020, demonstrate the importance of developing an effective Highway Safety Plan for Pedestrian/Bicycle Safety. In addition to press-related activities, enforcement and educational efforts are planned for 2022 to bring awareness to pedestrian and bicyclist safety. The AHSO will continue to work with the ARDOT to provide informational posters/brochures in public areas around the city as part of the TZD initiative. In FY 2022, law enforcement agencies within communities with pedestrian and bicyclist related fatalities and serious injuries will be identified and encouraged to be proactive in pedestrian and bicyclist enforcement and overall safety issues. Arkansas has excelled in efficiently and effectively receiving and monitoring crash reports to determine locations where ped and bike injuries and fatalities are occurring. This will allow the state to address the major issues and find innovative solutions to save the lives of pedestrians, bicyclists, motorists, and more. The AHSO is also

collaborating with the City of Little Rock’s pedestrian bicyclist project and coalition to coordinate activities and explore options for a statewide initiative.

Pedestrians need to understand that even though they are walking or running they still have a responsibility to obey the same traffic laws that motorists are subject to, and that under Arkansas law, motorists are to yield to pedestrians at all times. The objective will be to provide information and education through careful framing and highlighting of expected safety benefits and educating more citizens on traffic related legislation.

Rationale

Communications and outreach strategies inform the public of the dangers for pedestrians and bicyclists. As with prevention and intervention, education through various communications and outreach strategies is especially important. Education will be conducted through news media, paid advertisements, and a wide variety of other communications channels such as posters, billboards, web banners and social media outlets. The success of paid advertising in seat belt campaigns suggests that communications and outreach programs urging the public to be aware and implement safety precautions to avoid injuries and death are worth considering for pedestrian and bicyclist issues.

A Pedestrian and Bicycle Safety component will be added to an existing project conducted by Arkansas Children’s Hospital. This project will target college campuses and schools in Arkansas counties where the majority of pedestrian/bicyclist injuries and fatalities are occurring.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PS-2022-01	Statewide Public Information and Education (PI&E)
PS-2022-02	Pedestrian/Bicycle Public Awareness Campaign

Planned Activity: **Statewide Public Information and Education (PI&E)**

Planned activity number: **PS-2022-01**

Primary Countermeasure Strategy ID: **Communication Campaign (Ped/Bike)**

Planned Activity Description

Provide funding to develop public information and educational materials promoting pedestrian and bicycle safety.

Intended Subrecipients

CJRW

Countermeasure Strategy
Communication Campaign (Ped/Bike)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$100,000.00	\$100,000.00	

2022	FAST Act NHTSA 402	Pedestrian Safety (FAST)	\$100,000.00	\$100,000.00	
2022	FAST Act NHTSA 402	Paid Advertising (FAST)	\$200,000.00	\$200,000.00	\$100,000.00

Planned Activity: **Pedestrian/Bicycle Public Awareness Campaign**

Planned activity number: **PS-2022-02**

Primary Countermeasure Strategy ID: **Communication Campaign (Ped/Bike)**

Planned Activity Description

ArDOT will conduct a media campaign focused on:

Public service messages that target school children on bicycle and pedestrian safety

Public service messages aimed at increasing awareness of the dangers of bicycle and pedestrian traffic on high volume roadways

Social media to educate the public on bicycle/pedestrian laws and safety

Intended Subrecipients

AR Department of Transportation (ArDOT)

Countermeasure Strategy
Communication Campaign (Ped/Bike)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Pedestrian Safety (FAST)	\$150,000.00		\$0.00
2022	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$150,000.00		\$0.00

Countermeasure Strategy: School and Community Awareness Programs

Program Area: Non-motorized (Pedestrians and Bicyclist)

Project Safety Impacts

Increased awareness and utilization of safety precautions should result in fewer traffic crashes involving pedestrians and bicyclists and translate into fewer deaths and injuries.

Linkage Between Program Area

Over the last five years pedestrian fatalities averaged around 48 with a low of 37 in 2014 and a high of 62 in 2018. The updated statistics from 2019 and 2020 reveals that an average of 61 pedestrians were fatally

injured in Arkansas over the past two years. Bicycle fatalities have averaged around 4 with a high of 7 in 2014 and low of 3 in 2015, 2016, and 2018. Pedestrian and Bicyclist fatalities represent over 12.6% of all motor vehicle fatalities in Arkansas for 2019. Information on pedestrian and bicycle safety will be a part of the “Toward Zero Deaths” Campaign, other injury prevention projects as well as PI&E projects.

Communications and outreach are a critical part of deterrence and prevention. School and community projects will include information on distracted driving and pedestrian and bicycle safety. Impacts of these activities are projected to increase the awareness of the dangers associated with distracted driving, use of cell phones and emphasize pedestrian and bike safety in an attempt to reduce deaths and injuries associated with these problems.

Rationale

As with prevention and intervention, education through various communications and outreach strategies is especially important. Education will be conducted through community projects in communities, schools, and colleges. A variety of mediums will be utilized such as posters, billboards, web banners and social media outlets.

Planned Activity: **Pedestrian/Bicycle Safety Project**

Planned activity number: **PS-2022-03**

Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Implement a Pedestrian/Bicycle safety project which will employ activities in schools and colleges of selected counties provide education and awareness of pedestrian and bicyclist safety issues. Bike and Pedestrian Safety for high school and college age students is a new area of interest for the ACH. Although the ACH/IPC has experience with Safe Routes to school for young children, they do not have current experience in bike/ped safety with teens and young adults. Therefore, the first six months of the fiscal year will involve researching evidence-based bike/ped programs in other states and developing a program for Arkansas. Data indicates the majority of teen/young adult bike/ped injuries occur in urban settings and on college campuses. Therefore, the last two quarters of FY 22 will be dedicated to piloting the program in 2 to 3 high schools and on 1 college campus. Up to 10 focus groups will be utilized to identify barriers to safety practices and program implementation. Focus groups may also be conducted post implementation to evaluate program implementation strategies.

Intended Subrecipients: Arkansas Children’s Hospital (ACH)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Pedestrian/Bicycle (FAST)	\$200,000.00	\$50,000.00	\$100,000.00
2022	FAST Act NHTSA 402	Pedestrian/Bicycle (FAST)	\$200,000.00	\$50,000.00	\$100,000.00

Countermeasure Strategy
School and Community Awareness Programs
School Programs
Pedestrian/Bicycle Public Awareness Campaign

Program Area: Occupant Protection (Adult and Child Passenger Safety)

Description of Highway Safety Problems

Arkansas recorded 520 (FARS) traffic fatalities in 2018. In 2019 fatalities are at 505. As shown below annual fatalities over the past 5 years have ranged from a high of 561 in 2016 to 505 in 2019.

Of particular importance is the passenger vehicle occupant fatalities involving restraint usage. In 2018 there were 352 passenger vehicle occupant fatalities. Of this total 177 or 50% of these fatalities were unrestrained. In 2019 there were 165 unrestrained fatalities or 47%.

In 2019 Arkansas' seat belt usage rate was 81.9%. This was a 3-percentage point increase from the previous year. Preliminary numbers show the use rate at 84.2% for 2021. The use rate is a very high priority as Arkansas as we strive to continue to increase seat belt usage.

5-year trend of top 10 counties FARS*

Fatalities: Arkansas Top 10 Counties							% Of Total
	2015	2016	2017	2018	2019	Total	FY19 505
Pulaski County	53	43	60	70	58	284	11.49%
Benton County	25	30	15	18	23	111	4.55%
Garland County	26	31	13	18	21	109	4.16%
Washington County	22	34	24	18	21	119	4.16%
Craighead County	17	18	17	18	18	88	3.56%
Saline County	18	9	10	7	15	59	2.97%
White County	11	20	10	7	14	62	2.77%
Jefferson County	9	11	16	11	13	60	2.57%
Union County	11	7	6	12	13	49	2.57%
Independence County	6	8	6	7	11	38	2.18%

Injuries: Arkansas Top 10 Counties							% Of Total
	2015	2016	2017	2018	2019	Total	FY19 2,424
Pulaski County	394	396	367	290	302	1,749	12.46%
Craighead County	95	99	109	113	177	593	7.30%
Washington County	110	122	154	155	155	696	6.39%
Garland County	159	155	118	105	132	669	5.45%
Benton County	180	155	151	143	119	748	4.91%
Saline County	101	64	80	66	75	386	3.09%
Sebastian County	83	68	101	76	69	397	2.85%
Faulkner County	96	101	89	67	65	418	2.68%
Pope County	65	76	67	59	57	324	2.35%
Baxter County	38	65	86	58	53	300	2.19%

Arkansas' conducted an OP Assessment in 2018. The AHSO has been working to utilize the information gained from this Assessment to identify problem areas, improve current programs and implement new ones. Below are some of the recommendations along with progress made to address them and plans for FY21.

Immediately hire a new data and evaluation person to learn from the soon retiring TR Manager: Cindy Grisham was hired at the end of December 2019 as the new Traffic Records Program Manager for the AHSO. Cindy has a background in law enforcement which is beneficial and contributes to her knowledge of Highway Safety issues and crash data.

Utilize state data to ID more specific populations and high-risk times to implement media campaigns: The implementation of the eCrash "Advance" system and creation of the ACAT (Arkansas Crash Analytics Tool) by ArDOT (Arkansas Department of Transportation) has increased greatly increased access to data and information critical to creating targeted media campaigns as well as enforcement efforts.

Reinvigorate law enforcement grantees to actively enforce OP laws and increase citations: The implementation of eCite and eCrash has simplified and streamlined data entry for law enforcement and reduced the time involved in writing citations and crash reports. Identification and access to data on high crash areas and road segments through eCrash and ACAT is facilitating more effective enforcement efforts. Locations of each STEP program on ACAT are being superimposed on maps so that high crash areas and road segments are readily visible and can be queried by agencies to focus specific enforcement efforts. The number of mini-STEP programs increased by 100% this year and thanks to the efforts of our in-house LEL continues to generate more interest and actively involve more law enforcement throughout the state.

Implement a strong Law Enforcement Liaison Program: The AHSO brought the LEL program in-house last year. The new LEL has been very successful in expanding the number of agencies participating in the Mini-STEP programs (as indicated above) and recruiting new STEPs. The LEL has been very effective in increasing enforcement efforts. These efforts will be continued in FY22.

Develop strategic communications plan for each priority program area: Due to reorganization within the state and other events hiring has been impacted. The AHSO was not been able to fill the PI& E position vacated last year until June of 2021. The new PI&E person, Erma Brown, is working with our advertising firm "CJRW" to effectively utilize the data and information gained through eCrash and ACAT and develop targeted communication plans for each program area based on target audience priorities and crash data.

Develop and maintain standalone Arkansas Highway Safety Office website or expand current page as "one stop shop" for all state traffic safety programs and activities; The AHSO is making progress in this area. During the past year the state of Arkansas initiated an effort to consolidate and downsize government departments and agencies. The Arkansas State Police and AHSO now fall under the umbrella of the Department of Public Safety, The AHSO is working with the new guidelines to determine the best way to accomplish establishing a "one-stop shop" for AHSO programs and activities. The implementation of eGrant has assisted with making funding information available online. The new PI&E Specialist, Erma Brown, is already working on a plan to expand and update the existing TZD (Toward Zero Deaths) website into a "one Stop Shop" website to promote AHSO programs and activities. She has also developed a newsletter, tentatively called "SafARroads" which will be included on the website and distributed by email to sub-grantees and stakeholders.

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

- To achieve three vehicle stops per hour during seat belt enforcement periods.
- To conduct two waves of high visibility enforcement emphasizing occupant restraint laws.
- To mobilize communities in developing strategies and implementing activities to raise seat belt use rates.
- To conduct PI&E activities as a component of all enforcement projects.
- To conduct a minimum of eight child safety seat technician and instructor training courses.
- To conduct three half-day child safety seat training for law enforcement officers.
- To obtain a minimum of \$300,000 public service airtime for traffic safety messages.
- To conduct a statewide public information (PI&E) and education and enforcement campaign (such as CIOT) that will emphasize occupant restraint laws.
- To provide statewide child passenger safety education to healthcare, childcare and law enforcement professionals.
- To employ Law Enforcement Liaisons to encourage enforcement of Occupant Protection laws statewide.
- To conduct a statewide survey of seat belt use and child restraint.
- To utilize information from our OP Assessment to identify problem areas, improve current programming and implement new programming.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2022	5 Year	187
2022	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2022	Annual	83%

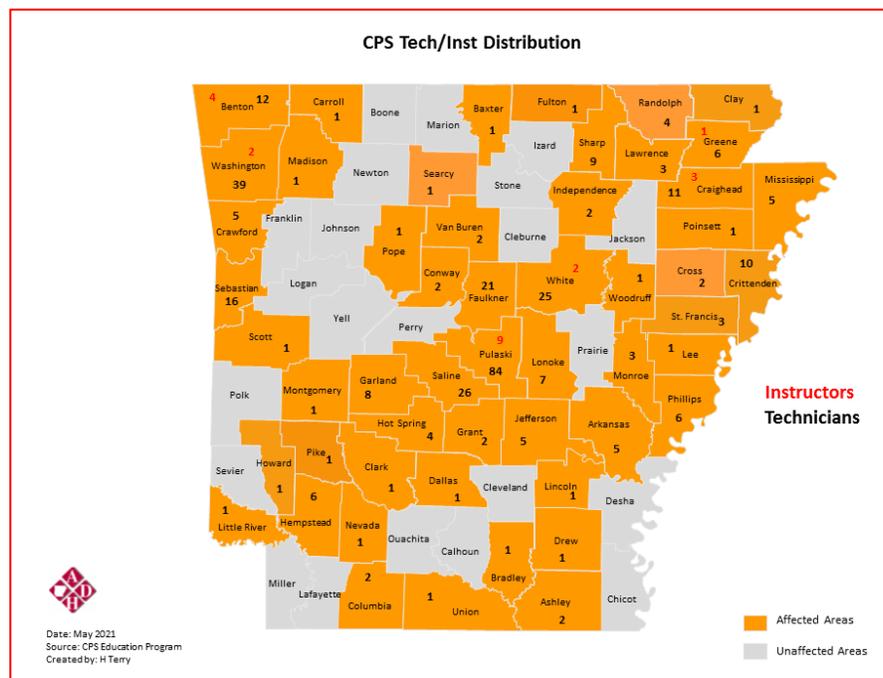
Countermeasure Strategies
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
Highway Safety Office Program Management (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

**Countermeasure Strategy: Child Restraint System Inspection Station(s)
 Program Area: Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Decina et al. (2010) found that the most effective approaches for enforcing booster seat laws depend on having resources to support dedicated booster seat law enforcement programs, and enforcement methods that are dedicated to booster seat and other child restraint laws. These elements are in addition to other aspects that have typically been used to maximize the results of child restraint enforcement efforts (NHTSA, 1990) Specifically, effective program components that have worked over time include, media and television, training of law enforcement officers in the benefits of child passenger protection and methods of effective law enforcement; information activities aimed at target audiences; information activities coinciding with community events; a network of child restraint inspection stations; child restraint distribution programs, public service announcements and other media coverage.

