

ANNUAL
REPORT
ARKANSAS
FY 2023



TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
Executive Summary	1
Introduction	3
Overall Highway Safety Program	3
Core Outcome and Performance Measures	5
Arkansas Highway Safety Office Public Participation and Engagement	10
Program Areas – Project Results	
Occupant Protection	13
Impaired Driving	20
Speed Enforcement	28
Traffic Records	31
Roadway Safety	34
Motorcycle Safety Program	34
Pedestrian/Bicyclist Program	38
Teen Driver	40
Distracted Driving	42
Paid Media	
Alcohol & Other Drug	44
Occupant Protection	69
Distracted Driving (Oct Campaign)	81
Distracted Driving (April Campaign)	87
Motorcycle Campaign	93
Speed Campaign	98
Planning and Administration	104
STEP and Mini STEP Agencies (Charts)	106
Financial Reports	
Federal-aid Contracts/Agreements	107
Fiscal Year 2022 Arkansas Approved Equipment	110
Chart of Highway Safety Plan Expenditures	111
Legislative Actions	112
Noteworthy Accomplishments	114
Planned Activities Not Implemented	118

EXECUTIVE SUMMARY

Arkansas is proud to submit the 2023 Annual Evaluation Report for the Arkansas State Police Highway Safety Office (AHSO). This annual report summarizes the use of the Section 402 and 405 funds distributed to our state along with evidence as to the status of performance measures that were established within the FY 2023 Highway Safety Plan.

The AHSO is a Section within the Arkansas State Police which is a division of the Department of Public Safety and is responsible for overseeing the highway safety funds awarded to Arkansas through the U.S. Department of Transportation Reauthorization, Fixing America's Surface Transportation (FAST) Act which expired on September 30, 2021 and was replaced November 15, 2021 with the Bipartisan Infrastructure Law (BIL) enacted as the Infrastructure Investment and Jobs Act. The AHSO works closely with our partners at the National Highway Traffic Safety Administration (NHTSA). Colonel Mike Hagar serves as the Governor's Representative for Highway Safety and Bridget White serves as Administrator for the AHSO.

During FY 2023, the AHSO managed approximately 120 subgrant agreements. These projects supported efforts in several areas targeting traffic safety efforts such as impaired driving, occupant protection, speed, traffic records, distracted driving, youth initiatives and public awareness.

Major attention was focused on finding ways to raise the safety belt use rate. Selective Traffic Enforcement projects (STEP) included high visibility and sustained enforcement of impaired driving, occupant protection, speed limit, and distracted driving laws by Arkansas State Police and other law enforcement agencies in the state.

The focus on recruiting additional law enforcement agencies to participate in mini-step grants continued with 40 agencies in FY23. These grants provided funds to agencies to conduct overtime enforcement during national and state mobilizations. These mobilizations continued to focus on occupant protection, speeding and impaired driving issues. In addition, distracted driving mobilizations were added.

During the year, AHSO executed contracts with 40 law enforcement agencies for mini-step grants (mobilizations only). Contracts were also awarded to 35 (34 local and 1 State) law enforcement agencies for sustained (year-round plus mobilizations) selective traffic enforcement projects (STEPS). The results of these enforcement projects during FY 2023 are shown below.

Citations	2019	2020	2021	2022	2023
Speeding Citations	19,396	21,854	17,074	16,824	20,311
Seat Belt Citations	23,514	10,474	6,369	5,606	6,327
DWI/DUI Citations	821	1,074	669	1,001	830

The national mobilizations of "Click it or Ticket" (CIOT) and "Drive Sober or Get Pulled Over" (DSOGPO) also benefited from the participation of state and local agencies and targeted media campaigns. Targeted media included paid television, radio and billboard advertisements.

In 2023 the AHSO continued working toward statewide implementation of an electronic citation and crash system (eCite, eCrash). The eCite system facilitates faster, more accurate and more efficient issuance of citations to violators and captures citation data for timely reporting to various entities. The system allows submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and to the Office of Driver Services. 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 the 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. As of May 13, 2022, 279 local Arkansas law enforcement agencies including the Arkansas State Police, were submitting their data electronically through eCrash. These agencies represented approximately 92% of all crash submissions in the state of Arkansas annually. As of September 30, 2023, 301 local agencies are trained, of those 291 local agencies and the Arkansas State Police are electronically submitting crash reports via eCrash.

In FY23, the AHSO worked closely with the Arkansas Department of Transportation (ARDOT) and federal partners at the Federal Highway Administration and Federal Motor Carrier Safety Administration to identify uniform initiatives and set common goals to coordinate the State Strategic Highway Safety Plan and the AHSO Highway Safety Plan so that they reflect common goals.. Arkansas will continue to use our federal highway safety funds to maintain successful programs and seek new opportunities to identify and fund innovative initiatives to reduce fatalities and serious injury crashes in the State.

During FY23 the AHSO continued to enhance the eGrant system to better facilitate the electronic submission of funding proposals and reports. The system generates grant agreements and provides for electronic reporting. We are in the process of updating our current system and moving to the new IGX version. We should complete this transition in time for the FY26 Grant Cycle.

In FY23 the AHSO re-evaluated plans to hold an annual traffic safety conference for sub-grantees in FY24, instead shifting the focus to pressing highway safety issues for vulnerable populations in Central Arkansas. The AHSO continues the planning process for a general AHSO traffic safety conference for FY25, but have decided to hold a **Central Arkansas Vulnerable Road Users & Motorcyclist Safety Summit & Equity Roundtable tentatively scheduled** for April 30th to May 2nd of 2024.

This report provides a description of the activities undertaken in the identified traffic safety program areas during FY23 along with the results of those activities.

INTRODUCTION

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

The HSO develops an annual Highway Safety Plan (HSP), which identifies traffic-related safety problems in Arkansas and based on research recommends programs that are determined to have the best potential to reduce traffic fatalities, injuries, and crashes. A Performance Plan was prepared which describes the State's problem identification process and identifies the State's highway safety benchmarks and goals. The Highway Safety Plan describes the strategies for meeting the goals outlined in the Performance Plan and allocation of highway safety funds.

As the HSO implements the new THSP (2024-2026), the plan will be adjusted periodically to emphasize programs and strategies that better address performance targets if it appears targets will not be met.

During FY23 the HSO implemented projects and facilitated activities/programs, which contributed toward reaching the State's goals. The HSO recognizes that the achievement of quantified goals is dependent not only on the work of the HSO, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. The AHSO's collaboration with the SHSP Steering Committee is an integral part of this effort. This annual report describes the progress made toward meeting the goals outlined in the performance plan outlined in the FY23 Arkansas Highway Safety Plan and summarizes program area outcomes.

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year 2023 the Arkansas Highway Safety Office (AHSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

- **402 State and Community Highway Safety**
- **405(b,c,d,e,f) National Priority Safety Program Grants**

These projects focused on priority areas identified as most effective in reducing traffic fatalities, injuries, and crashes. Approximately \$9.4 million in Federal-aid funds were expended to implement these projects. A list of Federal aid funded projects that were implemented is shown on pages 106-108. Approximately \$10 million in Federal-aid funds were expended for the entire program. A graph on page 110 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 35 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY23 Performance Plan, the overall program goals for the Arkansas' Highway Safety Program were as follows:

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

- **Limit increase in fatalities/VMT from 1.90 (2016-2020) to 1.808 (2019-2023)**
- **Limit increase in total fatalities from 551.0 (2016-2020) to 714.0 (2019-2023)**
- **Limit Serious traffic injuries from 2,647.0 (2016-2020) to 2791.1 (2019-2023)**

The chart on page 7 shows the moving average of Arkansas's fatalities for the periods of 2014-2018 through 2020-2023. Core outcome measures for both FY22 and FY23 are provided on pages 5 - 6. A summary of each program area is provided on pages 13 through 36 of this report.

As shown in the charts, The AHSO met or exceeded 9 of the 12 goals established in the FY23 HSP. The goals not met included alcohol related fatalities, unhelmeted motorcyclist fatalities and seat belt use rate. This was partially a result of reduced enforcement efforts due to the shortage of law enforcement officers and also the increased number of agencies utilizing eCrash. While increasing the number of agencies submitting through eCrash results in better, more accurate reporting it also increases the numbers of crashes reported.

The AHSO is addressing all the goals that were not met last year through the expansion of both the STEP and the mini-STEP programs and by continuing to increase the number of agencies utilizing eCrash. There are currently 75 active agencies participating as STEP and mini-STEP projects. It is expected that the agencies participating in the STEP, mini-STEP and eCrash programs will better improve enforcement in high crash areas as agencies now have the ability analyze all the crashes in their area, not just crashes worked by their agency. This will allow them to identify and address problem areas and work together to coordinate efforts. The AHSO has also hired a new full time LEL. With the subsiding impact of COVID and having a full-time LEL on staff we hope to increase the number of participating agencies, expand enforcement efforts, and target those efforts for maximum impact.

In 2023 the AHSO continued to work on more projects targeting pedestrians and drivers. The AHSO is working with Arkansas Children's Hospital to assess and improve the "Teen" project. Plans are to continue the development of pedestrian/bicyclist projects targeting schools, college campuses, businesses, churches and communities and work in conjunction with other pedestrian/bicyclist education projects such as the Little Rock "Friendly Driver" Project to address pedestrian and bicyclist safety issues and work on new innovative approaches.

Goal Met Yes/No	2023 Performance Measures	Target Period	Target Start Year	Target End Year	Target Value
1 YES	C-1) Number of traffic fatalities (FARS)	5 Year	2019	2023	714
2 YES	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	2023	2791.1
3 YES	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	2023	1.895
4 YES	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	2023	251.2
5 NO	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	2023	143.4
6 NO	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	2023	147.3
7 YES	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	2023	86.8
8 YES	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	2023	39
9 YES	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	2023	78.3
10 NO	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	2023	87.2
11 YES	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	2023	9.5
12 NO	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	2023	85.0
13 NO	Increase the number of Law Enforcement Agencies using the eCrash system to 300 for FY23	Annual	2019	2023	300
14 NO	Increase the number of courts using Contexte from 190 for FY23	Annual	2019	2023	190

Performance Measure	FY 2023					FY 2022			
	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source*/ FY 23 Progress Results	On Track to Meet FY23 Target Y/N ** (in-progress)	Target Value FY22 HSP	Target Year(s)	Data Source/ FY22 Final Result	Met FY22 Target Y/N
C-1) Total Traffic Fatalities	5 year	2019-2023	714.0	2018 – 2022 FARS/State Preliminary 603.8	Yes	631.5	2017 -- 2021	2017-2021 FARS 604.4	Yes
C-2) Serious Injuries in Traffic Crashes	5 year	2019-2023	2,791.1	2018 – 2022 STATE Preliminary 2,531.6	Yes	2996.9	2017 -- 2021	STATE 2,637.44	Yes
C-3) Fatalities/VMT	5 year	2019-2023	1.895	2018 – 2022 FARS/State Preliminary 1.64	Yes	1.808	2017 -- 2021	2017 – 2021 FARS/State 1.59	Yes
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY23 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2019-2023	251.2	2018 – 2022 FARS/State Preliminary 191.6	Yes	197.0	2017 -- 2021	FARS 192.0	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 year	2019-2023	143.4	2018 – 2022 FARS/State Preliminary 156.4	No	142.0	2017 -- 2021	FARS 152.6	Yes
C-6) Speeding-Related Fatalities	5 year	2019-2023	147.3	2018 – 2022 FARS/State Preliminary 142.2	Yes	135.0	2017 -- 2021	FARS 140.0	No
C-7) Motorcyclist Fatalities (FARS)	5 year	2019-2023	86.8	2018 – 2022 FARS/State Preliminary 78.4	Yes	72.0	2017 -- 2021	FARS 75.4	Yes
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2019-2023	39.0	2018 – 2022 FARS/State Preliminary 44.4	No	41.0	2017 -- 2021	FARS 41.4	Yes
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2019-2023	78.3	2018 – 2022 FARS/State Preliminary 70.0	Yes	65.0	2017 -- 2021	FARS 66.4	Yes
C-10) Pedestrian Fatalities	5 year	2019-2023	87.2	2018 – 2022 FARS/State Preliminary 71.0	Yes	59.0	2017 -- 2021	FARS 66.2	No
C-11) Bicyclist Fatalities	5 year	2019-2023	9.5	2018 – 2022 FARS/State Preliminary 5.6	Yes	4.0	2017 -- 2021	FARS 5.4	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2019-2023	85.0%	State survey/ 2023 Survey 81.0%	No	84.5%	2022	State survey/ 2022 Survey 79.1%	No
Increase the number of Law Enforcement Agencies using the eCrash system to 300 for FY 2023	Annual	2023	300	291 (Anticipate making FY24)	No	Annual 2022	2022	293	No
Increase the number of courts using Contexte to 190 for FY2023	Annual	2022	190	2022 120 (transitioning to new system)	No	Annual 2022	2022	190	No

			BASE YEARS				
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART FY 23 Highway Safety Plan			2017	2018	2019	2020	2021
C-1	Traffic Fatalities	Indicate State or FARS Annual	525	520	511	653	695
	Increase total fatalities to 704.9 (2019 - 2023 rolling average) by 2023	5-Year Rolling Avg.	520.8	524.4	532.6	553.2	580.0
C-2	Serious Injuries in Traffic Crashes	State	2816	2272	2389	2582	2720
	Increase serious traffic injuries to 2,790.1 (2019 – 2023 rolling average) by 2023	5-Year Rolling Avg.	2,992.4	2,833.6	2,680.6	2,619.4	2,555.8
C-3	Fatalities/100M VMT	Indicate State or FARS Annual	1.44	1.41	1.38	1.93	1.81
	Increase fatalities/100 MVMT to 1.89.5 (2019 - 2023 rolling average) by 2023.	5-Year Rolling Avg.	1.49	1.48	1.47	1.54	1.59
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Indicate State or FARS Annual	180	177	166	209	228
	Increase unrestrained passenger vehicle occupant fatalities, all seat positions 36 percent from 184.6 (2016-2020 rolling average) to 251.2 (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	183.0	183.2	183.0	185.6	192.0
C-5	Alcohol-Impaired Driving Fatalities	Indicate State or FARS Annual	146	135	131	166	185
	Increase alcohol impaired driving fatalities 1.3 percent from 141.6 (2016-2020 rolling average) to 143.4 (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	138.4	141.2	140.2	141.6	152.6

GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART FY 23 Highway Safety Plan			BASE YEARS				
			2017	2018	2019	2020	2021
C-6	Speeding-Related Fatalities	Indicate State or FARS Annual	124	132	132	164	140
	Increase speeding-related fatalities by 9.9 percent from 134.0 (2016-2020 rolling average) to 147.3 (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	92.6	104.4	119.6	134.0	138.4
C-7	Motorcyclist Fatalities	Indicate State or FARS Annual	69	66	66	80	83
	Increase motorcyclist fatalities by 19.6 percent from 72.6 (2016-2020 rolling average) to 86.8 (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	71.0	71.6	72.6	72.6	72.8
C-8	Unhelmeted Motorcyclist Fatalities	Indicate State or FARS Annual	36	45	34	39	44
	Increase unhelmeted, motorcyclist fatalities 23.5 percent from 42.6 (2016-2020 rolling average) to 39 (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	43.8	44.8	44.4	42.6	39.6
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	Indicate State or FARS Annual	48	60	62	78	76
	Increase drivers age 20 and younger involved in fatal crashes by 21.6 percent from 64.4 (2016-2020 rolling average) to 78.3 (2019 - 2023 rolling average) by 2023.	5-Year Rolling Avg.	61.4	60.8	61.8	64.4	64.8
C-10	Pedestrian Fatalities	Indicate State or FARS Annual	47	62	62	82	79
	Increase pedestrian fatalities by 44.9 percent from 60.2 (2016-2020 rolling average) to 87.2 (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	44.6	47.8	52.8	60.2	66.4
C-11	Bicyclist Fatalities	Indicate State or FARS Annual	4	4	3	6	9

			BASE YEARS				
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART FY 23 Highway Safety Plan			2017	2018	2019	2020	2021
	Limit increase in bicyclist fatalities to 9.5 (2019 – 2023 rolling average) by 2023.	5-Year Rolling Avg.	4.2	4.2	3.4	4.0	5.2
			2017	2018	2019	2020	2021
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 3.8 percentage points from 81.9 percent in 2020 to 85.0 percent by 2023.	State Annual	81	78	81.9	81.9	84.2

Arkansas Highway Safety Office Public Participation and Engagement

As a precursor to implementing an intensive community outreach/engagement initiative, the Arkansas Highway Safety Office contracted with the Arkansas Center for Health Improvement (ACHI) to conduct a “Data Deep Dive”, which gathered fatality and injury data for Arkansas from multiple sources, as well as demographic and socioeconomic data. This data together with other pertinent information; was reviewed; analyzed; and evaluated with participants representing a variety of agencies, groups and individuals. Priorities for future project implementation will be based on this analysis. Plans are to continue the AHSO’s partnership with the ARDOT/SHSP Planning Committee and others to incorporate the Safe System Approach and leverage existing stakeholder groups for similar SWOT analyses going forward.

Starting Goals

The initial goal will build on current community engagement activities by soliciting and increasing feedback from stakeholders, grantees, community groups and organizations. Surveys and questionnaires previously developed and distributed to existing projects to obtain feedback on project effectiveness have been redesigned to incorporate feedback from the target populations of those projects. The AHSO will use feedback obtained from these surveys to inform program efforts going forward.

A second goal of the AHSO community engagement process will involve “work groups” composed of representatives from the Arkansas Data Deep Dive “SWOT” meeting and the Natural Wonders Partnership Council (NWPC) to identify coalitions, community groups and organizations in designated target areas. By collaborating with these local stakeholders, AHSO aims to establish strong partnerships that will ensure our efforts are tailored to the unique needs and challenges of each community.

Natural Wonders Partnership Council

NWPC is headquartered in Pulaski County. Its membership includes the leaders of public health agencies in Pulaski and Jefferson Counties which are targeted counties for AHSO PPE efforts based on problem identification. The AHSO’s meetings with this group have resulted in the identification of several countermeasures and opportunities.

Activities Conducted:

- *Natural Wonders Partnership Council (NWPC) – Introductory Meeting- June 6, 2023*
 - Use of Collective Impact Model to guide work of partners to improve the health of children and families through networking.
- *Natural Wonders Partnership/Building Community Assets Workgroup (NWP/BCA) Quarterly Zoom Meeting – July 28, 2023*
 - AHSO provided data analysis overview and goals for community outreach efforts discussion.

Based on data analysis, the AHSO and the membership of the NWPC focused on a community-based strategy to create opportunities for feedback among different leaders in affected communities. Feedback from the SWOT analysis indicated that effective programming should include seatbelt surveys and educational forums on pedestrian and seat belt safety. Additionally, a local engineer from ARDOT who participated in the SWOT provided information on funding possibilities for signage and signal lights at intersections for pedestrians. When the full membership of the Natural Wonders Partnership council met on July 28, attendees included organizations and groups from targeted communities where black people are overrepresented in fatalities. During this meeting presentations were given by Dean Scott NHTSA Region 7 and Debra Hollis AHSO. They discussed how the model of the Safe System Approach and National Roadway Safety Strategy could be used

to build sustainable programs in Pulaski and Jefferson counties incorporating countermeasure strategies previously identified at the BCA workgroup meeting. Some of the countermeasure strategies discussed during the meeting were: walking patrols, seat belt surveys, and educational activities that could be implemented in areas identified by data analysis as critical.

Two of the recommendations from the NWPC meeting on July 28, 2023, were:

- Set up Seat Belt and Pedestrian Programs and conduct local surveys/education in underserved communities.
- Train medical providers to include traffic safety conversations, specifically Seat Belt and Pedestrian Safety, in every health contact and remind all primary care providers periodically.

Consistent with the feedback from this meeting and our problem identification, the CPS program will include technicians conducting seat belt surveys in underrepresented communities of adults that come into CSS inspection stations and providing educational materials on the importance of seat belt use for those adults as well as proper use of child safety seats. The program will also train medical providers to include traffic safety conversations, specifically Seat Belt and Pedestrian Safety, in every health contact with adults and children and remind these primary care providers periodically. The goal is to ensure that the necessary education is provided for parents and other caregivers seeking CPS resources and to reinforce the importance of all vehicle occupants/passengers being properly restrained.

In conjunction with the above program, plans are to revamp the ACH Teen programs on pedestrian and bicycle safety to include educational campaigns targeting underserved and overrepresented populations in Pulaski and Jefferson counties.

NWPC recently advised that they plan to create a workgroup specifically dedicated to the AHSO PPE efforts. A meeting is planned for January, to develop an action that will address the remaining recommended countermeasure strategies and identify potential projects that can be implemented.

Philander Smith HBCU

African Americans are over-represented in Arkansas' pedestrian. Most of these fatalities occur in Pulaski County where Philander Smith College is located. Philander Smith and selected HBCUs are engagement opportunities because they provide an opportunity to reach the underserved and overrepresented populations in Pulaski and Jefferson counties identified by data analysis as target areas.

Activities Conducted:

- *Philander Smith HBCU December 14, 2022*
 - AHSO Administrator and AR NHTSA Regional Program Manager met with Angela Davis, Dean of Student Leadership and Engagement, to discuss areas for collaboration and engagement.
 - As Dean of Student Leadership and Engagement, Ms. Davis was able to advise the AHSO on ways to involve the student body and obtain access to the groups and events most conducive to engaging the student population.
- *Philander Smith HBCU April 12, 2023*
 - Annual Career Day – Set up Booth with informational materials.
 - Attended by 100-200 students
 - AHSO personnel interacted with approximately 50 students. Discussions included traffic safety issues in Pulaski County and how students could participate in developing projects and programming to educate citizens and encourage best practices for pedestrian, seat belt usage and traffic safety in general.

Discussions with Angela Davis (Philander Smith College, Dean of Student Leadership and Engagement) and students during this event included the idea of partnering with the AHSO to create traffic safety programming within their existing health and safety programs and the possibility of expanding current efforts at Philander Smith and three other existing HBCU's in Pulaski and Jefferson counties to include traffic safety programming and initiatives.

Student feedback from the meeting was that they would like to see law enforcement educate the public about traffic safety issues versus writing citations for minor infractions and/or targeting minority communities to make quotas by writing speed citations. Philander Smith College students also indicated that they would like to see more traffic safety education as a part of the overall health initiatives within their school programs.

After the initial meeting with the Dean of Student Leadership and Engagement and at the request of the college, the AHSO participated in Philander Smith's career day program that promotes diversity and equity (*April 12, 2023*). Discussions at this event included setting up VIN Checks, vehicle recalls and establishing a partnership to implement programming for seatbelt and other traffic safety initiatives as a part of their existing health program. Students who attended agreed to help with the messaging of "wearing a seatbelt saves lives" and participate in pedestrian safety events for Pulaski County. Students agreed to be a part of conducting seat belt surveys, promoting seat belt safety, and pedestrian safety events including conducting pedestrian safety forums. In addition, they will develop social media posts which will allow for further student involvement.

The AHSO also interacted with three other HBCU's (University of Arkansas at Pine Bluff, Shorter College, and Arkansas Baptist) represented at this event and doors were opened for continued conversations on the development of the same initiatives with those HBCUs and with students in other targeted counties and organizations that have large African American populations. AHSO is working with them to include a seatbelt program as part of their health and safety programs.

In development of the FY 24-26 THSP the AHSO considered the feedback that was given from the Dean and students who attended the Philander Smith "Career Day" event. Students noted that they would like to see more investment in their communities concerning homeless populations getting hit by cars and police officers pulling people over for minor infractions and writing them citations. They indicated that there was a lack of education on traffic safety in their communities and wanted to learn more about seatbelt usage and pedestrian safety. The AHSO was able to connect Ms. Angela Davis (Dean of Student Leadership and Engagement) in contact with the AHSO funded Teen and Pedestrian Project at Arkansas Children's Hospital (ACH) to educate black students on these issues. Philander Smith students who attended this event agreed to help with the messaging of "wearing a seatbelt saves lives" and participate in pedestrian safety events for Pulaski County. Students agreed to be a part of conducting seat belt surveys, promoting seat belt safety, and pedestrian safety events including conducting pedestrian safety forums. They also agreed to develop and make social media posts which will allow for further student involvement. The AHSO will facilitate this partnership to assist students in planning activities and creating messaging and educational opportunities around those events. These activities have been incorporated into the Teen and Pedestrian program in the THSP.

AHSO is working to coordinate a HBCU summit meeting in FY24, with the Directors of Student Affairs from all 4 HBCUs in Arkansas. The summit will help extend Seat Belt and Pedestrian safety programs into all the Arkansas HBCU campuses.

The Dean of Student Leadership and Engagement at Philander Smith college will also be speaking at the **AHSO Central Arkansas Vulnerable Road Users & Motorcyclist Safety Summit & Equity Roundtable** tentatively scheduled for April 30th to May 2nd of 2024. She will lead a panel to discuss outreach strategies that traffic safety partners can use to engage with underserved communities and develop projects and community partnerships to decrease traffic fatalities and injuries.

Program Areas-Project Results

Occupant Protection

During FY23, a total of 75 agencies participated in CIOT with overtime enforcement including: 40 Mini-STEP, 35 STEP (34 local and 1 state) agencies. The decline in the number of agencies participating compared to previous years is attributed to not having an LEL and, and the decrease in enforcement due to the COVID Pandemic along with a shortage of officers. The AHSO continued to put an emphasis on 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 27 new agencies coming on board in FY21, FY22 and FY23 as STEP or MINI-STEPs. “Lunch and Learn” events had been planned in conjunction with law enforcement association meetings to promote increased enforcement of seat belt and child restraint laws and participation in national and state mobilizations. However, due to lingering issues related to COVID 19, these events were not held.

Since most of Arkansas’ larger cities have existing STEP grants, increased emphasis was placed on rural efforts. The Federal Highway Administration (FHWA) classifies rural areas as those having populations under 50,000. Most Arkansas cities qualify as rural by this definition. Smaller agencies unable to support a sustained STEP were recruited to participate in the Mini-STEP program to improve belt use in their areas. In addition, the AHSO implemented a new “High Five” demonstration project in partnership with ARDOT to target 5 rural counties (Cross, Fulton, Monroe, White and Calhoun) with the goal of increasing seat belt usage. ARDOT also provided road assessments in these counties to identify low-cost engineering solutions.

The Arkansas State Police (ASP) continued to provide additional coverage statewide with special emphasis on high-risk areas and coordination with local STEP. High Visibility Enforcement efforts such as national mobilizations and Selective Traffic Enforcement Projects (STEP) in addition to education and public awareness were employed to change unsafe driving behaviors. CIOT banners were distributed to local law enforcement agencies, and they were encouraged to involve and inform the media during special enforcement events. The national tagline of “Click It or Ticket” was used in efforts to promote occupant protection. Arkansas’s advertising agency of record secured paid media per NHTSA’s recommended timeline to promote the use of safety belts, the “Click It or Ticket” mobilization and the state’s two-week STEP effort. STEP agencies in addition to mini-STEPs and other agencies participated in the following OP mobilizations during FY23.

State Seat Belt Mobilization - November 21 - 27, 2022

National Memorial Day Seat Belt Mobilization - May 22 - June 4, 2023

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and continues to play an important part in Arkansas’ efforts to increase the usage rate. In 2021, there were 693 total fatalities and 448 passenger vehicle occupant fatalities. Of these fatalities, 228 or 50.9% were unrestrained. The seat belt use rate for 2019 was 81.9%. The 2021 survey showed belt use had increased to 84.2%, however the 2022 survey results from reselected sites show belt use declined to 79.1%. In 2023 the preliminary results from the seat belt survey is 81.0%

STEP and Mini-STEP projects are required to conduct pre and post seat belt use surveys around the CIOT mobilization. The tables below show pre and post use rates for sustained STEP and mini-STEPs that reported. As noted, the pre and post surveys showed a 0.28% decrease in use for sustained STEP and a 4.8% increase in seat belt use for the mini-STEPs. Citation and arrest data are also shown for the CIOT and DSOGPO mobilizations.

