

ARKANSAS

HIGHWAY SAFETY OFFICE



Photo courtesy of AR DOT / Rusty Hubbard

FY 2018

Annual Report

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EXECUTIVE SUMMARY

Arkansas is proud to submit the 2018 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 2018 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 2018, the AHSO managed 85 subgrant agreements. These projects supported efforts in a number of areas targeting traffic safety efforts such as impaired driving, occupant restraint, speed, traffic records, distracted driving, youth initiatives and public awareness.

Major attention was focused on finding ways to raise the safety belt use rate. Selective Traffic Enforcement projects (STEP) included high visibility and sustained enforcement of impaired driving, occupant protection and speed limit laws by Arkansas State Police, and other law enforcement agencies in the state. A new initiative focused on encouraging additional law enforcement agencies to participate in mini-STEP grants. These grants provided overtime enforcement funding for agencies to participate in the national safety campaigns. Attention was focused primarily on occupant protection, speed and impaired driving issues. These projects were emphasized with active participation by an additional 100 Non-STEP agencies around the State. The following chart shows the citations issued by STEP projects since 2014.

Citations	2014	2015	2016	2017	2018
Speeding Citations	6,166	6,771	10,674	18,252	17,922
Seat Belt Citations	23,649	25,335	22,407	21,162	23,401
DUI Citations	1,942	1,246	1,072	1,065	826

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

In 2018 the AHSO continued working toward the statewide implementation of an electronic citation and crash system (eCite, eCrash). The eCite system facilitates faster, more accurate and more efficient issuance of citations to violators and captures citation data for timely reporting to various entities. The system allows submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and to the Office of Driver Services. eCrash is a data collection and reporting tool to streamline and automate the

capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for crash data. eCrash is partially funded through Section 405c. Features of eCrash include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. As of November 1, 2018, 173 local agencies and the Arkansas State Police are electronically submitting crash reports via eCrash. An additional 60 agencies are on track to utilize the system.

In FY 2018, the AHSO worked closely with the Arkansas Department of Transportation (ArDOT) and our federal partners at the Federal Highway Administration and Federal Motor Carrier Safety Administration to identify uniform initiatives and set common goals so that the State Strategic Highway Safety Plan and the AHSO Highway Safety Plan mirror each other. Arkansas will continue to use our federal highway safety funds to maintain successful programs and seek new opportunities to fund innovative initiatives to assist our state in the reduction of fatalities and serious injury crashes.

During FY18 the AHSO also hosted Arkansas' first statewide traffic safety conference in Little Rock. The objective of this conference was to generate collaboration among law enforcement and traffic safety advocates across the State. The Conference incorporated information and discussions on innovations seen around the country that could increase the effectiveness of Arkansas's impaired driving program efforts and created an impetus among our Highway Safety partners to explore ways to develop and implement more effective programming across the State. The expansion of the "DWI Court" program continues to play an important part of efforts to deter impaired driving.

This report provides a description of the activities undertaken in the identified traffic safety program areas during FY 2018.

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. 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) 2018, 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 \$10.7 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on pages 92 – 94. Approximately \$11.5 million in Federal-aid funds were expended for the entire program. A graph on page 95 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 43 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

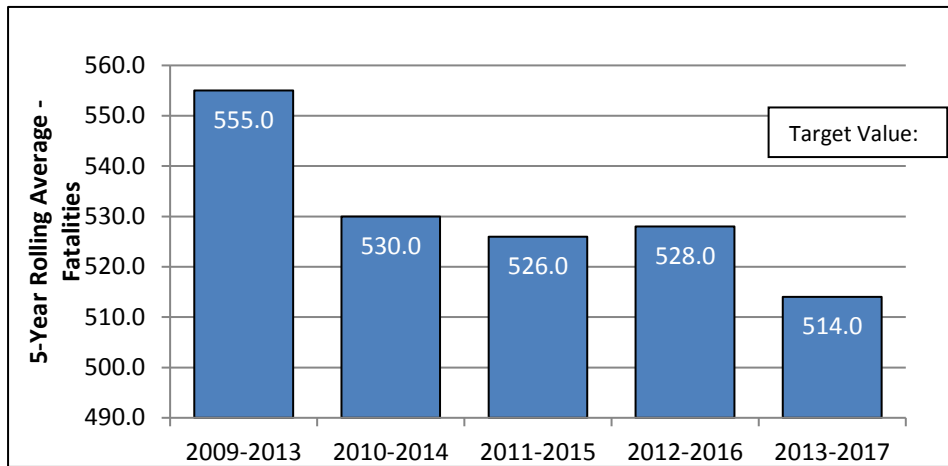
As listed in the FY 2018 Performance Plan, the overall program goals for the Arkansas' Highway Safety Program were as follows:

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

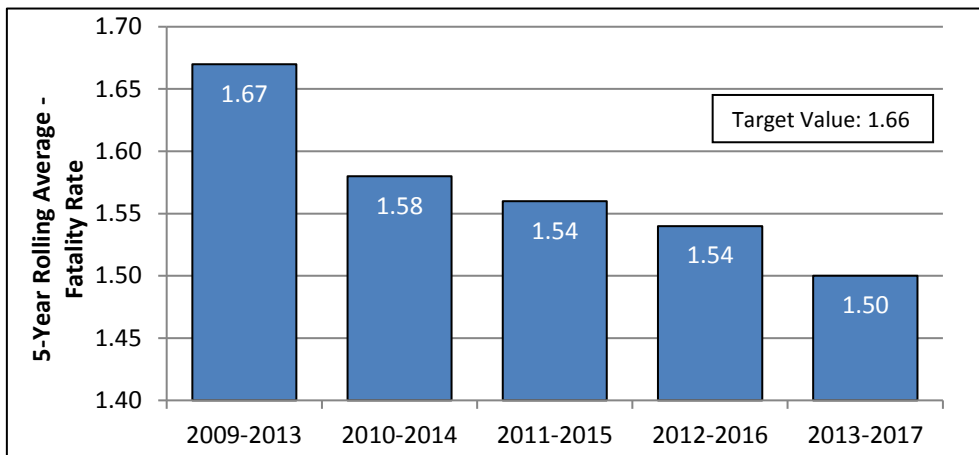
- ***Limit increase in fatalities/VMT from 1.54 (2011-2015) to 1.66 (2014-2018)***
- ***Limit increase in total fatalities to from 521 (2011-2015) to 555 (2014-2018)***
- ***Limit Serious traffic injuries from 3,256 (2011-2015) to 3,470 (2014-2018)***

The following charts show fatalities and serious injuries for the years 2013 through 2017. The core outcome, behavior and activity measures for the same time period are provided on pages 5 & 6. A summary of each program area is provided on pages 9 through 44 of this report.

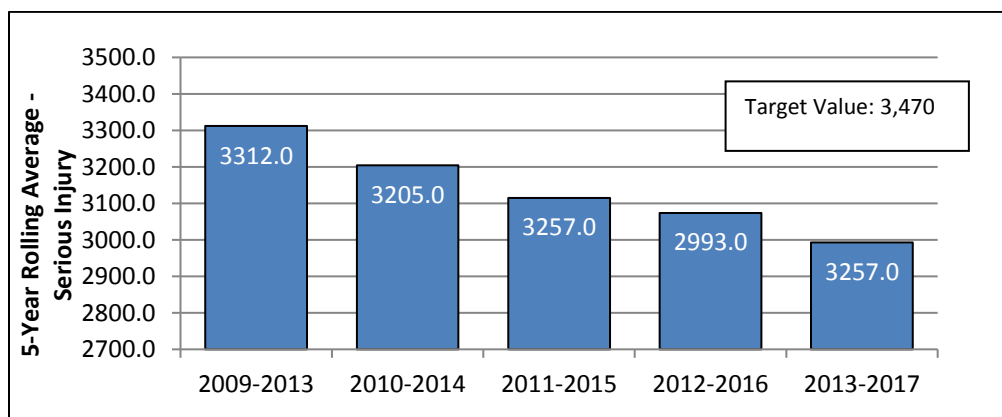
TRAFFIC FATALITIES



FATALITY RATE (FATALITIES PER 100 MILLION VMT*)



INCAPACITATING INJURIES



AR FY 18 Annual Report

CORE OUTCOME MEASURES			2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018 Target
C-1	Traffic Fatalities (FARS)	5-Year Moving Averages	555	530	526	528	514	555
	Total fatalities 5 year averages from 521 (2011-2015) to 555 (2014-2018)							
C-2	Serious Injuries in Traffic Crashes (State Crash File)	5-Year Moving Average	3,312	3,205	3,257	2,993	3,257	3,470
	Serious traffic injuries 5 year averages to 5 percent increases from 3,257 (2011-2015) to 3,470 by (2014-1018)							
C-3	Fatalities/VMT (FARS/FHWA)	5-Year Moving Average	1.67	1.58	1.54	1.54	1.50	1.66
	Hold fatalities/VMT (5 year averages) at 1.54 (2011-2015) to 1.66 (2014-2018)							
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	5-Year Moving Average	224	207	197	193	181	150
	Unrestrained passenger vehicle occupant fatalities all seat positions (5 year averages), from 196 (2011-2015) to 224 (2014-2018)							
C-5	Alcohol-Impaired Driving Fatalities (FARS)	5-Year Moving Average	154	147	143	138	138	120
	Alcohol impaired driving fatalities (5 year averages) from 141 (2011-2015) to 125 (2014-2018)							
C-6	Speeding-Related Fatalities (FARS)	5-Year Moving Average	90	80	77	83	91	70
	Hold increase in speeding-related fatalities (5 year averages) from 76 (2011-2015) to 84 (2014-2018)							
C-7	Motorcyclist Fatalities (FARS)	5-Year Moving Average	71	69	68	72	70	73
	Hold increase in motorcyclist fatalities (5 year averages from 68 (2011-20115) to 71 (2014-2018)							
C-8	Unhelmeted Motorcyclist Fatalities (FARS)	5-Year Moving Average	40	40	40	45	43	40
	Hold unhelmeted motorcyclist fatalities (5 year averages) at 40 (2011-2015) to 40 (2014-2018)							
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	5-Year Moving Average	70	63	64	66	61	42
	Drivers age 20 and younger involved in fatal crashes (5 year averages from 64 (2011-2015) to 72 (2014-2018)							
C-10	Pedestrian Fatalities (FARS)	5-Year Moving Average	42	42	43	45	44	44
	Reduce pedestrian fatalities (5 year averages) at 43 (2011-2015) to 42 (2014-2018)							
C-11	Bicyclist Fatalities (FARS)	5-Year Moving Average	5	5	5	5	4	5
	Hold bicyclist fatalities (5 year averages) at 5 (2011-2015) to 5 (2014-2018)							
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)		2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	Target
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 76% (2011-2016) to 78% in (2014-2018).		5 Yr Avg. 75.8%	5 Yr Avg. 75.8%	5 Yr Avg. 75.8%	5 Yr Avg. 75.2%	5 Yr Avg. 77.0%	5 Yr Avg. 78%
	Annual		(2014) 74%	(2015) 78%	(2016) 75%	(2017) 81%	(2018) 78%	

*Targets set as Moving Averages 2014-2018

Arkansas progress on NHTSA/GHSA core outcome behavior performance measures.			
<u>C-1) Traffic Fatalities</u>			
Baseline:	526	Target: 555*	Current: 514**
FARS Data	Year <u>2018</u>		
<u>C-2) Serious Injuries</u>			
Baseline:	3,257	Target: 3,470*	Current: 3,257**
State Data x	FARS Data <input type="checkbox"/>	Year <u>2018</u>	
<u>C-3) Fatalities/VMT – Total</u>			
Baseline:	1.54	Target: 1.66*	Current: 1.50**
FARS Data x	Year <u>2018</u>		
<u>C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions</u>			
Baseline:	197	Target: 150*	Current: 181**
FARS Data x	Year <u>2018</u>		
<u>C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above</u>			
Baseline:	143	Target: 120*	Current: 138**
FARS Data x	Year <u>2018</u>		
<u>C-6) Speeding-related Fatalities</u>			
Baseline:	77	Target: 70*	Current: 91**
FARS Data x	Year <u>2018</u>		
<u>C-7) Motorcyclist Fatalities</u>			
Baseline:	76	Target: 73*	Current: 70**
FARS Data x	Year <u>2018</u>		
<u>C-8) Unhelmeted Motorcyclist Fatalities</u>			
Baseline:	40	Target: 40*	Current: 43**
FARS Data x	Year <u>2018</u>		
<u>C-9) Drivers age 20 or younger involved in fatal crashes</u>			
Baseline:	68	Target: 42*	Current: 61**
FARS Data x	Year <u>2018</u>		
<u>C-10) Pedestrian Fatalities</u>			
Baseline:	43	Target: 44*	Current: 44**
FARS Data x	Year <u>2018</u>		
<u>C-11) Bicyclist Fatalities</u>			
Baseline:	5	Target: 5*	Current: 4**
FARS Data x	Year <u>2018</u>		
Observed Seat Belt Use			
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants			
Baseline: 75.8%	Target: 78%	Current: 78.4% (2018 Preliminary)	
		5 yr avg 77.0 (2013-2017)**	
Citations			
A-1) Seat belt citations issued during grant-funded enforcement activities			
Current: 23,401 (2018)			
A-2) Impaired driving arrests made during grant-funded enforcement activities			
Current: 826 (2018)			
A-3) Speeding citations issued during grant-funded enforcement activities			
Current: 17,992 (2018)			

** 5 yr avg 2013-2017

2018 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 2018 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?

94% 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 82% 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 30% said this was likely to occur “Half of the time.” This response was followed closely with 24% 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 (82%) of those interviewed said they wear their seat belt “Always” and 12% “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?

Almost one-half (49%) 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 (46%) 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” (27%).

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. 48% 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. Forty-five percent (45%) of those surveyed said they have exceeded the speed limit "Rarely." Similarly, (36%) 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 (60%) 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, almost one half or 45% of the respondents said the likelihood of getting a ticket was either "Always" or "Most of the time."

Program Areas-Project Results

Occupant Protection

In FY18 the AHSO continued a sub grant with the Criminal Justice Institute of the University of Arkansas for law enforcement liaison (LEL) services. This year the LELs continued to meet with non-STEP agencies to promote participation in the CIOT campaigns and encouraged them to sign up for mini-STEP grants. These grants provided funds for overtime enforcement of all traffic laws with an emphasis on occupant protection laws. This overtime enforcement was scheduled around enforcement waves announced by NHTSA and/or the AHSO. Public information and education was also a part of the enforcement efforts.

Other responsibilities of the LELs included:

- Collecting mini-STEP agencies performance reports
- Promoting participation in TOPS programs;
- Promoting issuance of more traffic safety citations;
- Setting up learning sessions with law enforcement agencies to promote traffic safety programs;
- Promoting the high-five program with all safety partners in a community.

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

High visibility Enforcement efforts such as national mobilizations and Selective Traffic Enforcement Projects (STEP) in addition to education and public awareness were employed to change unsafe driving behaviors. Law enforcement agencies were encouraged to involve and inform the media during special enforcement events. The national tagline of “Click It or Ticket” was used in efforts to promote occupant protection. To promote the use of safety belts and support NHTSA’s “Click It or Ticket” national mobilization and the state’s two-week STEP effort, CJRW, Arkansas’s advertising agency of record secured paid media per NHTSA’s pre-determined media timeline for the campaign. STEP agencies in addition to mini-STEPs and other agencies participated in the following OP mobilizations during FY 18.

- State Thanksgiving Seat Belt Mobilization - November 20 - 26, 2017
- National Memorial Day Seat Belt Mobilization - May 21, – June 3, 2018

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and continues to play an important part in Arkansas’ efforts to increase the usage rate. Fifty-three agencies participated in CIOT in FY18. This number was down due to having only one LEL to work the program and changes made to the program as requested by NHTSA. Efforts continued to include emphasis on increasing total enforcement and encouraging agencies to address seat belt enforcement outside STEP at a much higher level. HSO Staff and State Police held regular meetings and encouraged other law enforcement agencies to step up enforcement efforts, increase citation numbers and participation in mobilizations.

The AHSO began promoting the “High Five” project as part of several “Lunch and Learn” sessions. This program is scheduled for implementation in FY19.

An existing project to raise seat belt use rates, in collaboration with the Arkansas Department of Health’s (ADH) Injury Prevention and Control Branch was revised and now works in collaboration with the UAMS teen project to promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and cooperation among stakeholder groups.

The AHSO continued to contract with an advertising/public relations firm to provide high-visibility public information campaigns and other projects to educate young drivers about seat belts; the public about child passenger safety (CPS); train law enforcement, healthcare and childcare professionals, and other highway safety advocates in CPS; and continue child safety seat loaner programs.

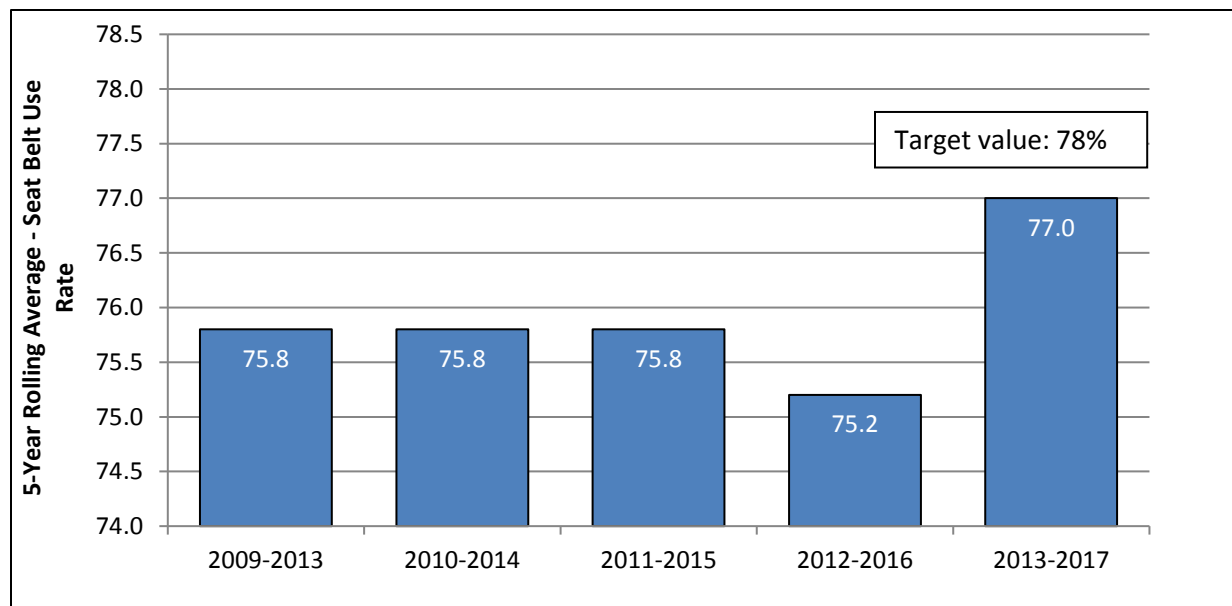
Arkansas maintained a strong Statewide Child Passenger Safety (CPS) Program coordinated through the University of Arkansas Medical Science (UAMS). The CPSE Program conducted multiple certification courses using the NHTSA Child Passenger Safety Technician Certification curriculum to train individuals throughout the state in order to reach underserved populations.

