

# ARKANSAS

## HIGHWAY SAFETY OFFICE



Photo courtesy of AR DOT / Rusty Hubbard

## FY 2019

# Annual Report

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## **EXECUTIVE SUMMARY**

Arkansas is proud to submit the 2019 Annual Evaluation Report for the Arkansas State Police Highway Safety Office (AHSO). This annual report summarizes the use of the Section 402 and 405 funds distributed to our state along with evidence as to the status of performance measures that were established within the FY 2019 Highway Safety Plan.

The AHSO is a Section within the Arkansas State Police and is responsible for overseeing the highway safety funds awarded to Arkansas through the U.S. Department of Transportation Reauthorization, currently the Fixing America's Surface Transportation (FAST) Act. The AHSO works closely with our partners at the National Highway Traffic Safety Administration (NHTSA). Colonel Bill Bryant serves as the Governor's Representative for Highway Safety and Bridget White serves as Administrator for the AHSO.

During FY 2019, the AHSO managed approximately 65 subgrant agreements. These projects supported efforts in a number of areas targeting traffic safety efforts such as impaired driving, occupant restraint, speed, traffic records, distracted driving, youth initiatives and public awareness.

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

A new initiative focused on recruiting additional law enforcement agencies to participate in mini-step grants. These grants provided funds to agencies to conduct overtime enforcement during the six national and state mobilizations. These mobilizations continued to focus on occupant protection, speeding and impaired driving issues. In addition, a distracted driving mobilization was added.

During the year, AHSO contracted with 20 law enforcement agencies for mini-step grants (mobilizations only). Contracts were also awarded to 32 law enforcement agencies for sustained (year round plus mobilizations) selective traffic enforcement projects (STEPs). The results of these 52 enforcement projects during FY 2019 are shown below. As shown on the table, speeding citations and Seatbelt citations were up. DWI/Drug arrests were slightly down from the previous year.

<b>Citations</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
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
DWI/DUI Citations	1,246	1,072	1,065	826	821

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

In 2019 the AHSO continued working toward the statewide implementation of an electronic citation and crash system (eCite, eCrash). The eCite system facilitates faster, more accurate and more efficient issuance of citations to violators and captures citation data for timely reporting to various entities. The system allows submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and to the Office of Driver Services. eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for crash data. eCrash is partially funded through Section 405c. Features of eCrash include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. As of October 1, 2019, 215 local agencies and the Arkansas State Police are electronically submitting crash reports via eCrash. An additional 24 agencies are on track to utilize the system.

In FY 2019, the AHSO worked closely with the Arkansas Department of Transportation (ArDOT) and our federal partners at the Federal Highway Administration and Federal Motor Carrier Safety Administration to identify uniform initiatives and set common goals so that the State Strategic Highway Safety Plan and the AHSO Highway Safety Plan mirror each other. Arkansas will continue to use our federal highway safety funds to maintain successful programs and seek new opportunities to fund innovative initiatives to assist our state in the reduction of fatalities and serious injury crashes.

During FY19 the AHSO implemented an eGrant system to facilitate the electronic submission of funding proposals. The system generates grant agreements and provides for electronic reporting. The AHSO also planned a traffic safety training conference to be held in Little Rock for all sub-grantees. The conference provided an overview of the new AHSO eGrant system and training on how to navigate the system to apply for AHSO grant opportunities. .

This report provides a description of the activities undertaken in the identified traffic safety program areas during FY 2019.

## **INTRODUCTION**

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

The HSO develops an annual Highway Safety Plan (HSP), which identifies traffic-related safety problems in Arkansas and recommends programs most effective in reducing traffic fatalities, injuries and crashes. A Performance Plan was prepared which describes the State’s problem identification process and identifies the State’s highway safety benchmarks and goals. The Highway Safety Plan describes the strategies for meeting the goals outlined in the Performance Plan and allocation of highway safety funds.

As the HSO implements the FY 20 HSP, the plan will be adjusted to put emphasis on programs and strategies that will better address performance targets if it appears targets will not be met.

During FY 19 the HSO implemented projects and facilitated activities/programs, which contributed toward reaching the State's goals. The HSO recognizes the achievement of quantified goals is dependent not only on the work of the HSO, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. This annual report describes the progress made toward reaching the Arkansas Highway Safety Office goals and summarizes program area outcomes.

## **OVERALL HIGHWAY SAFETY PROGRAM**

In Fiscal Year (FY) 2019, the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

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

These projects focused on priority areas identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$7.8 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on pages 92 – 93. Approximately \$8.7 million in Federal-aid funds were expended for the entire program. A graph on page 95 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 67 percent of the expenditures were incurred in the alcohol and occupant protection programs.

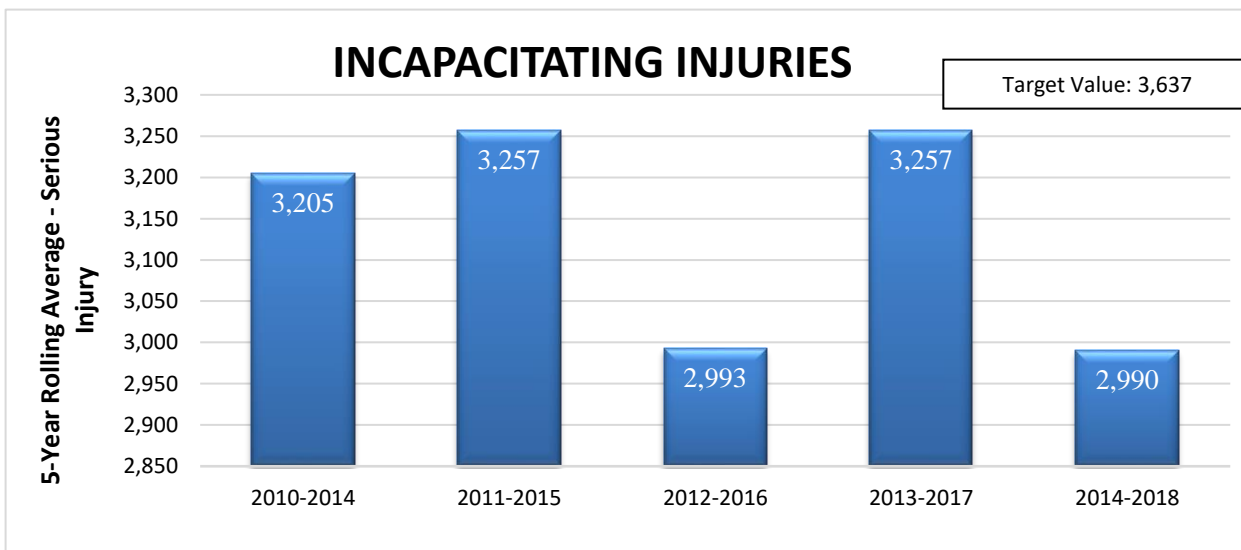
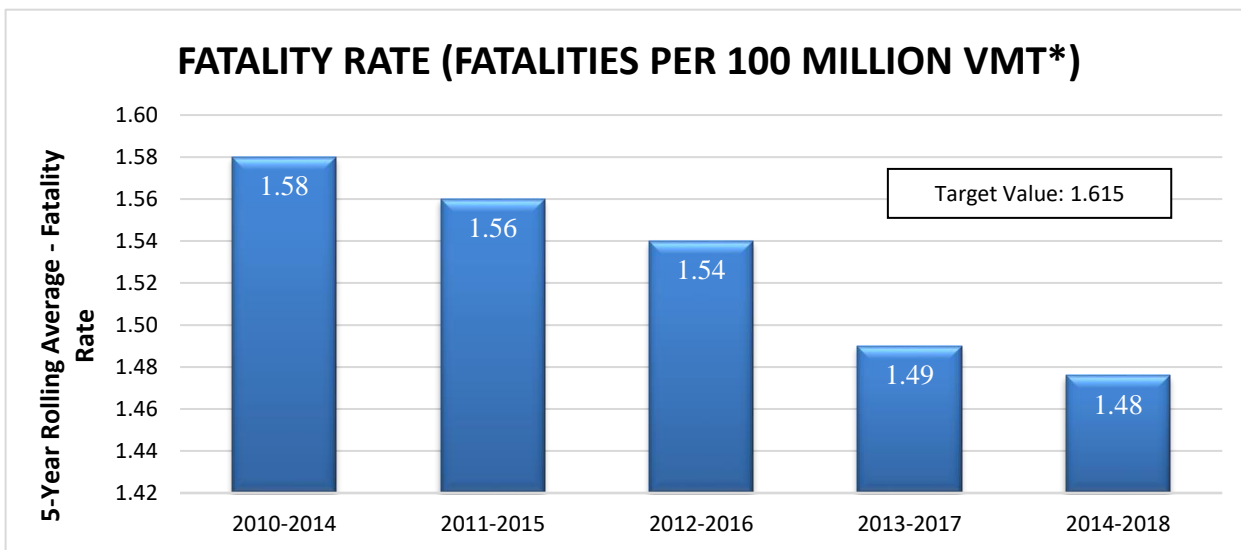
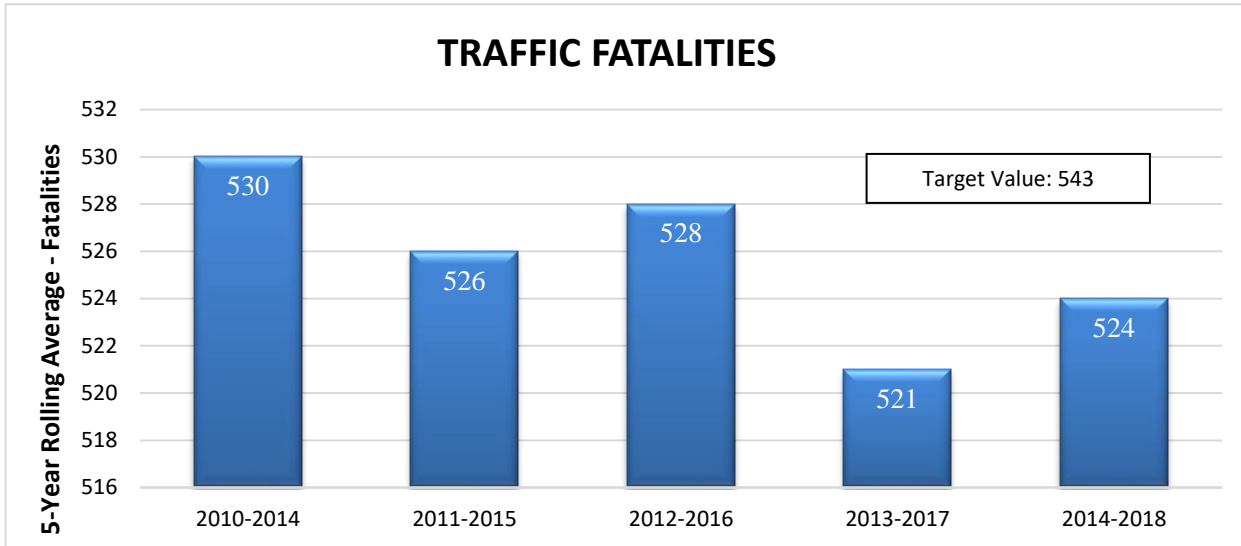
### **Overall Program Goals**

As listed in the FY 2019 Performance Plan, the overall program goals for the Arkansas' Highway Safety Program were as follows:

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

- **Limit increase in fatalities/VMT from 1.49 (2013-2017) to 1.615 (2015-2019)**
- **Limit increase in total fatalities from 521 (2013-2017) to 543 (2015-2019)**
- **Limit Serious traffic injuries from 3,257 (2013-2017) to 3,637 (2015-2019)**

The following charts show fatalities for the years 2014-2018. The core outcome, behavior and activity measures for the same time period are provided on pages 5 & 6. A summary of each program area is provided on pages 7 through 44 of this report.



CORE OUTCOME MEASURES		2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019 Target
C-1	Traffic Fatalities (FARS) 5-Year Moving Averages	530	526	528	521	524	543
	Total fatalities 5 year averages from to						
C-2	Serious Injuries in Traffic Crashes (State Crash File) 5-Year Moving Average	3,205	3,257	2,993	3,257	2,990	3,637
	Serious traffic injuries 5 year averages to 5 percent increases from 3,470 ) to 3,637						
C-3	Fatalities/VMT (FARS/FHWA) 5-Year Moving Average	1.58	1.56	1.54	1.49	1.48	1.615
	Hold fatalities/VMT (5 year averages) at 1.54 (2011-2015) to 1.66 (2014-2018)						
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS) 5-Year Moving Average	207	197	192	183	183	212
	Unrestrained passenger vehicle occupant fatalities all seat positions (5 year averages), from 196 (2011-2015) to 224 (2014-2018)						
C-5	Alcohol-Impaired Driving Fatalities (FARS) 5-Year Moving Average	147	143	138	138	141	141
	Alcohol impaired driving fatalities (5 year averages) from 141 (2011-2015) to 125 (2014-2018)						
C-6	Speeding-Related Fatalities (FARS) 5-Year Moving Average	80	77	83	93	104	90
	Hold increase in speeding-related fatalities (5 year averages) from 76 (2011-2015) to 84 (2014-2018)						
C-7	Motorcyclist Fatalities (FARS) 5-Year Moving Average	69	68	72	71	72	71
	Hold increase in motorcyclist fatalities (5 year averages) from 68 (2011-2015) to 71 (2014-2018)						
C-8	Unhelmeted Motorcyclist Fatalities (FARS) 5-Year Moving Average	40	40	45	44	45	40
	Hold unhelmeted motorcyclist fatalities (5 year averages) at 40 (2011-2015 ) to 40 (2014-2018)						
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS) 5-Year Moving Average	63	64	66	61	61	68
	Drivers age 20 and younger involved in fatal crashes (5 year averages) from 64 (2011-2015) to 72 ( 2014-2018)						
C-10	Pedestrian Fatalities (FARS) 5-Year Moving Average	42	43	45	45	48	43
	Reduce pedestrian fatalities (5 year averages) at 43 (2011-2015) to 42 (2014-2018)						
C-11	Bicyclist Fatalities (FARS) 5-Year Moving Average	5	5	5	4	4	5
	Hold bicyclist fatalities (5 year averages) at 5 (2011-2015) to 5 (2014-2018)						
<b>Observed Seat Belt Use</b>		<b>(2015)</b>	<b>(2016)</b>	<b>(2017)</b>	<b>(2018)</b>	<b>(2019)</b>	<b>Target</b>
B-1	State Survey Annual	77.7%	75.1%	81.0%	78%	81.9%	81%
	Increase observed seat belt use for passenger vehicles, front seat outboard						

\*Targets set as Moving Averages 2014-2018

<b>Arkansas NHTSA/GHSA core outcome behavior performance measures.</b>				
<b><u>C-1) Traffic Fatalities</u></b>				
Baseline:	555	Target: 543*	Current: Annl FY18	.516
FARS Data	Year 2018		5 yr avg	524**
<b><u>C-2) Serious Injuries</u></b>				
Baseline:	3,257	Target: 3,637*	Current: Annl FY18	2,334
State Data x	FARS Data □	Year 2018	5 yr avg	2,990
<b><u>C-3) Fatalities/VMT – Total</u></b>				
Baseline:	1.49	Target: 1.615*	Current: Annl FY18	1.41
FARS Data x	Year 2018		5 yr avg	1.476
<b><u>C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions</u></b>				
Baseline:	183	Target: 212*	Current: Annl FY18	177
FARS Data x	Year 2018		5 yr avg	183
<b><u>C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above</u></b>				
Baseline:	146	Target: 141*	Current: Annl FY 18	134
FARS Data x	Year 2018		5 yr Avg	141
<b><u>C-6) Speeding-related Fatalities</u></b>				
Baseline:	124	Target: 90*	Current: Annl FY18	134
FARS Data x	Year 2018		5 yr Avg	104
<b><u>C-7) Motorcyclist Fatalities</u></b>				
Baseline:	69	Target: 71*	Current: Annl FY18	66
FARS Data x	Year 2018		5 yr Avg	72
<b><u>C-8) Unhelmeted Motorcyclist Fatalities</u></b>				
Baseline:	36	Target: 40*	Current: Annl FY18	45
FARS Data x	Year 2018		5 Yr Avg	45
<b><u>C-9) Drivers age 20 or younger involved in fatal crashes</u></b>				
Baseline:	48	Target: 68*	Current: Annl FY18	59
FARS Data x	Year 2018		5 Yr Avg	60
<b><u>C-10) Pedestrian Fatalities</u></b>				
Baseline:	47	Target: 43*	Current: Annl FY18	62
FARS Data x	Year 2018		5 yr Av g	48
<b><u>C-11) Bicyclist Fatalities</u></b>				
Baseline:	4	Target: 5*	Current: Annl FY18	3
FARS Data x	Year 2018		5 yr Avg	4
<b>Observed Seat Belt Use</b>				
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants				
Baseline:	81.0%	Target: 81%	Current: 82% (2019)	
<b>Citations</b>				
A-1) Seat belt citations issued during grant-funded enforcement activities				
Current:	23,514 (2019)			
A-2) Impaired driving arrests made during grant-funded enforcement activities				
Current:	821 (2019)			
A-3) Speeding citations issued during grant-funded enforcement activities				
Current:	19,396 (2019)			

\*\* 5 yr avg 2014-2018



## Program Areas-Project Results

### Occupant Protection

In FY19 the AHSO hired an in-house Law Enforcement Liaison (LEL) to promote and actively recruit law enforcement agencies to participate in National mobilizations either on a voluntary basis or through a mini-STEP grant. The LEL also provided technical assistance to agencies and assisted them with media events related to the CIOT mobilizations.

Other responsibilities included:

- Collecting mini-STEP agencies performance reports
- Promoting participation in TOPS programs;
- Promoting issuance of more traffic safety citations;
- Setting up learning sessions with law enforcement agencies to promote traffic safety

Forty (40) agencies were solicited to participate in mini-STEP program for the CIOT Mobilization with 20 mini-STEP and 23 STEP agencies participating. Three occupant protection “Lunch and Learn” events were planned in conjunction with law enforcement association meetings in McGhee and Ouachita and Saline counties. The events promoted increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns.

Since most of the larger cities have existing STEP grants, emphasis was placed on rural efforts. The Federal Highway Administration (FHWA) classifies rural areas as those having populations under 50,000. The majority of Arkansas cities qualify as rural by this definition. Smaller agencies unable to support a STEP were recruited to participate in the Mini-STEP program to improve belt use in their areas. The Arkansas State Police (ASP) continued to provide additional coverage state wide with a special emphasis on high-risk areas and coordination with local STEPs.

High visibility Enforcement efforts such as national mobilizations and Selective Traffic Enforcement Projects (STEP) in addition to education and public awareness were employed to change unsafe driving behaviors. Law enforcement agencies were encouraged to involve and inform the media during special enforcement events. The national tagline of “Click It or Ticket” was used in efforts to promote occupant protection. CJRW, Arkansas’s advertising agency of record, secured paid media per NHTSA’s pre-determined media timeline to promote the use of safety belts and NHTSA’s “Click It or Ticket” national mobilization and the state’s two-week STEP effort. STEP agencies in addition to mini-STEPs and other agencies participated in the following OP mobilizations during FY 19.

- State Thanksgiving Seat Belt Mobilization - November 19-25, 2018
- National Memorial Day Seat Belt Mobilization - May 20 – June 2, 2019

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and continues to play an important part in Arkansas’ efforts to increase the usage rate. The results of the most recent observational seat belt use survey showed a use rate of 81.9%, the highest ever for Arkansas. Efforts continue to emphasize seat belt enforcement. HSO Staff and State Police held meetings and encouraged law enforcement agencies to step up enforcement efforts, increase citation numbers and participate in mobilizations.

STEP and mini-step projects are required to conduct pre and post seat belt use surveys around the CIOT mobilization. The tables below show pre and post use rates for the 27 sustained STEPs and 16 mini-steps that reported. As noted, the pre and post surveys showed a 2% increase in use for sustained STEPs and a 9% increase in seat belt use for the mini-steps. Citation and arrest data are also shown for the CIOT and DSOGPO mobilizations.