FY23 Mini-STEP Mobilization Summary

	Seat Belt Citations	Seat Belt Warnings	Child Restraint Citations	Speed Citations	Speed Warnings	DWI Arrests - Alcohol Only	DWI Arrests - Drugs Only	DWI Arrests /AL & Drugs	Total DWI	Distracted Driver Citations	Distracted Driver Warnings
Mobilization											
State Distracted Driving (1)	19	38	1	47	214	2	0	0	2	15	48
State Seat Belt (2)	82	109	3	25	220	3	3	2	8	4	9
National Winter DWI (3)	4	29	7	48	299	7	4	1	12	4	13
State St. Patrick's Day DWI (4)	10	38	7	89	302	9	0	1	10	3	12
State Distracted Driving (5)	17	45	3	91	437	3	2	0	5	41	79
420 Campaign (6)	14	34	3	32	197	3	2	0	5	3	28
National Seat Belt (8)	334	637	17	231	900	19	6	5	30	8	39
State July DWI (9)	466	5	0	102	466	11	1	5	17	1	13
State Speed (10)	36	150	6	730	2727	8	1	6	15	15	21
National Labor Day DWI (11)	14	115	7	269	1089	13	2	5	20	9	30
Total	996	1200	54	1664	6851	78	21	25	124	103	292

FY23 CIOT / DSOGPO STEP Report Data

	STEPS												PI&E
	Click It or Ticket						Drive Sober or Get Pulled Over						
	Pre-Seat Belt	Post-Seat Belt	Seat Belt Citation	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	Seat Belt Citation	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	
Arkansas State Police STEP	81.89%	84.41%	451	783	3834	4763	209	585	996	6261	8253	337	Y
Ashdown Police Department	64.50%	79.00%	72	91	15	34	0	2	0	8	15	4	Y
Bella Vista Police Department	46.00%	0.00%	0	3	0	0	0	0	0	1	13	4	Y
Benton County Sheriff's Office	37.30%	38.15%	60	39	2	3	1	4	0	10	25	10	Y
Benton Police Department	74.00%	75.50%	3	13	2	10	0	0	3	7	17	4	Y
Bryant Police Department	0.00%	0.00%	5	2	5	14	5	2	9	36	68	19	Y
Carroll County Sheriff's Office	0.00%	0.00%	1	0	3	26	0	0	0	1	2	1	N
Centerton Police Department	81.50%	83.50%	12	12	10	26	0	3	1	8	36	4	Y
Cross County Sheriff's Office	77.15%	42.50%	1	1	21	25	0	0	1	0	7	0	Y
Dardanelle Police Department	81.33%	85.17%	1	3	11	19	0	0	0	1	0	1	Y
Decatur Police Department	42.00%	44.65%	25	28	0	5	1	13	3	12	14	3	N
El Dorado Police Department	91.50%	89.50%	0	0	0	0	0	0	16	37	21	0	Y
Fort Smith Police Department	83.50%	87.50%	10	59	55	140	10	13	73	69	305	30	Y
Garland County Sheriff's Office	79.50%	84.00%	31	18	8	48	2	5	0	4	17	5	Y
Grant County Sheriff's Office	78.50%	84.00%	94	57	72	59	0	0	0	5	10	4	Y
Harrison Police Department	83.50%	82.00%	0	4	0	0	0	1	0	2	4	3	Y
Hope Police Department	60.00%	68.50%	7	0	3	13	3	0	0	23	43	7	Y
Hot Springs Police Department	41.43%	45.44%	21	34	5	11	0	1	3	4	14	1	Y
Jonesboro Police Department	79.00%	79.50%	14	9	27	65	13	14	94	51	83	24	N
Lowell Police Department	88.50%	90.00%	3	7	9	8	0	1	0	10	19	3	N
Marion Police Department	43.00%	44.00%	0	19	2	0	0	0	0	2	0	1	Y
Mountain Home Police Department	83.50%	86.50%	14	0	0	10	1	12	0	4	127	2	Y
North Little Rock Police Department	39.00%	38.00%	9	25	0	3	0	0	0	0	0	0	Y
Paragould Police Department	44.65%	46.15%	0	8	0	0	0	2	7	1	9	0	N
Rogers Police Department	91.50%	91.84%	11	0	0	18	0	0	0	2	11	0	Y
Searcy Police Department	0.00%	0.00%	0	0	0	0	0	0	0	0	0	0	N
Sheridan Police Department	77.00%	82.50%	12	10	0	6	0	3	0	16	32	2	Y
Sherwood Police Department	0.00%	0.00%	0	0	0	0	0	0	0	0	0	0	N
Springdale Police Department	86.00%	88.50%	1	1	11	32	0	0	0	5	12	2	Y
St. Francis County SO	0.00%	0.00%	0	0	0	0	0	0	0	0	0	0	N
Texarkana Police Department	43.50%	44.50%	0	3	0	10	0	0	1	7	28	0	Y
Trumann Police Department	70.00%	70.00%	29	25	3	1	0	4	4	7	0	3	Y
Washington County Sheriff's Office	85.00%	88.00%	11	1	0	7	0	0	0	0	0	1	Y

AR FY 23 Annual Report

FY23 CIOT / DSOGPO STEP Report Data													
Mini-STEPs													
	Click It or Ticket							Drive Sober or Get Pulled Over					PI&E
	Pre-Seat Belt	Post-Seat Belt	Seat Belt Citation	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	Seat Belt Citation	Seat Belt Warning	Speed Citations	Speed Warnings	DWI Arrests	
Alexander Police Department	78.50%	83.00%	2	60	4	7	0	1	0	0	1	0	Y
Barling Police Department	0.00%	0.00%	23	11	1	20	4	0	1	7	21	1	Y
Bauxite Police Department	0.00%	0.00%	0	0	0	0	0	0	0	2	2	0	Y
Baxter County Sheriff's Office	73.00%	80.00%	18	3	0	44	0	0	1	7	30	0	Y
Boone County Sheriff's Office	79.50%	85.50%	16	30	30	125	3	0	2	75	282	1	Y
Cave City Police Department	30.00%	23.50%	3	7	0	0	0	N/A	N/A	N/A	N/A	N/A	Y
Clarksville Police Department	74.00%	76.00%	24	1	9	92	6	7	1	10	70	4	N
Dallas County Sheriff's Office	33.00%	32.00%	2	11	18	38	1	2	1	59	122	3	Y
Des Arc Police Department	51.00%	63.00%	0	6	1	5	0	1	0	0	1	0	Y
Desha County Sheriff's Office	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	Y
Elkins Police Department	90.50%	94.00%	5	2	3	17	3	1	0	12	61	1	N
Eureka Springs Police Department	44.00%	44.50%	0	4	0	11	0	4	0	0	8	0	Y
Forrest City Police Department	39.00%	45.50%	218	7	8	58	1	53	0	3	31	0	Y
Goshen Police Department	100.00%	100.00%	0	0	2	50	0	0	0	0	8	0	Y
Hampton Police Department	36.50%	28.50%	2	2	1	3	0	0	0	2	0	0	Y
Hazen Police Department	86.00%	87.30%	35	9	1	12	0	4	0	4	14	1	Y
Hempstead County Sheriff's Office	0.00%	0.00%	0	0	0	0	0	0	0	0	0	0	Y
Highfill Police Department	86.00%	95.50%	1	2	2	13	1	0	0	1	15	2	Y
Independence County Sheriff's Office	52.00%	67.50%	32	49	7	54	0	34	0	14	78	1	N
Jackson County Sheriff's Office	37.00%	36.50%	61	23	9	112	0	3	1	7	90	0	N
Lafayette County Sheriff's Office	0.00%	0.00%	1	12	11	26	0	4	3	42	121	2	Y
Lewisville Police Department	0.00%	0.00%	1	0	3	8	0	N/A	N/A	N/A	N/A	N/A	Y
Little Flock Police Department	77.00%	84.50%	3	1	7	21	0	0	0	9	14	1	Y
Monticello Police Department	67.50%	83.00%	95	104	94	206	5	21	1	48	108	3	N
Mountain View Police Department	64.00%	74.50%	56	17	8	57	2	3	4	1	57	1	Y
Nevada Sheriff's County Office	87.50%	90.00%	8	1	7	28	1	0	2	4	8	6	N
Newton County Sheriff's Office	64.00%	79.50%	18	35	0	3	0	9	2	3	55	0	Y
Osceola Police Department	60.00%	71.50%	3	45	5	7	0	0	0	0	0	0	N
Pea Ridge Police Department	63.50%	68.00%	17	9	2	21	0	0	0	8	64	0	Y
Pine Bluff Police Department	38.00%	40.50%	38	18	0	5	0	9	0	13	47	0	N
Prairie Grove Police Department	71.00%	87.00%	52	21	5	59	10	0	0	7	77	8	Y
Siloam Springs Police Department	66.00%	80.50%	32	14	6	14	0	0	2	1	42	0	Y
Stone County Sheriff's Office	35.50%	54.00%	33	7	13	93	0	1	0	0	61	0	Y
Tontitown Police Department	45.50%	46.00%	4	1	20	37	5	4	0	34	83	9	Y
West Fork Police Department	42.50%	42.17%	3	4	1	8	1	N/A	N/A	N/A	N/A	N/A	N
West Memphis Police Department	0.00%	0.00%	7	23	0	1	0	5	0	0	3	0	N
Yell County Sheriff's Office	27.50%	32.50%	22	0	1	42	2	N/A	N/A	N/A	N/A	0	Y

Arkansas was one of two states selected to participate in the implementation of pilot projects for the **High-Five Program** created by the Iowa Governor's Traffic Safety Bureau (GTSB). The concept of the program is to increase seat belt compliance rates and decrease overall serious crashes in rural areas through a multi-disciplinary approach involving enforcement, education, and engineering. AHSO staff participated in several planning sessions along with a project oversight board before the High Five Kickoff Event was held in June 2022. Five rural counties were selected based on data supplied by the AHSO and ARDOT in conjunction with FARS and statewide data. Each of the five counties had significant crash rates and below average seat belt compliance rates. County Sheriff's Offices and Arkansas State Police conducted enforcement of seat belt laws. Information cards and fliers were handed out in the 5 counties to educate the public about the High Five Project and the importance of seat belt usage. The project also involved a partnership with ARDOT to conduct road assessments in the selected counties and assist them in making necessary improvements. This project was completed in June 2023 and a final meeting with the High Advisory Board (RTSAB) was held on December 14th, 2023, to review a summary of the High Five demonstration in Arkansas.

Key takeaways from the Arkansas High Five project included the need for the Arkansas LEL position to take the lead in this type of initiative going forward; addressing issues related to making road assessments or other assessments part of a project without funding to follow through with the necessary improvements, and determining the most effective strategy(s) for the development of an effective project prototype for Arkansas and a process for the identification of appropriate agencies to participate in the implementation of any adaptation(s) of this concept going forward.

Presser Research Group is working on a final evaluation for the AR High Five Project. We anticipate this to be completed prior to the FY25 Triennial HSP update. Once we receive the final evaluation we can move forward with the creation and implementation of a new AR project utilizing this prototype.

AHSO also participated in **Philander Smith's career day** program (*April 12, 2023*). Discussions at this event included setting up VIN Checks, vehicle recalls and establishing a partnership to implement programming for seatbelt and other traffic safety initiatives as a part of their existing health program. Students who attended agreed to help with the messaging of "wearing a seatbelt saves lives" and participate in pedestrian safety events for Pulaski County. Students agreed to be a part of conducting seat belt surveys, promoting seat belt safety.

The AHSO also interacted with three other HBCU's (University of Arkansas at Pine Bluff, Shorter College, and Arkansas Baptist) represented at this event and doors were opened for continued conversations on the development of the same initiatives. AHSO is working with them to include a seatbelt program as part of their health and safety programs.

Program Area Goals

B-1) Observed Seat Belt Use

Goal Statement: Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 3.8 percentage points from 81.9 percent in 2020 to **85.0** percent by 2023.

* The 2023 SB survey (preliminary) showed the seat belt use rate at 81.0%.

(C-4) Unrestrained Passenger Vehicle Occupant Fatalities

Goal Statement: Hold Increase in unrestrained passenger vehicle occupant fatalities, all seat positions 36 percent from 184.6 (2016-2020 rolling average) to **251.2** (2019 – 2023 rolling average) by 2023.

* Unrestrained fatalities were at **192.0** (2017-2021 rolling average)

Program Area Results

An observational seat belt use survey was conducted in 2023 which included surveying 88 sites in 11 counties. The 2023 preliminary weighted seat belt survey showed a use rate of **81.0%** which was 1.9% percentage point increase from 2022. The increase in the use rate may be due to more emphasis directed into the new survey counties for the 2022 survey.

Arkansas' unrestrained passenger fatalities increased from **209** in 2020 to **228** in 2021. The five-year rolling average (2017-2021) was **192.0** for 2017-2021.

(STEP) Seat Belt Survey

Project Results (Observed Seat Belt Use)

STATE OBSERVATIONAL SURVEY

Planned Activity: OP-2023-12

Sub-recipient(s): University of Arkansas - Civil Engineering Department

An observational seat belt use survey conducted in 2023 included 88 sites in 11 counties. The 2023 preliminary weighted seat belt survey showed a use rate of **81.0%**.

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS)

(Short-term, high visibility/ sustained seat belt enforcement-local)

Planned Activity: OP-2023-02

Sub-recipient(s): Law Enforcement Agencies

There were 34 local sustained STEPS in FY 2023. (List of agencies on pg. 109) These projects issued 2,781 seat belt citations and 3,423 seat belt warnings. This data does not include ASP data.

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT

Planned Activity: OP-2023-03

Sub-recipient(s): Arkansas State Police (ASP)

The ASP worked over 3,932 hours during the year on occupant protection enforcement. The total number of seat belt citations, seat belt warnings and child safety seat citations issued by the ASP in FY 2023 was 2,550, 831 and 470, respectively

MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)
(Short-term, high visibility/ seat belt enforcement-local)

Planned Activity: OP-2023-04

Sub-recipient(s): Local Law Enforcement Agencies

There were 40 local mini-step projects in FY 2023. Mini-STEP projects issued 996 Seat Belt citations and 1,200 Seat Belt warnings. (List of Agencies on pg. 105)

STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E)

- Communication and Outreach supporting enforcement
- Community and Outreach for Child Restraint and Booster Seat Use
- Communication and Outreach creating a unique brand with cohesive messaging using *Share the Road* model language and social norming NHTSA's method of enrollment and engagement supporting programs and enforcement mobilizations throughout the year.

Planned Activity: OP 2023-05

Sub-recipient(s): CJRW

This task provided for statewide public information and education to promote occupant protection with a 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. It also emphasized the child restraint law, Act 470 of 2001, Graduated Licensing laws, and distracted driving laws. Components of the task included educational materials such as brochures, posters, and public service announcements (PSAs) in addition to paid radio, television, billboard, digital and social media advertising. (See Media Report pages 43-102)

TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM

Planned Activity: OP-2023-06

Sub-recipient(s): Arkansas Broadcaster's Association

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to occupant restraints. Donated airtime totaled an estimated \$1,146,151.49. This represents a dollar return in donated airtime of over fifteen (15) times the contract amount of \$75,000.

STATEWIDE LAW ENFORCEMENT LIAISON (LEL)

(Short-term, high visibility/ sustained seat belt enforcement-local)

(Communication and Outreach/Supporting Enforcement)

Planned Activity: OP-2023-07

Arkansas Highway Safety Office

The Arkansas' Law Enforcement Liaison (LEL) position was vacant due to the retirement of our LEL. This position was responsible for promoting and recruiting law enforcement agencies to participate in safety mobilizations. During FY23, 40 agencies were solicited to participate mini-STEP projects. "Lunch and Learn" events that had been planned in conjunction with law enforcement association meetings to promote increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns had to be cancelled once again due the AHSO staff shortage and vacant LEL position. The AHSO has filled the full time LEL position with a start date of January 8, 2024. It is anticipated that with the subsiding impact of COVID and having a full-time LEL on staff an increase the number of participating agencies, expanded enforcement efforts, and maximum impact of those efforts is expected.

STATEWIDE CHILD PASSENGER PROTECTION EDUCATION PROJECT

(Community and Outreach for Child Restraint And Booster Seat Use)

Planned Activity: OP-2023-08

Sub-recipient: University of Arkansas for Medical Sciences

The Arkansas Children's Hospital Department of Injury Prevention conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Eight NHTSA Standardized CPS training courses were conducted with 133 new technicians receiving certification; 629 childcare professionals were trained in 78 regional workshops. A total of 529 child safety seats were loaned through 31 satellite network sites and loaned an additional 553 child safety seats through fitting stations. During the fall and spring semesters this program focused on educational materials and social media campaigns. Sixteen (16) schools participated in the program to promote seat belt and booster seat usage among 6-14 years old (TWEENS) using revised educational materials and social media.

Planned Activity: OP-2023-10

Sub-recipient(s): To Be Determined

During FY23 the AHSO had planned to conduct more "lunch and learn" sessions and implement the High Five Program. It was determined this would assist with motivating and recruiting law enforcement agencies to promote increased enforcement of seat belt and child restraint laws and increase participation in State and National occupant protection campaigns. "Lunch and Learn" meetings were held on December 13, 2022 and June 13, 2023. We were able to implement our "High-Five Program" as a NHTSA Demonstration Project from June 2022 through June 2023 and data via the evaluation that is being conducted by PRG should be available in FY24. Participating Counties were: Calhoun, Cross, Fulton, Monroe and White.

OCCUPANT PROTECTION PROGRAM MANAGEMENT

Planned Activity: OP-2023-13

Sub-recipient: Arkansas State Police

This task provided program management for projects within the Occupant Protection Program area. It provided for proper administration of projects through program planning, oversight/monitoring, evaluation, coordination, staff education and development including expenses for development and implementation of a state grants management system (GMS). The GMS was implemented in FY19 and is operated, and maintained through AGATE Software, Inc. Several enhancements were added in FY23 to facilitate better reporting and data collection.

Impaired Driving**Program Area Goal****C-5) Alcohol Impaired Driving Fatalities**

*Goal Statement: Limit increase alcohol in impaired driving fatalities to 1.3 percent from 152.6 (2016-2020 rolling average) to **143.4** (2019 – 2023 rolling average) by 2023*

Program Area Results

The alcohol-related five-year moving average was 152.6 for 2017-2021. The chart on page 7 shows the 5-year moving average trend of Arkansas' alcohol-related fatalities. Arkansas alcohol related fatalities were at 27% of total fatalities for 2021 (25% in 2020) with the National average at 30%.

During FY23 the AHSO employed strong media campaigns in conjunction with sustained high visibility enforcement efforts involving law enforcement at all levels across the state along with a DWI Court initiative involving 12 District Courts.

In recent years the arrests and convictions for DWI have trended downward. The AHSO continued to initiate additional strategies to counter this problem in 2023. Some of the strategies included:

- Adding additional local agencies to enforcement efforts via mini-STEPs
- Increasing communication among DWI Courts and Judges
- Utilizing DWI Court Judges to increase awareness and educate Judges
- Exploring option to hire a State Judicial Liaison
- Implementing a Court Monitoring Program

In 2023 the AHSO along with the Impaired Driving Prevention Task Force (IDPTF) conducted a review of the impaired driving problem in the State to develop a plan of Action with strategies that can be measured collectively as a group and plan for implementation of those strategies. The Task Force reviewed several publications and reports to inform its work and members. Those included the National Roadway Safety Strategy (US Department of Transportation), Getting to Zero Alcohol-Impaired Driving Fatalities (National Academies of Science, Engineering and Medicine), the Arkansas Drug and Alcohol Safety Education Program (DASEP) curriculum, the new Driver Control Court Reference Manual and NHTSA's report on the impact of drugs and legalized recreational marijuana on traffic crashes. Task Force staff provided updates on several data sets of interest to members. Those include DUI and DUI-Drug arrests, Refusals, Ignition Interlock installations, Victim Impact Panel participation as well as the beginning of results being gathered through court monitoring in 10 counties related to appeals and reinstatement of licenses. We developed a Logic Model for decision making that is based on the Safe System Approach. Task Force staff participated in the Region 7 State Partners Meeting and the Arkansas SWOT meeting. During two of our Lunch and Learns, the NHTSA Program Manager presented certificates of recognition to partner mobilization agencies related to Game and Fish and National Parks. The Force Award was designed and presented to three individuals. Pursuant to materials reviewed and feedback from the Task Force, the State Blueprint is being updated. Our membership continues to grow and we have added a representative from MADD as well as the Director of a Pedestrian Safety Program to our membership.

Local agencies that participated in the DSGPO mobilizations worked a total of 4,633 hours, not including ASP

National Winter DWI Mobilization - December 16, 2022 - January 1, 2023*

State St. Patrick's Day DWI Mobilization - March 17 – 19, 2023*

Regional 420 Campaign April 18 – 20, 2023*

State July 4th Holiday DWI Mobilization - June 28 - July 4, 2023

National Labor Day DWI Mobilization - August 18 - September 4, 2023*

ALCOHOL RELATED FATALITIES AND RATES**ALCOHOL-RELATED FATALITIES****Project Results (Impaired Driving)****Judicial Training****Planned Activity: AL-2023-01****Sub-recipient(s): Administrative Office of the Courts**

Administrative Office of the Courts (AOC) provided a training seminar September 13-15, 2023 for approximately 75 Arkansas district court judges. The course "Special Traffic Topics for Arkansas" was taught by faculty from among district judges, substance abuse professionals, law enforcement officers, toxicologists and a judge from another state who teaches traffic programs on a state and national level. Lecture topics included the latest developments in traffic law as well as current issues in Drugged Driving, DWI Courts and Medical Marijuana cases. Funding reimbursed in-state and out-of-state travel, tuition, meals, and lodging.

The annual trip to the American Bar Association Traffic Court Seminar was cancelled this year but is planned for next year.

TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING**Planned Activity: AL-2023-02****Sub-recipient: Criminal Justice Institute**

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all impaired driving laws. 659 law enforcement officers completed the SFST/TOPS training in accordance with NHTSA's curriculum. In addition, 286 officers received SFST refresher training. 26 officers completed SFST/TOPS Instructor Development. 80 officers completed ARIDE training. One DRE refresher training was completed with 38 officers being recertified. 5 officers completed DRE Instructor Development.

**TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT
EVALUATION PROGRAM**

Mass Media Campaigns

Planned Activity: AL-2023-03**Sub-recipient: Arkansas Broadcasters Association**

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,146,151.49 for the Highway Safety Program. Total television is \$234,429.22 and total radio is \$911,722.27. This represents a dollar return in donated airtime of over 15 times the contract amount of \$75,000.

STATE-FUNDED ALCOHOL SAFETY EDUCATION PROGRAMS**Planned Activity: AL-2023-04****Sub-recipient: AR Department of Human Services – DASEP**

State funded alcohol safety education programs were provided for persons convicted of driving while intoxicated (DWI) or driving under the influence (DUI). The program conducted preliminary investigations and pre-sentence screening of those convicted of DWI/DUI

STATEWIDE PUBLIC INFORMATION AND EDUCATION

Mass Media Campaigns

Planned Activity: AL-2023-05

(See Media Report Section page 43)

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECT**Planned Activity: AL-2023-06****Sub-recipient(s): Law Enforcement Agencies**

There were 34 local Selective Traffic Enforcement Projects (STEPS), which emphasized sustained enforcement of DWI/DUI laws, were conducted utilizing Section 405(d) funds. These projects conducted sustained enforcement throughout the year and participated in three State and two national "Drive Sober or Get Pulled Over" crackdowns. The projects had a goal of either maintaining or reducing the number of alcohol related fatalities. The primary objectives were to achieve one DWI/DUI arrest per eight to twelve hours of enforcement for municipal STEPs and one DWI/DUI arrest per twelve to sixteen hours for County STEPs.

In FY23, 34 local STEPs and 40 Mini-STEPS participated in national and state DWI mobilizations (List of agencies on pg. 105). There were 493 DWI/DUI arrests by local STEPs (ASP data not included) and 124 DWI/DUI arrests by mini-STEPS.

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT**Planned Activity: AL-2023-07****Sub-recipient(s): Arkansas State Police**

The **Arkansas State Police (ASP)** participated in the State and National "Drive Sober or Get Pulled Over" campaigns as well as providing sustained enforcement during FY23. The ASP worked over 2,231 hours on DWI/DUI enforcement that resulted in 213 arrests.

MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)

(Short-term, high visibility/ DWI/DUI enforcement-local)

Planned Activity: AL-2023-08**Sub-recipient(s): Local Law Enforcement Agencies**

There was a total of 40 local mini-step projects registered with executed agreements in FY 23. (List of agencies on pg. 109). Data for mini-STEP enforcement efforts is shown on page 14. These Mini-STEPS made DWI arrests during the National Winter DWI Mobilization, the State St. Patrick's Day DWI Mobilization, Regional 420 Campaign, the State July 4th Holiday DWI Mobilization and the National Labor Day DWI Mobilization.

BAC INTOXIMETER AND BLOOD TESTING TRAINING PROJECT**Planned Activity: AL-2023-09****Sub-recipient: Arkansas Department of Health – Office of Alcohol Testing (OAT)**

The AHSO provided funding for several conferences and equipment items as listed below:

Three (3) OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in Charleston, SC in May 2023. The instruction was intended to cover user maintenance and national perspective and results.

Three (3) OAT staff members to attend the annual meeting of the International Association for Chemical Testing also in Charleston, SC in April 2023 to cover fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance.

Two (2) OAT staff members to the 2023 Lifesavers Conference in Seattle, WA in March 2023. This training covers Highway Safety topics from a national perspective.

The purchase of 116 dry gas tanks for use in the Intoximeter EC/IR II to be used by law enforcement agencies in Arkansas. **Purchased**

Purchase of one (1) year maintenance agreement for the Agilent 7890B Gas Chromatography system used to analyze legal samples for alcohol in DWI cases. **Purchased**

State AIIIPA membership for OAT staff. **Purchased**

Four (4) OAT staff to receive training in the theory and maintenance for the Intoximeter EC/IR II in St. Louis, MO in October 2023.

One (1) OAT staff member to attend the 7-day training course provided by the University of Indiana Center for Law in Action in December 2022.

Provide for repair of 8 Guth Simulators. **Purchased**

LAW ENFORCEMENT TRAINING ACADEMY BAT & SOBRIETY CHECKPOINT MOBILE TRAINING

Planned Activity: AL-2023-10

Sub-recipient: Black River Technical College

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. The BAT Sobriety Checkpoint Mobile Training Project offered law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During FY23, the project trained 323 law enforcement officers. The BAT mobile was utilized in 44 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints to raise awareness regarding the crime of impaired driving. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The project conducted 15 public school events and 13 public events in communities throughout the state.

STATEWIDE LAW ENFORCEMENT LIAISONS

Planned Activity: AL-2023-11

AHSO

In the absence of an LEL the AHSO PMs continued to promote and recruit law enforcement agencies to participate in traffic safety mobilizations and to network with other states to promote activities

COURTROOM MONITORING PROGRAM

Planned Activity: AL-2023-13

Sub-recipient: Speak-Up About Drugs (SAD)

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. This project was initially implemented in January 2019. On May 28, 2020, MADD notified the AHSO that its operations would end June 30, 2020. In FY23 the AHSO contracted with Speak Up Against Drugs

(SAD) to conduct a court monitoring project and to support the Arkansas Impaired Driving Task Force. The court monitoring project employed a full-time Court Monitor Leader who has actively recruited, trained, equipped and managed 10 Intern/Volunteer Court Monitors. The project has identified and initiated monitoring in courts in 11 Arkansas counties. Program forms, a database and online resources have been established to support project implementation. The Court Monitor Leader and volunteers have participated in state trainings to raise awareness and distribute project materials. In addition, the project has supported State Police/Highway Safety Office mobilizations and press events as appropriate upon request.

DWI COURTS**Planned Activity: AL-2023-13****Sub-recipient(s): See below**

Arkansas has fourteen formally trained DWI courts that are recognized by the Administrative Office of the Courts (AOC). The implementation of these courts continues Arkansas' effort towards establishing a statewide DWI Court System. The AHSO provided federal funds to pay for salaries, fringe benefits, in and out-of-state travel and training, maintenance and operations, printing and administration expenses for two of the three pilot DWI Courts: Independence County DWI Court and Garland County DWI Court. The Sherwood pilot DWI Court is self-sufficient. The HSO also provided funding for the continued training of nine (9) DWI Courts: Benton Co., Clark Co., Craighead Co., Crawford Co., Faulkner Co., Pulaski Co., Sebastian Co., South Arkansas Co. and Van Buren Co. Two other Courts; Jefferson Co. and Saline Co. are operational.

STATEWIDE IN CAR CAMERA AND VIDEO STORAGE SYSTEM**Planned Activity: AL-2023-14****Sub-recipient(s): Arkansas State Police**

The In-Car Camera and Video Storage Project with the Arkansas State Police purchased the following equipment/supplies in FY 2023:

Expenditures/Purchases for the in-car camera system included:

- (50) In Car Camera DVR
- (50) Hi-Fi Body Microphone and cradle
- (50) Remote Displays
- (50) Wireless Download kits
- (50) POE Network switches
- (50) Cellular Modem
- (50) Cellular Modem Antennae
- (50) Front Camera 4RE HPDPANORAMIC 50@460+
- (50) 4 year Warranty 50@350 ea.

Travel: Train ASP IT personnel, decommission servers across state, and maintain equipment in the field.

These supplies/equipment provided reliable archiving and instant recall of video data to facilitate the apprehension and prosecution of DWI/DUI violators, improve the trooper's ability to testify in court and increase drunk driver conviction rates. The storage system is linked to and shares data with eCite.

This equipment enabled Arkansas State Police to manage, maintain, and store in car videos for DWI/DUI arrests and protect all critical data that is associated with the arrests to facilitate a more efficient and fault tolerant system for DWI/DUI videos.

MOTOR VEHICLE CRASH TOXICOLOGY TESTING

Planned Activity: AL-2023-15

Sub-recipient(s): AR State Crime Lab

The Toxicology Testing of MVC Samples Project with the Arkansas State Crime Lab purchased the following equipment, supplies and services to conduct testing in laboratories at Little Rock and Lowell, AR:

- Drug standard kits (33) at a total cost of \$82,000
- Immunoassay kits (70) for a total cost of \$190,000
- Blood alcohol kits (3000) for a total cost of \$25,650
- Drug standard kits (12) at a total cost of \$18,000
- Single/multichannel pipettes (5) at a total cost of \$10,000
- Training (\$10,000) to attend Society of Forensic Toxicologists (SOFT) or equivalent conference.

This equipment allowed the Crime Lab to perform toxicology testing on blood and urine samples. The lab reported these results to the Fatality Analysis Reporting System (FARS) and the State Traffic Analysis Reporting System (TARS)

Training funds were used for the professional development of 2-3 Toxicologists within the field of forensics.

ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM MANAGEMENT

Planned Activity: AL-2023-17

Sub-recipient: Arkansas State Police

This task provided program management for projects within the Alcohol and other Drug Countermeasures area through program planning, oversight/monitoring, evaluation, coordination and staff education and development including expenses for the continued development, expansion, and enhancement of a state electronic grants management system (GMS). The AHSO's GMS was developed and is operated, and maintained through AGATE Software Inc.

Speed Enforcement**Speeding Related Fatalities**

Goal Statement: Limit increase in speeding-related fatalities to 9.9 percent from 134.0 (2016-2020 rolling average) to **147.3** (2019 – 2023 rolling average) by 2023.

Program Area Results

Seventy-five (75) Selective Traffic Enforcement Projects including 34 local (STEPS) and 40 Mini-STEPS with local law enforcement and one statewide with the Arkansas State Police were implemented during FY23. While the primary focus of these STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. As previously shown, there were 8,511 speed citations and 22,753 speed warnings issued by the local STEPs and mini-STEPS. The ASP issued 11,800 speed citations and 11,606 speed warnings for the year. This is an increase from the previous year.

According to FARS data, over the last five years (2017 – 2021) there have been 706 fatalities recorded as speed-related, this accounts for 24% of the total number of traffic-related fatalities (2,900) during the same time period. In 2014 Arkansas's speed fatalities were at 56 but have continued to increase since that time. In 2015 fatalities rose to 92 and continued to rise to 170 in 2020 during the COVID Pandemic. Currently speed fatalities are at 148 for 2021.

The state continues to work with law enforcement and remains vigilant in addressing and enforcing speed. The following chart shows **speeding related crashes in Arkansas counties for 2018-2022**. County specific data is not yet available for 2023.

