

FY 2021 Highway Safety Plan

ARKANSAS

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

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

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

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

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

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

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

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

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

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

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

Highway safety planning process

HIGHWAY SAFETY PLAN DEVELOPMENT SCHEDULE FOR FY 2021

<u>Task</u>	<u>Completed By</u>
Begin problem identification:	
*Collect and analyze data	October
*Identify and rank problems	thru March
*Establish goals and objectives	
PMs, HSM and Administrator conduct planning meetings	April
PMs, HSM and Administrator conduct planning meetings	April
HSM request proposals from sub-grantees/contractors	May
Program Managers (PMs) submit charts and tables of program area data to Highway Safety Manager (HSM)	May
PMs meet with HSM and Administrator to review problem identification	May
Deadline for submission of proposals from sub-grantees/contractors	June
Draft narrative of problem identification, proposed countermeasures and performance measures for HSP	June
Select and rank proposed countermeasures (projects) PMs, HSM and Administrator	June
Estimate available funding	June
PMs submit drafts for program areas	June
PMs submit drafts for 405/Incentive grants to HSM	June
Draft PP, HSP and 405/Incentive grants reviewed by Administrator	June
Submit final PP, HSP and 405/Incentive grants for Director's signature	June 6
Submit PP, HSP and 405/Incentive grants to NHTSA & FHWA	June 15
PMs prepare agreements/contracts & submit for review	June
Send agreements/contracts to sub-grantees/contractors for signature	August
Agreements/contracts returned for Director's signature	August
Submit agreements/contracts for Director's signature	September
Mail copy of signed agreements/contracts to sub-grantees/contractors	September
Program implementation	October

PROBLEM IDENTIFICATION PROCESS

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

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

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

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

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

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

Processes Participants

The AHSO coordinates with the following State and local agencies to obtain data and other information.

Criminal Justice Institute

Arkansas Highway Police

Arkansas Crime Laboratory

Arkansas Department of Health

Local Law Enforcement Agencies

Arkansas Department of Education

Arkansas Crime Information Center

Arkansas Administrative Office of the Courts

Arkansas Office of the Prosecutor Coordinator

Arkansas Department of Transportation

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

The AHSO also collaborates with the following groups:

Arkansas Traffic Records Coordinating Committee

Strategic Highway Safety Steering Committee

EMS/Emergency Medical Services for Children Advisory Committee

Building Consensus for Safer Teen Driving Coalition

Arkansas Alcohol and Drug Abuse Coordinating Council

Arkansas Impaired Driving Task Force

Arkansas Texting and Driving Coalition

Arkansas Center for Health Improvement

Description of Highway Safety Problems

Description of Highway Safety Problems

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

FARS data for Arkansas (based on the 5 year period 2014-2018) shows the number of fatalities at 550 in 2015 and 516 in 2018. Preliminary state data shows fatalities at 516 for 2018. The fatality rate per 100 MVMT stands at 1.407 for 2018. Serious injuries (2's only) are down from 3,154 in 2014 to 2,015 in 2018.

While these figures indicate some decreases, an average of 524 motorists still lost their lives while an average of 2,781 were seriously injured in Arkansas over the period 2014-2018. In 2018, there were 516 total traffic fatalities compared to 525 the previous year. Over the past five years, alcohol-related fatalities averaged 141 per year. Arkansas' alcohol-related fatalities in 2018 stood at 26% of the total fatalities. In 2018, there were 134 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities reported compared to 136 in 2014.

The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Motorcycle fatalities account for approximately 13 percent of Arkansas' total traffic fatalities. In 2014 this number stood at 61 but increased to 82 for 2016. Motorcycle fatalities are at 66 for 2018. There were 358 motorcycle involved traffic fatalities in Arkansas for the period 2014-2018.

While fatality numbers were at 600 in 2008, this number decreased to 525 in 2017 with preliminary FARS data showing a continued drop to 516 in 2018. Although the larger populated areas of Arkansas present the most problems involving crashes, the less populated areas exhibit a need for reducing crash numbers on road segments with high crash rates. From 2014 thru 2018, approximately 67% percent of fatalities occurred in rural areas of the state.

A major area of concern continues to be the relatively low seat belt use rate in the State. In 2018, there were 350 passenger vehicle occupant fatalities. Of these fatalities, 177 or 50% were unrestrained. Arkansas' primary safety belt law took effect June 30, 2009. Immediately afterward, the use rate rose from 70.4% to 74.4%. The use rate is currently at 81.9% in 2019. The Arkansas Office of Driver Services reports that the number of seat belt convictions in the state has declined from 2009-2014. During 2015-2019 the number of citations issued has fluctuated as shown on the chart below. Efforts continue to educate law enforcement and the judiciary of the importance of issuing citations and of obtaining convictions.

Citations	2015	2016	2017	2018	2019
Speeding Citations	6,771	10,674	18,252	17,922	19,396
Seat Belt Citations	25,335	22,407	21,162	23,401	23,514
DUI Citations	1,246	1,072	1,065	826	821

It is obvious from the statewide problem analysis that the most effective reduction of fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate and a reduction in speeding and impaired driving. Therefore our focus remains on creating aggressive, innovative and well publicized enforcement in conjunction with education programs and an increased focus on citations and arrests.

Arkansas conducted an OP Assessment September 16-21, 2018. In 2021, (where COVID 19 precautions allow) the AHSO will continue to address key recommendations from that assessment including:

- Updating and improving our eGrant web-based grants management system. This system was implemented in March 2019. The AHSO now has the ability to create grants, solicit proposals, review and approve applications, generate agreements, review project reports, and monitor projects and programs electronically. New components are being added that will facilitate additional reporting capacity, and accommodate annual final reports and close out.
- Development of a stand-alone website to highlight traffic safety programs. The AHSO currently partners with ArDOT on a TZD website and provides updates and content on traffic safety.
- A new Traffic Records Program Manager was hired as the data and evaluation person for Highway Safety. They started in January and completed the 2020 FARS training and prerequisite training for Program Manager training. Due to the COVID 19 Pandemic some of the trainings which she was registered have been rescheduled and will be conducted online.
- Continuing work with a legislator who is putting together a bill for next session that will require the use of seat belts for all seating positions.
- Utilizing state data to ID target populations and high-risk time periods to implement earned media campaigns. Coordinating use of social media, press releases etc. with state agencies. Examples: Department of Motor Vehicles (DMV) running spots on DWI and Distracted Driving at all locations. UAMS/Arkansas Children's Hospital utilizing social media channels to reach their target audience.
- Participating in Police Chief's Conference and Sheriff Association Meetings to set up a display booth to network with agencies and distribute STEP brochures and other handouts on the importance of enforcement, information on AHSO funding opportunities and to conduct presentations on the mini-STEP and STEP programs,
- Utilizing in-house LEL to re-engage law enforcement in traffic safety. To date the LEL has contacted 86 agencies with 31 of those submitting applications to implement projects. Agencies are also asked to participate in the mobilizations on a voluntary basis if they are not interested in submitting an application.

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

For Fiscal Year 2021, the projects presented in the HSP include new and continuing STEPs that target identified problem areas as well as specific projects evolving from the analysis of crash data.

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

That Work” along with innovative approaches developed through collaborative efforts with partner agencies are utilized to address Arkansas’ problem areas.

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

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

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

Highest-ranking locals are given priority.

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

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

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

Supporting arguments and issues of concern are presented to the review team prior to individual review and scoring of applications.

Staff members review each application completely.

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

Comments may be added as needed for clarification.

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

Final selections require approval of the HSO Administrator.

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

application agency has had any audit findings is also assessed. Utilizing this information, a determination is made as to whether the proposed project should be funded. Based on the risk assessments, different levels of monitoring may also be recommended.

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

List of Information and Data Sources Consulted for Project Selection

Fatality Analysis Reporting System (FARS)

Arkansas State Crash Data Base

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

Arkansas State Police - Statewide eCite System (Citations)

Driver Services - Citations and Adjudication Reports

Arkansas Crime Information Center (ACIC) - AR Drug Threat Assessment

AHSO Project Results - Data from Previous year(s)

Region 7 State Partners - Input and Experience

NHTSA - "Countermeasures That Work"

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

Identified emphasis areas were selected and reviewed to assure that they are consistent with the guidelines and emphasis areas established by the U.S. Department of Transportation, and National Highway and Traffic Safety Administration. Using the experience and expertise of the Arkansas Highway Safety Office (AHSO) and Arkansas Department of Transportation (ARDOT) professional staff, FARS and state crash data, appropriate overall statewide performance goals and performance measures for selected emphasis areas have been established. Projections are based on 5 year rolling averages and collaboration between ARDOT and Highway Safety Office Staff. Specific goals and target dates are based on past trends and the staff's experience. Historical trends were established through the use of graph and chart information. Personnel from the Arkansas Highway Transportation Department (ARDOT), Federal Highways Administration (FHWA), Metropolitan Planning Organizations (MPOs) and Arkansas Highway Safety Office (AHSO) held several meetings (some online due to the COVID-19 Pandemic) and conducted an in depth analysis of data for fatalities, fatality rate, and serious (incapacitating) injuries. The goals/targets outlined for these performance measures in the FY21 HSP are based on this analysis.

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

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

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

The method to calculate each target is as follows.

- Calculate the moving average for the last five years (2010-2014, 2011-2015, 2012-2016, 2013-2017 and 2014-2018).
- Calculate the average of these five data points.
- For number of fatalities and rate of fatalities, the targets were adjusted utilizing National Safety Council 2018 data in addition to FARS ARF preliminary data. FARS usually adjusts its prior year data (ARF) when current year FARS data is released.
- For number of serious injuries and number of non-motorized fatalities, targets were based on state data and FARS ARF data.
- Targets were then adjusted to account for several internal/external factors that could have a detrimental impact on safety performance, such as the recent state legalization of medical marijuana, increase in the speed limit on freeways/expressways, increased number of crashes captured in the database due to the continued rollout of eCrash statewide, expected change in vehicle miles traveled, changes to bicycle laws, the update to the definition of suspected serious injury implemented in 2017 (which could result in an artificial increase) depending on how serious injuries and non-serious injuries are interpreted and reported by officers, as well as the push by Arkansas State Police to bring agencies that have not been reporting crashes online with eCrash and the additional agencies that are online with eCrash and just now starting to report.

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

Sort Order	Performance measure name	Progress
1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
3	C-3) Fatalities/VMT (FARS, FHWA)	In Progress
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
6	C-6) Number of speeding-related fatalities (FARS)	In Progress
7	C-7) Number of motorcyclist fatalities (FARS)	In Progress
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Met
13	Increase the number of Law Enforcement Agencies using the e Crash system	Met
13	Increase the number of courts using Contexte	Met

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

Progress: **In Progress**

Program-Area-Level Report

C-1 Number Traffic fatalities

Target 2020: 541.2* Current: 524.4*

***Based on 5 year averages**

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

Progress: **In Progress**

Program-Area-Level Report

C-2) Serious Injuries

Target 2020: 3201.4* Current: 2781.0*

***Based on 5 year Averages**

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

Progress: **In Progress**

Program-Area-Level Report

C-3) Fatalities VMT-Total

Target 2020: 1.595* Current: 1.475*

***Based on 5 year average**

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

Progress: **In Progress**

Program-Area-Level Report

C-4) Unrestrained Passengers

Target 2020: 185 Current: 183*

***Based on 5 year Averages**

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

Progress: **In Progress**

Program-Area-Level Report

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

Target 2020: 144 Current: 141*

***Based on 5 year averages**

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

Progress: **In Progress**

Program-Area-Level Report

C-6 Number Speeding -Related fatalities:

Target 2020: 90 Current : 116*

***Based on 5 year averages**

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

Progress: **In Progress**

Program-Area-Level Report

C-7 Number Motorcyclist fatalities:

Target 2020: 72 Current: 72*

***Based on 5 year Averages**

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

Progress: **In Progress**

Program-Area-Level Report

C-8 Number of Unhelmeted Motorcyclist fatalities:

Target 2020: 42 Current: 45*

***Based on 5 year averages**

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

Progress: **In Progress**

Program-Area-Level Report

C-1 Number of Drivers Age 20 or younger involved in fatal crashes

Target 2020: 64 Current: 61*

***Based on 5 year averages**

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

Progress: **In Progress**

Program-Area-Level Report

C-10 Number Pedestrian fatalities:

Target 2020: 44 Current: 48*

***Based on 5 year averages**

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

C-11 Number bicyclist fatalities:

Target 2020: 5 Current: 4*

***Based on 5 year averages**

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

Progress: **Not Met**

Program-Area-Level Report

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

Target 2020: 80% Current: 81.9%*

***2019 survey**

Performance Measure: Increase the number of Law Enforcement Agencies using the e Crash system

Progress: **Met**

Program-Area-Level Report

Increase the number of law enforcement agencies using the eCrash system:

Target 2020: 230 Current:: 249

Performance Measure: Increase the number of courts using Contexte

Progress: **Met**

Program-Area-Level Report

Increase the number of courts Using Contexte:

Target 2020: 94 Current : 107

Performance Plan

Sort Order	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
1	C-1) Number of traffic fatalities (FARS)	5 Year	2017	2021	536.3
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2017	2021	3093.3
3	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2017	2021	1.560
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2017	2021	196
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2017	2021	143
6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2017	2021	131
7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2017	2021	74
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2017	2021	46
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2017	2021	63
10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2017	2021	46
11	C-11) Number of bicyclists fatalities (FARS)	5 Year	2017	2021	5
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2017	2021	82.5%
13	Increase the number of Law Enforcement Agencies using the eCrash system from 249 to 255 for FY21	Annual	2017	2021	258
14	Increase the number of courts using Contexte from 114 to 134 for FY21	Annual	2017	2021	134

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)-2021	Numeric	536.3	5 Year	2017

Performance Target Justification

The methodology used is similar to the previous years. The first step was to calculate the moving average for the last five years. A moving average “smooths” the variation from year to year. Next, an average of each value was calculated. Once the average of the moving averages was calculated, external factors were considered to determine if and how they would impact safety performance. These **external factors** included the following: State legalization of medical marijuana, increase in speed limit on freeways/expressways, lower gas prices, number of vehicle miles traveled. In addition to the external factors, crash reporting is another major consideration. **Crash reporting factors** included the following: Phased rollout of eCrash statewide (in 2019-2020 agencies on the eCrash system increased from 203 to 248) along with increased emphasis by ASP to ensure crash reporting compliance.

2021 Performance Target	Number of Fatalities					
Application of Factors	Average	External Factors	Crash Reporting	Statistical	Adjustment	Target
C-1 Number of Fatalities	525.8	yes	No	No	+2%	536.3

Performance Target Comparison	Number of Fatalities				
	2020 Average	2020 Adjustment	2021 Average	2021 Adjustment	Target
C-1 Number of Fatalities	542	+13%	525.8	+2%	536.3

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	Numeric	3,093.3	5 Year	2017

Performance Target Justification

The methodology used is similar to the previous years. The first step was to calculate the moving average for the last five years. A moving average “smooths” the variation from year to year. Next, an average of each value was calculated. Once the average of the moving averages was calculated, external factors were considered to determine if and how they would impact safety performance. **External factors** included the following: The state legalization of medical marijuana, increase in speed limit on freeways/expressways, updates to the definition of Suspected Serious Injury (2017), number of vehicle miles traveled and the effects of the COVID 19 pandemic on traffic patterns and behaviors. In addition to the above external

factors, crash reporting is another major consideration. The number of crashes being captured in the database has been increasing, which impacts serious injury crash data. Fatal crash data is not as greatly impacted because of the FARS reporting system. **Crash reporting factors** include the following: Phased rollout of eCrash statewide (In 2019-2020 agencies on the eCrash system increased from 203 to 248) along with increased emphasis by ASP to ensure crash reporting compliance.

2021 Performance Target		Number of Serious Injuries				
Application of Factors	Average	External Factors	Crash Reporting	Statistical	Adjustment	Target
C-2 Number of Serious Injuries	3,042.9	yes	yes	No	+1.75%	3,093.3

Performance Target Comparison		Number of Serious Injuries			
	2020 Average	2020 Adjustment	2021 Average	2021 Adjustment	Target
C-1 Number of serious injuries	3,138.6	+2%	3,042.9	+1.75%	3,093.3

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS, FHWA) 2021	Percentage	1.560	5 Year	2017

Performance Target Justification

The methodology used is similar to the previous years. The first step was to calculate the moving average for the last five years. A moving average “smooths” the variation from year to year. Next, an average of each value was calculated. Once the average of the moving averages was calculated, external factors were considered to determine if and how they might impact safety performance. **External factors** included the following: State legalization of medical marijuana, increase in speed limit on freeways/expressways, lower gas prices, increase in the number of crashes being captured in the database and the effects of the COVID 19 pandemic on traffic patterns and behaviors.

