

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS

Federal Fiscal Year 2013



Prepared by the:

**Arkansas State Police
Highway Safety Office**

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Highlights

- Traffic fatality rate 1.67 in 2011 to 1.68* for 2012
- Total fatalities increased from 551 in 2011 to 552 in 2012
- Alcohol-related fatalities (BAC = .08+) decreased from 154 in 2011 to 143 in 2012
- Serious Injuries decreased from 12,175 in 2011 to 10,758* in 2012

** Preliminary State Data*

EXECUTIVE SUMMARY

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

The cooperative and concentrated efforts involving these programs required strong commitment and partnerships critical to the overall success of Arkansas' traffic safety program in FY 2013. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) provide valuable information and assistance to the AHSO. A multitude of state and local agencies/organizations play integral roles in Arkansas' highway traffic safety program. They include, but are not limited to the following:

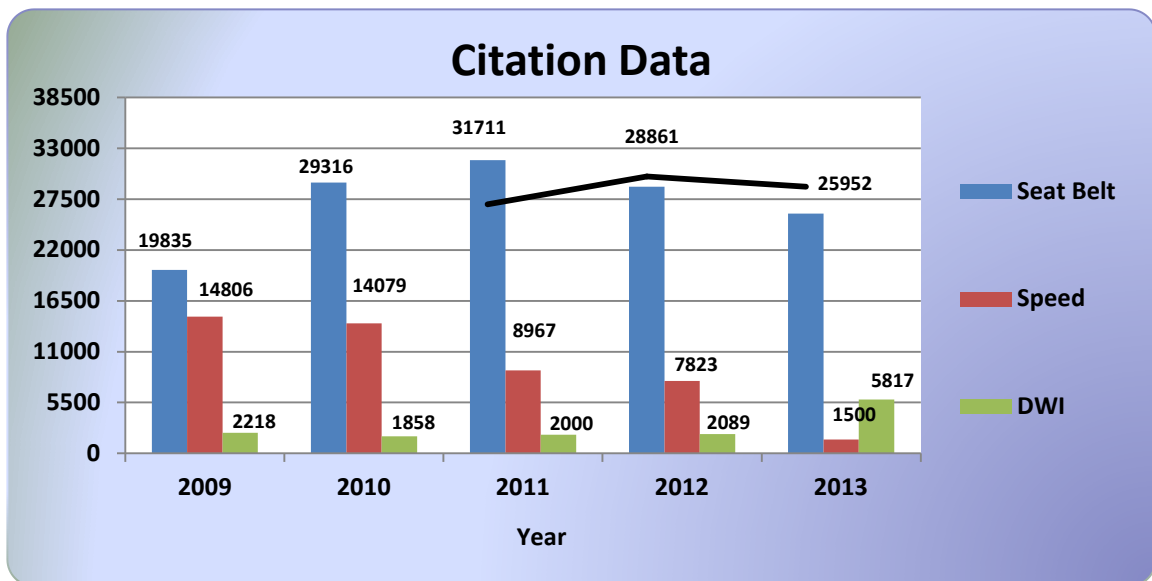
- Criminal Justice Institute
- Arkansas Highway Police
- Arkansas Crime Laboratory
- Arkansas Department of Health
- Local Law Enforcement Agencies
- Arkansas Department of Education
- Arkansas Crime Information Center
- Arkansas Administrative Office of the Courts
- Arkansas Office of the Prosecutor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

The HSO also collaborates with the following groups:

- Arkansas Traffic Records Coordinating Committee
- Strategic Highway Safety Steering Committee
- Emergency Medical Services for Children Advisory Committee
- Building Consensus for Safer Teen Driving Coalition
- Arkansas Alcohol and Drug Abuse Coordinating Council
- Arkansas Motorcycle Safety Advisory Committee
- Arkansas Task Force for Safe Senior Driving Coalition
- Arkansas Texting and Driving Coalition
- Mothers Against Drunk Driving (MADD)

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

Particular attention was focused on impaired driving and occupant protection issues through the Selective Traffic Enforcement Projects (STEPs). These projects were emphasized with active participation by 31 Arkansas law enforcement agencies around the State. The following chart shows the citations issued by STEP projects over the last five years.



Law Enforcement projects included high visibility sustained enforcement of alcohol, occupant protection and speed limit laws. The national mobilizations of “Click it or Ticket” (CIOT) and “Drive Sober or Get Pulled Over” also benefited from the greater participation of local agencies and targeted media campaigns. Targeted media included paid television, radio and billboard advertisements.

This 2013 AHSO Annual Report provides a specific description of the activities undertaken in the identified traffic safety program areas during FY 2013. The report is broken down into six major sections: Graphs depicting Rates and Trends; a summary of Goals and Objectives; Program Area Summaries; General Area Summaries; Paid Media Summaries; and Financial Summaries.

INTRODUCTION

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

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

The HSO implemented projects and facilitated activities/programs, which contributed toward reaching the State's goals. The HSO recognizes the achievement of quantified goals is dependant not only on the work of the HSO, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. For instance, each year long Selective Traffic Enforcement Project agreement directed participating sub-grant agencies to conduct sustained selective enforcement of seat belt, impaired driving, speed limit, child passenger protection and motorcycle helmet laws while other agencies addressed public information and education initiatives. This annual report describes the progress made toward reaching the Arkansas Highway Safety Office goals and summarizes program area outcomes.

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year (FY) 2013, the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

- **402** *State and Community Highway Safety Grant*
- **405** *Occupant Protection*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive Grant*
- **406** *Safety Belt Performance Grant*
- **154** *Alcohol Open Container Requirement*
- **408** *State Traffic Safety Information System Improvement Grant*
- **2010** *Motorcycle Safety Incentive Grant*

Note: All Map-21 Section 405 funds were carried forward to FY 2014.

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$20.9 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on page 60. Approximately \$21.5 million in Federal-aid funds were expended for the entire program. A graph on page 61 illustrates the proportion of expenditures by Program Area.

Overall Program Goals

As listed in the FY 2013 Performance Plan, the overall program goals for Arkansas' Highway Safety Program were as follows:

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

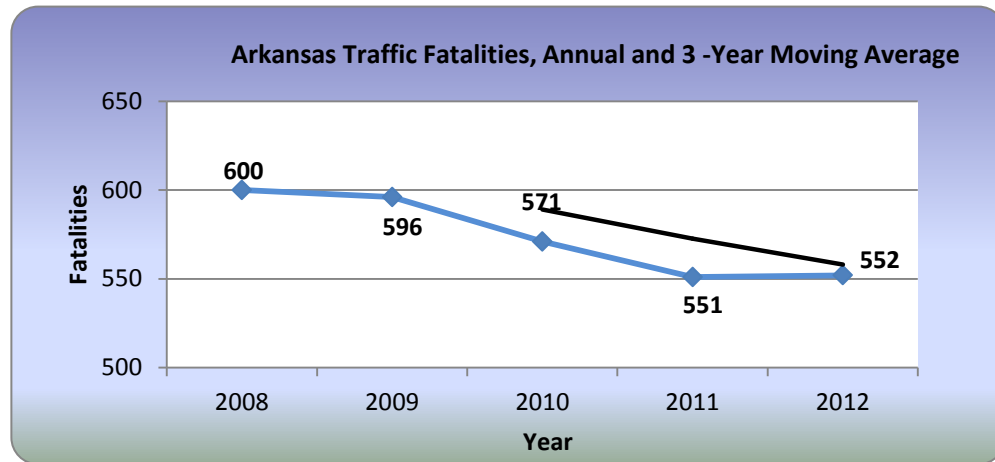
- State fatality rate from the 2006-2010 calendar base year average of 1.84 to 1.52 per 100 MVM traveled by 2013
- Total fatalities in the state from the 2006-2010 calendar base year average of 615 to 527 by 2013
- Number of serious injuries from the 2006-2010 calendar base year average of 13,753 to 12,897 by 2013

	<u>2011</u>	<u>2012</u>	<u>% Change</u>
Fatalities	551	552	.18
Fatality Rate*	1.67	1.68	.6
Injuries (2 & 3 only)	12,175	10,758	-11.6
*per 100 Million vehicle miles traveled			
**Injury code 2 is incapacitating injury, code 3 is non-incapacitating injury			

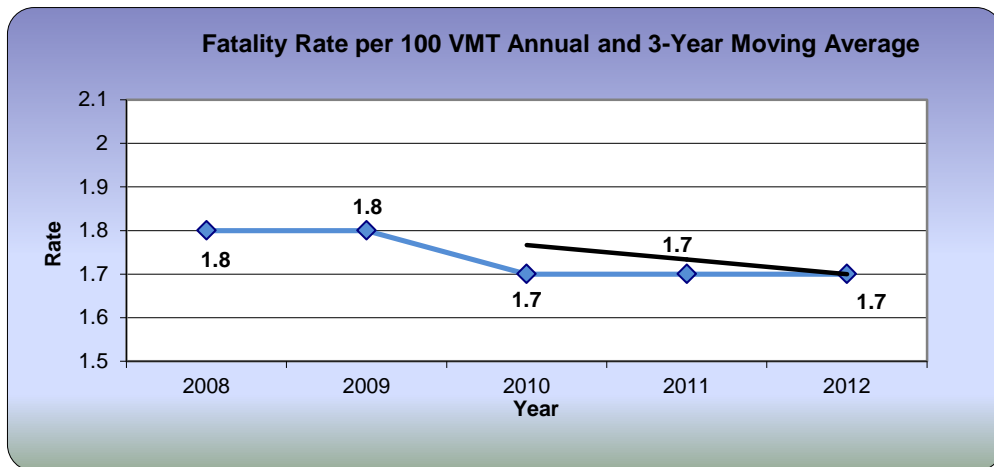
The charts on page 5 show fatalities and injuries for the years 2008 through 2012. The core outcome, behavior and activity measures for the same time period are provided on page 6. A summary of each program area is provided on pages 9 through 58 of this report.

FATALITIES AND RATES

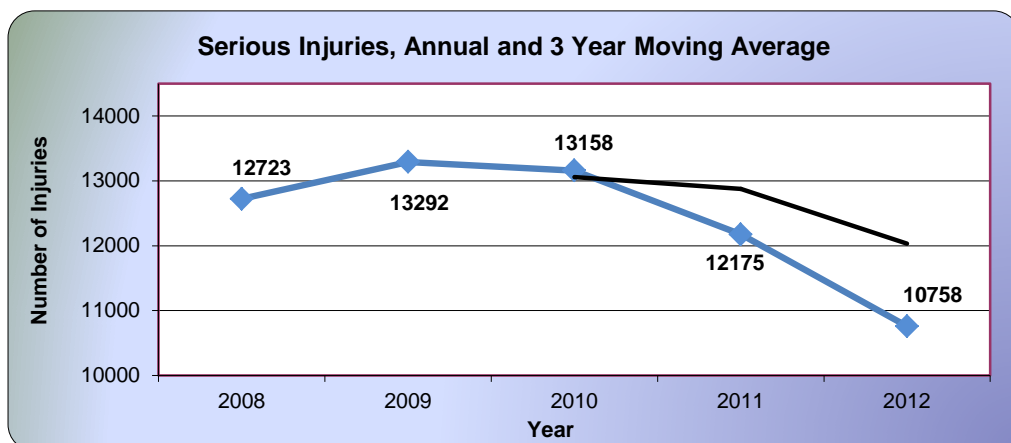
Statewide Fatalities



FATALITY RATE (FATALITIES PER 100 MILLION VMT*)



INCAPACITATING AND NON-INCAPACITATING INJURIES



	Calendar Years				
Core Outcome Measures	2008	2009	2010	2011	2012
C-1: Traffic Fatalities (FARS)	600	596	571	551	552
C-2: Serious Traffic Injuries (TARS)	12,723	13,292	13,158	12,175	10,758
C-3: Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.81	1.80	1.70	1.67	1.68
C-3: "Rural" Mileage Death Rate (Rural Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	2.25	2.52	2.40	2.31	*
C-3: "Urban" Mileage Death Rate (Urban Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.17	0.86	.82	.86	*
C-4: Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	266	253	244	220	226
C-5: Alcohol Impaired Driving Fatalities (Fatalities involving a driver or a motorcycle operator with a BAC of .08 and above) (FARS)	170	173	178	154	143
C-6: Speeding Related Fatalities (FARS)	63	108	108	86	76
C-7: Motorcyclist Fatalities (FARS)	68	71	84	64	71
C-8: Unhelmeted Motorcyclists Fatalities (FARS)	37	34	48	35	42
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	103	91	58	68	68
C-10: Pedestrian Fatalities (FARS)	45	37	38	42	44
Core Behavior Measure	2009	2010	2011	2012	2013
B-1: Seat Belt Use Rate (statewide Observational surveys for passenger Vehicles, front seat outboard occupants)	74.4	78.3	78.4	71.9	76.7
Activity Measures	FY2009	FY 2010	FY2011	FY2012	FY2013
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities	19,835	29,316	31,711	28,861	25,952
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities.	2,218	1,858	2,000	2,089	1,500
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities	14,806	14,079	8,967	7,823	5817

*Not Available

2013 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 2013 survey addressed questions related to the three major areas of impaired driving, seat belt use and speeding. The following is a summary of the results for the nine required questions covering these three major program areas.

Survey question recommendations from the NHTSA-GHSA working group

Impaired driving

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

88% 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 78% 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 25% said this was likely to occur “Half of the time.” This response was followed closely with 33% of Arkansans who said this would occur “Most of the time.”

Seat belt use

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

When Arkansans were asked how often they wear their seat belt when driving, the majority (82%) of those interviewed said they wear their seat belt “Always” and 10% “Most of the time” while driving.

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

Around 6 out of 10 (60%) 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 (44%) 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 (42%) 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 thirty-nine percent (39%) of those surveyed said they have exceeded the speed limit “Rarely.” Similarly, around 4 out of 10 (48%) 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?

Half (50%) 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 were mixed when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit. Nearly 7 out of 10 (67%) respondents said the likelihood of getting a ticket was either “Most of the time” or “Half of the time.”

PROGRAM AREAS

ALCOHOL COUNTERMEASURES PROGRAM

Program Area Goal

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

- Reduce the number of alcohol-related fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher from a three-year (2008-2010) average of 172 to 170 alcohol-related fatalities by 2013.

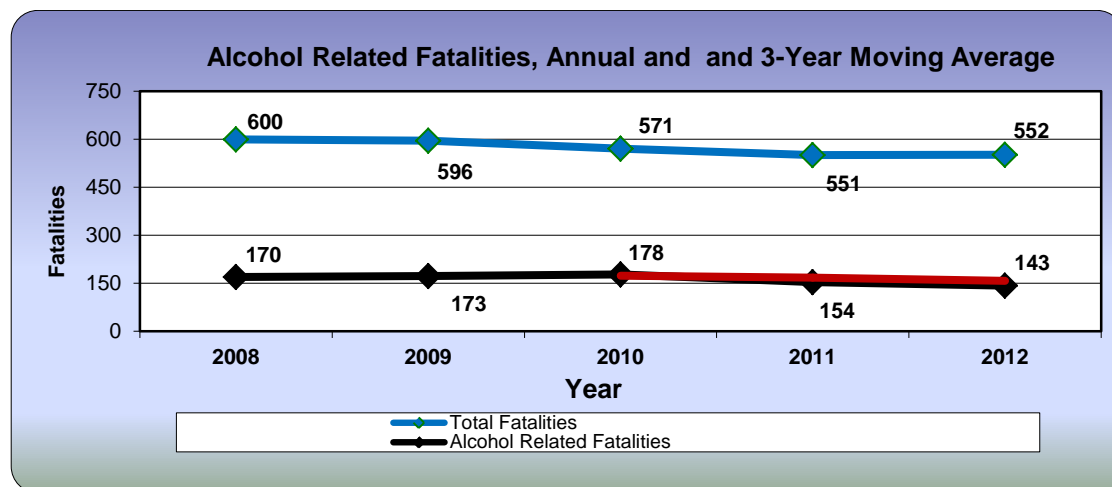
Program Area Results

In 2010 alcohol-related fatalities were at 178. This decreased to 154 in 2011 and 143 in 2012 for a three year average (2010-2012) of 158. The charts on this page and page 10 show the trend of Arkansas' alcohol-related fatalities and the fatality rate per 100 Million VMT over a five-year period. Arkansas alcohol related fatalities are currently at 26% compared to the National percentage of 31%. The preliminary alcohol-related fatality rate was estimated at .45 per 100 MVMT for 2012.

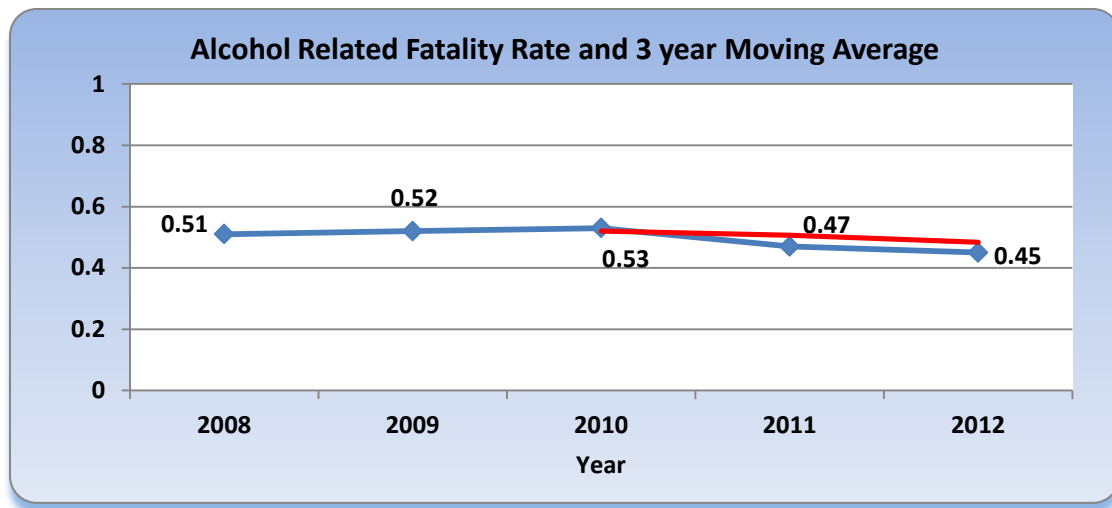
The AHSO will employ strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State along with a DWI Court initiative involving 11 District Courts. Continued analysis of crash data and project evaluations will be used to target areas and concentrate resources and strategies to address and reduce alcohol-related fatalities.

ALCOHOL RELATED FATALITIES AND RATES

ALCOHOL-RELATED FATALITIES



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



Project Results

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all occupant protection laws. 512 law enforcement officers completed the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curriculum during the project. In addition to the officers trained in the full SFST/TOPS courses, 342 law enforcement officers received SFST Refresher training. CJI hosted a statewide Drug Recognition Expert training that 100 officers attended. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 98 prosecutors and law enforcement officers. One Drug Recognition Expert (DRE) School was conducted with a total of 15 officers completing the course.

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. The goal was to solicit 200 agencies to participate in the statewide mobilizations conducted during the year. 144 agencies signed up to participate in Drive Sober or Get Pulled Over. This participation effort included 400 on-site visits with non-step law enforcement agencies.

The **Administrative Office of the Courts of the Supreme Court of Arkansas (AOC)** provided a three day training seminar September 19-21, 2013, in Little Rock, Arkansas to approximately 85 Arkansas district court judges. The course title was "Impaired Driving Case Essentials for Arkansas" and was taught by faculty from the National Judicial College. Lecture topics and breakout sessions included the latest developments in traffic law as well as scientific evidence of the effects of drugs on traffic safety.

The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT) provided travel, meals, lodging and registration to send one OAT staff member to attend the 7-day Course on Alcohol and Highway Safety: Testing, Research and Litigation in Bloomington, Indiana, December 9-14, 2012. This training was designed to deal with various aspects of alcohol testing, highway safety, and other issues involving forensic testing for alcohol and other drugs.

The project provided travel, meals and lodging to send one OAT staff member to the National Safety Council's Committee on Alcohol and Other Drugs in Washington, D. C., February 16-19, 2013. This training dealt with alcohol and drugs: technology, pharmacology and toxicology.

The project provided travel, meals, lodging and registration to send two OAT staff members to attend the first annual Association of Ignition Interlock Program Administrators in Oklahoma City, Oklahoma, May 5-8, 2013. The instruction covered user maintenance and national perspective and results.

The project provided travel, meals, lodging and registration to send two OAT staff members to attend the annual meeting of the International Association for Chemical Testing in Minneapolis, Minnesota, April 14-18, 2013. This training covered the fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance.

The project hosted a two day Coroner Conference in Little Rock, Arkansas, August 6-7, 2013, attended by approximately 115 coroner personnel from around the state. Topics included Emerging Designer Drugs, Epidemiology of Injuries and Toward Zero Deaths, FARS & Data Collection/Uses and OAT Testing Updates.

The project purchased components of blood testing kits used by law enforcement agencies throughout the State of Arkansas.

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,573,631, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of over 20 times the contract amount of \$75,000.

Thirty year long **Selective Traffic Enforcement Projects (STEPs)**, which emphasized the enforcement of DWI/DUI laws, were conducted utilizing both Section 410 funds. These projects conducted sustained enforcement throughout the year as well as participated in four State and the national Labor Day "Drive Sober or Get Pulled Over" crackdowns. The projects had the goal of either maintaining or reducing the number of alcohol related fatalities. The primary objectives of the projects were to achieve one DWI/DUI arrest per eight hours of enforcement for municipal STEP's and one DWI/DUI arrest per twelve hours for County STEP's. The contracted projects completed the year with the results documented in the chart on the following page.

AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	2013 AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED FATALITIES	
		2011	2012
Baxter County Sheriff's Office	19.00	1	2
Benton County Sheriff's Office	8.50	3	9
Benton Police Department	11.48	2	0
Bentonville Police Department	8.86	0	1
Bryant Police Department	7.75	0	0
Camden Police Department	4.75	0	1
Carroll County Sheriff's Office	9.93	7	0
Conway Police Department	13.18	0	1
Crittenden County Sheriff's Office	15.24	7	3
Fayetteville Police Department	4.24	4	1
Fort Smith Police Department	9.80	1	2
Harrison Police Department	12.61	0	0
Hope Police Department	11.08	0	0
Hot Springs Police Department	9.38	0	2
Jacksonville Police Department*	17.20	1	1
Jonesboro Police Department	5.67	2	4
Little Rock Police Department	No DWI hrs	10	9
Marion Police Department	8.10	0	0
Mountain Home Police Department	10.77	0	0
North Little Rock Police Department	7.87	3	3
Osceola Police Department	29.35	0	0
Paragould Police Department	9.50	0	0
Pulaski County Sheriff's Office	7.03	22	17
Searcy Police Department	11.06	0	0
Sherwood Police Department	9.11	0	0
Springdale Police Department	6.00	4	1
Texarkana Police Department	6.90	4	4
Van Buren Police Department	11.58	1	0
Washington County Sheriff's Office	7.50	11	4
West Memphis Police Department	9.53	0	0

* All Alcohol Enforcement was Checkpoints

The **Arkansas State Police (ASP)** participated in the National "Drive Sober or Get Pulled Over" campaigns as well as the state campaigns conducted during 2013. The ASP purchased portable breath testing equipment to facilitate detection and removal of impaired drivers from highways. This table documents the year long Performance Indicators of the ASP

2013 ASP DWI ENFORCEMENT	
DWI/DUI Arrests	791
Seatbelt Citations	1,426
Speed Citations	1,469
Total hours worked	6,434

DWI enforcement efforts for STEP outside of mobilization efforts.

The HSO provided federal funds to pay for salaries, fringe benefits, in and out-of state travel and training, maintenance and operations, printing and administration expenses for three pilot DWI Courts: **Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court.** The HSO also provided funding for the continued training of seven other DWI Courts and the initial training of one additional DWI Court (**Crawford County**) in FY 13. This brought Arkansas' total to 11 formally trained and AOC recognized DWI courts. The implementation of these courts is Arkansas' effort towards establishing a statewide DWI Court System.

The HSO provided 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 BAT Sobriety Checkpoint Mobile Training Project offered law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During fiscal year 2013, the project trained 255 law enforcement officers. The BAT mobile was utilized in 38 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints as an extension of the BAT Project's public information and education campaign to raise awareness regarding the crime of impaired driving. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The project conducted seven public school events and twelve public events utilizing the BAT Mobile in communities throughout the state.

ALCOHOL AND OTHER DRUG COUNTERMEASURES

Drive Sober or Get Pulled Over Media Reports

Overview

To generate high awareness of enforcement efforts regarding impaired driving and make sure drivers understand that if they get behind the wheel after having too much to drink, their chances of being caught by law enforcement are higher than ever, Arkansas' sustained FY 2013 DWI enforcement efforts were publicized using the national taglines throughout the year. A total of five DWI mobilizations for impaired driving were supported by paid and earned media:

1. December Holiday DWI Mobilization
2. March Teen DUI Underage Drinking Mobilization
3. April Teen DUI Underage Drinking Mobilization
4. Fourth of July DWI Mobilization
5. Labor Day DWI/OP Mobilization

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

Supporting the mobilization periods, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the mobilizations based on available data, budget and NHTSA recommendations. Media buys were designed to negotiate for a minimum of a one for one bonus for each ad purchased. The AHSO used previously produced television closed-captioned and radio ads in both English and Spanish, each airing during a mobilization. Each ad contained a strong enforcement theme to coincide with the mobilizations.

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

December 2012 Holiday DWI Mobilization Drive Sober or Get Pulled Over

Paid Media Report

Summary

The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DSOGPO message. The total advertising budget utilized was \$148,744 with an added value received in bonus ads of \$77,340.

Paid Advertising Period

This campaign ran over a 16-day period.

Flight dates:

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

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

Wednesday December 26 – Sunday, December 30 (5 days)

Monday, December 31 (1 Day and new broadcast month/year)

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

Budget

Drive Sober or Get Pulled Over - \$148,774 total paid media budget

- Broadcast TV: 34% (\$49,900)
- Cable TV: 23% (\$33,656)
- Radio: 25% (\$36,888)
- Hispanic TV: 2% (\$3,395)
- Hispanic Radio: 3% (\$4,741)
- Online: 11% (\$16,893)
- Out-of-Home: 2% (\$3,300)

Media Strategy

- Concentrated support to maximize awareness of the holiday DSOGPO message.
- Purchased strong GRP levels to break through ad clutter and deliver our message to males 18-34.
- Bought around the national holiday media schedules to maximize our reach and frequency of exposure of the DSOGPO message.
- Purchased Thursday through Saturday to reach the target demographic when they are most likely to consume alcohol.

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

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

Broadcast Television

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

Cable Television

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

Radio

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

Supplemental Out-of-Home (Online) Media

- Running on-line banners to Web sites heavily targeted to males 18-34 is another supplemental medium used for this campaign. Highly targeted Facebook flyer ads were used to effectively reach the target audience as well.

By Market

Actual Expenditures \$148,774

Little Rock: \$46,092 (30%)
 Fort Smith/Fayetteville: \$35,794 (23%)
 Jonesboro: \$15,158 (10%)
 Texarkana: \$9,276 (5%)
 El Dorado: \$5,212 (3%)
 Helena/West Helena: \$2,421 (2%)
 Conway: \$2,840 (2%)
 Hot Springs: \$5,977 (4%)
 Hispanic: \$8,136 (7%)
 Statewide: \$17,868 (14%)

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 109.17	\$19.63	\$ 29.45
Ft. Smith	\$ 90.92	\$10.29	\$ 11.42
Fayetteville	\$ 90.92	\$ 18.21	\$ 25.08
Jonesboro	\$ 73.67	\$13.82	\$ 14.65
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	648	947	3.0	210.5	69.8%
Ft Smith/Fayette.	741	586	3.0	211	69.8%
Jonesboro	297	538	4.2	111.1	26.5%
Texarkana	301	301	N/A	N/A	N/A
Conway	204	206	N/A	N/A	N/A
El Dorado	211	211	N/A	N/A	N/A
Hot Springs	277	485	N/A	N/A	N/A
Hispanic	52	54	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	190	183	7.2	290.7	40.3%
Ft. Smith	154	154	4.8	175.5	55.2%
Fayetteville	144	144	5.5	271.8	50%
Jonesboro	177	135	4.5	224.1	49.9%
Texarkana	123	123	5.6	259.8	46.2%
El Dorado	176	176	N/A	N/A	N/A
Hot Springs	129	129	5.4	229.2	42.9%
Conway	46	48	N/A	N/A	N/A
Helena/West Helena	55	57	N/A	N/A	N/A
Hispanic	283	241	N/A	N/A	N/A

Earned Media Report - \$206,263***Media Relations***

A news release concerning the Holiday DDOLUA mobilization was distributed to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$2,938.

Moon Distributing Partnership

Partnered with Moon Distributing and distributed Drive Sober or Get Pulled Over window clings to 425 package stores and 400 restaurants statewide. The partnership is a cost-effective way to remind adults to drink responsibly. Total earned media generated by this partnership is \$825.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the DSOGPO message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$202,500.

**March 2013 Teen DUI Underage Drinking
Underage Drinking – Zero Tolerance**

Paid Media Report***Summary***

The target audience for the campaign was underage drivers, teens ages 15 - 20. Thirty-second radio and television announcements in both English and in Spanish with the Underage Drinking Zero Tolerance message were aired during the campaign. The total advertising budget utilized was \$97,438 and an additional amount of \$52,418 in bonus ads.

Paid Advertising Period

- Paid radio, broadcast and cable television, and out-of-home (online) advertising for Underage Drinking – Zero Tolerance - March 9 through March 18, 2013

Geography

- This was a multi-media campaign to provide exposure across the state.

The seven radio DMAs for Underage Drinking – Zero Tolerance:

1. Little Rock
2. Fort Smith
3. Fayetteville
4. Jonesboro
5. Texarkana
6. El Dorado
7. Hot Springs

The nine cable television markets for Underage Drinking – Zero Tolerance:

1. Little Rock (includes Benton and Maumelle)
2. Fort Smith
3. Fayetteville
4. Jonesboro
5. Texarkana
6. El Dorado
7. Hot Springs
8. Conway

Budget

- Underage Drinking – Zero Tolerance - \$97,438 total paid media budget
- Broadcast television (CW network only) \$2,605 (2 percent)
- Cable television budget \$39,488 (41 percent)
- Radio budget \$26,085 (27 percent)
- Hispanic television \$1,160 (1 percent)
- Hispanic radio \$2,436 (2 percent)
- Other media budget \$25,665 (27 percent)

Media Strategy

This electronic campaign consisted of cable television, radio. Channel One and highly targeted Facebook flyer ads.

- Concentrated support to maximize awareness of the underage drinking-zero tolerance message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to the audience – teens, 15-20.

Media Mix: The media mix consisted of cable television, radio, Facebook advertising, banner ads and pre-roll video and the Channel One Network.

- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental out of home (Channel One Network in high schools statewide and Facebook) media continued to build reach and frequency.

Cable Television

- Purchased those networks that best target teens 15-20 (i.e MTV, E!, Scifi, USA, Comedy, Toon, BET, ABC Family, VH1, CMT.).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET, Galavision and Univision).

Radio

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

Supplemental Out-of-Home Media

- Channel One News is the leading television news network for teens nationwide. The dynamic 12-minute news broadcast is delivered daily to 140 schools throughout the state of Arkansas and the estimated viewers per spot are 61,817 (P12-17). AHSO spot ran on Channel One network 5x per week during each flight.

For our on-line campaign, we ran highly targeted ads on Facebook. During the campaign, there were 397,760 teens 15-19 in Arkansas registered on Facebook.

By Market**Actual Expenditures \$97,438**

- Little Rock \$ 28,525
- Fort Smith \$ 5,502
- Fayetteville \$ 12,232
- Jonesboro \$ 5,135
- Texarkana \$ 6,656
- El Dorado \$ 3,006
- Hot Springs \$ 3,697
- Conway \$ 2,040
- Helena \$ 1,384
- Hispanic \$ 3,596
- Channel One \$ 15,765
- Online (Statewide) \$ 9,900

Cost per Point and GRP Levels – Underage Drinking – Zero Tolerance.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$11.51	\$40.77
Ft. Smith	No broadcast TV	\$10.56	\$11.29
Fayetteville	No broadcast TV	\$17.66	\$25.71
Jonesboro	No broadcast TV	\$11.64	\$11.91
Texarkana	No broadcast TV	\$9.40	\$19.17
El Dorado	No broadcast TV	\$7.11	N/A
Conway	No broadcast TV	\$8.92	N/A
Hot Springs	No broadcast TV	\$8.86	\$ 10.92

*Cable is shown as cost per unit.

Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	742	509	N/A	N/A	N/A
Ft. Smith	301	159	N/A	N/A	N/A
Fayetteville	599	279	N/A	N/A	N/A
Jonesboro	286	379	N/A	N/A	N/A
Texarkana	300	300	N/A	N/A	N/A
El Dorado	254	264	N/A	N/A	N/A
Conway	174	166	N/A	N/A	N/A
Hot Springs	224	251	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	164	163	3.9	202	52.1%
Ft. Smith	132	130	3.7	205.7	56.2%
Fayetteville	122	122	3.5	200.7	57.0%
Jonesboro	78	78	3.8	151.5	40.1%
Texarkana	95	95	4.1	151.5	48.8%
El Dorado	72	72	N/A	N/A	N/A
Hot Springs	65	65	3.9	156.8	41.2%
Conway	33	35	N/A	N/A	N/A
Helena	24	24	N/A	N/A	N/A
Hispanic	146	156	N/A	N/A	N/A

Earned Media Report - \$137,160

Media Relations

A news release concerning the March and April Teen Underage Drinking – Zero Tolerance mobilizations was distributed to news media statewide resulting in 10 newspaper clippings with an ad equivalency of \$2,160.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the Underage Drinking – Zero Tolerance message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The approximate earned media generated for this contribution is \$135,000.

April 2013 Teen DUI Underage Drinking Underage Drinking – Zero Tolerance

Paid Media Report

Summary

The target audience for the campaign was underage drivers, teens ages 15 - 20. Thirty-second radio and television announcements were aired in both English and in Spanish with the Underage Drinking – Zero Tolerance message during the campaign. The total advertising budget utilized was \$98,730 and an additional amount of \$54,557 in bonus advertising.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for Underage Drinking – Zero Tolerance - April 12 through April 21, 2013.

Geography

- This was a multi-media campaign to provide exposure across the state.

The nine radio DMAs for Underage Drinking-Zero Tolerance:

1. Little Rock
2. Fort Smith
3. Fayetteville
4. Jonesboro
5. Texarkana
6. El Dorado
7. Hot Springs
8. Conway
9. Pine Bluff

The nine cable television markets for Underage Drinking-Zero Tolerance:

1. Little Rock (includes Benton and Maumelle)
2. Fort Smith
3. Fayetteville
4. Jonesboro
5. Texarkana
6. El Dorado
7. Hot Springs
8. Conway

Budget

- Underage Drinking – Zero Tolerance - \$98,730 total paid media budget
- Broadcast television (CW network only) \$2,405 (2 percent)
- Cable television budget \$39,082 (41 percent)
- Radio budget \$28,577 (29 percent)
- Hispanic television \$1,140 (1 percent)
- Hispanic radio \$2,436 (2 percent)
- Other media budget \$25,090 (25 percent)

Media Strategies- Underage Drinking – Zero Tolerance

This electronic campaign consisted of broadcast television (CW network only), cable television, radio., Channel One and highly targeted Facebook flyer ads.

Media Strategy

- Concentrated support in a one-week period to maximize awareness of the underage drinking zero tolerance message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to the audience – teens, 15-20.

Media Mix: The media mix consisted of cable television, radio, Facebook advertising and the Channel One Network.

- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental out of home (Channel One Network in high schools statewide and Facebook) media continued to build reach and frequency.

Cable Television

- Purchased those networks that best target teens 15-20 (i.e MTV, E!, Scifi, USA, Comedy, Toon, BET, ABC Family, VH1, CMT.).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET, Galavision and Univision).

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.

- Included stations that specifically target African Americans and Hispanics.

Supplemental Out-of-Home Media

- Channel One News is a dynamic 12-minute news broadcast is delivered daily to 140 schools throughout the state of Arkansas and the estimated viewers per spot are 61,817 (P12-17). AHSO spot ran on Channel One network 3x per week during each flight.

For our on-line campaign, we ran highly targeted ads on Facebook. During the campaign, there were 397,760 teens 15-19 in Arkansas registered on Facebook.

By Market

Actual Expenditures \$98,730

- Little Rock \$ 28,083
- Fort Smith \$ 5,522
- Fayetteville \$ 12,032
- Jonesboro \$ 5,135
- Texarkana \$ 6,656
- El Dorado \$ 3,079
- Hot Springs \$ 3,697
- Conway \$ 2,040
- Helena \$ 1,384
- Hispanic \$ 6,012
- Channel One \$ 15,765
- Online (Statewide)\$ 9,325

Cost per Point and GRP Levels – Underage Drinking – Zero Tolerance.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$12.67	\$40.77
Ft. Smith	No broadcast TV	\$10.56	\$11.29
Fayetteville	No broadcast TV	\$18.66	\$25.71
Jonesboro	No broadcast TV	\$11.64	\$11.91
Texarkana	No broadcast TV	\$9.40	\$19.17
El Dorado	No broadcast TV	\$7.04	N/A
Hot Springs	No broadcast TV	\$8.86	\$10.92
Conway	No broadcast TV	\$8.92	N/A
Helena	No broadcast TV	No cable TV	N/A
Hispanic	No broadcast TV	N/A	N/A

*Cable is shown as cost per unit.

Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	654	508	1.2	N/A	5.2%
Ft. Smith	303	169	1.1	N/A	3.8%
Fayetteville	599	281	N/A	N/A	N/A
Jonesboro	286	419	N/A	N/A	N/A
Texarkana	300	300	N/A	N/A	N/A
El Dorado	267	266	N/A	N/A	N/A
Hot Springs	224	308	N/A	N/A	N/A
Conway	174	70	N/A	N/A	N/A
ispanic	28	28	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	169	168	3.9	202	52.1%
Ft. Smith	132	132	3.7	205.7	56.2%
Fayetteville	122	122	3.5	200.7	57.0%
Jonesboro	78	78	3.8	151.5	40.1%
Texarkana	95	95	4.1	200.1	48.8%
El Dorado	72	72	N/A	N/A	N/A
Hot Springs	65	72	3.9	156.8	41.2%
Conway	33	35	N/A	N/A	N/A
Helena	24	72	N/A	N/A	N/A
Hispanic	146	166	N/A	N/A	N/A

Earned Media Report - \$135,000

Media Relations

A news release concerning both the March and upcoming April Teen Underage Drinking – Zero Tolerance mobilization dates was distributed to news media statewide. (Estimated earned media value is calculated in March mobilization report).

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the Underage Drinking – Zero Tolerance message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$135,000.

2013 Fourth of July DWI Drive Sober or Get Pulled Over

Paid Media Report

Summary

To maximize the paid media budget, the media plan focused on the counties in Arkansas that have the highest concentration of impaired driving crashes and where the highest population of people would be celebrating the Fourth of July holiday – Benton, Garland, Craighead, Faulkner, Phillips, Miller, Pulaski, Sebastian, Union and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio announcements in both English and in Spanish with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$92,264 and an additional amount of \$44,793 in bonus advertising.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for DSOGPO – June 28 – July 7, 2013.

Geography

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

Budget

- Drive Sober or Get Pulled Over - \$92,264 total paid media budget
- radio budget \$ 44,616 (48 percent)
- online budget \$ 22,595 (24 percent)
- outdoor budget \$ 22,700 (25 percent)
- out-of-home media \$ 2,353 (3 percent)

Media Strategies- Drive Sober Or Get Pulled Over.

A media mix of radio, online and outdoor was used to deliver the DSOGPO message in the major Arkansas DMAs.

Media Strategy

- Concentrated support to maximize awareness of the 4th of July holiday DSOGPO message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought media in the top counties in Arkansas where the majority of the impaired driving crashes occur.

Media Mix: The media mix consisted of radio, online and outdoor.

- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental online media continues to build reach and frequency.

Radio

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

Supplemental Out-of-Home Media

- On-line banners to Web sites heavily targeted to males 18-34 was used for this campaign. For this campaign, Facebook Flyer ads were utilized.

By Market

Actual Expenditures \$92,264

• Little Rock	\$ 23,245	• Hot Springs	\$ 2,938
• Fort Smith	\$ 8,139	• Helena	\$ 1,441
• Fayetteville	\$ 8,767	• Hispanic	\$ 2,864
• Texarkana	\$ 4,409	• Online (Statewide)	\$ 22,595
• Jonesboro	\$ 3,979	• Out-of-home (Statewide)	\$ 2,353
• El Dorado	\$ 1,222	• Radio (Statewide)	\$ 9,850
• Conway	\$ 462		

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	N/A	\$34.01
Ft. Smith	N/A	N/A	\$10.78
Fayetteville	N/A	N/A	\$32.84

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	278	151	4.1	206.9	53%
Ft. Smith	125	125	3.7	202.5	54.2%
Fayetteville	124	124	4.1	200.8	51.9%
Jonesboro	189	189	4.7	199.7	43.2%
Texarkana	102	81	4.7	200.9	44%
El Dorado	104	80	N/A	N/A	N/A
Hot Springs	122	190	5.4	200.2	36.8%
Conway	30	30	N/A	N/A	N/A
Helena	25	65	N/A	N/A	N/A
Hispanic	168	147	N/A	N/A	N/A
Rural	1,325	1,250	N/A	N/A	N/A
Statewide Sports	6	6	N/A	N/A	N/A

Earned Media Report - \$124,169

Media Relations

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 12 newspaper clippings with an ad equivalency of \$1,719.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a DSOGPO message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to

motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$123,219.

2013 Labor Day DWI/OP Drive Sober or Get Pulled Over/Click It or Ticket

Paid Media Report

Summary

This mobilization paired the DWI message with Click It or Ticket for a dual messaging campaign. The target audience for the campaign was those most likely to drive impaired and less likely to buckle up, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and in Spanish. The total advertising budget utilized was \$296,857 with bonus television, cable, online and radio ads totaling \$166,413.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DSOGPO and CIOT ran with messages alternating equally in three, five-day flights: August 14-18, August 21 – 25 and August 31 – September 2, 2013.

Geography

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

Budget

\$296,857 total paid media budget

- | | |
|-------------------------------|------------------------|
| • Broadcast television budget | \$117,910 (41 percent) |
| • Cable television budget | \$69,218 (23 percent) |
| • Radio budget | \$63,594 (21 percent) |
| • Other radio budget | \$3,489 (1 percent) |
| • Online budget | \$32,351 (11 percent) |
| • Sports marketing | \$10,295 (3 percent) |

Media Strategies

A media mix of broadcast television, cable, radio, outdoor advertising, online advertising and sports marketing was used to deliver the DSOGPO and CIOT messages in the major Arkansas DMAs.

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

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

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

Broadcast Television

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

Cable Television

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

Radio

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

Online

- Purchased banner ads and pre-roll video geo-targeted to Males 21-34 in Arkansas. Additionally we purchased banner ads on the following Web sites: Hogville.net, ArkansasRaorbacks.com, ArkansasSports360.com and also ran highly targeted ads on Facebook.

Sports Marketing

- Sports marketing was integrated into the media plan as sports is a primary interest of our target audience - Men 21-34. The Arkansas Travelers, a minor league baseball team, are the most popular sports team in Central AR. We are also purchased three tv spots in the September 1st Arkansas Razorback football game on pay-per-view.

By Market

Actual Expenditures \$296,857

• Little Rock	\$100,820
• Fort Smith/Fayetteville	\$ 74,671
• Jonesboro	\$ 26,029
• Texarkana	\$ 18,994
• El Dorado	\$ 6,259
• Hot Springs	\$ 10,808
• Conway	\$ 4,323
• Helena/Delta	\$ 2,248
• Hispanic	\$ 9,559
• Online (Statewide)	\$32,351
• Sports Marketing	\$ 10,795

Cost per Point and GRP Levels – Drive Sober or Get Pulled Over/ Click it or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$116.96	\$31.07	\$34.37
Ft. Smith/Fayetteville	\$ 84.61	\$14.47	\$20.87
Jonesboro	\$ 92.42	\$15.89	\$10.97
Texarkana	No broadcast TV	\$14.90	\$21.96
Hot Springs	No broadcast TV	\$11.46	\$14.41
El Dorado	No broadcast TV	\$6.05	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	946	881	6.3	531.7	84.4%
Ft.Smith/Fayetteville	1,901	1,748	5.3	458.5	87.1%
Jonesboro	492	634	5.9	149.1	25.5%
Texarkana	600	600	N/A	N/A	N/A
El Dorado	346	375	N/A	N/A	N/A
Hot Springs	452	494	N/A	N/A	N/A
Conway	378	375	N/A	N/A	N/A
Hispanic	85	85	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	330	330	9.0	460	52.1%
Ft. Smith	325	407	7.3	477.3	62%
Fayetteville	338	338	7.2	470.3	63.8%
Jonesboro	447	447	8.1	553.3	59.7%
Texarkana	277	278	9.3	474.8	50.2%
El Dorado	188	188	N/A	N/A	N/A
Hot Springs	256	522	9.0	307.1	43.4%
Helena/Delta	39	117	N/A	N/A	N/A
Conway	41	38	N/A	N/A	N/A
Statewide Sports	10	12	N/A	N/A	N/A
Hispanic	304	304	N/A	N/A	N/A

Earned Media Report – \$210,261

The 2013 Drive Sober or Get Pulled Over/Click It or Ticket Campaign focused on news media statewide and television news programs to promote the program. A statewide news release was issued resulting in 26 newspaper clippings and with a total ad equivalency of \$2,040.

OCCUPANT PROTECTION PROGRAM

Program Area Goals

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

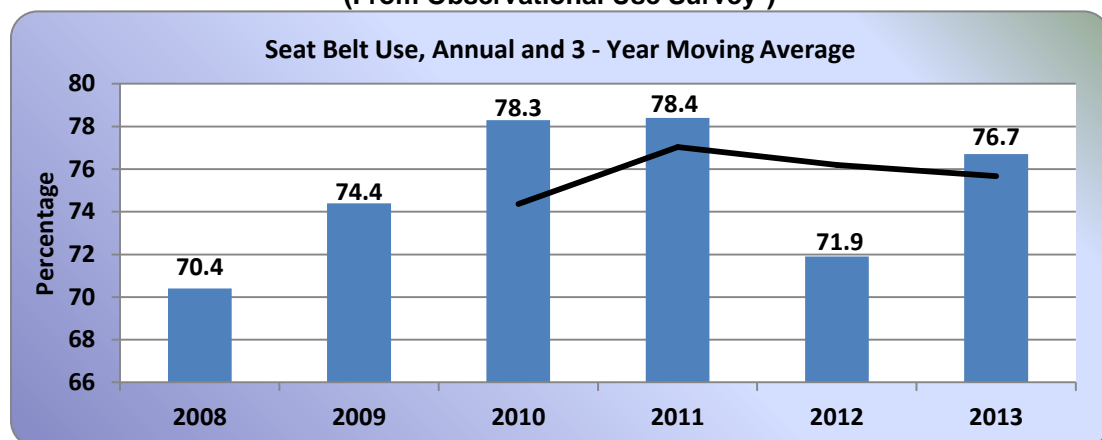
- Increase the overall seat belt use rate from a five-year (2007-2011) average of 74.3 to 79.0 percent by 2013.
- Decrease the number of unrestrained passenger vehicle occupant fatalities from a five-year (2006-2010) average of 267 to 217 by 2013.

Program Area Results

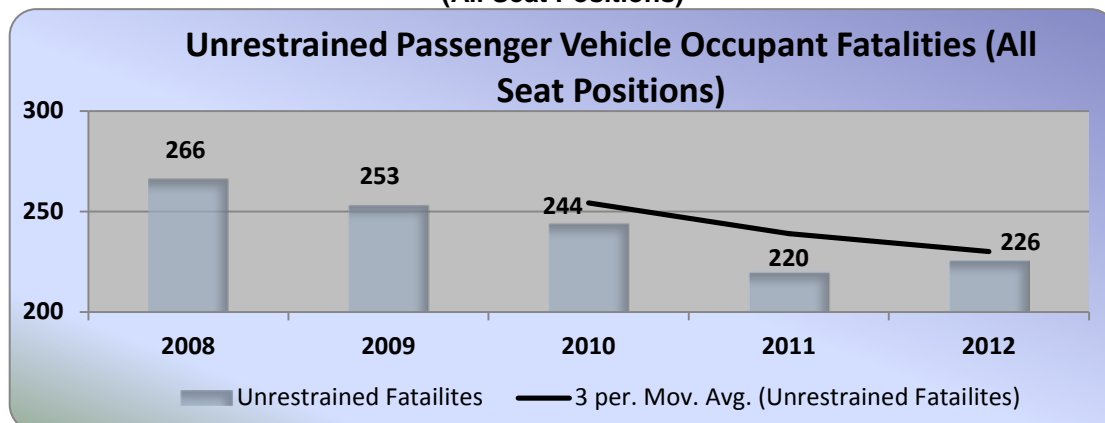
An observational seat belt use survey was conducted in 2013 using a new survey design which included additional rural areas. The 2013 usage rate was determined to be 76.7%.

Arkansas' unrestrained passenger fatalities decreased from 266 in 2008 to 226 in 2012.

SEAT BELT USE RATES
(From Observational Use Survey*)



UNRESTRAINED PASSENGER OCCUPANT FATALITIES
(All Seat Positions)



Project Results

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

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

City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
Baxter	76	77	North Little Rock	84	78
Benton	73	78	Osceola	69	67
Benton County	76	80	Paragould	80	81
Bentonville	87	88	Pulaski County	81	82
Bryant	78	81	Searcy	72	72
Camden	53	66	Sherwood	81	90
Carroll County	63	66	Springdale	89	88
Conway	90	88	Texarkana	89	86
Crittenden County	45	60	Van Buren	84	89
Fayetteville	89	91	Washington Co.	88	88
Fort Smith	80	80	West Memphis	79	83
Harrison	79	77			
Hope	60	70			
Hot Springs	72	74			
Jacksonville	85	90			
Jonesboro	81	81			
Little Rock	84	87			
Marion	62	71			
Mountain Home	87	87			

Arkansas State Police (ASP) worked 8,402 hours of safety belt enforcement from October 2012 through September 2013. The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2013 issuing 2,620 seat belt citations and 243 child restraint citations. A total of 6,652 citations were issued during the campaign. DWI arrests totaled 353. The ASP also participated in the November state campaign issuing 800 seat belt citations and 94 Child Seat citations. Their participation in the "DSOGPO" campaign conducted in August-September 2013 resulted in 2,445 seat belt and 303 child restraint citations in addition to 385 DWI arrests.

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

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	13,360
Child restraint citations	321
Speed citations	2,810
Total hours worked	8,402

Dimensions, Incorporated conducted a Traffic Safety/Injury Prevention Program in Northeast Arkansas with an emphasis on child passenger protection. The project conducted child safety seat training and clinics. Thirty one people were certified as technicians and two people as instructors in training events hosted by Dimensions. Seventeen clinics were conducted and a total of 1,710 seats were loaned or checked.

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. The goal was to solicit 200 agencies to participate in the statewide mobilizations conducted during the year. 133 agencies signed up to participate in Click it or Ticket. This participation effort included 400 on-site visits with non-step law enforcement agencies. The LELs conducted three occupant protection summits in conjunction with law enforcement association meetings. The summits were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

The University of Arkansas for Medical Sciences, Department of Pediatrics conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Four NHTSA Standardized CPS training courses were conducted with 43 new technicians receiving certification; 329 childcare professionals were trained in 23 regional workshops. Sixteen public checkup events and a permanent fitting station resulted in a total of 392 seats being checked or loaned.

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,573,631, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of over 20 times the contract amount of \$75,000.

Thanksgiving 2012 Occupant Protection Mobilization Media Report Click It or Ticket

Paid Media Report

Summary

Supporting the national Thanksgiving 2012 Click It or Ticket mobilization period, November 12 – November 25, 2012, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54 and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$48,985 for a two-week schedule of previously produced radio, banner ads and digital outdoor boards. The bonus ads received totaled an additional \$37,879 in airtime.

Paid Advertising Period

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

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **Adults 25 - 54**
 - Target the general population during this holiday that does not wear safety belts
 - Primarily views and listens to comedy, sports and top 40 entertainment
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Men, 18-34 years of age**
 - Largest segment that doesn't wear their safety belt
 - Heavy listeners of sports and rock oriented stations
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a safety belt*
 - **African American Men, 18-34 years of age**
 - One out of every four African Americans still do not buckle up on every trip
 - Reached through traditional media, however, strong loyalty to certain urban channels

Geography

The seven radio DMAs for Click It or Ticket:

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

Budget

- Thanksgiving Click It or Ticket - \$48,985

Media Strategies- Click It or Ticket

A media mix of radio and online was used to deliver the Click It or Ticket message in the major Arkansas DMAs. A minimum of a one for one bonus was negotiated with media purchases.

Media Strategy

- Concentrated support in a two-week period to maximize awareness of the “Click It or Ticket” message prior to the survey.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to both audiences – adults 25–54 and males 18-34.
- Bought around the national media schedules to maximize our reach and frequency of exposure of the CIOT message.

Media Mix: The media mix consisted of radio and digital outdoor boards.

- Radio allowed us to extend both reach and frequency and target both adults and young males when they are actually in their vehicles.
- Digital outdoor boards are supplemental out-of-home media used to continue reach and build frequency. The boards will feature the CIOT message on five digital boards in the Little Rock metro area for two weeks. The average combined DEC is 157,888.

Radio

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

Media Budget Allocation: In order to achieve our communications goals and deliver the general, 18 – 34 year old Men and African American targets, the budget spent \$48,993, was allocated as follows:

- | | |
|----------------------------|------------------------|
| • Radio | \$ 37,170 (76 percent) |
| • Hispanic and Other Radio | \$ 6,637 (14 percent) |
| • Outdoor | \$ 2,941 (6 percent) |
| • Online | \$2,237 (4 percent) |

By Market:

<u>Click It or Ticket Actual Expenditures</u>		<u>\$48,985</u>
○ Little Rock		\$ 14,953
○ Fort Smith		\$ 3,868
○ Fayetteville		\$ 9,316

○ Jonesboro	\$ 3,218
○ Texarkana	\$ 4,462
○ Hot Springs	\$ 2,404
○ El Dorado	\$ 1,890
○ Conway	\$ 640
○ Helena/West Helena	\$ 1,730
○ Hispanic	\$ 3,517
○ Statewide Sports Talk	\$ 750
○ Statewide Online	\$ 2,237

Cost per Point - Click It or Ticket

<u>Market</u>	<u>Radio</u>
Little Rock	\$39.75
Ft. Smith	\$12.89
Fayetteville	\$30.66
Jonesboro	\$12.77
Texarkana	\$17.28
El Dorado	N/A
Hot Springs	\$11.53
Helena/West Helena	N/A
Hispanic	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	240	322	6.2	302.2	48.9%
Ft. Smith	222	222	5.1	300.0	59.6%
Fayetteville	202	202	5.3	303.8	57.8%
Jonesboro	162	162	5.0	252.0	50.8%
Texarkana	122	119	6.2	261.4	42.1%
El Dorado	90	90	N/A	N/A	N/A
Hot Springs	82	84	5.9	212.0	36.3%
Conway	34	34	N/A	N/A	N/A
Helena	30	90	N/A	N/A	N/A
Hispanic	224	224	N/A	N/A	N/A
Statewide Sports Talk	10	10	N/A	N/A	N/A

Earned Media - \$192,916

Media Relations

A news release concerning the Thanksgiving mobilization was distributed to news media statewide resulting in 21 newspaper clippings with an ad equivalency of \$3,916.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Click It or Ticket campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board

rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$189,000.

Memorial Day May 2013 Occupant Protection Mobilization Click It or Ticket

Paid Media Report

Summary

Supporting the national May 2013 Click It or Ticket Memorial Day mobilization period, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the "Click It or Ticket, Day & Night" campaign was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$296,903 for a two-week schedule of previously produced broadcast television, cable, radio, sports marketing and on-line media for the May campaign. The bonus television and radio ads received totaled an additional \$127,206 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Click It or Ticket-May 13 through May 27, 2013

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **Men, 18-34 years of age**
 - Largest demographic that does not wear safety belts
 - Primarily views and listens to comedy, sports and top 40 entertainment
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Newly arrived immigrant Latino Men, 18-34 years of age**
 - Hispanic drivers have lower safety belt use rates than non-Hispanic whites and higher fatality rates
 - Primarily views and listens to Spanish language media
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a safety belt*
 - **African American Men, 18-34 years of age**
 - One out of four African Americans still do not buckle up on every trip
 - Reached through traditional media, however, strong loyalty to certain urban channels

Geography

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

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The seven radio DMAs for Click It or Ticket:

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

Cable markets for Click It or Ticket:

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

Provided additional support in the following Arkansas markets

- Camden
- Forrest City/Wynne
- Hot Springs
- Stuttgart

Budget

- Click It or Ticket - \$296,903

Media Strategies- Click It or Ticket

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

Media Strategy

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

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

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

Broadcast Television

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

Cable Television

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

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports

Print

- Purchased a quarter-page ad size in the following newspapers: *Camden News*, *DeWitt Era-Enterprise*, *Stuttgart Daily Leader*, *Wynne East AR News* and *Wynne Progress*
- Purchases a half-page ad in *Hola! Arkansas*, a local Spanish publication
- Purchased a double-truck ad in *Hooten's Arkansas Football*
- Purchased a full-page ad in *Sporting Life Arkansas' Fall Football Guide*

Supplemental Out-of-Home Media

- Running banner ads and pre-roll video geo-targeted to Little Rock but purchased through SpotXChange and Pandora Online Radio
- Running online banner ads to websites heavily targeted to males 18-34 is another supplemental medium used for this campaign. For our online campaign, we purchased banner ads on the following websites: ArkansasTimes.com, Hogsville.net, SportingLifeArkansas.com, ArkansasRazorbacks.com. In addition, on Facebook ads were placed targeting Men 18-34 in Arkansas.
- Ran six digital outdoor locations in the Little Rock metro and in 13 digital locations in Fort Smith and Northwest Arkansas. The Daily Effective Circulation (DEC) for the Little Rock boards was 138,300. The DEC for the Northwest Arkansas boards was 66,400. We also included digital media signage on LCD screens in high traffic restaurants, bars and fitness gyms in Little Rock, Conway, Hot Springs, Ft. Smith and Fayetteville that will reach our target with the CIOT message.
- Sports marketing was integrated into the media plan, as sports are a primary interest of our target audience – Men 18-34. The Arkansas Travelers (minor

league baseball) are one of the most popular sports team in Central Arkansas and ASHO participated in a partnership with the Traveler's again for 2013. A two-page spread ad was also purchased in *Hooten's Arkansas Football*, an annual publication that covers all the football teams (high school and college) in the state of Arkansas as well as *Sporting Life Arkansas' Fall Football Guide*

Media Budget Allocation: In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget spent \$296,903 was allocated as follows:

- Broadcast TV: \$103,500 (35 percent)
- Cable: \$74,264 (25 percent)
- Radio: \$46,849 (16 percent)
- Online: \$29,517 (10 percent)
- Out-Of-Home: \$15,118 (5 percent)
- Print: \$17,361 (6 percent)
- Sports Marketing: \$10,295 (3 percent)

By Market:

Click It or Ticket Actual Expenditures **\$296,903**

○ Little Rock	\$ 95,360
○ Fayetteville/Fort Smith	\$ 61,716
○ Jonesboro	\$ 29,278
○ Texarkana	\$ 14,475
○ El Dorado	\$ 5,312
○ Helena/West Helena	\$ 1,730
○ Conway	\$ 3,315
○ Hot Springs	\$ 7,392
○ Hispanic Advertising	\$ 7,201
○ Statewide Cable & Radio (STEP & Survey Markets)	\$ 10,460
○ Statewide Sports Talk Radio	\$ 550
○ Online (Statewide)	\$ 29,517
○ Out-of-Home (statewide)	\$ 2,941
○ Print:	\$ 17,361
○ Sports Marketing	\$ 10,295

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 129.30	\$20.56	\$34.79
Ft. Smith/Fayette	\$ 91.81	\$14.63	\$18.62
Jonesboro	\$ 91.50	\$15.39	\$11.15
Texarkana	No broadcast TV	\$14.55	\$19.17
El Dorado	No broadcast TV	\$8.66	N/A
Hot Springs	No broadcast TV	\$11.98	\$12.88
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,553	587	4.4	399.1	92.5%
Ft. Smith/Fayetteville	1,557	1,293	3.8	349.4	93%
Jonesboro	536	1,198	2.6	149	77.4%
Texarkana	600	600	N/A	N/A	N/A
El Dorado	418	255	N/A	N/A	N/A
Conway	310	310	N/A	N/A	N/A
Survey Market Cable	900	1,777	N/A	N/A	N/A
Hot Springs	400	834	N/A	N/A	N/A
Hispanic	68	68	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	234	232	6.4	334.6	56.3%
Ft. Smith	201	203	5.4	308.2	57.0%
Fayetteville	156	156	6.2	302.0	48.7%
Jonesboro	168	168	6.8	53	46.3%
Texarkana	143	143	7.4	299.6	41.4%
El Dorado	144	144	N/A	N/A	N/A
Hot Springs	108	152	5.4	202.0	37.6%
Conway	34	34	N/A	N/A	N/A
STEP Markets	272	272	N/A	N/A	N/A
Helena	30	90	N/A	N/A	N/A
Hispanic	228	228	N/A	N/A	N/A
Sports Marketing	10	11	N/A	N/A	N/A

Note: In order to reach the smaller STEP markets in Arkansas, we purchased radio and cable. In addition to the six major radio DMAs, we purchased non-metro radio stations, which are in unrated markets, so the CPP is not available. Non-metro radio and cable was purchased in the following areas: Camden, Fairfield Bay, Stuttgart, Pocahontas, Perryville, Stuttgart and Wynne.

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

Earned Media - \$250,201

Media Relations

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 56 newspaper clippings resulted in an ad equivalency of \$8,623.

Fast Food Partnerships

Participating fast-food chains included:

Wendy's (statewide)

Popeye's (Little Rock, Central Arkansas, Pine Bluff, Conway, Searcy, Benton, White Hall, Cabot and Russellville)

Little Caesar's Pizza (Central Arkansas)

Domino's Pizza (Little Rock, Bryant, North Little Rock, Conway and Maumelle)

The restaurants displayed Click It or Ticket window clings signs on their drive-through windows and placed stickers on "to-go" orders.

The estimated earned media value was calculated in the following manner:

- \$1.00 for every drive-thru window cling distributed - \$78
- \$.50 for every bag sticker distributed - \$39,000

A total of \$39,078 in earned media was generated by the fast food partnership for this campaign.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Click It or Ticket campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The approximate earned media generated for this contribution is \$202,500..

Labor Day 2013

**Click It or Ticket/Drive Sober or Get Pulled Over Combined Mobilization
(See pages 28-32 for media report)**

SPEED ENFORCEMENT/POLICE TRAFFIC SERVICES

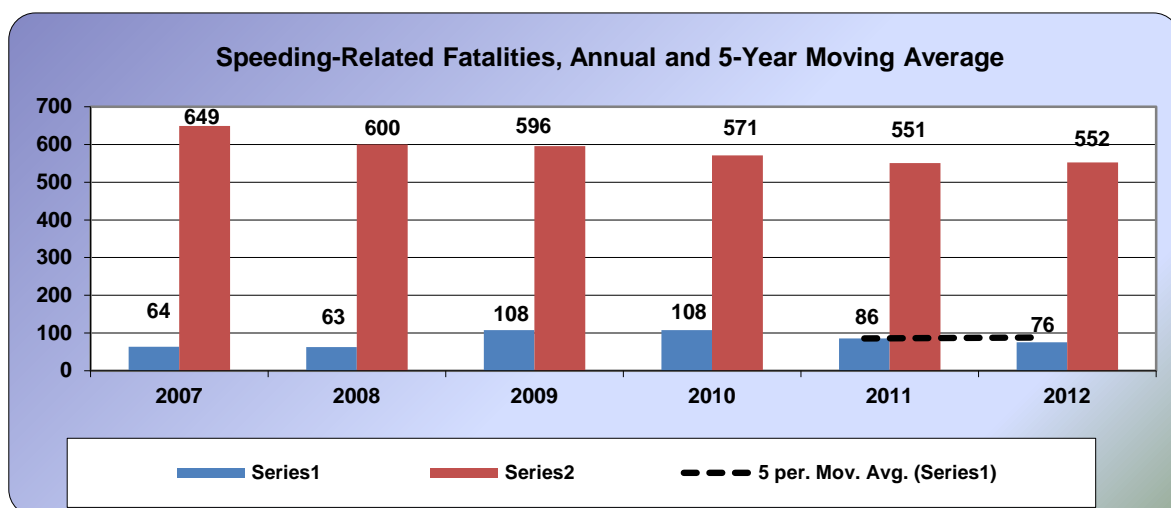
Program Area Goal

The goal of the projects funded in the Speed Enforcement Program Area was as follows:

- To maintain the number of speeding related fatalities at the five year (2006-2010) average of 88 through 2013.

Program Area Results

During the five-year period from 2008 through 2012 speed related fatalities have gone from a low of 63 in 2008 to a high of 108 in 2009 and 2010. In 2011 the number of speed related fatalities declined to 86. This decline continued in 2012 with speeding fatalities currently at 76 for a five year average (2008-2012) of 88.



Project Results

Thirty Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY2013. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, an additional emphasis was placed on speed violations during 2013. A total of 5,817 speed citations were issued during STEP.

A speed mobilization using the campaign slogan "Obey the Sign or Pay the Fine" was conducted in July 2013. The details of the media campaign are outlined on pages 44-47.

2013 July Speed Campaign Obey The Sign or Pay The Fine

Paid Media Report

Summary

Supporting the July 2013 Speed “Obey the Sign or Pay the Fine” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media. The target audience for the “Obey the Sign or Pay the Fine” campaign was those most likely to exceed the speed limit, men ages 18-54.

NHTSA approved a budget of \$95,814 for a one-week schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received totaled an additional \$57,634 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Obey the Sign or Pay the Fine-July 8 – July 14, 2013

Audience Segment Profiles

- Primary Segment – *To influence segment to always obey the speed limit*
 - **Men, 18-54 years of age**
 - Largest demographic that exceeds the speed limit
 - Primarily views and listens to comedy, sports and top 40 entertainment
- Secondary Segment – *To raise awareness and influence segment to always obey the speed limit*
 - **Newly arrived immigrant Latino Men, 18-54 years of age**
 - Hispanic drivers have lower safety belt use rates than non-Hispanic whites and higher fatality rates
 - Primarily views and listens to Spanish language media
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always obey the speed limit*
 - **African American Men, 18-54 years of age**
 - Primarily listens to Urban radio formats
 - Reached through traditional media, however, strong loyalty to certain urban channels

Geography

This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for Obey the Sign or Pay the Fine were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

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

- | | |
|---------------|----------------|
| • Little Rock | • Fayetteville |
| • Fort Smith | • Jonesboro |

- Texarkana
 - Hot Springs
- Cable markets for Obey the Sign or Pay the Fine:

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

Budget

- Obey the Sign or Pay the Fine - \$95,814

Media Strategies- Obey the Sign or Pay the Fine

A media mix of broadcast television, cable, radio and supplemental out-of-home was used to deliver the Obey the Sign or Pay the Fine message in the major Arkansas DMAs. A minimum of a one for one bonus was negotiated with media purchases.

Media Strategy

- Concentrated support in a one-week period to maximize awareness of the "Obey the Sign or Pay the Fine" message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-54.

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

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

Broadcast Television

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

Cable Television

- Purchased those networks that best target males 18-54 (i.e. ESPN, Comedy Central, History Channel, CNN, Fox News, MTV, Spike, etc.)
- Placed support from 4pm to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend

- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports

Supplemental Out-of-Home Media

- Online ran a mix of mobile banners and pre-roll video
- We utilized the following publishers to reach our target of men 18-54 years old:
 - Q1 Media – banners and pre-roll video
 - Pandora Internet Radio – mobile banners and audio
 - Facebook (flyer program)

Media Budget Allocation: In order to achieve our communications goals the budget spent \$95,814 was allocated as follows:

- Broadcast TV: \$29,310 (31 percent)
- Cable: \$28,626 (30 percent)
- Radio: \$23,298 (24 percent)
- Other radio: \$1,038 (1 percent)
- Online: \$13,542 (14 percent)

By Market:

Obey the Sign or Pay the Fine Actual Expenditures **\$95,814**

○ Little Rock	\$ 27,548
○ Fayetteville/Fort Smith	\$ 26,480
○ Jonesboro	\$ 8,887
○ Texarkana	\$ 6,873
○ El Dorado	\$ 2,290
○ Hot Springs	\$ 4,986
○ Conway	\$ 1,951
○ Helena/West Helena	\$ 1,038
○ Hispanic Advertising	\$ 2,219
○ Online (Statewide)	\$ 13,542

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 94.84	\$25.73	\$32.96
Ft. Smith/Fayette	\$ 86.21	\$15.22	\$20.70
Jonesboro	\$ 37.20	\$14.13	\$13.71
Texarkana	No broadcast TV	\$13.73	\$21.00
El Dorado	No broadcast TV	\$9.00	N/A
Hot Springs	No broadcast TV	\$11.21	\$13.22
Conway	No broadcast TV	\$10.31	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	340	343	2.7	153.0	56.8%
Ft. Smith/Fayetteville	782	387	2.8	149.8	53.0%
Jonesboro	279	433	1.8	80.5	44.3%
Texarkana	266	266	N/A	N/A	N/A
El Dorado	150	141	N/A	N/A	N/A
Hot Springs	268	440	N/A	N/A	N/A
Conway	155	155	N/A	N/A	N/A
Hispanic	0	0	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	150	145	4.0	200.4	54.4%
Ft. Smith	94	97	3.0	151.6	49.7%
Fayetteville	106	106	3.1	150.5	48.1%
Jonesboro	172	172	3.3	152.4	46.1%
Texarkana	84	84	3.1	160.9	49.6%
El Dorado	80	80	N/A	N/A	N/A
Hot Springs	79	133	3.3	149.9	44.9%
Conway	22	22	N/A	N/A	N/A
Helena	18	54	N/A	N/A	N/A
Hispanic	128	128	N/A	N/A	N/A
Statewide Sports	0	0	N/A	N/A	N/A

Earned Media - \$94,500***Media Relations***

A news release concerning the July speed mobilization and the Fourth of July mobilization was distributed to news media statewide. See Fourth of July report for earned media results.

Partnership with the Arkansas State Highway and Transportation Department

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

TRAFFIC RECORDS PROGRAM

Program Area Goal

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

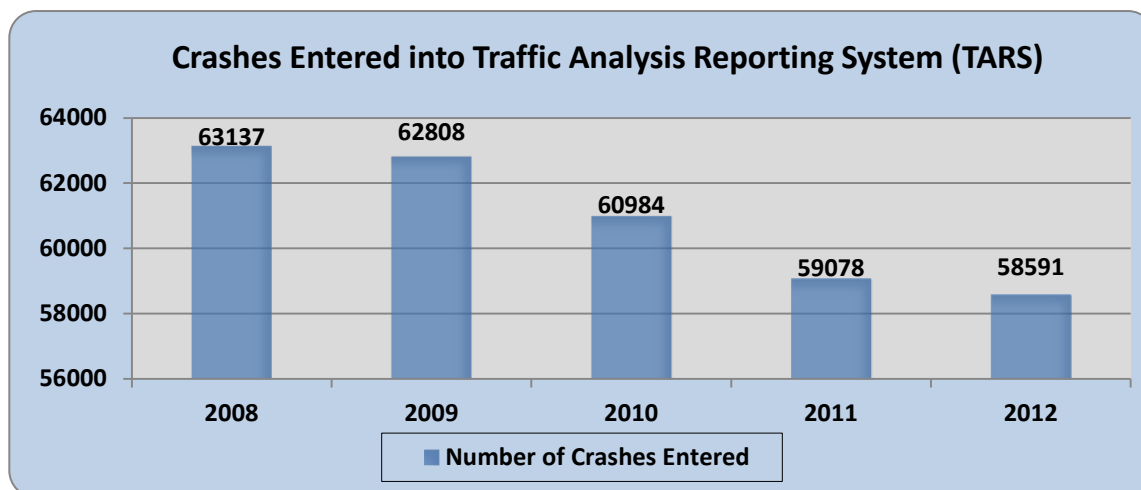
- Reduce the backlog of crash reports to be manually entered into the TARS from a 3 month backlog as recorded in November 2011 to a 2 month backlog by November 2013.

Program Area Results

The last Traffic Records Assessment was conducted for the State of Arkansas in 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' updated 2011-2015 Traffic Records Strategic Plan submitted to NHTSA December 19, 2012. 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.

Federal funds were used to continue the services of a firm to input crash data in a timely manner. SourceCorp has been retained for these services since April 1, 2009. Since then the backlog of reports being entered manually into the Traffic Analysis Reporting System (TARS) has fluctuated between nine-months to three-months, based on various factors. As of November 2013 there was an 8 month backlog due to a delay in location verifications from the Arkansas Highway Transportation Department.

The following chart shows the number of crashes in the TARS annually for the past five years.



The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System is progressing. For the HSO and ASP to implement the Traffic and Criminal Software (TraCS), equipment and software has

been purchased that currently capture the crash data at the scene and house the data at the ASP Headquarters. There is one full-time person devoted to, and currently

working on the TraCS project continuously and statewide. The Arkansas State Police has met its goal of statewide implementation to all troops, data collection and wireless transmittal of data to a central server. Currently all troopers and 15 local law enforcement agencies are participating in the project. It is the goal of this project to enable crash data uploads from the trooper and local officer at the end of the shift to the central data bank at ASP headquarters within 24 hours of the crash. ASP will be transitioning from TraCs to eCrash and currently has a contract with University of Alabama to meet this goal. Development of eCrash forms and programming is almost complete with data testing projected to begin on 03/01/2014. Section 408 Traffic Safety Information System Improvement Grant funds awarded in FY2009 through FY2012 were utilized to reduce the backlog of crash reports to be manually entered into TARS, further implement TraCS, and continue maintenance of NEMSIS compliance.

Project Results

SourceCorp provided data entry services to input crash data into the TARS. The Contractor also provided personnel to review crash reports and make corrections (annotations) before the reports were entered into the TARS. During the year, 44,216 of the 58,591 reports for calendar year 2012 were manually entered by the contractor into TARS.

Department of Health-Office of EMS and Trauma Systems continued the EMS Data Injury Surveillance Continuation Project. The project provided maintenance of the data elements necessary for NEMSIS compliance. The state system currently maintains a silver compliance level.

The Arkansas State Police continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is currently the Traffic and Criminal Software (TraCS) developed by the State of Iowa. There were 14,375 crashes processed through ASP TraCS for calendar year 2012.

Arkansas State Police continued progress during 2013 towards implementation of an electronic citation system (eCite) which will electronically capture and submit the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the violator and capture of citation data for timely reporting to various entities. The system allows for submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and the Office of Driver Services. A data schema has been finalized which will allow Administrative Office of the Courts (AOC) to implement eCite support into the court case management system. eCite is expected to be in use by all troops by January 1, 2014.

RAIL/HIGHWAY AND ROADWAY SAFETY PROGRAM

Program Area Goals

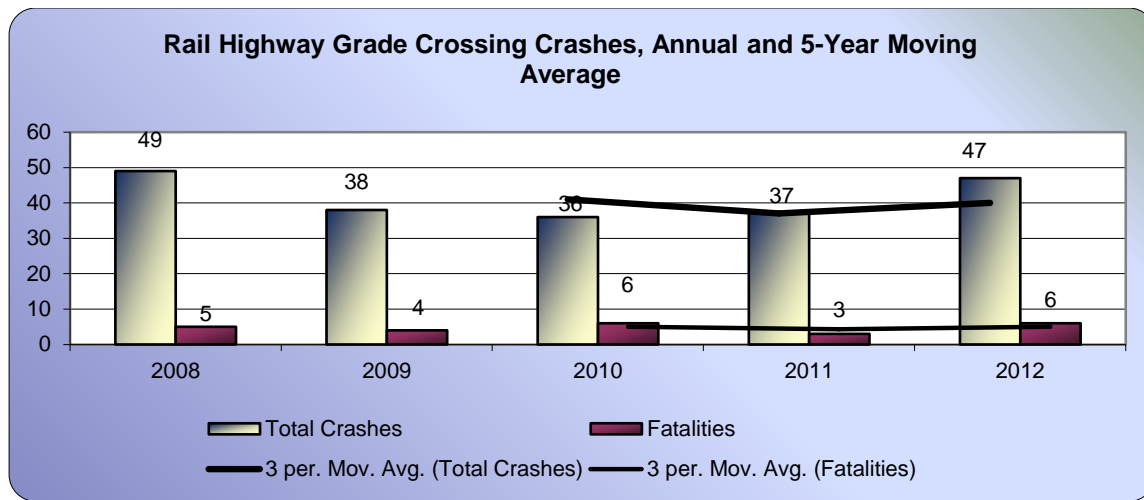
The goals of the projects funded in the Rail/Highway Safety and Roadway Safety Program Areas were as follows:

- Reduce the number of rail-highway grade crossing crashes from a five-year (2006-2010) average of 53 to 36 by 2013.

Program Area Results

Railroad crashes declined from 49 in 2008 to 36 in 2010. In 2011 this number increased to 37. In 2012 railroad crashes appear to be on the rise again at 47. Operation Lifesaver will continue to provide trainings at additional locations to reduce travel requirements. They are currently collaborating with the Chief of Police and Sheriff's Associations to get information out on training schedules and locations. Arkansas' Class I and Class III railroads will assume the funding for this project in the future.

RAILWAY CROSSING CRASHES



Project Results

Arkansas Operation Lifesaver

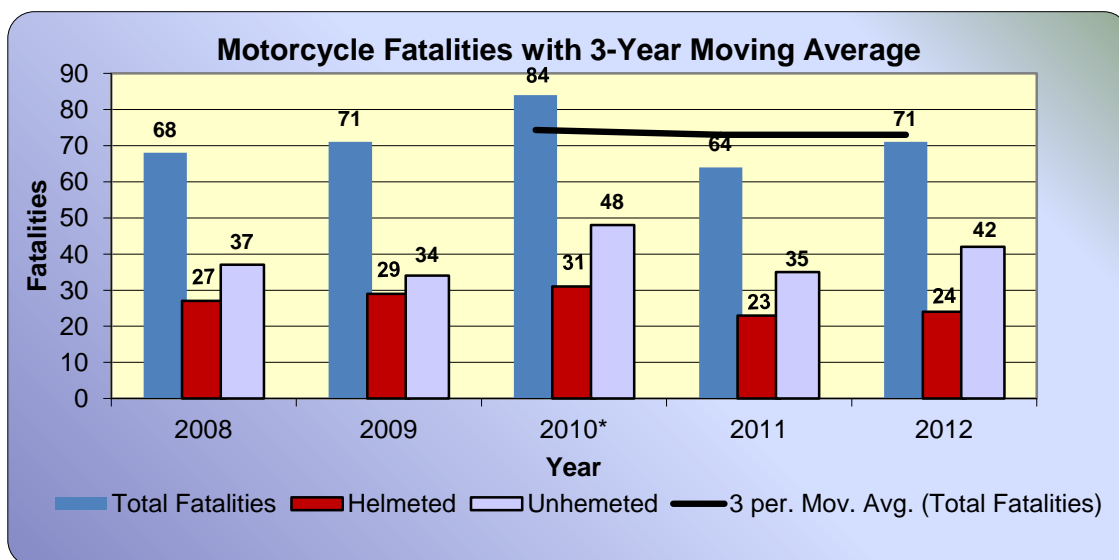
Due to personnel shortages, law enforcement agencies have been reluctant to release officers for the 2 day grade crossing trainings and attendance has been low. Two 16 hour GCCI trainings were offered during FY2013. These trainings were conducted in Paragould and North Little Rock Arkansas. A total of 57 officers were trained.

MOTORCYCLE SAFETY PROGRAM

Program Area Goal

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

- Reduce the total number of motorcycle fatalities from a five-year (2006-2010) average of 76 to 73 by 2013.
- Reduce the number of un-helmeted motorcycle fatalities from a five-year (2006-2010) average of 45 to 42 by 2013.



Program Area Results

In 2008 there were 68 motorcycle crash fatalities. The number of fatalities increased to 71 in 2009 and 84 in 2010. In 2012 fatalities were at 71.

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

A communication plan is in effect that allows for the purchase of educational materials and promotional items concerning motorcycle safety. These items were used across the State to educate and inform the public on motorcycle safety issues. Major motorcycle safety themes/slogans from the Motorcycle Safety Foundation (MSF) and the National Highway Traffic Safety Administration (NHTSA) were used to enhance the program.

The Motorcycle Safety Program Manager, on behalf of AMSAC and AHSO, made numerous presentations to public civic organizations, motorcycle rallies and Air Force and National Guard troops across the state promoting motorcycle safety. These presentations will continue.

The five counties in Arkansas with the largest number of motorcycle crashes for 2012 include Pulaski (171), Washington (156), S), Benton (114), Garland (85) and Sebastian (82) These five counties accounted for a total of 608 motorcycle involved crashes.

Motorcycle safety advocates, rider training programs and supporters were provided with educational and awareness materials to attend motorcycle rallies and other events to educate the public on motorcycle safety. Motorcycle dealerships were encouraged to distribute motorcycle safety education pamphlets as part of the literature accompanying the sale of motorcycles. This campaign to increase public awareness was utilized along with other promotional items to inform the public.

Arkansas Motorcycle Safety Awareness 2013 Share the Road Campaign

Paid Media Report

Summary

The vision of the Arkansas State Police Highway Safety Office (AHSO) and the Arkansas Motorcycle Safety Advisory Committee is to improve and maintain a safe motoring experience for everyone traveling Arkansas's roadways. As part of this statewide communication plan to educate motorists to "Share The Road" with motorcycles and for motorcyclists to ride unimpaired, AHSO worked with Cranford Johnson Robinson Woods (CJRW) to develop a campaign featuring bus transit, outdoor and radio advertising. The media plan focused on both city streets and the scenic highways frequently traveled by motorists and motorcyclist alike in Arkansas with the highest concentration of motorcycle crashes: Benton, Garland, Pulaski and Washington counties. The target audience for the campaign was motorists (Adults 25+) and motorcyclists. A total of 82 bus transit signs were posted during May and June featuring the "Look Twice, Save a Life" message in the Pulaski, Benton and Washington county areas. Five outdoor boards were posted to run during the same time period in the Garland county area. The boards featured the "Look Twice for Motorcycles" message.

To boost awareness of motorcyclists during the spring/summer peak riding period, a two-week radio campaign ran in Little Rock, Fort Smith/Fayetteville, Jonesboro, Texarkana, Hot Springs, Conway, Helena and El Dorado.

Paid Advertising Period

- Paid outdoor boards ran from May through June

Budget

- Arkansas Motorcycle Share the Road Campaign - \$96,153 total paid media budget.

Geography

- 26 street kings and 32 queen curb bus transit posters were placed on buses running in the LR Metro area. Posters featured the “Look Twice for Motorcycles” message.
- 8 street, curb and tail panels (24 total) were placed on buses in the Northwest Arkansas area. Posters featured the “Look Twice for Motorcycles” message.
- The “Look Twice for Motorcycles” board locations and their Daily Effective Circulation (DEC) were as follows:
 - 70 West @ Kaufman Road. Hot Springs. DEC: 33,000
 - 270 West @ Macon Terrace. Hot Springs. DEC: 35,000
 - 6207 Hwy.7. Hot Springs. DEC: 7,100
 - 3100 Albert Pike. Hot Springs. DEC: 12,800
 - 327 Hwy. 7 N. Hot Springs Village. DEC: 7,800

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	240	231	6.1	308.4	51.0%
Ft. Smith	210	210	5.2	303	58.6%
Fayetteville	216	216	5.3	318.2	60.7%
Jonesboro	180	180	5.8	300.6	51.7%
Texarkana	152	152	6.1	305.6	50.0%
El Dorado	160	160	N/A	N/A	N/A
Hot Springs	136	92	7.6	306.6	40.9%
Conway	38	38	N/A	N/A	N/A
ARN Sports Talk	10	10	N/A	N/A	N/A
Helena/West Helena	30	90	N/A	N/A	N/A

Bonus

A total of \$36,499 bonus radio spots were provided for the motorcycle campaign. One bonus week of bus transit signs were given for a value of \$964.

Earned Media

A total of 5,000 car magnets, 1,000 removable stickers and pens were produced featuring the “Share The Road” message and distributed to motorcycle dealers and the general public.

The Arkansas Motorcycle Program Coordinator attended motorcycle rallies during this period distributing educational materials and demonstrating the new motorcycle simulator to the audiences.

Arkansas Motorcycle Safety Awareness 2013 Drink. Ride. Lose. Campaign

Paid Media Report

Summary

The vision of the Arkansas State Police Highway Safety Office (AHSO) and the Arkansas Motorcycle Safety Advisory Committee is to improve and maintain a safe motoring experience for everyone traveling Arkansas’s roadways. As part of this statewide communication plan to educate motorists to ride unimpaired with the “Drink. Ride. Lose.” campaign. AHSO worked with Cranford Johnson Robinson Woods (CJRW) to develop a campaign featuring bus transit, outdoor and radio advertising. The media plan focused on both city streets and the scenic highways frequently traveled by motorists and motorcyclist alike in Arkansas with the highest concentration of motorcycle crashes: Benton, Garland, Pulaski and Washington counties. The target audience for the campaign was motorists (Adults 25+) and motorcyclists. A total of 82 bus transit signs were posted during May and June featuring the “Drink. Ride. Lose.” message in the Pulaski, Benton and Washington county areas. Five outdoor boards were posted to run during the same time period in the Garland county area. The boards featured the ““Drink. Ride. Lose.” message.

To boost awareness of motorcyclists during the fall peak riding period, a two-week radio campaign ran in Little Rock, Fort Smith/Fayetteville, Jonesboro, Texarkana, Hot Springs, El Dorado and Conway.

Paid Advertising Period

- Paid outdoor boards ran from September through October

Budget

- Arkansas Motorcycle Share the Road Campaign - \$99,916 total paid media budget.

Geography

- 26 street kings and 26 queen curb bus transit posters were placed on buses running in the LR Metro area. Posters featured the “Drink. Ride. Lose.” message.
- 8 street, curb and tail panels (24 total) were placed on buses in the Northwest Arkansas area. Posters featured the “Drink. Ride. Lose.” message.

- The “Drink. Ride. Lose.” board locations and their Daily Effective Circulation (DEC) were as follows:
 - 70 West @ Kaufman Road. Hot Springs. DEC: 33,000
 - 270 West @ Macon Terrace. Hot Springs. DEC: 35,000
 - 6207 Hwy.7. Hot Springs. DEC: 7,100
 - 3100 Albert Pike. Hot Springs. DEC: 12,800
 - 327 Hwy. 7 N. Hot Springs Village. DEC: 7,800
 - 67/167. North Little Rock (digital board). DEC: 23,540
 - I-30 near Roosevelt in Little Rock (digital board). DEC: 32,321
 - I-540 Bypass/Springdale. DEC: 21,113
 - US412 W .8/mi E/O I-540SS-Springdale. DEC: 12,280
 - US 71/Bethel Heights. DEC: 4,997
 - US 71B/Springdale. DEC: 11,678

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	256	255	6.1	321	53.9%
Ft. Smith	242	242	5.2	301	58.0%
Fayetteville	226	226	5.3	298	52.5%
Jonesboro	250	250	5.8	301.8	51.2%
Texarkana	124	124	6.1	297.2	41.3%
El Dorado	128	128	N/A	N/A	N/A
Hot Springs	136	176	7.6	298.8	43.1%
Conway	32	32	N/A	N/A	N/A

Bonus

A total of \$36,106 bonus radio spots were provided for the motorcycle campaign. One week of 52 bonus bus transit signs were given for a value of \$1,805.

Earned Media

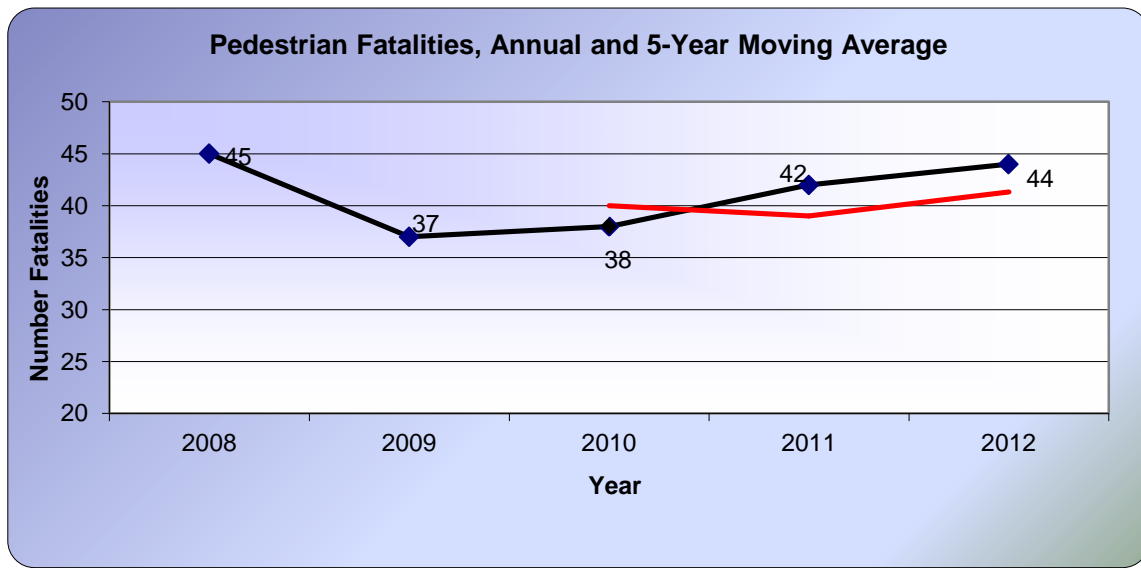
The Arkansas Motorcycle Program Coordinator attended motorcycle rallies during this period distributing educational materials and demonstrating the new motorcycle simulator to the audiences.

PEDESTRIAN SAFETY PROGRAM AREA

Program Area Goal

The goal of the Pedestrian Safety Program Area was as follows:

- Reduce the number of pedestrian fatalities from a five-year (2006-2010) average of 39 to 32 by 2013.



Program Area Results

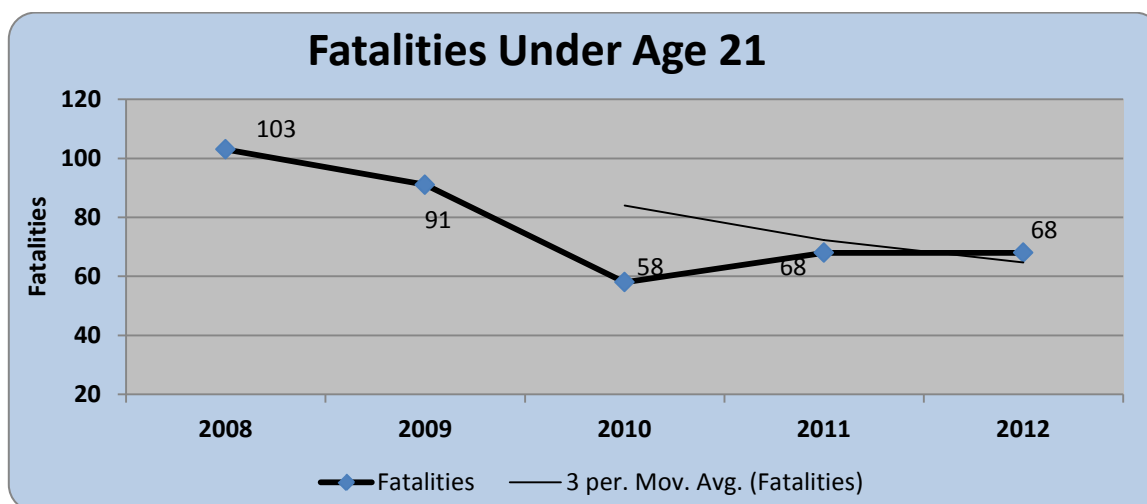
Pedestrian fatalities in the state reached a high of 45 in 2008, fell to 37 in 2009, and are on the rise again at 44 in 2012. This represents a 5-year average (2008-2012) of 41 for the 5-year period and 7.4 percent of all motor vehicle fatalities for 2012. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities will be a part of the emphasis of the "Toward Zero Fatalities" Campaign in conjunction with the Arkansas Highway Transportation Department and the Arkansas Health Department.

TEEN DRIVER SAFETY PROGRAM

Program Area Goal

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

- To reduce the number of drivers age 20 or younger involved in fatal crashes from a 3-year (2008-2010) average of 84 to 43 in 2012.



Program Area Results

In 2012 there were 68 fatalities of drivers under age 21. This is down from 103 in 2008 (before GDL) but up from 58 in 2010. The new Graduated Driver Licensing (GDL) law has assisted by helping new drivers gain experience in lower-risk conditions. The AHSO worked with the Arkansas Children's Hospital Injury Prevention Center, the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids to expand the "Building Consensus for Safer Teen Driving Project", facilitate teen driver education, increase physician influence of motor vehicle safety for teen drivers and passengers, increase the use of graduated driving principles within families of young drivers, and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. A press conference was held addressing texting issues among teens and informing the public about the effectiveness of the GDL law.

An analysis reported in a study by the Arkansas Center for Health Improvement demonstrated the rates of teen driver crashes and crash-related fatalities during the year prior to GDL (2008) compared to the year after GDL was passed (2010). Findings indicate that there were significant reductions in crashes and crash-related fatalities. This is especially true for the youngest drivers who obtained their intermediate license to drive for the first time without an adult. This translates into an estimated 32 lives that were saved during that time period. Similar reductions in crashes or fatalities were not found for the adult population during this same time frame. These findings provide strong support for proponents of the GDL for Arkansas teen drivers.

Project Results

The **University of Arkansas for Medical Science** Safer Teen Driving Project conducted a coalition meeting in Pulaski County with 65 members in attendance; classroom presentations were made to 4,372 students in Pulaski County; facilitated 214 student leaders who conducted 3,635 seat belt observations; conducted presentations to 131 participants in Southeast Arkansas; developed surveys and evaluation forms; distributed 34,122 educational materials to coalitions, professionals and the general public; conducted educational presentations to 465 parents and community leaders; and Graduated Driver Licensing (GDL) "Train The Trainer" presentations to 106 law enforcement officers and 113 medical students. The project also maintains an Arkansas specific safer teen driving website.

PLANNING AND ADMINISTRATION (P&A) PROGRAM

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

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

Program Area Results

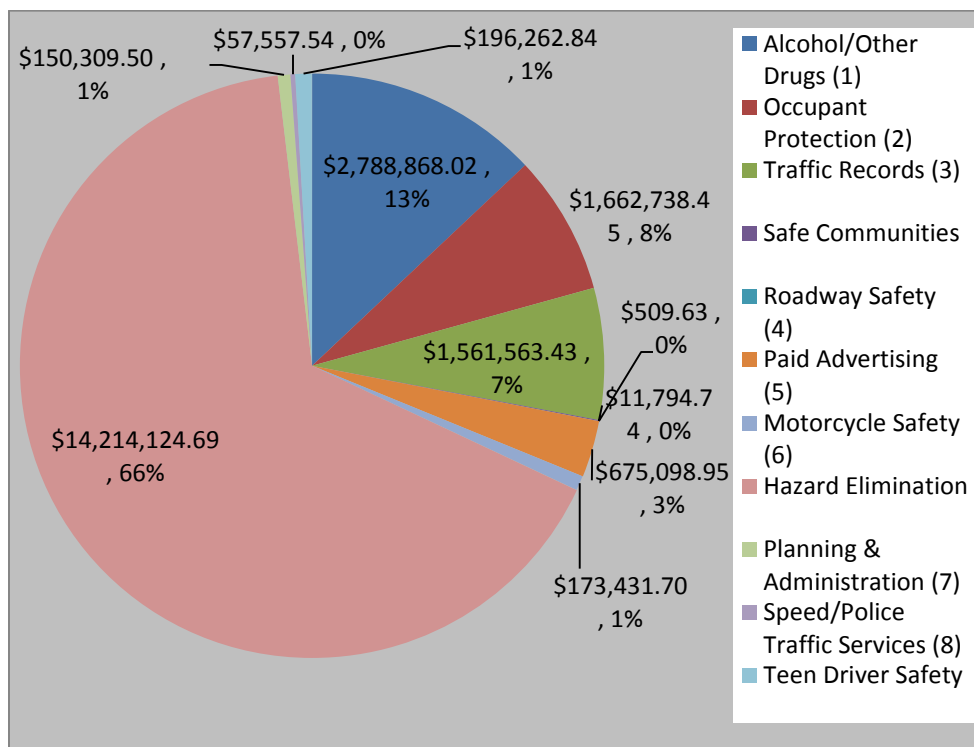
During FY 2013, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for four full-time managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

For FY 2013 P&A expenditures equaled only 5 percent of total 402 expenditures and were matched 57 percent with State funds.

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FISCAL YEAR 2013 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$ 2,788,868.02
Occupant Protection (2)	\$ 1,662,738.45
Traffic Records (3)	\$ 1,561,563.43
Safe Communities	\$ 11,794.74
Roadway Safety (4)	\$ 509.63
Paid Advertising (5)	\$ 675,098.95
Motorcycle Safety (6)	\$ 173,431.70
Hazard Elimination	\$ 14,214,124.69
Planning & Administration (7)	\$ 150,309.50
Speed/Police Traffic Services (8)	\$ 57,557.54
Teen Driver Safety	\$ 196,262.84
Total	\$ 21,492,259.49



- (1) Alcohol/Other Drugs Program includes Sections 402, 154 and 410 expenditures.
- (2) Occupant Protection Program includes Sections 402, 405 and 406 expenditures.
- (3) Traffic Records Program includes Sections 402, 406 and 408 expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
- (5) Paid Advertising includes Sections 402, 405, 406 and 410 expenditures.
- (6) Motorcycle Safety Program includes Sections 402 and 2010 expenditures.
- (7) Planning and Administration includes Sections 402 and 406 expenditures.
- (8) Speed/Police Traffic Services includes Section 402 and 406 expenditures.

LEGISLATIVE ISSUES

The 89th General Assembly of the State of Arkansas, Legislative Session began on January 14, 2013 and adjourned on May 17, 2013. During this session a number of bills were passed that impact highway safety issues in Arkansas. The next regular session is scheduled to begin in January of 2015. A legislative session scheduled for February 2014 will be held to discuss fiscal issues only. Relevant legislative activity that took place during the 89th General Assembly was as follows:

BILLS THAT WERE SIGNED IN TO LAW/ACTS:

Act 579 REQUIRES DRIVERS APPROACHING AN AUTHORIZED VEHICLE STOPPED ON A ROAD, STREET, OR HIGHWAY TO USE CAUTION, MOVE TO THE FARTHEST POSSIBLE LANE OR POSITION FROM THE AUTHORIZED VEHICLE, AND REMAIN IN THAT LANE UNTIL IT HAS PASSED THE AUTHORIZED VEHICLE, OR IF THE DRIVER IS UNABLE TO CHANGE LANES, THEN THE DRIVER SHALL REDUCE SPEED AND USE CAUTION THROUGH THE AREA WHERE THE AUTHORIZED VEHICLE IS STOPPED

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act579.pdf>

Act 224 PROVIDES THAT ALL PASSENGER VEHICLES NOT OPERATED FOR HIRE ARE REQUIRED TO COMPLY WITH CHILD SAFETY RESTRAINT LAWS.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act224.pdf>

Act 282 PROVIDES FUNDING FOR COURTS AND COURT-RELATED SERVICES BY AMENDING CERTAIN FEES AND FINES ASSESSED BY THE COURTS. THE ACT ALSO AMENDS THE ASSESSMENT, COLLECTION, AND REMITTANCE OF FUNDING FOR THE STATE ADMINISTRATION OF JUSTICE FUND. THE ACT DECLARES AN EMERGENCY AND IS EFFECTIVE ON AND AFTER MARCH 6, 2013. (ADDS \$25.00 IN COURT COSTS TO MANDATORY SEAT BELT LAW)

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act282.pdf>

Act 965 AMENDS THE LAW REGARDING WHEN A PERSON MAY DRIVE IN THE LEFT LANE OF A ROADWAY. THE ACT ALSO AUTHORIZES THE ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPARTMENT TO PROHIBIT CONTINUOUS DRIVING IN THE LEFT LANE ON CERTAIN DESIGNATED HIGHWAYS OR PORTIONS OF MULTILANE HIGHWAYS.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act965.pdf>

Act 361 PROVIDES ADDITIONAL, SALIVA CHEMICAL TESTS TO SHOW THAT A PERSON WAS DRIVING WHILE INTOXICATED, OPERATING A MOTORBOAT WHILE INTOXICATED, OPERATING OR NAVIGATING AN AIRCRAFT WHILE INTOXICATED, OR DRIVING UNDER THE INFLUENCE WHILE UNDERAGE. THE ACT ALSO PROVIDES THE ADDITIONAL CHEMICAL TESTS TO BE USED REGARDING COMMERCIAL DRIVER'S LICENSES, DRIVER'S LICENSES, AND HUNTING LICENSES.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act361.pdf>

Act 479 PROVIDES THAT A RESTRICTED DRIVER'S LICENSE SHALL BE AVAILABLE IMMEDIATELY TO A PERSON WHO HAS BEEN CHARGED WITH DRIVING WHILE INTOXICATED IF HE OR SHE IS ALLOWED TO USE AN IGNITION INTERLOCK DEVICE.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act479.pdf>

Act412 INCREASES THE LOOK-BACK PERIOD ALLOWABLE FOR THE SEIZURE OF A PERSON'S MOTOR VEHICLE WHEN HE OR SHE IS CONVICTED OF A FOURTH OFFENSE OF DRIVING WHILE INTOXICATED.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act412.pdf>

Noteworthy Accomplishments

Incentive Program

An incentive program conducted by the LEL's at the Criminal Justice Institute garnered the support of 133 agencies to participate in CIOT and 144 to participate in DSOGPO. The program solicits participation of non-STEP agencies in mobilizations. Eighteen agencies successfully participated and reported activities and were awarded lap-top computers to be used in advancing traffic safety efforts. Other agencies received flashlights and mini lapel video cameras for signing up and submitting mobilization reports.

DWI Courts/Training

The HSO provided federal funds to pay for salaries, fringe benefits, in and out-of state travel and training, maintenance and operations, printing and administration expenses for three pilot DWI Courts: **Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court.** The HSO also provided funding for the continued training of seven other DWI Courts and the initial training of one additional DWI Court (**Crawford County**) in FY 13. This brought Arkansas' total to 11 formally trained and AOC recognized DWI courts.

Teen Program

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

Arkansas Parks and Tourism Partnership

The AHSO, working with their ad agency of record, Cranford Johnson Robinson Woods, continued partnering with Arkansas Parks and Tourism (AP&T) to distribute traffic safety social norming messages to the motoring public. Plans are to incorporate traffic safety messages such as "Buckle Up. Every Trip. Every Time;" "Drive Safe and Sober;" and "Look Twice. Save a Life" and "Share the Road with Motorcycles" into AP&T materials.

E-Cite

Progress towards the implementation of an electronic citation system (e Cite) continued. Computerized electronic citations, warnings and motorist assists forms were tested by Troopers in every county of our state. "Live" citations were sent to the server and can be retrieved via a secure web site in paper format until all Courts complete improvements and update with the Contexte Court Case Management System. Some courts have fully upgraded to the context system and are now receiving State Police electronic citations, creating court dockets and sending the adjudicated summaries of the cases to Driver Services all with a push of a button, all accomplished electronically. The rollout of the eCitation system to city and county law enforcement agencies will start in January of 2014.

LOOKING TOWARD THE FUTURE

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

- Conducting a total of seven statewide mobilizations, two “Drive sober or Get Pulled Over”, three “Click It or Ticket”, a combined DWI/speed and one mobilization focused specifically on distracted driving during Distracted Driving Awareness month in April 2014. Additional support and participation from State, Municipal and County law enforcement agencies is being solicited.
- Increasing opportunities and encouraging agencies to participate in sobriety and seatbelt checkpoints through an expanded and improved incentive program administered through the Criminal Justice Institute.
- Continued expansion of the DWI Court System in Arkansas
- Continued availability and expansion of the BAT Mobile Sobriety Checkpoints through partnerships with local law enforcement agencies.
- Working with Arkansas Parks and Tourism to increase the distribution of safety messages and increase public awareness.
- Full implementation of the e Cite system to electronically capture and submit traffic citations issued by state and local law enforcement. The rollout of the eCitation system to city and county law enforcement agencies will start in January 2014.
- Transitioning from TraCs to eCrash. eCrash like eCite is a component of the Mobile Officer Virtual Environment (MOVE) developed by the University of Alabama and utilizes the same scanning of license and registration information to populate that data onto a crash report. The project started late in 2013 and the work of creating the eCrash software is ongoing. Data elements have been established for the crash report and an expected trial of the software is Spring of 2014. Testing of the eCrash program with a pilot project will start June of 2014. The creation of the “paper” crash report is in the beginning stages and will be tested in early 2014. This paper report is for those agencies who will not be ready for the computerized electronic version. The paper version will mirror the electronic version.
- The Arkansas Department of Health (ADH) Hometown Health Coalitions will implement Occupant Protection Programs tailored to meet the specific needs and problems of each county in Arkansas.
- Implementation of the “Toward Zero Deaths” (TZD) Campaign in partnership with the Arkansas Department of Health (ADH) and Arkansas Highway Transportation Department (AHTD).