Program Area Goals

B-1) Observed Seat Belt Use

Baseline Value:	76%	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	78%	Target Start Yr	2014	Target Year End	2018

Goal Statement: Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 76% (2011-2015) to 78 % 5 yr. avg. (2014-2018).



(C-4) Unrestrained Passenger Vehicle Occupant Fatalities

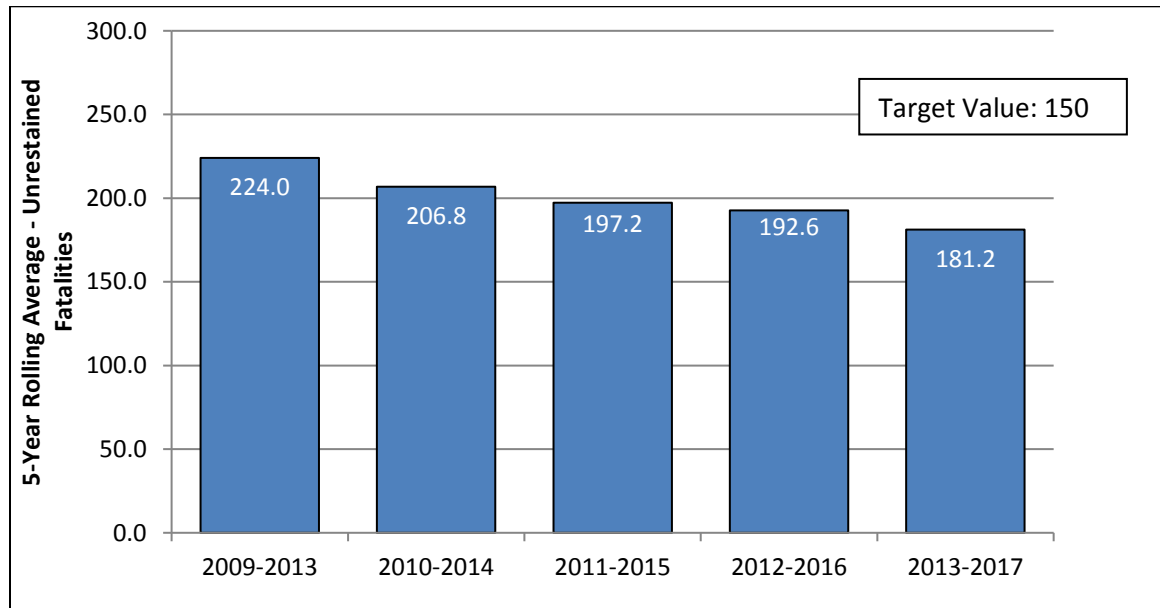
Baseline Value:	196	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	150	Target Start Yr	2014	Target Year End	2018

Goal Statement: Decrease unrestrained passenger vehicle occupant fatalities all seat positions from 197 (2011-2015) to 150 (2014-2018).

Program Area Results

An observational seat belt use survey was conducted in 2018 that utilized the new methodology which included surveying 96 sites in 12 counties. The 2018 weighted usage rate was 78.4% which is almost a 3 percentage point decrease from 2017.

Arkansas' unrestrained passenger fatalities decreased from 197 in 2016 to 170 in 2017. The five year rolling average (2013-2017) was 181.



Strict enforcement of occupant protection laws are critical to raising use rates. Agreements were entered into with 37 local law enforcement agencies around the State to conduct year-long sustained Selective Traffic Enforcement Projects and 17 mini-STEP enforcement agencies focused on mobilizations. 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 STEP pre- and post-project seat belt use rates as follows:

City/County	Pre-Project Use Rate % FY18	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post- Project Use Rate %
ASP	79	82	Miller County	81	86
Arkadelphia	55	67	Mountain Home	89	90
Benton	87	88	North Little Rock	70	79
Benton County	87	86	Osceola	62	69
Bryant	87	87	Paragould	75	73
Camden	73	67	Pulaski County	79	79
Centerton	79	81	Rogers	91	95
Conway	95	94	Saline County	80	80
Crittenden County	75	40	Searcy	83	89
Dardanelle	67	74	Siloam Springs	81	90
Eldorado	76	75	Sherwood	88	78
Faulkner County.	78	N/A	Springdale	90	90
Fort Smith	87	84	St. Francis County	69	84
Garland County	83	78	Texarkana	84	90
Harrison	85	87	Trumann	83	81
Hope	76	79	Van Buren	89	91
Hot Springs	83	91	Washington Co	78	82
Jonesboro	82	83			
Fort Smith	87	84			

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

City/County	Pre-Project Use Rate % FY18	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post- Project Use Rate %
Amity	N/A	N/A	Glenwood	N/A	N/A
Bald Knob	70	63	Gurdon	66	69
Barling	53	61	Little Flock	78	94
Bebee	60	66	Monticello	54	70
Bethel Heights	86	89	Portland	N/A	N/A
Crittenden Co	N/A	N/A	Prescott	52	69
East Camden	90	88	Rockport	74	90
Eudora	N/A	N/A	Tontitown	60	74
Forrest City	54	68			

(STEP) Seat Belt Survey

The AHSO contracted with the University of Arkansas Department of Civil Engineering to conduct the 2018 seat belt survey.

Project Results (Observed Seat Belt Use)

STATE OBSERVATIONAL SURVEY
Project Number: OP-2018-03-05-01
Sub-recipient(s): University of Arkansas - Civil Engineering Department
The Statewide Observational Survey: U of A - Civil Engineering Department was contracted to conduct the 2018 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. 12,776 observations were recorded. Based on these observations, the weighted use rate was 78.4%. This is a decrease from the previous year's use rate.

Project Results (Occupant Protection)

COMPREHENSIVE OCCUPANT PROTECTION/INJURY PREVENTION PROGRAM (Community And Outreach For Child Restraint And Booster Seat Use) **
Project Number(s) OP-2018-03-01-01 & SA-2018-07-01-01
Sub-recipient(s): University of Arkansas - Fayetteville
<p>The Comprehensive Occupant Protection/Injury Prevention: U of A Fayetteville continues to involve more individuals from the community other than law enforcement. The coalition is adjusting their focus to pedestrian and bicycle safety, while continuing their focus on occupant protection for children through the child safety seat program. The coalition held nine meetings throughout fiscal year 2018 and had at least three new coalition members join. In addition to the occupant protection initiatives, this coalition continues to participate in a yearly underage drinking prevention conference. They also conducted at least one bike rodeo and child safety seat events.</p>

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS) (Short-term, high visibility/ sustained seat belt enforcement-local) *****																		
Project Number(s) OP-2018-03-02-01 thru 37 M2HVE-2018-02-04-03 thru 21																		
Sub-recipient(s): Law Enforcement Agencies																		
<p>Major attention was focused on finding ways to raise the safety belt use rate. STEP projects included high visibility and sustained enforcement by 37 law enforcement agencies in the state. A new initiative focused on encouraging additional law enforcement agencies to participate in mini-STEP grants. These grants provided overtime enforcement and or equipment funding to 17 agencies to participate in the national safety campaigns. Altogether 54 Arkansas law enforcement agencies around the State participated in the national safety campaigns. The following chart shows the Seat Belt citations issued by STEP and mini STEP projects 2014 - 2018.</p> <table><tr><th>Citations</th><th>2014</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th></tr><tr><td>Seat Belt Citations (STEP)</td><td>23,649</td><td>25,335</td><td>22,407</td><td>21,162</td><td>22,350</td></tr><tr><td>Seat Belt Citations (Mini-STEP)</td><td>N/A</td><td>N/A</td><td>N/A</td><td>N/A</td><td>1,051</td></tr></table>	Citations	2014	2015	2016	2017	2018	Seat Belt Citations (STEP)	23,649	25,335	22,407	21,162	22,350	Seat Belt Citations (Mini-STEP)	N/A	N/A	N/A	N/A	1,051
Citations	2014	2015	2016	2017	2018													
Seat Belt Citations (STEP)	23,649	25,335	22,407	21,162	22,350													
Seat Belt Citations (Mini-STEP)	N/A	N/A	N/A	N/A	1,051													

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT**Project Number: OP-2018-03-02-38 & M2HVE-2018-02-02-38****Sub-recipient(s): Arkansas State Police (ASP)**

The Arkansas State Police worked 1847 hours from October 2017 to September 2018. The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2018 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 through August-September 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	
Arkansas State Police worked 8950 hours from Oct 2017 through Sept.2018	
Seat belt citations	11,534
Child restraint citations	547
Total hours worked	14,093

STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E)

Communication and Outreach supporting enforcement *****

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

Project Number (s): OP 2018-03-06-01, PM-2018-03-06-01, M2PE-2018-01-06-01**Sub-recipient(s): CJRW**

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

TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM**Project Number: OP-2018-03-03-01****Sub-recipient(s): Arkansas Broadcaster's Association**

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to occupant restraints. Donated airtime totaled an estimated \$1,007,368. This represents a dollar return in donated airtime of over 13 times the contract amount of \$75,000.

STATEWIDE LAW ENFORCEMENT LIAISON (LEL)

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

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

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

Project Number (s): OP-2018-03-04-01, M2HVE-2018-02-04-01, M2HVE-2018-02-04-02**Sub-recipient(s): Criminal Justice Institute and local law enforcement agencies TBD**

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. 141 agencies were contacted to participate in the CIOT Mobilization with 53 agencies participating. The LELs conducted three occupant protection "Lunch and Learn" events in conjunction with law enforcement association meetings. These were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

- Due to the absence of one of the LELs for the entire year, the AHSO OP Coordinator took on the responsibility to identify potential agencies for mini-STEP grants. 17 mini-STEP (city and county law enforcement agencies) were recruited and participated in enforcement activities during mobilizations as mini-STEPS during FY18. These agencies conducted overtime enforcement during the CIOT campaigns. The OP Coordinator also assisted with providing agencies information and identifying agencies to implement a pilot High-Five Program in FY19.

RURAL HIGH FIVE PROJECT

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

Project Number: M2X-2018-02-12-01 thru 05**Sub-recipient(s): To Be Determined**

The LEL program encountered major obstacles during FY 18 due to the illness and extended leave of one of the long time LELs. The LEL program is currently being reconstructed and brought in house at the AHSO. The rural high-five traffic enforcement project to include participation from up to five local law enforcement agencies will be implemented during FY19.

STATEWIDE CHILD PASSENGER PROTECTION EDUCATION PROJECT (Community And Outreach For Child Restraint And Booster Seat Use) **
Project Number: M2CPS-2018-02-07-01 & M2CSS-2018-02-07-01
Sub-recipient(s): University of Arkansas for Medical Sciences
<p>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. Nine NHTSA Standardized CPS training courses were conducted with 124 new technicians receiving certification; 833 childcare professionals were trained in 29 regional workshops. 12 public checkup events and a permanent fitting station resulted in a total of 550 seats being checked or loaned. An addition position was added this year to promote seat belt and booster seat usage among ages 6-14 years old (TWEENS).</p>

COMMUNITY PREVENTION INITIATIVE
Project Number: OP-2018-03-08-01
Sub-recipient(s): Arkansas Department of Health (ADH)
<p>ADH Community Collaborative to Increase Belt Use</p> <p>The project has faced several challenges and has changed focus to conduct a Buckle-Up Every Trip, Every Time public awareness program targeting college students on campuses with low seat belt use. It worked to promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and to increase outreach to law enforcement agencies to participate in enforcement campaigns. The project is currently focusing on the University of Arkansas Little Rock campus as a pilot program where an observational seat belt survey revealed the seat belt use rate to be only 65 percent. A major part of the program is sports marketing at various events on the campus. An ad agency was engaged that advertised the message via campus posters on campus, E-newsletter, LED digital signs at the games, the digital college entrance sign and Twitter account and to assist in gaining support from other campus leaders and to obtain donated promotional items from other organizations. The project is gradually building relationships with the faculty, but has been unsuccessful in collaborating with the campus police. Table displays and banners were purchased and used in the project three Power Point presentations to 42 students who completed pre and post knowledge tests with positive outcomes. The program will be expanded to additional campuses.</p>

NHTSA OP ASSESSMENT
Project Number M5X-2018-02-11-01
Sub-recipient(s): NHTSA
<p>Arkansas conducted an OP Assessment September 16-21, 2018.resulting in several key recommendations. Some of these recommendations included:</p> <ul style="list-style-type: none"> • Immediately hire a new data and evaluation person to learn from the soon retiring TR manage. • Utilize state data to ID more specific populations and high risk times to implement media campaigns • Reinvigorate law enforcement grantees to actively enforce OP laws and increase citations • Implement a strong Law Enforcement Liaison Program • Develop strategic communications plan for each priority program area • Develop and maintain standalone Arkansas Highway Safety Office website or expand current page as “one stop shop” for all state traffic safety programs and activities <p>A complete list of recommendations is included in the Assessment Report. The AHSO is working to prioritize and address these recommendations.</p>

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

Baseline Value:	141	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	120	Target Start Yr	2014	Target Year End	2018

*Goal Statement: Reduce alcohol-impaired driving fatalities from **141** (2011-2015) to **120** (2014-2018.)*

Program Area Results

In 2013 alcohol-related fatalities were at 121 but in 2017 were at 140 for **a five year average of 138 for 2013-2017**. The chart on page 21 shows the 5 year moving average trend of Arkansas' alcohol-related fatalities. Arkansas alcohol related fatalities are currently at 28% of total fatalities for 2017 with the National average at 29%. The preliminary alcohol-related fatality rate was estimated at .37 per 100 MVMT (2016).

During FY 18 the AHSO employed strong media campaigns in conjunction with sustained high visibility enforcement efforts involving law enforcement at all levels across the state along with a DWI Court initiative involving 13 District Courts.

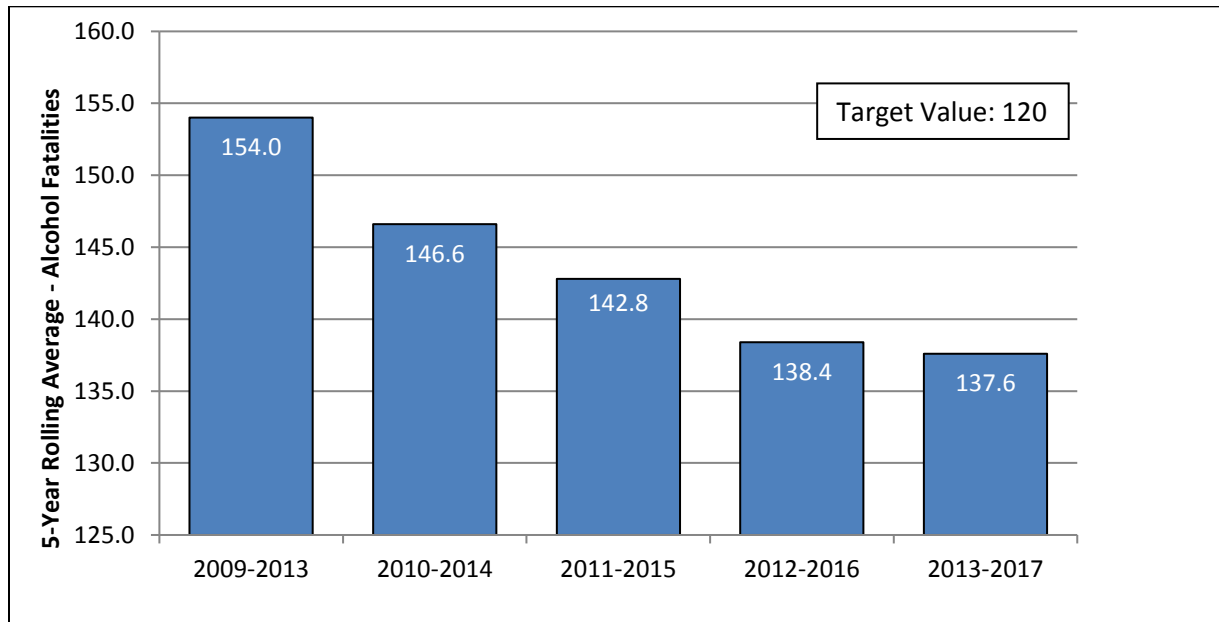
Since 2012 DWI arrests and convictions have been on the decline. The AHSO continued to initiate additional strategies to counter this problem in 2018. Some of these strategies included:

- 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

In 2018 the AHSO along with the Impaired Driving Prevention Task Force (IDPTF) did an overview of the impaired driving problem in the State. One thing that was apparent was there needed to be strategies that could be measured collectively as group and a plan for the implementation of those strategies which could be distributed to impaired driving partners across the State detailing our vision. As a result the IDPTF began work on an Impaired Driving Blueprint for Arkansas. In 2018 this effort included a Border to Border Mobilization involving multiple States in August of 2018 for the Drive Sober Get Pulled Over Campaign.

In addition to sustained and mini STEP agencies, 133 non STEP agencies participated in the DSGPO mobilizations working a total of 4,434 hours.