2021 Performance Target		Fatalities/VMT				
Application of Factors	Average	External Factors	Crash Reporting	Statistical	Adjustment	Target
C-3) Fatalities/VMT	1.529	yes	yes	No	+2%	1.560

Performance Target Comparison	Fatalities/VMT				
	2020 Average	2020 Adjustment	2021 Average	2021 Adjustment	Target
C-3) Fatalities/VMT	1.560	+2%	1.529	+2%	1.560

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2021	Numeric	196	5 Year	2017

Performance Target Justification

Unrestrained fatalities in Arkansas have fluctuated from 167 (2014) to 196 (2016). In 2018 unrestrained fatalities are at 177. The methodology used to calculate the FY21 target was to calculate the moving average for the last five years. A moving average was used to smooth the variation from year to year. Next, an average of each value was calculated. Once the average of the moving averages was calculated, external factors were considered to determine if and how they might impact safety performance. **External factors** included the following: State legalization of medical marijuana, increase in speed limit on freeways/expressways, lower gas prices, increase in the number of crashes being captured in the database and the effects of the COVID 19 pandemic on traffic patterns and behaviors.

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2021	Numeric	143.0	5 Year	2017

Performance Target Justification

Preliminary ARF data from FARS shows alcohol impaired driving fatalities at 134 in 2018. The methodology used to set the FY21 target is similar to the previous years. The first step was to calculate the moving average for the last five years. Next, an average of each value was calculated. Once the average of the moving averages was calculated, external factors were considered to determine if and how they might impact safety performance. **External factors** included the following: State legalization of medical marijuana, increase in speed limit on freeways/expressways, lower gas prices, increase in the number of crashes being captured in the database and the effects of the COVID 19 pandemic on traffic patterns and behaviors

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)-2021	Numeric	131.0	5 Year	2017

Performance Target Justification

Preliminary FARS ARF data shows speeding fatalities at 131 in 2018. The methodology used to set the FY21 target is similar to the previous years. The first step was to calculate the moving average for the last five years. Next, an average of each value was calculated. Once the average of the moving averages was calculated, external factors were considered to determine if and how they might impact safety performance. **External factors** included: Legalization of medical marijuana, speed limit increases, lower gas prices, increase in number of crashes captured in database, effects of the COVID 19 pandemic on traffic patterns and behaviors in light of issues with speeding associated with reduced enforcement and the increase in speed related fatalities over the past 5 years.

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS) 2021	Numeric	74.0	5 Year	2017

Performance Target Justification

Arkansas repealed the helmet law in 1999, and now only requires helmets for motorcyclists age 21 or younger. Arkansas reported 63 motorcycle related fatalities in 2013. In 2018 fatalities are at 66 and account for approximately 13 percent of Arkansas' total traffic fatalities. The 5 year moving and rolling average methods were used to show long term trends. External factors considered included: Legalization of medical marijuana, increased speed limits and the lack of a helmet law which is key in reducing motorcycle fatalities. The data shown below for Arkansas Counties shows the number of Motorcycle registrations and crashes involving another motor vehicle as well as the number of motorcycle crashes involving an impaired Driver and the effects of the COVID 19 pandemic on traffic patterns and behaviors.

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	Numeric	46.0	5 Year	2017

Performance Target Justification

As stated previously, Arkansas repealed it's helmet law in 1999, and now only requires helmets for motorcyclists age 21 or younger. In 2013, Arkansas reported 40 unhelmeted motorcycle related fatalities. Fatalities were at 59 in 2016 decreasing to 36 in 2017. In 2018 this number rose to 45 and accounts for approximately 68% percent of Arkansas' total Motorcycle fatalities. The 5 year moving and rolling average methods were used to show long term trends. Based on recent increases in the number of fatalities and **External** factors including; Speed limit increases, legalization of medical marijuana and the lack of a helmet law key to reducing motorcycle fatalities. Effects of the COVID 19 pandemic on traffic patterns and behaviors were also considered. The FY21 target was set at 46.

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2021	Numeric	63.0	5 Year	2017

Performance Target Justification

Substantial gains in past years are an indication of the success of past efforts in this area. But taking into consideration the fluctuation in fatalities - rising from (65) FY 15 to (74) FY16 dropping in 2017 to (48) but on the rise again in 2018 (59) it is obvious that improvements are still needed along with changes to the current GDL law. Due to this fluctuation along with external factors such as the increase in the interstate speed limit to 75 mph and increasing issues with distracted driving, a goal of 63 has been established for the 5 year average 2017–2021. The 5 year rolling/moving average methods were used taking annual % changes and external factors into consideration.

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)-2021	Numeric	46.0	5 Year	2017

Performance Target Justification

Fatalities have been on the increase over the past 5 years. A preponderance of the crash data points to user behavior as a contributing factor. Also evident, is motorist behavior, given that the largest numbers of fatalities and serious injuries occurred while the pedestrian or cyclists were taking no improper actions. As the number of road users who choose to walk and bike has increased, so has the number of serious injuries and fatalities to those users. The AHSO will work with ArDOT to identify education strategies to address these increasing numbers. In addition to press-related activities, enforcement and educational efforts are planned for 2021 to bring awareness to both pedestrian and bicyclist safety. In 2014 pedestrian fatalities were at 37 increasing to 49 in 2016 and again to 62 in 2018. A target of 46 has been set for 2017 – 2021).

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)-2021	Numeric	5.00	5 Year	2017

Performance Target Justification

Bicycle fatalities reached a high of 7 in 2014 and low of 3 in 2015 and 2016. Between 2014-2018 a total of 20 persons lost their lives in bicycle crashes. Acknowledging the increase in the number of people across the nation and in Arkansas who walk, run or bike and the number of injuries and fatalities associated with those activities, the AHSO is working to develop programs and activities to address this issue. In addition to press-related activities, enforcement and educational efforts are planned for 2021 to bring awareness to pedestrian and bicyclist safety a goal of 5 was set in this area utilizing the 5 year moving average methods and consideration of other external factors such as the speed limit increase, infrastructure, and changes in the bicyclist and marijuana laws.

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

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2021	Numeric	82.5%	Annual	2017

Performance Target Justification

The most recent observational safety belt survey (2019) now reports usage at 82%. Issues related to the COVID virus prevented the AHSO from conducting the 2020 survey. With a compliance rate of 82%, Arkansas' usage rate is still well below the national average of 90%. Increasing the use rate is a high priority for Arkansas. The AHSOs in-house LEL is working to recruit additional LE agencies to supplement current enforcement efforts and add to the number of STEP and mini-STEP projects that currently enforce and promote the use of safety belts.

Performance Measure: Increase the number of Law Enforcement Agencies using the eCrash system from 238 to 258 for FY2021

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Increase the number of Law Enforcement Agencies using the eCrash system from 238 to 258 in 2021	Numeric	258	Annual	2021

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

Performance Target Justification

eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP. As of April 1, 2020, 238 Arkansas law enforcement agencies submitted their data electronically through eCrash. These agencies represent approximately 56% of all crash submissions in the state of Arkansas annually. The transition to the eCrash has further streamlined the entry of Crashes by ASP. An additional 35 agencies were trained as of April 1, 2020. It is anticipated based on the progress made to date that an additional 20 agencies will be added in FY 21 bringing the total number of agencies online to 258.

Performance Measure: Increase the number of courts using Contexte from 114 to 134 for 2021

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Increase the number of courts using Contexte to 106 (33.65%) by March 31,2019-2020	Numeric	134	Annual	2020

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

Performance Target Justification

Increase the number of courts using Contexte to provide conviction data on-line into the driver’s license data base from 114 in 2020 to 134 in 2021. This system is a two-way communication between the Courts and the DMV, allowing for real-time updates. This is a phase-in project that began with District Courts, then AR Supreme Court/Appellate and Circuit Courts. Arkansas continues to work with the Administrative Office of the Courts (AOC) to increase the number of Courts providing and gaining data in the on-line driver’s license data base. Since the eCite and e Crash projects began approximately 4 years ago 114 courts have been brought on-line. In Arkansas there are a total of 315 Courts including Appellate – 2 District – 238 Circuit – 76. Based on the progress to date and information provided by AOC it is anticipated that 20 additional courts will be added during for FY 2021.

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

I certify: **Yes**

Grant Program Activity Reporting

Citations

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

Seat belt citations: **23,513**

Fiscal Year A-1: **2019**

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

Impaired driving arrests: **821**

Fiscal Year A-2: **2019**

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

Speeding citations: **19,396**

Fiscal Year A-3: **2019**

As shown in the table on page 7, the number of speed citations issued has increased over the past five years while the number of seat belt citations issued have fluctuated during the same period. In regard to impaired driving, the number of DUI citations issued have decreased over the past five years. Arkansas has one of the highest unrestrained fatality rates in Region 7. The percentage of unrestrained fatalities as compared to total fatalities over the last 5 years has ranged from 47% to 51%. There were 177 fatalities involving unrestrained occupants in Arkansas in 2018, which was an increase from the 170 in 2017. In 2018, 51% of these fatalities were unrestrained.

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

Program areas

Program Area: Distracted Driving

Description of Highway Safety Problems

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

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

Although people are concerned about distracted driving, they frequently admit to engaging in such behaviors behind the wheel and the problem continues to get worse. Most drivers have a “Do as I say, not as I do” attitude with regard to distracted driving – they view these behaviors as dangerous, but engage in them nevertheless. The role of distraction in crashes is also difficult to determine because pre-crash distractions often leave no evidence for law enforcement officers or crash investigators to observe and drivers are reluctant to admit to having been distracted during a crash.

- The 2017 NOPUS found that handheld cell phone use continued to be higher among female drivers than male drivers.
- An estimated 415,593 passenger vehicles were driven by people using hand held phones at a typical daylight moment in 2017.
- Handheld cell phone use continues to be highest among 16-24 year-old drivers and lowest among drivers 70 and older.

Although the percentage of drivers using handheld cell phones in 2017 went down from 3.3 in 2016, distracted driving claimed 2,841 lives in 2018. Among those killed: 1,730 drivers, 605 passengers, 400 pedestrians and 77 bicyclists.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	536.3
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	3,093.3

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

Countermeasure Strategy: Communication Campaign DD
Program Area:Distracted Driving

Project Safety Impacts

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

Planned Activities Funding:

- Statewide Communication Campaign

Linkage Between Program Area

Distraction occurs when a driver’s attention is diverted away from driving to some other activity. In 2013, AAA Foundation surveyed 3,103 U.S. residents and found that 9 in 10 (88%) say distracted driving is a “somewhat” or “much bigger” problem today compared to three years ago, and 89% believe drivers talking on cell phones are a “somewhat” or “very serious” threat to their personal safety (AAA Foundation, 2013). In 2015, AAA Foundation repeated this survey with 2,442 U.S. residents and found that almost the same number proportion or percentage (85%) say distracted driving is a “somewhat” or “much bigger” problem today compared to three years ago, and 86% believe drivers talking on cell phones are a “somewhat” or “very serious” threat to their personal safety (AAA Foundation,2016).

- An estimated 415,593 passenger vehicles were driven by people using hand held phones at a typical daylight moment in 2017.
- The 2017 NOPUS found that handheld cell phone use continued to be higher among female drivers than male drivers.
- Handheld cell phone use continues to be highest among 16-24 year-old drivers and lowest among drivers 70 and older.

Distracted driving claimed 2,841 lives nationally in 2018. Among those killed: 1,730 drivers, 605 passengers, 400 pedestrians and 77 bicyclists. In Arkansas more and more fatalities are being attributed to this issue Data on the problem is limited but Arkansas is working to increase officer awareness and processes have been implemented to capture data related to distracted driving in order o provide a clearer picture of the problem that exists in the state.

In 2018 there were 817 drivers involved in crashes that were attributed to be distracted by electronic devices. This number is probably not an accurate representation of the extent of the problem as accidents are often attributed to other major issues such as speed etc. and officers often fail to record distraction as a contributing factor.

The last survey conducted by the U of A Little Rock Survey Research Center in 2018 tracked attitudes, self-reported driving behavior, and awareness of traffic safety enforcement and activities in Arkansas. The survey also assessed knowledge and opinions regarding laws and behavior related to cell phone use.

The survey showed the following results:

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

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

Planned Activities:

- Statewide Communication Campaign

Rationale

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

Unique Identifier	Planned Activity Name
DD-2021-01	Statewide Public Information and Education (PI&E)

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

Planned activity number: **DD-2021-01**

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

Planned Activity Description

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

Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy
Communication Campaign DD

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2020	FAST Act 405e Comprehensive Distracted Driving	405e Public Education (FAST Comprehensive)	\$1,215,000.00	\$1,215,000.00	
2021	FAST Act 405e Comprehensive Distracted Driving	405e Public Education (FAST Comprehensive)	\$615,000.00	\$615,000.00	
2020	FAST Act NHTSA 402	Distracted Driving (FAST)	\$50,000.00		\$0.00
2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$200,000.00	\$200,000.00	\$100,000.00

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

Project Safety Impacts

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

Linkage Between Program Area

- An estimated 415,593 passenger vehicles were driven by people using hand held phones at a typical daylight moment in 2017.
- The 2017 NOPUS found that handheld cell phone use continued to be higher among female drivers than male drivers.
- Handheld cell phone use continues to be highest among 16-24 year-old drivers and lowest among drivers 70 and older.

In Arkansas more and more fatalities are being attributed to this issue. In 2018 there were 817 drivers involved in crashes that were attributed to be distracted by electronic devices. Out of those eighteen of those drivers that were using a cell phone obtained serious injuries. All were at fault in the crash. One-half were single vehicles, although most were parents with children in the car. Of the crashes that were multiple vehicles, all were at fault and most involved hitting another vehicle that had either stopped to turn or slowed to turn or for traffic. One was a multiple vehicle which crossed the road and hit two different cars. Almost all of those involved texting. One was using a hands-free device and driving too fast for conditions. The majority of the single vehicle crashes were under the age of 30 with passengers. In a majority of the multiple vehicles crashes, the person at fault was over thirty. According to law enforcement personnel the reason distracted driving is highly underreported is because the process to determine cell phone use is so difficult to prove.

Numerous studies demonstrate that high-visibility enforcement (HVE) can be effective in curbing alcohol-impaired driving and increasing seat belt use among drivers. NHTSA has examined whether the HVE model can be effective in reducing cell phone use and texting among drivers. Similar to sobriety checkpoints, the objective is to deter cell phone use by increasing the perceived risk of a ticket. The model

combines enforcement with paid and earned media. HVE will utilize local STEP programs as well as statewide enforcement through Arkansas State Police.

Rationale

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

Unique Identifier	Planned Activity Name
DD-2021-02	Local Selective Traffic Enforcement Projects (STEPS)
DD-2021-03	Statewide Selective Traffic Enforcement Project (STEP)

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

Planned activity number: **DD-2021-02**

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

Countermeasure Strategy
High Visibility Cellphone/Text Messaging Enforcement

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$500,000.00	\$125,000.00	
2020	FAST Act NHTSA 402	Distracted Driving (FAST)	\$200,000.00	\$200,000.00	\$200,000.00
2021	FAST Act NHTSA 402	Distracted Driving (FAST)	\$300,000.00	\$300,000.00	\$300,000.00

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

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

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

Planned Activity Description

Funding for statewide selective distracted traffic enforcement through the Arkansas State Police.

Intended Subrecipients

Arkansas State Police

Countermeasure Strategy
High Visibility Cellphone/Text Messaging Enforcement

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$100,000.00	\$25,000.00	
2020	FAST Act NHTSA 402	Distracted Driving (FAST)	\$100,000.00	\$25,000.00	\$0.00
2021	FAST Act NHTSA 402	Distracted Driving (FAST)	\$100,000.00	\$25,000.00	\$0.00

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

For the period from 2014 through 2018 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, dropping to 26% of total fatalities for 2018. Fatalities for 2017 were at 525 declining to 516 (FARS ARF data in 2018). Alcohol related fatalities decreased from 146 in 2017 to 134 in 2018. The following chart shows the 30 counties with the highest alcohol related fatalities.

Alcohol Related Fatalities By County For 2014-2018							
	County	2014	2015	2016	2017	2018	Total
1	Pulaski	14	16	14	16	22	82
2	Washington	11	5	9	7	5	37
3	Garland	9	9	9	1	7	35
4	Benton	2	12	4	5	6	29
5	Craighead	4	4	6	6	2	22
6	Jefferson	7	7	1	3	3	21
7	White	4	4	7	3	2	20
8	Carroll	2	5	4	4	3	18
9	Crawford	5	1	3	5	4	18
10	Crittenden	6	1	3	1	7	18
11	Sebastian	3	1	5	4	5	18
12	Hot Spring	4	7	3	1	2	17
13	Saline	5	5	3	2	2	17
14	Faulkner	2	6	1	4	3	16
15	Miller	0	4	1	5	5	15
16	Lonoke	2	5	3	2	1	13
17	Independence	4	2	4	2	0	12
18	Union	1	4	2	1	3	11
19	Baxter	1	2	0	2	5	10
20	Mississippi	2	1	2	4	1	10
21	Poinsett	0	4	2	2	2	10
22	Yell	1	0	3	5	1	10
23	Boone	1	2	1	2	3	9
24	Clark	3	0	1	1	4	9
25	Hempstead	3	1	2	2	1	9
26	Jackson	0	2	4	2	1	9
27	Pope	1	1	1	4	2	9
28	Lawrence	3	0	1	1	3	8
29	Monroe	0	1	5	2	0	8
30	Conway	2	1	1	0	3	7
	Total	102	113	105	99	108	527

In 2017, the Arkansas Crime Information Center (ACIC) reported 10,811 driving while intoxicated arrests and preliminary numbers for 2018 show 9,359 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. Efforts continue to include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.