## 2019 CIOT/DSOGPO STEP Report Data

Sustained STEPs									
Agency	Click-It or Ticket					Drive Sober or Get Pulled Over			PI&E
	Seat Belt Citations	Speeding Citation	DWI Arrest	Pre Rate %	Post Rate %	Seat Belt Citations	Speeding Citation	DWI/DR Arrest	
ASP	869	2464	131	82	85	1201	3147	201	Y
Bella Vista PD	0	2	3	91	90	3	4	5	Y
Benton PD	20	0	0	92	92				Y
Bryant PD	41	46	0	95	90				Y
Fayetteville PD	42	102	0	91	93				Y
Harrison PD	28	0	0	86	87				Y
El Dorado PD	1	7	0	68	72				Y
Ft. Smith PD	24	38	11	87	89				Y
Garland CO. SO	25	0	0	81	83				Y
Hot Springs PD	20	0	0	92	92				Y
Hope PD	29	28	2	74	74				Y
Jonesboro PD	80	20	5	81	85				Y
Marion PD	0	0	2	78	83		2	1	Y
Miller Co SO	2	14	0	86	86				Y
Mt. Home PD	9	0	1	90	90	13	8	3	Y
Osceola PD	5	2	0	73	84				Y
Rogers PD	0	12	0	94	95	0	0	0	Y
Paragould PD	43	12	1	88	86				Y
St. Francis CO. SO	14	329	2	81	86	12	280	3	Y
Searcy PD	19	0	0	83	92				Y
Siloam Springs PD	55	2	0	92	90				Y
Springdale PD	23	18	13	89	88	3	26	26	Y
Trumann PD	36	1	0	67	73			1	Y
Texarkana PD	39	40	0	84	90				Y
Van Buren PD	21	5	7	91	91				Y
Washington CO SO	2	0	0	93	95				Y
<b>Sub total</b>	<b>1475</b>	<b>3142</b>	<b>178</b>			<b>1233</b>	<b>3468</b>	<b>242</b>	

## 2019 CIOT/DSOGPO Report Data

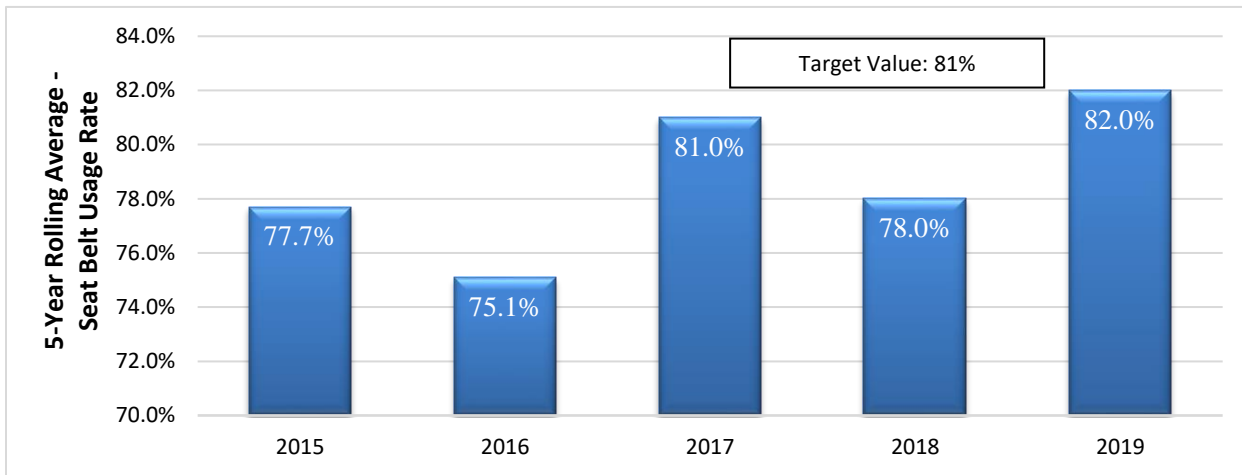
## Mini-STEPs

Agency	Click-It or Ticket					Drive Sober or Get Pulled Over			PI&E
	Seat Belt Citations	Speeding Citation	DWI Arrest	Pre Rate %	Post Rate %	Seat Belt Citations	Speeding Citation	DWI Arrest	
Amity	6	15	1	44	82				Y
Barling	62	10	2	58	68				
Carroll Co SO	19	19	0	78	80				Y
Clarksville PD	23	6	0	82	88	6	19	1	Y
Cross Co SO	41	33	0	53	72				Y
DeQueen PD	37	9	0	77	83				Y
Forrest City PD	58	104	3	69	84	58	104	3	Y
Little Flock PD	33	45	2	76	98	7	19	1	Y
Monticello PD	28	40	1	64	70	7	41		
Mt. View PD	2	0	0	64	67				?
Prescott	25	5	0	88	88				Y
Prairie Grove PD	86	41	6	87	84		9	5	Y
Searcy Co SO	9	12	0	42	47		1		Y
Tontitown	0	98	1	NA	NA				?
Ward PD	3	0	0	86	91				?
Wynne PD	9	2	0	68	74	1	0	0	Y
<b>Sub total</b>	<b>441</b>	<b>439</b>	<b>16</b>			<b>79</b>	<b>193</b>	<b>10</b>	
<b>Grand total</b>	<b>1916</b>	<b>3581</b>	<b>194</b>			<b>1312</b>	<b>3661</b>	<b>252</b>	
<b>Seat Belt Use Rates</b>		<b>Pre</b>	<b>Post</b>						
<b>Sustained STEP</b> s		<b>88%</b>	<b>90%</b>						
<b>Mini-STEP</b> s		<b>69%</b>	<b>78%</b>						

**Program Area Goals**

**B-1) Observed Seat Belt Use**

**Goal Statement:** Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 78% (2018) to 81.0% (2019).



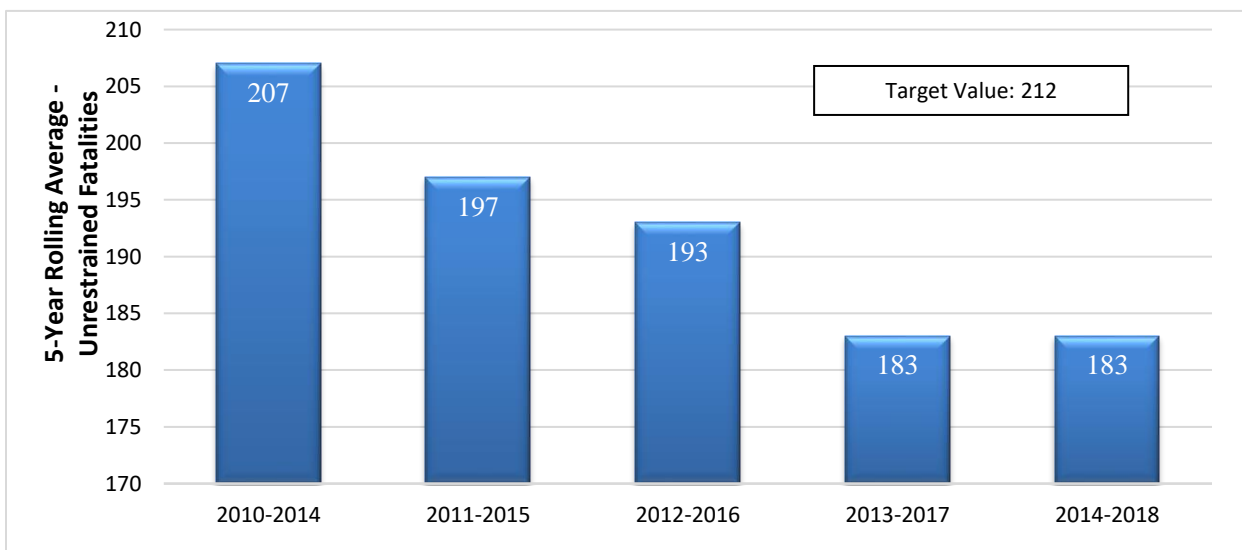
**(C-4) Unrestrained Passenger Vehicle Occupant Fatalities**

**Goal Statement:** Limit increase in unrestrained passenger vehicle occupant fatalities all seat positions from 183 (2013-2017) to 212 (2015-2019).

**Program Area Results**

An observational seat belt use survey was conducted in 2019 which included surveying 96 sites in 12 counties. The 2019 weighted usage rate was 81.9% which is almost a 4 percentage point increase from 2018.

Arkansas' unrestrained passenger fatalities decreased from 180 in 2017 to 177 in 2018. The five-year rolling average (2014-2018) was 183.



**(STEP) Seat Belt Survey****Project Results (Observed Seat Belt Use)****STATE OBSERVATIONAL SURVEY****Planned Activity: OP-2019-12****Sub-recipient(s): University of Arkansas - Civil Engineering Department**

**The Statewide Observational Survey: U of A - Civil Engineering Department** was contracted to conduct the 2019 Arkansas seat belt use survey. 12,663 observations were conducted. Observers recorded the seat belt use of drivers and of passengers in the right-front position of passenger cars and similar light duty vehicles at 96 sites spread among 12 counties in Arkansas. Based on these observations, the weighted use rate was 81.9%, an almost 4% increase from the previous year.

**Project Results (Occupant Protection)****COMPREHENSIVE OCCUPANT PROTECTION/INJURY PREVENTION PROGRAM  
(Community And Outreach For Child Restraint And Booster Seat Use) \*\*****Planned Activity: OP-2019-01****Sub-recipient(s): University of Arkansas - Fayetteville**

**The Comprehensive Occupant Protection/Injury Prevention:** During 2019 the AHSO worked with this project to transition the focus to pedestrian and bicycle safety, while continuing efforts to increase occupant protection for children through the child safety seat program.

**LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS)****(Short-term, high visibility/ sustained seat belt enforcement-local) \*\*\*\*\*****Planned Activity: OP-2019-02****Sub-recipient(s): Law Enforcement Agencies**

There were 32 local sustained STEPS in FY 2019. These projects issued 6,386 seat belt citations. This data does not include ASP data.

**STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT****Planned Activity: OP-2019-03****Sub-recipient(s): Arkansas State Police (ASP)**

The ASP worked over 7,826 hours during the year on occupant protection enforcement. The total number of seat belt citations and child safety seat citations issued by the ASP in FY 2019 was 16,544 and 232, respectively

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

**Planned Activity: OP-2019-04**

**Sub-recipient(s): Local Law Enforcement Agencies**

There were 19 local mini-step projects in FY 2019. Data for mini-STEP enforcements is shown below. Mini-STEP projects issued 584 Seat Belt citations.

**STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E)**

Communication and Outreach supporting enforcement \*\*\*\*\*

Community and Outreach for Child Restraint and Booster Seat Use\*\*

**Planned Activity: OP 2019-05**

**Sub-recipient(s): CJRW**

This task provided for statewide public information and education to promote occupant protection with a focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young person's age 18 – 34. It will also emphasize the child restraint law, Act 470 of 2001, Graduated Licensing laws, and new laws effective 2009 and 2011. Components of the task may include, but are not limited to, educational materials such as brochures, posters, public service announcements and (PSAs). (See Media Report)

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

**Planned Activity: OP-2019-06**

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

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to occupant restraints. Donated airtime totaled an estimated \$842,262.29. This represents a dollar return in donated airtime of over 11 times the contract amount of \$75,000.

**STATEWIDE LAW ENFORCEMENT LIAISON (LEL)**

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

(Short-term, high visibility and sustained enforcement- statewide)\*\*\*\*\*

(Communication and Outreach/Supporting Enforcement)\*\*\*\*\*

**Planned Activity: OP-2019-07****Arkansas Highway Safety Office**

The Arkansas' Law Enforcement Liaison (LEL) program was revamped to include an in-house LEL position at the AHSO. This position was responsible for promoting and recruiting law enforcement agencies to participate in safety mobilizations. Forty (40) agencies were solicited to participate in mini-STEP projects in the CIOT Mobilization with 20 mini-STEP agencies participating. Three occupant protection "Lunch and Learn" events were planned in conjunction with law enforcement meetings. These were held in North Little Rock and Ouachita and Saline counties. The events promoted increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns.

The new LEL participated in the 2019 Prescription Drug Abuse Prevention Summit in Hot Springs, Arkansas and the Arkansas Chief of Police Association Conference in Rogers, AR. The LEL and AHSO staff developed a STEP brochure to distribute among law enforcement agencies and a display to highlight AHSO programming and grant opportunities at events and meetings.

**STATEWIDE CHILD PASSENGER PROTECTION EDUCATION PROJECT**

(Community And Outreach For Child Restraint And Booster Seat Use) \*\*

**Planned Activity: OP-2019-08****Sub-recipient: University of Arkansas for Medical Sciences**

**The University of Arkansas for Medical Sciences, Department of Pediatrics** conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public. **Pediatrics** conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Eight NHTSA Standardized CPS training courses were conducted with 108 new technicians receiving certification; 633 childcare professionals were trained in 41 regional workshops. 17 public checkup events and a permanent fitting station resulted in a total of 797 seats being checked or loaned. During the fall and spring semesters 9 schools participated in the program to promote seat belt and booster seat usage among 6-14 years old (TWEENS), resulting in 49 students being trained to conduct observations and 242 teachers receiving education about the program.

**COMMUNITY PREVENTION INITIATIVE****Planned Activity: OP-2019-09****Sub-recipient(s): Arkansas Department of Health (ADH)****ADH Community Collaborative to Increase Belt Use**

This project continued to face challenges during FY19. It worked to promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and to increase outreach to law enforcement agencies to participate in enforcement campaigns on college campuses. The project focused on the University of Arkansas Little Rock campus as a pilot program, but was unable to generate interest from the University or the Campus Police. An ad agency was engaged to add a sports marketing element to promote seat belt use on campus at various events via, E-newsletter, and LED digital signs at the games but without direct student involvement there was no evidence based program to promote. The project coordinator quit the project to accept another job, so the project was discontinued. Current plans are to solicit another agency to revamp this initiative in 2020.

**RURAL HIGH FIVE PROJECT**

Enforcement of occupant protection laws \*\*\*\* High Visibility Enforcement \*\*\*\*Night-Time Enforcement

**Planned Activity: OP-2019-10****Sub-recipient(s): To Be Determined**

During FY19 the AHSO made the decision to concentrate on conducting “lunch and learn” sessions versus High Five Programs. It was determined this would be a more effective method of motivating and recruiting law enforcement agencies. The most recent session was held to discuss the new on-line grant application process and provide a status of the STEP activities. These sessions also promoted increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns. Similar type sessions will be conducted in the future.

**OCCUPANT PROTECTION PROGRAM MANAGEMENT****Planned Activity: OP-2019-13****Sub-recipient: Arkansas State Police**

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 including expenses for development and implementation of a state grants management system (GMS). The GMS was developed and will be operated, and maintained through AGATE Software, Inc.



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

*Goal Statement: Limit increase in alcohol-impaired driving fatalities from 138 (2013-2017) to 141 (2015-2019).*

**Program Area Results**

The alcohol-related five year moving average is 141 for 2014-2018. The chart on page 21 shows the 5 year moving average trend of Arkansas' alcohol-related fatalities. Arkansas alcohol related fatalities are currently at 26% of total fatalities for 2018 with the National average at 29%. The preliminary alcohol-related fatality rate is estimated at .35 per 100 MVMT (2018).

During FY19 the AHSO employed strong media campaigns in conjunction with sustained high visibility enforcement efforts involving law enforcement at all levels across the state along with a DWI Court initiative involving 13 District Courts.

Since 2012 DWI arrests and convictions have been on the decline. The AHSO continued to initiate additional strategies to counter this problem in 2019. Some of the strategies included:

- Adding additional local agencies to enforcement efforts via mini-STEPS
- Increasing communication among DWI Courts and Judges
- Utilizing DWI Court Judges to increase awareness and educate Judges

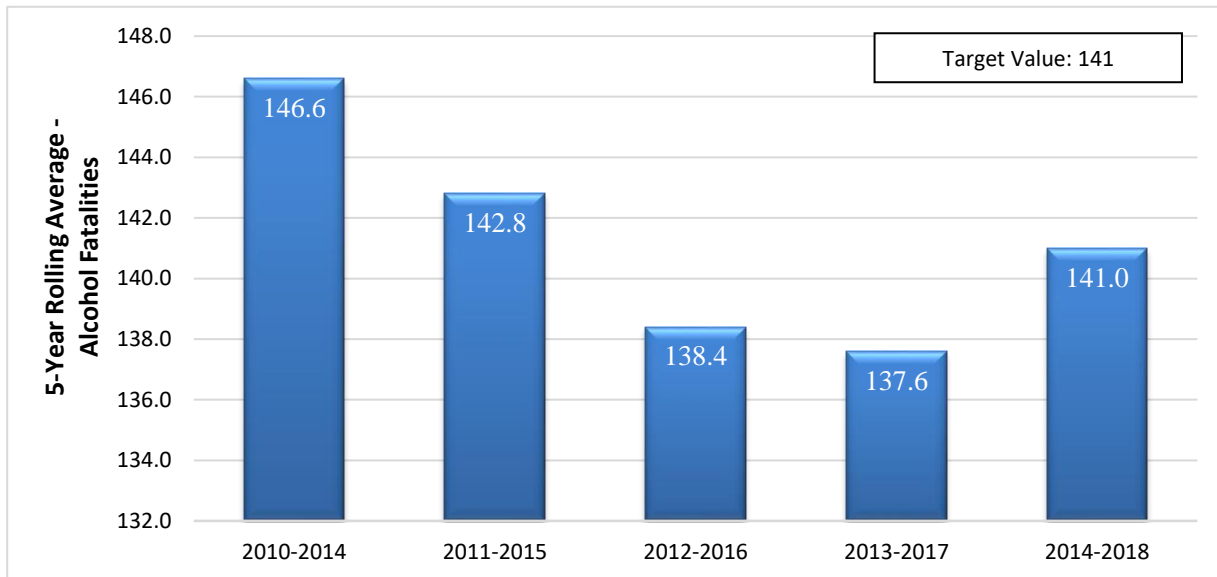
In 2019 the AHSO along with the Impaired Driving Prevention Task Force (IDPTF) conducted a review of the impaired driving problem in the State. One thing that was apparent was strategies are needed that can be measured collectively as a group and a plan for the implementation of those strategies to be distributed to impaired driving partners across the State detailing our vision. As a result the IDPTF began work on an Impaired Driving Blueprint for Arkansas. In August of 2019 this effort included a Border to Border Mobilization involving multiple states for the Drive Sober Get Pulled Over Campaign.

Agencies that participated in the DSGPO mobilizations worked a total of 4,434 hours.

- National Winter DWI Mobilization - December 14, 2018 - January 1, 2019
- State July 4<sup>th</sup> Holiday DWI Mobilization - June 28 - July 7, 2019
- National Labor Day DWI Mobilization - August 16 – September 2, 2019

## ALCOHOL RELATED FATALITIES AND RATES

### ALCOHOL-RELATED FATALITIES



*\*The 5 year averages on the chart differ in some cases from the original target information as they reflect "final" FARS data.*

### Project Results (Impaired Driving)

#### Judicial Training

**Planned Activity:** AL-2019-01

**Sub-recipient(s):** Administrative Office of the Courts

**Administrative Office of the Courts (AOC)** provided a three day training seminar September 12-14, 2019, in Little Rock, Arkansas to approximately 100 Arkansas district court judges. The course "Special Traffic Topics for Arkansas" was taught by faculty from National Judicial College. Lecture topics and breakout sessions included the latest developments in traffic law as well as issues in Search and Seizure and the Traffic Stop, DRE's and Marijuana and Ethics. In addition, eight judges and one judicial branch administrator attended the American Bar Association Traffic Court Seminar from March 5-7, 2019 in San Diego, CA.

**TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING****Planned Activity: AL-2020-02****Sub-recipient: Criminal Justice Institute**

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all impaired driving laws. 575 law enforcement officers completed the SFST/TOPS training in accordance with NHTSA's curriculum. In addition, 231 officers received SFST refresher training. 217 officers completed ARIDE training. Two DRE schools were completed with 19 officers being certified.

**TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT  
EVALUATION PROGRAM      Mass Media Campaigns \*\*\*****Planned Activity: AL-2019-03****Sub-recipient: Arkansas Broadcasters Association**

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$842,262.29. This represents a dollar return in donated airtime of over 11 times the contract amount of \$75,000.

**STATE-FUNDED ALCOHOL SAFETY EDUCATION PROGRAMS****Planned Activity: AL-2019-04****Sub-recipient: AR Department of Human Services - DASEP**

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

**STATEWIDE PUBLIC INFORMATION AND EDUCATION**

Mass Media Campaigns \*\*\*

**Planned Activity: AL-2019-05**

(See Media Report Section)

**LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECT****Planned Activity: AL-2019-06****Sub-recipient(s): Law Enforcement Agencies**

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

In FY19 32 local STEPs and 19 mini-steps participated in national and state DWI mobilizations. There were 605 DWI/DUI arrests by local STEPs and 10 DWI/DUI arrests by mini-steps.

**STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT****Planned Activity: AL-2019-07****Sub-recipient(s): Arkansas State Police**

The **Arkansas State Police (ASP)** participated in the State and National "Drive Sober or Get Pulled Over" campaigns as well as providing sustained enforcement during FY 2019. The ASP worked over 1,794 hours on DWI/DUI enforcement that resulted in 206 arrests.

**MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)**

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

**Planned Activity: AL-2019-08****Sub-recipient(s): Local Law Enforcement Agencies**

There were 19 local mini-step projects in FY 2019. Data for mini-STEP enforcement efforts is shown below. These Mini-STEPS made 10 DWI arrests.

**BAC INTOXIMETER AND BLOOD TESTING TRAINING PROJECT****Planned Activity: AL-2019-09****Sub-recipient: Arkansas Department of Health - OAT**

**The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT)** was provided funds for travel, meals, lodging and registration to send two OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in San Diego, California from May 18-22, 2019. The instruction covered user maintenance and national perspective and results.

The project provided funds for travel, meals, lodging and registration to send two OAT staff members to the annual meeting of the International Association for Chemical Testing in Coeur D" Alene, ID from March 31- April 4, 2019. This training covered the fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance.

The project provided travel, meals, lodging and registration to send one OAT staff member to the 2019 Lifesavers Conference in Louisville, KY from March 30 - April 2 2019. This training covered an extensive number of topics related to Highway Safety from a national perspective.

The project paid for the purchase of 70 tanks for use in the Intoximeter EC/IR II to be used by law enforcement agencies in Arkansas.

The project paid for the purchase of a one (1) year maintenance agreement for the Agilent 7890B Gas Chromatography system used to analyze legal samples for alcohol in DWI cases.

The project purchased blood kit consumables for alcohol and drug testing to be used by law enforcement agencies statewide for submission of samples to OAT or the Crime lab.

The project paid for a state AIIPA membership for OAT staff. The project provided travel, meals, lodging and registration to send two (2) OAT staff to the University of Indiana Center for Studies of Law in Action 7-day course in alcohol testing and traffic safety forum December 1-7, 2018.

**LAW ENFORCEMENT TRAINING ACADEMY BAT & SOBRIETY  
CHECKPOINT MOBILE TRAINING**

**Planned Activity: AL-2019-10**

**Sub-recipient: Black River Technical College**

**The Mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, Support and Training project with the Black River Technical College**, Law Enforcement Training Academy in Pocahontas, AR. The BAT Sobriety Checkpoint Mobile Training Project offered law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During fiscal year 2019, the project trained 320 law enforcement officers. The BAT mobile was utilized in 27 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints to raise awareness regarding the crime of impaired driving. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The project conducted fourteen public school events and fifteen public events in communities throughout the state.

**STATEWIDE LAW ENFORCEMENT LIAISONS**

**Planned Activity: AL-2019-11**

**AHSO**

The AHSO hired a LEL to promote and recruit law enforcement agencies to participate in traffic safety mobilizations. The new LEL has attended national and regional training meetings and will continue to network with other states to promote activities. A STEP brochure was developed to distribute to law enforcement agencies at meetings and presentations.

**COURTROOM MONITORING PROGRAM**

**Planned Activity: AL-2019-12**

**Sub-recipient: Mothers Against Drunk Driving (MADD)**

The Court Monitoring program follows DWI/DUI cases through the court process to 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.

**Project Results:** The project was implemented in January 2019. Two staff members were hired by the MADD Director and 5 counties designated for court monitoring in 15 judicial circuits with emphasis on counties ranking highest for alcohol/drug related crashes involving fatalities or injuries. The counties targeted for court monitoring include: Garland, Phillips, Jefferson, Pulaski and Washington. .Recruitment of Volunteer Court Monitors is ongoing.

**DWI COURTS****Planned Activity: AL-2019-13****Sub-recipient(s): See below**

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

**STATEWIDE IN CAR CAMERA AND VIDEO STORAGE SYSTEM****Planned Activity: AL-2019-14****Sub-recipient(s): Arkansas State Police**

**The In-Car Camera and Video Storage Project with the Arkansas State Police** purchased the following equipment in FY 2019: In Car Camera DVR (45) ; In Car Front Camera (45); Hi-Fi Body Microphone and cradles (45).; Remote Display (45); 802.11ac Wireless Point 12.; Cellular Modem w/ 802.11ac (325); Antenna for Cellular Modem (325).; Upgrade WatchGuard Server Software (12).; and Backup Software. to manage, preserve, and secure video evidence. The system provides reliable archiving and instant recall of video data to facilitate apprehension and prosecution of DWI/DUI violators, improve the trooper's ability to testify in court and increase drunk driver conviction rates. The storage system is linked to and shares data with eCite.