- National Winter DWI Mobilization – December 13, 2017 – January 1, 2018
- State July 4th Holiday DWI Mobilization – June 29 – July 8, 2018
- National Labor Day DWI Mobilization – August 17 – September 3, 2018

ALCOHOL RELATED FATALITIES AND RATES**ALCOHOL-RELATED FATALITIES**

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

Project Results (Impaired Driving)

Judicial Training
Project Number: AL-2018-02-01-01
Sub-recipient(s): Administrative Office of the Courts
<p>Administrative Office of the Courts (AOC) provided a three day training seminar September 12-14, 2018, in Little Rock, Arkansas to approximately 100 Arkansas district court judges. The course "Special Traffic Topics for Arkansas" was taught by `faculty from National Judicial College. Lecture topics and breakout sessions included the latest developments in traffic law as well as issues in Search and Seizure and the Traffic Stop, DRE's and Marijuana and Ethics. In addition, eight judges and one judicial branch administrator attended the American Bar Association Traffic Court Seminar from March 5-7, 2018 in San Diego, CA.</p>

TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING
Project Number: AL-2018-02-02-01
Sub-recipient(s): Criminal Justice Institute
<p>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. 571 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, Due to the high number of officers that received SFST refresher training the previous year, only 22 law enforcement officers received SFST Refresher training in FY 2018. CJI coordinated an impaired driving conference with the Department of Health. The conference was attended by 171 prosecutors, law enforcement officers and DREs. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 27 officers completing the course.</p>

TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM Mass Media Campaigns ***
Project Number: AL-2018-02-03-01
Sub-recipient(s): Arkansas Broadcasters Association
<p>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 \$1,007,368. This represents a dollar return in donated airtime of over 13 times the contract amount of \$75,000.</p>

STATE-FUNDED ALCOHOL SAFETY EDUCATION PROGRAMS**Project Number:** AL-2018-02-04-01, K8FR-2018-08-04-01, M5X-2018-05-04-01**Sub-recipient(s):** AR Department of Human Services - DASEP

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

STATEWIDE PUBLIC INFORMATION AND EDUCATION

Mass Media Campaigns ***

Project Number: AL-2018-02-05-01, K8FR 2018-08-05-01, M5PEM-2018-05-05-01

(See Media Report Section)

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECT**Project Number:** M5X-2018-05-06-01 thru 37**Sub-recipient(s):** Law Enforcement Agencies

Thirty-seven Selective Traffic Enforcement Projects (STEPS), which emphasized sustained enforcement of DWI/DUI laws, were conducted utilizing Section 405(d) funds. These projects conducted sustained enforcement throughout the year and participated in two State and the national Labor Day "Drive Sober or Get Pulled Over" crackdowns. The projects had a goal of either maintaining or reducing the number of alcohol related fatalities. The primary objectives were to achieve one DWI/DUI arrest per eight hours of enforcement for municipal STEPs and one DWI/DUI arrest per twelve hours for County STEPs. The contracted projects issued 798 DWI citations. The chart on page 27 shows alcohol related fatalities for each of the projects.

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT**Project Number:** M5X-2018-05-06-38**Sub-recipient(s):** Arkansas State Police

The **Arkansas State Police (ASP)** participated in the State and National "Drive Sober or Get Pulled Over" campaigns as well as providing sustained enforcement during FY 2018. The ASP worked a total of 1847 hours in FY18 and made 172 DWI arrests. The AHSO provided funding for the purchase of portable breath testing equipment to facilitate detection and removal of the impaired drivers from highways.

BAC INTOXIMETER AND BLOOD TESTING TRAINING PROJECT**Project Number: M5BAC-2018-05-07-01****Sub-recipient(s): Arkansas Department of Health - OAT**

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 St. Louis, Missouri from May 20-23, 2018. 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 Indianapolis, Indiana from April 30–May 3, 2018. 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 San Antonio, Texas from April 22-24, 2018. This training covered an extensive number of topics related to Highway Safety from a national perspective.

The project provided registration costs for six (6) OAT members to attend the biannual Intoximeters Users Group Meeting in Little Rock from October 16-18, 2018.

The project paid for the purchase of 65 tanks for use in the Intoximeter EC/IR II to be used by law enforcement agencies in Arkansas.

The project paid for the purchase of a three (3) year maintenance agreement for the Agilent 7890B Gas Chromatography system used to analyze legal samples for alcohol in DWI cases.

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 project paid for partial costs of a two-day highway safety conference for law enforcement, DWI Court Judges, prosecutors and other partners held in Little Rock, Arkansas from September 5-6, 2018.

LAW ENFORCEMENT TRAINING ACADEMY BAT & SOBRIETY CHECKPOINT MOBILE TRAINING

Project Number: M5TR-2018-05-08-01

Sub-recipient(s): Black River Technical College
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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 2018, the project trained 196 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 fourteen public school events and fifteen public events in communities throughout the state.

STATEWIDE LAW ENFORCEMENT LIAISONS

Project Number: AL-2018-02-10-01, M5HVE-2018-05-10-02, M5HVE-2018-05-10-03

Sub-recipient(s): CRIMINAL JUSTICE INSTITUTE

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 250 agencies to participate in the statewide mobilizations conducted during the year. This effort was hampered during FY18 due to the illness of a long time LEL and his being on extended leave. The LEL program is currently being revamped. In FY19 the AHSO will begin managing it in house. During FY 18 three hundred twenty eight (328) agencies were contacted to participate in the DSGPO mobilization with 133 agencies participating. Two lunch and learn sessions were also conducted to promote increased enforcement as well as participation in State and National campaigns.

- Due to the absence of one of the LELs for the entire year, the AHSO OP Coordinator took on the responsibility to identify potential agencies for mini-STEP grants. 17 mini-STEP (city and county law enforcement agencies) were recruited and participated in enforcement activities during mobilizations as mini-STEPS during FY18. These agencies conducted overtime enforcement during major impaired driving campaigns. The OP Coordinator also assisted with providing agencies information and identifying agencies to implement a pilot High-Five Program in FY19.

Project Name: COURTROOM MONITORING PROGRAM
Project Number: M5CS-2018-05-11-01
Sub-recipient(s): Mothers Against Drunk Driving (MADD)
<p>Court Monitoring program follows DWI/DUI cases through the court process to identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in judicial implementation of Arkansas's ignition interlock law. It will be implemented in 15 judicial circuits with emphasis on counties ranking highest for alcohol/drug related crashes involving fatalities or injuries.</p> <p>Project Results: Due to the re-organization of MADD and a new Director being hired the AHSO was unable to implement this project during FY18. Several meetings were held during FY18 with the new Director of MADD. A project will be implemented in 2019.</p>

DWI COURTS
Project Number: M5CS-2018-05-09-01 thru 11
Sub-recipient(s): See below
<p>Arkansas has thirteen formally trained and AOC recognized DWI courts. The implementation of these courts continues Arkansas' effort towards establishing a statewide DWI Court System. The 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 provided funding for 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. An additional court in Sebastian County has requested training.</p>

STATEWIDE IN-CAR CAMERA AND VIDEO STORAGE SYSTEM
Project Number: M5X-2018-05-06-39
Sub-recipient(s): Arkansas State Police
<p>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.</p>

ARKANSAS STATE CRIME LAB
Project Number: M5BAC-2018-05-13-01
Sub-recipient(s): AR State Crime Lab
<p>The Toxicology Testing of MVC Samples Project with the Arkansas State Crime Lab purchased liquid chromatography and gas chromatography equipment and other equipment for testing. This equipment allows the Crime Lab to perform toxicology testing on blood and urine samples. The lab reports these results to the Fatality Analysis Reporting System (FARS) and the State Traffic Analysis Reporting System (TARS)</p>

TRAFFIC SAFETY RESOURCE PROSECUTOR
Drug Impaired Driving Laws * Education on Medication *
Project Number: AL-2018-02-14-01
Sub-recipient(s): Office of the Prosecutor Coordinator
<p>Due to funding issues related to this agency's policies regarding reimbursement based grants, the AHSO was unable to implement this program. We are continuing to work with the Office of the Prosecutor Coordinator to implement and expand this program. They will continue to provide the same training and resources as they have provided in the past until we these issues can be resolved.</p>

AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

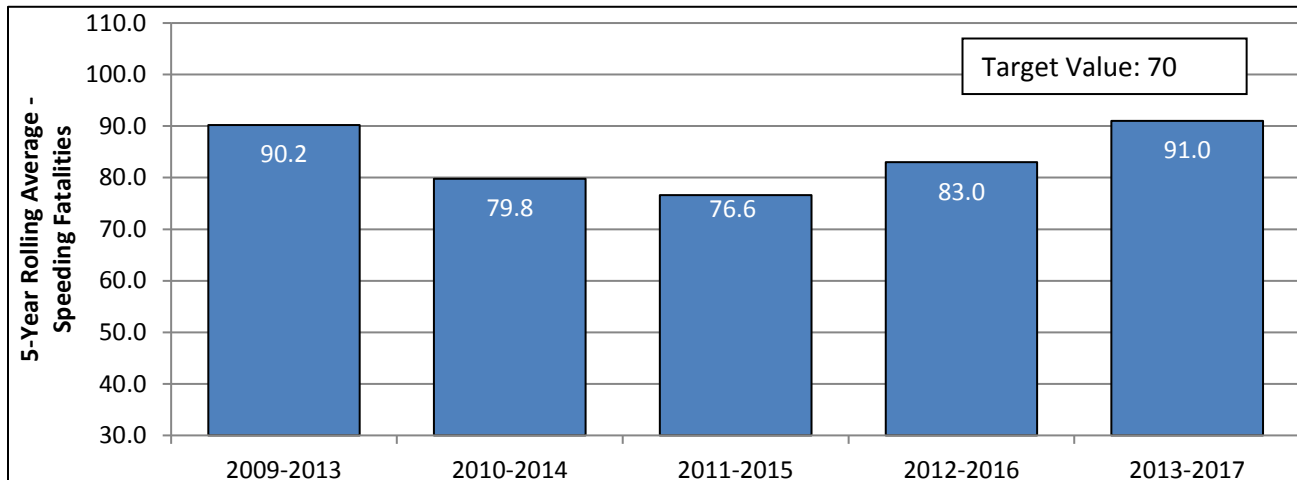
CITY/COUNTY	ALCOHOL-RELATED FATALITIES	
AGENCY	2016	2017
Arkadelphia Police Department	0	0
Benton County Sheriff's Office	5	0
Benton Police Department	1	0
Bryant Police Department	0	0
Camden Police Department	0	1
Carroll County Sheriff's Office	4	0
Centerton PD	0	0
Conway Police Department	2	0
Crittenden County Sheriff's Office	3	0
Dardanelle P.D.	0	0
Eldorado P.D.	0	0
Faulkner County Sheriff's Office	7	1
Fayetteville Police Department	1	2
Fort Smith Police Department	1	0
Harrison Police Department	0	0
Hope Police Department	1	0
Hot Springs Police Department	4	1
Garland County Sheriff's Department.	8	0
Jonesboro Police Department	2	0
Marion Police Department	0	0
Miller county Sheriff's Office	3	0
Mountain Home Police Department	0	0
North Little Rock Police Department	1	0
Osceola Police Department	0	0
Paragould Police Department	0	0
Pulaski County Sheriff's Office	14	2
Rogers Police Department	0	2
Saline County Sheriff's Office	1	1
Searcy Police Department	1	0
Siloam Springs PD	0	0
Sherwood Police Department	2	1
Springdale Police Department	2	6
Texarkana Police Department	0	0
Trumann Police Department	0	0
Van Buren Police Department	0	0
Washington County Sheriff's Office	4	0

Speed Enforcement

Speeding Related Fatalities

Baseline Value:	76	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	70	Target Start Yr	2014	Target Year End	2018

Goal Statement: *Decrease speeding related fatalities from 76 (2011-2015) to 70 for (2014-2018).*



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

Program Area Results

Thirty seven Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY18. 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 17,992 speed citations were issued by all STEPs in FY18. Arkansas State Police, STEP, Mini STEP and additional agencies also participated in a Regional Speed Mobilization.

The chart on the next page shows pre and post year fatalities for each project.

Speed Fatalities City/County	Pre- Project 2018	Post- Project 2018	Speed Fatalities City/County	Pre-Project 2018	Post- Project 2018
<i>Arkadelphia</i>	0	0	<i>Miller County</i>	1	0
<i>Benton</i>	1	0	<i>Mountain Home</i>	0	0
<i>Benton County</i>	2	0	<i>North Little Rock</i>	1	0
<i>Bryant</i>	0	0	<i>Osceola</i>	0	0
<i>Camden</i>	0	1	<i>Paragould</i>	0	0
<i>Centerton</i>	0	0	<i>Pulaski County</i>	12	2
<i>Conway</i>	0	0	<i>Rogers</i>	0	0
<i>Crittenden County</i>	1	1	<i>Saline County</i>	4	1
<i>Dardanelle</i>	0	0	<i>Searcy</i>	1	0
<i>Eldorado</i>	0	0	<i>Siloam Springs</i>	0	0
<i>Faulkner County.</i>	2	0	<i>Sherwood</i>	4	4
<i>Fayetteville</i>	0	0	<i>Springdale</i>	0	5
<i>Fort Smith</i>	0	1	<i>Texarkana</i>	0	1
<i>Garland County</i>	4	0	<i>Trumann</i>	0	0
<i>Harrison</i>	0	0	<i>Van Buren</i>	0	0
<i>Hope</i>	1	0	<i>Washington Co</i>	0	0
<i>Hot Springs</i>	0	1	<i>Miller County</i>	1	0
<i>Jonesboro</i>	0	0	<i>Mountain Home</i>	0	0
<i>Marion</i>	0	0			

Project Results (Speed Enforcement)

SELECTIVE TRAFFIC ENFORCEMENT PROJECT
High Visibility Enforcement **
Project Number: SE-2018-13-01-01 THRU 37
Sub-recipient(s): See next page
Total Project Amount: See next page
<p>Thirty-seven Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY18. 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 17,992 speed citations were issued by all STEPs in FY18.</p>

SELECTIVE TRAFFIC ENFORCEMENT PROJECT
High Visibility Enforcement **
Project Number: SE-2018-13-01-38
Sub-recipient: Arkansas State Police (ASP)
<p>The Arkansas State Police (ASP) provided sustained enforcement during FY 2018. The ASP worked a total of 4,456 hours in FY18 and issued 8,331 speed citations to facilitate detection and removal of speeding drivers from highways.</p>

STATEWIDE PUBLIC INFORMATION AND EDUCATION
Public Information Supporting Enforcement***
Project Number: SE-2018-13-02-01, PM-2018-13-02-02
Sub-recipient(s): CJRW
See Media Report

Program Area Goal Traffic Records

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

- Maintain the reduction of the backlog of crash reports to be manually entered
- Increase the # of courts using Contexte (real-time) from 74 in 2017 to 83 in 2018

Program Area Results

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 had been retained for these services from April 1, 2009 to June 1, 2018. Since then, the backlog of reports being entered manually into the Traffic Analysis Reporting System (TARS) has fluctuated between eleven-months to two-months and back to 10 months, based on various factors such as the transition from the TARS database to the eCrash and the decrease in the number of crashes to be entered. As of November 30, 2018 that backlog stands at a ten-month backlog. Due to the discovery of the number of discrepancies in the database, this firm no longer enters crash data for ASP/HSO. There are 173 local agencies in addition to the ASP troops using the eCrash system to upload their crash data as of November, 2018. The count for submitted crash reports for 2017 is 25,111. The actual number of crashes manually entered into the database was 24,441. The total number of crashes both manually entered and electronically submitted to the crash database for 2017 was 81,441.

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, 2018 an additional 202 local agencies have been trained in the use of eCrash with 173 of those agencies going 'Live'. Section 405(c) Traffic Safety Information System Improvement Grant funds and section 406 were utilized to incorporate and maintain eCrash and continue maintenance of NEMSIS compliance. 82 Courts are using contexte.

Project Results (Traffic Records)

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 was used to fund additional local agencies to utilize the eCrash system. With most of these funds expended and other agencies wanting to come on board with eCrash/ eCite the deployment of eCrash/eCite throughout the state is feasible.

Project Results (Traffic Records)

ELECTRONIC TRAFFIC CRASH RECORD ENTRY SYSTEM PROJECT
Project Number: K4TR-2018-12-03-01, M3DA-2018-03-03-02, M3DA-2018-03-03-04
Sub-recipient(s): ASP, Local Law Enforcement Agencies TBD
Total Project Amount: \$800,000 (\$50,000 ASP (K4TR) ; \$500,000 ASP (M3DA); \$250,000 Locals (M3DA)
<p>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. 173 local agencies and the Arkansas State Police are electronically submitting crash reports via ECrash. Two hundred thirty three (233) agencies are on track to utilize the e-crash system. SourceCorp data entry contractor manually entered paper submitted crash reports into the eCrash database. The total number of crashes entered and uploaded into the database was 81,441 for calendar year 2017.</p>

EMS DATA INJURY SURVEILLANCE CONTINUATION PROJECT
Project Number: M3DA-2018-03-04-01
Sub-recipient(s): Department of Health – Office of EMS
<p>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.</p>

ELECTRONIC CITATION SYSTEM
Project Number (s): K4TR-2018-12-05-01, M3DA -2018-03-05-01, M3DA-2018-03-05-02
Sub-recipient(s): Arkansas State Police, Local Law Enforcement Agencies
<p>The Arkansas State Police continues progress during 2018 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 forty-four (144) local agencies are on track to utilize the eCite system. 114 of these agencies have been trained with 99 of those agencies currently “live”.</p>

Roadway Safety

Funds were provided for use on hazard elimination projects to reduce the occurrence or the severity of traffic crashes on sections of highways with high crash rates. Funding was also provided for specified training to highway safety professionals in matters of roadway and rail-highway safety.

Project Results (Roadway Safety)

PROFESSIONAL DEVELOPMENT
Project Number: RS-2018-06-01-01
Sub-recipient(s): Arkansas Department of Transportation (AR DOT)
<p>This project provided resources to allow personnel from ARDOT to attend safety conferences and workshops. Attendance at these meetings allowed for networking with other transportation agencies to assess cost effective strategies to reduce highway fatalities and injuries. During FY18 personnel from ARDOT attended the following conferences:</p> <ul style="list-style-type: none"> • AASHTO SCOHTS Annual Meeting • Transportation Research Board (TRB) Annual Meeting • International Traffic Records Forum • TRB International Roadside Safety Conference.

HAZARD ELIMINATION
Project Number: 154HE-2018-11-02-01
Sub-recipient(s): Arkansas Department of Transportation (AR DOT)
<p>This project provided for the transfer of federal-aid highway construction funds as required by section 154 of title 23, united states code (open container law) to be used on hazard elimination/highway safety improvement projects that would reduce the occurrence or the severity of traffic crashes on sections of highways with high crash rates. Arkansas passed an open container law in 2017. The remaining funds were utilized in 2018 and this project has been eliminated.</p>

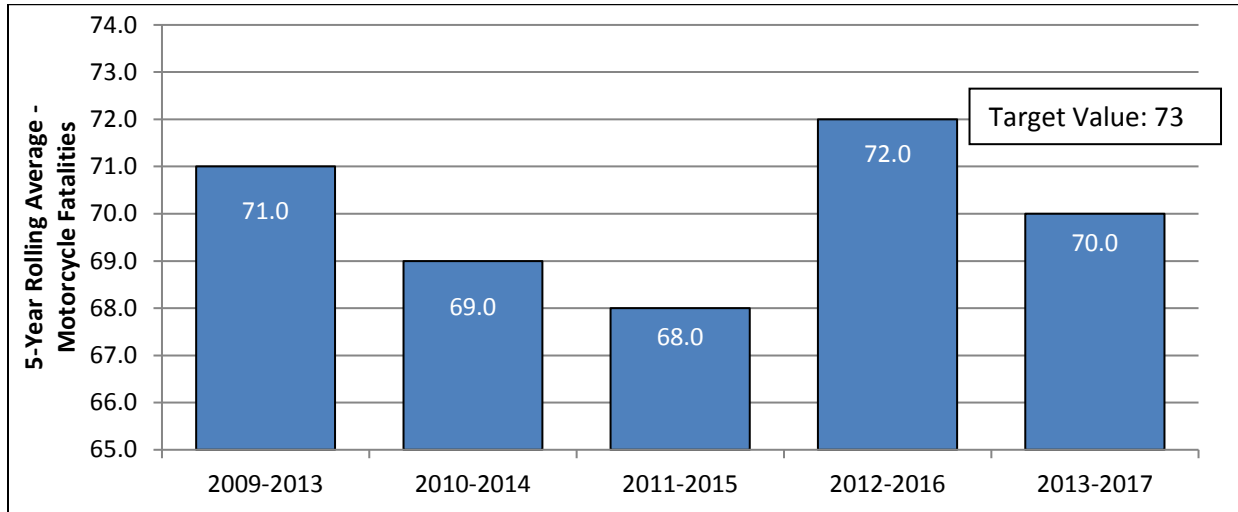
Motorcycle Safety

Program Area Goal

C-7) Motorcyclists Fatalities

Baseline Value:	76.2	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	72.0	Target Start Yr	2014	Target Year End	2018

Goal Statement: Reduce motorcyclist fatalities from 76 (2011-2015) to 73 (2014-2018).

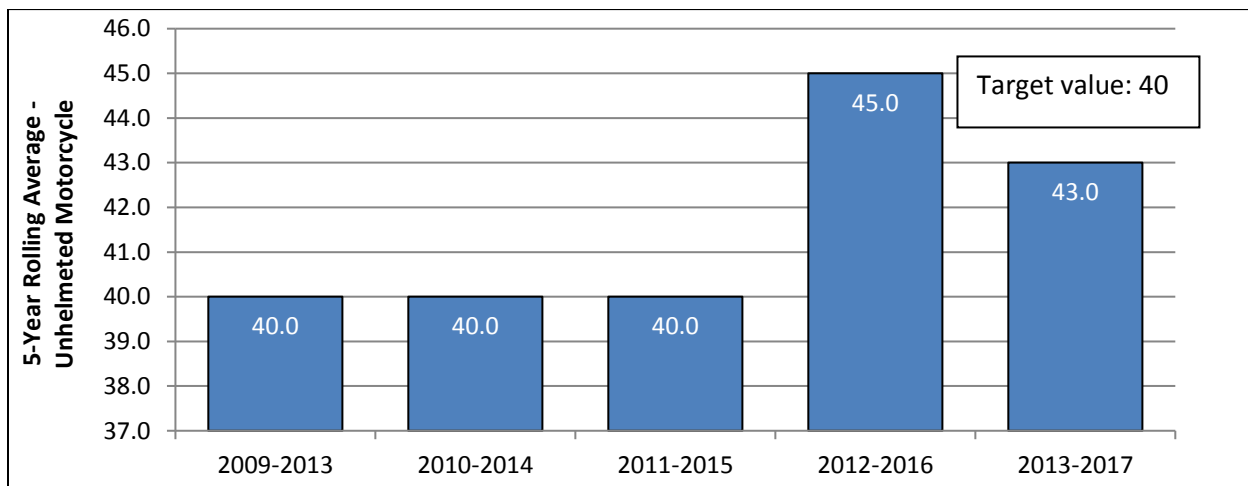


**The 5 year averages on the chart differ in some cases from the original target information as they reflect "final" FARS data.*

C-8) Unhelmeted Motorcyclists Fatalities

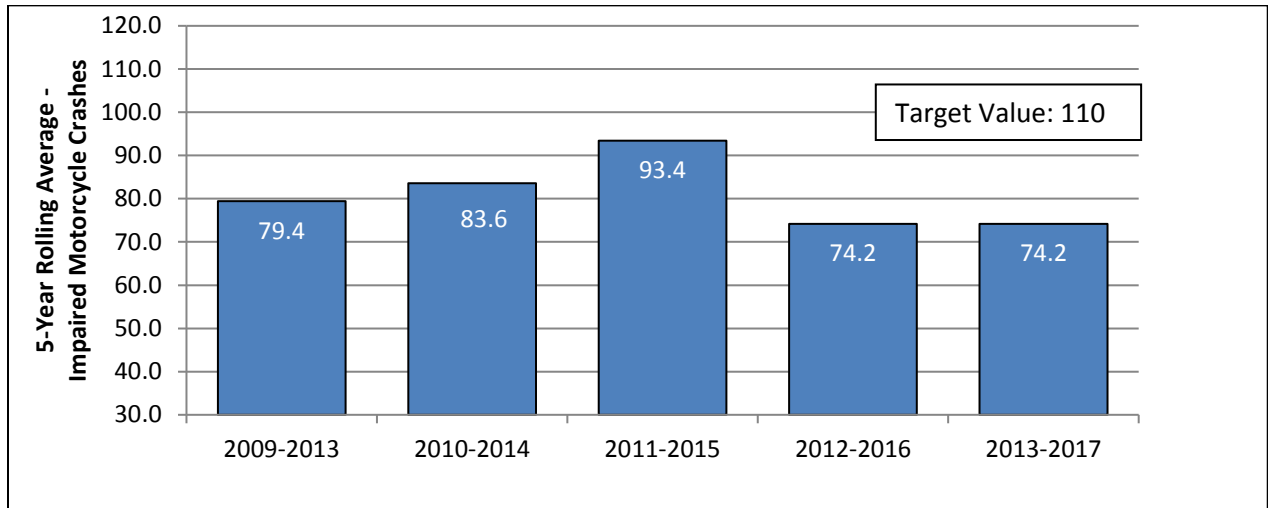
Baseline Value:	40	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	40	Target Start Yr	2014	Target Year End	2018

Goal Statement: Maintain un-helmeted motorcyclist fatalities at 40 (2014-2018).



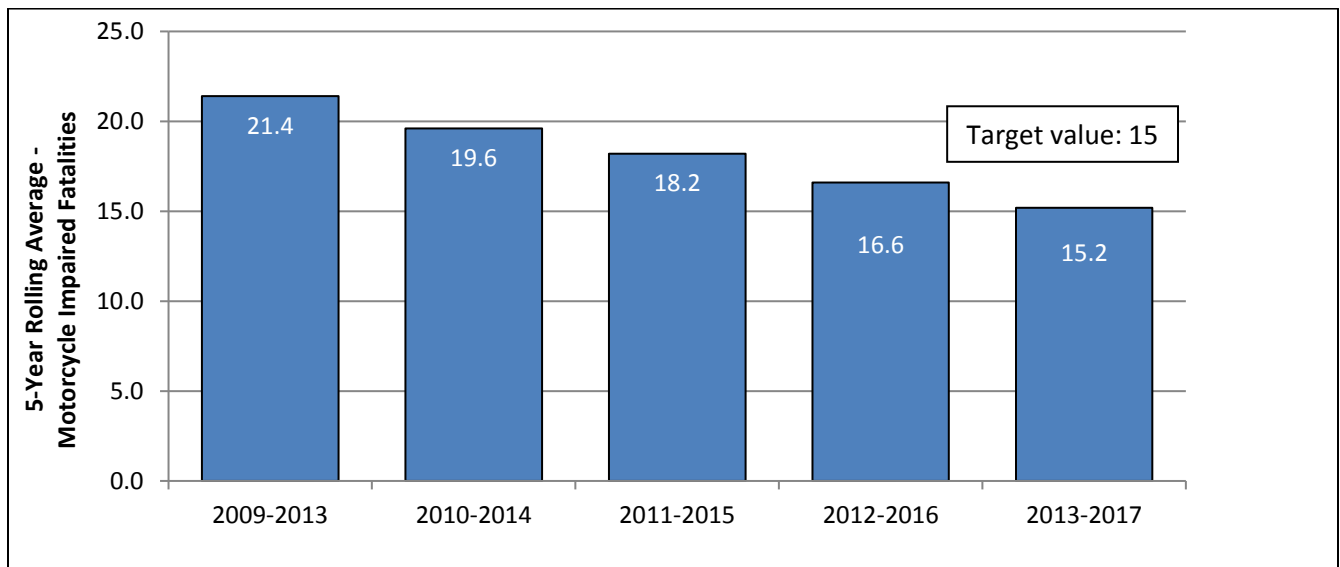
Impaired Motorcycle Crashes

Goal Statement: Limit the increase in motorcyclist impaired crashes from 93 (2011-2015) to 110 (2014-2018)



Impaired Motorcycle Fatalities

Goal Statement: Reduce Impaired motorcyclist fatalities at 18 (2011-2015) to 15 (2014-2018)



Between 2012 and 2016 motorcycle crash fatalities rose from 72 to 82. In 2017 this number decreased to 65. The five year average 2013-2017 is 70. Unhelmeted fatalities were at 59 for 2016 dropping to 33 in 2017. The five year average for unhelmeted fatalities 2013-2017 is 43.

The five year average for Impaired Motorcycle Crashes 2012-2016 was 74.2. This remained unchanged with the five year average for 2013-2017 at 74.2. The five year average for Impaired Motorcycle fatalities 2012-2016 was 16.6. There was a decrease in motorcycle impaired fatalities with the five year average for 2013-2017 dropping to 15.2. The chart below shows the 10 counties with the highest number of crashes.

<u>MC Crashes by County</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>Total</u>
PULASKI	156	148	180	177	171	832
WASHINGTON	133	127	126	148	133	667
BENTON	115	112	98	114	124	563
SEBASTIAN	82	52	84	104	80	402
GARLAND	76	67	91	69	71	374
FAULKNER	50	36	40	44	46	216
CRAIGHEAD	36	37	41	47	53	214
CARROLL	43	44	39	44	30	200
CRAWFORD	38	34	39	46	41	198
SALINE	34	23	25	20	43	145

Project Results (Motorcycle Safety)

The Motorcycle Safety Motorist Awareness Campaign, “Look Twice for Motorcycles, Share the Road” activity is shown in the Paid Media Reports on pages 80-83.

MOTORIST AWARENESS CAMPAIGN * Other Driver Awareness of Motorcyclists *
Project Number: M9MA-2018-09-01-01
Sub-recipient(s): CJRW
Total Project Amount: \$150,000
Provided funding for educational pamphlets, posters, radio and television ads etc. to promote motorcycle safety and awareness. This campaign targeted the counties having the largest number of crashes, fatalities and injuries.

2017 All Alcohol Related MC Crashes

County	Counts	County	Counts
Washington	8	Chicot	1
Faulkner	5	Craighead	1
Benton	4	Crittenden	1
Saline	4	Dallas	1
Carroll	3	Garland	1
Polk	3	Greene	1
Pulaski	3	Independence	1
Baxter	2	Jackson	1
Cleburne	2	Mississippi	1
Conway	2	Ouachita	1
Hempstead	2	Phillips	1
Izard	2	Pope	1
Lonoke	2	Sevier	1
Madison	2	Union	1
Sebastian	2	White	1
Boone	1	Total	62

2017 All Alcohol Related Fatal MC Crashes

Rank	County	Counts	Rank	County	Counts
1	Faulkner	2	8	Independence	1
2	Baxter	1	9	Jackson	1
3	Carroll	1	10	Lonoke	1
4	Chicot	1	11	Madison	1
5	Cleburne	1	12	Mississippi	1
6	Conway	1	13	Ouachita	1
7	Craighead	1	14	Pulaski	1
8	Crittenden	1		Total	16

**FATALITIES IN MOTOR VEHICLE TRAFFIC CRASHES INVOLVING A
MOTORCYCLE RIDER WITH BAC = .08+ AND REGISTERED MOTORCYCLES, BY
STATE AND YEAR**

**FATALITY ANALYSIS REPORTING SYSTEM (FARS) 2016-2017 FINAL
REGISTERED MOTORCYCLES - FEDERAL HIGHWAY ADMINISTRATION (FHWA)**

State	Calendar Year					
	2016			2017		
	Total Fatalities in Crashes Involving a Motorcycle	Fatalities Involving a Motorcycle Rider With BAC = .08+	Registered Motorcycles	Total Fatalities in Crashes Involving a Motorcycle	Fatalities Involving a Motorcycle Rider With BAC=.08+	Registered Motorcycles
Arkansas	72	13	88,965	65	19	86,134

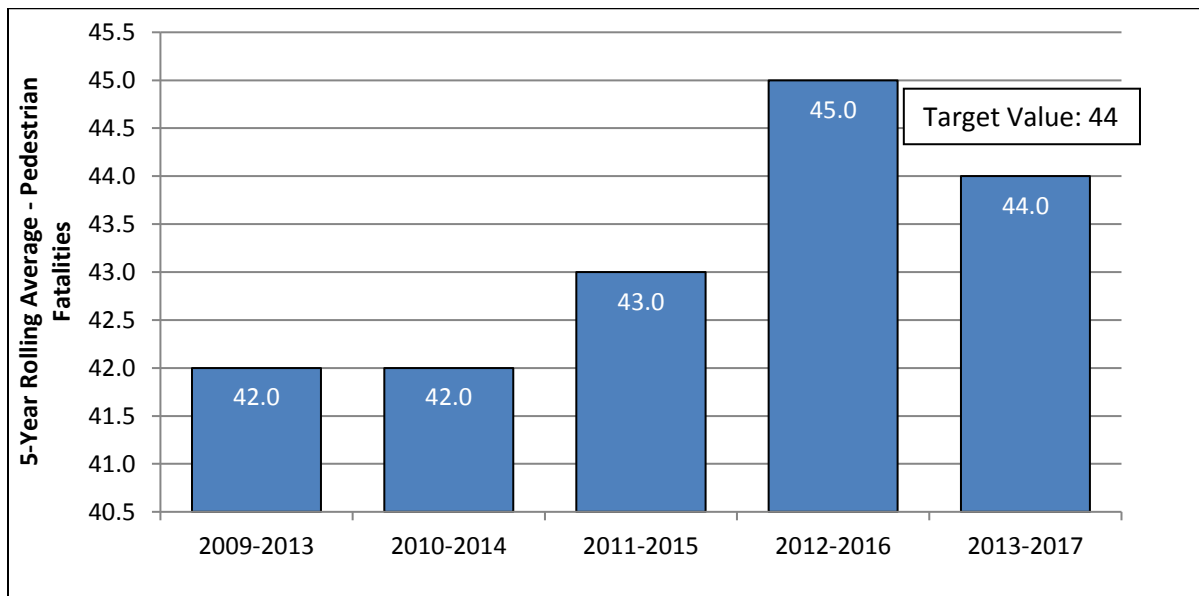
Pedestrian/Bicyclist**Program Area Goals**

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

C-10) Pedestrian Fatalities

Baseline Value:	43	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	44	Target Start Yr	2014	Target Year End	2018

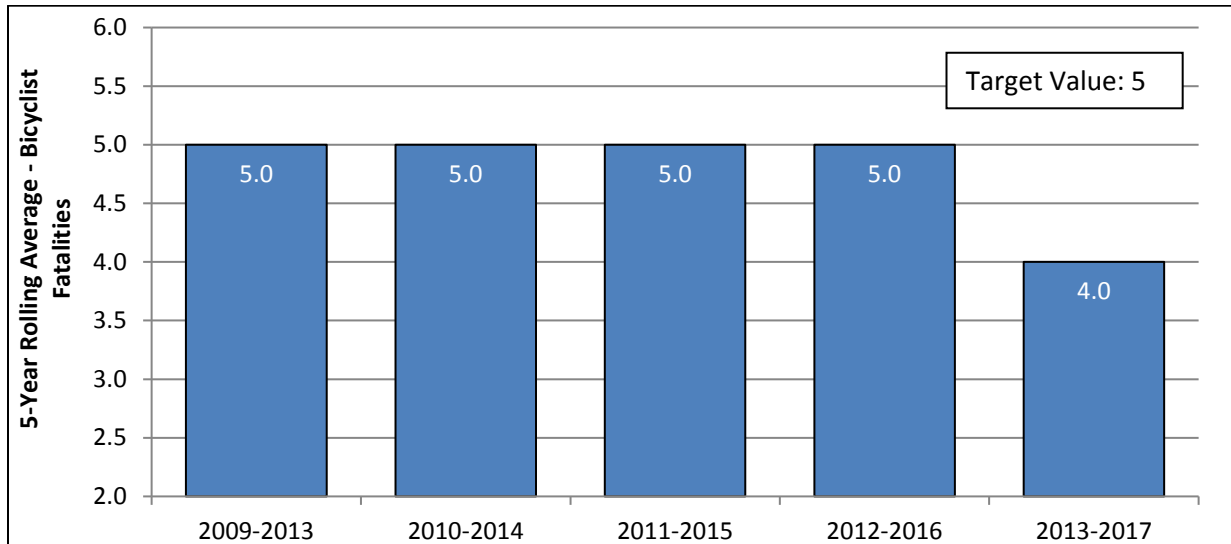
Goal Statement: Limit the increase in pedestrian fatalities from **43** (2011-2015) to **44** (2014-2018).



C-11) Bicyclist Fatalities

Baseline Value:	5	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	5	Target Start Yr	2014	Target Year End	2018

Goal Statement: Hold bicyclist fatalities at 5 (2011-2015) to 5 (2014-2018).

**Program Area Results (Pedestrian/Bicyclist)**

In 2013 there were 46 pedestrian fatalities but this number declined to 42 in 2017. This represents a five year average of 44 for 2013-2017 and approximately 8% percent of all motor vehicle fatalities for 2017. Bicyclist fatalities also fluctuated from 2013 to 2017. There were 4 bicyclist fatalities in 2013 and 3 fatalities in 2017 for a five year average of 4 for 2013-2017. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities are a part of the emphasis of the “Toward Zero Fatalities” Campaign in conjunction with the Arkansas Highway and Transportation Department and the Arkansas Department of Health.

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

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

Bicycle and Pedestrian was included as a Primary Emphasis Area in the SHSP. The AHSO continues to work with law enforcement agencies throughout the state to encourage them to step-up pedestrian crossing enforcement and to emphasize pedestrian safety in presentations and other educational events.

Project Results (Pedestrian & Bicycle)

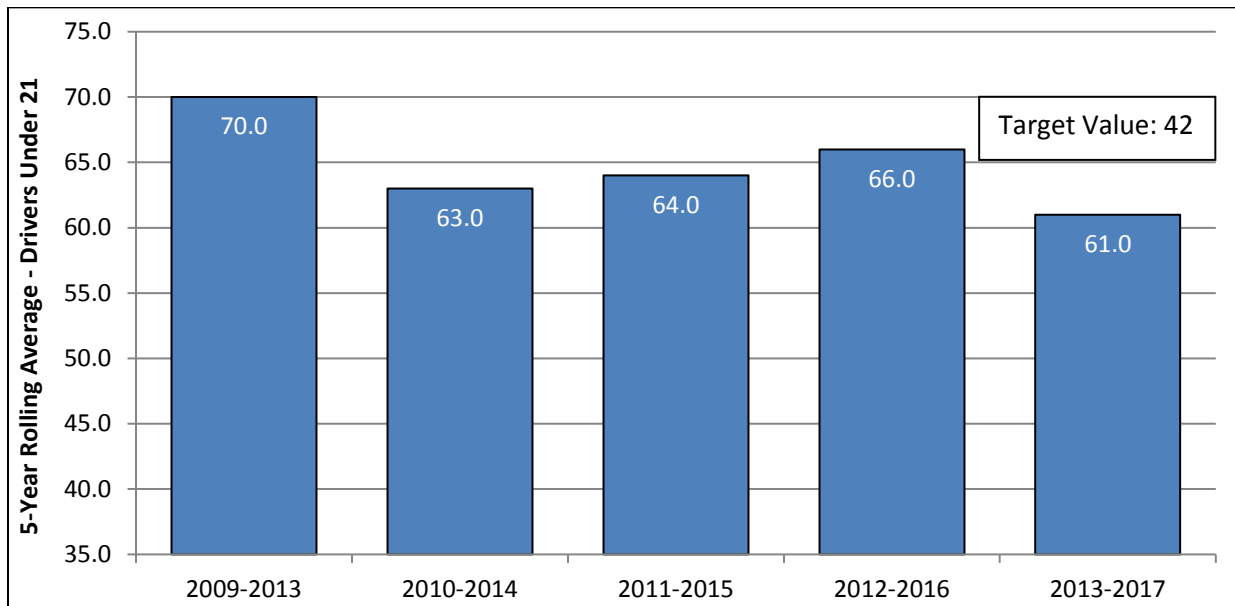
STATEWIDE PUBLIC INFORMATION AND EDUCATION
Project Number: PS-2018-14-01-01
Sub-recipient(s): CJRW
Total Project Amount: \$100,000
Funding was provided to develop public information and educational materials promoting pedestrian and bicycle safety.

Teen Driver Program

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

Baseline Value:	64	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	42	Target Start Yr	2014	Target Year End	2018

Goal Statement: Reduce the number of drivers age 20 or younger involved in fatal crashes from 64 (2011-2015) to 42 (2014-2018).



Program Area Results

In 2017 there were 45 fatalities of drivers involved in fatal crashes under age 21. The five year average for 2013-2017 is 61. Since 2008 the AHSO has worked with the University of Arkansas for Medical Sciences and Arkansas Children's Hospital Injury Prevention Center, to support statewide teen driving education, increase physician influence of motor vehicle safety, increase enforcement of teen driving laws, increase the use of graduated driving principles within families of young drivers and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. In 2018, "Arkansas Drive Smart Challenge - Battle of the Belt" continued a performance based educational peer-led program with an emphasis on raising teen seat belt use and knowledge of the state's Graduated Driver's License (GDL) in high schools. A statewide web site and an existing teen driving safety coalition in Pulaski County also continued as an advisory forum for accessing community resources, disseminating awareness and education of teen driving safety. Emphasis going forward includes educating the public and legislators to promote a stronger GDL law and implementation of components that Arkansas is now lacking.

Project Results (Teen Driver)

TEEN DRIVER SAFETY PROJECT
Project Number: OP-2018-03-10-01
Sub-recipient(s): UAMS
<p>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. Eleven out of twenty-four schools in these counties participated in the peer led performance based project. UAMS trained 94 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 3,183 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 11 percent. UAMS also conducted two coalition safety meetings in Pulaski County with 55 members in attendance; continued to address other parts of the state with classroom presentations to 2,371 students and distributed educational materials to coalitions, professionals and the general public; conducted educational presentations to 30 school nurse residences and "Train The Trainer" presentations to 116 law enforcement officers and 151 medical students. An Arkansas specific safer teen driving website was maintained.</p>

Distracted Driving

More and more fatalities in Arkansas are attributed to the emerging issue of distracted driving. Information on Distracted Driving was included during FY18 as part of other injury prevention projects, PI&E, the Comprehensive Occupant Protection and Injury Prevention Programs and the Teen Project.

During the last legislative session lawmakers passed a bill to increase the fine for using a wireless device to transmit text based communications from \$50 to up to \$250 for the first offense with subsequent violations subject to a fine of not more than five hundred dollars. The fines are doubled if a person is involved in a collision while in violation of the law. The Arkansas State Drivers License Exam now includes distracted driving questions.

Distracted Driving is identified as a Primary Emphasis area of the State Strategic Highway Safety Plan. Through education and awareness efforts, traffic safety partners provide information with the goal to discourage unsafe driving decisions and improve traffic safety behaviors and culture.

Project Results (Distracted Driving)

STATEWIDE PUBLIC INFORMATION AND EDUCATION
Project Number: FESPE–2018-08-01-01, FESPE–2018-08-01-02
Sub-recipient(s): CJRW
Statewide public information and education promoted adherence to texting and cell phone laws. Components included educational materials and public service announcements (PSAs) to enhance other traffic safety projects. Assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPs), and diversity outreach and press events was also available. Media placements included television, radio, cinema, internet and print.

PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2018

Summary

In FY2018, 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

Impaired Driving – “420-Drug Impaired Driving.”

- April Enforcement 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 2017 Holiday Impaired Driving Mobilization
Drive Sober or Get Pulled Over**

Paid Media Report

Summary

The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DSOGPO message. The total advertising budget utilized was \$209,219 with an added value received in bonus ads of \$201,399.

Paid Advertising Period

This campaign ran over a 15-day period.

The flight dates are:

Wednesday, December 13 – Sunday, December 17 (5 days)

Wednesday, December 20 – Sunday, December 24 (5 days)

Wednesday, December 27 – Sunday, December 31 (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 - \$209,219 total paid media budget

Television: 34% (\$71,461)

Cable TV: 19% (\$39,559)

Radio: 25% (\$52,505)

Hispanic: 4% (\$9,350)

Online: 15% (\$30,425)

Cinema: 3% (\$5,919)

Media Strategy

The primary media strategy was to continue to generate frequency in order to influence behavioral change. Our goal was to reach 37% of the male audience at the 8+ 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.

Dayparts Mix: News 30%, Prime 40%, Late Fringe 15% and Sports 15%

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

Recommended Broadcast Programming:

SNL Christmas, The Blacklist, Tonight Show with Jimmy Fallon, Saturday Night Live, NFL Games, Jimmy Kimmel, The Goldbergs, Designated Survivor, Scandal, College Football, Ring of Honor Wrestling, Shark Tank, SEAL Team, Criminal Minds, Young Sheldon, S.W.A.T., Exorcist, The Simpsons, Bob's Burgers, UFC Fight Night, College Basketball, Ghosted, College Bowl Games, NCAA Basketball

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

Purchase Cable to extend reach and build frequency.

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

Recommended Cable Programming:

Star Wars Movies, NBA Basketball Games, Baskets, The Walking Dead, Into the Badlands, Fear the Walking Dead, SportsCenter, NFL Football Games, Vikings, Ancient Aliens, 30 for 30, Cops, Conan, Big Bang Theory, Gold Rush, Search Party, Snoop Dogg Presents The Joker's Wild, Impractical Jokers, The Carbonaro Effect, Law & Order, Daily Show with Trevor Noah, Tosh.0, Kevin Hart Presents: Hart of the City, Drunk History, Live PD, FX Movies, Family Guy, Modern Family, Rick and Morty, Alaska: The Last Frontier Exposed, We Bare Bears and NCAA Division Tournament

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

Primary Formats: Sports, Contemporary Hit Radio and Country

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

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

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

- Utilizing **online and mobile ad networks** will allow us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Men 18-34. 15-second pre-roll video ads across mobile, tablets and desktop are recommended to maximize impact and awareness of the *Drive Sober* message. Targeting tactics will be integrated to reach relevant audiences based on their known recent mobile footprint (i.e. bars, restaurants, clubs, breweries, liquor stores, etc). This allows us to engage with our target when they are out drinking and intercept them with a *Drive Sober* message. Companion banners will be included as added-value. Approximately 930,000 impressions will be generated over the course of the campaign.
- **Connected TV** - According to Pew Research, 60% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, the *Drive Sober* message will be delivered to our target when they are streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 140,000 impressions will run during the campaign.
- **Streaming Radio** - Pandora Internet Radio is the most popular streaming music service among young adults. Edison Research reports time spent with online radio surged to more than 14 hours per week in 2017. We recommend purchasing 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 across all platforms (online, tablet and mobile). Additionally, an extra emphasis will be placed in the Fayetteville market where radio ratings for Men 18-34 are below average. This campaign will generate 1.3 million impressions including added-value companion banners.
- **Local Websites** – Run a mix of :15 video and banners across high traffic local websites such as Xfinity.com and ArkTimes.com. Additionally, ROS (run-of-site) banners will be placed on Ellatino.com and LaPrensaNWA.com to reach 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 and message.

- According to Nielsen data, engagement doubles among audiences exposed to ads on both cinema and TV.

- We recommend utilizing NCM to purchase :15 commercials in seven select theaters and across 87 screens for a three-week period. The *Drive Sober* message will air in the pre-show prior to the main feature. A total of 6,960 spots will air during the campaign.
- The campaign will launch two days prior to the highly-anticipated release of *Star Wars: The Last Jedi* which is already expected to break attendance records.
- As added-value, NCM will run two bonus spots (in segment 3 - 15-18 minutes prior to start time) in addition to the paid spot during the flight. The *Drive Sober* spot will also air in high-traffic lobby areas at no charge to reinforce the on-screen campaign. Estimated total bonus spots will be 34,800.
- Only two of the theaters included on the proposal are included in NHTSA's buy so we are reaching 63 screens that aren't part of the national cinema effort.

By Market

Actual Expenditures \$209,219

Little Rock: \$67,516
 Fort Smith/Fayetteville: \$46,733
 Jonesboro: \$23,931
 Texarkana: \$10,819
 Hot Springs: \$5,260
 El Dorado: \$3,325
 Conway: \$3,866
 Delta Region: \$2,075
 Hispanic: \$9,350
 Statewide (Online and Cinema): \$36,344

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$108.65	\$21.08	\$38.00
Fayetteville/Ft. Smith	\$76.35	\$21.56	\$38.38
Jonesboro	\$73.16	\$13.28	\$12.73
Texarkana	N/A	\$7.07	\$24.45
Hot Springs	N/A	\$6.43	\$13.54
El Dorado	N/A	\$5.03	N/A
Conway	N/A	\$11.31	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	701	701	3.6	300.6	82.3%
Ft Smith/Fayette.	650	650	4.0	301.1	86.9%
Jonesboro	423	423	2.9	226.7	68.6%
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	306	306	7.2	377.7	53.3%
Ft. Smith	291	291	5.0	299.1	59.4%
Fayetteville	282	282	5.2	226.8	31.01%
Jonesboro	195	195	6.3	300	47.5%
Texarkana	249	242	6.8	299.7	44.1%
El Dorado	144	144	N/A	N/A	N/A
Hot Springs	102	100	6.8	228.3	27.9%
Conway	39	39	N/A	N/A	N/A
Helena/West Helena	36	36	N/A	N/A	N/A
Hispanic	153	153	N/A	N/A	N/A

Earned Media Report - \$303,897***Media Relations***

A news release concerning the Holiday DDOLUA mobilization was distributed to news media statewide resulting in 41 newspaper clippings with an ad equivalency of \$20,397.

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 13, 2017 through December 31, 2017. The campaign received the following results:

Facebook

- Impressions: 2,613
- New Page Likes/Follows: 578 total fans
- Engagements: 44
 - Reactions: 28
 - Comments: 1
 - Shares: 15

Twitter

- Impressions: 1,907
- Total Followers: 119
- New Followers: 0
- Engagements: 31
 - Replies: 0
 - Retweets: 4
 - Likes: 14

Instagram

- Total Followers: 48
- Engagements: 32
 - Likes: 32
 - Comments: 0

**2018 Fourth of July Impaired Driving Mobilization
Drive Sober or Get Pulled Over**

Paid Media Report***Summary***

To maximize the paid media budget, the media plan focused on the counties in Arkansas that have the highest concentration of impaired driving crashes and where the highest population of people would be celebrating the Fourth of July holiday – Benton, Garland, Craighead, Faulkner, Phillips, Miller, Pulaski, Sebastian, Union and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second television and radio announcements in both English and in Spanish with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$147,073 and an additional amount of \$77,012 in bonus advertising.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for the DSOGPO campaign was June 27 – July 8 (12 days).

Geography

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

Budget

- Drive Sober or Get Pulled Over - \$147,073 total paid media budget
- Broadcast TV \$ 46,523 (32 percent)
- Cable TV \$ 25,638 (17 percent)
- Radio \$ 28,676 (19 percent)
- Other Radio \$ 8,020 (5 percent)
- Online \$ 24,745 (17 percent)
- Out-of-Home \$ 13,471 (10 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 39% of the target audience at the 8+ frequency level over the flight period with measured media. We recommended a multi-platform approach to effectively reach the target audience in an increasingly complex and fragmented media environment. Within each medium, we implemented the tactics detailed below.

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

Broadcast TV provided the greatest reach opportunity

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

Daypart mix:

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

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

Recommended Broadcast Programming:

Big Brother Premiere, American Ninja Warrior, Family Guy, Macy's 4th of July Spectacular, America's Got Talent, Saturday Night Live, NASCAR, Undercover Boss: Celebrity, Late Show with Stephen Colbert, Big Bang Theory, Jimmy Kimmel, The Tonight Show with Jimmy Fallon, PGA Golf, So You Think You Can Dance?, FIFA Games, MasterChef, X-Games Dew Tour, Bull

- Local news will be purchased to reach the mass audience. Nielsen TV ratings data will determine which networks and programming will best reach the target audience.
- Thunder TV will provide highly targeted reach to the Midlife Motorcyclist, aged 45-64. The popular local motorcycle show airs on KFTA in the Ft. Smith/Fayetteville market.
- Focus on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Purchased Cable TV to build frequency and extend reach

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

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: Live PD: Police Patrol, Preacher, The Walking Dead, 2018 BET Awards, The Office, South Park, The Daily Show with Trevor Noah, Tosh.0, BattleBots, SportsCenter, Street Outlaws, FX Movies, Ancient Aliens, Jersey Shore: Family Vacation, Lip Sync Battle, Big Bang Theory, Conan, American Dad, NCIS: New Orleans, TNT Movies, Animal Kingdom, Law & Order, Modern Family, Colony, Shooter, WWE Raw

Networks such as ESPN, Comedy Central and FX will remain constant, but we will also look

into other networks that carry motorcycle specific programming.

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

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

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

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

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

Evening: 7:00pm - Midnight

Selected weekend dayparts

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

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

Spanish Radio was purchased to reach the Hispanic audience.

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

- a. Utilizing an ad network 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 and Men 45-64 (10% of network buy will target the older demo). 15-second pre-roll video across mobile, tablet and desktop was recommended to maximize impact and awareness of the *Drive Sober* message. The campaign generated more than 600,000 impressions.
- b. Over-the-Top / Connected TV is best used as an extension of the traditional television schedule. According to Pew Research, 61% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, the *Drive Sober* message was delivered to our target when they were streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads were targeted demographically and geographically making ad serving precise. A minimum of 115,000 impressions ran during the campaign in the LR DMA.
- c. Pandora Internet Radio, the most popular streaming music service, reached 6 out of 10 people aged 18-34. Pandora allowed us to geo-target Men 18-34 residing in Arkansas. We recommended utilizing the "Audio Everywhere" platform where the *Drive Sober* radio spot will play between songs. An extra emphasis was placed in the Fayetteville market where radio ratings for Men 18-34 is below average. This campaign generated over 400,000 impressions during the 12-day flight period.
- d. Placed a mix of premium banners on high traffic local websites including Xfinity.com and Arktimes.com. Additionally, Spanish language banners ran on Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Digital outdoor extended the reach of the television and radio schedules while reaching drivers in their vehicles reinforcing the *Drive Sober* message with a visual component.

Digital outdoor can be turned on and off to match strict flight requirements with no production fees. We recommended seven high-traffic locations in the Little Rock Metro, Northwest Arkansas and Jonesboro generating over 2.1 million impressions over a two-week period.

By Market Actual Expenditures \$147,073

- Little Rock \$ 42,545
- Fort Smith/Fayetteville \$ 27,778
- Texarkana \$ 7,509
- Jonesboro \$ 15,614
- El Dorado \$ 2,424
- Conway \$ 2,223
- Hot Springs \$ 3,495
- Helena \$ 865
- Hispanic \$ 6,952
- Online (Statewide) \$ 24,197
- Out-of-Home \$ 13,471

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$99.58	\$18.15	\$33.83
Ft. Smith/Fayette.	\$70.49	\$10.82	\$33.02
Jonesboro	\$55.55	\$12.13	\$12.98
Texarkana	N/A	\$8.98	\$25.47
Hot Springs	N/A	\$9.44	\$12.42
Conway	N/A	\$10.56	N/A
El Dorado	N/A	\$4.22	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	570	396	2.8	201.2	72.5%
Ft Smith/Fayette.	733	510	2.8	203.5	72.5%
Jonesboro	335	344	2.6	176.5	67.1%
Texarkana	269	269	N/A	N/A	N/A
Conway	165	299	N/A	N/A	N/A
El Dorado	287	269	N/A	N/A	N/A
Hot Springs	172	131	N/A	N/A	N/A
Hispanic	70	73	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	407	306	5.0	250.6	50.5%

Ft. Smith	209	211	3.6	203.3	57.0%
Fayetteville	166	166	3.8	155.4	41.0%
Jonesboro	116	115	4.3	202.5	47.2%
Texarkana	137	137	5.1	200.0	39.6%
El Dorado	100	100	N/A	N/A	N/A
Hot Springs	85	85	4.2	150.6	35.2%
Conway	30	30	N/A	N/A	N/A
Helena	15	21	N/A	N/A	N/A
Hispanic	118	117	N/	N/A	N/A

Earned Media Report - \$203,050

Media Relations

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 34 newspaper clippings with an ad equivalency of \$14,050.

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 27 – July 8, 2018. The campaign received the following results:

Facebook

- Impressions: 121,200
- New Page Likes/Follows: 577 followers / 5 new “likes”
- Engagements: 113
 - Reactions: 65
 - Comments: 1
 - Shares: 47

Twitter

- Impressions: 1,446
- Total Followers: 134
- New Followers: 2
- Engagements: 37
 - Retweets: 3
 - Replies: 0
 - Likes: 9

Instagram

- Total Followers: 48
- New Followers: 0
- Total Engagements: 16

**2018 Labor Day Impaired Driving Mobilization
Drive Sober or Get Pulled Over**

Paid Media Report**Summary**

This mobilization was an impaired driving message – Drive Sober or Get Pulled Over. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and Spanish. The total advertising budget utilized was \$349,562 with bonus television, cable, online and radio ads totaling \$310,179.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DSOGPO ran with messages in three flights: August 15 - 19, August 22 - 26 and August 29 – September 3, 2018 (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:

\$349,562 total paid media budget

• Broadcast television budget	\$ 91,284 (26 percent)
• Cable television budget	\$ 53,884 (15 percent)
• Radio budget	\$ 58,131 (17 percent)
• Other radio budget	\$ 27,740 (8 percent)
• Online budget	\$ 81,170 (23 percent)
• Out-of-home budget	\$ 30,000 (9 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 45% 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.

Dayparts Mix: News, Prime, Late Fringe and Sports

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

Recommended Broadcast Programming:

Big Brother, NFL Preseason Games, Big Bang Theory, American Ninja Warrior, Family Guy, The Simpsons, The Orville, Supernatural, America's Got Talent, TKO: Total

Knockout, Gong Show, Whistleblower, NASCAR, Shark Tank, Ellen's Game of Games, College Football, Match Game, Jimmy Kimmel Live, Late Show with Stephen Colbert, Saturday Night Live, Tonight Show with Jimmy Fallon, MasterChef, The Resident

- Local news will be purchased to reach the mass audience
- Nielsen ratings data will allow us to determine the top-rated stations and programs in each market.
- Univision and Telemundo will be purchased in markets where available to reach the Hispanic audience.

Cable TV extended reach and built frequency

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

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

Recommended Cable Programming:

Fear the Walking Dead, 2018 MTV Video Music Awards, Animal Kingdom, Live PD, Naked & Afraid, BattleBots, Ultimate Ninja Challenge, Tosh.0, South Park, Preacher, Family Guy, NFL Preseason Football, Movies, Forged in Fire, College Football, SportsCenter, MLB, Ancient Aliens, Conan, Modern Family, Robot Chicken, The Last O.G., Joker's Wild, Detroiters, NCIS, Shooter, Queen of the South, The Office, Better Call Saul, NFL Live, NBA: The Jump, Deadliest Catch, Nick Cannon Wild n' Out, Dragon Ball Super, Rick & Morty, The Venture Brothers, Daily Show with Trevor Noah

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

Other TV

- **Thunder TV** provided a 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.
- **Hooten's TV** – The *Drive Sober* message appeared on Hooten's football pre-game show on KATV in the Little Rock DMA.

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

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

b. Dayparts:

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

Spanish Radio will be purchased to reach the Hispanic male audience.

Live Endorsements: Utilizing local radio personalities on top-rated stations generated additional impact and awareness. We encouraged DJs to incorporate this important message into their social networking.

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

Razorback Sports Network Game Day Broadcast - One :30 spot and a live mention ran in-game during the first Razorback football game on September 1st. The Razorback Sports Network consists of 39 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.

- a. Utilized MobileFuse, an ad network, allowed us to run on popular national websites such as CollegeHumor.com and FoxSports.com targeted geographically to Arkansas and demographically to Men 18-34 and Men 35-64 (10% of buy will target the secondary demo). 15-second 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 will generate at least 2.3 million impressions. Specific tactics are detailed below.
- b. **Connected TV** - According to Pew Research, 60% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, the *Drive Sober* message was delivered to our target while they were streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads were targeted demographically and geographically making ad serving precise. A minimum of 315,250 impressions ran during the campaign.
- c. Pandora Internet Radio is the most popular streaming music service among young adults. Like the ad network, Pandora can target geographically and demographically. We recommended purchasing a mix of the “Audio Everywhere” and “Video Everywhere” platforms, where the *Drive Sober* :30 radio spot and :15 video will play between songs. A small share of the audio impressions targeted the older male segment (35-64) that owns a motorcycle. Pandora identified their listeners who are current motorcycle owners, according to motorcycle registrations and dealer purchase reporting and validated using actual vehicle registration data. This campaign generated 1.4 million impressions including added-value (companion banners).
- d. Amplified our reach by running homepage banners on the official athletic site for the Arkansas Razorbacks as football season kicked off.
- e. Purchased a mix of high-impact banners and pre-roll on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in highly desired, brand-safe environment.

- f. **Digital Gaming** – Playwire targeted Men 18-34 while they are playing video games on their mobile devices and provided an additional layer of reach of the *Drive Sober* message to our target audience, who are 69% more likely to have played a video game on the internet than the general audience. A minimum of 413,678 impressions ran during the campaign.
- g. Ran a mix of homepage takeovers, pre-roll video and banners across local websites such as ArkTimes.com, Xfinity.com, Hogville.net and Hootens.com. Additionally, ROS (run-of-site) banners ran on LatinoTVAR.com (Univision), Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

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

a. 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 1,575 gas pump screens across 201 gas stations around the state generating over 500,000 impressions.

b. Lamar Digital Outdoor

- Digital outdoor can be turned on and off to match strict flight requirements with no production fees.
- We recommended nine high-traffic digital locations in Little Rock, North Little Rock, Northwest Arkansas and Russellville generating over 5.4 million impressions over the three-week period

- c. September 1st the Arkansas Razorbacks played their first football game of the season at Donald W. Reynolds Stadium in Fayetteville. AHSO's *Drive Sober* message was displayed on the giant videoboard a minimum of five times during replays.
- d. The *Drive Sober* message ran on a tri-vision marquee on ASU campus located at Johnson Avenue and Red Wolves Boulevard reaching 38,000 vehicles per day. The message was displayed for ASUs first football game of the season.

Sports Marketing

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

By Market**Actual Expenditures \$349,562**

- Little Rock \$ 91,364
- Fort Smith/Fayetteville \$ 62,124
- Jonesboro \$ 25,006
- Texarkana \$ 13,566
- El Dorado \$ 4,563
- Hot Springs \$ 6,622
- Conway \$ 4,528
- Helena/Delta \$ 2,767
- Hispanic \$ 17,305
- Online (statewide) \$ 79,952
- Radio (statewide) \$ 4,412
- Out-of-home (statewide) \$ 30,000
- Sports Marketing \$ 7,353

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$99.41	\$21.67	\$32.76
Ft. Smith/Fayetteville	\$73.30	\$23.82	\$22.66
Jonesboro	\$46.42	\$8.04	\$13.75
Texarkana	No broadcast TV	\$8.01	\$24.57
Hot Springs	No broadcast TV	\$4.57	\$12.91
El Dorado	No broadcast TV	\$5.08	N/A
Hispanic	N/A	N/A	N/A

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,119	1,119	4.7	374.5	80.2%
Ft. Smith/Fayetteville	752	752	4.8	374.0	77.6%
Jonesboro	819	819	4.3	304.5	70.6%
Texarkana	544	544	N/A	N/A	N/A
El Dorado	406	406	N/A	N/A	N/A
Hot Springs	600	600	N/A	N/A	N/A
Conway	376	376	N/A	N/A	N/A
Hispanic	175	175	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	682	592	8.4	449.1	53.5%
Ft. Smith	464	440	6.5	449.0	69.8%
Fayetteville	465	273	6.2	376.4	60.4%
Jonesboro	232	232	6.9	381.5	47.6%
Texarkana	275	275	7.9	374.7	47.6%
El Dorado	200	200	N/A	N/A	N/A
Hot Springs	184	184	7.2	300.6	41.5%
Helena/Delta	48	48	N/A	N/A	N/A
Conway	43	43	N/A	N/A	N/A
Statewide Sports	2	2	N/A	N/A	N/A
Hispanic	225	225	N/A	N/A	N/A

Earned Media Report – \$295,866

The 2018 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 33 newspaper clippings and with a total ad equivalency of \$12,366.

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 15 through September 3, 2018. The campaign received the following results:

Facebook

- Impressions: 2,589
- New Page Likes/Follows: 573 followers / 2 new likes
- Engagements: 21
 - Reactions: 11
 - Comments: 0
 - Shares: 10

Twitter

- Impressions: 3,297
- Total Followers: 136
- New Followers: 0
- Engagements: 13
 - Retweets: 1
 - Replies: 0
 - Likes: 1

Instagram

- Total Followers: 51
- New Followers: 3
- Total Engagements: 30

Thanksgiving 2017 Occupant Protection Mobilization Media Report Click It or Ticket

Paid Media Report

Summary

Supporting the national Thanksgiving 2017 Click It or Ticket mobilization period, Monday, November 20 – Sunday, November 26, 2017, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54 and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$62,081 for a two-week schedule of previously produced radio, print and digital. The bonus ads received totaled an additional \$42,401 in airtime.

Paid Advertising Period

- Paid advertising Thanksgiving Click It or Ticket-November 13 – November 26.

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
 - Carroll
 - Crawford
 - Jackson

- Johnson
- Lonoke
- Ouachita
- Sevier
- Stone

Budget

- Thanksgiving Click It or Ticket - \$62,081

Media Strategies - Click It or Ticket

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

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

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

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

Afternoon Drive: 3:00pm - 7:00pm Selected weekend dayparts

- Nielson Audio ratings data 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. These stations were identified by pulling a county-by-county radio ranker.
- Live endorsements by Justin Aciri 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 Zone) - Sunday (114,185)
 - *Berryville Carroll County News Midweek* - Tuesday (2,431)
 - *Eureka Springs Lovely County Citizen* - Thursday (6,700)
 - *Van Buren Press Argus-Courier* - Wednesday (2,134)
 - *Newport Independent Progress* - Thursday (2,313)
 - *Johnson County Graphic* - Wednesday (7,371)
 - *Camden News* - Monday (2,947)
 - *Jacksonville-Cabot Arkansas Leader* - Wednesday (14,173)
 - *Lonoke Democrat* - Wednesday (2,100)
 - *DeQueen Bee* - Thursday (2,420)
 - *Mt. View Stone County Leader* - Wednesday (4,278)
- 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.

- 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 \$ 40,400 (65 percent)
- Other Radio \$ 6,807 (11 percent)
- Print \$ 14,327 (23 percent)
- Online \$ 547 (1 percent)

By Market:

Click It or Ticket Actual Expenditures \$62,081

○ Little Rock	\$ 12,642
○ Fort Smith	\$ 3,416
○ Fayetteville	\$ 8,206
○ Jonesboro	\$ 3,098
○ Texarkana	\$ 5,949
○ Hot Springs	\$ 2,742
○ El Dorado	\$ 1,600
○ Hispanic	\$ 3,293
○ Other Radio	\$ 6,807
○ Print/Newspaper	\$ 14,328

Cost per Point - Click It or Ticket

<u>Market</u>	<u>Radio</u>
Little Rock	\$41.45
Ft. Smith	\$12.69
Fayetteville	\$32.84
Jonesboro	\$12.33
Texarkana	\$23.60
El Dorado	N/A
Hot Springs	\$13.48
Helena/West Helena	N/A
Hispanic	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	217	216	5.9	305.0	51.6%
Ft. Smith	212	212	4.6	269.2	59.3%
Fayetteville	316	316	4.7	250.4	53.8%
Jonesboro	158	158	5.8	251.2	43.8%
Texarkana	168	168	5.9	250.0	42.8%
El Dorado	128	128	N/A	N/A	N/A
Hot Springs	102	102	4.7	133.4	43.3%
Helena	24	24	N/A	N/A	N/A
Conway	36	49	N/A	N/A	N/A
Hispanic	134	159	N/A	N/A	N/A
Rural AR Radio Network	282	262	N/A	N/A	N/A

Earned Media - \$200,297***Media Relations***

A news release concerning the Thanksgiving mobilization was distributed to news media statewide resulting in 32 newspaper clippings with an ad equivalency of \$11,297.

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 20 – November 26, 2017. The campaign received the following results:

Facebook

- Impressions: 1,638
- New Page Likes/Follows: 579 followers
- Engagements: 15
 - Reactions: 10
 - Comments: 1
 - Shares: 4

Twitter

- Impressions: 851
- Total Followers: 118
- New Followers: 0
- Engagements: 17
 - Retweets: 5
 - Replies: 0
 - Likes: 5

Instagram

- Total Followers: 47
- New Followers: 0
- Total Engagements: 16

**Memorial Day May 2018 Occupant Protection Mobilization
Click It or Ticket**

Paid Media Report

Summary

Supporting the national May 2018 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 \$332,210 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 \$165,504 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 14 through June 3, 2018 (21 days)

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **White males, 18-34 years of age**
 - Largest demographic that does not wear seat belts
 - Of those who drive pickup trucks, seat belt use remains lower than drivers of other vehicle types
 - **Male teens, 15-17 years of age**
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Hispanic males, 18-34 years of age**
 - Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a seat belt*
 - **African American Men, 18-34 years of age**

Geography

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

A. Markets – Statewide Primary Markets

Little Rock	Texarkana
Fort Smith	Hot Springs
Fayetteville	El Dorado
Jonesboro	

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

Ashley County	Logan County
Baxter County	Miller County*
Benton County*	Mississippi County
Boone County	Nevada County
Chicot County	Ouachita County
Clark County	Pike County
Crittenden County	Poinsett County

Craighead County	Pulaski County*
Crawford County*	Saline County
Drew County	Sebastian County*
Faulkner County	St. Francis County
Garland County	Union County*
Greene County*	Washington County*
Hempstead County	White County
Hot Spring County	Yell County

**Indicates primary market county.*

C. Tertiary Markets – Counties conducting seat belt surveys

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

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

- A special focus will be made in Independence County (Batesville, AR) home of Mark Martin, NASCAR Hall of Fame member. Mark Martin is featured in the new *Click It or Ticket* creative campaign.

Budget

- Click It or Ticket - \$332,210

A. Media Strategy

The primary media strategy was to generate frequency in order to influence behavioral change. The goal was to reach a minimum of 47 percent of the target audience at the 8+ frequency level for measured traditional media – broadcast TV, cable and radio.

B. Media Tactics

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

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 live sports events such as NASCAR and NBA playoffs 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:** Dancing with the Stars – Athletes, 2018 Billboard Music Awards, Bachelorette, Empire, NBA Finals, Indy 500, Big Bang Theory, American Ninja Warrior, Tonight Show with Jimmy Fallon, Survivor, The Voice, So You Think You Can Dance, Late Show with Stephen Colbert, Bob’s Burgers, Riverdale, Chicago Med, Gotham, Lethal Weapon
 - Local news was purchased to reach the mass audience.
 - Nielsen TV ratings data determined which networks and programming would best reach the target audience.
 - Focused on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.
- 2. **Purchased key cable networks and shows that performed well against our target to extend reach and build frequency.**
 - a. **Recommended Cable Networks:** Comedy Central, Discovery, Paramount, Cartoon Network (Adult Swim), A&E, AMC, Freeform, ESPN, ESPN2, FX, MTV, TBS, BET, TNT, USA and Galavision
 - b. **Recommended Cable Programming:** NBA Playoff Games, The Americans, NCIS, Suits, Fear The Walking Dead, Modern Family, Dragon Ball 2 Kai, Conan, Big Bang Theory, The Terror, Aqua Teen Hunger Force, Trust, Into the Badlands, Craig of the Creek, Hip Hop Atlanta, FX Movies, Live PD, Colony, American Ninja Warrior, Shadowhunters, Ink Master, Animal Kingdom, Drop the Mic, Family Guy, The Last OG, Naked & Afraid All-Stars, Street Outlaws, South Park, Legion, Inside the NBA, Catfish: The TV Show, Bering Sea Gold, Taskmaster, The Daily Show with Trevor Noah, Snoop Dogg’s Joker’s Wild, WWE: Smackdown, Tosh.0, SportsCenter, NASCAR
 - c. **Comcast Interconnect** was purchased to reach a large number of cable households (309,630 homes). Interconnect provided coverage in 17 areas where a media presence is needed including primary markets and STEP/Mini-STEP/survey areas. Additional spots were placed in areas where cable was available for purchase to increase frequency.
- 3. **Radio extended reach created by television while generating higher levels of frequency.** Another advantage of radio is that it reaches drivers while they are behind the wheel, giving us an opportunity to influence them as they are driving. The majority of radio listening for 18-34 year olds occurs in a vehicle.
 - a. **Primary Formats:** 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 would 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** targeted the rural areas where there is a lower rate of seat belt usage and where STEP/Mini-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 Justin Acri with KABZ, Poolboy with KLAL and Broadway Joe with KIPR helped connect the *Click It or Ticket* message with a loyal, engaged audience. We also encouraged DJs to incorporate the important message into their social networking.
 - f. **Spanish Radio** was purchased to reach the Hispanic audience.
4. **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.** Young adults are more frequent and active internet users than any other age group and consider it an “essential” part of life. Specific digital strategies are detailed below.
- a. Utilizing an **ad network** allowed us to have a presence on premium national websites such as GameStop.com and ESPN.com targeted geographically to Arkansas and demographically to Men 18-34. 30-second pre-roll ads across mobile, tablet and desktop were recommended to maximize impact and awareness of the CIOT message. The campaign generated more than 860,000 impressions.
 - b. **Connected TV** - According to Pew Research, 60% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, the CIOT message was delivered to our target while they are streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads were targeted demographically and geographically making ad serving precise. A minimum of 141,500 impressions ran during the campaign in LR DMA.
 - 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 played between songs. This campaign generated over one million impressions within a three-week period.
 - d. **Digital Gaming** – Targets Men 18-34 while they are playing video games on their mobile devices provides an additional layer of reach of the CIOT message to our target audience, who are 69% more likely to have played a video game on the internet than the general audience. A minimum of 187,000 impressions ran during the campaign.
 - e. **Boosted awareness with a customized scrolling ad.** A short *Click It or Ticket* message scrolled across smart phone screens of Men 18-34 in LR DMA. According to a study by IAB, the scroller concept is one that can convey an ad message that breaks through, while at the same time revealing itself in an appealing way and being an enjoyable ad experience, particularly

for the millennial and male audience segments. Approximately 175,000 impressions were generated.

- f. Placed a mix of **premium banners** and pre-roll video on high traffic local websites including Hogville.net, Xfinity.com and Arktimes.com. Additionally, we recommend running banners on Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.
- g. Purchased online banners on **select Arkansas newspaper websites** to sustain the CIOT message for a three-week period targeting residents in the survey markets and Batesville. Those websites include: *NWA ADG, ADG, Batesville Daily Guard, Benton Saline Courier, Berryville Carroll County News Midweek, Camden News, DeQueen Bee, Ft. Smith Times Record, Johnson County Graphic, Lonoke Democrat, Stone County Leader, Newport Independent, PulaskiNews.net* and *Van Buren Press Argus-Courier*

5. Out-of-Home

- a. **Lamar Digital Outdoor Board**
 - 14' x 48' high-profile board located on I-630 in Little Rock
 - Three- week campaign generated over one million impressions
- b. **Batesville Outdoor Presence**
 - Vinyl billboard(s) that will run for extended period (TBD)
 - Signage at Batesville Motor Speedway featuring Mark Martin

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

- **Sports Magazine:** Hooten's Arkansas Football is a widely-read publication that features high school and college level football in the state of Arkansas. The CIOT ad will be positioned on page 2 and 3 so it was the first thing readers saw when they open the publication.
- **Special Partnership:** Continue a partnership with Arkansas Travelers, our local minor baseball league, who are the most popular sports team in Central AR.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget we spent was \$332,210 and was allocated as follows:

- Broadcast TV: \$116,169 (35 percent)
- Cable: \$67,133 (20 percent)
- Radio: \$62,696 (19 percent)
- Other Radio: \$19,081 (6 percent)
- Online: \$42,247 (13 percent)
- Out-of-Home: \$3,529 (1 percent)
- Print: \$8,118 (2 percent)
- Sports Marketing: \$13,236 (4 percent)

By Market:**Click It or Ticket Actual Expenditures \$ 332,210**

○ Little Rock	\$ 108,937
○ Fayetteville/Fort Smith	\$ 65,534
○ Jonesboro	\$ 27,200
○ Texarkana	\$ 15,423
○ El Dorado	\$ 3,930
○ Conway	\$ 1,785
○ Hot Springs	\$ 2,973
○ Hispanic Advertising	\$ 14,154
○ Statewide Cable & Radio (STEP & Survey Markets)	\$ 25,920
○ Online (Statewide)	\$ 41,471
○ Out-of-Home:	\$ 3,529
○ Print (Statewide)	\$ 8,118
○ Sports Marketing (Statewide)	\$ 13,236

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$120.65	\$27.99	\$35.07
Ft. Smith/Fayette	\$75.87	\$22.75	\$22.18
Jonesboro	\$75.12	\$10.79	\$11.50
Texarkana	No broadcast TV	\$8.30	\$28.71
El Dorado	No broadcast TV	\$4.80	N/A
Hot Springs	No broadcast TV	\$6.70	\$11.58
Conway	No broadcast TV	\$11.90	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	1,310	364	6.2	453.5	73.4%
Ft. Smith/Fayetteville	688	483	4.9	460.8	93.6%
Jonesboro	576	567	3.3	250.0	76.8%
Texarkana	549	549	N/A	N/A	N/A
El Dorado	323	290	N/A	N/A	N/A
Conway	291	300	N/A	N/A	N/A
Survey Market Cable	1,961	2,344	N/A	N/A	N/A
Hot Springs	164	157	N/A	N/A	N/A
Hispanic	135	135	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	430	354	10.3	574.5	56.2%
Ft. Smith	368	372	7.0	455.7	65.9%
Fayetteville	516	514	6.6	404.7	61.6%
Jonesboro	189	189	8.2	380.4	46.2%
Texarkana	264	264	8.4	378.6	45.4%
El Dorado	192	192	N/A	N/A	N/A
Hot Springs	106	98	4.6	161.8	35.1%
Conway	51	51	N/A	N/A	N/A
STEP Markets	769	757	N/A	N/A	N/A
Helena	42	42	N/A	N/A	N/A
Hispanic	210	210	N/A	N/A	N/A

Note: In order to reach the smaller STEP markets in Arkansas, we purchased radio and cable. In addition to the six major radio DMAs, we purchased non-metro radio stations, which are in unrated markets, so the CPP is not available. Non-metro radio and cable was purchased in the following counties: Ashley, Baxter, Boone, Carroll, Crittenden, Faulkner, Hempstead, Independence, Johnson, St. Francis, Sevier, Stone and Yell. *We do not buy cable based upon ratings. We purchase it based upon a number of spots per week. The cable systems can't provide us with local ratings. Therefore, we have assumed a 1.0 rating for each spot that runs and have based the cost-per-point off of that.*

Earned Media - \$298,525

Media Relations

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 39 newspaper clippings resulted in an ad equivalency of \$15,025.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. There were several boosted posts for the May CIOT campaign. The social media campaign dates were May 14 – June 3, 2018. The results of the campaign were as follows:

Facebook

- Impressions: 1,359
- New Page Likes/Follows: 571 followers, 3 new “likes”
- Engagements: 39
 - Reactions: 30
 - Comments: 2
 - Shares: 7

Twitter

- Impressions: 16,000
- Total Followers: 131
- New Followers: 8
- Engagements: 3,168
 - Retweets: 34
 - Retwets with comments: 7
 - Replies: 9
 - Likes: 184

Instagram

- Total Followers: 48
- New Followers: 1
- Engagements: 31

2018 April Distracted Driving Campaign

Paid Media Report

Summary

Supporting the national April 2018 “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 \$135,395 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 \$57,836 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 9 – 16, 2018 (8-day flight)

Audience Segment Profiles

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

Geography

This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for U Drive. U Text. U Pay. 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. - \$124,395

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

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

Media Tactics

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

Broadcast TV provided the greatest reach opportunity

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

a. Daypart mix

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

b. Key Networks: ABC, CBS, NBC, FOX and CW**c. Recommended Broadcast Programming:**

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

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

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

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

b. Recommended Cable Programming:

Fear the Walking Dead, McMafia, Suits, The Walking Dead, Tosh.0, Drunk History, Broad City, The Arrangement, WAGS: Miami, Teen Mom O.G., Catfish: The TV Show, SportsCenter, NBA Basketball, MLS Soccer, We the Fans: Dallas Cowboys, Jack Reacher, Love & Hip Hop,

Freeform movies, Atlanta, The Americans, NCIS: New Orleans, American Dad, Bob's Burgers, Robot Chicken, Mike Tyson Mysteries, Dragon Ball 2 Kai, Family Guy, Rick & Morty, Aqua Teen Hunger Force, Conan, Samantha Bee, WWE Monday Night Raw, Modern Family and Tevana & Iman

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

3. Radio extended the reach created by television while generating higher levels of frequency. Another advantage of radio is that it reaches drivers while they are behind the wheel, giving us an opportunity to influence them as they are driving. The majority of radio listening for 18-34 year olds occurs in a vehicle.

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

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

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

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

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

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

generate more than 600,000 impressions.

- **Connected TV** - According to Pew Research, 60% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, our distracted driving message was delivered to our target when they are streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads were targeted demographically and geographically making ad serving precise. A minimum of 125,000 impressions will run during the campaign in LR DMA.
- **Pandora** Internet Radio, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Edison Research reports time spent with online radio surged to more than 14 hours per week in 2017. Targeted Arkansas adults 18-34 using Pandora's "Audio Everywhere" platform by repurposing our distracted driving radio spots for online use. Pandora's penetration into this demographic in Arkansas is strong at 45% with 301,383 unique listeners This campaign generated over 1.2 million impressions within an 8-day period.
- Placed premium banners on EILatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

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

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

Media Budget Allocation: In order to achieve our communications goals the budget spent \$124,395 was allocated as follows:

- Broadcast TV: \$42,292 (34 percent)
- Cable: \$18,376 (15 percent)
- Radio: \$25,242 (20 percent)
- Other radio: \$8,274 (7 percent)
- Online: \$21,741 (17 percent)
- Out-of-Home: \$8,471 (7 percent)

By Market:

U Drive. U Text. U Pay. Actual Expenditures	\$124,395
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○ Little Rock	\$ 47,659
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○ Fayetteville/Fort Smith	\$ 23,557
○ Jonesboro	\$ 12,363
○ Texarkana	\$ 6,548
○ El Dorado	\$ 1,810
○ Hot Springs	\$ 2,515
○ Conway	\$ 2,225
○ Helena/West Helena	\$ 922
○ Hispanic Advertising	\$ 5,373
○ Online (Statewide)	\$ 21,423

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$112.17	\$20.30	\$39.25
Ft. Smith/Fayette	\$78.18	\$20.30	\$22.90
Jonesboro	\$63.64	\$7.49	\$13.02
Texarkana	No broadcast TV	\$8.87	\$28.67
El Dorado	No broadcast TV	\$5.15	N/A
Hot Springs	No broadcast TV	\$6.12	\$10.60
Conway	No broadcast TV	\$12.52	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	337	239	2.6	173.5	66.4%
Ft.Smith/Fayetteville	434	63	2.4	155.6	63.8%
Jonesboro	475	475	2.3	130.6	56.5%
Texarkana	247	247	N/A	N/A	N/A
El Dorado	131	0	N/A	N/A	N/A
Hot Springs	211	211	N/A	N/A	N/A
Conway	150	150	N/A	N/A	N/A
Hispanic	51	51	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	380	267	3.8	205.5	54.0%
Ft. Smith	126	164	3.0	153.5	51.0%
Fayetteville	177	160	3.2	149.7	46.3%
Jonesboro	84	84	3.7	151.2	41.2%
Texarkana	100	100	4.4	152.0	34.3%
El Dorado	80	80	N/A	N/A	N/A
Hot Springs	56	56	3.3	115.5	34.8%
Conway	20	20	N/A	N/A	N/A
Helena	16	16	N/A	N/A	N/A
Hispanic	85	85	N/A	N/A	N/A

Earned Media - \$199,529

Media Relations

A news release concerning the April Distracted Driving mobilization was distributed to news media statewide resulting in 25 newspaper clippings with an ad equivalency of \$10,529.

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 9 – April 16, 2018. The campaign received the following results:

Facebook

- Impressions: 160
- New Page Likes/Follows: 573 followers, 1 new “like”
- Engagements: 4
 - Reactions: 0
 - Comments: 0
 - Shares: 0

Twitter

- Impressions: 810
- Total Followers: 123
- New Followers: 2
- Engagements: 22
 - Retweets: 4
 - Retweets with comments: 1
 - Replies: 0
 - Likes: 5

Instagram

- Total Followers: 49
- New Followers: 2
- Total Engagements: 8

2018 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 \$74,284 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 \$30,935 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-April 30 – May 9, 2018.

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 \$74,284.

Media Strategies- Share the Road/Look Twice for Motorcycles

C. 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. In order to have a strong presence all target areas with a limited budget, we recommend running the TV, cable and radio within a 10-day period. 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, For the People, Tonight Show with Jimmy Fallon, NBA Playoffs, The Flash, Survivor, MacGyver, Madam Secretary, Dancing with the Stars, The Voice, Elementary, Late Show with Stephen Colbert, Big Bang Theory, Wheel of Fortune, Riverdale, Station 19, Gotham, Lethal Weapon

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, Fear the Walking Dead, Suits, Fargo, The Americans, Big Bang Theory, Conan, Tosh.0, SportCenter, American Choppers, Drop the Mic, Fear Factor, Street Outlaws, Freeform movies, Dragon Ball 2 Kai, Naked and Afraid, Law & Order, FX movies, Catfish: The TV Show, NCIS, Family Guy, The Daily Show with Trevor Noah

- Included networks with programming that reaches motorcycle

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 the television and radio schedules while reaching drivers in their vehicles reinforcing the “share the road” message with a visual component. Outdoor ran for the 2-week flight period.

a. Digital outdoor can be turned on and off to match strict flight requirements with no production fees.

b. We recommended outdoor in Pulaski, Craighead and Washington counties.

- Lamar (Pulaski) – 3 locations generating over 1.6 million total impressions
- Lamar (Washington) – 2 locations achieving over 469,992 total impressions
- Lamar (Craighead) – 1 locations achieving over 140,884 total impressions

Media Budget Allocation: In order to achieve our communications goals the budget spent \$74,284 was allocated as follows:

- Broadcast Television: \$40,279 (54 percent)
- Cable Television: \$8,077 (11 percent)
- Radio: \$16,399 (22 percent)
- Digital outdoor: \$9,529 (13 percent)

By Market:

Look Twice for Motorcycles Actual Expenditures \$74,284

○ Little Rock	\$ 34,206
○ Fayetteville/Fort Smith	\$ 19,710
○ Jonesboro	\$ 8,521
○ Hot Springs	\$ 2,318
○ Digital Outdoor	\$ 9,529

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$113.99	\$15.20	\$43.90
Fayetteville	\$84.71	\$10.65	\$30.16
Jonesboro	\$48.08	\$10.66	\$12.89
Hot Springs	No broadcast TV	\$5.82	\$10.89

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	263	240	2.7	200.9	74.6%
Ft.Smith/Fayetteville	260	163	2.4	150.4	61.6%

Jonesboro	171	172	1.9	103.1	54.0%
Hot Springs	198	183	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	150	150	4.8	199.5	41.9%
Fayetteville	155	155	3.5	150.5	46.3%
Jonesboro	75	75	4.3	150.8	35.3%
Hot Springs	42	42	4.0	107.1	26.9%

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 April 30 through May 9. The campaign received the following results:

Facebook

- Impressions: 35
- New Page Likes/Follows: 571 followers, 2 new “likes”
- Engagements: 0
 - Reactions: 0
 - Comments: 0
 - Shares: 0

Twitter

- Impressions: 260
- Total Followers: 123
- New Followers: 0
- Engagements: 2
 - Retweets: 0
 - Replies: 0
 - Likes: 1

Instagram

- Total Followers: 47
- New Followers: 0
- Engagements: 1

2018 April “Pass It On”/Drug-Impaired Driving Campaign

Paid Media Report

Summary

Supporting the April Drug-Impaired Driving Campaign, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “420 Drug-Impaired Driving” campaign was Males 18-34.

NHTSA approved a budget of \$23,770 for a one-week schedule of radio live endorsements and traffic sponsorships. The bonus ads received totaled an additional \$70 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Drug-Impaired Driving ran April 16 – 23 (8 days).

Target Audience

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

Geography

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

A. Primary Markets

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

Budget

The total paid media budget for the Drug-Impaired Driving campaign was \$23,770.

Media Strategies- Drug-Impaired Driving

D. Media Strategy

The goal is to increase awareness of the dangers and consequences of drug-impaired driving and to remind all drivers: If you are impaired by drugs and thinking about driving, pass your keys on to a sober driver. If you’re impaired, take your car key and “Pass It On.”

E. Media Tactics

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

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

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

Dayparts: Morning Drive: 6:00am - 10:00am
Mid-day: 10:00am - 3:00pm
Afternoon Drive: 3:00pm - 7:00pm

Media Budget Allocation: In order to achieve our communications goals the budget spent \$23,770 was allocated as follows:

- Live Endorsements: \$10,673 (45 percent)
- Traffic Reports: \$13,097 (55 percent)

By Market:

“Pass It On” Drug-Impaired Driving Actual Expenditures \$ 23,770

○ Little Rock	\$ 13,679
○ Fayetteville	\$ 5,390
○ Fort Smith	\$ 1,749
○ Jonesboro	\$ 676
○ Texarkana	\$ 1,656
○ Hot Springs	\$ 620

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Market
Little Rock	337	0	N/A	N/A	N/A
Fayetteville	170	0	N/A	N/A	N/A
Fort Smith	125	0	N/A	N/A	N/A
Jonesboro	10	0	N/A	N/A	N/A
Texarkana	30	5	N/A	N/A	N/A
Hot Springs	30	5	N/A	N/A	N/A

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign dates were April 16 - April 23, 2018. The campaign received the following results:

Facebook

- Impressions: 323
- New Page Likes/Follows: 573 total fans

- Engagements: 4
 - Reactions: 4
 - Comments: 0
 - Shares: 0

Twitter

- Impressions: 827
- Total Followers: 123
- New Followers: 0
- Engagements: 13
 - Retweets: 4
 - Replies: 0
 - Likes: 3

Instagram

- Total Followers: 48
- New Followers: 0
- Engagements: 11

2018 July Speed Campaign Obey The Sign or Pay The Fine

Paid Media Report

Summary

Supporting the July 2018 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 \$24,866 for a one-week schedule of previously produced ads on radio and digital media. The bonus radio ads received totaled an additional \$20,263 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 16 through Sunday, July 22, 2018

Audience Segment Profiles

- Primary Segment – *To influence segment to always obey the speed limit*
 - **Men, 16-25 years of age**
 - Largest demographic that exceeds the speed limit
 - Primarily views and listens to comedy, sports and top 40 entertainment
 - According to the National Highway Traffic Safety Administration, drivers involved in fatal crashes are more likely to be young males. In 2016, 32 percent of males aged 15-20 and thirty one percent males aged 21-24 involved in fatal crashes were speeding at the time of the accident.

- Secondary Segment – *To raise awareness and influence segment to always obey the speed limit*
 - **Newly arrived immigrant Latino Men, 18-54 years of age**
 - Hispanic drivers have lower safety belt use rates than non-Hispanic whites and higher fatality rates
 - Primarily views and listens to Spanish language media
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always obey the speed limit*
 - **African American Men, 18-54 years of age**
 - Primarily listens to Urban radio formats
 - Reached through traditional media, however, strong loyalty to certain urban channels

Geography

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

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

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

Budget

The total paid media budget for the Obey the Sign or Pay the Fine campaign was \$24,866.

Media Strategies- Obey the Sign or Pay the Fine

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

Media Strategy

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

Media Tactics

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

Radio created statewide reach and frequency of exposure of the “Obey the Sign” message in metro areas. One of the key reasons to use radio is the fact

that the majority of radio listening occurs in a vehicle. Over 80% of Adults 18-24 listen to radio in the car according to 2017 GfK MRI Doublebase.

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

Digital 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, is recommended as part of this campaign.
- Pandora continues to lead in the streaming music space with 31% of the US population listening in the past month, according to Edison Research’s Infinite Dial 2018.
- According to the 2018 Infinite Dial report from Edison Research, online radio weekly listening has increased to 88% in 2018 among the 12-24 demographic. The report also shows that 44% of online audio listening occurs in the car.
- Target adults 16-25 in Arkansas through the “Audio Everywhere” platform. The speed radio spot will play between songs reaching the target audience via desktop and mobile devices. This campaign will generate over 318,300 impressions during the 7-day flight period.
- As added-value, the audio ads will be accompanied by a display banner, giving visual support to audio messaging.
- To reach the Hispanic community digitally, we added ROS (run-of-site) banners on EILatino.com, LaPrensaNWA.com and LatinoTVAR.com.

Media Budget Allocation: In order to achieve our communications goals the budget spent \$24,866 was allocated as follows:

- Radio: \$18,521 (74 percent)
- Other radio: \$1,012 (4 percent)
- Digital: \$4,868 (20 percent)
- Hispanic Digital: \$465 (2 percent)

By Market:

Obey the Sign or Pay the Fine Actual Expenditures \$24,866

○ Little Rock	\$ 6,165
○ Fayetteville	\$ 2,886
○ Fort Smith	\$ 2,262
○ Jonesboro	\$ 1,442
○ Texarkana	\$ 3,625
○ El Dorado	\$ 900
○ Hot Springs	\$ 1,242
○ Conway	\$ 320
○ Helena/West Helena	\$ 692
○ Digital (Statewide)	\$ 5,332

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	\$29.15
Ft. Smith/Fayette	No broadcast TV	No cable TV	\$16.88
Jonesboro	No broadcast TV	No cable TV	\$9.12
Texarkana	No broadcast TV	No cable TV	\$28.63
El Dorado	No broadcast TV	No cable TV	N/A
Hot Springs	No broadcast TV	No cable TV	\$11.75
Conway	No broadcast TV	No cable TV	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Market
Little Rock	127	127	5.0	211.5	42.1%
Ft. Smith	129	129	3.1	170.7	54.3%
Fayetteville	120	120	3.4	140.8	41.9%
Jonesboro	59	59	4.1	158.1	40.3%
Texarkana	102	84	3.1	126.6	40.3%
El Dorado	72	72	N/A	N/A	N/A
Hot Springs	53	53	3.7	105.7	28.5%
Conway	20	20	N/A	N/A	N/A
Helena	12	15	N/A	N/A	N/A
Statewide Digital	N/A	N/A	N/A	N/A	N/A

Earned Media - \$105,545

Media Relations

A news release concerning the July Speed mobilization was distributed to news media statewide resulting in 35 newspaper clippings with an ad equivalency of \$11,045.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign dates were July 16 through July 22. The campaign received the following results:

Facebook

- Impressions: 243
- Page Likes/Follows: 575 total fans
- Engagements: 3
 - Reactions: 3
 - Comments: 0
 - Shares: 0

Twitter

- Impressions: 613
- Total Followers: 135
- New Followers: 0
- Engagements: 7
 - Replies: 0
 - Retweets: 0
 - Likes: 4

Instagram

- Total Followers: 50
- New followers: 1
- Engagements: 3

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 18, 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 18 P&A expenditures equaled only 9% percent of total 402 expenditures and were matched 50 percent with State funds.

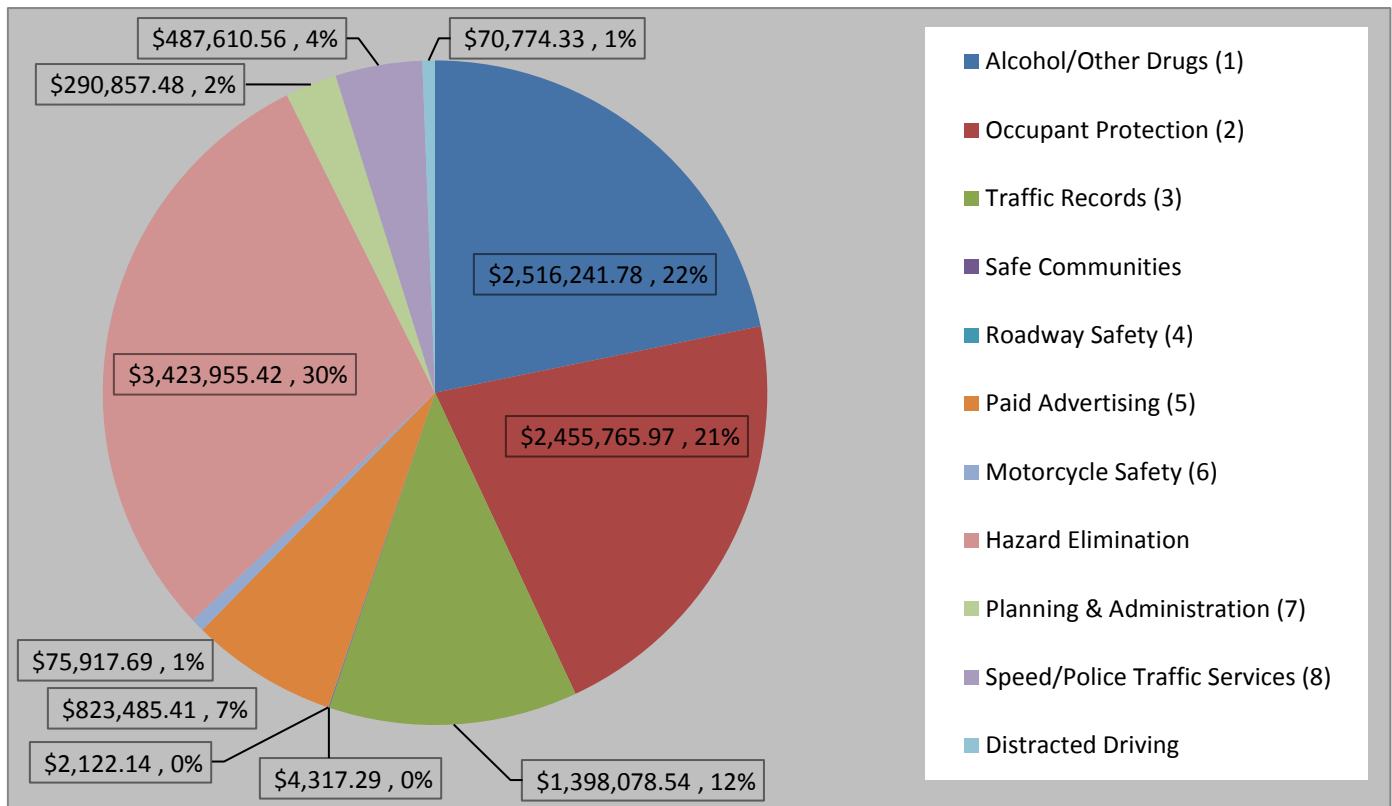
FINANCIAL REPORTS			
Project		Recipient/Contractor	Fed. Expenditures
1	AL/OP/M2HVE	Criminal Justice Institute	636,801.26
2	M5CS	Sherwood – Pilot DWI Court	11,935.90
3	AL	Administrative Office of the Courts	73,866.39
4	AL/OP	Arkansas Broadcasters Association	75,000.00
5	OP/M5X/K8/SE	Harrison Police Department	20,214.70
6	M5BAC	AR Crime Lab	611,938.63
7	OP/M5X/SE	Garland County Sheriff's Office	40,830.44
8	OP/M5X/SE	Benton County Sheriff's Office	51,066.98
9	OP/M5X/SE	Miller County Sheriff	24,027.22
10	OP/M5X/SE	Van Buren Police Department	69,099.80
11	OP/M5X/SE	Jonesboro Police Department	64,417.65
12	OP/M5X/SE	Marion Police Department	5,771.22
13	OP/M5X/SE	North Little Rock Police Department	32,605.72
14	OP/M5X/SE	Osceola Police Department	17,976.90
15	OP/M5X/SE	Paragould Police Department	8,735.14
16	OP/M5X/SE	Sherwood Police Department	16,409.47
17	M5CS	Faulkner County – DWI Court	8,563.79
18	M3DA	SourceCorp	59,191.80
19	OP	AR Department of Health – Injury Prevention	91,877.04
20	K4TR/M3DA	Arkansas State Police – E-Crash	286,897.99
21	K4TR/M3DA	Arkansas State Police – E-Citation	747,175.80
22	SA/OP	U of A – Fayetteville	9,225.76
23	M5CS	Van Buren County – DWI Court	2,197.03
24	M5BAC	AR Dept. of Health Human Ser - OAT	102,065.59
25	M5X/OP/SE	Benton Police Department	17,115.50
26	M5X/OP/SE	Bryant Police Department	26,300.00
27	M5X/OP/SE	Conway Police Department	14,697.98
28	M5X/OP/SE	Fayetteville Police Department	77,842.11
29	M5X/OP/SE	Fort Smith Police Department	31,535.37
30	M5X/OP/SE	Hot Springs Police Department	31,055.41
31	AL/OP/K8FR/PM/K4/K8HV/ M2HVE/M5HVE/ M8PE/M9MA	Cranford,Johnson,Robinson & Woods	1,507,394.30
32	OP/SE	Mountain Home Police Department	39,341.86
33	M5X/OP/SE	Pulaski County Sheriff's Office	1,859.82
34	M5X/OP/SE	Searcy Police Department	15,265.21
35	M5X/OP/SE	Texarkana Police Department	34,005.22
36	M5X/OP/SE	Washington County Sheriff's Office	9,805.66
37	M5X/OP/SE	Springdale Police Department	71,591.20

FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	Fed. Expenditures
38	M5X/OP/SE	Camden Police Department	8,552.11
39	M5TR	Black River Technical College	86,107.70
40	M5X/OP/SE	Hope Police Department	21,729.73
41	K4TR	ASP – Crash Reconstruction Training	27,932.93
42	M3DA	Arkadelphia eCite/eCrash	40,690.64
43	M5CS	Independence County–Pilot DWI Court	43,497.43
44	M5X/OP/SE	Rogers Police Department	24,008.09
45	PA	University of Arkansas at Little Rock	14,602.00
46	OP	UAMS	164,649.25
47	154HE	AHTD – 154HE	3,423,955.42
48	OP/SE/M2HVE	Arkansas State Police - Enforcement	726,800.83
49	M3DA	AR Dept of Health - EMS	45,000.00
50	SE/M2HVE/M5HVE	Bethel Heights PD	12,095.21
51	154AL/M5X	ASP - In Car Camera / Video Storage Project	218,452.88
52	M5X/OP/SE	Trumann PD	1,535.79
53	M5CS	Benton County - DWI Court	11,139.57
54	M2CPS	UAMS	300,241.27
55	M5CS	Pulaski County DWI Court	500.00
56	OP/SE/M5X	Dardanelle PD	13,468.47
57	OP/SE/M5X	El Dorado PD	29,734.16
58	M3DA	Hot Springs PD eCite/eCrash	33,208.19
59	M3DA	Garland Co. SO eCite/eCrash	58,131.69
60	M3DA	Dardanelle PD eCite/eCrash	25,066.00
61	M5CS	Crawford Co. DWI Court	11,452.96
62	M5CS	Craighead Co. DWI Court	14,434.03
63	M5X/OP/SE	Centerton Police Department	30,897.98
64	M5CS	Clark Co. DWI Court	11,658.12
65	M3DA	Hope PD eCite/eCrash	7,800.00
66	M5X/OP/SE	Saline County Sheriff's Office	37,419.44
67	M5X/OP/SE	Arkadelphia Police Department	15,358.95
68	TR/RS	Arkansas Department of Transportation – Professional Development	3,777.19
69	M5X/OP/SE	Siloam Springs Police Department	24,278.38
70	M3DA	Hot Springs PD eCite/eCrash	33,208.19
71	SE/M2HVE/M5HVE	Little Flock PD	15,325.60
72	M5CS	South Arkansas DWI Court	9,007.82

FINANCIAL REPORTS (Continued)			
Project		Recipient/Contractor	Fed. Expenditures
73	OP/SE/M5X	St. Francis Co. SO	42,085.90
74	SE/M2HVE/M5HVE	Tontitown PD	11,927.56
75	M3DA	Van Buren PD eCite/eCrash	26,827.26
76	SE	Amity PD	2,500.00
77	SE/M2HVE/M5HVE	Bald Knob PD	1,413.72
78	SE/M2HVE/M5HVE	Barling PD	21,272.89
79	SE/M2HVE/M5HVE	Beebe PD	3,599.05
80	SE/M2HVE/M5HVE	East Camden	1,633.51
81	SE/M2HVE/M5HVE	Forrest City PD	10,435.26
82	SE/M2HVE/M5HVE	Glenwood PD	16,426.54
83	SE	Gurdon PD	5,000.00
84	SE/M5HVE	Monticello PD	17,224.10
85	SE/M5HVE	Prescott PD	8,971.30
2018 TOTAL			10,660,736.97

FISCAL YEAR 2018 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$	2,516,241.78
Occupant Protection (2)	\$	2,455,765.97
Traffic Records (3)	\$	1,398,078.54
Safe Communities	\$	4,317.29
Roadway Safety (4)	\$	2,122.14
Paid Advertising (5)	\$	823,485.41
Motorcycle Safety (6)	\$	75,917.69
Hazard Elimination	\$	3,423,955.42
Planning & Administration (7)	\$	290,857.48
Speed/Police Traffic Services (8)	\$	487,610.56
Distracted Driving	\$	70,774.33
Total	\$	11,549,126.61



- (1) Alcohol/Other Drugs Program includes Sections 402, 154, 410 and 405d expenditures.
 (2) Occupant Protection Program includes Sections 402 and 405b expenditures.)
 (3) Traffic Records Program includes Sections 402, 406 and 405c expenditures.
 (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
 (5) Paid Advertising includes Sections 402, 406 and 405d expenditures.
 (6) Motorcycle Safety Program includes Section 402 and 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 OF8 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

Mini-Step Program

In an effort to promote more rural law enforcement participation in federal and state safety campaigns, a new program was initiated in 2018. Working with the LELs, rural law enforcement agencies were contacted and encouraged to submit an application pledging a commitment to work these mobilizations. The application included a budget with anticipated overtime hours to be worked and in some cases, a request for low-cost traffic safety equipment. The AHSO reviewed all the applications that were submitted and approved funding for 17 agencies. These 17 law enforcement agencies included:

Amity	Crittenden Co.	Gurdon	Rockport
Bald Knob	East Camden	Little Flock	Tontitown
Barling	Eudora	Monticello	
Beebe	Forrest City	Portland	
Bethel Heights	Glenwood	Prescott	

A summary of their activities included following: 1,051 seat belt citations, 28 DWI arrests, 826 speed citations. Funding for the mini-step program will continue in FY 2019. At present two additional agencies have agreed to participate including Mountain View and Prairie Grove Police Departments.

DWI Courts/Training

Arkansas' effort towards establishing a statewide DWI Court System continues to expand with thirteen formally trained and AOC recognized DWI courts. This year an additional court (Sebastian County District Court) requested DWI Court training.

Occupant Protection Assessment

Arkansas conducted an OP Assessment September 16-21, 2018, resulting in several key recommendations. The AHSO is working to prioritize and address these recommendations.

eCite and eCrash

A second RFP to assist local law enforcement agencies with equipment and facilitate participation in the eCrash system resulted from a partnership with ArDOT. ArDOT provided additional funding in the amount of 1.4 million in HSIP funds to assist additional local agencies to utilize the eCrash system.

eGrant

This year the Arkansas Highway Safety Program initiated steps and began work on developing an electronic grant application and reporting program. The target date for implementation of the program is March 2019.

AHSO First Annual Highway Safety Conference

During FY18 the AHSO hosted Arkansas' first statewide traffic safety conference in Little Rock. The objective of the conference was to generate collaboration among law enforcement and traffic safety advocates across the State. The Conference incorporated information and discussions on innovations seen around the country to increase the effectiveness of Arkansas's impaired driving program efforts and create an impetus among Highway Safety partners to explore ways to develop and implement more effective programming across the State.-