DWI/DUI ACIC NIBRS – ASP DUI TOTALS

YEAR	ACIC	ASP	TOTAL
2010	10747	8410	19157
2011	9920	7386	17306
2012	9718	6883	16601
2013	8010	6052	14062
2014	7204	5147	12351
2015	7134	4821	11955
2016	6839	4160	10999
2017	6094	4717	10811
2018	6185	3174	9359

***NOTE: ITEMS IN RED FONT INDICATE PRELIMINARY COUNTS. THE ACIC IS STILL COLLECTING NIBRS DATA FOR 2018 AND THE TOTALS MAY FLUCTUATE.**

In addition to the DWI alcohol problem, the drug threat to the state of Arkansas covers the full spectrum of all types of drugs.

Arkansas voters approved the Arkansas Medical Marijuana Amendment (AMMA) with 53% of the vote on Nov. 8, 2016. The law allows seriously ill patients to obtain and consume medical marijuana with a doctor’s approval and establishes licenses for state cultivation facilities and dispensaries. After the Arkansas Supreme Court in June 2018 reversed a Pulaski County Circuit judge’s decision three months earlier to block the issuing of licenses, the Arkansas Medical Marijuana Commission awarded licenses to five cultivation companies. In August 2018, the commission chose Public Consulting Group to grade more than 200 dispensary applications it has received and 32 businesses to sell under Arkansas’ marijuana laws. All state dispensary locations that have been granted licenses are listed on the Arkansas Medical Marijuana Commission website. There are a handful of but that number will continue to grow as more of the 32 licensees come online in their respective markets. Four marijuana cultivation and dispensary companies were selected for each of eight zones that span the state

Marijuana is still the most widely abused and available drug in the state with issues exacerbated by the increase in potency. Methamphetamine is also a significant threat, with the diversion and abuse of pharmaceuticals next. This continues to increase and pose a significant problem to law enforcement. Heroin use is increasing and appears to be a direct result of the abuse of pharmaceutical drugs as abusers transition to heroin when pharmaceuticals are not available. Crack Cocaine is also highly abused with an increasing threat from new Psychoactive Drugs. The Arkansas Crime Lab began testing all crash fatalities for substances other than alcohol in 2017.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5 Year	143.0

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

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

Project Safety Impacts

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

Linkage Between Program Area

Problem ID: For the period from 2014 through 2018 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, dropping to 26% of total fatalities for 2018. Fatalities for 2017 were at 525 declining to 516 (FARS data in 2018. Alcohol related fatalities increased from 146 in 2017 to 134 in 2018.

Performance Target: A target of 143 was established (5-year average) 2017–2021. The passage of a medical marijuana law and increased drug issues could contribute to fatalities in this area.

Countermeasure Strategy: Communication

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

Rationale

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

Unique Identifier	Planned Activities in Countermeasure Strategy
AL-2021-03	Traffic Safety Non-Commercial Sustaining Announcement Eval Program
AL-2021-05	Statewide Public Information and Education

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

Planned activity number: AL-2021-03

Planned Activity Description

Distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of \$300,000 in documented public service air time for traffic safety awareness messages.

Intended Subrecipients

Arkansas Broadcasters Association

Countermeasure Strategy
Communication Campaign (Impaired Driving)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$37,500.00		\$0.00
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$37,500.00		\$0.00

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

Planned activity number: AL-2021-05

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

Planned Activity Description

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

Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy in Planned Activity
Communication Campaign (Impaired Driving)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	\$300,000.00	\$300,000.00	
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$100,000.00		
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$100,000.00		
2020	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	\$400,000.00	\$400,000.00	
2021	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	\$400,000.00	\$400,000.00	

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

Project Safety Impacts

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

Linkage between Program Area

For the period from 2014 through 2018 the percentage of impaired driving fatalities, as a percentage of the total were at 27 %, dropping to 26% of total fatalities for 2018. Alcohol related fatalities decreased from 146 in 2017 to 134 in 2018.

Over the past several years arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP. Mothers Against Drunk Driving (MADD) recently discontinued their state office in Arkansas but will continue to provide services through their Regional Office. The AHSO is currently exploring options to continue court monitoring projects in counties with the largest number of DWI fatalities (Chart Pg 32) that will follow DWI/DUI cases through the court process and identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in the judicial implementation of Arkansas's ignition interlock law.

Rationale

Shinar (1992) found that court-monitored cases in Maine produced higher conviction rates and stiffer sentences than unmonitored cases. Probst et al. (1987) found that judges, prosecutors, and other officials in 51 communities believed that court monitoring programs helped increase DWI arrests, decrease plea

agreements, and increase guilty pleas. This strategy was chosen to increase awareness of the judiciary and obtain more convictions to impact and reduce the number of impaired drivers and the fatalities and injuries associated with them.

Unique Identifier	Planned Activity Name
AL-2021-12	Court Monitoring Program

Planned Activity: **Court Monitoring Program**

Planned activity number: **AL-2021-12**

Primary Countermeasure Strategy ID: **Court Monitoring**

Planned Activity Description

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

Intended Subrecipients

TBD

Countermeasure Strategy
Court Monitoring

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$100,000.00		
2020	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$100,000.00		

Countermeasure Strategy: Drug Recognition Expert (DRE) Training

Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

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

Linkage Between Program Area

For the period from 2014 through 2018 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, dropping to 26% of total fatalities for 2018. Fatalities for 2017 were at 525 declining to 516 (FARS data in 2018. Alcohol related fatalities decreased from 146 in 2017 to 134 in 2018.

According to the Drug Enforcement Administration’s Drug Threat Assessment for Arkansas, the drug threat to the state of Arkansas covers the full spectrum of all types of drugs. The Arkansas Crime Lab began additional testing of fatalities for substances other than alcohol in 2017.

Marijuana is the most widely abused and available drug within the state. The issues related to marijuana are exacerbated by the increase in potency and legalized medical marijuana. In 2016, Arkansas voters passed a ballot measure to legalize medical marijuana. A system for the cultivation, acquisition and distribution of marijuana for qualifying patients through dispensaries was established. In August 2018, the Arkansas Medical Marijuana Commission chose “Public Consulting Group” to grade more than 200 dispensary applications and 32 businesses to sell under Arkansas’ marijuana laws.

Rationale

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

Unique Identifier	Planned Activity Name
AL-2021-02	Traffic Safety/ Law Enforcement Training Project

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

Planned activity number: **AL-2021-02**

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

Planned Activity Description

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

Traffic Safety/Law Enforcement Training Project

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

Intended Subrecipients

Criminal Justice Institute

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$320,000.00		\$240,000.00
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$320,000.00		\$240,000.00

Countermeasure Strategy: DWI Courts

Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

DWI Courts are specialized courts dedicated to changing the behavior of DWI offenders through intensive supervision and treatment. Arkansas now has 13 courts. These courts provide a systematic and coordinated approach to prosecuting, sentencing, monitoring and treating DWI offenders. Prosecutors and judges in DWI courts specialize in DWI cases. The underlying goal is to change offenders' behavior by identifying and treating alcohol problems and holding offenders accountable for their actions thereby rehabilitating offenders, taking impaired drivers off the road, and reducing death and injuries on the streets and highways of Arkansas.

The AHSO works with court jurisdictions statewide and their in-house teams to improve adjudication of traffic laws related to impaired driving. Activities include soliciting and generating interest statewide for the development and implementation of additional DWI Courts. Arkansas has 3 pilot DWI courts. An additional 6 courts completed training in 2011 and implemented their DWI courts in 2012. A 10th court completed training mid-2012, an 11th court in the summer of 2014 and a 12th court in December 2015. One additional court was trained in 2017. A 14th court is scheduled for training in FY2020. This Task provides funding to maintain operations for three pilot DWI courts and assist with training costs for new courts. AHSO will provide funding for initial and enhanced DWI Court Trainings offered through NHTSA/NDICI. Federal funds provide for salaries, fringe benefits, in and out-of-state travel, meeting expenses, maintenance and operations, printing and administration. State/local funds provide additional administrative costs.

Linkage Between Program Area

For the period from 2014 through 2018 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, decreasing to 26% of total fatalities for 2018. Fatalities for 2017 were at 525 but declined to 516 in 2018. Alcohol related fatalities decreased from 146 in 2017 to 134 in 2018.

Rationale

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

Unique Identifier	Planned Activity Name
AL-2021-13	DWI Courts

Planned Activity: **DWI Courts**

Planned activity number: **AL-2021-13**

Primary Countermeasure Strategy ID: DWI Courts

Planned Activity Description

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

Intended Subrecipients

Local District Courts

Countermeasure Strategy
DWI Courts

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$200,000.00	\$200,000.00	\$200,000.00
2020	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$300,000.00	\$300,000.00	\$300,000.00
2021	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$300,000.00	\$300,000.00	\$300,000.00

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

Project Safety Impacts

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

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

Linkage Between Program Area

The percentage of impaired driving fatalities, as a percentage of total fatalities decreased from 27% in 2019 to 26% for 2018. Total fatalities for 2017 were at 525 declining to 516 (FARs ARF) in 2018. Alcohol related fatalities declined from 146 in 2017 to 134 in 2018.

Rationale

It is anticipated that the medical marijuana law and increased drug issues may contribute to higher fatalities in this area. This takes these issues into account as well as anticipated results from increased enforcement efforts (LEL program, sustained high visibility enforcement, and addition of mini-STEPs). Studies have demonstrated that high-visibility enforcement (HVE) is effective in curbing alcohol-impaired driving.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2021-06	Local Selective Traffic Enforcement Projects (STEPs)
AL-2021-07	Statewide Selective Traffic Enforcement Project (STEP)
AL-2021-08	Mini Selective Traffic Enforcement Projects (M-STEPs)
AL-2021-11	Statewide Law Enforcement Liaison (LEL)
AL-2021-14	Statewide In-Car Camera and Video Storage System

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

Planned activity number: **AL-2021-06**

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

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	\$300,000.00
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	\$300,000.00
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	\$300,000.00

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

Planned activity number: **AL-2021-07**

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

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	

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

Planned activity number: **AL-2021-08**

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

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

Countermeasure Strategy
High Visibility Enforcement (Impaired)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$200,000.00		\$200,000.00
2020	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$200,000.00		\$200,000.00
2021	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$200,000.00		\$200,000.00

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

Planned activity number: **AL-2021-11**

The Law Enforcement Liaison will continue to solicit participation of law enforcement agencies in federal and state mobilizations. Information on the rural high five program will be utilized and promoted to counties with a relatively low seat belt use rate and high rate of impaired driving fatalities. Lunch and learn sessions will be conducted with local law enforcement agencies in the area.

Planned Activity Description

LELs will recruit law enforcement agencies statewide to participate in mobilizations and mini-STEP grants in addition to promoting agency participation in sustained STEP programs, other responsibilities will include recruiting agencies for SFST, ARIDE, and DRE training. Information on the rural high five program will be utilized and promoted to counties with a relatively low seat belt use rate and high rate of impaired driving fatalities. Lunch and learn sessions will be conducted with local law enforcement agencies in the area.

Intended Subrecipients

Arkansas State Police -- AHSO

Countermeasure Strategy
High Visibility Enforcement (Impaired)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Alcohol (FAST)	\$50,000.00		\$50,000.00
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$50,000.00		\$50,000.00

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

Planned activity number: **AL-2021-14**

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

Planned Activity Description

This task provides for in-car video cameras and a backend video storage system to aid in the apprehension and prosecution of DWI/DUI violators

Intended Subrecipients

Arkansas State Police

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$500,000.00	\$125,000.00	
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$400,000.00	\$100,000.00	

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

Project Safety Impacts

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

Linkage Between Program Area

Problem ID: Impaired driving fatalities, as a percentage of total impaired driving fatalities were at 27% in 2017 decreasing to 26% in 2018. Total fatalities for 2017 were at 525 declining to 516 (FARs) in 2018. Alcohol related fatalities declined from 146 (2017) to 134 (2018). Recent passage of the medical marijuana law and increased drug issues could contribute to higher fatalities in this area.

Alcohol/Impaired Driving Program Management will provide for the administration of the Impaired Driving Program, necessary staff time travel and training expenses related to the planning, programming, monitoring, evaluation and coordination of the Impaired Driving Program and facilitate continued development and implementation of the AHSO eGrant System that provides for electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, monitoring and evaluating projects.

Rationale

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

Unique Identifier	Planned Activity Name
AL-2021-17	Alcohol and Other Drug Countermeasures Program Management

Planned Activity: Alcohol and Other Drug Countermeasures Program Management

Planned activity number: **AL-2021-17**

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

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police - AHSO

Countermeasure strategy

Countermeasure Strategy
Highway Safety Office Program Management (Impaired Driving)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Int	Alcohol (FAST)	\$100,000.00	\$25,000.00	
2021	FAST Act 405d Impaired Driving Int	405d Int Alcohol (FAST)	\$103,500.00	\$25,900.00	
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$150,000.00		\$0.00
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$100,000.00		\$0.00

Countermeasure Strategy: Judicial Education

Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

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

Linkage Between Program Area

In 2017, the Arkansas Crime Information Center (ACIC) reported 10,811 driving while intoxicated (DWI)/driving under the influence (DUI) arrests. The 2018 preliminary data shows 9,359 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP. Providing updated information on laws and medications enables prosecutors and Judges to do their jobs more effectively.

Rationale

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

Unique Identifier	Planned Activity Name
AL-2021-01	Judicial Training

Planned Activity: **Judicial Training**

Planned activity number: **AL-2021-01**

Primary Countermeasure Strategy ID: **Judicial Education**

Planned Activity Description

Provide adjudication training for approx. 100 Arkansas district judges with emphasis on impaired driving issues. Training may include, but is not limited to, careless driving, radar, search and seizure, probable cause, pharmacology, interaction with other agencies and sentencing. Faculty will be selected from district judges, substance abuse professionals, law enforcement officers, law professors and judges from other states who teach traffic programs in their home state and at the national level. Funding will reimburse in-state and out-of-state travel, tuition, meals and lodging

Three-day judicial training program for approximately 100 State traffic court judges in late September 2021 at a location TBA in Arkansas titled "Updated Impaired Driving Case Fundamentals" by paying for staff at the National Judicial College. Material will include an overview of sentencing practices and evidence based options for traffic offenses; circumstances providing legal basis for stops, searches, seizures arrests and admissibility of testimonial or physical evidence; describe pharmacology to evaluate expert testimony; identify and utilize assessment, treatment, and counseling resources to assist with imposing appropriate sentences and identify new technology and practices used in sentencing.

Fund seven District Court Judges and one judicial educator to attend the American Bar Association Traffic Court Seminar in spring 2021 – date and place TBD.

Intended Subrecipients

Administrative Office of the Courts

Countermeasure Strategy
Judicial Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$80,000.00		\$80,000.00
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$50,000.00		\$50,000.00

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

Project Safety Impacts

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

Linkage between Program Area

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

In 2016, Arkansas voters passed a ballot measure to legalize medical marijuana. This measure will establish a system for the cultivation, acquisition and distribution of marijuana for qualifying patients through dispensaries. State and local taxes will be applied to the sales of medical marijuana and voters can ban marijuana dispensaries and cultivation in their municipalities. In 2019 marijuana dispensaries began sales to holders of medical marijuana cards. Approximately 12,000 Arkansans received cards and the number is expected to increase. The issues related to marijuana are exacerbated by the increase in potency seen in the higher grade strains of marijuana.

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

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2021-09	BAC Intoximeter and Blood Testing Project
AL-2021-15	Motor Vehicle Crash Toxicology Testing

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

Planned activity number: **AL-2021-09**

Planned Activity Description

Funding for Office of Alcohol Testing staff to attend Conferences and trainings including: Association of Ignition Interlock Program Administrators, Lifesavers National Conference on Highway Safety Priorities, Intoximeter Users Group Meeting and may coordinate a two-day conference in Little Rock, AR for law enforcement and other personnel on alcohol testing related to adjudication, prosecution & enforcement. Funding also provides for the purchase of testing supplies and equipment, Intoximeter Hardware, Guth Simulators, and computers equipment items to be purchased are shown below.

Intoximeter Hardware Upgrade (184 units @ \$4,638 ea.)	\$853,420
Guth Simulators (12 @ 1,250 ea.)	\$15,000
Intoximeter Tanks (70 @ \$186 ea)	\$13,000

Intended Subrecipients

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

Countermeasure Strategy
Laboratory Drug Testing Equipment

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$300,000.00	\$75,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$525,000.00	\$131,300.00	
2021	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$175,000.00	\$43,800.00	

Major purchases and dispositions

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

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Immunoassay System	1	\$75,000	\$75,000	\$75,000	\$75,000

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

Planned activity number: **AL-2021-15**

Planned Activity Description

Funds provide for outsourcing toxicology testing of backlogged cases; validation of equipment; purchase of new toxicology analysis equipment. Equipment to be purchased is shown below.

