

# ARKANSAS

## HIGHWAY SAFETY OFFICE



Photo courtesy of AR DOT / Rusty Hubbard

## FY 2020

## Annual Report

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## **EXECUTIVE SUMMARY**

Arkansas is proud to submit the 2020 Annual Evaluation Report for the Arkansas State Police Highway Safety Office (AHSO). This annual report summarizes the use of the Section 402 and 405 funds distributed to our state along with evidence as to the status of performance measures that were established within the FY 2020 Highway Safety Plan.

The AHSO is a Section within the Arkansas State Police and is responsible for overseeing the highway safety funds awarded to Arkansas through the U.S. Department of Transportation Reauthorization, currently the Fixing America's Surface Transportation (FAST) Act. The AHSO works closely with our partners at the National Highway Traffic Safety Administration (NHTSA). Colonel Bill Bryant serves as the Governor's Representative for Highway Safety and Bridget White serves as Administrator for the AHSO.

During FY 2020, the AHSO managed approximately 100 subgrant agreements. These projects supported efforts in a number of areas targeting traffic safety efforts such as impaired driving, occupant restraint, speed, traffic records, distracted driving, youth initiatives and public awareness.

Major attention was focused on finding ways to raise the safety belt use rate. Selective Traffic Enforcement projects (STEP) included high visibility and sustained enforcement of impaired driving, occupant protection and speed limit laws by Arkansas State Police, and other law enforcement agencies in the state.

A new initiative focused on recruiting additional law enforcement agencies to participate in mini-step grants. These grants provided funds to agencies to conduct overtime enforcement during national and state mobilizations. These mobilizations continued to focus on occupant protection, speeding and impaired driving issues. In addition, a distracted driving mobilization was added.

During the year, AHSO contracted with 34 law enforcement agencies for mini-step grants (mobilizations only). Contracts were also awarded to 33 law enforcement agencies for sustained (year-round plus mobilizations) selective traffic enforcement projects (STEPs). The results of these enforcement projects during FY 2020 are shown below. As shown in the table, speeding citations down considerable from the previous year as a result of reduced enforcement due to COVID19.

<b>Citations</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Speeding Citations	10,674	18,252	17,922	19,396	8,738
Seat Belt Citations	22,407	21,162	23,401	23,514	2216
DWI/DUI Citations	1,072	1,065	826	821	490

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

In 2020 the AHSO continued working toward statewide implementation of an electronic citation and crash system (eCite, eCrash). The eCite system facilitates faster, more accurate and more efficient issuance of citations to violators and captures citation data for timely reporting to various entities. The system allows submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and to the Office of Driver Services. eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with the University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for crash data. eCrash is partially funded through Section 405c. Features of eCrash include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. As of October 1, 2020, 263 local agencies and the Arkansas State Police are electronically submitting crash reports via eCrash.

In FY20, the AHSO worked closely with the Arkansas Department of Transportation (ArDOT) and our federal partners at the Federal Highway Administration and Federal Motor Carrier Safety Administration to identify uniform initiatives and set common goals so that the State Strategic Highway Safety Plan and the AHSO Highway Safety Plan mirror each other. Arkansas will continue to use our federal highway safety funds to maintain successful programs and seek new opportunities to fund innovative initiatives to assist our state in the reduction of fatalities and serious injury crashes.

During FY20 the AHSO continued to enhance the eGrant system to better facilitate the electronic submission of funding proposals and reports. The system generates grant agreements and provides for electronic reporting.

The FY20 AHSO Annual traffic safety training conference for sub-grantees was cancelled due to the COVID 19 pandemic.

This report provides a description of the activities undertaken in the identified traffic safety program areas during FY20.

## **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 based on research recommends programs that are determined to have the best potential to reduce 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.

As the HSO implements the FY21 HSP, the plan will be adjusted periodically to emphasize programs and strategies that will better address performance targets if it appears targets will not be met.

During FY20 the HSO implemented projects and facilitated activities/programs, which contributed toward reaching the State's goals. The HSO recognizes that the achievement of quantified goals is dependent 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. The AHSO's collaboration with the SHSP Steering is an integral part of this effort. 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 2020 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*
- **405(b,c,d,e,f)** *National Priority Safety Program Grants*

These projects focused on priority areas identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$6.5 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on pages 90 – 92. Approximately \$7.1 million in Federal-aid funds were expended for the entire program. A graph on page 93 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 53 percent of the expenditures were incurred in the alcohol and occupant protection programs.

### **Overall Program Goals**

As listed in the FY20 Performance Plan, the overall program goals for the Arkansas' Highway Safety Program were as follows:

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

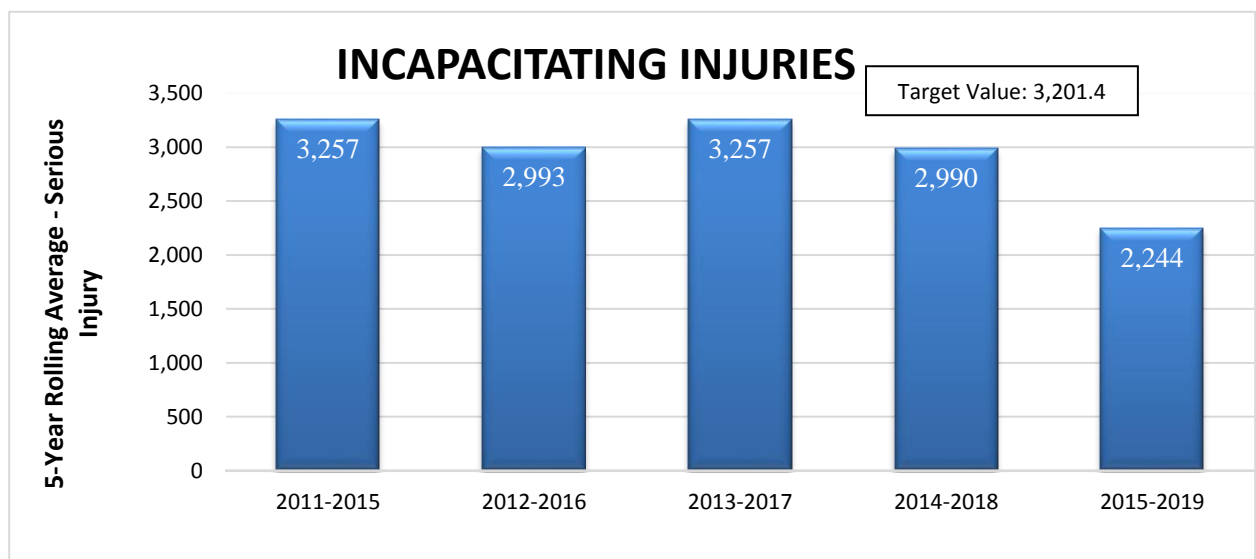
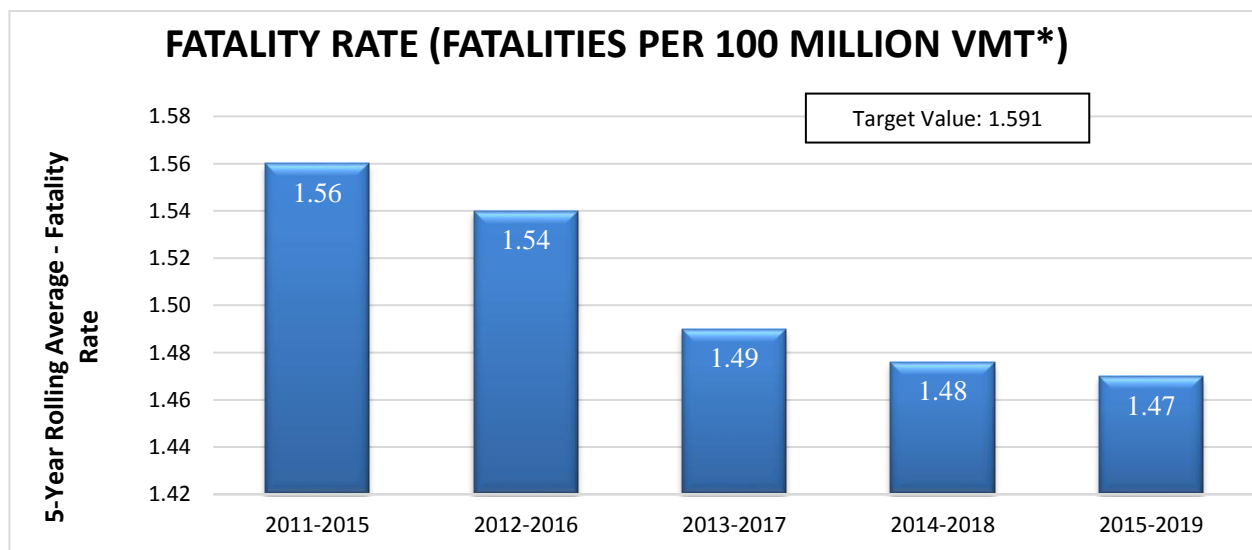
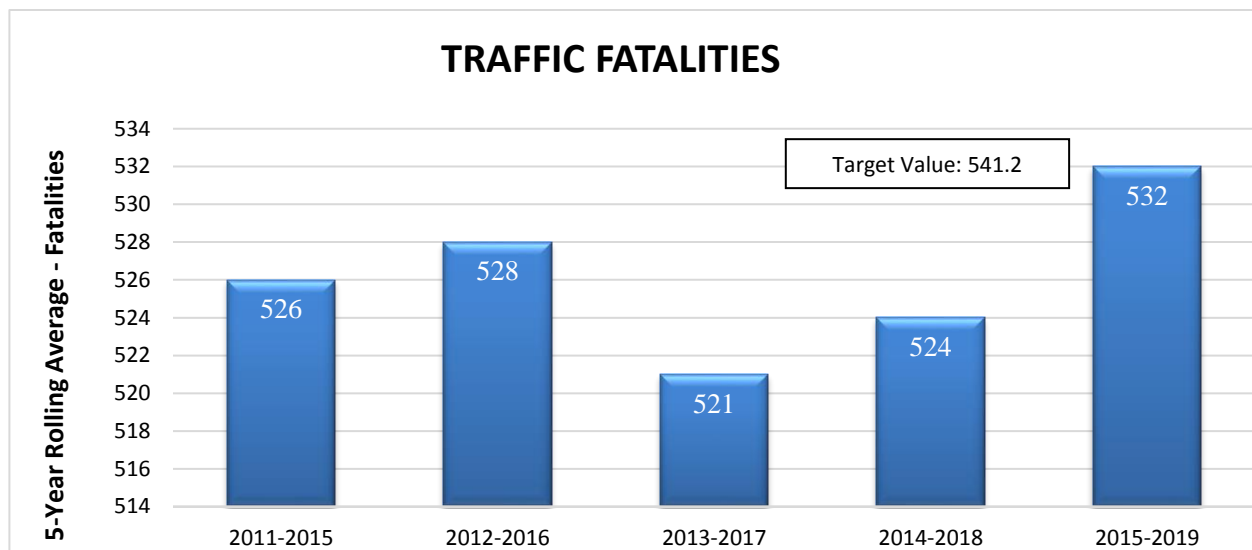
- ***Limit increase in fatalities/VMT from 1.48 (2014-2018) to 1.595 (2016-2020)***
- ***Limit increase in total fatalities from 524 (2014-2018) to 541.2 (2016-2020)***
- ***Limit Serious traffic injuries from 2,990.0 (2014-2018) to 3,201.4 (2016-2020)***

The following charts show the moving average of Arkansas's fatalities the periods of 2011-2015 through 2015-2019. The core outcome, behavior and activity measures for both FY19 and FY20 are provided on pages 6 - 7. A summary of each program area is provided on pages 8 through 41 of this report.

As shown in the charts, The AHSO met or exceeded 11 out of the 14 goals established in the FY20 HSP. The goals not met included total traffic fatalities, speed related fatalities, and pedestrian fatalities. This was largely due to reduced enforcement efforts as a result of the COVID pandemic and the increase in the number of agencies using eCrash. While getting more agencies on eCrash has resulted in better reporting of crashes and fatalities it has also increased the numbers reported. During FY20 it was discovered that 75 agencies had not even been reporting crashes or fatalities.

The AHSO is addressing all of the goals that were not met last year through the expansion of both the STEP and mini-STEP program (which increased over the last year from 33 agencies to 73 agencies) and by continuing to expand the number of agencies utilizing eCrash. Once the impact of the COVID Pandemic subsides, the increase in the number of agencies participating in the STEP, mini-STEP and eCrash programs will facilitate increased enforcement in high crash areas. It will allow agencies to better work together to identify and address problem areas by giving them the ability to see all the crashes in their area, not just the crashes worked by their agency.

The AHSO also established a new pedestrian project with ARDOT last year which did not get off the ground due to COVID. Plans are to implement the program this year. The AHSO is currently researching ideas to develop a more focused pedestrian project to work in conjunction with the one at ARDOT.



Assessment of Results in Achieving Performance Targets for FY20 and FY19									
Performance Measure	FY 2020					FY 2019			
	Target Period	Target Year(s)	Target Value FY20 HSP	Data Source*/ FY 20 Progress Results	On Track to Meet FY20 Target Y/N ** (in-progress)	Target Value FY19 HSP	Target Year(s)	Data Source/ FY19 Final Result	Met FY19 Target Y/N
C-1) Total Traffic Fatalities	5 year	2016-2020	541.0	2015 – 2019 FARS 532.0	NO	543.0	2015-2019	2015 – 2019 FARS 532.0	Yes
C-2) Serious Injuries in Traffic Crashes	5 year	2016-2020	3201.4	2015 – 2019 STATE Preliminary 2650.0	Yes	3637.0	2015-2019	2015 – 2019 STATE Preliminary 2650.0	Yes
C-3) Fatalities/VMT	5 year	2016-2020	1.591	2015 – 2019 FARS 1.47	Yes	1.615	2015-2019	2015 – 2019 FARS 1.47	Yes
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY20 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2016-2020	185.0	2015 -- 2019 FARS 183.0	Yes	212.0	2015-2019	2015 -- 2019 FARS 183	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 year	2016-2020	144.0	2015 --2019 FARS 140.0	Yes	141.0	2015-2019	2015 - 2019 FARS 140.0	Yes
C-6) Speeding-Related Fatalities	5 year	2016-2020	94.0	2015 --2019 FARS 120.0	NO	90.0	2015-2019	2015 - 2019 FARS 120.0	NO
C-7) Motorcyclist Fatalities (FARS)	5 year	2016-2020	72.0	2015 --2019 FARS 72.0	Yes	71.0	2015-2019	2015 -2019 FARS 72.0	NO
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2016-2020	42.0	2015 -- 2019 FARS 44.0	Yes	40.0	2015-2019	2015 - 2019 FARS 44.0	Yes
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2020	64.0	2015-2019 FARS 62.0	Yes	68.0	2015-2019	2015 - 2019 FARS 62.0	Yes
C-10) Pedestrian Fatalities	5 year	2016-2020	44.0	2015 – 2019 FARS 53.0	NO	43.0	2015-2019	2015 – 2019 FARS 53.0	NO
C-11) Bicyclist Fatalities	5 year	2016-2020	5.0	2015 – 2019 FARS 3.0	Yes	5.0	2015-2019	2015 – 2019 FARS 3.0	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2020	80%	State survey/ 82%	Yes	81%	2019	State survey/ 82%	Yes
Increase the number of Law Enforcement Agencies using the eCrash system from 203 to 230 for FY2020	Annual	2020	230	2019 263	Yes	Annual 200	2020	239	Yes
Increase the number of courts using Contexte to 87 to 94 for 2020	Annual	2020	94	2019 112	Yes	Annual 106	2020	107	Yes



CORE OUTCOME MEASURES		2011-2015	2012-2016	2013-2017	2014-2018	2015-2019	2016-2020 Target
C-1	Traffic Fatalities (FARS) 5-Year Moving Averages	526	528	521	525	532	541
	Limit total fatalities 5 year averages from 524 (2013-2017) to 541 (2016-2020)						
C-2	Serious Injuries in Traffic Crashes (State Crash File) 5-Year Moving Average	3,257	2,993	3,257	2,990	2,650	3,201.4
	Serious traffic injuries 5 year averages (2013-2017) 2990 to 3,201.4 (2016-2020)						
C-3	Fatalities/VMT (FARS/FHWA) 5-Year Moving Average	1.56	1.54	1.49	1.48	1.47	1.591
	Limit fatalities/VMT (5 year averages) at 1.49 (2013-2017) to 1.591 (2016-2020)						
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS) 5-Year Moving Average	197	192	183	183	183	185
	Unrestrained passenger vehicle occupant fatalities all seat positions (5 year averages), from 183 (2013-2017) to 185 (2016-2020)						
C-5	Alcohol-Impaired Driving Fatalities (FARS) 5-Year Moving Average	143	138	138	141	140	144
	Alcohol impaired driving fatalities (5 year averages) from 141 (2013-2017) to 144 (2016-2020)						
C-6	Speeding-Related Fatalities (FARS) 5-Year Moving Average	77	83	93	104	120	94
	Increase in speeding-related fatalities (5 year averages) from 104 (2013-2017) to 94 (2016-2020)						
C-7	Motorcyclist Fatalities (FARS) 5-Year Moving Average	68	72	71	72	72	72
	Hold increase in motorcyclist fatalities (5 year averages from 72 (2013-2017) to 72 (2016-2020)						
C-8	Unhelmeted Motorcyclist Fatalities (FARS) 5-Year Moving Average	40	45	44	45	44	42
	Hold unhelmeted motorcyclist fatalities (5 year averages) at 45 (2013-2017 ) to 42 (2016-2020)						
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS) 5-Year Moving Average	64	66	61	61	62	64
	Drivers age 20 and younger involved in fatal crashes (5 year averages from 61 (2013-2017) to 64 ( 2016-2020)						
C-10	Pedestrian Fatalities (FARS) 5-Year Moving Average	43	45	45	48	53	44
	Limit Pedestrian fatalities (5 year averages) at 48 (2013-2017) to 45 (2016-2020)						
C-11	Bicyclist Fatalities (FARS) 5-Year Moving Average	5	5	4	4	3	5
	Hold bicyclist fatalities (5 year averages) at 4 (2013-2017) to 5 (2016-2020)						
Observed Seat Belt Use		(2015)	(2016)	(2017)	(2018)	(2019)	Target
B-1	State Survey Annual	77.7%	75.1%	81.0%	78%	81.9%	80.0%
	Increase observed seat belt use for passenger vehicles, front seat outboard						

## **Program Areas-Project Results**

### **Occupant Protection**

In FY20 the AHSO's Law Enforcement Liaison (LEL) promoted and actively recruited law enforcement agencies to participate in National mobilizations either on a voluntary basis or through a mini-STEP grant. The LEL also provided technical assistance to agencies and assisted them with media events related to the CIOT mobilizations.

Other LEL responsibilities included:

- Promoting participation in TOPS programs;
- Promoting issuance of more traffic safety citations;
- scheduling learning sessions with law enforcement agencies to promote traffic safety

A total of sixty eight (68) agencies participated in the CIOT Mobilization including 34 mini-STEP and 33 STEP agencies. "Lunch and Learn" events had been planned in conjunction with law enforcement association meetings to promote increased enforcement of seat belt and child restraint laws and participation in national and state mobilizations. However, due to COVID 19, these events were not held.

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

High visibility Enforcement efforts such as national mobilizations and Selective Traffic Enforcement Projects (STEP) in addition to education and public awareness were employed to change unsafe driving behaviors. Law enforcement agencies were encouraged to involve and inform the media during special enforcement events. The national tagline of "Click It or Ticket" was used in efforts to promote occupant protection. Although NHTSA postponed the National Memorial Day Click It or Ticket Campaign until November 2020, Arkansas opted to proceed with a state campaign in May. CJRW, Arkansas's advertising agency of record, secured paid media per NHTSA's recommended timeline to promote the use of safety belts, the "Click It or Ticket" mobilization and the state's two-week STEP effort. STEP agencies in addition to mini-STEPs and other agencies participated in the following OP mobilizations during FY20.

- State Thanksgiving Seat Belt Mobilization - November 25 – Dec. 1, 2019
- National Memorial Day Seat Belt Mobilization - May 22 – June 7, 2020

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and continues to play an important part in Arkansas' efforts to increase

the usage rate. The FY20 SB survey was cancelled due to the COVID 19 Pandemic. The results of the most recent observational seat belt use survey (2019) showed a use rate of 81.9%, the highest ever for Arkansas.

STEP and mini-step projects are required to conduct pre and post seat belt use surveys around the CIOT mobilization. The tables below show pre and post use rates for sustained STEPs and mini-steps that reported. As noted, the pre and post surveys showed a 2.1% increase in use for sustained STEPs and a 5.6% increase in seat belt use for the mini-steps. Citation and arrest data are also shown for the CIOT and DSOGPO mobilizations.

2020 CIOT/DSOGPO STEP Report Data													
Sustained STEPs													
Agency	Click-It or Ticket							Drive Sober or Get Pulled Over					PI&E
	Seat Belt Citations	Seat Belt Warnings	Speeding Citations	Speeding Warnings	DWI Arrests	Pre Rate %	Post Rate %	Seat Belt Citations	Seat Belt Warnings	Speeding Citations	Speeding Warnings	DWI Arrests	
ASP	813	136	2,971	2,347	131	77.7	83.3	593	234	4,604	4,398	193	Y
Bella Vista PD	19	25	0	0	3	95.0	98.0	0	0	0	0	3	Y
Benton Co SO	40	37	1	2	0	76.0	85.0	0	0	3	8	0	Y
Benton PD	C-19	C-19	C-19	C-19	C-19	84.0	86.0	n/a	n/a	n/a	n/a	n/a	N
Bryant PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Conway PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Dardanelle PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
El Dorado PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Fayetteville PD	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	N
Fort Smith PD	23	6	41	25	18	89.0	92.0	18	6	45	0	16	Y
Garland Co SO	4	3	0	4	0	93.3	94.3	0	0	3	0	2	Y
Harrison PD	26	0	0	0	0	83.0	85.0	C-19	C-19	C-19	C-19	C-19	Y
Hope PD	C-19	C-19	C-19	C-19	C-19	81.0	81.0	n/a	n/a	n/a	n/a	n/a	Y
Hot Springs PD	49	17	6	15	0	85.0	89.0	0	0	2	1	0	Y
Jonesboro PD	69	4	15	36	9	81.0	82.0	48	0	35	86	5	Y
Marion PD	19	12	3	1	0	74.3	70.3	0	0	0	17	0	Y
Miller Co SO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Mountain Home PD	1	21	4	36	4	89.0	91.0	1	8	1	22	2	Y
North Little Rock PD	17	10	0	7	0	86.0	83.0	0	0	0	1	0	Y
Osceola PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Paragould PD	25	2	0	0	0	81.0	85.7	1	0	8	9	1	Y
Rogers PD	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	N
Saline Co SO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Searcy PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Sherwood PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Siloam Springs PD	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	C-19	N
Springdale PD	C-19	C-19	C-19	C-19	C-19	C-19	C-19	0	0	6	15	32	Y
St. Francis Co SO	9	14	171	4	1	73.0	77.0	10	0	338	0	2	Y
Texarkana PD	12	52	1	7	0	86.0	88.0	n/a	n/a	n/a	n/a	n/a	Y
Trumann PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Van Buren PD	C-19	C-19	C-19	C-19	C-19	88.0	88.0	n/a	n/a	n/a	n/a	n/a	N
Washington Co SO	C-19	C-19	C-19	C-19	C-19	C-19	C-19	0	0	1	3	0	Y
<b>Totals</b>	<b>1,126</b>	<b>339</b>	<b>3,213</b>	<b>2,484</b>	<b>166</b>	<b>83.7</b>	<b>85.8</b>	<b>671</b>	<b>248</b>	<b>5,046</b>	<b>4,560</b>	<b>256</b>	

C-19 indicates that the agency was unable to participate in mobilization activities due to COVID-19 restrictions.

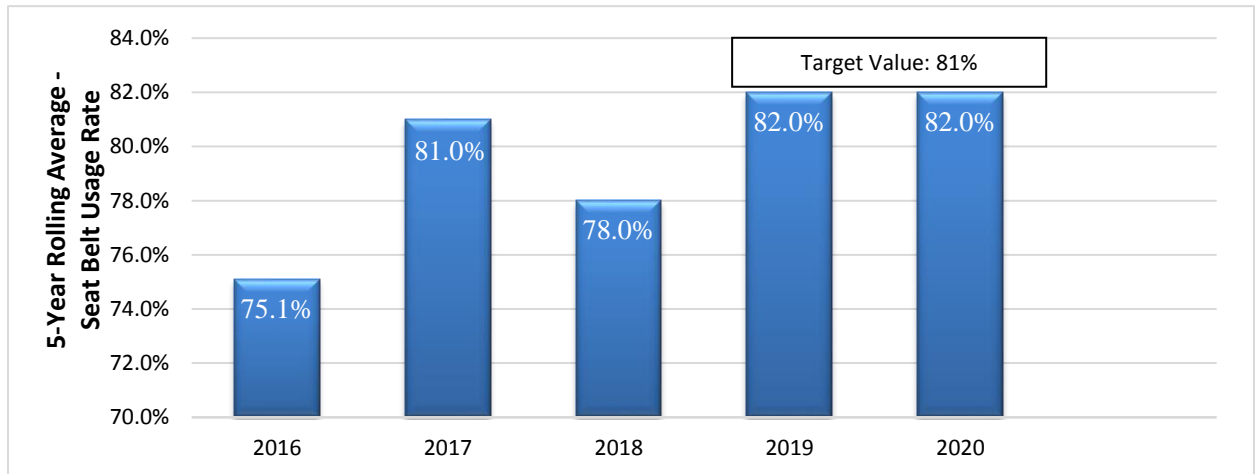
2020 CIOT/DSOGPO STEP Report Data													
Mini-STEPs													
Agency	Click-It or Ticket							Drive Sober or Get Pulled Over					PI&E
	Seat Belt Citations	Seat Belt Warnings	Speeding Citations	Speeding Warnings	DWI Arrests	Pre Rate %	Post Rate %	Seat Belt Citations	Seat Belt Citations	Speeding Citations	Speeding Warnings	DWI Arrests	
Alexander PD	71	4	13	13	0	83.0	81.0	0	0	0	0	0	Y
Amity PD	C-19	C-19	C-19	C-19	C-19	C-19	C-19	n/a	n/a	n/a	n/a	n/a	N
Ashdown PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2	3	35	55	25	Y
Bald Knob PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Y
Barling PD	16	17	8	23	1	73.0	78.0	0	0	6	7	2	Y
Bauxite PD	20	0	10	0	0	85.0	90.0	3	0	10	0	2	Y
Carroll Co SO	4	16	10	49	0	n/a	n/a	0	0	0	2	1	N
Centerton PD	14	93	22	125	0	79.3	84.0	0	0	1	14	3	Y
Clarksville PD	C-19	C-19	C-19	C-19	C-19	C-19	C-19	0	1	4	12	3	Y
Cross Co SO	14	39	38	71	0	53.0	60.0	0	7	21	94	0	Y
Decatur PD	22	14	0	0	1	78.0	82.0	1	0	3	1	2	Y
Farmington PD	44	11	0	21	0	91.0	95.0	0	0	2	15	2	N
Faulkner Co SO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	2	6	22	2	N
Glenwood PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	0	44	44	3	Y
Grant Co SO	29	45	46	96	0	74.3	78.6	1	0	0	0	0	Y
Haskell PD	0	58	16	46	0	74.0	83.0	0	0	0	8	0	Y
Hazen PD	C-19	C-19	C-19	C-19	C-19	C-19	C-19	0	0	1	0	0	N
Hempstead Co SO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	0	0	0	0	N
Independence Co SO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	10	3	15	3	N
Lafayette Co SO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Little Flock PD	C-19	C-19	C-19	C-19	C-19	C-19	C-19	1	0	7	7	2	Y
Lowell PD	28	46	8	39	0	77.0	88.0	0	0	3	10	1	Y
Maumelle PD	8	6	28	58	0	n/a	n/a	0	0	1	1	1	Y
Monticello PD	12	9	20	9	2	68.0	58.0	1	0	33	0	1	N
Mountain View PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	1	0	46	2	Y
Newton Co SO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	0	0	0	0	N
Ouachita Co SO	1	1	0	3	0	79.0	70.0	n/a	n/a	n/a	n/a	n/a	N
Pea Ridge PD	21	1	13	13	2	78.0	94.0	0	0	0	0	0	Y
Prairie Grove PD	C-19	C-19	C-19	C-19	C-19	C-19	C-19	0	0	11	62	4	Y
Searcy Co SO	13	24	16	202	0	71.0	80.0	0	29	3	109	3	Y
St. Charles PD	3	23	36	48	0	85.0	89.0	n/a	n/a	n/a	n/a	n/a	Y
Stone Co SO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
Stuttgart PD	88	5	1	0	0	3.0	30.5	n/a	n/a	n/a	n/a	n/a	Y
Wynne PD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N
<b>Totals</b>	<b>408</b>	<b>412</b>	<b>285</b>	<b>816</b>	<b>6</b>	<b>72.0</b>	<b>77.6</b>	<b>11</b>	<b>53</b>	<b>194</b>	<b>524</b>	<b>62</b>	

C-19 indicates that the agency was unable to participate in mobilization activities due to COVID-19 restrictions.

## Program Area Goals

### B-1) Observed Seat Belt Use

**Goal Statement:** Maintain seat belt use for passenger vehicles, front seat outboard occupants 81.9% (2019) to 80.0% (2016-2020).



\*No SB survey was conducted in FY20 due to the COVID pandemic

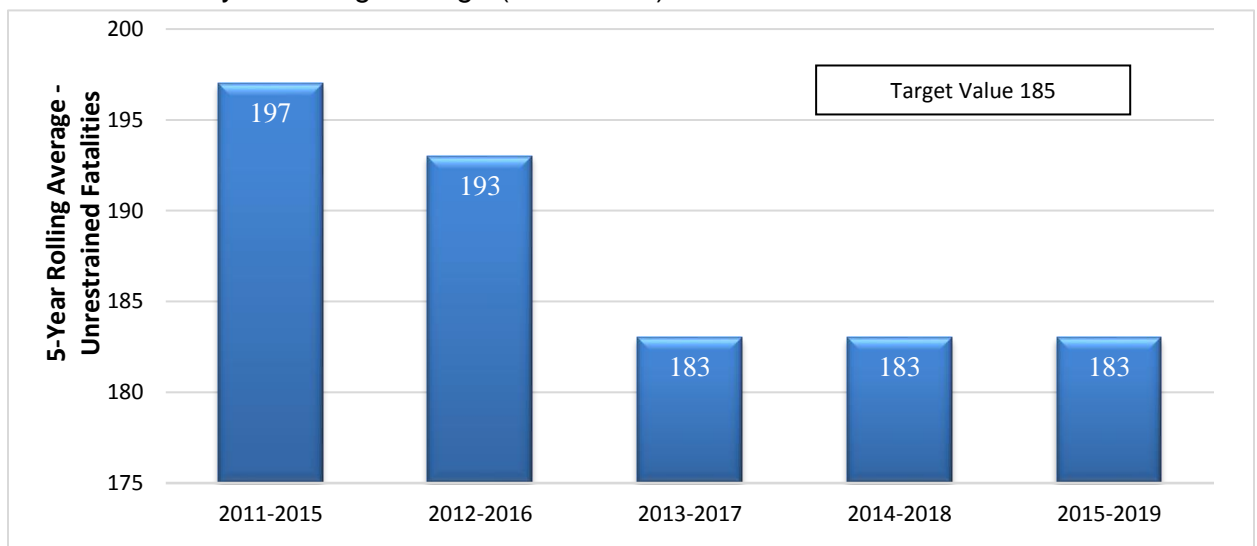
### (C-4) Unrestrained Passenger Vehicle Occupant Fatalities

**Goal Statement:** Limit increase in unrestrained passenger vehicle occupant fatalities all seat positions from 183 (2015-2019) to 185 (2016-2020).

## Program Area Results

An observational seat belt use survey was conducted in 2019 which included surveying 96 sites in 12 counties. The 2019 weighted usage rate was 81.9% which is almost a 4 percentage point increase from 2018.

Arkansas' unrestrained passenger fatalities decreased from 177 in 2018 to 165 in 2019. The five-year rolling average (2015-2019) was 183.



**(STEP) Seat Belt Survey**

**Project Results (Observed Seat Belt Use)**

**STATE OBSERVATIONAL SURVEY**

**Planned Activity: OP-2020-12**

**Sub-recipient(s): University of Arkansas - Civil Engineering Department**

**LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS)**

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

**Planned Activity: OP-2020-02**

**Sub-recipient(s): Law Enforcement Agencies**

There were 33 local sustained STEPS in FY 2020. These projects issued 4,012 seat belt citations and 2,725 seat belt warnings. This data does not include ASP data.

**STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

**Planned Activity: OP-2020-03**

**Sub-recipient(s): Arkansas State Police (ASP)**

The ASP worked over 10,913 hours during the year on occupant protection enforcement. The total number of seat belt citations, seat belt warnings and child safety seat citations issued by the ASP in FY 2020 was 5909, 951 and 303, respectively

**MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)**

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

**Planned Activity: OP-2020-04**

**Sub-recipient(s): Local Law Enforcement Agencies**

There were 34 local mini-step projects in FY 2020. Mini-STEP projects issued 553 Seat Belt citations and 481 Seat Belt warnings.

**STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E)**

Communication and Outreach supporting enforcement

Community and Outreach for Child Restraint and Booster Seat Use

**Planned Activity: OP 2020-05**

**Sub-recipient(s): CJRW**

This task provided for statewide public information and education to promote occupant protection with a focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young person's age 18 – 34. It also emphasized the child restraint law, Act 470 of 2001, Graduated Licensing laws, and distracted driving laws. Components of the task included educational materials such as brochures, posters, public service announcements and (PSAs). (See Media Report)

## **TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM**

**Planned Activity: OP-2020-06**

**Sub-recipient(s): Arkansas Broadcaster's Association**

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to occupant restraints. Donated airtime totaled an estimated \$716,027.43. This represents a dollar return in donated airtime of over 9.5 times the contract amount of \$75,000.

## **STATEWIDE LAW ENFORCEMENT LIAISON (LEL)**

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

(Communication and Outreach/Supporting Enforcement)

**Planned Activity: OP-2020-07**

**Arkansas Highway Safety Office**

The Arkansas' Law Enforcement Liaison (LEL) program was revamped to include an in-house LEL position at the AHSO. This position was responsible for promoting and recruiting law enforcement agencies to participate in safety mobilizations. Sixty five agencies were solicited to participate mini STEP projects. Based on this effort 34 Mini STEP agencies were added and participated in the CIOT Mobilization.. Three occupant protection "Lunch and Learn" events were planned in conjunction with law enforcement association meetings to promote increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns. However, these events had to be cancelled due to COVID 19.

The LEL participated in the FY20 Prescription Drug Abuse Prevention Summit, Arkansas Chief of Police Association Conference, Sheriff's Association Conference, Region 7 LEL Conference, DRE Training, and the DDACTS Conference.

## **STATEWIDE CHILD PASSENGER PROTECTION EDUCATION PROJECT**

(Community And Outreach For Child Restraint And Booster Seat Use)

**Planned Activity: OP-2020-08**

**Sub-recipient: University of Arkansas for Medical Sciences**

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, **Pediatrics** also 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 52 new technicians receiving certification; 667 childcare professionals were trained in 51 regional workshops. 1 public checkup events and a permanent fitting station resulted in a total of 367 seats being checked or loaned. During the fall and spring semesters 5 schools participated in the program to promote seat belt and booster seat usage among 6-14 years old (TWEENS), resulting in 13 students being trained to conduct observations and 0 teachers receiving education about the program. Three schools were recruited to participate, two chose to continue into the spring. All of the participating schools were part of the program the previous year. Therefore, no teachers received any education.

**Planned Activity: OP-2020-10**

**Sub-recipient(s): To Be Determined**

During FY20 the AHSO had planned to conduct more “lunch and learn” sessions versus High Five Programs. It was determined this would better assist with motivating and recruiting law enforcement agencies to promote increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns. However, because of the COVID 19 Pandemic the AHSO was unable to hold these sessions. Once the issues related to COVID 19 are resolved we will plan and conduct more of these type sessions.

**OCCUPANT PROTECTION PROGRAM MANAGEMENT**

**Planned Activity: OP-2020-13**

**Sub-recipient: Arkansas State Police**

This task provided program management for projects within the Occupant Protection Program area. It will provide for proper administration of projects through program planning, oversight/monitoring, evaluation, coordination, staff education and development including expenses for development and implementation of a state grants management system (GMS). The GMS was implemented in FY19 and is operated, and maintained through AGATE Software, Inc. Several enhancements were added in FY20 to facilitate better reporting and data collection.



## **Impaired Driving**

### **Program Area Goal**

#### **C-5) Alcohol Impaired Driving Fatalities**

*Goal Statement: Limit increase in alcohol-impaired driving fatalities from **141** (2015-2019) to **144** (2016-2020).*

### **Program Area Results**

The alcohol-related five year moving average is **140** for 2015-2019. The chart on page 21 shows the 5 year moving average trend of Arkansas' alcohol-related fatalities. Arkansas alcohol related fatalities are currently at 25% of total fatalities for 2019 with the National average at 30%. The preliminary alcohol-related fatality rate is estimated at .35 per 100 MVMT (2019).

During FY20 the AHSO employed strong media campaigns in conjunction with sustained high visibility enforcement efforts involving law enforcement at all levels across the state along with a DWI Court initiative involving 14 District Courts.

Since 2012 DWI arrests and convictions have been on the decline. The AHSO continued to initiate additional strategies to counter this problem in 2019. Some of the strategies included:

- Adding additional local agencies to enforcement efforts via mini-STEPs
- Increasing communication among DWI Courts and Judges
- Utilizing DWI Court Judges to increase awareness and educate Judges

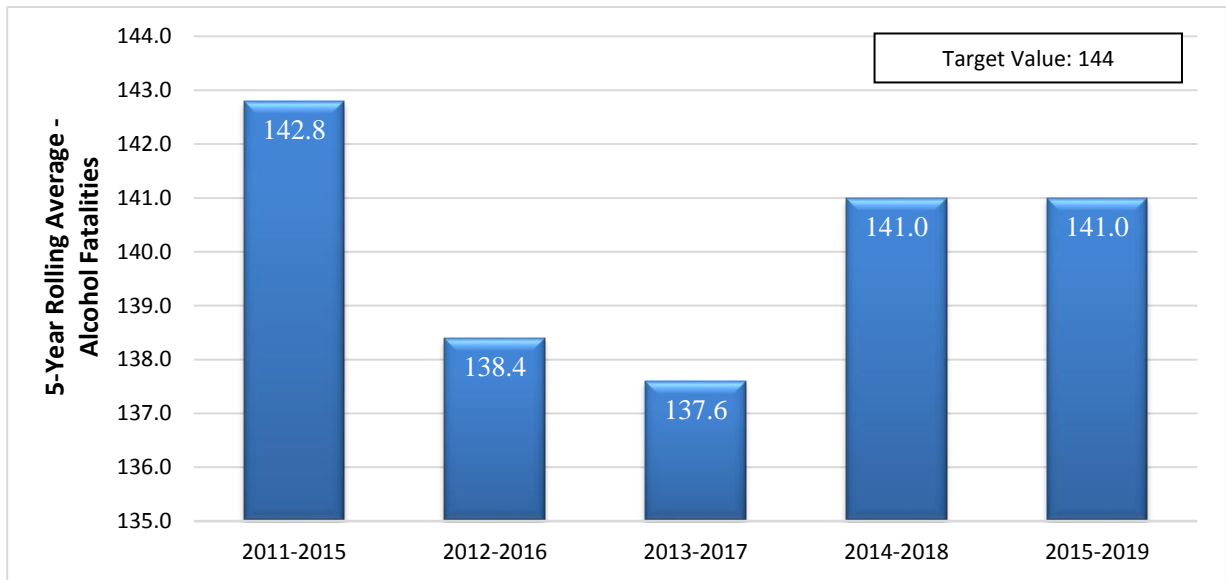
In 2020 the AHSO along with the Impaired Driving Prevention Task Force (IDPTF) conducted a review of the impaired driving problem in the State to develop strategies that can be measured collectively as a group and to plan for implementation of those strategies. The IDPTF continued work on an Impaired Driving Blueprint for Arkansas. The COVID 19 pandemic stalled improvements on this project but it is a continuing effort.

Agencies that participated in the DSGPO mobilizations worked a total of 2,947 hours.

- National Winter DWI Mobilization - December 11, 2019 - January 1, 2020
- State July 4<sup>th</sup> Holiday DWI Mobilization - June 26 - July 5, 2020
- National Labor Day DWI Mobilization - August 21 – September 7, 2020

## ALCOHOL RELATED FATALITIES AND RATES

### ALCOHOL-RELATED FATALITIES



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

### Project Results (Impaired Driving)

#### Judicial Training

**Planned Activity: AL-2020-01**

#### **Sub-recipient(s): Administrative Office of the Courts**

**Administrative Office of the Courts (AOC)** provided a virtual training seminar September 16-17, 2020 for approximately 45 Arkansas district court judges. The course "Special Traffic Topics for Arkansas" was taught by faculty from National Judicial College. Lecture topics included the latest developments in traffic law as well as issues in Search and Seizure and the Traffic Stop, DRE's and Marijuana and Ethics. In addition, eight judges and one judicial branch administrator attended the American Bar Association Traffic Court Seminar from March 9 -11, 2020 in New Orleans, LA.

## **TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING**

**Planned Activity: AL-2020-02**

**Sub-recipient: Criminal Justice Institute**

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all impaired driving laws. 502 law enforcement officers completed the SFST/TOPS training in accordance with NHTSA's curriculum. In addition, 80 officers received SFST refresher training. 137 officers completed ARIDE training. One DRE school was completed with 16 officers being certified.

## **TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM**

Mass Media Campaigns

**Planned Activity: AL-2020-03**

**Sub-recipient: Arkansas Broadcasters Association**

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 \$716,027.43. This represents a dollar return in donated airtime of over 9 times the contract amount of \$75,000.

## **STATE-FUNDED ALCOHOL SAFETY EDUCATION PROGRAMS**

**Planned Activity: AL-2020-04**

**Sub-recipient: AR Department of Human Services - DASEP**

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

## **STATEWIDE PUBLIC INFORMATION AND EDUCATION**

Mass Media Campaigns

**Planned Activity: AL-2020-05**

(See Media Report Section)

## **LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

**Planned Activity: AL-2020-06**

**Sub-recipient(s): Law Enforcement Agencies**

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

In FY20 31 local STEPs and 26 mini-steps participated in national and state DWI mobilizations. There were 191 DWI/DUI arrests by local STEPs (ASP data not included) and 411 DWI/DUI arrests by mini-STEPS.

## **STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

**Planned Activity: AL-2020-07**

**Sub-recipient(s): Arkansas State Police**

The **Arkansas State Police (ASP)** participated in the State and National "Drive Sober or Get Pulled Over" campaigns as well as providing sustained enforcement during FY 20. The ASP worked over 890 hours on DWI/DUI enforcement that resulted in 84 arrests.

## **MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)**

(Short-term, high visibility/ DWI/DUI enforcement-local)

**Planned Activity: AL-2020-08**

**Sub-recipient(s): Local Law Enforcement Agencies**

There were a total of 52 local mini-step projects registered in FY 20. Thirty-four (34) of these with executed contracts. Data for mini-STEP enforcement efforts is shown below. These Mini-STEPS made 411 DWI arrests during the National Winter DWI Mobilization, the State July 4<sup>th</sup> Holiday DWI Mobilization and the National Labor Day DWI Mobilization.

## **BAC INTOXIMETER AND BLOOD TESTING TRAINING PROJECT**

**Planned Activity: AL-2020-09**

**Sub-recipient: Arkansas Department of Health - OAT**

The AHSO provided funding for several conferences as listed below, however due to the COVID 19 pandemic most of these conferences were either cancelled or held virtually. Staff were able to attend the conference in Indiana. Funding was provided for the following in FY2020.

Three OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in Charleston, South Carolina in May 2020. The instruction was intended to cover user maintenance and national perspective and results. **Cancelled**

Two OAT staff members to attend the annual meeting of the International Association for Chemical Testing in Tucson, AZ in Spring, 2020 to cover fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance. **Cancelled**

One OAT staff member to the 2020 Lifesavers Conference in Tampa, FL in March 2020. This training covers Highway Safety topics from a national perspective. **Cancelled**

The purchase of 70 tanks for use in the Intoximeter EC/IR II to be used by law enforcement agencies in Arkansas. **Purchased**

Purchase of one (1) year maintenance agreement for the Agilent 7890B Gas Chromatography system used to analyze legal samples for alcohol in DWI cases. **Purchased**

Blood kit consumables for alcohol and drug testing to be used by law enforcement agencies statewide for submission of samples to OAT or the Crime lab. **Purchased**

State AIIPA membership for OAT staff. **Purchased**

Two (2) OAT staff to the University of Indiana Center for Studies of Law in Action 7-day course in alcohol testing and traffic safety forum, in December 2020. **Attended**

Four (4) OAT staff to the Intoximeters Users Group Meeting in Vermont in August 2020. **Cancelled**

Three (3) OAT staff to attend training on theory and maintenance for the Intoximeter EC/IR II in Spring 2020. **Cancelled**

Purchase of 15 Guth Simulators and nine (9) computers equipped to run Windows 10 to allow OAT personnel to participate in remote video court testimony.  
**Purchased**

Funds to upgrade existing Intoximeters used in Arkansas for DWI testing.

### **LAW ENFORCEMENT TRAINING ACADEMY BAT & SOBRIETY CHECKPOINT MOBILE TRAINING**

**Planned Activity: AL-2020-10**

**Sub-recipient: Black River Technical College**

**The Mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, Support and Training project with the Black River Technical College,** Law Enforcement Training Academy in Pocahontas, AR. The BAT Sobriety Checkpoint Mobile Training Project offered law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During FY20, the project trained 255 law enforcement officers. The BAT mobile was utilized in 36 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints to raise awareness regarding the crime of impaired driving. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The project conducted 6 public school events and 7 public events in communities throughout the state.

### **STATEWIDE LAW ENFORCEMENT LIAISONS**

**Planned Activity: AL-2020-11**

**AHSO**

The AHSO LEL continued to promote and recruit law enforcement agencies to participate in traffic safety mobilizations and to network with other states to promote activities.

### **COURTROOM MONITORING PROGRAM**

**Planned Activity: AL-2020-12**

**Sub-recipient: Mothers Against Drunk Driving (MADD)**

The project was implemented in January 2019. Two staff members were hired by the MADD Director and 5 counties designated for court monitoring in 15 judicial circuits with emphasis on counties ranking highest for alcohol/drug related crashes involving fatalities or injuries. The counties targeted for court monitoring included: Garland, Phillips, Jefferson, Pulaski and Washington. On May 28, 2020, MADD notified the AHSO that its operations would end June 30, 2020. In a letter to Arkansas Governor Asa Hutchinson dated June 30, 2020, MADD National Chief Executive Officer Adam W. Vanek explained the primary reason was the Arkansas General Assembly's restriction of a maximum \$10 fee per Victim Impact Panel (VIP) participant. According to Mr. Vanek, the \$10 mandated fee has forced MADD Arkansas to operate with a perennial deficit in excess of \$150,000 since 2012. He explained that as a nonprofit organization, this reimbursement structure was no

longer viable and that Coronavirus crisis had negatively affected fundraising in Arkansas. He said if the Arkansas General Assembly reconsidered the maximum VIP fee allowed MADD would be able to operate again in Arkansas. Meanwhile, MADD continues to serve victims online and through its 24/7 Victim Helpline. The AHSO is exploring other options to provide Court Monitoring in the state.

## **DWI COURTS**

**Planned Activity: AL-2020-13**

**Sub-recipient(s): See below**

Arkansas has fourteen formally trained and AOC recognized DWI courts. The implementation of these courts continues Arkansas' effort towards establishing a statewide DWI Court System. The AHSO 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 two of the three pilot DWI Courts: Independence County DWI Court and Garland County DWI Court. The Sherwood pilot DWI Court is self - sufficient. The HSO also provided funding for the continued training of eleven DWI Courts: Benton Co., Clark Co., Craighead Co., Crawford Co., Faulkner Co., Pulaski Co., Sebastian Co., South Arkansas Co., Van Buren Co., Saline Co., and Sherwood. One other Court, Jefferson Co., is operational.

## **STATEWIDE IN CAR CAMERA AND VIDEO STORAGE SYSTEM**

**Planned Activity: AL-2020-14**

**Sub-recipient(s): Arkansas State Police**

**The In-Car Camera and Video Storage Project with the Arkansas State Police** purchased the following equipment in FY 2020: Expenditures/Purchases eligible for the in-car camera system include:

- (50) In Car Camera DVR
- (50) In car front cameras
- (50) Hi-Fi Body Microphone and cradle
- (50) Remote Displays .
- (2) 400TB Storage Array

Travel: Train ASP IT personnel, decommission servers across state, and maintain equipment in the field (\$25,000)

- In-Car Camera Factory Installation Training
- Storage Array Installation Training
- Storage Array Administrator Training
- Server and equipment Maintenance

The system provides reliable archiving and instant recall of video data to facilitate apprehension and prosecution of DWI/DUI violators, improve the trooper's ability to testify in court and increase drunk driver conviction rates. The storage system is linked to and shares data with eCite.

## **MOTOR VEHICLE CRASH TOXICOLOGY TESTING**

**Planned Activity: AL-2020-15**

**Sub-recipient(s): AR State Crime Lab**

**The Toxicology Testing of MVC Samples Project with the Arkansas State Crime Lab** purchased the following equipment, supplies and services to conduct testing in laboratories at Little Rock and Lowell, AR:

- Five units of pipettes at \$1,000.00 each (at a total cost of \$5,000)
- Drug standard kits (at a total cost of \$30,000)
- Immunoassay kits (for a total cost of \$54,895)
- One (1) immunoassay systems (at \$49,050 each)

This equipment allows the Crime Lab to perform toxicology testing on blood and urine samples. The lab reports these results to the Fatality Analysis Reporting System (FARS) and the State Traffic Analysis Reporting System (TARS)

## **TRAFFIC SAFETY RESOURCE PROSECUTOR**

Drug Impaired Driving Laws   Education on Medication

**Planned Activity: AL-2020-16**

**Sub-recipient: Office of the Prosecutor Coordinator (OPC)**

Due to funding issues related to this agency's policies regarding reimbursement based grants, the AHSO has been unable to implement this program. The OPC will continue to provide the same training and resources they have provided in the past. through a state-funded part time TSRP.

## **ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM MANAGEMENT**

**Planned Activity: AL-2020-17**

**Sub-recipient: Arkansas State Police**

This task provided program management for projects within the Alcohol and other Drug Countermeasures area through program planning, oversight/monitoring, evaluation, coordination and staff education and development including expenses for the continued development, expansion, and enhancement of a state electronic grants management system (GMS). The AHSO's GMS was developed and is operated, and maintained through AGATE Software Inc.



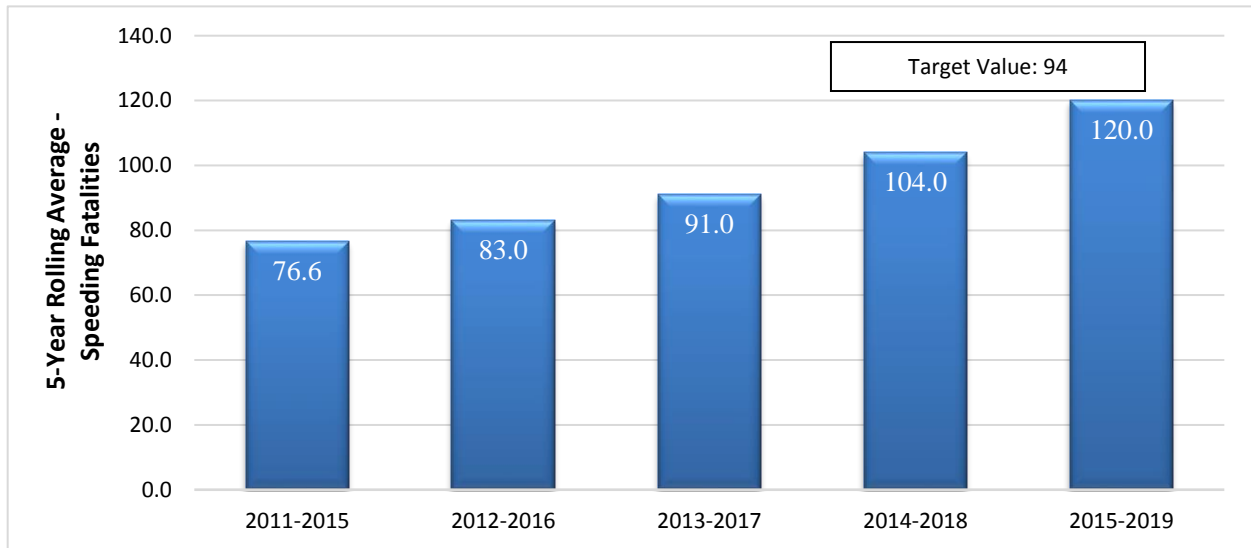
## AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	ALCOHOL-RELATED FATALITIES
AGENCY	2018
Benton County Sheriff's Office	5
Benton Police Department	1
Bella Vista Police Department	0
Bryant Police Department	0
Conway Police Department	2
Dardanelle P.D.	0
Eldorado P.D.	0
Fayetteville Police Department	1
Fort Smith Police Department	1
Harrison Police Department	0
Hope Police Department	1
Hot Springs Police Department	4
Garland County Sheriff's Department.	8
Jonesboro Police Department	2
Marion Police Department	0
Miller county Sheriff's Office	3
Mountain Home Police Department	0
North Little Rock Police Department	1
Osceola Police Department	0
Paragould Police Department	0
Rogers Police Department	0
Saline County Sheriff's Office	1
Searcy Police Department	1
Siloam Springs PD	0
Sherwood Police Department	2
Springdale Police Department	2
St. Francis County Sheriff's Office	0
Texarkana Police Department	0
Trumann Police Department	0
Van Buren Police Department	0
Washington County Sheriff's Office	4

## **Speed Enforcement**

### **Speeding Related Fatalities**

**Goal Statement:** *Decrease speeding related fatalities from 120 (2015-2019) to 94 for (2016-2020).*



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

### **Program Area Results**

Sixty-six Selective Traffic Enforcement Projects 33 (STEPS) and 34 Mini-STEPS with local law enforcement and one statewide with the Arkansas State Police were implemented during FY20. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. As previously shown, there were 3,993 speed citations and 11,279 speed warnings issued by the local STEPs and mini-steps. The ASP issued 16, 610 speed citations and 9,539 speed warnings for the year. This is an increase from the previous year.

According to FARS data, over the last five years (2015 – 2019) there have been 598 fatalities recorded as speed-related, this accounts for 22.4% of the total number of traffic-related fatalities (2,661) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and have continued to rise. Currently speed fatalities are at 132 for 2019.

The state continues to work with law enforcement and remains vigilant in addressing and enforcing speed. The chart below shows the speeding related crashes in Arkansas counties for 2014-2018. County specific data is not yet available for 2019.

COUNTY	2014	2015	2016	2017	2018
ARKANSAS	9	8	10	6	24
ASHLEY	26	25	28	21	39
BAXTER	46	40	55	68	83
BENTON	228	202	259	301	374
BOONE	19	43	43	61	52
BRADLEY	2	7	13	29	19
CALHOUN	4	7	6	10	7
CARROLL	47	58	49	44	65
CHICOT	6	9	7	10	4
CLARK	37	68	86	82	82
CLAY	4	3	7	10	9
CLEBURNE	35	32	38	31	25
CLEVELAND	3	11	27	27	26
COLUMBIA	21	21	24	22	31
CONWAY	41	34	34	45	50
CRAIGHEAD	184	184	194	199	282
CRAWFORD	133	145	118	118	129
CRITTENDEN	74	53	65	98	108
CROSS	19	18	15	17	32
DALLAS	6	11	15	36	25
DESHA	5	5	8	5	6
DREW	14	17	12	17	12
FAULKNER	130	119	168	202	226
FRANKLIN	34	60	62	62	54
FULTON	23	22	39	39	19
GARLAND	160	142	224	227	242
GRANT	20	38	39	28	22
GREENE	28	38	50	37	52
HEMPSTEAD	35	49	55	55	61
HOT SPRING	54	52	82	85	137
HOWARD	2	6	2	8	6
INDEPENDENCE	33	72	91	82	125
IZARD	10	13	19	18	10
JACKSON	24	12	41	32	37
JEFFERSON	56	59	44	58	77
JOHNSON	48	39	37	33	58
LAFAYETTE	0	5	5	4	5
LAWRENCE	4	9	14	24	27
LEE	4	10	13	5	6
LINCOLN	11	13	3	7	15
LITTLE RIVER	8	7	14	6	10
LOGAN	6	14	28	22	18
LONOKE	81	114	109	110	149
MADISON	17	25	45	56	69
MARION	20	30	19	7	19
MILLER	45	51	108	79	90
MISSISSIPPI	41	31	44	62	77
MONROE	10	5	2	6	0
MONTGOMERY	5	8	12	13	22
NEVADA	7	20	18	32	37

NEWTON	12	10	38	40	33
OUACHITA	11	16	20	29	48
PERRY	3	11	7	11	13
PHILLIPS	8	12	13	16	20
PIKE	14	9	9	9	13
POINSETT	18	17	20	48	35
POLK	24	22	30	39	26
POPE	80	68	36	64	69
PRAIRIE	10	4	14	19	14
PULASKI	492	588	874	792	1058
RANDOLPH	10	21	15	21	33
SALINE	179	203	224	176	199
SCOTT	7	4	3	11	15
SEARCY	17	14	27	21	18
SEBASTIAN	106	130	75	137	98
SEVIER	10	21	22	18	17
SHARP	9	16	7	12	13
ST FRANCIS	38	70	68	89	80
STONE	4	7	10	3	34
UNION	31	48	61	56	59
VAN BUREN	20	16	12	19	24
WASHINGTON	282	323	366	395	510
WHITE	60	90	149	102	120
WOODRUFF	0	3	1	2	3
YELL	11	12	21	22	16
TOTALS	5,349	3,799	4,622	4,807	5722

## **SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

High Visibility Enforcement

**Planned Activity: SC-2020-01**

**Sub-recipient(s): Local Law Enforcement Agencies**

Thirty-three Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY20. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. A total of 3,993 speed citations and 11,279 speed warnings were issued by all STEPs in FY20.

## **SELECTIVE TRAFFIC ENFORCEMENT PROJECT**

High Visibility Enforcement

**Planned Activity: SC-2020-02**

**Sub-recipient: Arkansas State Police (ASP)**

The **Arkansas State Police (ASP)** provided sustained enforcement during FY20. The ASP issued a total of 16,610 speed citations and 9,539 speed warnings to facilitate detection and removal of speeding drivers from highways.

## **MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)**

(Short-term, high visibility/ Speed enforcement-local)

**Planned Activity: SC-2020-03**

**Sub-recipient(s): Local Law Enforcement Agencies**

There were 34 local mini-step projects in FY 2020. These Mini-STEPS issued 553 speed citations and 481 speed warnings.

## **STATEWIDE PUBLIC INFORMATION AND EDUCATION**

Public Information Supporting Enforcement

**Planned Activity: SC-2020-04**

**Sub-recipient: CJRW**

See Media Report

## **Program Area Goal Traffic Records**

The goals of projects funded in the Traffic Records Program for 2020 were:

- Increase the # of agencies using eCrash (real-time) from 203 in 2019 to 230 in 2020
- Increase the # of courts using Contexte (real-time) from 87 in 2019 to 94 in 2020

## **Program Area Results**

Efforts to reduce the backlog and improve the accuracy of Arkansas' crash data continued. There are currently several efforts in place to reduce the backlog. The first involves an outsourced agreement with the University of Arkansas to perform data entry. The number of crash reports reviewed has grown substantially since January 2020. There are now ten part-time people at the University of Arkansas and two full time in-house AHSO personnel who input around 350 crash records per week. This number is steadily improving -recently 567 for one week in December. There was also an increase in the data entered by troopers and other local law enforcement agencies through eCrash. This live data entry has further assisted in streamlining the system. Currently, 263 agencies are using eCrash, with an additional 10 trained as of November 1, 2020.

In 2019, the count for submitted paper crash reports was 14,362 of which 7,242 have been entered. For 2020, the total number of crashes both manually entered and electronically submitted to the crash database is incomplete.

Section 405(c) Traffic Safety Information System Improvement Grant funds were utilized to incorporate and maintain eCrash and continue maintenance of NEMSIS compliance. **A total of 112 courts (76 circuit courts and 36 District Courts) are using Contexte.**

### **eCite and eCrash**

All troops at Arkansas State Police now utilize the electronic citation system (eCite) and electronic crash reporting system (eCrash). Court clerks are now able to receive citations electronically. A third RFP to assist local law enforcement agencies with equipment and facilitate their participation in these systems resulted from a partnership with the Arkansas Department of Transportation (ArDOT). ArDOT provided additional funding in the amount of 2.17 million in HSIP funds. The additional funding has further facilitated the deployment of eCrash/eCite throughout the state. To date approximately 40 agencies have applied for equipment to facilitate getting onto the eCrash system.

## **Project Results (Traffic Records)**

### **TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) PROGRAM OPERATIONS**

**Planned Activity:** TR-2020--01

**Sub-recipient:** Arkansas State Police

Provided for retaining the services of a qualified firm to input crash data in a timely manner. The University of Arkansas at Fayetteville is contracted to enter crash data. It also provided for the operation of the TARS by the ASP including data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work.

### **TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) IMPROVEMENT PROJECT**

**Planned Activity:** TR-2020-02

**Sub-recipient:** Arkansas State Police

Provided for the acquisition of computer hardware, software, and peripherals needed for TARS improvements

### **ELECTRONIC TRAFFIC CRASH RECORD ENTRY SYSTEM PROJECT**

**Planned Activity:** TR-2020-03

**Sub-recipient(s):** ASP, Local Law Enforcement Agencies TBD

**The Arkansas State Police** continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is now the eCrash system developed by the University of Alabama. As of this date 263 local agencies and the Arkansas State Police are electronically submitting crash reports via eCrash. Fortunately COVID 19 has not impacted this area. Due to the effects of the pandemic there has been an increase in the number of agencies joining this system. It is anticipated this number could reach 280 agencies in 2021. Data Collection and Analysis is also a primary emphasis area in the SHSP and includes eCrash as well as other data collection methods and tools.

### **EMS DATA INJURY SURVEILLANCE CONTINUATION PROJECT**

**Planned Activity:** TR-2020-04

**Sub-recipient:** Department of Health – Office of EMS

**Department of Health-Office of EMS** continued the EMS Data Injury Surveillance Data Collection Project. The project provided maintenance of the data elements necessary for NEMSIS compliance. The state system currently uses NEMSIS 3.4.

## **ELECTRONIC CITATION SYSTEM**

**Planned Activity: TR-2020-05**

**Sub-recipient(s): Arkansas State Police, Local Law Enforcement Agencies**

The Arkansas State Police continued progress during 2020 towards implementation of an electronic citation system (eCite) which electronically captures and submits the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the violator and capture of citation data for timely reporting to various entities. The system also allows for submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and the Office of Driver Services. The Administrative Office of the Courts (AOC) has implemented eCite support into the court case management system. eCite is currently in use by all ASP troops. 137 local law enforcement agencies have been trained on eCite with 124 of those agencies currently "live".

## **TRAFFIC RECORDS PROFESSIONAL DEVELOPMENT**

**Planned Activity: TR-2020-06**

**Sub-recipient: Arkansas State Police**

Provided specified training for law enforcement and other highway safety professionals in matters related to traffic records along with continued crash investigation and reconstruction training courses.

## **TRAFFIC RECORDS PROGRAM MANAGEMENT**

**Planned Activity: TR-2020-07**

**Sub-recipient: Arkansas State Police**

Provided for the administration of the Traffic Records Program and support for other program areas. Funding provided for the necessary staff time, travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program. Funding also provided for continued training in the administration of computer systems software and eGrant operations.



## **Roadway Safety**

Funding was provided for specified training to highway safety professionals in matters of roadway and rail-highway safety.

### **Project Results (Roadway Safety)**

#### **PROFESSIONAL DEVELOPMENT**

**Planned Activity: RS-2020-01**

**Sub-recipient: Arkansas Department of Transportation (AR DOT)**

This project provided resources to allow personnel from ARDOT to attend safety conferences and workshops. Attendance at these meetings allowed for networking with other transportation agencies to assess cost effective strategies to reduce highway fatalities and injuries. The COVID19 Pandemic resulted in some of these training conferences being cancelled.. Staff attended the following virtual conferences at no cost during 2020.

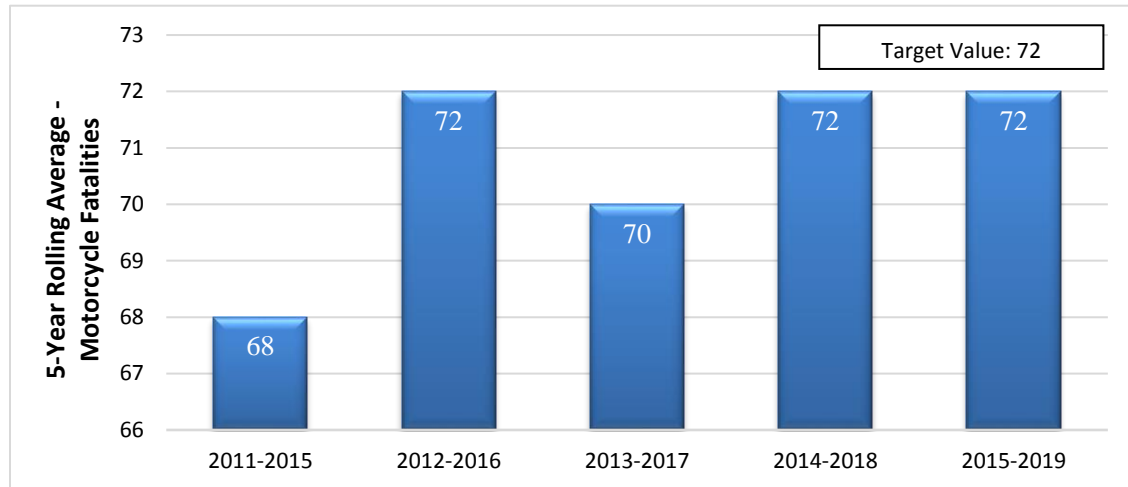
AASHTO Committee on Safety Conference in May 2020  
Traffic Records Forum Conference in August 2020.

## **Motorcycle Safety**

### **Program Area Goal**

#### **C-7) Motorcyclists Fatalities**

**Goal Statement:** Maintain motorcyclist fatalities at 72 (2015-2019) to 72 (2016-2020).

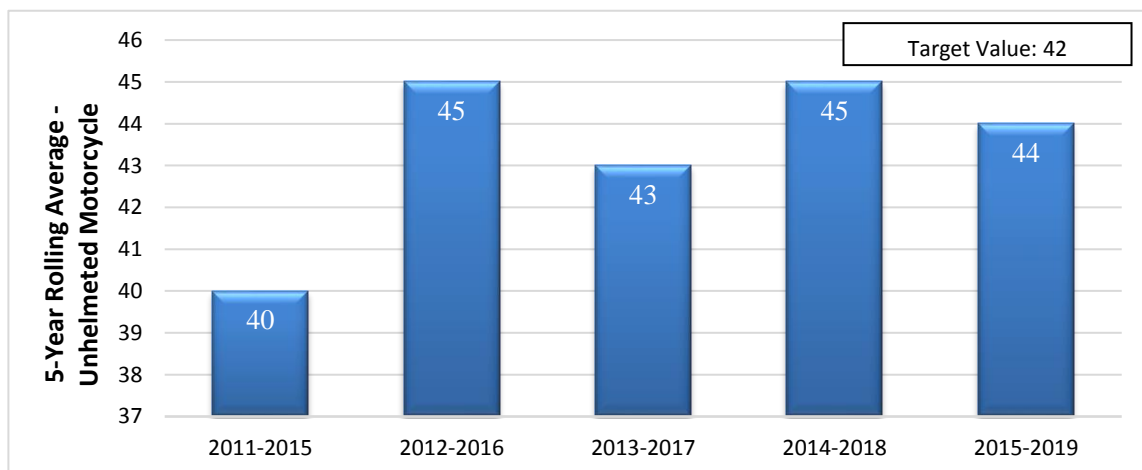


\*

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

#### **C-8) Unhelmeted Motorcyclists Fatalities**

**Goal Statement:** Reduce un-helmeted motorcyclist fatalities from 44 (2015-2019) to 42 (2016-2020).



Arkansas' Motorcycle fatalities were at 66 for 2018 and 64 for 2019. They account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and only requires helmets for motorcyclists age 21 or younger. In 2019, 50% of all motorcyclist fatalities were not helmeted as opposed to 2018 with 68% unhelmeted. The chart below shows the number of motorcycle crashes for the 2019 and the crashes involving an impaired driver.

County	Number of Registered Motorcycles	# of MMC involving another motor vehicle	# of MMC involving an impaired operator		County	Number of Registered Motorcycles	# of MMC involving another motor vehicle	# of MMC involving an impaired operator
Arkansas	1563	2	0		Lee	201	0	0
Ashley	782	0	0		Lincoln	418	0	0
Baxter	4003	6	0		Little River	596	1	0
<b>Benton</b>	<b>18229</b>	<b>40</b>	<b>2</b>		Logan	2035	1	0
Boone	2988	13	0		Lonoke	5027	8	0
Bradley	379	0	0		Madison	1054	7	1
Calhoun	184	0	0		Marion	1375	3	0
Carroll	2259	4	0		Miller	2006	6	1
Chicot	304	0	0		Mississippi	1340	4	0
Clark	808	1	0		Monroe	270	0	0
Clay	721	0	0		Montgomery	622	1	0
Cleburne	2008	6	0		Nevada	325	1	0
Cleveland	318	0	0		Newton	584	7	0
Columbia	984	1	0		Ouachita	1129	5	0
Conway	1206	2	0		Perry	589	0	0
Craighead	4204	18	0		Phillips	466	0	0
Crawford	4362	8	0		Pike	589	0	0
Crittenden	1574	3	0		Poinsett	949	4	1
Cross	603	1	0		Polk	1496	2	0
Dallas	245	0	0		Pope	3360	10	0
Desha	314	0	0		Prairie	344	0	0
Drew	601	2	0		<b>Pulaski</b>	<b>13641</b>	<b>77</b>	<b>4</b>
Faulkner	6307	25	1		Randolph	936	0	0
Franklin	1082	5	0		St. Francis	591	2	0
Fulton	860	1	0		Saline	6978	22	0
<b>Garland</b>	<b>6590</b>	<b>39</b>	<b>1</b>		Scott	596	2	0
Grant	1044	2	0		Searcy	473	0	0
Greene	2445	16	0		<b>Sebastian</b>	<b>7943</b>	<b>39</b>	<b>1</b>
Hempstead	786	3	0		Sevier	684	3	0
Hot Spring	1967	2	0		Sharp	1165	2	2
Howard	466	1	0		Stone	966	2	1
Independence	1846	4	0		Union	1795	2	0
Izard	961	2	0		Van Buren	1094	3	1
Jackson	601	1	0		<b>Washington</b>	<b>12681</b>	<b>49</b>	<b>0</b>
Jefferson	2348	3	0		White	4082	8	0
Johnson	1517	5	0		Woodruff	220	1	0
Lafayette	296	0	0		Yell	1086	4	0
Lawrence	894	3	0					

## Project Results (Motorcycle Safety)

The Motorcycle Safety Motorist Awareness Campaign, “Look Twice for Motorcycles, Share the Road” activity is shown in the Paid Media Reports on pages 78-83.

### **MOTORIST AWARENESS CAMPAIGN \* Other Driver Awareness of Motorcyclists \***

**Planned Activity: MC-2020-01**

**Sub-recipient(s): CJRW**

Provided funding for educational pamphlets, posters, radio and television ads etc. to promote motorcycle safety and awareness. Arkansas utilized statewide television and radio spots to promote an awareness of motorcycle safety and the dangers associated with the impaired operation of motorcycles. Efforts to deter impaired motorcyclists were made during the National Winter DWI Mobilization (DSOGPO); the National Labor Day DWI Mobilization (DSOGPO); and the July 4th holiday DSOGPO campaign in. The AHSO purchased advertising to include broadcast, cable, radio and online advertising in a majority of the counties with the most motorcycle crashes and crashes involving an impaired driver with emphasis on the top five counties.

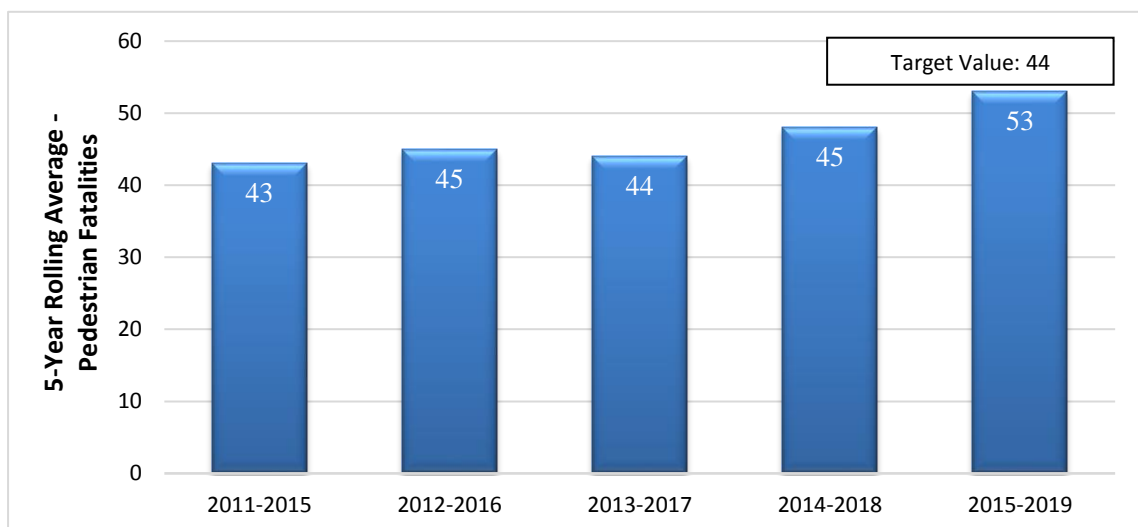
## Pedestrian/Bicyclist

### **Program Area Goals**

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

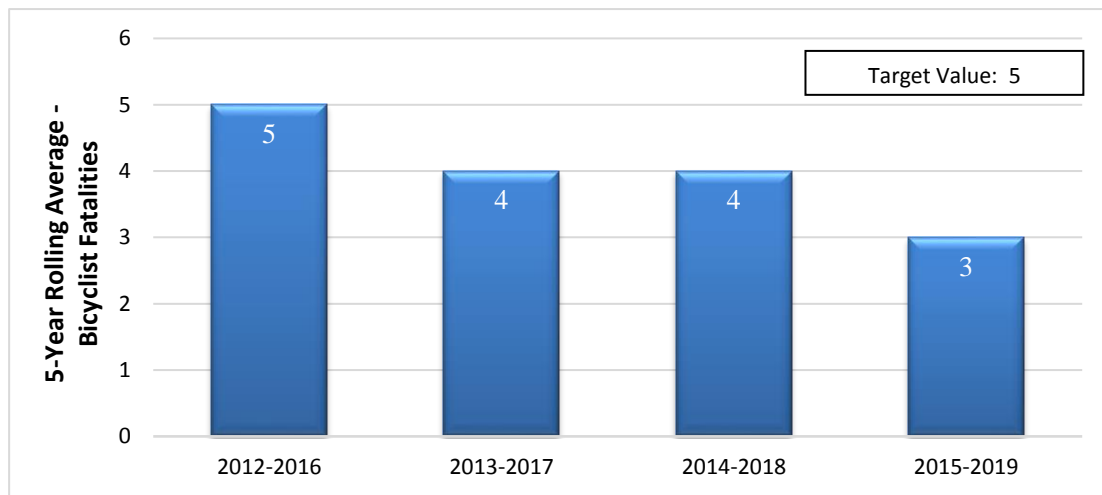
#### **C-10) Pedestrian Fatalities**

**Goal Statement:** Limit the increase in pedestrian fatalities from 53 (2015-2019) to 44 (2016-2020).



## C-11) Bicyclist Fatalities

**Goal Statement:** Hold the increase in bicyclist fatalities from 3 (2015-2019) to 5 (2016-2020).



### Program Area Results (Pedestrian/Bicyclist)

In 2016 there were 49 pedestrian fatalities. This number rose to 62 in 2018. Pedestrian fatalities were at 61 in 2019. This represents a five year average of 53 for 2015-2019 and approximately 12% percent of all motor vehicle fatalities for 2019. Bicyclist fatalities also fluctuated from 2014 to 2018. There were 3 bicyclist fatalities in 2015, 4 fatalities in 2018 and 3 in 2019 for a five year average of 3 for 2015-2019. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities are also a part of the emphasis of the “Toward Zero Fatalities” Campaign in conjunction with the Arkansas Department of Transportation (ArDOT) and the Arkansas Department of Health.

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

In addition to press-related activities, enforcement and educational efforts were planned to bring awareness to pedestrian and bicyclist safety. ARDOT began work on informational posters/brochures to be distributed in public areas around the state as part of the TZD initiative but this had to be delayed due to the COVID 19 pandemic. AHSO Program Managers continued work with law enforcement agencies in communities with pedestrian and bicyclist related fatalities and serious injuries to encourage them to be more proactive in pedestrian and bicyclist enforcement and overall safety issues.

The AHSO continued to work with law enforcement agencies throughout the state to encourage them to step-up pedestrian crossing enforcement and emphasize pedestrian safety in presentations and other educational events.

A target of 43 was set for pedestrian fatalities for 2015-2019 but unfortunately the pedestrian fatalities exceeded that number. Work continues on a plan for a media campaign focusing on education strategies and public service messages that will target school children on bicycle and pedestrian safety as well as utilizing public service messages and social media to increase awareness of the dangers of bicycle and pedestrian traffic on high volume roadways.

#### **PEDESTRIAN/BICYCLE PUBLIC AWARENESS CAMPAIGN**

**Planned Activity: PS-2020-02**

**Sub-recipient(s): ARDOT**

This project involved the development of a media campaign by ArDOT to focus on education strategies such as public service messages to target school children on bicycle and pedestrian safety as well as public service messages aimed at increasing awareness of the dangers of bicycle and pedestrian traffic on high volume roadways, and social media to educate the public on bicycle/pedestrian laws and safety. The implementation of this project was again delayed due to the COVID 19 pandemic but is planned to go into effect in FY21.

#### **STATEWIDE PUBLIC INFORMATION AND EDUCATION**

**Project Number: PS-2020-01**

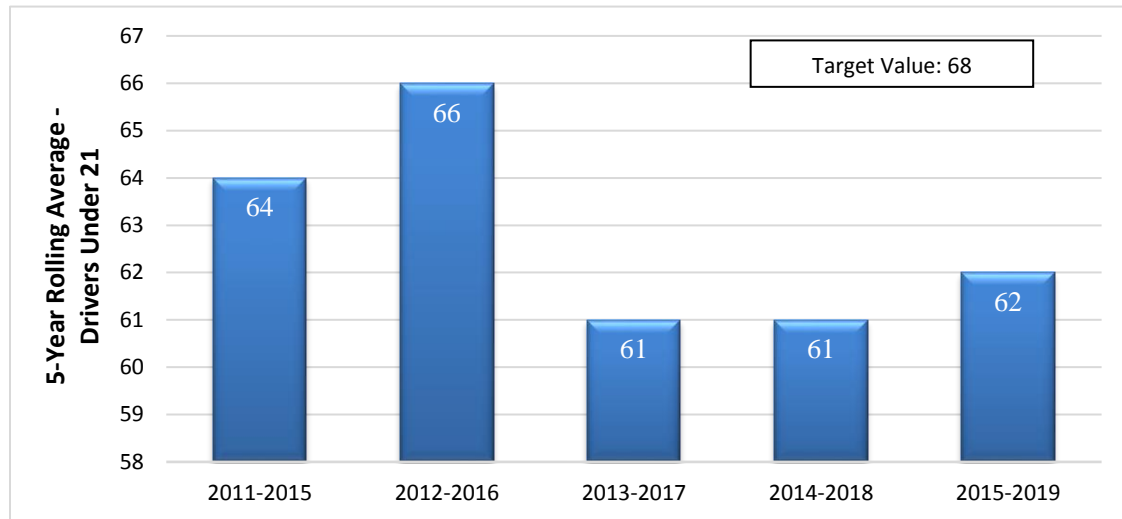
**Sub-recipient(s): CJRW**

Funding was provided to develop public information and educational materials promoting pedestrian and bicycle safety. This project is still under development and will be implemented in addition to the Pedestrian/Bicycle Public Awareness Campaign that is being developed by ArDOT (See above)

## **Teen Driver Program**

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

**Goal Statement:** Limit the number of drivers age 20 or younger involved in fatal crashes from 62 (2015-2019) to 64 (2016-2020).



### **Program Area Results**

In 2018 there were 60 drivers age 20 or younger involved in fatal crashes.. The five year average for 2015-2019 is 62. Since 2008 the AHSO has worked with the University of Arkansas for Medical Sciences and Arkansas Children's Hospital Injury Prevention Center to support statewide teen driving education, increase physician influence on motor vehicle safety, increase enforcement of teen driving laws, increase the use of graduated driving principles within families of young drivers and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. In 2020, "Arkansas Drive Smart Challenge - Battle of the Belt" continued a performance based educational peer-led program with an emphasis on raising teen seat belt use and knowledge of the state's Graduated Driver's License (GDL) in high schools. An existing teen driving safety coalition in Pulaski County continued as an advisory forum for accessing community resources, disseminating awareness and education on teen driving safety. Social media outlets Facebook and Twitter were used to increase the reach for the intended audience. Emphasis also included educating the public and legislators to promote a stronger GDL law.

## **Project Results (Teen Driver)**

### **TEEN DRIVER SAFETY PROJECT**

**Planned Activity: OP-2020-11**

**Sub-recipient(s): UAMS**

The University of Arkansas for Medical Science (UAMS), Arkansas Drive Smart/Battle of the Belt Project targeted eight counties in the state (Lonoke, Johnson, Crawford, Carroll, Stone, Jackson, Ouachita and Sevier) with low seat belt use rates. All 26 high schools were contacted and 15 participated in the peer led performance-based project. UAMS trained 254 students on how to implement activities in their school designed to promote seat belt use and knowledge of Arkansas' Graduated Driver Licensing (GDL). A total of 3,483 pre and post Observational surveys were conducted at each school prior to activity implementation. The schools were enrolled in the Spring of 2020 were not able to complete the project due to COVID19 interruptions.

UAMS also conducted three coalition safety meetings two in Northwest Arkansas and one in Pulaski County with 60 members in attendance; continued to address other parts of the state with classroom presentations to 7,112 students and distributed educational materials to coalitions, professionals and the general public; conducted educational and "Train The Trainer" presentations to 70 law enforcement officers and 303 medical students. An Arkansas specific safer teen driving website was discontinued as the target audience more readily utilizes Facebook and Twitter. These platforms were utilized to better reach the intended audience.

In the fall of 2019, the AR Challenge Leadership Conference expanded to include other partners for the first time, providing additional pertinent topics for teens such as tobacco & nicotine, suicide, and alcohol & drug prevention along with safer teen driving. Making it a holistic conference. A motivational speaker on leadership, who is also an attorney and businessman, set the tone for the day followed by experiential activities in leadership building skills. The leadership conference was both a success and well-received by both students and teachers who traveled to attend from across the state.

We quickly made the necessary adjustment to virtual meetings for both of our Building Consensus for Safer Teen Driving Coalitions due to the pandemic. We also made unprecedented virtual options for the AR Drive Smart/Battle of the Belt school program.

Five Safer Teen Driving ROADeOs were held with 400 participants, 60 community partners engaged, and 8 published traditional and social media messages.

We partnered with the Martin Luther King Commission for the first time in a community effort to keep students and teens safe. Over 100 families were served during this social distancing and masked community event.

Preparation began to launch a new social media account for the safer teen driving program on Instagram, DriveByTheRulesAR, which will officially launch in FY21.



## **Distracted Driving**

The AHSO realizes that Distracted Driving has become a major issue. During 2020 additional emphasis was placed on this area. Information on Distracted Driving was included during FY20 as part of several injury prevention projects, PI&E, the Comprehensive Occupant Protection and Injury Prevention Program and the UAMS “Arkansas Drive Smart/Battle of the Belt” Teen Project. The AHSO also partnered with Arkansas Drivers Services to get traffic safety messages out to the driving public at no cost to us. The DVM showed closed captioned television spots to coincide with mobilizations such as Distracted Driving, Drunk Driving, Speed and Seat Belt on their new large video screens at all 40 locations across the state.

Agencies were provided additional funding for this area during FY20 and encouraged to increase enforcement efforts throughout the year in addition to participating in the Distracted Driving mobilization. Data shows that enforcement efforts did increase resulting in an increased number of citations for Distracted Driving in spite of reduced enforcement due to COVID. The Citations issued for Distracted Driving by just agencies on eCite (Approximately 50% of AR total agencies) have steadily increased over the last 4 years.

<b>YEAR</b>	<b># of Citations</b>
2017	616
2018	1395
2019	1718
2020 thru Nov.	1679

Legislative efforts in the last session 2019 (92<sup>nd</sup> General Assembly) included two bills on distracted driving. The law on distracted driving was amended to make the use of handheld wireless devices while driving in a school zone and for young drivers a primary offense, to correct inconsistencies in the definition of distracted driving and comply with distracted driving requirements under federal law.

The fine for using a wireless device to transmit text-based communications in Arkansas is from \$50 to up to \$250 for the first offense with subsequent violations subject to a fine of not more than five hundred dollars. The fines are doubled if a person is involved in a collision while in violation of the law. The Arkansas State Driver’s License Exam also includes distracted driving questions.

Distracted Driving is identified as a primary emphasis area in the State Strategic Highway Safety Plan. Traffic safety partners on the SHSP Steering Group work together to incorporate information and education into awareness efforts with the goal to discourage unsafe driving decisions and improve traffic safety behaviors and culture. Arkansas would definitely benefit from a hands free law which hopefully will be considered in the FY21 legislative session.

## **Project Results (Distracted Driving)**

### **STATEWIDE PUBLIC INFORMATION AND EDUCATION**

**Planned Activity:** DD-2020-01

**Sub-recipient(s):** CJRW

Statewide public information and education promoted adherence to texting and cell phone laws. Components included educational materials and public service announcements (PSAs) to enhance other traffic safety projects. Assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), and diversity outreach and press events was also available. Media placements included television, radio, cinema, internet and print. See media Report.

### **LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEP)**

(High visibility/ sustained seat belt enforcement-local)

**Planned Activity:** DD-2020-02

**Sub-recipient(s):** Local Law Enforcement Agencies

Funding for selected cities and counties to conduct sustained selective traffic distracted driving enforcement projects.

### **STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEP)**

(High visibility/ sustained seat belt enforcement-local)

**Planned Activity:** DD-2020-03

**Sub-recipient(s):** Local Law Enforcement Agencies

Funding was provided for statewide selective distracted traffic enforcement through the Arkansas State Police.

## **PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2020**

### **Summary**

In FY2020, the Arkansas Highway Safety Office (AHSO) utilized paid and earned media as well as paid and organic social media to generate public awareness of the high visibility law enforcement mobilization efforts regarding impaired driving, occupant protection, and speed prevention to make sure drivers understand if they disobeyed these selected traffic safety laws, their chances of being caught by law enforcement are higher than ever. Paid media as well as paid and organic social media was used in an additional campaign for motorist awareness and education: motorcycle awareness.

The distracted driving campaign initially scheduled for April was pushed to run in October due to COVID-19. The National Click It or Ticket campaign initially scheduled to run in May around the Memorial Day holiday was pushed to run in November around the Thanksgiving holiday. AHSO also ran a scaled down version of the CIOT campaign in May due to Arkansas's seatbelt usage rate increasing.

The following seven media campaigns were publicized with paid and earned media using the national NHTSA taglines:

#### **Impaired Driving – “Drive Sober or Get Pulled Over”**

- December Holiday DWI Mobilization
- Fourth of July DWI Mobilization
- Labor Day DWI Mobilization

#### **Occupant Protection – “Click It or Ticket”**

- Thanksgiving Seat Belt Mobilization
- Memorial Day Seat Belt Mobilization

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

- June Awareness Mobilization

#### **Speed Prevention – “Obey The Sign or Pay The Fine”**

- July Enforcement Campaign

The AHSO worked with their advertising agency of record, CJRW, to develop a statewide media plan and purchase airtime, which included public awareness of law enforcement mobilization efforts as well as public information campaigns based on available data, budget and NHTSA recommendations. Media buys were designed to negotiate for a minimum of a one for one bonus for each ad purchased. The AHSO used television closed-captioned and radio ads in both English and Spanish, each airing during a mobilization or campaign. Strong enforcement themes were used to coincide with the law enforcement mobilizations.

#### **December 2019 Holiday Impaired Driving Mobilization Drive Sober or Get Pulled Over**

### **Paid Media Report**

### **Summary**

The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DSOGPO message. The total advertising budget utilized was \$210,000 with an added value received in bonus ads of \$99,767.

### **Enforcement Period**

- Enforcement will be carried out from December 13, 2019 to January 1, 2020

### **Advertising Period**

- Paid advertising will run in three flights:
  - Wednesday, December 11 – Sunday, December 15 (5 days)
  - Wednesday, December 18 – Sunday, December 22 (5 days)
  - Wednesday, December 25 – Wednesday, January 1, 2020 (8 days)
- Paid media will run on a Wednesday through Sunday flighting pattern; however, Monday and Tuesday may be purchased to take advantage of high-value opportunities. Added-value and bonus weight may air Monday through Sunday.

### **Creative Messages**

- There will be two independent messages and creative assets that will be supported during the Holiday impaired driving campaign:
  - Drive Sober or Get Pulled Over (alcohol) – 65%
  - If You Feel Different, You Drive Different. Drive High Get a DUI (marijuana/drug-impaired) – 35%

### **Geography**

The campaign will be statewide in scope. Concentrate media funds in the state's major metropolitan markets to reach the greatest number of Arkansans.

#### **A. Primary Markets**

Little Rock  
Fort Smith  
Fayetteville  
Jonesboro  
Texarkana  
Hot Springs  
El Dorado

#### **B. Secondary Markets**

Conway  
Helena/West Helena

### **Media Strategies & Tactics**

#### **A. Media Strategy**

The primary media strategy was to continue to generate frequency in order to influence behavioral change. Our goal was to reach 31% of the male audience

at the 8+ frequency level with measured media over the three-week flight period.

## **B. Media Tactics**

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

### **1. Broadcast TV will provide the greatest reach opportunity**

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

**a. Dayparts Mix:** News 30%, Prime/Sports 55% and Late Fringe 15%

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

#### **c. Recommended Broadcast Programming:**

Survivor Finale, Tonight Show with Jimmy Fallon, NFL Games, Jimmy Kimmel, Shark Tank, WWE Smackdown Live, Great Christmas Light Fight, iHeartRadio Jingle Ball 2019, The Masked Singer Finale, Saturday Night Live, Premiere Boxing Championship Special, Family Guy, College Bowl Games, The 88<sup>th</sup> Annual Hollywood Christmas Parade, NCAA and NBA Basketball

- Local news was purchased to reach the mass audience.
- Live sports airing within our flight period played an important part of the TV buys due to the large reach potential to our target demo of young males.
- Nielsen ratings data allowed us to determine the top-rated broadcast stations and programs in each market.
- Univision and Telemundo were purchased in markets where available to reach the Hispanic audience.

### **2. Cable TV extended reach and build frequency.**

In order to best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 were selected according to current MRI data\*.

- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20% more likely to watch this network than the general population.

- These networks include:

- Cartoon Network/Adult Swim (167/316)
- Comedy Central (231)
- ESPN (145)
- ESPN2 (145)
- ESPNU (171)
- Fox Sports 1/2 (159/174)
- FX (160)
- MLB Network (141)
- MTV (162)
- Nick at Nite (137)
- NBA TV (203)
- NFL Network (200)
- Paramount (150)
- TeenNick (186)
- TruTV (154)
- VH1 (131)

\*Every cable system does not insert advertising on all of these networks.

- Increased frequency during Adult Swim on Cartoon Network (10p.m. - 3a.m.) which always gets pegged as “stoner humor” to reach young males that are recreational marijuana users.
- Other networks will be included that have programming with high viewership such as History (Forged in Fire), Discovery (Gold Rush) and A&E (Live PD).

### 3. **Radio increased reach created by television while generating higher levels of frequency.**

Since this medium reaches people in their cars, it can be an effective tool to remind drivers and passengers alike of the dangers of impaired driving. Edison Research shows that 82% of Adults 18+ who have driven/riden in a car in the past month utilized AM/FM radio.

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

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

- **Live Endorsements** – Utilizing local radio personalities on top-rated Little Rock stations delivered the *Drive Sober* and *Driving High* messages with live reads that will generate impact and awareness. We also encouraged DJs to incorporate the important messages into their social networking to create even more impact.
- **Spanish Radio** was purchased to reach the Hispanic male audience.

4. **Digital advertising expanded reach of the *Drive Sober* and *Driving High* messages in a medium where the target audience spends a significant amount of time.** According to the latest MediaMark Research Intelligence data, males 18-34 are more frequent and active internet users than any other age group. Specific digital strategies are detailed below:

- Utilizing a **digital ad network** allowed us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Men 18-34. 15-second pre-roll video ads across mobile, tablets and desktop are recommended to maximize impact and awareness of the *Drive Sober* and *Driving High* messages. Targeting tactics were integrated to reach relevant audiences based on their known recent mobile footprint (i.e. bars, restaurants, clubs, liquor stores, etc.). This allows us to engage with our target when they are out socializing and intercept them with the *Drive Sober* and *Driving High* messages. Companion banners will be included as added-value. Approximately 615,000 impressions will be generated over the course of the campaign.
- **Connected TV** – Among adults ages 18-34, 53% watch video on a TV via a connected device daily according to a 2Q '19 Leichtman Research Group study. With connected TV, the *Drive Sober* and *Driving High* messages was delivered to our target when they are streaming TV shows, videos and movies via PlayStation Vue, Roku, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 195,000 impressions ran during the campaign.
- **Digital Audio** is consumed widely across all age groups. It has particularly strong usage in the 18-34 age group at 85% listen to streaming audio monthly according to 2018 Edison Research's Infinite Dial. Approximately 575,000 impressions were generated from the below recommended plan for audio streaming.
  - **Pandora**, the most popular streaming music service, reaches 6 out of 10 people aged 18-34.
  - Pandora has teamed up with **Soundcloud**, another streaming music platform, which helped extend our reach within a quality, brand safe environment.
  - Pandora and Soundcloud offer the opportunity to reach our target via **Podcasts**. Podcast listening has increased in all age categories, but it has seen the biggest uptick among younger adults. 46% of the total podcasting audience is between 18 and 34 years old.
  - Utilized Pandora and Soundcloud to reach Hispanic Adults 18-34 in AR with the Spanish radio spot.
  - **Spotify**, another streaming giant, was recommended to further expand our reach and build frequency to those who listen to both radio and a

streaming service. Spotify has the most youthful user base of all streaming services with 55% of users are aged 18-34 according to Verto Analytics.

- **Sports Fans** – We recommended purchasing a mix of banners and pre-roll on the ESPN website and app. The ads were geo-targeted to Arkansas and reach sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 285,455 impressions.
- **Hispanic Websites** – *Drive Sober* and *Driving High* banners in the Spanish language were placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision) and LaPrensaNWA.com to reach the Hispanic community digitally.

**5. Cinema advertising engaged a large captive audience and extended the reach of the *Drive Sober* and *Driving High* messages in a distraction-free environment.**

- According to Nielsen data, engagement doubles among audiences exposed to ads on both cinema and TV.
- We recommended utilizing NCM to run :15 or :30 commercials in six select theaters and across 76 screens for a three-week period. We were able to secure a spot in “National Segment 1” which is the closest possible ad space to the main feature. The holiday cinema plan delivered over 136,689 impressions during the premiere releases of highly anticipated blockbusters like *Jumanji: The Next Level*, *Star Wars: The Rise of Skywalker* and *Mob Town*.
- As added-value, NCM ran over 85,000 impressions across lobby screens to reinforce the on-screen campaign.
- Cinema advertising was included on NHTSA’s holiday campaign; however, the theaters we are recommending are not part of the national cinema effort.

**Media Weekly Weight Levels - 3 flight periods**

- Wednesday through Sunday flighting pattern

**A. Television**

100 GRPs in Little Rock and Ft. Smith/Fayetteville  
75 GRPs in Jonesboro  
10 units on Univision and Telemundo

**B. Cable**

150 units in Little Rock  
50 units on DirecTV (Central AR)



125 units in Ft. Smith/Fayetteville and Texarkana  
 100 units in Jonesboro, Hot Springs, Conway and El Dorado  
 15 weekly units on Hispanic network Galavision

**C. Radio**

100 GRPs in Little Rock  
 75 GRPs in Ft. Smith, Jonesboro, Fayetteville, Hot Springs, El Dorado and Texarkana  
 12-14 weekly units in Conway and Delta Region  
 50 weekly spots on Hispanic stations (across 4 stations)

***Budget Summary***

***By Medium:***

Drive Sober or Get Pulled Over - \$210,000 total paid media budget

Television: 39% (\$81,536)  
 Cable: 14% (\$28,500)  
 Radio: 22% (\$47,480)  
 Hispanic: 7% (\$14,600)  
 Online: 13% (\$28,200)  
 Cinema: 5% (\$9,684)

**Total: 100%**

**By Market**

**Actual Expenditures \$210,000**

Little Rock: \$74,956  
 Fort Smith/Fayetteville: \$48,107  
 Jonesboro: \$22,011  
 Texarkana: \$9,110  
 Hot Springs: \$5,035  
 El Dorado: \$3,304  
 Conway: \$2,372  
 Delta Region: \$2,306  
 Hispanic: \$14,599  
 Statewide (Digital/Cinema): \$28,200

**Total Estimated Budget: \$210,000**

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$109.70	\$15.11	\$48.80
Fayetteville/Ft. Smith	\$92.10	\$15.43	\$22.52
Jonesboro	\$70.26	\$5.06	\$12.67
Texarkana	N/A	\$6.97	\$30.46

<b>Hot Springs</b>	N/A	\$3.87	\$11.46
<b>El Dorado</b>	N/A	\$4.59	N/A
<b>Conway</b>	N/A	\$3.53	N/A
<b>Hispanic</b>	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
<b>Little Rock</b>	851	1,295	3.8	314.8	78.6%
<b>Ft Smith/Fayette.</b>	648	1,218	3.8	315.7	83.3%
<b>Jonesboro</b>	547	252	3.3	240.4	68.3%
<b>Texarkana</b>	420	420	N/A	N/A	N/A
<b>Conway</b>	457	614	N/A	N/A	N/A
<b>El Dorado</b>	315	1,175	N/A	N/A	N/A
<b>Hot Springs</b>	300	152	N/A	N/A	N/A
<b>Hispanic</b>	117	121	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
<b>Little Rock</b>	294	223	6.6	325.9	36.5%
<b>Ft. Smith</b>	206	272	5.2	243.2	47.2%
<b>Fayetteville</b>	373	367	5.7	243.6	42.4%
<b>Jonesboro</b>	165	165	6.2	271.2	44.0%
<b>Texarkana</b>	169	169	6.0	250.2	42.3%
<b>El Dorado</b>	160	160	N/A	N/A	N/A
<b>Hot Springs</b>	125	125	8.3	240	28.9%
<b>Conway</b>	44	44	N/A	N/A	N/A
<b>Delta Region</b>	39	41	N/A	N/A	N/A
<b>Hispanic</b>	168	157	N/A	N/A	N/A

## Earned Media Report - \$305,604

### **Media Relations**

A news release concerning the Holiday DSOGPO mobilization was distributed to news media statewide resulting in 42 newspaper clippings with an ad equivalency of \$22,104.

### **Partnership with the Arkansas State Highway and Transportation Department**

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

### **Social Media**

[Drive Sober or Get Pulled Over](#)

## **Summary**

- The image ad reached 160,000 unique social media users.
- The top organic post reached 21 people.
- Engagement on the ad saw 24 reactions and 3 comments.

A three-week paid social and geo-targeted digital media campaign was recommended to align with an organic social media campaign to make Arkansans aware of the Drive Sober or Get Pulled over enforcement campaign taking place over the holiday season. This image had a reach of 160,000 Arkansans and a total of 250,000 impressions. Cost per 1,000 people reached was \$3.60. The campaign ran at a good frequency of 2. Engagement secured 24 reactions, 3 comments, 4 saves, 2 shares and 160 link clicks. The best performing December 2019 Holiday Impaired Driving Mobilization organic post reached 21 people and received one engagement. The best performing Instagram post received 2 likes and Twitter received 1 retweet.

## **2020 Fourth of July Impaired Driving Mobilization Drive Sober or Get Pulled Over**

### **Paid Media Report**

#### ***Summary***

To maximize the paid media budget, the media plan focused on the counties in Arkansas that have the highest concentration of impaired driving crashes and where the highest population of people would be celebrating the Fourth of July holiday – Benton, Garland, Craighead, Faulkner, Phillips, Miller, Pulaski, Sebastian, Union and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second television and radio announcements in both English and in Spanish with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$150,000 and an additional amount of \$67,320 in bonus advertising.

#### ***Paid Advertising Period***

- Paid radio, broadcast and cable television and digital advertising for the DSOGPO campaign was Wednesday, June 24 to Sunday, July 5 (12 days).

#### ***Geography***

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

#### **Primary Markets**

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro

- Texarkana
- Hot Springs
- El Dorado

## Secondary Markets

- Conway
- Delta Region

## Media Strategies & Tactics

We recommended implementing a multi-tiered media mix in order to cost-efficiently generate the greatest reach possible against the target audience across the entire state. Within each medium, we will implement the tactics detailed below.

- **Broadcast TV provided the greatest reach opportunity**  
Concentrated on high performing dayparts and programming against Adults 25-54 to reach the greatest number of Arkansans with the impaired driving message. Sports was included and prime programming will be skewed male.
  - **Daypart mix:** Local News – 60%, Prime – 30% and Late Fringe – 10%
  - **Key Networks:** ABC, CBS, NBC and FOX
  - **Recommended Broadcast Programming:** PGA Golf, Titan Games, NASCAR, Tonight Show with Jimmy Fallon, FBI: Most Wanted, NCIS, Holely Moley II, Don't, Family Guy, Celebrity Family Feud, America's Got Talent, Saturday Night Live, Jimmy Kimmel Live, Ultimate Tag, 9-1-1 Lonestar
    - The highest percentage of weight ran during local news. COVID-19 is driving up viewership of TV news to extraordinary levels.
    - Nielsen TV ratings data determined which networks and programming will best reach the target audience.
  - **Thunder TV** provided highly targeted reach to the motorcycle community. The popular local motorcycle show airs on Sundays at 10 a.m. on NHBS-TV in the Ft. Smith/Fayetteville market.
  - Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.
- **Cable extended the reach of broadcast television and achieves greater frequency of exposure of the *Drive Sober* message.**
  - In order to best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 were selected according to current MRI data\*.

- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 130 means that the male 18-34 audience is 30% more likely to watch this network than the general population.

**These networks include:**

- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- ESPN (143)
- ESPN2 (147)
- ESPNU (179)
- Fox Sports 1 & 2 (166/169)
- FX (155)
- FXX (181)
- MTV/MTV2 (165/247)
- NBA TV (192)
- NFL Network (197)
- Nick at Nite (144)
- Outdoor (107)
- Paramount (149)
- TeenNick (174)
- TruTV (151)
- VH1 (127)

\*Every cable system does not insert advertising on all of these networks.

- Normally news networks would not be included to reach this target; however, due to the COVID-19 outbreak, we purchased spots on CNN, Fox News, MSNBC, etc. According to a recent Nielsen report, there was a 73.4% increase in live TV viewing across seven cable news networks, including a massive 102.6% increase during the daytime period.
  - **Purchased spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the *Drive Sober* message.
  - Networks such as ESPN, Comedy Central and FX will remain constant, but we will also look into other networks that carry motorcycle specific programming.
- **Radio extended the reach created by television while generating higher levels of frequency.** Another advantage of radio is to deliver the *Drive Sober* message to our target audience while they are behind the wheel. Edison Research shows that 82% of Adults 18+ who have driven/ridden in a car in the past month utilized AM/FM radio.
- **Primary Formats:** Country, Contemporary Hit Radio, Sports and Urban

- **Dayparts:** Morning Drive: 6:00am - 10:00am  
Midday: 10:00am - 3:00pm  
Afternoon Drive: 3:00pm - 7:00pm  
Evening: 7:00pm - Midnight  
Selected weekend dayparts
- **Nielson Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties.
- **The digital portion of the plan was built off the base created by traditional media and will continue to extend reach of the *Drive Sober* message in a medium where Men 18-34 spend a significant amount of time and consider it an “essential” part of life.** Online media consumption has grown significantly since the COVID-19 outbreak, particularly among younger audiences.

Specific digital strategies are detailed below:

- Utilizing an **ad network** allowed us to have a presence on premium national websites such as Buzzfeed.com and SECSports.com targeted geographically to Arkansas and demographically to Men 18-34 and Men 45-64 (10% of buy will target the older demo). With an ad network, we can also contextually and behaviorally target Men 18-34 while they are playing video games on their mobile devices and provides an additional layer of reach of the *Drive Sober* message to our target audience, who are 69% more likely to have played a video game on the internet than the general audience. According to Verizon, U.S. video game usage has gone up 75 percent since the COVID-19 outbreak. 30-second pre-roll and display ads across mobile, tablet and desktop are recommended to maximize impact and awareness of the *Drive Sober* message. The campaign generated more than 700,000 impressions.
- **Connected TV/Over-the-Top Streaming** - As of March 2020, Nielsen data showed that 76% of U.S. homes had at least one connected device. With connected TV/OTT, the *Drive Sober* message was delivered to our target audience when they are streaming TV shows, videos, movies via Playstation, Roku, Apple TV, Xbox, etc. **Hulu**, which recently saw a 48 percent year-over-year increase in subscribers, will also be part of the mix. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 375,000 OTT impressions ran during the campaign.
- **Digital Audio** is consumed widely across all age groups. It has particularly strong usage in the 18-34 age group at 85% listen to streaming audio

monthly according to 2018 Edison Research's Infinite Dial. Approximately 460,000 impressions were generated from the below recommended plan for audio streaming.

- In Arkansas, Pandora has a 36 percent penetration of adults 18-34, with more than 247,800 unique listeners throughout the state. Men 18-34 is 29 percent reach so we recommended opening the demo to both male and female audiences.
- Pandora and Soundcloud offer the opportunity to reach our target via **Podcasts**. Podcast listening has increased in all age categories, but it has seen the biggest uptick among younger adults. Now 29% of Americans between the ages of 18-34 listen to podcasts at least a few times a week (up from 16% in December 2017).
- Utilized Pandora and Soundcloud to reach Hispanic Adults 18-34 in AR. 45% of Hispanics are using a streaming service for music and podcasts according to a 2018 Nielsen Online Hispanic Report. Pandora's penetration into this demographic in Arkansas is 29% with 20,500 unique listeners.
- **Spotify**, another streaming giant, was recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. Spotify has the most youthful user base of all streaming services with 55% of users are aged 18-34 according to Verto Analytics.
- Approximately 535,000 impressions ran on Pandora and Spotify during the 12-day campaign.
- Utilized **Vevo**, the world's largest premium music video provider, offering a global platform with enormous scale. Vevo ranks number one among music video viewers. In January 2020, 41% of Vevo's audience was between the ages of 18-34. Over 90,000 impressions made during the 12-day campaign.
- Placed a mix of premium banners across Ellatino.com, LaPrensaNWA.com and LatinoTVAR.com to reach the Hispanic community digitally with the *Drive Sober* message.
- **Digital outdoor generated mass reach and frequency and is one of the most cost-efficient media available.**
  - Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers of the consequences and risks of impaired driving.
  - Concentrated placement on major highways around Little Rock, North Little Rock, Northwest AR, Jonesboro and Hot Springs.
    - The eleven selected boards generated over 3.1 million impressions over a two-week period.

## **Total Media Weight Levels for 12-day Flight**

- **Broadcast TV**

200 GRPs in Little Rock  
175 GRPs in Fort Smith/Fayetteville  
125 GRPs in Jonesboro  
64 units on Hispanic TV

- **Cable**

175 units on EffecTV's Interconnect (281,610 households)  
225 units in Little Rock  
250 units in Ft. Smith/Fayetteville, Texarkana, Jonesboro and El Dorado  
225 units in Hot Springs and Conway  
28 units on Hispanic network Galavision

- **Radio**

250 GRPs in Little Rock  
200 GRPs in Ft. Smith  
175 GRPs in Texarkana, Jonesboro and Hot Springs  
150 GRPs in Fayetteville  
100 GRPs in El Dorado  
20-24 units in secondary markets  
100 spots across Hispanic stations

## **Budget Summary**

- **By Medium**

Broadcast TV: 30% (\$44,061)  
Cable: 25% (\$21,411)  
Radio: 25% (\$33,034)  
Online: 16% (\$40,440)  
Digital Outdoor: 4% (\$11,052)

**Total: 100%**

- **By Market:**

Little Rock: \$39,917  
Fort Smith/Fayetteville: \$25,474  
Jonesboro: \$11,663  
Texarkana: \$6,755  
Hot Springs: \$4,555  
El Dorado: \$1,965  
Conway: \$1,363



Delta Region: \$1,153  
 Hispanic: \$8,679  
 Statewide: \$48,474

**Total Estimated Budget: \$149,998**

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$85.92	\$22.79	\$31.56
Ft. Smith/Fayette.	\$82.62	\$14.61	\$22.83
Jonesboro	\$58.37	\$3.00	\$13.93
Texarkana	N/A	\$5.34	\$27.88
Hot Springs	N/A	\$2.00	\$11.37
Conway	N/A	\$3.53	N/A
El Dorado	N/A	\$2.86	N/A
Hispanic	N/A	N/A	N/A

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

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	588	618	2.8	201.3	72.5%
Ft Smith/Fayette.	723	490	2.7	175.5	65.0%
Jonesboro	526	99	2.2	132.0	59.2%
Texarkana	293	293	N/A	N/A	N/A
Conway	482	770	N/A	N/A	N/A
El Dorado	232	226	N/A	N/A	N/A
Hot Springs	478	53	N/A	N/A	N/A
Hispanic	566	78	N/A	N/A	N/A

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	179	169	5.8	266.5	46.3%
Ft. Smith	209	269	4.2	205.5	49.3%
Fayetteville	207	207	3.9	150.0	38.6%
Jonesboro	113	113	4.3	180.1	42.0%
Texarkana	121	123	4.4	185.3	42.4%
El Dorado	100	100	N/A	N/A	N/A
Hot Springs	90	90	6.5	176.1	26.9%
Conway	26	26	N/A	N/A	N/A
Delta Region	20	20	N/A	N/A	N/A
Hispanic	104	104	N/A	N/A	N/A

**Earned Media Report - \$189,000**

***Partnership with the Arkansas State Highway and Transportation Department***

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a DSOGPO message on 30 digital message boards on highways and interstates around the state during the mobilization

period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$189,000.

## **Paid/Organic Social Media**

### Weekly Report

#### **Summary**

- Through Facebook Ads, we promoted an image that encouraged Arkansans to drive sober or get pulled over this Fourth of July holiday weekend. This ad reached almost 623,000 users.
- The organic posts reached 147 users.
- The “Last call” YouTube video was served 123,000 times.
- The video held a view rate of 46%.

Our Facebook ads captured over 1 million impressions, and over 620,800 of those were unique individuals. We saw a good cost per 1,000 people reached of \$3.72. The ad saw strong engagement with 207 post reactions, 29 post comments, 16 post saves, 68 post shares and 845 link clicks. The image was also shown at a frequency (the average number of times a person sees the ad) of 2, which is within the range of 1-3 that we like to see. This helps to ensure that we are showing the ad to new users.

Our YouTube video was served 123,000 times. The ad secured 56,825 views at a view rate of 46%. Our cost per view was \$0.04. In addition, our average cost per 1,000 impressions was around \$18. Overall, we are very pleased with the performance of the campaign. By combining the broad reach of YouTube and Facebook, we were able to successfully bring awareness of the Drive Sober or Get Pulled Over enforcement campaign that took place over the holiday weekend.

## 2020 Labor Day Impaired Driving Mobilization Drive Sober or Get Pulled Over

### **Paid Media Report**

#### ***Summary***

This mobilization was an impaired driving message – Drive Sober or Get Pulled Over. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired in English and Spanish. The total advertising budget utilized was \$350,000 with bonus television, cable, online and radio ads totaling \$132,857.

#### **Enforcement Period**

- Enforcement was carried out from August 21 to September 7, 2020

#### **Advertising Period**

- Paid advertising ran in three flights: August 19 - 23, August 26 - 30 and September 2 - 7, 2020 (16 days)
- Paid media focused Wednesday-Sunday. Monday-Tuesday focused on high-values.
- Added-value and bonus weight aired Monday through Sunday

#### **Target Audiences Profiles**

- **Primary Audiences** – Educate segment on the consequences and risks of driving impaired.
  - Men 18-34
    - 18-23 year-old males (Gen Z)
    - 24-34 year-old males (Millennials)
  - Men 45-64
    - Midlife Motorcyclists
- **Secondary Audience** – Raise awareness and influence segment to never drive impaired.
  - Hispanic males, 18-34 years of age

#### **Geography**

- The campaign was statewide in scope. Concentrated media funds in the state's major metropolitan markets to reach the greatest number of Arkansans.

#### **Primary Markets**

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

- El Dorado

## Secondary Markets

- Conway
- Delta Region

## Media Strategies & Tactics

We recommended implementing a multi-tiered media mix in order to cost-efficiently generate the greatest reach possible against the target audiences across the entire state. Within each medium, we implemented the tactics detailed below.

### **Broadcast TV will provide the greatest reach opportunity.**

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

- **Daypart mix:** Local News – 60%, Prime – 30% and Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC and FOX
- **Recommended Broadcast Programming:** Tough as Nails, PGA Golf: Northern Trust, Big Brother, PGA Golf: BMW Championship, Preseason NFL, NASCAR: Daytona, Kentucky Derby, Don't, Holey Moley, Shark Tank, Tonight Show with Jimmy Fallon, Duncanville, PBC Fight Night, MLB, America's Got Talent, Saturday Night Live, Jimmy Kimmel Live, MasterChef, Cowboys Preseason
  - The highest percentage of weight ran during local news. COVID-19 is driving viewership of TV news to remarkable levels. The largest increase was seen among Adults 18-34 which is up 38% from last year.
  - Nielsen TV ratings data determined which networks and programming would best reach the target audience.
- Focused on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

### **Cable extended the reach of broadcast television and achieved greater frequency of exposure of the *Drive Sober* message.**

- In order to best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 were selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20% more likely to watch this network than the general population.

**These networks include:**

- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- ESPN (143)
- ESPN2 (147)
- ESPNU (179)
- Fox Sports 1 & 2 (166/169)
- FX (155)
- FXX (181)
- MTV/MTV2 (165/247)
- NBA TV (192)
- NFL Network (197)
- Nick at Nite (144)
- Outdoor (107)
- Paramount (149)
- TeenNick (174)
- TruTV (151)
- VH1 (127)

\*Every cable system does not insert advertising on all of these networks.

- Normally news networks would not be included to reach this target; however, due to coverage of COVID-19 pandemic and wave of racial justice protests sweeping the country, we purchased spots on cable news networks. According to recent Nielsen Media Research, Fox News, CNN and MSNBC all posted double-digit gains from Q2 last year in total viewership.
- Networks such as Discovery and History were purchased to reach the 45-64 year-old motorcycle rider.
- **Purchased spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the *Drive Sober* message.

**Radio extended the reach created by television while generating higher levels of frequency.**

Another advantage of radio is to deliver the *Drive Sober* message to our target audience while they are behind the wheel. Edison Research shows that 81% of Adults 18+ who have driven/ridden in a car in the past month utilized AM/FM radio.

- **Primary Formats:** Country, Contemporary Hit Radio, Sports and Urban
- **Dayparts:** Morning Drive: 6:00am - 10:00am  
Midday: 10:00am - 3:00pm  
Afternoon Drive: 3:00pm - 7:00pm  
Evening: 7:00pm - Midnight  
Selected weekend dayparts
- **Nielson Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.

- **Live Endorsements:** Utilizing local radio personalities on top-rated stations generated additional impact and awareness. We also encouraged DJs to incorporate the *Drive Sober* message into their social networking.
- **Traffic Reports:** We recommended Traffic Report Sponsorships that will rotate across five radio stations in Little Rock. A 15-second *Drive Sober* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Radio reaches more **Hispanics** than any other platform with 96% weekly reach of Hispanics 18+ according to Nielsen Total Audience Insights 2Q 2019 report. We purchased **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

**The digital portion of the plan would build off the base created by traditional media and continued to extend reach of the *Drive Sober* message in a medium where Males 18-34 spend a significant amount of time.** Online media consumption has grown significantly since the COVID-19 outbreak, particularly among younger audiences. Online video has seen the greatest increase, with 72 percent of Gen Z and 69 percent of Millennials saying they use it more according to a recent Kantar study.

#### **Specific digital strategies are detailed below:**

- Utilizing an **ad network** allowed us to have a presence on premium national websites such as TheChive.com and SECSports.com targeted geographically to Arkansas and demographically to Men 18-34 and Men 45-64 (10% of buy targeted older demo of motorcycle enthusiasts). Additional targeting tactics were integrated to reach relevant audiences based on their known mobile footprint (i.e. bars, breweries, clubs, liquor stores, etc.) via LiFTS data. With an ad network, we can also contextually and behaviorally target Men 18-34 while they are playing video games on their mobile devices and provides an additional layer of reach of the *Drive Sober* message to our target audience, who are 69% more likely to have played a video game on the internet than the general audience. According to Verizon, U.S. video game usage has increased 75% since the pandemic. Pre-roll video and display ads across mobile, tablet and desktop are recommended to maximize impact and awareness of the *Drive Sober* message. The campaign generated more than 1.4 million impressions.
- **Connected TV/Over-the-Top Streaming** – 90% of 13-54 year-olds are watching TV on a streaming platform. The streaming TV space is booming, and on-demand content is driving the lion's share of this growth, surging up 79% and capturing 72% share of viewing time in Q1 2020. With connected TV/OTT, the *Drive Sober* message will be delivered to our target audience when they are streaming TV shows, videos, movies via Playstation, Roku, Apple TV, Xbox, etc. Full Episode Players including Hulu inventory, which recently saw a 48 percent year-over-year increase in subscribers, were also part of the mix. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 675,000 OTT impressions ran during the campaign.
- **Digital Audio** space continues to be robust. Pandora and Spotify are currently the two leading streaming audio brands. According to the recently released 2020 Infinite Dial, 169 million U.S. adults - over 60% the population - listened to online audio in the last week. There

was a 17% increase of consumption of online radio in the car which is the ideal environment for the *Drive Sober* message to reach drivers as they are behind the wheel.

- Purchased **Pandora's** Video Everywhere and Audio Everywhere Platforms targeting Men 18-34 in AR with the *Drive Sober* message. The Audio Everywhere Platform was utilized to target Men 45-64 who own a motorcycle as well as Hispanics 18-34 in AR. The 2019 State of Digital Audio report found 62% of Hispanics say they listen to radio or music through streaming sites.
- **Spotify** was recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. Spotify has jumped 23% in the 12-34 year-old age group since 2018.
  - Pandora and Spotify offer the opportunity to reach our target via **Podcasts**. Podcast listening has increased in all age categories, but it has seen the biggest uptick among younger adults. Now 49% of Americans between the ages of 12-34 listen to podcasts monthly, a 16% year-over-year increase.
  - Over one million impressions were generated from the recommended plan for audio streaming.
- **Vevo**, a premium music video provider, ranks number one among music video viewers. We generated mass awareness of the *Drive Sober* message reaching Vevo's highly engaged audience viewing premium content featuring the biggest artists in the world. Over 175,000 impressions were served during the campaign.
- **ESPN** – Purchased a mix of video, live streaming video and display banners on the ESPN website and ESPN app. The ads were geo-targeted to Arkansas and reach sports fans in a highly desired, brand-safe environment. The campaign delivered a minimum of 525,000 impressions.
- Ran a mix of homepage takeovers, pre-roll video and banners across local websites such as ArkTimes.com and Hogville.net. Additionally, ROS (run-of-site) banners ran on LatinoTVAR.com (Univision), EILatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

**Digital outdoor generated mass reach and frequency and is one of the most cost-efficient media available.**

- Digital billboards allow for more flexibility of message and do not require a production fee, which would be cost-prohibitive for a short-term campaign.
- Another benefit of outdoor is the opportunity to reach drivers of both vehicles and motorcycles while they are on the road, reinforcing the *Drive Sober* message with a visual component.
- Concentrated placement on major highways around Little Rock, North Little Rock, Bryant, Russellville, Northwest Arkansas, Jonesboro and Hot Springs.
- The thirteen selected boards generated over 5.6 million impressions over a three-week period.

## Media Weekly Weight Levels

- **Broadcast TV**

125 GRPs in Little Rock & Fort Smith/Fayetteville  
 75 GRPs in Jonesboro  
 16-18 units on Hispanic TV

- **Cable**

100 weekly units on Interconnect (281,610 households)  
 200 units in Little Rock  
 200 units in Ft. Smith/Fayetteville (combined zone)  
 150 units in Texarkana, Jonesboro and El Dorado  
 100 units in Hot Springs and Conway  
 18-20 units on Hispanic network Galavision

- **Radio**

150 GRPs in Little Rock and Ft. Smith  
 125 GRPs in Fayetteville, Texarkana, Jonesboro and Hot Springs  
 75 GRPs in El Dorado  
 14-18 units in secondary markets  
 70 spots on Hispanic stations

## **Budget Summary**

- **By Medium**

Broadcast TV: 27% (\$94,140)  
 Cable: 10% (\$34,853)  
 Radio: 25% (\$90,364)  
 Online: 30% (\$104,002)  
 Digital Outdoor: 8% (\$26,629)

**Total: 100%**

- **By Market:**

Little Rock: \$90,098  
 Fort Smith/Fayetteville: \$60,066  
 Jonesboro: \$20,363  
 Texarkana: \$13,117  
 Hot Springs: \$5,646  
 El Dorado: \$3,886  
 Conway: \$1,885  
 Delta Region: \$2,479  
 Hispanic: \$17,075  
 Statewide: \$135,373

**Total Estimated Budget: \$349,988**



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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$100.81	\$11.03	\$30.04
Ft. Smith/Fayetteville	\$88.70	\$13.64	\$23.19
Jonesboro	\$65.82	\$3.00	\$14.11
Texarkana	No broadcast TV	\$5.37	\$30.04
Hot Springs	No broadcast TV	\$2.00	\$11.32
El Dorado	No broadcast TV	\$2.65	N/A
Hispanic	N/A	N/A	N/A

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,885	479	4.9	375.6	75.2%
Ft. Smith/Fayetteville	887	806	6.0	350.6	68.8%
Jonesboro	637	505	3.4	225.6	66.4%
Texarkana	464	456	N/A	N/A	N/A
El Dorado	465	0	N/A	N/A	N/A
Hot Springs	373	405	N/A	N/A	N/A
Conway	306	450	N/A	N/A	N/A
Hispanic	111	105	N/A	N/A	N/A

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	351	334	9.3	450.8	48.5%
Ft. Smith	420	496	8.1	450.7	56.6%
Fayetteville	523	523	7.6	375.1	49.6%
Jonesboro	240	240	7.8	375.2	48.6%
Texarkana	294	293	7.8	375.4	49.2%
El Dorado	150	150	N/A	N/A	N/A
Hot Springs	250	251	11.7	351.0	33.8%
Delta Region	43	52	N/A	N/A	N/A
Conway	50	50	N/A	N/A	N/A
Hispanic	219	219	N/A	N/A	N/A

**Earned Media Report – \$295,697**

The 2020 Labor Day Drive Sober or Get Pulled Over Campaign focused on news media statewide and television news programs to promote the program. A statewide news release was issued resulting in 25 newspaper clippings and with a total ad equivalency of \$12,197.

**Partnership with the Arkansas State Highway and Transportation Department**

The AHSO partnered with the Arkansas Highway and Transportation Department to run the DSOGPO messages on 30 digital message boards on highways and interstates around the state during the mobilization period.

This was an effective tool in promoting safe behaviors to motorists during the holiday law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$283,500.

## **Paid/Organic Social Media**

### Drive Sober

#### **Summary**

- Facebook and Instagram ads reached over 753,000 users at a frequency of 2
- Our Facebook cost per 1,000 people reached was \$4.62
- YouTube videos were served 215,483

In late August and early September we promoted ads on YouTube and Facebook/Instagram targeting Arkansans ages 18+. Our messaging reminded users to drive sober this Labor Day holiday. On Facebook we promoted both an image and a video. Combined the ads were served a total of 1.5 million times and 753,000 of those impressions were to unique users. Engagement secured 122 post reactions, 6 comments, 8 saves, 38 post shares and 1,409 link clicks. The video performed significantly better than the image in terms of both reach and user engagement.

The YouTube pre-roll video was shown a total of 215, 483 times. The video secured 95,486 views at a view rate of 44%. In addition, we saw a good average cost per view of \$0.04. Geographically the ads were shown the highest number of times in Little Rock, followed by Fort Smith, Springdale and Jonesboro.

## Thanksgiving 2019 Occupant Protection Mobilization Media Report Click It or Ticket

### **Paid Media Report**

#### ***Summary***

Supporting the national Thanksgiving 2019 Click It or Ticket mobilization period, Monday, November 25 – Sunday, December 1, 2019, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54 and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$63,000 for a two-week schedule of previously produced radio, print and digital. The bonus ads received totaled an additional \$41,284 in airtime.

#### ***Paid Advertising Period***

- Paid advertising Thanksgiving Click It or Ticket: November 18-December 1

#### ***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 Country, Adult Contemporary and Contemporary Hit Radio stations

Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*

- **Men, 18-34 years of age**
- Largest segment that doesn't wear their safety belt
- Heavy listeners of sports and rock oriented stations

Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a safety belt*

- **African American and Hispanic Adults, 25-54 years of age**
- **African American and Hispanic Men, 18-34 years of age**
- One out of every four African Americans still do not buckle up on every trip
- Reached through traditional media, however, strong loyalty to certain urban channels

#### ***Geography***

Eight “primary” radio DMAs for “Click It or Ticket:”

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- El Dorado
- Helena/West Helena (Delta Region)
- Conway

Secondary radio markets – counties with lowest seat belt use rates

- Carroll
- Crawford
- Jackson
- Johnson
- Lonoke
- Ouachita
- Sevier
- Stone

**Budget**

- Thanksgiving Click It or Ticket - \$62,998

**Media Strategies - Click It or Ticket**

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

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

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

**Dayparts:**

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

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

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

Selected weekend dayparts

- Nielson Audio ratings data helped determine which stations best reach the target audiences in the radio metro markets of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana and El Dorado.
- Non-metro radio reached the rural areas where there is a lower rate of seat belt usage. Those stations were identified by pulling a county-by-county radio ranker.
- Spanish Radio was purchased to reach the Hispanic audience.
- Live endorsements by Justin Acri with KABZ's "The Zone" show helped connect the Occupant Protection message with a large, male-oriented audience.
- Sunday Mornings, KABZ airs "Fishing Arkansas," an hour-long live program dedicated to the biggest outdoor sport in the Natural State. We recommended endorsements by the host of the show Vince "Big Sarge" Sherrill, an angler known to many from his presence on KABZ's *Drive Time Sports* and on TV for his *Arkansas Fishing Forecast*.
- Extended the media budget by negotiating strong no-charge schedules of one bonus spot for each paid radio spot.

**Digital advertising maximized impact and awareness of the Occupant Protection message to our target in a medium where our audience spends a significant amount of time.**

According to an April 2019 eMarketer report, US Adults spend approximately 6:35 hours per day with digital media.

- Leveraged programmatic video across desktop, tablet and mobile to encourage driving with a fastened seat belt to a qualified audience. The two-week campaign will generate over 175,000 impressions.
- Connected TV enabled us to reach viewers in a television-like environment, but with the precision of digital targeting. Utilize premium placements on Connected TV to drive awareness of the safety message against those most likely to engage with the brand message. Serve video inventory on an invitation-only marketplace, running on a television or connected device such as Roku, Xbox, Apple TV and more. A minimum of 190,000 impressions will run during the campaign.
- Secured run-of-site banners on EILatino.com, LaPrensaNWA.com and LatinoTVAR.com to reach the Hispanic community.

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

- *Arkansas Wild* is a magazine targeting outdoor enthusiasts and their active lifestyles. 30,000 copies were distributed statewide with dedicated emphasis on the central, south, northeast and northwest regions.
- A full page/4-color “Buckle Up” ad was recommended to run in *Arkansas Wild*’s winter issue to further reach the hunting and outdoorsman heavy male audience with the Occupant Protection message.
- The “Buckle Up” ad was also recommended to run on the back cover of the Big Buck Classic’s 30th Commemorative magazine that publishes in January. Big Buck Classic is the state’s largest deer hunting and outdoor expo will attract a heavy male audience. The publication will be kept year-round for reference.

**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 \$62,998, was allocated as follows:

- |           |                        |
|-----------|------------------------|
| • Radio   | \$ 46,604 (74 percent) |
| • Digital | \$ 12,541 (20 percent) |
| • Print   | \$ 3,8530 (6 percent)  |

**By Market:**

<b><u>Click It or Ticket Actual Expenditures</u></b>	<b><u>\$ 62,998</u></b>
○ Little Rock	\$ 15,159
○ Fort Smith	\$ 3,433
○ Fayetteville	\$ 8,123

○ Jonesboro	\$ 3,425
○ Texarkana	\$ 5,545
○ El Dorado	\$ 1,600
○ Conway	\$ 564
○ Delta Region	\$ 1,614
○ Select Rural Counties	\$ 4,258
○ Hispanic	\$ 3,871
○ Statewide Print/Digital	\$ 15,406

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

<b><u>Market</u></b>	<b><u>Radio</u></b>
Little Rock	\$38.43
Ft. Smith	\$14.96
Fayetteville	\$32.68
Jonesboro	\$12.53
Texarkana	\$26.18
El Dorado	N/A
Conway	N/A
Delta Region	N/A
Select Rural Counties	N/A
Hispanic	N/A

**Radio**

<b>Market</b>	<b>Number of Ads</b>	<b>Bonus Ads</b>	<b>Frequency</b>	<b>GRP</b>	<b>Reach</b>
<b>Little Rock</b>	270	270	7.0	350.8	50.1%
<b>Ft. Smith</b>	202	260	4.8	249.8	52.3%
<b>Fayetteville</b>	326	321	4.7	251.2	54.1%
<b>Jonesboro</b>	152	152	5.7	248	43.5%
<b>Texarkana</b>	162	162	5.6	251	45.0%
<b>El Dorado</b>	128	128	N/A	N/A	N/A
<b>Delta Region</b>	28	28	N/A	N/A	N/A
<b>Conway</b>	34	34	N/A	N/A	N/A
<b>Hispanic</b>	134	100	N/A	N/A	N/A
<b>Rural AR Radio Network + Other Rural Radio</b>	272	272	N/A	N/A	N/A

**Earned Media - \$207,795*****Media Relations***

A news release concerning the Thanksgiving Click It or Ticket mobilization was distributed to news media statewide resulting in 32 newspaper clippings with an ad equivalency of \$18,795.

***Partnership with the Arkansas State Highway and Transportation Department***

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

this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$189,000.

## ***Social Media***

### [Click it or Ticket](#)

#### **Summary**

- Facebook Ads video secured 8,000 thruplays.
- Cost per thruplay was very low at \$0.03.
- The ad reached 16,500 people.

Beginning November 25th, a one-week paid social and geo-targeted digital media campaign was recommended to align with an organic social media campaign to make Arkansans aware of the “Click It or Ticket” enforcement messaging. This video reached 16,500 unique Facebook and Instagram users at a frequency of 1. Our cost per 1,000 per thruplay was \$0.03. Engagement secured 2 reactions, 8,000 thruplays and 23 link clicks. The Thanksgiving Click It or Ticket Campaign's best performing Facebook post received 21 likes and Instagram receiving 2 likes. There was no engagement for the organic Twitter posts for this campaign.

## **Memorial Day May 2020 Occupant Protection Mobilization Click It or Ticket**

### **Paid Media Report**

#### ***Summary***

Supporting the May 2020 Click It or Ticket Memorial Day mobilization period, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the “Click It or Ticket, Day & Night” campaign was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$150,000 for a three-week schedule of previously produced broadcast television, cable, radio, digital and print media for the May campaign. The bonus television and radio ads received totaled an additional \$87,145 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Due to COVID-19 the national Click It or Ticket Memorial Day mobilization was pushed from May to November. However, since Arkansas's seat belt use rate has increased, we planned a scaled down campaign with a smaller budget than we usually run.

#### ***Paid Advertising Period***

- Paid advertising for Click It or Ticket- May 18 – May 31, 2020 (14 days)

#### ***Audience Segment Profiles***

Primary Segment – *To influence segment to always use a safety belt*

#### **Primary Audiences – Influence segment to always wear a seat belt**

- 18-23 year old males (Gen Z)

- 24-34 year old males (Millennials)

### **Secondary Audience – Raise awareness and influence segment to always wear a seat belt**

- Hispanic males, 18-34 years of age
- African American males, 18-34 years of age

### **Geography**

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

### **Primary Markets**

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

### **Secondary Markets**

- Conway
- Helena/West Helena (Delta Region)

### **COVID-19 Media Landscape**

During this period of pandemic-induced social isolation, it's no surprise that people are consuming vast amounts of media. Reports in general are showing increased TV and digital usage, especially with streaming TV, and decreased radio, print and outdoor.

Increased time spent on media consumption among our target audience due to the coronavirus outbreak as of March 2020 according to a Global Web Index report:

- Gen Z – 38% increase on streaming services, 42% watching more news coverage, listening to music streaming services 28% and watching broadcast TV 20%
- Millennials – 41% on streaming services, 35% watching more news coverage, listening to music streaming services 35% and watching broadcast TV 35%

### **Media Strategies and Tactics**

We recommended implementing a multi-tiered media mix in order to cost-efficiently generate the greatest reach possible against the target audience across the entire state. Within each medium, we will implement the tactics detailed below.

### **Broadcast TV will provide the greatest reach opportunity.**

Concentrated on high performing dayparts and programming against Adults 25-54 to reach the greatest number of Arkansans with the occupant protection message. Prime programming will be skewed male.

- **Dayparts Mix:** News 60%, Prime 30% and Late Fringe 10%



- **Key Networks:** ABC, CBS, NBC and FOX
- **Recommended Broadcast Programming:** The Masked Singer, NASCAR, Holey Moley, Tonight Show with Jimmy Fallon, The Amazing Race Premiere, Jimmy Kimmel, The Voice, Who Wants to be a Millionaire?, Bob's Burgers, Saturday Night Live, Fox Greatest Games NFL, Ultimate Tag
  - The highest percentage of weight ran during local news. COVID-19 is driving up viewership of TV news to extraordinary levels.
  - Americans are increasing their consumption of local news across different platforms. Horowitz Research found that 58% of Americans are consuming more local news than prior to the pandemic, including 38% who say that they were not news viewers. Even younger viewers are spending more time watching the news, with a noted 53% spike in viewers between the ages of 18 and 34.
  - Nielsen TV ratings data determined which networks and programming will best reach the target audience.
  - Focused on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

**Cable extends the reach of broadcast television and achieves greater frequency of exposure of the CIOT message.**

- In order to best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 were selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20% more likely to watch this network than the general population.

**These networks include:**

- BET (117)
- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- Discovery (108)
- ESPN (143)
- ESPN 2 (147)
- FS1 & FS2 (166/169)
- FX (155)
- FXX (181)
- MTV / MTV2 (165/247)
- Nick at Nite (144)
- Nickelodeon (138)
- Outdoor (107)
- Paramount (149)
- Syfy (115)
- Teen Nick (174)
- TruTV (151)
- VH1 (127)

\*Every cable system does not insert advertising on all of these networks.

- Normally news networks would not be included to reach this target; however, due to the COVID-19 outbreak, we plan to purchase spots on CNN, Fox News, MSNBC, etc. According to a recent Nielsen report, there was a 73.4% increase in live TV viewing across seven cable news networks, including a massive 102.6% increase during the daytime period.
- **Purchased spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the CIOT message.

### **Radio extended reach created by television while generating higher levels of frequency.**

- Since we recommended lower radio levels, concentrate spots Wed-Sat.
- **Primary Formats:** Country, Contemporary Hit Radio and Urban
- **Dayparts:**
  - Morning Drive: 6:00am - 10:00am
  - Midday: 10:00am - 3:00pm
  - Afternoon Drive: 3:00pm - 7:00pm
  - Selected weekend dayparts
- **Nielson Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties.

**Digital advertising continued to extend reach of the *Click It or Ticket* message in a medium where Males 18-34 spend a significant amount of time.** Online media consumption has grown significantly since the COVID-19 outbreak, particularly among younger viewing audiences. Online video has seen the greatest increase, with 72 percent of Gen Z and 69 percent of Millennials saying they use it more according to a recent Kantar study.

Specific digital strategies we recommend are detailed below:

- Utilizing an **ad network** allowed us to have a presence on premium national websites such as GameStop.com and CollegeHumor.com targeted geographically to Arkansas and demographically to Men 18-34. 30-second pre-roll ads across mobile, tablet and desktop are recommended to maximize impact and awareness of the CIOT message. The campaign generated more than 800,000 impressions.
- **Connected TV/Over-the-Top Streaming** - According to a recent report from Nielsen, the amount of content being streamed to TV sets during the last two weeks of March rose 36% vs. the first half of the month – translating to an overall 87% lift vs. March 2019. With connected TV/OTT, the CIOT message was delivered to our target audience when they are streaming TV shows, videos, movies via Playstation, Roku, Apple TV, Xbox, etc. **Hulu**, which recently saw a 48 percent year-over-year increase in subscribers, will also be part of the mix. Ads are targeted demographically and geographically making ad serving precise. A minimum of 505,000 impressions ran during the campaign.

- Utilized **Vevo**, the world's largest premium music video provider, offering a global platform with enormous scale. Vevo ranks number one among music video viewers. In January 2020, over 41% of Vevo's audience was between the ages of 18-34. Over 95,000 impressions were served during the two week flight period.
- **Digital Gaming** – Playwire targets Men 18-34 while they are playing video games on their mobile devices and provides an additional layer of reach of the CIOT message to our target audience, who are 69% more likely to have played a video game on the internet than the general audience. According to Verizon, U.S. video game usage has gone up 75 percent since the COVID-19 outbreak. A minimum of 250,000 impressions ran during the campaign.
- **Digital Audio** is consumed widely across all age groups. It has particularly strong usage in the 18-34 age group at 85% listen to streaming audio monthly. Approximately 750,000 impressions ran on Pandora and Soundcloud reaching men 18-34 across Arkansas with the CIOT message.
- Additionally, we recommended running banners on Ellatino.com, LaPrensaNWA.com and LatinoTVAR.com to reach the Hispanic community digitally.

#### Print

- Hooten's Arkansas Football Guide is a widely-read publication that features high school and college level football in the state of Arkansas. The CIOT ad was positioned on page 2 and 3 so it will be the first thing readers see when they open the publication.

#### Media Weight Levels (14-day period)

- **Television**
  - 150 GRPs in Little Rock and Ft. Smith/Fayetteville
  - 100 GRPs in Jonesboro
  - 14-18 units on Univision and Telemundo
- **Cable**
  - 300 units in Little Rock and Ft. Smith/Fayetteville
  - 250 units in Texarkana and Jonesboro
  - 200 units in Hot Springs, El Dorado and Conway
  - 18-20 units on Galavision (Hispanic network)
- **Radio**
  - 200 GRPs in Little Rock
  - 150 GRPs in Ft. Smith, Fayetteville, Texarkana, Jonesboro and Hot Springs
  - 100 GRPs in El Dorado
  - 12-18 units in Conway and Delta Region
  - 15-20 units on Hispanic stations

#### Budget Summary

- **By Medium**
  - Broadcast Television: 25% (\$37,693)
  - Cable TV: 11% (\$16,407)
  - Radio: 20% (\$29,077)

Digital: 33% (\$48,117)  
Hispanic: 6% (\$10,578)  
Print: 5% (\$8,118)

**Total: 100%**

**By Market:****Click It or Ticket Actual Expenditures \$ 149,990**

○ Little Rock	\$ 32,262
○ Fayetteville/Fort Smith	\$ 26,496
○ Jonesboro	\$ 10,443
○ Texarkana	\$ 5,848
○ El Dorado	\$ 2,006
○ Conway	\$ 1,525
○ Hot Springs	\$ 3,098
○ Delta Region	\$ 1,499
○ Hispanic Advertising	\$ 10,578
○ Statewide (Print/Digital)	\$ 56,235

**Cost per Point and GRP Levels – Click It or Ticket**

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$92.84	\$22.72	\$39.06
Ft. Smith/Fayette	\$71.37	\$15.84	\$26.10
Jonesboro	\$64.17	\$5.00	\$12.83
Texarkana	No broadcast TV	\$5.55	\$29.70
El Dorado	No broadcast TV	\$2.36	N/A
Hot Springs	No broadcast TV	\$4.01	\$11.80
Conway	No broadcast TV	\$3.53	N/A
Hispanic	N/A	N/A	N/A

\*Cable is shown as cost per unit.

For broadcast TV, Fayetteville and Fort Smith are reported together.

**Broadcast Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	409	451	2.6	171	65.9%
Ft. Smith/Fayetteville	386	549	2.6	171	71.37%
Jonesboro	329	171	2.3	123.4	64.17%
Texarkana	326	326	N/A	N/A	N/A
El Dorado	329	324	N/A	N/A	N/A
Conway	280	424	N/A	N/A	N/A
Hot Springs	223	40	N/A	N/A	N/A
Hispanic	94	94	N/A	N/A	N/A

\*Cable is shown as cost per unit.

For broadcast TV, Fayetteville and Fort Smith are reported together.

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	182	182	4.7	206.4	44.5%
Ft. Smith	158	145	4.0	166.4	41.7%
Fayetteville	226	226	4.5	150.2	32.5%
Jonesboro	96	96	4.8	155.6	32.6%
Texarkana	100	100	4.2	151.4	36.4%
El Dorado	90	90	N/A	N/A	N/A
Hot Springs	68	68	6.1	155.2	25.6%
Conway	36	36	N/A	N/A	N/A
Delta Region	28	56	N/A	N/A	N/A
Hispanic	136	136	N/A	N/A	N/A

**Earned Media - \$297,097*****Media Relations***

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 27 newspaper clippings resulted in an ad equivalency of \$13,597.

***Partnership with the Arkansas State Highway and Transportation Department***

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

**Paid/Organic Social Media Campaign****Campaign Report****Summary**

- Ads were served on YouTube 185,760 times
- YouTube ads captured 76,000 views
- Facebook video ads reached 848,250 users
- Organic Facebook posts reached 200 users

Our videos reached 848,250 unique Facebook and Instagram users at a frequency of 2. Frequency is defined as the average number of times an individual sees our ads. We like to keep this number between 1-3 to fight user ad fatigue and make sure we are getting our message out to as many people as possible. Our average cost per 1,000 people reached was \$3. The ads saw high engagement with 247 post reactions, 53 post comments, 34 post saves, 29 post shares and 1,540 link clicks. The videos also secured 15,100 thruplays.

Organically, we posted on Facebook, Instagram and Twitter. On Facebook we reached 200 users and our best performing post reminded users to wear their seatbelts even when there are not a lot of other drivers around.

Ads were shown on YouTube 185,760 times with 76,000 views at a view rate of 41%. We had a great average cost per view of \$0.04. Geographically, ads were served the highest number of times in Little Rock, followed by Springdale, Fort Smith and Jonesboro. Analyzing device use, most users saw our ads on TV screens, followed by mobile phones.

## **2020 April Distracted Driving Campaign**

### **Paid Media Report**

#### ***Summary***

- Due to COVID-19, the Distracted Driving campaign which usually takes place in April was moved to October 2020.

## **2020 June Motorcycle Safety Campaign Share the Road/Look Twice for Motorcycles**

### **Paid Media Report**

#### ***Summary***

Supporting the June Motorcycle Safety Campaign, “Look Twice for Motorcycles” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “Look Twice for Motorcycles” campaign was all Arkansas Drivers. Motor vehicle operators and motorcyclists were encouraged to “share the road” and to stay alert to keep motorcyclists safe on Arkansas roads.

NHTSA approved a budget of \$79,997 for a two-week schedule of previously produced ads on broadcast television, cable, radio and digital outdoor media. The bonus ads received totaled an additional \$32,080 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

#### ***Paid Advertising Period***

- Paid advertising for Look Twice for Motorcycles-June 8 – June 21, 2020 (two weeks).

#### ***Audience Segment Profiles***

All Arkansas drivers. Motor vehicle operators and motorcyclists and will be encouraged to “Look Twice” and stay extra alert to keep motorcyclists safe on Arkansas roadways.

- Primary: Adults 25-54
- Secondary: Adults 18-49

#### ***Geography***

The campaign was concentrated in the top five counties with the highest number of motorcycle crashes, injuries and fatalities.

#### ***Target Counties:***

- Pulaski
- Washington
- Benton
- Sebastian
- Garland

#### ***Budget***

The total paid media budget for the Share the Road/Look Twice for Motorcycles campaign was \$79,997.

**Media Strategies- Share the Road/Look Twice for Motorcycles****Media Strategies and Tactics**

The goal was to increase motorcyclists' safety on Arkansas roads, specifically in the areas that have higher rates of motorcycle crashes, injuries and fatalities. Due to the short flight duration, electronic mediums were used so that they can be activated and deactivated quickly.

We recommended implementing a multi-tiered media mix in order to cost-efficiently generate the greatest reach possible against the target audiences in five select Arkansas counties. Within each medium, we will implement the tactics detailed below.

**Cable TV** - Achieve greater frequency of exposure of the "Look Twice" message by placing cable television support in targeted metro markets in Arkansas. These markets are comprised of the counties with the highest number of motorcycle crashes and fatalities.

- Purchased Comcast Interconnect and Dish on cable networks reaching over 298,500 A25-54 households (Pulaski & Garland Counties)
- Cox Media Ft. Smith/Fayetteville Combined Zone (Washington, Benton & Sebastian Counties) – over 87,466 households
- A4 Media in Hot Springs (Garland County) – over 7,100 households
- In order to best reach the target audience, cable networks that are more likely to be viewed by Adults 25-54 who own a motorcycle were selected according to current MRI data\*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that our target audience is 20% more likely to watch this network than the general population.

**These networks include:**

- A&E (117)
- AMC (117)
- CMT (137)
- Discovery (120)
- ESPN (113)
- Fox Sports (115)
- Golf (112)
- History (115)
- HGTV (121)
- Nat Geo Wild (121)
- Outdoor (137)
- Paramount (121)
- Syfy (122)
- TBS (116)
- Travel (115)
- TruTV (120)
- TV Land Classic (127)
- USA (127)

\*Every cable system does not insert advertising on all of these networks.



- Included networks with programming that reaches motorcycle enthusiasts (Example: Discovery Channel's American Chopper).
- Due to the COVID-19 outbreak, we purchased spots on CNN, Fox News, MSNBC, etc. According to a recent Nielsen report, there was a 73.4% increase in live TV viewing across seven cable news networks, including a massive 102.6% increase during the daytime period.
- **Thunder TV** provided highly targeted reach to the motorcycle community. The popular local motorcycle show airs on Sundays at 10 a.m. on NHBS-TV in the Ft. Smith/Fayetteville market.

**Radio** - Radio extended the reach created by cable and build additional frequency. Another benefit of radio is that it reaches drivers while they are in a vehicle giving us an opportunity to deliver the *Look Twice* message while Arkansans are behind the wheel.

- **Primary Formats:** Classic Rock, Contemporary Hit Radio, Country and Adult Contemporary
- **Dayparts:**
  - Morning Drive: 6:00 a.m. - 10:00 a.m.
  - Midday: 10:00 a.m. - 3:00 p.m.
  - Afternoon Drive: 3:00 p.m. - 7:00 p.m.
  - Selected weekend dayparts
- **Nielson Audio** ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Fayetteville, Ft. Smith and Hot Springs.

**Online** - Digital advertising continued to extend reach of the *Look Twice* message in a medium where adults are spending more time than ever before since the COVID-19 outbreak. Focused on the younger demographic of Adults 18-49 for this effort.

Specific digital strategies we recommend are detailed below:

- Utilizing an **ad network** will allow us to have a presence on premium national websites such as Buzzfeed.com and ABCNews.com targeted geographically to Arkansas and demographically to Adults 18-49. We included behavioral targeting against motorcycle owners and heavy drivers to increase engagement. 30-second pre-roll ads across mobile, tablet and desktop are recommended to maximize impact and awareness of the *Look Twice* message. The campaign will generate more than 475,000 impressions.
- **Connected TV/Over-the-Top Streaming** - New research from Parks Associates finds 67% of US broadband households own and use at least one internet-connected video device, either a smart TV, streaming media player, gaming console, or connected PVR/DVR. With connected TV/OTT, the *Look Twice* message were delivered to our target audience when they are streaming TV shows, videos, movies via Playstation, Roku, Apple TV, Xbox, etc. A minimum of 500,000 impressions ran during the campaign.
- **Digital Audio** is consumed widely across all age groups particularly those ages 18-49.

- In Arkansas, Pandora has a 34 percent penetration of adults 18-49, with more than 422,000 unique listeners throughout the state.
- Approximately 145,000 impressions ran on Pandora during the two-week campaign.

**Digital outdoor** generates mass reach in our target areas and is one of the most cost-efficient media available.

- Digital billboards allowed for more flexibility of message and do not require a production fee, which would be cost-prohibitive for a short-term campaign.
- Another benefit of outdoor is the opportunity to reach drivers of vehicles and motorcycles while they are on the road, reinforcing the *Look Twice* message with a visual component.
- We recommended outdoor in Pulaski, Benton, Washington, Sebastian and Garland counties.
  - Pulaski – 5 locations generating over 2.2 million total impressions
  - Washington & Benton – 2 locations achieving over 439,000 total impressions
  - Sebastian – 1 location with over 135,000 total impressions
  - Garland – 2 locations generating 172,000 impressions

### Media Weekly Weight Levels

- **Cable**
  - 150 units on Interconnect
  - 100 units on Dish
  - 150 units in Fayetteville/Ft. Smith
  - 125 units in Hot Springs
- **Radio**
  - 125 GRPs in Little Rock
  - 100 GRPs in Fayetteville, Ft. Smith and Hot Springs

### Budget Summary

- **By Medium**
  - Cable TV: 20% (\$16,862)
  - Moto TV: 1% (\$235)
  - Radio: 29% (\$23,293)
  - Digital: 37% (\$29,160)
  - Outdoor: 13% (\$10,447)

**Total: 100%**

### By Market:

**Look Twice for Motorcycles Actual Expenditures                      \$79,997**

○ Little Rock	\$ 27,872
○ Fayetteville/Fort Smith	\$ 18,164
○ Hot Springs	\$ 4,801
○ Statewide	\$ 29,160

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$36.75	\$41.33
Fayetteville	No broadcast TV	\$7.78	\$33.30
Fort Smith	No broadcast TV	\$7.78	\$14.49
Hot Springs	No broadcast TV	\$1.73	\$14.17

**Broadcast****Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	341	384	2.2	N/A	N/A
Ft.Smith/Fayetteville	308	186	2.0	N/A	N/A
Hot Springs	588	41	2.1	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	216	213	5.7	269.6	47.7%
Fayetteville	242	242	4.7	198.6	43.2%
Fort Smith	178	178	4.8	200	41.7%
Hot Springs	132	132	6.4	199.8	31.3%

**Earned Media - \$189,000*****Partnership with the Arkansas State Highway and Transportation Department***

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the “Look Twice for Motorcycles” message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. The approximate earned media generated for this contribution is \$189,000.

**Paid/Organic Social Media****Campaign Report****Summary:**

- Ads were served on YouTube 217,091 times
- YouTube ads captured 116,000 views
- Facebook ads reached 623,615 users
- Organic posts captured almost 3,000 impressions last month

Ads reached 623,615 unique Facebook and Instagram users at a frequency of 2. Frequency is defined as the average number of times an individual sees our ads. We like to keep this number between 1-3 to fight user ad fatigue and make sure we are getting our message out to as many people as possible. Our average cost per 1,000 people reached was \$5.58. The ads saw high engagement with 260 post reactions, 5 post comments, 23 post saves, 71 post shares and 1,032 link clicks.

Organically, we posted on Facebook, Instagram and Twitter. Organic social media posts regarding motorcycle safety captured almost 3,000 impressions last month. Facebook captured 577 impressions; Instagram captured 687 impressions, and Twitter captured 1,665 impressions.

Ads were shown on YouTube 217,091 times with 116,167 views at a view rate of 54%. We had a great average cost per view of \$0.03. Geographically, ads were served the highest number of times in Little Rock, followed by Springdale, Fort Smith and Jonesboro. Analyzing device use, most users saw our ads on TV screens, followed by mobile phones.

### **2020 July Speed Campaign Obey The Sign or Pay The Fine**

#### **Paid Media Report**

##### ***Summary***

Supporting the July 2020 Speed “Obey the Sign or Pay the Fine” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “Obey the Sign or Pay the Fine” campaign was those most likely to exceed the speed limit, men ages 18-54.

NHTSA approved a budget of 150,000 for a two-week schedule of previously produced ads on broadcast tv/cable, radio and digital media. The bonus radio ads received totaled an additional \$83,901 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

##### **Enforcement Period**

- Monday, June 13 to Sunday, July 19

##### **Advertising Period**

- Paid advertising ran Thursday, July 9 through Sunday, July 19

##### **Paid Media Budget**

- **\$150,000**

##### **Target Audiences**

- Primary Audiences - Influence segment to never exceed the posted speed limit
  - **18 to 34-year-old males**  
Predominantly views and listens to sports, comedy and rock music  
Heavy internet users
  - Males 16-24  
Online “almost constantly” with smartphones being the device of choice
- Secondary Audience - Raise awareness and influence segment to obey the speed limit
  - **18 to 34-year-old Spanish-reliant males**  
Predominately consumes Hispanic radio  
Heavy internet users

## Geography

Statewide awareness campaign. Concentrated media funds in the state's major metropolitan markets to reach the greatest number of Arkansans:

- **Primary Markets**
  - Little Rock
  - Fort Smith
  - Fayetteville
  - Jonesboro
  - Texarkana
  - Hot Springs
  - El Dorado
- **Secondary Markets**
  - Conway
  - Delta Region

## Media Strategies & Tactics

The goal was to increase awareness of the dangers and consequences of driving over the speed limit and encourage drivers to slow down on Arkansas roads and highways. Due to the short flight duration, electronic mediums were used so that they can be activated and deactivated quickly. We recommended implementing the multi-tiered media mix outlined below.

- **Broadcast TV provided the greatest reach opportunity**  
Concentrate on high performing dayparts and programming against Adults 25-54 to reach the greatest number of Arkansans with the *Obey the Sign* message. Sports was included and prime programming were skewed male.
  - **Daypart mix:** Local News – 60%, Prime – 30% and Late Fringe –10%
  - **Key Networks:** ABC, CBS, NBC and FOX
  - **Recommended Broadcast Programming:** Game On, Titan Games, NASCAR, Tonight Show with Jimmy Fallon, FBI: Most Wanted, NCIS, Holey Moley II, Don't, Family Guy, Celebrity Family Feud, Crime Time, Saturday Night Live, Jimmy Kimmel Live, Ultimate Tag, 9-1-1 Lonestar, MasterChef
    - The highest percentage of weight will run during local news. COVID-19 is driving up viewership of TV news to extraordinary levels.
    - Nielsen TV ratings data will determine which networks and programming will best reach the target audience.
- **Cable extended the reach of broadcast television and achieves greater frequency of exposure of the Speed message.**
  - In order to best reach the target audience, cable networks that are more likely to be viewed by Men 18-34 were selected according to current MRI data\*.

- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20% more likely to watch this network than the general population.

**These networks include:**

- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- ESPN (143)
- ESPN2 (147)
- ESPNU (179)
- Fox Sports 1 & 2 (166/169)
- FX (155)
- FXX (181)
- MTV/MTV2 (165/247)
- NBA TV (192)
- NFL Network (197)
- Nick at Nite (144)
- Outdoor (107)
- Paramount (149)
- TeenNick (174)
- TruTV (151)
- VH1 (127)

\*Every cable system does not insert advertising on all of these networks.

- Normally news networks would not be included to reach this target; however, due to the COVID-19 outbreak, we purchased spots on CNN, Fox News, MSNBC, etc. According to a recent Nielsen report, there was a 73.4% increase in live TV viewing across seven cable news networks, including a massive 102.6% increase during the daytime period.
- **Radio created statewide reach and frequency of exposure of the *Obey the Sign* message in metro areas.** One of the key reasons to use radio is the fact that the majority of radio listening occurs in a vehicle. 79% of Men 18-34 listen to radio in the car according to 2019 GfK MRI Doublebase.
  - **Primary Formats:** Contemporary Hit Radio, Sports, Country and Urban
  - **Dayparts:** Morning Drive: 6:00am - 10:00am  
Midday: 10:00am - 3:00pm  
Afternoon Drive: 3:00pm - 7:00pm  
Evening: 7:00pm - Midnight  
Selected weekend dayparts
  - Nielsen Audio ratings data helped determine which stations best reach the young male audience in the radio metro markets of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.

- Hispanic communities across the state were reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties. Radio reaches 96% of Hispanics 18+ according to a Nielsen Audio 4Q 2019 report.
- **The digital portion of the plan concentrated on the younger male demo segments (16-24 & 25-34) and will continue to extend the reach of the *Obey the Sign* message in a medium where our target spends a significant amount of time and consider it an “essential” part of life.** According to Pew Research, 95% of adults 18-34 use their smartphones to go online. Specific digital strategies are detailed below:
  - Utilizing an **ad network** allowed us to have a presence on premium national websites such as BuzzFeed.com and CollegeHumor.com targeted geographically to Arkansas and demographically to males 16-34. With an ad network, we can also contextually and behaviorally target while they are playing video games on their mobile devices and provided an additional layer of reach of the *Obey the Sign* message to our target audience, who are twice as likely to have participated in online video gaming than the average adult according to MRI data (201 index). 30-second pre-roll and display ads across mobile devices were recommended to maximize impact and awareness of the Speed message. The campaign generated more than one million impressions.
  - **Connected TV/Over-the-Top Streaming** - As of March 2020, Nielsen data showed that 76% of U.S. homes had at least one connected device. With connected TV/OTT, the *Obey the Sign* message was delivered to our target audience while they were streaming TV shows, videos and movies via Playstation, Roku, Apple TV, Xbox, etc. Most teens (84%) -- especially boys (92%) -- have or have access to game consoles. **Hulu**, which recently saw a 48 percent year-over-year increase in subscribers, will also be part of the mix. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 500,000 OTT impressions ran during the campaign.
  - Utilized **Vevo**, the world’s largest premium music video provider, offering a global platform with enormous scale. Vevo ranks number one among music video viewers. In January 2020, over 41% of Vevo’s audience was between the ages of 16-34. Over 118,000 impressions were served during the 11-day campaign.
  - **Digital Streaming Radio extended the reach of the “Obey the Sign” message in a medium where Men 16-34 spend a significant amount of time – streaming music.** Digital Audio is consumed widely across all age groups. It has particularly strong usage in the 18-34 age group at 85% listen to streaming audio monthly. Approximately 625,000 impressions were generated from the below recommended plan for audio streaming.
    - In Arkansas, Pandora has a 34 percent penetration of adults 16-34, with more than 324,700 unique listeners throughout the state.
    - Utilized Pandora to reach Hispanic Adults 18-34 in Arkansas. Online Hispanic adults are 21% more likely to listen to internet radio in a given month than the rest of the online population according to a January 2020 Marketing Charts report.
    - **Spotify**, another streaming giant, was recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. Spotify has the most youthful user base of all streaming services with 55% of users are aged 18-34 according to Verto Analytics.

- Placed a mix of premium banners across Ellatino.com, LaPrensaNWA.com and LatinoTVAR.com to reach the Hispanic community digitally with the *Obey the Sign* message.
- **Digital outdoor generated mass reach and frequency and is one of the most cost-efficient media available.**
  - Digital outdoor boards are highly visible structures that reach a mass audience while they are in their vehicle reminding drivers to slow down on Arkansas roads and highways.
  - Concentrated placement on major highways around Little Rock, North Little Rock, Northwest AR, Jonesboro and Hot Springs.
  - The eleven selected boards generated over 3.1 million impressions over a two-week period.

### **Total Media Weight Levels for the 11-day Flight**

- **Broadcast TV**

150 GRPs in Little Rock  
125 GRPs in Fort Smith/Fayetteville  
100 GRPs in Jonesboro

- **Cable**

125 units on Interconnect (281,610 households)  
250 units in Little Rock, Ft. Smith/Fayetteville, Texarkana and Jonesboro  
200 units in El Dorado  
150 units in Hot Springs and Conway

- **Radio**

200 GRPs in Little Rock, Ft. Smith and Texarkana  
175 GRPs in Fayetteville, Jonesboro and Hot Springs  
100 GRPs in El Dorado  
22-28 units in secondary markets  
115 spots across Hispanic stations

### **Budget Summary**

- **By Medium**

Broadcast TV: 21% (\$31,224)  
Cable: 12% (\$18,702)  
Radio: 22% (\$33,185)  
Online: 37% (\$55,528)



Digital Outdoor: 8% (\$11,357)

**Total: 100%**

○ **By Market:**

Little Rock: \$32,646  
 Fort Smith/Fayetteville: \$22,454  
 Jonesboro: \$10,249  
 Texarkana: \$7,835  
 Hot Springs: \$4,188  
 El Dorado: \$1,970  
 Conway: \$1,167  
 Delta Region: \$1,268  
 Hispanic: \$4,461  
 Statewide: \$63,758

**Total Estimated Budget: \$149,996**

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$86.53	\$23.28	\$31.89
Ft. Smith/Fayette	\$85.29	\$16.02	\$22.38
Jonesboro	\$59.27	\$3.00	\$913.82
Texarkana	N/A	\$5.38	\$28.19
El Dorado	N/A	\$3.17	N/A
Hot Springs	N/A	\$2.00	\$11.43
Conway	N/A	\$3.53	N/A

**Broadcast**

**Television/Cable**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	464	683	2.5	156.6	64.1%
Ft. Smith/Fayetteville	331	748	2.4	125.8	53.0%
Jonesboro	461	148	2.0	116	55.6%
Texarkana	316	316	N/A	N/A	N/A
El Dorado	202	202	N/A	N/A	N/A
Conway	276	412	N/A	N/A	N/A
Hot Springs	387	107	N/A	N/A	N/A
Hispanic	N/A	N/A	N/A	N/A	N/A

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Market
Little Rock	281	263	8.2	416.9	50.7%
Ft. Smith	347	477	6.4	353.5	56.3%
Fayetteville	436	436	6.0	300.9	49.8%

Jonesboro	204	204	7.1	329.9	46.7%
Texarkana	226	226	7.0	337.3	48.6%
El Dorado	176	176	N/A	N/A	N/A
Hot Springs	156	156	9.8	300.2	30.4%
Conway	45	45	N/A	N/A	N/A
Delta Region	38	110	N/A	N/A	N/A
Hispanic	170	168	N/A	N/A	N/A

### **Earned Media - \$104,003**

#### ***Media Relations***

A news release concerning the July “Obey the Sign or Pay the Fine.” mobilization was distributed to news media statewide resulting in 13 newspaper clippings with an ad equivalency of \$9,503.

#### ***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.

#### ***Paid/Organic Social Media***

##### **Summary**

- Facebook ads reached 563,300 Arkansans
- The video was served at a good frequency of 3
- YouTube ads were served almost 800,000 times
- Organic posts reached 241 people

Last month we ran ads on Facebook, Instagram and YouTube to make Arkansans aware of the Speed Prevention enforcement campaign because speeding has become a real issue on Arkansas roads and the number of speed-related deaths have risen over the past several months. Our YouTube video ad was shown almost 800,000 times at a cost per 1,000 impressions of \$5.85. Ads were shown the highest number of times in Little Rock, followed by Springdale and Fort Smith.

Facebook/Instagram ads were served 1,653,256 times and 562,300 of those impressions were unique users. The campaign held a cost per 1,000 people reached of \$8.25. The video received 172 post reactions, 25 post comments, 19 post saves, 10 post shares and 1,297 link clicks for engagement. The ad also captured 44,410 thruplays at a cost per thruplay of \$0.10.

## **PLANNING AND ADMINISTRATION (P&A) PROGRAM**

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

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

### **Program Area Results**

During FY20, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for four full-time managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

According to Highway Safety Program Funding Policy, P&A costs are not to exceed thirteen percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 20 P&A expenditures equaled only 8% percent of total 402 expenditures and were matched 50 percent with State funds.

## **PLANNING AND ADMINISTRATION**

**Planned Activity: PA-2020-01**

**Sub-recipient: Arkansas State Police**

Funding for P&A salaries and benefits, travel, and operating expenses. The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). Staff attended meetings and other sessions in the performance of their normally assigned functions. Costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration were as follows: *Salaries and Benefits* - Full-time positions fulfilling management, fiscal, and clerical support functions; *Travel and Subsistence* - Travel and subsistence costs for management and fiscal support personnel; and *Operating Expenses* - Overall operation of the Highway Safety Program.

## **AHSO PUBLIC AWARENESS SURVEY**

**Planned Activity: PA-2020-01**

**Sub-recipient(s): University of Arkansas at Little Rock, Survey Research Center**

The AHSO public awareness survey conducted by the University of Arkansas at Little Rock, Survey Research Center in previous years to track driver attitudes and awareness of highway safety enforcement and communication activities along with self-reported driving behaviors was not conducted in 2020 due to changes in the administration of the Survey Research Center at UALR. The AHSO is working to incorporate this activity into the overall media project/contract with CJRW.

FINANCIAL REPORTS			
Project		Recipient/Contractor	
1	AL	Criminal Justice Institute	365749.33
2	SE/M2HVE/M5HVE	Stuttgart Police Department	690.68
3	AL	Administrative Office of the Courts	34,336.50
4	AL/OP	Arkansas Broadcasters Association	75,000.00
5	DD/OP/M5X/SE	Harrison Police Department	20,082.90
6	M5BAC	AR Crime Lab	134,666.71
7	OP/DD/M5X/SE	Garland County Sheriff's Office	49,569.58
8	OP/DD/M5X/SE	Benton County Sheriff's Office	43,480.63
9	OP/M5X/SE	Miller County Sheriff	15,434.86
10	DD/OP/M5X/SE	Van Buren Police Department	55,637.92
11	DD/OP/M5X/SE	Jonesboro Police Department	55,501.52
12	DD/OP/M5X/SE	Marion Police Department	13,182.06
13	DD/OP/M5X/SE	North Little Rock Police Department	16,985.98
14	SE/DD/M2HVE/M5HVE	St. Charles Police Department	4,360.17
15	DD/OP/M5X/SE	Paragould Police Department	22,793.99
16	DD/OP/M5X/SE	Sherwood Police Department	20,058.77
17	SE/DD/M2HVE/M5HVE	Alexander Police Department	2,501.82
18	SE/DD/M2HVE/M5HVE	Bella Vista PD	16,064.82
19	M5HVE	Ashdown Police Department	5,290.96
20	TR/M3DA	Arkansas State Police – E-Crash	549,006.68
21	TR/M3DA	Arkansas State Police – E-Citation	276,221.04
22	OP/TR	U of A – Fayetteville	180,543.66
23	SE/DD/M2HVE/M5HVE	Bauxite Police Department	3,735.50
24	M5BAC	AR Dept. of Health - OAT	97,917.80
25	DD/M5X/OP/SE	Benton Police Department	7,621.00
26	DD/M5X/OP/SE	Bryant Police Department	24,604.13
27	DD/M5X/OP/SE	Conway Police Department	7,180.57
28	DD/M5X/OP/SE	Fayetteville Police Department	33,589.14
29	DD/M5X/OP/SE	Fort Smith Police Department	33,397.35
30	DD/M5X/OP/SE	Hot Springs Police Department	40,955.89
31	OP/DD/PS/PM/M5X/M2PE/ M2X/M2HVE/M5HVE/M5PEM M8PE/M9MA	Cranford,Johnson,Robinson & Woods	1,295,784.94
32	DD/M5X/OP/SE	Mountain Home Police Department	51,380.78
33	SE	Clarksville Police Department	8,137.50
34	M5X/OP/SE	Searcy Police Department	6,549.84
35	M5X/OP/SE	Texarkana Police Department	56,555.09

FINANCIAL REPORTS (Continued)			
Project		Recipient/Contractor	
36	DD/M5X/OP/SE	Washington County Sheriff's Office	16,078.83
37	DD/M5X/OP/SE	Springdale Police Department	35,588.14
38	DD/SE/M2HVE/M5HVE	Carroll County Sheriff's Office	7,573.60
39	M5TR	Black River Technical College	83,163.54
40	DD/M5X/OP/SE	Hope Police Department	17,470.67
41	TR	ASP – Crash Reconstruction Training	32,297.24
42	M5CS	Bentonville DWI	900.00
43	M5CS	Independence County–Pilot DWI Court	37,065.77
44	M5X/OP/SE	Rogers Police Department	5,989.80
45	OP	UAMS	161,058.89
46	M5CS	MADD	80,125.77
47	SE/DD/M2X/M5X	Arkansas State Police - Enforcement	1,030,588.69
48	M3DA	AR Dept of Health - EMS	45,000.00
49	DD/SE/M2HVE/M5HVE	Cross County Sheriff's Office	3,858.51
50	M5X	ASP - In Car Camera / Video Storage Project	701,829.04
51	DD/M5X/OP/SE	Trumann Police Department	2,449.15
52	SE/M2HVE/M5HVE	Centerton Police Department	11,549.72
53	M2CPS/OP	UAMS	267,755.36
54	SE/DD/M2HVE/M5HVE	Decatur Police Department	11,451.23
55	DD/OP/SE/M5X	Dardanelle PD	5,952.47
56	DD/OP/SE/M5X	El Dorado PD	8,332.65
57	DD/SE/M2HVE/M5HVE	Mountain View Police Department	8,025.75
58	M5CS	Garland County DWI Court	18,390.06
59	M5HVE	Faulkner County Sheriff's Office	2,000.00
60	M5CS	Crawford Co. DWI Court	1,324.88
61	M5CS	Craighead Co. DWI Court	619.20
62	SE/M2HVE/M5HVE	Farmington Police Department	5,933.93
63	M5HVE	Glenwood Police Department	6,282.65
64	SE/M2HVE/M5HVE	Prairie Grove Police Department	12,678.63
65	M5X/OP/SE	Saline County Sheriff's Office	3,728.41
66	SE/DD/M2HVE/M5HVE	Grant County Sheriff's Office	6,088.73
67	M5X/OP/SE	Siloam Springs Police Department	13,826.66
68	SE/DD/M2HVE/M5HVE	Hazen Police Department	1,313.78
69	SE/M2HVE/M5HVE	Little Flock Police Department	24,448.54
70	SE/DD/M2HVE/M5HVE	Haskell Police Department	7,459.71
71	OP/SE/M5X	St. Francis County. Sheriff's Office	22,199.33

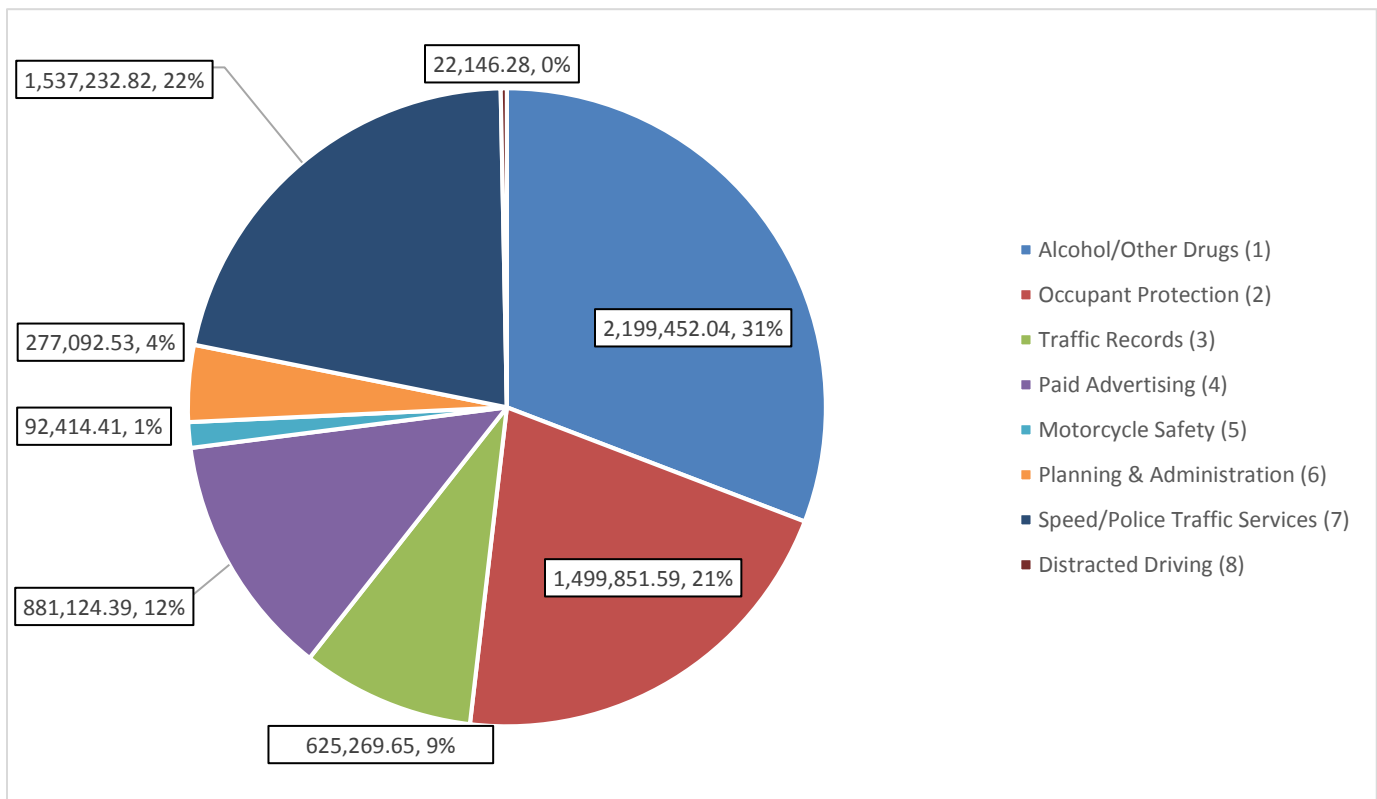
FINANCIAL REPORTS (Continued)			
Project		Recipient/Contractor	
72	M5HVE	Independence County Sheriff's Office	2,418.74
73	SE/M2HVE/M5HVE	Searcy County Sheriff's Office	21,105.62
74	SE/DD/M2HVE/M5HVE	Lowell Police Department	24,183.08
75	SE/DD/M2HVE/M5HVE	Maumelle Police Department	4,991.43
76	SE/DD/M2HVE/M5HVE	Barling Police Department	21,732.72
77	SE/M5HVE	Newton County Sheriff's Office	1,214.71
78	SE/DD/M2HVE/M5HVE	Ouachita County Sheriff's Office	1,242.48
79	SE/M2HVE/M5HVE	Pea Ridge Police Department	1,976.68
80	M5HVE	Monticello Police Department	9,046.00
<b>2020 TOTAL</b>			<b>6,471,370.48</b>

**FISCAL YEAR 2020 ARKANSAS APPROVED EQUIPMENT**

Agency	Quantity	Item Detail	Estimated Cost Each	Total Est. Cost	Funding Source	Planned Activity & Project Numbers	Purchased	Actual Cost
Black River Technical College LETA	1	Blood Alcohol Testing (BAT) Vehicle (BATMobile)	\$273,000	\$273,000	405d	AL-2020-10 M5TR-2020-10-10-01	Not Purchased – was preapproved to purchase in FY21	\$0
Black River Technical College LETA	1	Hand-Held Radio	\$7,000	\$7,000	405d	AL-2020-10 M5TR-2020-10-10-01	Purchased	\$4,764.19
Arkansas Crime Lab	2	Immunoassay	\$79,100	\$158,200	405d	AL-2020-15 M5BAC-2020-15-15-01	Only purchased 1 due to purchasing restrictions surrounding COVID-19	\$49,050.00
Arkansas State Police	2	400 TB Storage Array	\$225,000	\$450,000	405d	AL-2020-14 M5X-2020-14-14-01	Purchased	\$448,638.93
Arkansas State Police	3	Computer Server	\$20,000	\$60,000	402	TR-2020-03 TR-2020-03-03-01	Purchased	\$43,730.80
Arkansas State Police	3	Computer Server	\$20,000	\$60,000	402	TR-2020-05 TR-2020-05-05-01	Purchased	\$43,730.80

**FISCAL YEAR 2020 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES**

<b>Alcohol/Other Drugs (1)</b>	\$	2,199,452.04
<b>Occupant Protection (2)</b>	\$	1,499,851.59
<b>Traffic Records (3)</b>	\$	625,269.65
<b>Paid Advertising (4)</b>	\$	881,124.39
<b>Motorcycle Safety (5)</b>	\$	92,414.41
<b>Planning &amp; Administration (6)</b>	\$	277,092.53
<b>Speed/Police Traffic Services (7)</b>	\$	1,537,232.82
<b>Distracted Driving (8)</b>	\$	22,146.28
<b>Total</b>	\$	<b>7,134,583.71</b>



- (1) Alcohol/Other Drugs Program includes Sections 402, 405d, and 405d Int expenditures.  
 (2) Occupant Protection Program includes Sections 402, 405b, 405d Int expenditures.  
 (3) Traffic Records Program includes Sections 402, 405c, and 405d Int expenditures.  
 (4) Paid Advertising includes Sections 402, 405d expenditures.  
 (5) Motorcycle Safety Program includes Section 405f expenditures.  
 (6) Planning and Administration includes Sections 402 expenditures.  
 (7) Speed/Police Traffic Services includes Section 402 and 405d Int expenditures.  
 (8) Distracted Driving Program includes 402 and 405e expenditures.  
 No Safe Community funds were expended in fiscal year 2020



**92<sup>ND</sup> GENERAL ASSEMBLY - TRAFFIC SAFETY BILLS THAT BECAME LAW**  
**January 14 – April 24, 2019**

**SB 388** CONCERNING BICYCLE SAFETY; TO ALLOW BICYCLISTS TO YIELD AT STOP SIGNS AND RED LIGHTS UNDER CERTAIN CIRCUMSTANCES; AND TO AMEND THE LAW CONCERNING THE USE OF BICYCLES, ELECTRIC BICYCLES, AND ANIMALS ON PUBLIC ROADS.

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=SB388>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act650.pdf>

**SB513** CONCERNING A SUSPENSION OF A PERSON'S DRIVER'S LICENSE FOR POSSESSING A CONTROLLED SUBSTANCE

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=SB513>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act704.pdf>

**SB534** TO AMEND THE LAW CONCERNING DISTRACTED DRIVING TO COMPLY WITH DISTRACTED DRIVING REQUIREMENTS UNDER FEDERAL LAW.

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=SB534>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act738.pdf>

**HB1182** TO AMEND THE LAW CONCERNING DISTRACTED DRIVING; AND TO MAKE THE USE OF A HANDHELD WIRELESS TELEPHONE IN A SCHOOL ZONE A PRIMARY OFFENSE.

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1182>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act288.pdf>

**HB1406** TO CLARIFY THE LAW CONCERNING THE EXPIRATION AND RENEWAL OF A DRIVER'S LICENSE.

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1406>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act596.pdf>

**HB1411** CONCERNING THE DEFINITION OF "MOTOR VEHICLE" UNDER THE OMNIBUS DWI OR BWI ACT; AND CONCERNING A TEST FOR BLOOD ALCOHOL CONTENT WHEN A MOTOR VEHICLE OR BOATING ACCIDENT OCCURS.

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1411>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act654.pdf>

**HB1561** TO AUTHORIZE THE OPERATION OF AUTONOMOUS VEHICLES OR FULLY AUTONOMOUS VEHICLES ON THE STREETS AND HIGHWAYS OF THIS STATE UNDER AN AUTONOMOUS VEHICLE PILOT PROGRAM; AND TO DECLARE AN EMERGENCY.

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1561>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act468.pdf>

**HB1619** TO CREATE THE ELECTRIC MOTORIZED SCOOTER ACT.

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1619>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act1015.pdf>

**HB1631 TO AMEND THE LAW CONCERNING MAXIMUM SPEED LIMITS.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1631>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act784.pdf>

**HB1689 TO AMEND THE LAW CONCERNING THE PENALTIES FOR PASSING AN AUTHORIZED VEHICLE STOPPED ON A HIGHWAY.**

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Pages/BillInformation.aspx?measureno=HB1689>

<http://www.arkleg.state.ar.us/assembly/2019/2019R/Acts/Act550.pdf>

**The next legislative session is scheduled to start January 11, 2021**

The AHSO is working with a legislator who is putting together a bill for next session to require the use of seat belts for all seating positions.

## **Noteworthy Accomplishments**

**Seat Belt Usage Rate** - The results of the most recent observational seat belt use survey showed a use rate of 81.9%, the highest ever for Arkansas. STEP and Mini-STEP projects conducted pre and post seat belt use surveys around the CIOT mobilization. These pre and post surveys showed a 2% increase in use for sustained STEPs and a 9% increase in seat belt use for mini-steps.

**Mini-Step Program** - To promote rural law enforcement participation in federal and state safety campaigns law enforcement agencies were contacted and encouraged to submit Mini-STEP applications pledging a commitment to work mobilizations. Funding was approved for Thirty four (34) agencies in 2020. Approximately (60) sixty agencies are on track to participate in 2021.

### **eGrant System**

Continued development and implementation of an eGrant system. AHSO contracted with AGATE Software Inc. to create a web-based grants management system. The system was implemented in March 2019. The AHSO now has the ability to create grants, proposal solicitations, application reviews and application approval, generate agreements, project reporting and program monitoring electronically.

### **Traffic Records- Crash Entry**

AHSO Traffic Records made great progress in eliminating the crash entry backlog. Currently things are on track for crash entries to be up to date by the end of 2021. In 2020 the number of agencies participating in eCrash and eCite continued to increase (see ***eCite and eCrash*** section below)

**eCite and eCrash** - A partnership with ArDOT resulted in a second RFP to assist local law enforcement agencies with equipment and facilitate participation in the eCrash system. In 2019, all troops at Arkansas State Police utilized the eCrash system and the number of local agencies using eCrash increased from 144 to 215. In 2020 Two hundred sixty three (263) agencies are currently on track to utilize the system with ten additional agencies trained as of November. In addition to all ASP troops, 137 local law enforcement agencies have been trained on eCite with 124 of those agencies currently “live” on eCite.

**Management Review** A Virtual Management Review (MR) of the Arkansas Highway Safety Office (AHSO) covering Federal Fiscal Years 2018, 2019 and 2020 was conducted by The National Highway Traffic Safety Administration (NHTSA) Region 7. The review included virtual Microsoft Teams meetings and telephonic discussions with AHSO and program partners during the period August 24-28, 2020. **The review resulted in 1 commendation, 2 recommended actions and no findings.**

### **Commendation - Increasing Law Enforcement Participation in the STEP Program**

Historically, the (AHSO) has struggled to recruit law enforcement agencies across the State. In FY 2016, there were 32 agencies participating in STEP mobilizations and few of those agencies were local agencies that work in the areas where rural unbuckled crashes occurred. Realizing the need to increase agency participation and expand the overall STEP Program activity, the AHSO hired a Law Enforcement Liaison (LEL) in 2018 and implemented a model LEL Enforcement Plan:

- Increasing law enforcement participation in seatbelt, speed and impaired driving mobilizations.
- Helping change the culture of law enforcement regarding the attitude towards conducting seatbelt and DWI enforcement.
- Promoting overtime opportunities through Mini STEP Grants that provides the needed enforcement activity and reporting necessary for overall deterrence.
- Setting up Lunch and Learns across the State promoting the importance of DWI, speed and seatbelt enforcement and working with LE agencies to increase the number of seatbelt, speed and DWI citations across the State.
- Creating another stand-alone mobilization that focuses on seatbelt enforcement across the State.

In FY 2020, results of these strategies and hard work promoting the STEP program have demonstrated gains. The last four years have shown over a 50% increase in law enforcement (LE) participation, shifting from 32 law enforcement agencies in FY 2016 to 79 law enforcement agencies participating in STEP mobilizations across the State in FY 2020. The addition of new law enforcement partners increased coverage to a larger geographic area which now includes more rural LE involvement in areas where data shows 59% of Arkansas's overall fatalities occur. Furthermore, overtime enforcement citations climbed from 10,674 overtime speed citations written in FY 2016 to 19,396 in FY 2019 demonstrating an 81% increase over that span. Additionally, Arkansas increased the number of seatbelt citations from 22,407 in FY 2016 to 23,514 in FY 2020, exhibiting a five percent increase over those four years.