COUNTY	2018	2019	2020	2021	2022
Arkansas	24	18	16	20	13
Ashley	39	20	29	13	21
Baxter	83	71	99	104	80
Benton	382	500	472	474	427
Boone	52	62	77	76	77
Bradley	19	19	15	17	15
Calhoun	7	9	12	4	11
Carroll	65	70	80	67	72
Chicot	4	4	6	5	7
Clark	82	84	65	47	48
Clay	9	12	12	10	11
Cleburne	25	28	43	38	29
Cleveland	26	11	7	11	14
Columbia	31	16	19	28	18
Conway	50	51	40	40	49
Craighead	282	252	235	220	205
Crawford	129	123	109	101	116
Crittenden	108	89	113	137	127
Cross	32	18	22	12	19
Dallas	25	20	20	20	15
Desha	6	10	9	9	7
Drew	12	13	33	21	22
Faulkner	226	212	233	262	261
Franklin	54	59	57	48	74

COUNTY	2018	2019	2020	2021	2022
Fulton	19	12	13	13	19
Garland	242	239	291	188	219
Grant	22	27	32	42	46
Greene	52	45	70	68	66
Hempstead	61	37	63	40	47
Hot spring	137	103	131	77	73
Howard	6	9	7	9	5
Independence	125	115	85	94	64
Izard	10	24	19	28	26
Jackson	37	22	30	30	34
Jefferson	77	63	49	90	86
Johnson	58	42	38	68	57
Lafayette	5	10	13	8	3
Lawrence	27	36	31	25	30
Lee	6	6	1	4	4
Lincoln	15	12	14	12	13
Little river	10	15	25	17	6
Logan	18	20	32	39	28
Lonoke	149	131	133	135	131
Madison	69	74	63	63	46
Marion	19	24	22	29	50
Miller	90	74	113	87	59
Mississippi	77	46	54	81	79
Monroe	0	6	12	17	17
Montgomery	22	17	33	33	27
Nevada	37	15	27	17	9
Newton	33	47	49	37	28
Ouachita	48	32	41	27	25
Perry	13	19	16	17	10
Phillips	20	26	36	34	15
Pike	13	17	33	10	21
Poinsett	35	52	62	52	63
Polk	26	36	42	37	25
Pope	69	96	91	91	101
Prairie	14	4	11	13	17
Pulaski	1,058	974	1,051	835	994
Randolph	33	43	34	47	52
Saline	199	219	204	213	189
Scott	15	17	14	9	15
Searcy	18	34	45	27	22
Sebastian	98	117	148	126	132
Sevier	17	27	25	32	27
Sharp	13	30	32	23	29
St francis	80	81	85	76	84
Stone	34	17	14	17	14
Union	59	52	58	53	50
Van buren	24	17	27	23	23
Washington	510	575	523	545	564
White	120	101	155	101	81
Woodruff	3	4	4	3	7
Yell	16	31	42	12	29
Totals	5,730	5,663	6,066	5,558	5,599

SELECTIVE TRAFFIC ENFORCEMENT PROJECT

High Visibility Enforcement

Planned Activity: SC-2023-01

Sub-recipient(s): Local Law Enforcement Agencies

There were 34 Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police implemented during FY23. (List of agencies on page 105) While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. A total of 20,311 speed citations and 34,359 speed warnings were issued by all STEPs in FY23.

SELECTIVE TRAFFIC ENFORCEMENT PROJECT

High Visibility Enforcement

Planned Activity: SC-2022-02

Sub-recipient: Arkansas State Police (ASP)

The **Arkansas State Police (ASP)** provided sustained enforcement during FY23. The ASP issued a total of 11,800 speed citations and 11,606 speed warnings to facilitate detection and removal of speeding drivers from highways.

MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)

(Short-term, high visibility/ Speed enforcement-local)

Planned Activity: SC-2022-03

Sub-recipient(s): Local Law Enforcement Agencies

There were 40 local Mini-STEP projects in FY23. (List of agencies on pg. 105) These Mini-STEPs issued 1,664 speed citations and 6,851 speed warnings.

STATEWIDE PUBLIC INFORMATION AND EDUCATION

Public Information Supporting Enforcement

Planned Activity: SC-2023-04

Sub-recipient: CJRW

See Media Report pages 97-102

Program Area Goals Traffic Records

Increase number of Law Enforcement Agencies using eCrash System to 300 in FY23

Increase number of courts using Contexte/eCrash/eCite to 190 in FY23

Program Area Results/Strategic Goals Achieved***Timeliness:***

- Increased number of agencies submitting crashes and citations using eCrash and eCite.
 - 291 agencies are using eCrash as of September 30, 2023 an additional 10 in training (301 total) in FY23
 - Represents approximately 99% of all crash submissions in the state in FY23.
 - 195 local law enforcement agencies have been trained on eCite as of September 30, 2023.
 - The court system expects 100% of courts to be online using Contexte/eCrash/eCite in 2024 as they continue to transition to the online system.
 - AHSO Traffic Records has eliminated the crash entry backlog.
 - Crash entries are completely up to date.

Accuracy:

- Crash information accuracy has improved dramatically
- Increased number of agencies submitting crash data online
- eCrash alerting officers to problems as they complete the report.
- ARDOTs Arkansas Crash Analytics Tool (ACAT) crash reporting system
- ACAT pulls data from all reported crashes statewide and creates a series of charts, graphs and maps that can be used by a wide variety of agencies to identify problems and hopefully solutions.

Completeness:

- Approximately 95% of law enforcement agencies statewide now reporting thru eCrash
- Records coming from non-eCrash agencies faster and information is more accurate.
- Implementation of new online Statewide Courts System with citation program tied to crashes, DMV and the courts.

Uniformity:

- Arkansas currently approved at MMUCC 4th edition level. Upgrade in process to bring the eCrash system in line with MMUCC 5th edition by the end of calendar year 2024. Once Arkansas is approved for MMUCC 5th edition, work will begin on MMUCC 6th edition.

Integration:

Arkansas's crash system is well integrated.

- Crashes and citations are linked using system (eCrash/eCite) developed by the University of Alabama Center for Advanced Public Safety
- System tied to the ARDOT mapping system to accurately locate crashes focusing on where problem locations occur to allow engineers to search for solutions.
- Courts are integrated completely at both circuit and appellate levels,
- Change to new court management system created by Administrative Office of the Courts will facilitate almost exclusive "buy in" to the system at District court level.

- Work to tie Emergency Management System (EMS) in to data by use of a trauma band to follow victim status from the scene of the crash all the way to release from the hospital is scheduled to begin mid-2023.

Accessibility:

Once changes to the systems currently in progress are complete there will be a reevaluation of the various databases and how they can be more accessible to the various users in the TRCC and the driving public.

Project Results (Traffic Records)

TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) PROGRAM OPERATIONS

Planned Activity: TR-2023--01

Sub-recipient: Arkansas State Police

Provided for retaining the services of a qualified firm to input crash data in a timely manner. The University of Arkansas at Fayetteville is contracted to enter crash data. It also provided for the operation of the TARS by the ASP HSO including data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work.

TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) IMPROVEMENT PROJECT

Planned Activity: TR-2023-02

Sub-recipient: Arkansas State Police

Provided for the acquisition of computer hardware, software, and peripherals needed for TARS improvements

ELECTRONIC TRAFFIC CRASH RECORD ENTRY SYSTEM PROJECT

Planned Activity: TR-2023-03

Sub-recipient(s): ASP, Local Law Enforcement Agencies TBD

The Arkansas State Police continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is the eCrash system developed by the University of Alabama-Center for Advanced Public Safety (CAPS). As of September 30, 2023, 291 local agencies and the Arkansas State Police are actively submitting crash reports.

EMS DATA INJURY SURVEILLANCE CONTINUATION PROJECT

Planned Activity: TR-2023-04

Sub-recipient: Department of Health – Office of EMS

Department of Health-Office of EMS continued the EMS Data Injury Surveillance Data Collection Project. The project provided maintenance of the data elements necessary for NEMSIS compliance. The state system currently uses NEMSIS 3.4.

Travel:

The EMS Data Manager is actively involved in a number of EMS systems. Attendance at conferences such as NASEMSO, NEMSIS, and CONNECT helped Arkansas stay abreast of all of the changes happening on a National level and any new releases from the State's software vendor that directly affect EMS's ability to collect current and quality data and provide requested data.

Maintenance & Operation:

EMS captures data from current and future versions of the NEMSIS datasets and standards. The money provided by this grant was used to support, maintain, and upgrade software and hardware infrastructure to meet requirements.

ELECTRONIC CITATION SYSTEM

Planned Activity: TR-2023-05

Sub-recipient(s): Arkansas State Police, Local Law Enforcement Agencies

The Arkansas State Police continued progress during 2023 towards implementation of an electronic citation system (eCite) which electronically captures and submits the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the violator and capture of citation data for timely reporting to various entities. The system also allows for submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and the Office of Driver Services. The Administrative Office of the Courts (AOC) has implemented eCite support into the court case management system. eCite is currently in use by all ASP troops. 212 local law enforcement agencies have been trained and 195 are currently "live" as of September 30, 2023.

TRAFFIC RECORDS PROFESSIONAL DEVELOPMENT

Planned Activity: TR-2023-06

Sub-recipient: Arkansas Department of Transportation (ARDOT)

This project provided resources to allow personnel from ARDOT to attend safety conferences and workshops. Attendance at these meetings allows for networking with other transportation agencies to assess cost effective strategies to reduce highway fatalities and injuries. Staff attended the following conferences during 2023.

- Traffic Records Forum July 8-12, 2023.

TRAFFIC RECORDS PROGRAM MANAGEMENT

Planned Activity: TR-2023-07

Sub-recipient: Arkansas State Police

Provided for the administration of the Traffic Records Program and support for other program areas. Funding provided 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 also provided for continued training in the administration of computer systems software and eGrant operations.

Roadway Safety

Funding was provided for specified training to highway safety professionals in matters of roadway and rail-highway safety.

Project Results (Roadway Safety)

PROFESSIONAL DEVELOPMENT

Planned Activity: RS-2023-01

Sub-recipient: Arkansas Department of Transportation (AR DOT)

This project provided resources to allow personnel from ARDOT to attend safety conferences and workshops. Attendance at these meetings allows for networking with other transportation agencies to assess cost effective strategies to reduce highway fatalities and injuries. No conferences were attended during 2023.

Motorcycle Safety

Program Area Goal

C-7) Motorcyclists Fatalities

Goal Statement: *Limit the Increase motorcyclist fatalities by 19.6 percent from 72.6 (2016-2020 rolling average) to 86.8 (2019 – 2023 rolling average) by 2023.*

C-8) Unhelmeted Motorcyclists Fatalities

Goal Statement: *Increase unhelmeted, motorcyclist fatalities 23.5 percent from 42.6 (2016-2020 rolling average) to 39 (2019 – 2023 rolling average) by 2023.*

Arkansas' Motorcycle fatalities were at 66 in 2019. Fatalities increased to 81 in 2020 and remained at 96 for 2021. They account for approximately 14 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and only requires helmets for motorcyclists aged 21 or younger. In 2021, 55% of all motorcyclist fatalities were unhelmeted.

The chart below shows the number of registered motorcycles in Arkansas, total motorcycle crashes, number of motorcycle crashes involving another vehicle and motorcycle crashes involving an impaired driver by county for the 2023.

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	1,347	3	0	0	Lee	182	0	0	0
Ashley	756	8	8	1	Lincoln	390	0	0	0
Baxter	4,415	32	32	2	Little River	676	2	2	0
Benton	19,084	126	126	10	Logan	2,070	7	7	0
Boone	3,082	15	15	1	Lonoke	4,991	30	30	2
Bradley	383	1	1	0	Madison	1,146	23	23	1
Calhoun	216	1	1	0	Marion	1,637	9	9	0
Carroll	2,451	38	38	4	Miller	2,078	20	20	0
Chicot	268	0	0	0	Mississippi	1,283	8	8	0
Clark	743	5	5	0	Monroe	236	1	1	0
Clay	651	0	0	0	Montgomery	675	6	6	0
Cleburne	2,184	17	17	2	Nevada	315	1	1	0
Cleveland	330	0	0	0	Newton	632	17	17	1
Columbia	1,035	3	3	0	Ouachita	1,079	11	11	0
Conway	1,178	5	5	0	Perry	736	8	8	0
Craighead	4,226	32	32	3	Phillips	455	0	0	0
Crawford	4,547	30	30	1	Pike	606	4	4	0
Crittenden	1,593	14	14	0	Poinsett	1,031	7	7	0
Cross	663	3	3	0	Polk	1,610	10	10	3
Dallas	243	0	0	0	Pope	3,755	32	32	3
Desha	339	2	2	0	Prairie	297	1	1	0
Drew	552	1	1	0	Pulaski	12,586	118	118	9
Faulkner	6,651	55	55	1	Randolph	1,016	9	9	0
Franklin	1,167	20	20	2	St. Francis	556	32	3	0
Fulton	953	6	6	0	Saline	7,064	1	32	3
Garland	6,901	69	69	3	Scott	642	9	1	0
Grant	1,105	6	6	0	Searcy	478	87	9	1
Greene	2,245	15	15	0	Sebastian	7,800	5	87	11
Hempstead	798	12	12	1	Sevier	641	6	5	1
Hot Spring	1,983	10	10	0	Sharp	1,211	3	6	0
Howard	445	2	2	0	Stone	1,169	9	9	0
Independence	1,906	24	24	4	Union	1,683	9	9	0
Izard	1,000	7	7	1	Van Buren	1,290	9	9	0
Jackson	569	6	6	0	Washington	12,368	89	89	4
Jefferson	2,089	23	23	1	White	4,549	29	29	5
Johnson	1,682	11	11	1	Woodruff	237	1	1	0
Lafayette	353	0	0	0	Yell	1,288	13	13	0
Lawrence	857	9	9	1	Total	161,448	1,237	1,234	83

Project Results (Motorcycle Safety)

The Motorcycle Safety Motorist Awareness Campaign, “Look Twice for Motorcycles, Share the Road” activity is shown in the Paid Media Reports on pages 92-97.

MOTORIST AWARENESS CAMPAIGN * Other Driver Awareness of Motorcyclists *

Planned Activity: MC-2023-01

Sub-recipient(s): CJRW

The program included site visits at motorcycle events in the state. In total, the Arkansas State Police Highway Safety Office was visible at twenty days of events. At each of the 20 motorcycle outreach event days in 2023, **Alliance** staff were on-site to raise awareness of the campaign by engaging riders, drivers, and families with the Look Twice For Motorcycles message across Arkansas. The campaign, which included the motorcycle simulator and interactive highway safety messaging along with the giant inflatable motorcycle with the Look Twice message was at events that reached 32,000-plus people. Additionally, the motorcycle safety messaging surrounding those events was served out to over 100,000 residents via social media posts.

Motorcycle Events – FY23

Event	Date	City	County	Impressions	Engagements
Twin Lakes Thunder Spring Rally	Friday, April 21	Mountain Home	Baxter	20,173	250
Twin Lakes Thunder Spring Rally	Saturday, April 22	Mountain Home	Baxter	20,173	325
2023 Steel Horse Rally	Friday, May 5	Fort Smith	Sebastian	17,432	5,100
2023 Steel Horse Rally	Saturday, May 6	Fort Smith	Sebastian	17,432	9,000
Heart of the Ozarks CMA Rally	Thursday, May 25	Eureka Springs	Carroll	11,001	150
Heart of the Ozarks CMA Rally	Friday, May 26	Eureka Springs	Carroll	11,001	415
Heart of the Ozarks CMA Rally	Saturday, May 27	Eureka Springs	Carroll	11,001	300
Heart of the Ozarks CMA Rally	Sunday, May 28	Eureka Springs	Carroll	11,001	140
Hot Springs Bike Fest	Thursday, June 8	Hot Springs	Garland	6,645	100
Hot Springs Bike Fest	Friday, June 9	Hot Springs	Garland	6,645	150
Hot Springs Bike Fest	Saturday, June 10	Hot Springs	Garland	6,645	250
Summer Fun Run	Friday, June 16	Rogers	Benton	7,770	170
Summer Fun Run	Saturday, June 17	Rogers	Benton	7,770	215
Mountains, Music & Motorcycles	Friday, August 18	Mountain View	Stone	12,923	600

AR FY 23 Annual Report

Mountains, Music & Motorcycles	Saturday, August 19	Mountain View	Stone	12,923	650
Mountains, Music & Motorcycles	Sunday, August 20	Mountain View	Stone	12,923	350
Bikes, Blues, & BBQ 2023	Wednesday, September 20	Rogers	Benton	21,190	3,000
Bikes, Blues, & BBQ 2023	Thursday, September 21	Rogers	Benton	21,190	3,000
Bikes, Blues, & BBQ 2023	Friday, September 22	Rogers	Benton	21,190	3,000
Bikes, Blues, & BBQ 2023	Saturday, September 23	Rogers	Benton	21,190	5,000
				97,134	32,165

Pedestrian/Bicyclist**Program Area Goals**

The goals of the projects funded in the Pedestrian/Bicyclists Safety Program Area were as follows:

C-10) Pedestrian Fatalities

Goal Statement: *Limit the Increase in pedestrian fatalities to 44.9 percent from 60.2 (2016-2020 rolling average) to 87.2 (2019 – 2023 rolling average) by 2023.*

C-11) Bicyclist Fatalities

Goal Statement: Limit increase in bicyclist fatalities from 4.0 (2016-2020 rolling average) to no more than 9.5 (2019 – 2023 rolling average) by 2023.

Program Area Results (Pedestrian/Bicyclist)

In 2016 there were 49 pedestrian fatalities. This number steadily increased to 82 in 2020 but declined slightly in 2021 to 79. This represents a five-year average of 66.4 for 2017-2021 and approximately 11% percent of all motor vehicle fatalities for 2021. There were 4 bicyclist fatalities in 2018, 3 in 2019, 6 in 2020 and 10 in 2021 for a five-year average of 5 for 2017-2021. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities are a part of the emphasis of the “Toward Zero Fatalities” Campaign in conjunction with the Arkansas Department of Transportation (ARDOT) and the Arkansas Department of Health.

Countermeasures conducted in Arkansas continued to include both enforcement and education efforts. Information and outreach targeted pedestrians to help them understand that even though they are walking or running they have a responsibility to obey the same traffic laws as motorists and to encourage motorists to be aware if pedestrians and bicyclists.

In addition to press-related activities, enforcement and educational efforts were utilized to bring awareness to pedestrian and bicyclist safety. ARDOT provided informational posters/brochures to be distributed in public areas around the state as part of the TZD initiative and their Safely Share the Road Campaign. AHSO Program Managers continued work with law enforcement agencies in communities with pedestrian and bicyclist related fatalities and serious injuries to encourage them to be more proactive in pedestrian and bicyclist enforcement and overall safety issues.

The AHSO continued to work with law enforcement agencies throughout the state as well as SHSP stakeholders to encourage pedestrian crossing enforcement, emphasize pedestrian safety in presentations and at other educational events and take a serious look at infrastructure improvements needed in this area.

A target of 87.2 was set for pedestrian fatalities for 2019-2023 and with pedestrian fatalities of 79 in 2021 we are on track to lower that number. ARDOT continued their media campaign focused on education strategies and public service messages that targeted school children on bicycle and pedestrian safety as well as public service messages and social media to increase awareness of the dangers of bicycle and pedestrian traffic on high volume roadways.

AHSO continues to collaborate with the City of Little Rock’s pedestrian bicyclist project and coalition to explore options for coordination efforts and a statewide initiative. This project employs activities in the schools, colleges, and communities of selected counties to provide education and awareness of pedestrian and bicyclist safety issues. Bike and Pedestrian Safety for high school and college age students was also part of a project at ACH/IPC. This agency had experience with Safe Routes

to school for young children. In FY23 they continued work on a new initiative promoting bike/ped safety with teens and young adults. Since data indicates the majority of teen/young adult bike/ped injuries occur in urban settings and on college campuses, plans are to conduct a pilot in high schools and on a college campus. Focus groups will be utilized to identify barriers to safety practices and program implementation. Meetings were held with several colleges, and they specifically worked with the University of Conway in Arkansas' "Brake for Bears" program and the Arkansas State University's "Watch for Red Wolves" program. Plans are to take this program as a model across the state to other colleges and universities, especially the HBCU's like Philander Smith University and the University of Arkansas at Pine Bluff. Staff from ACH/IPC also met with several community leaders in bicycle safety, specifically in northwest AR.

AHSO participated in Philander Smith's career day. Students in attendance at the event agreed to help with the messaging participate in pedestrian safety events for Pulaski County including conducting pedestrian safety forums. In addition, they will develop social media posts which will allow for further student involvement.

PEDESTRIAN/BICYCLE PUBLIC AWARENESS CAMPAIGN

Planned Activity: PS-2023-02

Sub-recipient(s): ARDOT

This project involved the development of a media campaign by ArDOT to focus on education strategies such as public service messages to target school children on bicycle and pedestrian safety as well as public service messages aimed at increasing awareness of the dangers of bicycle and pedestrian traffic on high volume roadways, and social media to educate the public on bicycle/pedestrian laws and safety.

Results:

The ARDOT Public Information Creative Services Section assisted with the production of public service messages aimed at increasing public awareness of laws regulating bicycle and pedestrian traffic with the goal of reducing fatalities and serious injuries among cyclists and pedestrians. The "Safely Share the Road" campaign utilized the following media:

- Social Media Twitter/Facebook: May, July, September
- Internet ardot.gov webpage: Ongoing
- Radio Pandora
- Billboards: Lamar
- TV: KARK and NWA
- Magazines: Arkansas Times and El Latino
- Safety Light Promo Items

STATEWIDE PUBLIC INFORMATION AND EDUCATION

Project Number: PS-2023-01

Sub-recipient(s): CJRW

Funding was provided to develop public information and educational materials promoting pedestrian ar safety. This project is still under development and will be implemented in addition to the Pedestrian/Bicy Awareness Campaign that is being developed by ArDOT.

Teen Driver Program**C-9) Drivers Age 20 or Younger Involved in Fatal Crashes**

Goal Statement: *Limit the number of drivers age 20 or younger involved in fatal crashes from 62 (2016-2020) to 65 (2019-2023).*

Program Area Results

In 2020 there were 78 drivers aged 20 or younger involved in fatal crashes. This decreased to 72 in 2021 with the five-year average for 2017-2021 at 64. Since 2008 the AHSO has worked with the University of Arkansas for Medical Sciences and Arkansas Children's Hospital Injury Prevention Center to support statewide teen driving education, increase physician influence on motor vehicle safety, increase enforcement of teen driving laws, increase the use of graduated driving principles within families of young drivers and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. In 2023, despite the lingering challenges presented by COVID "Arkansas Drive Smart Challenge - Battle of the Belt" continued a performance based educational peer-led program with an emphasis on raising teen seat belt use and knowledge of the state's Graduated Driver's License (GDL) in high schools. An existing teen driving safety coalition in Pulaski County continued to serve as an advisory forum and with the schools closed in many cases, virtual presentations and meetings were utilized. Social media outlets such as Facebook and Twitter were used to increase the reach for the intended audience.

Project Results (Teen Driver)**TEEN DRIVER SAFETY PROJECT**

Planned Activity: OP-2023-11 (MARGINS)

Sub-recipient(s): ACH

As COVID challenges continued in FY23, high schools across the state were on various, different, sometimes complex schedules. However, the Arkansas Children's Hospital (ACH) staff made better progress with visiting and recruiting schools this fiscal year due to the severity of the COVID pandemic lessening over time. As much as possible, within schools' guidelines and restricted employer guidelines, travel throughout the state increased to pre-pandemic times to promote seat belt safety to students. The Arkansas Drive Smart/Battle of the Belt Project targeted twelve counties in the state (Benton, Carroll, Cleburne, Craighead, Faulkner, Howard, Jefferson, Lonoke, Pulaski, Sebastian, Randolph, Union Counties) with an emphasis on counties with low seat belt use rates. ACH staff also targeted six counties in the state with large minority populations (Monroe, Phillips, Chicot, Crittenden, Lee, and St. Francis) to increase teen seatbelt use and promote seat belt safety. Only 38 of the 75 high schools targeted were contacted and 13 participated in the peer led performance-based project. UAMS trained 342 students on how to implement activities in their school designed to promote seat belt use and knowledge of Arkansas' Graduated Driver Licensing (GDL). A total of 1,160 pre- and post-Observational surveys were conducted at these schools prior to activity implementation.

ACH conducted several virtual and "some" in-person safer teen driving presentations to high school students as schools allowed in both summer and fall sessions. 151 junior medical students received education on safer teen driving during the injury prevention segment of their clerkship in FY23.

ACH conducted virtual regional coalition advisory meetings. The meetings brought partners in the community together to discuss possible action plans for virtual conferences surrounding teens and preventive measures.

The ACH staff developed a bicycle and pedestrian safety program within the Injury Prevention Center at Arkansas Children's Hospital. They met with several colleges and universities to discuss safety programs throughout the state by modeling a program created by the University of Central Arkansas's police department. Staff also met with various bicycle safety leaders in the state.

Safer teen driving messaging was launched on Arkansas Department of Motor Vehicles (DMV) monitors in all 75 counties across the state.

ACH/IPC organized two Community Events known as the Safer Teen Driving ROADeo, held on October 15, 2022, in Hot Springs (Garland County) and August 26, 2023, Little Rock (Pulaski County). These events were designed to provide comprehensive education on Teen Driving, Graduated Driver Licensing (GDL), Pedestrian safety, Bicyclist safety, and Motorcycle safety.

A "Teen Driving ROADeo" is an event or program designed to educate teenagers on safe driving practices and enhance their driving skills. These events included various activities and workshops that focus on different aspects of safe driving, such as understanding traffic laws, practicing defensive driving techniques, and learning about the dangers of distracted driving. Participants also engaged in hands-on exercises to improve their skills in areas like maneuvering, parking, and responding to emergency situations.

A total of 149 families participated in these events, where they received valuable insights into the current laws governing Teen Driving, Seatbelt use, all safety measures for Pedestrians, Bicyclists, and Motorcyclists. The focus of the educational sessions extended to both teenagers and their parents, fostering a shared understanding of responsible and safe driving practices.

The success of the Safer Teen Driving ROADeo events were not only evident in the number of families reached but also in the commitment shown by both Garland County and Pulaski County. Both counties expressed their intention to sustain and strengthen their involvement and partnership in the upcoming fiscal year, reinforcing the long-term impact of these initiatives on community safety and awareness.

The goal of a Teen Driving ROADeo is to instill responsible driving habits in young drivers, promote awareness of road safety, and reduce the risk of accidents involving teenage drivers. These events are typically organized by community organizations, schools, or institutions with an interest in promoting safe driving practices among teenagers and their families.

Distracted Driving

The AHSO realizes that Distracted Driving has become a major issue. During 2023 additional emphasis was placed on this area. Information on Distracted Driving was included during FY23 as part of several injury prevention projects, PI&E, the Comprehensive Occupant Protection, and Injury Prevention Program and the ACH “Arkansas Drive Smart/Battle of the Belt” Teen Project. The AHSO also partnered with Arkansas Drivers Services to get traffic safety messages out to the driving public at no cost to us. The DVM showed closed captioned television spots to coincide with mobilizations for Distracted Driving on their new large video screens at 40 locations across the state. Overall, information about the dangers of distracted driving and implement safer driving practices was distributed throughout the state through various programs and media outlets.

Agencies were provided additional funding for this area during FY23 and encouraged to increase enforcement efforts throughout the year in addition to participating in the Distracted Driving mobilizations. Agencies responded to this challenge as the FY23 data shows an increase in enforcement efforts and the number of citations issued. Since FY21 the number of citations issued for Distracted Driving in eCite have increased 127%.

Year	# of Distracted Driving Citations
FY21	547
FY22	1,026
FY23	1,240

The drastic increase in the reported number of distracted driving citations is in part due to an increased emphasis on distracted driving violations and 80+ additional agencies that are reporting citations in the eCite system now that were not reporting before. Additionally, distracted driving has become an even more prevalent issue on roadways with drivers having more access to technology and distractions than ever before, leaving these incidents at higher and higher rates.

In FY21 the ASP STEP purchased twenty-five (25) low profile SUVs (Patrol Vehicles) that continue to enhance distracted driving and other traffic enforcement.

Legislative efforts in the 2019 (92nd General Assembly) included two bills on distracted driving. The law on distracted driving was amended to make the use of handheld wireless devices while driving in a school zone and for young drivers a primary offense, to correct inconsistencies in the definition of distracted driving and comply with distracted driving requirements under federal law. Relevant legislation in FY23 amended the law to include the following.

- If a person pleads guilty or it is determined that they were involved in a collision or accident while in violation of Arkansas distracted driving laws the court shall in addition to any other sentence assess an additional fine of double the amount of the standard fine.
- If the collision or accident results in serious physical injury or death of another person, the person upon conviction is guilty of a Class A misdemeanor.
- The law enforcement officer investigating the collision or accident shall indicate on the accident form that the driver of the motor vehicle was using a wireless telecommunications device at the time of the collision or accident.
- In addition to the penalties assessed under this section, the court may order the performance of public service work in the amount of one hundred (100) hours or less.

The fine for using a wireless device to transmit text-based communications in Arkansas is from \$25 to up to \$250 for the first offense with subsequent violations subject to a fine of not less than \$50 or more than five hundred dollars. The fines are doubled if a person is involved in a collision while in violation of the law. The Arkansas State Driver’s License Exam includes distracted driving questions.

Distracted Driving is identified as a primary emphasis area in the State Strategic Highway Safety Plan. Traffic safety partners on the SHSP Steering Group work together to incorporate information and education into awareness efforts with the goal to discourage unsafe driving decisions and improve traffic safety behaviors and culture. Arkansas would benefit from a hands-free law that would discourage drivers from using electronic devices behind the wheel and create stricter enforcement opportunities for safety. There is no legislative session in FY24, but we are hopeful that this issue will be addressed further in the FY25 session.

Project Results (Distracted Driving)

STATEWIDE PUBLIC INFORMATION AND EDUCATION

Planned Activity: DD-2023-01

Sub-recipient(s): CJRW

Statewide public information and education promoted adherence to texting and cell phone laws. Components included educational materials and public service announcements (PSAs) to enhance other traffic safety projects. Assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), and diversity outreach and press events were also available. Media placements included television, radio, cinema, internet, social media, and print. See Media Report pages 80 and 92.

Slow Down, Phone Down

Planned Activity: DD-2023-01

Sub-recipient(s): ARDOT

Statewide public information and education to promote adherence to texting and cell phone laws through continuation of the "Slow Down, Phone Down" in work zones campaign. Components of this task included educational materials such as brochures, posters, public service announcements and paid advertising.