Drug standards kits: (40) \$35,000 Used to conduct confirmation and quantitation analysis

Immunoassay System: (1) \$75,000 Equipment used to perform drug screening.

Auto Sampler Tower: (1) \$25,000

Single Channel Pipette: (5) \$5,000 Used for toxicology analysis, sample preparation.

Drying System: (1) \$60,000

GC-MS: (1) \$110,000

Immunoassay kits: (1) \$185,000 Used to conduct screening analysis

Turbovap LV: (1) \$6,000 ea. Used to outsource validation of immunoassay systems

Intended Subrecipients

Arkansas State Crime Lab

Countermeasure Strategy
Laboratory Drug Testing Equipment

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$250,000.00	\$62,500.00	
2020	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$250,000.00	\$62,500.00	
2021	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$250,000.00	\$62,500.00	

Major purchases and dispositions

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

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Immunoassay System	1	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00
Auto Sampler Tower	1	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
Drying System	1	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00
GC-MS	1	\$110,000.00	\$110,000.00	\$110,000.00	\$110,000.00
Turbo VAP LV	1	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00

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

Project Safety Impacts

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

This project will also supplement the DWI/SFST/DRE program with the Criminal Justice Institute by providing a mobile platform during DRE evaluations that are part of the DRE certification process. Local and Statewide Selective Enforcement Projects will conduct checkpoints as part of their contracts. An In-Car Camera and Video Project will provide necessary equipment to assist Statewide Selective Enforcement.

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

Linkage Between Program Area

In 2017, the Arkansas Crime Information Center (ACIC) reported 10,811 driving while intoxicated arrests and preliminary numbers for 2018 show 9,359 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.

For the period from 2014 through 2018 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, decreasing to 26% of total fatalities for 2018. Fatalities for 2017 were at 225 declining to 516 (FARS) in 2018. Alcohol related fatalities increased from 146 in 2017 to 134 in 2018. Checkpoints will be conducted statewide with emphasis in areas where alcohol related fatalities are highest.

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2021-06	Local Selective Traffic Enforcement Projects (STEPs)
AL-2021-07	Statewide Selective Traffic Enforcement Project (STEP)
AL-2021-10	Law Enf Training Academy BAT & Sobriety Checkpoint Mobile Training
AL-2021-14	Statewide In-Car Camera and Video Storage System

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

Planned activity number: **AL-2021-06**

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

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

Countermeasure Strategies
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	

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

Planned activity number: **AL-2021-07**

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

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

Countermeasure Strategies
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding Sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	

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

Planned activity number: **AL-2021-10**

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

Planned Activity Description

Fund mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint support and training project with the Black River Technical College, Law Enforcement Training Academy. Equipment to be purchased includes:

New BATmobile The AHSO received pre-approval from NHTSA for the purchase of a new BATmobile scheduled to go into service in FY21. The Arkansas Office of State Procurement accepted a bid amount of \$440,000.00. This amount has been pre-awarded for FY2021.

Trafficcloud Software Support: The two LED Signs used at sobriety checkpoints are equipped with GPS and bluetooth capabilities. This technology allows BAT program staff to quickly change traffic messages for motorist safety at sobriety checkpoints. The GPS in the software also allows staff to find the sign boards in the event they are lost or stolen. Funding is provided for a yearly support package which is necessary to utilize the software.

Hudson Sanitizing Fogger with Hospital Grade Virucide & Bactericide: Due to COVID-19 health/safety concerns, funding will also provide for sprayer/foggers and hospital grade cleaners to keep the interior of the BAT Mobile sanitized and safe for all who are t on board for testing

Law Enforcement Body Mounted Camera: A body camera is imperative to provide video documented monitoring of law enforcement and public interactions at sobriety checkpoints.

Intended Subrecipients

Black River Technical College

Countermeasure Strategy
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	\$115,700.00		
2020	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	\$440,000.00		
2021	FAST Act 405d Impaired Driving Mid	405d Mid Training (FAST)	\$200,000.00		

Major purchases and dispositions

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

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
BATmobile	1	\$440,000	\$440,000	\$440,000	\$440,000

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

Planned activity number: **AL-2021-14**

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

Planned Activity Description

This task provides for in-car video cameras and a backend video storage system to aid in the apprehension and prosecution of DWI/DUI violators

Intended Subrecipients

Arkansas State Police

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$170,000.00	\$42,500.00	
2021	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$100,000.00	\$25,000.00	

Countermeasure Strategy: SFST training for Law Enforcement Officers

Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

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

Linkage Between Program Area

For the period from 2014 through 2018 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, decreasing to 26% of total fatalities for 2018. Fatalities for 2017 were at 225 declining to 516 (FARS ARF data) in 2018. Alcohol related fatalities decreased from 146 in 2017 to 134 in 2018.

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2021-02	Traffic Safety/ Law Enforcement Training Project

Planned Activity: Traffic Safety/ Law Enforcement Training Project

Planned activity number: **AL-2021-02**

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

Planned Activity Description

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

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

Provide SFST refresher training to 175 law enforcement officers.

Provide drug recognition expert (DRE) training/education to approximately 24 law enforcement officers.

Provide instructor development training to 24 SFST/TOPS officers and 10 DRE officers.

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

Intended Subrecipients

Criminal Justice Institute

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$320,000.00		\$240,000.00
2021	FAST Act NHTSA 402	Alcohol (FAST)	\$320,000.00		\$240,000.00

Program Area: Motorcycle Safety

Description of Highway Safety Problems

Arkansas reported 61 motorcycle related fatalities in 2014. Fatalities are at 66 for 2018 and account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and now only requires helmets for motorcyclists age 21 or younger. In the years following the change in the law motorcycle fatalities tripled. Motorcycle fatalities were at 23 in 1997 when the state's motorcycle helmet law was repealed. In 2018, 45 of the 66 fatalities or 68 percent were not helmeted. Motorcycle data is provided in the chart below. The chart below shows the number of motorcycle crashes for 2018 and crashes involving an impaired driver.

County or Political Subdivision	Number of registered motorcycles	Number of motorcycle crashes	# of MCC involving another motor vehicle	# of MCC involving an impaired operator	County or Political Subdivision	Number of registered motorcycles	Number of motorcycle crashes	# of MCC involving another motor vehicle	# of MCC involving an impaired operator
Arkansas	264	4	2	0	Lee	61	0	0	0
Ashley	243	0	0	0	Lincoln	95	1	1	0
Baxter	1,324	20	11	3	Little River	181	2	1	0
Benton	5,124	55	27	0	Logan	605	6	2	1
Boone	1,009	16	6	0	Lonoke	1,649	19	11	1
Bradley	132	0	0	0	Madison	294	19	6	0
Calhoun	65	0	0	0	Marion	461	4	1	0
Carroll	726	13	0	0	Miller	641	18	14	1
Chicot	75	2	1	0	Mississippi	417	6	4	0
Clark	253	6	4	0	Monroe	61	1	0	0
Clay	209	1	0	1	Montgomery	188	4	1	0
Cleburne	638	9	2	1	Nevada	95	2	0	0
Cleveland	117	0	1	0	Newton	224	18	3	0
Columbia	294	1	3	0	Ouachita	297	3	0	1
Conway	318	6	9	1	Perry	181	8	0	0
Craighead	1,238	14	16	0	Phillips	136	0	0	0
Crawford	1,257	27	3	1	Pike	171	3	3	0
Crittenden	443	9	0	1	Poinsett	299	2	1	0
Cross	188	1	0	0	Polk	431	10	2	1
Dallas	64	5	0	0	Pope	1,051	23	11	2
Desha	89	1	1	0	Prairie	96	0	0	0
Drew	169	6	5	0	Pulaski	4,343	134	87	3
Faulkner	2,103	28	17	2	Randolph	311	4	0	1
Franklin	341	16	2	1	St. Francis	166	6	6	0
Fulton	255	5	3	0	Saline	1,913	33	12	1
Garland	2,054	49	36	6	Scott	141	1	0	0
Grant	297	2	0	0	Searcy	132	6	2	0
Greene	700	7	3	0	Sebastian	2,548	68	44	8
Hempstead	221	9	1	1	Sevier	223	0	0	0
Hot Spring	577	9	6	0	Sharp	339	4	3	1
Howard	165	0	0	0	Stone	289	7	1	0
Independence	539	10	1	0	Union	521	6	2	0
Izard	297	3	0	0	Van Buren	307	5	2	0
Jackson	224	6	0	0	Washington	3,834	48	23	2
Jefferson	722	3	2	0	White	1,276	24	10	2
Johnson	439	11	3	0	Woodruff	62	1	0	0
Lafayette	86	0	0	0	Yell	285	7	1	0
Lawrence	328	3	1	1	Total	47,911	860	420	44

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

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

Planned activities: Motorist Awareness Campaign

Provides funding to promote motorcycle safety activities. Items that may be produced and purchased are educational pamphlets, posters, costs associated with producing and airing radio and television ads and other items as appropriate.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-7) Number of motorcyclist fatalities (FARS)	2021	5 Year	74.0
2021	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2021	5 Year	46.0
2021	C-5) Number of fatalities involving driver or motorcycle operator with a BAC of .08 or above	2021	5 year	143.0

Countermeasure Strategy
Communication Campaign (MC)

Countermeasure Strategy: Communication Campaign (MC)
Program Area:Motorcycle Safety

Project Safety Impacts

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

Linkage Between Program Area

Arkansas reported 61 motorcycle related fatalities in 2014. Fatalities are at 66 for 2018 and account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and now only requires helmets for motorcyclists age 21 or younger. In the years following the change in the law motorcycle fatalities tripled. Motorcycle fatalities were at 23 in 1997 when the state's motorcycle helmet law was repealed. In 2018, 45 of the 66 fatalities or 68 percent were not helmeted.

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-2021-01	Motorist Awareness Campaign

Planned Activity: Motorist Awareness Campaign

Planned activity number: **MC-2021-01**

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

Planned Activity Description

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

Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy
Communication Campaign (MC)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$61,900.00	\$15,500.00	
2021	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$63,000.00	\$15,800.00	

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

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

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

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

FARS data shows that between 2014-2018 there were 239 pedestrian fatalities and a 20 persons lost their lives in bicycle crashes. These fatalities represented 9 percent of all motor vehicle fatalities for that period. Preliminary FARS data shows 62 pedestrian fatalities and 3 bicyclist fatalities at 12.5% of total fatalities for 2018.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-10) Number of pedestrian fatalities (FARS)	2021	5 Year	46.0
2021	C-11) Number of bicyclists fatalities (FARS)	2021	5 Year	5.00

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

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

Project Safety Impacts

Countermeasures conducted in Arkansas will include both enforcement and education efforts. Pedestrians and cyclists need to understand that even though they are walking or running they still have a responsibility to obey the same traffic laws that motorists are subject to, and that under Arkansas law, motorists are to yield to pedestrians at all times. The objective will be to provide information and education through careful framing and highlighting expected safety benefits. The success of paid advertising in seat belt campaigns suggests that communications and outreach programs urging the public to be aware and implement safety precautions to avoid injuries and death should be effective for pedestrian and bicyclist issues. Increased awareness and utilization of these safety precautions should result in fewer traffic crashes involving pedestrians and bicyclists translate into fewer deaths and injuries.

Linkage Between Program Area

Over the last five years pedestrian fatalities averaged around 48 with a low of 37 in 2014 and a high of 62 in 2018. Bicycle fatalities have averaged around 4 with a high of 7 in 2014 and low of 3 in 2015, 2016, and 2018. Pedestrian and Bicyclist fatalities represent 12.5 percent of all motor vehicle fatalities for 2018. Information on pedestrian and bicycle safety will be a part of the “Toward Zero Deaths” Campaign, other injury prevention projects as well as PI&E projects. Countermeasures conducted in Arkansas will include both enforcement and education/awareness efforts.

Between 2014 - 2018 a total of 20 persons lost their lives in bicycle crashes. In addition to press-related activities, enforcement and educational efforts are planned for 2021 to bring awareness to pedestrian and bicyclist safety. The AHSO will continue to work with the ARDOT to provide informational posters/brochures in public areas around the city as part of the TZD initiative. In FY 2021, law enforcement

agencies within communities with pedestrian and bicyclist related fatalities and serious injuries will be identified and encouraged to be proactive in pedestrian and bicyclist enforcement and overall safety issues. The AHSO is also reviewing a curriculum utilized by the City of Little Rock that has potential for being expanded statewide.

Countermeasures conducted in Arkansas will include both enforcement and education efforts. Pedestrians need to understand that even though they are walking or running they still have a responsibility to obey the same traffic laws that motorists are subject to, and that under Arkansas law, motorists are to yield to pedestrians at all times. The objective will be to provide information and education through careful framing and highlighting of expected safety benefits.

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PS-2021-01	Statewide Public Information and Education (PI&E)
PS-2021-02	Pedestrian/Bicycle Public Awareness Campaign

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

Planned activity number: **PS-2021-01**

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

Planned Activity Description

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

Intended Subrecipients

CJRW

Countermeasure Strategy
Communication Campaign (Ped/Bike)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$100,000.00	\$100,000.00	\$50,000.00
2021	FAST Act NHTSA 402	Pedestrian Safety (FAST)	\$100,000.00	\$100,000.00	\$50,000.00

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

Planned activity number: **PS-2021-02**

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

Planned Activity Description

ArDOT will conduct a media campaign focused on:

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

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

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

Intended Subrecipients

AR Department of Transportation (ArDOT)

Countermeasure Strategy
Communication Campaign (Ped/Bike)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Pedestrian Safety (FAST)	\$150,000.00		\$0.00
2021	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$150,000.00		\$0.00

Countermeasure Strategy: School and Community Awareness Programs
Program Area: Non-motorized (Pedestrians and Bicyclist)

Project Safety Impacts

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

Linkage Between Program Area

Over the last five years pedestrian fatalities have averaged around 44 with a low of 37 in 2014. Bicycle fatalities have averaged around 5 with a low of 3 in 2016 rising to 4 in 2017 and falling to 3 for 2018. During 2017 there were 47 pedestrian fatalities but this has risen to 62 for 2018. Pedestrian and Bicyclist fatalities represent 13 percent of all motor vehicle fatalities for 2018. Information on pedestrian and bicycle safety will be a part of the “Toward Zero Deaths” Campaign, other injury prevention projects as well as PI&E projects). Countermeasures conducted in Arkansas will include both enforcement and education/awareness efforts. Existing projects will incorporate information in these areas to assist in increasing the awareness of the dangers of distracted driving, use of cell phones and texting while driving, and promote pedestrian and bike safety in an effort to reduce the deaths and injuries associated with these problems.

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

Rationale

Communications and outreach strategies will also include information to inform the public of the dangers of driving while distracted and pedestrian and bicycle safety. As with prevention and intervention, education through various communications and outreach strategies is especially important. Education will be conducted through community projects in communities, schools and colleges. A variety of mediums will be utilized such as posters, billboards, web banners and social media outlets.

Planned Activity: **Teen Drive Safety Project**
 Planned activity number: **OP-2021-11**
 Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Implement a teen driver safety project which will employ activities in low seat belt use counties to increase seat belt use and awareness of distracted driving issues.

Intended Subrecipients

University of Arkansas for Medical Sciences (UAMS)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00

Countermeasure Strategy
School and Community Awareness Programs
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00

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

Description of Highway Safety Problems

Arkansas recorded 525 (FARS) traffic fatalities in 2017. In 2018 fatalities are at 516. As shown below annual fatalities over the past 5 years have ranged from a low of 470 in 2014 to 561 in 2016.

Of particular importance is the passenger vehicle occupant fatalities involving restraint usage. In 2017 there were 351 passenger vehicle occupant fatalities. Of this total 170 or 48% of the fatalities were unrestrained. In 2018 there were 177 unrestrained fatalities or 51%. The number of unrestrained fatalities over the past 5 years have ranged from 47% to 51%.

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

5 year trend of top 10 counties FARS*

Fatalities: Arkansas Top 10 Counties							% Of Total FY18 516
	2014	2015	2016	2017	2018	Total	
Pulaski	40	53	43	60	70	266	13.57%
Washington	19	22	34	24	18	117	3.49%
Garland	18	26	31	13	18	106	3.49%
Benton	13	25	30	15	18	101	3.49%
Faulkner	14	14	15	19	21	83	4.07%
Craighead	12	17	18	17	18	82	3.49%
Hot Spring	17	17	15	13	9	71	1.74%
Crittenden	12	14	14	9	21	70	4.07%
White	17	11	20	10	7	65	1.36%
Jefferson	16	9	11	16	11	63	2.13%
Injuries: Arkansas Top 10 Counties							% Of Total FY18 2,272
	2014	2015	2016	2017	2018	Total	
Pulaski	375	329	396	367	277	1,744	12.19%
Benton	198	151	155	151	135	790	5.94%
Garland	142	111	153	118	104	628	4.58%
Washington	96	87	122	154	143	602	6.29%
Craighead	128	74	99	109	107	517	4.71%
Faulkner	94	77	101	89	59	420	2.60%
Saline	123	82	64	80	66	415	2.90%
Crawford	88	59	118	74	55	394	2.42%
White	70	60	84	73	71	358	3.13%
Sebastian	38	75	64	101	71	349	3.13%

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

Immediately hire a new data and evaluation person to learn from the soon retiring TR Manager: Cindy Grisham was hired at the end of December 2020 as the new Traffic Records Program Manager for the AHSO. Cindy has a background in law enforcement which is beneficial and contributes to her knowledge of Highway Safety issues and crash data.

