Arkansas
Highway Safety Office

FY2016 Performance Plan and Highway Safety Plan

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State Certifications and Assurances ***Appendix A***

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INTRODUCTION

The State and Community Highway Safety Grant Program, enacted by the Highway Safety Act of 1966 as Section 402 of Title 23, United States Code, provides grant funds to the states, the Indian nations and the territories each year according to a statutory formula based on population and road mileage. The grant funds support state planning to identify and quantify highway safety problems, provide start-up or "seed" money for new programs, and give new direction to existing safety programs. Monies are used to fund innovative programs at the State and local level.

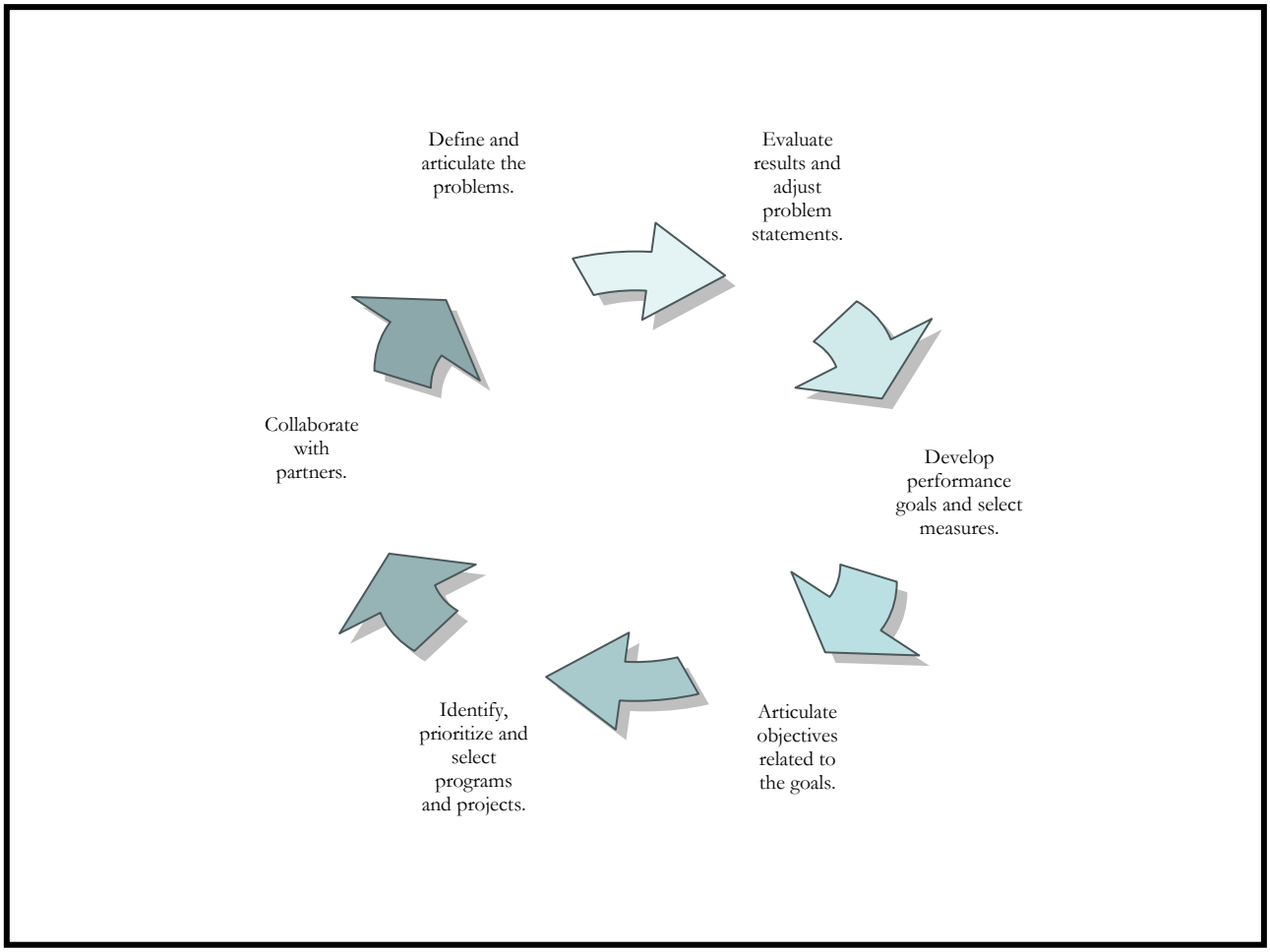
Certain highway safety program areas are designated as National Priority Program Areas, such as Occupant Protection, Impaired Driving, Police Traffic Services, Motorcycle Safety, Bicycle and Pedestrian Safety, Speed Control, Roadway Safety, Emergency Medical Services, and Traffic Records. Other areas are eligible for funding when specific problems are identified. The National Highway Traffic Safety Administration (NHTSA) is the Federal oversight agency for Section 402 programs.

The Highway Safety Office (AHSO) of the Arkansas State Police (ASP) administers the Section 402 funds and oversees the highway safety program efforts supported by these funds for the State of Arkansas. The Highway Safety Plan developed by the AHSO identifies the traffic related safety problems in Arkansas and recommends programs that are most effective in reducing traffic fatalities, injuries and crashes. The Performance Plan portion of this report presents the process for identifying problems and developing programs to address those problem areas to which Federal (including Section 402), as well as State highway safety funds, will be applied.

During FY 2013, Congress reauthorized highway safety programs through the Transportation Reauthorization titled Moving Ahead for Progress in the 21st Century (MAP 21). Along with Section 402 funding, a new consolidated highway safety incentive grant program under Section 405 became available to states. States can apply for six different grants under this program. In FY's 2013 through 2015 Arkansas was awarded funds from Section 405 (b) Occupant Protection, (c) Traffic Records, (d) Impaired Driving, (e) Distracted Driving) and (f) Motorcycle Safety. It is anticipated that all of these, except 405(e) will be awarded in FY 2016. The Program efforts supported by these funds are described in this plan.

In prior years (through FY 2012) there were several highway safety incentive grants available to the States through the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which were earmarked for specific programs. Arkansas received Section 408 Data Improvements Implementation, 2010 Motorcycle Safety, 410 Alcohol Traffic Safety & Drunk Driving Prevention and 405 Occupant Protection grant funds. The program efforts supported by carry forward funds from these incentive grants are also described in this plan.

HIGHWAY SAFETY PLANNING PROCESS



The Highway Safety planning process, by its nature, is continuous and circular. The process begins by defining and articulating the problems. This leads to a collaborative effort and design with partners, which is an ongoing process. Development of performance goals and select measures is the next step followed by specific articulation of the objectives related to the performance goals. The process then requires identification and prioritization in the selection of programs and projects to be funded. Those program and project results are evaluated and appropriate adjustments are identified in new problem statements. At any one point in time, the Arkansas Highway Safety Office (AHSO) may be working on previous, current and upcoming fiscal year plans. In addition, due to a variety of intervening and often unpredictable factors at both the federal and state level, the planning process may be interrupted by unforeseen events and mandates.

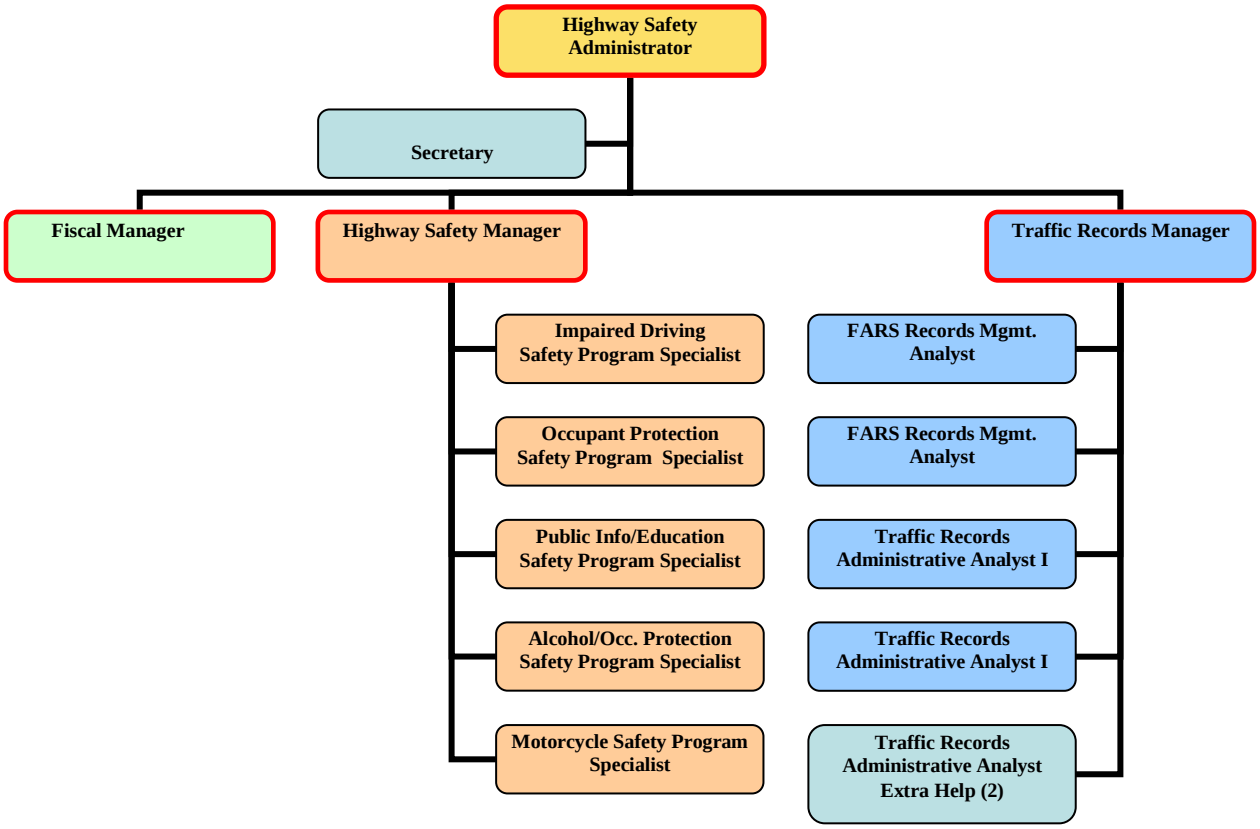
The following page outlines the sequence and timeline schedule that the AHSO has established for the development of the FY 2016 program.

PERFORMANCE PLAN (PP) AND HIGHWAY SAFETY PLAN (HSP) DEVELOPMENT SCHEDULE FOR FY 2016 PROGRAM

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

HIGHWAY SAFETY OFFICE ORGANIZATION

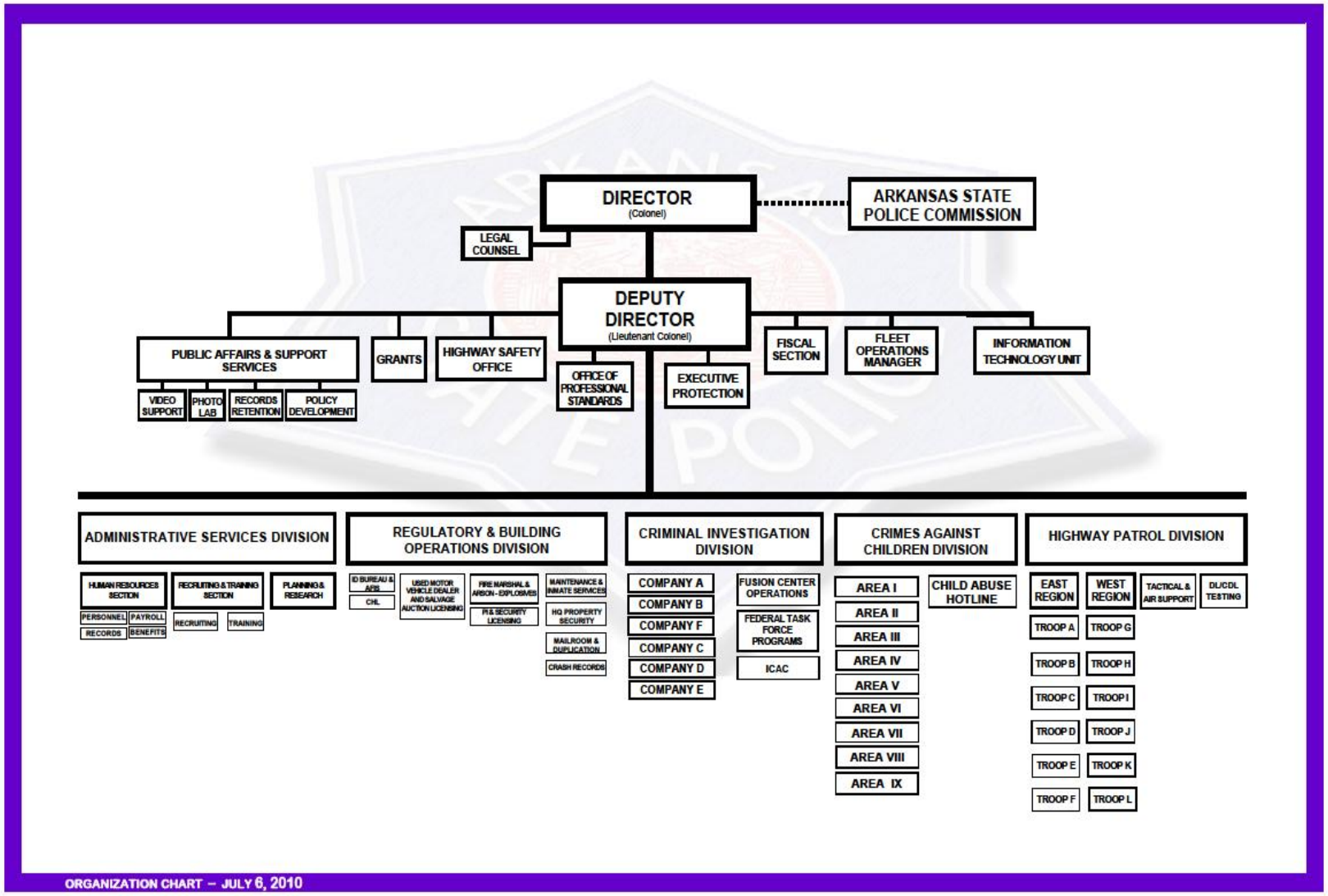
In July of 2002, by virtue of an Agreement of Understanding and the appointment of the Arkansas State Police (ASP) Director as the Governor's Highway Safety Representative, the Arkansas Highway Safety Office (AHSO) was transferred from the Arkansas Highway and Transportation Department to the Arkansas State Police. The program was authorized in the Arkansas State Police budget effective July 1, 2003 by the 84th General Assembly of the Arkansas Legislature. The AHSO retained its organizational identity within the ASP Director's Office, with the ASP Director/Governor's Representative reporting directly to the Governor. The ASP Organizational chart is shown on page 5.



MISSION STATEMENT

The Arkansas Highway Safety Office coordinates a statewide behavioral highway safety program making effective use of federal and state highway safety funds and other resources to save lives and reduce injuries on the state's roads, and provide leadership, innovation and program support in partnership with traffic safety advocates, professionals and organizations.

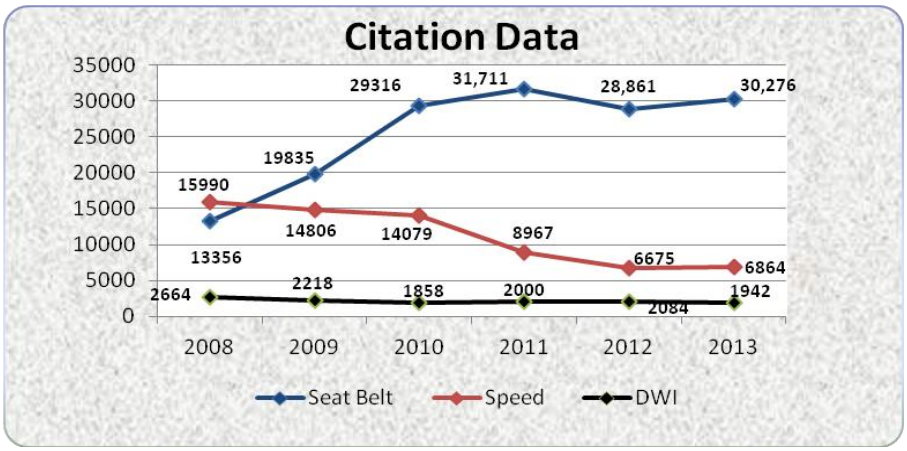
Arkansas State Police Organizational Chart



EXECUTIVE SUMMARY

The Arkansas Highway Safety Office considers safety issues by focusing on behavioral aspects at the driver level. The goal of this fatality reduction focus is to reduce highway fatalities by better identifying driver behaviors that cause fatal crashes and targeting problem areas where fatal crashes occur. An evidence based ***Traffic Safety Enforcement Plan*** (**E-BE)** has been developed to reduce injuries and fatalities throughout the State.

Particular attention is being focused on continued participation in impaired driving, occupant protection and speed issues through Selective Traffic Enforcement Projects (STEPs). This program is stressed and sponsors active participation by approximately 40 Arkansas law enforcement agencies around the state. The following charts show the citations issued during STEP over the last five years.



Law Enforcement projects will include high visibility and sustained enforcement of impaired driving, occupant protection and speed limit laws. The national mobilizations of "Click it or Ticket" (CIOT) and "Drive Sober or Get Pulled Over" have benefited from the greater participation of local agencies and targeted media campaigns. The targeted media included paid television, radio, billboard advertisements and internet.

FARS data for Arkansas shows that the number of fatalities declined from 596 in 2009 to 483 in 2013. Preliminary data for 2014 shows fatalities at 466. The fatality rate, per 100 MVMT, for the most current period available (2009-2013) shows a decrease from 1.80 to 1.44. Serious injuries (2's only) declined from 3,693 in 2009 to 3,070 in 2013.

While these figures indicate decreases in fatalities and injuries, (based on the 5-year period 2009-2013) an average of 552 motorists lose their lives and another 3,284 are seriously injured each year on Arkansas's roadways. In 2013, there were 483 total traffic fatalities compared to 560 the previous year. Over the past five years, alcohol-related fatalities averaged 154 per year. In 2013, there were 123 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities reported compared to 144 in 2012. Arkansas' alcohol-related fatalities in 2013 stood at 25% of the total fatalities.

A major area of concern is occupant protection. In 2013, 51 percent of the recorded vehicle occupant fatalities were unrestrained. Arkansas passed a primary enforcement safety belt law which took effect June 30, 2009. Immediately after the law took effect, the use rate rose from 70.4% to 74.4%, while the National use rate stood at 83%. The use rate increased to 78.4% in 2011.

In 2012 Arkansas contracted with the University of Arkansas' civil engineering department to develop and implement a new survey protocol in conjunction with the guidelines mandated by NHTSA. The results from the 2012 survey showed the use rate at 71.9%. Whether the decline was the result of the new survey protocol which reduced the number of counties surveyed and added a number of rural sites is unclear. In 2014 the use rate returned to 74.4%. The AHSO is working to improve this rate through the assessment of programming outcomes and implementation of adjustments or changes where necessary. After analyzing project performance and comparing citations issued with conviction records from Driver Services, it was discovered that after the passage of the primary seat belt law, the number of seat belt convictions in the state peaked and have now declined. Additionally, when STEP seatbelt citations are compared to total seatbelt citations it appears that STEP activity now accounts for the majority of convictions. If the state is to make progress, agencies need to be convinced that seat belt enforcement must be a priority outside of STEP as well. Current efforts include an emphasis on increasing total enforcement and encouraging agencies to address seat belt enforcement outside STEP to a much higher level. Discussions are ongoing with State Police and other law enforcement agencies to step up enforcement efforts, increase citation numbers and expand participation in mobilizations.