Funding was used for a variety of media buys this year. These included: Cable TV, Radio: Metro Market and Hispanic stations, Digital: Targeting ages 18-54 (TV Streaming, Music and Podcast, iHeart Media, and Digital Outdoor Lamar: 9 locations major interstates and highways also a full-page print advertisement in the Arkansas Razorbacks football and basketball game booklets; to target the college-age demographic.

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS)

(Short-term, high visibility/ sustained seat belt enforcement-local)

Planned Activity: DD-2023-02

Sub-recipient(s): Law Enforcement Agencies

There were 34 local sustained STEPS in FY 2023. (List of agencies on pg. 105) These local STEPS issued 666 Distracted Driving Citations, not including ASP.

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEP)

(High visibility/ sustained seat belt enforcement-local)

Planned Activity: DD-2022-03

Sub-recipient(s): Law Enforcement Agencies

Funding was provided for statewide selective distracted traffic enforcement through the Arkansas State Police. In FY23 they issued 1,146 Distracted Driving Citations. An increase of more than forty-four (44) times the number of citations issued from FY21 to FY23.

MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)

(Short-term, high visibility/ Distracted Driving enforcement-local)

Planned Activity: DD-2022-04

Sub-recipient(s): Local Law Enforcement Agencies

There were 40 local mini-step projects in FY 2023. (List of agencies on pg. 105) These Mini-STEPS issued 103 distracted Driving Citations.

**Highway Safety Annual Report for Arkansas
Federal Fiscal Year 2023**



PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2022-2023

Summary

In FY2023, the Arkansas Highway Safety Office (AHSO) utilized paid and earned media as well as paid and organic social media to generate public awareness of the high visibility law enforcement mobilization efforts regarding impaired driving, occupant protection, distracted driving, and speed prevention to make sure drivers understand if they disobeyed these selected traffic safety laws, their chances of being caught by law enforcement are higher than ever. Paid media as well as paid and organic social media was used in an additional campaign for motorist awareness and education: motorcycle awareness.

The following 11 media campaigns were publicized with paid and earned media using the national NHTSA taglines:

Impaired Driving – “Drive Sober or Get Pulled Over”

- December Holiday DWI Mobilization
- St. Patrick’s Day Mobilization
- April Drive High Get A DWI Mobilization
- Fourth of July DWI Mobilization
- Labor Day DWI Mobilization

Occupant Protection – “Click It or Ticket”

- Thanksgiving Seat Belt Mobilization
- Memorial Day Seat Belt Mobilization

Distracted Driving – “U Drive. U Text. U Pay”

- October Enforcement Mobilization
- April Enforcement Mobilization

Motorcycle Safety – “Look Twice for Motorcycle. Share the Road”

- June Awareness Mobilization

Speed Prevention – “Obey The Sign or Pay The Fine”

- July Enforcement Campaign

The AHSO worked with their advertising agency of record, CJRW, to develop a statewide media plan and purchase airtime, which included public awareness of law enforcement mobilization efforts as well as public information campaigns based on available data, budget, and NHTSA recommendations. Media buys were designed to negotiate for a minimum of a one for one bonus for each ad purchased. The AHSO used television closed-captioned and radio ads in both English and

Spanish, each airing during a mobilization or campaign. Strong enforcement themes were used to coincide with the law enforcement mobilizations.

December 2022 Holiday Impaired Driving Mobilization Drive Sober or Get Pulled Over

Paid Media Report

Summary

The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements aired during the campaign in both English and in Spanish language with the DSOGPO message. The total advertising budget utilized was \$209,432 with an added value received in bonus ads of \$75,938.

Enforcement Period

- Enforcement was carried out from December 16, 2022, to January 1, 2023

Advertising Period

- Paid advertising ran from December 14, 2022, to January 1, 2023 (18 days)

Creative Messages

- There were two independent messages and creative assets that were supported during the Holiday impaired driving campaign:
 - Drive Sober or Get Pulled Over (alcohol) – 65%
 - If You Feel Different, You Drive Different. Drive High Get a DUI (marijuana/drug-impaired) – 35%

Target Audiences Broken Down by Message:

- **Drive Sober or Get Pulled Over**
 - Primary: 21- to 34-year-old English speaking males who drink alcohol
 - Secondary: 21- to 34-year-old Spanish speaking males who drink alcohol
- **If You Feel Different, You Drive Different. Drive High Get a DUI.**
 - Primary: 18- to 34-year-old English speaking males who consume marijuana
 - Secondary: 18- to 34-year-old Spanish speaking males who consume marijuana

Geography

- The campaign was statewide in scope. Concentrated media funds in the state's major metropolitan markets to reach the greatest number of Arkansans.

Primary Markets

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

Secondary Markets

- Conway
- Delta Region

Media Strategies & Tactics

In today's rapidly evolving media landscape, it's necessary to reach the target audience with an integrated marketing approach of both traditional and digital strategies. We recommended implementing a multi-platform media mix in order to cost-efficiently deliver the *Impaired Driving* message to our target audiences. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach opportunity.

- We recommended running lower weight levels and concentrated media in high-profile content such as sports, music, and live entertainment specials against adults 25-54 to reach the greatest number of Arkansans with the impaired driving message. Since there are so many premium sporting events that air during our flight period and we want to reach males, we focused the majority of weight in sports.
- **Daypart mix:** Local News – 30%
Prime/Sports – 60%
Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, FOX & CW
- **Recommended Broadcast Programming:** NFL, NBA, College Football Bowl Games, NCAA Basketball, Tonight Show with Jimmy Fallon, Survivor Finale, NFL & NBA on Christmas Day, NYE Nashville's Big Bash, iHeartRadio Music Festival, 90th Annual Hollywood Christmas Parade, The Wheel Premiere, iHeartRadio Jingle Ball, The Professionals Finale
 - Sports is one genre that is consistently viewed live which provides the opportunity to reach a highly engaged male audience with a message highlighting the dangers of driving under the influence.
 - Nielsen ratings data allowed us to determine the top-rated broadcast stations and programs in each market.
 - Purchased major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Cable TV extended the reach of broadcast television and achieved greater frequency of exposure of the *Drive Sober* and *Driving High* messages.

- In order to best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 were selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20% more likely to watch this network than the general population.

These networks include:

- BET (117)
- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- Discovery (108)
- ESPN (143)
- ESPN 2 (147)
- FS1 & FS2 (166/169)
- FX (155)
- FXX (181)
- MTV / MTV2 (165/247)
- Nick at Nite (144)
- Nickelodeon (138)
- Paramount (149)

- Syfy (115)
- Teen Nick (174)
- TruTV (151)
- VH1 (127)

*Every cable system does not insert advertising on all of these networks.

- Increased frequency during Adult Swim on Cartoon Network (10 p.m. - 3 a.m.) which gets pegged as “stoner humor” to reach young males that are recreational marijuana users.
- Purchased spots on Galavision network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the impaired driving message.

Radio increased reach created by television while generating higher levels of frequency.

- Since this medium reaches people in their cars it can be an effective tool to remind drivers and passengers of the dangers and consequences of driving impaired.
- A Nielsen report released in June found that radio remains one of the centerpieces of the media universe, reaching 87% adults aged 18- to 34 years old each month.
 - **Primary Formats:** Country, Sports, Contemporary Hit Radio and Urban
 - **Dayparts:**
 - Morning Drive: 6:00am - 10:00am
 - Midday: 10:00am - 3:00pm
 - Afternoon Drive: 3:00pm - 7:00pm
 - Evening: 7:00pm - Midnight
 - Selected weekend dayparts
- Nielson Audio ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Live Endorsements:** Utilizing trusted voices of local radio personalities on top-rated stations in Central AR generated additional impact and awareness. We also encouraged DJs to incorporate the *Drive Sober* and *Driving High* messages into their social networking.
- **Razorback Sports Network Bowl Game** - A :30 spot ran in-game during the Razorback bowl game on December 28th. The Razorback Sports Network consists of 39 affiliates across the state.
- We purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Sevier, and Carroll Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend. Radio’s reach numbers among Hispanics tops all other segments. The Nielsen report from June also revealed 93% of 18-to 34-year-old Hispanics are tuning into radio each month.

The digital portion of the plan continued to extend the reach of the *Drive Sober* and *Driving High* messages in a medium where nearly 100% of the target audience is connected to the internet. According to the latest MediaMark Research Intelligence data, males 18-34 are more frequent and active internet users than any other age group. Another survey revealed that 66% of connected TV viewers were between the ages of 18 and 34 years old. Specific digital strategies we recommend are detailed below:

- Utilizing **digital ad networks** allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to males 18-34. 15 and 30-second pre-roll video ads across mobile, tablets and desktop are recommended to maximize impact and awareness of the impaired driving message. Video was mobile heavy to reach males 18-34 on the device they use the most.

- Targeting tactics were integrated to reach relevant audiences based on their known recent mobile footprint (i.e. bars, breweries, liquor stores, etc.). This allowed us to engage with our target when they are out socializing and intercept them with the *Drive Sober* and *Driving High* messages.
- Along with the standard demo (males 18-34) we also onboarded appropriate segments to align with the desired persona - young males / drinkers / cannabis users.
- We also included ScreenSync technology which was used to retarget consumers engaged with sports & entertainment content on linear TV. We also retargeted those that have been exposed to the linear TV message as a sequential message tactic as well. According to a recent Nielsen report, 88% of U.S. adults use a second digital device while watching TV.
- Additionally, we targeted users that are sports enthusiasts (i.e. frequents Fantasy Football and Sports apps) which provides an additional layer of reach of the impaired driving message to our target audience.
- Over 1.4 million impressions were generated over the course of the campaign.
- **Streaming TV** - A Leichtman Research Group study released in July indicates that younger adults continue to be more likely to spend time watching video via CTV. 62% of adults ages 18-34 (up from 54% last year) report watching video on a CTV device on a daily basis. With streaming TV, the impaired driving message was delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads are targeted demographically and geographically, making ad serving precise. We further extended the OTT campaign by utilizing Premion's retargeting platform. This allowed us to serve impaired driving video and display ads on the target audience's mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 410,000 OTT impressions ran during the campaign accompanied by over 138,500 retargeting impressions.
- **Vevo**, a premium music video provider, ranks number one among music video viewers. Generated mass awareness of the *Drive Sober* and *Driving High* messages reaching Vevo's highly engaged audience viewing premium content featuring the biggest artists in the world. Over 170,000 impressions were served during the campaign.
- **ESPN** – Purchased a mix of live streaming video, CTV and display banners on the ESPN website and ESPN app. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 253,000 impressions.
- **Digital Audio** space continues to be on a constant upward trajectory and has become an essential element of the media mix. According to the 2022 Infinite Dial, 192 million U.S. adults listened to online audio in the last week which is an 8.3% rise in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the impaired driving message to reach drivers while they are behind the wheel, reminding them the dangers and consequences of driving under the influence of drugs and alcohol.
 - We recommended SXM's cross-publisher product that provides access to inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the *Drive Sober* and *Driving High* audio spots to be played between songs and entertainment that the user was listening to, delivering the message to a captive audience throughout the day. Males 18-34 and Hispanic males 18-34 in Arkansas were targeted on this platform.
 - **Podcasts** continue to increase in popularity and are mostly seeing traction among younger audiences. According to the 2022 Infinite Dial, 50% of podcast listeners fall into the 12-34 age category. In-car podcast listening also showed growth: 32% of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30% last year. We recommended iHeartMedia's Podcast platform given it's a leading podcast publisher. Impressions were served in

the Legend and Explorer genres and across specific audience segments that reached our target audiences.

- Over 550,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Purchased exclusive **Homepage Takeovers** on Hogville.net and KATV.com to reinforce the *Drive Sober* and *Driving High* messages during the flight period.
- **Hispanic Websites** – Impaired driving display and video in the Spanish language were placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), and LaPrensaNWA.com to reach the Hispanic community.

Out-of-Home media engaged the target audiences and extended reach of the Impaired Driving message.

- **Digital outdoor boards** are highly visible structures that reached a mass audience while they were in their vehicle and reminded them of the consequences that come from driving under the influence of alcohol and/or drugs.
 - Digital billboards allowed for more flexibility of message and do not require a production fee, which would be cost-prohibitive for a short-term campaign.
 - Another benefit of outdoor is the opportunity to reach drivers and passengers while they are on the road, reinforcing the impaired driving messages with a visual component.
 - Concentrated support in the heaviest populated markets in Arkansas to generate the highest reach.
 - We recommended fourteen high-traffic locations in Little Rock, North Little Rock, Bryant, Benton, Cabot, Hot Springs, Pine Bluff, Northwest Arkansas, and Jonesboro generating over 9 million total impressions.
- **Bar Media Signage** exposed and engaged our target audiences to the Impaired Driving message at the perfect time – while they are out drinking. Two posters and 2,000 coasters (total of 40,000 coasters) were placed in 20 venues (restaurants/bars) allowing us to strategically deliver impressions, raise awareness and influence our target audiences to never drive under the influence.

Budget Summary

By Medium:

Drive Sober or Get Pulled Over - \$209,432 total paid media budget

Television: \$38,415 (18 percent)
 Cable: \$13,062 (6 percent)
 Radio: \$43,003 (21 percent)
 Other Radio: \$15,073 (7 percent)
 Digital: \$66,550 (32 percent)
 Out-of-Home: \$33,329 (16 percent)
Total: 100%

By Market

Actual Expenditures - \$209,432

Little Rock: \$29,652
 Fort Smith/Fayetteville: \$27,235
 Jonesboro: \$10,282
 Texarkana: \$9,601
 Hot Springs: \$3,486
 El Dorado: \$2,738
 Conway: \$1,378
 Delta Region: \$2,447
 Hispanic: \$10,957
 Statewide Digital: \$66,550
 Statewide Radio: \$2,100
 Radio Endorsements: \$9,677
 Out-of-Home: \$33,329

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$100.11	\$6.06	\$33.49
Fayetteville/Ft. Smith	\$92.59	\$11.38	\$24.30
Jonesboro	\$75.68	\$2.58	\$11.36
Texarkana	N/A	\$7.14	\$30.77
Hot Springs	N/A	\$2.48	\$14.06
El Dorado	N/A	\$4.81	N/A
Conway	N/A	\$3.53	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	876	763	2.2	134.0	60.8%
Ft. Smith/Fayetteville	658	597	2.2	132.9	60.8%
Jonesboro	408	515	1.8	81.2	44.9%
Texarkana	160	324	N/A	N/A	N/A
Conway	150	292	N/A	N/A	N/A
El Dorado	191	138	N/A	N/A	N/A
Hot Springs	265	365	N/A	N/A	N/A
Hispanic	92	92	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	294	294	8.0	351.3	44.3%
Ft. Smith	253	253	6.4	280.8	44.3%
Fayetteville	309	309	5.6	208	37.3%
Jonesboro	174	174	6.2	276.7	44.3%
Texarkana	180	180	5.9	255.9	44.1%
El Dorado	135	135	N/A	N/A	N/A
Hot Springs	139	167	6.7	201.2	29.8%
Conway	54	54	N/A	N/A	N/A
Delta Region	40	86	N/A	N/A	N/A
Statewide Radio	173	0	N/A	N/A	N/A
Hispanic	284	284	N/A	N/A	N/A

Earned Media Report - \$300,612

Media Relations

A news release concerning the Holiday DSOGPO mobilization was distributed to news media statewide resulting in 36 newspaper clippings with an ad equivalency of \$17,112.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the DSOGPO message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$283,500.

Social Media**Campaign Report****Summary**

- The YouTube Ad was served 639,900 times.
- The Facebook ads reached 399,809 users at a frequency of 2.
- We saw a cost per 1,000 people reached of \$8.70.

The Holiday Driver Sober or Get Pulled Over campaign launched December 13th on Facebook, Instagram, and YouTube. The YouTube video was served about 640,000 times. We saw a cost per 1,000 impressions of \$5.44, and the ads received 19 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ads reached about 400,000 unique Facebook and Instagram users and had a frequency of 2.3 and an average cost per 1,000 people reached of \$8.70. Facebook ads captured 70 post reactions, 2 post comments, 3 post saves, and 10 post shares. There were 1,605 clicks at a cost per click of \$2.17. From a demographic perspective, the Facebook ads were shown the most to men between the ages of 25-34.

**2023 St. Patrick's Day
Drive Sober or Get Pulled Over****Paid Media Report****Summary**

Supporting the St. Patrick's Day Drive Sober or Get Pulled Over mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the "Drive Sober or Get Pulled Over" campaign was targeted to those most likely to drive while impaired, Males 18-34.

NHTSA approved a budget of \$24,906 for a one-week schedule live radio endorsements and pre-recorded traffic reports. No bonus was given since we purchased live endorsements.

Advertising Period

- March 13 – March 19, 2023 (7 days)

Working Paid Media Budget

- \$24,906

Target Audience

- Males 18-34 - Raised awareness and educated segment on the danger and consequences of impaired driving.

Geography

- Statewide awareness campaign. Concentrated media funds in the state's major metropolitan markets to reach the greatest number of Arkansans.

Primary Markets

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

Media Strategy and Campaign Details

Alcohol consumption is a significant part of holiday festivities, and St. Patrick's Day is no exception. This campaign aimed to encourage our target audience to never drive impaired by reminding them of the risk and dangers of driving under the influence. With a campaign window of only one week and a limited budget, we recommended a mix of 60-second live radio endorsements, traffic reports and digital out-of-home. Radio and outdoor advertising reached a mobile audience, and the combination of the two mediums offers a balance of sight (outdoor) and sound (radio).

Radio reaches 87% of adults aged 18 to 34 years old each month.

- According to a recent Nielsen Audience Report, 19% of adults 18-34 consider radio ads very trustworthy and 35% somewhat trustworthy – highest among platforms, including TV and even social media. In today's environment, trust is everything, so including a medium that creates a trusted environment, was extremely important.
- **Live Endorsements:** We selected local radio personalities on top-rated stations across six markets to generate impact and awareness. DJs are well-known in their communities and listeners feel a certain bond with radio hosts. Incorporating live reads can be powerful and effective, not only for increased exposure but for influencing listeners by people they trust. We also encouraged DJs to incorporate the *Drive Sober* message into their social networking.
- Utilize **Nielson Audio** ratings data to help identify which stations would best reach the target audience in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, and Hot Springs.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. A 15-second *Drive Sober* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Since this medium reached people in their cars it was an effective tool to remind drivers and passengers of the dangers and consequences of driving impaired.

Digital billboards generated mass reach and is one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that reached a mass audience while they are in their vehicle reminding drivers of the consequences that come from driving under the influence of alcohol.

- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated placement on major highways around Little Rock, North Little Rock, Bryant, Hot Springs, Conway, Pine Bluff, Springdale, and Jonesboro.
- The fourteen selected boards generated over 4.4 million total impressions in one week.

Media Weight Levels (7-day period)

- **Radio**
 40 Live Reads in Little Rock
 20-24 Live Reads in Ft. Smith and Hot Springs
 10 Live Reads in Texarkana, Fayetteville, and Jonesboro
 7 Live Reads on Statewide ESPN network
 275 total Traffic Reports in Central Arkansas

Budget Summary

- **By Medium**
 Radio: 62% (\$15,435)
 Outdoor: 38% (\$9,471)
Total: 100%
- **By Market:**
 Little Rock: \$4,482
 Fort Smith: \$539
 Fayetteville: \$1,010
 Texarkana: \$598
 Jonesboro: \$518
 Hot Springs: \$726
 Statewide Radio: \$7,562
 Statewide Outdoor: \$9,471
Total Estimated Budget: \$22,653

Earned Media Report - \$198,883

Media Relations

A news release concerning the St. Patrick’s Day DSOGPO mobilization was distributed to news media statewide resulting in 16 newspaper clippings with an ad equivalency of \$9,883.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

[Campaign Report](#)

Summary

- The YouTube ad was served 126,585 times.
- The Facebook ads reached 312,194 users at a frequency of 1.
- We saw a cost per 1,000 people reached of \$3.72.

The St. Patrick's Day "Drive Sober or Get Pulled Over" campaign launched March 13th on Facebook, Instagram, and YouTube. The YouTube campaign was served about 127,000 times. We saw a cost per 1,000 impressions of \$9.14 and the ads received 37 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Benton County, and Washington County.

The Facebook ads reached about 312,000 unique Facebook and Instagram users and had a frequency of 1. The ads had an average cost per 1,000 people reached of \$3.72. Facebook ads captured 28 post reactions, 1 post comment, 4 post saves, and 3 post shares. There were 453 clicks at a cost per click of \$2.56. From a demographic perspective, the Facebook ads were shown the most to men ages 18-24.

2023 April Drug Impaired Campaign Drive High. Get A DWI.

Paid Media Report**Summary**

Supporting the national April 20 (420) "Drug Impaired Driving" mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the "Drive High. Get a DWI" campaign was targeted to those most likely to drive while impaired, Males 18-34.

NHTSA approved a budget of \$25,000 for a one-week schedule live radio endorsements and pre-recorded traffic reports. No bonus was given since we purchased live endorsements.

Mobilization Dates

- April 18 – April 20, 2023

Advertising Period

- April 17 – April 21, 2023 (5 days)

Working Paid Media Budget

- \$25,000

Target Audience

- Males 18-34 - Raised awareness and educated segment on the danger and consequences of driving drug-impaired.

Geography

- Statewide awareness campaign. Concentrated media funds in the state's major metropolitan markets to reach the greatest number of Arkansans.

Primary Markets

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

Media Strategy and Campaign Details

April 20th (more commonly known as 420) has become synonymous with marijuana use and, in some circles, the date is a celebratory day across the country for smoking marijuana. While cannabis is now legalized for medicinal use in Arkansas, it is still illegal to drive under the influence of it. This campaign aimed to spread the message that driving drug-impaired or riding with someone who is drug-impaired is not worth the risk. With a short campaign window and a limited budget, we recommended a mix of live radio endorsements, traffic reports and digital out-of-home. Radio and outdoor advertising reached a mobile audience, and the combination of the two mediums offered a balance of sight (outdoor) and sound (radio).

Radio reaches 87% of Adults 18 to 34 years old – more than any other medium.

- According to a recent Nielsen Audience Report, 19% of adults 18-34 consider radio ads very trustworthy and 35% somewhat trustworthy – highest among platforms, including TV and even social media. In today’s environment, trust is everything, so including a medium that created a trusted environment, is extremely important.
- **Live Endorsements:** We selected local radio personalities on top-rated stations across six markets to generate impact and awareness. DJs are well-known in their communities and listeners feel a certain bond with radio hosts. Utilizing live reads can be powerful and effective, not only for increased exposure but for influencing listeners by people they trust. We also encouraged DJs to incorporate the *Drive High, Get a DWI* message into their social networking.
- **Nielson Audio** ratings data helped identify which stations would best reach the target audience in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, and Hot Springs.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. A 15-second drug-impaired message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Another benefit of radio for this effort is that it reaches people in their cars, giving us the opportunity to remind drivers and passengers alike of the risks and consequences of driving under the influence of drugs.

Digital billboards generated mass reach and is one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that reached a mass audience while they are in a vehicle reminding drivers and passengers of the dangers and consequences associated with drug-impaired driving.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated placement on major highways around Little Rock, North Little Rock, Benton, Conway, Pine Bluff, Cabot, Russellville, Springdale, Jonesboro, and Hot Springs.
- The fifteen selected boards generated over 2.7 million total impressions.

Media Weight Levels (5-day period)

- **Radio**
 - 40 Live Reads in Little Rock
 - 20 - 24 Live Reads in Ft. Smith & Hot Springs
 - 10 Live Reads in Fayetteville, Jonesboro & Texarkana
 - 7 Live Reads on Statewide ESPN network
 - 275 total Traffic Reports in Central Arkansas

Budget Summary

- **By Medium - \$24,727**
 - Radio: \$15,203 (61 percent)
 - Digital Outdoor: \$9,524 (39 percent)

Total: 100%
- **By Market:**
 - Little Rock: \$4,267
 - Fort Smith: \$544
 - Fayetteville: \$1,010
 - Texarkana: \$548
 - Jonesboro: \$518
 - Hot Springs: \$726
 - Statewide Radio: \$7,590
 - Digital Outdoor: \$9,524

Earned Media - \$99,655***Media Relations***

A news release concerning the April "Drive High. Get a DWI." mobilization was distributed to news media statewide resulting in 14 newspaper clippings with an ad equivalency of \$5,155.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Drive High. Get a DWI. campaign slogan was displayed for 7 days. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$94,500.

Social Media**[Campaign Report](#)****Summary**

- The YouTube ad was served 168,536 times.
- The Facebook ads reached 347,777 users at a frequency of 1.
- We saw an average cost per 1,000 people reached of \$3.34.

The April "Drive High, Get a DWI" campaign launched on April 14th on Facebook, Instagram, and YouTube. The YouTube campaign was served just under 169,000 times. We saw a cost per 1,000

impressions of \$6.87 and the ad received 4 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Craighead County.

The Facebook ads reached 347,777 unique Facebook and Instagram users and had a frequency of 1. The ads had an average cost per 1,000 people reached of \$3.34. Facebook ads captured 84 post reactions, 3 post comments, 3 post saves, and 7 post shares. There were 841 clicks at a cost per click of \$1.38. From a demographic perspective, ads were shown most often to men ages 25-34.

2023 Fourth of July Impaired Driving Mobilization Drive Sober or Get Pulled Over

Paid Media Report

Summary

To maximize the paid media budget, the media plan focused on the counties in Arkansas that have the highest concentration of impaired driving crashes and where the highest population of people would be celebrating the Fourth of July holiday – Benton, Garland, Craighead, Faulkner, Phillips, Miller, Pulaski, Sebastian, Union, and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second television and radio announcements in both English and Spanish language, with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$99,206 and an additional amount of \$36,328 in bonus advertising.

Paid Advertising Period

- Paid radio, broadcast and cable television and digital advertising for the DSOGPO campaign was Monday, June 26 to Tuesday, July 4, 2023 (9 days).

Geography

- Statewide awareness campaign. Concentrated media funds in the state's major metropolitan markets to reach the greatest number of Arkansans:

Primary Markets

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

Secondary Markets

- Conway
- Delta Region

Media Strategies & Tactics

The 4th of July *Drive Sober or Get Pulled Over* campaign aimed to curb dangerous impaired driving behavior by communicating to 18- to 34-year-old males that it is a legally enforceable offense and endangers drivers, their passengers, and other people on the road. With a short campaign window of only nine days, the primary media strategy was to use digital formats, radio, cable and outdoor to quickly build frequency across the state. Within each medium, we implemented the tactics detailed below.

Cable

Achieved greater frequency of exposure of the *Drive Sober* message by placing cable television support in all metro markets in Arkansas as well as the Interconnect, a collection of many cable zones, which allows us to deliver the impaired driving message to over 206,246 homes.

- In order to best reach the target audience, cable networks that are more likely to be viewed by Males 18-34 were selected according to current MRI data*
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20 percent more likely to watch this network than the general population.

These networks include:

- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- ESPN (143)
- ESPN2 (147)
- ESPNU (179)
- Fox Sports 1 & 2 (154/175)
- FX (155)
- FXX (181)
- MTV/MTV2 (165/247)
- NBA TV (192)
- NFL Network (197)
- Nick at Nite (144)
- Outdoor (107)
- Paramount (149)
- TeenNick (174)
- TruTV (151)
- VH1 (130)

*Every cable system does not insert advertising on all of these networks.

- Programs such as *Mayans M.C.* on FX and *Motorcycle Racing* on FS1 network were purchased to reach the 45-64-year-old motorcycle rider.
- Purchased spots on **Galavision & ESPN Deportes** networks (only available in Fayetteville/Ft. Smith market) to reach the Hispanic community with the *Drive Sober* message.
- We did not recommend Broadcast TV for this campaign. Most prime shows were re-runs, including late night talk shows, due to the writers' strike. Live sports was pretty sparse as well. NBA and NHL seasons were done by the campaign start date. We usually include news to reach a mass audience, but ratings tend to dip in the summer months.

Hispanic

TV

Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Radio

Radio extended the reach created by cable and build additional frequency. Since this medium reaches people in their cars it can be a very effective tool to remind drivers of the dangers and consequences of impaired driving. 77 percent of Men 18-34 listen to radio in their car.

- **Primary Formats:** Country, Sports Talk, Contemporary Hit Radio and Urban
- **Dayparts:** Morning Drive: 6 a.m. - 10 a.m.
Midday: 10 a.m. - 3 p.m.
Afternoon Drive: 3 p.m. - 7 p.m.
Evening: 7 p.m. - midnight
Selected weekend dayparts

- Nielsen Audio ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across five radio stations in Little Rock. A 15-second *Drive Sober* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

Digital

The digital portion of the plan continued to extend reach of the *Drive Sober* message in a medium where nearly 100% of the target audience is connected to the internet. According to the Nielsen Total Audience Report, adults 18-34 spend more time than any other age group with smartphones, at 4 hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommend are detailed below:

- **Streaming TV** – Connected TV ownership continues to surge, with 82% of TV households now having at least one CTV, according to research from Leichtman Research Group. Another survey revealed that 66% of CTV viewers were between the ages of 18 and 34 years old. With connected TV, the *Drive Sober* message was delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion's retargeting platform. This allowed us to serve *Drive Sober* display ads on the target audience's mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 275,000 streaming impressions ran during the campaign accompanied by over 125,000 retargeting impressions.
- Utilize **Vevo**, the world's largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Generating awareness of the *Drive Sober* message by reaching Vevo's highly engaged audience viewing premium content featuring the top artists in the world. Over 120,000 impressions were served during the campaign.
- **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2022 Infinite Dial, 192 million U.S. adults listened to online audio in the last week which is an 8.3% rise in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the *Drive Sober* message to reach drivers when they are behind the wheel.
 - We recommended SXM's cross-publisher product that provided access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the *Drive Sober* audio spots to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day. Men 18-34, Hispanics 18-34, and motorcycle owners/enthusiasts in Arkansas were targeted on this platform.
 - **Podcasts** continued to increase in popularity and are mostly seeing traction among younger audiences. According to the 2022 Infinite Dial, 50% of podcast listeners fall into the 12-34 age category. In-car podcast listening also showed growth: 32% of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30% last year.
 - Over 425,000 impressions were generated from the recommended plan for audio and podcast streaming.

- **ESPN** – Purchased ESPN’s OTT/CTV Live Streaming platform to add scale using premium sports publishers not available on programmatic exchanges. The *Drive Sober* video ran across ESPN as well as a curated list of the top 15 sports networks. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered at least 145,000 impressions.
- **Hispanic Websites** – *Drive Sober* banners and video in the Spanish language were placed across high traffic local websites such as LatinoTVAR.com, TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Digital outdoor generated mass reach and frequency and is one of the most cost- efficient media available.