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

Reinvigorate law enforcement grantees to actively enforce OP laws and increase citations: The implementation of eCite and eCrash has simplified and streamlined data entry for law enforcement and reduced the time involved in writing citations and crash reports. Identification and access to data on high crash areas and road segments through eCrash and ACAT is facilitating more effective enforcement efforts. Future plans include superimposing the locations of each STEP program on ACAT so that high crash areas and road segments are readily visible and can be queried by agencies to focus specific enforcement efforts. Initiatives such as the mini-STEP program continue to generate more interest and actively involve law enforcement throughout the state.

Implement a strong Law Enforcement Liaison Program: The AHSO brought the LEL program in-house last year. The new LEL has been very successful in expanding the number of agencies participating in the Mini-STEP program (increased from 19 to 31) and in recruiting new STEPs. This has been very effective in increasing enforcement efforts and will be continued in FY21.

Develop strategic communications plan for each priority program area: Due to reorganization within the state and other events hiring has been impacted. The AHSO has not been able to fill the PI& E position vacated last year. We will continue work with our advertising firm "CJRW" and utilize the data and information gained through eCrash and ACAT to develop the plans for each program area based on target audience priorities and crash data until hiring restrictions are lifted.

Develop and maintain standalone Arkansas Highway Safety Office website or expand current page as "one stop shop" for all state traffic safety programs and activities; The AHSO continues work on this project. During the past year the state of Arkansas initiated an effort to consolidate and downsize government departments and agencies. The Arkansas State Police and AHSO now fall under the umbrella of the Department of Public Safety, The AHSO is working with the new guidelines to determine the best way to accomplish establishing a "one-stop shop" for AHSO programs and activities. The implementation of eGrant has assisted with making funding information available online and we continue to work on expanding and updating the TZD (Toward Zero Deaths) website that was developed in partnership with ArDOT and ADH to promote AHSO programs and activities.

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

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

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	5 Year	196
2021	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2021	Annual	82.5

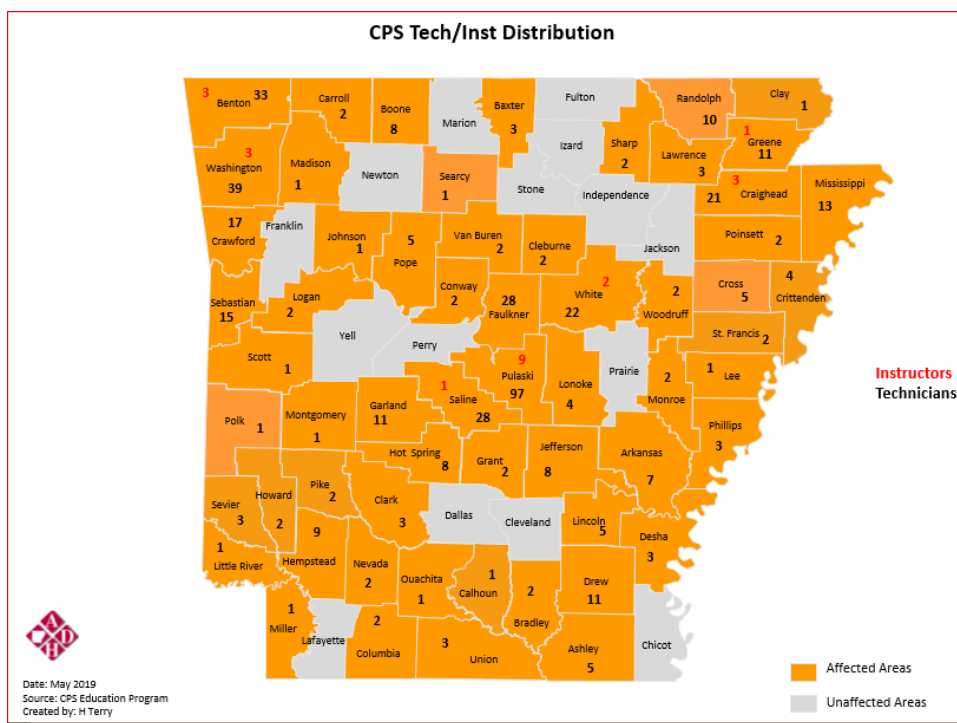
Countermeasure Strategies
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
Highway Safety Office Program Management (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

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

Project Safety Impacts

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

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



Activities to be funded include:

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

Linkage Between Program Area

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

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

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

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2021-08	Statewide Child Passenger Protection Project
OP-2021-13	Occupant Protection Program Management

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

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

Planned activity number: **OP-2021-08**

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

Planned Activity Description

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

Intended Subrecipients

University of Arkansas for Medical Sciences (UAMS)

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$300,000.00	\$75,000.00	
2021	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$300,000.00	\$75,000.00	
2021	FAST Act NHTSA 402	405b Low CSS Purchase/Distribution (FAST)	\$80,000.00	\$20,000.00	\$80,000.00

Planned Activity: Occupant Protection Program Management

Planned activity number: **OP-2021-13**

Primary Countermeasure Strategy ID:

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police - AHSO

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

Funding sources

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

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

Project Safety Impacts

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

Linkage Between Program Area

Arkansas has one of the highest unrestrained fatality rates in Region 7. 177 or 51% involved unrestrained occupants. The percentage of unrestrained fatalities compared to total fatalities has remained comparatively flat 47% to 50% over the last few years. When Arkansas’s safety belt law went into effect in July 2009, approximately 70% of drivers were recorded as wearing a safety belt. The most recent observational safety belt survey (2018) now reports usage at 78%. With a compliance rate of 78%, Arkansas has a usage rate well below the national average of 91% (2019) and is considered a “low rate” state for Section 405 b funding qualification.

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

Rationale

The May 2002 Click it or Ticket campaign evaluation demonstrated the effect of different media strategies. Belt use increased by 8.6 percentage points across 10 states that used paid advertising extensively in their campaigns. Belt use increased by 2.7 percentage points across 4 states that used limited paid advertising and increased by only .5 percentage points across 4 states that used no paid advertising. Solomon et al., (2002) Milano et al (2004) Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs. Paid advertising can be a critical part of media strategy.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2021-05	Statewide Public Information and Education (PI&E)
OP-2021-06	Traffic Safety Non-Commercial Sustaining Announcement Eval Program
OP-2021-13	Occupant Protection Program Management

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

Planned activity number: **OP-2021-05**

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

Planned Activity Description

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

Intended Subrecipients

CJRW Advertising Agency

Countermeasure Strategy
Communication Campaign (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$100,000.00	\$100,000.00	
2020	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$200,000.00	
2021	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$100,000.00	\$100,000.00	
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$100,000.00	\$100,000.00	
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

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

Planned activity number: **OP-2021-06**

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

Planned Activity Description

Distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of \$300,000 in documented public service air time for traffic safety awareness messages.

Intended Subrecipients

Arkansas Broadcasters Association

Countermeasure Strategy
Communication Campaign (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00		\$0.00
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00		\$0.00

Planned Activity: Occupant Protection Program Management

Planned activity number: **OP-2021-13**

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

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police -AHSO

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

Funding sources

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

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

Project Safety Impacts

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

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

Linkage Between Program Area

There were 177 fatalities (51%) involving unrestrained occupants in Arkansas in 2018, which was a slight increase from the 170 in 2017. In 2017, 48% of these fatalities were unrestrained. The percentage of unrestrained fatalities as compared to total fatalities continues to trend from 47% to 51%. Arkansas has one of the highest unrestrained fatality rates in Region 7. The most recent observational safety belt survey (2019) reports usage at 81.9%. With a compliance rate of 82% (2019) Arkansas' usage rate is well below the national average of 91% (2019).

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2021-13	Occupant Protection Program Management

Planned Activity: **Occupant Protection Program Management**

Planned activity number: **OP-2021-13**

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police -AHSO

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

Funding sources

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

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

Project Safety Impacts

The University of Arkansas for Medical Sciences (UAMS) and Arkansas Children’s Hospital (ACH) Injury Prevention Center have conducted a project over the last 12 years in collaboration with the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids. The project will focus specifically on increasing seat belt use for teens in targeted counties of the state determined to be key to increasing Arkansas’s seat belt use rate. UAMS will conduct peer to peer education projects in high schools of each of these counties modeled after NHTSA’s evidence based “Battle of the Belt” program. The project educates teens and parents and involves direct interaction and engagement in order to change parents’ behaviors and ultimately reduce teen driver crashes. A central feature of the program is a written agreement that limits teens’ driving in high-risk situations such as driving at night or with other teens in the car.

UAMS/ACH will also promote awareness of Arkansas’ Graduated Driver Licensing (GDL) law. The GDL law addresses teen driving issues by helping new drivers gain experience in lower-risk conditions. In other states, comprehensive GDL programs have been a proven success by reducing teen fatalities and injuries by up to 38%. Arkansas GDL emphasizes use of safety belts for all seating positions especially during learning and intermediate stages. This project will promote peer to peer influence of seat belt use, GDL principles for young drivers and passengers. It will also educate teens and parents on the dangers of distracted driving and emphasize the importance of pedestrian and bike safety.

Linkage Between Program Area

Arkansas recorded 516 (FARS ARF) fatalities in 2018. Of these 516 fatalities, 177 or 51% involved unrestrained occupants representing a slight increase from the 170 in 2017. With Safety Belt compliance rate of 82%, Arkansas’ use rate is well below the national average and is considered a “low rate” state for Section 405 b funding qualification.

In 2018, 59 drivers under the age of 21 were victims of fatal crashes in Arkansas. Motor vehicles crashes are the #1 cause of unintentional injury and death among teenagers (NHTSA). The goal for this countermeasure is to reduce total fatalities and injuries to those under age 21. The upward trend in fatalities for this age group from 48 (2017) to 59 (2018) together with factors such as the increase in the interstate speed limit and distracted driving occurrences are concerning. With this in mind, a target of 63 has been established for (2017–2021).

Countermeasure Strategies	
	School and Community Awareness Programs
	School Programs

Rationale

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

Planned activities in countermeasure strategies

Unique Identifier	Planned Activity Name
OP-2021-11	Teen Drive Safety Project

Planned Activity: **Teen Drive Safety Project**
 Planned activity number: **OP-2021-11**
 Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

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

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

How We Define Consistent and Inconsistent?

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

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



Intended Subrecipients

University of Arkansas for Medical Sciences (UAMS)

Countermeasure Strategies
School and Community Awareness Programs
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00

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

Project Safety Impacts

It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate. The AHSO will continue to be on creating aggressive, innovative and well publicized enforcement with increased focus on citations and arrests. Sustained STEPs along with mini-STEP and other agencies will participate in Federal and statewide mobilizations, crackdowns and other special enforcement events. The FY 21 OP program area currently includes the following:

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

The Arkansas Highway Safety Office will issue sub-grants to approximately 75 different agencies statewide to conduct enforcement. These agencies include state, county and municipal law enforcement agencies in both urban and rural locations with a goal of reducing fatalities and injuries attributed to motor vehicle crashes. An LEL program will be utilized to encourage and promote non-STEP law enforcement agencies to participate in the national safety mobilization (CIOT). In 2018, 53 STEP and 17 mini-STEP agencies participated and sent in reports documenting their participation in the CIOT campaign. In 2020 LEL duties will include soliciting non-STEP agencies to apply for mini-STEP grants. This grant will provide funds to pay overtime enforcement to agencies during the 2 CIOT mobilizations. These mobilizations will focus on enforcement of occupant protection. Funding will also be used to pilot the "High Five" Project.

Linkage Between Program Area

The most recent observational safety belt survey (2019) now reports Arkansas Safety Belt usage rate at 82%. This is well below the national average of 91% (2019) and Arkansas is considered a "low rate" state for Section 405 b funding qualification.

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

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

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

Utilize 402 OP and 405 b funding to support approximately 35 mini-STEP projects that will focus on statewide and national mobilizations.

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

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

STEP Agencies (Cities/Counties)	Funding Source	STEP Agencies (Cities/Counties)	Funding Source
Bella Vista P.D.	OP	Mountain Home P.D.	OP
Benton County Sheriff's Office	OP	North Little Rock P.D.	OP
Benton P.D.	OP	Osceola P.D.	OP
Bryant P.D.	OP	Paragould P.D.	OP
Conway P.D.	OP	Rogers P.D.	OP
Dardanelle P.D.	OP	Saline County Sheriff's Office	OP
El Dorado P.D.	OP	Searcy P.D.	OP
Fayetteville P.D.	OP	Sherwood P.D.	OP
Fort Smith P.D.	OP	Siloam Springs P.D.	OP
Garland Co. Sheriff's Office	OP	Springdale P.D.	OP
Harrison P.D.	OP	St. Francis Co. Sheriff's Office	OP
Hope P.D.	OP	Texarkana P.D.	OP
Hot Springs P.D.	OP	Trumann P.D.	OP
Jonesboro P.D.	OP	Van Buren P.D.	OP
Lowell PD	OP	Washington Co. Sheriff's Office	OP
Marion P.D.	OP	Additional Cities and counties	OP
Miller County Sheriff's Office	OP		

Funding Allocation

\$800,000

Mini-STEP Agencies (Cities/Counties)	Funding Source	Mini-STEP Agencies (Cities/Counties)	Funding Source
Alexander P.D.	OP	Lafayette Co. Sheriff's Office	OP
Amity PD	OP	Little Flock P.D.	OP
Bald Knob P.D.	OP	Maumelle P.D.	OP
Barling P.D.	OP	Monticello P.D.	OP
Bauxite P.D.	OP	Mountain View P.D.	OP
Carroll Co. Sheriff's Office	OP	Newton Co Sheriff's Office	OP
Centerton PD	OP	Ouachita Co. Sheriff's Office	OP
Clarksville P.D.	OP	Pea Ridge PD	OP
Cross Co. Sheriff's Office	OP	Prairie Grove P.D.	OP
Decatur P.D.	OP	Searcy Co. Sheriff's Office	OP
Farmington PD	OP	St. Charles P.D.	OP
Grant Co. Sheriff's Office	OP	Stone Co. Sheriff's Office	OP
Haskell P.D.	OP	Stuttgart PD	OP
Hazen P.D.	OP	Wynne P.D.	OP
Hempstead Co. Sheriff's Office	OP	Additional Cities and counties	OP
Independence Co. Sheriff's Office	OP		

Funding Allocation

\$700,000

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2021-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2021-03	Statewide Selective Traffic Enforcement Project (STEP)
OP-2021-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2021-07	Statewide Law Enforcement Liaison (LEL)
OP-2021-10	Rural High Five Project
OP-2021-13	Occupant Protection Program Management

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

Planned activity number: **OP-2021-02**

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

Planned Activity Description

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

Intended Subrecipients

STEP Agencies (Cities/Counties)	Funding Source	STEP Agencies (Cities/Counties)	Funding Source
Bella Vista P.D.	OP	Mountain Home P.D.	OP
Benton County Sheriff's Office	OP	North Little Rock P.D.	OP
Benton P.D.	OP	Osceola P.D.	OP
Bryant P.D.	OP	Paragould P.D.	OP
Conway P.D.	OP	Rogers P.D.	OP
Dardanelle P.D.	OP	Saline County Sheriff's Office	OP
El Dorado P.D.	OP	Searcy P.D.	OP
Fayetteville P.D.	OP	Sherwood P.D.	OP
Fort Smith P.D.	OP	Siloam Springs P.D.	OP
Garland Co. Sheriff's Office	OP	Springdale P.D.	OP
Harrison P.D.	OP	St. Francis Co. Sheriff's Office	OP
Hope P.D.	OP	Texarkana P.D.	OP
Hot Springs P.D.	OP	Trumann P.D.	OP
Jonesboro P.D.	OP	Van Buren P.D.	OP
Lowell PD	OP	Washington Co. Sheriff's Office	OP
Marion P.D.	OP	Additional Cities and counties	OP
Miller County Sheriff's Office	OP		
Local Law Enforcement		\$800,000	

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00

2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00
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Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

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

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

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b OP Low (FAST)	\$250,000.00	\$62,500.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$250,000.00	\$62,500.00	
2021	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$50,000.00	

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

Planned activity number: **OP-2021-04**

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

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	

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

Planned activity number: **OP-2021-07**

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

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		\$50,000.00
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		\$50,000.00

Planned Activity: **Rural High Five Project**

Planned activity number: **OP-2021-10**

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

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

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

Funding sources

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

Planned Activity: Occupant Protection Program Management

Planned activity number: **OP-2021-13**

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

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

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

Funding sources

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

Countermeasure Strategy: State Primary Seat Belt Use Law
Program Area: Occupant Protection (Adult and Child Passenger Safety)

Project Safety Impacts

Compared with secondary laws, primary laws are associated with a higher observed safety belt use (10 to 20% higher) and higher safety belt use among front seat occupants killed in crashes (9% higher) (NHTSA, 2014b). Primary enforcement seat belt use laws permit law enforcement officers to stop and cite a violator independent of any other traffic violation. When Arkansas’s primary safety belt law went into effect in July 2009, approximately 70% of drivers were recorded as wearing a safety belt. The most recent observational safety belt survey (2019) now reports usage at 82%.

