

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS

Federal Fiscal Year 2007



Prepared by the:

**Arkansas State Police
Highway Safety Office**

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EXECUTIVE SUMMARY

Highlights

- Traffic fatality rate remained the same at 2.1 from 2005 to 2006.
- Alcohol-related fatalities remained below the national average at 34% in 2006.
- Fatal crashes remained the same at 596 from 2005 to 2006.
- Arkansas' 2007 seat belt use rate reached 69.9%
- Arkansas State Police conducted over 100 sobriety checkpoints in 2006.
- Total crashes decreased from 69,516 in 2005 to 67,485 in 2006.

In Arkansas, traffic safety programs are developed and implemented through cooperative and concentrated efforts among state, federal, local and some private sector partners. These efforts are coordinated, implemented and supported by the Arkansas Highway Safety Office (AHSO). The AHSO is located within the Arkansas State Police. The Director of the Arkansas State Police, Colonel Winford Phillips, is the Governor's Representative for Highway Safety. Ms. Bridget White is the Highway Safety Office Administrator for Arkansas.

The cooperative and concentrated efforts involving these programs required strong commitment and partnerships critical to the overall success of Arkansas' traffic safety program in FY 2007. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) provide valuable information and assistance to the AHSO. A multitude of state and local agencies/organizations play integral roles in Arkansas' highway traffic safety program. They include, but are not limited to the following:

- The Arkansas State Police
- The Arkansas Department of Finance and Administration
- The Arkansas Department of Health
- Mothers Against Drunk Drivers
- The Arkansas Highway and Transportation Department
- Criminal Justice Institute, University of Arkansas System
- The Arkansas Administrative Office of the Courts
- The Arkansas Prosecutor Coordinators Office
- Arkansas Office of Alcohol Testing
- University of Arkansas for Medical Science
- 40+ Statewide municipal and county law enforcement agencies

The AHSO is comprised of a staff of highly-trained and committed traffic safety professionals. These AHSO staff members concentrate their efforts to reduce traffic related fatalities and injuries by supporting and implementing nationally recognized and effective highway safety programs and countermeasures. This small but ambitious AHSO staff are committed to a strong statewide impact and presence regarding highway safety.

This 2007 AHSO Annual Report provides a specific description of the activities undertaken in the identified traffic safety program areas during FY 2007. The report is broken down into six major sections: Graphs depicting Rates and Trends; a summary of Goals and Objectives; Program Area Summaries; General Area Summaries; a Paid Media Summaries; and Financial Management Summaries.

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.

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 dependant 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. For instance, each year long Selective Traffic Enforcement Project agreement directed participating sub-grant agencies to conduct sustained selective enforcement of seat belt, impaired driving, speed limit, child passenger protection and motorcycle helmet laws. While other agencies addressed public information and education initiatives. 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) 2007, 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 Grant*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive Grant.*
- **157** *Safety Incentive Grant for Use of Seat Belts Grant*
- **163** *Incentives to Prevent Operation of Motor Vehicles by Intoxicated Persons.*
- **154** *Alcohol Open Container Requirement.*
- **408** *State Traffic Safety Information System Improvement Grant.*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$17.0 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on page 46. Approximately \$17.9 million in Federal-aid funds were expended for the entire program. A graph on page 48 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 29 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY 2007 Performance Plan, the overall program goals for Arkansas' Highway Safety Program were as follows:

- To reduce the State fatal crash rate from 2.1 per 100 Million Vehicle Miles Traveled (VMT) as recorded in 2004 to 1.9 per 100 Million VMT by December 31, 2007.
- To reduce the State fatality rate from 2.4 per 100 Million VMT traveled as recorded in 2004 to 2.1 per 100 Million VMT traveled by December 31, 2007.
- To maintain the State non-fatal injury for incapacitating and non-incapacitating injuries below the ten-year average of 63.9 per 100 MVM traveled as recorded in 2004 through 2010.

Overall Program Results

In 2004, the statewide fatal crash rate was 2.1 crashes per 100 Million VMT. This rate dropped to 1.9 crashes per 100 Million VMT in 2005 and remained at 1.9 crashes per 100 Million VMT traveled in 2006.

The statewide fatality rate was 2.4 fatalities per 100 Million VMT in 2004, and decreased to 2.1 fatalities per 100 Million VMT traveled in 2005. It remained at 2.1 fatalities per 100 Million VMT traveled in 2006.

The statewide non-fatal injury rate for incapacitating and non-incapacitating injuries was 54.8 injuries per 100 Million VMT in 2004 and 52.7 injuries per 100 Million VMT traveled in 2005. It decreased again to 48.2 per 100 Million VMT in 2006.

The following information from Arkansas' Traffic Analysis Reporting System (TARS) compares crash data for calendar years 2005 and 2006 and also shows percentage changes from those same years.

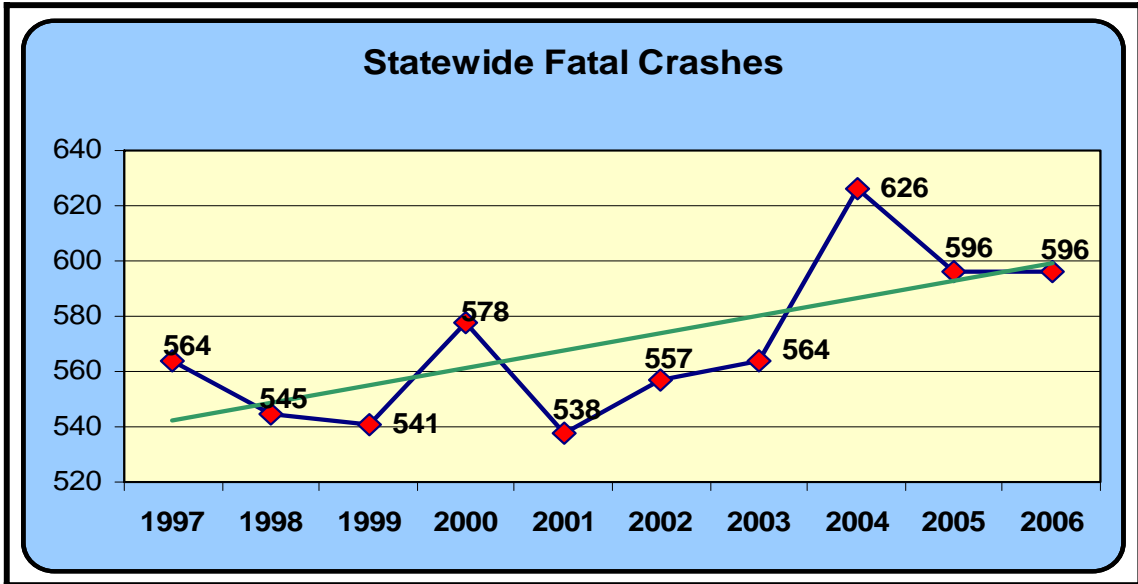
	2005	2006	% Change
Fatalities	654	665	+1.7%
Fatal Crashes	596	596	0%
Injuries (2 & 3 only)	16,474	15,414	-6.4%
Crashes	69,516	67,485	-2.9%
Vehicle Miles Traveled (10 ⁶)	31,236	32,010	+2.5%
Fatality Rate*	2.1	2.1	0%
Fatal Crash Rate*	1.9	1.9	0%
Non-fatal Injury Rate**(2 & 3 only)	52.7	48.2	-8.5%
*per 100 Million vehicle miles traveled			
**Injury code 2 is incapacitating injury, code 3 is non-incapacitating injury			

The charts on pages 5 through 7 show the ten-year trends of fatal crash, fatality and injury rates.

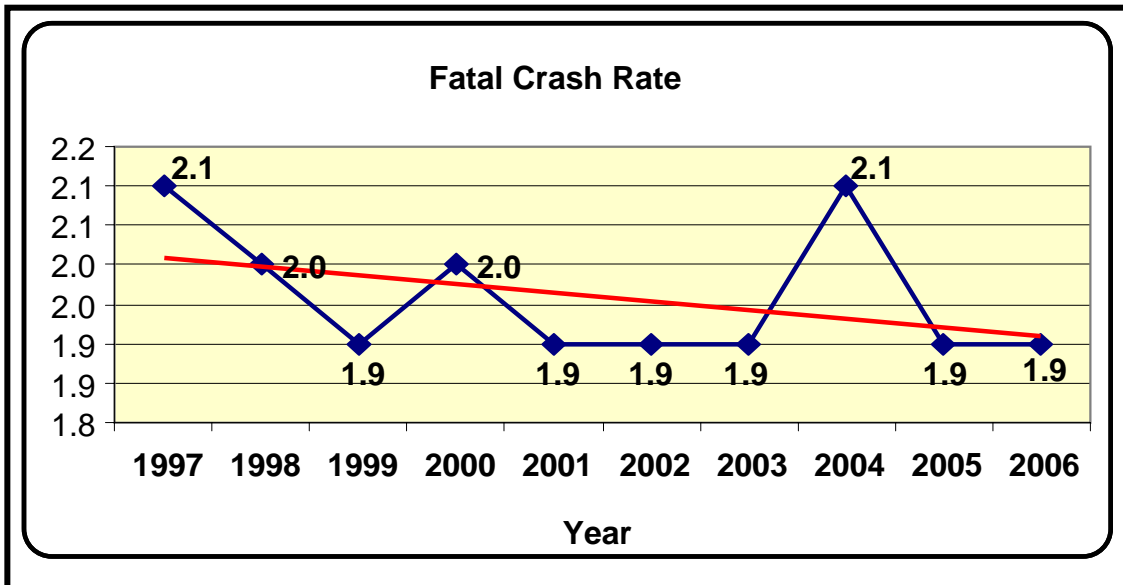
A summary of each program area is provided on pages 8 through 45 of this report.