- Digital outdoor boards are highly visible structures that reached a mass audience while they are in their vehicle and remind them of the consequences that come from driving under the influence of alcohol.
- With digital boards, there are no production fees which would be cost- prohibitive for a short-term campaign like this one.
- Concentrated placement on major interstates and highways around Central AR, Pine Bluff, Conway, Cabot, Russellville, Jacksonville, Northwest AR, Hot Springs, and Jonesboro.
- The eighteen selected boards generated over 8 million impressions over the two-week period.

Budget Summary

- **By Medium**

Hispanic TV: \$5,249 (5%)
 Cable: \$10,045 (10%)
 Radio: \$22,780 (23%)
 Other Radio: \$5,989 (6%)
 Digital: \$40,643 (41%)
 OOH: \$14,500 (15%)

Total: 100%

- **By Market:**

Little Rock: \$8,678
 Fort Smith/Fayetteville: \$9,688
 Jonesboro: \$2,465
 Texarkana: \$4,398
 Hot Springs: \$2,041
 El Dorado: \$2,718
 Conway: \$931
 Delta Region: \$1,224
 Hispanic: \$7,645
 Statewide Digital: \$40,643
 Out-of-Home: \$14,500
 Statewide Radio: 4,275
Total Estimated Budget: \$99,206

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$3.92	\$36.64
Ft. Smith/Fayette.	N/A	\$16.61	\$19.82
Jonesboro	N/A	\$2.97	\$14.89
Texarkana	N/A	\$7.71	\$26.05
Hot Springs	N/A	\$2.97	\$11.85
Conway	N/A	\$3.53	N/A
El Dorado	N/A	\$3.15	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GR P	Reach
Little Rock	277	206	N/A	N/A	N/A
Ft. Smith/Fayetteville	177	564	N/A	N/A	N/A
Jonesboro	174	185	N/A	N/A	N/A
Texarkana	133	125	N/A	N/A	N/A
Conway	125	122	N/A	N/A	N/A
El Dorado	281	102	N/A	N/A	N/A
Hot Springs	172	186	N/A	N/A	N/A
Hispanic	109	109	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	136	133	4.3	168.7	44.1%
Ft. Smith	164	165	4.1	150.2	35.2%
Fayetteville	206	206	5.3	134.0	32.7%
Jonesboro	106	106	3.2	156.7	38.4%
Texarkana	101	100	3.5	155.1	38.9%
El Dorado	75	75	N/A	N/A	N/A
Hot Springs	93	93	3.6	130.3	31.4%
Conway	30	30	N/A	N/A	N/A
Delta Region	20	20	N/A	N/A	N/A
Statewide Radio	379	293	N/A	N/A	N/A
Hispanic	150	150	N/A	N/A	N/A

Earned Media Report - \$106,183***Media Relations***

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 24 newspaper clippings with an ad equivalency of \$11,683.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a DSOGPO message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$94,500.

Paid/Organic Social Media

DSOGPO July 4th Report - 2023

June 26 - July 4, 2023

[Campaign Report](#)

Summary

- YouTube ads were served over 134,000 times.
- Facebook ads reached about 307,000 users at a frequency of 1.
- We saw an average cost per 1,000 users reached of \$3.77.

The 4th of July Drive Sober or Get Pulled Over campaign launched on June 26th on Facebook, Instagram, and YouTube. The campaign targeted men in Arkansas ages 21-34.

The YouTube campaign ad was served 134,000 times at a good cost per 1,000 impressions of \$8.62. The ad received 21 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County and Benton County.

The Facebook ads reached 307,330 unique Facebook and Instagram users and had a frequency of 1.2. The ads had an average cost per 1,000 people reached of \$3.77. It also gathered 751 clicks in total.

Our video ad reached more users than the static ad, but both ads had an average cost per 1,000 people reached of \$3.59. For engagement, the ads received 18 post reactions, 2 post comments, 3 post saves, and 4 post shares.

2023 Labor Day Impaired Driving Mobilization Drive Sober or Get Pulled Over

Paid Media Report

Summary

This mobilization was an impaired driving message – Drive Sober or Get Pulled Over. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and Spanish. The total advertising budget utilized was \$323,009 with bonus television, cable, online and radio ads totaling \$107,701.

Enforcement Period

- Enforcement was carried out from August 18 to September 4, 2023.

Advertising Period

- Paid advertising ran August 16 to September 4, 2023.
- While paid media was focused Wednesday through Sunday, Monday and Tuesday were used to take advantage of high-value opportunities.
- Added-value and bonus weight aired Monday through Sunday.

Creative Messages

- There were two independent messages and creative assets that were supported during the Labor Day impaired driving campaign:
 - Drive Sober or Get Pulled Over (alcohol)

- If You Feel Different, You Drive Different. Drive High Get a DUI. (marijuana/drug-impaired)

Target Audiences Profiles

- **Primary Audiences** – Educated segment on the consequences and risks of driving impaired.
 - 18 - 23-year-old males (Gen Z)
 - 24 - 34-year-old males (Millennials)
- **Secondary Audience** – Raised awareness and influenced segment to never drive impaired.
 - Hispanic males, 18-34 years of age
- **Tertiary Audience** – Raised awareness to help reduce the number of motorcycle riders who consume alcohol.
 - Males, 25 to 54-year-old motorcycle riders

Geography

- The campaign was statewide in scope. Concentrated media funds in the state's major metropolitan markets to reach the greatest number of Arkansans.

Primary Markets

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

Secondary Markets

- Conway
- Delta Region

Media Strategies & Tactics

The primary media strategy was to generate frequency in order to influence behavioral change. In today's rapidly evolving media landscape, it's necessary reach the target audience with a well-rounded marketing approach of both traditional and digital strategies. We recommended implementing a multi-platform media mix to cost-efficiently deliver the *Driving Impaired* message to the target audiences across the state. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach opportunity.

Concentrated on high performing dayparts and programming against Adults 25-54 to reach the greatest number of Arkansans with the impaired driving message. Sports was included, and prime programming skewed male.

- **Daypart mix:** Local News – 50%, Prime/Sports – 40% and Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, FOX, and CW
- **Recommended Broadcast Programming:** Big Brother, NFL Preseason Games, NASCAR Cup Series, The Challenge, Fox College Football, Big Ten Football on NBC, MLB Regional Games, Gordon Ramsey's Food Stars, \$100,000 Pyramid, American Ninja Warrior, Riverdale (Series Finale), Moonshine (Season Finale)
- Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of driving impaired. Live sports drive high viewership levels across generations among 18-to 34-year-old males.

- We did not include late night talk shows or Saturday Night Live since reruns were running due to the writers' strike.
- Nielsen TV ratings data determined which networks and programming will best reach the target audience.
- Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Cable extended the reach of broadcast television and achieved greater frequency of exposure of the Driving Impaired message.

- To reach the target audience, cable networks that were more likely to be viewed by Men 18-34 were selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20% more likely to watch this network than the general population.

These networks include:

- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- ESPN (143)
- ESPN2 (147)
- ESPNU (179)
- Fox Sports 1 & 2 (166/169)
- FX (155)
- FXX (181)
- MTV/MTV2 (165/247)
- NBA TV (192)
- NFL Network (197)
- Nick at Nite (144)
- Outdoor (107)
- Paramount (149)
- TeenNick (174)
- TruTV (151)
- VH1 (127)

*Every cable system does not insert advertising on all of these networks.

- Networks such as Discovery and History were purchased to reach the 25-54 year-old motorcycle rider.
- Increased frequency during Adult Swim on Cartoon Network (10 p.m. - 3 a.m.) which gets pegged as "stoner humor" to reach young males that are recreational marijuana users.
- Purchased spots on **Galavision and ESPN Deportes** networks (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the *Drive Sober* message.

Radio extended the reach created by television while generating higher levels of frequency.

- Since this medium reaches people in their cars it can be a very effective tool to remind drivers of the dangers and consequences of impaired driving. 77 percent of Men 18-34 listen to radio in their car.

- **Primary Formats:** Country, Contemporary Hit Radio, Hip Hop, Sports, and Urban Contemporary
- **Dayparts:** Morning Drive: 6:00am - 10:00am
Midday: 10:00am - 3:00pm
Afternoon Drive: 3:00pm - 7:00pm
Evening: 7:00pm - Midnight
Select weekend dayparts
- **Nielson Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Live Endorsements:** Utilized eight local radio personalities on top-rated stations to generate additional impact and awareness. We also encouraged DJs to incorporate the *Drive Sober* message into their social networking.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across five radio stations in Little Rock. A 15-second *Drive Sober* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- **Razorback Sports Network Game Day Broadcast** - One :30 spot and a live mention ran in-game during the first Razorback football game on September 3rd. The Razorback Sports Network consists of 39 affiliates across the state.
- **“On the Air with Sam Pittman” Live Radio Show** – One :30 spot aired during the coach’s radio show which was broadcasted live Wednesday nights at 7 p.m. during the regular football season on the Razorback Sports Network reaching sports fans across the state.
- We recommended placing a schedule on the **Rural Arkansas Radio Network (RARN)** to strengthen public awareness in rural areas by supplementing the metro radio/TV buys to ensure true statewide coverage. A combo buy comprised of 20 stations provided solid coverage into Arkansas’ rural areas.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

The digital portion of the plan built off the base created by traditional media and continued to extend the reach of the *Drive Sober* and *Driving High* messages in a medium where nearly 100 percent of males 18-34 are connected to the internet and consider it an “essential” part of life. According to the Nielsen Total Audience Report, adults 18-34 spend more time than any other age group with smartphones, at four hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommend are detailed below.

- Utilizing **MobileFuse** allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to males 18-34. Mobile heavy pre-roll video and display ads were recommended to maximize impact and awareness of the impaired driving message on the device they use the most.
 - Targeting tactics were integrated to reach relevant audiences based on their known recent mobile footprint (i.e. bars, breweries, liquor stores, etc.). This allowed us to engage with our target when they are out socializing and intercept them with the *Drive Sober* and *Driving High* messages.
 - We also onboarded 3rd Party Data targeting and App Usage targeting to reach gamers, cannabis users, and sports/fantasy football app users to add an additional layer of reach of the impaired driving message to our target audiences.
 - Additionally, we applied Demo and 3rd Party Data targeting to reach 25–54-year-old male motorcycle riders/enthusiasts in Arkansas with video and display.
 - A minimum of 1.8 million impressions were generated over the course of the campaign.

- **Streaming TV** – According to Nielsen Audience Insights Report released in June, among adults ages 18-34, 54 percent watch video on a TV on a connected device daily. With streaming TV, the *Drive Sober* and *Driving High* messages was delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. We included a secondary buy that targeted 25-54-year-old males that own a motorcycle in Arkansas. **Hulu**, one of the top streaming providers, was also recommended. Ads are targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion’s retargeting platform. This allowed us to serve impaired driving video and display ads on the target audience’s laptop or mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 695,000 OTT impressions ran during the campaign accompanied by over 225,000 retargeting impressions.
- **Music and Podcast** streaming services have a massive user base, including a substantial portion of the target audience, males aged 18-34. These platforms allowed for targeted advertising, ensuring that the impaired driving message reaches the intended demographic. Consumption of streaming radio in the car remains strong which is the ideal environment for the *Drive Sober* and *Driving High* messages to reach drivers when they are behind the wheel and motorcyclists on their bike.
 - We recommended SXM’s cross-publisher product that provides access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the *Drive Sober* and *Driving High* audio spots to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day. Males 18-34, Hispanics 18-34, and motorcycle owners/enthusiasts in Arkansas were targeted on this platform. We also included Sponsored Access-Mobile Video in which listeners must actively choose to opt-in to video, so we were reaching a highly engaged audience.
 - Podcasts continue to surge in popularity among young adults. Males aged 18-34 listen to podcasts regularly, covering various topics such as comedy, sports, technology, and lifestyle. In-car podcast listening showed growth: 32 percent of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30 percent last year. We recommended including iHeartMedia’s Podcast platform given it’s the top podcast publisher. Impressions were served in the Sneakerhead, Legend, Conqueror and Explorer Genres.
 - Over 905,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Utilize **Vevo**, the world’s largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Generated awareness of the *Drive Sober* and *Driving High* messages by reaching Vevo’s highly engaged audience viewing premium content featuring the top artists in the world. Over 245,000 impressions were served during the campaign.
- **ESPN** – Purchased ESPN’s CTV platform to add scale using premium sports publishers not available on programmatic exchanges. The *Drive Sober* and *Driving High* videos ran across ESPN as well as a curated list of the top 15 sports networks. Live Streaming video and high-impact display across ESPN.com and the ESPN app were also included. The ads were geo-targeted to Arkansas and reach sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 523,600 impressions.
- Purchased **Homepage Takeovers** on top-rated TV news stations and sports sites as well as homepage banners on the official athletic site for the **Arkansas Razorbacks** as football season kicked off to reinforce the *Drive Sober* and *Driving High* messages during the flight period.
- **Hispanic Websites** – Impaired driving display, video and homepage interstitial ads in the Spanish language were placed across high traffic local websites such as LatinoTVAR.com (Univision, TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

Out-of-Home media engaged the target audiences and extended reach of the Impaired Driving messages.

- **Digital outdoor boards** are highly visible structures that reached a mass audience while they are in their vehicle or on their motorcycle and remind them of the risks and consequences that come from driving under the influence of alcohol and/or drugs.
 - Digital billboards allow for more flexibility of message and do not require a production fee, which would be cost-prohibitive for a three-week campaign.
 - Another benefit of outdoor was the opportunity to reach drivers of both vehicles and motorcycles while they are on the road, reinforcing the *Drive Sober* and *Driving High* messages with a visual component.
 - Concentrated placement on major highways around Central AR, Pine Bluff, Russellville, Hot Springs, Conway, Jonesboro, and Northwest Arkansas.
 - The eighteen selected boards generated almost 9.5 million impressions over the three-week period.
- **College Football Signage** - On September 2nd, the Arkansas Razorbacks played their first football game of the season at War Memorial Stadium in Little Rock. The impaired driving message were displayed on the giant videoboard a minimum of five times during replays.
- **Gas Pump Toppers** – A full color impaired driving message was displayed above gas pumps in primary markets: Little Rock, Ft. Smith, Fayetteville, Jonesboro, Hot Springs, Texarkana, and El Dorado. Gas pump signage engaged our audience during their daily routine in an environment where they're captive for several minutes reminding them of the risks of impaired driving right before getting back into the vehicle or on their motorcycle. There were a total of 35 gas stations and AHSO received 50 percent of the available pump top inventory at each station. As added-value, pump top signage remained posted an extra week and window and cooler clings were placed where there is available inventory at no-charge. The gas pump signage buy generated over 3.5 million impressions.

Sports marketing was integrated into the media plan as sports is a primary interest of our target audience of Males 18-34.

- **Special Partnership:** Continued our partnership with Northwest Arkansas Naturals, one of the minor league baseball teams in the state.

Budget Summary

- **By Medium**
 - Broadcast TV: \$45,232 (14%)
 - Cable: \$25,709 (8%)
 - Radio: \$55,989 (17%)
 - Other Radio: \$45,388 (14%)
 - Online: \$106,579 (33%)
 - Out-of-Home: \$41,171 (13%)
 - Sports Marketing: \$2,941 (1%)
 - Total: 100%**
- **By Market:**
 - Little Rock: \$39,726
 - Fort Smith/Fayetteville: \$34,183
 - Jonesboro: \$13,196
 - Texarkana: \$12,581
 - Hot Springs: \$4,991
 - El Dorado: \$3,855

Conway: \$2,013
 Delta Region: \$2,325
 Hispanic: \$17,427
 Statewide Radio: \$42,020
 Statewide Digital: \$106,579
 Out-of-Home: \$41,171
 Sports Marketing: \$2,941
Total Estimated Budget: \$323,009

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$85.89	\$17.15	\$29.83
Ft. Smith/Fayetteville	\$85.22	\$13.04	\$19.35
Jonesboro	\$80.77	\$4.01	\$13.76
Texarkana	No broadcast TV	\$7.65	\$28.61
Hot Springs	No broadcast TV	\$4.02	\$11.96
El Dorado	No broadcast TV	\$6.55	N/A
Hispanic	N/A	N/A	N/A

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	684	173	2.3	234.9	69.0%
Ft. Smith/Fayetteville	587	923	3.5	202.3	67.1%
Jonesboro	379	418	2.1	134.7	54.3%
Texarkana	328	197	N/A	N/A	N/A
El Dorado	227	37	N/A	N/A	N/A
Hot Springs	345	309	N/A	N/A	N/A
Conway	273	272	N/A	N/A	N/A
Hispanic	226	226	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	409	409	7.9	456.1	52.4%
Ft. Smith	353	353	7.3	307.3	41.5%
Fayetteville	395	394	9.0	374.9	41.7%
Jonesboro	365	365	5.4	392.9	73.2%
Texarkana	261	261	7.9	352.1	45.3%
El Dorado	159	159	N/A	N/A	N/A
Hot Springs	214	214	6.6	297.4	45.1%
Delta Region	38	114	N/A	N/A	N/A
Statewide	1,532	960	N/A	N/A	N/A
Conway	38	64	N/A	N/A	N/A
Hispanic	368	368	N/A	N/A	N/A

Earned Media Report – \$297,300

The 2023 Labor Day Drive Sober or Get Pulled Over Campaign focused on news media statewide and television news programs to promote the program. A statewide news release was issued resulting in 22 newspaper clippings and with a total ad equivalency of \$13,800.47.

Partnership with the Arkansas State Highway and Transportation Department

The AHSO partnered with the Arkansas Highway and Transportation Department to run the DSOGPO messages on 30 digital message boards on highways and interstates around the state during the mobilization period.

This was an effective tool in promoting safe behaviors to motorists during the holiday law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$283,500.

DSOGPO Labor Day Report
August 16 - September 5, 2023

[Campaign Report](#)

Summary

- The YouTube ads were served 976,000 times.
- The Facebook ads reached about 850,000 users at a frequency of 2.8.
- We saw an average cost per 1,000 users reached of \$7.07.

The Labor Day Drive Sober or Get Pulled Over campaign launched on August 26th on Meta and YouTube. The campaign targeted Arkansans of all ages. The YouTube ad was served over 976,000 times at a cost per 1,000 impressions of \$6.14. Geographically, the video was shown the highest number of times in Pulaski County, Washington County and Benton County.

The ad received 1,586 clicks, the most we have ever seen on a YouTube ad for TZD, due to the increased ad spend in this campaign.

The Facebook ads were served over 2.4 million times and reached about 848,000 unique Facebook and Instagram users and had a frequency of 2.8. The ads had a cost per 1,000 people reached of \$7.07. The ads also gathered 4,620 clicks at a great cost per click of \$1.30.

In the campaign, the static ad had the best performance with a higher reach and higher number of clicks than the video ad. For engagement, the ads received 122 post reactions, 14 post comments, 10 post saves, and 41 post shares.

Thanksgiving 2022 Occupant Protection Mobilization Media Report Click It or Ticket

Paid Media Report

Summary

Supporting the national Thanksgiving 2022 Click It or Ticket mobilization period, Monday, November 21 – Sunday, November 27, 2021 the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54, and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$101,668 for a two-week schedule of previously produced radio, print and digital. The bonus ads received totaled an additional \$46,460 in airtime.

Paid Advertising Period

- Paid advertising Thanksgiving Click It or Ticket: November 14 – November 27, 2022

Target Audiences

- Primary Audiences – Influence segment to always wear a seat belt especially at night
 - 18–34-year-old males
- Secondary Audience – Raise awareness and influence segment to always wear a seat belt
 - Hispanic males, 18-34 years of age

Geography

- Statewide awareness campaign. Concentrated media funds in the state’s major metropolitan markets to reach the greatest number of Arkansans:

Primary Markets

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

Secondary Markets

- Conway
- Helena/West Helena (Delta Region)

Budget

- Thanksgiving Click It or Ticket - \$101,668

Media Strategies and Tactics

With a short campaign window of two weeks, the primary media strategy was to quickly build frequency to deliver the occupant protection message to the target audiences across the state. In today’s rapidly evolving media landscape, it’s necessary to reach the target audience with an integrated marketing approach of both traditional and digital strategies. We recommended implementing a multi-tiered media mix, consisting of electronic media, to deliver the occupant protection message effectively and efficiently. Within each medium, we implemented the tactics detailed below.

Cable Television

Achieved greater frequency of exposure of the *Click It or Ticket* message by placing cable television support in targeted metro markets in Arkansas.

- In order to best reach the target audience, cable networks that were more likely to be viewed by Men 18-34 were selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20% more likely to watch this network than the general population.
- These networks include:
 - BET (117)
 - Cartoon Network/Adult Swim (165/308)
 - Comedy Central (227)
 - Discovery (108)

- ESPN (143)
- ESPN 2 (147)
- FS1/FS2 (166/169)
- FX (155)
- FXX (181)
- MTV/MTV2 (165/247)
- Nick at Nite (144)
- Nickelodeon (138)
- Paramount (149)
- Syfy (115)
- Teen Nick (174)
- TruTV (151)
- VH1 (127)

*Every cable system does not insert advertising on all of these networks.

- Purchased spots on **Galavision** network (available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the occupant protection message.

Hispanic TV

Focused on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics. ^(SEP)

Radio delivered the Click It or Ticket message to our target audience on their most listened-to stations, while they were in their cars. This is an effective tool to address drivers and passengers and encourage them to wear a seat belt.

- According to recent Nielsen Audio data, radio is the highest reaching medium. Even among Millennials 18-34, AM/FM radio's monthly reach is 87 percent.
- Primary Formats: Country, Sports, Contemporary Hit Radio and Urban
- Dayparts: Morning Drive: 6:00am - 10:00am
 Midday: 10:00am - 3:00pm
 Afternoon Drive: 3:00pm - 7:00pm
 Evening: 7:00pm - Midnight
 Selected weekend dayparts
- Nielson Audio ratings data helped to determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- Purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Sevier, and Carroll Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.
- Radio's reach numbers among Hispanics tops all other segments. 93 percent of 18-to-34-year-old Hispanics listen to the radio each month according to Nielsen.

The digital portion of the plan continued to extend reach of the Click It or Ticket message in a medium where nearly 100 percent of the target audience is connected to the internet.

According to the latest MediaMark Research Intelligence data, Males 18-34 are more frequent and active internet users than any other age group. Another survey revealed that 66 percent of connected TV viewers were between the ages of 18 and 34 years old. Specific digital strategies we recommended are detailed below:

- Utilizing MobileFuse, an **ad network**, allowed us to have a presence on premium national websites such as Reddit.com and SECSports.com targeted geographically to Arkansas and demographically to males 18-34 in Arkansas. We recommended implementing several targeting tactics such as contextually and behaviorally targeting males 18-34 while playing video games and active on sports/fantasy football apps and 3p data identifying car owners to ensure the message was being delivered to 18-34-year-old males who are most likely

driving. According to a report released in August, adults 18-34 spend an average of 6 hours and 50 minutes a week playing games. A mix of pre-roll video and display running on mobile devices was recommended to drive awareness of the occupant protection message on the device they use the most. The campaign generated more than 770,000 impressions.

- **Streaming TV** - According to a Nielsen Audience Insights Report released this summer, among adults ages 18-34, 54 percent watch video on a TV-connected device daily. With streaming TV, the occupant protection message was delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion's retargeting platform. This allowed us to serve CIOT video and display ads on the target audience's mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 284,000 OTT impressions ran during the campaign accompanied by over 174,000 retargeting impressions.
- **Digital Audio** space continues to be on a constant upward trajectory and has become an essential element of the media mix. According to the 2022 Infinite Dial, 192 million U.S. adults listened to online audio in the last week which is an **8.3 percent rise** in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the occupant protection message to reach drivers and passengers while they are in a vehicle.
 - We recommended SXM's cross-publisher product that provides access to inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the Click It or Ticket audio spot to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day. Males 18-34 and Hispanic males 18-34 in Arkansas were targeted on this platform.
 - **Podcasts** continue to increase in popularity and are mostly seeing traction among younger audiences. According to the 2022 Infinite Dial, 50 percent of podcast listeners fall into the 12-34 age category. In-car podcast listening also showed growth: 32 percent of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30 percent last year. We recommended iHeartMedia's Podcast platform given it's a leading podcast publisher. Impressions were served in the Legend, Backer, and Explorer genres.
 - Over 430,000 impressions were generated from the recommended plan for audio and podcast streaming.
- Purchased exclusive homepage takeovers on **Hogville.net** the day before and day of the Razorbacks vs. Ole Miss game: November 18th and 19th. The Click It or Ticket message owned all ads on the site for two days generating a minimum of 650,000 impressions.
- **Hispanic Websites** - Occupant protection display, video and homepage interstitial ads in the Spanish language were placed across local websites such as EILatino.com, LaPrensaNWA.com and LatinoTVAR.com to reach the Hispanic community digitally.

Digital billboards generated mass reach and frequency and continues to be one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that reached a mass audience while they are in their vehicle reminding drivers and passengers alike to wear their seatbelt 100 percent of the time.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated support in the heaviest populated markets in Arkansas to generate the highest reach.
- The nine selected boards generated over 4.5 million total impressions.

Media Budget Allocation: To achieve our communications goals and deliver the general, 18 - 34-year-old male target, the budget spent, \$101,668, was allocated as follows:

- TV \$5,631 (6 percent)
- Cable Television \$14,410 (14 percent)
- Radio \$33,136 (33 percent)
- Other Radio \$2,118 (2 percent)
- Digital \$34,579 (34 percent)
- Out-of-Home \$11,794 (11 percent)

By Market:

Click It or Ticket Actual Expenditures \$101,668

- Little Rock \$13,350
- Fort Smith /Fayetteville \$12,566
- Jonesboro \$4,488
- Texarkana \$7,385
- El Dorado \$2,262
- Conway \$706
- Hot Springs \$2,206
- Pine Bluff \$1,190
- Hispanic \$9,023
- Statewide Digital \$34,579
- Out-of-Home \$11,794
- Other Radio \$2,118

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$7.61	\$35.74
Fayetteville/Ft. Smith	N/A	\$17.30	24.20
Jonesboro	N/A	\$2.95	\$11.44
Texarkana	N/A	\$13.06	\$30.38
Hot Springs	N/A	\$3.40	\$14.67
El Dorado	N/A	\$5.71	N/A
Conway	N/A	\$3.53	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Cable/Hispanic TV

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	564	510	N/A	N/A	N/A
Ft Smith/Fayetteville	260	170	N/A	N/A	N/A
Jonesboro	376	377	N/A	N/A	N/A
Texarkana	90	89	N/A	N/A	N/A
Conway	200	200	N/A	N/A	N/A
El Dorado	154	196	N/A	N/A	N/A
Hot Springs	189	178	N/A	N/A	N/A
Pine Bluff	456	451	N/A	N/A	N/A
Hispanic	92	92	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	222	180	6.3	253.8	40.3%
Ft. Smith	184	184	4.9	202	41.6%
Fayetteville	224	224	5.3	151.2	28.8%
Jonesboro	157	158	5.7	247.6	42.4%
Texarkana	142	142	5.1	204.4	40.4%
El Dorado	96	96	N/A	N/A	N/A
Delta Region	24	88	N/A	N/A	N/A
Conway	40	40	N/A	N/A	N/A
Hot Springs	108	106	6.5	150.4	23.0%
Hispanic	220	220	N/A	N/A	N/A

Earned Media - \$298,493

Media Relations

A news release concerning the Thanksgiving Click It or Ticket mobilization was distributed to news media statewide resulting in 38 newspaper clippings with an ad equivalency of \$14,993.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Click It or Ticket campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$283,500.

Social Media

Campaign Report

Summary

- The YouTube Ad was served 387,205 times.
- The Facebook ads reached 582,404 users at a frequency of 1.4.
- We saw a cost per 1,000 people reached of \$3.98.

The November Click It or Ticket campaign launched on November 14th on Facebook, Instagram, and YouTube. The YouTube video was served 387,205 times. We saw a cost per 1,000 impressions of \$5.99, and the ads received 79 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ads reached 582,404 unique Facebook and Instagram users at a frequency of 1.4 and had an average cost per 1,000 people reached of \$3.98. Facebook ads captured 43 post reactions, 3 post comments, and 10 post shares. There were 980 clicks at a cost per click of \$2.37. From a demographic perspective, the Facebook ads were shown the most to people between the ages of 25-34 and to more men than women.

Memorial Day May 2023 Occupant Protection Mobilization Click It or Ticket

Paid Media Report

Summary

Supporting the May 2023 National Click It or Ticket Memorial Day mobilization period, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchased media for the Click It or Ticket mobilization. The target audience for the “Click It or Ticket, Day & Night” campaign were those least likely to buckle up, young men ages 18-34 (Gen Z) and males, 23 – 34 years of age (Millennials).

NHTSA approved a budget of \$351,641 for a three-week schedule of previously produced broadcast television, cable, radio, digital and print media for the May campaign. The bonus television and radio ads received totaled an additional \$111,886 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Enforcement Period

- May 22 – June 4, 2023

Advertising Period

- May 15 – June 4, 2023

Working Paid Media Budget

- **\$350,000**

Target Audiences

Primary Audiences – Raised awareness and influenced segment to always wear a seat belt.

- 18–23-year-old males (Gen Z)
- 24–34-year-old males (Millennials)

Secondary Audiences – Raise awareness and influence segment to always wear a seat belt.

- 18-34-year-old African American males
- 18-34-year-old Hispanic males

Geography

The campaign was statewide in scope; however, seat belt use is generally lower for those living in more rural areas. An effort was made to strengthen public awareness in rural areas where AHSO has STEP projects and where seat belt surveys were conducted.

Primary Markets

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

Secondary Markets - 2023 STEP/Mini-STEP Participants (listed by county)

Benton*
 Carroll
 Craighead*
 Jefferson*
 Pulaski*
 Sebastian*
 Union*
 Washington*

**Indicates primary market county.*

Tertiary Markets – Markets conducting seat belt surveys (by county)

Benton*	Jefferson*
Carroll*	Lonoke*
Cleburne	Pulaski*
Craighead*	Randolph*
Faulkner*	Sebastian*
Howard*	Union*

**Indicates primary market county or STEP participant area.*

Media Strategies and Tactics

The primary media strategy was to build reach and generate frequency in order to connect our target audience with the occupant protection message. In today's rapidly evolving media landscape, it is necessary to reach the target audience with a well-rounded marketing approach of both traditional and digital strategies. We recommended implementing a multi-platform media mix in order to deliver cost-efficiently the *Click It or Ticket* message to the target audiences across the state. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach opportunity.