**MOTOR VEHICLE CRASH TOXICOLOGY TESTING****Planned Activity: AL-2019-15****Sub-recipient(s): AR State Crime Lab**

**The Toxicology Testing of MVC Samples Project with the Arkansas State Crime Lab** purchased the following equipment for testing Gas Chromatography Mass Spectrometer, Gas Chromatograph Flame Ionized Detector, Nitrogen Generator, Air Compressor, Zero Air Generator, Hydrogen Generator, Turbopap and Nitropap for testing. This equipment allows the Crime Lab to perform toxicology testing on blood and urine samples. The lab reports these results to the Fatality Analysis Reporting System (FARS) and the State Traffic Analysis Reporting System (TARS)

**TRAFFIC SAFETY RESOURCE PROSECUTOR**

Drug Impaired Driving Laws \* Education on Medication \*

**Planned Activity: AL-2019-16**

**Sub-recipient: Office of the Prosecutor Coordinator (OPC)**

Due to funding issues related to this agency's policies regarding reimbursement based grants, the AHSO has been unable to implement this program. The OPC will continue to provide the same training and resources through a state-funded part time TSRP as they have provided in the past.

**ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM MANAGEMENT**

**Planned Activity: AL-2019-17**

**Sub-recipient: Arkansas State Police**

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



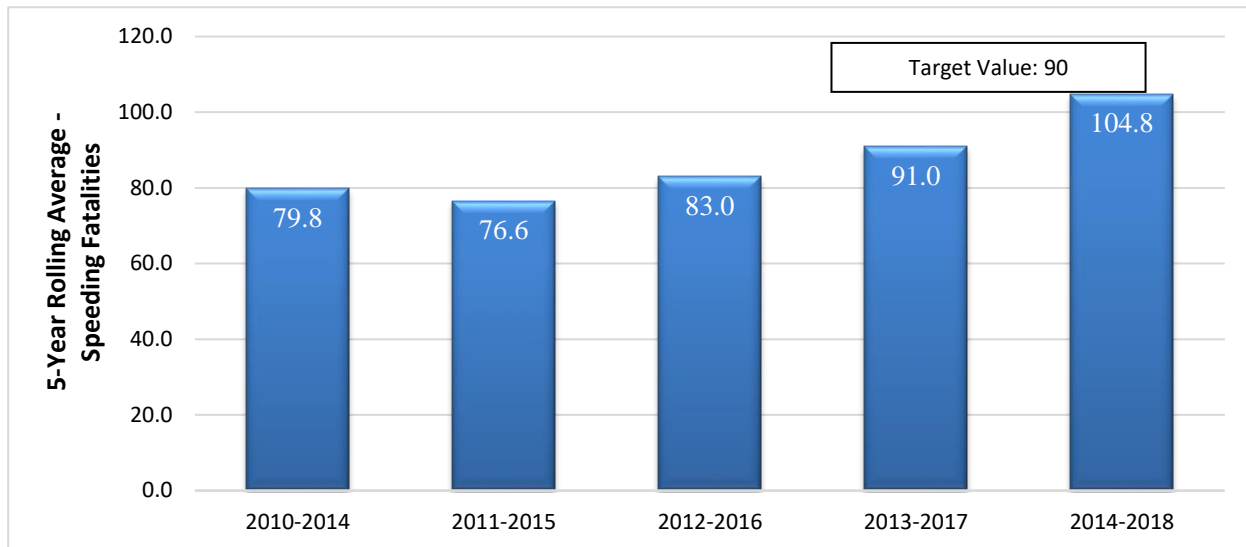
**AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS**

<b>CITY/COUNTY</b>	<b>ALCOHOL-RELATED FATALITIES</b>
<b>AGENCY</b>	<b>2017</b>
Arkadelphia Police Department	0
Benton County Sheriff's Office	5
Benton Police Department	1
Bella Vista Police Department	0
Bryant Police Department	0
Conway Police Department	2
Dardanelle P.D.	0
Eldorado P.D.	0
Fayetteville Police Department	1
Fort Smith Police Department	1
Harrison Police Department	0
Hope Police Department	1
Hot Springs Police Department	4
Garland County Sheriff's Department.	8
Jonesboro Police Department	2
Marion Police Department	0
Miller county Sheriff's Office	3
Mountain Home Police Department	0
North Little Rock Police Department	1
Osceola Police Department	0
Paragould Police Department	0
Rogers Police Department	0
Saline County Sheriff's Office	1
Searcy Police Department	1
Siloam Springs PD	0
Sherwood Police Department	2
Springdale Police Department	2
St. Francis County Sheriff's Office	0
Texarkana Police Department	0
Trumann Police Department	0
Van Buren Police Department	0
Washington County Sheriff's Office	4

## Speed Enforcement

### Speeding Related Fatalities

**Goal Statement:** Decrease speeding related fatalities from 93 (2013-2017) to 90 for (2015-2019).



**\*The 5 year averages on the chart may differ in some cases from the original target information as they reflect “final” FARS data.**

### Program Area Results

Fifty-two Selective Traffic Enforcement Projects (STEPS) and Mini-STEPS with local law enforcement and one statewide with the Arkansas State Police were implemented during FY19. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. As previously shown, there were 3,527 speed citations issued by the local STEPs and mini-steps. The ASP issued 15,869 speed citations for the year. This is an increase from the previous year.

According to FARS data, over the last five years (2014 – 2018) there have been 521 fatalities recorded as speed-related, this accounts for 19.8% 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 2017 speed fatalities were at 116 but fatalities increased to 131 or 25% of total fatalities in 2018.

The state continues to work with law enforcement and remains vigilant in addressing and enforcing speed. The chart below shows the speeding related crashes in Arkansas counties for 2013-2017. County specific data is not yet available for 2018.

COUNTY	2013	2014	2015	2016	2017
ARKANSAS	14	9	8	10	6
ASHLEY	29	26	25	28	21
BAXTER	48	46	40	55	68
BENTON	220	228	202	259	301
BOONE	29	19	43	43	61
BRADLEY	8	2	7	13	29
CALHOUN	6	4	7	6	10
CARROLL	31	47	58	49	44
CHICOT	11	6	9	7	10
CLARK	44	37	68	86	82
CLAY	5	4	3	7	10
CLEBURNE	22	35	32	38	31
CLEVELAND	10	3	11	27	27
COLUMBIA	37	21	21	24	22
CONWAY	23	41	34	34	45
CRAIGHEAD	159	184	184	194	199
CRAWFORD	108	133	145	118	118
CRITTENDEN	106	74	53	65	98
CROSS	28	19	18	15	17
DALLAS	8	6	11	15	36
DESHA	10	5	5	8	5
DREW	14	14	17	12	17
FAULKNER	112	130	119	168	202
FRANKLIN	27	34	60	62	62
FULTON	17	23	22	39	39
GARLAND	139	160	142	224	227
GRANT	13	20	38	39	28
GREENE	36	28	38	50	37
HEMPSTEAD	44	35	49	55	55
HOT SPRING	40	54	52	82	85
HOWARD	4	2	6	2	8
INDEPENDENCE	39	33	72	91	82
IZARD	8	10	13	19	18
JACKSON	18	24	12	41	32
JEFFERSON	79	56	59	44	58
JOHNSON	38	48	39	37	33
LAFAYETTE	7	0	5	5	4
LAWRENCE	11	4	9	14	24
LEE	3	4	10	13	5
LINCOLN	4	11	13	3	7
LITTLE RIVER	9	8	7	14	6
LOGAN	13	6	14	28	22
LONOKE	70	81	114	109	110
MADISON	9	17	25	45	56

MARION	28	20	30	19	7
MILLER	42	45	51	108	79
MISSISSIPPI	34	41	31	44	62
MONROE	11	10	5	2	6
MONTGOMERY	7	5	8	12	13
NEVADA	16	7	20	18	32
NEWTON	8	12	10	38	40
OUACHITA	14	11	16	20	29
PERRY	7	3	11	7	11
PHILLIPS	8	8	12	13	16
PIKE	7	14	9	9	9
POINSETT	23	18	17	20	48
POLK	22	24	22	30	39
POPE	61	80	68	36	64
PRAIRIE	7	10	4	14	19
PULASKI	517	492	588	874	792
RANDOLPH	12	10	21	15	21
SALINE	170	179	203	224	176
SCOTT	5	7	4	3	11
SEARCY	24	17	14	27	21
SEBASTIAN	83	106	130	75	137
SEVIER	8	10	21	22	18
SHARP	7	9	16	7	12
ST FRANCIS	31	38	70	68	89
STONE	15	4	7	10	3
UNION	31	31	48	61	56
VAN BUREN	22	20	16	12	19
WASHINGTON	241	282	323	366	395
WHITE	66	60	90	149	102
WOODRUFF	0	0	3	1	2
YELL	12	11	12	21	22
TOTALS	5,262	5,349	3,799	4,622	4,807

**SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

High Visibility Enforcement \*\*

**Planned Activity: SC-2019-01**

**Sub-recipient(s): Local Law Enforcement Agencies**

Thirty-two Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY19. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. A total of 3,527 speed citations were issued by all STEPs in FY19.

**SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

High Visibility Enforcement \*\*

**Planned Activity: SC-2019-02**

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

The **Arkansas State Police (ASP)** provided sustained enforcement during FY 2019. The ASP issued a total of 15,869 speed citations to facilitate detection and removal of speeding drivers from highways.

**MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)**

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

**Planned Activity: SC-2019-03**

**Sub-recipient(s): Local Law Enforcement Agencies**

There were 19 local mini-step projects in FY 2019. These Mini-STEPs issued 1,226 speed citations.

**STATEWIDE PUBLIC INFORMATION AND EDUCATION**

Public Information Supporting Enforcement\*\*\*

**Planned Activity: SC-2019-04**

**Sub-recipient: CJRW**

See Media Report

## **Program Area Goal Traffic Records**

The goals of projects funded in the Traffic Records Program for 2019 were:

- Increase the # of agencies using eCrash (real-time) from 144 in 2018 to 200 in 2019
- Increase the # of courts using Contexte (real-time) from 83 in 2018 to 106 in 2019

## **Program Area Results**

Federal funds were used to continue the services of a firm to input crash data into the data base in a timely manner. Source Corp had been retained for these services from April 1, 2009 to June 1, 2018. Since then, the backlog of reports being entered manually into the Traffic Analysis Reporting System (TARS) has fluctuated between eleven-months to two-months and back to 10 months, based on various factors such as the transition from the TARS database to eCrash and the decrease in the number of crashes to be entered. The contract with Source Corp was terminated and the AHSO has contracted with the University of Arkansas at Fayetteville to enter crash data. The project is currently in test mode training the students who will be doing data entry. There are 215 local agencies in addition to the ASP troops using the eCrash system to upload their crash data as of November, 2019. As of November 1, 2019, the count for submitted paper crash reports was 8,086. At the present time, the total number of crashes both manually entered and electronically submitted to the crash database is incomplete.

The Arkansas State Police started using eCrash for reporting crash data on July 1, 2015 and met its goal of statewide implementation to all troops with data collection and wireless transmittal of data to a central server. **As of November 10, 2019 an additional 239 local agencies have been trained in the use of eCrash with 215 of those agencies going 'Live'.** Section 405(c) Traffic Safety Information System Improvement Grant funds were utilized to incorporate and maintain eCrash and continue maintenance of NEMSIS compliance. **A total of 107 courts (75 circuit courts and 32 District Courts) are using Contexte.**

### **eCite and eCrash**

All troops at Arkansas State Police now utilize the electronic citation system (eCite) and electronic crash reporting system (eCrash). Court clerks are now able to receive citations electronically. A second RFP to assist local law enforcement agencies with equipment and facilitate their participation in these systems resulted from a partnership with the Arkansas Department of Transportation (ArDOT). ArDOT provided additional funding in the amount of 1.4 million in HSIP funds which was used to fund additional local agencies to utilize the eCrash system. The additional funding has further facilitated the deployment of eCrash/eCite throughout the state.

**Project Results (Traffic Records)****TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) PROGRAM OPERATIONS****Planned Activity: TR-2019-01****Sub-recipient: Arkansas State Police**

Provided for retaining the services of a qualified firm to input crash data in a timely manner. The University of Arkansas at Fayetteville has been contracted to enter crash data. The project is currently in test mode training the students who will be doing data entry. It also provided for the operation of the TARS by the ASP including data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work.

**TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) IMPROVEMENT PROJECT****Planned Activity: TR-2019-02****Sub-recipient: Arkansas State Police**

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

**ELECTRONIC TRAFFIC CRASH RECORD ENTRY SYSTEM PROJECT****Planned Activity: TR-2019-03****Sub-recipient(s): ASP, Local Law Enforcement Agencies TBD**

**The Arkansas State Police** continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is now the eCrash system developed by the University of Alabama. 215 local agencies and the Arkansas State Police are electronically submitting crash reports via eCrash. Two hundred thirty nine (239) agencies are on track to utilize the e-crash system.

**EMS DATA INJURY SURVEILLANCE CONTINUATION PROJECT****Planned Activity: TR-2019-04****Sub-recipient: Department of Health – Office of EMS**

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

**ELECTRONIC CITATION SYSTEM****Planned Activity: TR-2019-05****Sub-recipient(s): Arkansas State Police, Local Law Enforcement Agencies**

The **Arkansas State Police** continued progress during 2019 towards implementation of an electronic citation system (eCite) which electronically captures and submits the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the violator and capture of citation data for timely reporting to various entities. The system also allows for submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and the Office of Driver Services. A data schema was finalized to allow the Administrative Office of the Courts (AOC) to implement eCite support into the court case management system. eCite is currently in use by all ASP troops. 137 local law enforcement agencies have been trained on eCite with 124 of those agencies currently "live".

**TRAFFIC RECORDS PROFESSIONAL DEVELOPMENT****Planned Activity: TR-2019-06****Sub-recipient: Arkansas State Police**

Provided specified training for law enforcement and other highway safety professionals in matters related to traffic records along with continued crash investigation and reconstruction training courses.

**TRAFFIC RECORDS PROGRAM MANAGEMENT****Planned Activity: TR-2019-07****Sub-recipient: Arkansas State Police**

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



**Roadway Safety**

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

**Project Results (Roadway Safety)**

**PROFESSIONAL DEVELOPMENT**

**Planned Activity: RS-2019-01**

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

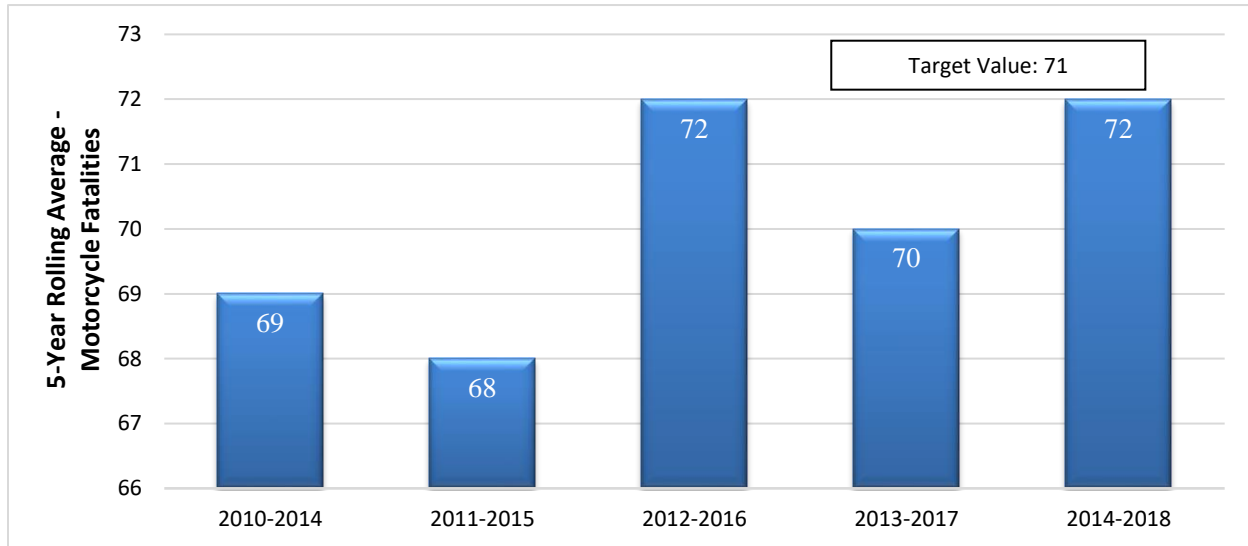
This project provided resources to allow personnel from ARDOT to attend safety conferences and workshops. Attendance at these meetings allows for networking with other transportation agencies to assess cost effective strategies to reduce highway fatalities and injuries. ARDOT travel restrictions prevented staff from attending these training conferences during FY19. However plans are in place to allow attendance at these meetings in 2020.

## Motorcycle Safety

### Program Area Goal

#### C-7) Motorcyclists Fatalities

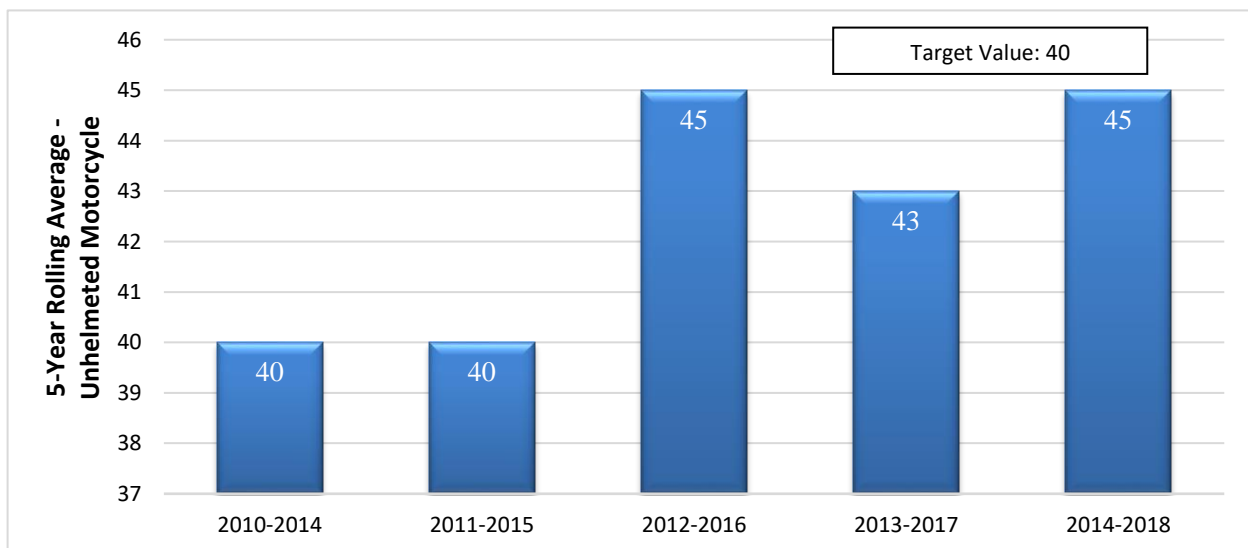
**Goal Statement:** Maintain motorcyclist fatalities at 71 (2013-2017) to 71 (2015-2019).



\*The 5 year averages on the chart may differ in some cases from the original target information as they reflect "final" FARS data.

#### C-8) Unhelmeted Motorcyclists Fatalities

**Goal Statement:** Reduce un-helmeted motorcyclist fatalities from 44 (2013-2017) to 40 (2014-2018).



Arkansas' Motorcycle fatalities were at 69 for 2017 and 66 for 2018. They account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and only requires helmets for motorcyclists age 21 or younger. In 2018, 68% of all motorcyclist fatalities were not helmeted as opposed to 2016 with 71% unhelmeted. The chart below shows the number of motorcycle crashes for the most recent year available (2017) and the crashes involving an impaired driver.

County	Number of Registered Motorcycles	# of MMC involving another motor vehicle	# of MMC involving an impaired operator	County	Number of Registered Motorcycles	# of MMC involving another motor vehicle	# of MMC involving an impaired operator
Arkansas	441	1	0	Lee	110	0	0
Ashley	479	2	0	Lincoln	237	0	0
Baxter	2,156	14	2	Little River	370	1	0
<b>Benton</b>	<b>9,601</b>	<b>67</b>	<b>5</b>	Logan	983	6	0
Boone	1,636	14	1	Lonoke	2,419	11	2
Bradley	216	3	0	Madison	564	8	2
Calhoun	113	0	0	Marion	744	2	0
Carroll	1,269	10	3	Miller	1,178	5	0
Chicot	183	1	1	Mississippi	881	2	1
Clark	492	1	0	Monroe	158	0	0
Clay	446	2	0	Montgomery	344	1	0
Cleburne	1,151	2	2	Nevada	207	0	0
Cleveland	212	0	0	Newton	347	3	0
Columbia	536	0	0	Ouachita	609	5	1
Conway	634	6	2	Perry	315	1	0
Craighead	2,314	26	2	Phillips	282	3	1
Crawford	2,356	20	1	Pike	332	1	0
Crittenden	915	7	1	Poinsett	536	4	1
Cross	370	2	0	Polk	822	2	3
Dallas	137	0	1	Pope	1,914	9	1
Desha	162	0	0	Prairie	200	0	0
Drew	339	2	0	<b>Pulaski</b>	<b>7,774</b>	<b>106</b>	<b>4</b>
<b>Faulkner</b>	<b>3,013</b>	<b>29</b>	<b>5</b>	Randolph	562	1	0
Franklin	640	6	0	St. Francis	3,667	26	4
Fulton	448	3	0	Saline	300	1	0
<b>Garland</b>	<b>3,460</b>	<b>42</b>	<b>1</b>	Scott	255	1	0
Grant	566	2	0	Searcy	4,507	50	4
Greene	1,347	9	1	Sebastian	424	1	1
Hempstead	417	3	2	Sevier	327	1	0
Hot Spring	1,105	2	0	Sharp	353	3	0
Howard	282	0	0	Stone	512	2	0
Independence	975	6	1	Union	1,091	4	1
Izard	524	3	2	Van Buren	605	1	1
Jackson	339	1	1	<b>Washington</b>	<b>6,913</b>	<b>83</b>	<b>8</b>
Jefferson	1,324	11	0	White	2,150	10	1
Johnson	860	2	0	Woodruff	137	0	0
Lafayette	162	0	0	Yell	556	0	0
Lawrence	529	2	0				

## Project Results (Motorcycle Safety)

The Motorcycle Safety Motorist Awareness Campaign, “Look Twice for Motorcycles, Share the Road” activity is shown in the Paid Media Reports on pages 81-84.

### **MOTORIST AWARENESS CAMPAIGN \* Other Driver Awareness of Motorcyclists \***

**Planned Activity: MC-2019-01**

**Sub-recipient(s): CJRW**

Provided funding for educational pamphlets, posters, radio and television ads etc. to promote motorcycle safety and awareness. Arkansas utilized statewide television and radio spots to promote an awareness of motorcycle safety and the dangers associated with the impaired operation of motorcycles. Efforts to deter impaired motorcyclists were made during the National Winter DWI Mobilization (DSOGPO); the National Labor Day DWI Mobilization (DSOGPO); and the July 4th holiday DSOGPO campaign in. The AHSO purchased advertising to include broadcast, cable, radio and online advertising in a majority of the counties with the most motorcycle crashes and crashes involving an impaired driver with emphasis on the top five counties.