Seat Belt Convictions vs Citations	2009	2010	2011	2012	2013	2014
Seat Belt Convictions (Calendar Year)	43,521	53,377	45,371	42,405	39,799	33,841
STEP Seat Belt Citations (Fiscal Year)	19,385	29,316	31,711	28,800	30,276	23,649
STEP Citations Percent of Total	45%	55%	70%	68%	76%	70%

In FY13 the Legislature passed an amendment to allow the addition of court costs to the seat belt citation increasing the cost of a ticket to approximately $90. Efforts to educate the motoring public on the new law and the consequences of non-compliance continue along with increased emphasis on sustained enforcement.

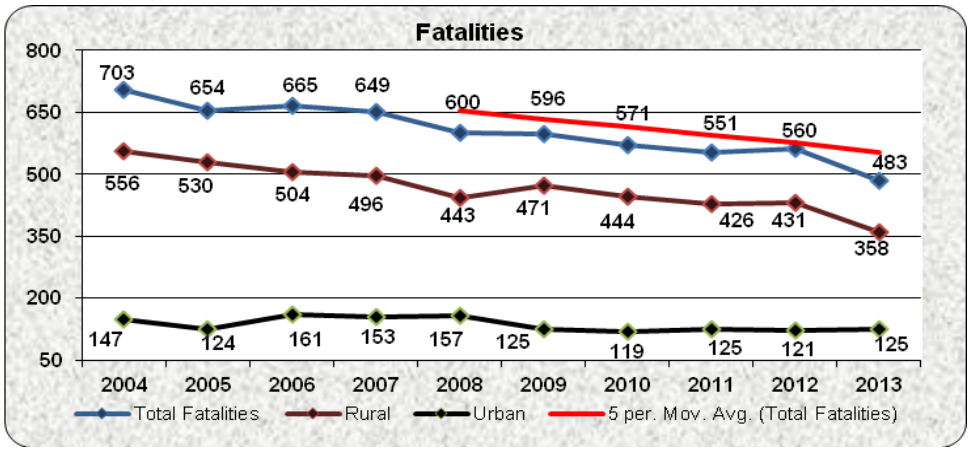
The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Arkansas reported 71 motorcycle related fatalities in 2009. This is a significant increase from the 37 motorcycle fatalities reported in 2002. In 2010 fatalities were at 84. In 2011 the number decreased to 64 but increased to 72 in 2012. Fatalities declined to 61 for 2013. Motorcycle fatalities account for approximately 13 percent of Arkansas' total traffic fatalities. There were 352 motorcycle involved traffic fatalities in Arkansas during the 5-year period 2009-2013.

Targeted and identified projects are best undertaken on a statewide approach. This is the direction taken for selective traffic enforcement programs and training, occupant protection strategies, public information and education. The long-term goal for each geographical area is to develop a comprehensive traffic safety program that is or becomes self-sufficient. Initiating a project in selective traffic enforcement has the potential to build a local commitment to improving the traffic safety problems. Another possibility is communities with successful traffic safety projects will develop an inherent desire to develop a comprehensive and ongoing project. Towards this end, the AHSO is collaborating with the Arkansas Department of Health utilizing their network of Hometown Health coalitions to implement occupant protection programs. These coalitions will identify community specific high risk populations, develop relevant information materials and implement evidence based prevention activities in targeted low use counties.

The Arkansas Highway Safety Office will issue sub-grants to approximately 50 different agencies statewide to target Highway Safety issues. Those agencies will include state, county and municipal law enforcement agencies in both urban and rural locations. Other sub-grantees include, but are not

limited to, Arkansas Highway & Transportation Department, Arkansas Administrative Office of the Courts, University of Arkansas System, Arkansas Department of Health, and Black River Technical College Law Enforcement Training Academy.

Although the larger populated areas of Arkansas present the most problems involving crashes, the less populated areas exhibit a need for improving their problem locations. From 2004 to 2013, 77 percent of fatalities occurred in rural areas of the state.



The statewide projects listed above will utilize their resources to combat this problem. Over the past 10 years crash fatalities averaged 603 per year. Fatality numbers were at 703 in 2004, but this number decreased to 483 in 2013.

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

Arkansas's Evidence-Based Traffic Safety Enforcement Plan

The evidence-based (E-BE) traffic safety enforcement program is focused on preventing traffic crashes, crash-related fatalities and injuries. Analysis of Arkansas's crashes, crash fatalities and serious injuries are extracted from the "Arkansas State Traffic Records Data and FARS" and are included in the following sections: Executive Summary page 6-8; Impaired Driving pages 30-33; Occupant Protection pages 40-43, Speed page 52. From that crash data, Counties are ranked and priority areas are identified to implement proven enforcement activities throughout the year. Arkansas's E-BE is implemented through deployment of our resources in the priority areas throughout the year with the exception of mobilizing the entire state during the "Click It or Ticket" mobilizations and the "Drive Sober or Get Pulled Over" (DSOGPO) crackdowns. Each enforcement effort is analyzed at its conclusion and adjustments are made to the E-BE. Arkansas's comprehensive enforcement program is developed and implemented as follows:

- The approach utilized by the AHSO is through projects developed for selective overtime

enforcement efforts in the areas of alcohol, speed, distracted driving and occupant protection. Funding assistance is awarded to law enforcement agencies in priority areas. Additional projects also target these priority areas with public information and education for the specific dates and times of the enforcement efforts. Additional agencies are recruited to participate in Federal and statewide mobilizations and crackdowns.

- The problem identification utilized by the AHSO is outlined above in the narrative portion of the E-BE. Who, what, when, where and why are used to determine where to direct our resources for the greatest impact. Data is broken down by type of crash, i.e. speed, alcohol, restraint usage, impaired driving etc. Arkansas's fatal, and serious injury crash data is utilized to determine priority areas and provide direction on how to make the greatest impact.
- The enforcement program is implemented by awarding selective traffic enforcement overtime grants to law enforcement agencies in priority areas. Funding for overtime salaries and traffic related equipment are eligible for reimbursement. Agencies applying for funding assistance for selective overtime enforcement are encouraged to do problem identification within their city or county to determine when and where to conduct enforcement for the greatest impact. The components of the awards include PI&E and required activity reporting. The enforcement program includes statewide enforcement efforts for the mobilizations and crackdowns which involve extensive national and state media campaigns. All law enforcement working alcohol and seat belt selective overtime must provide proof of their successful completion of the Standardized Field Sobriety Testing (SFST) training and Traffic Occupant and Protection Strategies (TOPS) training.
- The AHSO monitors and assesses each of the awarded selective traffic enforcement overtime grants upon receipt of the activity report and reimbursement request and adjustments are made as needed. Seat Belt survey results along with performance standards results (officer violator contacts/stops and arrests per hour) are evaluated to determine future awards. Adjustments are made to the enforcement plan throughout the year. The AHSO staff reviews the results of each activity/mobilization. Likewise, state, local and county law enforcement agencies are encouraged to review their activity and jurisdictional crash data on a regular basis. Based upon these reviews, continuous follow-up and timely adjustments are made to enforcement plans to improve sustained and High Visibility Enforcement (HVE) effectiveness.

2014 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 2014 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.

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?

90% 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 79% Arkansans said they were aware of some type of impaired or drunk driving enforcement by police in the last 30 days.

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

When respondents were asked what the chances were that someone would get arrested if they drive after drinking, around 28% said this was likely to occur "Half of the time." This response was followed closely with 30% 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 (80%) 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?

Around 6 out of 10 (44%) Arkansans surveyed said they had read, seen, or heard of a special effort by police to ticket drivers in their community for seat belt violations.

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

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

Even those respondents who thought the likelihood of getting a ticket was not as high still believed it would happen, either “Half of the time” (20%) or “Rarely” (25%).

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. Four (4) out of 10 (43%) 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, (38%) said they “Never” drive faster than 70 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 (52%) of Arkansans surveyed said they did recall reading, seeing, or hearing anything about speed enforcement efforts by police.

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

Responses when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit, one half or 50% of the respondents said the likelihood of getting a ticket was either “Always” or “Most of the time.”

LEGISLATIVE ISSUES

The 90th General Assembly of the State of Arkansas, Legislative Session began on January 12, 2015 and adjourned on April 2, 2015. During this session the following bills were passed that impact highway safety issues in Arkansas. A special session followed beginning May 26, 2015. The next regular session is scheduled to begin in January of 2017. Relevant legislative activity that took place during the 90th General Assembly was as follows:

BILLS THAT WERE SIGNED IN TO LAW/ACTS:

90th Regular Session of 2015

Act 1049 AN ACT TO AMEND THE LAWS CONCERNING LEARNER'S PERMITS.
AFTER THE APPLICANT HAS SUCCESSFULLY PASSED ALL PARTS OF THE EXAMINATION OTHER THAN THE DRIVING TEST, THE OFFICE MAY, IN ITS DISCRETION, ISSUE TO THE APPLICANT AN INSTRUCTION PERMIT WHICH SHALL ENTITLE THE APPLICANT WHILE HAVING THE PERMIT IN HIS OR HER IMMEDIATE POSSESSION TO DRIVE A MOTOR VEHICLE UPON THE PUBLIC HIGHWAYS FOR A PERIOD OF TWELVE (12) MONTHS WHEN ACCOMPANIED BY A LICENSED DRIVER WHO IS AT LEAST TWENTY-ONE (21) YEARS OF AGE AND WHO IS OCCUPYING A SEAT BESIDE THE DRIVER, EXCEPT IN THE EVENT THAT THE PERMITTEE IS OPERATING A MOTORCYCLE

http://www.arkleg.state.ar.us/assembly/2015/2015R/Acts/Act1049.pdf

Act 877 AN ACT CONCERNING THE USE OF AN IGNITION INTERLOCK DEVICE
THE OFFICE OF DRIVER SERVICES SHALL PLACE A RESTRICTION ON A PERSON WHO HAS VIOLATED § 5-65-103 FOR A FIRST OR SECOND OFFENSE THAT REQUIRES THE PERSON'S MOTOR VEHICLE TO BE EQUIPPED WITH A FUNCTIONING IGNITION INTERLOCK DEVICE IN ADDITION TO ANY OTHER PENALTY AUTHORIZED BY THIS CHAPTER. THE RESTRICTION MAY CONTINUE FOR A PERIOD OF UP TO ONE (1) YEAR AFTER THE PERSON'S DRIVING PRIVILEGE IS NO LONGER SUSPENDED OR RESTRICTED UNDER § 5-65-104 SHALL CONTINUE UNTIL THE PERSON HAS COMPLETED HIS OR HER MANDATORY PERIOD FOR USING AN IGNITION INTERLOCK DEVICE.

http://www.arkleg.state.ar.us/assembly/2015/2015R/Bills/SB877.pdf

Act 1199 TO ENACT THE ARKANSAS TEEN DRIVER AND PARENTAL EDUCATION ACT OF 2015. PROVIDES FOR IMPROVEMENTS TO THE ARKANSAS STATE POLICE WEBSITE AND DISTRIBUTION OF MATERIALS AND INFORMATION ON THE REQUIREMENTS FOR TEENS TO OBTAIN DRIVERS LICENSE.

http://www.arkleg.state.ar.us/assembly/2015/2015R/Acts/Act1199.pdf

Act 1699 AN ACT REPEALING THE REDUCTION IN A FINE FOR A PERSON WHO IS WEARING A SEAT BELT; AND FOR OTHER PURPOSES. REPEALS THE $10 REDUCTION IN FINE FOR ANOTHER OFFENSE IF DRIVER IS WEARING A SEATBELT.

http://www.arkleg.state.ar.us/assembly/2015/2015R/Bills/HB1699.pdf

Act 299 AN ACT COMBINING THE CRIMINAL OFFENSES OF DRIVING WHILE INTOXICATED AND BOATING WHILE INTOXICATED; CONCERNING THE OMNIBUS DWI ACT, THE UNDERAGE DUI LAW, ADMINISTRATIVE SUSPENSIONS OF A PERSON'S DRIVER'S LICENSE, AND VEHICLE REGISTRATION.

http://www.arkleg.state.ar.us/assembly/2015/2015R/Acts/Act299.pdf

90th Special Session of 2015

Act 6 CONCERNING THE OFFENSES OF DRIVING WHILE INTOXICATED, UNDERAGE DRIVING UNDER THE INFLUENCE, DRIVING OR BOATING WHILE INTOXICATED, AND DRIVING OR BOATING UNDER THE INFLUENCE WHILE UNDERAGE. THE GENERAL ASSEMBLY INTENDS FOR THIS ACT TO ESTABLISH THAT THE CURRENT OFFENSES OF DRIVING WHILE INTOXICATED AND UNDERAGE DRIVING UNDER THE INFLUENCE, AS WELL AS THE OFFENSES OF DRIVING OR BOATING WHILE INTOXICATED AND DRIVING OR BOATING UNDER THE INFLUENCE WHILE UNDERAGE THAT WERE CREATED BY ACTS 2015, NO. 299, § 6, BE STRICT LIABILITY OFFENSES, WHICH ARE OFFENSES THAT REQUIRE NO CULPABLE MENTAL STATE BE PROVEN.

http://www.arkleg.state.ar.us/assembly/2015/2015S1/Acts/Act6.pdf

PROBLEM IDENTIFICATION PROCESS

The program management staff of the AHSO analyzes crash data for preceding years to determine traffic fatality and injury trends and overall highway safety status. Basic crash data are obtained from the NHTSA website's FARS based data which includes annual tabulations of the statewide fatality counts for each FARS based core performance measure (e.g., total traffic fatalities; alcohol fatalities; vehicle occupant fatalities; speeding-related fatalities; fatalities from alcohol impaired driving crashes (BAC of 0.08% plus); unrestrained passenger vehicle occupant fatalities; and speeding-related fatalities for each of the five most recent available calendar years. (Reference: NHTSA's Traffic Safety Information Website). Data reflecting the number of serious injuries in traffic crashes was obtained from the State crash data files, Arkansas Traffic Analysis Reporting System (TARS) which compiles data from crash reports filed by law enforcement agencies with the Arkansas State Police. Citation and conviction data was gathered from agency reports and the Arkansas Department of Finance and Administration's Driver Services. Supplemental data, such as statewide demographics, motor vehicle travel, and statewide observational safety belt use rates is also evaluated.

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

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

The AHSO also collaborates with the following groups:

- Arkansas Traffic Records Coordinating Committee
- Strategic Highway Safety Steering Committee
- EMS/Emergency Medical Services for Children Advisory Committee
- Building Consensus for Safer Teen Driving Coalition
- Arkansas Alcohol and Drug Abuse Coordinating Council
- Arkansas Impaired Driving Task Force
- Arkansas Task Force for Safe Senior Driving
- Arkansas Texting and Driving Coalition
- Arkansas Center for Health Improvement

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

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

Specific emphasis has been placed upon identifying baseline traffic crash statistics for the following general areas of interest:

- Overall Fatalities
- Overall Serious Injuries (Incapacitating)
- Alcohol Related Traffic Crashes
- Speeding Related Fatalities
- Occupant Restraint Use (Driver and front seat passenger)
- Number of Unrestrained Passenger Vehicle Occupant Fatalities
- Motorcycle Crash Fatalities (Helmeted and Un-helmeted)
- Pedestrian Fatalities
- Bicyclist Fatalities
- Teen Fatalities

Arkansas' Performance Plan and Highway Safety Plan will focus on these identified areas. The goals are based on information derived from 5 year moving and linear averages, advice provided by NHTSA contractor, TransAnalytic, LLC, meetings with collaborating agencies, input from staff at the Arkansas Highway Transportation Department and the recommendations of Arkansas Highway Safety Office staff.

	CORE OUTCOME MEASURES		2009	2010	2011	2012	2013	2016 Target
C-1	Traffic Fatalities (FARS)	Annual	596	571	551	560	483	445
		5-Year Moving Average	633	616	593	576	552	495
	Reduce total fatalities by 10 percent from 552 (2009-2013 average) to 495 by 2016							
C-2	Serious Injuries in Traffic Crashes (State Crash File)	Annual	3,693	3,331	3,239	3,226	3,070	2,646
		5-Year Moving Average	3,151	3,206	3,361	3,392	3,312	3,271
	Reduce serious traffic injuries by 1 percent from 3,312 (2009-2013 average) to 3,271 by 2016							
C-3	Fatalities/VMT (FARS/FHWA)	Annual	1.80	1.70	1.67	1.67	1.44	1.28
		5-Year Moving Average	1.93	1.86	1.79	1.73	1.66	1.46
	Reduce fatalities/VMT by 12 percent from 1.66 (2009-2013 avg) to 1.46 by 2016							
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	253	244	220	227	174	136
		5-Year Moving Average	282	268	251	242	224	182
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 18 percent from 224 (2009-2013) to 182 by 2016							
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	173	178	154	144	123	87
		5-Year Moving Average	181	180	171	164	154	125
	Reduce alcohol impaired driving fatalities 19 percent from 154 (2009-2013 avg) to 125 by 2016							
C-6	Speeding-Related Fatalities (FARS)	Annual	108	108	86	76	72	38
		5-Year Moving Average	87	88	86	88	90	90
	Hold the increase in speeding-related fatalities at 90 (2009-2013 avg) for 2016							
C-7	Motorcyclist Fatalities (FARS)	Annual	71	84	64	72	61	54
		5-Year Moving Average	72	76	73	72	70	69
	Reduce motorcyclist fatalities by 1 percent from 70 (2009-2013 average) to 69 by 2016							
C-8	Unhelmeted Motorcyclist Fatalities (FARS)	Annual	34	48	35	42	39	42
		5-Year Moving Average	41	45	40	39	40	37
	Reduce unhelmeted motorcyclist fatalities 7 percent from 40 (2009-2013 average) to 37 by 2016							
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Annual	91	58	68	69	60	45
		5-Year Moving Average	112	100	88	77	69	66
	Reduce drivers age 20 and younger involved in fatal crashes by 5 percent from 69 (2009-2013) to 66 by 2016							
C-10	Pedestrian Fatalities (FARS)	Annual	37	38	42	47	45	54
		5-Year Moving Average	39	39	41	42	42	45
	Hold increase in pedestrian fatalities to 7 percent from 42 (2009-2013 avg) to 45 by 2016							
C-11	Bicyclist Fatalities (FARS)	Annual	5	2	6	6	4	6
		5-Year Moving Average	4	4	4	5	5	6
	Hold increase in bicyclist fatalities to 20 percent from 5 (2009-2013 avg) to 6 by 2016							

	CORE BEHAVIOR MEASURE		2010	2011	2012	2013	2014	
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	78.3%	78.4%	71.9%	76.7%	74.4%	79.0%
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 4.6 percentage points from 74.4 percent in 2014 to 79.0 percent in 2016							

PROGRAM DEVELOPMENT AND GRANT SELECTION

Each year the AHSO prepares a Performance Plan and Highway Safety Plan (HSP) that establishes the goals and objectives and describes the projects recommended for funding during the next Federal Fiscal Year (October 1 through September 30). For Fiscal Year 2016, the projects presented in the HSP include new and continuing STEP and other projects that target identified problem areas.

The process of developing the Performance Plan and HSP begins early in the preceding federal fiscal year. A Performance Plan and HSP Development Schedule (shown on page 3) are issued to the AHSO staff at the beginning of the development process. Problem identification is the beginning of the HSP development process and is the basis for all proposed projects. This process involves planning meetings with select highway safety partners such as the Strategic Highway Safety Steering Committee, the Criminal Justice Institute, Arkansas State Highway and Transportation Department, University of Arkansas for Medical Sciences, Arkansas Impaired Driving Task Force and the Traffic Records Coordinating Committee to identify emerging problems. Priority for project implementation is based on problem identification and indicators developed from crash data. Strategies and countermeasures from NHTSA's "Countermeasures that Work" along with innovative approaches developed through collaborative efforts with partner agencies are utilized to address problems.

Based on problem identification, state and local entities are targeted for implementation of new projects or for continuation of existing projects and proposals are requested. All proposed projects continuing into the next fiscal year are identified and preliminary funding estimates are developed. If new projects are recommended, requests for proposals are issued to select new sub-grantees/contractors. Proposals submitted by State and local agencies and vendors are assigned to the appropriate program Specialists for review.

The assigned Program Specialist reviews the application against established criteria. During the preliminary review, applications are assessed to determine they are complete and appropriate and their relevancy towards meeting Highway Safety Goals. If information is missing or there are questions that need to be answered, the agency is contacted to obtain the necessary information and to provide clarification if needed.

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

- Highest–ranking locals are given priority.
- Lower-ranking agencies may be funded for a project because the county in which they reside ranks high or to ensure emphasis on enforcement of priority areas throughout the state.
- Some communities may be given projects to involve them as active participants in national mobilizations
- Other agencies may be given consideration when crash data indicates a problem.

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

- Staff members review each application completely.
- Each reviewer completes a scoring sheet for the application being reviewed
- Comments may be added as needed for clarification
- Grant awards are determined based upon a compilation of points awarded, Risk Assessment levels, and other factors as appropriate.
- Final selections are made only with approval of the HSO Administrator.

Staff completes a risk assessment ranking agencies as Low, Medium or High Risk. New agencies cannot be ranked Low Risk. If the applicant is a current or prior grantee, past performance is analyzed for completeness/timeliness of reports and claims, any negative findings or unresolved problems, the level at which program objectives were met, public awareness including any earned media, and the overall success of past and/or current grant(s). Staff look at the percent of prior funds utilized, previous equipment purchases, and the size of the organization. They also consider whether the agency contact is new to the traffic safety program and may need extra guidance. Information on whether the applicant agency has had any audit findings is also assessed. Utilizing this information a determination is made as to whether the proposed project should be funded. Based on the risk assessments, different levels of monitoring may be recommended.

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

Following the determination of funding priorities, a draft plan is prepared and submitted to the HSO Administrator and the Governor's Highway Safety Representative (GR) for approval. A copy of the approved plan is sent to the National Highway Traffic Safety Administration Region 7 office for review by July 1. The plan is finalized by September 30.

PROJECT DEVELOPMENT

The process for development of new and continuing projects during the fiscal year involves the following major steps:

- Conduct problem identification
- Establish goals
- Request proposals (new and continuing projects)
- Review and approve proposals
- Develop funding recommendations
- Prepare draft Highway Safety Plan
- Finalize HSP after necessary review and approvals
- Prepare draft project agreements
- Review and approve final project agreements

Both continuing project and new project applicants are notified September 1 whether their proposals are placed in the HSP. Sub-grant agreements/contracts are prepared for projects with approved proposals. After a satisfactory agreement/contract has been negotiated and approved, the applicant can begin work on the project on or after October 1.

The AHSO program management staff monitors each project continuously throughout the year. Program Managers provide projects not meeting grant requirements with technical assistance whenever possible. Projects that consistently fail to meet grant requirements may be limited to certain enforcement hours, restricted to mobilizations only, suspended for a period of time or terminated.

ESTABLISHING PERFORMANCE GOALS

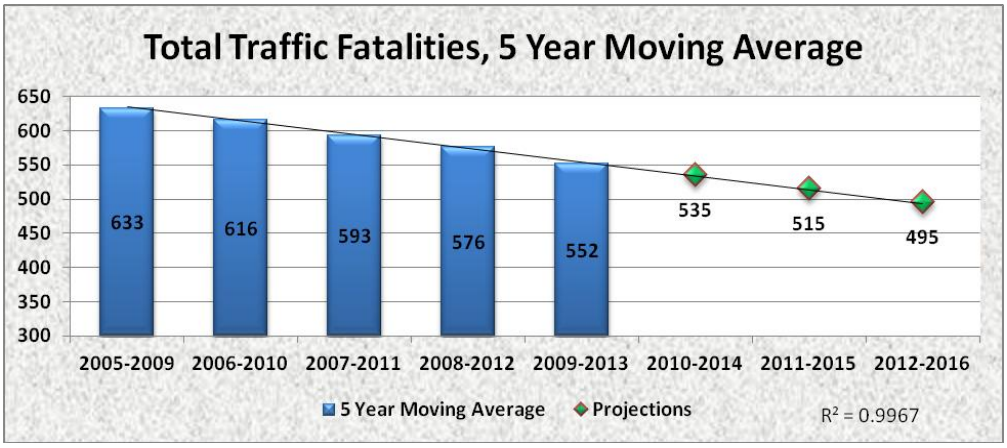
Performance goals evolve from the problem identification process. Identified emphasis areas were selected and reviewed to assure that they are consistent with the guidelines and emphasis areas established by the U.S. Department of Transportation, and National Highway Traffic Safety Administration. Using the experience and expertise of the AHSO and AHTD professional staff, FARS and state crash data, appropriate overall statewide performance goals and performance measures for selected emphasis areas have been established. Projections are based on 5 year moving and linear averages and consideration of collaboration between AHTD and Highway Safety Office Staff. Specific goals and target dates are based on past trends and the staff's experience. Historical trends were established through the use of graph and chart information. Personnel from the Arkansas Highway Transportation Department (AHTD), Federal Highways Administration (FHWA) and Arkansas Highway Safety Office (AHSO) participated in a webinar conducted by NHTSA contractor TransAnalytics, LLC in 2014. Following this webinar, staff from these agencies held several planning meetings during 2015 and adopted the goals/targets outlined in this FY16 HSP.

The AHSO recognizes that the achievement of quantified goals is dependent not only on the work of the AHSO, but also on the collaborative and ongoing dedication and efforts of a multitude of governmental and private entities involved in improving highway safety. Advances in vehicle technology, coupled with traffic safety legislation, expanded participation by the public health and private sectors, and aggressive traffic safety education, enforcement and engineering programs are the best method to make those goals achievable. Contributing factors having the potential to affect goals were also considered. Projections are based upon a sustained level of activity and additional programs and activities targeting identified problems.

OVERALL PROGRAM GOALS

Staff from the Arkansas Highway Safety Office (AHSO) and Arkansas Highway Transportation Department (AHTD) conducted several planning meetings during 2015 and agreed upon the following goals/targets: total fatalities, fatalities/VMT, and Serious Traffic Injuries. The targets are based on a 5- year moving average.

- ***Reduce total fatalities by 10% from 552 (2009-2013) to 495 (2012-2016)***



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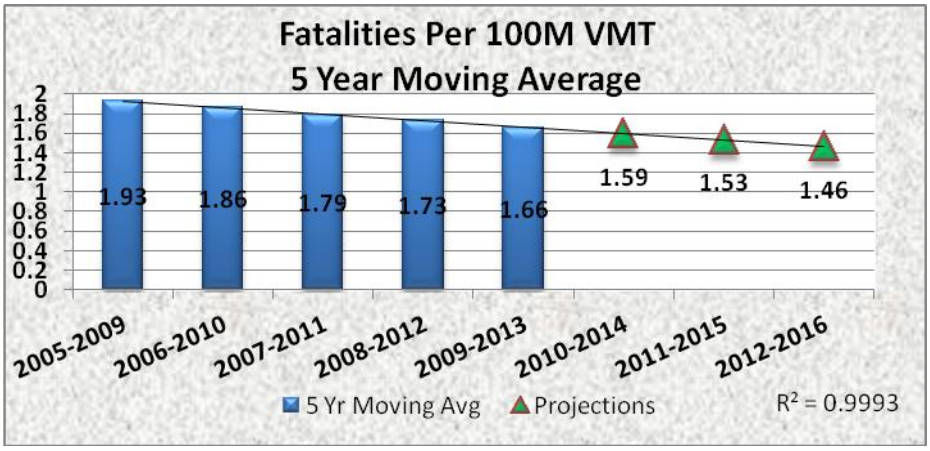
Justification for target:

The average percent change in the three most recent years, 2011, 2012, and 2013, in relation to a 5-year baseline period that precedes each of these years by three years provided a basis for extrapolating the average for the 5-year period 2012–2016. The average percent change, as reflected in the figures below, has been a reduction of 16.7% across the three most recent years.

BASELINE	RECENT YEAR		% CHANGE
(2004-2008 avg.) 654.2	(2011)	551	- 15.8%
(2005-2009 avg.) 632.8	(2012)	560	- 12.8%
(2006-2010 avg.) 616.0	(2013)	483	- 21.5%

Both the 4- and 5-year trend analyses reflect a very good fit of the linear models to the recent years' data. The estimate derived using the alternate (5-yr avg) base-line calculation is slightly more aggressive, but in close agreement with trend analysis projections. Based on current information and a fatality rate that continues to fall, a choice was made to set a target (based on a 5-Year Moving Average) of **495** for **2012-2016**.

- ***Reduce fatalities/VMT by 12 percent from 1.66 (2009-2013) to 1.46 (2012-2016).***



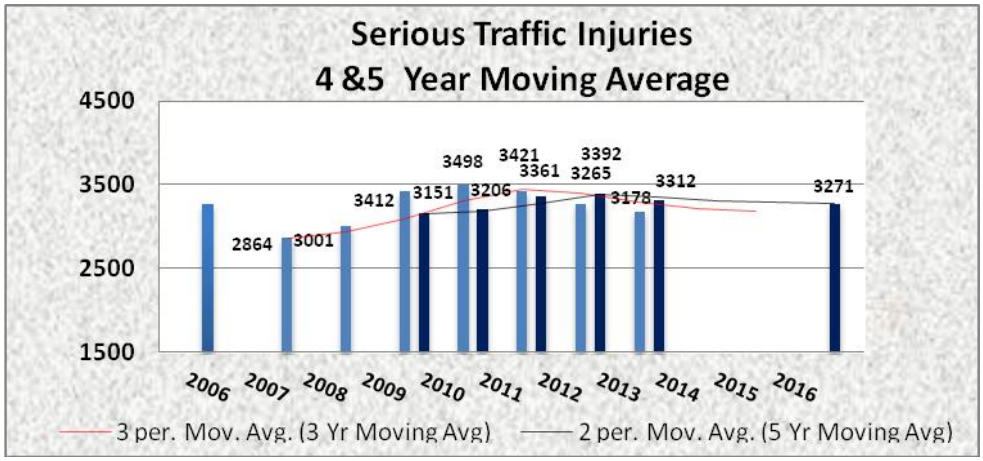
Justification for target:

The average percent change in fatality rates in the three most recent years, 2011, 2012, and 2013, in relation to a 5-year base-line period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2009–2013 to a target date three years out, i.e., 2016. That average percent change in rates, as per the figures below, has been a reduction of 17.9% across the three most recent years. If a total reduction of this same magnitude is realized through 2016, compared to a baseline of the average annual fatality rate for the period 2009-2013, the rate of fatalities per 100M VMT in 2016 would be about **1.185**.

BASELINE RATES	RECENT YEAR	% CHANGE
(2004-2008 avg.) 2.01	(2011) 1.67	- 16.8%
(2005-2009 avg.) 1.93	(2012) 1.67	- 14.5%
(2006-2010 avg.) 1.86	(2013) 1.44	- 22.5%

The linear models fit the recent years' data quite well, lending confidence to 5-year trend analysis projection. The estimate derived using the alternate (5-yr avg) baseline calculation is more aggressive, as there was a sharper pace of improvement some years. A choice was made to go with a more reasonable target (based on a 5-Year Moving Average) of **1.46** for **2012-2016**.

- ***Reduce Serious traffic injuries by 1 percent from 3,312 (2009-2013) to 3,271 (2012-2016).***



Justification for target:

The average percent change in 2011, 2012, and 2013, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2009–2013 to a target date three years out, i.e., 2016. That average percent change, as reflected in the figures below, has been an *increase* of 2.2% across the three most recent years.

BASELINE	RECENT YEAR	% CHANGE
(2004-2008 avg.) 3,114.2	(2011) 3,239	+ 4.0%
(2005-2009 avg.) 3,151.2	(2012) 3,226	+ 2.4%
(2006-2010 avg.) 3,206.2	(2013) 3,070	- 4.2%

The 4- and 5- year moving average projections provide a good fit to the recent years' data, and point towards a more optimistic goal compared to the estimate derived from the alternate (5-yr average vg) baseline calculation.

A choice was made to split the difference between the 4- and 5-year models and set a target (based on both the 4 and 5-Year Moving Averages) of **3,271** for **2012-2016**.

PROGRAM AREA GOALS

Alcohol and Other Drugs Countermeasures

- Reduce alcohol-impaired driving fatalities 19% from 154 (2009-2013) to 125 (2012-2016)

Justification for target:

The average percent change in the three most recent years, 2011, 2012, and 2013, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2009–2013 and setting a target for 2012-2016. That average percent change, as reflected in the figures below, has been a reduction of 23.1% across the three most recent years. If a total reduction of this same magnitude is realized through 2016, compared to a baseline of the average annual fatality count for the period 2009-2013 (163.2), the fatality count expected in 2016 would be about 126.

BASELINE	RECENT YEAR	% CHANGE
(2004-2008 avg.) 186.4	(2011) 154	- 17.4%
(2005-2009 avg.) 180.8	(2012) 144	- 20.1%
(2006-2010 avg.) 180.4	(2013) 123	- 31.8.%

The projections from the 5-year (121) , and 3-year moving average analysis (81) were driven by the steep improvements in the most recent years. The estimate calculated using the alternate (5-yr avg) baseline reflects more mixed performance levels. A choice was made to go with a target of **125** for **2012-2016.**

Occupant Protection

- Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 4.6 points from 74.4% in 2014 to 79.0% in 2016.

Justification for target:

The average percent change in the three most recent years, 2011, 2012, and 2013, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2009–2013 to a target date three years out, i.e., 2016. That average percent change, as reflected in the figures below, has been an increase of 9.0% across the three most recent years. If an increase of this same magnitude is realized through 2016, compared to a baseline of the observed seat belt use rate average during the period 2009-2013 (73.5%), the expected use rate in 2016 would be 82.5%.

BASELINE	RECENT YEAR	% CHANGE
(2004-2008 avg.) 68.4	(2011) 78.	+ 14.6%
(2005-2009 avg.) 70.5	(2012) 71.9	+ 2.0
(2006-2010 avg.) 69.4	(2013) 76.7	+ 10.5%

The projection from the 4-year trend analysis (72.4%) is most strongly influenced by the downturn in 2012, and therefore most pessimistic. The estimate based on the alternate (3-yr avg) baseline calculation (weights earlier gains more heavily, and is more positive). The projection from the 5-year

Occupant Protection cont'd

trend analysis suggests an intermediate target (78.2%). In keeping with the sustained gains over the past decade, a choice was made to go with a somewhat more optimistic goal of **79%.**

- Reduce unrestrained passenger vehicle occupant fatalities all seat positions by 18% from 224 (2009-2013 average) to 182 (2012-2016).

Justification for target:

The average percent change in the three most recent years, 2011, 2012, and 2013, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2009–2013 to a target date 3 years out. The average percent change, as reflected in the figures below, has been a reduction of 25.4% across the three most recent years. If a total reduction of this same magnitude is realized through 2016, compared to a baseline of the average annual fatality count for the period 2009-2013 (241.8), the fatality count expected in 2016 would be about 181.

BASELINE	RECENT YEAR	% CHANGE
(2004-2008 avg.) 300.6	(2011) 174	- 35.0%
(2005-2009 avg.) 281.6	(2012) 227	- 19.7%
(2006-2010 avg.) 268.0	(2010) 244	- 21.5%

The 5-year (185) linear trend analysis projection and the estimate derived using the alternate 5-yr avg (181) baseline calculation are in close agreement. A choice was made to set the target at **182** for **2012-2016**.

Speed

- Hold the increase in speeding related fatalities at 90 (2009-2013) for (2012-2016).

Justification for target:

The average percent change in the three most recent years, 2011, 2012, and 2013, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2009–2013 (90.0) to a target date 3 years out. That average percent change, as reflected in the figures below, has been a net decrease of 10.6% across the three most recent years. If a total reduction of this same magnitude is realized through 2016, compared to a baseline of the average annual fatality count for the period 2009-2013 (87.8), the fatality count expected in 2016 would be about 78.5.

BASELINE	RECENT YEAR	% CHANGE
(2004-2008 avg.) 86.6	(2011) 86	- 0.7%
(2005-2009 avg.) 87.4	(2012) 76	- 13.0%
(2006-2010 avg.) 88.0	(2013) 72	- 18.2%

The 5-year trend analysis projection of (91) is less optimistic than the estimate calculated using the alternate (5-yr avg) baseline (80.5). Acknowledging that future gains may proceed at a slower pace a choice was to set the goal at **90** for **2012-2016**.

Motorcycle Safety

- Reduce motorcyclist fatalities by 1 percent from 70 (2009-2013) to 69 (2012-2016).

Justification for target:

The average percent change in the three most recent years, 2011, 2012, and 2013, in relation to a 5-year baseline period that precedes each of these years by three year provides a basis for extrapolating the average for the 5-year period 2009–2013 (70.4) to a target date 3 years out. That average percent change, as reflected in the figures below, has been an increase of 9.6% across the three most recent years. If a total increase of this same magnitude is realized through 2016, compared to a baseline of the average annual fatality count for the period 2009-2013), the fatality count expected in 2016 would be about 64.

BASELINE	RECENT YEAR	% CHANGE
(2004-2008 avg.) 68.8	(2011) 64	- 7.0%
(2005-2009 avg.) 71.6	(2012) 71	- 0.8%
(2006-2010 avg.) 44.6	(2013) 61	+ 36.7%

The 5-year trend analysis and the estimate using the alternate 5-yr avg baseline calculation results are both in agreement at (64), A choice was made to go with a target of **69** for 2012-2016.

- Reduce un-helmeted motorcyclist fatalities 7% from 40 (2009-2013) to 37 (2012-2016).

Justification for target:

The average percent change in the three most recent years, 2011, 2012, and 2013 in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2009–2013 to a target date 3 years out. The average percent change, as reflected in the figures below, has been an -8.5% across the three most recent years. If a total decrease of this same magnitude is realized through 2016, compared to a baseline of the average annual fatality count for the period 2009-2013 (40.0), the fatality count expected in 2016 would be about 37.

BASELINE	RECENT YEAR	% CHANGE
(2004-2008 avg.) 41.2	(2011) 35	- 15.0%
(2005-2009 avg.) 41.0	(2012) 42	+ 2.4%
(2006-2010 avg.) 45.0	(2013) 39	+ 13.0%

The 4-year (32) and 5-year (42) linear analysis projections for un-helmeted motorcyclist fatalities reflect the sharp rise in 2010 followed by a sharp decline before moving back up. The estimate based on the alternate 5-yr avg baseline (40) takes earlier gains into account, but fails to suggest a safety improvement. While high variability calls all models into question, historical data suggests improvement is possible. With a goal of returning to earlier performance levels, a choice was made to set this target at **37** for **2012-2016**.

Pedestrian Safety

- Hold the increase in pedestrian fatalities to 7% from 42 (2009-2013) to 45 (2012-2016).

Justification for target:

The average percent change in the three most recent years, 2011, 2012, and 2013, in relation to a 5-year baseline period that precedes each of these years by three year provides a basis for extrapolating the average for the 5-year period 2009–2013 to set a target for 2012-2016. That average percent change, as reflected in the figures below, has been an increase of 8.4% across the three most recent years. If a total increase of this same magnitude is realized through 2016, compared to a baseline of the average annual fatality count for the period 2009-2013 (41.8), the fatality count expected for 2016 would be about 45.3 .

BASELINE	RECENT YEAR	% CHANGE
(2004-2008 avg.) 38.0	(2011) 42	+ 10.5%
(2005-2009 avg.) 39.0	(2012) 44	+ 12.8%
(2006-2010 avg.) 39.2	(2013) 45	+ 1.9%

Based on the 5- year moving average method the projection would be (45). The estimate arrived at using the alternate 5-yr avg base-line calculation (45) take this (and earlier gains) into account and agrees with that number. A 2012-2016 goal that represents a safety improvement over the baseline period cannot be justified in terms of historical performance. Therefore, based on the data a choice was made to set this target at **45** for **2012-2016**.

Bicyclist Safety

- Hold increase in bicyclist fatalities to 20% from 5 (2009-2013) to 6 (2012-2016).

Justification for target:
The average percent change in the three most recent years, 2011, 2012, and 2013, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2009–2013 to set a target 3 years out. That average percent change, as reflected in the figures below, has been an increase of 44.8% across the three most recent years. If a total increase of this same magnitude is realized through 2016, compared to a baseline of the average annual fatality count for the period 2009-2013 (4.6), the fatality count expected for 2016 would be about 6.7.

BASELINE	RECENT YEAR	% CHANGE
(2004-2008 avg.) 3.4	(2011) 6	+ 76.5%
(2005-2009 avg.) 3.8	(2012) 6	+ 57.9%
(2006-2010 avg.) 3.6	(2013) 4	- 23.1%

The small numbers for this measure, together with their variability, render all models used in the analyses of questionable value. Historical data may be the best guide in goal-setting. The often substantial gains demonstrated in past years, in the context of the many recent reversals for this measure, suggest that future gains that at least approach earlier safety levels should be attainable. With that in mind, the choice was made to set the target at **6** for **2012-2016** .

Teen Driver Safety

- Reduce drivers age 20 or younger involved in fatal crashes by 5% from 69 (2009-2013) to 66 (2012-2016).

Justification for target:

The average percent change in the three most recent years, 2011, 2012, and 2013, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2009–2013 to a target 3 years out. That average percent change, as reflected in the figures below, has been a reduction of 40.3% across the three most recent years. If a total reduction of this same magnitude is realized through 2016, compared to a baseline of the average annual number of involvements for the period 2009-2013 (77.6), the involvements expected in 2016 would be about 42

BASELINE		RECENT YEAR		% CHANGE
(2004-2008 avg.)	123.0	(2011)	68	- 44.9%
(2005-2009 avg.)	111.2	(2012)	69	- 37.9%
(2006-2010 avg.)	99.8	(2013)	60	- 39.9%

The estimate derived using the alternate (5-yr avg) baseline calculation – which happens to agree close with the 5-year trend analysis projection – is likely more reliable. This indicates that future gains may be anticipated; but may not reflect as sharp a rate of improvement as seen at the end of the last decade. Acknowledging that improvements in the current GDL law are necessary to continue past gains a decision was made to set the target at **66** for **2012-2016**.

Traffic Records

- Reduce the backlog of crash reports to be manually entered into the TARS system from a 9.2 month backlog as of November 2013 to 1 month backlog by November 2016.

- Increase the # of courts using Contexte (real-time) from 48 in 2015 to 55 in 2016.

Justification for target:

One of the primary issues related to the on-going crash reports backlog is the lack of adequate locators at the Arkansas Highway Transportation Department (AHTD). Resolution is underway at this time. Significant progress towards a reduction to acceptable levels has been made with an expectation of achieving the goals set by the end of 2016. The implementation of eCite and eCrash and increasing the number of courts using contexte has been successful in reducing the backlog in the submission of citations to the courts.

PERFORMANCE MEASURES

- Number of traffic fatalities
- Traffic fatality rate per 100M VMT
- Number of serious injuries
- Number of traffic alcohol-related fatalities
- State seat belt use rate as determined through observational surveys
- Number of unrestrained passenger vehicle occupant fatalities
- Number of speeding fatalities
- Number of motorcycle fatalities
- Number of un-helmeted motorcycle fatalities
- Number of pedestrian fatalities
- Number of bicyclist fatalities
- Number of teen fatalities
- Time from crash to entry into the system
- Increase number of courts using Contexte

PLANNING AND ADMINISTRATION

I. Program Overview

Planning and Administration refers to those activities and costs that are attributable to the overall management and operation of the Arkansas Highway Safety Program. These necessary functions include fiscal support, financial reporting, purchasing, equipment inventory, maintenance and operations, and office management. Additional program responsibilities include identifying problems and solutions, developing and implementing projects, monitoring projects and evaluating accomplishments.

The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). The organizational chart of the AHSO is shown on page 4.

The management and fiscal staff will build on and maintain their expertise in all aspects of the program by attending available training sessions. The staff will attend meetings and other sessions in the performance of their normally assigned functions. The percentage of funding distribution for positions by program area is provided on page 28. The costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration are itemized as follows:

Salaries and Benefits

The entire salaries and benefits for one full-time position and a portion of the salaries and benefits for three full-time positions, fulfilling management, fiscal, and clerical support functions are paid from federal funds.

Travel and Subsistence

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

Operating Expenses

This component provides for operating expenses directly related to the overall operation of the Highway Safety Program including the expenses for development and implementation of a state grants management system (GMS). The GMS will be developed, operated, and maintained through a contractor to be determined. Also, Arkansas will host the NHTSA Region 7 state partners regional meeting in FY 2016. Meeting expenses will be provided under this component. The location is to be determined.

PERSONNEL: POSITION AND PERCENT 402 FUNDING DISTRIBUTION

POSITION	AL	OP	TR	MC	P&A	FARS	STATE
GOVERNOR'S REPRESENTATIVE							100
ADMINISTRATOR					50		50
HIGHWAY SAFETY MANAGER					90		10
FISCAL MANAGER					50		50
SECRETARY					100		
SAFETY PROGRAM SPECIALIST	60	40					
SAFETY PROGRAM SPECIALIST	50	50					
SAFETY PROGRAM SPECIALIST	50	50					
SAFETY PROGRAM SPECIALIST	25	75					
SAFETY PROGRAM SPECIALIST				100			
TRAFFIC RECORDS SPECIALIST			100				
ADMINISTRATIVE SPECIALIST (2) (TARS)			100				
ADMINISTRATIVE SPECIALIST-PARTTIME (2) (TARS)			100				
RECORDS MANAGEMENT ANALYST I (2) (FARS)						100	

Arkansas State Police-AHSO
Estimated 402 P&A Costs – FY2016

		Federal	State	Total
Salaries				
Salaries		$ 140,100	$ 109,600	$ 249,700
	Sub-Total	**$ 140,100**	**$ 109,600**	**$ 249,700**
Benefits				
Payroll Additive (23.0%)		$ 32,300	$ 25,200	$ 57,500
Insurance		$ 14,300	$ 5,400	$ 19,700
	Sub-Total	**$ 46,600**	**$ 30,600**	**$ 77,200**
Travel				
Travel & Subsistence		$ 12,000		$ 12,000
	Sub-Total	**$ 12,000**		**$ 12,000**
Operating Expenses				
Operating Expenses		$ 27,400	$ 98,900	$ 126,300
Other Operating Expenses (Survey)		$ 13,000		$ 13,000
	Sub-Total	**$ 40,400**	**$ 98,900**	**$ 139,300**
	TOTALS	**$ 239,100**	**$ 239,100**	**$ 478,200**

Federal P&A costs are 13% or less of total estimated new 402 funds available (+$2,848,431).

13% of 402 funds = $370,296

Federal P&A costs are 50% or less of total P&A (478,200).

50% of P&A = $239,100

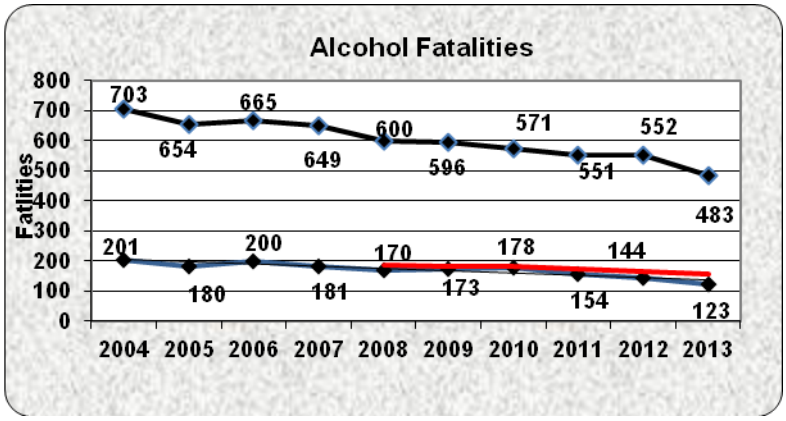
Arkansas State Police-AHSO
Estimated 406 P&A Costs – FY2016

		Federal	State	Total
Grants Mgmt System (TBD)		$ 165,000		$ 165,000
NHTSA Regional Meeting		$ 10,000		$ 10,000
	Sub-Total	$ 175,000		$ 175,000
	TOTAL	**$ 175,000**		**$ 175,000**

Note: Operating expenses include but are not limited to association dues, office supplies, printing materials, services, fees, copier leases, vehicle expense, state IT and communication charges, office space rental, office equipment under $5,000 and meeting expenses. Also includes contract costs for development, operation and maintenance of a grants management system and public awareness survey.

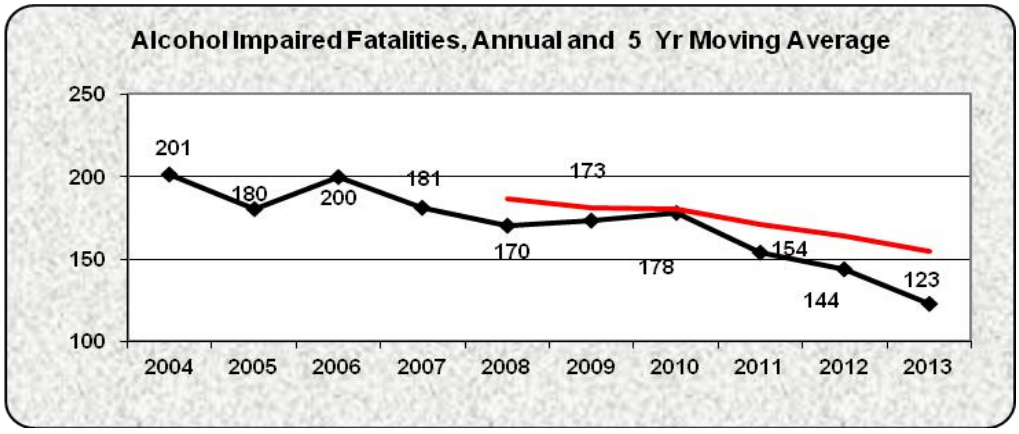
ALCOHOL AND OTHER DRUGS COUNTERMEASURES PROGRAMS

I. Program Overview



During the period from 2009 through 2013 the percentage of impaired driving fatalities, as a percentage of the total were at 28 percent. Fatalities for 2009 were at 596 but declined to 483 in 2013.

Alcohol related fatalities have declined from 2009 through 2013. The State has experienced a decrease from 173 in 2009 to 123 in 2013. A chart showing the number of alcohol related fatalities by county for 2009-2013 is shown on page 33.



In 2012, the Arkansas Crime Information Center (ACIC) reported 9,720 driving while intoxicated (DWI)/ driving under the influence (DUI) arrests. The 2014 preliminary data shows 7,034 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. As previously stated, current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.

DWI/DUI ACIC NIBRS - ASP			
YEAR	ACIC NIBRS	ASP	GRAND TOTALS
2010	10735	8410	19145
2011	9902	7386	17288
2012	9720	6883	16603
2013	7941	6052	13993
2014	7034	5147	12181

*NOTE: ITEMS IN RED FONT INDICATE PRELIMINARY COUNTS. THE ACIC IS STILL COLLECTING NIBRS DATA FOR 2014 AND THE TOTALS WILL CHANGE.

According to the Drug Enforcement Administration's 2014 report for Arkansas, the drug threat to the state of Arkansas covers the full spectrum of all types of drugs trafficked and abused, trafficking modalities and types of criminal organizations. In addition to the geographical location, other factors include the industrial, cultural and economic diversity within the area. These elements influence drug-related crimes and social problems within the state. Some of the factors that make Arkansas an attractive place to reside, including its climate, extensive Interstate Highway System and rural nature contribute to its attractiveness as a drug transit and staging region.

The availability and rate of drug abuse in Arkansas remains high, coinciding with the smuggling of methamphetamine, cocaine, and marijuana for local consumption and further distribution. Though smuggling methods involve all forms of transportation, the largest quantities of drugs are seized on the highways via interdiction efforts. Each year, tens of thousands of pounds of marijuana, hundreds of kilograms of cocaine, and multiple pounds of methamphetamine are seized on Arkansas' interstates, particularly Interstates 40, 30 and 55.

Diverted Pharmaceuticals continue to be a major issue in Arkansas. They have in many instances, become the initial drug of abuse by teenagers. With the signing into law of a Prescription Drug Monitoring Program (PDMP) in 2011, and its implementation in mid-year 2013, Arkansas gained a crucial tool to deter, identify, and reduce doctor-shopping, pharmacy-shopping, prescription forgery and the diversion of prescription medication. However, Arkansas continues to experience an unacceptable rate of pharmaceutical-related overdoses and overdose deaths. Oxycodone and Methadone, in combination with other drugs such as Soma, Xanax, and/or alcohol are major contributors to this alarming trend.

Cocaine, as well as its base derivative crack, remain readily available and are a significant drug threat to the state. Law enforcement agencies in Arkansas continue to report the demand for and availability of cocaine as high.

Marijuana is the most widely abused and most widely available drug within the state. Marijuana availability is fueled by both the abundance of Mexico-produced as well as locally grown marijuana. The abuse of marijuana traverses all age, racial and economic boundaries. In 2012, Arkansas voters, (by a narrow 51 percent majority), defeated a ballot measure that would have made Arkansas the first state in the South to legalize medical marijuana.

The introduction of new synthetic drugs including Cannabinoids and Cathinones is also a major concern for law enforcement. These drugs were introduced primarily through the internet, as well as "head shops" and via word of mouth as "legal drugs" which lent a sense of legitimacy to what is a very problematic industry The Arkansas legislature acted quickly and decisively on the relatively new drug threat posed by Synthetic Cathinones. They are now a Schedule I substance, recognized by law as having no legitimate medicinal use and are illegal to possess or sell. Synthetic Cannabinoids were added as a Schedule IV substance, as was Salvia Divinorum.

In Arkansas the percentage of fatally injured drivers testing positive for drugs fluctuated between 13.2% and 20.4% from 2008 to 2012, according to data from the Fatality Analysis Reporting System (FARS). The average was 17% per year. Also during that five year period the number of fatally injured drivers not tested for drugs decreased significantly from 77.7% in 2008 to 44.3% in 2012. This can be attributed in part to the increase in the number of Drug Recognition Experts (DRE) in Arkansas. The drugs tested for included both illegal substances as well as over-the counter and prescription medications, (which may or may not have been misused). According to information

obtained from the DRE Data System, in Arkansas during the year 2012, the most detected substances during DRE evaluations were depressants, followed by narcotics, then cannabis.

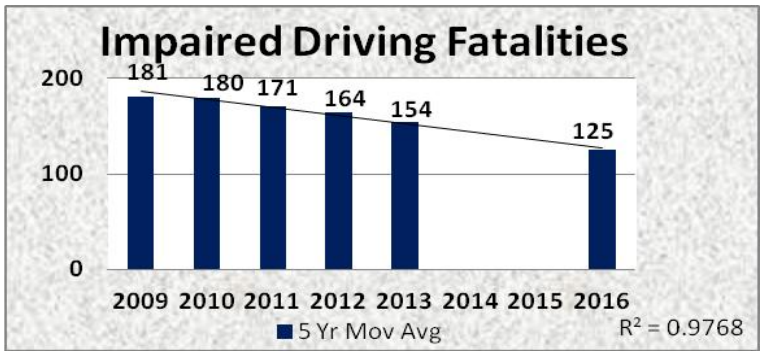
Arkansas chartered the Arkansas Statewide Impaired Driving Prevention Task Force (ASIDPTC) in July 2013. Established under authority of the State of Arkansas' Governor's Representative (GR) for Highway Safety, the full membership meets bi-monthly. The structure follows NHTSA guidance to include stakeholders from the Arkansas Highway Safety Office, the law enforcement community and the criminal justice system (prosecution, adjudication, and probation). Additional invited members include the areas of driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health and communication. A statewide impaired driving prevention plan developed by this task force was submitted to NHTSA in August 2013. The plan outlines a comprehensive strategy to address impaired driving behavior.

After the original review of the goals set forth in the plan and research into policy priorities for the 2015 Arkansas Legislative Session, the task force began to focus on the review of documents and reports from across the disciplines represented within the membership including the FY15 Highway Safety Plan and Performance Measures, Traffic Safety Facts Arkansas 2009 – 2013 by NHTSA, Department of Transportation Seat Belt Use in 2013, Age Specific Injury and Fatality Mechanism Statistics from the Arkansas Department of Health and the National Mobilization Calendar. An Ad Hoc committee comprised of representatives from the Arkansas Department of Health Injury and Violence Prevention Section, Arkansas State Police Highway Safety Office, Mothers Against Drunk Driving and Arkansas Criminal Justice Institute convened three meetings to review the "Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices, Seventh Edition. 2013" in order to better inform the group at large about interventions to consider for future prevention activities across the state.

Upon review of the 2015 Legislative Regular and Extra-Ordinary Legislative Session outcomes, there were lessons learned and benefits realized from the work of the task force. Discussions continue regarding recruitment of members from disciplines not currently represented. The Arkansas Office of Driver Control and the Drug and Alcohol Safety Education Program have designated a representative. Arkansas Alcoholic Beverage Control Enforcement and the Office of the State Drug Director are in the process of identifying their representatives. The plan will be adjusted as necessary based on outcomes of the activities and strategies that are implemented. Updates and changes to the charter and plan are set for June 2015.