Linkage Between Program Area

The percentage of unrestrained fatalities as compared to total fatalities over the last 5 years has ranged from 47% to 51%. There were 177 fatalities involving unrestrained occupants in Arkansas in 2018, which was an increase from 170 in 2017. In 2018, 51% of these fatalities were unrestrained. With a compliance rate of 82%, Arkansas’ usage rate is well below the national average of 91% (2019) and is considered a “low rate” state for Section 405 b funding qualification. Having a primary law is identified as an effective countermeasure (5 Stars) in NHTSA’s “Countermeasures that Work: Countermeasure activities include increased enforcement efforts (Increasing number of agencies conducting HVE sustained enforcement), Expansion of LEL Program, addition of mini-STEP projects, and pilot High Five Programming) in conjunction with media campaigns and prevention focused education programs in schools and low use areas.

Rationale

Having a primary law is identified as an effective countermeasure in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices” receiving a 5 star rating. Compared with secondary laws, primary laws are associated with a higher observed safety belt use (10 to 20% higher) and higher safety belt use among front seat occupants killed in crashes (9% higher) (NHTSA, 2014b). Primary enforcement safety belt use laws permit law enforcement officers to stop and cite a violator independent of any other traffic violation.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2021-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2021-03	Statewide Selective Traffic Enforcement Project (STEP)
OP-2021-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2021-05	Statewide Public Information and Education (PI&E)
OP-2021-06	Traffic Safety Non-Commercial Sustaining Announcement Eval Program
OP-2021-10	Rural High Five Project
OP-2021-12	State Observation Seat Belt Survey
OP-2021-13	Occupant Protection Program Management

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

Planned activity number: **OP-2021-02**

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

Planned Activity Description

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

Intended Subrecipients

STEP Agencies (Cities/Counties)	Funding Source	STEP Agencies (Cities/Counties)	Funding Source
Bella Vista P.D.	OP	Mountain Home P.D.	OP
Benton County Sheriff's Office	OP	North Little Rock P.D.	OP
Benton P.D.	OP	Osceola P.D.	OP
Bryant P.D.	OP	Paragould P.D.	OP
Conway P.D.	OP	Rogers P.D.	OP
Dardanelle P.D.	OP	Saline County Sheriff's Office	OP
El Dorado P.D.	OP	Searcy P.D.	OP
Fayetteville P.D.	OP	Sherwood P.D.	OP
Fort Smith P.D.	OP	Siloam Springs P.D.	OP
Garland Co. Sheriff's Office	OP	Springdale P.D.	OP
Harrison P.D.	OP	St. Francis Co. Sheriff's Office	OP
Hope P.D.	OP	Texarkana P.D.	OP
Hot Springs P.D.	OP	Trumann P.D.	OP
Jonesboro P.D.	OP	Van Buren P.D.	OP
Lowell PD	OP	Washington Co. Sheriff's Office	OP
Marion P.D.	OP	Additional Cities and counties	OP
Miller County Sheriff's Office	OP		
Local Law Enforcement		\$800,000	

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00

2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00
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Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

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

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

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b OP Low (FAST)	\$250,000.00	\$62,500.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$250,000.00	\$62,500.00	
2021	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$50,000.00	

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

Planned activity number: **OP-2021-04**

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

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	

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

Planned activity number: **OP-2021-05**

Planned Activity Description

Statewide public information and education to promote occupant protection and particularly focus on the national CIOT enforcement mobilizations. This task will provide for statewide public information and education to promote occupant protection and will particularly focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young person's age 18 – 34. This task will also emphasize the child restraint law, Act 470 of 2001, Graduated Licensing laws, and new laws effective 2009 and 2011. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements and (PSAs). This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic safety public information campaign. The advertising agency will develop the methodology to document and report audience reach to include telephone survey(s). This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPs), and with diversity outreach and press events. Federal funding could provide for PSA creation and production, PI&E materials creation and production, educational items, and meeting and press event expenses including PA system rental, material/supplies, meals and breaks (refreshments). This task

will also provide for the placement of traffic safety messages relating to occupant protection public information campaigns in the media. The media placements may include television, radio, cinema, internet and print. At a minimum, an assessment to measure audience exposure will be documented and included in the cost of media placements. The AHSO is working to identify another contractor to continue public awareness surveys in 2021 to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. Federal funds will be allocated for the paid media.

Intended Subrecipients

CJRW Advertising Agency

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$100,000.00	\$100,000.00	
2020	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$200,000.00	
2021	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$100,000.00	\$100,000.00	
2021	FAST Act 405b OP Low	405b Low HVE (FAST)	\$100,000.00	\$100,000.00	
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

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

Planned activity number: **OP-2021-06**

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

Planned Activity Description

Distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of \$300,000 in documented public service air time for traffic safety awareness messages.

Intended Subrecipients

Arkansas Broadcasters Association

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00		\$0.00
2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00		\$0.00

Planned Activity: **Rural High Five Project**

Planned activity number: **OP-2021-10**

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

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

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

Funding sources

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

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

Planned activity number: **OP-2021-12**

Planned Activity Description

Statewide observational survey of seat belt use.

Intended Subrecipients

University of Arkansas - Fayetteville - Civil Engineering Dept

Countermeasure Strategy
State Primary Seat Belt Use Law

Funding sources

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

Planned Activity: **Occupant Protection Program Management**

Planned activity number: **OP-2021-13**

Planned Activity Description

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

Intended Subrecipients: Arkansas State Police

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

Funding sources

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

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

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

Project Safety Impacts

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

Linkage Between Program Area

The most recent observational safety belt survey (2019) now reports usage at 81.9%. Arkansas' usage rate remains well below the national average and Arkansas is considered a "low rate" state for Section 405 b funding qualification. Activities supporting the countermeasure strategy of "Sustained Enforcement" include the following:

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

Rationale

Primary Enforcement of Seat Belt Laws: Sustained Enforcement by State are reported to use sustained enforcement have recorded statewide belt use well above the national belt use rates. Nichols and Ledingham (2008) conducted a review of the impact of enforcement on seat belt use over the past two decades and concluded that sustained enforcement is as effective as "blitz" enforcement. Sustained enforcement can be implemented immediately and is not usually associated with abrupt drops in belt use after program completion. Sustained enforcement is a strong component of Arkansas EB-E with the use rate currently at 78%.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2021-02	Local Selective Traffic Enforcement Projects (STEPs)
OP-2021-03	Statewide Selective Traffic Enforcement Project (STEP)
OP-2021-07	Statewide Law Enforcement Liaison (LEL)
OP-2021-13	Occupant Protection Program Management

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

Planned activity number: **OP-2021-02**

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

Planned Activity Description

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

Intended Subrecipients

STEP Agencies (Cities/Counties)	Funding Source	STEP Agencies (Cities/Counties)	Funding Source
Bella Vista P.D.	OP	Mountain Home P.D.	OP
Benton County Sheriff's Office	OP	North Little Rock P.D.	OP
Benton P.D.	OP	Osceola P.D.	OP
Bryant P.D.	OP	Paragould P.D.	OP
Conway P.D.	OP	Rogers P.D.	OP
Dardanelle P.D.	OP	Saline County Sheriff's Office	OP
El Dorado P.D.	OP	Searcy P.D.	OP
Fayetteville P.D.	OP	Sherwood P.D.	OP
Fort Smith P.D.	OP	Siloam Springs P.D.	OP
Garland Co. Sheriff's Office	OP	Springdale P.D.	OP
Harrison P.D.	OP	St. Francis Co. Sheriff's Office	OP
Hope P.D.	OP	Texarkana P.D.	OP
Hot Springs P.D.	OP	Trumann P.D.	OP
Jonesboro P.D.	OP	Van Buren P.D.	OP
Lowell PD	OP	Washington Co. Sheriff's Office	OP
Marion P.D.	OP	Additional Cities and counties	OP
Miller County Sheriff's Office	OP		

Local Law Enforcement

\$800,000

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00

2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00
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Planned Activity: **Statewide Selective Traffic Enforcement Project (STEP)**

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

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

Planned Activity Description

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

Intended Subrecipients: Arkansas State Police

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b OP Low (FAST)	\$250,000.00	\$62,500.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$250,000.00	\$62,500.00	
2021	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$50,000.00	

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

Planned activity number: **OP-2021-07**

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

Planned Activity Description

Encourage agencies to participate in CIOT mobilizations, sign-up new STEP & mini-STEP agencies, collect performance reports, provide technical assistance, promote participation in TOPS, issuance of seat belt citations, learning sessions, High-Five Program, assist with media for CIOT mobilizations.

Intended Subrecipients

Criminal Justice Institute

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		\$50,000.00

2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		\$50,000.00
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Planned Activity: **Occupant Protection Program Management**

Planned activity number: **OP-2021-13**

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

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

Funding sources

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

Program Area: Planning & Administration

Description of Highway Safety Problems

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

Salaries and Benefits

The entire salaries and benefits for 4 full-time positions fulfilling management, fiscal, and clerical support functions are paid from federal funds.

Travel and Subsistence

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

This component provides for operating expenses directly related to the overall operation of the Highway Safety Program including expenses for the continued development and implementation of an AHSO state grants management system (eGrant). Continued development, operation, and maintenance of the AHSO state eGrant system will be provided through a contractor (AGATE).

Planned Activities in Program Area

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
PA-2020-01	Planning and Administration	Highway Safety Office Program Management (OP)

Planned Activity: **Planning and Administration**

Planned activity number: **PA-2021-01**

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

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

Countermeasure Strategy
Highway Safety Office Program Management (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Planning and Administration (FAST)	\$175,000.00	\$175,000.00	\$0.00
2021	FAST Act NHTSA 402	Planning and Administration (FAST)	\$250,000.00	\$250,000.00	\$0.00

Program Area: Roadway Safety/Traffic Engineering

Description of Highway Safety Problems

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

Workzones

- ArDOT Goal: No more than 11 fatalities and 12 serious injuries in Arkansas by 2022.
- 2 % of all roadway fatalities related to work zones in 2018, down from 3% in 2017.

Railways

- ArDot Goal: No more than five crossing fatalities and 19 serious injuries in Arkansas by 2022.
- Approximately 2 % of all roadway fatalities in Arkansas occurred at at-grade railroad crossings in 2018, up from 1.5 % in 2017. Arkansas has almost five thousand public and private railroad grade crossings.

Intersections

- ArDOT Goal: No more than 82 intersection fatalities and 654 serious injuries by 2022.
- Approximately 14 % of all roadway fatalities in Arkansas occurred at intersections in 2018, down from 16 % in 2017.

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

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

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

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

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

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	536.3
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	3093.3
2021	C-3) Fatalities/VMT (FARS, FHWA)	2021	5 Year	1.560

Countermeasure Strategy
Training for Traffic Safety Advocates

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

Project Safety Impacts

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

Linkage Between Program Area

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

Rationale

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

Planned Activity:

Professional Development: Provides funds for specified training to highway safety professionals in matters of roadway and rail-highway safety. Professional development funds will provide for in-state and out-of-state travel, meals, lodging, and registration fees to conferences, workshops and other pertinent training opportunities on traffic safety.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
RS-2021-01	Professional Development ARDOT

Planned Activity: **Professional Development ARDOT**

Planned activity number: **RS-2021-01**

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

Planned Activity Description

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

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

Intended Subrecipients

Arkansas Department of Transportation

Countermeasure Strategy
Training for Traffic Safety Advocates

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Roadway Safety (FAST)	\$7,000.00		\$0.00

Program Area: Speed Management
Description of Highway Safety Problems

According to FARS data, over the last five years (2014 – 2018) 521 fatalities were recorded as speed-related. This accounts for 20% of the total number of traffic-related fatalities (2,622) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2016 to 118 putting them at 21% of total fatalities. In 2018 speed fatalities are at 131. The state continues to work with law enforcement to address and enforce speed limits.

County Name	Fatalities				
	2014	2015	2016	2017	2018
Arkansas	1	1	1	0	0
Ashley	0	0	1	0	1
Baxter	0	1	2	2	3
Benton	4	4	3	3	6
Boone	1	3	2	3	2
Bradley	0	0	1	0	0
Calhoun	0	0	0	0	1
Carroll	0	4	1	3	5
Chicot	0	3	2	1	0
Clark	2	0	2	2	3
Clay	1	0	3	0	0
Cleburne	0	3	1	3	0
Cleveland	0	0	2	1	1
Columbia	0	1	0	1	0
Conway	1	1	1	1	1
Craighead	2	0	1	3	4
Crawford	1	1	5	4	9
Crittenden	1	1	3	0	7
Cross	1	1	0	2	0
Dallas	0	1	0	1	0
Desha	0	0	0	0	0
Drew	1	0	0	2	1
Faulkner	1	3	1	4	3
Franklin	2	1	5	2	1
Fulton	0	0	3	1	0
Garland	3	5	13	3	8
Grant	1	1	1	3	2
Greene	0	0	0	3	0
Hempstead	1	3	1	2	2
Hot Spring	1	2	4	3	2
Howard	0	1	0	2	0
Independence	0	2	4	2	2
Izard	0	0	0	2	0
Jackson	0	2	1	1	1
Jefferson	1	0	0	3	1
Johnson	0	0	2	0	0
Lafayette	0	0	0	0	0
Lawrence	1	0	2	2	4

County Name	Fatalities				
	2014	2015	2016	2017	2018
Lee	0	0	0	0	0
Lincoln	0	2	0	0	0
Little River	1	1	0	1	3
Logan	0	2	1	0	0
Lonoke	1	0	1	2	1
Madison	1	1	1	0	0
Marion	1	2	0	0	0
Miller	0	1	1	6	6
Mississippi	0	0	0	1	1
Monroe	0	0	0	0	0
Montgomery	2	0	0	0	0
Nevada	1	0	0	1	2
Newton	0	0	1	0	0
Ouachita	0	0	1	5	1
Perry	0	0	1	0	1
Phillips	0	0	0	0	0
Pike	0	0	0	0	0
Poinsett	0	0	0	0	2
Polk	0	1	1	0	1
Pope	1	0	3	3	2
Prairie	1	0	0	2	0
Pulaski	4	12	7	8	13
Randolph	0	1	0	1	1
Saline	2	5	3	4	3
Scott	1	0	0	1	3
Searcy	0	0	1	0	0
Sebastian	0	1	4	4	5
Sevier	1	1	2	0	0
Sharp	0	1	0	4	0
St. Francis	0	2	0	2	4
Stone	0	0	1	1	1
Union	1	3	2	3	3
Van Buren	0	0	0	2	0
Washington	5	4	10	6	4
White	1	6	6	2	3
Woodruff	3	0	0	0	0
Yell	2	1	3	0	1

The 2018 Public Awareness/Attitude Survey included questions about speed. 60% of individuals surveyed indicated they said they recalled reading seeing or hearing about speed enforcement efforts by police last year. 79% indicated they would expect to get a ticket at least half of the time with 21% indicating they rarely or never expected to get a ticket for speeding.

A target of 110 was set for 2017–2021 based on a 5 year moving average in consideration of linear trends and other factors. This target also took into consideration the rise in speeding fatalities for 2016/2017 as well as the recent law increasing the interstate speed limit to 75 mph. Increased enforcement efforts (Model LEL program, addition of mini-STEPs) were also considered.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-6) Number of speeding-related fatalities (FARS)	2021	5 Year	131.

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

Countermeasure Strategy: Communication Campaign (Speed)

Program Area:Speed Management

Project Safety Impacts

Effective high visibility communications and outreach are an essential part of successful speed enforcement programs. High visibility enforcement in conjunction with extensive communications campaigns to support the enforcement has been proven effective. The success of paid advertising in seat belt use campaigns suggests that it is worth utilizing in speed campaigns. The objective is to provide information about the program, including the expected safety benefits and persuade motorists that detection and punishment for violations is likely. The impact of this communication program is an expected reduction in the number of drivers who speed and the fatalities and injuries associated with this behavior.

Linkage Between Program Area

According to FARS data, over the last five years (2014 – 2018) there have been 521 fatalities recorded as speed-related, this accounts for 20% of the total number of traffic-related fatalities (2,622) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56). Speed fatalities began to rise again in 2015 (92) and in 2018 speed fatalities are at 131. The speed limit in Arkansas has now increased to 75 on the freeways.

The 2018 Public Awareness/Attitude Survey also included questions about speed. Sixty percent of individuals surveyed indicated they said they recalled reading seeing or hearing about speed enforcement efforts by police last year. 79% indicated they would expect to get a ticket at least half of the time with 21% indicating they rarely or never expected to get a ticket for speeding.

A target of 131 was set for 2017–2021 based on a 5 year moving average. This target took into consideration the rise in speeding fatalities for 2015-2018 as well as the recent law increasing the interstate speed limit to 75 mph. A plan to increased enforcement efforts (Model LEL program and additional new STEPs mini-STEPs) were also considered along with the impact of COVID 19 causing a reduction in law enforcement efforts for several months in FY20.