Arkansas proposes to increase child passenger safety resources with special focus on at-risk families by increasing the existing pool of technicians and instructors and providing inspection stations while also providing a focus on "Tweens" to address lack of restraint use and front passenger seating among ages 8 to 14. In FY22, 120 technicians will be trained, and 8 classes will be provided. Information on inspection stations and coverage in Arkansas is shown below. Projected impacts of the proposed projects include increased use rates and reduced injuries and fatalities for this age group.



Activities to be funded include:

- Statewide child Passenger Protection Education Project
- Existing efforts for the UAMS Child Passenger Safety Education Program (CPSE) are aimed to increase child passenger safety resources around the state to realize an increase in child restraint use for children ages birth to fifteen.

Linkage Between Program Area

Unintended injury is the leading cause of death for children ages 1-15 in Arkansas and motor vehicle crashes are the leading cause of unintentional injury death for ages 5-15. The 2019 statewide child restraint use rate was observed to be 96.2%, which is an increase from the 87.5% rate in 2017. For children in the “birth to 6 years” age group, the proportion in restraints was 93.9% (was 94.1% in 2017). For children in the “6 to 15 years” age group, the restrained rate was 86.4% (was 88.0% in 2017). Thus, the data showed that children under the age of six in both the front and rear seats were restrained at a higher rate than those children from the 6 to 15 years old (93.9% vs. 86.4%). The total number of child observations recorded during the child seat/child restraint part of the survey was 875.

The non-use and misuse of child passenger restraints continues to be a concern. Specific problems to be addressed include:

Parents and caregivers need to be educated about current child passenger restraint laws in AR

Parents and caregivers need to be educated on proper installation of child safety seats and correct seats for children.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2022-08	Statewide Child Passenger Protection Project
OP-2022-13	Occupant Protection Program Management

Countermeasure Strategies
Child Restraint System Inspection Station(s)
Communication Campaign (Ped/Bike)
School and Community Awareness Programs

Planned Activity: **Statewide Child Passenger Protection Project**

Planned activity number: **OP-2022-08**

Primary Countermeasure Strategy ID: **Child Restraint System Inspection Station(s)**

Planned Activity Description

Statewide child passenger protection education. This project will provide certification training for, but not limited to, healthcare and childcare professionals to educate parents and caregivers on the proper use of child restraints. NHTSA Standardized CPS Course curriculum will be used. This project also maintains the repository for CPS inspections stations in the state.

Intended Subrecipients

Arkansas Children's Hospital (ACH)

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$300,000.00	\$75,000.00	
2022	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$300,000.00	\$75,000.00	
2021	FAST Act NHTSA 402	405b Low CSS Purchase/Distribution (FAST)	\$80,000.00	\$20,000.00	\$80,000.00

Planned Activity: Occupant Protection Program ManagementPlanned activity number: **OP-2022-13**

Primary Countermeasure Strategy ID:

Planned Activity Description

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 program related materials that are essential for program management. Highway Safety Office OP personnel, travel, and operational costs.

Intended Subrecipients

Arkansas State Police - AHSO

Countermeasure Strategies
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2022	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$103,500.00	\$25,900.00	
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		

**Countermeasure Strategy: Communication Campaign (OP)
Program Area: Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs. Paid advertising can be a critical part of media strategy. The projected impacts of this countermeasure are an increased use rate and lower fatalities.

Linkage Between Program Area

Arkansas has one of the highest unrestrained fatality rates in Region 7. In 2019 165 or 47.1% involved unrestrained occupants. The percentage of unrestrained fatalities compared to total fatalities has remained comparatively flat 47% to 50% over the last few years. When Arkansas’s safety belt law went into effect in July 2009, approximately 70% of drivers were recorded as wearing a safety belt. The most recent observational safety belt survey (2021) now reports usage at 84.2%. With a compliance rate of 84.2%, Arkansas has a usage rate well below the national average of 90.3% (2020) and is considered a “low rate” state for Section 405 b funding qualification.

Although Arkansas’s use rate is low, the primary seat belt law and active enforcement can be credited for increasing compliance rates since 2009. Having a primary law is identified as an effective countermeasure in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”. Because data reveals that low use rates are a major contributing factor regarding fatalities and serious injuries, Arkansas is working hard to improve this rate and will continue efforts emphasizing safety belt usage education through communication campaigns and high visibility enforcement.

Rationale

The May 2002 Click it or Ticket campaign evaluation demonstrated the effect of different media strategies. Belt use increased by 8.6 percentage points across 10 states that used paid advertising extensively in their campaigns. Belt use increased by 2.7 percentage points across 4 states that used limited paid advertising

and increased by only .5 percentage points across 4 states that used no paid advertising. Solomon et al., (2002) Milano et al (2004) Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs. Paid advertising can be a critical part of media strategy.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2022-05	Statewide Public Information and Education (PI&E)
OP-2022-06	Traffic Safety Non-Commercial Sustaining Announcement Eval Program
OP-2022-13	Occupant Protection Program Management

Planned Activity: **Statewide Public Information and Education (PI&E)**

Planned activity number: **OP-2022-05**

Primary Countermeasure Strategy ID: **Communication Campaign (OP)**

Planned Activity Description

Statewide public information and education to promote occupant protection and particularly focus on the national CIOT enforcement mobilizations. 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 and Thanksgiving holidays targeting messages to young person’s age 18 – 34. This task will also emphasize the child restraint law, Act 470 of 2001, Graduated Licensing laws. Components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements and (PSAs). 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. This task will also aid with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), and with diversity outreach and press events. Federal funding may provide for PSA creation and production, PI&E materials creation and production, educational items, and meeting and press event expenses. This task will also provide for the placement of traffic safety messages relating to occupant protection public information campaigns in the media. 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 be conducted to track driver attitudes and awareness of enforcement and communication activities and driving behavior. Federal funds will be allocated for the paid media.

Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy
Communication Campaign (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$100,000.00	\$100,000.00	
2022	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2022	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$200,000.00	
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		
2022	FAST Act NHTSA 402	Paid Advertising (FAST)	\$300,000.00	\$300,000.00	\$150,000.00
2022	FAST Act NHTSA 402	Paid Advertising (FAST)	\$300,000.00	\$300,000.00	\$150,000.00

Planned Activity: **Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program**

Planned activity number: **OP-2022-06**

Primary Countermeasure Strategy ID: **Communication Campaign (OP)**

Planned Activity Description

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 airtime for traffic safety awareness messages.

Intended Subrecipients

Arkansas Broadcasters Association

Countermeasure Strategy
Communication Campaign (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00		\$0.00
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00		\$0.00

Planned Activity: **Occupant Protection Program Management**

Planned activity number: **OP-2022-13**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (OP)**

Planned Activity Description

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 program related materials essential for program management. Highway Safety Office OP personnel, travel, and operational costs.

Intended Subrecipients

Arkansas State Police -AHSO

Countermeasure Strategies
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)
Highway Safety Office Program Management (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2021	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$103,500.00	\$25,900.00	
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		\$0.00
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

Countermeasure Strategy: Highway Safety Office Program Management (OP)
Program Area: Occupant Protection (Adult and Child Passenger Safety)

Project Safety Impacts

Occupant Protection Program Management Funding will provide for necessary staff time and travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Occupant Protection Program. Funding will also provide for training to maintain an effective, efficient Occupant Protection Program that will direct and support strategies to effectively address traffic Arkansas' low seat belt use rate.

AHSO eGrant System Provides funding for the development and implementation of a state grants management system to facilitate the electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, monitoring and evaluating projects.

Linkage Between Program Area

There were 165 fatalities (33%) involving unrestrained occupants in Arkansas in 2019, which was a decrease from the 177 in 2018. In 2017, 34% of these fatalities were unrestrained. The most recent observational safety belt survey preliminary projected results for 2021 shows usage at 84.2% up from 81.9% in 2019. With a compliance rate of 84.2% Arkansas' use rate is well still below the national average of 90.3% (NHTSA 2020).

Rationale

Experienced and knowledgeable staff are critical to identify and address state traffic problems and to implement effective programming that will accomplish the targets set for the Occupant Protection Area. Funding is also critical to facilitate the electronic submission of proposals, contract agreements, and reporting by project subcontractors to plan, monitor and evaluate projects.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2022-13	Occupant Protection Program Management

Planned Activity: **Occupant Protection Program Management**

Planned activity number: **OP-2022-13**

Planned Activity Description

This task will provide program management for projects within the Occupant Protection Program area, proper administration of projects through program planning, oversight/monitoring, evaluation, coordination, staff education and development. It will provide materials essential for program development and management and cover OP personnel, travel, and operational costs. It will also include funding for the continued development of the *AHSO eGrant System* which facilitates the electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, monitoring and evaluating projects.

Intended Subrecipients

Arkansas State Police -AHSO

Countermeasure Strategies
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2022	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$103,500.00	\$25,900.00	
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		

Countermeasure Strategy: School Programs
Program Area: Occupant Protection (Adult and Child Passenger Safety)

Project Safety Impacts

UAMS/Arkansas Children’s Hospital has implemented and conducted a seatbelt project for 12 years in collaboration with the Allstate Foundation Teen Driving program. The program fosters equity and ethnic inclusion, as it serves many schools in underserved minority and rural communities by giving them seatbelt education. The project also has minority program staff, allowing for a diverse atmosphere within their overall program. The project educates teens and parents and involves direct interaction and engagement to change parents’ behaviors and ultimately reduce teen driver crashes. A central feature of the program is a written agreement that limits teens’ driving in high-risk situations such as driving at night or with other teens in the car. The project activities will be implemented with local public schools which are part of a local city or county political subdivision. The participating schools have an active voice in the implementation of and benefit from the project activities.

UAMS/ACH will also promote awareness of Arkansas’ 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%. Arkansas GDL emphasizes use of safety belts for all seating positions especially during learning and intermediate stages. This project will promote peer to peer influence of seat belt use, GDL principles for young drivers and passengers. It will also educate teens and parents on the dangers of distracted driving and emphasize the importance of pedestrian and bike safety.

Linkage Between Program Area

Arkansas recorded 505 (FARS) fatalities in 2019. Of these 505 fatalities, 165 involved unrestrained occupants representing a decrease from the 177 in 2018. With a Safety Belt compliance rate of 84.2%, Arkansas’ use rate is well below the national average and is considered a “low rate” state for Section 405 b funding qualification.

In 2019, 62 drivers under the age of 21 were victims of fatal crashes in Arkansas. Motor vehicles crashes are the #1 cause of unintentional injury and death among teenagers (NHTSA). The goal for this countermeasure is to reduce total fatalities and injuries to those under age 21. The upward trend in fatalities for this age group from 48 (2017) to 62 (2019) together with factors such as the increase in the interstate speed limit and distracted driving occurrences are concerning.

Countermeasure Strategies
School and Community Awareness Programs
School Programs

Rationale

Schools provide well-defined and somewhat controlled audiences for seat belt use programs. Evaluations of school programs that have been conducted have shown an increase in belt use.

Planned activities in countermeasure strategies

Unique Identifier	Planned Activity Name
OP-2022-11	Teen Drive Safety Project

Planned Activity: **Teen Drive Safety Project**
 Planned activity number: **OP-2022-11**
 Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Implement a teen driver safety project which will employ activities in low seat belt use counties to increase seat belt use and awareness of distracted driving issues. The University of Arkansas for Medical Sciences (UAMS), Arkansas Children’s Hospital (ACH) Injury Prevention Center has conducted a project over the last 11 years in collaboration the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids. The project will focus specifically on increasing seat belt use for teens in targeted counties determined to be key to increasing Arkansas’s seat belt use rate. Below are the 2017-2018 results of the program. Due to the COVID Pandemic these are the last results available.

- The average seat belt use for consistent schools was 67%
- In consistent schools, there is a seat belt increase over 4 years of 26%
- The average seat belt use for inconsistent schools was 57%
- In inconsistent schools over 4 years, only 9% have an increase in seat belt use.

How We Define Consistent and Inconsistent?