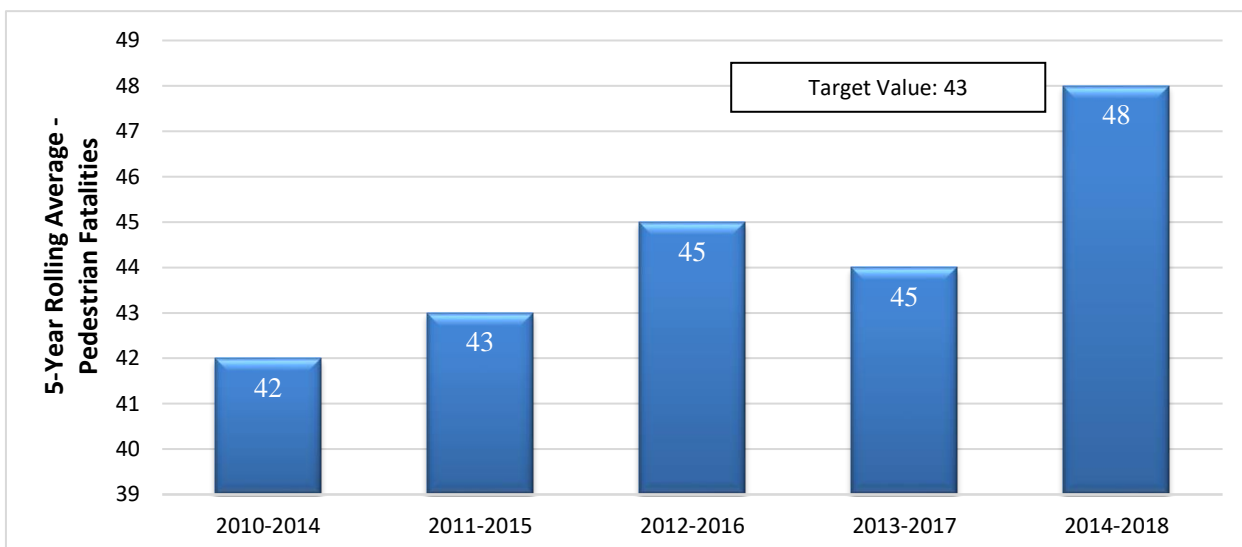
## Pedestrian/Bicyclist

### Program Area Goals

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

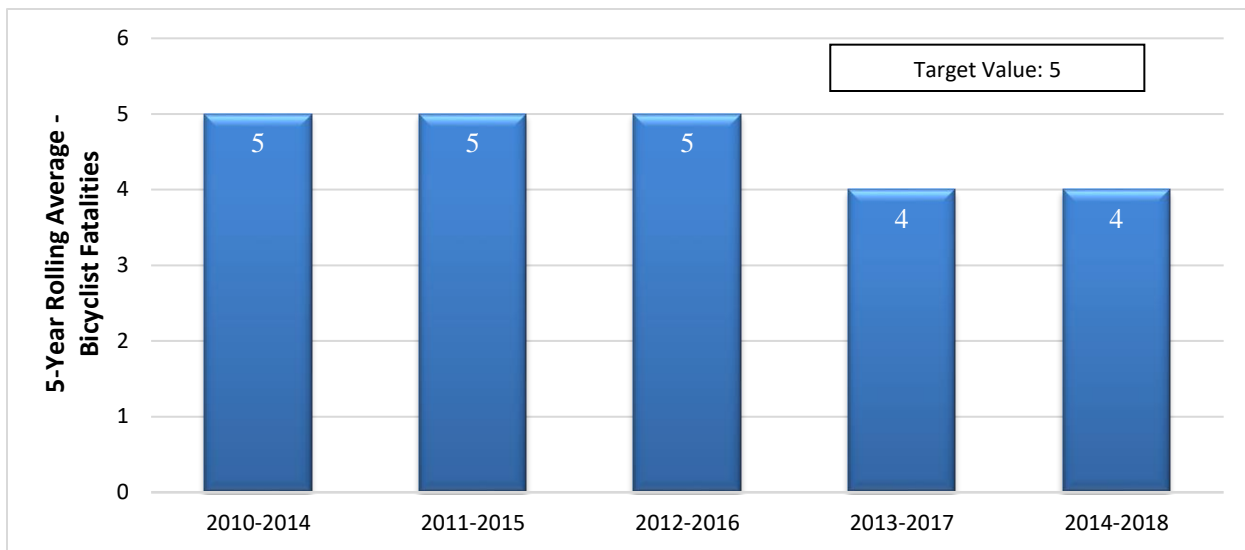
#### **C-10) Pedestrian Fatalities**

**Goal Statement:** Limit the increase in pedestrian fatalities from **45** (2013-2017) to **43** (2015-2019).



## C-11) Bicyclist Fatalities

**Goal Statement:** Limit increase in bicyclist fatalities from 4 (2013-2017) to 5 (2015-2019).



### Program Area Results (Pedestrian/Bicyclist)

In 2014 there were 37 pedestrian fatalities. This number rose to 47 in 2017 and in 2018 has risen to 62. This represents a five year average of 48 for 2014-2018 and approximately 12% percent of all motor vehicle fatalities for 2018. Bicyclist fatalities also fluctuated from 2014 to 2018. There were 7 bicyclist fatalities in 2014, 4 fatalities in 2017 and 3 in 2018 for a five year average of 4 for 2014-2018. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities are also a part of the emphasis of the “Toward Zero Fatalities” Campaign in conjunction with the Arkansas Department of Transportation (ArDOT) and the Arkansas Department of Health.

Countermeasures conducted in Arkansas included both enforcement and education efforts. Information and outreach targeted pedestrians to help them understand that even though they are walking or running they have a responsibility to obey the same traffic laws that motorists are subject to.

In addition to press-related activities, enforcement and educational efforts were under development to bring awareness to pedestrian and bicyclist safety. ARDOT began work on informational posters/brochures for public areas around the state as part of the TZD initiative. AHSO Program Managers worked with law enforcement agencies in communities which had pedestrian and bicyclist related fatalities and serious injuries to encourage them to be more proactive in pedestrian and bicyclist enforcement and overall safety issues.

The AHSO continued to work with law enforcement agencies throughout the state to encourage them to step-up pedestrian crossing enforcement and emphasize pedestrian safety in presentations and other educational events.

A target of 43 was set for pedestrian fatalities for 2015-2019. Work continued on a plan for a media campaign focusing on education strategies and public service messages that target school children on bicycle and pedestrian safety as well as utilizing public service messages and social media to increase awareness of the dangers of bicycle and pedestrian traffic on high volume roadways.

**PEDESTRIAN/BICYCLE PUBLIC AWARENESS CAMPAIGN**

**Planned Activity: PS-2019-02**

**Sub-recipient(s): ARDOT**

This project involved the development of a media campaign by ArDOT to focus on education strategies such as public service messages to target school children on bicycle and pedestrian safety as well as public service messages aimed at increasing awareness of the dangers of bicycle and pedestrian traffic on high volume roadways, and social media to educate the public on bicycle/pedestrian laws and safety. The implementation of this project was delayed but is planned to go into effect in FY20.

**STATEWIDE PUBLIC INFORMATION AND EDUCATION**

**Project Number: PS-2019-01**

**Sub-recipient(s): CJRW**

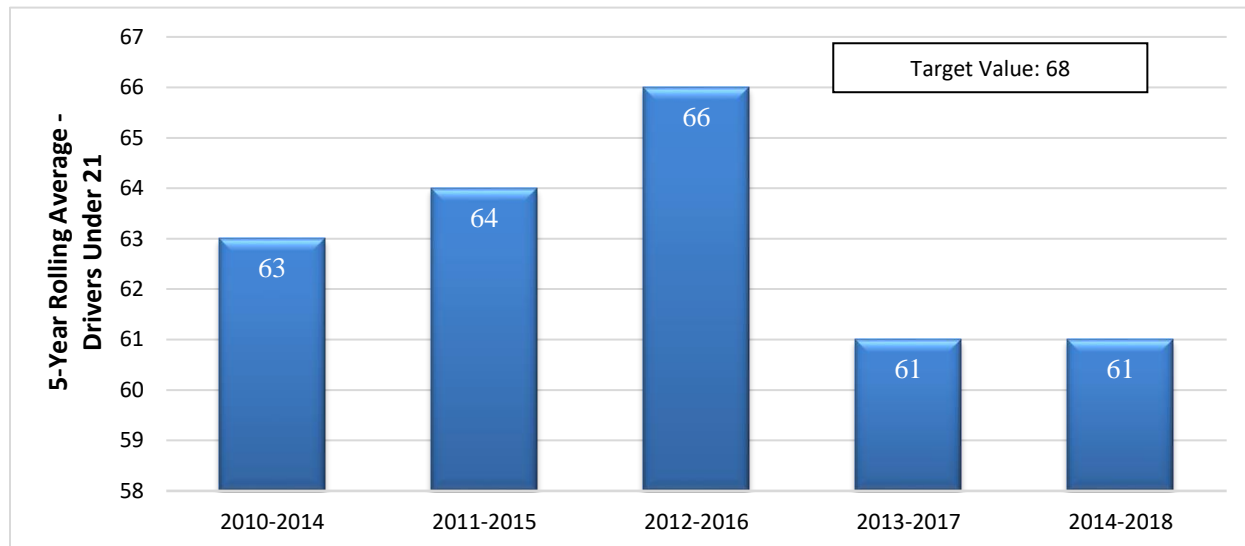
**Total Project Amount:**

Funding was provided to develop public information and educational materials promoting pedestrian and bicycle safety. This is still under development and will be implemented through the Pedestrian/Bicycle Public Awareness Campaign that is being developed by ArDOT (See above)

## Teen Driver Program

### C-9) Drivers Age 20 or Younger Involved in Fatal Crashes

**Goal Statement:** Limit the number of drivers age 20 or younger involved in fatal crashes from 61 (2013-2017) to 68 (2015-2019).



### Program Area Results

In 2017 there were 48 fatalities of drivers involved in fatal crashes under age 21. The five year average for 2014-2018 is 61. Since 2008 the AHSO has worked with the University of Arkansas for Medical Sciences and Arkansas Children's Hospital Injury Prevention Center to support statewide teen driving education, increase physician influence of motor vehicle safety, increase enforcement of teen driving laws, increase the use of graduated driving principles within families of young drivers and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. In 2018, "Arkansas Drive Smart Challenge - Battle of the Belt" continued a performance based educational peer-led program with an emphasis on raising teen seat belt use and knowledge of the state's Graduated Driver's License (GDL) in high schools. A statewide web site and an existing teen driving safety coalition in Pulaski County were created as an advisory forum for accessing community resources, disseminating awareness and education of teen driving safety. The Arkansas specific safer teen driving website was discontinued this year in favor of the social media outlets Facebook and Twitter which the target audience utilizes to a greater extent and increases the reach for the intended audience. Emphasis also included educating the public and legislators to promote a stronger GDL law and implementation of components that Arkansas currently lacks

**Project Results (Teen Driver)****TEEN DRIVER SAFETY PROJECT****Planned Activity: OP-2019-11****Sub-recipient(s): UAMS**

The University of Arkansas for Medical Science (UAMS), Arkansas Drive Smart/Battle of the Belt Project targeted eight counties in the state (Lonoke, Johnson, Crawford, Carroll, Stone, Jackson, Ouachita and Sevier) with low seat belt use rates. All 26 high schools were contacted and 13 participated in the peer led performance based project. UAMS trained 177 students on how to implement activities in their school designed to promote seat belt use and knowledge of Arkansas' Graduated Driver Licensing (GDL). A total of 1,443 pre and post Observational surveys were conducted at each school prior to activity implementation. After participating in the project, the schools saw an overall seat belt use increase of 10 percent.

UAMS also conducted three coalition safety meetings two in Northwest Arkansas and one in Pulaski County with 60 members in attendance; continued to address other parts of the state with classroom presentations to 4,404 students and distributed educational materials to coalitions, professionals and the general public; conducted educational and "Train The Trainer" presentations to 70 law enforcement officers and 128 medical students. An Arkansas specific safer teen driving website was discontinued as the target audience more readily utilizes Facebook and Twitter. These platforms were utilized to better reach the intended audience.



**Distracted Driving**

Information on Distracted Driving was included during FY19 as part of several injury prevention projects, PI&E, the Comprehensive Occupant Protection and Injury Prevention Program and the UAMS “Arkansas Drive Smart/Battle of the Belt” Teen Project. The AHSO also partnered with Arkansas Drivers Services to get traffic safety messages out to the driving public at no cost to us. The DVM showed closed captioned television spots to coincide with mobilizations such as Distracted Driving, Drunk Driving, Speed and Seat Belt on their new large video screens at all 40 locations across the state.

Legislative efforts included two bills on distracted driving. The law on distracted driving was amended to make the use of handheld wireless devices while driving in a school zone and for young drivers a primary offense, to correct inconsistencies in the definition of distracted driving and comply with distracted driving requirements under federal law.

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

Distracted Driving is also identified as a primary emphasis area in the State Strategic Highway Safety Plan. Traffic safety partners on the SHSP Steering Group work together incorporate information and education into awareness efforts with the goal to discourage unsafe driving decisions and improve traffic safety behaviors and culture.

**Project Results (Distracted Driving)****STATEWIDE PUBLIC INFORMATION AND EDUCATION****Planned Activity: DD–2019-01****Sub-recipient(s): CJRW**

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

**LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEP)**

(High visibility/ sustained seat belt enforcement-local) \*\*\*\*\*

**Planned Activity: DD-2019-02****Sub-recipient(s): Local Law Enforcement Agencies**

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

**STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEP)**

(High visibility/ sustained seat belt enforcement-local) \*\*\*\*\*

**Planned Activity: DD-2019-03**

**Sub-recipient(s): Local Law Enforcement Agencies**

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

**PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2019****Summary**

In FY2019, the Arkansas Highway Safety Office (AHSO) utilized paid and earned media to generate public awareness of the high visibility law enforcement mobilization efforts regarding impaired driving, occupant protection, and distracted driving and to make sure drivers understand if they disobeyed these selected traffic safety laws, their chances of being caught by law enforcement are higher than ever. Paid and earned media was also used in two additional campaigns for motorist awareness and education: motorcycle awareness and speed prevention.

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

**Impaired Driving – “Drive Sober or Get Pulled Over”**

- December Holiday DWI Mobilization
- Fourth of July DWI Mobilization
- Labor Day DWI Mobilization

**Occupant Protection – “Click It or Ticket”**

- Thanksgiving Seat Belt Mobilization
- Memorial Day Seat Belt Mobilization

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

- April Awareness Mobilization

**Impaired Driving – “420-Drug Impaired Driving.”**

- April Enforcement Mobilization

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

- June Awareness Mobilization

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

- July Enforcement Campaign

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

During the high visibility enforcement mobilizations, STEP law enforcement agencies were required to implement an earned media public information campaign in their local communities, which included issuing pre-and-post news releases to all local media outlets detailing the enforcement mobilization efforts.

**December 2018 Holiday Impaired Driving Mobilization  
Drive Sober or Get Pulled Over**

**Paid Media Report**

***Summary***

The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DSOGPO message. The total advertising budget utilized was \$208,558 with an added value received in bonus ads of \$136,133.

***Paid Advertising Period***

This campaign ran over a 16-day period.

The flight dates are:

Wednesday, December 12 – Sunday, December 16 (5 days)

Wednesday, December 19 – Sunday, December 23 (5 days)

Wednesday, December 26 – Monday, December 31 (6 days)

***Geography***

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

***Budget***

Drive Sober or Get Pulled Over - \$208,558 total paid media budget

Television:	33% (\$68,171)
Cable TV:	16% (\$32,206)
Radio:	20% (\$42,351)
Other Radio:	3% (\$6,928)
Hispanic:	5% (\$10,124)
Online:	19% (\$40,343)
Cinema:	4% (\$8,435)

**Media Strategy**

The primary media strategy was to continue to generate frequency in order to influence behavioral change. Our goal was to reach 42% of the male audience at the 8+ frequency level with measured media over the 16-day flight period. We recommended a multi-platform approach to reach our young male target in this fragmented media environment. Within each medium, we implemented the tactics detailed below.

**Media Mix:****Broadcast TV provided the greatest reach opportunity**

Maximized the broadcast television budget and provided a stronger presence by concentrating funds into select dayparts and programming.

Dayparts Mix: News 30%, Prime 30%, Late Fringe 15% and Sports 125%  
Key Networks: ABC, CBS, NBC, FOX and CW

**Recommended Broadcast Programming:**

Survivor Finale, Tonight Show with Jimmy Fallon, NFL Games, Jimmy Kimmel, All American, A Million Little Things, Saturday Night Live, CMA Country Christmas, Single Parents, Empire, America's Got Talent, S.W.A.T., Family Guy, College Bowl Games, Legendary Christmas with John and Chrissy, iHeart Music Festival, Ellen's Game of Games, Pentatonix: A Not So Silent Night, NCAA Basketball

- Local news will be purchased to reach the mass audience.
- Live sports airing within our flight period will play an important part of the TV buys due to the large reach potential to our target demo of young males.
- Nielsen ratings data will allow us to determine the top-rated stations and programs in each market.
- Univision and Telemundo will be purchased in markets where available to reach the Hispanic audience.

**Purchased Cable to extend reach and build frequency.**

Purchase a variety of networks with the highest ratings and largest viewing audience against Men 18-34.

- In order to best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 will be selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20% more likely to watch this network than the general population.
  - These networks include:
    - BET (112)
    - Cartoon Network/Adult Swim (153/285)
    - Comedy Central (209)
    - ESPN (136)
    - ESPN2 (143)
    - ESPNU (177)

- Fox Sports (172)
- FX (147)
- MTV / MTV2 (165/256)
- NBA TV (182)
- NFL Network (195)
- Nick at Nite (134)
- Outdoor (113)
- Paramount (164)
- TruTV (149)
- VH1 (128)

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

- Other networks will be included that have programming with high viewership such as History (Vikings) and A&E (Live PD).

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

Since this medium reaches people in their cars, it can be an effective tool to remind drivers and passengers alike of the dangers of impaired driving. Edison Research shows that 82% of Adults 18+ who have driven/ridden in a car in the past month utilized AM/FM radio.

**Primary Formats:** Sports Talk, Contemporary Hit Radio and Country

**Dayparts:** Morning Drive: 6:00am - 10:00am  
 Mid-day: 10:00am - 3:00pm  
 Afternoon Drive: 3:00pm - 7:00pm  
 Evening: 7:00pm - Midnight  
 Selected weekend dayparts

- **Live Endorsements** – Utilizing local radio personalities on top-rated Little Rock stations will deliver the *Drive Sober* message with live reads that will generate impact and awareness. We will also encourage DJs to incorporate the important message into their social networking to create even more impact.
- **Spanish Radio** will be purchased to reach the Hispanic male audience.

### **Digital advertising expanded the reach of the *Drive Sober* message in a medium where the target audience spends a significant amount of time.**

According to the latest MediaMark Research Intelligence data, males 18-34 are more frequent and active internet users than any other age group. Specific digital strategies are detailed below:

- Utilizing **online and mobile ad networks** will allow us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Men 18-34. 15-second pre-roll video ads across mobile, tablets and desktop are recommended to maximize impact and awareness of the *Drive Sober* message. Targeting tactics will be integrated to reach relevant audiences based on their known recent mobile footprint (i.e. bars, restaurants, clubs, breweries, liquor stores, etc). This allows us to engage with our target when they are out drinking and intercept them with a *Drive Sober* message. Companion banners will be included as added-value. Approximately 930,000 impressions will be generated over the course of the campaign.

- **Connected TV** - Ninety percent of Adults 25-34 stream video, up 18% from 2016, according to the Video Advertising Bureau. Viewers spend an average of two times longer engaging with ads on connected TV versus similar ads online, and the video completion rate for CTV is 25% higher than it is for desktop and mobile. With connected TV, the *Drive Sober* message will be delivered to our target when they are streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 145,000 impressions will run during the campaign.
- **Streaming Radio** - Pandora Internet Radio is the most popular streaming music service among young adults. Edison Research reports time spent with online radio surged to more than 14 hours per week in 2017. We recommend purchasing Pandora's "Audio Everywhere" platform, where the *Drive Sober* :30 radio spot will play between songs across all platforms (online, tablet and mobile). Additionally, an extra emphasis will be placed in the Fayetteville market where radio ratings for Men 18-34 are below average. This campaign will generate over 1.1 million impressions including added-value companion banners.
- **Digital Gaming** – Playwire targets Men 18-34 while they are playing video games on their mobile devices and provides an additional layer of reach of the *Drive Sober* message to our target audience, who are 69% more likely to have played a video game on the internet than the general audience. A minimum of 290,000 impressions will run during the campaign.
- **Sports Fans** – Purchasing a mix of high-impact banners and pre-roll on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in highly desired, brand-safe environment. The campaign will deliver a minimum of 350,000 impressions.
- **Hispanic Websites** – Drive Sober banners in the Spanish language will be placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision) and LaPrensaNWA.com to reach the Hispanic community digitally.

**Movie Theater advertising engaged a large captive audience and extended the reach of the *Drive Sober* message in a distraction-free environment.**

- According to Nielsen data, engagement doubles among audiences exposed to ads on both cinema and TV.
- We recommend utilizing NCM to purchase :30 commercials in seven select theaters and across 81 screens for a three-week period. We were able to secure a spot in "National Segment 1" which is the closest possible ad space to the main feature. The holiday cinema plan will deliver over 165,000 impressions during highly anticipated blockbusters like Spider Man: Into the Spider-Verse, Aquaman 3D and Bumblebee.
- As added-value, NCM will run two bonus spots (in local segment 3: 15-18 minutes prior to start time) in addition to the paid spot during the flight. The *Drive Sober* spot will also air in high-traffic lobby areas at no charge to reinforce the on-screen campaign. Estimated bonus impressions over the flight period -66,800.
- Cinema advertising is included on NHTSA's holiday campaign; however, the theaters we are recommending are not part of the national cinema effort.

**By Market**

**Actual Expenditures \$208,558**

Little Rock: \$61,511  
 Fort Smith/Fayetteville: \$44,456  
 Jonesboro: \$20,597  
 Texarkana: \$9,625  
 Hot Springs: \$4,866  
 El Dorado: \$3,406  
 Conway: \$3,120  
 Delta Region: \$2,075  
 Hispanic: \$10,124  
 Statewide (Online and Cinema): \$48,778

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$99.37	\$6.50	\$39.70
Fayetteville/Ft. Smith	\$80.31	\$11.43	\$37.80
Jonesboro	\$62.96	\$9.03	\$12.55
Texarkana	N/A	\$6.53	\$18.16
Hot Springs	N/A	\$6.25	\$14.61
El Dorado	N/A	\$2.89	N/A
Conway	N/A	\$9.99	N/A
Hispanic	N/A	N/A	N/A

\*Cable is shown as cost per unit.

### Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	2,049	2,394	3.6	301.5	83.4%
Ft Smith/Fayette.	851	891	3.7	301.7	82.5%
Jonesboro	358	424	3.4	226.2	66.0%
Texarkana	458	479	N/A	N/A	N/A
Conway	247	223	N/A	N/A	N/A
El Dorado	521	290	N/A	N/A	N/A
Hot Springs	249	150	N/A	N/A	N/A
Hispanic	78	92	N/A	N/A	N/A

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

### Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	292	253	7.7	376.3	49.1%
Ft. Smith	234	322	5.5	305.6	56.4%
Fayetteville	264	265	5.4	243.9	44.9%
Jonesboro	190	190	7.2	315.9	43.6%
Texarkana	191	191	8.9	361.8	40.7%
El Dorado	152	152	N/A	N/A	N/A
Hot Springs	159	155	6.6	226.3	31.2%
Conway	41	41	N/A	N/A	N/A
Helena/West Helena	36	36	N/A	N/A	N/A
Hispanic	163	156	N/A	N/A	N/A

### Earned Media Report - \$302,321

#### **Media Relations**

A news release concerning the Holiday DSOGPO mobilization was distributed to news media statewide resulting in 37 newspaper clippings with an ad equivalency of \$18,821.



**Partnership with the Arkansas State Highway and Transportation Department**

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

**Social Media**

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media plan ran from December 12, 2018 through December 31, 2018. The campaign received the following results:

## Facebook

- Impressions: 3,754
- New Page Likes/Follows: 4
- Engagements:
  - Reactions: 27
  - Comments: 3
  - Shares: 19

## Twitter

- Impressions: 2,017
- Total Followers: 135
- New Followers: 0
- Engagements:
  - Replies: 0
  - Retweets: 11
  - Likes: 5

## Instagram

- Total Followers: 46
- Engagements:
  - Likes: 21
  - Comments: 0

**2019 Fourth of July Impaired Driving Mobilization  
Drive Sober or Get Pulled Over**

**Paid Media Report****Summary**

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

campaign. The total advertising budget utilized was \$147,060 and an additional amount of \$79,121 in bonus advertising.

### ***Paid Advertising Period***

- Paid radio and broadcast and cable television advertising for the DSOGPO campaign was June 26 – July 7 (12 days).

### ***Geography***

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

### ***Budget***

- Drive Sober or Get Pulled Over - \$147,060 total paid media budget
- Broadcast TV \$ 50,148 (34 percent)
- Cable TV \$ 29,967 (14 percent)
- Radio \$ 28,362 (19 percent)
- Other Radio \$ 9,613 (6 percent)
- Online \$ 21,558 (15 percent)
- Out-of-Home \$ 16,412 (12 percent)

### ***Media Strategies- Drive Sober Or Get Pulled Over.***

A media mix of broadcast and cable television, radio, online and out-of-home was used to deliver the DSOGPO message in the major Arkansas DMAs.

### ***Media Strategy***

In order to convey the advertising message in a short period of time the primary media strategy was to build frequency. Our goal was to reach over 32% of the target audience at the 8+ frequency level over the flight period with measured media. We recommended a multi-platform approach to effectively reach the target audience in an increasingly complex and fragmented media environment. Within each medium, we implemented the tactics detailed below.

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

### ***Broadcast TV provided the greatest reach opportunity***

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

Daypart mix:

- Local News – 30%
- Prime - 50%
- Late Fringe – 20%

Key Networks: ABC, CBS, NBC, FOX and CW

**Recommended Broadcast Programming:**

Big Brother, Million Dollar Mile, Amazing Race Finale, American Ninja Warrior, Family Guy, Macy's 4<sup>th</sup> of July Spectacular, America's Got Talent, Saturday Night Live, NASCAR, Grand Hotel, Card Sharks, Jimmy Kimmel, The Tonight Show with Jimmy Fallon, PGA Golf, Whistleblower, FIFA Games, Songland, So You Think You Can Dance?

- Local news was purchased to reach the mass audience.
- Nielsen TV ratings data determined which networks and programming will best reach the target audience.
- Thunder TV provided highly targeted reach to the motorcycle community. The popular local motorcycle show airs on Sundays at 10 a.m. on NHBS-TV in the Ft. Smith/Fayetteville market.
- Focused on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

**Purchased Cable TV to build greater frequency of the exposure of the *Drive Sober or Get Pulled Over* message and extend reach of broadcast TV**

Cable provides additional programming opportunities that appeal to the hard-to-reach young male audience. Purchased a variety of networks with the highest ratings and largest viewing audience against Men 18-34.

- In order to best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 will be selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 130 means that the male 18-34 audience is 30% more likely to watch this network than the general population.

**These networks include:**

- Cartoon Network/Adult Swim (157/296)
- Comedy Central (215)
- ESPN (140)
- ESPN2 (148)
- ESPNU (175)
- Fox Sports (175)
- FX (154)
- FXX (177)
- MTV/MTV2 (168/263)
- NBA TV (195)
- NFL Network (198)
- Nick at Nite (136)
- Paramount (162)
- TeenNick (150)
- TruTV (148)
- VH1 (130)

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

- Networks such as ESPN, Comedy Central and FX will remain constant, but we will also look into other networks that carry motorcycle specific programming.

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

Another advantage of radio is to deliver the *Drive Sober* message to our target audience while they are behind the wheel. Edison Research shows that 82% of Adults 18+ who have driven/ridden in a car in the past month utilized AM/FM radio.

Primary Formats: Country, Rock, Contemporary Hit Radio, Sports and Urban

Dayparts: Morning Drive: 6:00am - 10:00am  
 Mid-day: 10:00am - 3:00pm  
 Afternoon Drive: 3:00pm - 7:00pm  
 Evening: 7:00pm - Midnight  
 Selected weekend dayparts

**Nielson Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.

**Traffic Reports:** We also recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. A 15-second *Drive Sober* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.

Hispanic communities across the state will be reached with **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties. According to a Nielsen survey in August 2018, Hispanics spend 12 hours and 59 minutes weekly listening to AM/FM radio. On a weekly basis, radio reaches 96% of U.S. Hispanics 18 and older, the highest reach of any medium.

**The digital portion of the plan was built off the base created by traditional media and continued to extend reach of the *Drive Sober* message in a medium where Men 18-34 spend a significant amount of time and consider an “essential” part of life.** Specific digital strategies are detailed below:

- Utilizing an **ad network** allowed us to have a presence on premium national websites such as Buzzfeed.com and ESPN.com targeted geographically to Arkansas and demographically to Men 18-34. 30-second pre-roll ads across mobile, tablet and desktop are recommended to maximize impact and awareness of the *Drive Sober* message. The campaign generated 722,017 impressions.
- **Connected TV/Over-the-Top Streaming** - Adults 18-34 spend more time with connected TV devices (over 8 hours a week) than any other age group according to 2018 Nielsen Total Audience Report. With connected TV/OTT, our impaired driving message was delivered to our target audience when they are streaming TV shows, videos, movies via Playstation, Roku, Apple TV, Xbox, etc. Ads are targeted demographically and geographically making ad serving precise. A minimum of 115,000 impressions ran during the campaign.
- **Digital Audio** is consumed widely across all age groups. It has particularly strong usage in the 18-34 age group at 85% listen to streaming audio monthly according to 2018 Edison Research's Infinite Dial. Approximately 700,000 impressions were generated from the below recommended plan for audio streaming.

- **Pandora**, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Pandora's penetration into this demographic in Arkansas is strong at 38% with 402,000 unique listeners.
  - Pandora has teamed up with **Soundcloud**, another streaming music platform, which will help extend our reach within a quality, brand safe environment.
  - Pandora and Soundcloud offer the opportunity to reach our target via **Podcasts**. Podcast listening has increased in all age categories, but it has seen the biggest uptick among younger adults. Now 29% of Americans between the ages of 18-34 listen to podcasts at least a few times a week (up from 16% in December 2017).
  - Utilize Pandora and Soundcloud to reach Hispanic Adults 18-34 in AR. 45% of Hispanics are using a streaming service for music and podcasts according to a 2018 Nielsen Online Hispanic Report. Pandora's penetration into this demographic in Arkansas is 29% with 31,120 unique listeners.
- Placed a mix of premium banners across Ellatino.com, LaPrensaNWA.com and LatinoTVAR.com to reach the Hispanic community digitally with the *Drive Sober* message.

**Out-of-Home helped increase the reach of the *Drive Sober or Get Pulled Over* message.**

- **Digital outdoor generated mass reach and frequency and is one of the most cost-efficient media available.**
  - Digital outdoor boards are highly visible structures that reach a mass audience while they are in their vehicle reminding drivers of the consequences and risks of impaired driving.
  - Concentrated placement on major highways around Little Rock, North Little Rock, Northwest AR and Jonesboro.
  - The nine selected boards generated a minimum of 3,570,000 impressions over a two-week period.
- **Digital kiosks are a new, unique element we recommended adding to serve as a great visual re-enforcement of the *Drive Sober* message at the street level.**
  - CityPost has recently installed 12 digital kiosks in key traffic areas in downtown Little Rock. The *Drive Sober* message was displayed over 190,000 times for 10-seconds reinforcing the important message while reaching people that are frequenting bars/clubs, going out to eat, attending events, etc. in downtown Little Rock.

**By Market****Actual Expenditures \$147,060**

- Little Rock \$ 42,812
- Fort Smith/Fayetteville \$ 30,989
- Texarkana \$ 6,273
- Jonesboro \$ 15,266
- El Dorado \$ 2,274
- Conway \$ 2,397
- Hot Springs \$ 2,267
- Helena \$ 922
- Hispanic \$ 5,890
- Online (Statewide) \$ 21,558
- Out-of-Home \$ 16,412

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$97.49	\$23.52	\$35.76
Ft. Smith/Fayette.	\$86.34	\$19.67	\$22.78
Jonesboro	\$67.66	\$5.81	\$12.80
Texarkana	N/A	\$7.15	\$25.47
Hot Springs	N/A	\$4.38	\$12.92
Conway	N/A	\$3.53	N/A
El Dorado	N/A	\$3.84	N/A
Hispanic	N/A	N/A	N/A

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

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	397	427	2.9	200.8	61.8%
Ft Smith/Fayette.	413	410	3.0	200.6	59.0%
Jonesboro	402	335	2.7	150.0	52.3%
Texarkana	303	303	N/A	N/A	N/A
Conway	567	702	N/A	N/A	N/A
El Dorado	267	26	N/A	N/A	N/A
Hot Springs	298	122	N/A	N/A	N/A
Hispanic	54	54	N/A	N/A	N/A

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	497	309	5.3	250.6	47.4%
Ft. Smith	160	214	3.8	200.0	53.4%
Fayetteville	187	179	3.4	150.6	45.1%
Jonesboro	106	106	4.3	174.9	41.0
Texarkana	128	134	4.5	175.9	39.4%
El Dorado	100	100	N/A	N/A	N/A
Hot Springs	100	119	5.8	175.5	30.1%
Conway	25	25	N/A	N/A	N/A
Helena	16	16	N/A	N/A	N/A
Hispanic	104	215	N/A	N/A	N/A

**Earned Media Report - \$202,866*****Media Relations***

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 26 newspaper clippings with an ad equivalency of \$13,866.

***Partnership with the Arkansas State Highway and Transportation Department***

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

***Social Media***

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The dates of the social media plan were June 26 – July 7, 2019. The campaign received the following results:

## Facebook

- Impressions: 393
- New Page Likes/Follows: 0
- Engagements:
  - Reactions: 17
  - Comments: 0
  - Shares: 2

## Twitter

- Impressions: 821
- Total Followers: 132
- New Followers: 0
- Engagements:
  - Retweets: 0
  - Replies: 0
  - Likes: 1

## Instagram

- Total Followers: 44
- Total Engagements:
  - Likes: 15
  - Comments: 0

## 2019 Labor Day Impaired Driving Mobilization Drive Sober or Get Pulled Over

### Paid Media Report

#### **Summary**

This mobilization was an impaired driving message – Drive Sober or Get Pulled Over. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and Spanish. The total advertising budget utilized was \$346,875 with bonus television, cable, online and radio ads totaling \$137,917.

#### **Paid Advertising Period**

- Paid radio, broadcast and cable television advertising for DSOGPO ran with messages in three flights: August 14 - 18, August 21 - 25 and August 28 – September 2, 2019 (16 days).

#### **Geography**

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

#### **Budget:**

- **\$346,875** total paid media budget
  - Broadcast television budget \$ 95,940 (28 percent)
  - Cable television budget \$ 43,505 (13 percent)
  - Radio budget \$ 59,714 (17 percent)
  - Other radio budget \$ 28,924 (8 percent)
  - Online budget \$ 82,710 (24 percent)
  - Out-of-home budget \$ 28,729 (8 percent)
  - Sports marketing \$ 7,353 (2 percent)



## Media Strategies & Tactics

### Strategy

The primary media strategy is to generate frequency in order to influence behavioral change. Our goal will be to reach over 52% of the male audience at the 8+ frequency level with measured media over the three-week flight period.

### Tactics

We recommended implementing a multi-tiered media mix, consisting of both traditional and non-traditional media, to effectively generate the greatest reach to the target audience in an increasingly complex and fragmented media environment. Within each medium, we implemented the tactics detailed below.

### Broadcast TV provided the greatest reach opportunity

Concentrated on high performing dayparts and programming to reach the greatest number of Arkansans with the impaired driving message. Sports will be included and prime programming will be skewed male.

**Dayparts Mix:** News, Prime, Late Fringe and Sports

**Key Networks:** ABC, CBS, NBC, FOX and CW

### Recommended Broadcast Programming:

Big Brother, NFL Preseason Games, Card Sharks, College Football, X Games, America's Got Talent, Songland, Big Bang Theory, Holey Moley, Family Guy, The Simpsons, Big 10 Basketball, What Just Happened? American Ninja Warrior, Two Sentence Horror, Celebrity Family Feud, Indy Grand Prix, Shark Tank, S.W.A.T., Jimmy Kimmel Live, Saturday Night Live, Tonight Show with Jimmy Fallon, NASCAR Cup Series

- Local news will be purchased to reach the mass audience.
- Nielsen TV ratings data will determine which networks and programming will best reach the target audience.
- Focus on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

### Cable TV extended reach and built frequency

Purchase a variety of networks with the highest ratings and largest viewing audience against Men 18-34.

**Recommended Cable Networks:** ESPN, ESPN2, Cartoon (Adult Swim), Comedy, USA, TBS, TNT, FreeForm, Paramount, FX, A&E, AMC, MTV, Discovery and History

### Recommended Cable Programming:

Yellowstone, Snowfall, Baskets, Lodge 49, The Terror: Infamy, Preacher, Ghost Hunters, 60 Days In: Narcoland, Live PD, Straight Up Steve Austin, Suits, Animal Kingdom, Lights Out with David Spade, BoJack Horseman, Fast N' Loud, Ax Men, MLB, College Football, NASCAR

- Networks such as ESPN, Comedy Central and FX will remain constant, but we will also look into other networks that carry motorcycle specific programming.

## Other TV

- **Thunder TV** provided highly targeted reach to our secondary demo of Men 35-64. The popular local motorcycle show airs on NHBS-TV in the Ft. Smith/Fayetteville market.
- **Hooten's TV** – The *Drive Sober* message appeared on Hooten's football pre-game show on KATV in the Little Rock DMA.

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

Since this medium reaches people in their cars, it can be an effective tool to remind drivers and passengers alike of the dangers of impaired driving. Edison Research shows that 82% of Adults 18+ who have driven/ridden in a car in the past month utilized AM/FM radio.

a. **Primary Formats:** Rock, Sports, Contemporary Hits and Country

b. **Dayparts:**

- Morning Drive: 6:00am - 10:00am
- Mid-day: 10:00am - 3:00pm
- Afternoon Drive: 3:00pm - 7:00pm
- Selected weekend dayparts

**Nielson Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.

**Live Endorsements:** Utilizing local radio personalities on top-rated stations generated additional impact and awareness. We will also encourage DJs to incorporate the *Drive Sober* message into their social networking.

**Traffic Reports:** We recommended Traffic Report Sponsorships that rotated across five radio stations in Little Rock. A 15-second *Drive Sober* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.

**Razorback Sports Network Game Day Broadcast** - One :30 spot and a live mention ran in-game during the first Razorback football game on August 31st. The Razorback Sports Network consists of 39 affiliates across the state.

**“On the Air with Chad Morris” Live Radio Show** – One :30 spot aired during Chad Morris' radio show which is broadcasted live Wednesday nights at 7 p.m. on the Razorback Sports Network reaching sports fans across the state.

**Spanish Radio** was purchased to reach the Hispanic male audience.

**Digital Advertising reached our target in a medium they consider to be one of the most important sources of entertainment available to them.**

Specific digital strategies we recommend are detailed below:

- a. Utilized an ad network/exchange will allow us to run on popular national websites such as BuzzFeed.com and FoxSports.com targeted geographically to Arkansas and demographically to

Men 18-34 and Men 35-64 (10% of buy will target the secondary demo). 15-second cross-device video ads are recommended to maximize impact and awareness of the *Drive Sober* message. The majority of impressions will be served on mobile devices. One of the tactics we will incorporate is Native video which mimics the other content on the platform and doesn't interrupt or negatively interfere with user experience. Recent studies have shown that native video ads frequently outperform pre-roll ads in terms of brand lift. The three-week campaign will generate at least 1.3 million impressions.

- b. **Connected TV** - According to Pew Research, 60% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, the *Drive Sober* message was delivered to our target while they were streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads were targeted demographically and geographically making ad serving precise. A minimum of 315,250 impressions ran during the campaign.
- c. Pandora Internet Radio is the most popular streaming music service among young adults. Like the ad network, Pandora can target geographically and demographically. We recommended purchasing a mix of the "Audio Everywhere" and "Video Everywhere" platforms, where the *Drive Sober* :30 radio spot and :15 video will play between songs. A small share of the audio impressions targeted the older male segment (35-64) that owns a motorcycle. Pandora identified their listeners who are current motorcycle owners, according to motorcycle registrations and dealer purchase reporting and validated using actual vehicle registration data. This campaign generated 1.4 million impressions including added-value (companion banners).
- d. Amplified our reach by running homepage banners on the official athletic site for the Arkansas Razorbacks as football season kicked off.
- e. Purchased a mix of high-impact banners and pre-roll on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in highly desired, brand-safe environment.
- f. **Digital Gaming** – Playwire targeted Men 18-34 while they are playing video games on their mobile devices and provided an additional layer of reach of the *Drive Sober* message to our target audience, who are 69% more likely to have played a video game on the internet than the general audience. A minimum of 413,678 impressions ran during the campaign.
- g. Ran a mix of homepage takeovers, pre-roll video and banners across local websites such as ArkTimes.com, Xfinity.com, Hogville.net and Hootens.com. Additionally, ROS (run-of-site) banners ran on LatinoTVAR.com (Univision), Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

**Out-of-Home engaged the target audience and extended the reach of the *Drive Sober* brand and message.**

- a. **Cinema advertising will engage a large captive audience and extend the reach of the *Drive Sober* message in a distraction-free environment.**
  - The reach potential of Men 21-34 who are heavy beer drinkers (2018 GfK MRI Doublebase) is strong.
  - We recommend utilizing NCM to purchase :30 commercials in nine select theaters and across 111 screens for a three-week period. We were able to secure a spot in "National Segment

1” which is the closest possible ad space to the main feature. The cinema plan will deliver over 105,000 impressions, includes bonus, during the premiere dates of highly anticipated movies like *The Informer*, *Good Boys*, *Angry Birds 2* and *Overcomer*.

- As added-value, NCM will run two bonus spots (in local segment 3: 15-18 minutes prior to start time) in addition to the paid spot during the flight. The *Drive Sober* spot will also air in high-traffic lobby areas at no charge to reinforce the on-screen campaign. Estimated bonus impressions over the flight period – 98,510.

#### **b. Lamar Digital Outdoor**

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers of the consequences and risks of impaired driving.
- We recommend seven high-traffic digital locations in Little Rock, North Little Rock and Northwest Arkansas generating over 4.7 million impressions over the three-week period.

#### **c. College Football Signage**

- On August 31st the Arkansas Razorbacks will play their first football game of the season at Donald W. Reynolds Stadium in Fayetteville. AHSO’s *Drive Sober* message will be displayed on the giant videoboard a minimum of five times during replays.
- August 31st is also the date of ASU Red Wolves first football game. The *Drive Sober* message will run on a tri-vision marquee on ASU campus located at Johnson Avenue and Red Wolves Boulevard reaching 38,000 vehicles per day.

#### **Sports Marketing**

- Sports Marketing was integrated into the media plan as sports is a primary interest of our target audience. We continued our partnership with the only two minor league baseball teams in the state - the Arkansas Travelers (Central Arkansas) and Northwest Arkansas Naturals.

#### **By Market**

##### **Actual Expenditures \$346,875**

• Little Rock	\$ 93,799
• Fort Smith/Fayetteville	\$ 61,637
• Jonesboro	\$ 25,164
• Texarkana	\$ 11,845
• El Dorado	\$ 4,015
• Hot Springs	\$ 4,730
• Conway	\$ 2,872
• Helena/Delta	\$ 2,479
• Hispanic	\$ 14,777
• Online (statewide)	\$ 82,710
• Radio (statewide)	\$ 6,765
• Out-of-home (statewide)	\$ 28,729
• Sports Marketing	\$ 7,353

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$110.32	\$9.64	\$37.22
Ft. Smith/Fayetteville	\$90.10	\$20.73	\$22.48
Jonesboro	\$67.19	\$6.42	\$12.67
Texarkana	No broadcast TV	\$7.08	\$21.91
Hot Springs	No broadcast TV	\$4.15	\$13.48
El Dorado	No broadcast TV	\$4.05	N/A
Hispanic	N/A	N/A	N/A

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	2,160	1,462	4.8	360.8	67.5%
Ft. Smith/Fayetteville	594	758	4.5	350.6	68.8
Jonesboro	596	693	3.5	225.3	62.8%
Texarkana	544	544	N/A	N/A	N/A
El Dorado	301	275	N/A	N/A	N/A
Hot Springs	556	587	N/A	N/A	N/A
Conway	600	732	N/A	N/A	N/A
Hispanic	118	188	N/A	N/A	N/A

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	762	357	7.5	459.7	61.2%
Ft. Smith	365	479	7.4	451.4	61.3%
Fayetteville	484	467	7.7	375.9	49.0%
Jonesboro	225	225	8.1	375.0	46.6%
Texarkana	253	254	10.5	377.6	35.4%
El Dorado	200	200	N/A	N/A	N/A
Hot Springs	209	278	10.4	351.0	33.8%
Helena/Delta	43	71	N/A	N/A	N/A
Conway	47	47	N/A	N/A	N/A
Statewide Sports	4	0	N/A	N/A	N/A
Hispanic	206	206	N/A	N/A	N/A

**Earned Media Report – \$296,211**

The 2019 Labor Day Drive Sober or Get Pulled Over Campaign focused on news media statewide and television news programs to promote the program. A statewide news release was issued resulting in 25 newspaper clippings and with a total ad equivalency of \$12,711.