FATAL CRASHES AND RATES

10 YEAR TRENDS



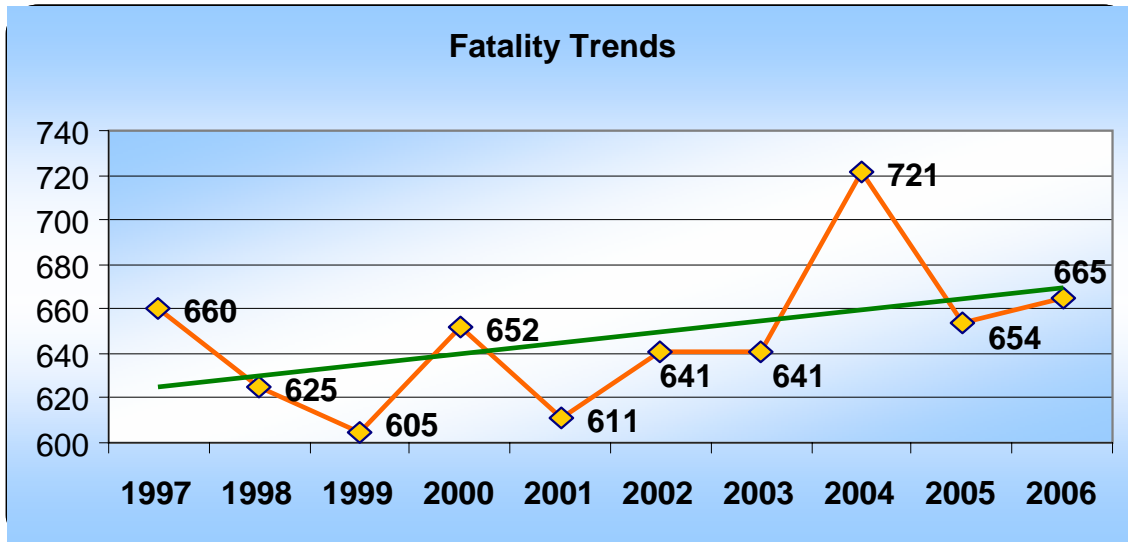
FATAL CRASH RATE (FATAL CRASHES PER 100 MILLION VMT*)



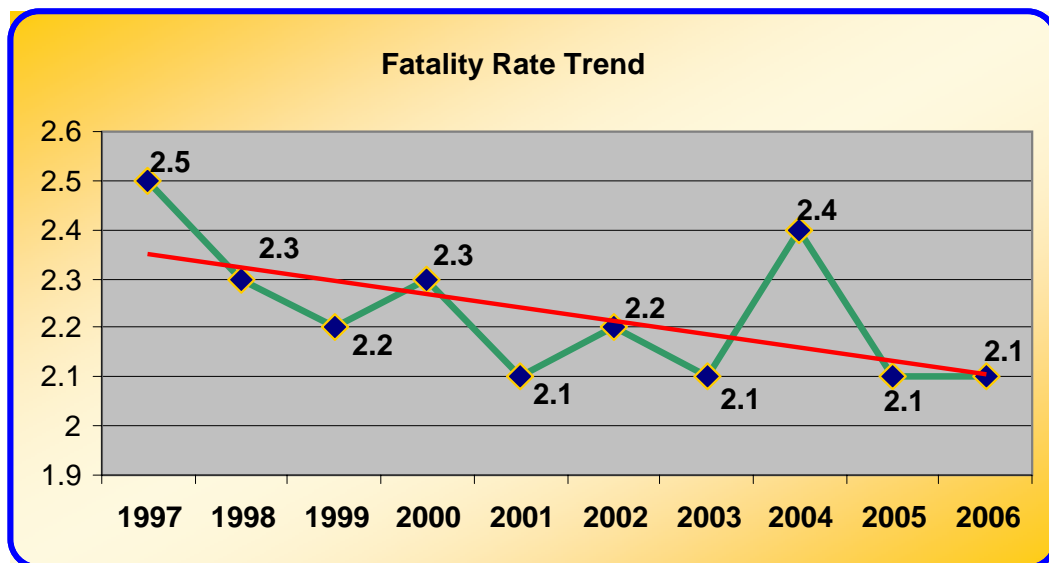
* Vehicle Miles Traveled

FATALITIES AND RATES

Statewide Fatalities



FATALITY RATE (FATALITIES PER 100 MILLION VMT*)

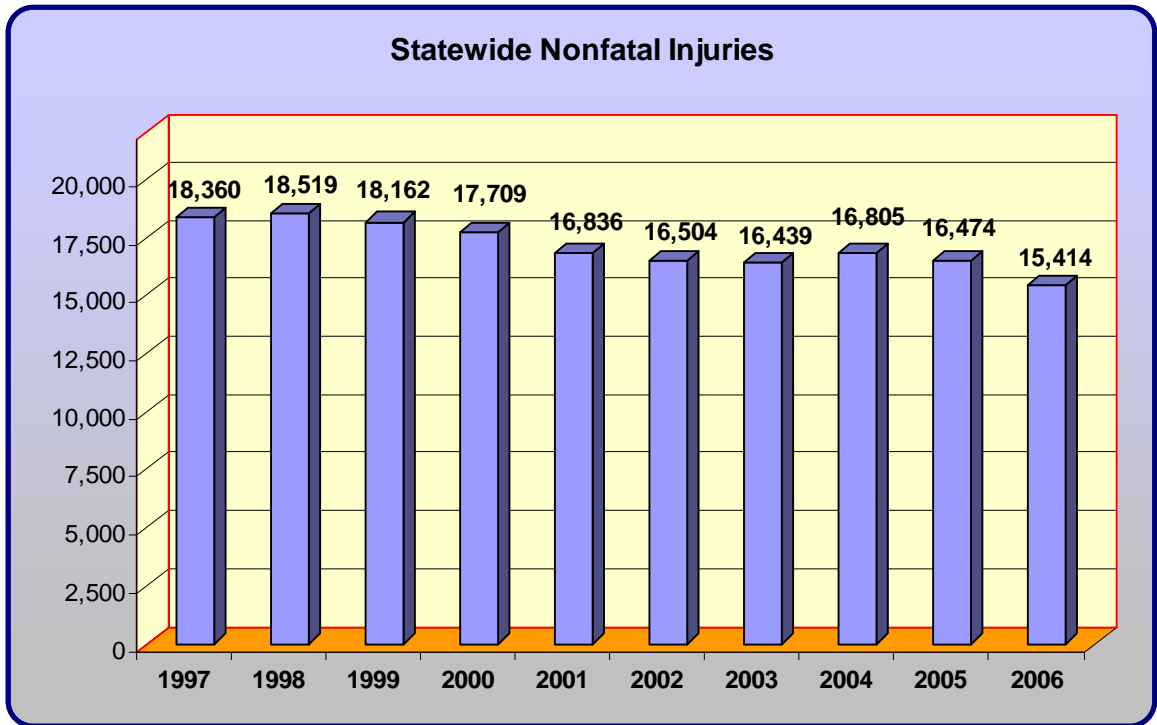


* Vehicle Miles Traveled

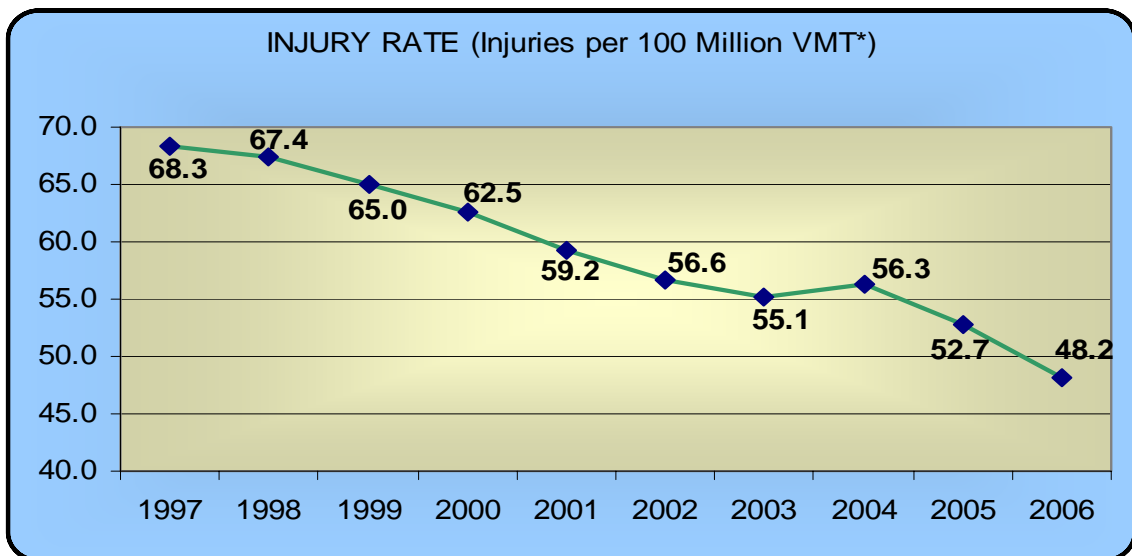
INCAPACITATING AND NON-INCAPACITATING INJURIES AND RATES

10 YEAR TRENDS

STATEWIDE NONFATAL INJURIES



INJURY RATE (INJURIES PER 100 MILLION VMT*)



* Vehicle Miles Traveled

PROGRAM AREAS

ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM

Program Area Goals

The goal of the projects funded in the Alcohol and Other Drug Countermeasures Program was as follows:

- To reduce alcohol-related fatalities per 100 Million VMT from .83 alcohol-related fatalities per 100 Million VMT as recorded in 2004 to .80 per 100 Million VMT by 2007.

Program Area Results

In 2004 alcohol-related fatalities per 100 Million VMT were at .83. The rate decreased to .73 per 100 Million VMT in 2005 and decreased again to .71 per 100 Million VMT in 2006. The following charts on page 9 show the trend of Arkansas' alcohol-related fatalities and fatality rate per 100 Million VMT over a ten-year period.

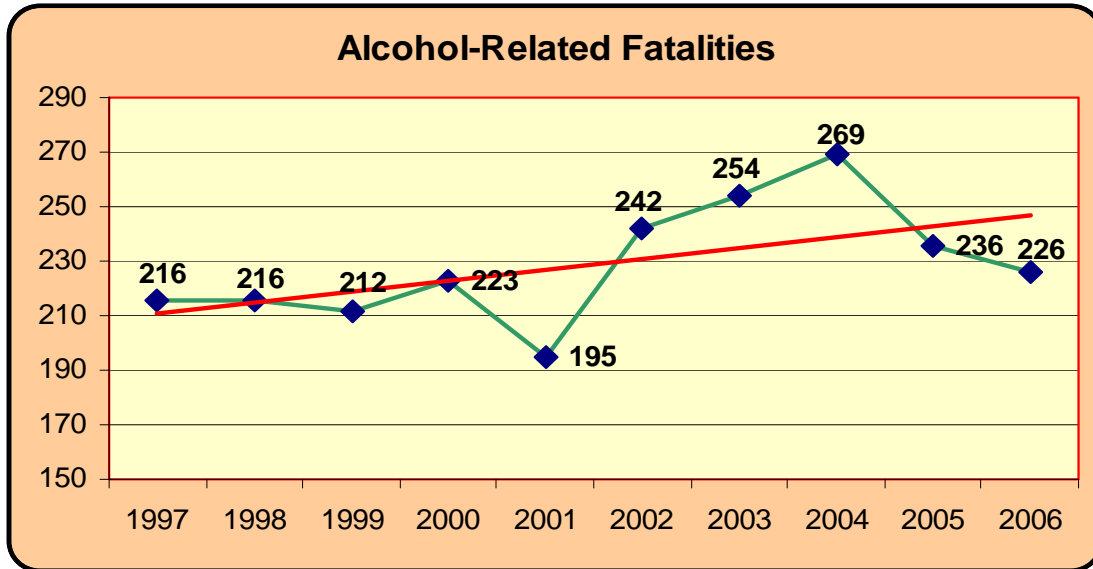
Positive indicators were noted from 2004 to 2006. The alcohol-related fatalities per 100 Million VMT dropped from .83 in 2004 to .73 in 2005 and to .71 in 2006. This decrease translates to 43 fewer alcohol-related traffic deaths in 2006, than in 2004. Alcohol-related fatalities, to total fatality percentages, dropped from 38 percent to 34 percent in 2006. Arkansas remains below the National percentage rate of 41%.

Strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State, appear to be a successful and winning combination, as shown by these improved numbers. Arkansas was identified as a high alcohol-related fatality state in FY 2006 and was awarded additional Section 410 funds (K8FR) for impaired driving issues. Arkansas was no longer designated as a high fatality rate state for FY 2007 and received only the basic Section 410 grant. The State will use the \$1.4 million in Section 410 funds received at the end of FY 2007 to further reduce the number alcohol-related fatalities in 2008.

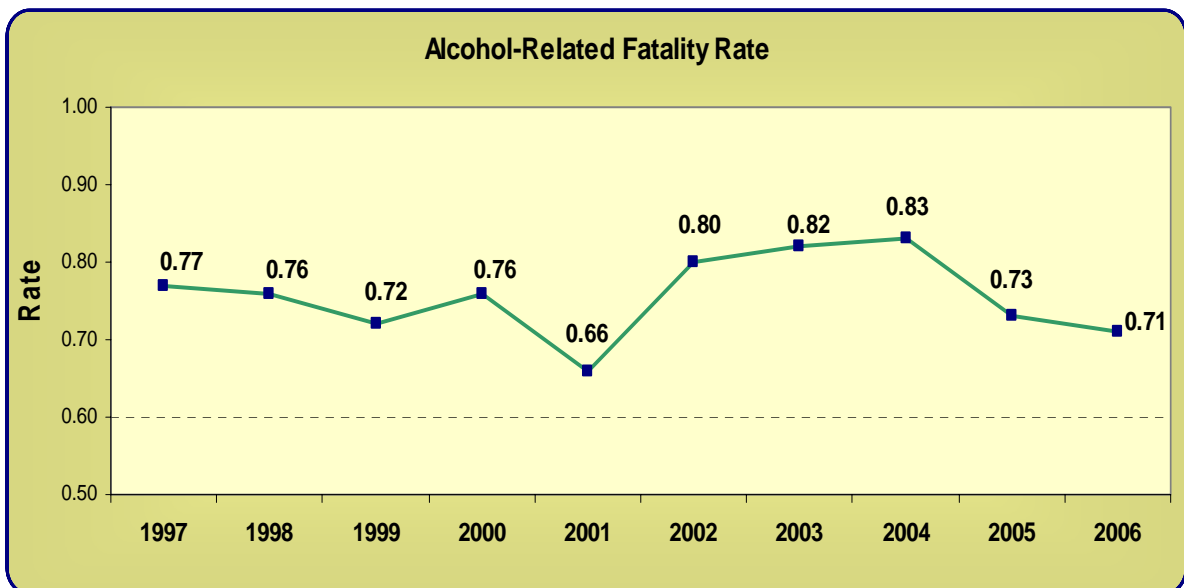
Evaluation of crash data and project evaluations revealed areas to target resources and strategies to implement to further reduce alcohol-related fatalities.

ALCOHOL RELATED FATALITIES AND RATES

ALCOHOL-RELATED FATALITIES



ALCOHOL-RELATED FATALITY RATE (FATALITIES PER 100 MILLION VMT*)



* Vehicle Miles Traveled

Project Results

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 occupant protection laws. Although it was planned to train a total of 400 law enforcement officers using the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curriculum during the project, 461 officers were able to attend and complete the training. In addition to the officers trained in the full SFST/TOPS courses, 163 law enforcement officers received SFST Refresher training. 99 DRE certified officers attend the second annual Arkansas DRE Conference. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 33 prosecutors and 27 law enforcement officers. A DRE Instructor Development course was offered with 5 officers in attendance and completing the process. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 33 officers completing those courses.

The **Administrative Office of the Courts of the Supreme Court of Arkansas (AOC)** provided training to District Court officers in the adjudication of drivers who have violated the State's traffic laws with emphasis placed on impaired driving. The AOC conducted a three-day training seminar for 80 district judges from across the State. Six judges and two judicial branch educators also attended the American Bar Association's annual Traffic Safety Seminar in Charleston, South Carolina.

The **Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT)** was able to contract with the AHSO in FY07. During the fiscal year the ADH was restored as a separate state agency through legislative action. The agency had been merged with the Arkansas Department of Health and Human Services through prior legislative action. Two OAT chemists and one chemist attended and alcohol and traffic safety school sponsored by the University of Indiana. Two chemists attended the International Association for Chemical Testing Conference in Wilmington, North Carolina. The OAT also sent two chemists to Seattle, Washington to the joint meeting of the International Council on Alcohol, Drugs, and Traffic Safety, the International Association of Forensic Toxicologists, and the International Ignition Interlock Symposium.

Mothers Against Drunk Driving (MADD) conducted the following presentations and activities: 93 victim impact panel presentations, reaching a total of 3,984 drivers education, high school and college students; 65 victim impact panel presentations, reaching a total of 3,505 that included alcohol safety Offenders; 3 victim impact panel presentations for 235 civic club attendee's; 10 employee safety meetings; 4 press conferences: National Drunk and Drugged Driving with Governor Huckabee; Drug and Alcohol Awareness Month with Attorney General Dustin McDaniel and Young Adult DWI Program event at University of Arkansas at

Pine Bluff during football season; and Underage DUI law materials were distributed to 15 Arkansas schools.

Crowley's Ridge Development Council sponsored a chemical-free event as part of the annual two-day youth conference training which hosted 360 students with 81 adult sponsors. This represented 50 schools. Training was provided to students on how to conduct these events. A follow-up Summit Conference was held at the end of the year to recognize groups who implemented chemical-free events. Three DUI workshops were hosted and information was provided on seat belt, bicycle helmets and safe driving practices.

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 \$976,312, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of almost 13 times the contract amount of \$75,750.

The **Arkansas Spinal Cord Commission** continued to implement a curriculum and program material for a Spinal Cord Injury Prevention education project. A part-time Public Health Educator coordinated the program to recruit and train speakers with spinal cord injuries, emergency medical technicians and law enforcement officers to conduct presentations on the importance of good decision making to avoid drugs and alcohol and wear seat belts while driving targeting young adults. A total of 89 presentations were conducted to 4,962 participants in 10 communities statewide where ASCC field offices are located at high schools, colleges and university settings and community based young adult groups deemed at high risk, including DWI classes. 7,525 educational flyers and 3,625 key chains were distributed to enhance the presentations. 19 additional presentations were conducted at college campus special events to 1,227 participants. To promote public awareness of the project, 1 media event was conducted and 2 news releases were distributed.

Twenty-eight year long **Selective Traffic Enforcement Projects (STEPs)**, which emphasized the enforcement of DWI/DUI laws, were conducted utilizing both Section 402 and 410 funds. These projects conducted sustained enforcement throughout the year as well as participated in the four State and the national Labor Day "Drunk Driving: Over the Limit, Under Arrest" crackdowns. The projects had the goal of either maintaining or reducing the percentage of alcohol related crashes to below 6.0 percent of all crashes. The primary objectives of the projects were to achieve one DWI/DUI arrest per eight hours of enforcement for municipal STEP's and one DWI/DUI arrest per twelve hours for County STEP's. The contracted projects completed the year with the listed results:

AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED CRASHES ⁽¹⁾	
		*2005 (%)	2006 (%)
Section 402 STEPs			
Harrison Police Department	15.4	6.9	5.1
Hope Police Department	5.9	5.6	4.5
Maumelle Police Department	7.9	4.9	7.0
Section 410 STEPs			
Benton County Sheriff's Office	9.0	5.3	3.0
Benton Police Department	7.3	4.7	3.0
Bryant Police Department	6.6	4.3	2.1
Camden Police Department	8.9	8.4	10.3
Conway Police Department	7.7	3.5	4.1
Dardanelle Police Department	14.4	4.4	3.5
Drew County Sheriffs Office	50.0	8.9	7.8
Faulkner County Sheriff's Office	11.9	6.3	2.1
Fayetteville Police Department	6.1	6.7	6.9
Fort Smith Police Department	9.3	4.2	4.2
Hot Springs Police Department	7.3	3.6	4.3
Jackson County Sheriffs Office	6.7	6.2	11.0
Little Rock Police Department	6.9	5.3	3.5
Lonoke County Sheriffs Office	12.2	7.0	10.3
Marion Police Department	7.0	7.3	4.6
Monticello Police Department	8.9	5.3	4.5
Mountain Home Police Department	11.5	3.2	3.0
North Little Rock Police Department	5.9	3.8	3.2
Pulaski County Sheriff's Office	8.6	5.4	4.1
Rogers Police Department	6.3	4.4	4.5
Russellville Police Department	5.4	3.3	3.5
Saline County Sheriffs Office	12.6	6.5	6.9
Texarkana Police Department	9.1	7.0	6.6
Washington County Sheriffs Office	6.7	7.1	4.2
West Memphis Police Department	8.8	5.0	4.3

(1)Represents alcohol related crash % of all crashes

The **Arkansas State Police (ASP)** participated in the “Drunk Driving. Over the Limit, Under Arrest” campaign conducted during the Labor Day holiday period of 2007. During this campaign, the following state-wide statistics were observed: 84 checkpoints, 97 saturation patrols, 1,029 seat belt citations were issued, 289 child passenger restraint citations were issued, and 462 DWI/DUI arrests made.

The ASP purchased equipment that is being used to facilitate the detection and removal of impaired drivers from the highways. Equipment purchases included, in-car video systems that record an impaired drivers behavior and performance

during SFST examinations and digital cameras for use in the reconstruction process to aid in the prosecution of impaired driving. The ASP also developed, printed and distributed brochures addressing impaired driving, the use of child safety seats and yielding to emergency vehicles. The following chart documents the Performance Indicators of the ASP, sustained DWI enforcement efforts outside the Labor Day mobilization:

DWI	
DWI/DUI Arrests	829
Hours Worked DWI/DUI Enforcement	5,070
Average Hours per DWI/DUI Arrest	6.1
Vehicles Stopped	6,162
Seat Belt Citations	540
Child Restraint Citations	58

ALCOHOL AND OTHER DRUG COUNTERMEASURES

Drunk Driving. Over the Limit, Under Arrest. Media Report

Summary

Arkansas's sustained FY 2007 DWI enforcement efforts were publicized using the "Drunk Driving: Over the Limit. Under Arrest" national tagline with paid and earned media. Utilizing 410 Federal Incentive funds media purchases were targeted to reach the 18 to 34 year-old male demographic with a secondary target audience of African Americans, Hispanic, underage drinkers, and motorcycle drivers as supported by state data. Media buys covered Arkansas's major media markets: Central Arkansas, Northwest Arkansas, Southeast Arkansas and South Central Arkansas.

Using existing carry forward funds, the AHSO produced three television closed captioned and three radio ads in both English and Spanish, each airing during a mobilization. Each TV spot portrayed officers conducting sobriety checkpoints coinciding with each mobilization: December holiday; March and April Underage Drinking and Labor Day Holiday period featuring motorcycle drivers. Posters were created to supplement the underage drinking spot and the December holiday spot. All of the creative materials featured the strong enforcement message theme.

Audience Segment Profiles

The following audience segments were the same for all impaired media buys targeting them to resist the urge to drive while impaired and to create awareness of the enforcement of the crack down on impaired drivers during this time period.

- Primary Segment –
 - Men, 18-34 years of age, a demographic known as a high-risk group, which is most likely to drive while intoxicated
 - This group is usually unaware of blood alcohol concentration (BAC) levels
 - Primarily listens to comedy, sports and top 40 entertainment
- Secondary Segment – Newly arrived immigrant Latino Men, 18-34 years of age
 - This group speaks Spanish and is uninformed of impaired driving laws of Arkansas
 - Primarily views and listens to Spanish language media
- Tertiary Segment – African American Men, 18-34 years of age
 - Reached through traditional media, however, strong loyalty to certain urban channels

Evaluation

The AHSO contracted with the University of Arkansas at Little Rock, Survey Research Center of the Institute of Government to serve as chief evaluator for public awareness of the program. A statewide telephone awareness survey was conducted in mid-October 2006 to establish a pre-crackdown baseline. The post crackdown survey was conducted following the national Labor Day mobilization.

Earned Media:

During the enforcement mobilizations, STEPs were required to implement a sustained quarterly public information campaign in their local communities, which included issuing news releases to all local media outlets detailing the enforcement mobilizations. To support this effort, the AHSO conducted a Public Information Training Workshop for project coordinators in Little Rock in November.

**Drunk Driving. Over the Limit, Under Arrest.
December Holiday Media Report****Paid Media Report*****Summary***

Supporting the national Holiday Drunk Driving, Over the Limit, Under Arrest (DDOLUA) mobilization period, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the DDOLUA mobilization. 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 produced in both English and in Spanish with the DDOLUA message and aired during the campaign. The total advertising budget utilized was \$248,088.17 with an average added value in bonus ads of one to one and an additional approximate amount of \$256,167.78 of earned media was generated.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising DDOLUA - December 18 - 31, 2006.

Geography

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

Budget

- Over the Limit. Under Arrest - \$248,088.17 total paid media budget
- Broadcast television \$145,870.00 (59 percent)
- Cable television \$ 45,329.13 (18 percent)
- Radio \$ 44,238.24 (18 percent)
- Radio ad-libs \$ 12,650.80 (5 percent)

Media Strategy

- Concentrated support in a two-week period to maximize awareness of the holiday DDOLUA message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought around the national holiday media schedules to maximize our reach and frequency of exposure of the DDOLUA message.
- Purchased Wednesday through Sunday to reach the target demographic when they are most likely to consume alcohol.

Media Mix: The media mix consisted of broadcast television, cable and radio.

- Broadcast television generated mass reach and frequency.
- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, prime access and sports programming which reaches our target audiences.
- Determined networks and programming based upon Nielsen rating data.
- Purchased programming that specifically targets African Americans and Hispanics to the extent available.

Cable Television

- Purchased those networks that best target males 18-34 (i.e. ESPN, Comedy Central, MTV, Spike).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET and Univision).

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.
- Included stations that specifically target African Americans and Hispanics.
- Purchased Live Ad-Libs on high-rated stations to emphasize the DDOLUA message.
- Bought Traffic Sponsorships in the Little Rock metro area to serve as a reminder of the DDOLUA enforcement period to those traveling in vehicles during high-traffic times.

By Market

Actual Expenditures \$248,088.16

- Little Rock \$106,196.80
- Fort Smith \$ 3,800.00
- Fayetteville \$ 67,741.40
- Jonesboro \$ 38,770.02
- Texarkana \$ 15,556.00
- El Dorado \$ 5,605.16
- Hispanic \$ 10,418.78

Note: Fayetteville total also includes Fort Smith broadcast TV and cable.

Ad lib talent fees, in the amount of \$1,252.03, are not included in the local market breakout, but is included in the actual expenditure total.

Cost per Point and GRP Levels - Drunk Driving. Over the Limit, Under Arrest.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 149.59	\$ 23.00	\$ 41.77
Ft. Smith	\$ 132.90	\$ 11.32	\$ 11.26
Fayetteville	\$ 113.87	\$ 13.38	\$ 25.28
Jonesboro	\$ 85.36	\$ 10.75	\$ 17.12
Texarkana	No broadcast TV	\$ 27.79	\$ 16.05
Ed Dorado	No broadcast TV	\$ 6.79	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,482	754	4.6	403.4	87.7%
Ft. Smith	1,381	1,044	4.7	401.0	85.3%
Fayetteville					
Jonesboro	331	1,671	8.6	331.0	38.5%
Texarkana	423	334	N/A	N/A	N/A
El Dorado	174	1,303	N/A	N/A	N/A

Radio/Ad Libs

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	282	321	5.7	351.4	61.6%
Ft. Smith	216	192	5.0	321.4	64.3%
Fayetteville	204	193	4.9	300.4	61.3%
Jonesboro	182	251`	5.9	318.4	54.0%
Texarkana	164	202	5.3	305.2	57.8%
El Dorado	198	202	N/A	N/A	N/A
Hispanic	322	332	N/A	N/A	N/A

Earned Media Report

Poster Campaign

The AHSO recruited partners from the University of Arkansas sororities and the Arkansas Hospitality Association to distribute 600 impaired driving posters developed by NHTSA on the University campus and to hospitality outlets statewide.

Daytime Television Talk Shows , Television Newscasts and Radio News

Law enforcement officers appeared on two early morning TV programs. A total of 98 documented television and radio newscasts carried stories about the holiday campaign. Several other radio interviews were conducted around the state, but were not captured on the broadcast report.

Media Relations

A news release was distributed statewide resulting in 67 prints stories.

Drunk Driving. Over the Limit, Under Arrest. March 2007 Underage Drinking Media Report

Paid Media Report

Summary

Supporting the statewide Underage Drinking, Drunk Driving, Over the Limit, Under Arrest (DDOLUA) mobilization period, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the DDOLUA mobilization. The target audience for the campaign was underage drivers and those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were produced in both English and in Spanish with the Underage Drinking DDOLUA message and aired during the campaign. The total advertising budget utilized was \$136,289.42 and an additional approximate amount of \$35,000 of earned media was generated.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DDOLUA - March 17 - 23, 2007.

Geography

- This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for DDOLUA were:
 1. Little Rock
 2. Fort Smith/Fayetteville
 3. Jonesboro
- The six radio DMAs for DDOLUA:
 1. Little Rock
 2. Fort Smith

Cable Television

- Purchased those networks that best target males 18-34 (i.e. ESPN, Comedy Central, MTV, Spike).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET and Univision).

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.
- Included stations that specifically target African Americans and Hispanics.
- Purchased Live Ad-Libs on high-rated stations to emphasize the DDOLUA message.
- Bought Traffic Sponsorships in the Little Rock metro area to serve as a reminder of the DDOLUA enforcement period to those traveling in vehicles during high-traffic times.

By Market

Actual Expenditures \$135,289.42

• Little Rock	\$ 61,150.50
• Fort Smith	\$ 1,918.00
• Fayetteville	\$ 33,951.50
• Jonesboro	\$ 21,659.56
• Texarkana	\$ 8,909.25
• El Dorado	\$ 3,109.13
• Hispanic	\$ 4,591.48

Note: Fayetteville total also includes Fort Smith broadcast TV and cable. Ad lib talent fees, in the amount of \$974.71, are not included in the local market breakout, but is included in the actual expenditure total.

Cost per Point and GRP Levels - Drunk Driving. Over the Limit, Under Arrest.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 160.43	\$ 23.98	\$ 38.01
Ft. Smith	\$ 130.18	\$ 10.29	\$ 11.03
Fayetteville	\$ 108.33	\$ 10.31	\$ 23.52
Jonesboro	\$ 77.97	\$ 10.61	\$ 11.94
Texarkana	No broadcast TV	\$ 25.70	\$ 20.30
Ed Dorado	No broadcast TV	\$ 5.53	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,093	442	3.1	254.0	81.9%
Ft. Smith	596	494	3.0	215.6	71.9%
Fayetteville					
Jonesboro	271	952	2.9	203.6	70.2%
Texarkana	176	176	N/A	N/A	N/A
El Dorado	231	1,303	N/A	N/A	N/A

Radio/Ad Libs

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	113	101	4.0	155.5	38.9%
Ft. Smith	108	78	3.7	167.1	45.2%
Fayetteville	101	91	3.8	177.8	46.8%
Jonesboro	118	144	3.9	187.5	48.1%
Texarkana	107	92	4.0	173.2	43.3%
El Dorado	116	116	N/A	N/A	N/A
Hispanic	135	111	N/A	N/A	N/A

Earned Media Report

For the March and April Underage Drinking DDOLUA mobilization periods, AHSO developed a poster campaign and partnered with the Arkansas Department of Education to target junior and senior high school students throughout the state with the “no tolerance” message in conjunction with prom and graduation seasons. The posters featured a series of prom pictures and then a mug shot in jail with the headline “Don’t end the biggest night of your life in here.”

The AHSO also sent out letters and morning school announcements to all 267 public high schools in the state asking the principals to have the students read the announcements about the mobilizations over the public address system in their schools.

Drunk Driving. Over the Limit, Under Arrest.

April 2007 Underage Drinking Media Report

Paid Media Report

Summary

Supporting the statewide Underage Drinking, Drunk Driving, Over the Limit, Under Arrest (DDOLUA) mobilization period, April 14 - 20, 2007, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the DDOLUA mobilization. The target audience for the campaign was under age drivers and those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were produced in both English and in Spanish with the Underage Drinking DDOLUA message and aired during the campaign. The total advertising budget utilized was \$136,227.79 and an additional approximate amount of \$35,000 of earned media was generated.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for DDOLUA - April 14 - 20, 2007.

Geography

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

Budget

- Drunk Driving. Over the Limit. Under Arrest - \$136,227.79 total paid media budget
- Approved broadcast television budget \$81,015.00 (60 percent)
- Approved cable television budget \$24,317.80 (18 percent)
- Approved radio budget \$21,917.87 (17 percent)
- Approved radio ad-libs budget \$8,254.00 (5 percent)

Media Strategies- Drunk Driving. Over the Limit, Under Arrest.

A media mix of broadcast television, cable and radio was used to deliver the DDOLUA message in the major Arkansas DMAs.

Media Strategy

- Concentrated support in a two-week period to maximize awareness of the holiday DDOLUA message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought around the national holiday media schedules to maximize our reach and frequency of exposure of the DDOLUA message.
- Purchased Wednesday through Sunday to reach the target demographic when they are most likely to consume alcohol.

Media Mix: The media mix consisted of broadcast television, cable and radio.

- Broadcast television generated mass reach and frequency.
- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, prime access and sports programming which reaches our target audiences.
- Determined networks and programming based upon Nielsen rating data.
- Purchased programming that specifically targets African Americans and Hispanics to the extent available.

Cable Television

- Purchased those networks that best target males 18-34 (i.e. ESPN, Comedy Central, MTV, Spike).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET and Univision).

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.
- Included stations that specifically target African Americans and Hispanics.

- Purchased Live Ad-Libs on high-rated stations to emphasize the DDOLUA message.
- Bought Traffic Sponsorships in the Little Rock metro area top serve as a reminder of the DDOLUA enforcement period to those traveling in vehicles during high-traffic times.

By Market

Actual Expenditures \$136,227.79

- Little Rock \$ 59,955.62
- Fort Smith \$ 1,903.00
- Fayetteville \$ 32,903.00
- Jonesboro \$ 23,869.56
- Texarkana \$ 8,909.25
- El Dorado \$ 3,310.88
- Hispanic \$ 5,376.48

Note: Fayetteville total also includes Fort Smith broadcast TV and cable. Ad lib talent fees, in the amount of \$974.30, are not included in the local market breakout, but is included in the actual expenditure total.

Cost per Point and GRP Levels - Drunk Driving. Over the Limit, Under Arrest.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 154.46	\$ 24.00	\$ 38.01
Ft. Smith	\$ 134.99	\$ 10.29	\$ 11.03
Fayetteville	\$ 112.09	\$ 10.31	\$ 23.52
Jonesboro	\$ 89.00	\$ 10.61	\$ 11.94
Texarkana	No broadcast TV	\$ 25.70	\$ 20.30
Ed Dorado	No broadcast TV	\$ 5.59	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,046	444	3.1	236.8	76.4%
Ft. Smith	583	514	2.7	201.4	74.6%
Fayetteville					
Jonesboro	280	940	2.9	203.2	70.1%
Texarkana	176	176	N/A	N/A	N/A
El Dorado	228	801	N/A	N/A	N/A

Radio/Ad Libs

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Hispanic	135	111	N/A	N/A	N/A
Little Rock	150	143	4.0	155.5	38.9%
Ft. Smith	107	103	3.7	167.1	45.2%
Fayetteville	101	91	3.8	177.8	46.8%
Jonesboro	112	144	3.9	187.5	48.1%
Texarkana	107	92	4.0	173.2	43.3%
El Dorado	128	128	N/A	N/A	N/A

Earned Media Report

For the March and April Underage Drinking DDOLUA mobilization periods, AHSO developed a poster campaign and partnered with the Arkansas Department of Education to target junior and senior high school students throughout the state with the “no tolerance” message in conjunction with prom and graduation seasons. The posters featured a series of prom pictures and then a mug shot in jail with the headline “Don’t end the biggest night of your life in here.”

The AHSO also sent out letters and morning school announcements to all 267 public high schools in the state asking the principals to have the students read the announcements about the mobilizations over the public address system in their schools.

Drunk Driving. Over the Limit, Under Arrest. Labor Day 2007 Holiday Media Report

Paid Media Report

Summary

Supporting the national Labor Day Drunk Driving, Over the Limit, Under Arrest (DDOLUA) mobilization period, August 15 - September 2, 2007, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the DDOLUA mobilization. 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 produced in both English and in Spanish with the Labor Day DDOLUA message and aired during the campaign. The total advertising budget utilized was \$420,799.15 and an additional approximate amount of \$120,451.32 of earned media was generated.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DDOLUA - August 15 - September 2, 2007.

Geography

- This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for DDOLUA were:
 1. Little Rock
 2. Fort Smith/Fayetteville
 3. Jonesboro
- The six radio DMAs for DDOLUA:
 1. Little Rock
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado

- The six cable television markets for DDOLUA:
 1. Little Rock (includes Benton and Maumelle)
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado

Budget

- Drunk Driving. Over the Limit. Under Arrest - \$420,799.15 total paid media budget
- Approved broadcast television budget \$214,031.76 (51 percent)
- Approved cable television budget \$84,545.00 (20 percent)
- Approved radio budget \$80,629.33 (19 percent)
- Approved radio ad-libs budget \$35,725.50 (8 percent)
- Approved cinema advertising budget \$5,867.56 (2 percent)

Media Strategies- Drunk Driving. Over the Limit, Under Arrest.

A media mix of broadcast television, cable, radio and cinema advertising was used to deliver the DDOLUA message in the major Arkansas DMAs.

Media Strategy

- Concentrated support in a two-week period to maximize awareness of the holiday DDOLUA message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought around the national holiday media schedules to maximize our reach and frequency of exposure of the DDOLUA message.
- Purchased Wednesday through Sunday to reach the target demographic when they are most likely to consume alcohol.

Media Mix: The media mix consisted of broadcast television, cable and radio.

- Broadcast television generated mass reach and frequency.
- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, prime access and sports programming which reaches our target audiences.
- Determined networks and programming based upon Nielsen rating data.
- Purchased programming that specifically targets African Americans and Hispanics to the extent available.

Cable Television

- Purchased those networks that best target males 18-34 (i.e. ESPN, Comedy Central, MTV, Spike).

- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET and Univision).

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.
- Included stations that specifically target African Americans and Hispanics.
- Purchased Live Ad-Libs on high-rated stations to emphasize the DDOLUA message.
- Bought Traffic Sponsorships in the Little Rock metro area top serve as a reminder of the DDOLUA enforcement period to those traveling in vehicles during high-traffic times.

By Market

Actual Expenditures \$420,799.15

- Little Rock \$176,748.62
- Fort Smith \$ 18,057.75
- Fayetteville \$ 98,266.00
- Jonesboro \$ 72,518.25
- Texarkana \$ 30,596.90
- El Dorado \$ 9,899.46
- Hispanic \$ 14,712.17

Note: Fayetteville total also includes Fort Smith broadcast TV and cable. Ad lib talent fees, in the amount of \$5,640.31, are not included in the local market breakout, but is included in the actual expenditure total.

Cost per Point and GRP Levels - Drunk Driving. Over the Limit, Under Arrest.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 117.82	\$ 34.73	\$ 42.64
Ft. Smith	\$ 117.41	\$ 10.93	\$ 13.12
Fayetteville	\$ 91.10	\$ 12.26	\$ 26.03
Jonesboro	\$ 94.35	\$ 12.04	\$ 12.51
Texarkana	No broadcast TV	\$ 20.92	\$ 19.18
Ed Dorado	No broadcast TV	\$ 8.16	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	2,029	1,806	8.4	750.5	89.3%
Ft. Smith	2,378	2,330	7.4	686.2	92.7%
Fayetteville					
Jonesboro	730	2,310	8.5	599.8	70.3%
Texarkana	785	746	N/A	N/A	N/A
El Dorado	468	1,702	N/A	N/A	N/A

Radio/Ad Libs

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	712	399	10.2	599.7	58.8%
Ft. Smith	468	444	8.1	605.7	74.8%
Fayetteville	387	328	9.3	607.8	65.4%
Jonesboro	354	318	10.0	600.0	60.0%
Texarkana	381	327	10.2	601.2	58.9%
El Dorado	381	368	N/A	N/A	N/A
Hispanic	427	322	N/A	N/A	N/A

Earned Media Report

The 2007 Drunk Driving: Over the Limit. Under Arrest. Campaign focused primarily on news media statewide, daytime television and radio talk shows and variable highway message signage to promote the program.

Television

AHSO conducted news conference on August 13, and issued a news release statewide. Two Little Rock TV news teams covered the news conference, as well as the *Arkansas Democrat-Gazette* and KUAR-radio.

CJRW also arranged for guests to appear on several daytime talks shows in three different television markets as well as a radio talk show.

Web Site Articles

There is not an accurate way to measure the campaign coverage received online.

Variable Highway Message Board Signage

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to position 21 electronic message boards on highways and interstates around the state during the mobilization period that displayed the campaign slogan: Drunk Driving. Over the Limit. Under Arrest.

OCCUPANT PROTECTION PROGRAM

Program Area Goals

The goals of the projects funded in the Occupant Protection Area were as follows:

- To increase the overall seat belt use rate of 69.3 percent as recorded in 2006 to 72 percent by 2007.
- To increase the child restraint use rate for children from birth to 15 years from 81.6 percent as recorded in 2006 to 82 percent by 2007.

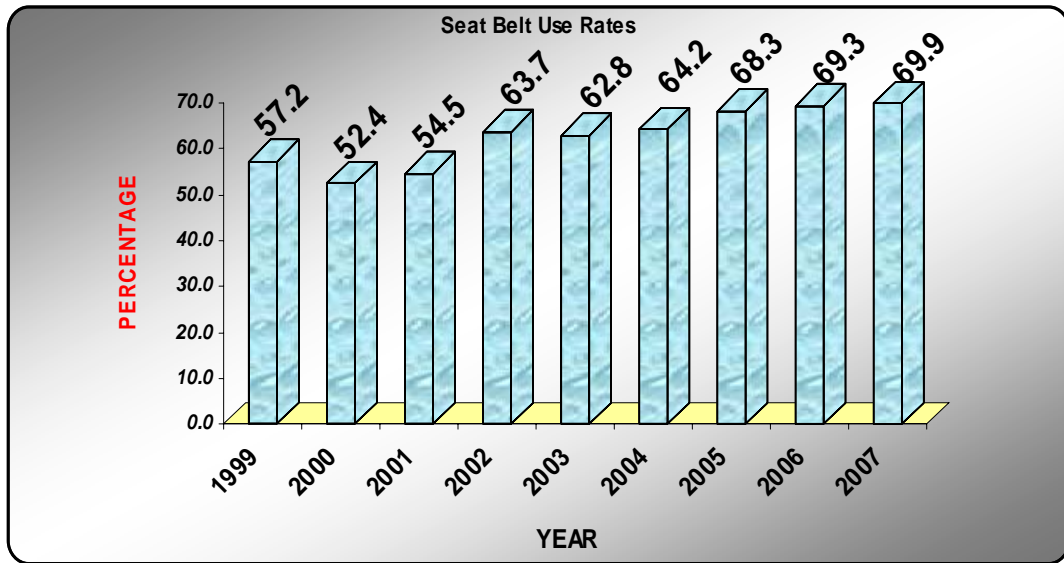
Program Area Results

An observational seat belt survey was conducted in 2007 showed that the statewide seat belt use rate for drivers and front seat passengers was 69.9 percent. This was a .6 percentage point increase in usage when compared to the 69.3 percent use rate recorded in 2006.

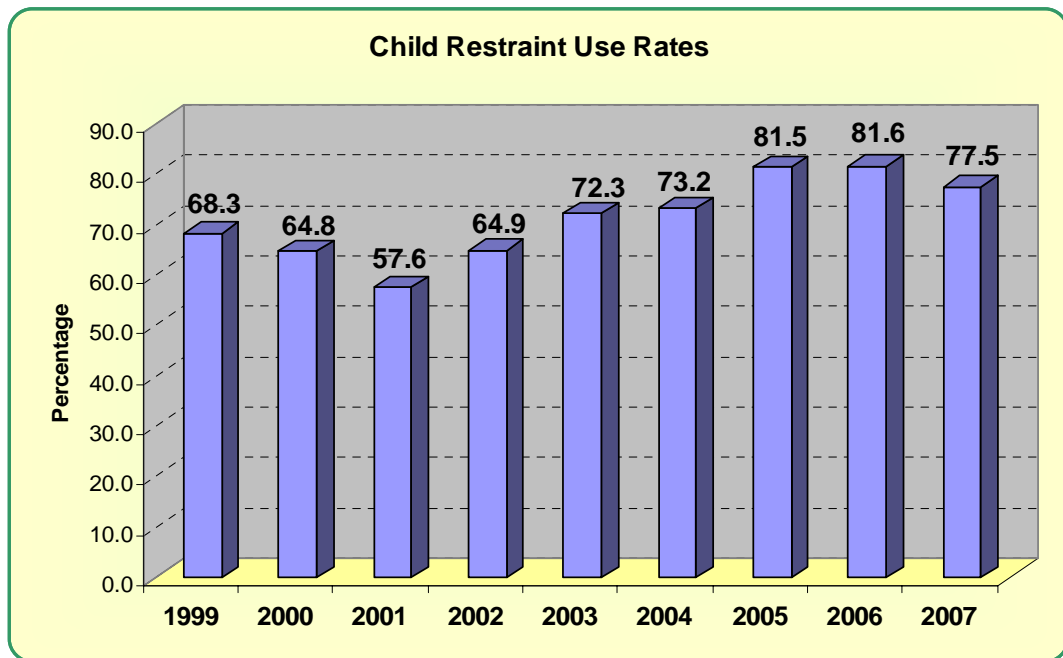
The overall statewide child restraint use rate (birth to age fifteen) for 2007 was observed to be 77.5 percent. This rate represented a decrease of 4.1 percentage points in use compared to the rate of 81.5 percent recorded in 2006.

The charts on the following page show the trends since 1999 for seat belt use rates and child restraint use rates.

SEAT BELT USE RATES (From Observational Use Survey*)



CHILD RESTRAINT USE RATES (From Observational Use Surveys)



Project Results

Since strict enforcement of occupant protection laws are critical to raising use rates, agreements were entered into with thirty-three local law enforcement agencies around the State to conduct year long **Selective Traffic Enforcement Projects**. These projects focused primarily on enforcing seat belt and child restraint laws, with additional enforcement emphasis related to alcohol and speed violations. Cities and counties were selected based on population, observational use survey and crash data to determine those areas in greatest need of projects. Each project had the goal of raising seat belt use. The objective of three vehicle stops per hour during seat belt enforcement was established. A statewide STEP was also implemented through the Arkansas State Police.

Comparisons of pre- and post-project seat belt use rates as follows:

SEAT BELT USE RATES					
City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
<i>Benton</i>	56	66	<i>Monticello</i>	50	52
<i>Benton County</i>	64	72	<i>Mountain Home</i>	77	68
<i>Bentonville</i>	73	75	<i>North Little Rock</i>	74	75
<i>Blytheville</i>	65	61	<i>Osceola</i>	62	53
<i>Bryant</i>	67	63	<i>Paragould</i>	63	58
<i>Camden</i>	55	70	<i>Pulaski County</i>	73	68
<i>Conway</i>	71	75	<i>Rogers</i>	83	78
<i>Dardanelle</i>	61	70	<i>Russellville</i>	61	45
<i>Faulkner County</i>	75	71	<i>Saline County</i>	81	43
<i>Fayetteville</i>	74	76	<i>Sherwood</i>	74	56
<i>Forrest City</i>	63	withdrew	<i>Siloam Springs</i>	68	withdrew
<i>Fort Smith</i>	75	76	<i>Springdale</i>	63	65
<i>Hot Springs</i>	71	68	<i>Texarkana</i>	72	76
<i>Jonesboro</i>	73	77	<i>Van Buren</i>	81	78
<i>Little Rock</i>	66	67	<i>Washington Co.</i>	66	76
<i>Lonoke County</i>	62	68	<i>West Memphis</i>	68	75
<i>Marion</i>	61	62			

Arkansas State Police (ASP) worked 6,748 hours of safety belt enforcement from October 2006 through September 2007. The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2007. A pre-survey reflected an overall seat belt usage rate of 64.1 percent with 50.5 percent for pick-up trucks; the post survey reflected an overall seat belt usage rate of 71.3 percent, and pick-up truck rates at 54.3 percent. The Arkansas State police reported another successful campaign with positive results.

This table documents the year long Performance Indicators of the ASP occupant protection sustained enforcement efforts.

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	4,844
Child restraint citations	346
Speed citations	6,766
Total vehicles stopped	21,490
Total hours worked	6,748

Dimensions, Incorporated conducted a Traffic Safety/Injury Prevention Program in Northeast Arkansas with an emphasis on child passenger protection. The project conducted child safety seat training and clinics. Twenty-four people were certified as technicians in training events hosted by Dimensions. Ten clinics were conducted and a total of 1,821 seats were loaned or checked.

Arkansas' Law Enforcement Liaison (LEL) project with the Criminal Justice Institute, University of Arkansas System provided outreach to law enforcement agencies across the state. The goal was to solicit 125 agencies to participate in the statewide mobilizations conducted during the year. 113 agencies signed up to participate. This participation effort included 79 on-site visits with non-step law enforcement agencies. Nine agencies received incentive awards subsequent to the 2007 CIOT Program. They were; Pike County S.O., Southern Arkansas University Police Department, Leachville Police Department, Bauxite Police Department, Pocahantas Police Department, Ward Police Department, Rockport Police Department, Morrilton Police Department, and the Jefferson County S.O. The LEL conducted two regional occupant protection summits. The first summit was held in Little Rock and the second was held in Fort Smith. The summits were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

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, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Four NHTSA Standardized CPS training courses were conducted with 75 new technicians receiving certification; 539 childcare professionals were trained in 22 regional workshops. Eleven public checkup events and a permanent fitting station resulted in a total of 929 seats being checked or loaned.

OCCUPANT PROTECTION

“Click It or Ticket” & “Buckle Up In Your Truck” May 2007 Mobilization

Paid Media Report

Summary

Supporting the national May 2007 Click It or Ticket mobilization period, May 14 to June 3, 2007, the Arkansas Highway Safety Office (AHSO) worked with their agency of record, Cranford Johnson Robinson Woods (CJRW). CJRW developed a media plan and purchased airtime for the Click It or Ticket mobilization in combination the regional Buckle Up In Your Truck public education campaign. The target audiences for both campaigns were those least likely to buckle up, young men ages 18-34 and pick-up truck drivers.

NHTSA approved a budget of \$100,000 for the Buckle Up in Your Truck media buy and \$300,000 for Click It or Ticket for a two-week schedule of broadcast television, cable and radio media for the May campaigns. The AHSO solicited earned media exposure and planned and pitched follow-up activity.

Evaluation

To measure the effectiveness of the public awareness efforts, the University of Arkansas at Little Rock Institute of Government Survey Research Center conducted pre and post telephone surveys statewide. The biggest changes that occurred between the pre and post surveys were a higher level of awareness of the campaign itself, the Click It or Ticket slogan and the increased law enforcement efforts. NHTSA furnished the services of the Preusser Research Group. The Preusser Research Group coordinated with the Arkansas Department of Motor Vehicles and conducted public awareness surveys in selected OMV state offices. The percentages of respondents who reported having seen information about the increased enforcement effort increased from approximately 40 percent before the campaign to 75 percent after the campaign.

To measure the seat belt use rate, a statewide observational seat belt survey was conducted immediately following the campaign for the AHSO by Peters and Sons Engineering. The survey revealed an increase in belt use from last year's rate of 68.3 percent to 69.3 percent for this year.

Paid Advertising Period

- Paid advertising for Buckle Up In Your Truck- May 7 through May 13, 2007
- Paid advertising for Click It or Ticket- May 14 through June 3, 2007

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **Men, 18-34 years of age**
 - Largest demographic that does not wear safety belts
 - Primarily views and listens to comedy, sports and top 40 entertainment

- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Newly arrived immigrant Latino Men, 18-34 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 use a safety belt*
 - **African American 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

This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for Click It or Ticket were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for Click It or Ticket:

- | | |
|----------------|-------------|
| • Little Rock | • Jonesboro |
| • Fort Smith | • Texarkana |
| • Fayetteville | • El Dorado |

Cable markets for Click It or Ticket:

- | | |
|--|-------------|
| • Little Rock (includes Benton and Maumelle) | • Jonesboro |
| • Fort Smith | • Texarkana |
| • Fayetteville | • El Dorado |

Provided additional support in the following Arkansas markets where seat belt surveys would be conducted:

- Batesville
- Cabot
- Camden
- Forrest City
- Harrison
- Hope
- Hot Springs
- Sheridan
- Lake Village
- Mountain Home

Also, provided a presence in the Arkansas STEPs/Incentive participant cities:

Batesville

- Blytheville
- Camden
- Clinton
- Conway
- Forrest City
- Harrison
- Hope
- Hot Springs
- Monticello
- Mountain Home
- Newport
- Russellville
- Warren

The Buckle Up in Your Truck campaign utilized broadcast television only in the Little Rock, Ft. Smith/Fayetteville and Jonesboro DMAs to emphasize the target counties of Pulaski, Saline, Benton, Washington, Sebastian and Craighead. Cable and radio was purchased, but with lower GRP levels, in the same major six DMAs as Click it or Ticket.

Budget

- Buckle Up in Your Truck - \$100,000
- Click It or Ticket - \$300,000

Media Strategies- Click It or Ticket

A media mix of broadcast television, cable and radio was used to deliver the Click It or Ticket message in the major Arkansas DMAs including the rural STEP participant towns and the areas where surveys would be implemented.

Media Strategy

- Concentrated support in a two-week period to maximize awareness of the “Click It or Ticket” message prior to the survey.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought around the national media schedules to maximize our reach and frequency of exposure of the CIOT message.

Media Mix: The media mix consisted of television and radio only as that is where males 18-34 spend most of their media time.

- Broadcast television generated mass reach and frequency
- Cable provided frequency of exposure in targeted programming and also extended our reach
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, price access and sports programming which reaches our target audiences
- Determined networks and programming based upon Nielsen rating data
- Purchased programming that specifically targets African Americans and Hispanics to the extent available

Cable Television

- Purchased those networks that best target males 18-34 (i.e. ESPN, Comedy Central, MTV, Spike, etc.)
- Placed support from 4p to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)
- Used to penetrate the areas that cannot be reached by Non-Metro radio

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports
- Purchased Live Ad-Libs on high-rated stations to emphasize the Click It or Ticket message
- Bought Traffic Sponsorships where available to serve as a reminder to buckle up to those traveling in vehicles during high-traffic times

Media Strategies- *Buckle Up in your Truck*

The BUIYT budget was much smaller than the CIOT budget, but we were able to efficiently deliver the BUIYT message to the target audience through a mix of broadcast television, cable and radio in the major Arkansas DMAs.

- Concentrated support in a two-week period to maximize awareness of the “Buckle Up in Your Truck” mobilization campaign.
- We purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought around the national media schedules to maximize our reach and frequency of exposure of the BUIYT message.

Media Mix: The media mix consisted of broadcast television, cable and radio only as that is where males 18-34 spend most of their media time.

- Broadcast television generates mass reach and frequency
- Cable provided frequency of exposure in targeted programming and also helped extend our reach
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, price access and sports programming which reaches our target audiences
- Determined networks and programming based upon Nielsen rating data
- Purchased programming that specifically targets African Americans and Hispanics to the extent available

Cable Television

- Purchased those networks that best target males 18-34 (i.e. Comedy Central, MTV, ESPN, Spike, etc.)
- Placed support from 6am to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics

Media Budget Allocation: In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget was allocated as follows:

- Broadcast TV: 48 percent
- Cable: 27 percent

- Radio: 19 percent
- Hispanic: 6 percent

By Market:

Click It or Ticket Actual Expenditures **\$288,720.30**

○ Little Rock	\$ 121,654.00
○ Fort Smith/Fayetteville	\$ 64,354.09
○ Jonesboro	\$ 33,170.52
○ Texarkana	\$ 21,279.05
○ El Dorado	\$ 5,246.72
○ Cable TV Survey Markets	\$ 16,359.00
○ Hispanic Advertising	\$ 9,504.80
○ Statewide Radio (STEP & Survey Markets)	\$ 17,152.12

Buckle Up in Your Truck Actual Expenditures **\$ 94,684.19**

○ Little Rock	\$ 31,859.00
○ Fort Smith/Fayetteville	\$ 24,956.79
○ Jonesboro	\$ 17,342.52
○ Texarkana	\$ 8,990.20
○ El Dorado	\$ 3,757.10
○ Hispanic Advertising	\$ 6,178.58
○ Statewide Radio	\$ 1,600.00

Cost per Point - Click It or Ticket

<u>Market</u>	<u>Broadcast TV</u>	<u>Cable TV*</u>	<u>Radio</u>
Little Rock	\$154.47	\$31.00	\$42.10
Ft. Smith/Fayetteville	\$ 93.87	\$12.19	\$18.66
Jonesboro	\$ 95.63	\$10.81	\$11.95
Texarkana	N/A	\$15.56	\$22.91
El Dorado	N/A	N/A	N/A
Forrest City	\$0	\$4	\$0
Cabot	\$0	\$5	\$0
Fairfield Bay	\$0	\$3	\$0
Magnolia	\$0	\$4	\$0
Malvern	\$0	\$4	\$0
Sheridan	\$0	\$2	\$0
Lake Village	\$0	\$2	\$0
Mountain Home	\$0	\$4	\$0

Cost per Point - Buckle Up in Your Truck

<u>Market</u>	<u>Broadcast TV</u>	<u>Cable TV*</u>	<u>Radio</u>
Little Rock	\$110.46	\$21.56	\$42.41
Ft. Smith	\$95.37	\$10.95	\$18.64
Jonesboro	\$110.04	\$10.96	\$ 9.82
Texarkana	\$0.00	\$29.13	\$17.82
El Dorado	N/A	N/A	N/A

GRP Levels - CLICK IT OR TICKET

Broadcast Television/Cable

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
Little Rock	1,236	1,000	5.2	501.7	96.5%
Ft. Smith/ Fayetteville	904	515	4.4	403.8	91.7%
Jonesboro	482	440	4.1	251.8	61.4%
Texarkana	923	728	N/A	N/A	N/A

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
ElDorado	405	451	N/A	N/A	N/A
Hispanic	140	118	N/A	N/A	N/A
Cable Survey Sites	2,748	3,334	N/A	N/A	N/A

*Cable is shown as cost per unit.

Radio/Ad Libs

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
Little Rock	363	229	6.4	316.6	49.5%
Ft. Smith	256	234	5.8	323.9	55.8%
Fayetteville	257	118	5.5	263.6	43.2%
Jonesboro	160	204	5.8	256.4	44.2%
Texarkana	162	135	5.9	252.6	42.8%

EIDorado	220	200	N/A	N/A	N/A
Hispanic	242	242	N/A	N/A	N/A
STEP/Survey:	1,093	1,069	N/A	N/A	N/A

GRP Levels - BUCKLE UP IN YOUR TRUCK

Broadcast Television/Cable

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
Little Rock	850	587	2.5	151.0	60.4%
Ft. Smith/ Fayetteville	662	384	2.5	127.4	50.7%
Jonesboro	289	319	2.1	119.0	56.7%
Texarkana	207	364	N/A	N/A	N/A
EIDorado	252	264	N/A	N/A	N/A
Hispanic	75	59	N/A	N/A	N/A

*Cable is shown as cost per unit.

Radio/Ad Libs

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
Little Rock	113	95	3.8	149.5	39.3%
Ft. Smith	109	109	3.2	165.5	51.7%
Fayetteville	68	68	4.0	154.8	38.7%
Jonesboro	79	103	4.2	152.3	36.3%
Texarkana	79	107	3.9	166.2	42.6%
EIDorado	150	150	N/A	N/A	N/A
Hispanic	155	152	N/A	N/A	N/A
N/A					

Note: In order to reach the smaller markets in Arkansas, we purchased a mix of cable and radio. 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 was purchased in the following areas: Batesville, Blytheville, Camden, Clinton, Conway, Forrest City, Harrison, Hope, Hot Springs, Monticello, Mountain Home, Newport, Russellville and Warren.

* 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 Report

The AHSO approached the Click It or Ticket earned media campaign with a previous successful strategy of recruiting strategic partners to increase public awareness. Using the national theme, "Click It or Ticket, Day and Night," we enlisted the support of six Chambers of Commerce and 167 fast food chain outlets to spread the word that enforcement was out in the state. In addition, an immeasurable impact was produced by our partnership with WalMart stores who again, for the second year, promoted CIOT and BUIYT nationwide by contributing airtime of the radio spots on their in-house monitors, not only in Arkansas, but in all their stores, over the Memorial Day holiday.

A kickoff news conference was held at Arkansas State Police headquarters. Spokespersons were scheduled on television talk shows in four major media markets. A standard value used by many advertising agencies was used to establish the estimated amount of \$14,752,980 public relations return on investment.

Chambers of Commerce

Participating Chambers of Commerce promoted the CIOT campaign to their members via electronic outdoor signage and/or newsletters: North Little Rock, Little Rock, Beebe, Searcy, Wan Buren as well as Searcy Caldwell Banker Realty.

Fast Food Partnerships

We obtained agreements with 167 fast food restaurants in the state including: Sonic, Wendy's, Popeyes (Central Arkansas), Backyard Burgers (Central Arkansas) and Eureka Pizza (Northwest Arkansas) to promote CIOT. During the two-week mobilization, outlets placed 334 window clings on their drive-through windows (and entrance doors of eat-in facilities), 683,000 stickers on "to-go" orders and 259,500 tray liners in eat-in locations.

Wal-Mart Partnership

CJRW obtained agreement of Wal-Mart to run CIOT spots on in-store monitors in all 4,000 Wal-Mart stores nationwide over the Memorial Day holiday. More than 127 million customers visit Wal-Mart each week in the United States.

Estimated total value: \$13.6 million

Value Calculations:

One fourth of customers in 4,000 stores for three days x \$1

(This does not include the 1.8 million associates who work at Wal-Mart.)

Media Relations

Television

A kickoff news conference, well attended by the media, was held in Little Rock on May 14, and statewide news release issued. Speakers included Arkansas State Police Major Ed Wolfe, Arkansas's Attorney General and a mother whose daughter was killed in a car crash and not wearing a safety belt.

Child safety seat experts and/or law enforcement officers appeared on eight daytime talk shows in four media markets across the state.

Newspapers A total of 116 print stories ran in newspapers across the state.

Noteworthy Accomplishments

Law Enforcement Summits

On May 7th and 8th two significant law enforcement summits were held. The locations were Little Rock and Fort Smith. A total of 450 invitations were sent to law enforcement agencies statewide to attend these summits. The purpose of these summits was to garner support from law enforcement agencies to participate in National and State alcohol and seat belt mobilizations. Representatives from State, Municipal and County law enforcement agencies, from these Arkansas areas, attended the two summits. The featured speaker was Tammy Tyden a seat belt advocate who lost her daughter in a pick up truck crash and was contracted by NHSTA Region VI to advocate to law enforcement agencies. An informative presentation was also made by Richard Davis, Manager of the Arkansas State Police Highway Safety Office. Fifty eight officers representing 25 agencies attended the two summits.

Incentive Program

An incentive program conducted by the LEL at the Criminal Justice Institute garnered the support of 113 agencies to participate in CIOT and DDOLUA. The program solicits the participation from non-STEP agencies to participate in these mobilizations. Nine agencies that successfully participate and report activities are awarded \$2,000 to be reimbursed for the purchase of traffic enforcement related equipment.

TRAFFIC RECORDS PROGRAM

Program Area Goals

The goal of the Traffic Records Program Area was as follows:

- To reduce the backlog of crash reports to be entered into the TARS from a nine-month backlog as recorded July 2006 to a six-month backlog by July 2007.

Program Area Results

Carryforward Section 163 grant funds were used to continue the services of a firm to input crash data in a timely manner. International Data Processing of America, Incorporated (IDP) has been retained for these services since October 1, 1999. Since then the backlog of reports that were being entered into the TARS has fluctuated between twelve months to four months, based on various factors that involved personnel assigned and office movement. During 2006, it was determined that by not having the IDP personnel centralized and supervised that the process was not as effective and efficient as it needed to be. Adjustments were made that created a more centralized and controlled environment for those working on the backlog. Since this change, the backlog of crash reports to be entered into the TARS was reduced from twelve months to a nine month backlog by July 31, 2006 and then further reduced to five-month by July 2007.

The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System is progressing. For the HSO and ASP to implement the Traffic and Citation Software (TraCS), equipment and software has been purchased that will capture the crash data at the scene and house the data at the ASP Headquarters. There are three full-time staff devoted to, and currently working on the TraCS project continuously and statewide. There are plans to hire additional staff to assist in installation and full implementation of this project system. The Arkansas State Police did not meet its goal of statewide implementation; however, the project has begun pilot crash reporting, data collection and wireless transmittal of data to a central server. ASP expects to meet the full implementation goal within the next year. Currently all troopers and nine local law enforcement agencies are currently participating in the project. Plans include completing the process for full ASP implementation, wireless collection and transmission of crash data, storage and electronic access to crash data. It is the goal of this project to enable crash data uploads from the trooper and local officer at the end of the shift to the central data bank at ASP headquarters within 24 hours of the crash.

Section 408 Traffic Safety Information System Improvement Grant funds were awarded at the end of FYs 2006 and 2007. These funds were utilized in 2007 to further reduce the backlog of crash reports to be entered into TARS, further implement TraCS, to revise the crash report form to include additional MMUCC elements, and to established NEMSIS compliance.

ROADWAY SAFETY PROGRAM

Program Area Goal

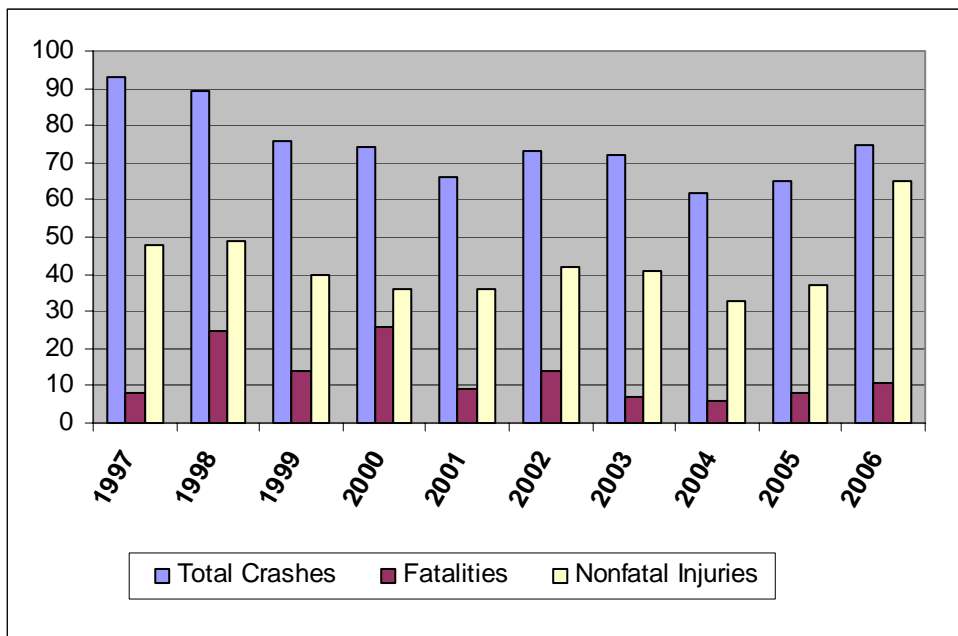
The goal of the projects funded in the Roadway Safety Program Area was as follows:

- To maintain the number of rail-highway grade crossing crashes below 80 crashes through 2007.

Program Area Results

In 2005 there were 65 rail-highway grade crossing crashes (crashes involving a vehicle and a train). In 2006 there were 75 rail-highway grade crossing crashes.

RAILWAY CROSSING CRASHES



Railway Crossing Crashes - Ten year trend			
Year	Total Crashes	Fatalities	Nonfatal Injuries
1997	93	8	48
1998	89	25	49
1999	76	14	40
2000	74	26	36
2001	66	9	36
2002	73	14	42
2003	72	7	41
2004	62	6	33
2005	65	8	37
2006	75	11	65

Project Results

Arkansas Operation Lifesaver continued a training project with the AHSO in FY07. Two Grade Crossing Collision Investigation courses were planned and conducted in FY 07. There were forty-five law enforcement officials that attended the courses offered.

PLANNING AND ADMINISTRATION (P&A) PROGRAM

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

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

Program Area Results

During FY 2007, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for five 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 ten percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 2007 P&A expenditures equaled only 6% percent of total 402 expenditures and were matched 50 percent with State funds.

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Project	Recipient/Contractor	Fed. HSP AMT	Fed. Expenditures	
1	AL	Criminal Justice Institute	\$ 320,032.00	\$ 276,167.75
2	AL	Mothers Against Drunk Driving	\$ 42,500.00	\$ 30,432.40
3	AL	Crowley's Ridge Development	\$ 16,000.00	\$ 15,789.39
4	AL	AR Spinal Cord Commission	\$ 20,500.00	\$ 15,472.28
5	AL/OP	Arkansas Broadcasters Association	\$ 75,750.00	\$ 75,750.00
6	AL	Harrison Police Department	\$ 35,000.00	\$ 34,991.70
7	AL	Hope Police Department	\$ 18,800.00	\$ 18,676.01
8	AL	Maumelle Police Department	\$ 21,000.00	\$ 14,893.19
9	OP/157OP	Dimensions, Inc.	\$ 75,000.00	\$ 46,397.04
10	OP/J8/K8	Benton County Sheriff's Office	\$ 42,000.00	\$ 36,809.14
11	OP	Bentonville Police Department	\$ 12,000.00	\$ 9,508.96
12	OP	Blytheville Police Department	\$ 20,000.00	\$ 20,000.00
13	OP	Van Buren Police Department	\$ 40,000.00	\$ 35,727.06
14	OP	Jonesboro Police Department	\$ 62,000.00	\$ 19,204.20
15	OP/J8/K8	Little Rock Police Department	\$ 106,000.00	\$ 73,153.48
16	OP	Marion Police Department	\$ 22,000.00	\$ 21,136.92
17	OP/J8/K8	North Little Rock Police Department	\$ 61,500.00	\$ 25,183.97
18	OP	Osceola Police Department	\$ 12,000.00	\$ 12,000.00
19	OP	Paragould Police Department	\$ 15,000.00	\$ 14,773.59
20	OP	Sherwood Police Department	\$ 25,500.00	\$ 25,500.00
21	OP	Springdale Police Department	\$ 35,000.00	\$ 35,000.00
22	OP	Criminal Justice Institute	\$ 159,500.00	\$ 128,035.97
23	OP	Peters and Associates	\$ 40,000.00	\$ 40,000.00
24	163/K9	Arkansas State Police - TRACS	\$ 600,000.00	\$ 507,246.30
25	SA	U of A - Fayetteville	\$ 31,600.00	\$ 27,090.57
26	RH	Arkansas Operation Lifesavers, Inc.	\$ 7,000.00	\$ 4,322.03
27	J8/OP	Faulkner County Sheriffs Office	\$ 57,500.00	\$ 39,484.54
28	K8	Administrative Office of the Courts	\$ 65,800.00	\$ 37,900.76
29	K8	AR Dept. of Health Human Ser - OAT	\$ 22,398.00	\$ 13,797.62
30	J8/K8/OP	Benton Police Department	\$ 43,500.00	\$ 41,611.50
31	J8/K8/OP	Bryant Police Department	\$ 49,000.00	\$ 36,430.35
32	J8/K8/OP	Conway Police Department	\$ 82,800.00	\$ 55,538.07
33	J8/K8/OP	Drew County Sheriff's Office	\$ 10,000.00	\$ 2,673.37
34	J8/K8/OP	Fayetteville Police Department	\$ 90,000.00	\$ 90,000.00
35	J8/K8/OP	Fort Smith Police Department	\$ 110,000.00	\$ 91,282.11
36	J8/K8/OP	Hot Springs Police Department	\$ 67,500.00	\$ 28,201.91
37	J8/K8/OP	Lonoke County Sheriff's Office	\$ 20,000.00	\$ 18,789.85
38	J8/K8/OP	Mountain Home Police Department	\$ 14,000.00	\$ 9,992.33
39	J8/K8/OP	Pulaski County Sheriff's Office	\$ 138,000.00	\$ 59,033.75
40	J8/K8/OP	Russellville Police Department	\$ 56,000.00	\$ 43,201.04
41	J8/K8/OP	Saline County Sheriff's Department	\$ 65,000.00	\$ 64,796.37
42	J8/K8/OP	Texarkana Police Department	\$ 98,900.00	\$ 92,960.30
43	J8/K8/OP	Washington County Sheriffs Office	\$ 26,600.00	\$ 18,948.67
44	J8/K8/OP	West Memphis Police Department	\$ 134,000.00	\$ 116,703.71
45	J8/K8/157OP	Camden Police Department	\$ 29,000.00	\$ 8,055.30
46	J8/K8/157OP	Monticello Police Department	\$ 32,000.00	\$ 31,896.31
47	K8	Black River Technical College	\$ 300,000.00	\$ 38,758.29
48	K8	Univ. of Central AR Police Department	\$ 2,000.00	\$ 1,601.26
49	K8/OP	Dardanelle Police Department	\$ 20,500.00	\$ 4,168.44
50	K8/OP	Jackson County Sheriff's Office	\$ 30,000.00	\$ 13,682.93
51	157OP	UAMS	\$ 186,000.00	\$ 162,271.79
52	157OP	Rogers Police Department	\$ 37,500.00	\$ 22,712.13
53	154HE	AHTD - 154HE	\$ 21,173,400.00	\$ 11,678,154.00
54	OP/J8/K8	Arkansas State Police - Enforcement	\$ 1,340,186.00	\$ 1,182,447.55
55	OP/AL/J8/K8	Cranford,Johnson,Robinson & Woods	\$ 1,326,739.00	\$ 1,316,196.71
56	163	International Data Processing	\$ 200,000.00	\$ 155,344.50
			\$ 27,744,005.00	\$ 17,039,897.41

Section 163 Funds

Fiscal Year 2007

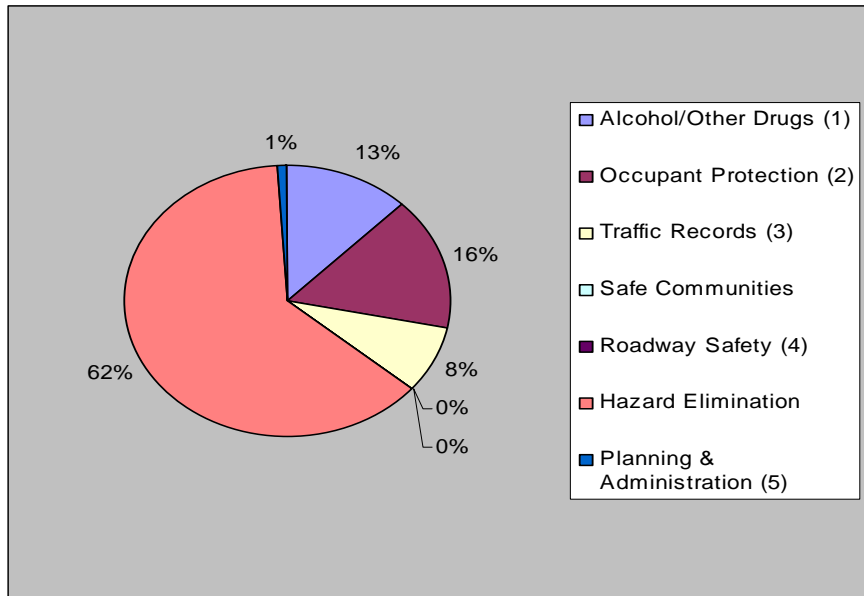
Arkansas

NHTSA	Amount			
Program Areas	Planned	Obligated	Expended	To Local
Traffic Records*	300,000.00	300,000.00	158,770.50	
	300,000.00	300,000.00	286,203.79	
Totals	\$600,000.00	\$600,000.00	\$444,974.29	

*Funds used as Section 411

FISCAL YEAR 2007 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$ 3,176,722.30
Occupant Protection (2)	\$ 2,047,670.31
Traffic Records (3)	\$ 792,399.68
Safe Communities	\$ 27,090.57
Roadway Safety (4)	\$ 4,322.03
Hazard Elimination	\$ 11,678,154.00
Planning & Administration (5)	\$ 160,004.12
Total	\$ 17,886,363.01



- (1) Alcohol/Other Drugs Program includes Sections 402 and 410 expenditures.
- (2) Occupant Protection Program includes Sections 402 and 157 (incentive).
- (3) Traffic Records Program includes Sections 402, 408 and 163 expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
- (5) Planning and Administration includes 402 expenditures.

LEGISLATIVE PRIORITIES/INITIATIVES

The 86th General Assembly of the Arkansas State Legislature adjourned on April 1, 2007. The 87th General Assembly is scheduled to convene on January, 2009.

Arkansas 86th General Assembly

LEGISLATIVE PRIORITIES

- **Primary Seat Belt Law**

The Director of the Arkansas State Police joined forces with lawmakers, the Arkansas Surgeon General, the medical community and other important public and private support groups to sponsor legislation for a primary seat belt law. The primary seat belt bill SB227 was not successful; however, primary seat belt legislation will again be a priority for the 2009 legislative session.

- **Graduated Licensing**

Enhancements to the current graduated driver's license law that includes restrictions on carrying certain passengers and nighttime driving hours was pushed during the 2007 legislative session. The bill SB196 also was not successful during the 2007 session. Graduated Licensing enhancements will also be a priority for the 2009 legislative session.

OTHER LEGISLATION CONSIDERED

- **SB6** - To require a driver of a motor vehicle to possess a hands-free cellular telephone device while driving.
- **SB7** - To require a driver of a motor vehicle to use a hands-free cellular telephone device while driving on a public highway.
- **SB19** – To prohibit a driver under eighteen (18) years of age from operating a motor vehicle while using a cellular telephone device.
- **SB40** – To require all persons who operate or ride a motorcycle to wear protective headgear.

Note: These bills also were not successful during the session.

LOOKING TOWARD THE FUTURE

In an effort to address the areas of concern by the Highway Safety Office, several innovative methods or approaches are being considered for implementation, including the following:

- Adding additional “mini STEP” programs during mobilizations.
- Conducting a total of four (5) “Drunk Driving. Over the Limit, Under Arrest” statewide mobilizations, with increased support and participation from State, Municipal and County law enforcement agencies.
- Revising alcohol-related data goal to fatality rate per jurisdiction.
- Increasing opportunities and encouraging agencies to organize and participate in Sobriety Checkpoints.
- Soliciting and encouraging new partners to become Certified Child Passenger Safety Technicians, such as local firefighters.
- Providing funding for liaison positions that include an Alcohol Program Law Enforcement Liaison, a Judicial Liaison and a Traffic Resource Prosecutor.
- New Public Information and Education motorcycle safety information, incorporated into the impaired driving campaigns.
- Establishment of a Motorcycle Safety Advisory Committee.
- Full implementation of the of the BAT Mobile Sobriety Checkpoint Training Project.