We recommended concentrating media in high-profile content such as news, sports (NBA Finals and baseball), prime finales and live entertainment specials against Adults 25-54 to reach the greatest number of Arkansans with the occupant protection message. The majority of weight was allocated to prime/sports where reach to Men 18-34 is greatest.

- **Dayparts Mix:** News 30%, Prime/Sports 60%, and Late Fringe 10%
- **Key Networks:** ABC, CBS, NBC, and FOX
- **Recommended Broadcast Programming:** NBA Playoffs, College Baseball, Major League Baseball, UEFA European Soccer, Memorial PGA Golf Tournament, NCIS Finale, American Idol Finale, True Lies Finale, The Voice Finale, Tonight Show with Jimmy Fallon, Saturday Night Live, The Masked Singer Finale, NASCAR, and PGA Championship.
- Local news was purchased to reach the mass audience.
- Sports is one genre that is consistently viewed live which provided the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of not wearing a seat belt.
- Nielsen TV ratings data determined which networks and programming will best reach the target audience.
- Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics. ^[1]_[SEP]

Cable extended the reach of broadcast television and achieves greater frequency of exposure of the *CIOT* message.

- In order to best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 were selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20 percent more likely to watch this network than the general population.

These networks include:

- BET (117)
- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)

- Discovery (108)
- ESPN (143)
- ESPN 2 (147)
- FS1 & FS2 (166/169)
- FX (155)
- FXX (181)
- MTV / MTV2 (165/247)
- NBA TV (192)
- Nick at Nite (144)
- Nickelodeon (138)
- Outdoor (107)
- Paramount (149)
- Syfy (115)
- Teen Nick (174)
- TruTV (151)
- VH1 (127)

*Every cable system does not insert advertising in all of the above networks

- **Interconnect** and **Dish** were purchased to reach a large number of cable households (297,453 total homes). The Interconnect and Dish provided coverage in four areas where a media presence is needed including primary markets and STEP/Mini-STEP/Survey areas. Additional spots were placed in areas where cable is available for purchase to increase frequency.
- Purchased spots on **Galavision** & **ESPN Deportes** networks (available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the *CLOT* message.

Radio extended reach created by television while generating higher levels of frequency.

- Radio remains a critical touchpoint to reach the target audience when they are driving.
 - According to Nielsen media research data, radio is the highest reach medium, reaching 80% of the 18-to 34-year-old male target audience every month.
- **Primary Formats:** Country, Sports, Contemporary Hit Radio and Urban
- **Dayparts:**
 - Morning Drive: 6 a.m. - 10 a.m.
 - Midday: 10 a.m. - 3 p.m.
 - Afternoon Drive: 3 p.m. - 7 p.m.
 - Evening: 7 p.m. - midnight
 - Selected weekend dayparts
- Nielson Audio ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Non-Metro Radio** - In order to reach the rural areas where STEP/Mini-STEP projects and seat belt surveys will be implemented; direct buys were placed with five rural radio stations. The following counties are reached with these stations: Carroll, Cleburne, Howard, and Union.
- **Live Endorsements:** Utilizing local radio show hosts on top-rated stations generated additional impact and awareness by lending their voices to the campaign and adding credibility to the message. We also encouraged deejays to incorporate the occupant protection message into their social networking.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across ten radio stations in Little Rock. A 15-second *CLOT* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.

- We purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

The digital portion of the plan continued to extend reach of the *Click It or Ticket* message in a medium where nearly 100% of the target audience is connected to the internet. According to the Nielsen Total Audience Report, Adults 18-34 spend more time than any other age group with smartphones, at four hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommended are detailed below:

- Utilizing **MobileFuse**, an ad network, allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Men 18-34. With an ad network, we were able to layer on additional targeting segments like “car owners” to ensure the message is being delivered to 18–34-year-old males who are most likely driving. :15 and :30 pre-roll video and display across mobile, tablets and desktop were recommended to maximize impact and awareness of the *C/IOT* message. Video was mobile heavy to reach males 18-34 on the device they use the most.
 - One targeting tactic we implemented is contextually and behaviorally targeting males 18-34 while they are playing video games on their mobile devices, who are 69% more likely to have played a video game on the internet. Video gaming activities continue to increase, with 52% of 18-to 24-year-olds and 46% of 25-to 34-year-olds reporting that they binge-game weekly.
 - Over 1.5 million impressions were generated over the course of the campaign.
- **Streaming TV** - Connected TV ownership continues to surge, with 82% of TV households now having at least one CTV, according to research from Leichtman Research Group. Another survey revealed that 66% of CTV viewers were between the ages of 18 and 34 years old. With connected TV, the occupant protection message was delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads are targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion’s retargeting platform. This allowed us to serve *C/IOT* video and display ads on the target audience’s mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 540,000 streaming impressions ran during the campaign accompanied by over 185,000 retargeting impressions.
- Utilized **Vevo**, the world’s largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Generated awareness of the *C/IOT* message by reaching Vevo’s highly engaged audience viewing premium content featuring the top artists in the world. Over 162,000 impressions were served during the campaign.
- **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2022 Infinite Dial, 192 million U.S. adults listened to online audio in the last week which is an **8.3% rise** in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the occupant protection message to reach drivers when they are behind the wheel.
 - We recommended SXM’s cross-publisher product that provides access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the *C/IOT* audio spots to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day. Adults 18-34 and Hispanics 18-34 in Arkansas were targeted on this platform.
 - **Podcasts** continued to increase in popularity and are mostly seeing traction among younger audiences. According to the 2022 Infinite Dial, 50% of podcast listeners fall into the 12-34 age category. In-car podcast listening also showed growth: 32% of

- o those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30% last year.
 - o Over 627,000 impressions were generated from the recommended plan for audio and podcast streaming.
- **ESPN** – Purchased ESPN’s OTT/CTV Live Streaming platform and high-impact display units to add scale using premium sports publishers not available on programmatic exchanges. *C/IOT* video ran across ESPN as well as a curated list of the top 15 sports networks. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 460,000 impressions.
- Purchased **Homepage Takeovers** on top-rated TV news station and sports sites in Little Rock and Ft. Smith/Fayetteville to reinforce the *C/IOT* message during the flight period.
- **Hispanic Websites** – Occupant protection banners and video in the Spanish language were placed across high traffic local websites such as LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Out-of-Home engaged the target audience and extended the reach of the *Click It or Ticket* message.

- **Gas Pump Toppers** – A full color *C/IOT* message was displayed above gas pumps in the primary markets in Arkansas - Little Rock, Ft. Smith, Fayetteville, Jonesboro, Texarkana, Hot Springs, and Texarkana. Gas pump signage was a great way to reach a large and captive audience of drivers reminding them to buckle up right before getting back into the vehicle to head to their next destination. There were a total of 30 gas stations and AHSO received 50 percent of the available pump top inventory at each station as well as an extra week of signage at no-charge. As another added bonus, window and cooler clings were posted where there was available inventory.
- **Digital billboards generated mass reach and frequency and was one of the most cost-efficient mediums available.**
 - o Digital outdoor boards are highly visible structures that reach a mass audience while they are in their vehicle reminding drivers and passengers alike of the importance of wearing a seat belt.
 - o With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
 - o Concentrated placement on major highways around Little Rock, North Little Rock, Hot Springs, Northwest Arkansas, Conway, Bryant, Benton, Sherwood, Jacksonville, Russellville, and Jonesboro.
 - o The seventeen selected boards generated over 9.8 million impressions over the three-week campaign.

Sports marketing was integrated into the media plan as sports is a primary interest of our target audience of Males 18-34.

- **Special Partnership:** Continued partnership with Arkansas Travelers, our local minor baseball league, who are the most popular sports team in Central AR.

Budget Summary

- **By Medium**
 - Broadcast Television: \$74,750 (21 percent)
 - Cable TV: \$30,819 (9 percent)
 - Radio: \$61,874 (18 percent)
 - Other Radio: \$43,176 (12 percent)
 - Digital: \$81,209 (23 percent)
 - Out-of-Home: \$40,989 (12 percent)

Sports Marketing: \$18,824 (5 percent)

Total: 100%**By Market:****Click It or Ticket Actual Expenditures \$351,641**

• Little Rock	\$56,381
• Fayetteville/Fort Smith	\$43,170
• Jonesboro	\$19,460
• Texarkana	\$13,503
• Hot Springs	\$5,333
• El Dorado	\$6,190
• Hispanic Advertising	\$17,048
• Howard County	\$1,920
• Statewide Radio	\$43,176
• Out-of-Home	\$40,989
• Statewide (Digital)	\$81,209
• Sports Marketing	\$18,824
• STEP Markets	\$4,438

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$112.48	\$11.32	\$37.00
Ft. Smith/Fayetteville	\$99.28	\$14.66	\$19.18
Jonesboro	\$72.36	\$2.86	\$15.05
Texarkana	No broadcast TV	\$7.13	\$26.47
El Dorado	No broadcast TV	\$4.02	N/A
Hot Springs	No broadcast TV	\$3.55	\$10.56
Conway	No broadcast TV	\$3.53	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,195	896	3.4	235.5	69.2%
Ft. Smith/Fayette	589	76	3.2	241.4	75.0%
Jonesboro	395	409	2.6	178.9	68.3%
Texarkana	456	240	N/A	N/A	N/A
El Dorado	175	79	N/A	N/A	N/A
Conway	0	0	N/A	N/A	N/A
Hot Springs	306	319	N/A	N/A	N/A
STEP/Survey	1,176	320	N/A	N/A	N/A
Hispanic	166	166	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	367	383	9.3	448.5	48.8%
Ft. Smith	406	406	7.1	379.8	54.1%
Fayetteville	323	324	7.7	302.1	39.3%
Jonesboro	309	309	6.7	376.2	56.1%
Texarkana	279	279	8.3	388.8	47.9%

El Dorado	408	408	N/A	N/A	N/A
Hot Springs	250	250	8.5	399.0	47.0%
Conway	90	60	N/A	N/A	N/A
Howard County	256	256	N/A	N/A	N/A
Statewide	1,412	611	N/A	N/A	N/A
STEP/Survey	162	120	N/A	N/A	N/A
Hispanic	342	342	N/A	N/A	N/A

Earned Media - \$295,957***Media Relations***

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 31 newspaper clippings resulted in an ad equivalency of \$12,457.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Click It or Ticket campaign slogan was displayed for three weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The approximate earned media generated for this contribution is \$283,500.

Paid/Organic Social Media Campaign**Click It or Ticket Report**

May 15-June 4, 2023

[Campaign Report](#)

Summary

- The YouTube ads were served over 561,000 times.
- The Facebook ads reached about 789,000 users at a frequency of 2.
- Snapchat ads received 11,686 swipe ups.

The May Click it or Ticket campaign launched on May 14th on Facebook, Instagram, YouTube, and Snapchat. The campaign targeted all Arkansans. The YouTube campaign ad was served over 371,000 times at a good cost per 1,000 impressions of \$6.99. The ad received 222 clicks at an \$11.70 cost per click. Geographically, the video was shown the highest number of times in Pulaski County, Benton County and Washington County - and received the most amount of clicks in those counties too.

The Facebook ads reached just under 789,000 unique Facebook and Instagram users and had a frequency of 2.3. The ads had an average cost per 1,000 people reached of \$5.07. The ads also gathered 9,373 clicks in total. The reel ad reached fewer users than the feed video or image ad, but received far more clicks at a lower cost per click than the feed ads. For engagement, the ads received 207 post reactions, 98 post comments, 2 post saves, and 28 post shares.

Snapchat ads in this campaign performed very well. Ads were served over 2.3 million times at a cost per 1,000 impressions of \$1.72. Ads also generated 11,868 swipe ups to the website at a great cost per swipe up of just \$0.34. We recommended continuing to use this platform in the future due to its low cost per result and high engagement.

**2022 October Distracted Driving Campaign
Paid Media Report**

Summary

Supporting the statewide “Distracted Driving” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the “U Drive. U Text. U Pay” campaign was targeted to those most likely to drive while distracted, Adults 18-34.

NHTSA approved a budget of \$147,023 for a two-week schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received totaled an additional \$42,906 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for U Drive. U Text. U Pay. – October 14 – October 23, 2022 (10-day flight)

Enforcement Period

- Enforcement period for U Drive. U Text. U Pay. – October 17 – October 23, 2022 (one week flight)

Target Audiences - Informed drivers that the dangerous act of texting and driving is a law-enforceable offense.

- Primary Audience
 - 18–23-year-old adults (Gen Z)
 - 24–34-year-old adults (Millennials)
- Secondary Audiences
 - 18-34-year-old African American adults
 - 18-34-year-old Hispanic adults

Geography

- Statewide awareness campaign. Concentrated media funds in the state’s major metropolitan markets to reach the greatest number of Arkansans:

Primary Markets

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

Secondary Markets

- Conway
- Helena/West Helena (Delta Region)

Media Strategies & Tactics

With a short campaign window of only ten days, the primary media strategy was to quickly build frequency to deliver the distracted driving message to the target audience across the state. In today’s rapidly evolving media landscape, it’s necessary reach the target audience with an integrated

marketing approach of both traditional and digital strategies. We recommended implementing a multi-platform media mix in order to cost-efficiently deliver the *U Drive. U Text. U Pay.* message to our target audiences. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach.

Since the campaign fell during a political window, we recommended lower levels of broadcast TV. Concentrated on high-profile content such as live sports and fall prime programming.

- **Daypart Mix:** News - 40%, Prime/Sports - 40% and Late Fringe - 20%
- **Key Networks:** ABC, CBS, NBC, FOX, and CW
- **Recommended Broadcast Programming:** College Football, Jimmy Kimmel, Saturday Night Football, Alaska Daily, NFL, The Masked Singer, Big Sky, Bachelor in Paradise, Amazing Race, Saturday Night Live, Late Show with Jimmy Fallon
- Local news was purchased to reach a mass audience.
- Sports is one genre that is consistently viewed live which provided the opportunity to reach a huge, engaged audience with the distracted driving message.
- Nielsen TV ratings data helped determine which networks and programming would best reach the target audience.
- Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Cable extended the reach of broadcast television, achieved greater frequency of exposure of the Distracted Driving message and provided creative impact.

- In order to best reach the target audience, cable networks that were more likely to be viewed by adults 18-34 were selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the adults 18-34 audience is 20% more likely to watch this network than the general population.

These networks include:

- BET (116)
- Cartoon Network/Adult Swim (160/240)
- Comedy Central (174)
- E! (134)
- Freeform (152)
- FX (130)
- FXX (147)
- MTV / MTV2 (195/227)
- Nick at Nite (180)
- Nickelodeon (166)
- Paramount (113)
- Teen Nick (224)
- TruTV (126)
- VH1 (155)

*Every cable system does not insert advertising on all these networks.

- **Interconnect** and **Dish** was purchased to reach a large number of cable households (297,453 total homes).
- **Purchased spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the distracted driving message.

Radio increased reach created by television while generating higher levels of frequency.

- Since this medium reaches people in their cars it is a very effective tool to remind drivers of the dangers and consequences associated with distracted driving.

- According to Nielsen Audio data, radio is the highest reaching medium. Even among Millennials 18-34, AM/FM radio's monthly reach is 87 percent.
- **Primary Formats:** Contemporary Hit Radio, Adult Contemporary, Country, Sports and Urban
- **Dayparts:** Morning Drive: 6:00am - 10:00am
Midday: 10:00am - 3:00pm
Afternoon Drive: 3:00pm - 7:00pm
Evening: 7:00pm - Midnight
Select weekend dayparts
- **Nielson Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- We recommended placing a schedule on the **Rural Arkansas Radio Network (RARN)** to strengthen public awareness in rural areas by supplementing the metro radio and television buys to ensure true statewide coverage. A combo buy comprised of 12 stations provided a solid coverage into Arkansas' rural areas.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across five radio stations in Little Rock. A 15-second *U Drive. U Text. U Pay.* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.

The digital portion of the plan built off the base created by traditional media and continued to extend reach of the distracted driving message in a medium where nearly 100 percent of adults 18-34 are connected to the internet and consider it an "essential" part of life. According to the Nielsen Total Audience Report, adults 18-34 spend more time than any other age group with smartphones, at four hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommend are detailed below:

- Utilizing an **ad network** allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to adults 18-34. Mobile heavy video was recommended to maximize impact and awareness of the texting enforcement message on the device they use the most. Additionally, we contextually and behaviorally targeted adults 18-34 while playing video games and active on sports/fantasy football apps. Retargeting banners were served to the target audience after they've viewed the video to strengthen awareness of the distracted driving message. The campaign generated around 975,000 impressions.
- **Streaming TV** - According to Nielsen Audience Insights Report released in June, among adults ages 18-34, 54% watch video on a TV-connected device daily. With streaming TV, the texting enforcement message was delivered to our target when they were streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads were targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion's retargeting platform. This allowed us to serve distracted driving video and display ads on the target audience's tablet or mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 420,000 OTT impressions ran during the campaign accompanied by 140,000 retargeting impressions.
- Utilized **Vevo**, the world's largest premium music video provider, offering a global platform with enormous scale. Vevo ranks number one among music video viewers. Adult 18-34 viewers are engaged on Vevo, consuming more than 1.5 billion videos each month. Over 125,000 video impressions were served over the 10-day flight period.

- **ESPN** – Purchased ESPN’s OTT/CTV Live Streaming platform and high-impact display units to add scale using premium sports publishers not available on programmatic exchanges. The *U Drive. U Text. U Pay.* video ran across ESPN as well as a curated list of the top 15 sports networks. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 254,600 impressions.
- **Digital Audio** space continues to be on a constant upward trajectory and has become an essential element of the media mix. According to the 2022 Infinite Dial, 192 million U.S. adults listened to online audio in the last week which is an **8.3 percent rise** in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the *U Drive. U Text. U Pay.* message to reach drivers when they are behind the wheel.
 - We recommended SXM’s cross-publisher product that provides access to inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the distracted driving audio spot to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day.
 - **Podcasts** continued to increase in popularity and are mostly seeing traction among younger audiences. According to the 2022 Infinite Dial, 50 percent of podcast listeners fall into the 12-34 age category. In-car podcast listening also showed growth: 32 percent of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30 percent last year. We recommended including SXM’s Podcast Network given it’s now the #1 podcast publisher according to the 2022 Edison Research report.
 - Over 500,000 impressions were generated from the recommended plan for audio and podcast streaming.
 - Purchased **Exclusive Homepage Takeovers** on top-rated TV news station and sports sites to reinforce the *U Drive. U Text. U Pay.* message during the flight period.
 - **Hispanic Websites** – Distracted driving display, video and homepage interstitial ads in the Spanish language were placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

Digital billboards generated mass reach and frequency and is considered one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that reached a mass audience while they are in their vehicle reminding drivers of the dangers associated with distracted driving.
 - With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
 - Concentrated placement on major highways around Little Rock, North Little Rock, Cabot, Pine Bluff, Russellville, Northwest AR, Jonesboro, and Hot Springs.
 - The eleven selected boards generated over 4.6 million total impressions.

Media Budget Allocation: To achieve our communications goals and deliver the general, Adults 18 – 34-year-old target, the budget spent \$145,366, was allocated as follows:

- **By Medium**
 - Broadcast TV: \$25,124 (21 percent)
 - Cable TV: \$13,939 (13 percent)
 - Radio: \$22,679 (14 percent)
 - Other Radio: \$9,524 (5 percent)
 - Digital: \$59,639 (37 percent)

Out-of-Home: \$16,118 (9 percent)

Total: 100%**By Market:****“U Drive. U Text. U Pay.” Actual Expenditures \$147,023**

• Little Rock		\$21,676
• Fort Smith	Fayetteville	\$17,481
• Jonesboro		\$6,988
• Texarkana		\$4,588
• Hot Springs		\$1,354
• El Dorado		\$1,602
• Conway		\$392
• Hispanic		\$7,661
• Statewide Digital		\$59,639
• Other Radio		\$9,524
• Out-of-Home		\$16,118

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$114.25	\$14.95	\$39.13
Fayetteville/Ft. Smith	\$99.88	\$22.95	\$24.28
Jonesboro	\$70.18	\$10.00	\$14.75
Texarkana	N/A	\$4.80	\$27.88
Hot Springs	N/A	\$5.88	\$13.20
El Dorado	N/A	\$5.38	N/A
Conway	N/A	\$3.53	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	603	322	2.1	67.3	39.8%
Ft Smith/Fayetteville	169	333	2.0	84.6	44.1%
Jonesboro	62	178	1.7	55	32%
Texarkana	229	229	N/A	N/A	N/A
Conway	111	101	N/A	N/A	N/A
El Dorado	96	100	N/A	N/A	N/A
Hot Springs	55	282	N/A	N/A	N/A
Hispanic	78	78	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	153	153	3.9	165.2	42.2%
Ft. Smith	152	152	3.8	154	46.7%
Fayetteville	165	165	4.7	105.8	35.5%
Jonesboro	75	75	3.3	125.6	38.4%
Texarkana	82	82	3.6	125.1	34.8
El Dorado	78	78	N/A	N/A	N/A
Delta Region	20	60	N/A	N/A	N/A
Conway	36	36	N/A	N/A	N/A
Hot Springs	54	55	3.6	102.6	28.4%

Rural Radio Network	252	252	N/A	N/A	N/A
Arkansas Rocks	234	234	N/A	N/A	N/A
Arkansas Traffic Network	150	0	N/A	N/A	N/A
Hispanic	165	150	N/A	N/A	N/A

Earned Media - \$200,243

Media Relations

A news release concerning the October Distracted Driving U. Drive. U Text. U Pay. mobilization was distributed to news media statewide resulting in 19 newspaper clippings with an ad equivalency of \$11,243.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The U. Drive. U Text. U Pay. campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during

the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$189,000.

Social Media

[Campaign Report](#)

Summary

- The YouTube Ad was served 369,783 times.
- The Facebook ads reached 342,521 users at a frequency of 1.7.
- We saw a cost per 1,000 people reached of \$6.77.

The October Distracted Driving campaign launched October 10th, 2022 of Facebook, Instagram, and YouTube. The YouTube video was served 369,783 times. We saw a cost per 1,000 impressions of \$6.27, and the ad received 39 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ads reached 342,521 unique Facebook and Instagram users at a frequency of 1.6 and had an average cost per 1,000 people reached of \$6.77. Facebook ads captured 44 post reactions, 4 post saves, and 6 post shares. There were 639 clicks at a cost per click of \$3.63. From a demographic perspective, the Facebook ads were shown the most to people between the ages of 25-34 and to more women than men.

2023 April Distracted Driving Campaign

Paid Media Report

Summary

Supporting the national “Distracted Driving” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the “U Drive. U Text. U Pay” campaign was targeted to those most likely to drive while distracted, Adults 18-34.

NHTSA approved a budget of \$147,454 for a 12-day schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received

totaled an additional \$50,850 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for U Drive. U Text. U Pay. – March 30 – April 10, 2023 (12-day flight)

Target Audiences

- Primary Audience
 - Young Adults, 18 – 34 years old
 - Skewed towards women
- Secondary Audience
 - Hispanics, 18 - 34 years old

Geography

Statewide awareness campaign. Concentrated media funds in the state's major metropolitan markets to reach the greatest number of Arkansans:

Primary Markets

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

Secondary Markets

- Conway
- Helena/West Helena (Delta Region)

Media Strategies & Tactics

The primary media strategy was to build reach and generate high frequency to inform our target audiences that the dangerous act of texting and driving is a law-enforceable offense. To effectively reach our target in today's complex media landscape, it's necessary to incorporate a well-rounded marketing approach of both traditional and digital strategies. We recommended a multi-platform media mix to cost efficiently deliver the *U Drive. U Text. U Pay. (UDUTUP)* message to the target audiences across the state. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach opportunity

We recommended running lower weight levels and concentrating media in high-profile content such as sports, live specials like CMA Awards, and local news against adults 25-54 to reach the greatest number of Arkansans with the texting enforcement message.

- **Daypart mix:** Local News – 30%, Prime/Sports – 60% and Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, and CW
- **Recommended Broadcast Programming:** Final Four Games, NCAA Championship, LIV Golf – Orange County, NHL Games, Golf: Augusta, Tonight Show with Jimmy Fallon, Saturday Night Live, The CMT Awards, NASCAR, American Idol, Jimmy Kimmel, PGA Golf: The Masters
- Local news was purchased to reach the mass audience.

- Sports is one genre that is consistently viewed live which provided the opportunity to reach a huge, engaged audience with the UDUTUP message.
- Nielsen TV ratings data helped determine which networks and programming will best reach the target audience.
- Focused on programming that indexes above average such as soccer and late news on **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Cable extended the reach of broadcast television and achieved greater frequency of exposure of the distracted driving message.

- In order to best reach our target audience, purchased cable networks that index high with the targeted demographic according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the adults 18-34 audience is 20% more likely to watch this network than the general population.

These networks include:

- BET (116)
- Cartoon Network/Adult Swim (160/240)
- Comedy Central (174)
- E! (134)
- Freeform (152)
- FX (130)
- FXX (147)
- MTV / MTV2 (195/227)
- Nick at Nite (180)
- Nickelodeon (166)
- Paramount (113)
- Teen Nick (224)
- TruTV (126)
- VH1 (155)

*Every cable system does not insert advertising on all of these networks.

- **Interconnect** was purchased to reach a large number of cable households - 206,246 total homes.
- Purchased spots on **Galavision** and **ESPN Deportes** networks (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the distracted driving message.

Radio increased reach created by television while generating higher levels of frequency.

Since this medium reaches people in their cars, it can be an effective tool to remind drivers and passengers alike of the dangers associated with distracted driving. Radio remains the centerpiece of the audio universe, reaching more U.S. adults 18+ each week, at 88%, than any other media platform. More surprisingly, 55% of Gen Z listen to AM/FM radio every day according to Edison Research.

- **Primary Formats:** Contemporary Hit Radio, Sports, Adult Contemporary, Country, and Urban
- **Dayparts:** Morning Drive: 6 a.m. - 10 a.m.
 Midday: 10 a.m. - 3 p.m.
 Afternoon Drive: 3 p.m. - 7 p.m.
 Evening: 7 p.m. - Midnight
 Selected weekend dayparts

- **Nielson Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Live Endorsements:** Utilizing local radio show hosts on top-rated stations generated additional impact and awareness by lending their voices to the campaign and adding credibility to the texting enforcement message. We also encouraged DJs to incorporate the UDUTUP message into their social networking.
- We recommended placing a schedule on the **Rural Arkansas Radio Network (RARN)** to strengthen public awareness in rural areas by supplementing the metro radio and television buys to ensure true statewide coverage. A combo buy comprised of 19 stations provided a solid coverage into Arkansas' rural areas.
- We purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

The digital portion of the plan built off the base created by traditional media and continued to extend the UDUTUP message in a medium where 18- to 34-year-old adults spend a significant amount of time, with 78% more time spent on the internet daily than average. Specific digital strategies we recommend are detailed below:

- Utilizing **MobileFuse**, an ad network, allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to adults 18-34. Mobile heavy video was recommended to maximize impact and awareness of the texting enforcement message on the device our target audience uses the most. One targeting tactic we implemented is contextually and behaviorally targeting adults 18-34 while they are playing video games on their mobile devices. Video gaming activities continue to increase, with 52% of 18-to 24-year-olds and 46% of 25-to 34-year-olds reporting that they binge-game weekly. App Affinity was also utilized to target users of video gaming, and fantasy sports related apps, such as Bleacher Report, ESPN, Twitch, Barstool Sports, etc. providing an additional layer of reach of the distracted driving message. The campaign generated at least 1 million impressions.
- **Streaming TV** - Connected TV ownership continues to surge, with 82% of TV households now having at least one CTV, according to research from Leichtman Research Group. Another survey revealed that 66% of CTV viewers were between the ages of 18 and 34 years old. With connected TV, the distracted driving message was delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, and **Hearst Anyscreen Premium Sports Platform** were also recommended. Ads are non-skippable and targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion's retargeting platform. This allowed us to serve UDUTUP video and display ads on the target audience's mobile device after it was viewed on the big screen via our streaming TV buy. A minimum of 400,000 OTT impressions ran during the campaign accompanied by over 125,000 retargeting impressions.
- **Vevo**, a premium music video provider, ranks number one among music video viewers. Generated mass awareness of the texting enforcement message reaching Vevo's highly engaged audience viewing premium content featuring the top artists in the world. Over 125,000 impressions were generated during the 12-day flight.
- **Digital Audio** space continues to be on a constant upward trajectory and has become an essential element of the media mix. According to the 2022 Infinite Dial, 192 million U.S. adults listened to online audio in the last week which is an **8.3% rise** in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the UDUTUP message to reach drivers while they were behind the wheel, reminding them the dangers and consequences of distracted driving.
 - We recommended SXM's cross-publisher product that provides access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that

- have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the UDUTUP audio spots to be played between songs and entertainment that the user is listening to, delivering the message to a captive audience throughout the day. Adults 18-34 and Hispanics 18-34 in Arkansas were targeted on this platform.
- **Podcasts** continued to increase in popularity and are mostly seeing traction among younger audiences. According to the 2022 Infinite Dial, 50% of podcast listeners fall into the 12-34 age category. In-car podcast listening also showed growth: 32% of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30% last year. We recommended iHeartMedia's Podcast platform given it's a leading podcast publisher. Impressions were served in the Legend, and Explorer genres and across specific audience segments that reached our target audiences.
 - Over 525,000 impressions were generated from the recommended plan for audio and podcast streaming.
 - Purchased **Exclusive Homepage Takeovers** on top-rated TV news station and sports sites in Little Rock and Ft. Smith/Fayetteville to reinforce the distracted driving message during the campaign.
 - Additionally, secure premium inventory and high-impact placements on EILatino.com, LatinoTVAR.com, TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Out-of-Home engaged the target audience and extended the reach of the Distracted Driving message.