**Partnership with the Arkansas State Highway and Transportation Department**

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

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

**Social Media**

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign ran August 14 – September 2, 2019. The campaign received the following results:

## Facebook

- Impressions: 372
- New Page Likes/Follows: 0
- Engagements:
  - Reactions: 15
  - Comments: 0
  - Shares: 2

## Twitter

- Impressions: 1,540
- Total Followers: 136]3
- New Followers: 0
- Engagements:
  - Retweets: 0
  - Replies: 0
  - Likes: 1

## Instagram

- Total Followers: 44
- Total Engagements:
  - Likes: 11
  - Comments: 0

## Thanksgiving 2018 Occupant Protection Mobilization Media Report Click It or Ticket

### Paid Media Report

#### **Summary**

Supporting the national Thanksgiving 2018 Click It or Ticket mobilization period, Monday, November 19 – Sunday, November 25, 2018, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54 and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$62,777 for a two-week schedule of previously produced radio, print and digital. The bonus ads received totaled an additional \$44,859 in airtime

#### ***Paid Advertising-Period***

- Paid advertising Thanksgiving Click It or Ticket-November 12 – November 25.

#### ***Audience Segment Profiles***

- Primary Segment – *To influence segment to always use a safety belt*
  - **Adults 25 - 54**
  - Target the general population during this holiday that does not wear safety belts
  - Primarily views and listens to Country, Adult Contemporary and Contemporary Hit Radio stations
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
  - **Men, 18-34 years of age**
  - Largest segment that doesn't wear their safety belt
  - Heavy listeners of sports and rock oriented stations
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a safety belt*
  - **African American and Hispanic Adults, 25-54 years of age**
  - **African American and Hispanic Men, 18-34 years of age**
  - One out of every four African Americans still do not buckle up on every trip
  - Reached through traditional media, however, strong loyalty to certain urban channels

#### ***Geography***

Eight “primary” radio DMAs for “Click It or Ticket:”

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- El Dorado
- Helena/West Helena (Delta Region)
- Conway

## Secondary radio markets – counties with lowest seat belt use rates

- Carroll
- Crawford
- Jackson
- Johnson
- Lonoke
- Ouachita
- Sevier
- Stone

### **Budget**

- Thanksgiving Click It or Ticket - \$62,777

### **Media Strategies - Click It or Ticket**

Implemented a strong radio campaign with supplemental print and online to best reach our target audiences and ran it for two weeks.

**Radio created a statewide reach and frequency of exposure in metro markets and rural areas.**

**Primary Formats:** Adult Contemporary, Country, Sports, Contemporary Hit Radio and Urban

### **Dayparts:**

Morning Drive: 6:00am - 10:00am

Mid-day: 10:00am - 3:00pm

Afternoon Drive: 3:00pm - 7:00pm

### Selected weekend dayparts

- Nielson Audio ratings data will help determine which stations best reach the target audiences in the radio metro markets of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana and El Dorado.
- Non-metro radio will reach the rural areas where there is a lower rate of seat belt usage. Those stations were identified by pulling a county-by-county radio ranker.
- Spanish Radio will be purchased to reach the Hispanic audience.
- Live endorsements by Justin Acri with KABZ's "The Zone" show will help connect the Occupant Protection message with a large, male-oriented audience.
- Sunday Mornings, KABZ airs "Fishing Arkansas," an hour-long live program dedicated to the biggest outdoor sport in the Natural State. We recommend endorsements by the host of the show Vince "Big Sarge" Sherrill, an angler known to many from his presence on KABZ's *Drive Time Sports* and on TV for his *Arkansas Fishing Forecast*.
- Extend the media budget by negotiating strong no-charge schedules of one bonus spot for each paid radio spot.



**Digital advertising maximized impact and awareness of the Occupant Protection message to our target in a medium where our audience spends a significant amount of time.**

According to eMarketer, US Adults spend approximately 6:05 hours per day with digital media.

- Leverage programmatic video across desktop, tablet and mobile to encourage driving with a fastened seat belt to a qualified audience. The two-week campaign will generate over 195,000 impressions.
- Connected TV enables us to reach viewers in a television-like environment, but with the precision of digital targeting. Utilize premium placements on Connected TV to drive awareness of the safety message against those most likely to engage with the brand message. Serve video inventory on an invitation-only marketplace, running on a television or connected device such as Roku, Xbox, Apple TV and more. A minimum of 175,000 impressions will run during the campaign.
- Secure run-of-site banners on EILatino.com, LaPrensaNWA.com and LatinoTVAR.com to reach the Hispanic community.

**Print will allow for targeted coverage and reach into niche audiences.**

- *Arkansas Wild* is a magazine targeting outdoor enthusiasts and their active lifestyles. 30,000 copies are distributed statewide with dedicated emphasis on the central, south, northeast and northwest regions.
- A full page/4-color “Buckle Up” ad is recommended to run in *Arkansas Wild’s* fall and winter issues to further reach the hunting and outdoorsman heavy male audience with the Occupant Protection message.

**Media Budget Allocation:** In order to achieve our communications goals and deliver the general, 18 – 34-year-old Men and African American targets, the budget spent \$62,777, was allocated as follows:

- Radio \$ 38,543 (61 percent)
- Other Radio \$ 7,700 (12 percent)
- Online \$ 12,914 (20 percent)
- Print \$ 3,620 (7 percent)

**By Market:**

**Click It or Ticket Actual Expenditures \$ 62,777**

○ Little Rock	\$ 13,682
○ Fort Smith	\$ 3,548
○ Fayetteville	\$ 7,900
○ Jonesboro	\$ 3,501
○ Texarkana	\$ 5,566
○ El Dorado	\$ 1,600
○ Hispanic	\$ 2,746
○ Other Radio	\$ 7,700
○ Online	\$ 12,914
○ Print	\$ 3,620

**Cost per Point - Click It or Ticket**

<b>Market</b>	<b>Radio</b>
Little Rock	\$39.09
Ft. Smith	\$13.73
Fayetteville	\$31.47
Jonesboro	\$13.98
Texarkana	\$22.18
El Dorado	N/A
Helena/West Helena	N/A
Hispanic	N/A

<b>Radio</b>					
<b>Market</b>	<b>Number of Ads</b>	<b>Bonus Ads</b>	<b>Frequency</b>	<b>GRP</b>	<b>Reach</b>
<b>Little Rock</b>	277	251	6.4	350	54.9%
<b>Ft. Smith</b>	194	262	4.9	258.4	53.3%
<b>Fayetteville</b>	260	260	5.0	251	50.2%
<b>Jonesboro</b>	144	144	5.3	250.4	47.7%
<b>Texarkana</b>	156	133	6.3	251	39.5%
<b>El Dorado</b>	128	128	N/A	N/A	N/A
<b>Helena</b>	28	28	N/A	N/A	N/A
<b>Conway</b>	34	34	N/A	N/A	N/A
<b>Hispanic</b>	135	134	N/A	N/A	N/A
<b>Rural AR Radio Network + Other Rural Radio</b>	272	272	N/A	N/A	N/A

**Earned Media - \$207,433*****Media Relations***

A news release concerning the Thanksgiving Click It or Ticket mobilization was distributed to news media statewide resulting in 45 newspaper clippings with an ad equivalency of \$18,433.

***Partnership with the Arkansas State Highway and Transportation Department***

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

***Social Media***

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The dates of the social media campaign were November 12 – 25, 2018. The campaign received the following results:

**Facebook**

- Impressions: 1,117
- New Page Likes/Follows: 1
- Engagements:
  - Reactions: 28

- Comments: 0
- Shares: 7

#### Twitter

- Impressions: 5,109
- Total Followers: 136
- New Followers: 1
- Engagements:
  - Retweets: 8
  - Replies: 1
  - Likes: 14

#### Instagram

- Total Followers: 48
- Total Engagements:
  - Likes: 22
  - Comments: 0

## Memorial Day May 2019 Occupant Protection Mobilization Click It or Ticket

### Paid Media Report

#### **Summary**

Supporting the national May 2019 Click It or Ticket Memorial Day mobilization period, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the “Click It or Ticket, Day & Night” campaign was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$348,574 for a three-week schedule of previously produced broadcast television, cable, radio, sports marketing and on-line media for the May campaign. The bonus television and radio ads received totaled an additional \$161,865 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### ***Paid Advertising Period***

- Paid advertising for Click It or Ticket- May 13 – June 2, 2019 (21 days)

#### ***Audience Segment Profiles***

Primary Segment – *To influence segment to always use a safety belt*

- **White males, 18-34 years of age**
  - Largest demographic that does not wear seat belts
  - Of those who drive pickup trucks, seat belt use remains lower than drivers of other vehicle types
- **Male teens, 15-17 years of age**

Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*

- **Hispanic males, 18-34 years of age**
  - Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates

Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a seat belt*

○ **African American Men, 18-34 years of age**

**Geography**

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

**A. Markets – Statewide Primary Markets**

Little Rock	Texarkana
Fort Smith	Hot Springs
Fayetteville	El Dorado
Jonesboro	

**B. Secondary Markets (STEP/Mini-STEP Participants)**

Baxter County	Lonoke County
Benton County*	Miller County*
Boone County	Mississippi County
Carroll County	Nevada County
Clark County	Ouachita County
Craighead County*	Poinsett County
Crittenden County	Saline County
Crawford County	Searcy County
Cross County	Sebastian County*
Drew County	Sevier County
Faulkner County	Stone County
Garland County*	St. Francis County
Greene County	Union County*
Hempstead County	Washington County*
Johnson County	White County
Lafayette County	Yell County

*\*Indicates primary market county.*

**C. Tertiary Markets – Counties conducting seat belt surveys**

Carroll County*	Pulaski County*
Crawford County*	Saline County*
Jackson County	Sebastian County*
Johnson County*	Sevier County*
Lonoke County*	Stone County*
Ouachita County*	Washington County*

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

**Budget**

- Click It or Ticket - \$348,574

**A. Media Strategy**

The primary media strategy is to generate frequency in order to influence behavioral change. The goal will be to reach a minimum of 58 percent of the target audience at the 3+ frequency level for measured traditional media – broadcast TV, cable and radio.

**B. Media Tactics**

We recommended a multi-platform approach to effectively reach the target audience in an increasingly complex and fragmented media environment. Within each medium, we implemented the tactics detailed below.

**1. Broadcast TV provided the greatest reach opportunity.**

Concentrate on high performing dayparts and programming. The majority of weight will be allocated to prime where reach to Men 18-34 is greatest. Secure spots in live sports events such as NASCAR, NBA playoffs, PGA and NHL tournaments that fall during the flight period.

**a. Daypart Mix**

- Local News - 20%
- Prime - 60%
- Late Fringe - 20%

**b. Key Networks:** ABC, CBS, NBC, FOX, CW**c. Recommended Broadcast Programming:** NBA Finals, Indy 500, Big Bang Theory Series Finale, American Ninja Warrior, Tonight Show with Jimmy Fallon, The Amazing Race, Jimmy Kimmel's Live Show before NBA, The Voice, Late Show with Stephen Colbert, Bob's Burgers, Riverdale, Beat Shazam, 9-1-1, American Idol Finale, Survivor Finale, PGA Championship, FA Cup Final, Stanley Cup

- Local news will be purchased to reach the mass audience.
- Nielsen TV ratings data will determine which networks and programming will best reach the target audience.
- Focus on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

**2. Purchased key cable networks and shows that performed well against our target to extend reach and build frequency.****a. Recommended Cable Networks:** Comedy Central, Discovery, Paramount, Cartoon Network (Adult Swim), A&E, AMC, VH1, Freeform, ESPN, ESPN2, FX, MTV, TBS, BET, TNT, USA and Galavision**b. Recommended Cable Programming:** NBA Playoff Games, NBA Countdown, WWE Monday Night RAW, Miz & Mrs, Dragon Ball Super, Love & Hip Hop: Atlanta, Fear the Walking Dead, Swamp People, Live PD, College Baseball: SEC, Street Outlaws, Double Shot with Pauly D, Daily Show with Trevor Noah, Animal Kingdom, The Promised Neverland, Curse of Civil War Gold, Forged in Fire, Diesel Brothers, Tosh.0, Modern Family, Conan, Big Bang Theory, Aqua Teen Hunger Force, FX Movies, Family Guy, South Park, SportsCenter and NASCAR**c. Comcast Interconnect** will be purchased to reach a large number of cable households (312,440 homes). Interconnect will provide coverage in 14 areas where a media presence is

needed including primary markets and STEP/Mini-STEP/Survey areas. Additional spots will be placed in areas where cable is available for purchase to increase frequency.

3. **Radio extended the reach created by television while generating higher levels of frequency.** Another advantage of radio is that it reaches drivers while they are behind the wheel, giving us an opportunity to influence them as they are driving. Edison Research shows that 82% of Adults 18+ who have driven/ridden in a car in the past month utilized AM/FM radio.
  - a. **Primary Formats:** Country, Urban, Contemporary Hit Radio and Sports
  - b. **Dayparts:**
    - Morning Drive: 6:00am - 10:00am
    - Mid-day: 10:00am - 3:00pm
    - Afternoon Drive: 3:00pm - 7:00pm
    - Selected weekend dayparts
  - c. **Nielson Audio** ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
  - d. **Non-metro radio** targets the rural areas where there is a lower rate of seat belt usage and where STEP/Mini-STEP projects and seat belt surveys will be implemented. County-by-county rankers via Nielsen Audio will help select the strongest local stations.
  - e. **Live Endorsements:** Utilizing Justin Aciri with KABZ, Poolboy with KLAL and Broadway Joe with KIPR will help connect the *Click It or Ticket* message with a loyal, engaged audience. We will also encourage DJs to incorporate the important message into their social networking to create even more impact.
  - f. Hispanic communities across the state will be reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties. According to a Nielsen survey in August 2018, Hispanics spend 12 hours and 59 minutes weekly listening to AM/FM radio. On a weekly basis, radio reaches 96% of U.S. Hispanics 18 and older, the highest reach of any medium.
4. **Digital advertising will continue to extend reach of the *Click It or Ticket* message in a medium where Males 18-34 spend a significant amount of time.** Young adults are at the vanguard of the constantly connected: Roughly 39% of 18 to 29-year-olds now go online “almost constantly” and 49% go online multiple times per day (Pew Research 2018). Specific digital strategies we recommend are detailed below:
  - a. Utilizing an **ad network** will allow us to have a presence on premium national websites such as GameStop.com and ESPN.com targeted geographically to Arkansas and demographically to Men 18-34. 30-second pre-roll ads across mobile, tablet and desktop are recommended to maximize impact and awareness of the CIOT message. The campaign will generate more than 500,000 impressions.
  - b. **Connected TV/Over-the-Top Streaming** - Adults 18-34 spend more time with connected TV devices (over 8 hours a week) than any other age group according to 2018 Nielsen Total Audience Report. With connected TV/OTT, our occupant protection message will be delivered to our target audience when they are streaming TV shows, videos, movies via Playstation, Roku, Apple TV, Xbox, etc. **Hulu**, a subscription video streaming service, where

young adults go to stream TV shows, sports and movies will also be part of the mix. Ads are targeted demographically and geographically making ad serving precise. A minimum of 200,000 impressions will run during the campaign.

- c. **Digital Audio** is consumed widely across all age groups. It has particularly strong usage in the 18-34 age group at 85% listen to streaming audio monthly according to 2018 Edison Research's Infinite Dial. Approximately 1.3 million impressions will be generated from the below recommended plan for audio streaming.
    - **Pandora**, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Pandora's penetration into this demographic in Arkansas is strong at 36% with 114,399 unique listeners.
    - Pandora recently teamed up with **Soundcloud**, another streaming music platform, which will help extend our reach within a quality, brand safe environment.
    - Pandora and Soundcloud are now offering the opportunity to reach our target via **Podcasts**. Podcast listening has increased in all age categories, but it has increased the most among younger adults. Now 29% of Americans between the ages of 18-34 listen to podcasts at least a few times a week (up from 16% in December 2017).
    - Utilize Pandora and Soundcloud to reach Hispanic Adults 18-34 in AR. Hispanics are 41% more likely to use music streaming compared to the general population. 46% said Pandora was their go-to for streaming music according to 2017 Hispanic Explorer Market Research Study.
  - d. **Digital Gaming** – Targets Men 18-34 while they are playing video games on their mobile devices provides an additional layer of reach of the CIOT message to our target audience, who are 69% more likely to have played a video game on the internet than the general audience. A minimum of 325,000 impressions will run during the campaign.
  - e. **ESPN** – Purchase a mix of high-impact banners and pre-roll on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in highly desired, brand-safe environment. The campaign will deliver a minimum of 350,000 impressions.
  - f. Place a mix of **premium banners** and pre-roll video on high traffic local websites including Hogville.net, Xfinity.com and Arktimes.com. Additionally, we recommend running banners on Ellatino.com, LaPrensaNWA.com and LatinoTVAR.com to reach the Hispanic community digitally.
5. **Print** – Targeted to select areas where seat belt surveys will be conducted and to Sports Enthusiasts.
- a. Run two Quarter Page/4-Color ads in the following newspapers:  
*Berryville Carroll County News Midweek, Newport Independent, Van Buren Press Argus-Courier, Camden News, Stone County Leader, Johnson County Graphic, Jacksonville-Cabot Arkansas Leader, Ft. Smith Times Record, DeQueen Bee, NWA Democrat Gazette & Benton Saline Courier*
    - Total of 22 insertions with combined circulation of 285,890

b. **Sports Magazine:** Hooten's Arkansas Football is a widely-read publication that features high school and college level football in the state of Arkansas. The CIOT ad will be positioned on page 2 and 3 so it will be the first thing readers see when they open the publication.

**6. Digital billboards will generate mass reach and frequency and is one of the most cost-efficient media available.**

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers of the importance of buckling up.
- Concentrate placement on major highways around Little Rock, North Little Rock, Springdale, and Russellville.
- The seven selected boards will generate a minimum of 3,025,848 impressions over the three-week campaign.
- With digital boards, there are no production fees.

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

- **Special Partnership:** Continue a partnership with Arkansas Travelers, our local minor baseball league, who are the most popular sports team in Central AR.
- **Media Budget Allocation:** In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget we spent was \$348,574 and was allocated as follows:
  - Broadcast TV: \$111,811 (32 percent)
  - Cable: \$61,900 (18 percent)
  - Radio: \$66,303 (19 percent)
  - Other Radio: \$19,222 (6 percent)
  - Online: \$43,189 (12 percent)
  - Out-of-Home: \$5,882 (2 percent)
  - Print: \$27,031 (8 percent)
  - Sports Marketing: \$13,236 (3 percent)

**By Market:**

<b><u>Click It or Ticket Actual Expenditures</u></b>	<b>\$ 348,574</b>
Little Rock	\$ 105,864
Fayetteville/Fort Smith	\$ 62,802
Jonesboro	\$ 21,710
Texarkana	\$ 15,455
El Dorado	\$ 3,831
Conway	\$ 1,737
Hot Springs	\$ 4,608
Hispanic Advertising	\$ 13,455
Statewide Cable & Radio (STEP & Survey Markets)	\$ 29,774
Online (Statewide)	\$ 43,189
Out-of-Home	\$ 5,882



Print (Statewide)  
Sports Marketing (Statewide)

\$ 7,031  
\$ 13,236

### Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$114.06	\$44.07 / Interconnect	\$39.06
Ft. Smith/Fayette	\$88.98	\$20.10	\$23.67
Jonesboro	\$74.75	\$3.56	\$12.77
Texarkana	No broadcast TV	\$8.64	\$23.16
El Dorado	No broadcast TV	\$3.12	N/A
Hot Springs	No broadcast TV	\$2.32	\$15.66
Conway	No broadcast TV	\$3.53	N/A
Hispanic	N/A	N/A	N/A

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

### Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,045	142	4.7	449.5	94.6%
Ft. Smith/Fayetteville	647	612	4.3	390.5	87.9%
Jonesboro	725	476	2.9	224.4	74.9%
Texarkana	522	522	N/A	N/A	N/A
El Dorado	486	52	N/A	N/A	N/A
Conway	492	615	N/A	N/A	N/A
Survey Market Cable	3,297	3,109	N/A	N/A	N/A
Hot Springs	207	159	N/A	N/A	N/A
Hispanic	132	132	N/A	N/A	N/A

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

### Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	453	408	8.2	525.6	64.3%
Ft. Smith	390	460	6.5	459.3	70.5%
Fayetteville	582	572	7.0	374.7	54.5%
Jonesboro	237	237	7.8	384.9	49.5%
Texarkana	324	300	9.6	451.2	46.6%
El Dorado	192	192	N/A	N/A	N/A
Hot Springs	183	183	8.3	294.3	35.3%
Conway	54	54	N/A	N/A	N/A
STEP Markets	858	762	N/A	N/A	N/A
Helena	42	41	N/A	N/A	N/A
Hispanic	216	216	N/A	N/A	N/A

Note: In order to reach the smaller STEP markets in Arkansas, we purchased radio and cable. In addition to the six major radio DMAs, we purchased non-metro radio stations, which are in unrated markets, so the CPP is not available. Non-metro radio and cable was purchased in the following counties: Baxter, Boone, Carroll, Clark, Crittenden, Crawford, Cross, Drew, Faulkner, Greene, Hempstead, Johnson, Lafayette, Lonoke, Mississippi, Nevada, Ouachita, Poinsett, Saline, Searcy, Sevier, Stone, St. Francis, White and Yell.

\* We do not buy cable based upon ratings. We purchase it based upon a number of spots per week. The cable systems can't provide us with local ratings. Therefore, we have assumed a 1.0 rating for each spot that runs and have based the cost-per-point off of that.

**Earned Media - \$310,316*****Media Relations***

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 35 newspaper clippings resulted in an ad equivalency of \$26,816.

***Partnership with the Arkansas State Highway and Transportation Department***

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

***Social Media***

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. There were several boosted posts for the May CIOT campaign. The social media campaign dates were May 13 – June 2, 2019. The results of the campaign were as follows:

## Facebook

- Impressions: 571
- New Page Likes/Follows: 0
- Engagements:
  - Reactions: 10
  - Comments: 0
  - Shares: 5

## Twitter

- Impressions: 1,707
- Total Followers: 131
- New Followers: 0
- Engagements:
  - Retweets: 3
  - Replies: 0
  - Likes: 3

## Instagram

- Total Followers: 45
- Engagements:
  - Likes: 16
  - Comments: 0

## 2019 April Distracted Driving Campaign

### Paid Media Report

#### **Summary**

Supporting the national April 2019 “Distracted Driving” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the “U Drive. U Text. U Pay” campaign was targeted to those most likely to drive while distracted, Adults 18-34.

NHTSA approved a budget of \$123,028 for a two-week schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received totaled an additional \$60,506 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### **Paid Advertising Period**

- Paid advertising for U Drive. U Text. U Pay. – April 8 – 15, 2019 (8-day flight)

#### **Audience Segment Profiles**

- Primary Segment – *To encourage the segment to not engage in distracted driving*
  - **Adults, 18-34 years of age**
  - **Slightly skewed towards women**
- Secondary Segment – *To raise awareness and influence segment to never drive while distracted*
  - **Hispanics, 18-34 years old**
  - **Spanish is primary language**

#### **Geography**

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

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

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

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

Secondary radio markets for U Drive. U Text. U Pay.:

- Conway
- Delta Region

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

- Little Rock (includes Benton and Maumelle)
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- El Dorado
- Conway
- Hot Spring *Budget*
- U Drive. U Text. U Pay. - \$123,028

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

Being an awareness campaign with a short advertising period, the primary media strategy was to generate frequency in order to influence behavioral change. The goal was to reach a minimum of 54% of the target audience at the 3+ frequency level for measured traditional media – broadcast TV, cable and radio.