Consistent: A school that actively participates in Arkansas Drive Smart every year/semester i.e. Fall 2017/ Fall 2018

Inconsistent: A school that's does not actively participant in Arkansas Drive Smart each year/semester i.e. Fall 2014/ Fall 2017



Intended Subrecipients

Arkansas Children’s Hospital (ACH)

Countermeasure Strategies
School and Community Awareness Programs
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00

Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement
Program Area: Occupant Protection (Adult and Child Passenger Safety)
Project Safety Impacts

It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate. The AHSO will continue to be on creating aggressive, innovative, and well publicized enforcement with increased focus on citations and arrests. Sustained STEPs along with mini-STEP and other agencies will participate in Federal and statewide mobilizations, crackdowns, and other special enforcement events. The FY 22 OP program area currently includes the following:

- State/National November Seat Belt Mobilization
- National Memorial Day Seat Belt Mobilization

The Arkansas Highway Safety Office will issue sub-grants to approximately 85 different agencies statewide to conduct enforcement. These agencies include state, county and municipal law enforcement agencies in both urban and rural locations with a goal of reducing fatalities and injuries attributed to motor vehicle crashes. An LEL program will be utilized to encourage and promote non-STEP law enforcement agencies to participate in the national safety belt mobilization (CIOT). In FY21 a total of 201 agencies participated in the FY21 CIOT Mobilizations

In 2022 LEL duties will include soliciting non-STEP agencies to apply for mini-STEP grants. This grant will provide funds to pay overtime enforcement to agencies during the 2 CIOT mobilizations. These mobilizations will focus on enforcement of occupant protection. Funding will also be used to pilot the "High Five" Project.

Linkage Between Program Area

The most recent observational safety belt survey (2021) reports Arkansas Safety Belt usage rate at 84.2%. This is well below the national average of 90.3% (NHTSA 2020). Arkansas is considered a “low rate” state for Section 405 b funding qualification.

Activities supporting the countermeasure strategies include the following:

Utilize 402 OP and 405 b funding to support overtime to approximately 40 agencies for overtime sustained enforcement efforts.

Utilize 402 OP and 405 b funding to support overtime for sustained statewide enforcement efforts by the Arkansas State Police.

Utilize 402 OP and 405 b funding to support approximately 55 mini-STEP projects that will focus on statewide and national mobilizations.

Utilize 402 OP and 405 b funding to support pilot of the "High Five" Project.

Utilize 402 OP and 405 b funding for LEL to promote non-STEP law enforcement agencies to participate in National safety mobilizations (CIOT)

Rationale

The most common high visibility belt law enforcement method consists of short intense, highly publicized periods of increased belt law enforcement using checkpoints, saturation patrols or enforcement zones. Most states currently conduct short-term high visibility belt law enforcement programs in May of each year as part of national seat belt mobilizations. States also conduct seat belt mobilizations in November, NHTSA has supported these campaigns. CDC's systematic review of 15 short term high visibility enforcement programs showed increased belt use with greater gains when pre-program belt use was lower. CDC's systematic review observed that short-term high visibility enforcement campaigns increased belt use more among traditionally lower-belt use groups, including young drivers, rural drivers, males, African Americans, and Hispanics. The following activities will be funded.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2022-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2022-03	Statewide Selective Traffic Enforcement Project (STEP)
OP-2022-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2022-07	Statewide Law Enforcement Liaison (LEL)
OP-2022-10	Rural High Five Project
OP-2022-13	Occupant Protection Program Management

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPS)**

Planned activity number: **OP-2022-02**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

City, County and Statewide LE agencies will conduct sustained selective traffic enforcement throughout the year with emphasis on seat belt and child restraint violations. Child safety seat clinics, checkpoints, and inspection stations may supplement enforcement. Projects will participate in CIOT HVE mobilizations.

Intended Subrecipients

Local STEP Agencies (sub-recipients listed on page 130)

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **OP-2022-03**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

Statewide selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics/checkpoints/inspection stations may supplement enforcement efforts. The project will also participate in CIOT HVE mobilizations during the year.

Intended Subrecipients

Arkansas State Police & Highway Police

Countermeasure Strategies
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$250,000.00	\$62,500.00	
2022	FAST Act 405b OP Low	405b OP Low (FAST)	\$250,000.00	\$62,500.00	

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPS)**

Planned activity number: **OP-2022-04**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

City and county law enforcement agencies participating as mini-STEPS will conduct selective traffic enforcement focused on seat belt and child restraint violations for CIOT HVE mobilizations.

Intended Subrecipients

Local Mini - STEP Agencies (sub-recipients) are listed on page 131

Countermeasure Strategies
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2022	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: **Statewide Law Enforcement Liaison (LEL)**

Planned activity number: **OP-2022-07**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

Law Enforcement Liaison (LEL) to encourage and promote agencies to participate in CIOT mobilizations, identify and sign-up mini-STEP agencies, collect performance reports, provide technical assistance, promote participation in TOPS and issuance of seat belt citations, set up learning sessions, provide information on High-Five Program, and assist agencies with media events related to CIOT mobilizations.

Intended Subrecipients

Arkansas State Police

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		

Planned Activity: **Rural High Five Demonstration Project**

Planned activity number: **OP-2022-10**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

Rural High Five traffic enforcement project with participation of up to five local law enforcement agencies with an emphasis on enforcement of occupant protection laws in low seat belt use counties. The projects will conduct HVE of seat belt laws, 1-3 enforcement projects a month, seat belt surveys, and partner with DOT for engineering assessments and media outreach.

Intended Subrecipients

Local Law Enforcement Agencies (Rural)

Countermeasure Strategies
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	FAST Act 405b OP Low	405b OP Low (FAST)	\$100,000.00	\$25,000.00	

Planned Activity: Occupant Protection Program Management

Planned activity number: **OP-2022-13**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

This task will provide program management for projects within the Occupant Protection Program area. This task will provide proper administration of HVE projects through program planning, oversight/monitoring, evaluation, coordination and staff education and development. This task will also provide program related materials essential for program management. Highway Safety Office OP personnel, travel, and operational costs.

Intended Subrecipients

Arkansas State Police

Countermeasure Strategies
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2022	FAST Act 405d Impaired Driving Int	405d Occupant Protection (FAST)	\$103,500.00	\$25,900.00	
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		

Countermeasure Strategy: State Primary Seat Belt Use Law

Program Area: Occupant Protection (Adult and Child Passenger Safety)

Project Safety Impacts

Compared with secondary laws, primary laws are associated with a higher observed safety belt use (10 to 20% higher) and higher safety belt use among front seat occupants killed in crashes (9% higher) (NHTSA). Primary enforcement seat belt use laws permit law enforcement officers to stop and cite a violator independent of any other traffic violation. When Arkansas’s primary safety belt law went into effect in July

2009, approximately 70% of drivers were recorded as wearing a safety belt. The most recent observational safety belt survey (2020) now reports usage at 83%.

Linkage Between Program Area

The percentage of unrestrained fatalities as compared to total fatalities over the last 5 years has ranged from 47% to 51%. There were 165 fatalities involving unrestrained occupants in Arkansas in 2019, which was an increase from 177 in 2018. In 2018, 51% of these fatalities were unrestrained. In 2019 this dropped to 47%. With a compliance rate of 84.2%, Arkansas’ usage rate is well below the national average of 90.3% (NHTSA 2020) and is considered a “low rate” state for Section 405 b funding qualification. Having a primary law is identified as an effective countermeasure (5 Stars) in NHTSA’s “Countermeasures that Work: Countermeasure activities include increased enforcement efforts (Increasing number of agencies conducting HVE sustained enforcement), Expansion of LEL Program, addition of mini-STEP projects, and pilot High Five Programming) in conjunction with media campaigns and prevention focused education programs in schools and low use areas.

Rationale

Having a primary law is identified as an effective countermeasure in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices” receiving a 5 star rating. Compared with secondary laws, primary laws are associated with a higher observed safety belt use (10 to 20% higher) and higher safety belt use among front seat occupants killed in crashes (9% higher) (NHTSA). Primary enforcement safety belt use laws permit law enforcement officers to stop and cite a violator independent of any other traffic violation.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2022-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2022-03	Statewide Selective Traffic Enforcement Project (STEP)
OP-2022-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2022-05	Statewide Public Information and Education (PI&E)
OP-2022-06	Traffic Safety Non-Commercial Sustaining Announcement Eval Program
OP-2022-10	Rural High Five Project
OP-2022-12	State Observation Seat Belt Survey
OP-2022-13	Occupant Protection Program Management

Planned Activity: Local Selective Traffic Enforcement Projects (STEPS)

Planned activity number: OP-2022-02

Primary Countermeasure Strategy ID: Sustained Enforcement (OP)

Planned Activity Description

City, County and Statewide law enforcement agencies will conduct sustained selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics, checkpoints, and inspection stations may supplement enforcement efforts. These projects will also participate in CIOT HVE mobilizations during the year.

Intended Subrecipients

Local STEP Agencies (sub-recipients) listed on page 130

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **OP-2022-03**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

Statewide selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics/checkpoints/inspection stations may supplement enforcement efforts. The project will also participate in CIOT HVE mobilizations during the year.

Intended Subrecipients

Arkansas State Police

Arkansas Highway Police

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$250,000.00	\$62,500.00	
2022	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPs)**

Planned activity number: **OP-2022-04**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

City and county law enforcement agencies participating as mini-STEPs will conduct selective traffic enforcement ALL mobilizations - for OP these will focus on seat belt and child restraint violations for CIOT HVE mobilizations.

Intended Subrecipients

Local Mini STEP Agencies (sub-recipients) listed on page 131

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2022	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: **Statewide Public Information and Education (PI&E)**

Planned activity number: **OP-2022-05**

Planned Activity Description

Statewide public information and education to promote occupant protection and focus on national CIOT enforcement mobilizations. This task will provide for statewide public information and education to promote occupant protection and focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young person's age 18 – 34. This task will also emphasize the child restraint law, Act 470 of 2001, Graduated Licensing laws, and new laws. The components of this task include, but are not limited to, educational materials (brochures, posters, public service announcements and (PSAs). 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 aid with PI&E efforts for specific community projects such as STEP, and with diversity outreach and press events. Federal funding could provide for PSA creation and production, PI&E materials creation and production, educational items, and meeting and press event expenses including PA system rental, material/supplies, meals, and breaks (refreshments). This task will also provide for placement of traffic safety messages relating to occupant protection public information campaigns in the media. 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. The AHSO is working to identify a contractor to continue public awareness surveys 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.

Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategies
Communication Campaign (OP)
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$200,000.00	
2022	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$100,000.00	\$100,000.00	
2022	FAST Act 405b OP Low	405b Low HVE (FAST)	\$100,000.00	\$100,000.00	
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		
2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$300,000.00	\$300,000.00	\$150,000.00
2022	FAST Act NHTSA 402	Paid Advertising (FAST)	\$300,000.00	\$300,000.00	\$150,000.00

Planned Activity: **Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program**

Planned activity number: **OP-2022-06**

Primary Countermeasure Strategy ID: **Communication Campaign (OP)**

Planned Activity Description

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 airtime for traffic safety awareness messages.

Intended Subrecipient: Arkansas Broadcasters Association

Countermeasure Strategy
Communication Campaign (OP)
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00		
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00		

Planned Activity: **Rural High Five Project**

Planned activity number: **OP-2022-10**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

Rural High Five traffic enforcement project to include participation from up to five local law enforcement agencies with an emphasis on enforcement of occupant protection laws in low seat belt use counties. The projects will conduct HVE of seat belt laws, conduct 1-3 enforcement projects a month, conduct seat belt surveys, partner with DOT for engineering assessments, media outreach, and monthly reports.

Intended Subrecipients

Local Law Enforcement Agencies

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	FAST Act 405b OP Low	405b OP Low (FAST)	\$100,000.00	\$25,000.00	

Planned Activity: **State Observation Seat Belt Survey**

Planned activity number: **OP-2022-12**

Planned Activity Description

Statewide observational survey of seat belt use.

Intended Subrecipients

University of Arkansas - Fayetteville - Civil Engineering Dept

Countermeasure Strategy
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$80,000.00		\$0.00
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$80,000.00		\$0.00

Planned Activity: **Occupant Protection Program Management**

Planned activity number: **OP-2022-13**

Planned Activity Description

Provides program management for projects in the Occupant Protection Program area and administration of projects through program planning, monitoring, evaluation, coordination, staff education and development. Program materials essential for program management, AHSO OP personnel, travel, and operational costs.

Intended Subrecipients: Arkansas State Police

Countermeasure Strategies
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2022	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$103,500.00	\$25,900.00	
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		

Countermeasure Strategy: **Sustained Enforcement (OP)**

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

States that have utilized sustained enforcement have recorded statewide belt use well above national belt use rates.