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

Education Safety Strategies – Educational efforts are included as Strategies in the Aggressive Driving Primary Emphasis area of the State Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors to improve traffic safety culture. The “Zero Fatalities” logo/taglines into will be incorporated into presentations, educational materials, and public service announcements as appropriate to support the multi-media education campaign effort identified in the SHSP.

Rationale

In FY 2021, the AHSO will contract with law enforcement agencies throughout the state to conduct high visibility enforcement of speed. These Agencies will conduct speed enforcement independently and in conjunction with other violations such as occupant protection and impairment. Effective high visibility communications and outreach are an essential part of successful enforcement efforts. High visibility enforcement in conjunction with extensive communications campaigns to support the enforcement has been proven effective. The proven success of paid advertising in safety belt use campaigns warrants its inclusion as a countermeasure in the speed program area..

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2021-04	Statewide Public Information and Education (PI&E)

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

Planned activity number: **SC-2021-04**

Planned Activity Description

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

Intended Subrecipients

CJRW Advertising Firm

Countermeasure Strategy
Communication Campaign (Speed)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$200,000.00	\$200,000.00	\$100,000.00
2021	FAST Act NHTSA 402	Speed Control (FAST)	\$100,000.00		\$0.00
2020	FAST Act NHTSA 402	Paid Advertising	\$100,000.00	\$100,000.00	\$ 50,000.00

Countermeasure Strategy: Short Term High Visibility Speed Enforcement

Program Area:Speed Management

Project Safety Impacts

It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by significantly increased enforcement efforts. Therefore our focus will be on creating aggressive, innovative and well publicized enforcement with an increased focus on citations and arrests. Sustained STEPs along with mini-STEP and other agencies will participate in Federal and statewide mobilizations, crackdowns and other special enforcement events. A statewide speed Mobilization will be conducted in July of 2021.

The Arkansas Highway Safety Office will issue sub-grants to approximately 60 different agencies statewide to conduct enforcement. These agencies include state, county and municipal law enforcement agencies in both urban and rural locations with a goal of reducing fatalities and injuries attributed to motor vehicle crashes. An LEL program will be utilized to encourage and promote non-STEP law enforcement agencies to participate. In 2021 LEL duties will include soliciting non-STEP agencies to apply for mini-STEP grants. These grants will provide funds to pay overtime enforcement to agencies during mobilizations.

Linkage Between Program Area

According to FARS data, over the last five years (2014 – 2018) there have been 521 fatalities recorded as speed-related, this accounts for 20% of the total number of traffic-related fatalities (2,622) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56). Speed fatalities began to rise again in 2015 (92) and in 2018 speed fatalities are at 131. The speed limit in Arkansas has now increased to 75 on the freeways.

A target of 110 was set for 2017–2021 based on a 5 year moving average. This target took into consideration the rise in speeding fatalities for 2015-2018 as well as the recent law increasing the interstate speed limit to 75 mph. A plan to increased enforcement efforts (Model LEL program and additional new STEPs mini-STEPs) were also considered along with the impact of COVID 19 causing a reduction in law enforcement efforts for several months in FY20.

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

- Utilize 402 OP and 405 b funding to support overtime to approximately 30 agencies for sustained overtime enforcement efforts.
- Utilize 402 OP and 405 b funding to support overtime for sustained statewide enforcement efforts by the Arkansas State Police.
- Utilize 402 OP and 405 b funding to support 30+ mini-STEP projects that will focus on statewide and national mobilizations.

A list of the city and county STEP and Mini STEP agencies are shown in the charts below.

STEP Agencies (Cities/Counties)	Funding Source	STEP Agencies (Cities/Counties)	Funding Source
Bella Vista P.D.	SE	Mountain Home P.D.	SE
Benton County Sheriff's Office	SE	North Little Rock P.D.	SE
Benton P.D.	SE	Osceola P.D.	SE
Bryant P.D.	SE	Paragould P.D.	SE
Conway P.D.	SE	Rogers P.D.	SE
Dardanelle P.D.	SE	Saline County Sheriff's Office	SE
El Dorado P.D.	SE	Searcy P.D.	SE
Fayetteville P.D.	SE	Sherwood P.D.	SE
Fort Smith P.D.	SE	Siloam Springs P.D.	SE
Garland Co. Sheriff's Office	SE	Springdale P.D.	SE
Harrison P.D.	SE	St. Francis Co. Sheriff's Office	SE
Hope P.D.	SE	Texarkana P.D.	SE
Hot Springs P.D.	SE	Trumann P.D.	SE
Jonesboro P.D.	SE	Van Buren P.D.	SE
Lowell PD	SE	Washington Co. Sheriff's Office	SE
Marion P.D.	SE	Additional Cities and counties	SE
Miller County Sheriff's Office	SE		

Funding Allocation

\$700,000

Mini-STEP Agencies (Cities/Counties)	Funding Source	Mini-STEP Agencies (Cities/Counties)	Funding Source
Alexander P.D.	SE	Lafayette Co. Sheriff's Office	SE
Amity PD	SE	Little Flock P.D.	SE
Bald Knob P.D.	SE	Maumelle P.D.	SE
Barling P.D.	SE	Monticello P.D.	SE
Bauxite P.D.	SE	Mountain View P.D.	SE
Carroll Co. Sheriff's Office	SE	Newton Co Sheriff's Office	SE
Centerton PD	SE	Ouachita Co. Sheriff's Office	SE
Clarksville P.D.	SE	Pea Ridge PD	SE
Cross Co. Sheriff's Office	SE	Prairie Grove P.D.	SE
Decatur P.D.	SE	Searcy Co. Sheriff's Office	SE
Farmington PD	SE	St. Charles P.D.	SE
Grant Co. Sheriff's Office	SE	Stone Co. Sheriff's Office	SE
Haskell P.D.	SE	Stuttgart PD	SE
Hazen P.D.	SE	Wynne P.D.	SE
Hempstead Co. Sheriff's Office	SE	Additional Cities and counties	SE
Independence Co. Sheriff's Office	SE		

Funding Allocation

\$800,000

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2021-01	Local Selective Traffic Enforcement Projects (STEPS)
SC-2021-02	Statewide Selective Traffic Enforcement Project (STEP)
SC-2021-03	Mini Selective Traffic Enforcement Projects (M-STEPS)

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

Planned activity number: **SC-2021-01**

Primary Countermeasure Strategy ID:

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$200,000.00	\$200,000.00	\$200,000.00
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$500,000.00	\$500,000.00	\$500,000.00

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

Planned activity number: **SC-2021-02**

Planned Activity Description

Funding for a statewide selective traffic enforcement project through the Arkansas State Police. The primary emphasis will be speed enforcement throughout the year.

Intended Subrecipients

Arkansas State Police

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$250,000.00	\$62,500.00	\$0.00
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$550,000.00	\$137,500.00	\$0.00

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

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

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$300,000.00		\$300,000.00
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$400,000.00		\$400,000.00

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

Program Area: **Speed Management**

Project Safety Impacts

It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by significantly increased enforcement efforts in this area. Therefore our focus will be on creating aggressive, innovative and well publicized speed enforcement with an increased focus on citations and arrests to reduce fatalities and injuries in this area.

Linkage Between Program Area

According to FARS data, over the last five years (2014 – 2018) there have been 521 fatalities recorded as speed-related, this accounts for 20% of the total number of traffic-related fatalities (2,622) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56). Speed fatalities began to rise again in 2015 (92) and in 2018 speed fatalities are at 131. The speed limit in Arkansas has now increased to 75 on the freeways.

A target of 131 was set for 2017–2021 based on a 5 year moving average. This target took into consideration the rise in speeding fatalities for 2015-2018 as well as the recent law increasing the interstate speed limit to 75 mph. A plan to increased enforcement efforts (Model LEL program and additional new STEPs mini-STEPs) were also considered along with the impact of COVID 19 causing a reduction in law enforcement efforts for several months in FY20.

The state recognizes the importance of addressing and enforcing speed. In FY 2021, the AHSO will contract with law enforcement agencies throughout the state to conduct high visibility enforcement of speed. Efforts targeting other core measures such as occupant protection and impairment, will also enforce speed violations.

Project Information (Speed Program)

In FY 2021, the AHSO will contract with law enforcement agencies throughout the state to conduct increased high visibility enforcement of speed. These Agencies will conduct speed enforcement independently and in conjunction with other violations such as occupant protection and impairment. Strategies of this effort include the following:

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

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2021-01	Local Selective Traffic Enforcement Projects (STEPs)
SC-2021-02	Statewide Selective Traffic Enforcement Project (STEP)
SC-2021-03	Mini Selective Traffic Enforcement Projects (M-STEPs)

STEP Agencies (Cities/Counties)	Funding Source
Bella Vista P.D.	SE
Benton County Sheriff's Office	SE
Benton P.D.	SE
Bryant P.D.	SE
Conway P.D.	SE
Dardanelle P.D.	SE
El Dorado P.D.	SE
Fayetteville P.D.	SE
Fort Smith P.D.	SE
Garland Co. Sheriff's Office	SE
Harrison P.D.	SE
Hope P.D.	SE
Hot Springs P.D.	SE
Jonesboro P.D.	SE
Lowell PD	SE
Marion P.D.	SE
Miller County Sheriff's Office	SE
Mountain Home P.D.	SE
North Little Rock P.D.	SE
Osceola P.D.	SE
Paragould P.D.	SE
Rogers P.D.	SE
Saline County Sheriff's Office	SE
Searcy P.D.	SE
Sherwood P.D.	SE
Siloam Springs P.D.	SE
Springdale P.D.	SE
St. Francis Co. Sheriff's Office	SE
Texarkana P.D.	SE
Trumann P.D.	SE
Van Buren P.D.	SE
Washington Co. Sheriff's Office	SE
Additional Cities and counties	SE

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

Planned activity number: **SC-2021-01**

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

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$200,000.00	\$200,000.00	\$200,000.00
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$550,000.00	\$137,500.00	\$500,000.00

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

Planned activity number: **SC-2021-02**

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

Planned Activity Description

Funding for a statewide selective traffic enforcement project through the Arkansas State Police. The primary emphasis will be speed enforcement throughout the year.

Intended Subrecipients

Arkansas State Police

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$250,000.00	\$62,500.00	\$0.00
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$550,000.00	\$137,500.00	\$0.00

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

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

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

Planned Activity Description

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

Intended Subrecipients

Local Law Enforcement Agencies

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$300,000.00		\$300,000.00
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$400,000.00		\$400,000.00

Program Area: Traffic Records

Description of Highway Safety Problems

Problem: Due to issues with a previous contractor there is a backlog of crash report data that needs to be entered into eCrash, the online system used by the Arkansas State Police (ASP) and most agencies in the state. New entries into the eCrash system come with backlogs of 2018 and 2019, and 2020 data that needs entry as well.

Countermeasure Strategies: The Program will continue efforts to reduce the backlog and improve the accuracy of crash data. There are currently three projects in place to reduce the backlog. The first involves an agreement with the University of Arkansas and University of Alabama to perform data entry. The University of Arkansas crew began in October 2019 and progressed very slowly at first using only three students and performing two to five crashes per day. The new Traffic Records Program Manager began to increase the data reviewed when she came on in January, and that crew has now increased to ten part-time people and performs around 350 crash reports per week and is improving steadily. The second project involves in house data entry with two full time personnel inputting records and managing outsourced projects. The third project includes increased data entered by troopers and other local law enforcement agencies through eCrash. This live data entry will assist in streamlining the system. Currently, 240 agencies are using eCrash, with an additional 26 trained as of April 1, 2020.

The goals of the Traffic Records Program are to maintain the reduction of the backlog of crash report data entered into eCrash, remove records not approved, and therefore improve the accuracy of data.

Program Overview

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

Data Collection and Information Systems

eCrash – eCrash is a data collection and reporting tool that streamlines and automates the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for Arkansas crash data. eCrash is partially funded through Section 405c. Features of eCrash includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. As of April 1, 2019, 240 local Arkansas law enforcement agencies including the Arkansas State Police, submit their data electronically through eCrash. Agencies represent approximately 55% of all crash submissions in the state of Arkansas annually. Data Collection and Analysis is also Primary Emphasis

Area in the SHSP and includes strategies regarding eCrash as well as other data collection methods and tools.

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

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

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

The Arkansas State Police (ASP) logged for 2016, 77,854 crash reports of which 76,935 were entered into the eCrash. The total number of paper reports received by ASP in 2017 was 25,107 with a total of 79,258 in the database. Paper reports received by ASP in 2018 totaled 21,942. It is unknown at this time how many crashes will be entered for 2018. Reports entered in eCrash do not include duplicate, private property or parking lot crashes.

Performance Measure—Goals

Program Goal

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

- Reduce the backlog of crash reports to be manually entered;
- Increase the number of agencies using eCrash;
- Increase the # of courts using Contexte (real-time)

Project Strategies

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

- To provide for the daily operation of the eCrash;
- To out-source data entry services of the eCrash;
- To acquire necessary computer hardware, software and peripherals eCrash.
- To develop and implement computer software that will allow the ASP and other agencies to enter crash data at the troop and local level within a few hours of the crash;
- To continue specialized training in computer systems software;
- To provide more timely and accurate updates to the traffic citation history file;
- To maintain and increase the number of required data elements for MMUCC compliance;
- To implement an electronic citation system to most local agencies.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	Increase the number of Law Enforcement Agencies using the eCrash system from 238 to 258 FY21	2021	Annual	258.0
2021	Increase the number of courts using Contexte from 107 to 134 for FY21	2021	Annual	134.0
2021	Successful court disposition date by time period.	2021	Annual	30 days

Countermeasure Strategies in Program Area

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

Countermeasure Strategy: Highway Safety Office Program Management TR

Program Area: Traffic Records

Project Safety Impacts

Provides for the administration of the Traffic Records Program and provides support for other program areas. Funding will provide for the necessary staff time, travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program. Funding will also provide for continued training in the administration of computer systems software and improvements to the AHSO eGrants system to facilitate electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, and monitoring and evaluating projects.

Linkage between Program Area

A Traffic Records Assessment by the National Highway Traffic Safety Administration's assessment team was conducted for the State of Arkansas between July and October 2015. In conjunction with the strategic plan, the goals of the Traffic Records Program are to reduce the backlog of crash report data to be entered into eCrash and improve the accuracy of the data.

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

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

Goals:

- Increase number of agencies using eCrash to 260 FY21
- Increase number of courts utilizing Contexte 134 FY21
- Improve timeliness of the disposition of cases entered in CONTEXTE

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-2021-06	Traffic Records Professional Development
TR-2021-07	Traffic Records Program Management

Planned Activity: **Traffic Records Professional Development**

Planned activity number: **TR-2021-06**

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police (ASP)

Countermeasure Strategy
Highway Safety Office Program Management TR

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$25,000.00		\$0.00
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$30,000.00		\$0.00

Planned Activity: **Traffic Records Program Management**

Planned activity number: **TR-2021-07**

Planned Activity Description

Provides for the administration of the Traffic Records Program and support for other program areas. Funding will provide for the necessary staff time, travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program. Funding will also provide for continued training in the administration of computer systems software and eGrants operations.

Intended Subrecipients

Arkansas State Police

Countermeasure Strategy
Highway Safety Office Program Management TR

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Int	405d Int Traffic Records (FAST)	\$22,300.00	\$5,600.00	
2020	FAST Act 405d Impaired Driving Int	405d Int Traffic Records (FAST)	\$25,400.00	\$6,400.00	
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$60,000.00		\$0.00
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$60,000.00		\$0.00

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

Project Safety Impacts

The transition from the TraCS system to the eCrash system has streamlined the entry of Crashes by ASP with 240 local agencies using eCrash as of April 1, 2020.

eCrash – eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for crash data. eCrash is partially funded through Section 405c. Features of eCrash include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. Currently 240 of approximately 400 Arkansas law enforcement agencies submit their data electronically through eCrash. It is anticipated this number will reach 260 agencies in 2021. Data

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

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

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

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

Linkage Between Program Area

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

Goals:

- Increase the number of agencies using eCrash to 260 by 2021
- Increase the number of courts using Contexte to 143 by 2021
- Improve timeliness of the disposition of cases entered in CONTEXTE

Rationale

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-2021-03	Electronic Traffic Crash Record Entry System Project (eCrash)
TR-2021-04	EMS Data Injury Surveillance Continuation Project
TR-2021-05	Electronic Citation System (eCite)

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

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

Planned Activity Description

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

Intended Subrecipients: Arkansas State Police and Local Law Enforcement Agencies

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$ 300,000.00	\$100,000.00	
2021	FAST Act 405c Data Program	405c Data Program (FAST)	\$ 300,000.00	\$100,000.00	
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$ 200,000.00	\$ 50,000.00	\$0.00
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$ 250,000.00	\$ 62,500.00	\$0.00
2020	FAST Act NHTSA 405e Comp DD	Traffic Records (FAST)	\$1,215,000.00	\$303,800.00	
2021	FAST Act NHTSA 405e Comp DD	Traffic Records (FAST)	\$1,215,000.00	\$303,800.00	

Planned Activity: **EMS Data Injury Surveillance Continuation Project**

Planned activity number: **TR-2021-04**

Planned Activity Description

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

Intended Subrecipients

Arkansas Department of Health (EMS)

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405c Data Program	405c Data Program (FAST)	\$50,000.00	\$12,500.00	

Planned Activity: **Electronic Citation System (eCite)**

Planned activity number: **TR-2021-05**

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

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police and Local Law Enforcement Agencies

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2021	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$100,000.00	\$25,000.00	\$0.00
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$100,000.00	\$25,000.00	\$0.00

Countermeasure Strategy: Improves timeliness of a core highway safety database

Program Area:Traffic Records

Project Safety Impacts

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

Linkage Between Program Area

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

There are a total of 441 Law Enforcement Agency's in Arkansas - counting Arkansas State Police as one. Currently 240 are submitting their reports through eCrash.