### **Media Tactics**

We recommended a multi-tiered media mix, consisting of electronic media to effectively generate the greatest reach to the target audience in an increasingly complex and fragmented media environment. Within each medium, we implemented the tactics detailed below.

#### **1. Broadcast TV provided the greatest reach opportunity**

Concentrated on high performing dayparts and programming. The majority of weight was allocated to Prime where reach to Adults 18-34 is greatest.

##### **a. Daypart mix**

- Local News – 20%
- Prime - 60%
- Late Fringe – 20%

##### **b. Key Networks:** ABC, CBS, NBC, FOX and CW

##### **c. Recommended Broadcast Programming:**

New Girl, Black Lightning, Scandal, Bob's Burgers, Family Guy, Arrow, Criminal Minds, A.P. Bio, For the People, NBA Playoffs, American Idol, Big Bang Theory, Saturday Night Live, Good Girls, Riverdale, Supernatural, Survivor, Academy of Country Music Awards, DC Legends of Tomorrow, The Resident, Empire, Life Sentence, The Voice, The Tonight Show with Jimmy Fallon, Jimmy Kimmel and NHL Playoffs

- Local news will be purchased to reach the mass audience
- Nielsen TV ratings data will determine which networks and programming will best reach the target audience.
- Focus on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

#### **2. Cable** extends the reach of broadcast television and achieves greater frequency of exposure of the distracted driving message by placing cable television support in metro markets across the state.

a. **Recommended Cable Networks:** Comedy Central, Freeform, Cartoon Network/Adult Swim, FX, MTV, AMC, TBS, USA, VH1, E!, TNT

b. **Recommended Cable Programming:**

Fear the Walking Dead, McMafia, Suits, The Walking Dead, Tosh.0, Drunk History, Broad City, The Arrangement, WAGS: Miami, Teen Mom O.G., Catfish: The TV Show, SportsCenter, NBA Basketball, MLS Soccer, We the Fans: Dallas Cowboys, Jack Reacher, Love & Hip Hop, Freeform movies, Atlanta, The Americans, NCIS: New Orleans, American Dad, Bob's Burgers, Robot Chicken, Mike Tyson Mysteries, Dragon Ball 2 Kai, Family Guy, Rick & Morty, Aqua Teen Hunger Force, Conan, Samantha Bee, WWE Monday Night Raw, Modern Family and Tevana & Iman

c. **Purchased spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the distracted driving message.

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

Another advantage of radio is that it reaches drivers while they are behind the wheel, giving us an opportunity to influence them as they are driving. The majority of radio listening for 18-34 year olds occurs in a vehicle.

a. **Primary Formats:** Contemporary Hit Radio, Adult Contemporary, Country and Urban

b. **Dayparts:**

- Morning Drive: 6:00am - 10:00am
- Midday: 10:00am - 3:00pm
- Afternoon Drive: 3:00pm - 7:00pm
- Evening: 7:00pm - midnight
- Selected weekend dayparts

c. **Traffic Reports:** We recommended Traffic Report Sponsorships that will rotate across eleven radio stations in Little Rock. A 15-second "U Drive. U Text. U Pay." message ran adjacent to local traffic updates in the morning and afternoon drive times, reaching a large number of people at premium times during the day.

d. **Live Endorsements** – Utilizing local radio personalities on top-rated stations delivered the distracted driving message with live reads that will generate impact and awareness. We also encouraged DJs to incorporate the important message into their social networking.

e. **Spanish Radio** will be purchased to reach the Hispanic audience.

4. **Digital Advertising continued to extend reach of the "U Drive. U Text. U Pay." message in a medium where Adults 18-34 spend a significant amount of time.** Young adults are more frequent and active internet users than any other age group and consider it an "essential" part of life. Specific digital strategies are detailed below:

- Utilizing an **ad network** will allow the distracted driving ad to run on national websites such as People.com and BuzzFeed.com targeted geographically and demographically to Adults 18-34 in Arkansas. Video ads across mobile, tablet and desktop are recommended to maximize impact and awareness of the texting enforcement message. Additional banner impressions will be included as added value. The campaign will generate more than 600,000 impressions.

- **Connected TV** - According to Pew Research, 60% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, our distracted driving message will be delivered to our target when they are streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads are targeted demographically and geographically making ad serving precise. A minimum of 125,000 impressions will run during the campaign in LR DMA.
- **Music Streaming** Target Arkansas adults 18-34 using music streaming services by repurposing our distracted driving radio spots for online use.
- As the #1 and #3 streaming music companies in the U.S. (according to ComScore), Pandora and SoundCloud will allow you reach over **115 million unique users**, while reaching **3 in 5** millennials. We are very excited to offer this new reach through the new streamlined process of buying multiple platforms through Pandora.
  - **Pandora** Internet Radio, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Edison Research reports time spent with online radio surged to more than 14 hours per week in 2017. Pandora's penetration into this demographic in Arkansas is strong at 45% with 301,383 unique listeners. This campaign will generate over 1.2 million impressions within an 8-day period.
  - **Soundcloud**, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Edison Research reports time spent with online radio surged to more than 14 hours per week in 2017. Pandora's penetration into this demographic in Arkansas is strong at 45% with 301,383 unique listeners. This campaign will generate over 1.2 million impressions within an 8-day period.
- Place premium banners on EILatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

##### **5. Out-of-home billboards generated mass reach and frequency and is one of the most cost-efficient media available.**

Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle.

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle.
- Concentrate placement on all major highways around Little Rock.
- 5 boards = 1,222,054 weekly impressions
- With digital boards, there are no production fees.
- Digital outdoor allows for creative flexibility. Change messaging April 17<sup>th</sup> to the drugged-driving campaign creative.

**Media Budget Allocation:** In order to achieve our communications goals the budget spent \$123,028 was allocated as follows:

- Broadcast TV: \$38,667 (31 percent)
- Cable: \$15,371 (12 percent)

- Radio: \$24,103 (20 percent)
- Other radio: \$8,297 (7 percent)
- Online: \$28,090 (23 percent)
- Out-of-Home: \$8,500 (7 percent)

**By Market:**

**U Drive. U Text. U Pay. Actual Expenditures \$123,028**

○ Little Rock	\$ 43,500
○ Fayetteville/Fort Smith	\$ 22,979
○ Jonesboro	\$ 11,596
○ Texarkana	\$ 5,680
○ El Dorado	\$ 1,742
○ Hot Springs	\$ 1,358
○ Conway	\$ 1,908
○ Helena/West Helena	\$ 865
○ Hispanic Advertising	\$ 5,774
○ Online (Statewide)	\$ 27,626

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$102.33	\$15.27	\$36.57
Ft. Smith/Fayette	\$84.21	\$17.45	\$24.73
Jonesboro	\$60.88	\$3.73	\$14.93
Texarkana	No broadcast TV	\$8.11	\$25.91
El Dorado	No broadcast TV	\$1.94	N/A
Hot Springs	No broadcast TV	\$3.12	\$13.50
Conway	No broadcast TV	\$4.58	N/A
Hispanic	N/A	N/A	N/A

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

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	425	417	2.3	154.8	65.4%
Ft.Smith/Fayetteville	727	377	2.3	151	61.9%
Jonesboro	338	107	2.1	126.3	58.0%
Texarkana	219	219	N/A	N/A	N/A
El Dorado	387	282	N/A	N/A	N/A
Hot Springs	301	23	N/A	N/A	N/A
Conway	414	438	N/A	N/A	N/A
Hispanic	51	51	N/A	N/A	N/A

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

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	380	138	3.7	200.8	54.9%
Ft. Smith	113	253	2.9	150.3	51.3%
Fayetteville	178	178	3.3	124.9	37.2%
Jonesboro	109	72	3.3	150	45.9%

<b>Texarkana</b>	122	122	3.8	150.7	39.3%
<b>El Dorado</b>	80	80	N/A	N/A	N/A
<b>Hot Springs</b>	50	50	3.3	100.6	30.8%
<b>Conway</b>	19	17	N/A	N/A	N/A
<b>Helena</b>	15	15	N/A	N/A	N/A
<b>Hispanic</b>	85	85	N/A	N/A	N/A

## **Earned Media - \$198,465**

### ***Media Relations***

A news release concerning the April Distracted Driving mobilization was distributed to news media statewide resulting in 16 newspaper clippings with an ad equivalency of \$9,465.

### ***Partnership with the Arkansas State Highway and Transportation Department***

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

### ***Social Media***

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The dates of the social media campaign were April 8 – 15, 2019. The campaign received the following results:

#### Facebook

- Impressions: 748
- New Page Likes/Follows: 0
- Engagements:
  - Reactions: 12
  - Comments: 0
  - Shares: 4

#### Twitter

- Impressions: 1,826
- Total Followers: 132
- New Followers: 0
- Engagements:
  - Retweets: 1
  - Replies: 0
  - Likes: 2

#### Instagram

- Total Followers: 45
- Total Engagements:
  - Likes: 21
  - Comments: 0



## 2019 April “Drive High. Get A DWI”/Drug-Impaired Driving Campaign

### Paid Media Report

#### **Summary**

Supporting the April “Drive High. Get A DWI” Drug-Impaired Driving Campaign, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “Drug-Impaired Driving” campaign was Males 18-34.

NHTSA approved a budget of \$24,127 for a one-week schedule of radio live endorsements and traffic sponsorships.

#### ***Paid Advertising Period***

- Paid advertising for Drug-Impaired Driving ran April 15 – 21 (7 days).

#### **Target Audience**

- Males 18-34 - Raise awareness and influence segment to never drive impaired.

#### **Geography**

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

#### **a. Primary Markets**

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

#### **b. Budget**

The total paid media budget for the Drug-Impaired Driving campaign was \$24,127.

### ***Media Strategies- Drug-Impaired Driving***

#### **c. Media Strategy**

The goal is to increase awareness of the dangers and consequences of drug-impaired driving and to remind all drivers: If you are impaired by drugs and drive your vehicle, you WILL get a DWI.

#### **d. Media Tactics**

Due to the short flight duration, electronic mediums must be used so that they can be activated and deactivated quickly. In order to convey the message in a short period of time with a limited budget, we recommended metro radio traffic reports and live endorsements.

1. **Radio traffic reports and live endorsements created statewide reach and frequency of exposure in metro markets.**

**Primary Formats:** Country, Sports Talk, Classic Rock, Contemporary Hit Radio and Urban

**Dayparts:** Morning Drive: 6:00am - 10:00am  
Mid-day: 10:00am - 3:00pm

Afternoon Drive: 3:00pm - 7:00pm

**Media Budget Allocation:** In order to achieve our communications goals the budget spent \$24,127 was allocated as follows:

- Live Endorsements: \$11,062 (46 percent)
- Traffic Reports: \$13,065 (54 percent)

**By Market:**

**“Drive High. Get A DWI” Actual Expenditures** **\$ 23,770**

○ Little Rock	\$ 14,746
○ Fayetteville	\$ 4,386
○ Fort Smith	\$ 2,049
○ Jonesboro	\$ 676
○ Texarkana	\$ 1,665
○ Hot Springs	\$ 605

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Market
Little Rock	375	0	N/A	N/A	N/A
Fayetteville	140	0	N/A	N/A	N/A
Fort Smith	128	0	N/A	N/A	N/A
Jonesboro	10	0	N/A	N/A	N/A
Texarkana	35	5	N/A	N/A	N/A
Hot Springs	20	5	N/A	N/A	N/A

**Earned Media - \$101,383****Media Relations**

A news release concerning the April “Drive High. Get A DWI.” mobilization was distributed to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$6,883.

**Partnership with the Arkansas State Highway and Transportation Department**

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the April “Drive High. Get A DWI.” message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. The approximate earned media generated for this contribution is \$94,500.

**Social Media**

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign dates were April 15 – 21, 2019. The campaign received the following results:

Facebook

- Impressions: 356
- New Page Likes/Follows: 0
- Engagements:
  - Reactions: 7
  - Comments: 0
  - Shares: 2

#### Twitter

- Impressions: 783
- Total Followers: 132
- New Followers: 0
- Engagements:
  - Retweets: 0
  - Replies: 0
  - Likes: 0

#### Instagram

- Total Followers: 46
- Engagements:
  - Likes: 7
  - Comments: 0

### **2019 May Motorcycle Safety Campaign Share the Road/Look Twice for Motorcycles**

#### **Paid Media Report**

##### ***Summary***

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

NHTSA approved a budget of \$49,800 for a two-week schedule of previously produced ads on broadcast television, cable, radio and digital outdoor media. The bonus ads received totaled an additional \$28,353 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

##### ***Paid Advertising Period***

- Paid advertising for Look Twice for Motorcycles-June 3 – June 16, 2019 (two weeks).

##### ***Audience Segment Profiles***

The target audience for the “Look Twice for Motorcycles” campaign was all Arkansas Drivers. Motor vehicle operators and motorcyclists were encouraged to “share the road” and to stay alert to keep motorcyclists safe on Arkansas roads.

- Primary Segment: **Adults, 25-54**
  - Secondary Segment: **Adults, 18 - 49**

### **Geography**

The campaign was concentrated in the top five counties with the highest number of motorcycle crashes, injuries and fatalities.

### **Target Counties:**

- Pulaski
- Washington
- Benton
- Garland
- Craighead

### **Budget**

The total paid media budget for the Share the Road/Look Twice for Motorcycles campaign was \$49,800.

### **Media Strategies- Share the Road/Look Twice for Motorcycles**

#### **Media Strategy**

The goal was to increase motorcyclists' safety on Arkansas roads, specifically in the areas that have higher rates of motorcycle crashes, injuries and fatalities. Due to the short flight duration, electronic mediums were used as they can be activated and deactivated quickly.

#### **Media Tactics**

We recommend a multi-platform approach using electronic media that generates high reach in a short time period – cable, radio and digital outdoor. Within each medium, we will implement the tactics detailed below.

1. **Cable TV** - achieve greater frequency of exposure of the “Look Twice” message by placing cable television support in targeted metro markets in Arkansas. These markets are comprised of the counties with the highest number of motorcycle crashes and fatalities.
  - Purchase Comcast Little Rock, AT&T U-Verse and Dish on cable networks reaching over 146,200 households (Pulaski County)
  - Cox Media in Northwest Arkansas (Washington and Benton Counties)
  - Suddenlink Media in the Jonesboro area (Craighead County)
  - Suddenlink Media in Hot Springs (Garland County)
- a. **Recommend cable networks and programming against Adults 25-54 as well as networks that skew slightly younger to reach Adults 18-49:** TBS, USA, CNN, CNBC, FSS, TNT, NBCS, ESPN, ESPN2, Fox News, Discovery, AMC, A&E, Comedy, Freeform and FX
- b. **Recommended Cable Programming:** Situation Room, College World Series, Guardians of Glades, Motocross Racing, Animal Kingdom, Live PD: Police Patrol, The Office, Big Bang Theory, Tosh.0, SportsCenter, American Choppers, Fear of Walking Dead, WWE Monday Night RAW, Parks & Recreation, Street Outlaws, Freeform movies, Cuomo Prime Time, FX movies, NCAA Basketball Tourny, MLB, NCIS, Family Guy, Daily Show with Trevor Noah, Motorcycle Racing, MSNBC Live, Hannity, Baskets, Claws, Queen of the South and Grown-ish

- Include networks with programming that reaches motorcycle enthusiasts (Example: Discovery Channel's American Chopper and FSS's Live Motorcycle Racing)
2. **Thunder TV** will provide highly targeted reach to the motorcycle community. The popular local motorcycle show airs on Sundays at 10 a.m. on NHBS-TV in the Ft. Smith/Fayetteville market.
  3. **Radio extended the reach created by television and built additional frequency.** Another benefit of radio is that it reaches drivers while they are in a vehicle giving us an opportunity to deliver the "share the road" message while Arkansans are behind the wheel.
    - a. **Primary Formats:** Contemporary Hit Radio, Country, Adult Contemporary and Classic Rock
    - b. **Dayparts:**
      - Morning Drive: 6:00am - 10:00am
      - Midday: 10:00am - 3:00pm
      - Afternoon Drive: 3:00pm - 7:00pm
      - Selected weekend dayparts
  4. **Digital outdoor extended the reach of the television and radio schedules while reaching drivers in their vehicles reinforcing the "share the road" message with a visual component. Outdoor ran for the 2-week flight period.**
    - a. Digital billboards allow for more flexibility of message and do not require a production fee, which would be cost-prohibitive for a short-term campaign.
    - b. Another benefit of outdoor is the opportunity to reach drivers of both vehicles and motorcycles while they are on the road, reinforcing the "Look Twice" message with a visual component.
    - c. We recommend outdoor in Pulaski, Benton, Washington and Craighead counties.
      - Pulaski – 6 locations generating over 2.6 million total impressions
      - Washington & Benton – 2 locations achieving over 392,000 total impressions
      - Craighead – 1 location achieving over 90,000 total impressions

**Media Budget Allocation:** In order to achieve our communications goals the budget spent \$49,800 was allocated as follows:

- Broadcast Television: \$17,540 (35 percent)
- Cable Television: \$235 (1 percent)
- Radio: \$22,525 (45 percent)
- Digital outdoor: \$9,500 (19 percent)

**By Market:****Look Twice for Motorcycles Actual Expenditures **\$49,800****

○ Little Rock	\$ 20,189
○ Fayetteville/Fort Smith	\$ 10,868
○ Jonesboro	\$ 6,621
○ Hot Springs	\$ 2,622
○ Digital Outdoor	\$ 9,500

<b>Cost per Point and GRP Levels – Look Twice for Motorcycles.</b>			
<b>Market</b>	<b>Broadcast TV</b>	<b>Cable TV*</b>	<b>Radio</b>
<b>Little Rock</b>	No broadcast TV	\$17.81	\$41.05
<b>Fayetteville</b>	No broadcast TV	\$10.81	\$35.58
<b>Jonesboro</b>	No broadcast TV	\$8.03	\$12.40
<b>Hot Springs</b>	No broadcast TV	\$6.50	\$13.12

<b>Broadcast Television/Cable</b>					
<b>Market</b>	<b>Number of Ads</b>	<b>Bonus Ads</b>	<b>Frequency</b>	<b>GRP</b>	<b>Reach</b>
<b>Little Rock</b>	550	559	2.2	N/A	N/A
<b>Ft.Smith/Fayetteville</b>	398	54	2.3	N/A	N/A
<b>Jonesboro</b>	294	140	2.2	N/A	N/A
<b>Hot Springs</b>	280	146	N/A	N/A	N/A
*For broadcast television, Fort Smith and Fayetteville are reported together.					

<b>Radio</b>					
<b>Market</b>	<b>Number of Ads</b>	<b>Bonus Ads</b>	<b>Frequency</b>	<b>GRP</b>	<b>Reach</b>
<b>Little Rock</b>	182	176	5.7	250.2	44.1%
<b>Fayetteville</b>	277	277	4.9	200.6	40.3%
<b>Jonesboro</b>	120	120	6.0	201.2	33.8%
<b>Hot Springs</b>	118	118	6.0	199.8	33.3%

**Earned Media - \$189,000*****Partnership with the Arkansas State Highway and Transportation Department***

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

## 2019 July Speed Campaign Obey The Sign or Pay The Fine

### Paid Media Report

#### **Summary**

Supporting the July 2019 Speed “Obey the Sign or Pay the Fine” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “Obey the Sign or Pay the Fine” campaign was those most likely to exceed the speed limit, men ages 18-54.

NHTSA approved a budget of \$24,950 for a one-week schedule of previously produced ads on radio and digital media. The bonus radio ads received totaled an additional \$19,416 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### **Paid Advertising Period**

- Paid advertising for Obey the Sign or Pay the Fine – Thursday, July 11 through Sunday, July 21, 2019

#### **Audience Segment Profiles**

- Primary Segment – *To influence segment to always obey the speed limit*
  - **Men, 16-25 years of age**
  - Largest demographic that exceeds the speed limit
  - Primarily views and listens to comedy, sports and top 40 entertainment
    - According to the National Highway Traffic Safety Administration, drivers involved in fatal crashes are more likely to be young males. In 2016, 32 percent of males aged 15-20 and thirty one percent males aged 21-24 involved in fatal crashes were speeding at the time of the accident.
- Secondary Segment – *To raise awareness and influence segment to always obey the speed limit*
  - **Newly arrived immigrant Latino Men, 18-54 years of age**
  - Hispanic drivers have lower safety belt use rates than non-Hispanic whites and higher fatality rates
  - Primarily views and listens to Spanish language media
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always obey the speed limit*
  - **African American Men, 18-54 years of age**
  - Primarily listens to Urban radio formats
  - Reached through traditional media, however, strong loyalty to certain urban channels

#### **Geography**

This was a radio and digital campaign to provide exposure across the state.

The six radio DMAs for Obey the Sign or Pay the Fine:

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

**Budget**

The total paid media budget for the Obey the Sign or Pay the Fine campaign was \$24,950.

**Media Strategies- Obey the Sign or Pay the Fine**

A media mix of radio and digital was used to deliver the Obey the Sign or Pay the Fine message in the major Arkansas DMAs. A minimum of a one for one bonus was negotiated with media purchases.

**Media Strategy**

The goal was to increase awareness of the dangers and consequences of driving over the speed limit and encourage drivers to slow down on Arkansas roads and highways. The primary strategy will be to reach the target audience in their vehicle as much as possible.

**Media Tactics**

Due to the short flight duration, electronic mediums were used so that they can be activated and deactivated quickly. In order to convey the advertising message in a short period of time with a limited budget, we recommended traditional radio and digital streaming radio.

**Radio created statewide reach and frequency of exposure of the “Obey the Sign” message in metro areas. One of the key reasons to use radio is the fact that the majority of radio listening occurs in a vehicle.** Over 80% of Adults 18-24 listen to radio in the car according to 2017 GfK MRI Doublebase.

- **Primary Formats:** Contemporary Hit Radio, Sports, Country and Urban
- **Dayparts:** Morning Drive: 6:00am - 10:00am  
Midday: 10:00am - 3:00pm  
Afternoon Drive: 3:00pm - 7:00pm  
Evening: 7:00pm - Midnight  
Selected weekend dayparts
- Nielsen Audio ratings data will help determine which stations best reach the young male audience in the radio metro markets of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
  - The Nielsen Audio demographic measurement is broken out into 18-24 and 12-17 so in order to reach the full target audience of males 16-25, we have to utilize the primary audience of 18-24 and secondary of 12-17.
- Extend the media budget by negotiating strong no-charge schedules of one bonus spot for each paid radio spot.

**Digital Streaming Radio extended the reach of the “Obey the Sign” message in a medium where Men 16-25 spend a significant amount of time – streaming music.**

- **Digital Audio** is consumed widely across all age groups. It has particularly strong usage in the 18-34 age group at 85% listen to streaming audio monthly according to 2018 Edison Research’s Infinite Dial. Approximately 1.3 million impressions were generated from the below recommended plan for audio streaming.