- **Gas Pump Toppers** – A full color UDUTUP message was displayed above gas pumps in the primary markets in Arkansas. Gas pump signage is a great way to reach a large and captive audience of drivers reminding them of the dangers of distracted driving right before getting back into their vehicle. There were a total of 25 gas stations and AHSO received 50% of the available pump top inventory at each station as well as an extra week of signage and cooler clings was placed where there was available inventory at no-charge. April is Distracted Driving Awareness Month; therefore, we recommended keeping the signage up for the entire month. Over the four-week period, a minimum of 3.1 million impressions were generated.
- **Digital billboards generated mass reach and frequency and continues to be one of the most cost-efficient media available.**
 - Digital outdoor boards are highly visible structures that reached a mass audience while they were in their vehicle reminding drivers of the dangers associated with distracted driving.
 - With digital boards, there are no production fees which would be cost-prohibitive for the short-term campaign.
 - We recommended fifteen high-traffic locations in Little Rock, North Little Rock, Bryant, Benton, Jacksonville, Sherwood, Conway, Hot Springs, Russellville, Northwest Arkansas, and Jonesboro generating over 6.2 million impressions.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, Adults 18 – 34-year-old target, the budget spent \$147,454, was allocated as follows:

- **By Medium**
 - Broadcast TV: \$26,695 (18 percent)
 - Cable TV: \$12,982 (9 percent)
 - Radio: \$24,860 (17 percent)
 - Other Radio: \$11,169 (8 percent)
 - Digital: \$49,221 (33 percent)
 - Out-of-Home: \$22,527 (15 percent)
 - Total: 100%**

By Market:

“U Drive. U Text. U Pay.” Actual Expenditures \$147,454

• Little Rock		\$ 27,926
• Fort Smith	Fayetteville	\$ 15,173
• Jonesboro		\$ 8,500
• Texarkana		\$ 4,466
• El Dorado		\$ 1,609
• Conway		\$ 1,095
• Hispanic		\$ 8,484
• Hot Springs		\$ 2,286
• Delta Region		\$ 1,407
• Statewide Digital		\$ 49,221
• Other Statewide Radio		\$ 4,760
• Out-of-Home		\$ 22,527

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$100.16	\$11.15	\$38.80
Fayetteville/Ft. Smith	\$73.90	\$16.29	\$22.38
Jonesboro	\$73.65	\$4.96	\$15.24
Texarkana	N/A	\$11.78	\$25.91
Hot Springs	N/A	\$4.96	\$12.69
El Dorado	N/A	\$3.75	N/A
Conway	N/A	\$3.53	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	659	361	2.0	94.3	49.5%
Ft Smith/Fayette.	210	202	2.0	79.9	42.8%
Jonesboro	154	160	1.8	75.7	41.7%
Texarkana	79	108	N/A	N/A	N/A
Conway	150	150	N/A	N/A	N/A
El Dorado	150	62	N/A	N/A	N/A
Hot Springs	125	131	N/A	N/A	N/A
Hispanic	88	88	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	214	174	4.3	187.2	43.2%
Ft. Smith	144	144	4.1	150.2	37.0%
Fayetteville	190	190	3.6	136.3	38.2%
Jonesboro	127	127	3.4	150.6	45.7%
Texarkana	86	86	3.7	132.8	35.9%
El Dorado	84	84	N/A	N/A	N/A
Delta Region	23	23	N/A	N/A	N/A
Conway	35	35	N/A	N/A	N/A
Hot Springs	78	78	3.9	131.8	34.5%
Hispanic	176	176	N/A	N/A	N/A
Statewide Radio	746	540	N/A	N/A	N/A

Earned Media - \$202,181

Media Relations

A news release concerning the April Distracted Driving U. Drive. U Text. U Pay. mobilization was distributed to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$13,181.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

[Campaign Report](#)

March 29-April 10, 2023

[Campaign Report](#)

Summary

- The YouTube ad was served 257,946 times.
- The Facebook ads reached 410,250 users at a frequency of 1.6.
- We saw a cost per 1,000 people reached of \$5.65.

The March/April “U Drive, U Text, U Pay” campaign launched on March 29th on Facebook, Instagram, and YouTube. The YouTube campaign was served just under 258,000 times. We saw a cost per 1,000 impressions of \$6.92 and the ad received 114 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County, and Benton County.

The Facebook ads reached 410,250 unique Facebook and Instagram users and had a frequency of 1.6. The ads had an average cost per 1,000 people reached of \$5.65. Facebook ads captured 43 post reactions, 2 post saves, and 2 post shares. There were 894 clicks at a cost per click of \$2.60. From a demographic perspective, the Facebook ads were shown the most to women ages 25-34.

2023 May Motorcycle Safety Campaign Share the Road/Look Twice for Motorcycles

Paid Media Report

Summary

Supporting the May Motorcycle Awareness Safety Campaign, “Look Twice for Motorcycles” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “Look Twice for Motorcycles” campaign was all Arkansas Drivers. Motor vehicle operators and motorcyclists were encouraged to “share the road” and to stay alert to keep motorcyclists safe on Arkansas roads.

NHTSA approved a budget of \$99,457 for a two-week schedule of previously produced ads on, cable television, radio, digital and digital outdoor media. The bonus ads received totaled an additional \$34,328 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Advertising Period

Paid media ran May 1 – May 14, 2023

Primary Audiences

- All Arkansas drivers. Motor vehicle operators and motorcyclists were encouraged to “Look Twice” and stay extra alert to keep motorcyclists safe on Arkansas roadways.
 - Primary: Adults 25-54
 - Secondary: Adults 18-49

Geography

- This campaign was concentrated in the top six counties with the highest number of motorcycle accidents:
 - Pulaski
 - Benton
 - Washington
 - Sebastian
 - Faulkner
 - Garland

Media Strategies and Tactics

The goal was to promote motorcyclist awareness and safety to both motorcycle riders and motor vehicle drivers on Arkansas roads, specifically in the areas that have higher rates of motorcycle crashes, injuries, and fatalities. Due to the short flight duration, electronic mediums were used so that they can be activated and deactivated quickly. We recommended implementing a multi-tiered media mix outlined below to cost-efficiently generated the greatest reach possible against the target audiences in six select Arkansas counties.

Cable TV

Achieved greater frequency of exposure of the *Look Twice* message by placing cable television support in targeted metro markets in Arkansas. These markets are comprised of the counties with the highest number of motorcycle crashes and fatalities.

- Purchased EffecTV Interconnect and Dish reaching over 206,246 total homes households (includes Pulaski, Garland & Faulkner Counties)
- EffecTV Little Rock Zone/Little Rock U-verse (Pulaski County) – more than 58,000 households
- Cox Media Ft. Smith/Fayetteville Combined Zone (Washington, Benton & Sebastian Counties) – over 82,960 households
- A4 Media in Hot Springs (Garland County) – approximately 9,000 households
- Conway Corp. in Conway (Faulkner County) – over 8,700 households
- To best reach the target audience, cable networks that were more likely to be viewed by adults 25-54 who own a motorcycle were selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that our target audience is 20% more likely to watch this network than the general population.

These networks include:

- A&E (117)
- AMC (117)
- CMT (137)
- Discovery (120)
- ESPN (113)

- Fox Sports (115)
- History (115)
- HGTV (121)
- Nat Geo Wild (121)
- Outdoor (137)
- Paramount (121)
- Syfy (122)
- TBS (116)
- Travel (115)
- TruTV (120)
- TV Land Classic (127)
- USA (127)

*Every cable system does not insert advertising on all the above networks.

- Included networks with programming that reaches motorcycle enthusiasts (Example: Discovery's American Chopper).

Radio

Radio extended the reach created by cable and build additional frequency. Another benefit of radio is that it reaches drivers while they are in a vehicle giving us an opportunity to deliver the *Look Twice* message while Arkansans were behind the wheel. Radio reaches 89% of adults 18+, and the average adult spends 7 hours and 40 minutes listening to AM/FM radio per week, according to 2022 Nielsen Scarborough data.

- **Primary Formats:** Country, Classic Rock, Contemporary Hit Radio, and Sports
- **Dayparts:**
 - Morning Drive: 6:00 a.m. - 10:00 a.m.
 - Midday: 10:00 a.m. - 3:00 p.m.
 - Afternoon Drive: 3:00 p.m. - 7:00 p.m.
 - Selected weekend dayparts
- **Nielsen Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Fayetteville, Ft. Smith, and Hot Springs.
- Little Rock radio reaches Faulkner County, however; a Nielsen Audio **County-by-County Ranker** helped us select the highest-rated local radio station.

Digital

Digital advertising continued to extend reach of the *Look Twice* message in a medium where people are spending more time than ever. We focused on the demographic of adults 18-54 for this effort. According to a survey conducted by Pew Research, 44% of 18- to 49-year-olds say they go online "almost constantly." Specific digital strategies we recommended are detailed below.

- Utilizing a **digital ad network** like MobileFuse allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Adults 18-54. Pre-roll ads across mobile, tablet and desktop with the majority of video on mobile was recommended to maximize impact and awareness of the *Look Twice* message on the device they use the most. We included third party targeting against motorcycle owners and heavy drivers to increase engagement. We also retargeted users previously exposed to the campaign with display ads on their mobile device. Approximately 825,000 impressions were generated.
- **Streaming TV** – A Nielsen Audience Insights Report released in January stated 85% of U.S. households had at least one connected-TV device. With connected TV, the *Look Twice* message was delivered to our target audience in the six selected counties when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, one of the top streaming providers, was also recommended. Ads are targeted demographically and geographically making ad serving precise. Roughly 35% of the impressions will specifically target motorcycle owners/riders. We further extended the OTT

campaign by utilizing Premion’s retargeting platform. This allowed us to serve *Look Twice* ads on the target audience’s tablet or mobile device after it was viewed on the big screen via our OTT buy. According to a recent Nielsen report, 88% of U.S. adults use a second digital device while watching TV. A minimum of 429,000 streaming impressions ran during the campaign accompanied by 135,000 retargeting display and video impressions.

- **Digital Audio** space continues to be on a constant upward trajectory and has become an essential element of the media mix. Consumption of streaming audio in the car remains strong which is the ideal environment for the *Look Twice* message to reach drivers while they are behind the wheel.
 - We recommended SXM’s cross-publisher product that provides access to premium inventory on Pandora, SiriusXM, SoundCloud, TuneIn and many other sources that have combined to create the number-one-reaching ad-supported platform. The Streaming Everywhere offering allowed the *Look Twice* audio spots to be played between songs and entertainment that the user was listening to, delivering the message to a captive audience throughout the day. Approximately 45% of the impressions will be targeted against motorcycle owners/enthusiasts. Additionally, an extra emphasis was placed in the Fayetteville market where radio ratings for adults both 25-54 and 18-54 are below average.
 - **Podcasts** continue to increase in popularity. The 2022 Infinite Dial also reported that in-car podcast listening showed growth: 32% of those age 18+ who have ridden in or driven a car in the last month now listen to podcasts in-car, compared to 30% last year. We recommended including iHeartMedia’s Podcast platform given it’s the top podcast publisher. Impressions were served to a custom Motorcycle Owners/Enthusiasts Lifestyle audience segment in our six target counties.
 - Over 480,000 impressions were generated from the recommended plan for audio and podcast streaming.

Digital billboards generated mass reach and frequency and is one of the most cost-efficient media available.

- Digital billboards allow for more flexibility of messaging and do not require a production fee, which would be cost-prohibitive for a short-term campaign.
- Another benefit of outdoor is the opportunity to reach drivers of both vehicles and motorcycles while they are on the road, reinforcing the *Look Twice* message with a visual component.
- We recommended outdoor concentrated in the six selected counties that will generate over 5.8 million impressions during the two-week campaign.
 - Pulaski – 7 locations
 - Washington & Benton – 2 locations
 - Sebastian – 2 locations
 - Faulkner – 2 locations
 - Garland – 2 locations

Budget Summary

- **By Medium**
 - Cable TV: \$16,750 (17 percent)
 - Radio: \$25,670 (26 percent)
 - Digital: \$40,436 (41 percent)
 - Outdoor: \$16,601 (16 percent)
 - Total: 100%**

By Market:

Look Twice for Motorcycles Actual Expenditures **\$99,457**

• Little Rock	\$ 22,920
• Fayetteville/Fort Smith	\$ 14,648
• Hot Springs	\$ 3,469
• Conway	\$ 1,383
• Statewide Digital	\$ 40,436
• Statewide Digital Outdoor	\$ 16,601

Cost per Point and GRP Levels – Look Twice for Motorcycles.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$13.29	\$40.63
Fayetteville	No broadcast TV	\$14.82	\$33.70
Fort Smith	No broadcast TV	\$14.82	\$14.18
Hot Springs	No broadcast TV	\$3.09	\$10.81
Conway	No broadcast TV	\$3.53	N/A

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	646	516	N/A	N/A	N/A
Ft. Smith/Fayetteville	343	342	N/A	N/A	N/A
Hot Springs	191	202	N/A	N/A	N/A
Conway	150	149	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	284	283	6.1	315.6	51.9%
Fayetteville	236	236	5.7	165.0	37.1%
Fort Smith	230	230	4.5	250.2	43.7%
Hot Springs	152	152	6.3	266.8	42.4%
Conway	52	52	N/A	N/A	N/A

Earned Media - \$191,133

Media Relations

A news release concerning the May Motorcycle Safety Awareness mobilization was distributed to news media statewide resulting in 4 newspaper clippings with an ad equivalency of \$2,133.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the “Look Twice for Motorcycles” message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. The approximate earned media generated for this contribution is \$189,000.

Paid/Organic Social Media

May 1- 15, 2023

[Campaign Report](#)

Summary

- The YouTube Ad was served over 169,000 times.
- Facebook ads reached 377,413 users at a frequency of 1.4.
- We saw an average cost-per-1,000-people reached of \$3.07.

The May Motorcycling Safety Campaign launched May 1st on Facebook, Instagram, and YouTube. The YouTube campaign was served just over 169,000 times. We saw a cost-per-1,000-impressions of \$6.86, and the ad received 8 clicks.

Geographically, the video was shown the highest number of times in Pulaski County, followed by Washington County and Benton County.

Facebook Ads reached 377,413 unique Facebook and Instagram users and had a frequency of 1.4. The ads had an average cost-per-1,000 people reached of \$3.07. Facebook Ads captured 25 post reactions, 2 post comments, 1 post save, and 2 post shares. There were 800 clicks at a cost per click of \$1.45. From a demographic perspective, ads were shown most often to men ages 25-34.

2023 July Speed Campaign Speeding Slows You Down

Paid Media Report

Summary

Supporting the July 2023 Speed “Speeding Slows You Down” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “Speeding Slows You Down” campaign was those most likely to exceed the speed limit, men ages 18-54.

NHTSA approved a budget of \$149,922 for a 22-day schedule of previously produced ads on broadcast tv/cable, radio, and digital media. The bonus radio ads received totaled an additional \$73,655 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Enforcement Period

- Monday, July 17 to Monday, July 31, 2023

Advertising Period

- Paid advertising will run Wednesday, July 10 through Monday, July 31, 2023

Working Paid Media Budget

- **\$150,000**

Target Audiences

- Primary Audiences - Influence segment to never exceed the posted speed limit.
 - **18 to 34-year-old males**
The 18 to 34-year-old male target audience is comprised of two generations: Gen Z (18 to 24-years-old) and Millennials (24 to 34-years-old)
 - **Males 16-24**
Online “almost constantly” with smartphones being the device of choice
- Secondary Audience - Raise awareness and influence segment to obey the speed limit.
 - **18 to 34-year-old Spanish-reliant males**
Internet usage continues to be the most-used channel, followed by radio

Geography

- Statewide awareness campaign. Concentrated media funds in the state’s major metropolitan markets to reach the greatest number of Arkansans:

Primary Markets

- Little Rock
- Fort Smith
- Fayetteville

- Jonesboro
- Texarkana
- Hot Springs
- El Dorado

Secondary Markets

- Conway
- Delta Region

Media Strategies & Tactics

The campaign aimed to quickly establish broad reach and high frequency to drive awareness of the dangers and consequences of speeding and encourage drivers to slow down on Arkansas roads and highways. Due to the short flight duration, electronic mediums were used so that they could be activated and deactivated quickly. We recommended a multi-platform media mix consisting of traditional and digital strategies to reach the target audience on their preferred channels multiple times throughout the campaign. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach opportunity.

Concentrated on high performing dayparts and programming against Adults 25-54 to reach the greatest number of Arkansans with the *Speeding Slows You Down* message. Sports was included, and prime programming skewed male.

- **Daypart mix:** Local News – 50%, Prime/Sports – 30% and Late Fringe – 20%
- **Key Networks:** ABC, CBS, NBC, CW, and FOX
- **Recommended Broadcast Programming:** Big Brother, X-Games, Holely Moley, NASCAR: Indy, Tonight Show with Jimmy Fallon, ESPY Awards, The Challenge, Shark Beach with Chris Hemsworth, Beat Shazam, PGA Golf, Jimmy Kimmel, MLB All Star Game, MLS Soccer, Schitt's Creek, AMC Moto Cross, NHRA Drag Racing, Superstar Racing
- Sports is one genre that is consistently viewed live which provided the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of speeding.
- Nielsen TV ratings data determined which networks and programming would best reach the target audience.

Cable extended the reach of broadcast television and achieved greater frequency of exposure of the Speeding Slows You Down message.

- In order to best reach the target audience, cable networks that were more likely to be viewed by males 18-34 were selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20 percent more likely to watch this network than the general population.
- **These networks include:**
 - Cartoon Network/Adult Swim (165/308)
 - Comedy Central (227)
 - ESPN (143)
 - ESPN2 (147)
 - ESPNU (179)
 - Fox Sports 1 & 2 (154/175)
 - FX (155)
 - FXX (181)
 - MTV/MTV2 (165/247)
 - NBA TV (192)

- NFL Network (197)
- Nick at Nite (144)
- Outdoor (107)
- Paramount (149)
- TeenNick (174)
- TruTV (151)
- VH1 (130)

*Every cable system does not insert advertising on all of these networks.

- **Interconnect** and **Dish** was purchased to reach a large number of cable households (297,453 total homes).

Radio extended the reach created by television while generating higher levels of frequency.

- Since this medium reaches people in their cars it can be a very effective tool to remind drivers of the dangers and consequences of speeding. According to Nielsen media research data, 77 percent of Men 18-34 listen to radio in their cars.
- Primary Formats: Contemporary Hit Radio, Sports, Country, and Urban
- Dayparts: Morning Drive: 6:00am - 10:00am
Midday: 10:00am - 3:00pm
Afternoon Drive: 3:00pm - 7:00pm
Evening: 7:00pm – Midnight
Select weekend dayparts
- Nielson Audio ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, Carroll, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

The digital portion of the plan concentrated on the younger male demo segments (18-34 and 16-24) and continued to extend the reach of the *Speeding Slows You Down* message in a medium where nearly 100 percent of Males 18-34 are connected to the internet and consider it an “essential” part of life. According to the Nielsen Total Audience Report, adults 18-34 spend more time than any other age group with smartphones, at four hours and 45 minutes per day. They also spend an additional one hour and 22 minutes on TV-connected devices. Specific digital strategies we recommend are detailed below:

- Utilizing an **ad network** allowed us to have a presence on premium national websites targeted geographically to Arkansas and demographically to males 16-34. With an ad network, we included audience targeting to reach males that enjoy risk-taking behaviors and are more likely to speed. Another tactic we included is ScreenSync technology which allowed us to serve the speed message on the target audience’s tablet or mobile device after it ran on cable or connected TV thus providing an additional layer of reach of the *Obey the Sign* message. According to a recent Nielsen report, 88 percent of U.S. adults are looking at a digital device and watching TV simultaneously. The campaign generated more than 770,000 impressions.
- **Streaming TV** - The *Speeding Slows You Down* message was delivered to our target audiences when they are streaming TV shows, videos and movies via PlayStation Vue, Roku, Apple TV, Xbox, etc. Most teens (84%) -- especially males (92%) -- have access to game consoles. Ads are non-skippable, brand safe and targeted demographically and geographically making ad serving precise. We further extended the OTT campaign by utilizing Premion’s display retargeting platform. This allowed us to serve *Speeding Slows You Down* display ads on the target audience’s tablet or mobile device after it was viewed

on the big screen via our OTT buy. A minimum of 175,000 OTT impressions ran during the campaign accompanied by 148,200 retargeting display impressions.

- **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2021 Infinite Dial, 176 million U.S. adults – 62% of the population - listened to online audio in the last week and there was a one-hour rise in weekly time spent listening over the previous year. Consumption of online radio in the car remains strong which is the ideal environment for the *Speeding Slows You Down* message to reach drivers when they are behind the wheel.
 - We recommended Pandora's cross-publisher product offering: PAX Audio Everywhere. It enabled us to efficiently reach our audience with audio via Pandora, Soundcloud, TuneIn, and SiriusXM. Men 16-34, and Hispanics 18-34 in Arkansas were targeted on the PAX platform.
 - **Podcasts** continue to increase in popularity and are mostly seeing traction among younger audiences. Males 18-34 now have a reach of 39%. We recommended including iHeartMedia's Podcast platform given it's the top podcast publisher. Impressions were served in the Backer, Legend, and Explorer Genres.
 - Over 550,000 impressions were generated from the recommended plan for audio and podcast streaming.
- **ESPN** – Purchased high impact push-down display banners on the ESPN website and ESPN app. The ads were geo-targeted to Arkansas and reached sports fans in a highly desired, brand-safe environment. According to the 2020 Double base GfK MRI report, ESPN is the third top website that reaches males 18-34. The campaign delivered 250,000 impressions.
- Utilized **Vevo**, the world's largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. Generated awareness of the *Speeding Slows You Down* message by reaching Vevo's highly engaged audience viewing premium content featuring the top artists in the world. Over 135,000 impressions were served during the campaign.
- **Hispanic Websites** – *Speeding Slows You Down* display and homepage interstitial ads in the Spanish language were placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

Digital outdoor generated mass reach and frequency and is one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers to slow down on Arkansas roads and highways.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrated placement on major highways around Little Rock, North Little Rock, Conway, Pine Bluff, Northwest AR, and Jonesboro.
- The twelve selected boards generated over 7 million impressions during the campaign.

Budget Summary

- **By Medium**
 - Cable: \$18,242 (12%)
 - Hispanic TV: \$6,587 (4%)
 - Radio: \$56,069 (38%)
 - Other Radio: \$11,047 (7%)
 - Digital: \$42,118 (28%)
 - Out-of-Home: \$15,859 (11%)
 - Total: 100%**

- **By Market:**
 - Little Rock: \$18,858
 - Fort Smith/Fayetteville: \$21,786
 - Jonesboro: \$8,205
 - Texarkana: \$10,973
 - Hot Springs: \$4,190
 - El Dorado: \$3,370
 - Conway: \$2,238
 - Delta Region: \$2,692
 - Hispanic: \$12,457
 - Statewide Radio: \$7,176
 - Statewide Digital: \$42,118
 - Statewide OOH: \$15,859
- Total Estimated Budget: \$149,922**

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

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	405	639	N/A	N/A	N/A
Ft. Smith/Fayetteville	423	786	N/A	N/A	N/A
Jonesboro	511	515	N/A	N/A	N/A
Texarkana	381	274	N/A	N/A	N/A
El Dorado	270	105	N/A	N/A	N/A
Conway	300	299	N/A	N/A	N/A
Hot Springs	456	460	N/A	N/A	N/A
Hispanic	172	158	N/A	N/A	N/A

Cable Television

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$8.40	\$35.85
Ft. Smith/Fayetteville	N/A	\$14.77	\$19.77
Jonesboro	N/A	\$2.59	\$13.73
Texarkana	N/A	\$6.78	\$25.91
El Dorado	N/A	\$5.14	N/A
Hot Springs	N/A	\$2.66	\$11.66
Conway	N/A	\$3.53	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	354	354	7.9	400	51.1%
Ft. Smith	408	408	7.3	385	53.1%
Fayetteville	417	417	9.5	400.5	42.3
Jonesboro	369	369	5.6	411.8	73.6%
Texarkana	256	254	7.2	323.6	45.8%
El Dorado	156	156	N/A	N/A	N/A
Hot Springs	250	195	7.7	359.2	46.6%
Conway	72	72	N/A	N/A	N/A
Delta Region	44	82	N/A	N/A	N/A
Statewide	299	86	N/A	N/A	N/A
Hispanic	372	372	N/A	N/A	N/A

Earned Media - \$204,563

Media Relations

A news release concerning the July “Speeding Slows You Down.” mobilization was distributed to news media statewide resulting in 37 newspaper clippings with an ad equivalency of \$15,562.60.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the Obey the Sign or Pay the Fine message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. The approximate earned media generated for this contribution is \$189,000.

Paid/Organic Social Media

Speeding Slows You Down
July 2023 Report
July 10 - July 31, 2023

[Campaign Report](#)

Summary

- YouTube ads were served over 327,000 times.
- Facebook ads reached about 556,000 users at a frequency of 2.
- We saw an average cost per 1,000 users reached of \$6.00.

The July Speed Prevention campaign launched July 10th on Meta and YouTube. The campaign targeted men ages 18-34. The YouTube ad was served over 327,000 times at a cost per 1,000 impressions of \$10.13. The ad received 33 clicks. Geographically, the video was shown the highest number of times in Pulaski County, Washington County and Benton County.

Facebook ads reached about 556,000 unique Facebook and Instagram (Meta) users and had a frequency of 2. The ads had a high cost per 1,000 people reached of \$6.00. The ads also gathered 4,178 clicks at a great cost per click of \$0.80. In this campaign, our static ad had a higher reach and a higher number of clicks than the video ad. For engagement, the ads received 153 post reactions, 59 post comments, 7 post saves, and 21 post shares.

PLANNING AND ADMINISTRATION (P&A) PROGRAM

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

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

Program Area Results

During FY23, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for four full-time managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

In accordance with 23CFR 1300.13, Federal, P&A costs are not to exceed eighteen percent of total 402 funds received and P&A should be matched with at least 50 percent State funding. For FY 23 P&A expenditures equaled 11% percent of total 402 expenditures and were matched 52 percent with State funds.

PLANNING AND ADMINISTRATION

Planned Activity: PA-2023-01

Sub-recipient: Arkansas State Police

Funding for P&A salaries and benefits, travel, and operating expenses. The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). Staff attended meetings and other sessions in the performance of their normally assigned functions. Costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration were as follows:

Salaries and Benefits - Full-time positions fulfilling management, fiscal, and clerical support functions;
Travel and Subsistence - Travel and subsistence costs for management and fiscal support personnel;
and *Operating Expenses* - Overall operation of the Highway Safety Program.

AHSO PUBLIC AWARENESS SURVEY

Planned Activity: PA-2023-01

Sub-recipient(s): University of Arkansas at Little Rock, Survey Research Center

The AHSO public awareness survey conducted by the University of Arkansas at Little Rock, Survey Research Center in previous years to track driver attitudes and awareness of highway safety enforcement and communication activities along with self-reported driving behaviors has not been conducted since 2020 due to changes in the administration of the Survey Research Center at UALR. The AHSO is now working with the Survey Research Center at University of Arkansas Fayetteville and initiated a pilot survey project in FY23 so that the survey methodology could be adjusted to what will yield the most accurate results utilizing more modern communication systems.

FY23 Mini-STEP Organizations
Alexander Police Department
Barling Police Department
Bauxite Police Department
Baxter County Sheriff's Office
Boone County Sheriff's Office
Cave City Police Department
Clarksville Police Department
Dallas County Sheriff's Office
Des Arc Police Department
Desha County Sheriff's Office
Elkins Police Department
Eureka Springs Police Department
Farmington Police Department
Forrest City Police Department
Goshen Police Department
Hampton Police Department
Hazen Police Department
Hempstead County Sheriff's Office
Highfill Police Department
Independence County Sheriff's Office
Jackson County Sheriff's Office
Lafayette County Sheriff's Office
Lewisville Police Department
Little Flock Police Department
Monticello Police Department
Mountain View Police Department
Nevada County Sheriff's Office
Newton County Sheriff's Office
Osceola Police Department
Pea Ridge Police Department
Pine Bluff Police Department
Prairie Grove Police Department
Prescott Police Department
Siloam Springs Police Department
Stone County Sheriff's Office
Stuttgart Police Department
Tontitown Police Department
West Fork Police Department
West Memphis Police Department
Yell County Sheriff's Office

FY23 STEP Organizations
Arkansas State Police STEP
Ashdown Police Department
Bella Vista Police Department
Benton County Sheriff's Office
Benton Police Department
Bryant Police Department
Carroll County Sheriff's Office
Centerton Police Department
Cross County Sheriff's Office
Dardanelle Police Department
Decatur Police Department
El Dorado Police Department
Fayetteville Police Department
Fort Smith Police Department
Garland County Sheriff's Office
Grant County Sheriff's Office
Harrison Police Department
Hope Police Department
Hot Springs Police Department
Jonesboro PD
Lowell Police Department
Marion Police Department
Mountain Home Police Department
North Little Rock Police Department
Paragould PD
Rogers Police Department
Saline County Sheriff's Office
Searcy Police Department
Sheridan Police Department
Sherwood Police Department
Springdale Police Department
St. Francis County SO
Texarkana Police Department
Trumann PD
Washington County Sheriff's Office

FINANCIAL REPORTS			
Project		Recipient/Contractor	
1	M8DDLE/OP/M2X/M5X/M8SE	Arkansas State Police STEP	1,150,596.22
2	M3DA	Arkansas State Police eCite	284,656.54
3	M8TR/M3DA	Arkansas State Police eCrash	457,201.92
4	M8TR	Arkansas State Police Crash Recon	41,989.40
5	M8AL	Arkansas State Police Video Storage	328,467.61
6	AL	AR Administrative Office of the Courts	27,454.69
7	OP/SE/M5HVE/M8DDLE	Alexander Police Department	10,558.66
8	AL/OP	AR Broadcasters Association	75,000.00
9	M5BAC	AR Crime Lab	255,625.28
10	M5BAC/M8AL	AR Dept. of Health – Office of Alcohol Training	58,497.82
11	M3DA	AR Dept. of Health EMS	83,796.03
12	M7TR	AR Center for Health Improvement	15,977.18
13	OP/PS/M8PE/M2CPS	AR Children’s	682,109.31
14	RS/TR/M8PE	AR DOT	574,557.02
15	OP/SE/M5HVE/M8DDLE	Ashdown Police Department	84,819.48
16	OP/SE/M5HVE/M8DDLE	Barling Police Department	30,640.89
17	OP/SE/M5HVE/M8DDLE	Bauxite Police Department	8,082.04
18	M8TR	Baxter County (eCrash)	95,643.00
19	OP/SE/M5HVE/M8DDLE	Baxter County Sheriff’s Office	14,700.44
20	OP/SE/PT/M5X/M8DDLE	Bella Vista Police Department	16,673.05
21	OP/SE/M5X/M8DDLE	Benton County Sheriff’s Office	71,649.31
22	OP/SE/M5X/M8DDLE	Benton Police Department	34,810.28
23	M5CS	Bentonville County DWI Court	1,326.29
24	M5TR	Black River Technical College	158,032.68
25	OP/SE/M5HVE/M8DDLE	Boone County Sheriff’s Office	38,470.22
26	OP/SE/M5X/M8DDLE	Bryant Police Department	33,265.01
27	OP/SE/M5X/M8DDLE	Carroll County Sheriff’s Office	25,756.65
28	OP/SE/M5HVE/M8DDLE	Cave City Police Department	253.09
29	OP/SE/M5X/M8DDLE	Centerton Police Department	37,096.63
30	AL	Criminal Justice Institute	407,476.79
31	M5CS	Clark County DWI Court	2,186.64
32	SE	Clarksville Police Department	12,300.00
33	M5CS	Crawford County DWI Court	14,198.42
34	OP/SE/M5X/M8DDLE	Cross Co.	35,551.83
35	OP/PS/PM/SC/MC/M5X/M2PE/ M5PEM/M7PM/M8PE/M11MA	Cranford,Johnson,Robinson & Woods	2,018,693.36
36	M7TR	Dallas County (eCrash)	17,550.00
37	OP/SE/M5HVE/M8DDLE	Dallas County Sheriff’s Office	20,893.61

FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	
38	OP/SE/M5X/M8DDLE	Dardanelle Police Department	18,073.30
39	OP/SE/M5X/M8DDLE	Decatur Police Department	77,426.11
40	OP/SE/M5HVE/M8DDLE	Des Arc Police Department	12,218.79
41	SE/M5HVE	Desha County Sheriff's Office	3,838.95
42	OP/SE/M5X/M8DDLE	El Dorado Police Department	8,979.15
43	OP/SE/M5HVE/M8DDLE	Elkins Police Department	31,316.94
44	OP/SE/M5HVE/M8DDLE	Eureka Springs Police Department	2,643.28
45	M5CS	Faulkner County Sheriff's Office	14,593.11
46	OP/SE/M5X/M8DDLE	Fayetteville Police Department	77,385.12
47	OP/SE/M5HVE/M8DDLE	Forrest City Police Department	25,142.67
48	OP/SE/M5X/M8DDLE	Fort Smith Police Department	77,705.36
49	M5CS	Garland County DWI Court	26,415.69
50	OP/SE/M5X/M8DDLE	Garland County Sheriff's Office	81,457.70
51	OP/SE/M5HVE/M8DDLE	Goshen Police Department	22,637.00
52	OP/SE/M5X/M8DDLE	Grant County Sheriff's Office	82,532.97
53	OP/SE/M5HVE/M8DDLE	Hampton Police Department	1,384.72
54	OP/SE/M5X/M8DDLE	Harrison Police Department	18,700.98
55	OP/SE/M5HVE/M8DDLE	Hazen Police Department	17,868.09
56	OP/SE/M5HVE/M8DDLE	Highfill Police Department	3,211.75
57	OP/SE/M5X/M8DDLE	Hope Police Department	9,648.84
58	OP/SE/M5X/M8DDLE	Hot Springs Police Department	64,095.82
59	M5CS	Independence County DWI Court	44,323.65
60	OP/SE/M5HVE/M8DDLE	Independence County Sheriff's Office	41,776.45
61	M8TR	Jackson County (eCrash)	149,002.60
62	OP/SE/M5HVE/M8DDLE	Jackson County Sheriff's Office	16,654.17
63	M8TR	Johnson Police Department (eCrash)	11,228.27
64	OP/SE/M5X/M8DDLE	Jonesboro Police Department	66,945.18
65	SE	Lafayette County Sheriff's Office	24,828.08
66	OP/SE/M5HVE	Lewisville Police Department	6,150.00
67	OP/SE/M5HVE/M8DDLE	Little Flock Police Department	13,733.92
68	OP/SE/M5X/M8DDLE	Lowell Police Department	42,029.86
69	OP/SE/M5X/M8DDLE	Marion Police Department	6,113.79
70	M7TR	McGehee Police Department	71,496.00
71	OP/SE/M5X/M8DDLE	Mountain Home Police Department	51,871.23
72	OP/SE/M5HVE/M8DDLE	Monticello Police Department	37,683.32
73	OP/SE/M5HVE/M8DDLE	Mountain View Police Department	18,391.73
74	OP/SE/M5HVE/M8DDLE	Nevada County Sheriff's Office	1,667.36
75	M8TR	Newport Police Department (eCrash)	68,596.51

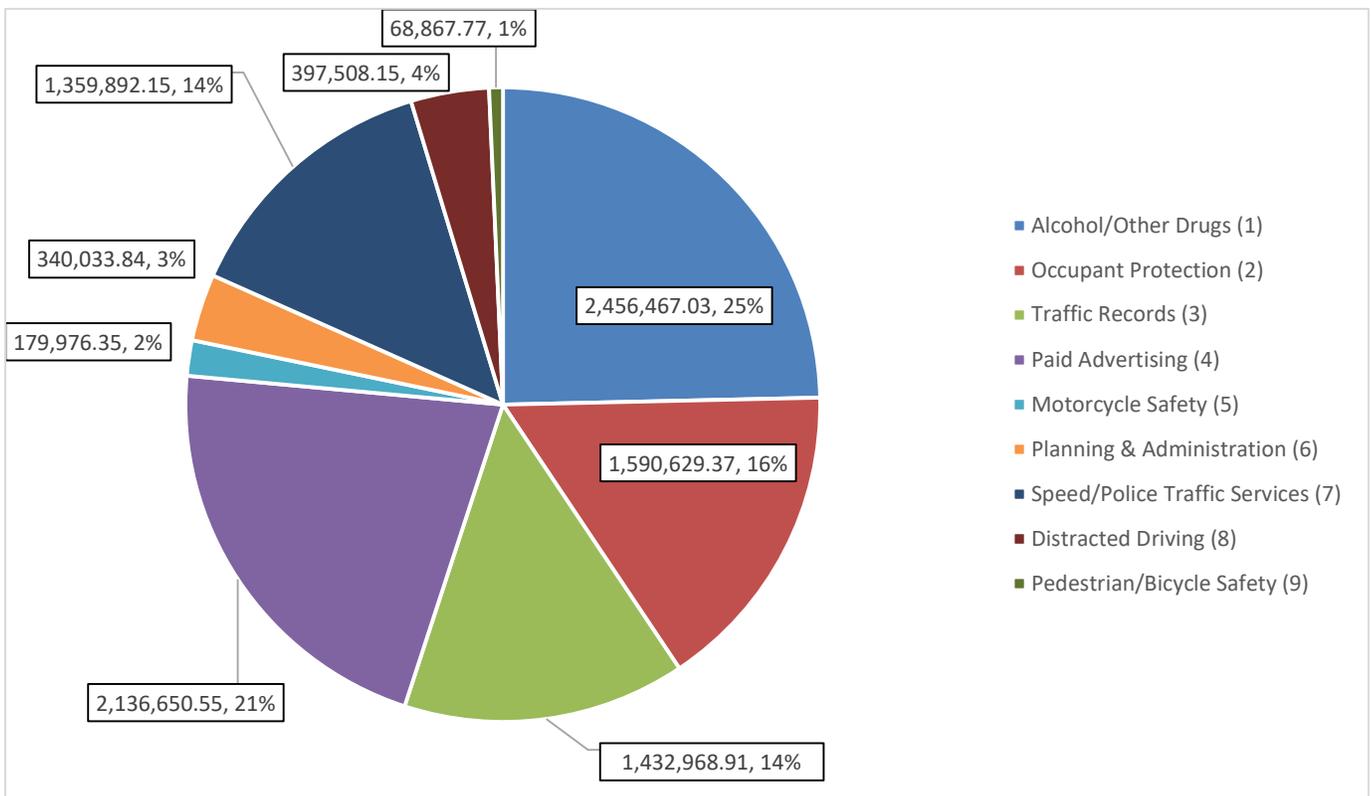
FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	
76	OP/SE/M5HVE/M8DDLE	Newton County Sheriff's Office	7,501.46
77	OP/SE/M5X/M8DDLE	North Little Rock Police Department	12,993.03
78	OP/SE/M5HVE	Osceola Police Department	2,462.41
79	OP/SE/M5X/M8DDLE	Paragould Police Department	19,935.82
80	OP/SE/M5HVE/M8DDLE	Pea Ridge Police Department	14,721.59
81	OP/SE/M5HVE/M8DDLE	Pine Bluff Police Department	11,367.08
82	OP/SE/M5HVE/M8DDLE	Prairie Grove Police Department	27,362.35
83	M5CS	Pulaski County DWI Court	8,346.02
84	M7TR	Rogers Police Department (eCrash)	47,501.10
85	OP/SE/M5X/M8DDLE	Rogers Police Department	13,620.47
86	OP/SE/M5X/M8DDLE	Saline County Sheriff's Office	14,900.67
87	OP/SE/M5X/M8DDLE	Searcy Police Department	5,283.96
88	M5CS	Sebastian County DWI Court	5,220.83
89	OP/SE/M5X/M8DDLE	Sheridan Police Department	80,709.89
90	OP/SE/M5X/M8DDLE	Sherwood Police Department	24,049.79
91	M5CS	Sherwood DWI Court	10,478.41
92	OP/SE/M5HVE/M8DDLE	Siloam Springs Police Department	18,945.74
93	M7AL/M7OP/M7TR	SHI Int. Corp.	82,909.31
94	M5CS	Speakup About Drugs	53,188.68
95	OP/SE/M5X/M8DDLE	Springdale Police Department	68,844.19
96	OP/SE/M5X/M8DDLE	St. Francis County Sheriff's Office	34,065.72
97	OP/SE/M5HVE/M8DDLE	Stone County Sheriff's Office	15,975.78
98	OP/SE/M5HVE/M8DDLE	Stuttgart Police Department	799.07
99	OP/SE/M5X/M8DDLE	Texarkana Police Department	17,203.88
100	OP/SE/M5HVE/M8DDLE	Tontitown Police Department	29,211.01
101	OP/SE/M5X/M8DDLE	Trumann Police Department	6,512.42
102	OP/TR	University of Arkansas Fayetteville	179,016.98
103	M5CS	Van Buren County DWI Court	6,813.31
104	OP/SE/M5X/M8DDLE	Washington County Sheriff's Office	12,647.71
105	OP/SE/M5HVE/M8DDLE	West Fork Police Department	1,900.99
106	OP/SE/M5HVE/M8DDLE	West Memphis Police Department	8,263.19
107	SE/M5HVE	Yell County Sheriff's Office	7,833.80
2023 TOTAL			9,426,912.51

FISCAL YEAR 2023 ARKANSAS APPROVED EQUIPMENT

Agency	Quantity	Item Detail	Estimated Cost Each	Total Est. Cost	Funding Source	Planned Activity & Project Numbers	Purchased	Actual Cost
Black River Technical College	1	Intoximeter EC/IR 11.t	15,000	-	405d	AL-2023-10 M5TR-2023-10-10	No. Purchase delayed to FY 2024	-

FISCAL YEAR 2023 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$	2,456,467.03
Occupant Protection (2)	\$	1,590,629.37
Traffic Records (3)	\$	1,432,968.91
Paid Advertising (4)	\$	2,136,650.55
Motorcycle Safety (5)	\$	179,976.35
Planning & Administration (6)	\$	340,033.84
Speed/Police Traffic Services (7)	\$	1,359,892.15
Distracted Driving (8)	\$	397,508.15
Pedestrian/Bicycle Safety (9)	\$	68,867.77
Total	\$	9,962,994.12



- (1) Alcohol/Other Drugs Program includes Sections 402, 405d, and 405e expenditures.
- (2) Occupant Protection Program includes Sections 402, 405b, 405d, and 405d Int expenditures.
- (3) Traffic Records Program includes Sections 402, 405c, 405d, 405d Int, and 405e expenditures.
- (4) Paid Advertising includes Sections 402, 405b, 405d, 405d Int, and 405e expenditures.
- (5) Motorcycle Safety Program includes Sections 402, and 405f expenditures.
- (6) Planning and Administration includes Sections 402, 405d, and 405d Int expenditures.
- (7) Speed/Police Traffic Services includes Section 402 and 405e expenditures.
- (8) Distracted Driving Program includes 405e expenditures.
- (9) Pedestrian/Bicycle Safety included 402 expenditures.

LEGISLATIVE ACTION:

94th General Assembly-- Regular Session, 2023

SB341

Act 681

TO AMEND THE COMMERCIAL DRIVER ALCOHOL AND DRUG TESTING ACT TO COMPLY WITH FEDERAL MOTOR CARRIER SAFETY ADMINISTRATION REGULATIONS.

SB481

Act 707

TO AMEND THE LAW CONCERNING THE OPERATION OF AN AUTOMATED ENFORCEMENT DEVICE.

SB504

Act 779

TO PROHIBIT PEDESTRIANS ON A CONTROLLED ACCESS HIGHWAY.

SB511

Act 714

TO AMEND THE LAW CONCERNING PARTICIPATING IN A DRAG RACE ON A PUBLIC HIGHWAY.

HB1437

Act 269

TO AMEND THE LAW CONCERNING THE OPERATION OF AN ALL-TERRAIN VEHICLE ON A PUBLIC STREET OR HIGHWAY BY AN EMPLOYEE OF A UTILITY, TELECOMMUNICATIONS, OR CABLE COMPANY.

HB1486

Act 445

TO AMEND THE LAW CONCERNING DISTRACTED DRIVING; AND TO CREATE ASHTON'S AND ABBIE'S LAW.

HB1548

Act 550

TO AMEND THE LAW CONCERNING THE PERIOD OF TIME CERTAIN DRIVER'S LICENSE APPLICANTS ARE REQUIRED TO WAIT TO COMPLETE THE DRIVER'S EXAMINATION; AND TO DECLARE AN EMERGENCY.

HB1632

Act 735

TO AMEND THE LAW CONCERNING IMPLIED CONSENT FOR TESTS TO DETERMINE A PERSON'S BLOOD ALCOHOL CONCENTRATION FOR A PERSON WHO DRIVES A COMMERCIAL MOTOR VEHICLE.

HB1633

Act 815

TO AMEND THE LAW CONCERNING THE AMOUNT OF PROPERTY DAMAGE TO A VEHICLE INVOLVED IN AN ACCIDENT REQUIRES AN ACCIDENT REPORT BY LAW ENFORCEMENT.

HB1635

Act 816

TO AMEND THE LAW CONCERNING THE RESTRICTIONS ON A DRIVER WHEN OVERTAKING AND PASSING A VEHICLE ON THE LEFT.

HB1712

Act 825

TO AMEND THE ARKANSAS SPEED TRAP LAW.

Noteworthy Accomplishments and Results

Regional Conference

The Arkansas Highway Safety Office hosted the 2023 NHTSA Region 7 State Partners Meeting on April 18th-19th, 2023 in Rogers, Arkansas. Representative(s) from each of the Region 7 states, Arkansas, Iowa, Kansas, Missouri, and Nebraska were in attendance for the two-day annual partner's meeting. NHTSA staff assisted in facilitating the event, where states were able to get a NHTSA update from Barbara Sauers, Associate Administrator. The AHSO was also able to coordinate a Public Engagement Panel, which featured delegates for Enforcement, Education, Engineering, EMS/Post-Crash Care, and Equity. AHSO arranged for a guest speaker from Walmart to be in attendance to discuss Wal-Mart's Autonomous Vehicle Program. Information was also provided on the Arkansas Judicial Outreach Liaison, the Regional Toxicology Liaison, Law Enforcement Liaison, Safe Across Pedestrian Program, emerging data collection technology, Arkansas's Data Deep Dive, Missouri's SWOT Analysis, and upcoming campaigns.

Data Deep Dive: SWOT Analysis

On May 16th, 2023, the AHSO coordinated our first Data Deep Dive: Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis driven by data collated through a partnership with the Arkansas Center for Health Improvement (ACHI). Attendees included relevant stakeholders, partners, and community leaders throughout Arkansas. NHTSA assisted the AHSO with introducing the SWOT Analysis and provided an overview of the information it would include. ACHI conducted a through presentation on the data trends in Arkansas, drilling down into the areas in which underserved and overrepresented populations are most affected. A directed discussion followed the presentation where attendees focused on the most prominent SWOT areas, discussions of priority actions, and next steps. The Data Deep Dive: SWOT Analysis proved an invaluable resource to the AHSO in preparation for the THSP and planning out PP&E goals for Arkansas.

Project Engagement & Feedback

On May 31st, 2023, the AHSO sent out a detailed survey as a tool to evaluate sub-grantees and traffic safety partners mid-year. The survey was a fillable PDF that included customized questions to the specific sub-grantees based on their categorization as a STEP, Mini -STEP or general grant (non-law enforcement) organization or agency. The AHSO gained numerous responses and received very constructive feedback through this evaluation process. This feedback was analyzed by AHSO staff to create measurable outcomes for FY24 on how to improve programs and projects. The AHSO plans to further modify the questions from the survey and implement this evaluation practice annually moving forward.

AHSO Central Arkansas Vulnerable Road User & Motorcyclist Summit & Equity Roundtable

AHSO implemented preliminary planning stages for a Central Arkansas Vulnerable Road User & Motorcyclist Summit and Equity Roundtable which will take place in April/May 2024 to address prominent traffic safety issues and develop relationships to gain feedback from the affected minority and underserved and overrepresented populations in Arkansas. The Summit will identify local Arkansans, Stakeholders, Partners, Law Enforcement, Vulnerable Road Users, Motorcyclists and more on important highway safety issues and safe practices to address these vulnerable populations with a various speakers and breakout sessions. The next day following the Summit, AHSO plans to host an Equity Roundtable where local community members from minority populations and those that are underserved and overrepresented in fatality crash data will be invited to create an open dialogue with AHSO to discuss their feedback, opinions, and ideas on how to make Arkansas roadways safer for everyone. The AHSO Public Information and Education Program Manager reached out to Angela Freemyer at the University of Missouri to explore their role in planning the Missouri statewide conference and how Arkansas might be able to access and coordinate similar support for our summit planning efforts.

Communication and Outreach

The AHSO was able to communicate their mission of reaching zero fatalities on Arkansas roadways throughout the state by interacting with various law enforcement agencies and traffic safety partners using the effective AHSO logo, slogan, and information on the TZDArkansas.org website. This increase in shared information and communication allowed the AHSO to reach more people and further develop the goals of the Highway Safety Office to reduce traffic fatalities and serious injuries. The AHSO Public Information/Education Program Manager joined the High Five Rural Traffic Safety Project as a communications liaison for local law enforcement agencies to get assistance with social media content and publicity. These involvements allowed the Arkansas Highway Safety Office to expand their communication efforts and raise awareness of traffic safety practices throughout the state. The AHSO Public Information/Education Program Manager collaborated with the AHSO ad agency, CJRW, to rebrand and revitalize the AHSO brand with the creation of a new website featuring the AHSO name and new logo, changing from the previous branding of “Towards Zero Deaths (TZD) Arkansas”, as well as updating all social media accounts to also reflect these changes. The AHSO is also in the planning stages of finalizing an AHSO Newsletter to send out to local partners, stakeholders, and partners to create additional involvement and engagement with our agency. The AHSO has made these updates in hopes of providing more awareness about the Highway Safety Office and our goals and to increase outreach and networking opportunities among potential partners and everyday Arkansans.

Natural Wonders Partnership Council

In 2023, the AHSO connected with the Natural Wonders Partnership Council (NWPC). The council has set up a designated workgroup to assist with activities and a timeline for the AHSO “Public Participation and Engagement” program.

Pedestrian and Bicyclist Safety Outreach Efforts

AHSO and Arkansas Children’s Hospital (ACH) partnered with Arkansas State University’s A-State Student Government Association and University Police to collaborate on a crosswalk safety awareness event on March 15, 2023, called “Watch for Red Wolves.” AHSO Program Manager attended this event, in which volunteers were placed at the two major crosswalks on campus in Jonesboro, AR for the class changes to remind drivers to “Watch for Red Wolves.” They also worked with the University of Conway in Arkansas’ “Brake for Bears” program. Staff from ACH/IPC met with several community leaders in bicycle safety, specifically in northwest AR. AHSO also contracted with the University of Arkansas in Fayetteville in 2023 to have Razorback Courtside signage at the college’s home basketball games this season that displayed a message for Pedestrian and Bicyclist Safety communicating “Play By the Rules. Drive By the Rules. Watch for Pedestrians. Drive Safe, #SafeARLives” featuring a crosswalk and discouraging cell phone use while driving. These connections with colleges throughout Arkansas have created opportunities for additional networking and messaging opportunities that the AHSO plans to continue to explore and expand.

The AHSO communicated with Dr. John Landosky, Bicycle Pedestrian Coordinator with the City of Little Rock, to attend the AHSO Data Deep Dive: SWOT Analysis.

Motorcycle Outreach Efforts

The AHSO continued efforts to promote motorcycle safety alongside Alliance Highway Safety in 2023. The AHSO began talks with the Arkansas Department of Finance & Administration (DF&A) – Office of Driver Services to discuss mailing pamphlets to all registered motorcycle owners in Arkansas encouraging them to get their Class M motorcycle endorsement on their driver’s license and decrease the number of crashes involving non-endorsed motorcyclists in Arkansas due to a lack of motorcycle training that is seized and readily available from the state and from the Motorcycle Safety Foundation (MSF). Collaboration with DF&A yielded a product to reverse this trend by mailing out a reminder to all registered motorcycle riders in Arkansas to attain their motorcycle endorsement, if they have not already done so. This was done by creating an 8.5” x 11” paper, designed by the

AHSO, that includes the importance of, and opportunities to attain, a Class M/MD endorsement on one's Arkansas driver's license, along with a QR code that is linked to additional online resources through MSF and Arkansas Driver Exam Information. This 1-page paper was finalized in March 2023 and was approved to be in a registered rider's registration renewal papers, which are mailed 45 days prior to the motorcycle registration's expiration, for the next 12 months. AHSO hopes to work alongside other organizations such as the Motor Vehicle Network to spread this plan into DMVs and State revenue offices around the state.

Currently, the position of Motorcycle Safety Foundation (MSF) Safety Coordinator for the State of Arkansas remains vacant. The AHSO continued to work with the MSF national office in 2023 to try and fill this position. Future communications between our offices may include a reestablishing of the Arkansas Motorcycle Safety Advisory Committee (AMSAC).

High-Five Program

Arkansas was one of two states selected to participate in the implementation of pilot projects for the High-Five Program created by the Iowa Governor's Traffic Safety Bureau (GTSB). The concept of the program is to increase seat belt compliance rates and decrease overall serious crashes in rural areas through a multi-disciplinary approach involving enforcement, education, and engineering. AHSO staff participated in several planning sessions along with a project oversight board before the High Five Kickoff Event was held in June 2022. Five rural counties were selected based on data supplied by the AHSO and ARDOT in conjunction with FARS and statewide data. Each of the five counties had significant crash rates and below average seat belt compliance rates. County Sheriff's Offices and Arkansas State Police conducted enforcement of seat belt laws. Information cards and fliers were handed out in the 5 counties to educate the public about the High Five Project and the importance of seat belt usage. The project also involved a partnership with ARDOT to conduct road assessments in the selected counties and assist them in making necessary improvements. This project was completed in June 2023 and a final meeting with the High Advisory Board (RTSAB) was held on December 14th, 2023, to review a summary of the High Five demonstration in Arkansas.

Key takeaways from the Arkansas High Five project included the need for the Arkansas LEL position to take the lead in this type of initiative going forward; addressing issues related to making road assessments or other assessments part of a project without funding to follow through with the necessary improvements, and determining the most effective strategy(s) for the development of an effective project prototype for Arkansas and a process for the identification of appropriate agencies to participate in the implementation of any adaptation(s) of this concept going forward.

Presser Research Group is working on a final evaluation for the AR High Five Project. We anticipate this to be completed prior to the FY25 Triennial HSP update. Once we receive the final evaluation we can move forward with the creation and implementation of a new AR project utilizing this prototype.

eGrant System

AHSO contracted with AGATE Software Inc. to create a web-based grants management system which was implemented in March 2019. The system allows the AHSO to create grants, proposal solicitations, application reviews and application approval, generate agreements, project reporting and program monitoring electronically. This core software system has now been upgraded and support for the system that AHSO is currently using is being phased out. The AHSO evaluated AGATE's new IGX system during 2023 and decided to transition to the new version. This transition should be completed in time for the FY26 Grant Cycle.

Arkansas Children's Hospital

ACH/IPC organized two impactful Community Events known as the Safer Teen Driving ROADeo, held on October 15, 2022, in Hot Springs (Garland County) and August 26, 2023 Little Rock (Pulaski County). These events were designed to provide comprehensive education on Teen Driving, Graduated Driver Licensing (GDL), Pedestrian safety, Bicyclist safety, and Motorcycle safety. A total

of 149 families participated in these events; however, the success of the Safer Teen Driving ROADeo events were not only evident in the number of families reached but also in the commitment shown by both Garland County and Pulaski County. Both counties expressed their intention to sustain and strengthen their involvement and partnership in the upcoming fiscal year, reinforcing the long-term impact of these initiatives on community safety and awareness.

Traffic Records- Crash Entry

AHSO Traffic Records has eliminated the crash entry backlog. As of September 2023, crash entries continue to be up to date. MMUCC 5th edition compliance should be completed by the end of FY24 and work has begun toward MMUCC 6th edition compliance.

eCrash and eCite

A partnership with ARDOT resulted in a second RFP to assist local law enforcement agencies with equipment and facilitate participation in the eCrash system. As of May 13, 2022, 279 local Arkansas law enforcement agencies (approximately 92%) including the Arkansas State Police, were submitting their data electronically through eCrash. In 2023 this increased to approximately 99% of Arkansas crash reports being submitted through eCrash. 195 local law enforcement agencies have been trained on eCite in addition to all ASP troops.

STEP and Mini STEP

In FY 2023, results of these strategies and hard work promoting the STEP and Mini STEP programs have demonstrated the following: The last four years have shown a 50% increase in law enforcement (LE) participation, shifting from 32 law enforcement agencies in FY 2016 to 75 law enforcement agencies participating in STEP mobilizations across the State in FY 2023. Issues related to the COVID pandemic, and a lack of law enforcement officers impacted these efforts. However, expanded enforcement efforts in more rural areas where data shows 70% of Arkansas’s overall fatalities occur seems to be having a positive impact (via SB use rate increases in local surveys. lower DUI numbers etc.).

Total STEP & M-STEP Citations	FY22	FY23
DWI Citations	1,001	830
Seatbelt Citations	5,606	6,327
Speeding Citations	16,824	20,311
Distracted Driving Citations	979	1,915

Seat Belt Usage Rate

The results of the most recent observational seat belt use survey showed a use rate of 81.0%, representing an increase of 1.9% in seat belt usage rates, in contrast to the local survey results for our STEP and Mini-STEP agencies. Local pre and post surveys conducted by STEP and Mini-STEP projects around the CIOT mobilization showed a 4% increase in seat belt use for sustained STEPs and a 4% increase in seat belt use for mini-STEPs.

Planned Activities Not Implemented:**Pedestrian/Bicycle Public Awareness Campaign: Arkansas Department of Transportation**

ARDOT advised that they had funding available to allow this project to become self – sufficient.

Inactive STEP/MINI STEP Projects:

Cave City Police Department Mini-STEP – This agreement started before the Thanksgiving Seat Belt Mobilization and only reported enforcement activity for that mobilization. AHSO program managers made several attempts contact the Coordinator and Chief of Police to get them to report their activities and submit reimbursements. A program manager finally reached the new coordinator who confirmed they may have worked more, but don't have any records.

Stuttgart Police Department Mini-STEP – participated and was reimbursed for the Thanksgiving Seat Belt Mobilization. AHSO Program Managers tried to reach the coordinator or Chief of Police by email and phone calls afterwards with no success. It was included in communications that if AHSO did not receive Mobilization Reports and Reimbursement Requests they would not be paid for any overtime worked for STEP enforcement. No response was received.

West Fork Police Department Mini-STEP –Mobilization Reports and Reimbursement Requests were submitted for the October Distracted Driving Mobilization and Thanksgiving Seat Belt Mobilization. AHSO staff attempted contact with the coordinator and Chief of Police with no success. It was later discovered that the coordinator had been released due to issues unrelated to the STEP agreement and that the Chief of Police had passed away. In August contact was made with the new Chief of Police. It was determined that no additional STEP overtime enforcement efforts were conducted.

Hempstead Co SO Mini-STEP – spent zero funds but submitted all Mobilization Reports and Reimbursement Requests. Reason given was “no officers were able to work this mobilization”. (The good news is they have already requested funds for one mobilization in FY24.)

Prescott PD Mini-STEP –Agreement signed 3/22/23 and instructions/Officer Daily Worksheets were mailed but no Mobilization Reports or Reimbursement Requests submitted for the remaining 6 Mobilizations.

Bauxite PD Mini-STEP – spent 22% of funds on the first four mobilizations. Purchased equipment but no reports submitted after that.

Nevada Co Mini-STEP – spent 5% of their total funds during the first 3 mobilizations, submitted 3 more mobilization reports but no reimbursement requests.

St. Francis Co - Issues were mainly due to scheduling. They have a year-round STEP, so working around their officers' schedule was a lot easier than just coming in during mobilizations. They also had a new Project Coordinator that misunderstood that the officers that work STEP enforcement during mobilizations that were the same enforcement type as the mobilization would count on both their Monthly Activity Report and Mobilization Report. That issue has been clarified and they will be managing their time and resources better to make sure mobilizations are worked and reported.

Sherwood PD - Officers were unable to work the FY23 mobilizations due to short staffing. Multiple officers have been asked to work other shifts to ensure the city is covered.

Searcy PD - The 2022/2023 year was spent with a shortage of manpower to work the STEP grant. During this time, they had new officers attending police academy and as they graduated went through field training these 2 factors made it difficult for trained officers interested in working the grant to put forth the time and effort to work mobilizations as well.

Arkansas' Law Enforcement Liaison (LEL) position:

The AR LEL position has been vacant since the retirement of the previous LEL in 2022. The position is responsible for promoting and recruiting law enforcement agencies to participate in safety mobilizations. It has taken a good amount of time to fill the position due to issues related to the COVID pandemic and efforts to secure approval for a full-time position.

Just recently the AHSO received approval for the full-time position. The position has now been filled with a start date of January 8, 2024. As a result, we hope to see an increase in the number of participating agencies, expanded enforcement efforts, and maximum impact of those efforts.