Linkage Between Program Area

The most recent observational safety belt survey (preliminary results 2021) now reports usage at 84.2%. Arkansas' usage rate remains well below the national average and Arkansas is considered a "low rate" state for Section 405 b funding qualification. Activities supporting the countermeasure strategy of "Sustained Enforcement" include the following:

- Utilize 402 and 405 b funding to support overtime to approximately 50 agencies for overtime sustained enforcement efforts.
- Utilize 402 and 405 b funding to support overtime for sustained statewide enforcement efforts by the Arkansas State Police.
- Utilize 402 and 405 b funding to support a statewide Law Enforcement Liaison Project (LEL)

Rationale

Primary Enforcement of Seat Belt Laws: Sustained Enforcement by State are reported to use sustained enforcement have recorded statewide belt use well above the national belt use rates. Nichols and Ledingham (2008) conducted a review of the impact of enforcement on seat belt use over the past two decades and concluded that sustained enforcement is as effective as "blitz" enforcement. Sustained enforcement can be implemented immediately and is not usually associated with abrupt drops in belt use after program completion. Sustained enforcement is a strong component of Arkansas EB-E with the use rate currently at 84.2%.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2022-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2022-03	Statewide Selective Traffic Enforcement Project (STEP)
OP-2022-07	Statewide Law Enforcement Liaison (LEL)
OP-2022-13	Occupant Protection Program Management

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPS)**

Planned activity number: **OP-2022-02**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

City, County and Statewide law enforcement agencies will conduct sustained selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics, checkpoints, and inspection stations may supplement enforcement efforts. These projects will also participate in CIOT HVE mobilizations during the year.

Intended Subrecipients

Local STEP Agencies (sub-recipients) listed on page 130

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **OP-2022-03**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

Statewide selective traffic enforcement year-round with emphasis on seat belt and child restraint violations. Child safety seat clinics/checkpoints/inspection stations may supplement enforcement.. Projects will also participate in CIOT HVE mobilizations during the year.

Intended Subrecipients: Arkansas State Police and Arkansas Highway Police

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$250,000.00	\$62,500.00	
2021	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$50,000.00	
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$125,000.00	
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$100,000.00	

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPs)**

Planned activity number: **OP-2022-04**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

City and county law enforcement agencies mini-STEPs will conduct selective traffic enforcement focused on seat belt and child restraint violations for CIOT HVE mobilizations.

Intended Subrecipients

Local Mini - STEP Agencies (sub-recipients) listed on page 131

Countermeasure Strategies
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2022	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: **Statewide Law Enforcement Liaison (LEL)**

Planned activity number: **OP-2022-07**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

Solicit agencies to participate in CIOT mobilizations, sign-up new agencies, promote issuance of seat belt citations,” Lunch and Learn sessions”, High-Five Program, and assist with media for CIOT mobilizations.

Intended Subrecipients:

Arkansas State Police

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		\$50,000.00
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		\$50,000.00

Planned Activity: **Occupant Protection Program Management**

Planned activity number: **OP-2022-13**

Planned Activity Description

Occupant Protection Program management, administration, planning, monitoring, evaluation, coordination, and staff development. Materials for program management, AHSO personnel, travel, & operational costs.

Intended Subrecipients: Arkansas State Police

Countermeasure Strategies
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2022	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$103,500.00	\$25,900.00	
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		
2022	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		

Program Area: Planning & Administration

Description of Highway Safety Problems

The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). 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 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 4 full-time positions fulfilling management, fiscal, and clerical 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 operating expenses directly related to the overall operation of the Highway Safety Program including expenses for continued development and implementation of an AHSO state grants management system (eGrant). Continued development, operation, and maintenance of the eGrant system will be provided through a contractor (AGATE).

Planned Activities in Program Area

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
PA-2022-01	Planning and Administration	Highway Safety Office Program Management (OP)

Planned Activity: **Planning and Administration**

Planned activity number: **PA-2022-01**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (OP)**

Planned Activity Description

Funding for P&A salaries and benefits, travel, and operating expenses

Intended Subrecipient: Arkansas State Police

Countermeasure Strategy
Highway Safety Office Program Management (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Planning and Administration (FAST)	\$175,000.00	\$175,000.00	\$0.00
2022	FAST Act NHTSA 402	Planning and Administration (FAST)	\$250,000.00	\$250,000.00	\$0.00

Program Area: Roadway Safety/Traffic Engineering

Description of Highway Safety Problems

The AHSO works in partnership with the ArDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas Roadways. Funding for this area assures that ArDOT personnel are properly trained and have access to current information and innovations. The following Goals were established by ArDOT in the SHSP which will impact the AHSO performance targets for reduction of total fatalities and injuries.

Workzones

- ArDOT Goal: No more than 11 fatalities and 12 serious injuries in Arkansas by 2022.
- 2 % of all roadway fatalities related to work zones in 2019, no change from 2018.

Railways

- ArDOT Goal: No more than five crossing fatalities and 19 serious injuries in Arkansas by 2022.
- Approximately .6% of all roadway fatalities in Arkansas occurred at at-grade railroad crossings in 2019, down 2% from 2018. Arkansas has almost five thousand public and private railroad grade crossings.

Intersections

- ArDOT Goal: No more than 82 intersection fatalities and 654 serious injuries by 2022.
- Approximately 15 % of all roadway fatalities in Arkansas occurred at intersections in 2019, up from 14 % in 2018.

Approximately half of intersection fatalities occur in urban areas, compared to 20 percent of all roadway fatalities. Approximately 90 percent of intersection fatalities occur at un-signalized intersections. Almost half of intersection fatalities are the result of angle collisions, most of which involved a vehicle turning left or continuing through the intersection. The second most predominant type of intersection fatal crashes is single vehicle collisions, mainly the result of the driver failing to stop at a T-intersection or attempting a turning maneuver.

ArDOT promotes educational opportunities by sending personnel to conferences. Due to limited funds and travel restrictions, adequate funds are not always available to send personnel to critical conferences.

In order to continue to identify strategies and facilitate collaboration and coordination between the Arkansas Department of Transportation, Arkansas Highway Safety Office and stakeholders, funds will be provided to accomplish the following:

- Reduce the number of fatal and serious injury crashes in Arkansas
- Keep traffic safety advocates abreast of ongoing changes
- Provide for educational opportunities offered at traffic safety conferences, workshops, and forums to include training on crash data, railroad crossing safety, and current traffic safety programs.

The use of 402 funds will provide ArDOT with funding for travel and training to appropriate conferences.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities (FARS)	2022	5 Year	536.3
2022	C-2) Number of serious injuries in traffic crashes (State crash data files)	2022	5 Year	3093.3
2022	C-3) Fatalities/VMT (FARS, FHWA)	2022	5 Year	1.560

Countermeasure Strategy
Training for Traffic Safety Advocates

Countermeasure Strategy: Training for Traffic Safety Advocates
Program Area: Roadway Safety/Traffic Engineering

Project Safety Impacts

The AHSO works in partnership with the ArDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas Roadways. This countermeasure assists in this area by assuring that ArDOT personnel are properly trained and have access to current information and innovations. The impact of training for highway safety professionals on railway and highway hazard elimination strategies will be to enable them to develop and implement projects that will reduce the severity of traffic crashes on sections of Arkansas highways with high crash rates and the number of fatalities and injuries associated with them.

Linkage Between Program Area

Innovative infrastructure improvements and hazard elimination strategies aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas roadways. This countermeasure assists in this area by assuring that ArDOT personnel are properly trained and have access to current information and innovations. The following Goals were established by ArDOT in the SHSP which will impact the AHSO performance targets for reduction of total fatalities, injuries, and fatalities per VMT.

Rationale

The AHSO works in partnership with the ArDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas roadways. The countermeasure and planned activity will provide ArDot personnel with critical training on new information and innovations.

Planned Activity:

Professional Development: 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 pertinent training opportunities on traffic safety.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
RS-2022-01	Professional Development ARDOT

Planned Activity: **Professional Development ARDOT**

Planned activity number: **RS-2022-01**

Primary Countermeasure Strategy ID: **Training for Traffic Safety Advocates**

Planned Activity Description

To continue to identify strategies and facilitate collaboration and coordination between the Arkansas Department of Transportation, Arkansas Highway Safety Office, and stakeholders to accomplish the following:

- Reduce the number of fatal and serious injury crashes in Arkansas
- Keep traffic safety advocates abreast of ongoing changes
- Provide for educational opportunities offered at traffic safety conferences, workshops, and forums to include training on crash data, railroad crossing safety, and current traffic safety programs.
- The use of 402 funds will be used to provide funding for travel and valuable training to ArDOT personnel. Due to limited funds and travel restrictions, adequate funds are not always available to send personnel to critical conferences. This activity will provide educational opportunities by sending personnel to conferences.

Intended Subrecipients

Arkansas Department of Transportation

Countermeasure Strategy
Training for Traffic Safety Advocates

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Roadway Safety (FAST)	\$7,500.00		\$0.00

Program Area: Speed Management
Description of Highway Safety Problems

According to FARS data, over the last five years (2015 – 2019) 598 fatalities were recorded as speed-related. This accounts for approximately 21% of the total number of traffic-related fatalities (2,661) during the same time. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2016 to 118 putting them at 21% of total fatalities. In 2019 speed fatalities were at 132 putting them at 26% of total fatalities. The state continues to work with law enforcement to address and enforce speed limits.

County Name	Fatalities				
	2015	2016	2017	2018	2019
Arkansas	1	1	0	0	1
Ashley	0	1	0	1	0
Baxter	1	2	2	3	1
Benton	4	3	3	6	7
Boone	3	2	3	2	1
Bradley	0	1	0	0	1
Calhoun	0	0	0	1	1
Carroll	4	1	3	5	3
Chicot	3	2	1	0	1
Clark	0	2	2	3	5
Clay	0	3	0	0	2
Cleburne	3	1	3	0	0
Cleveland	0	2	1	1	0
Columbia	1	0	1	0	2
Conway	1	1	1	1	3
Craighead	0	1	3	4	4
Crawford	1	5	4	9	0
Crittenden	1	3	0	7	3
Cross	1	0	2	0	1
Dallas	1	0	1	0	0
Desha	0	0	0	1	1
Drew	0	0	2	1	2
Faulkner	3	1	4	3	0
Franklin	1	5	2	1	2
Fulton	0	3	1	0	1
Garland	5	13	3	8	4
Grant	1	1	3	2	0
Greene	0	0	3	0	0
Hempstead	3	1	2	2	0
Hot Spring	2	4	3	2	3
Howard	1	0	2	0	2
Independence	2	4	2	2	1
Izard	0	0	2	0	0
Jackson	2	1	1	1	0
Jefferson	0	0	3	1	1
Johnson	0	2	0	0	2
Lafayette	0	0	0	0	1
Lawrence	0	2	2	4	3

County Name	Fatalities				
	2015	2016	2017	2018	2019
Lee	0	0	0	0	1
Lincoln	2	0	0	0	0
Little River	1	0	1	3	1
Logan	2	1	0	0	2
Lonoke	0	1	2	1	4
Madison	1	1	0	0	1
Marion	2	0	0	0	1
Miller	1	1	6	6	2
Mississippi	0	0	1	1	1
Monroe	0	0	0	0	0
Montgomery	0	0	0	0	1
Nevada	0	0	1	2	0
Newton	0	1	0	0	3
Ouachita	0	1	5	1	2
Perry	0	1	0	1	0
Phillips	0	0	0	0	1
Pike	0	0	0	0	1
Poinsett	0	0	0	2	0
Polk	1	1	0	1	0
Pope	0	3	3	2	4
Prairie	0	0	2	0	0
Pulaski	12	7	8	13	17
Randolph	1	0	1	1	1
Saline	2	0	2	4	1
Scott	5	3	4	3	3
Searcy	0	0	1	3	1
Sebastian	0	1	0	0	2
Sevier	1	4	4	5	4
Sharp	1	2	0	0	5
St. Francis	1	0	4	0	1
Stone	0	1	1	1	1
Union	3	2	3	3	4
Van Buren	0	0	2	0	0
Washington	4	10	6	4	4
White	6	6	2	3	1
Woodruff	0	0	0	0	0
Yell	1	3	0	1	3

The last Public Awareness/Attitude Survey included questions about speed. At that time 60% of individuals surveyed indicated they said they recalled reading seeing or hearing about speed enforcement efforts by police last year. 79% indicated they would expect to get a ticket at least half of the time with 21% indicating they rarely or never expected to get a ticket for speeding.

During the COVID Pandemic speeding fatalities increased to 139 with a concerning rise in the number of citations issued for speeds in excess of 100 miles per hour. More than 200 citations were issued each month for speeds of more than 100 MPH with the exception of February. This continued rise in speeding fatalities (from 92 in 2015 to 132 in 2019) as well as the recent law increasing the interstate speed limit to 75 mph makes this a top priority for Arkansas. The AHSO is educating sub-grantees to utilize crash data dashboards (eCrash, ACAT) for targeted enforcement and recruiting additional law enforcement agencies through our LEL program to participate as STEP and Mini-STEP projects to increase enforcement in this area.

The Arkansas Highway Police will be participating as a STEP for the first time this year. The project will be statewide with a focus on Work Zones and strong emphasis on speed enforcement. This project was identified as a result of discussion during the CMV webinar workshop and identification of needs for increased enforcement around work zones.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-6) Number of speeding-related fatalities (FARS)	2022	5 Year	131.0

Countermeasure Strategies
Communication Campaign (Speed)
Identification of Priority Speed Enforcement Areas and Times for STEP
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Countermeasure Strategy: Identification of Priority Speed Enforcement Areas and Times

Program Area: Speed Management

Project Safety Impacts

Effective high visibility enforcement efforts are an essential part of successful speeding determent. The Highway Safety Office will provide funding for Law Enforcement agencies to purchase **Black Cat II Radar Traffic Recorders to be utilized** to determine areas where speeding is a problem and the times of day that these problems are occurring. This information will be utilized to deploy enforcement patrols accordingly. The effectiveness of these traffic enforcement efforts will be evaluated and if successful plans are to expand this pilot to include other Arkansas counties with a high number of speed related crashes and associated injuries/fatalities. The impact is an expected reduction in the number of drivers who speed and the associated fatalities and injuries.

Linkage Between Program Area: State speed crash data for evaluating potential test locations:

The fatality data below for 2015 – 2019 is based on FARS data for the state, the data for 2020 is based on e-Crash data. The speed related crashes and serious injuries are from the e-Crash database. eCrash data is complete for 2015, 2016 and 2017. The data for 2018 is almost complete but is still lacking some information. 2019 and 2020 represent preliminary data. The eCrash information for 2018, 2019 and 2020 are subject to change.

	2015	2016	2017	2018	2019	Average 2015-2019	2020 Preliminary Data
Speed related Crashes	3,799	4,623	4,807	5,507	5,174	4,782.0	5,995
Speed related Serious Injury	288	413	353	341	350	349.0	379
Speed related Fatalities	92	118	124	132	132	119.6	118

Crashes related to speed increased from 2015 to 2018 with a small decrease in 2019. The 5-year average (2015 to 2019) is 4,782 crashes per year. Total speed related crashes for 2020 increased to 5,995 based on preliminary data. Speed related serious injuries has held steady at about 350 for 2017-2019, with a 5-year average of 349.0, with 379 speed related serious injuries for 2020 based on preliminary data. Speed related fatalities increased yearly from 2015 to 2019, with a 5-year average of 119.6. Arkansas had 118 speed related deaths in 2020. The chart below shows speed crash data in Arkansas' top 10 counties.

Speed Related Crashes					
Average 2015 - 2019			2020 Preliminary Data		
Rank	County	Average	5 Yr Avg Rank	County	Counts
1	Pulaski	827	1	Pulaski	1,041
2	Washington	430	2	Washington	523
3	Benton	301	3	Benton	429
4	Craighead	214	5	Garland	291
5	Garland	211	4	Craighead	235
6	Saline	205	7	Faulkner	233
7	Faulkner	185	6	Saline	204
8	Crawford	123	11	White	155
9	Lonoke	120	10	Sabastian	148
10	Sebastian	111	9	Lonoke	133

The top speed related crashes for each county has consistently revolved around population centers in Arkansas. The 10 counties with the most crashes based on the “5-year average” number of speed related crashes does not differ significantly from the 10 counties with the most crashes for 2020.

Speed Related Serious Injuries					
Average 2015 - 2019			2020 Preliminary Data		
Rank	County	Average	5 Yr Avg Rank	County	Counts
1	Pulaski	41.0	1	Pulaski	46
2	Washington	18.4	2	Washington	21
3	Garland	17.2	4	Benton	20
4	Benton	15.6	3	Garland	18
5	Saline	12.0	11	Hot Spring	18
6	Crawford	10.8	8	Faulkner	15
7	Craighead	9.6	9	White	11
8	Faulkner	9.0	6	Crawford	10
9	White	8.4	14	Lonoke	10
10	Franklin	8.2	10	Franklin	9

The top speed related serious injuries for each county has been consistent, and like the speed related crashes, also revolve around the population centers in Arkansas. The 10 counties with the most speed related crashes based on the “5-year average” number of speed related serious injury does not differ significantly from the 10 counties with the most serious injuries for 2020.

Speed Related Fatalities					
Average 2015 - 2019			2020 Preliminary Data		
Rank	County	Average	5 Year Average Rank	County	Counts
1	Pulaski	11.0	1	Pulaski	15
2	Garland	5.2	11	Craighead	7
3	Saline	3.2	2	Garland	6
4	Sebastian	3.2	4	Benton	5
5	Washington	3.2	3	Miller	5
6	White	3.2	8	White	5
7	Benton	3.0	6	Saline	4
8	Crawford	2.8	7	Sebastian	4
9	Pope	2.6	72	Sharp	4
10	Union	2.6	14	Baxter	3

The pattern of speed related fatalities varies widely from the 5-year average. The number 2020 of fatalities exceeds the 5-year average number of fatalities and fatalities are happening in more remote counties of Arkansas.

Rationale

Black Cat II Radar Traffic Recorders will be used to determine areas where speeding is a problem and at what times. This will allow agencies to effectively target enforcement patrols to address speeding violations and reduce the fatalities and injuries that result from it.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2022-01	Local Selective Traffic Enforcement Projects (STEP)
SC-2022-02	Statewide Selective Traffic Enforcement Projects (STEPS)
SC-2022-03	Mini-Selective Traffic Enforcement Projects (M-STEPS)

Planned Activity: Priority Speed Enforcement

Planned activity number(s): SC-2022-01, SC-2022-02, SC-2022-03

Planned Activity Description

Clarksville was the first jurisdiction to pilot the Priority Speed Enforcement system utilizing Black Cat II Radar Traffic Recorders. In FY22 Arkansas will work with Clarksville to review the data provided by this equipment and evaluate the results of the targeted enforcement efforts based on the data. If successful

Arkansas proposes to expand this pilot based on statewide data to deploy resources and implement additional speed countermeasures in Arkansas counties with the highest number of speed related crashes and associated injuries/fatalities.

Intended Subrecipients

Law Enforcement Agencies TBD

Countermeasure Strategy
Identification of Priority Speed Enforcement Areas and Times for STEP

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Speed Control (FAST)	\$100,000.00	\$25,000.00	\$100,000.00
2022	FAST Act NHTSA 402	Speed Control (FAST)	\$100,000.00	\$25,000.00	\$100,000.00

Planned Activity: **Statewide Public Information and Education (PI&E)**

Planned activity number: **SC-2022-04**

Planned Activity Description

Statewide public information and education to promote adherence to speed limits with particular focus on the national “Obey the Sign or Pay the Fine” enforcement mobilization surrounding the Independence Day holiday.

Intended Subrecipients

CJRW Advertising Firm

Countermeasure Strategy
Communication Campaign (Speed)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$200,000.00	\$200,000.00	\$100,000.00
2022	FAST Act NHTSA 402	Speed Control (FAST)	\$100,000.00		\$0.00
2022	FAST Act NHTSA 402	Paid Advertising	\$100,000.00	\$100,000.00	\$ 50,000.00

Countermeasure Strategy: Short Term High Visibility Speed Enforcement

Program Area: Speed Management

Project Safety Impacts

It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by significantly increased enforcement efforts. Our focus will be on creating aggressive, innovative and well publicized enforcement with an increased focus on citations and arrests. Sustained STEPs along with mini-STEP and other agencies will participate in Federal and statewide mobilizations, crackdowns, and other special enforcement events. A statewide speed Mobilization will be conducted in July of 2022.

The Arkansas Highway Safety Office will issue sub-grants to approximately 90 different agencies statewide to conduct enforcement. These agencies include state, county, and municipal law enforcement agencies in both urban and rural locations with a goal of reducing fatalities and injuries attributed to motor vehicle crashes. An LEL program will be utilized to encourage and promote non-STEP law enforcement agencies to participate. In 2022 LEL duties will include soliciting non-STEP agencies to apply for mini-STEP grants. These grants will provide funds to pay overtime enforcement to agencies during mobilizations.

Linkage Between Program Area

According to FARS data, over the last five years (2015 – 2019) 598 fatalities were recorded as speed-related. This accounts for approximately 21% of the total number of traffic-related fatalities (2,661) during the same time. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2016 to 118 putting them at 21% of total fatalities. In 2019 speed fatalities were at 132. The state continues to work with law enforcement to address and enforce speed limits. The speed limit in Arkansas has now increased to 75 on the freeways.

A target of 135 was set for 2018–2022 based on a 5-year moving average. This target took into consideration the rise in speeding fatalities for 2016-2019 as well as the recent law increasing the interstate speed limit to 75 mph. A plan to increase enforcement efforts (Model LEL program and additional new STEPs mini-STEPs) was considered along with the impact of COVID 19 which caused a reduction in law enforcement efforts for several months in FY20.

Activities supporting the countermeasure strategy of "Short-term High Visibility Enforcement" include the following:

- Utilize 402 SE funding to support overtime for over 30 agencies for sustained overtime enforcement efforts.
- Utilize 402 SE funding to support overtime for sustained statewide enforcement efforts by the Arkansas State Police and Arkansas Highway Police.
- Utilize 402 SE funding to support 50+ mini-STEP projects that will focus on statewide and national mobilizations.

Rationale

The most common high visibility speed enforcement consists of short intense, highly publicized periods of increased law enforcement. NHTSA has supported these campaigns. CDC's systematic review of short-term high visibility enforcement programs shows increased adherence to speed limits.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2022-01	Local Selective Traffic Enforcement Projects (STEPS)
SC-2022-02	Statewide Selective Traffic Enforcement Projects (STEP)
SC-2022-03	Mini Selective Traffic Enforcement Projects (M-STEPS)

Planned Activity: Local Selective Traffic Enforcement Projects (STEPS)

Planned activity number: **SC-2022-01**

Primary Countermeasure Strategy ID: **Short Term High Visibility Speed Enforcement**

Funding for selected cities and counties to conduct sustained selective traffic enforcement projects. Speed enforcement will be a vital component of these enforcement efforts

Intended Subrecipients

- *Local STEP Agencies (sub-recipients) listed on page 130*

Countermeasure Strategies
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$200,000.00	\$200,000.00	\$200,000.00
2022	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$500,000.00	\$500,000.00	\$500,000.00

Planned Activity: Statewide Selective Traffic Enforcement Project (STEP)

Planned activity number: **SC-2022-02**

Planned Activity Description

Provides funding for statewide selective traffic enforcement projects through the Arkansas State Police and the Arkansas Highway Police with a primary emphasis on speed enforcement throughout the year. The Arkansas Highway Police will focus on work zones throughout the state.

Intended Subrecipients

Arkansas State Police

Arkansas Highway Police

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$500,000.00	\$125,000.00	\$0.00
2022	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$750,000.00	\$187,500.00	\$0.00

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPS)**

Planned activity number: **SC-2022-03**

Primary Countermeasure Strategy ID: **Short Term High Visibility Speed Enforcement**

Planned Activity Description

Funding for overtime pay and equipment for Mini-STEP projects to conduct speed enforcement primarily during state, regional or national speed campaigns.

Intended Subrecipients

Local Mini-STEP Agencies (sub-recipients) listed on page 131

Countermeasure Strategies
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$300,000.00		\$300,000.00
2022	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$300,000.00		\$300,000.00

Countermeasure Strategy: **Identification of Priority Speed Enforcement Areas and Times**

Program Area: **Speed Management**

Project Safety Impacts

It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by significantly increased enforcement efforts. The purpose of this equipment is to determine areas where speeding is a problem and the times of day problems are occurring in order to deploy enforcement patrols accordingly, and evaluate the effectiveness of the traffic enforcement afterwards. The box is small enough to not draw the attention of drivers and effect their driving.

Clarksville will be the first jurisdiction to utilize the system. In FY21 Arkansas will review the data provided by this equipment and evaluate the results of the targeted enforcement efforts based on the data. If successful Arkansas proposes to expand this pilot based on statewide data to deploy resources and implement additional speed countermeasures in Arkansas counties with the highest number of speed related crashes and associated injuries/fatalities. Our focus will be on creating aggressive, innovative and well publicized speed enforcement with increased focus on citations and arrests to reduce fatalities and injuries.

Linkage Between Program Area

According to FARS data, over the last five years (2015 – 2019) 598 fatalities were recorded as speed-related. This accounts for approximately 21% of the total number of traffic-related fatalities (2,661) during the same time. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2016 to 118 putting them at 21% of total fatalities. In

2019 speed fatalities were at 132. The state continues to work with law enforcement to address and enforce speed limits. The speed limit in Arkansas has now increased to 75 on the freeways.

A target of 137 was set for 2018–2022 based on a 5-year moving average. This target took into consideration the rise in speeding fatalities for 2016-2019 as well as the recent law increasing the interstate speed limit to 75 mph. A plan to increase enforcement efforts (Model LEL program and additional new STEPs mini-STEPs) was considered along with the impact of COVID 19 which caused a reduction in law enforcement efforts for several months in FY20.

The state recognizes the importance of addressing and enforcing speed. In FY 2022, the AHSO will contract with law enforcement agencies throughout the state to conduct high visibility enforcement of speed. Efforts targeting other core measures such as occupant protection and impairment, will also enforce speed violations.

Project Information (Speed Program)

Countermeasure Strategy: **Sustained Enforcement (SP)**

Program Area: **Speed Management**

Project Safety Impacts

Fatalities and injuries, attributed to motor vehicle crashes, could be reduced by significantly increased speed enforcement efforts. The focus for FY22 will be on creating aggressive, innovative and well publicized speed enforcement with increased emphasis on citations and arrests.

Linkage Between Program Area

According to FARS data, over the last five years (2015 – 2019) 598 fatalities were recorded as speed-related. This accounts for approximately 21% of the total number of traffic-related fatalities (2,661) during the same time. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2016 to 118 putting them at 21% of total fatalities. In 2019 speed fatalities were at 132. The state continues to work with law enforcement to address and enforce speed limits. The speed limit in Arkansas has now increased to 75 on the freeways.

A target of 137 was set for 2018–2022 based on a 5-year moving average. This target took into consideration the rise in speeding fatalities for 2016-2019 as well as the recent law increasing the interstate speed limit to 75 mph. A plan to increase enforcement efforts (Model LEL program and additional new STEPs mini-STEPs) was considered along with the impact of COVID 19 which caused a reduction in law enforcement efforts for several months in FY20.

The state recognizes the importance of addressing and enforcing speed. The AHSO is focused on increasing high visibility enforcement of speed. Efforts targeting other core measures such as occupant protection and impairment, will also enforce speed violations.

Project Information (Speed Program)

In FY 2022, the AHSO will contract with law enforcement agencies throughout the state to conduct increased high visibility enforcement of speed. These Agencies will conduct speed enforcement independently and in conjunction with other violations such as occupant protection and impairment. Strategies of this effort include the following:

- An average of three vehicle stops per hour during enforcement periods.
- PI&E activities as a component of all enforcement projects.
- Statewide public information and education and enforcement campaign that will emphasize speed laws.
- Sustained low -visibility traffic enforcement using stealth patrol vehicles (ASP).
- State Goals / Coordination of Highway Safety Plan, Data Collection, and Information Systems with State Strategic Highway Safety Plan (SHSP) Enforcement Safety Strategies – High visibility enforcement is included in the Aggressive Driving Primary Emphasis Area strategies of the SHSP. Law enforcement agencies will partner with the AHSO to support overtime efforts for high visibility enforcement. Such efforts will increase the presence of law enforcement with the goal to discourage unsafe driving behaviors to ultimately improve traffic safety culture.
- Education Safety Strategies – Educational efforts are included as Strategies in the Aggressive Driving Primary Emphasis area of the State Strategic Highway Safety Plan. The AHSO will incorporate the “Zero Fatalities” logo/taglines into presentations, educational materials, and PSA’s etc.

Speed related fatalities have increased yearly from 2015 to 2019, with a 5 year average of 116. As of July 29, 2020, Arkansas has already seen 105 speed related deaths, putting us on pace to possibly have 180 speed related deaths for 2020. If evaluation of the results from speed trailers purchased last year show success at targeting enforcement efforts to reduce speed and related fatalities and injuries, additional speed trailers will be purchased for Arkansas counties with the highest number of speed related crashes and associated injuries/fatalities.

Rationale

The most common high visibility speed enforcement consists of short intense, highly publicized periods of increased law enforcement. NHTSA has supported these campaigns. CDC's systematic review of short-term high visibility enforcement programs shows increased adherence to speed limits.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2022-01	Local Selective Traffic Enforcement Projects (STEPS)
SC-2022-02	Statewide Selective Traffic Enforcement Project (STEPS)
SC-2022-03	Mini Selective Traffic Enforcement Projects (M-STEPS)

Planned Activity: **Local Selective Traffic Enforcement Projects (STEPs)**

Planned activity number: **SC-2022-01**

Primary Countermeasure Strategy ID: **Sustained Enforcement (SP)**

Planned Activity Description

Funding for selected cities and counties to conduct sustained selective traffic enforcement projects. Speed enforcement will be a vital component of these enforcement efforts

Intended Subrecipients

Local STEP Agencies (sub-recipients) are listed on page 130

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$200,000.00	\$200,000.00	\$200,000.00
2022	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$550,000.00	\$137,500.00	\$500,000.00

Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

Planned activity number: **SC-2022-02**

Primary Countermeasure Strategy ID: **Sustained Enforcement (SP)**

Planned Activity Description

Statewide selective traffic enforcement projects. The primary emphasis will be speed enforcement throughout the year.

Intended Subrecipients

Arkansas State Police

Arkansas Highway Police

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$500,000.00	\$125,000.00	\$0.00
2022	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$750,000.00	\$187,500.00	\$0.00

Planned Activity: **Mini Selective Traffic Enforcement Projects (M-STEPS)**

Planned activity number: **SC-2021-03**

Primary Countermeasure Strategy ID: **Sustained Enforcement (SP)**

Planned Activity Description

Funding for overtime pay and equipment for Mini-STEP projects to conduct speed enforcement primarily during state, regional or national speed campaigns.

Intended Subrecipients

Local Mini STEP Agencies (sub-recipients) listed on page 131

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$300,000.00		\$300,000.00
2022	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$400,000.00		\$400,000.00

Program Area: Traffic Records

Description of Highway Safety Problems

Problem: Due to issues with a previous contractor there has been a backlog of crash report data that needed to be entered into eCrash, the online system used by the Arkansas State Police (ASP) and most agencies in the state.

Countermeasure Strategies: Due to a heavy push by the AHSO data entry personnel and the University of Arkansas contract personnel, we have moved through the backlog of 2018, 2019 and almost all of 2020 crash data during FY21. Because of COVID-19 and the isolation that local departments experienced due to it, they realized the need for shared data. More than double the number of agencies that were expected moved over to the eCrash system and a major push was made to identify every law enforcement department in the state and begin discussions with them about moving to eCrash. This live data entry will assist in streamlining the state's crash records system and provide more accurate information. Currently, 273 agencies are using eCrash, with an additional 14 trained as of June 1, 2021.

The goals of projects funded in the Traffic Records Program are to increase the number of agencies using eCrash; increase the # of courts using Contexte (real-time); and reduce the average crash record entry time using the eCrash system from 108.3 hours to 105.5 hours in FY22.

Program Overview

The National Highway Traffic Safety Administration's assessment team conducted a Traffic Records Assessment between July and October 2015. This team, together with the TRCC and the NHTSA GO Team are the basis for Arkansas' 2018 – 2022 Traffic Records Strategic Plan. In conjunction with the strategic plan, the goals of the Traffic Records Program are to basically erase the backlog of crash report data entered into eCrash and improve the accuracy of it. The State Traffic Records Strategic Plan, Assessment and 405 IPR (including the list of the TRCC members, meeting dates, description of quantifiable and measurable improvements, recommendations from the most recent assessment, recommendations to be addressed with projects and performance measures, and descriptions of the performance measures and supporting data that the state is relying on to show quantitative improvement in the preceding 12 months of the application due date) are provided in the 405c application.

The assessment team concluded a new Traffic Records Assessment on June 2, 2021 and the TRCC is working to read through the assessment, work with all agencies to determine appropriate goals, and re-develop the TRCC as a unit that functions more effectively and efficiently. The new five-year State Traffic Records Strategic Plan should be complete by the end of calendar year 2021.

Data Collection and Information Systems

eCrash is a data collection and reporting tool that streamlines and automates the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for Arkansas crash data. eCrash is partially funded through Section 405c. Features of eCrash includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. As of June 1, 2021, 273 local Arkansas law enforcement agencies including the Arkansas State Police, submit their data electronically through eCrash. Agencies represent approximately 92% of all crash submissions in the state of Arkansas annually. Data Collection and Analysis is also a Primary Emphasis Area in the SHSP and includes strategies regarding eCrash and other data collection methods and tools.

Crash Report Form – On July 15, 2015, the ASP released a revised crash form electronically to the ASP troopers and have been continuously providing it to local law enforcement agencies throughout the state since that date. Fields were added to the form, thus allowing additional data to be collected which can be analyzed to support traffic safety improvements. While some agencies still provide paper submittals to eCrash, it is our goal to bring on as many agencies online as possible.

The eCrash form is currently compliant with Model Minimum Uniform Crash Criteria (MMUCC), Version 4. We looked into moving to version 5 early this year but decided to wait for version 6 to become available early next year. We will move up two levels at that time.

Crash Data – The ASP will continue to work with law enforcement partners on the importance of submitting accurate crash data with a goal to lower the number of crash reports containing “unknown” for various data elements. We are working with the IT division of the Arkansas Department of Public Safety to develop a better initial training for agencies coming online to the eCrash system and will provide and require annual training updates for all officers to address and changes or problems.

Reports by ASP – The ASP Highway Patrol uses data to implement enforcement, write reports and proposals, design presentations, or increase traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ASP. For law enforcement, reports specific to their jurisdiction can help identify problem areas in which to focus overtime efforts.

The Arkansas State Police (ASP) logged for 2018, 82,088 crash reports of which 21,488 were entered into the eCrash by office staff from paper reports, including a number of crashes that had to be removed and re-entered because of issues with a third-party vendor. The total number of paper reports received by ASP in 2019 was 12,067 with a total of 82,920 in the database. There are currently 75,478 reports in the database for 2020, although that number will change slightly as data entry on the last few is underway, with 19,808 that were entered by office staff due to our locating a large number of agencies that were previously not submitting anything. As of May 31, 2021, there were 31,950 crashes in the database and slightly over 1,200 paper reports to enter. Reports entered in eCrash do not include duplicate, private property, or parking lot crashes.

Performance Measure—Goals

Program Goal

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

- Increase the number of agencies using eCrash.
- Increase the # of courts using Contexte (real-time)
- Reduce the average crash record entry time using the eCrash system from 108.3 hours to 105.5 hours in FY22.

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Project Strategies

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

- To provide for the daily operation of the eCrash.
- To acquire necessary computer hardware, software and peripherals eCrash.
- To develop and implement computer software that will allow the ASP and other agencies 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 the traffic citation history file;
- To maintain and increase the number of required data elements for MMUCC compliance;
- To implement an electronic citation system for most local agencies.
- To provide eCrash/eCitation training for law enforcement officers
- Maintain NEMESIS compliance.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	Increase the number of Law Enforcement Agencies using the eCrash system from 273 to 300 FY22	2022	Annual	300.0
2022	Increase the number of courts using Contexte from 134 to 190 for FY22	2022	Annual	190.0
2022	Reduce the average crash record entry time using the eCrash system from 108.344 hours to 105.500 hours for FY22	2022	Annual	105.5

Countermeasure Strategies in Program Area

Highway Safety Office Program Management TR
Improve integration between one or more core highway safety databases
Improve timeliness of a core highway safety database

Countermeasure Strategy: **Highway Safety Office Program Management TR**
 Program Area: **Traffic Records**

Project Safety Impacts

Provides for the administration of the Traffic Records Program and provides support for other program areas. Funding will provide for the necessary staff time, 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 and improvements to the AHSO eGrants system to facilitate electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, and monitoring and evaluating projects.

Linkage between Program Area

A Traffic Records Assessment by the National Highway Traffic Safety Administration’s assessment team was conducted for the State of Arkansas between July and October 2015. 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 eCrash and improve the accuracy of the data.

The program will continue efforts to reduce the backlog and improve the accuracy of data by continuing to expand the input of crash through the paperless system by using a computer image of the crash report for review and data entry.

This countermeasure will provide funding for the necessary personnel and training for the administration of the Traffic Records Program and support for other program areas (administration of computer system hardware and eGrant). Funding will also provide for the necessary staff time travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program and for continued training in the administration of computer systems software and eGrants operations to maintain an effective, efficient Traffic Records Program.

A new Traffic Records Assessment was concluded on June 2, 2021 and new goals will be formulated and included in that document within the next calendar year.

Goals:

- Increase number of agencies using eCrash to 300 FY22
- Increase number of courts utilizing Contexte to 190 FY22
- Reduce the average crash record entry time using the eCrash system from 108.3 hours to 105.5 hours in FY22.

Rationale

This countermeasure is necessary to maintain an effective, efficient Traffic Records Program that will provide timely, accurate information and data to direct and support strategies to effectively address traffic Arkansas' traffic safety problems. Funding will provide staff and training for the administration of the Program as well as support for relevant program areas. Funds will also provide for travel and training expenses and programming, monitoring, evaluation and coordination of the Traffic Records Program.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-2022-06	Traffic Records Professional Development & Crash Reconstruction
TR-2022-07	Traffic Records Program Management

Planned Activity: Traffic Records Professional Development

Planned activity number: TR-2022-06

Planned Activity Description

Provides specified training for law enforcement and other highway safety professionals in matters related to traffic records. May involve continued crash investigation and reconstruction training courses.

Intended Subrecipients

Arkansas State Police (ASP)

Countermeasure Strategy
Highway Safety Office Program Management TR

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$35,000.00		
2022	FAST Act NHTSA 402	Traffic Records (FAST)	\$30,000.00		

Planned Activity: Traffic Records Professional Development and Crash Reconstruction

Planned activity number: TR-2022-06-06-02

Planned Activity Description

Provides specified training and equipment for law enforcement and other highway safety professionals to conduct crash investigation and reconstruction training courses and to provide equipment and supplies for crash reconstruction activities statewide to improve the quality of the data in the crash report.

Justification for Equipment:

Traffic crashes have an effect on the lives of those involved, the lives of those who respond to the incident and the lives of those who investigate the incident. The collection of evidence at a crash scene is very important but the exposure of responders to the dangers of traffic increases the chance of a secondary collision occurring. When technology is effectively applied to traffic incident management and crash investigation, safety is increased, and traffic congestion is minimized. The use of traffic crash reconstruction technology has a significant impact on the safety of the investigators, the traveling public and the operation of the transportation system.

Equipment and Cost Breakdown:

Agency	Item Detail	Estimated Cost	Funding Source	Activity & Project #	Purpose
ASP	TBD	TBD		TR-2022-06-06-02	Provide specified training and equipment for law enforcement and highway safety professionals to conduct crash investigation and attend crash reconstruction training

Intended Subrecipients

Arkansas State Police (ASP)

Countermeasure Strategy
Highway Safety Office Program Management TR

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$35,000.00		
2022	FAST Act NHTSA 402	Traffic Records (FAST)	\$30,000.00		

Planned Activity: Traffic Records Program Management

Planned activity number: TR-2022-07

Planned Activity Description

Provides for the administration of the Traffic Records Program and support for other program areas. Funding will provide for the necessary staff time, 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 and eGrants operations.

Intended Subrecipients

Arkansas State Police

Countermeasure Strategy
Highway Safety Office Program Management TR

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405d Impaired Driving Int	405d Int Traffic Records (FAST)	\$22,300.00	\$5,600.00	
2022	FAST Act 405d Impaired Driving Int	405d Int Traffic Records (FAST)	\$25,400.00	\$6,400.00	
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$65,000.00		\$0.00
2022	FAST Act NHTSA 402	Traffic Records (FAST)	\$65,000.00		\$0.00

Countermeasure Strategy: **Improves integration between one or more core highway safety databases**
Program Area: **Traffic Records**

Project Safety Impacts

The transition from the TraCS system to the eCrash system has streamlined the entry of Crashes by ASP with 273 local agencies using eCrash as of June 1, 2021.

eCrash – eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for crash data. eCrash is partially funded through Section 405c. Features of eCrash include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. Currently 273 of approximately 400 Arkansas law enforcement agencies submit their data electronically through eCrash. It is anticipated this number will reach 300 agencies in 2022. Data

Collection and Analysis is also a primary emphasis area in the SHSP and includes eCrash as well as other data collection methods and tools.

Crash Report Form – On July 15, 2015, the ASP released a revised crash form electronically to the ASP troopers and have been continuously providing it to local law enforcement agencies throughout the state since that date. Additional fields were added to the form, thus allowing for additional data to be collected which can then be analyzed to support traffic safety improvements.

Crash Data – The ASP continues to work with law enforcement partners on the importance of crash data with a goal to lower the number of crash reports containing “unknown” for various data elements.

Reports by ASP – The ASP Highway Patrol uses data to implement enforcement, write reports and proposals, design presentations, or increase traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ASP. For law enforcement, reports specific to their jurisdiction help identify evidence-based problem areas in which to focus overtime efforts. Integration of the eCite, eCrash, Contexte, and other relevant databases has assisted in producing more timely and accurate data.

Linkage Between Program Area

In conjunction with the strategic plan, the goals of the Traffic Records Program are to reduce of the backlog of crash report data to be entered into the eCrash, integrate the relevant databases and improve the accuracy and timeliness of data.

Goals:

- Increase the number of agencies using eCrash to 300 by 2022
- Increase the number of courts using Contexte to 190 by 2022
- Reduce the average crash record entry time using the eCrash system from 108.3 hours to 105.5 hours in FY22.

Rationale

This countermeasure will provide funding for the necessary personnel, training and equipment for the administration of computer systems to improve the integration of relevant databases to maintain an effective, efficient Traffic Records Program and improve the timeliness and accuracy of data.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-2022-03	Electronic Traffic Crash Record Entry System Project (eCrash)
TR-2022-04	EMS Data Injury Surveillance Continuation Project
TR-2022-05	Electronic Citation System (eCite)

Planned Activity: Electronic Traffic Crash Record Entry System Project (eCrash)

Planned activity number: TR-2022-03

Planned Activity Description

Continue modification of computer software applications for ASP and other agencies to enter crash data within a few hours of a crash - integrate information directly into database without reentering.

Intended Subrecipients: Arkansas State Police and Local Law Enforcement Agencies

Countermeasure Strategy
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405c Data Program	405c Data Program (FAST)	\$ 300,000.00	\$100,000.00	
2022	FAST Act 405c Data Program	405c Data Program (FAST)	\$ 300,000.00	\$100,000.00	
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$ 200,000.00	\$ 50,000.00	\$0.00
2022	FAST Act NHTSA 402	Traffic Records (FAST)	\$ 250,000.00	\$ 62,500.00	\$0.00
2021	FAST Act NHTSA 405e Comp DD	Traffic Records (FAST)	\$1,215,000.00	\$303,800.00	
2022	FAST Act NHTSA 405e Comp DD	Traffic Records (FAST)	\$1,215,000.00	\$303,800.00	

Planned Activity: Traffic Safety/ Law Enforcement Training Project

Planned activity number: TR-2022-02

Primary Countermeasure Strategy ID: eCrash Training – Local agencies

Planned Activity Description

Provide an Annual training for law enforcement officers on eCrash data entry and the Advance program.

Intended Subrecipients: TBD

Countermeasure Strategies
Electronic Traffic Crash Record Entry System Project (eCrash)
Electronic Citation System (eCite)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$300,000.00		\$225,000.00
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$300,000.00		\$225,000.00

Planned Activity: EMS Data Injury Surveillance Continuation Project

Planned activity number:TR-2022-04

Planned Activity Description

Maintenance of data elements necessary for system compliance with NEMSIS data collection. Funding will provide for support to maintain and upgrade the software and hardware infrastructure to meet requirements.

Intended Subrecipients

Arkansas Department of Health (EMS)

Countermeasure Strategy
Improves integration between one or more core highway safety databases

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405c Data Program	405c Data Program (FAST)	\$70,000.00	\$17,500.00	

Planned Activity: Electronic Citation System (eCite)

Planned activity number: TR-2022-05

Primary Countermeasure Strategy ID: Improve integration between one or more core highway safety databases

Planned Activity Description

Continue modification of computer software applications for ASP and other agencies to enter citation data within a few hours of being written and integrate the data directly into database without reentering.

Intended Subrecipients

Arkansas State Police and Local Law Enforcement Agencies

Countermeasure Strategy
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2022	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$200,000.00	\$50,000.00	
2022	FAST Act NHTSA 402	Traffic Records (FAST)	\$200,000.00	\$50,000.00	

Countermeasure Strategy: **Improves timeliness of a core highway safety database**

Program Area: **Traffic Records**

Project Safety Impacts

This countermeasure is necessary to maintain an effective, efficient Traffic Records Program that will provide timely, accurate information and data to direct and support strategies to effectively address traffic Arkansas' traffic safety problems. Funding will provide staff and training for the administration of the Program as well as support for relevant program areas. Funds will also provide for travel and training expenses and programming, monitoring, evaluation and coordination of the Traffic Records Program.

Linkage Between Program Area

Increase the number of Law Enforcement Agencies (LEA's) using the eCrash system to report crashes rather than submitting paper reports that must be manually entered by data entry personnel into the eCrash database thereby alleviating and eventually removing the backlog of reports to be entered.

There are approximately 441 Law Enforcement Agency's in Arkansas - counting Arkansas State Police as one. Currently 273 are submitting their reports through eCrash.

Goal:

- Increase the number of agencies using eCrash to 300 for FY22.

Countermeasure:

- Improve the timeliness of crash data

Rationale

The findings and recommendations of the Traffic Records Assessment team, together with input from the TRCC and recommendations by the NHTSA "GO Team" are the basis for Arkansas' 2018 – 2022 Traffic Records Strategic Plan. In conjunction with the strategic plan, the goals of the Traffic Records Program are to maintain and reduce the backlog of crash report data to be entered into eCrash and improve the accuracy of data.

This program will continue efforts to reduce the backlog and improve the accuracy and timeliness of crash data. The transition to the eCrash system has streamlined the entry of crashes and is already providing more accurate and timely information.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-2022-01	eCrash Program Operations
TR-2022-02	eCrash Training
TR-2022-03	Electronic Traffic Crash Record Entry System Project (eCrash)
TR-2022-05	Electronic Citation System (eCite)

Planned Activity: eCrash Program Operations

Planned activity number: TR-2022-01

Primary Countermeasure Strategy ID: Improves timeliness of a core highway safety database

Planned Activity Description

Provides for retaining the services of a qualified contractor(s) to input crash data in a timely manner. It also provides for the operation of the eCrash by the ASP including data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work.

Intended Subrecipients

Arkansas State Police and Data Entry Contractor(s)

Countermeasure Strategy
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$238,500.00	\$100,000.00	\$0.00
2022	FAST Act NHTSA 402	Traffic Records (FAST)	\$338,500.00	\$100,000.00	\$0.00

Planned Activity: Electronic Traffic Crash Record Entry System Project (eCrash)

Planned activity number: TR-2022-03

Primary Countermeasure Strategy ID: Improves timeliness of a core highway safety database

Planned Activity Description Continue modification of computer software applications to integrate information directly into database. Funds provide for personnel, travel, equipment and software updates.

Intended Subrecipients: Arkansas State Police and Local Law Enforcement Agencies

Countermeasure Strategies
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2022	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$200,000.00	\$50,000.00	\$0.00
2022	FAST Act NHTSA 402	Traffic Records (FAST)	\$250,000.00	\$62,500.00	\$0.00

Planned Activity: Electronic Citation System (eCite)

Planned activity number: TR-2022-05

Primary Countermeasure Strategy ID: Integration between one or more core highway safety databases

Planned Activity Description Continue modification of computer software applications for agencies to enter citation data within a few hours and integrate directly into its database without reentering.

Intended Subrecipients: Arkansas State Police and Local Law Enforcement Agencies

Countermeasure Strategies
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amt	Match Amt	Local Benefit
2021	FAST 405c Data Prog.	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2022	FAST 405c Data Prog	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2021	FAST Act 402	Traffic Records (FAST)	\$200,000.00	\$50,000.00	
2022	FAST Act 402	Traffic Records (FAST)	\$250,000.00	\$62,500.00	

Evidence-based traffic safety enforcement program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program:

Unique Identifier	Planned Activity Name
AL-2022-10	Training Academy BAT & Sobriety Checkpoint Mobile Training
OP-2022-02	Local Selective Traffic Enforcement Projects (STEPS)
AL-2022-06	Local Selective Traffic Enforcement Projects (STEPS)
SC-2022-01	Local Selective Traffic Enforcement Projects (STEPS)
DD-2022-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2022-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
AL-2022-08	Mini Selective Traffic Enforcement Projects (M-STEPS)
SC-2022-03	Mini Selective Traffic Enforcement Projects (M-STEPS)
DD-2022-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2022-10	Rural High Five Project
AL-2022-14	Statewide In-Car Camera and Video Storage System
OP-2022-07	Statewide Law Enforcement Liaison (LEL)
AL-2022-11	Statewide Law Enforcement Liaison (LEL)
AL-2022-05	Statewide Public Information and Education (PI&E)
OP-2022-05	Statewide Public Information and Education (PI&E)
SC-2022-04	Statewide Public Information and Education (PI&E)
DD-2022-01	Statewide Public Information and Education (PI&E)
OP-2022-03	Statewide Selective Traffic Enforcement Project (STEP)
AL-2022-07	Statewide Selective Traffic Enforcement Project (STEP)
SC-2022-02	Statewide Selective Traffic Enforcement Project (STEP)
DD-2022-03	Statewide Selective Traffic Enforcement Project (STEP)

Crash Analysis - Analysis of crashes, crash fatalities, and injuries in areas of highest risk.

Fatalities: Arkansas Top 10 Counties							% Of Total
	2015	2016	2017	2018	2019	Total	FY19 505
Pulaski County	53	43	60	70	58	284	11.49%
Benton County	25	30	15	18	23	111	4.55%
Garland County	26	31	13	18	21	109	4.16%
Washington County	22	34	24	18	21	119	4.16%
Craighead County	17	18	17	18	18	88	3.56%
Saline County	18	9	10	7	15	59	2.97%
White County	11	20	10	7	14	62	2.77%
Jefferson County	9	11	16	11	13	60	2.57%
Union County	11	7	6	12	13	49	2.57%
Independence County	6	8	6	7	11	38	2.18%

Injuries: Arkansas Top 10 Counties							% Of Total
	2015	2016	2017	2018	2019	Total	FY19 2,424
Pulaski County	394	396	367	290	302	1,749	12.46%
Craighead County	95	99	109	113	177	593	7.30%
Washington County	110	122	154	155	155	696	6.39%
Garland County	159	155	118	105	132	669	5.45%
Benton County	180	155	151	143	119	748	4.91%
Saline County	101	64	80	66	75	386	3.09%
Sebastian County	83	68	101	76	69	397	2.85%
Faulkner County	96	101	89	67	65	418	2.68%
Pope County	65	76	67	59	57	324	2.35%
Baxter County	38	65	86	58	53	300	2.19%

Deployment of Resources

The Arkansas Highway Safety Office considers safety issues by focusing on behavioral aspects at the driver level. The goal is to reduce highway fatalities by better identifying driver behaviors that cause fatal crashes and targeting problem areas where fatal crashes occur. An evidence-based Traffic Safety Enforcement Plan (E-BE) has been developed to reduce injuries and fatalities in the State.

Attention is focused on participation in impaired driving, occupant protection and speed enforcement through Selective Traffic Enforcement Projects (STEPS & Mini-STEPS). This program will include active participation by 90+ Arkansas law enforcement agencies in the state. The following chart shows the citations issued by STEP & Mini-STEP agencies 2016 through 2020.

Citations	2016	2017	2018	2019	2020
Speeding Citations	10,674	18,252	17,922	19,396	21,854
Seat Belt Citations	22,407	21,162	23,401	23,514	10,474
DUI Citations	1,072	1,065	826	821	1,074

From 2016-2020 the number of seat belt citations issued has fluctuated as shown on the above chart. Efforts continue to educate law enforcement and the judiciary of the importance of issuing seat belt citations and obtaining convictions.

STEP projects will include high visibility and sustained enforcement of impaired driving, occupant protection and speed limit laws by 31 local law enforcement agencies and the Arkansas State Police. A new initiative is focused on 50+ smaller law enforcement agencies that will be participating in mini-STEP grants. These grants fund overtime enforcement or equipment to agencies that participate in the national safety campaigns and state mobilizations. Targeted media, including paid television, radio, billboards and internet will support these campaigns, which include CIOT and DSOGPO.

FARS ARF data for Arkansas (based on the 5-year period (2015-2019) shows the number of fatalities at 470 in 2015 and 505 for 2019. The fatality rate per 100 MVMT also shows a decrease from 1.58 (2015) to 1.36 (2019). Serious injuries (2's only) decreased from 2,883 in 2015 to 2,424 in 2019.

An average of 532 motorists loses their lives and another 2,716 are seriously injured each year on Arkansas's roadways. Preliminary data for 2020 shows fatalities at 640. Over the past five years, alcohol-related fatalities averaged 140 per year. In 2019, 128 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities were reported - 26% of the total fatalities.