II. Performance Measure Target

Reduce alcohol-impaired driving fatalities 19% from 154 (2009-2013) to 125 (2012-2016)



Alcohol Related Fatalities By County For 2008-2012

COUNTY	2009	2010	2011	2012	2013	TOTAL	COUNTY	2009	2010	2011	2012	2013	TOTAL
ARKANSAS	0	3	0	0	0	3	LEE	2	0	0	1	0	3
ASHLEY	1	1	0	5	0	7	LINCOLN	2	1	0	0	0	3
BAXTER	2	0	1	2	1	6	LITTLE RIVER	1	0	1	0	2	4
BENTON	4	10	4	9	2	29	LOGAN	0	4	0	1	1	6
BOONE	7	3	0	1	2	13	LONOKE	5	3	3	7	3	21
BRADLEY	0	2	4	1	1	8	MADISON	3	1	3	0	2	9
CALHOUN	1	0	1	1	0	3	MARION	0	0	1	0	2	3
CARROLL	5	6	6	0	0	17	MILLER	3	3	5	0	2	13
CHICOT	2	1	3	1	0	7	MISSISSIPPI	2	4	1	5	5	17
CLARK	2	2	0	2	0	6	MONROE	1	1	2	2	2	8
CLAY	0	1	0	1	0	2	MONTGOMERY	0	0	0	0	0	0
CLEBURNE	1	3	9	3	2	18	NEVADA	0	1	1	4	1	7
CLEVELAND	0	1	0	1	2	4	NEWTON	2	0	0	0	0	2
COLUMBIA	1	3	2	4	3	13	OUACHITA	0	2	1	1	1	5
CONWAY	1	3	1	3	2	10	PERRY	5	3	1	0	1	10
CRAIGHEAD	3	3	4	5	4	19	PHILLIPS	5	1	1	0	0	7
CRAWFORD	1	1	2	1	1	6	PIKE	2	0	3	0	1	6
CRITTENDEN	4	6	4	3	2	19	POINSETT	1	0	1	1	1	4
CROSS	3	0	0	0	2	5	POLK	1	0	0	1	2	4
DALLAS	1	0	0	0	1	2	POPE	3	3	3	5	1	15
DESHA	0	0	0	0	1	1	PRAIRIE	2	1	2	0	2	7
DREW	1	1	1	1	0	4	PULASKI	16	18	19	18	19	90
FAULKNER	3	5	3	6	3	20	RANDOLPH	2	2	3	1	0	8
FRANKLIN	2	1	1	2	0	6	ST FRANCIS	3	1	2	0	0	6
FULTON	1	0	1	1	1	4	SALINE	6	6	4	3	6	25
GARLAND	4	6	4	5	9	28	SCOTT	0	4	0	0	0	4
GRANT	0	1	0	2	0	3	SEARCY	2	0	1	1	0	4
GREENE	1	2	2	3	1	9	SEBASTIAN	8	7	0	2	3	20
HEMPSTEAD	2	4	3	1	3	13	SEVIER	1	0	0	0	0	1
HOT SPRING	1	1	0	1	3	6	SHARP	0	1	1	1	2	5
HOWARD	1	2	1	0	0	4	STONE	0	2	1	0	0	3
INDEPENDENCE	4	5	4	1	2	16	UNION	4	2	2	2	0	10
IZARD	0	0	0	1	0	1	VAN BUREN	0	5	2	2	1	10
JACKSON	5	1	1	2	1	10	WASHINGTON	7	7	10	3	3	30
JEFFERSON	7	5	6	5	3	26	WHITE	8	4	3	1	3	19
JOHNSON	1	1	4	2	1	9	WOODRUFF	2	0	0	1	0	3
LAFAYETTE	3	2	1	2	0	8	YELL	0	3	2	2	0	7
LAWRENCE	2	3	0	1	2	8	Total	173	178	154	144	123	772

III. Project Strategies

The objectives of projects funded in the Alcohol and Other Drugs Countermeasures Program are:

- To provide DWI adjudication training to approximately 90 municipal judges
- To provide a Statewide DRE training conference for Arkansas certified DREs
- To provide SFST and TOPS practitioner training to 400 Arkansas law enforcement officers
- To provide ARIDE Training to approximately 100 law enforcement officers
- To provide SFST refresher training to 200 Arkansas law enforcement officers
- To conduct a minimum of two Drug Recognition Expert (DRE) training classes for a total of approximately 50 law enforcement officers
- To provide SFST instructor development to 24 law enforcement officers
- To provide DRE instructor development to 12 law enforcement officers
- To provide a DWI seminar for a minimum of 40 prosecutors and 40 law enforcement officers along with an awards ceremony for law enforcement officers
- To provide awareness campaign to emphasize the reduction of impaired driving crashes among the 21 to 34 year old age group
- To conduct a high visibility enforcement/media campaign emphasizing impaired driving, such as "Drive Sober or Get Pulled Over"
- To purchase incentive equipment for STEP and other law enforcement agencies which participate in mobilizations.
- To achieve an average of 1 DWI/DUI arrest per eight/twelve hours, during DWI/DUI enforcement
- To conduct at least three mobilizations of increased enforcement emphasizing DWI/DUI laws
- To conduct an ongoing public information and education campaign as a component of all enforcement projects
- To provide applicable training for Arkansas Department of Health, Office of Alcohol Testing (OAT) personnel
- To provide for the purchase portable breath testing devices, radar equipment, and passive alcohol sensors for selected STEPs
- To distribute and evaluate the use of Alcohol Safety PSAs and document a minimum of $300,000 worth of donated airtime
- To provide State Alcohol Safety Education Programs statewide
- To provide a BAT mobile unit with facilities, equipment and evaluation tools to train and assist law enforcement officers and agencies in impaired driving checkpoints
- To maintain three pilot DWI courts
- To provide initial and supplemental training for Arkansas DWI courts.
- To employ at least one Law Enforcement Liaison to encourage DWI enforcement statewide
- To implement the statewide impaired driving plan developed by the Impaired Driving Task Force.
- To implement a Court Monitoring Program
- To implement a statewide In-Car Camera and Video Storage System

IV. Tasks

Task 1 - Judicial Training

This task is a continuing training activity that provides adjudication training to district court judges and other court officers in the State. The primary objective is to provide education to approximately 90 Arkansas district judges with emphasis on impaired driving issues. Training may include, but is not limited to, careless driving, radar, search and seizure, probable cause, pharmacology, interaction with other agencies and sentencing. The faculty will be selected from district judges, substance abuse professionals, law enforcement officers, law professors and judges from other states who routinely teach traffic programs in their home state and at the national level.

This task will:

- Fund a three-day judicial training program for approximately 90 State traffic court judges in late September 2016 at a location TBA titled "Updated Impaired Driving Case Fundamentals" by paying for staff at the National Judicial College. The material will include an overview of sentencing practices and evidence based options for traffic offenses; circumstances providing legal basis for stops, searches, seizures arrests and admissibility of testimonial or physical evidence; describe pharmacology to effectively evaluate expert testimony; identify and utilize assessment, treatment, and counseling resources to assist with imposing appropriate sentences and identify new technology and practices used in sentencing.
- Fund seven District Court Judges and one judicial educator to attend the 2016 American Bar Association Traffic Court Seminar in the spring of 2016 (place TBD).
- Funding will reimburse in-state and out-of-state travel, tuition, meals and lodging.

ADMINISTRATIVE OFFICE OF THE COURTS (AL) $91,000

Task 2 - Law Enforcement and Prosecutor Training Project

This task will:

- Provide DWI and standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training and education for approximately 400 law enforcement officers.
- Provide SFST refresher training to 200 law enforcement officers.
- Provide drug recognition expert (DRE) training/education to approximately 24 law enforcement officers.
- Provide instructor development training to 24 SFST/TOPS officers and 12 DRE officers.
- Fund a training conference for approximately 80 prosecutor/law enforcement officer participants specific to the prosecution of DWI cases.
- Fund a training conference for the State's certified Drug Recognition Experts.
- Conduct Advanced Roadside Impaired Driving (ARIDE) 16-hour training program created by NHTSA to address the gap in training between the Standardized Field Sobriety Testing (SFS) and the Drug Evaluation and Classification (DEC) Program by providing officers with general knowledge related to drug impairment and by promoting the use of DREs. Provide this training to approximately 100 officers.

- Fund an awards ceremony in conjunction with the prosecutor-training seminar, to recognize officers who have displayed exemplary performance while working STEP. Additional recognition will be afforded at this ceremony to projects that meet and/or surpass project objectives by presenting them with equipment that can aid in the detection and arrest of errant drivers.

This task will also provide for professional development (specified training) for law enforcement officers and/or other personnel in matters of alcohol and other drugs programs. Funding will provide for personnel, travel/training, supplies, meeting room expenses, speaker honorariums, operating expenses, printing, transparency and video tape reproduction.

CRIMINAL JUSTICE INSTITUTE	**AL**	**$**	**452,300**
CRIMINAL JUSTICE INSTITUTE	**M5TR**	**$**	**50,000**

Task 3 – Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program

There is a continuous need to educate the public on the dangers of alcohol/drug impaired driving and the risks of traffic crashes. This is a continuing project to distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of $300,000 in documented public service air time for traffic safety awareness messages. Funding will provide for technical services.

ARKANSAS BROADCASTERS ASSOCIATION	**(AL)**	**$37,500**

Task 4 – State-Funded Alcohol Safety Education Programs

This task will provide for alcohol safety education programs through the Arkansas Department of Human Services, Drug and Alcohol Safety Education Program (DASEP) for those convicted of driving while intoxicated (DWI) or driving under the influence (DUI). The programs will conduct preliminary investigations and pre-sentence screening of those convicted of DWI/DUI. State funding will provide for personnel, travel, equipment, meeting room expenses, printing, administrative/indirect costs, and operating expenses.

AR DEPT. OF HUMAN SERVICES–ADAP	**AL(STATE)**	**$1,000,000**
AR DEPT. OF HUMAN SERVICES–ADAP	**K8FR (STATE)**	**$2,700,000**

Task 5 – Statewide Public Information and Education (PI&E)

This task will provide for statewide public information and education to promote awareness of the impacts of impaired driving and will support national mobilizations such as "Drive Sober or Get pulled Over" (DSGPO) targeting messages to young persons age 18 to 34 and motorcycle operators. This task will also emphasize the .08 BAC law, Act 561 of 2001. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements (PSAs), and/or corresponding items to enhance other traffic safety projects. This task will provide funds for the services of a full-service advertising agency to create and develop traffic safety public information materials. This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPs), support national mobilizations like "DSGPO", and state mobilizations. This task may also provide for the placement of traffic safety messages relating to impaired driving public information campaigns in the media. The

media placements may include television, radio, internet and print. Section 410 and 405 (d) funds will be allocated for paid media. Section 402, 410 and 405 funding could also provide for PSA creation and production, PI&E materials creation and production, and meeting expenses including meals and/or educational items.

CRANFORD JOHNSON ROBINSON WOODS (CJRW)	**(AL)**	**$**	**20,000**
CJRW	**(M5X)**	**$**	**100,000**
CJRW	**(K8HV)**	**$**	**450,000**
CJRW	**(M5PEM)**	**$**	**600,000**

Task 6a - Selective Traffic Enforcement Projects (STEPs)

This task provides funding for selective traffic enforcement projects in selected cities and counties. The project emphasis will be sustained enforcement of DWI/DUI laws throughout the year (Section 405(d)) funding can only be used for alcohol and other drug related countermeasures). A PI&E campaign will supplement enforcement. The primary objective of these projects is to achieve one DWI/DUI arrest per eight/twelve hours during project enforcement periods. Participating agencies conduct checkpoints and/or saturation patrols at least four nights during the National impaired driving campaign and checkpoints and/or saturation patrols for state impaired driving campaigns during the year. A media blitz will be associated with mobilizations.

Section 405(d) funding will provide for selective enforcement pay at a rate of no more than one and one half of an officer's regular hourly pay, applicable payroll matching, out-of-state travel (AHSO approved conferences only) and traffic enforcement related equipment costing less than $5,000 each, including but not limited to portable breath testing devices, passive alcohol sensors, and in-car cameras. A list of the city and county agencies are shown on the next page.

Cities/Counties		Funding Source	Federal Funds	Local Match
1	Arkadelphia P.D.	M5X	5,000	
2	Baxter Co. S.O.	M5X	7,000	
3	Benton Co. S.O.	M5X	35,000	35,000
4	Benton P.D.	M5X	20,000	20,000
5	Bentonville P.D.	M5X	20,000	20,000
6	Bryant P.D.	M5X	10,000	10,000
7	Camden P.D.	M5X	12,000	12,000
8	Carroll Co. S.O.	M5X	25,000	8,400
9	Conway P.D.	M5X	24,400	24,400
10	Crittenden Co. S.O.	M5X	9,000	
11	Fayetteville P.D.	M5X	40,900	40,900
12	Ft. Smith P.D.	M5X	30,000	30,000
13	Harrison P.D.	M5X	17,000	17,000
14	Hope P.D.	M5X	9,500	9,500
15	Hot Springs P.D.	M5X	20,400	20,400
16	Jonesboro P.D.	M5X	9,300	9,300
17	Little Rock P.D.	M5X	13,000	13,000
18	Marion P.D.	M5X	6,000	6,000
19	Miller Co. S.O.	M5X	12,500	
20	Mountain Home P.D.	M5X	14,000	14,000
21	North Little Rock P.D.	M5X	13,000	13,000
22	Osceola P.D.	M5X	4,600	4,600
23	Paragould P.D.	M5X	4,000	4,000
24	Pulaski Co. S.O.	M5X	20,000	20,000
25	Rogers P.D.	M5X	8,000	8,000
26	Saline Co. S.O.	M5X	20,000	20,000
27	Searcy P.D.	M5X	2,000	2,000
28	Sherwood P.D.	M5X	10,500	10,500
29	Springdale P.D.	M5X	15,000	15,000
30	Texarkana P.D.	M5X	40,000	40,000
31	Trumann P.D.	M5X	3,000	
32	Van Buren P.D.	M5X	18,000	18,000
33	Washington Co. S.O.	M5X	4,300	4,300
34	Additional Cities and counties	M5X	1,500,000	250,000
Total 405 (d)			**2,002,400**	**699,300**

Task 6b – Statewide Selective Traffic Enforcement Project

This task provides funding for a statewide selective traffic enforcement project. The primary emphasis will be sustained year round DWI/DUI enforcement. A PI&E campaign will supplement enforcement. The participating agency will conduct checkpoints and saturation patrols at least four nights during the National impaired driving campaign and also checkpoints/saturation patrols during state impaired driving campaigns.

A media blitz will be associated with the mobilizations and frequent PSAs will run to remind motorists of the increased potential of being stopped and ticketed/arrested. This approach is designed to condition drivers to be more attentive to their driving responsibilities while traveling. Vehicles stopped during increased enforcement campaigns will be monitored for occupant restraint and impaired driving violations. Federal funds will provide for selective enforcement pay (compensated at one and one half times an officer's regular hourly rate), applicable fringe benefits, incentives/promotional items, in /out of state travel, portable breath testing devices. State match (approx. $125,000) will provide for administration, vehicle expense, in-car cameras, services and supplies.

ARKANSAS STATE POLICE (M5X) $500,000

Task 6c – Statewide In-Car Camera and Video Storage System

To aid apprehension and prosecution of DWI/DUI violators, this task will provide for in-car video cameras and a backend video storage system. The video storage system is necessary to effectively manage, preserve, and secure video evidence. The system will provide reliable archiving and instant recall of video data to enhance the trooper's ability to testify in court and increase drunk driver conviction rates. The storage system will be linked to and share data with eCite (Task 5 – Electronic Citation System page 59). Federal funds will purchase the following equipment costing less than $5,000 each: Approximately 200 in-car cameras at a cost of approximately $4,900 each.

ARKANSAS STATE POLICE (M5X) $1,230,000

Task 7 – BAC DataMaster and Blood Testing Training Project

This task will provide for:

- 2 OAT personnel to attend International Association for Chemical Testing conference (IACT) in April 2016 in Orlando, FL.
- 2 OAT personnel to the Association of Ignition Interlock Program Administrators (AIIPA) conference in May 2016 in Denver, CO.
- 1 OAT personnel to Lifesavers National Conference on Highway Safety Priorities in April 2016 in Long Beach, CA.
- 4 OAT personnel to Intoximeters Users Group meeting September 2016 in Wisconsin.
- Blood kits usable for alcohol or drug testing.
- Purchase of tanks to be used in the Intoximeter EC/IR II.
- Provide for a state AIIPA membership
- Purchase of 5 evidential breath test instruments (stationary or mobile Intoximeter EC/IR II) to be used for state saturation of DWI testing. (Cost approx. $7,200 each)
- Purchase of a new laptop and projector to be used by OAT staff for training of emergency personnel on DWI blood draws and regulations governing alcohol testing.

ARKANSAS DEPARTMENT OF HEALTH – OAT (M5BAC) $72,000

Task 8 – Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training

This task provides funding for a 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 primary emphasis will be low manpower & multi-agency sobriety checkpoint training and support. This project will also supplement the DWI/SFST/DRE program with the Criminal Justice Institute by providing a mobile platform during DRE evaluations that are part of the DRE certification process.

Agency	Federal Funds (M5TR)
Black River Tech. ALETA	**$ 109,800**

The BAT Sobriety Checkpoint Mobile Training Project will offer law enforcement students an 8-hour educational and certification program for the professional, safe and legal management and operation of sobriety checkpoints. Upon request the BAT mobile will be made available and delivered to agencies in areas of the State where sobriety checkpoints are or will be conducted. Atechnical advisor/instructor will accompany the BAT mobile to monitor all aspects of the sobriety checkpoint(s). The BAT mobile will be present at public events such as county fairs and local festivals to aid in the promotion of highway safety and to deter impaired driving.

A Breath Alcohol Testing (BAT) Mobile, purchased in 2009, will provide law enforcement officers and agencies with a mobile platform that will allow on-site processing of impaired driving suspects. This will reduce transport time thereby reducing officer down-time and increase public awareness of enforcement activities. Included with this package is a new generation breath testing instrument for mobile units, interior video recording system, floodlights, hydraulic leveling jacks, roof air conditioner with generator upgrade, digital signal processing camera, vehicle seating, sobriety checkpoint sign and miscellaneous supplies. FY2016 purchases will include one mobile LED sobriety checkpoint sign at a cost of approximately $4,000 and a table top display board at an estimated cost of $4,000.

Task 9 – DWI Courts

This task works with court jurisdictions statewide to improve adjudication of traffic laws related to impaired driving. Activities include soliciting and generating interest statewide for the development and implementation of additional DWI Courts. Arkansas has 3 pilot DWI courts. An additional 6 courts completed training in 2011 and implemented their DWI courts in 2012. A 10th court completed training mid-2012 and an 11th court in the summer of 2014. This Task provides funding to maintain the operations for three pilot DWI courts and assist with training costs for new courts. AHSO will provide funding for initial and enhanced DWI Court Trainings offered through NHTSA/NDCI. Federal funds provide for salaries, fringe benefits, in and out-of state travel, meeting expenses, maintenance and operations, printing and administration. State/local funds provide additional administrative costs at approximately $550,000. Current DWI Courts are listed below.

INDEPENDENCE COUNTY	**(M5CS)**	**$ 48,000**
GARLAND COUNTY	**(M5CS)**	**$ 55,500**

SHERWOOD	**(M5CS)**	**$ 15,000**
NORTH LONOKE COUNTY	**(M5CS)**	**$ 15,000**
CRAIGHEAD COUNTY	**(M5CS)**	**$ 15,000**
BENTON COUNTY	**(M5CS)**	**$ 15,000**
FAULKNER COUNTY	**(M5CS)**	**$ 15,000**
VAN BUREN COUNTY	**(M5CS)**	**$ 15,000**
ADDITIONAL DWI COURTS TBD	**(M5CS)**	**$ 500,000**

Task 10 – Statewide Law Enforcement Liaison (LEL)

This task will provide for two LEL's to recruit law enforcement agencies statewide to conduct enforcement with a primary emphasis on impaired driving. LEL's will solicit participation of these agencies to conduct enforcement of DWI/DUI laws. LEL(s) will coordinate law enforcement summits/conferences to encourage agencies to support and participate in selective traffic enforcement. LEL's will help law enforcement agencies plan and coordinate media events announcing increased enforcement, and implement an incentive program to encourage non-STEP agencies to participate in DSGPO enforcement mobilizations. Federal funds will pay for salaries, fringe benefits, travel, speaker honorariums, meeting expenses, maintenance/operations, printing, incentive items (traffic safety-related equipment $5,000 or less) and administration. A law enforcement challenge associated with the DSOGPO mobilizations will be promoted. Two fully equipped patrol vehicle may be awarded using Federal Funds at a cost of approximately $49,000 each.

CRIMINAL JUSTICE INSTITUTE	**(K8FR)**	**$ 340,700**
CRIMINAL JUSTICE INSTITUTE	**(M5HVE)**	**$1,000,000**

Task 11 – Courtroom Monitoring Program (MADD)

The Court Monitoring program follows DWI/DUI cases through the court process to identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in the judicial implementation of Arkansas's ignition interlock law. It will be implemented in 15 judicial circuits with emphasis on counties ranking highest for alcohol/drug related crashes involving fatalities or injuries.

TO BE DETERMINED	**(AL)**	**$115,000**

Task 12 - Alcohol and Other Drugs Countermeasures Program Management

This task provides program management for projects in the Alcohol and Other Drugs Countermeasures program area and administration for projects in this area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. It provides materials that are essential components of program management. Funding is designated for personnel, (positions funded under AL on pg 28) travel/training and PI&E materials.

ASP	**(AL)**	**$191,600**

OCCUPANT PROTECTION

I Program Overview

From 2009-2013 Arkansas had 2,761 fatalities. Of these fatalities 2,275 or 72.9 percent were vehicle occupants where use of a seat belt was a factor in the outcome of the crash.

Seat belt use has been proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and 60 percent for light-truck occupants. In 2014, Arkansas' weighted seat belt usage rate was 74.4 percent while the national usage rate was 87 percent.

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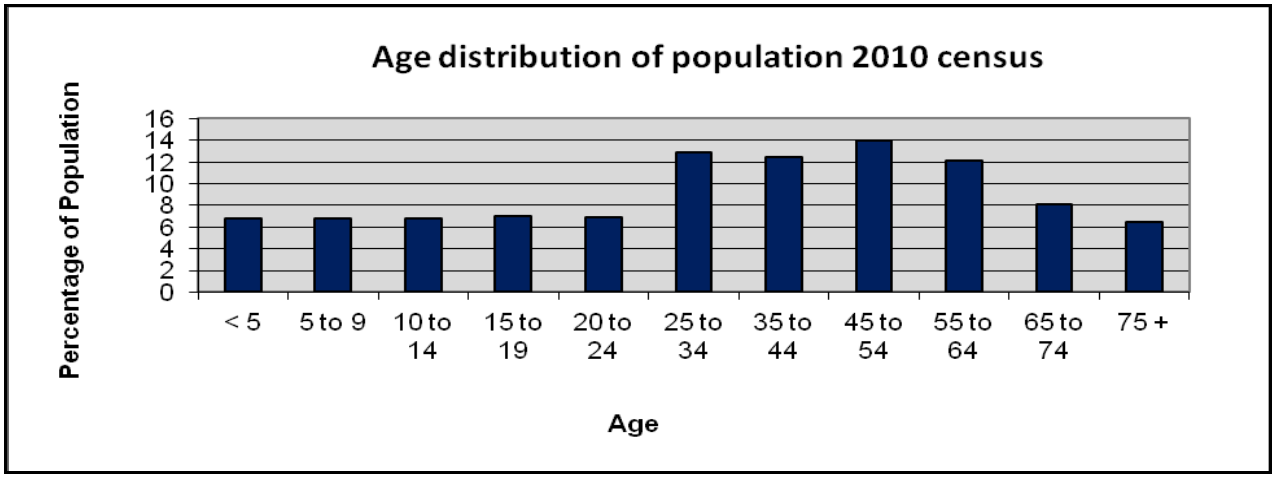
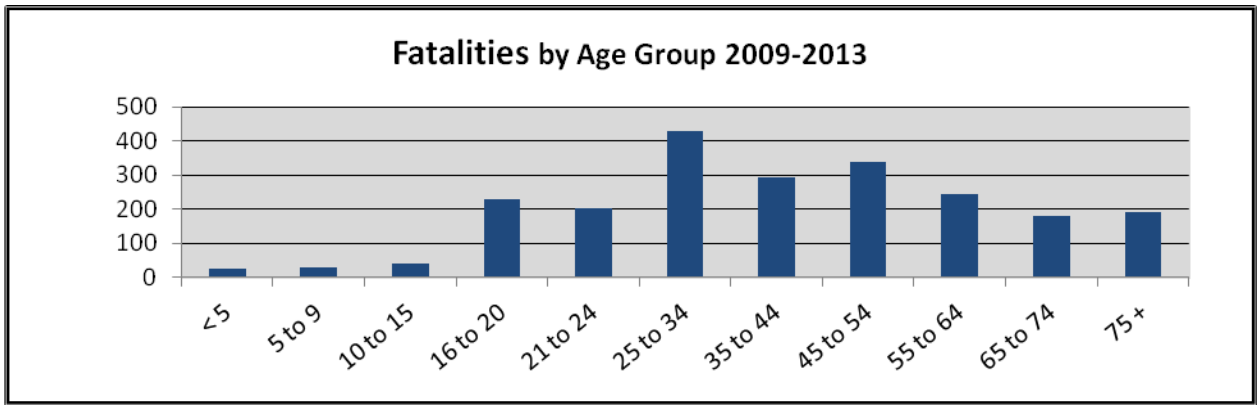
Fatalities by Person Type

Person Type		2009		2010		2011		2012		2013	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Occupants	Passenger Car	211	35	209	37	180	33	212	38	157	33
	Light Truck – Pickup	125	21	113	20	115	21	105	19	86	18
	Light Truck – Utility	95	16	71	12	88	16	75	13	79	16
	Light Truck – Van and Light Truck Other	24	4	19	3	20	3	10	2	18	4
	Large Truck –	14	2	21	4	23	4	16	3	16	3
	Bus	0	0	2	0	0	0	0	0	0	0
	Other/Unknown Occupants	11	2	11	2	12	2	16	3	13	3
	Total Occupants	480	81	446	78	438	79	434	78	369	76
Motorcyclists	*Total Motorcyclists*	71	12	84	15	64	12	72	13	61	13
Nonoccupants	Pedestrian	37	6	37	7	42	8	47	8	45	9
	Bicyclist and Other Cyclist	5	1	2	0	6	1	6	1	4	1
	Other/Unknown Nonoccupants	3	1	1	0	1	0	1	0	4	1
	Total Nonoccupants	45	8	41	7	49	9	54	10	53	11
Total	*Total*	596	100	571	100	551	100	560	100	483	100

The graphs that follow portray the distribution of Arkansas' population and the number of passenger vehicle fatalities by age group.



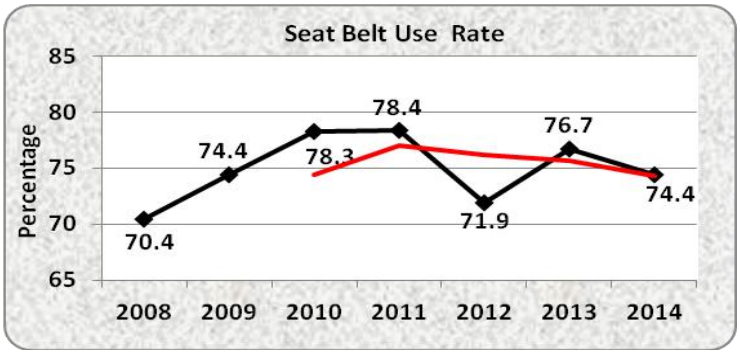


Young drivers from age 16 to age 30 and particularly those between 16 and 25 make up a higher percentage of fatalities versus their percentage of the overall population.

Men are over represented in vehicle fatalities. Men represented 66 percent of the fatalities but they are only 49 percent of the population.

White's are 77 percent of the population and 80 percent of the vehicle fatalities. African Americans are 15 percent of the population and 15 percent of the vehicle fatalities. The following table depicts a ranking of counties for 2009 -2013 in terms of motor vehicle occupant fatalities.

County	Fatalities	Rank	County	Fatalities	Rank
Pulaski	179	1	Nevada	22	39
Benton	79	2	Johnson	21	40
Craighead	79	3	Madison	21	41
Washington	63	4	Ashley	19	42
Saline	58	5	Logan	19	43
Jefferson	57	6	Clay	18	44
White	51	7	Franklin	18	45
Faulkner	50	8	Little River	18	46
Crittenden	47	9	Marion	18	47
Garland	47	10	Arkansas	16	48
Hot Spring	47	11	Calhoun	16	49
Mississippi	47	12	Desha	16	50
Lonoke	46	13	Howard	16	51
Miller	45	14	Randolph	16	52
Pope	40	15	Lincoln	15	53
Hempstead	36	16	Phillips	15	54
Independence	36	17	Poinsett	15	55
Carroll	35	18	Sharp	15	56
Sebastian	35	19	Drew	14	57
Greene	33	20	Bradley	13	58
Union	32	21	Fulton	13	59
Yell	32	22	Lafayette	13	60
Cleburne	30	23	Searcy	13	61
Conway	30	24	Chicot	12	62
St. Francis	29	25	Cleveland	12	63
Van Buren	29	26	Lee	12	64
Prairie	28	27	Stone	12	65
Columbia	27	28	Cross	11	66
Clark	26	29	Pike	11	67
Grant	26	30	Izard	10	68
Jackson	25	31	Scott	10	69
Lawrence	25	32	Sevier	10	70
Monroe	25	33	Woodruff	10	71
Crawford	24	34	Montgomery	9	72
Polk	24	35	Dallas	8	73
Ouachita	23	36	Perry	6	74
Baxter	22	37	Newton	5	75
Boone	22	38			



Act 562 of the 1991 Arkansas General Assembly provided for a mandatory seat belt use law and in June of 2009 Arkansas enacted a primary safety belt law. Seat belt use surveys showed the adult seat belt use rate at 78.3% for 2010 and 78.4% in 2011 but use declined to 71.9% in 2012. This decline may have been associated with a new survey protocol which reduced the number of counties surveyed and added more rural sites. The 2013 survey showed the weighted use rate at 76.7% but in 2014 the rate dropped to 74.4%. The AHSO is placing continued emphasis on enforcement efforts in an attempt to improve this rate.

Arkansas is for the most part a rural state. Data from Arkansas' Statewide Seat Belt Use Survey, quarterly surveys conducted by the Highway Safety Office, and local surveys done by law enforcement, show that the counties outside of the larger metropolitan areas have lower seat belt use rates. Weighted rates are not calculated for urban versus rural. Therefore we utilized non-weighted results in the chart below to make this comparison.

Comparison of Arkansas Rural and Urban Seat Belt Rates
Non Weighted Results

	2010	2011	2012	2013	2014
Urban	81.1%	80.2%	80.0%	82.1%	82.0%
Rural	71.8%	71.1%	67.5%	70.3%	68.4%
Overall	73.6%	76.0%	74.0%	76.7%	75.9%

The Highway Safety Program has a sub grant with the Criminal Justice Institute of the University of Arkansas for law enforcement liaison (LEL) services. The LEL(s) conducts recruitment of non-step agencies statewide. Since most of the larger cities have an existing STEP grant, this is primarily a rural effort. The Federal Highway Administration (FHWA) classifies rural areas as those having populations under 50,000. The majority of Arkansas counties qualify as rural by this definition. Smaller agencies in these rural counties will be targeted for participation in CIOT through an LEL incentive program.

In FY 2016 plans are to continue a new project, in collaboration with the Arkansas Department of Health's (ADH) Injury Prevention and Control Branch. This project will work with the ADH network of statewide coalitions to mobilize communities in developing strategies and implementing activities to raise seat belt use rates. It will initially target five of the counties with the lowest belt usage rates

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

continued in FY 2016. The primary emphasis of these projects is the enforcement of seat belt and child restraint laws. A PI&E component will supplement these projects.

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and will continue to play an important part in Arkansas' efforts to increase the usage rate. The number of agencies participating in CIOT fell from 209 agencies in 2012 to 144 agencies in 2013. The loss of an LEL position during this period of time was a major factor in the reduction of participating agencies. This position was filled and 230 agencies were recruited to participate in 2014. In 2015 approximately 179 agencies were recruited to participate. The reasons for the drop in 2015 recruitment are still being analyzed. LEL problems were a factor in agency recruitment for 2015. The projects mentioned above, along with the CIOT program, are an integral part of the FY 2016 Highway Safety Plan. Current efforts are being expanded to include an emphasis on increasing enforcement efforts both inside and outside of STEP. Discussions are ongoing with State Police and other law enforcement agencies to further increase participation in mobilizations.

The communities selected for Selective Traffic Enforcement Projects fall within the top 50 ranked counties. Law Enforcement Agencies in counties determined to have the greatest need for an occupant protection project were identified and recruited to be a part of this effort. (See chart on previous page.) Smaller agencies that are unable to support a STEP project will be recruited to participate in mobilizations and work with the ADH coalitions on strategies to improve belt use in their areas. The ASP provides additional coverage for high-risk areas without local STEP projects.

II. Performance Measures – Goals

Program Goals

The goals of projects funded in the Occupant Protection Program are:

- Increase observed seat belt use for passenger vehicles by 4.6% from 74.4% in 2014 to 79.0% in 2016.
- Reduce unrestrained passenger vehicle occupant fatalities by 18% from 224 (2009-2013) to 182 (2012-2016).

III. Project Strategies

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

- To achieve three vehicle stops per hour during seat belt enforcement periods.
- To conduct two waves of high visibility enforcement emphasizing occupant restraint laws.
- To work with a network of statewide coalitions to mobilize communities in developing strategies and implementing activities to raise seat belt use rates.
- To conduct PI&E activities as a component of all enforcement projects.
- To conduct a minimum of six child safety seat technician and instructor training courses.
- To conduct three half-day child safety seat training for law enforcement officers.
- To obtain a minimum of $300,000 public service air time for traffic safety messages.
- To conduct a statewide public information and education and enforcement campaign that will emphasize occupant restraint laws, such as CIOT.
- To provide statewide child passenger safety education to healthcare, childcare and law enforcement professionals.
- To employ a Law Enforcement Liaison to encourage enforcement of Occupant Protection laws statewide.
- To conduct a statewide survey of seat belt, child restraint and motorcycle helmet use.

IV. Tasks

Task 1 – Comprehensive Occupant Protection/Injury Prevention Program

This task provides funding to increase usage of occupant protection systems and decrease the number of pedestrian/bicyclist fatalities and injuries by providing presentations, materials and technical assistance to businesses and civic groups, community service organizations, the news media, health professionals, law enforcement agencies and the general public. An important component of these projects will be an ongoing PI&E campaign with special emphasis on child restraint usage. These projects may also provide child safety seat technician and instructor training and one-day child safety seat training for law enforcement officers. In addition to the community occupant protection activities, this task will include a comprehensive community injury prevention effort. These projects will continue to assist Safe Communities coalitions in Craighead, Washington and Benton Counties. The coalitions' goal is to decrease preventable injuries within the communities by identifying and prioritizing problematic injury sources and developing and implementing prevention strategies. The projects will provide traffic safety expertise and tactical support to the coalitions. Funding will provide for salaries and benefits for part-time personnel, travel, printing materials, meeting expenses, instructor honorariums, child safety seats, and operating expenses. These projects will be funded from Occupant Protection (OP), Safe Communities (SA), and State Child Passenger Protection Funds (CPPF). Funding details are contained in the chart on the next page.

Comprehensive Occupant Protection/Injury Prevention Program Project Funding Details			
	FY 2016	FY 2016	FY 2016
	Federal Share	State Share (CPPF)	Local Share
Dimensions, Inc.	$136,000 (OP)	$ 50,000	$86,000
U of A – Fayetteville	$ 20,600 (SA)	$ 5,000	$15,600
Total (OP)	**$136,000**	**$ 55,000**	**$86,000**
Total (SA)	**$ 20,600**		**$15,600**

Task 2a – Selective Traffic Enforcement Projects (STEPs)

This task provides funding for selected cities and counties to conduct sustained selective traffic enforcement projects throughout the year. The primary emphasis will be seat belt/child restraint enforcement. A PI&E campaign will supplement enforcement. A child safety seat clinic/checkpoint may also supplement enforcement efforts. The primary objectives of these projects are to achieve an average of three vehicle stops per hour during seat belt enforcement periods. These projects will conduct increased enforcement with primary emphasis on occupant protection laws during two specified periods (Click It or Ticket (CIOT) mobilizations) during the year. These mobilizations will be conducted in November surrounding the Thanksgiving holiday period and in May surrounding the

Memorial Day holiday period. A media blitz will be associated with each mobilization. Also, pre and post observational surveys will be conducted to measure results for the periods which emphasize enforcement of occupant restraints. Federal funding will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate and shall include project hours worked for child safety seat clinics, and conducting pre and post surveys), applicable fringe benefits, in-state travel (child safety seat training only), out-of-state travel (AHSO approved conferences only), child safety seat clinics (including supplies and breaks), child seat technician/instructor recertification and renewal, child safety seats, and traffic enforcement related equipment costing less than $5,000 each, including but not limited to, radars and LIDARS; local funding will provide for additional enforcement, administration, vehicle mileage and PI&E; and State child passenger protection funds will provide for child safety seats. **A list of the city and county agencies are shown on the next page.**

Cities/Counties		Funding Source OP	State Funds	Local Funds
1	Arkadelphia P.D.	23,000		
2	Baxter Co. S.O.	11,500	1,000	
3	Benton Co. S.O.	35,000	14,000	11,000
4	Benton P.D.	20,000	8,000	12,000
5	Bentonville P.D.	22,800	2,500	20,300
6	Bryant P.D.	15,700	2,500	13,200
7	Camden P.D.	14,000	3,000	12,000
8	Carroll Co. S.O.	5,500	3,000	
9	Conway P.D.	26,500		26,500
10	Crittenden Co. S.O.	9,000		3,000
11	Fayetteville P.D.	51,800	15,000	36,800
12	Ft. Smith P.D.	60,000	9,000	51,000
13	Harrison P.D.	21,900	2,000	19,900
14	Hope P.D.	9,700	3,500	6,200
15	Hot Springs P.D.	27,100		27,100
16	Jonesboro P.D.	69,600	12,000	57,600
17	Little Rock P.D.	28,000		28,000
18	Marion P.D.	15,000		15,000
19	Miller Co. S.O.	2,000	2,000	
20	Mountain Home P.D.	18,000	7,500	10,500
21	North Little Rock P.D.	50,000	5,000	45,000
22	Osceola P.D.	12,600	4,000	8,600
23	Paragould P.D.	16,000	8,000	8,000
24	Pulaski Co. S.O.	20,000		20,000
25	Rogers P.D.	20,000	7,000	13,000
26	Saline Co. S.O.	12,000		12,000
27	Searcy P.D.	15,000		15,000
28	Sherwood P.D.	10,500	5,000	5,500
29	Springdale P.D.	30,700	11,000	19,700
30	Texarkana P.D.	5,000		5,000
31	Trumann P.D.	12,000		
32	Van Buren P.D.	40,000	12,000	28,000
33	Washington Co. S.O.	7,500	4,000	3,500
34	Additional cities & Counties (OP) Additional Cities and counties (M2)	10,000 1,000,000		10,000 250,000
Total OP **Total M2HVE**		**747,400** **1,000,000**	**141,000**	**543,400** **250,000**

Task 2b – Statewide Selective Traffic Enforcement Project

This task provides funding for a statewide selective traffic enforcement project. The primary emphasis will be sustained seat belt/child restraint enforcement. A PI&E campaign will supplement enforcement. Child safety seat clinics/checkpoints may also supplement enforcement efforts. This project will conduct increased enforcement with primary emphasis on occupant restraint laws during at least two specified mobilizations during the year. These mobilizations will be conducted in May surrounding the (CIOT) Memorial Day holiday period and in November surrounding the Thanksgiving holiday period. Also, pre and post observational surveys will be conducted to measure results for the mobilization period. Federal funds will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate and shall include project hours worked for child safety seat clinics and observational surveys) and applicable fringe benefits, other personnel costs, in-state and out-of-state travel (approved highway safety conferences/training), traffic safety-related equipment costing less than $5,000 each and state match (approximately $170,300) will provide for administration, vehicle expense, and supplies.

Project Details

Arkansas State Police **Arkansas State Police**	**$ 510,900 (OP) 402** **$ 500,000 (M2HVE) 405 (b)**

Task 3 – Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program

There is a continuous need to educate the public on the importance of occupant restraint usage and the risks of traffic crashes. This is a continuing project to distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of $300,000 in documented public service air time for traffic safety awareness messages. Funding will provide for professional services.

ARKANSAS BROADCASTERS ASSOCIATION (OP) $37,500

Task 4 – Statewide Law Enforcement Liaison (LEL)

This task will provide for a LEL to solicit the cooperation of law enforcement agencies statewide to conduct enforcement of traffic laws with primary emphasis on seat belt and child restraint laws. The LEL's activities may be expanded to solicit participation of law enforcement agencies to conduct enforcement of DWI/DUI laws. The LEL will coordinate law enforcement summits/conferences to encourage agencies to support and participate in promoting increased seat belt usage and to conduct selective traffic enforcement. The LEL will help law enforcement agencies plan and coordinate media events to announce increased enforcement, implement an incentive program to encourage non-STEP agencies to participate in enforcement mobilizations such as the CIOT and DSGPO campaigns. Federal funds will pay for salaries, fringe benefits, travel, speaker honorariums, meeting expenses, maintenance and operations, printing, incentive items (traffic safety-related equipment costing less than $5,000 each) and administration. A law enforcement challenge associated with the CIOT

campaign will be promoted. Two fully equipped patrol vehicles may be awarded using federal funds costing approximately $49,000 each.

CRIMINAL JUSTICE INSTITUTE	**(OP)**	**$270,700**
CRIMINAL JUSTICE INSTITUTE	**(M2HVE)**	**$400,000**

Task 5 – Statewide Observational Survey

This task will provide for the FY 2015 statewide observational survey of seat belt, restraint. The survey will provide the county, regional and statewide use rates. Funding will provide for personnel, in-state travel, printing costs and overhead expenses/indirect costs.

UNIVERSITY OF ARKANSAS - CIVIL ENGINEERING DEPT.	**(OP)**	**$60,000**

Task 6 – Statewide Public Information and Education (PI&E)

This task will provide for statewide public information and education to promote occupant protection and will particularly focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young persons age 18 – 34. This task will also emphasize the child restraint law, Act 470 of 2001, Graduated Licensing laws, and new laws effective 2009 and 2011. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements (PSAs), and/or corresponding incentive items to enhance other traffic safety projects. This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic safety public information campaign. The advertising agency will develop the methodology to document and report audience reach to include telephone survey(s). This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPs), and with diversity outreach and press events. Federal funding could provide for PSA creation and production, PI&E materials creation and production, educational items, and meeting and press event expenses including PA system rental, material/supplies, meals and breaks (refreshments). This task will also provide for the placement of traffic safety messages relating to occupant protection public information campaigns in the media. The media placements may include television, radio, cinema, internet and print. At a minimum, an assessment to measure audience exposure will be documented and included in the cost of media placements. Public awareness surveys will also be conducted to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. Federal funds will be allocated for the paid media.

CRANFORD JOHNSON ROBINSON & WOODS (CJRW)	**(OP)**	**$100,000**
UALR	**(PA)**	**$13,000**
CJRW	**(PM)**	**$200,000**
CJRW	**(M2HVE)**	**$300,000**

Task 7 – Statewide Child Passenger Protection Education Project

This task will provide continuation of the statewide child passenger protection education project. This project will provide certification training primarily for, but not limited to, health care and childcare professionals to educate parents on the proper use of child restraint devices. The certification training will be the approved curriculum of the National Highway Traffic Safety Administration, Standardized Child Passenger Safety Course. This project will target rural and minority populations. At a minimum, this public education project will address 1) all aspects of proper installation of child restraints using standard seat belt hardware, supplemental hardware, and modification devices (if needed), including special installation techniques, 2) appropriate child restraint design, selection and placement, and 3) harness adjustment on child restraints. Funding will provide for salaries, fringe benefits, training, in-state and out-of-state travel, printing, pre-printed material, operating expenses, child safety seats, cps website maintenance and indirect costs.

Project Details		
Agency	**Federal Funds M2CPS**	**State Match**
University of Arkansas for Medical Sciences	$128,700	$33,100

Task 8 - Motor Vehicle Crash (MVC) Community/Coalition-based Prevention Initiative

This project will conduct a statewide Motor Vehicle Crash (MVC) Prevention collaboration of community-level, coalition-based tasks, activities, strategies and interventions to affect measurable individual and community-level change that will result in the reduction of motor vehicle crash incidents, injury and death.

The goal of this project is to increase occupant restraint use by mobilizing the Arkansas Department of Health's Hometown Health Initiative (HHI) to conduct evidence-based strategies to reduce injuries and deaths as a result of motor vehicle crashes. These strategies will promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and cooperation among stakeholder groups increased outreach to law enforcement agencies to participate in enforcement campaigns and increased multicultural outreach through community/coalition based activities. Funding will provide for salaries, benefits, training, in/out of state travel, printing and operating expenses.

ARKANSAS DEPARTMENT OF HEALTH (OP) $100,000

Task 9 – Occupant Protection Program Management

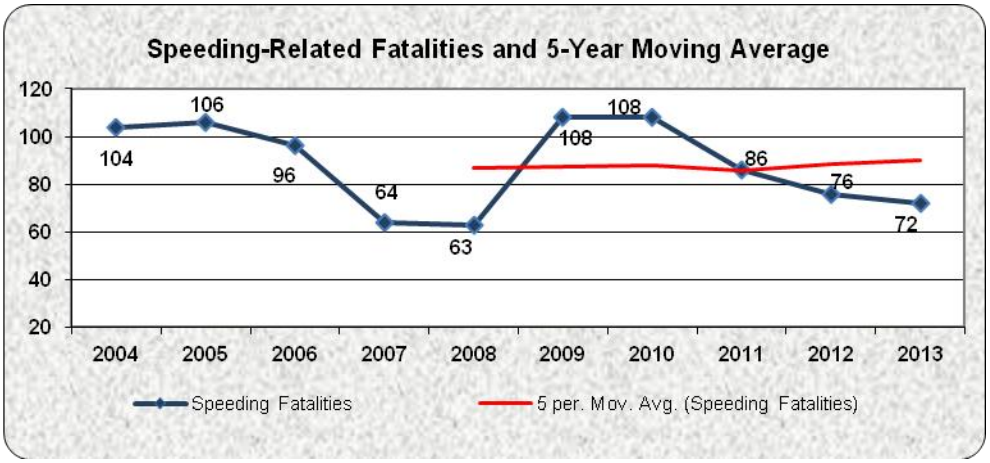
This task will provide program management for projects within the Occupant Protection program area. This task will provide proper administration of projects within this program area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. This task will also provide for and make available program related materials that are also essential components of program management. Funding will provide for personnel (see page 24) for positions funded under OP), travel/training, and PI&E materials.

ASP (OP) $191,600

SPEED ENFORCEMENT /POLICE TRAFFIC SERVICES

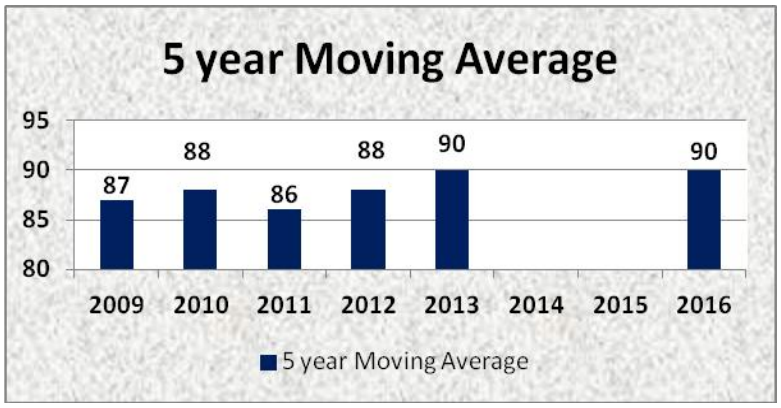
I. Program Overview

From 2007 through 2011 speed related fatalities were on the rise. Total fatalities rose to 108 in 2009 and 2010 but dropped to 86 in 2011 and 72 in 2013. Speed enforcement is included in the STEP project enforcement criteria for 2016.



II. Performance Measure - Goal

Hold the increase in speeding related fatalities at 90 (2009-2013) for (2012-2016).



III. Project Strategies

The strategies of projects for the speeding component are:

- To achieve an average of three vehicle stops per hour during enforcement periods.
- To conduct PI&E activities as a component of all enforcement projects.
- To conduct a statewide public information and education and enforcement campaign that will emphasize speed laws.
- To conduct sustained low-visibility traffic enforcement using stealth patrol vehicles.

IV. Tasks

Task 1a—Selective Traffic Enforcement Projects (STEPS**)**

This task provides funding for selected cities and counties to conduct sustained selective traffic enforcement projects. Speed enforcement will be a vital component of these enforcement efforts. The primary objectives of these projects are to achieve an average of three vehicle stops per hour during enforcement periods. Federal funding will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate, applicable fringe benefits, and radar and laser speed measurement devices (cost less than $5,000 per unit**). A list of the city and county agencies are shown on the next page.**

Task 1b – Statewide Selective Traffic Enforcement Project (STEP)

This task provides funding for a statewide selective traffic enforcement project. The primary emphasis will be speed enforcement throughout the year. A PI&E campaign will supplement enforcement. Federal funds will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate) applicable fringe benefits, and radar/laser speed measurement devices (costing less than $5,000 per unit).

ARKANSAS STATE POLICE	**(SE)**	**$ 100,000**

Cities/Counties		Funding Source	Federal Funds	Local Match
1	Arkadelphia P.D.	SE	3,000	
2	Baxter Co. S.O.	SE	1,500	
3	Benton Co. S.O.	SE	3,000	3,000
4	Benton P.D.	SE	1,200	1,200
5	Bentonville P.D.	SE	4,800	4,800
6	Bryant P.D.	SE	4,000	4,000
7	Camden P.D.	SE	1,500	1,500
8	Carroll Co. S.O.	SE	25,000	8,400
9	Conway P.D.	SE	5,100	5,100
10	Crittenden Co. S.O.	SE	1,000	300
11	Fayetteville P.D.	SE	5,200	5,200
12	Ft. Smith P.D.	SE	10,000	10,000
13	Harrison P.D.	SE	7,000	7,000
14	Hope P.D.	SE	3,000	3,000
15	Hot Springs P.D.	SE	1,000	1,000
16	Jonesboro P.D.	SE	6,500	6,500
17	Little Rock P.D.	SE	6,500	6,500
18	Marion P.D.	SE	1,000	1,000
19	Miller Co. S.O.	SE	1,500	
20	Mountain Home P.D.	SE	5,000	5,000
21	North Little Rock P.D.	SE	1,000	1,000
22	Osceola P.D.	SE	1,000	1,000
23	Paragould P.D.	SE	2,000	2,000
24	Pulaski Co. S.O.	SE	1,000	1,000
25	Rogers P.D.	SE	11,000	11,000
26	Saline Co. S.O.	SE	1,000	1,000
27	Searcy P.D.	SE	4,000	4,000
28	Sherwood P.D.	SE	2,500	2,500
29	Springdale P.D.	SE	5,000	5,000
30	Texarkana P.D.	SE	1,500	1,500
31	Trumann P.D.	SE	2,000	2,000
32	Van Buren P.D.	SE	1,500	1,500
33	Washington, P.D.	SE	7,500	7,500
Total SE			**137,800**	**117,500**

Task 2 – Statewide Public Information and Education (PI&E)

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

CRANFORD JOHNSON ROBINSON & WOODS (CJRW) (PM) $ 100,000

TRAFFIC RECORDS PROGRAM

I. Program Overview

A Traffic Records Assessment was conducted for the State of Arkansas March 6 – 11, 2011 by the National Highway Traffic Safety Administration's assessment team. The findings and recommendations of this team, together with input from the TRCC, are the basis for Arkansas' 2011-2015 Traffic Records Strategic Plan submitted to NHTSA June 15, 2011. In conjunction with the strategic plan, the goals of the Traffic Records Program are to reduce the backlog of crash report data to be entered into the Traffic Analysis Reporting System (TARS) and improve the accuracy of data. The next Traffic Records Assessment is scheduled to begin the week of July 6 – 10, 2015.

The Program will continue efforts to reduce the backlog and improve the accuracy of data. This will be accomplished through two projects. One will continue the paperless system by using a computer image of the crash report for review and data entry into the eCrash system. Another project will continue capturing the data that is uploaded by the troopers and other law enforcement officers through the eCrash system.

This system from the University of Alabama will be used to transition from TraCS. The transition from the TraCS system will further streamline the entry of crashes by ASP and local law enforcement agencies. This will increase the amount of data captured and render unnecessary the merging of data into the database further decreasing the backlog of reports. A beta test of the eCrash system was released May 21, 2015.

The Arkansas State Police (ASP) logged 61,146 crash reports in 2013, of which 58,449 were entered into the TARS database. The total logged by the ASP for 2014 was 62,515, the number to be entered is yet to be determined. Reports entered into TARS do not include duplicate, private property or parking lot crashes.

II. Performance Measure—Goal

Program Goal

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

- Reduce the backlog of crash reports to be manually entered into the TARS system from a 9.2 month backlog as of November 2013 to 1 month backlog by November 2016.
- Increase the # of courts using Contexte (real-time) from 48 in 2015 to 55 in 2016

III. Project Strategies

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

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

IV. Tasks

Task 1 – Program Operation

This task provides for the operation of the TARS by the ASP. The data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work are covered by this task. This task will also provide for retaining the services of a qualified firm to input crash data in a timely manner.

ASP	**TR**	**$141,800**
ASP	**TR (STATE)**	**$141,800**
SOURCECORP	**M3DA**	**$250,000**

Task 2 – TARS Improvement Project

This task provides for the acquisition of computer hardware, software, and peripherals needed for TARS improvements. This includes continuation of paperless processing of crash reports through TARS. Improvements also include the purchase of the following equipment to enhance the efficiency and effectiveness of TARS. Federal funds will provide for equipment purchases less than $5,000 each.

ASP	**M3DA**	**$60,000**
ASP	**M3DA (STATE)**	**$15,000**

Task 3 – Electronic Traffic Crash Record Entry System Project

This task will continue the project for the modification of computer software applications (TraCS or eCrash) for the ASP to enter crash data at the troop level within a few hours of the crash. The end result of the project allows the AHSO to integrate the data directly into its database without reentering the data. This task provides for the purchase of computer hardware to continue the transition between TraCS and eCrash projects. In-car computer systems with necessary operating software will be purchased at approximately $4,000 each. The in-car computer systems are used at the crash scene to capture data and enable multimedia, magnetic strip and bar code data capture and transfers. TraCS or eCrash also uses GPS receivers to accurately locate the crash via longitude and latitude readings. TraCS or E-Crash will continue to be expanded to local agencies. To accomplish this expansion, this task may provide for a technician/liaison position. Travel, training and materials will also be associated with this effort. Federal funds will also provide for travel/training, additional software, supplies, user fees, vendor/contractor services and equipment. Funding will also provide for subgrants to local departments to purchase computer hardware and peripherals to utilize eCrash software.

ASP	**K4TR**	**$275,000**
ASP	**M3DA**	**$900,000**
ASP	**M3DA (STATE)**	**$225,000**
LOCAL LAW ENFORCEMENT AGENCIES-TBD	**K4TR**	**$200,000**

Task 4 – EMS Data Injury Surveillance Continuation Project

This task will include maintenance of the data elements necessary to continue system compliance with NEMSIS data collection. Members of the Section staff will continue as active members of the TRCC to help with data sharing. Federal funds will provide for system user fees and software maintenance.

DOH – Office of EMS and Trauma Systems	**M3DA**	**$ 40,000**
DOH - EMS	**(STATE)**	**$ 10,000**

Task 5—Electronic Citation System

This task will provide for a vendor to continue development and implementation of a system which electronically captures and submits traffic citations by state and local law enforcement. This system will facilitate faster, more accurate and more efficient issuance of a citation to the violator and will capture citation data for timely reporting to various entities. The system is currently allowing submission of citations directly to the Administrative Office of the Courts for their dissemination to various courts and to the Office of Driver Services. Funding will provide for vendor/contract services; equipment with an acquisition cost of less than $5,000 each, including laptops, handheld 2D barcode scanners and printers In addition, provide for two part time individuals to help support the eCite application on a 7 day 24 hour basis. Funding will also provide for sub-grants to local departments to purchase computer hardware to utilize the eCite software.

ASP	**K4TR**	**$ 900,000**
ASP	**M3DA**	**$ 800,000**
ASP	**M3DA (STATE)**	**$ 200,000**
LOCAL LAW ENFORCEMENT AGENCIES-TBD	**K4TR**	**$ 200,000**

Task 6—Traffic Records Professional Development

This task provides for specified training to law enforcement and other highway safety professionals in matters of traffic records. May involve continued crash investigation and reconstruction training courses.

ASP	**(TR)**	**$ 10,000**
AHTD	**(TR)**	**$ 3,000**

Task 7 – Traffic Records Program Management

This task provides for the administration of the Traffic Records Program and provides support for other program areas. Funding will provide for the necessary staff time (see page 28 for positions funded under TR), travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program. Funding will also provide for continued training in the administration of computer systems software.

ASP	**(TR)**	**$ 82,700**

ROADWAY SAFETY PROGRAM

I. Program Overview

This task provides funds to be used on hazard elimination projects that will reduce the occurrence or the severity of traffic crashes on sections of highways with high crash rates. Funding is also provided for specified training to highway safety professionals in matters of roadway and rail-highway safety.

II. Project Strategies

The strategies of projects funded in the Roadway Safety Program are:

- To provide professional development for highway safety professionals.
- To provide funding for hazard elimination projects

III. Tasks

Task 1 – Professional Development

This task provides funds for specified training to highway safety professionals in matters of roadway and rail-highway safety. Professional development funds will provide for in-state and out-of-state travel, meals, lodging, and registration fees to conferences, workshops and other training opportunities promoting traffic safety.

AHTD (RS/RH) $3,000

Task 3 – Section 154 Transfer Program

This task will provide for programs as a result of the transfer of Federal-aid highway construction funds as required by Section 154 of Title 23, United States Code (Open Container Law). These funds will be used on hazard elimination projects that will reduce the occurrence or the severity of traffic crashes on sections of highways with high crash rates.

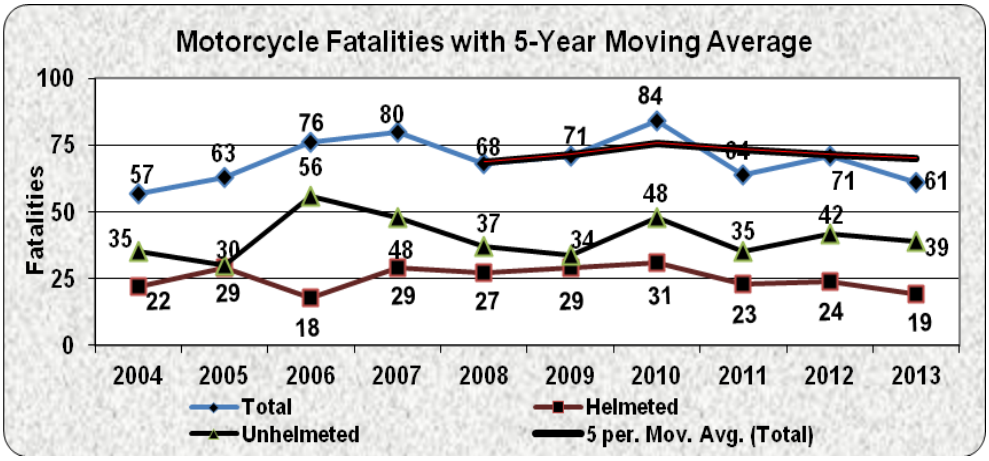
AHTD (154HE) $10,000,000

MOTORCYCLE SAFETY PROGRAM

I. Program Overview

The Arkansas Highway Safety Office (AHSO) is developing a statewide plan of action and has initiated components for a motorcycle safety program to increase public awareness, support rider education and through enforcement and PI&E efforts reduce the number of motorcycle fatalities and injuries. Arkansas is one of three states that does not have a statewide motorcycle safety program. The AHSO, in order to address the increase in motorcycle crashes and fatalities, received authorization from the Governor to designate the AHSO as the State authority having jurisdiction over motorcyclist safety issues. This was the first and most important step towards Arkansas' efforts to focus on and develop a statewide motorcycle safety program.

Arkansas reported 64 motorcycle related fatalities in 2011. This number rose to 72 for 2012. In 2013 fatalities dropped to 61. Motorcycle fatalities currently account for approximately 13 percent of Arkansas' total traffic fatalities.



There were 352 motorcycle involved traffic fatalities in Arkansas during the 5-year period from 2009-2013. Motorcycle fatalities were at 23 in 1997 when the state's

motorcycle helmet law was repealed. Only person(s) under the age of 21 are now required to wear protective headgear. In the years following the change in the law motorcycle fatalities tripled. Arkansas reported 991 motorcycle involved crashes for 2013.

The table on the next page provides a ranking of the top twenty-five counties in order, from highest to lowest of the number of motorcycle crashes in 2013.

2013 ARKANSAS MOTORCYCLE CRASHES BY COUNTY

Rank	County	Crashes	Rank	County	Crashes
1	WASHINGTON	194	38	CLARK	5
2	PULASKI	182	39	COLUMBIA	5
3	BENTON	122	40	CONWAY	5
4	SEBASTIAN	84	41	LOGAN	5
5	GARLAND	83	42	RANDOLPH	5
6	FAULKNER	51	43	SHARP	5
7	CARROLL	43	44	ASHLEY	4
8	CRAIGHEAD	39	45	HOT SPRING	4
9	CRAWFORD	38	46	MONTGOMERY	4
10	SALINE	37	47	PHILLIPS	4
11	POPE	28	48	ARKANSAS	3
12	WHITE	28	49	CLAY	3
13	JEFFERSON	26	50	DALLAS	3
14	BAXTER	25	51	IZARD	3
15	GREENE	22	52	LITTLE RIVER	3
16	NEWTON	21	53	MARION	3
17	FRANKLIN	20	54	PRAIRIE	3
18	LONOKE	20	55	BRADLEY	2
19	MADISON	20	56	CLEVELAND	2
20	POLK	19	57	DREW	2
21	PERRY	18	58	GRANT	2
22	CLEBURNE	17	59	MONROE	2
23	MILLER	17	60	PIKE	2
24	MISSISSIPPI	16	61	DESHA	1
25	BOONE	15	62	LAFAYETTE	1
26	CRITTENDEN	12	63	LAWRENCE	1
27	JOHNSON	12	64	LINCOLN	1
28	INDEPENDENCE	11	65	OUACHITA	1
29	UNION	11			
30	HEMPSTEAD	10			
31	STONE	9			
32	SEARCY	8			
33	FULTON	7			
34	YELL	7			
35	POINSETT	6			
36	ST FRANCIS	6			
37	VAN BUREN	6	Total		1,374

2013 Alcohol Related Motorcycle Crashes by County

Ranking	County	Crashes	Ranking	County	Crashes
1	WASHINGTON	23	20	PERRY	2
2	GARLAND	12	21	POLK	2
3	PULASKI	11	22	PRAIRIE	2
4	BENTON	6	23	ASHLEY	1
5	FAULKNER	6	24	BAXTER	1
6	SEBASTIAN	6	25	BOONE	1
7	MADISON	4	26	CLEBURNE	1
8	SALINE	4	27	COLUMBIA	1
9	CARROLL	3	28	DREW	1
10	CRAIGHEAD	3	29	FULTON	1
11	CRAWFORD	3	30	LITTLE RIVER	1
12	LONOKE	3	31	LOGAN	1
13	POPE	3	32	MONTGOMERY	1
14	CHICOT	2	33	POINSETT	1
15	CRITTENDEN	2	34	SHARP	1
16	GREENE	2	35	ST FRANCIS	1
17	INDEPENDENCE	2	36	STONE	1
18	JOHNSON	2	37	UNION	1
19	MISSISSIPPI	2	Total		120

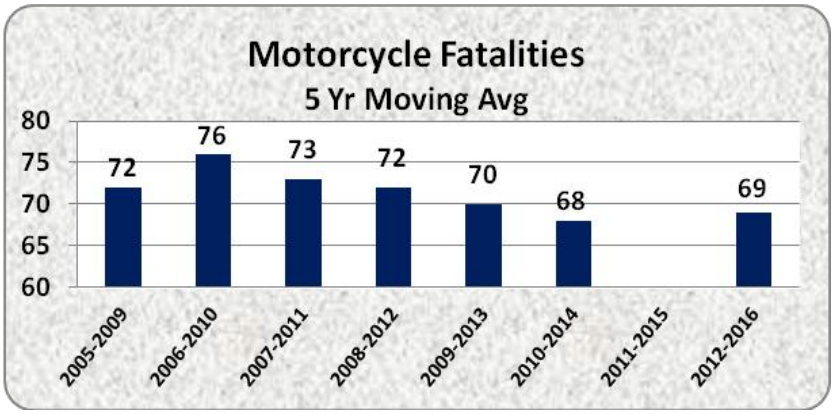
2013 Alcohol Related Fatal Motorcycle Crashes by County

Ranking	County	Crashes	Ranking	County	Crashes
1	GARLAND	3	8	PERRY	1
2	PULASKI	3	9	POLK	1
3	SALINE	3	10	PRAIRIE	1
4	CRITTENDEN	1	11	SHARP	1
5	JOHNSON	1	12	UNION	1
6	LITTLE RIVER	1	13	WASHINGTON	1
7	MADISON	1	Total		19

II. Performance Measure - Goal

Based on a five year average:

- Reduce motorcyclist fatalities 1% from 70 (2009-2013) to 69 (2012- 2016).
- Reduce unhelmeted motorcyclist fatalities 7% from 40 (2009-2013) to 37 in (2012-2016).



III. Project Strategies

- Increase enforcement of the existing helmet law for riders and passengers under 21.
- Improve public information and education on value of wearing protective riding gear.
- Improve information and education on dangers of operating motorcycles under the influence of alcohol and/or other drugs.
- Increase skills training opportunities for motorcyclists to avoid and minimize injuries.

IV. Tasks

Task 1 – Public Information and Education

This task will provide funding to purchase items promoting motorcycle safety activities. Items that will be produced and purchased are educational pamphlets, posters, and other items as appropriate to advance the program.

CJRW **(M9MA) $ 160,000**

Task 2 – Motorcycle Safety Professional Development

These funds will be used to support Motorcycle safety program statewide. Funds can be used to reimburse the ASP or local law enforcement agencies for operating expenses, overtime at safety events and purchases of necessary equipment to support the statewide communications program. These funds will be used in accordance with both State and Federal rules and regulations.

ASP **(MC) $ 3,000**

Task 3 – Motorcycle Safety Program Management

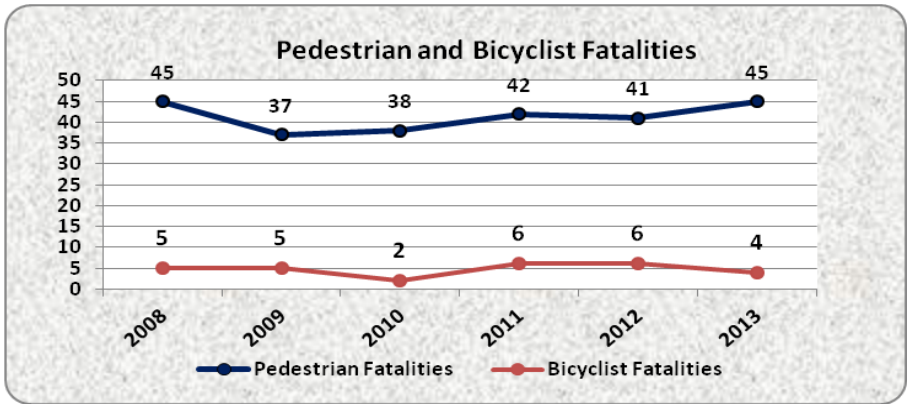
This task will provide program management for projects within the Motorcycle Safety program area. This task will provide development and proper administration of projects within this program area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. This task will also provide for and make available program related materials that are also essential components of program management. Funding will provide for personnel, travel/training and PI&E materials.

ASP **(MC) $35,000**

PEDESTRIAN/BICYCLIST SAFETY PROGRAM AREA

I. Program Overview

During 2013 there were 45 pedestrian fatalities. These fatalities represent 9 percent of all motor vehicle fatalities for this period. There were also 4 bicyclist fatalities during the same period. No Section 402 funds will be used solely for pedestrian/bicyclist safety in FY 2016. Information on pedestrian and bicycle safety will a part of other injury prevention projects (See Safe Communities and PI&E projects pages 44 and 48 under Occupant Protection Section). In addition, a pedestrian and bicycle safety educational and awareness program will be developed during FY 2016.



II. Performance Measure - Goal

Program Goal

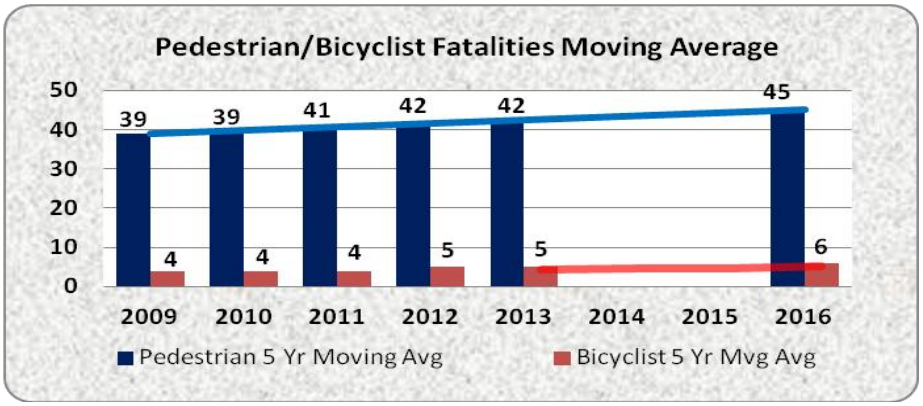
The goals of this program are:

Pedestrian

- Hold the increase in pedestrian fatalities to 7% from 42 (2009-2013) to 45 (2012-2016).

Bicyclist

- Hold the increase in bicyclist fatalities to 20% from 5 (2009-2013) to 6 in (2012-2016)



III. Project Strategies

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- Develop and implement a public awareness campaign focused on pedestrian and bicycle safety.

IV. Tasks

Task 1 – Statewide public information and Education

This task will provide funding to develop public information and educational materials promoting pedestrian and bicycle safety. Funding will be used for pamphlets, posters, radio and television public service announcements, on-line ads and other items appropriate to advance the program.

CJRW **(PS)** **$100,000**

Task 3 – Program Management

This task will provide program management for projects within the pedestrian/Bicycle Safety Program Area. This task will provide development and proper administration of projects within this program area through program planning, oversight/monitoring, evaluation, coordination and staff education/development. Funding will provide for personnel, travel/training, and materials.

ASP **(PS)** **$35,000**

DISTRACTED DRIVING

I. Program Overview

As of December 2012, 171.3 billion text messages were sent in the US every month. Ten per cent of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted. Drivers in their 20s make up 27 percent of the distracted drivers in fatal crashes. At any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving, a number that has held steady since 2010.

The number of people killed in distraction-affected crashes decreased slightly from 3,360 in 2011 to 3,328 in 2012. An estimated 421,000 people were injured in motor vehicle crashes involving a distracted driver, this was a nine percent increase from the estimated 387,000 people injured in 2011.

More and more fatalities in Arkansas are being attributed to the emerging issue of Distracted Driving. Information on Distracted Driving will be included as part of other injury prevention projects (See Safe Communities' and PI&E pages 44 and 48 under Occupant Protection Section). Law enforcement agencies in the state will be asked to participate in the National Distracted Driving Mobilization to be conducted in April of 2016.

Task 1 – Statewide Public Information and Education (PI&E)

This task will provide for statewide public information and education to promote adherence to texting and cell phone laws. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements (PSAs) to enhance other traffic safety projects. This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic safety public information campaign. The advertising agency will develop the methodology to document and report audience reach to include telephone survey(s). This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPs), and with diversity outreach and press events. Federal funding could provide for PSA creation and production, PI&E materials creation and production, meeting and press event expenses including PA system rental, material/supplies. The media placements may include television, radio, cinema, internet and print. Federal funds will be allocated for the paid media.

CRANFORD JOHNSON ROBINSON & WOODS (CJRW) (M8PE) $125,000

TEEN DRIVER SAFETY PROGRAM

I. Program Overview

In 2013 there were 62 drivers aged 15-20 involved in fatal crashes in Arkansas. Motor vehicles crashes are the #1 cause of unintentional injury and death among teenagers (NHTSA). In Arkansas, the fatality and injury rates of teen drivers are twice the national rate. According to FARS, of the 57 drivers of passenger vehicles (motorcycles, snowmobiles, etc. excluded) aged 15-20 with known restraint usage, only 58 percent were restrained.

The University of Arkansas for Medical Sciences (UAMS), Arkansas Children's Hospital Injury Prevention Center has conducted a project over the last 3 years in collaboration with the Arkansas Health Department (ADH), the Allstate Foundation 0Teen Driving Program and the Injury Free Coalition for Kids. This year the project will focus specifically on increasing seat belt use for teens in targeted counties of the state determined to be key to increasing Arkansas's seat belt use rate.

UAMS will develop a peer to peer education project in the high schools of each of these counties by working with the school nurses of the ADH's hometown health coalitions. This year round intervention project will be modeled after NHTSA's evidence based Battle of the Belt program.

Other contributing factors to teen crash statistics include inexperience, easy distractibility, and driving at night. UAMS will also promote awareness in the schools of Arkansas' Graduated Driver Licensing (GDL) law, enacted in 2009. The GDL law addresses teen driving issues by helping new drivers gain experience in lower-risk conditions. In other states, comprehensive GDL programs have been a proven success by reducing teen fatalities and injuries by up to 38%. Arkansas GDL emphasizes use of safety belts for all seating positions especially during learning and intermediate stages. This project will promote peer to peer influence of seat belt use and GDL principles for young drivers and passengers.

II. Performance Measure – Goal

Program Goal

The goal of the project funded in the Teen Driver Safety Program is:

- Reduce drivers age 20 or younger involved in fatal crashes by 5% from 69 (2009-2013) to 66 (2012-2016)

III. Project Strategies

- Continue the Teen Driver Safety Project focused on occupant protection.

IV. Tasks

Task 1—Teen Driver Safety Project

This task will provide for development of the UAMS/ACH Teen Driver Safety Project. The project will implement activities in designated counties to facilitate teen driver education focused on occupant protection. Federal funds will provide for meeting expenses, travel, training, materials, supplies, salaries, and benefits for additional personnel.

UAMS **OP** **$159,600**

PERFORMANCE OUTCOMES

FY15 HSP	2009	2010	2011	2012	2013	2015 Target
Traffic Fatalities	596	571	551	560	483	475
5-yr moving average	633	616	593	576	552	
Number of Serious Injuries	3,693	3,331	3,239	3,226	3,070	2810
5-yr moving average	3,151	3,206	3,361	3,392	3,312	
Unrestrained Fatalities	253	244	220	227	174	187
5-yr moving average	282	268	251	242	224	
Teen Driver Fatalities (-21)	91	58	68	69	60	44
5-yr moving average	112	100	88	77	69	
Alcohol-Impaired Fatalities (BAC=.08+)	173	178	154	144	123	131
5-yr moving average	181	180	171	164	154	
Speed Related Fatalities	108	108	86	76	72	61
5-yr moving average	87	88	86	88	90	
Motorcycle Fatalities	71	84	64	72	61	68
5-yr moving average	72	76	73	72	70	
Un-helmeted MC Fatalities	34	48	35	42	39	36
5-yr moving average	41	45	40	39	40	
Pedestrian Fatalities	37	38	42	47	45	38
5-yr moving average	39	39	41	42	42	
Bicyclist Fatalities	5	2	6	6	4	3
5-yr moving average	4	4	4	5	5	
Fatalities Per VMT	1.80	1.70	1.67	1.67	1.44	1.49
Seat Belt Usage	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
	74.4	78.3	78.4	71.9	74.4	79.2
Citations Issued	**2009**	**2010**	**2011**	**2013**	**2014**	**2015**
Speeding Citations	14,806	14,079	8,967	6,675	6,864	N/A
Seat Belt Citations	19,385	29,316	31,711	28,800	30,276	N/A
DUI Citations	2,218	1,858	2,000	2,084	1,942	N/A

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Arkansas

Highway Safety Plan Cost Summary

2016-HSP-1

For Approval

Page: 1 of 2

Report Date: 06/29/2015

Program Area	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
Planning and Administration	$.00	$239,100.00	$.00	$239,100.00	$239,100.00	$.00
Alcohol	$.00	$1,000,000.00	$.00	$907,900.00	$907,900.00	$430,200.00
Motorcycle Safety	$.00	$.00	$.00	$38,000.00	$38,000.00	$.00
Occupant Protection	$.00	$1,289,700.00	$.00	$2,136,100.00	$2,136,100.00	$1,245,100.00
Pedestrian/ Bicycle Safety	$.00	$.00	$.00	$135,000.00	$135,000.00	$.00
Traffic Records	$.00	$141,800.00	$.00	$237,400.00	$237,400.00	$.00
Railroad/Highway Crossings	$.00	$.00	$.00	$1,500.00	$1,500.00	$.00
Roadway Safety	$.00	$.00	$.00	$1,500.00	$1,500.00	$.00
Safe Communities	$.00	$15,600.00	$.00	$20,600.00	$20,600.00	$20,600.00
Speed Enforcement	$.00	$109,800.00	$.00	$188,600.00	$188,600.00	$133,600.00
Paid Advertising	$.00	$300,000.00	$.00	$300,000.00	$300,000.00	$150,000.00
NHTSA 402 Total	$.00	$3,096,000.00	$.00	$4,205,700.00	$4,205,700.00	$1,979,500.00
406 P&A	$.00	$.00	$.00	$175,000.00	$175,000.00	$.00
406 Traffic Records	$.00	$.00	$.00	$1,575,000.00	$1,575,000.00	$.00
NHTSA 406 Total	$.00	$.00	$.00	$1,750,000.00	$1,750,000.00	$.00
410 High Fatality Rate Total	$.00	$2,700,000.00	$.00	$340,700.00	$340,700.00	$340,700.00
410 High Visibility Total	$.00	$1,350,000.00	$.00	$450,000.00	$450,000.00	$.00
154 Hazard Elim	$.00	$.00	$.00	$10,000,000.00	$10,000,000.00	$.00
154 Transfer Funds Total	$.00	$.00	$.00	$10,000,000.00	$10,000,000.00	$.00
405b Low HVE	$.00	$675,000.00	$.00	$2,200,000.00	$2,200,000.00	$1,550,000.00
405b Low Community CPS	$.00	$33,100.00	$.00	$128,700.00	$128,700.00	$64,400.00
MAP 21 405b OP Low Total	$.00	$708,100.00	$.00	$2,328,700.00	$2,328,700.00	$1,614,400.00
405c Data Program	$.00	$450,000.00	$.00	$2,050,000.00	$2,050,000.00	$.00
MAP 21 405c Data Program Total	$.00	$450,000.00	$.00	$2,050,000.00	$2,050,000.00	$.00

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Arkansas

Highway Safety Plan Cost Summary

2016-HSP-1

For Approval

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Report Date: 06/29/2015

Program Area	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
405d Mid HVE	$.00	$.00	$.00	$1,000,000.00	$1,000,000.00	$1,000,000.00
405d Mid Court Support	$.00	$550,000.00	$.00	$693,400.00	$693,400.00	$693,400.00
405d Mid BAC Testing/Reporting	$.00	$.00	$.00	$72,000.00	$72,000.00	$.00
405d Mid Paid/Earned Media	$.00	$600,000.00	$.00	$600,000.00	$600,000.00	$300,000.00
405d Mid Training	$.00	$.00	$.00	$159,800.00	$159,800.00	$147,300.00
405d Impaired Driving Mid	$.00	$986,800.00	$.00	$3,832,400.00	$3,832,400.00	$1,502,400.00
MAP 21 405d Impaired Driving Mid Total	$.00	$2,136,800.00	$.00	$6,357,600.00	$6,357,600.00	$3,643,100.00
405e Public Education	$.00	$125,000.00	$.00	$125,000.00	$125,000.00	$50,000.00
MAP 21 405e Distracted Driving Total	$.00	$125,000.00	$.00	$125,000.00	$125,000.00	$50,000.00
405f Motorcyclist Awareness	$.00	$.00	$.00	$160,000.00	$160,000.00	$.00
MAP 21 405f Motorcycle Programs Total	$.00	$.00	$.00	$160,000.00	$160,000.00	$.00
NHTSA Total	$.00	$10,565,900.00	$.00	$27,767,700.00	$27,767,700.00	$7,627,700.00
Total	$.00	$10,565,900.00	$.00	$27,767,700.00	$27,767,700.00	$7,627,700.00