Goal:

- Increase the number of agencies using eCrash to 260 for FY21.

Countermeasure:

- Improve the timeliness of crash data

Rationale

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

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

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-2021-01	eCrash Program Operations
TR-2021-02	eCrash Improvement Project
TR-2021-03	Electronic Traffic Crash Record Entry System Project (eCrash)
TR-2021-05	Electronic Citation System (eCite)

Planned Activity: **eCrash Program Operations**

Planned activity number: **TR-2021-01**

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

Planned Activity Description

Provides for retaining the services of a qualified contractor(s) to input crash data in a timely manner. It also provides for the operation of the eCrash by the ASP including data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work.

Intended Subrecipients

Arkansas State Police and Data Entry Contractor(s)

Countermeasure Strategy
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$238,500.00	\$100,000.00	\$0.00
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$338,500.00	\$100,000.00	\$0.00

Planned Activity: **eCrash System Improvement Project**

Planned activity number: **TR-2021-02**

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

Planned Activity Description

Provides for the acquisition of computer hardware, software, and peripherals needed for eCrash improvements

Intended Subrecipients

Arkansas State Police

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$50,000.00		\$0.00
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$100,000.00		\$0.00

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

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

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

Planned Activity Description Continue modification of computer software applications for the ASP and other agencies to enter crash data within a few hours of a crash and integrate the information directly into database without reentering. Funds provide for personnel, travel and other equipment and software update costs.

Intended Subrecipients: Arkansas State Police and Local Law Enforcement Agencies

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2021	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$200,000.00	\$50,000.00	\$0.00
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$250,000.00	\$62,500.00	\$0.00

Planned Activity: **Electronic Citation System (eCite)**

Planned activity number: **TR-2021-05**

Primary Countermeasure Strategy ID: **Integration between one or more core highway safety databases**

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

Intended Subrecipients: Arkansas State Police and Local Law Enforcement Agencies

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

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2021	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$100,000.00	\$25,000.00	\$0.00
2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$100,000.00	\$25,000.00	\$0.00

Evidence-based traffic safety enforcement program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program:

Unique Identifier	Planned Activity Name
AL-2021-10	Law Enf Training Academy BAT & Sobriety Checkpoint Mobile Training
OP-2021-02	Local Selective Traffic Enforcement Projects (STEPS)
AL-2021-06	Local Selective Traffic Enforcement Projects (STEPS)
SC-2021-01	Local Selective Traffic Enforcement Projects (STEPS)
DD-2021-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2021-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
AL-2021-08	Mini Selective Traffic Enforcement Projects (M-STEPS)
SC-2021-03	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2021-10	Rural High Five Project
AL-2021-14	Statewide In-Car Camera and Video Storage System
OP-2021-07	Statewide Law Enforcement Liaison (LEL)
AL-2021-11	Statewide Law Enforcement Liaison (LEL)
AL-2021-05	Statewide Public Information and Education
OP-2021-05	Statewide Public Information and Education (PI&E)
SC-2021-04	Statewide Public Information and Education (PI&E)
DD-2021-01	Statewide Public Information and Education (PI&E)
OP-2021-03	Statewide Selective Traffic Enforcement Project (STEP)
AL-2021-07	Statewide Selective Traffic Enforcement Project (STEP)
SC-2021-02	Statewide Selective Traffic Enforcement Project (STEP)
DD-2021-03	Statewide Selective Traffic Enforcement Project (STEP)

Crash Analysis

Analysis of crashes, crash fatalities, and injuries in areas of highest risk.

Fatalities: Arkansas Top 10 Counties							% Of Total
	2014	2015	2016	2017	2018	Total	FY18 516
Pulaski	40	53	43	60	70	266	13.57%
Washington	19	22	34	24	18	117	3.49%
Garland	18	26	31	13	18	106	3.49%
Benton	13	25	30	15	18	101	3.49%
Faulkner	14	14	15	19	21	83	4.07%
Craighead	12	17	18	17	18	82	3.49%
Hot Spring	17	17	15	13	9	71	1.74%
Crittenden	12	14	14	9	21	70	4.07%
White	17	11	20	10	7	65	1.36%
Jefferson	16	9	11	16	11	63	2.13%
Injuries: Arkansas Top 10 Counties							% Of Total
	2014	2015	2016	2017	2018	Total	FY18 2,272
Pulaski	375	329	396	367	277	1,744	12.19%
Benton	198	151	155	151	135	790	5.94%
Garland	142	111	153	118	104	628	4.58%
Washington	96	87	122	154	143	602	6.29%
Craighead	128	74	99	109	107	517	4.71%
Faulkner	94	77	101	89	59	420	2.60%
Saline	123	82	64	80	66	415	2.90%
Crawford	88	59	118	74	55	394	2.42%
White	70	60	84	73	71	358	3.13%
Sebastian	38	75	64	101	71	349	3.13%

Deployment of Resources

The Arkansas Highway Safety Office considers safety issues by focusing on behavioral aspects at the driver level. The goal of this fatality reduction focus is to reduce highway fatalities by better identifying driver behaviors that cause fatal crashes and targeting problem areas where fatal crashes occur. An evidence based Traffic Safety Enforcement Plan (E-BE) has been developed to reduce injuries and fatalities in the State.

Particular attention is being focused on continued participation in impaired driving, occupant protection and speed issues through Selective Traffic Enforcement Projects (STEPS). This program will sponsor active participation by approximately 60+ Arkansas law enforcement agencies in the state. The following chart shows the citations issued by STEP agencies from 2015 through 2019.

Citations	2015	2016	2017	2018	2019
Speeding	6,771	10,674	18,252	17,922	19,396
Seat Belt	25,335	22,407	21,162	23,401	23,514
DWI/DUI	1,246	1,072	1,065	826	821

The Arkansas Office of Driver Services reports that the number of seat belt convictions in the state has declined since 2009. From 2015-2019 the number of seat belt citations issued has fluctuated as shown on the above chart. Efforts continue to educate law enforcement and the judiciary of the importance of issuing seat belt citations and obtaining convictions.

STEP projects will include high visibility and sustained enforcement of impaired driving, occupant protection and speed limit laws by 60+ local law enforcement agencies and the Arkansas State Police. A new initiative is focused on 30+ smaller law enforcement agencies that will be participating in mini-STEP grants. These grants fund overtime enforcement or equipment to agencies that participate in the national safety campaigns and state mobilizations. Targeted media, including paid television, radio, billboards and internet will support these campaigns, which include CIOT and DSOGPO.

FARS ARF data for Arkansas (based on the 5 year period (2014-2018) shows the number of fatalities at 470 in 2015 rising to 516 in 2018. The fatality rate per 100 MVMT also shows a decrease from 1.38 (2014) to 1.407 (2018). Serious injuries (2's only) decreased from 3,154 in 2014 to 2,015 in 2018.

While these figures indicate decreases in fatalities and injuries, an average of 524 motorists lose their lives and another 2,781 are seriously injured each year on Arkansas's roadways. In 2018, there were 516 total traffic fatalities compared to 525 the previous year. Over the past five years, alcohol-related fatalities averaged 141 per year. Arkansas' alcohol-related fatalities in 2018 stood at 26% of the total fatalities. In 2018, there were 134 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities reported.

A major area of concern continues to be the relatively low seat belt use rate in the State. In 2018, there were 350 passenger vehicle occupant fatalities. Of these fatalities, 177 or 51% were unrestrained 2015 use rate was 77.7% and 81.9% for 2019.

If the State is to increase seat belt use, all law enforcement agencies must make seat belt enforcement a priority. In cooperation with other safety partners, there was an increase in law enforcement participation in the national safety mobilizations in 2016. During 2019 33 agencies participated in CIOT including: 9 mini-STEP, 21 STEP, and 3 non -STEP agencies. There was a significant decline in participation during 2019 and 2020 from previous years due to revamping the LEL program. The AHSO brought the LEL program in-house in 2020 with an emphasis on increasing total enforcement, expanding the number of STEP and Mini-STEP agencies and encouraging all agencies to address seat belt enforcement at a higher level and.

The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Between 2014-2018 motorcycle fatalities accounted for approximately 14 percent of Arkansas' total traffic fatalities. In 2014 this number stood at 61 and increased to 66 in 2018. There were 358 motorcycle involved traffic fatalities in Arkansas during the 5-year period 2014-2018.

The AHSO is working in collaboration with ArDOT to utilize the Arkansas Crash Analytics Tool (ACAT) to display STEP and Mini-STEPs locations on the TZD website online maps to pinpoint high crash areas and road segments and assist local and statewide agencies to better target enforcement efforts. The long-term goal is to develop a comprehensive traffic safety program in each geographical area. Selective traffic enforcement efforts have the potential to build local commitment to improving traffic safety problems. Towards this end, the AHSO is collaborating with our partners to encourage seat belt use, develop relevant information materials and implement evidence based prevention activities statewide in targeted counties.

Although the larger populated areas of Arkansas present the most problems involving crashes, less populated areas exhibit a need for improving their problem locations. From 2014 thru 2018, 67 percent of fatalities were in rural areas of the state. Over the past 10 years crash fatalities averaged 525 per year. While fatality numbers were at 550 in 2015, this number decreased to 516 in 2018. The AHSO will continue to implement statewide projects as cited above and utilize their resources to combat this problem.

In FY21 Arkansas Highway Safety Office will issue sub-grants to approximately 90 different agencies and courts statewide to target Highway Safety issues. These agencies will include state, county and municipal law enforcement agencies in both urban and rural locations. Other sub-grantees include, but are not limited to, Arkansas Highway & Transportation Department, Arkansas Administrative Office of the Courts, University of Arkansas System, Arkansas Department of Health, and Black River Technical College Law Enforcement Training Academy.

Statewide problem analysis indicates that the most effective reduction of fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate and enforcement of speed limits. Our focus will be on creating aggressive, innovative and well publicized enforcement in conjunction with education programs and an increased focus on citations.

Arkansas hosted a statewide traffic safety conference in Little Rock in 2019. The objective of this annual conference is to generate collaboration among law enforcement and traffic safety advocates across the State. Although no conference is currently planned for FY21 due to COVID 19 precautions, the plan is to host a conference annually that will incorporate discussions on innovations around the country and increase the effectiveness of Arkansas' Highway Safety program efforts. We hope this will be a catalyst for a strong movement to implement new and more effective programming across the State.

The AHSO evidence-based (E-BE) traffic safety enforcement program is focused on preventing traffic crashes and crash-related fatalities and injuries. Analysis of Arkansas' crashes, crash fatalities and serious injuries are extracted from the "Arkansas State Traffic Records Data and FARS". Information on fatalities and injuries is provided in Occupant Protection Problem ID Section as well as the 405b application. Utilizing this data, priority areas have been identified to implement proven enforcement activities. Arkansas's E-BE is implemented through deployment of our resources in these areas throughout the year and mobilizing the entire state during the "Click It or Ticket" (CIOT) mobilizations and the "Drive Sober or Get Pulled Over" (DSOGPO) crackdowns. Each enforcement effort is analyzed at its conclusion and adjustments made to the E-BE.

The AHSO utilizes projects for selective overtime enforcement efforts in the areas of alcohol, speed, distracted driving and OP. Funding assistance is awarded to law enforcement agencies statewide with a focus on priority areas. Additional projects target priority areas with public information and education for specific dates and times of enforcement efforts. Additional agencies are recruited to participate in Federal and statewide mobilizations and crackdowns. FY 21 Mobilizations will include the following:

- National Distracted Driving Mobilization - October 5 -12, 2020
- National Seat Belt Mobilization - November 16 - 29, 2020
- National Winter DWI Mobilization - December 16, 2020 - January 1, 2021*
- Distracted Driving Mobilization - April 5 - April 11, 2021
- National Memorial Day Seat Belt Mobilization - May 17 - June 6, 2021
- State July 4th Holiday DWI Mobilization - June 30 - July 5, 2021
- State Speed Mobilization - July 12 - July 16, 2021
- National Labor Day DWI Mobilization - August 20 - September 6, 2021*

Checkpoints and Saturation patrols are conducted at least four nights during National DWI mobilizations. Who, what, when, where and why are used to determine where to direct our resources for the greatest impact. Data is broken down by type of crash, i.e. speed, alcohol, restraint usage, impaired driving etc. Arkansas's fatal, and serious injury crash data is utilized to determine priority areas and provide direction on how to make the greatest impact.

The enforcement program is implemented by awarding selective traffic enforcement overtime grants to law enforcement agencies in these priority areas. Funding for overtime salaries and traffic related equipment is eligible for reimbursement. Agencies applying for funding assistance for selective overtime enforcement are encouraged to do problem identification within their city or county to determine when and where to conduct enforcement for the greatest impact. The components of the awards include PI&E and required activity reporting. The enforcement program includes statewide enforcement efforts for the mobilizations and crackdowns which involve extensive national and state media campaigns.

All law enforcement working alcohol and seat belt selective overtime must provide proof of their successful completion of the Standardized Field Sobriety Testing (SFST) training and Traffic Occupant and Protection Strategies (TOPS) training.

The AHSO monitors and assesses each of the selective traffic enforcement overtime grants upon receipt of the activity report and reimbursement request and adjustments are made as needed. Seat Belt survey results along with performance standards results (officer violator contacts/stops and arrests per hour) are evaluated to adjust enforcement strategies and determine future awards. Adjustments to enforcement plans continue throughout the year. The AHSO staff reviews the results of each activity/mobilization. Likewise, state, local and county law enforcement agencies work with their program managers to review their activity and jurisdictional crash data on a regular basis. Based upon these reviews, continuous follow-up and timely adjustments are made to enforcement plans to improve sustained and High Visibility Enforcement (HVE) effectiveness.

High-visibility enforcement (HVE) strategies

Countermeasure Strategies
Communication Campaign (Impaired Driving)
Communication Campaign (OP)
Communication Campaign DD
Drug Recognition Expert (DRE) Training
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints
SFST training for Law Enforcement Officers
Short Term High Visibility Speed Enforcement
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)
Sustained Enforcement (SP)

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
AL-2021-06	Local Selective Traffic Enforcement Projects (STEPS)
AL-2021-08	Mini Selective Traffic Enforcement Projects (M-STEPS)
AL-2021-10	Law Enf Training Academy BAT & Sobriety Checkpoint Mobile Training
AL-2021-14	Statewide In-Car Camera and Video Storage System
OP-2021-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2021-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2021-10	Rural High Five Project
SC-2021-01	Local Selective Traffic Enforcement Projects (STEPS)
SC-2021-03	Mini Selective Traffic Enforcement Projects (M-STEPS)

2021 LEL duties include soliciting non-STEP agencies to voluntarily participate in mobilizations or apply for mini-STEP grants. The Mini-STEP grants provide funds to pay overtime enforcement or provide equipment to be used in enforcement activities for participating agencies for the 2 CIOT mobilizations.

Law enforcement agencies are encouraged to involve and inform the media during special enforcement events. The national tagline of “Click It or Ticket” will be used in efforts to promote occupant protection. To promote the use of safety belts and support NHTSA’s “Click It or Ticket” national mobilization and the state’s two-week STEP effort, CJRW, Arkansas’s advertising agency of record will secure paid media per NHTSA’s pre-determined media timeline for the campaign.

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and will continue to play an important part in Arkansas’ efforts to increase the state’s usage rate. The projects mentioned above, along with the CIOT program, are an integral part of the FY 21 Highway Safety Plan. Efforts in FY21 will include emphasis on increasing total enforcement efforts, the number of agencies participating and encouraging agencies outside of STEP to address seat belt enforcement at a much higher level.

The AHSO utilizes the Driver Behavior Committee for the SHSP Planning Group. Members of this group include the following.

Driver Behavior: Debra Hollis	Hwy Safety Mgr AHSO	(501) 618-8190	Debra.Hollis@asp.arkansas.gov
Impaired/Drowsy Driving- Chip Payne	Impaired Driving Specialist AHSO	(501) 618-8134	chip.payne@asp.arkansas.gov
Occupant Protection – PFC. Sevelta Mackey	PFC Highway Police	(501) 569-2421	Sevelta.Mackey@ahtd.ar.gov
Aggressive Driving – Lt. Cody Burk	Lt. Pulaski County Sheriff's Office	(501) 340-7055	cburk@pcso.org
Distracted Driving – Cpt. Ross Batson	Highway Police	(501) 569-2371	Ross.Batson@ahtd.ar.gov