A major area of concern continues to be the relatively low seat belt use rate in the State. In 2019, there were 350 passenger vehicle occupant fatalities. Of these fatalities, 165 or 47% were unrestrained. In 2015 Arkansas's Seat Belt use rate was 77.7%. This use rate has increased with preliminary numbers for the 2021 Seat Belt Survey showing the use rate at 83%. However, Arkansas is still a long way from the National use rate of 90.3%.

If the State is to increase seat belt use, all law enforcement agencies must make seat belt enforcement a priority. During FY21, a total of 201 agencies participated in CIOT including: 46 Mini-STEP, 31 STEP, and 124 non-STEP volunteer agencies. Despite a decline in the number of agencies participating in previous years, the revamping of our LEL program, and the decrease in enforcement due to the COVID Pandemic, agency participation increased in FY21. We attribute part of the increase to the AHSO's in-house LEL program. This program was changed and brought in-house in 2020 with an emphasis on increasing total enforcement, expanding the number of STEP and Mini-STEP agencies, and encouraging all agencies to address enforcement at a higher level. This move has proven very successful with over 50 new agencies recruited by the LEL and currently participating in the mini-STEP program.

The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Between 2015-2019 motorcycle fatalities accounted for approximately 13 percent of Arkansas' total traffic fatalities. In 2015 this number stood at 80 and has decreased to 64 in 2019. There were 361 motorcycle involved traffic fatalities in Arkansas during the 5-year period 2015-2019. New projects were implemented to address this issue.

The AHSO is working in collaboration with ArDOT to utilize the Arkansas Crash Analytics Tool (ACAT) to display STEP and Mini-STEPs locations on the TZD website online maps to pinpoint high crash areas and road segments and assist local and statewide agencies to better target enforcement efforts. 97% of Arkansas' law enforcement agencies are now utilizing the system which has significantly improved crash reporting and agency access to information. The long-term goal is to develop a comprehensive traffic safety program in each geographical area.

Towards this end, the AHSO is collaborating with our partners to encourage seat belt use, develop relevant information materials and implement evidence-based prevention activities statewide. Although the larger populated areas of Arkansas present the most problems involving crashes, more and more crashes and fatalities are occurring in the less populated areas. From 2015 thru 2019, approximately 66 percent of fatalities were in rural areas of the state. The AHSO will continue to implement statewide projects as cited above and utilize their resources to combat this problem.

In FY22 Arkansas' Highway Safety Office will issue sub-grants to approximately 100 agencies and courts statewide to target Highway Safety issues. Agencies include state, county, and municipal law enforcement agencies in urban and rural locations. Other sub-grantees include, but are not limited to, the Highway & Transportation Department, Administrative Office of the Courts, University of Arkansas System, Arkansas Department of Health, Black River Technical College Law Enforcement Training Academy.

Statewide problem analysis indicates that the most effective reduction of fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate and enforcement of speed limits, our focus will be on creating aggressive, innovative and well publicized enforcement in conjunction with education programs and an increased focus on citations.

Arkansas hosted a statewide traffic safety conference in Little Rock in 2019. The objective of this annual conference is to generate collaboration among law enforcement and traffic safety advocates across the State. Although no conference is currently planned for FY22 due to the uncertainty of COVID 19 restrictions, the plan is to host a conference annually that will incorporate discussions on innovations around the country and increase the effectiveness of Arkansas' Highway Safety program efforts. We hope this will be a catalyst for a strong movement to implement new and more effective programming across the State.

The AHSO evidence-based (E-BE) traffic safety enforcement program is focused on preventing traffic crashes and crash-related fatalities and injuries. Analysis of Arkansas' crashes, crash fatalities and serious injuries are extracted from Arkansas State Traffic Records Data (eCrash), Arkansas Crash Analytics Tool (ACAT) and FARS". Information on fatalities and injuries is provided in Occupant Protection Problem ID Section as well as the 405b application. Utilizing this data, priority areas have been identified to implement proven enforcement activities. Arkansas's E-BE is implemented through deployment of our resources in these areas throughout the year and mobilizing the entire state during the "Click It or Ticket" (CIOT) mobilizations and the "Drive Sober or Get Pulled Over" (DSOGPO) crackdowns. Each enforcement effort is analyzed at its conclusion and adjustments made to the E-BE.

The AHSO utilizes projects for selective overtime enforcement efforts in the areas of alcohol, speed, distracted driving, and OP. Funding assistance is awarded to law enforcement agencies statewide with a focus on priority areas. Additional projects target priority areas with public information and education for specific dates and times of enforcement efforts. Additional agencies are recruited to participate in Federal and statewide mobilizations and crackdowns. FY 22 Mobilizations will include the following:

- State Distracted Driving Mobilization - October 17-23, 2021
- State Seat Belt Mobilization - November 15 - 28, 2021
- National Winter DWI Mobilization - December 17, 2021 - January 2, 2022*
- State St. Patrick's Day DWI Mobilization - March 17 – 20, 2022*
- State Distracted Driving Mobilization - April 4 - April 11, 2022
- 420 Campaign April 18 - April 20
- State Cinco De Mayo DWI Mobilization – May 5 – 8, 2022*
- National Memorial Day Seat Belt Mobilization - May 23 - June 5, 2022

- State July 4th Holiday DWI Mobilization - June 29 - July 4, 2022
- State Speed Mobilization - July 18 - July 31, 2022
- National Labor Day DWI Mobilization - August 19 - September 5, 2022*

Checkpoints and Saturation patrols are conducted at least four nights during National DWI mobilizations. Who, what, when, where and why are used to determine where to direct our resources for the greatest impact.. Data is broken down by type of crash, i.e., speed, alcohol, restraint usage, impaired driving etc. Arkansas's fatal, and serious injury crash data is utilized to determine priority areas and provide direction on how to make the greatest impact.

The enforcement program is implemented by awarding selective traffic enforcement overtime grants to law enforcement agencies in these priority areas. Funding for overtime salaries and traffic related equipment is eligible for reimbursement. Agencies applying for funding assistance for selective overtime enforcement are encouraged to do problem identification within their city or county to determine when and where to conduct enforcement for the greatest impact. The components of the awards include PI&E and required activity reporting. The enforcement program includes statewide enforcement efforts for the mobilizations and crackdowns which involve extensive national and state media campaigns.

All law enforcement working alcohol and seat belt selective overtime must provide proof of their successful completion of the Standardized Field Sobriety Testing (SFST) training and Traffic Occupant and Protection Strategies (TOPS) training.

The AHSO monitors and assesses each of the selective traffic enforcement overtime grants upon receipt of the activity report and reimbursement request and adjustments are made as needed. Seat Belt survey results along with performance standards results (officer violator contacts/stops and arrests per hour) are evaluated to adjust enforcement strategies and determine future awards. Adjustments to enforcement plans continue throughout the year. The AHSO staff reviews the results of each activity/mobilization. Likewise, state, local and county law enforcement agencies work with their program managers to review their activity and jurisdictional crash data on a regular basis. Based upon these reviews, continuous follow-up and timely adjustments are made to enforcement plans to improve sustained and High Visibility Enforcement (HVE) effectiveness.

High-visibility enforcement (HVE) strategies

Countermeasure Strategies
Communication Campaign (Impaired Driving)
Communication Campaign (OP)
Communication Campaign DD
Drug Recognition Expert (DRE) Training
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints
SFST training for Law Enforcement Officers
Short Term High Visibility Speed Enforcement
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)
Sustained Enforcement (SP)

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
AL-2022-06	Local Selective Traffic Enforcement Projects (STEPS)
AL-2022-08	Mini Selective Traffic Enforcement Projects (M-STEPS)
AL-2022-10	Law Enf Training Academy BAT & Sobriety Checkpoint Mobile Training
AL-2022-14	Statewide In-Car Camera and Video Storage System
OP-2022-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2022-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2022-10	Rural High Five Project
SC-2022-01	Local Selective Traffic Enforcement Projects (STEPS)
SC-2022-03	Mini Selective Traffic Enforcement Projects (M-STEPS)

2022 LEL duties include soliciting non-STEP agencies to voluntarily participate in mobilizations or apply for mini-STEP grants. The Mini-STEP grants provide funds to pay overtime enforcement or provide equipment to be used in enforcement activities for participating agencies for the 2 CIOT mobilizations.

Law enforcement agencies are encouraged to involve and inform the media during special enforcement events. The national tagline of “Click It or Ticket” will be used in efforts to promote occupant protection. To promote the use of safety belts and support NHTSA’s “Click It or Ticket” national mobilization and the state’s two-week STEP effort, CJRW, Arkansas’s advertising agency of record will secure paid media per NHTSA’s pre-determined media timeline for the campaign.

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 state’s usage rate. The projects mentioned above, along with the CIOT program, are an integral part of the FY 22 Highway Safety Plan. Efforts in FY22 will include emphasis on increasing total enforcement efforts, the number of agencies participating and encouraging agencies outside of STEP to address seat belt enforcement at a much higher level.

The AHSO collaborates with the Driver Behavior Committee for the SHSP Planning Group. Members of this group include the following.

Driver Behavior: Debra Hollis	Hwy Safety Manager AHSO	(501) 618-8190	Debra.Hollis@asp.arkansas.gov
Impaired/Drowsy Driving- Chip Payne	Impaired Driving Specialist AHSO	(501) 618-8134	chip.payne@asp.arkansas.gov
Occupant Protection – PFC. Sevelta Mackey	PFC Highway Police	(501) 569-2421	Sevelta.Mackey@ahtd.ar.gov
Aggressive Driving – Lt. Cody Burk	Lt. Pulaski County Sheriff’s Office	(501) 340-7055	cburk@pcso.org
Distracted Driving – Cpt. Ross Batson	Highway Police	(501) 569-2371	Ross.Batson@ahtd.ar.gov

Reference Section:

FY22 STEP Agencies	
(Cities/Counties)	(Cities/Counties)
Ashdown P.D.	Jonesboro P.D.
Bella Vista P.D.	Lowell PD
Benton Co. Sheriff's Office	Marion P.D.
Benton P.D.	Miller County Sheriff's Office
Bryant P.D.	Mountain Home P.D.
Carroll Co. Sheriff's Office	North Little Rock P.D.
Centerton P.D.	Paragould P.D.
Cross Co. Sheriff's Office	Rogers P.D.
Dardanelle P.D.	Sherwood P.D.
El Dorado P.D.	Siloam Springs P.D.
Fayetteville P.D.	Springdale P.D.
Fort Smith P.D.	St. Francis Co. Sheriff's Office
Garland Co. Sheriff's Office	Texarkana P.D.
Harrison P.D.	Trumann P.D.
Hope P.D.	Washington Co. Sheriff's Office
Hot Springs P.D.	Additional Cities and counties
STATEWIDE STEP AGENCIES	
Arkansas State Police	Arkansas Highway Police
STEP agencies expected to have FY22 agreements. All STEP agencies are expected to attempt to work DWI, Speed, Seat Belt and Distracted Driving during their sustained traffic enforcement as well as work all Mobilizations.	

FY 22 Mini-STEP Agencies	
(Cities/Counties)	(Cities/Counties)
Alexander P.D.	Lafayette Co. Sheriff's Office
Austin P.D.	Little Flock P.D.
Barling P.D.	Little Rock P.D.
Bauxite P.D.	Maumelle P.D.
Baxter Co. Sheriff's Office	Monticello P.D.
Boone Co. Sheriff's Office	Mountain View P.D.
Bradley P.D.	Newton Co. Sheriff's Office
Clarksville P.D.	Osceola PD
Clay Co. Constable's Office	Ozark P.D.
Dallas Co. Sheriff's Office	Pea Ridge P.D.
Decatur P.D.	Poinsett Co. Sheriff Office
Elkins P.D.	Prairie Grove P.D.
Eureka Springs P.D.	Prescott P.D.
Fairfield Bay P.D.	Saline Co. Sheriff's Office
Faulkner Co. Sheriff's Office	Searcy Co. Sherriff's Office
Glenwood P.D.	Sheridan P.D.
Goshen P.D.	St. Charles P.D.
Grant Co. Sheriff's Office	Stone Co. Sheriff's Office
Hazen P.D.	Stuttgart P.D.
Hempstead Co. Sherriff's Office	Sulphur Springs P.D.
Highfill P.D.	Tontitown P.D.
Highland P.D.	West Memphis P.D.
Independence Co. Sheriff's Office	White Co. Sheriff's Office
	<i>Additional Agencies to be added</i>
Mini-STEP agencies expected to have FY22 agreements. All STEP agencies are expected to attempt to work DWI, Speed, Seat Belt and Distracted Driving during their sustained traffic enforcement as well as work all Mobilizations.	

Methodology for selecting Performance Measure Targets. The methodology used is like the previous years. The first step was to calculate the moving average for the last five years. Next, an average of each value was calculated. Once the average of the moving averages was calculated, external factors were considered to determine if and how they would impact safety performance. Targets were adjusted for several internal/external factors that could have a detrimental impact on safety performance, such as the availability of medical marijuana, the opioid epidemic, the associated increase in the number of drugged drivers, the increase in the speed limit on freeways/expressways along with the increase in average vehicle speed due to lower traffic volume and decreased enforcement associated with the COVID Pandemic, distracted driving, and the increase in the number of crashes captured in the database due to the continued rollout of eCrash statewide and increased reporting (16% increase in fatalities to date for 2021). Factors such as vehicle safety features and road safety infrastructure improvements that could have a positive effect on safety performance were also considered.