- **Pandora**, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Pandora's penetration into this demographic in Arkansas is strong at 36% with 114,399 unique listeners.
- Pandora recently teamed up with **Soundcloud**, another streaming music platform, which will help extend our reach to this young demo within a quality, brand safe environment.
- According to the 2018 Infinite Dial report from Edison Research, online radio weekly listening has increased to 88% in 2018 among the 12-24 demographic. The report also shows that 44% of online audio listening occurs in the car.
- Target adults 16-25 in Arkansas through the "Audio Everywhere" platform. The speed radio spot will play between songs reaching the target audience via desktop and mobile devices. This campaign generated over 370,000 impressions during the 11-day flight period.
- As added-value, the audio ads will be accompanied by a display banner, giving visual support to audio messaging.

**Media Budget Allocation:** In order to achieve our communications goals the budget spent \$24,950 was allocated as follows:

- Radio: \$17,498 (71 percent)
- Other radio: \$1,358 (5 percent)
- Digital Streaming Radio: \$6,094 (24 percent)

**By Market:**

**Obey the Sign or Pay the Fine Actual Expenditures **\$24,950****

○ Little Rock	\$ 6,398
○ Fayetteville	\$ 3,787
○ Fort Smith	\$ 1,906
○ Jonesboro	\$ 1,175
○ Texarkana	\$ 2,029
○ El Dorado	\$ 950
○ Hot Springs	\$ 1,253
○ Conway	\$ 378
○ Helena/West Helena	\$ 980
○ Digital (Statewide)	\$ 6,094

<b>Cost per Point and GRP Levels – Obey the Sign or Pay the Fine.</b>			
<b>Market</b>	<b>Broadcast TV</b>	<b>Cable TV*</b>	<b>Radio</b>
<b>Little Rock</b>	No broadcast TV	No cable TV	\$29.15
<b>Ft. Smith/Fayette</b>	No broadcast TV	No cable TV	\$16.88
<b>Jonesboro</b>	No broadcast TV	No cable TV	\$9.12
<b>Texarkana</b>	No broadcast TV	No cable TV	\$28.63
<b>El Dorado</b>	No broadcast TV	No cable TV	N/A
<b>Hot Springs</b>	No broadcast TV	No cable TV	\$11.75
<b>Conway</b>	No broadcast TV	No cable TV	N/A

<b>Radio</b>					
<b>Market</b>	<b>Number of Ads</b>	<b>Bonus Ads</b>	<b>Frequency</b>	<b>GRP</b>	<b>Market</b>
<b>Little Rock</b>	151	132	4.4	206.8	47.3%
<b>Ft. Smith</b>	118	160	3.0	150.9	50.8%
<b>Fayetteville</b>	176	176	3.4	125.8	37.5%
<b>Jonesboro</b>	43	43	4.6	150.4	33.4%
<b>Texarkana</b>	52	95	4.2	125.7	30.0%
<b>El Dorado</b>	76	76	N/A	N/A	N/A
<b>Hot Springs</b>	47	47	4.6	100.4	26.2%
<b>Conway</b>	24	24	N/A	N/A	N/A
<b>Helena</b>	17	17	N/A	N/A	N/A
<b>Statewide Digital</b>	N/A	372,563	N/A	N/A	N/A

### **Earned Media - \$106,469**

#### ***Media Relations***

A news release concerning the July “Obey the Sign or Pay the Fine.” mobilization was distributed to news media statewide resulting in 27 newspaper clippings with an ad equivalency of \$11,969.

#### ***Partnership with the Arkansas State Highway and Transportation Department***

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the Obey the Sign or Pay the Fine message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. The approximate earned media generated for this contribution is \$94,500.

#### ***Social Media***

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign dates were July 11 – 21, 2019. The campaign received the following results:

##### Facebook

- Impressions: 244
- New Page Likes/Follows: 0
- Engagements:
  - Reactions: 4
  - Comments: 0
  - Shares: 1

##### Twitter

- Impressions: 707
- Total Followers: 132

- New Followers: 0
- Engagements:
  - Replies: 0
  - Retweets: 0
  - Likes: 0

Instagram

- Total Followers: 44
- Engagements:
  - Likes: 3
  - Comments: 0

## **PLANNING AND ADMINISTRATION (P&A) PROGRAM**

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

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

### **Program Area Results**

During FY 19, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for four full-time managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

According to Highway Safety Program Funding Policy, P&A costs are not to exceed thirteen percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 19 P&A expenditures equaled only 8% percent of total 402 expenditures and were matched 50 percent with State funds.

### **PLANNING AND ADMINISTRATION**

**Planned Activity: PA-2019-01**

**Sub-recipient: Arkansas State Police**

Funding for P&A salaries and benefits, travel, and operating expenses. The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). Staff attended meetings and other sessions in the performance of their normally assigned functions. Costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration were as follows: *Salaries and Benefits* - Full-time positions fulfilling management, fiscal, and clerical support functions; *Travel and Subsistence* - Travel and subsistence costs for management and fiscal support personnel; and *Operating Expenses* - Overall operation of the Highway Safety Program.

### **AHSO PUBLIC AWARENESS SURVEY**

**Planned Activity: PA-2019-01**

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

The AHSO public awareness survey conducted by the University of Arkansas at Little Rock, Survey Research Center in previous years to track driver attitudes and awareness of highway safety enforcement and communication activities along with self-reported driving behaviors was not conducted in 2019 due to changes in the administration of the Survey Research Center at UALR. The AHSO is working to incorporate this activity into the overall media project/contract with CJRW.

FINANCIAL REPORTS			
Project		Recipient/Contractor	
1	AL	Criminal Justice Institute	479,008.85
2	M5CS	Sherwood – Pilot DWI Court	13,803.29
3	AL	Administrative Office of the Courts	70,812.92
4	AL/OP	Arkansas Broadcasters Association	75,000.00
5	OP/M5X/K8/SE	Harrison Police Department	33,918.21
6	M5BAC	AR Crime Lab	285,006.45
7	OP/M5X/SE	Garland County Sheriff's Office	49,360.23
8	OP/M5X/SE	Benton County Sheriff's Office	77,452.47
9	OP/M5X/SE	Miller County Sheriff	17,309.87
10	OP/M5X/SE	Van Buren Police Department	70,221.77
11	OP/M5X/SE	Jonesboro Police Department	63,420.43
12	OP/M5X/SE	Marion Police Department	8,118.48
13	OP/M5X/SE	North Little Rock Police Department	28,822.39
14	OP/M5X/SE	Osceola Police Department	9,489.12
15	OP/M5X/SE	Paragould Police Department	11,847.29
16	OP/M5X/SE	Sherwood Police Department	25,750.14
17	M5CS	Faulkner County – DWI Court	5,652.98
18	OP/M5X/SE	Bella Vista PD	28,773.69
19	OP	AR Department of Health – Injury Prevention	63,900.72
20	K4TR/M3DA	Arkansas State Police – E-Crash	623,125.83
21	K4TR/M3DA	Arkansas State Police – E-Citation	306,887.63
22	SA/OP	U of A – Fayetteville	66,765.81
23	M5CS	Van Buren County – DWI Court	5,668.81
24	M5BAC	AR Dept. of Health Human Ser - OAT	45,517.92
25	M5X/OP/SE	Benton Police Department	17,684.74
26	M5X/OP/SE	Bryant Police Department	31,609.90
27	M5X/OP/SE	Conway Police Department	7,411.79
28	M5X/OP/SE	Fayetteville Police Department	82,641.58
29	M5X/OP/SE	Fort Smith Police Department	25,844.64
30	M5X/OP/SE	Hot Springs Police Department	33,219.01
31	AL/OP/K8FR/PM/K4/K8HV/ M2HVE/M5HVE/ M8PE/M9MA	Cranford,Johnson,Robinson & Woods	1,507,394.30
32	OP/SE	Mountain Home Police Department	42,983.43
33	M5X/OP/SE	Clarksville Police Department	5,115.16
34	M5X/OP/SE	Searcy Police Department	17,355.49
35	M5X/OP/SE	Texarkana Police Department	50,579.86
36	M5X/OP/SE	Washington County Sheriff's Office	17,291.83
37	M5X/OP/SE	Springdale Police Department	68,368.00

FINANCIAL REPORTS (Continued)			
Project		Recipient/Contractor	
38	SE/M2HVE/M5HVE	Carroll County Sheriff's Office	6,096.53
39	M5TR	Black River Technical College	106,071.96
40	M5X/OP/SE	Hope Police Department	21,507.14
41	K4TR	ASP – Crash Reconstruction Training	31,340.81
42	M3DA	Ward Police Department	3,008.50
43	M5CS	Independence County–Pilot DWI Court	48,525.42
44	M5X/OP/SE	Rogers Police Department	13,767.29
45	OP	UAMS	166,837.25
46	M5CS	MADD	69,093.63
47	SE/DD/M2X/M5X/M7	Arkansas State Police - Enforcement	1,234,709.34
48	M3DA	AR Dept of Health - EMS	50,000.00
49	SE/M2HVE/M5HVE	Cross County Sheriff's Office	15,197.41
50	M5X	ASP - In Car Camera / Video Storage Project	953,973.82
51	M5X/OP/SE	Trumann PD	4,524.18
52	M5CS	Benton County - DWI Court	10,145.56
53	M2CPS	UAMS	338,876.85
54	M5CS	Pulaski County DWI Court	11088.83
55	OP/SE/M5X	Dardanelle PD	12,561.15
56	OP/SE/M5X	El Dorado PD	15,932.85
57	SE/M2HVE/M5HVE	Mountain View Police Department	10,818.67
58	M5CS	Garland County DWI Court	13,864.60
59	M5HVE	Prairie County Sheriff's Office	2,527.80
60	M5CS	Crawford Co. DWI Court	13,994.18
61	M5CS	Craighead Co. DWI Court	10,393.30
62	SE/M2HVE/M5HVE	DeQueen Police Department	3,390.60
63	SE	Lafayette County Sheriff's Office	4,537.50
64	SE/M2HVE/M5HVE	Prairie Grove Police Department	12,472.45
65	M5X/OP/SE	Saline County Sheriff's Office	27,348.49
66	M5X/OP/SE	Arkadelphia Police Department	3,559.33
67	M5X/OP/SE	Siloam Springs Police Department	29,968.09
68	M3DA	Hot Springs PD eCite/eCrash	33,219.01
69	SE/M2HVE/M5HVE	Little Flock PD	19,870.87
70	M5CS	South Arkansas DWI Court	11,962.58

<b>FINANCIAL REPORTS (Continued)</b>			
<b>Project</b>		<b>Recipient/Contractor</b>	
71	OP/SE/M5X	St. Francis Co. SO	45,746.26
72	SE/M2HVE/M5HVE	Tontitown PD	7,411.97
73	SE/M2HVE/M5HVE	Searcy County Sheriff's Office	7,988.46
74	SE	Amity PD	2,830.00
75	M5CS	Saline County DWI Court	11,480.52
76	SE/M2HVE/M5HVE	Barling PD	21,054.95
77	SE/M2HVE/M5HVE	Wynne Police Department	5,542.37
78	SE/M5HVE	Monticello PD	10,500.00
79	SE/M5HVE	Prescott PD	4,573.66
<b>2019 TOTAL</b>			<b>7,801,445.15</b>

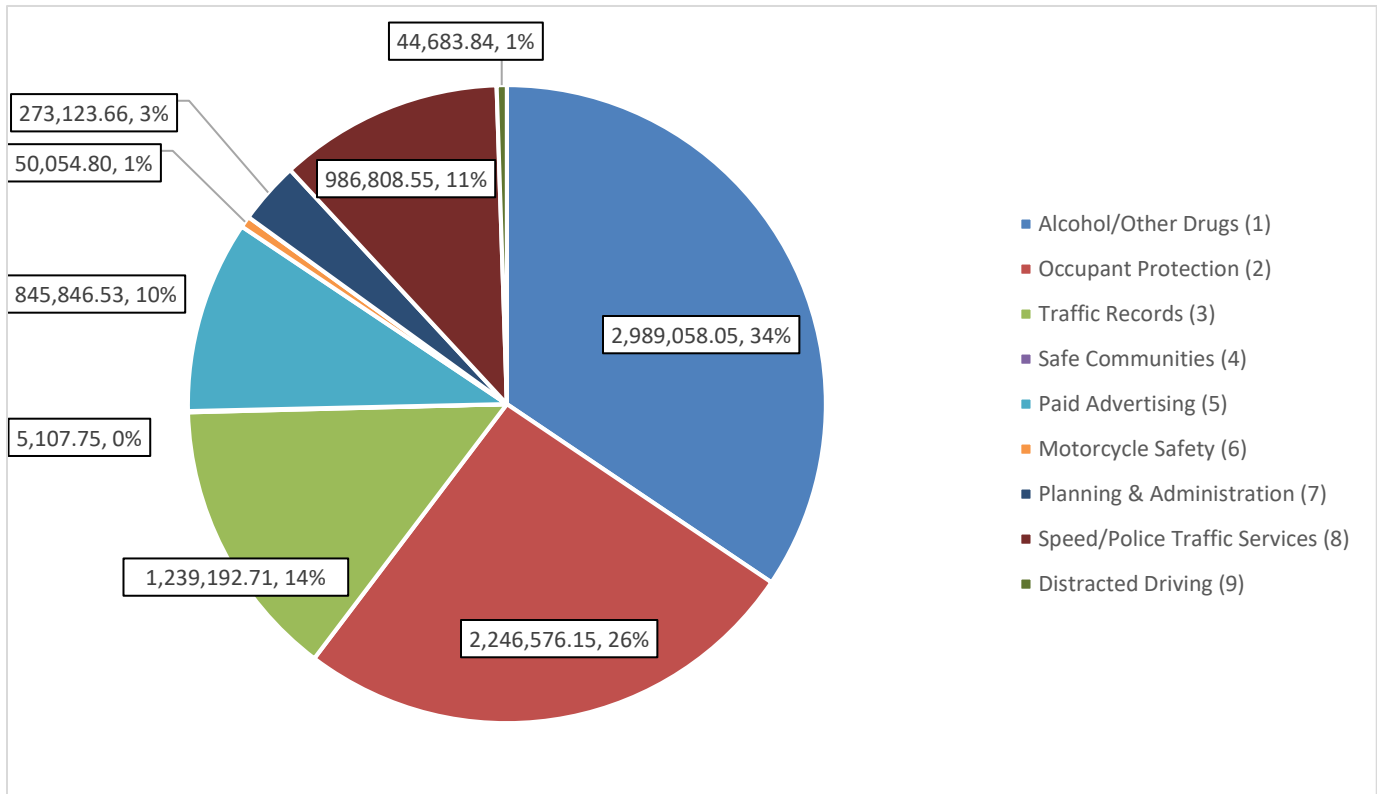
## FISCAL YEAR 2019 ARKANSAS APPROVED EQUIPMENT

Agency	Quantity	Item Detail	Estimated Cost Each	Total Est. Cost	Funding Source	Planned Activity & Project Numbers	Purchased	Actual Cost
AR Dept. of Health – Office of Alcohol Testing	5	Intoximeter EC/IR II	\$9,500	\$47,500	405d	AL-2019-09 M5BAC-2019-09-09-01	No – excessive shipping delays preventing receipt during period of performance	0.00
Black River Technical College LETA	1	Light/Camera Tower	\$18,000	\$18,000	405d	AL-2019-10 M5TR-2019-10-10-01	Yes	\$16,112.05
Arkansas Crime Lab	1	Gas Chromatography Mass Spectrometer	\$104,100	\$104,100	405d	AL-2019-15 M5BAC-2019-15-15-01	Yes	\$104,022.33
Arkansas Crime Lab	1	Gas Chromatography Flame Ionized Detector	\$92,900	\$92,900	405d	AL-2019-15 M5BAC-2019-15-15-01	Yes	\$92,857.98
Arkansas Crime Lab	1	Nitrogen Generator	\$25,500	\$25,500	405d	AL-2019-15 M5BAC-2019-15-15-01	Yes	\$21,658.01
Arkansas Crime Lab	1	Air Compressor	\$28,500	\$28,500	405d	AL-2019-15 M5BAC-2019-15-15-01	Yes	\$29,637.27
Arkansas Crime Lab	1	Zero Air Generator	\$6,000	\$6,000	405d	AL-2019-15 M5BAC-2019-15-15-01	Yes	\$2,266.65
Arkansas Crime Lab	1	Hydrogen Generator	\$20,500	\$20,500	405d	AL-2019-15 M5BAC-2019-15-15-01	Yes	\$21,879.19
Arkansas Crime Lab	1	Nitrovap	\$15,500	\$15,500	405d	AL-2019-15 M5BAC-2019-15-15-01	Yes	\$10,490.10
Arkansas Crime Lab	1	ELISA	\$8,500	\$8,500	405d	AL-2019-15 M5BAC-2019-15-15-01	Equipment purchased was with (non-NHTSA) funds	0.00
Arkansas Crime Lab	1	Turbovap	\$12,500	\$12,500	405d	AL-2019-15 M5BAC-2019-15-15-01	Yes	\$10,373.44
Arkansas State Police	2	Law Enforcement Driving Simulator	\$140,625	\$281,250	405d Int	SC-2019-02 M7*PT-2019-02-02-01	Yes	\$184,864.00



## FISCAL YEAR 2019 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

<b>Alcohol/Other Drugs (1)</b>	\$	2,989,058.05
<b>Occupant Protection (2)</b>	\$	2,246,576.15
<b>Traffic Records (3)</b>	\$	1,239,192.71
<b>Safe Communities (4)</b>	\$	5,107.75
<b>Paid Advertising (5)</b>	\$	845,846.53
<b>Motorcycle Safety (6)</b>	\$	50,054.80
<b>Planning &amp; Administration (7)</b>	\$	273,123.66
<b>Speed/Police Traffic Services (8)</b>	\$	986,808.55
<b>Distracted Driving (9)</b>	\$	44,683.84
<b>Total</b>	\$	8,680,452.04



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

**92<sup>ND</sup> GENERAL ASSEMBLY - TRAFFIC SAFETY BILLS THAT BECAME LAW**

**SB 388 CONCERNING BICYCLE SAFETY; TO ALLOW BICYCLISTS TO YIELD AT STOP SIGNS AND RED LIGHTS UNDER CERTAIN CIRCUMSTANCES; AND TO AMEND THE LAW CONCERNING THE USE OF BICYCLES, ELECTRIC BICYCLES, AND ANIMALS ON PUBLIC ROADS.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=SB388>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act650.pdf>

**SB513 CONCERNING A SUSPENSION OF A PERSON'S DRIVER'S LICENSE FOR POSSESSING A CONTROLLED SUBSTANCE**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=SB513>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act704.pdf>

**SB534 TO AMEND THE LAW CONCERNING DISTRACTED DRIVING TO COMPLY WITH DISTRACTED DRIVING REQUIREMENTS UNDER FEDERAL LAW.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=SB534>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act738.pdf>

**HB1182 TO AMEND THE LAW CONCERNING DISTRACTED DRIVING; AND TO MAKE THE USE OF A HANDHELD WIRELESS TELEPHONE IN A SCHOOL ZONE A PRIMARY OFFENSE.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1182>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act288.pdf>

**HB1406 TO CLARIFY THE LAW CONCERNING THE EXPIRATION AND RENEWAL OF A DRIVER'S LICENSE.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1406>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act596.pdf>

**HB1411 CONCERNING THE DEFINITION OF "MOTOR VEHICLE" UNDER THE OMNIBUS DWI OR BWI ACT; AND CONCERNING A TEST FOR BLOOD ALCOHOL CONTENT WHEN A MOTOR VEHICLE OR BOATING ACCIDENT OCCURS.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1411>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act654.pdf>

**HB1561 TO AUTHORIZE THE OPERATION OF AUTONOMOUS VEHICLES OR FULLY AUTONOMOUS VEHICLES ON THE STREETS AND HIGHWAYS OF THIS STATE UNDER AN AUTONOMOUS VEHICLE PILOT PROGRAM; AND TO DECLARE AN EMERGENCY.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1561>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act468.pdf>

**HB1619 TO CREATE THE ELECTRIC MOTORIZED SCOOTER ACT.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1619>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act1015.pdf>

**HB1631 TO AMEND THE LAW CONCERNING MAXIMUM SPEED LIMITS.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1631>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act784.pdf>

**HB1689 TO AMEND THE LAW CONCERNING THE PENALTIES FOR PASSING AN AUTHORIZED VEHICLE STOPPED ON A HIGHWAY.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1689>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act550.pdf>

**Noteworthy Accomplishments**

**Seat Belt Usage Rate** - The results of the most recent observational seat belt use survey showed a use rate of 81.9%, the highest ever for Arkansas. STEP and Mini-STEP projects conducted pre and post seat belt use surveys around the CIOT mobilization. These pre and post surveys showed a 2% increase in use for sustained STEPs and a 9% increase in seat belt use for mini-steps.

**Mini-Step Program** - To promote rural law enforcement participation in federal and state safety campaigns law enforcement agencies were contacted and encouraged to submit Mini-STEP applications pledging a commitment to work mobilizations. Funding was approved for 19 agencies in 2019. Twenty – eight agencies are on track to participate in 2020. A list of the accomplishments (citations and use rates) for these “Mini-STEPS” is on page 8 and 9.

**Occupant Protection Assessment** Arkansas conducted an OP Assessment September 16-21, 2018. In 2019, the AHSO addressed several key recommendations from that assessment including:

- Developing and implementing an eGrant system. AHSO contracted with AGATE Software Inc. to create a web-based grants management system. The system was implemented in March 2019. The AHSO now has the ability to create grants, proposal solicitations, application reviews and application approval, generate agreements, project reporting and program monitoring electronically.
- Initiating development of a stand-alone website to highlight traffic safety programs.
- Initiating hiring a new data and evaluation person for the recently vacated Traffic Records position.
- Working 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 the 2019 Police Chief’s Conference: Providing a presentation on the mini-STEP and STEP programs, setting up a display booth to network with police agencies and distribute the new STEP brochure in addition to other handouts on the importance of enforcement, and information on AHSO funding opportunities.
- Hiring an in house LEL to re-engage law enforcement in traffic safety. To date the LEL has contacted 70 agencies with 28 of those submitting applications to implement projects.

**eCite and eCrash** - A partnership with ArDOT resulted in a second RFP to assist local law enforcement agencies with equipment and facilitate participation in the eCrash system. In 2019, all troops at Arkansas State Police utilized the eCrash system and the number of local agencies using eCrash increased from 144 to 215. Two hundred thirty nine (239) agencies are currently on track to utilize the system. In addition to all ASP troops, 137 local law enforcement agencies have been trained on eCite with 124 of those agencies currently “live” on eCite.

**AHSO Traffic Safety Conference** - Completed the planning process for the traffic safety training conference held in October FY20 for all sub-grantees. The conference highlighted funding opportunities available through the AHSO and provided training on the new AHSO eGrant system. The conference also promoted increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns.