

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS

Federal Fiscal Year 2017



Prepared by the:

**Arkansas State Police
Highway Safety Office**

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EXECUTIVE SUMMARY

Arkansas is proud to submit the 2017 Annual Evaluation Report for the Arkansas State Police Highway Safety Office (AHSO). This annual report summarizes the use of the Section 402,405 and other federal highway safety funds distributed to our state in addition to carry forward Section 154, 406 and 410 funds along with evidence as to the status of performance measures that were established within the FY 2017 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 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 2017, the AHSO managed 159 projects. Highway Safety funding 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.

In FY 2017, Arkansas used its highway safety funds for strategies primarily to increase the safety belt usage rate and reduce impaired driving. Projects also addressed issues such as speeding, distracted driving, fatalities and teen drivers. Major attention was focused on finding ways to raise the safety belt use rate. Impact in this area was maximized through collaborative community initiatives and projects that combined education, awareness, and enforcement to influence more people to buckle up. The expansion of the "DWI Court" program continues to play an important part of efforts to deter impaired driving along with 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 includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. Currently, 126 Arkansas law enforcement agencies are submitting their data electronically through eCrash.

In FY 2017, 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.

In Arkansas, traffic safety programs are developed and implemented through cooperative and concentrated efforts among state, federal, local and some private sector partners. .

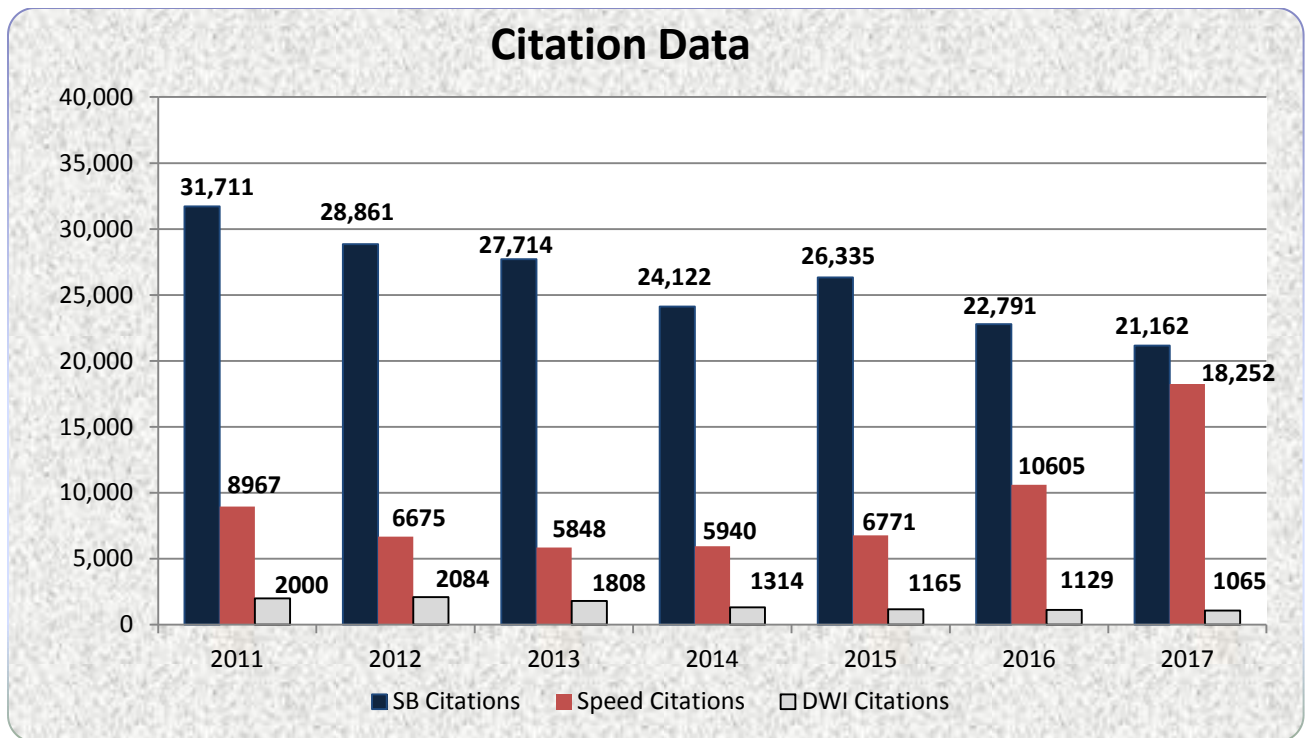
The cooperative and concentrated efforts involving these programs required strong commitment and partnerships critical to the overall success of Arkansas' traffic safety programming. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) provide valuable 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:

- Criminal Justice Institute
- Arkansas Highway Police
- Arkansas Crime Laboratory
- Arkansas Department of Health
- Local Law Enforcement Agencies
- Arkansas Department of Education
- Arkansas Crime Information Center
- Arkansas Administrative Office of the Courts
- Arkansas Office of the Prosecutor Coordinator
- Arkansas Department of Transportation
- Arkansas Department of Finance and Administration's/Driver Services

The HSO also collaborates with the following groups:

- Arkansas Traffic Records Coordinating Committee
- Strategic Highway Safety Steering Committee
- Emergency Medical Services for Children Advisory Committee
- Building Consensus for Safer Teen Driving Coalition
- Arkansas Alcohol and Drug Abuse Coordinating Council
- Arkansas Impaired Driving Prevention Task Force
- Mothers Against Drunk Driving (MADD)
- Arkansas Center for Health Improvement (ACHI)

In FY17 particular attention was focused on impaired driving and occupant protection issues through Selective Traffic Enforcement Projects (STEPS). These projects were emphasized with active participation by 37 Arkansas law enforcement agencies around the State. The following chart shows the citations issued by STEP projects since 2011.



Law Enforcement projects included high visibility and sustained enforcement of alcohol, occupant protection, speed limit, and distracted driving laws. 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.

This 2017 AHSO Annual Report provides a description of the activities undertaken in the identified traffic safety program areas during FY 2017. The report is broken down into six major sections: Graphs depicting Rates and Trends; Summary of Goals and Objectives; Program Area Summaries; General Area Summaries; Paid Media Summaries; and Financial 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 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) 2017, 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*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive*
- **406** *Safety Belt Performance*
- **154** *Alcohol Open Container Requirement*
- **405(b,c,d,e,f)** *National Priority Safety Program Grants*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$8.2 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 75-76. Approximately \$8.7 million in Federal-aid funds were expended for the entire program. A graph on page 77 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 53 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY 2017 Performance Plan, the overall program goals for Arkansas' Highway Safety Program were as follows:

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

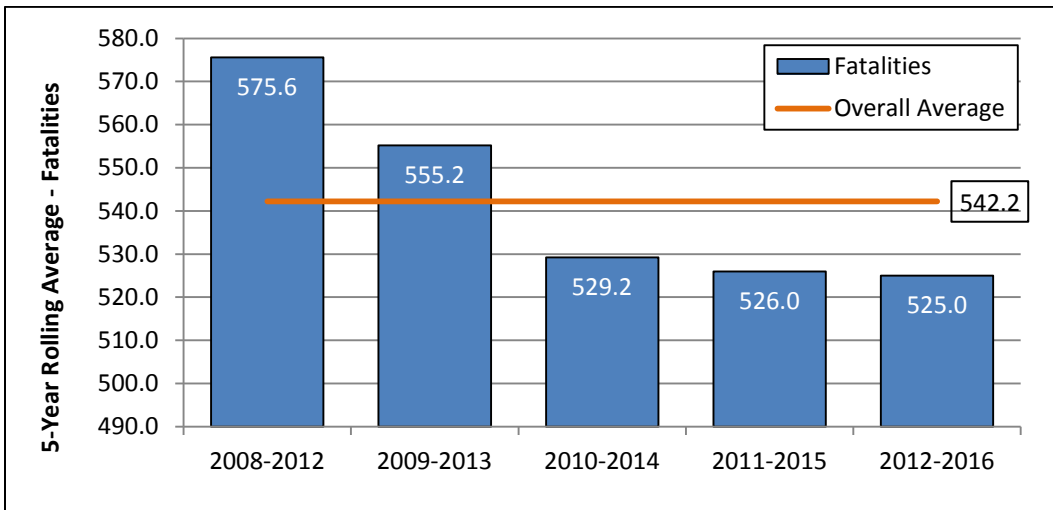
- *Limit increase in fatalities/VMT to 9 % from 1.58 (2010-2014) to 1.73 (2013-2017)*
- *Limit increase in total fatalities to 9% from 529 (2010-2014) to 574 (2013-2017)*
- *Limit increase in Serious traffic injuries to 5 % from 3,150 (2010-2014) to 3,295 (2013-2017)*

The following charts show fatalities and serious injuries for the years 2012 through 2016. The core outcome, behavior and activity measures for the same time period are provided on page 8. A summary of each program area is provided on pages 10 through 24 of this report.

TRAFFIC FATALITIES

Year	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	Average
5-Year Moving Average	575.6	555.2	529.2	526.0	525.0	542.2

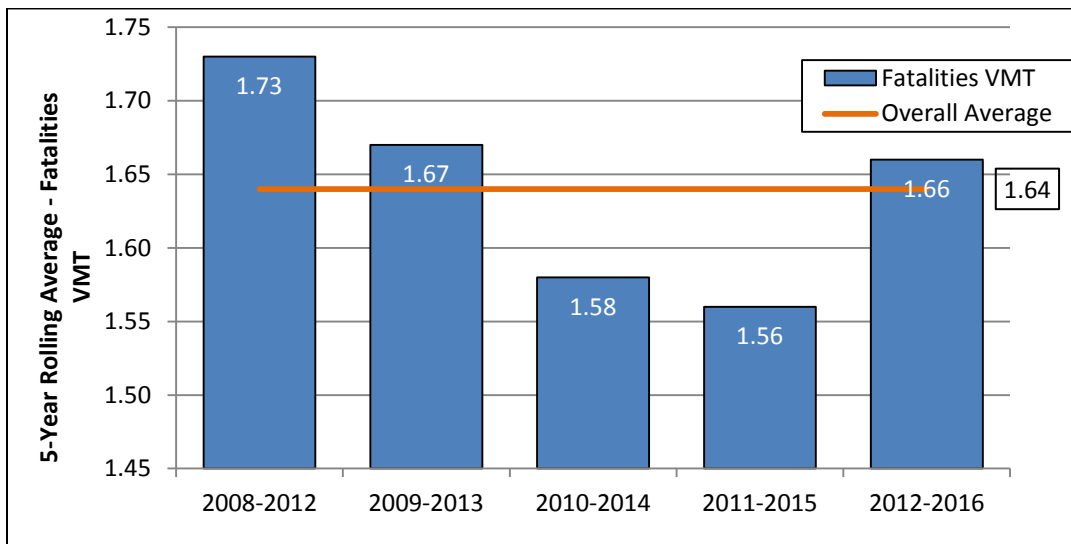
Overall Average	542.2	542.2	542.2	542.2	542.2
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FATALITY RATE (FATALITIES PER 100 MILLION VMT*)

Year	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	Average
5-Year Moving Average	1.73	1.67	1.58	1.56	1.66	1.64

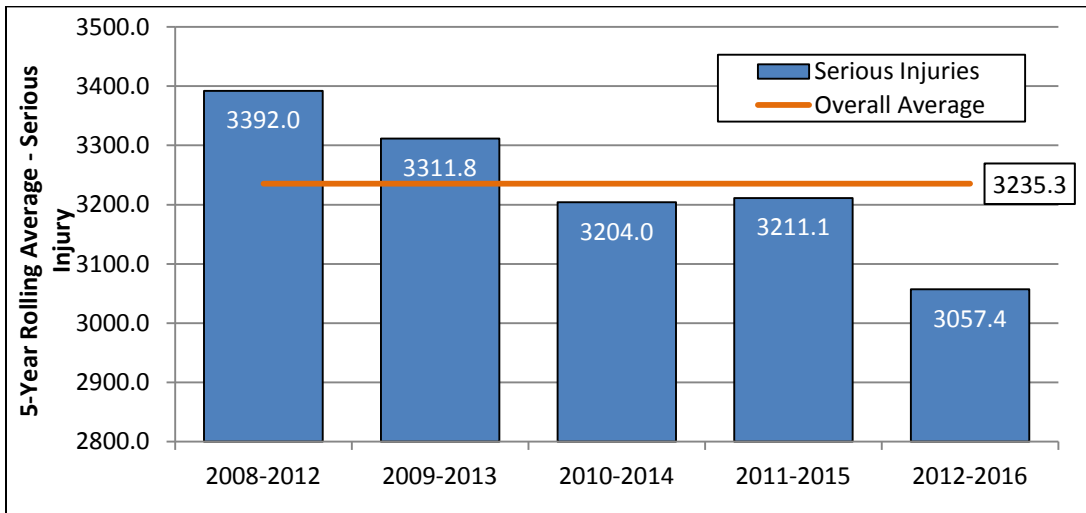
Overall Average	1.64	1.64	1.64	1.64	1.64
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INCAPACITATING INJURIES

Year	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	Average
5-Year Moving Average	3392.0	3311.8	3204.0	3211.1	3057.4	3235.3

Overall Average	3235.3	3235.3	3235.3	3235.3	3235.3
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CORE OUTCOME MEASURES		2008 - 2012	2009 - 2013	2010 - 2014	2011 - 2015	2012 - 2016	2013 - 2017 Target
C-1	Traffic Fatalities (FARS) 5-Year Moving Average	576	555	530	526	525	574
	Limit increase in total fatalities to 9% from 529 (2010-2014) to 574 (2013-2017)						
C-2	Serious Injuries in Traffic Crashes (State Crash File) 5-Year Moving Average	3,226	3,066	3,159	2,789	3,047	3,295
	Limit increase in serious traffic injuries to 5 percent from 3,205 (2012-2014) to 3,295 (2013-2017)						
C-3	Fatalities/VMT (FARS/FHWA) 5-Year Moving Average	1.73	1.67	1.58	1.56	1.66	1.73
	Limit increase in fatalities/VMT to 9 percent from 1.58 (2010-2014) to 1.73 (2013-2017)						
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS) 5-Year Moving Average	227	176	167	196	194	164
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions from 207 (2010-2014) to 164 by 2017						
C-5	Alcohol-Impaired Driving Fatalities (FARS) 5-Year Moving Average	144	121	136	158	117	125
	Reduce alcohol impaired driving fatalities 146 (2010-2014 avg) to 125 by 2017						
C-6	Speeding-Related Fatalities (FARS) 5-Year Moving Average	76	73	56	92	117	81
	Hold speeding-related fatalities from 80 (2010-2014) to 81 (2013-2017)						
C-7	Motorcyclist Fatalities (FARS) 5-Year Moving Average	72	63	61	80	80	64
	Reduce motorcyclist fatalities 9 percent from 69 (2010-2014) to 64 (2013-2017)						
C-8	Unhelmeted Motorcyclist Fatalities (FARS) 5-Year Moving Average	42	40	36	48	57	37
	Reduce unhelmeted motorcyclist fatalities 7 percent from 40 (2010-2014 average) to 37 (2013-2017)						
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS) 5-Year Moving Average	69	63	57	65	71	34
	Reduce drivers age 20 and younger involved in fatal crashes by 5 percent from 63 (2010-2014) to 34 (2010-2017)						
C-10	Pedestrian Fatalities (FARS) 5-Year Moving Average	47	46	37	44	44	45
	Hold increase in pedestrian fatalities to 2 percent from 42 (2010-2014 avg) to 45 by 2016						
C-11	Bicyclist Fatalities (FARS) 5-Year Moving Average	6	4	7	3	3	6
	Hold increase in bicyclist fatalities to 20 percent from 5 (2009-2013 avg) to 6 by 2016						

CORE OUTCOME MEASURES		2013	2014	2015	2016	2017	2017 Target
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) Annual	77%	74%	78%	75%	81%	78%
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1.3 percentage points from 77.7 percent in 2014 to 78.0 percent in 2016						

Arkansas progress on NHTSA/GHSA core outcome behavior performance measures.

C-1) Traffic Fatalities

Baseline: **529** Target: 574* Current: **525****
 FARS Data Year 2016

C-2) Serious Injuries

Baseline: **3,205** Target: **3,195*** Current: **3,057****
 State Data x FARS Data □ Year 2016

C-3) Fatalities/VMT – Total

Baseline: **1.58** Target: **1.73*** Current: **1.56****
 FARS Data x Year 2016

C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions

Baseline: **207** Target: **164*** Current: **192****
 FARS Data x Year 2016

C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

Baseline: **146** Target: **125*** Current: **135****
 FARS Data x Year 2016

C-6) Speeding-related Fatalities

Baseline: **80** Target: **81*** Current: **83****
 FARS Data x Year 2016

C-7) Motorcyclist Fatalities

Baseline: **70** Target: **69*** Current: **71****
 FARS Data x Year 2016

C-8) Unhelmeted Motorcyclist Fatalities

Baseline: **69** Target: **37*** Current: **45****
 FARS Data x Year 2016

C-9) Drivers age 20 or younger involved in fatal crashes

Baseline: **69** Target: **34*** Current: **65****
 FARS Data x Year 2016

C-10) Pedestrian Fatalities

Baseline: **42** Target: **45*** Current: **44****
 FARS Data x Year 2016

C-11) Bicyclist Fatalities

Baseline: **5** Target: **6*** Current: **5****
 FARS Data x Year 2016

Observed Seat Belt Use

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants
 Baseline: **77.7%** Target: **78.0%** Current: **81.0% (2017)**

Citations

A-1) Seat belt citations issued during grant-funded enforcement activities
 Current: **21,162 (2017)**

A-2) Impaired driving arrests made during grant-funded enforcement activities
 Current: **18,252 (2017)**

A-3) Speeding citations issued during grant-funded enforcement activities
 Current: **1,065 (2017)**

*Targets set as Moving Averages 2012-2016

**5 Year Moving Average for 2016

2017 PUBLIC AWARENESS SURVEY RESULTS

As required, a public awareness survey was conducted by the University of Arkansas at Little Rock, Survey Research Center to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. The 2017 survey addressed questions related to the three major areas of impaired driving, seat belt use and speeding. The following is a summary of the results for the nine required questions covering these three major program areas.

Survey question recommendations from the NHTSA-GHSA working group

Impaired driving

A-1: In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

91% of respondents interviewed said they have “Never” driven a motor vehicle within 2 hours after drinking alcohol in the past 30 days.

A-2: In the past year, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

Approximately 84% Arkansans said they were aware of some type of impaired or drunk driving enforcement by police in the past year.

A-3: What do you think the chances are of someone getting arrested if they drive after drinking?

When respondents were asked what the chances were that someone would get arrested if they drive after drinking, around 28% said this was likely to occur “Half of the time.” This response was followed closely with 35% of Arkansans who said this would occur “Most of the time.”

Seat belt use

B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?

When Arkansans were asked how often they wear their seat belt when driving, the majority (85%) of those interviewed said they wear their seat belt “Always” and 10% “Most of the time” while driving.

B-2: In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?

Around 4 out of 10 (39%) Arkansans surveyed said they had read, seen, or heard of a special effort by police to ticket drivers in their community for seat belt violations.

B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt?

Around (47%) of all respondents thought the chances of getting a ticket for not wearing a seat belt was likely “Always” or “Most of the time.”

Even those respondents who thought the likelihood of getting a ticket was not as high still believed it would happen, either “Half of the time” (19%) or “Rarely” (26%).

Speeding

S-1a.** On a local road with a speed limit of 30 mph, how often do you drive faster than 40 mph?

Arkansans were asked how often they drive above the speed limit on local roads when the speed limit is set at 30 miles per hour. Five (5) out of 10 (47%) of those surveyed said they have exceeded the speed limit in this case “Rarely.”

S-1b.** On a road with a speed limit of 65 mph, how often do you drive faster than 75 mph?

Arkansans were asked how often they drive above the speed limit in cases when the speed limit is set at 65 miles per hour. Fifty percent (50%) of those surveyed said they have exceeded the speed limit “Rarely.” Similarly, (31%) said they “Never” drive faster than 75 miles per hour in this case.

S-2: DMV-S15. In the past year, have you read, seen or heard anything about speed enforcement by police?

Over one-half (54%) of Arkansans surveyed said they did recall reading, seeing, or hearing anything about speed enforcement efforts by police.

S-3: What do you think the chances are of getting a ticket if you drive over the speed limit?

Responses when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit, one half or 41% of the respondents said the likelihood of getting a ticket was either “Always” or “Most of the time.”

PROGRAM AREAS

ALCOHOL COUNTERMEASURES PROGRAM

Program Area Goal

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

- Reduce alcohol-impaired driving fatalities 14% from 146 (2010-2014) to 125 (2013-2017)

Program Area Results

In 2012 alcohol-related fatalities were at 144 and decreased to 121 in 2013. In 2016 alcohol related fatalities are at 117 for **a five year average of 135 for 2012-2016**. The charts on this page and page 11 show the trend of Arkansas' alcohol-related fatalities and the fatality rate per 100 Million VMT over a five-year period. Arkansas alcohol related fatalities are currently at 21% of total fatalities compared to the National percentage of 28%. The preliminary alcohol-related fatality rate was estimated at .42 per 100 MVMT.

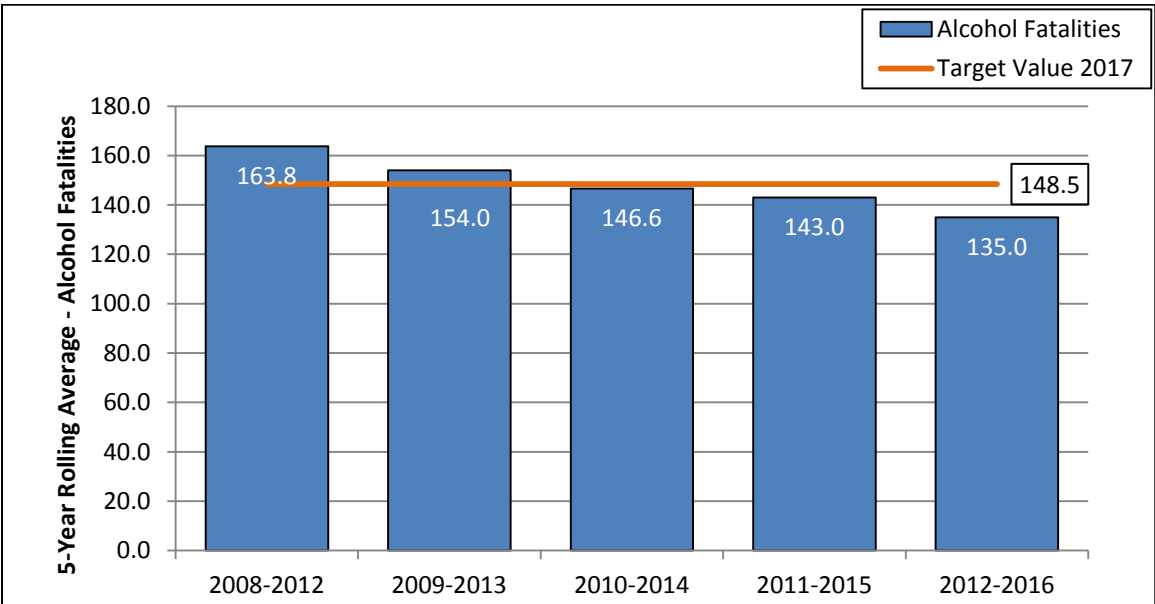
During FY 17 the AHSO employed strong media campaigns in conjunction with sustained high visibility enforcement efforts involving law enforcement at all levels across the state along with a DWI Court initiative involving 12 District Courts. Continued analysis of crash data and project evaluations will be used to target high crash areas and concentrate resources and strategies to reduce alcohol-related fatalities and injuries.

Since 2012 DWI arrests and convictions have been on the decline. During the upcoming year the AHSO will implement additional strategies to counter this problem. These strategies include the following:

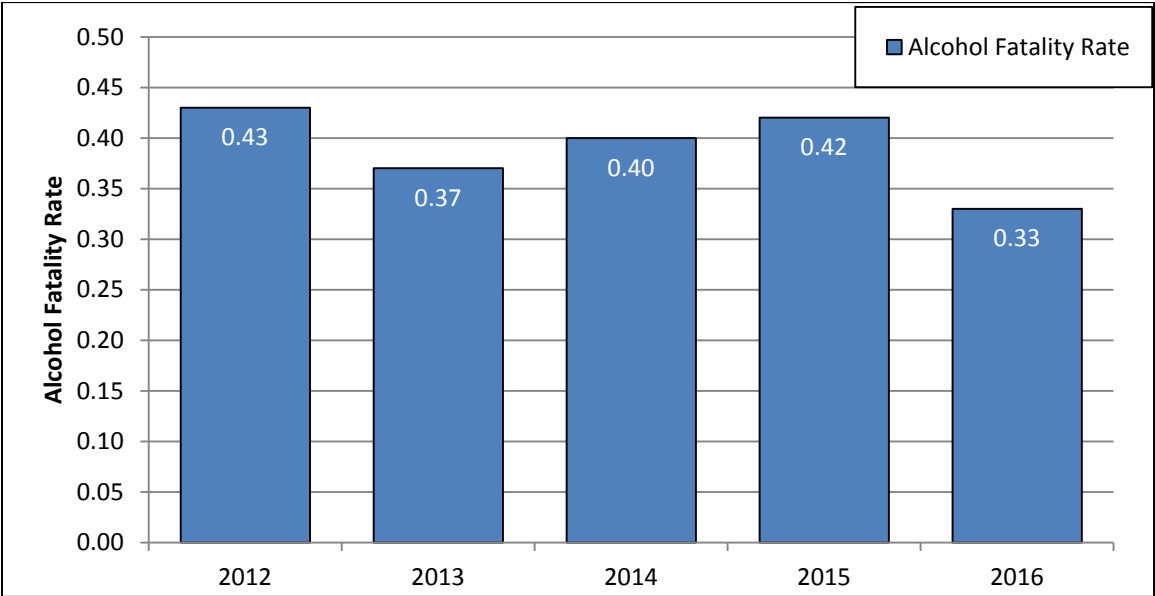
- Including additional local agencies in enforcement efforts via mini-STEPS
- Increasing communication among DWI Courts and Judges
- Utilizing DWI Court Judges to increase awareness and educate Judges
- Sharing interlock failure information from with Judges

ALCOHOL RELATED FATALITIES AND RATES

ALCOHOL-RELATED FATALITIES



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



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 impaired driving laws. 425 law enforcement officers completed the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curricula during the project. In addition to the officers trained in the full SFST/TOPS courses, 307 law enforcement officers received SFST Refresher training. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 113 prosecutors, law enforcement officers and DREs. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 20 officers completing the course.

The Administrative Office of the Courts of the Supreme Court of Arkansas (AOC) provided a three day training seminar September 13-15, 2017, in Little Rock, Arkansas to approximately 100 Arkansas district court judges. The course "Today's Traffic Offender In 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 Evidence-Based Sentencing and Impaired Driving and Ethics. In addition, seven judges and one judicial branch administrator attended the American Bar Association Traffic Court Seminar from March 6-8, 2017 in Savannah, Georgia.

The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT) was provided travel, meals, lodging and registration to send two OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in Richmond, Virginia from May 22-24, 2017. The instruction covered user maintenance and national perspective and results.

The project provided travel, meals, lodging and registration to send two OAT staff members to the annual meeting of the International Association for Chemical Testing in Colorado Springs, Colorado from April 24-28, 2017. 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 2017 Lifesavers Conference in Charlotte, North Carolina from May 26-28, 2017. This training covered an extensive number of topics related to Highway Safety from a national perspective.

The project provided travel, meals, lodging and registration to send one OAT staff member to the 2017 Intoximeters EC/IR II Maintenance School in St. Louis, Missouri from August 14-17, 2017. This training covered the latest information, research and techniques in the use of the Intoximeter EC/IR II instrument.

The project provided travel, meals, lodging and registration to send one OAT staff member to the Course on Alcohol and Highway Safety: Teaching, Research and Litigation in Bloomington, Indiana from May 14-19, 2017.

The project paid for the purchase of five (5) Intoximeter EC/IR II units to be distributed by OAT to selected law enforcement agencies in Arkansas that demonstrate the need and desire for such units.

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 **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,254,479. This represents a dollar return in donated airtime of 16 times the agreement amount of \$75,000.

Thirty-seven **Selective Traffic Enforcement Projects (STEPs)**, which emphasized the 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 STEP's and one DWI/DUI arrest per twelve hours for County STEP's. The contracted projects completed the year with the results documented in the chart on the following page.

AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	ALCOHOL-RELATED FATALITIES	
	2014	2015
Arkadelphia Police Department	0	0
Benton County Sheriff's Office	2	5
Benton Police Department	0	1
Bryant Police Department	0	0
Camden Police Department	0	0
Carroll County Sheriff's Office	0	4
Centerton PD	0	0
Conway Police Department	0	2
Crittenden County Sheriff's Office	5	3
Dardanelle P.D.	0	0
Eldorado P.D.	0	0
Faulkner County Sheriff's Office	2	7
Fayetteville Police Department	0	1
Fort Smith Police Department	1	1
Harrison Police Department	0	0
Hope Police Department	1	1
Hot Springs Police Department	1	4
Garland County Sheriffs Department.	5	8
Jonesboro Police Department	0	2
Marion Police Department	0	0
Miller county Sheriff's Office	0	3
Mountain Home Police Department	0	0
North Little Rock Police Department	1	1
Osceola Police Department	0	0
Paragould Police Department	0	0
Pulaski County Sheriff's Office	12	14
Rogers Police Department	0	0
Saline County Sheriff's Office	2	1
Searcy Police Department	0	1
Siloam Springs PD	0	0
Sherwood Police Department	0	2
Springdale Police Department	1	2
Texarkana Police Department	0	0
Trumann Police Department	0	0
Van Buren Police Department	0	0
Washington County Sheriff's Office	7	4

The **Arkansas State Police (ASP)** participated in the State and National “Drive Sober or Get Pulled Over” campaigns as well as the sustained enforcement during 2016. The ASP purchased portable breath testing equipment to facilitate detection and removal of impaired drivers from highways. This table documents the year long DWI/DUI arrests of the ASP enforcement efforts for STEP.

2015 ASP	
DWI/DUI Arrests	306
Total hours worked	14,093

Arkansas now 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 HSO 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 three pilot DWI Courts: Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court. The HSO also provided funding for the continued training of six DWI Courts: Craighead Co., Faulkner Co., No. Lonoke Co., Benton Co., Pulaski Co. and Van Buren Co. Four other courts are operational: Crawford, Saline, Jefferson and Clark Counties. One of the thirteencourts was added in 2017.

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 2017, the project trained 286 law enforcement officers. The BAT mobile was utilized in 35 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 ten public school events and fifteen public events utilizing the BAT Mobile in communities throughout the state.

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 200 agencies to participate in the statewide mobilizations conducted during the year. 136 agencies participated in the CIOT mobilization. For the DSOGPO mobilization, 87 agencies participated. During the year, the LELs made 472 on-site visits to non-step law enforcement agencies. The LELs conducted three summits in conjunction with law enforcement association meetings. The summits were to promote increased enforcement as well as participation in State and National campaigns.

The In-Car Camera and Video Storage Project with the Arkansas State Police purchased in-car video cameras for a backend video storage system 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.

The Toxicology Testing of MVC Samples Project with the Arkansas State Crime Lab purchased liquid chromatography and gas chromatography equipment along with other equipment vital for testing. This equipment allows the Crime Lab to perform toxicology testing on blood and urine samples. Arkansas State Police receives and reports these toxicology test results to the Fatality Analysis Reporting System (FARS) and the State Traffic Analysis Reporting System (TARS)

OCCUPANT PROTECTION PROGRAM
Program Area Goals

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

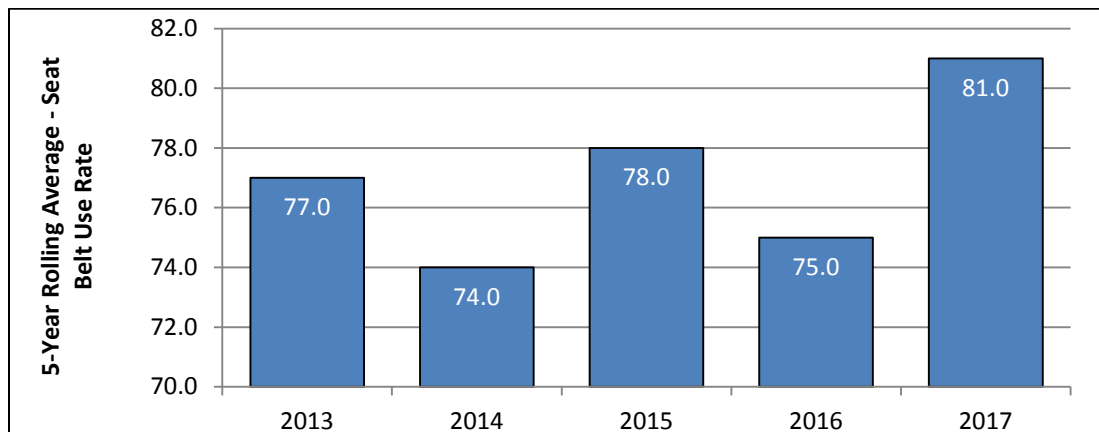
- Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1.3 points from 77.7% in 2015 to **78.0%** in 2017.
- Reduce unrestrained passenger vehicle occupant fatalities all seat positions by 20% from 207 (2010-2014 average) to **164** (2013-2017).

Program Area Results

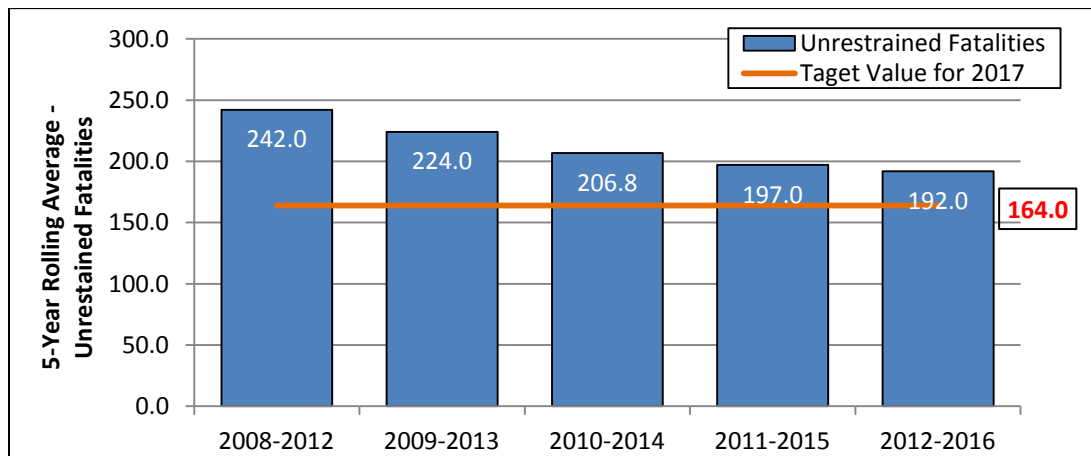
An observational seat belt use survey was conducted in 2017 that utilized the new methodology which included surveying 96 sites in 12 counties. **The 2017 weighted usage rate was 81% which is a 6 percentage point increase from 2016.**

Arkansas' unrestrained passenger fatalities decreased from 227 in 2012 to 167 in 2014. Unrestrained fatalities are at 194 for 2016 for a **5 year rolling average of 192 for (2012-2016).**

SEAT BELT USE RATES



UNRESTRAINED PASSENGER OCCUPANT FATALITIES



Project Results

Since strict enforcement of occupant protection laws are critical to raising use rates, agreements were entered into with thirty-seven 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. 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:

City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
<i>Arkadelphia</i>	59	54	<i>Marion County</i>	75	77
<i>Benton</i>	86	87	<i>Miller County</i>	81	81
<i>Benton County</i>	87	98	<i>Mountain Home</i>	89	90
<i>Bryant</i>	86	87	<i>North Little Rock</i>	89	87
<i>Camden</i>	74	70	<i>Osceola</i>	76	77
<i>Carroll County</i>	70	75	<i>Paragould</i>	87	82
<i>Centerton</i>	79	81	<i>Pulaski County</i>	75	79
<i>Conway</i>	92	95	<i>Rogers</i>	86	91
<i>Crittenden County</i>	75	40	<i>Saline County</i>	82	80
<i>Dardanelle</i>	65	75	<i>Searcy</i>	80	88
<i>Eldorado</i>	74	72	<i>Siloam Springs</i>	83	95
<i>Faulkner County.</i>	78	N/A	<i>Sherwood</i>	88	78
<i>Fayetteville</i>	91	91	<i>Springdale</i>	93	93
<i>Fort Smith</i>	76	73	<i>Texarkana</i>	88	90
<i>Garland County</i>	78	70	<i>Trumann</i>	65	71
<i>Harrison</i>	81	84	<i>Van Buren</i>	89	92
<i>Hope</i>	75	76	<i>Washington Co</i>	91	87
<i>Hot Springs</i>	81	81	<i>Miller County</i>	81	81
<i>Jonesboro</i>	92	82			

Arkansas State Police (ASP) worked 7,261 hours of safety belt enforcement from October 2016 through September 2017. The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2017 issuing 1210 seat belt citations and, 149 child restraint citations. The ASP also participated in the November state campaign issuing 401 seat belt citations and 60 Child Seat citations. The “DSOGPO” campaign conducted in August-September 2017 resulted in 1203 seat belt and 114 child restraint citations in addition to DWI arrests. This table documents the year long citations for ASP Occupant Protection enforcement efforts for STEP.

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	11,534
Child restraint citations	547
Total hours worked	14,093

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 200 agencies to participate in the statewide mobilizations conducted during the year. 136 agencies participated in the CIOT mobilization. For the DSOGPO mobilization, 87 agencies participated. During the year, the LELs made 472 on-site visits to non-step law enforcement agencies. The LELs conducted three occupant protection summits in conjunction with law enforcement association meetings. 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. Eight NHTSA Standardized CPS training courses were conducted with 121 new technicians receiving certification; 316 childcare professionals were trained in 19 regional workshops. 17 public checkup events and a permanent fitting station resulted in a total of 811 seats being checked or loaned.

ADH Community Collaborative to Increase Belt Use

The project conducts an Arkansas Drive Safe/Battle of the Belt program targeting adults and employers in eight identified high risk counties with low seat belt use. It works in collaboration with the UAMS teen project by mobilizing the Arkansas Department of Health’s Hometown Health Initiative (HHI) to promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and cooperation among stakeholder groups increased outreach to law enforcement agencies to participate in enforcement campaigns and increased multicultural outreach through community/coalition based activities. The project did not achieve the expected results. A combination of factors such as a two-month personnel vacancy in the coordinator position and the inability to work successfully with HHI staff, who primarily focus on high school students instead of adults, and almost no response from rural county employers, who do not allow time for safety presentations, made it necessary to revise this project to facilitate better results. In spite of barriers the project did contact 30 Mayors, enlisted one employer and trained five HHI staff members on the importance of using seat belts.

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,254,479. This represents a dollar return in donated airtime of 16 times the contract amount of \$75,000.

The Comprehensive Occupant Protection/Injury Prevention: U of A Fayetteville continues to involve more individuals from the community other than law enforcement. Some of the coalition members come from organizations interested in reducing underage drinking. This coalition has planned the underage drinking prevention conference for the past few years. Nine coalition meetings were held in 2017. In addition, 1 bike rodeo and 2 child safety seat events were conducted.

The Statewide Observational Survey: U of A - Civil Engineering Department was contracted to conduct the 2017 Arkansas seat belt use survey at 96 sites among 12 counties in the State. Observers recorded the seat belt use of drivers and of passengers in the right-front position of passenger cars and similar light duty vehicles. 11,783 observations were recorded. Based on these observations, the weighted use rate was 81%. This represents a 6 percentage point increase from the previous year.

SPEED ENFORCEMENT/POLICE TRAFFIC SERVICES

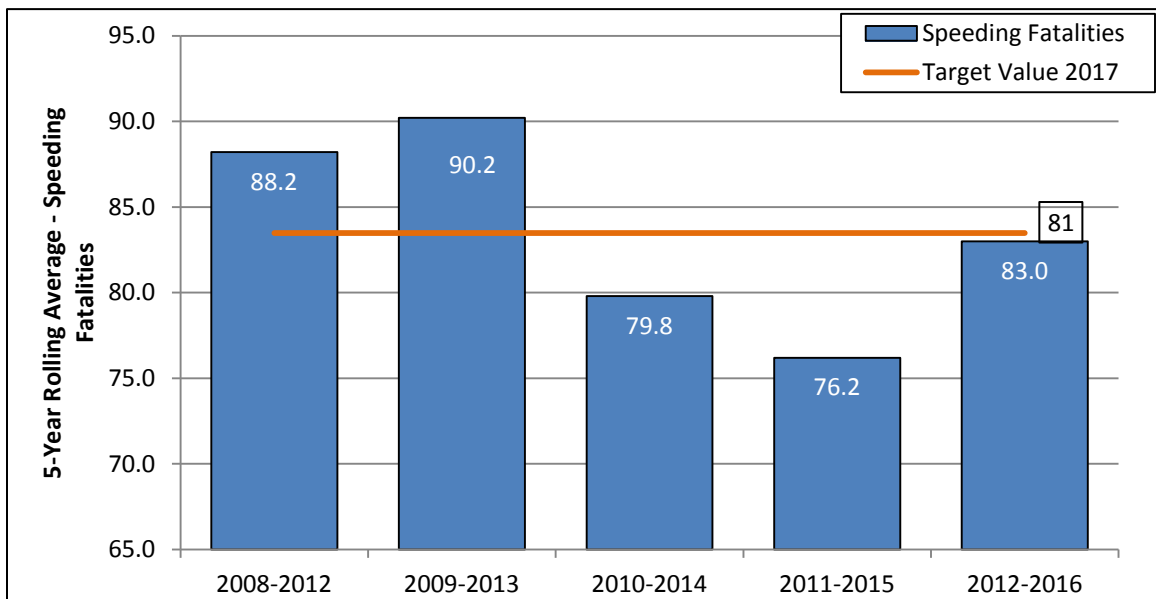
Program Area Goal

The goal of the projects funded in the Speed Enforcement/Police Traffic Services Program Area was as follows:

- Hold the 5 year average of **80 (2010-2014)** for speeding fatalities to **81 (2013-2017)**.

Program Area Results

During the five-year period from 2011 through 2015 speed related fatalities fluctuated from 76 in 2012 to 56 in 2014. In 2016 speeding fatalities rose to 117 for a **five year average of 83 for 2012-2016**.



Project Results

Thirty-seven Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY17. 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 18,252 speed citations were issued by all STEPs in FY17. The chart on the next page shows pre and post year fatalities for each project.

SPEED SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

Speed Fatalities City/County	Pre-Project 2014	Post-Project 2015	Speed Fatalities City/County	Pre-Project 2014	Post-Project 2015
<i>Arkadelphia</i>	0	0	<i>Marion</i>	0	0
<i>Benton</i>	0	1	<i>Miller County</i>	0	1
<i>Benton County</i>	2	2	<i>Mountain Home</i>	0	0
<i>Bryant</i>	0	0	<i>North Little Rock</i>	0	1
<i>Camden</i>	0	0	<i>Osceola</i>	0	0
<i>Carroll County</i>	0	3	<i>Paragould</i>	0	0
<i>Centerton</i>	0	0	<i>Pulaski County</i>	1	12
<i>Conway</i>	0	0	<i>Rogers</i>	0	0
<i>Crittenden County</i>	1	1	<i>Saline County</i>	1	4
<i>Dardanelle</i>	0	0	<i>Searcy</i>	0	1
<i>Eldorado</i>	0	0	<i>Siloam Springs</i>	0	0
<i>Faulkner County.</i>	0	2	<i>Sherwood</i>	0	4
<i>Fayetteville</i>	0	0	<i>Springdale</i>	0	0
<i>Fort Smith</i>	0	0	<i>Texarkana</i>	0	0
<i>Garland County</i>	0	4	<i>Trumann</i>	0	0
<i>Harrison</i>	0	0	<i>Van Buren</i>	0	0
<i>Hope</i>	1	1	<i>Washington Co</i>	1	0
<i>Hot Springs</i>	0	0			
<i>Jonesboro</i>	0	0			

TRAFFIC RECORDS PROGRAM

Program Area Goal

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

- Reduce the backlog of crash reports to be manually entered into the TARS system from a 9.2 month backlog as of November 2015 to 3 month backlog by November 2017.
- Increase the # of courts using Contexte (real-time) from 69 in 2016 to 75 in 2017.

Program Area Results

The latest Traffic Records Assessment was conducted for the State of Arkansas in July – October 2015 by the National Highway Traffic Safety Administration's assessment team. The findings and recommendations of this team, together with input from the TRCC, is the basis for Arkansas' Traffic Records Strategic Plan. In conjunction with the current strategic plan, the goals of the Traffic Records Program are to reduce the backlog of crash report data to be entered into the Traffic Analysis Reporting System (TARS) and improve the accuracy of data. Arkansas employed the use of a NHTSA Go-Team to facilitate some of the recommendations from the assessment and completion of an updated TR Strategic Plan. The process with the GO-Team began in July, 2016 and the 2017TR Strategic Plan was completed July 2017.

Federal funds were used to continue the services of a firm to input crash data in to the data base in a timely manner. Source Corp has been retained for these services since April 1, 2009. Since then the backlog of reports being entered manually into the Traffic Analysis Reporting System (TARS) has fluctuated between eleven-months to two-months, based on various factors such as the transition from the TARS database to the eCrash and the decrease in the number of crashes to be entered. As of October 1, 2016 there was an 11 month backlog. As of November 30, 2017 that backlog dropped to a two-month backlog. The following chart shows the number of crashes in the database annually for the past five years. There are 126 local agencies in addition to the ASP troops using the eCrash system to upload their crash data as of November, 2017. The count for submitted crash reports for 2016 is 38,599. The actual number of crashes manually entered into the database was 37,725. The total number of crashes both manually entered and electronically submitted to the crash database for 2016 was 77,038.

The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System through the Traffic and Criminal Software (TraCS) ended on June 30, 2015. 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 30, 2017 an additional

162 local agencies have been trained in the use of eCrash with 126 of those agencies going 'Live'. Section 405(c) Traffic Safety Information System Improvement Grant funds and section 406 were utilized to reduce the backlog of crash reports to be manually entered into TARS, incorporate and maintain eCrash and continue maintenance of NEMSIS compliance. A total of seventy-seven (77) courts are currently using Contexte.

Project Results

Department of Health-Office of EMS continues 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.

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. 126 local agencies and the Arkansas state Police are electronically submitting crash reports via eCrash **SourceCorp** data entry contractor manually enters paper submitted crash reports into the eCrash database. The number of crashes entered into the database was 77,038 for calendar year 2016.

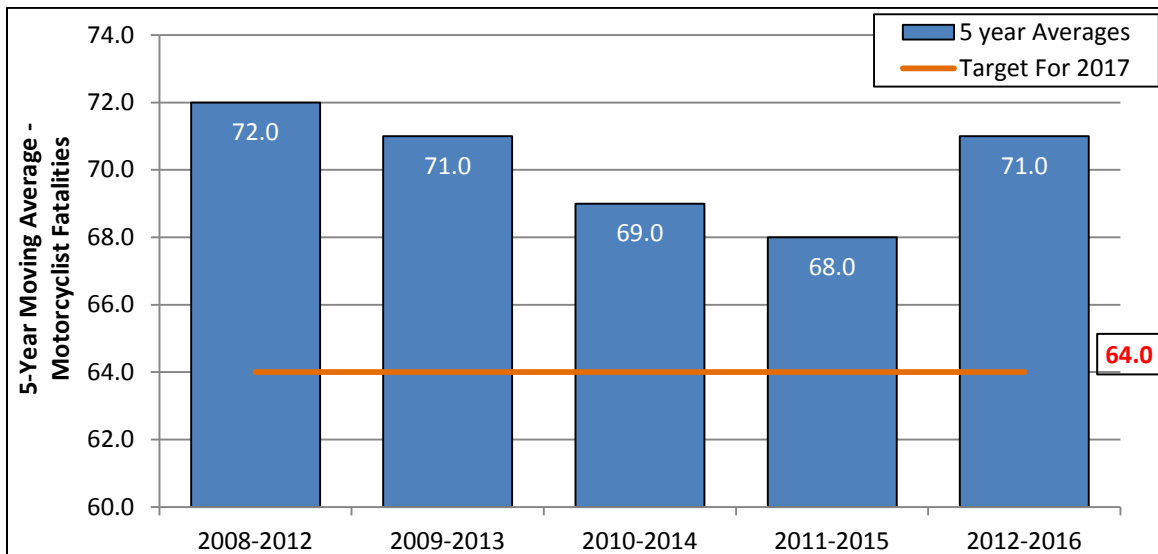
The Arkansas State Police continues progress during 2017 towards implementation of an electronic citation system (eCite) which electronically captures and submits the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the 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 has been finalized which will allow Administrative Office of the Courts (AOC) to implement eCite support into the court case management system. eCite is currently in use by all troops. One hundred three (103) local agencies are on track to utilize the eCite system. Seventy-eight (78) of these agencies have been trained with sixty-nine (69) of those agencies currently "live". One hundred ninety one (191) agencies are on track to utilize the e-crash system. One hundred sixty one (161) agencies have been trained and one hundred twenty five (125) are currently live.

MOTORCYCLE SAFETY PROGRAM

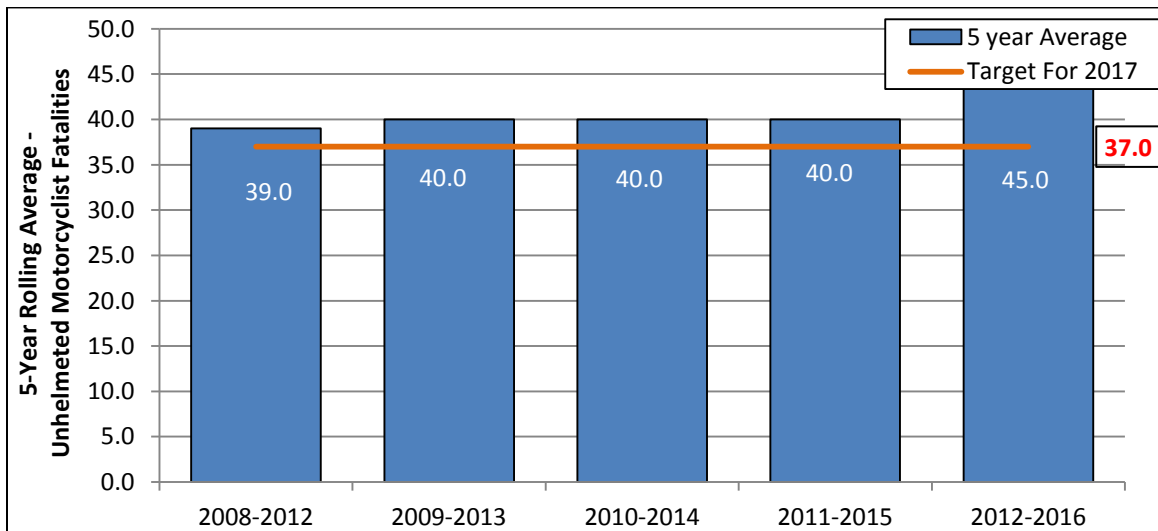
Program Area Goal

The goals of the projects funded in the Motorcycle Safety Program Area were as follows:

- Reduce motorcyclist fatalities by 7 percent from **69** (2010-2014) to **64** (2013-2017).



- Reduce un-helmeted motorcyclist fatalities 7% from 40 (2010-2014) to **37** (2013-2017).



Program Area Results

In 2012 there were 72 motorcycle crash fatalities. This number decreased to 61 in 2014 but increased to 80 in 2015. In 2016 fatalities remain at 80. The **five year average 2012-2016 is 71**. Unhelmeted fatalities were at 42 for 2012 dropping to 36 in 2014 but rising to 57 for 2016. The **five year average for unhelmeted fatalities 2012-2016 is 45**.

In 2009, the AHSO and the Arkansas Motorcycle Safety Program adopted the MSF Motorcycle Operators Manual currently in use in 27 other states across the county. The Manual was approved for use and distribution by the Arkansas State Police (ASP) as the official study guide for motorcycle rider testing in the state. The manual was released for distribution in November 2009.

The five counties in Arkansas with the largest number of motorcycle crashes for 2016 include Pulaski (174), Washington (143), Benton (112), Sebastian (93), Garland (66). These five counties accounted for a total of 588 motorcycle involved crashes.

Project Results

The Motorcycle Safety Motorist Awareness Campaign, "Look Twice for Motorcycles, Share the Road" activity is shown in the Paid Media Reports on pages 56-59.

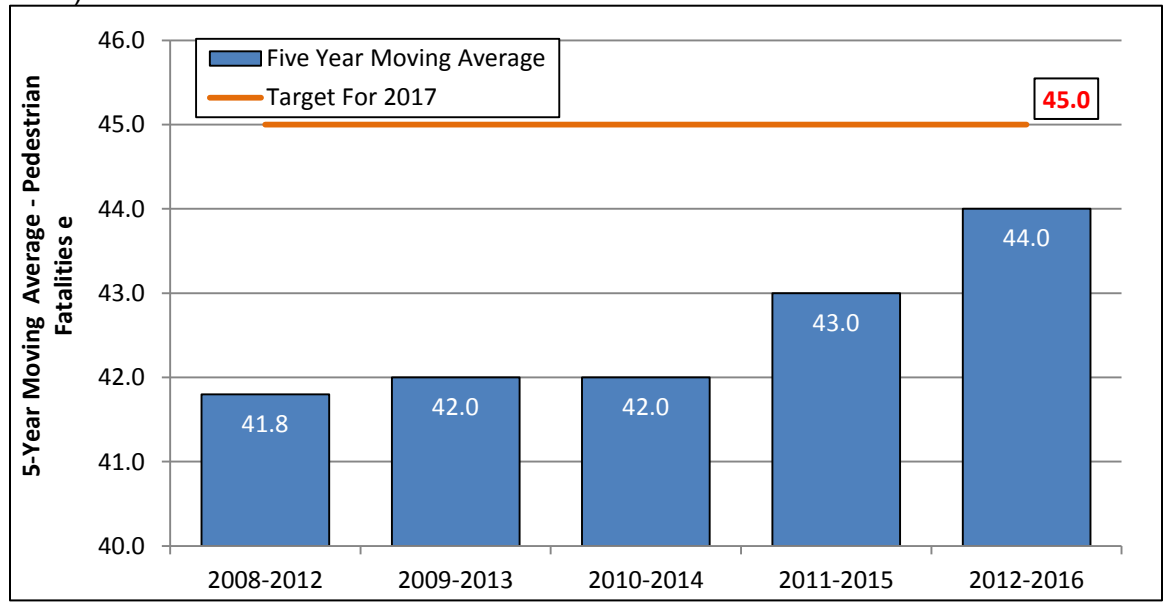
PEDESTRIAN/BICYCLIST PROGRAM

Program Area Goal

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

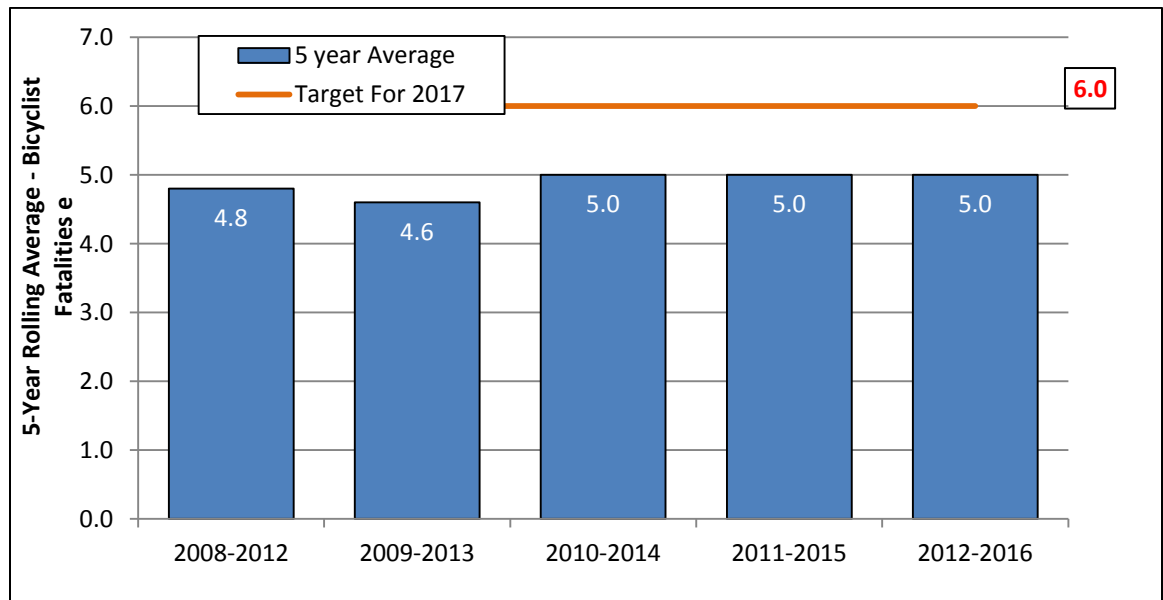
Pedestrian

- Limit the increase in pedestrian fatalities to 7% from 42 (2010-2014) to 45 (2013-2017).



Bicyclist

- Hold increase in bicyclist fatalities from 5 (2010-2014) to 6 (2013-2017).



Program Area Results

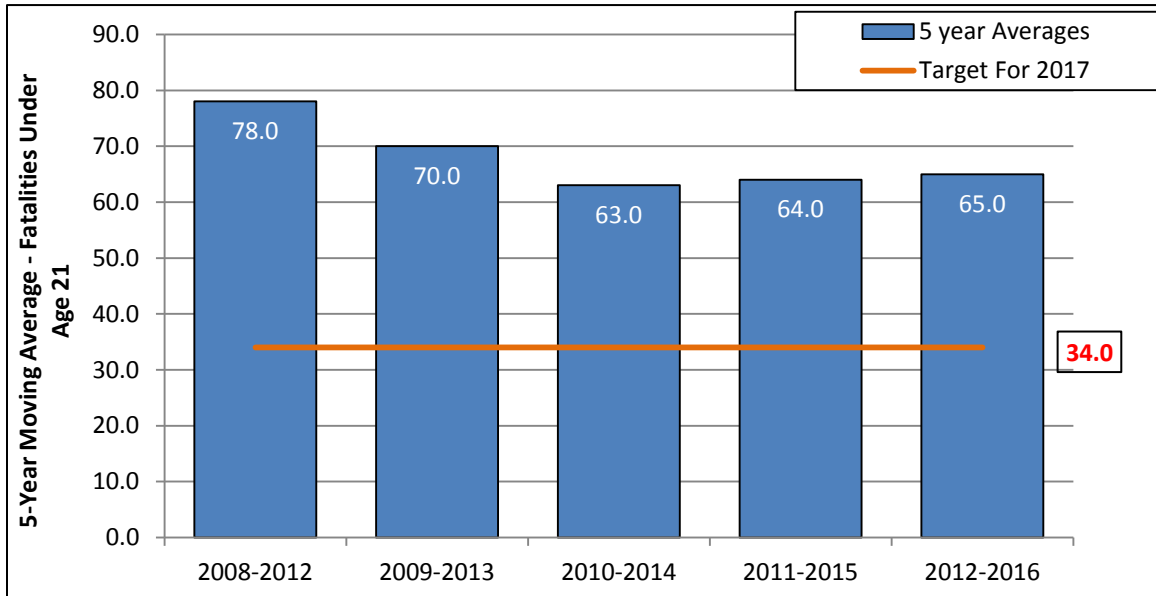
Pedestrian fatalities have fluctuated over the past 5 years. In 2012 there were 47 pedestrian fatalities but this number declined to 44 in 2016. This represents a **five year average of 44 for 2012-2016** and approximately 8 percent of all motor vehicle fatalities for 2016. Bicyclist fatalities also fluctuated from 2012 to 2016. There were 3 bicyclist fatalities in 2016 for a **five year average of 5 for 2012-2016**. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities were a part of the emphasis of the "Toward Zero Fatalities" Campaign in conjunction with the Arkansas Highway and Transportation Department and the Arkansas Department of Health.

TEEN DRIVER SAFETY PROGRAM

Program Area Goal

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

- Reduce drivers age 20 or younger involved in fatal crashes by 45% from 63 (2012-2014) to **34** (2013-2017).



Program Area Results

In 2016 there were 71 fatalities of drivers involved in fatal crashes under age 21. This is down from 103 in 2008 (before GDL) but up from 57 in 2014. **The five year average for 2012-2016 is 65.** 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 2016, the project's title was changed to "Arkansas Drive Smart Challenge - Battle of the Belt" to reflect 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. The project collaborated with the Arkansas Department of Health's Injury and Violence Prevention Section Hometown Health Initiative to identify and target activities in eight priority counties of the state with high motor vehicle crash and low seat belt use rates. A statewide web site and an existing teen driving safety coalition in Pulaski County continued as an advisory forum for accessing community resources, disseminating awareness and education of teen driving safety.

In addition to the primary seat belt law for front seat occupants, seat belt use is an important component of the Arkansas GDL. An analysis reported in a study by the Arkansas Center for Health Improvement demonstrated the rates of teen driver crashes and crash-related fatalities during the year prior to GDL (2008) compared to the year after GDL was passed (2010). Findings indicate that there were significant reductions in crashes and crash-related fatalities. This is especially true for the youngest drivers who obtained their intermediate license to drive for the first time without an adult. This translates into an estimated 32 lives that were saved during that time period. Similar reductions in crashes or fatalities were not found for the adult population during this same time frame. These findings provide strong support for proponents of the GDL for Arkansas teen drivers. Emphasis going forward may include an emphasis on educating the public and legislators to promote a stronger GDL law and the implementation of components that Arkansas is now lacking.

Project Results

The University of Arkansas for Medical Science (UAMS), Arkansas Drive Smart/Battle of the Belt Project targeted eight counties in the state with low seat belt use rates. Twenty out of twenty-four schools in these counties participated in the peer led performance based project. UAMS trained 310 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 2,983 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 10.52 percent. UAMS also conducted two coalition safety meetings in Pulaski County with 52 members in attendance; continued to address other parts of the state with classroom presentations to 2,234 students and distributed educational materials to coalitions, professionals and the general public; conducted educational presentations to 54 parents and community leaders; and GDL "Train The Trainer" presentations to 41 law enforcement officers and 97 medical students. An Arkansas specific safer teen driving website was maintained.

PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2017

Summary

In FY2017, 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 eight media campaigns were publicized with paid and earned media using the national NHTSA taglines:

Impaired Driving – “Drive Sober or Get Pulled Over”

- December Holiday DWI Mobilization
- 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

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

- May 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.

To measure the effectiveness of the media buys and recall of the messaging, an evaluation was conducted through a statewide public awareness telephone survey (pages 7-8) conducted by the University of Arkansas at Little Rock.

December 2016 Holiday DWI 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 \$208,710 with an added value received in bonus ads of \$116,333.

Paid Advertising Period

This campaign ran over a 15-day period.

The flight dates are:

Wednesday, December 14 – Sunday, December 18 (5 days)

Wednesday, December 21 – Sunday, December 25 (5 days)

Wednesday, December 28 – Sunday, January 1, 2017 (5 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 - \$208,710 total paid media budget

Television: 35% (\$73,440)

Cable TV: 21% (\$42,362)

Radio: 25% (\$53,147)

Hispanic: 4% (\$8,556)

Online: 12% (\$24,511)

Out-of-Home: 3% (\$6,694)

Media Strategy

The primary media strategy was to continue to generate frequency in order to influence behavioral change. Our goal was to reach 68% of the male audience at the 3+ frequency level with measured media over the 15-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.

Key Dayparts: Prime, Local News, Late Fringe and Sports*

Key Networks: ABC, CBS, NBC and FOX

* Live sports airing within our flight period played an important part of the TV buys due to the large reach potential.

ABC: NBA Basketball, Las Vegas Bowl, Citrus Bowl, Speechless, Notorious, CMA Country Christmas, Dr. Ken, Shark Tank, Jimmy Kimmel Live

CBS: MacGyver, Survivor Finale, Code Black, NCAA Basketball, Big Bang Theory, Life in Pieces, Late Show with Stephen Colbert, College Football, NFL Games

NBC: NFL Games, SNL Christmas Special, Blindspot, Saturday Night Live, Caught On Camera with Nick Cannon, Tonight Show with Jimmy Fallon, Late Night with Seth Meyers

FOX: Bob's Burgers, Family Guy, The OT, Empire Finale, The Exorcist Finale, College Football, Taraji's White Hot Holidays, UFC Fight Night, Pit Bull's New Year's Eve Special, NFL Games

Purchase Cable to extend reach and build frequency.

Recommended Cable Networks: ESPN, ESPN2, SEC Network, AMC, Fox Sports, USA, TBS, TNT, Cartoon (Adult Swim), History, Comedy, FX, BET, Spike, MTV and TruTV

Recommended Cable Programming:

Daily Show with Trevor Noah, Tosh.0, Night Watch, Drunk History, NFL Football, SportsCenter, Live PD, Duck Dynasty, 30 for 30, FX Movies, Search Party, Project X, Family Guy, Cops, Into the Badlands, Big Bang Theory, NCIS, Conan, Modern Family, The Librarians, Robot Chicken, Shooter, NBA Basketball, The Detour, The Eric Andre Show, Vikings, Good Behavior and NCAA Division Tournament

Radio increased reach while generating additional frequency of the message while the target is in their vehicle.

Primary Formats: Sports, Contemporary Hit Radio and Country. Purchase Spanish radio stations to reach the Hispanic audience.

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 – Little Rock Metro:** Utilizing local radio personalities on top-rated stations delivered the “Drive Sober” message with live reads. We also encouraged DJs to incorporate the important message into their social networking.

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

- Utilizing an ad network allowed us to run on popular national websites such as ESPN.com and CollegeHumor.com targeted geographically to Arkansas and demographically to Men 18-34. 15 or 30-second pre-roll video ads across mobile, tablets and desktop were recommended to maximize impact and awareness of the *Drive Sober or Get Pulled Over* message. Banners will be included as added value. The campaign generated at least 1.2 million impressions.
- 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 the “Audio Everywhere” platform which is a multi-screen effort using desktop, mobile and tablet. This campaign generated a minimum of 750,000 impressions including added-value companion banners.
- Ran a mix of homepage take-overs and banners across high traffic local websites such as Xfinity.com and ArkTimes.com. Additionally, ROS (run-of-site) banners will run on EILatino.com and LaPrensaNWA.com reached the Hispanic community digitally

Cinema Advertising, a true “DVR-proof” medium, engaged a large captive audience and extended the reach of the “Drive Sober” brand.

- According to Nielsen data, CineMedia gets 33% higher engagement levels than live sports and broadcast prime TV.
- We recommended utilizing CineMedia to purchase :30 commercials in seven select theaters for a four-week period. The Drive Sober message aired in pre-show programming prior to coming attractions. Several blockbusters that drew big audiences ran during the Holiday campaign including Star Wars: Rogue One, Office Christmas Party and Passengers. A total of 9,632 spots aired during the campaign.

By Market**Actual Expenditures \$208,710**

Little Rock: \$67,834
 Fort Smith/Fayetteville: \$51,818
 Jonesboro: \$22,215
 Texarkana: \$11,691
 Hot Springs: \$5,469
 El Dorado: \$3,570
 Conway: \$4,276
 Delta Region: \$2,075
 Hispanic: \$8,556
 Statewide (Online and Out-of-Home): \$31,206

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$112.74	\$18.58	\$ 42.04
Fayetteville/Ft. Smith	\$ 81.60	\$20.65	\$ 25.54
Jonesboro	\$ 64.92	\$12.30	\$ 10.73
Texarkana	N/A	\$6.93	\$ 24.27
Hot Springs	N/A	\$5.90	\$ 15.27
El Dorado	N/A	\$3.24	N/A
Conway	N/A	\$11.66	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	823	659	3.8	305.3	80.5%
Ft Smith/Fayette.	788	1,461	3.6	300.2	79.2%
Jonesboro	411	411	3.2	225.8	66.4%
Texarkana	630	630	N/A	N/A	N/A
Conway	305	374	N/A	N/A	N/A
El Dorado	407	254	N/A	N/A	N/A
Hot Springs	336	336	N/A	N/A	N/A
Hispanic	89	89	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	326	375	7.3	378	52.1%
Ft. Smith	252	252	5.2	302.7	58.1%
Fayetteville	455	454	5.9	299.7	51.7%
Jonesboro	108	165	7.5	318	43.0%
Texarkana	189	189	6.5	301.8	46.3%
El Dorado	180	180	N/A	N/A	N/A
Hot Springs	102	100	8.1	228.3	27.9%
Conway	45	45	N/A	N/A	N/A
Helena/West Helena	36	36	N/A	N/A	N/A
Hispanic	189	189	N/A	N/A	N/A

Earned Media Report - \$289,085

Media Relations

A news release concerning the Holiday DDOLUA mobilization was distributed to news media statewide resulting in 34 newspaper clippings with an ad equivalency of \$5,585.

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 15, 2016 through January 1, 2017. The campaign received the following results:

Facebook

- Impressions: 3,964
- New Page Likes/Follows: 2 (578 total)
- Engagements: 21
 - Reactions: 9
 - Shares: 12

Twitter

- Impressions: 2,923
- New Followers: 2 (109 total)
- Engagements: 17
 - Replies: 1
 - Retweets: 7

Instagram

- Engagements: 17
 - Likes: 15
 - Comments: 2

**2017 Fourth of July DWI
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 \$149,690 and an additional amount of \$98,999 in bonus advertising.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for the DSOGPO campaign was June 24 – July 4 (11 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 - \$149,690 total paid media budget
- Broadcast TV \$ 48,220 (32 percent)
- Cable TV \$ 35,733 (24 percent)
- Radio \$ 30,313 (20 percent)
- Other Radio \$ 6,706 (5 percent)
- Online \$ 22,836 (15 percent)
- Out-of-Home \$ 5,882 (4 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 70% of the target audience at the 3+ frequency level over the flight period with measured media. We recommended a

multi-platform approach of television, radio, digital and outdoor vehicles. 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:

American Ninja Warrior, Blindspot, Wayward Pines, Family Guy, Big Brother, America's Got Talent, Blackish, Shark Tank, Big Bang Theory, American Gothic, Jimmy Kimmel, Arrow, Supernatural, The Tonight Show with Jimmy Fallon, Grimm, MasterChef, Major League Baseball

Other TV:

Thunder TV provided highly targeted reach to the Midlife Motorcyclist, aged 45-64. The popular local motorcycle show airs on KFTA in the Ft. Smith/Fayetteville market.

Purchased Cable TV to build frequency and extend reach

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

Recommended Cable Networks: ESPN, ESPN 2, Spike, BET, USA, TBS, TNT, Cartoon Network (Adult Swim), Comedy Network, FX, TruTV, History, MTV and AMC

Recommended Cable Programming:

SportsCenter, WWE Monday Night Raw, American Dad, Modern Family, Law & Order, Major Crimes, Family Guy, Tyrant, Angie Tribeca, TURN, Conan, Impractical Jokers, Hack My Life, Robot Chicken, Regular Show, The Daily Show with Trevor Noah, Tosh.0, Music Moguls, Top Gear, Sex&Drugs&Rock&Roll, Real World, Shark Week, FX Movies, Rob Dyrdek's Fantasy Factory and Ink Master

Networks such as ESPN, USA and History provided highest reach to the 45-64 year-old Midlife Motorcyclist.

Radio built additional frequency of the message while reaching the target audience while they are in their vehicle.

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

Digital Advertising continued to extend reach of the Drive Sober message in a medium where Males 18-34 spend a significant amount of time.

- Utilizing an ad network allowed us to run on popular national websites such as FoxSports.com and MensFitness.com while targeting Men 18-34 and Men 45-64 in Arkansas (10% of ad network buy will target the secondary demo). 15-second cross-platform (mobile, tablets and desktop) video ads were recommended to maximize impact and awareness of the Drive Sober message. Banners were included as added-value. The campaign generated at least 1.1 million impressions.

- Pandora Internet Radio, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Pandora allowed us to target both geographically and demographically. We recommended utilizing a mix of Pandora’s mobile and desktop products via their “Audio Everywhere” platform where the Drive Sober radio spot will play between songs. This campaign generated over 750,000 impressions within an eight-day period.

- Placed a mix of premium banners and pre-roll video on high traffic local websites including Hogville.net and Arktimes.com. Additionally, a Spanish banner ran on EILatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

By Market

Actual Expenditures \$149,690

- Little Rock \$ 52,001
- Fort Smith/Fayetteville \$ 34,540
- Texarkana \$ 7,987
- Jonesboro \$ 15,352
- El Dorado \$ 2,769
- Conway \$ 2,773
- Hot Springs \$ 5,081
- Helena \$ 1,153
- Hispanic \$ 4,963
- Online (Statewide) \$ 22,836
- Statewide TV \$ 235

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$107.54	\$17.91	\$37.63
Ft. Smith/Fayette.	\$91.45	\$15.69	\$25.18
Jonesboro	\$48.30	\$8.79	\$12.38
Texarkana	N/A	\$8.12	\$22.62
Hot Springs	N/A	\$4.87	\$14.77
Conway	N/A	\$11.80	N/A
El Dorado	N/A	\$4.66	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	530	675	2.8	200.2	70.9%
Ft Smith/Fayette.	690	961	3.1	199.9	64.4%
Jonesboro	438	497	2.3	143.9	63.4%
Texarkana	377	377	N/A	N/A	N/A
Conway	250	164	N/A	N/A	N/A
El Dorado	268	185	N/A	N/A	N/A
Hot Springs	367	374	N/A	N/A	N/A
Hispanic	60	60	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	211	204	3.9	225.3	58.4%
Ft. Smith	198	252	3.7	203.1	54.6%
Fayetteville	201	192	3.7	151.2	40.6%
Jonesboro	97	106	4.8	201.4	42.4%
Texarkana	141	141	4.2	200.4	47.6%
El Dorado	108	108	N/A	N/A	N/A
Hot Springs	96	107	4.7	174.5	37.1%
Conway	26	26	N/A	N/A	N/A
Helena	22	22	N/A	N/A	N/A
Hispanic	113	113	N/	N/A	N/A

Earned Media Report - \$192,211

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 \$3,211.

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 19 – July 4. The campaign received the following results:

Facebook

- Impressions: 2,807
- New Page Likes/Follows: 0 (581 total)
- Engagements: 29
 - Reactions: 22
 - Shares: 7

Twitter

- Impressions: 1,312
- New Followers: 3 (110 total)
- Engagements: 61
 - Retweets: 1
 - Likes: 2

Instagram

- New Followers: 7 (39 total)
- Total Engagements: 32

2017 Labor Day DWI 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 \$346,860 with bonus television, cable, online and radio ads totaling \$163,992.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DSOGPO ran with messages in three flights: August 16 - 20, August 23 - 27 and August 30 – September 4, 2017 (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:

\$346,860 total paid media budget

- | | |
|-------------------------------|------------------------|
| • Broadcast television budget | \$105,382 (30 percent) |
| • Other TV budget | \$ 1,177 (1 percent) |
| • Cable television budget | \$ 57,040 (17 percent) |
| • Radio budget | \$ 63,490 (18 percent) |
| • Other radio budget | \$ 24,427 (7 percent) |
| • Online budget | \$ 77,991 (22 percent) |
| • Out-of-home budget | \$ 10,000 (3 percent) |
| • Sports marketing | \$ 7,353 (2 percent) |

Media Strategies & Tactics

Strategy

The primary media strategy was to generate frequency in order to influence behavioral change. Our goal was to reach over 44% 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.

a. Dayparts Mix: News, Prime, Late Fringe and Sports

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

c. Recommended Broadcast Programming:

Big Brother, Criminal Minds, Zoo, NFL Preseason Games, Big Bang Theory, Beat Shazam, F Word with Gordon Ramsey, Family Guy, The Simpsons, Arrow, America's Got Talent, American Ninja Warrior, NASCAR, CMA Fest, Goldbergs, Battle of the Network Stars, Shark Tank, College Football, Steve Harvey's Funderdome, Jimmy Kimmel Live, Late Show with Stephen Colbert, Saturday Night Live, Tonight Show with Jimmy Fallon, MasterChef

- Local news was purchased to reach the mass audience
- Nielsen ratings data allowed us to determine the top-rated stations and programs in each market.

Cable TV extended reach and built frequency

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

a. Recommended Cable Networks: ESPN, ESPN2, Cartoon (Adult Swim), Comedy, USA, TBS, TNT, TruTV, CBS Sports, FX, Spike, AMC, MTV, Discovery and History

b. Recommended Cable Programming:

The Walking Dead, 2017 MTV Video Music Awards, Animal Kingdom, Bering Sea Gold, Naked & Afraid, Manhunt: Unabomber, Diesel Brothers, Tosh.0, South Park, Preacher, Suits, Family Guy, FL Preseason Football, AMC Movies, Forged in Fire, College Football, SportsCenter, MLB, The Walking Dead, FX Movies, Ancient Aliens, The Strain, Conan, Impractical Jokers, Mountain Men, Cops, Modern Family, Robot Chicken, Daily Show with Trevor Noah, 30 for 30

- Networks such as ESPN, Discovery and History provided the highest reach to the 35-64-year-old Motorcyclist (secondary target).

Other TV

- **Thunder TV** provided highly targeted reach to our secondary demo of Men 35-64. The popular local motorcycle show airs on KFTA-TV in the Ft. Smith/Fayetteville market.

Radio increased reach created by television while generating higher levels of frequency. Radio is also used to reach drivers with the *Drive Sober* message while behind the wheel.

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

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

- d. **Live Endorsements:** Utilizing local radio personalities on top-rated stations delivered the *Drive Sober* message with live reads. We also encouraged DJs to incorporate this important message into their social networking.
- e. **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.
- f. **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 48 affiliates across the state.

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

- Utilizing an ad network allowed us to run on popular national websites such as CollegeHumor.com and MensJournal.com targeted geographically to Arkansas and demographically to Men 18-34 and Men 35-64 (20% of buy targeted the secondary demo). 15-second pre-roll video ads across mobile, tablets and desktop were recommended to maximize impact and awareness of the *Drive Sober* message. Companion banners were included as added-value. The three-week campaign generated at least 3.5 million impressions. Specific tactics are detailed below.
 - Smart TV ownership is very high among our younger male target. The *Drive Sober* message was delivered to our target when they are streaming TV shows, videos, movies, etc. via Connected TV. Ads are non-skippable and targeted demographically and geographically making ad serving precise. 151,000 projected impressions ran during the campaign.
 - With the increased practice of multi-screen usage, it is important to layer digital and TV efforts. ScreenSync enabled us to leverage TV content to reach the target audience not just on TV but across desktop and mobile devices with advanced targeting. A minimum of 322,000 impressions were generated over the course of the campaign.
 - We included Pinpoint targeting (via Foursquare) to reach relevant audiences based on their known recent mobile footprint (i.e. bars, restaurants, clubs, breweries, liquor stores, etc.). Approximately 322,000 impressions were generated.
- 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 Pandora's "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 impressions targeted the older male segment (35-64). Additionally, an extra emphasis was placed in the Fayetteville market where radio ratings for Men 18-34 are below average. This campaign generated 1.4 million impressions including added-value (companion banners).
- Amplified our reach by running pre-roll video and banners on the official athletic site for the Arkansas Razorbacks as football season kicked off.

- A homepage banner ran on RedWolves.com reaching Arkansas State students and alumni. The *Drive Sober* message also rotated on a tri-vision marquee on the ASU campus located at Johnson Avenue and Red Wolves Boulevard reaching 38,000 vehicles per day.
- 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 EILatino.com and LaPrensaNWA.com in order to reach the Hispanic community digitally.

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

a. Gas Pump TV

- The *Drive Sober* spot ran during ESPN Sports, Headline News and Accu-Weather segments reaching a captive audience when they are standing next to their vehicles reminding them the consequences of impaired driving right before getting back into the vehicle to head to their next destination.
- Nielsen provided a proof of performance report at the end of the campaign.
- The *Drive Sober* spot ran on 1,192 gas pump screens across 148 gas stations around the state generating over 500,034 impressions.

Sports Marketing

- Sports Marketing is 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 \$346,860

• Little Rock	\$105,498
• Fort Smith/Fayetteville	\$ 66,577
• Jonesboro	\$ 29,498
• Texarkana	\$ 13,929
• El Dorado	\$ 4,634
• Hot Springs	\$ 7,436
• Conway	\$ 4,918
• Helena/Delta	\$ 2,537
• Hispanic	\$ 12,873
• Online (Statewide)	\$ 77,215
• Out-of-home (Statewide)	\$ 10,000
• Statewide Radio	\$ 4,412
• Sports Marketing	\$ 7,353

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$124.17	\$37.46	\$40.07
Ft. Smith/Fayetteville	\$83.44	\$24.32	\$22.19
Jonesboro	\$58.75	\$10.11	\$13.70
Texarkana	No broadcast TV	\$7.60	\$21.84
Hot Springs	No broadcast TV	\$6.13	\$15.75
El Dorado	No broadcast TV	\$5.53	N/A
Hispanic	N/A	N/A	N/A

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	785	780	4.6	384.4	82.8%
Ft. Smith/Fayetteville	763	753	5.4	392.3	73.3%
Jonesboro	664	624	3.7	300.4	80.7%
Texarkana	539	539	N/A	N/A	N/A
El Dorado	386	325	N/A	N/A	N/A
Hot Springs	438	394	N/A	N/A	N/A
Conway	369	358	N/A	N/A	N/A
Hispanic	133	82	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	727	636	8.1	455.9	56.3%
Ft. Smith	417	532	6.7	454.6	66.5%
Fayetteville	487	472	7.3	375.3	51.4%
Jonesboro	331	331	7.7	455.3	58.6%
Texarkana	322	323	8.4	450.9	52.9%
El Dorado	200	200	N/A	N/A	N/A
Hot Springs	186	182	6.8	301.6	43.3%
Helena/Delta	44	30	N/A	N/A	N/A
Conway	47	47	N/A	N/A	N/A
Statewide Sports	2	0	N/A	N/A	N/A
Hispanic	204	154	N/A	N/A	N/A

Earned Media Report – \$300,695

The 2017 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 48 newspaper clippings and with a total ad equivalency of \$17,195.

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 through September 4. The campaign received the following results:

Facebook

- Impressions: 7,801
- New Page Likes/Follows: 2 (583 total)
- Engagements: 33
 - Reactions: 28
 - Shares: 5

Twitter

- Impressions: 1,958
- New Followers: 2 (114 total)
- Engagements: 61
 - Retweets: 5
 - Likes: 5

Instagram

- New Followers: 0 (43 total)
- Total Engagements: 40

Thanksgiving 2016 Occupant Protection Mobilization Media Report Click It or Ticket

Paid Media Report

Summary

Supporting the national Thanksgiving 2016 Click It or Ticket mobilization period, Monday, November 21 – Sunday, November 27, 2016, 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 \$61,121 for a two-week schedule of previously produced radio, print and digital. The bonus ads received totaled an additional \$39,731 in airtime.

Paid Advertising Period

- Paid advertising Thanksgiving Click It or Ticket-November 21 – November 27.

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 comedy, sports and top 40 entertainment

- 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
 - Hot Springs
 - El Dorado
 - Helena/West Helena
- Secondary radio markets – counties with lowest seat belt use rates
 - Arkansas
 - Cross
 - Faulkner
 - Greene
 - Ouachita
 - Perry
 - Randolph
 - Van Buren

Budget

- Thanksgiving Click It or Ticket - \$61,121

Media Strategies - Click It or Ticket

Implemented a strong radio campaign with supplemental print and online to best reach our target audiences and run 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 helped determine which stations best reach the target

audiences in the radio metro markets of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.

- Non-metro radio targeted the rural areas where there is a lower rate of seat belt usage.
- Live endorsements by Justin Acri with KABZ-FM “The Buzz” helped connect the Occupant Protection message with a large, male- oriented audience.
- Extended the media budget by negotiating strong no-charge schedules of one bonus spot for each paid radio spot

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

- Used local newspapers to reach residents in counties with low seat belt usage rates:
 - Arkansas Democrat-Gazette (Metro) – Sunday (114,185)
 - DeWitt Era-Enterprise - Thursday (1,734)
 - Stuttgart Daily Leader - Tuesday (1,386)
 - Wynne Progress - Friday (1,500)
 - Conway Log Cabin Democrat – Sunday (6,800)
 - Paragould Daily Press - Sunday (4,000)
 - Camden News - Monday (2,947)
 - Perryville Perry County Headlight - Wednesday (1,784)
 - Pocahontas Star Herald - Thursday (2,972)
 - Clinton Van Buren County Democrat - Wednesday (2,491)
 - Fairfield Bay News - Wednesday (2,165)
- One large 40” 4-color unit was recommended in each newspaper to run the week of Thanksgiving holiday to maximize exposure.
- A full page/4-color ad was recommended to run in *Arkansas Wild’s* winter issue to further reach the hunting and outdoorsman heavy male audience with the Occupant Protection message.

Digital advertising continued to extend reach of the Occupant Protection campaign.

- Secured all homepage banner positions on ArkansasTimes.com, a high traffic local website.
- Placed run-of-site banners on EILatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

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 \$61,121, was allocated as follows:

- Radio \$ 38,654 (63 percent)
- Other Radio \$ 5,952 (10 percent)
- Print \$ 14,473 (24 percent)
- Online \$ 2,041 (3 percent)

By Market:**Click It or Ticket Actual Expenditures****\$61,121**

○ Little Rock	\$ 13,380
○ Fort Smith	\$ 3,530
○ Fayetteville	\$ 7,541
○ Jonesboro	\$ 2,550
○ Texarkana	\$ 5,034
○ Hot Springs	\$ 3,160
○ El Dorado	\$ 1,600
○ Helena/West Helena	\$ 1,614
○ Hispanic	\$ 2,758
○ Other Radio	\$ 3,440
○ Print/Newspaper	\$ 14,473
○ Statewide Online	\$ 2,041

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

Little Rock	\$42.34
Ft. Smith	\$14.04
Fayetteville	\$31.43
Jonesboro	\$10.21
Texarkana	\$20.01
El Dorado	N/A
Hot Springs	\$16.51
Helena/West Helena	N/A
Hispanic	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	248	254	5.9	309.4	52.4%
Ft. Smith	232	297	4.7	251.8	53.5%
Fayetteville	321	320	4.6	240.0	52.0%
Jonesboro	142	142	5.4	249.8	46.7%
Texarkana	130	134	6.2	251.8	40.2%
El Dorado	128	128	N/A	N/A	N/A
Hot Springs	116	276	5.3	191.4	35.9%
Helena	28	28	N/A	N/A	N/A
Conway	34	34	N/A	N/A	N/A
Hispanic	162	162	N/A	N/A	N/A
Rural AR Radio Network	32	32	N/A	N/A	N/A

Earned Media - \$193,172***Media Relations***

A news release concerning the Thanksgiving mobilization was distributed to news media statewide resulting in 22 newspaper clippings with an ad equivalency of \$4,172.

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 16 through November 29. The campaign received the following results:

Facebook

- Impressions: 1,810
- New Page Likes/Follows: 0 (577 total)
- Engagements: 14
 - Reactions: 8
 - Shares: 6

Twitter

- Impressions: 734
- New Followers: 0 (107 total)
- Engagements: 10

Instagram

- No follower data available
- Total Engagements: 10

Memorial Day May 2017 Occupant Protection Mobilization Click It or Ticket

Paid Media Report

Summary

Supporting the national May 2017 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 \$348,883 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 \$178,966 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 15 through June 4, 2017 (21 days)

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
 - Of those who drive pickup trucks, seat belt use remains lower than drivers of other vehicle types
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Hispanic Men, 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**
 - One out of four African Americans still do not buckle up on every trip

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 seven radio DMAs for Click It or Ticket:

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

Cable markets for Click It or Ticket:

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

Provided additional support in the following Arkansas counties (STEP Participants)

Baxter County	Hempstead County
Benton County*	Miller County*
Boone County	Mississippi County
Carroll County	Ouachita County
Clark County	Poinsett County
Crittenden County	Pulaski County*
Craighead County*	Saline County
Crawford County	Sebastian County*
Garland County*	Union County*
Greene County	Washington County*
Faulkner County	White County
	Yell County

**Indicates primary market county.*

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 - \$348,883

Media Strategies- Click It or Ticket

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.

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 Men 18-34 is greatest. Secured spots in season finales and live sports events that fell 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, 2017 American Billboard Music Awards, The Voice, Shark Tank, Saturday Night Live, The Catch, Life in Pieces, Designated Survivor, Indy 500, Big Bang Theory, Criminal Minds: Beyond Borders, Gotham, The Flash, The Toy Box, Survivor, The Tonight Show with Jimmy Fallon, Bob's Burgers and NHL Finals
 - Local news was purchased to reach the mass audience.

Purchased key cable networks and shows that perform well against our target to extend reach and build frequency.

- a. Recommended Cable Networks: Comedy Central, Discovery, Cartoon Network (Adult Swim), A&E, AMC, ESPN, ESPN2, FX, MTV, TBS, BET, Syfy, USA and Galavision
- b. Recommended Cable Programming: NBA Playoff Games, NCIS, Modern Family, Conan, Big Bang Theory, Samurai Jack, Aqua Teen, Hunger Force, FX Movies, Live Police Department, Storage Wars, The Cleveland Show, 30 for 30, Family Guy, Fargo, South Park, NBA Tip-Off, Catfish: The TV Show, Naked & Afraid, The Daily Show with Trevor Noah, Friday Night Tykes, WWE: Smackdown, Tosh.0, SportsCenter, Storage Wars, Street Outlaws and NASCAR
- c. Comcast Interconnect was purchased to reach a large swath of cable households (314,402 homes). Interconnect provided coverage in eleven markets where a media presence is needed including primary markets and STEP/survey areas. Additional spots were placed in areas where cable is available for purchase to increase frequency.

Radio increased reach while generating additional frequency of the message while the target is in their vehicle.

- 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 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.

- d. Non-metro radio targets the rural areas where there is a lower rate of seat belt usage and where STEP projects and seat belt surveys were implemented. County-by-County rankers via Nielsen Audio helped select the strongest non-metro stations.
- e. Live Endorsements: Utilizing Tommy Smith with KABZ, Poolboy with KLAL and Broadway Joe with KIPR helped connect the *Click It or Ticket* message with a loyal, engaged audience.

Digital advertising continued to extend reach of the “Click It or Ticket” message in a medium where Males 18-34 spend a significant amount of time.

- a. Utilizing MobileFuse allowed us to have a presence on premium national websites such as GameStop.com and Flixster.com targeted geographically to Arkansas and demographically to Men 18-34. 30-second pre-roll ads across mobile, tablet and desktop were recommended to maximize impact and awareness of the CIOT message. MobileFuse continually optimized the campaign in order to best reach our target audiences. The campaign generated more than one million impressions.
- b. Connected TV is best used as an extension of the traditional television schedule. It will also complement the ad network buy. The CIOT message was delivered to our target while they were streaming TV shows, videos, movies, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise.
- c. Pandora Internet Radio, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Pandora also allowed us to target both geographically and demographically. We recommended utilizing the “Audio Everywhere” platform where the CIOT radio spot will play between songs. This campaign generated over one million impressions within a three-week period.
- d. Placed a mix of premium banners and pre-roll video on high traffic local websites that reached the male target including Hogville.net, Hootens.com and Arktimes.com. Additionally, we recommended running banners on EILatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.
- e. Purchased online banners on select Arkansas newspaper websites to sustain the CIOT message for a 30-day period targeting residents in the STEP and survey markets. Those websites included: *NWA ADG, ADG, Benton Saline Courier, Berryville Carroll County News Midweek, Camden News, Clarksville Johnson County Graphic, Conway Log Cabin, Danville Yell County Record, Dardanelle Post-Dispatch, DeQueen Bee, El Dorado News-Times, Eureka Springs Lovely County Citizen, The Evening Times, Ft. Smith Times Record, Greenwood Democrat, Harrison Daily Times, Hope Star, Hot Springs Sentinel-Record, Jacksonville-Cabot Leader, Lonoke News, Jonesboro Sun, Mt. Home Baxter Bulletin, Mt. View Stone County Leader, Newport Independent, Osceola Times, Paragould Daily Press, PulaskiNews.net, Searcy Daily Citizen,*

Texarkana Gazette, Trumann Poinsett Co. Democrat Tribune and Van Buren Press Argus-Courier

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

- Special Partnership: Continued a partnership with Arkansas Travelers, our local minor baseball league, who are the most popular sports team in Central AR.
- 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 was positioned on page 2 and 3 so it was the first thing readers saw when they opened the publication.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget we spent was \$348,883 and was allocated as follows:

- Broadcast TV: \$121,755 (35 percent)
- Cable: \$63,344 (18 percent)
- Radio: \$64,637 (19 percent)
- Other Radio: \$22,725 (7 percent)
- Online: \$46,246 (13 percent)
- Print: \$8,118 (2 percent)
- Sports Marketing: \$22,059 (6 percent)

By Market:

Click It or Ticket Actual Expenditures **\$ 348,883**

○ Little Rock	\$ 104,890
○ Fayetteville/Fort Smith	\$ 77,288
○ Jonesboro	\$ 18,646
○ Texarkana	\$ 15,105
○ El Dorado	\$ 4,230
○ Helena/West Helena	\$ 2,594
○ Conway	\$ 1,668
○ Hot Springs	\$ 5,670
○ Hispanic Advertising	\$ 12,584
○ Statewide Cable & Radio (STEP & Survey Markets)	\$ 30,562
○ Online (Statewide)	\$ 45,469
○ Print (Statewide)	\$ 8,118
○ Sports Marketing (Statewide)	\$ 22,059

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$121.31	\$24.26	\$41.29
Ft. Smith/Fayette	\$99.56	\$16.47	\$24.46
Jonesboro	\$57.08	\$12.83	\$10.49
Texarkana	No broadcast TV	\$8.42	\$20.41
El Dorado	No broadcast TV	\$3.81	N/A
Hot Springs	No broadcast TV	\$6.13	\$15.12
Conway	No broadcast TV	\$11.12	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	1,219	1,349	5.1	451.4	88%
Ft. Smith/Fayetteville	950	1,252	6.5	457	70.3%
Jonesboro	760	707	4.3	254.9	69.1%
Texarkana	700	700	N/A	N/A	N/A
El Dorado	402	123	N/A	N/A	N/A
Conway	150	164	N/A	N/A	N/A
Survey Market Cable	2,924	6,333	N/A	N/A	N/A
Hot Springs	359	339	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	342	255	8.2	452.7	55.2%
Ft. Smith	318	462	7.7	454.8	59.2%
Fayetteville	528	527	6.9	374.4	54.3%
Jonesboro	189	189	8.6	396.3	45.9%
Texarkana	341	443	9.5	451.5	47.4%
El Dorado	216	216	N/A	N/A	N/A
Hot Springs	210	210	8.6	375	43.5%
Conway	60	60	N/A	N/A	N/A
STEP Markets	781	739	N/A	N/A	N/A
Helena	45	36	N/A	N/A	N/A
Hispanic	258	200	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 areas: Camden, Mt. Home, Harrison, Hope, and Searcy.

* 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 - \$287,440

Media Relations

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 23 newspaper clippings resulted in an ad equivalency of \$3,940.

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. The social media campaign dates were May 15 through June 4. The results of the campaign were as follows:

Facebook

- Impressions: 4,400
- New Page Likes/Follows: 2 (579 total)
- Engagements: 50
 - Reactions: 25
 - Shares: 25

Twitter

- Impressions: 1,822
- New Page Likes/Follows: 1 (105 total)
- Engagements: 25
 - Retweets: 10
 - Likes: 1

Instagram

- New Followers: 0 (29 total)
- Engagements: 6

2017 April Distracted Driving Campaign

Paid Media Report

Summary

Supporting the national April 2017 “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 \$148,928 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 \$80,328 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 3 – 12, 2017 (10-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. were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

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

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

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

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

Budget

- U Drive. U Text. U Pay. - \$148,928

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 44% of the target audience at the 3+ frequency level for measured traditional media – broadcast TV, cable and radio.

Media Tactics

We recommended a multi-platform approach to effectively reach the target audience in today’s fragmented media landscape. Within each medium, we implemented the tactics detailed below.

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:

Odd Couple, Scandal, The Mick, Shark Tank, Big Bang Theory, Saturday Night Live, Riverdale, Supernatural, 24: Legacy, Hollywood Game Night, The Tonight Show with Jimmy Fallon, The Catch, The Voice, Empire, Game of Silence, Star, This Is Us, American Housewife

- Local news was purchased to reach the mass audience.

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

Purchased key cable networks and shows that performed well against our target to extend reach and build frequency.

d. Recommended Cable Networks: Comedy Central, Cartoon Network/Adult Swim, E!, Nick at Night, Freeform, FX, MTV, AMC, TBS, USA, VH1

b. Recommended Cable Programming:

Archer, The Detour, Fashion Police, Stitches, Better Call Saul, E! News, Awkward, Faking It, Lopez, The Americans, Are You The One?, WAGS, @Midnight, Beyond, Modern Family, Conan, Big Bang Theory, Catfish: The TV Show, NCIS, Total Divas, Aqua Teen Hunger Force, Family Guy, Love & Hip Hop, The Daily Show, Tosh.0

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

Radio extended the reach created by television while generating higher levels of frequency. Another benefit of radio is to deliver the distracted driving message to our target audience while they are behind the wheel. The majority of radio listening for 18-34 year olds occurs in a vehicle.

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

e. 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

f. Traffic Reports: We also recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. A 15-second "U Drive. U Text. U Pay." message ran adjacent to traffic reports in the morning and

afternoon drive times, reaching a large number of people at premium times during the day.

g. Spanish Radio was purchased to reach the Hispanic audience.

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.

- Utilizing an ad network allowed us to have a presence on premium national websites such as Allure.com and BuzzFeed.com targeted geographically to Arkansas and demographically to Adults 18-34. 15-second pre-roll video ads across mobile, tablet and desktop were recommended to maximize impact and awareness of the texting enforcement message. Additional banner impressions were included as added value. The campaign generated more than 1.1 million impressions.
- Pandora Internet Radio, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Pandora also allowed us to target both geographically and demographically. We recommended utilizing a mix of Pandora’s mobile and desktop products via their “Video Everywhere” and “Audio Everywhere” platforms, where the distracted driving spot will play between songs. This campaign generated over 900,000 impressions within a two-week period.
- Placed premium banners on EILatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Used supplemental outdoor to continue reach and build frequency.

- Digital outdoor boards are highly visible structures that reached a mass audience while they are in their vehicle.
- We recommended a mix of digital outdoor bulletins/posters on all major highways in the Little Rock metro area.
- 8 boards = 1,806,103 weekly impressions
- With digital boards, there are no production fees.

Media Budget Allocation: In order to achieve our communications goals the budget spent \$148,928 was allocated as follows:

- Broadcast TV: \$59,658 (40 percent)
- Cable: \$25,303 (17 percent)
- Radio: \$27,720 (19 percent)
- Other radio: \$7,475 (5 percent)
- Online: \$19,007 (13 percent)
- Out-of-Home: \$9,765 (6 percent)

By Market:

U Drive. U Text. U Pay. Actual Expenditures \$148,928

○ Little Rock	\$ 56,713
○ Fayetteville/Fort Smith	\$ 33,711
○ Jonesboro	\$ 16,592
○ Texarkana	\$ 8,082
○ El Dorado	\$ 2,523
○ Hot Springs	\$ 3,520
○ Conway	\$ 2,144
○ Helena/West Helena	\$ 1,153
○ Hispanic Advertising	\$ 6,030
○ Online (Statewide)	\$ 18,460

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$121.27	\$26.25	\$40.63
Ft. Smith/Fayette	\$99.85	\$11.23	\$22.35
Jonesboro	\$69.84	\$10.88	\$12.33
Texarkana	No broadcast TV	\$9.37	\$32.30
El Dorado	No broadcast TV	\$5.05	N/A
Hot Springs	No broadcast TV	\$6.73	\$14.83
Conway	No broadcast TV	\$10.90	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	418	380	3.3	200.3	61.1%
Ft. Smith/Fayetteville	678	681	3.6	202.3	56.0%
Jonesboro	316	318	2.7	171.5	63.5%
Texarkana	303	303	N/A	N/A	N/A
El Dorado	242	245	N/A	N/A	N/A
Hot Springs	248	238	N/A	N/A	N/A
Conway	158	150	N/A	N/A	N/A
Hispanic	58	56	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	354	192	4.6	202.6	44.4%
Ft. Smith	127	127	3.3	198.8	59.8%
Fayetteville	126	126	3.4	138.6	41.3%
Jonesboro	87	87	3.5	150.1	42.4%
Texarkana	130	130	3.8	162.3	43.0%
El Dorado	104	104	N/A	N/A	N/A
Hot Springs	58	58	3.6	127.5	35.7%
Conway	26	26	N/A	N/A	N/A
Helena	26	26	N/A	N/A	N/A
Hispanic	127	127	N/A	N/A	N/A

Earned Media - \$191,154

Media Relations

A news release concerning the April Distracted Driving mobilization was distributed to news media statewide resulting in 13 newspaper clippings with an ad equivalency of \$2,154.

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 1 through April 30. The campaign received the following results:

Facebook

- Impressions: 7,467
- New Page Likes/Follows: 1 (577 total)
- Engagements: 25
 - Reactions: 14
 - Shares: 11

Twitter

- Impressions: 2,801
- New Followers: 1 (104 total)
- Engagements: 56
 - Retweets: 15
 - Likes: 5

Instagram

- New Followers: 3 (29 total)
- Total Engagements: 32
 - Likes: 30
 - Comments: 2

2017 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 \$99,493 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 \$46,648 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-May 1 – May 14, 2017.

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 \$99,493.

Media Strategies- Share the Road/Look Twice for Motorcycles

B. 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.

B. Media Tactics

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

Broadcast TV reached the masses quicker and with more impact than any other medium. We achieved a mass reach against Adults 25-54 by concentrating over half the budget into broadcast TV. The majority of weight was allocated to News and Prime.

a. Daypart mix

- Local News – 30%
- Prime Access – 10%
- Prime – 50%
- Late Fringe – 10%

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

c. Recommended Broadcast Programming: NCIS, Dateline, Tonight Show with Jimmy Fallon, NBA Playoff Game, The Flash, Criminal Minds, Dancing with the Stars, The Voice, Survivor, Late Show with Stephen Colbert, Big Bang Theory, Amazing Race, Wheel of Fortune, Law & Order: SVU, Supernatural, Match Game and The Catch

Purchased key cable networks and shows to extend reach and build frequency.

a. Recommended cable networks that skew slightly younger to reach Adults 18-49: TBS, USA, Freeform, CNBC, ESPN, ESPN2, TNT, A&E, Discovery, AMC, MTV, Comedy and FX

b. Recommended Cable Programming:

Modern Family, Better Call Saul, Pretty Little Liars, Fargo, Inside the FBI, Big Bang Theory, Shark Tank, Tosh.0, Angie Tribeca, Street Outlaws, Impractical Jokers, The Americans, Are You The One?, Conan, Naked and Afraid, Law & Order, Catfish: The TV Show, NCIS, Family Guy, The Daily Show with Trevor Noah and The First 48

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

Digital outdoor extended the reach of television and radio schedules while reaching drivers in their vehicles reinforcing the “share the road” message with a visual component.

- a. Digital outdoor can be turned on and off to match strict flight requirements with no production fees.
- b. We recommended outdoor in Pulaski and Washington counties.
 - Lamar (Pulaski) – 3 locations generating 939,000 total impressions
 - Clear Channel Outdoor (Washington) – 3 locations achieving over 503,000 total impressions

Media Budget Allocation: In order to achieve our communications goals the budget spent \$99,493 was allocated as follows:

- Broadcast Television: \$58,413 (59 percent)
- Cable Television: \$12,495 (13 percent)
- Radio: \$22,938 (23 percent)
- Digital outdoor: \$5,647 (5 percent)

By Market:

Look Twice for Motorcycles Actual Expenditures \$99,493

- Little Rock \$ 45,690
- Fayetteville/Fort Smith \$ 34,921
- Jonesboro \$ 13,974
- Hot Springs \$ 4,908

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$114.53	\$12.41	\$35.42
Fayetteville	\$88.09	\$10.59	\$32.15
Jonesboro	\$45.86	\$11.83	\$11.77
Hot Springs	No broadcast TV	\$7.05	\$14.37

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	415	257	3.5	249.8	71.2%
Ft.Smith/Fayetteville	385	384	3.4	250.6	73.0%
Jonesboro	317	589	2.4	167.2	70.1%
Hot Springs	279	559	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	204	184	5.7	254.0	44.6%
Fayetteville	274	184	4.9	250.6	51.2%
Jonesboro	136	146	6.3	250.2	39.7%
Hot Springs	108	108	5.6	204.6	36.3%

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.

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 May 1 through May 14. The campaign received the following results:

Facebook

- Impressions: 1,088
- New Page Likes/Follows: 0 (577 total)
- Engagements: 14
 - Reactions: 9
 - Comments: 1
 - Shares: 4

Twitter

- Impressions: 347
- New Followers: 0 (104 total)
- Engagements: 4
 - Retweets: 1
 - Likes: 1

Instagram

- No Data Available

2017 July Speed Campaign Obey The Sign or Pay The Fine

Paid Media Report

Summary

Supporting the September 2017 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 \$24,847 for a one-week schedule of previously produced ads on radio and digital media. The bonus radio ads received totaled an additional \$21,474 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-Monday, July 17 through Sunday, July 23, 2017

Audience Segment Profiles

- Primary Segment – *To influence segment to always obey the speed limit*
 - **Men, 18-54 years of age**
 - Largest demographic that exceeds the speed limit
 - Primarily views and listens to comedy, sports and top 40 entertainment
- 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 \$24,847.

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.

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 radio and digital media.

Radio created statewide reach and frequency of exposure of the “Obey the Sign” message in metro areas.

Additionally, radio delivered the message to our target audience while they are behind the wheel. The majority of radio listening for young males occurs in a vehicle.

- **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 helped 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 had to utilize the primary audience of 18-24 and secondary of 12-17.
- Expanded the media budget by negotiating strong no-charge schedules of one bonus spot for each paid radio spot.

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

- Pandora Internet Radio, the most popular streaming music service, was recommended as part of this campaign.
- Pandora continues to lead in the streaming music space with 32% of the US population listening in the past month, according to Edison Research’s Infinite Dial 2017.
- The 2017 Infinite Dial report from Edison Research also shows that online radio weekly listening has increased to 87% in 2017 among the 12-24 demographic.
- Targeted males 16-25 in the top six primary radio markets through the “Audio Everywhere” platform. The speed radio spot played between songs reaching the target audience via desktop and mobile devices. This campaign generated over 185,000 impressions during the 7-day flight period.
- As added-value, the audio ads were accompanied by a display banner, giving visual support to audio messaging.

Media Budget Allocation: In order to achieve our communications goals the budget spent \$24,847 was allocated as follows:

- Radio: \$20,948 (85 percent)
- Other radio: \$1,069 (4 percent)
- Digital: \$2,829 (11 percent)

By Market:

Obey the Sign or Pay the Fine Actual Expenditures	\$24,847
○ Little Rock	\$ 7,813
○ Fayetteville	\$ 4,419
○ Fort Smith	\$ 1,598
○ Jonesboro	\$ 1,641
○ Texarkana	\$ 3,387
○ El Dorado	\$ 900
○ Hot Springs	\$ 1,190
○ Conway	\$ 320
○ Helena/West Helena	\$ 750
○ Digital (Statewide)	\$ 2,829

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	No cable TV	\$34.76
Ft. Smith/Fayette	No broadcast TV	No cable TV	\$22.80
Jonesboro	No broadcast TV	No cable TV	\$10.87
Texarkana	No broadcast TV	No cable TV	\$21.61
El Dorado	No broadcast TV	No cable TV	N/A
Hot Springs	No broadcast TV	No cable TV	\$13.43
Conway	No broadcast TV	No cable TV	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	165	164	3.8	224.8	58.5%
Ft. Smith	123	123	3.5	156.3	44.4%
Fayetteville	171	171	3.3	124.9	38.3%
Jonesboro	83	83	3.3	151	45.2%
Texarkana	105	105	3.5	156.7	44.6%
El Dorado	72	72	N/A	N/A	N/A
Hot Springs	37	37	3.6	88.6	24.3%
Conway	20	20	N/A	N/A	N/A
Helena	13	13	N/A	N/A	N/A
Statewide Digital	N/A	N/A	N/A	N/A	N/A

Earned Media - \$94,500

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. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. The approximate earned media for this was \$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 17 through July 23. The campaign received the following results:

Facebook

- Impressions: 1,623
- Page Likes/Follows: 0 (581 total)
- Engagements: 12
 - Reactions: 9
 - Shares 3

Twitter

- Impressions: 1,596
- Page Likes/Follows: 1(111 total)
- Engagements: 35
 - Replies: 1
 - Retweets: 4
 - Likes: 2

Instagram

- New followers: 0 (40 total)
 - Engagements: 6

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 17, 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.

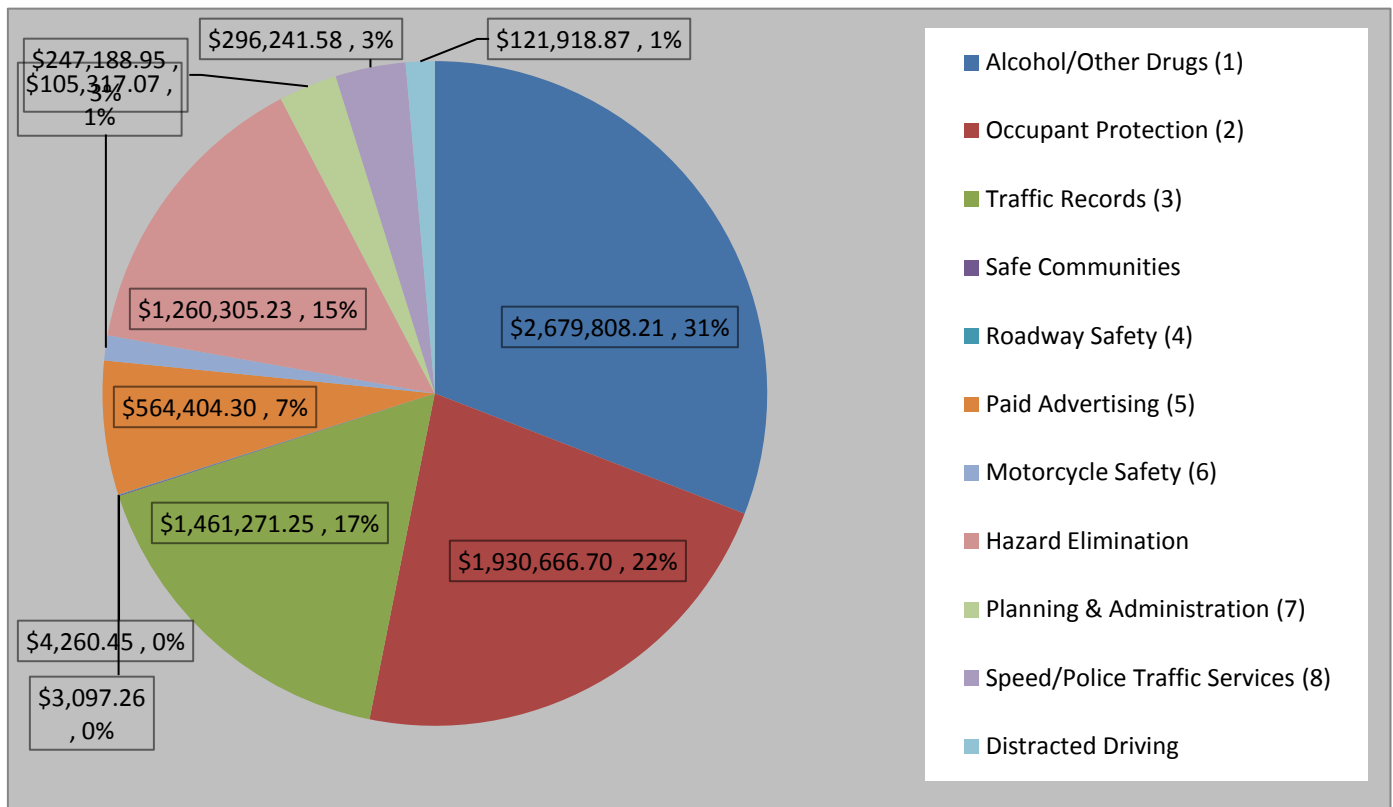
According to Highway Safety Program Funding Policy, P&A costs are not to exceed thirteen percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 17 P&A expenditures equaled only 8% percent of total 402 expenditures and were matched 50 percent with State funds.

FINANCIAL REPORTS			
Project		Recipient/Contractor	Fed. Expenditures
1	AL/OP/K8FR/M2HVE/M5HVE	Criminal Justice Institute	642,267.56
2	M5CS	Sherwood – Pilot DWI Court	11,766.15
3	AL	Administrative Office of the Courts	75,360.15
4	AL/OP	Arkansas Broadcasters Association	\$75,000.00
5	OP/M5X/K8/SE	Harrison Police Department	20,691.70
6	M5BAC	AR Crime Lab	500,945.09
7	OP/M5X/SE	Garland County Sheriff's Office	40,878.30
8	OP/M5X/SE	Benton County Sheriff's Office	76,406.77
9	OP/M5X/SE	Miller County Sheriff	19,447.44
10	OP/M5X/SE	Van Buren Police Department	83,500.00
11	OP/M5X/SE	Jonesboro Police Department	64,158.66
12	OP/M5X/SE	Marion Police Department	4,704.84
13	OP/M5X/SE	North Little Rock Police Department	36,675.52
14	OP/M5X/SE	Osceola Police Department	8,698.08
15	OP/M5X/SE	Paragould Police Department	20,362.93
16	OP/M5X/SE	Sherwood Police Department	24,785.50
17	M5CS	Faulkner County – DWI Court	13,332.45
18	M3DA	SourceCorp	290,845.40
19	OP	AR Department of Health – Injury Prevention	43,613.14
20	K4TR/M3DA	Arkansas State Police – E-Crash	307,803.91
21	K4TR/M3DA	Arkansas State Police – E-Citation	607,045.91
22	SA/OP	U of A – Fayetteville	64,684.76
23	M5CS	Van Buren County – DWI Court	7,436.97
24	M5BAC	AR Dept. of Health Human Ser - OAT	79,224.96
25	M5X/OP/SE	Benton Police Department	28,919.58
26	M5X/OP/SE	Bryant Police Department	22,767.57
27	M5X/OP/SE	Conway Police Department	31,380.85
28	M5X/OP/SE	Fayetteville Police Department	112,738.68
29	M5X/OP/SE	Fort Smith Police Department	43,024.88
30	M5X/OP/SE	Hot Springs Police Department	28,180.51
31	AL/OP/K8FR/PM/K4/K8HV/ M2HVE/M5HVE/ M8PE/M9MA	Cranford,Johnson,Robinson & Woods	1,454,854.22
32	OP/SE	Mountain Home Police Department	42,959.91
33	M5X/OP/SE	Pulaski County Sheriff's Office	1,646.44
34	M5X/OP/SE	Searcy Police Department	25,779.90
35	M5X/OP/SE	Texarkana Police Department	37,209.64
36	M5X/OP/SE	Washington County Sheriff's Office	18,327.69
37	M5X/OP/SE	Springdale Police Department	66,988.91

FINANCIAL REPORTS (Continued)			
Project		Recipient/Contractor	Fed. Expenditures
38	M5X/OP/SE	Camden Police Department	12,623.20
39	M5TR	Black River Technical College	79,638.53
40	M5X/OP/SE	Hope Police Department	21,940.19
41	K4TR	ASP – Crash Reconstruction Training	7,460.77
42	M5CS	Garland County – Pilot DWI Court	45,314.37
43	M5CS	Independence County–Pilot DWI Court	53,565.09
44	M5X/OP/SE	Rogers Police Department	25,214.86
45	PA	University of Arkansas at Little Rock	14,602.00
46	OP	UAMS	139,481.61
47	154HE	AHTD – 154HE	1,260,305.23
48	OP/SE/M2HVE	Arkansas State Police - Enforcement	720,561.71
49	M5X/OP/SE	Carroll County Sheriff’s Office	12,145.63
50	M5X/OP/SE	Crittenden County Sheriff’s Office	12,445.77
51	154AL/M5X	ASP - In Car Camera / Video Storage Project	291,187.81
52	M5X/OP/SE	Trumann PD	3,322.08
53	M5CS	Benton County - DWI Court	14,126.55
54	M2CPS	UAMS	235,130.31
55	M5CS	Pulaski County DWI Court	11,557.13
56	M5BAC	National Medical Services	11,400.00
57	K4TR	Jonesboro PD eCite/eCrash	37,412.94
58	K4TR	Hot Springs PD eCite/eCrash	1,054.99
59	K4TR	El Dorado PD eCite/eCrash	22,477.02
60	K4TR	Dardanelle PD eCite/eCrash	9,029.99
61	K4TR	Crawford Co. DWI Court	6,157.10
62	K4TR	Craighead Co. DWI Court	6,433.25
63	M5X/OP/SE	Centerton Police Department	18,870.26
64	M5CS	Clark Co. DWI Court	13,690.77
65	K4TR	Alma PD eCite/eCrash	6,113.98
66	M5X/OP/SE	Saline County Sheriff’s Office	16,651.93
67	M5X/OP/SE	Arkadelphia Police Department	19,960.76
68	K4TR	Arkansas Highway Transportation Department - Professional Development	5,038.48
69	M5X/OP/SE	Siloam Springs Police Department	20,922.51
70	M5X/OP/SE	Faulkner County Sheriff’s Office	4,807.84
2017 TOTAL			8,184,869.22

FISCAL YEAR 2017 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$	2,679,808.21
Occupant Protection (2)	\$	1,930,666.70
Traffic Records (3)	\$	1,461,271.25
Safe Communities	\$	4,260.45
Roadway Safety (4)	\$	3,097.26
Paid Advertising (5)	\$	564,404.30
Motorcycle Safety (6)	\$	105,317.07
Hazard Elimination	\$	1,260,305.23
Planning & Administration (7)	\$	247,188.95
Speed/Police Traffic Services (8)	\$	296,241.58
Distracted Driving	\$	121,918.87
Total	\$	8,674,479.87



- (1) Alcohol/Other Drugs Program includes Sections 402, 154, 410 and MAP 21 405d expenditures.
- (2) Occupant Protection Program includes Sections 402 and MAP 21 405b expenditures.
- (3) Traffic Records Program includes Sections 402, 406 and MAP 21 405c expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
- (5) Paid Advertising includes Sections 402, 406 and MAP 21 405 d expenditures.
- (6) Motorcycle Safety Program includes Section 402 MAP 21 405f expenditures.
- (7) Planning and Administration includes Sections 402 expenditures.
- (8) Speed/Police Traffic Services includes Section 402 expenditures.

LEGISLATION

The 91st General Assembly of the State of Arkansas, Legislative Session began on Monday, January 9, 2017 and adjourned on Monday, May 1, 2017. During this session the following bills were passed that impact highway safety issues in Arkansas. A special session followed beginning May 12, 2017. The next regular session is scheduled to begin in January of 2019. Relevant legislative activity (bills signed into law/Acts) during the 91st General Assembly follows:

91st Regular Session of 2017

Act 1094 AN ACT CONCERNING THE USE OF AN IGNITION INTERLOCK DEVICE; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act1094.pdf>

Act 375 AN ACT TO REGULATE EQUIPMENT REQUIRED FOR SCHOOL BUSES; TO REQUIRE THAT CERTAIN SCHOOL BUSES BE EQUIPPED WITH SEAT BELTS; TO ENFORCE THE USE OF SEAT BELTS ON SCHOOL BUSES EQUIPPED WITH SEAT BELTS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act375.pdf>

Act 398 AN ACT TO ALLOW THE INSTALLATION AND OPERATION OF AN AUTOMATED SCHOOL BUS SAFETY CAMERA; TO USE A PHOTOGRAPH OR VIDEO AS EVIDENCE OF CERTAIN TRAFFIC VIOLATIONS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act398.pdf>

Act 615 AN ACT CONCERNING A PERSON LEAVING THE SCENE OF AN ACCIDENT THAT INVOLVES DAMAGE ONLY TO THE VEHICLE OR TO THE PERSONAL PROPERTY OF ANOTHER PERSON; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act615.pdf>

Act 689 AN ACT TO AMEND THE LAW CONCERNING AUTOCYCLES; TO INCLUDE AUTOCYCLES THAT OPERATE ON MOTOR FUEL; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act689.pdf>

Act 706 TO AMEND THE LAW CONCERNING DISTRACTED DRIVING.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act706.pdf>

Act 1032 AN ACT CONCERNING THE OFFENSE OF DRIVING OR BOATING WHILE INTOXICATED; CONCERNING THE DISPOSITION OF A DEFENDANT CONVICTED OF DRIVING OR BOATING WHILE INTOXICATED; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act1032.pdf>

Act 849 CONCERNING THE POSSESSION OF AN OPEN CONTAINER CONTAINING AN ALCOHOLIC BEVERAGE.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act849.pdf> \

Act 490 AN ACT TO ESTABLISH TRAFFIC STOP SAFETY GUIDELINES; TO PROMOTE TRAFFIC STOP SAFETY; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act490.pdf>

Act 797 AN ACT TO REGULATE THE TESTING OF VEHICLES WITH AUTONOMOUS TECHNOLOGY; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act797.pdf>

Act 1097 AN ACT TO AMEND THE LAW CONCERNING SPEED LIMITS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act1097.pdf>

Act 1016 TO AMEND THE LAW CONCERNING MOTOR VEHICLE INSURANCE.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act1016.pdf>

Act 806 AN ACT TO AMEND THE LAW CONCERNING THE ELIGIBILITY OF A PERSON UNDER EIGHTEEN (18) YEARS OF AGE TO APPLY FOR AN INSTRUCTION PERMIT OR DRIVER'S LICENSE; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act806.pdf>

Noteworthy Accomplishments

Occupant Protection

Major attention was focused on finding ways to raise the safety belt use rate. Impact in this area was maximized through collaborative community initiatives and projects that combined education, awareness, and enforcement to influence more people to buckle up. An observational seat belt use survey was conducted in 2017 utilizing the new methodology which included surveying 96 sites in 12 counties. **The 2017 weighted usage rate was 81% which is a 6 percentage point increase from 2016.**

LEL Program

A program conducted by LEL's at the Criminal Justice Institute garnered the support of 187 agencies to participate in CIOT campaign and 116 agencies to participate in DSOGPO campaign.

DWI Courts/Training

Arkansas' effort towards establishing a statewide DWI Court System continues to expand with thirteen formally trained and AOC recognized **DWI courts**. The HSO also provided funding for the **continued training of eight DWI Courts: Clark Co., Craighead Co., Crawford Co., Faulkner Co., Benton Co., Pulaski Co., Van Buren Co.** and newly-trained **South Arkansas Co.** **Two other courts are operational: Saline Co. and Jefferson Co.** The National Center for DWI Courts has offered to conduct an Operational Tune-up training in Arkansas during Spring 2018.

Teen Program

The AHSO continued work with the Arkansas Children's Hospital Injury Prevention Center, the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids to expand the "Building Consensus for Safer Teen Driving Project". This Coalition continues and activities implemented to facilitate teen driver education, increase physician influence of motor vehicle safety for teen drivers and passengers, 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.

Arkansas Parks and Tourism Partnership

The AHSO, working with their ad agency of record, Cranford Johnson Robinson Woods, continued their partnership with the Arkansas Parks and Tourism (AP&T). Traffic safety messages such as "Buckle Up. Every Trip. Every Time;" "Drive Safe and Sober;" and "Look Twice. Save a Life. Share the Road with Motorcycles" were incorporated into AP&T's printed publications.

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 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 will be used to fund additional local agencies to utilize the eCrash system.

Looking Toward The Future

In an effort to address the areas of concern by the Highway Safety Office, several methods and approaches are being utilized, including the following:

- Conducting several statewide mobilizations, three “Drive Sober or Get Pulled Over” , two “Click It or Ticket” , one “Regional” Speed Mobilization and one 420 Drug Impaired Driving Mobilization. Additional support and participation from State, Municipal and County law enforcement agencies is being solicited.
- Increasing opportunities and encouraging agencies to participate in sobriety and seatbelt checkpoints through an expanded and improved LEL program administered through the Criminal Justice Institute.
- Implementation of “Mini-STEP” Program that will include additional agencies in enforcement efforts during mobilizations.
- Implementation of a “High Five” pilot program.
- Continued expansion of the DWI Court System in Arkansas. A subcommittee through the Impaired Driving Task Force to address will continue to work to improve communication and coordination among existing DWI Courts, funding related issues, and the development of an evaluation plan.
- Continued availability and expansion of the BAT Mobile Sobriety Checkpoints through partnerships with state and local law enforcement agencies.
- Working with Arkansas Parks and Tourism to increase the distribution of safety messages and increase public awareness.
- Continued expansion of Cite system statewide to electronically capture and submit traffic citations issued by local law enforcement.
- Continued expansion of eCrash statewide to electronically capture motor vehicle crash reports by state and local law enforcement.
- Working with the Arkansas Department of Health (ADH) Injury Prevention & Trauma to implement Occupant Protection Programs tailored to meet the specific needs and problems on college campuses in targeted counties in Arkansas.
- Implementation of new strategies to assess and address pedestrian and bicyclist issues through partnerships with other agencies and organizations .
- Collaborating with other agencies and organizations focused on traffic safety issues to develop a resource for legislators that would provide important facts and contact information on critical highway safety issues.