

TRIENNIAL
HIGHWAY SAFETY PLAN
ARKANSAS
FY 2024 - 2026



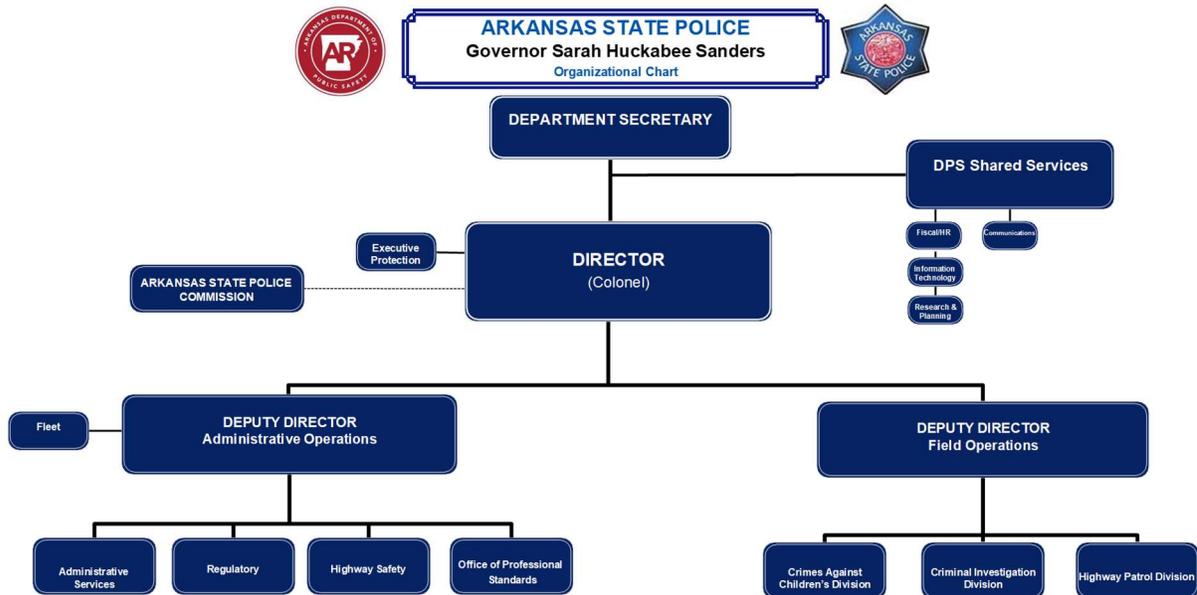
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Section 1.1 - Highway Safety Planning & Problem Identification Process

Title 23 U.S.C. Section 402 requires each state to have a highway safety program sponsored by the U.S. Secretary of Transportation and for which the Governor of the state shall be responsible. In Arkansas, the Governor has designated the Secretary of the Department of Public Safety as the Governor’s Highway Safety Representative for the state and has established the Arkansas State Police, Highway Safety Office or Arkansas Highway Safety Office (AHSO) as the state highway safety agency.

The purpose of the highway safety program is to provide a coordinated federal state and local effort to reduce traffic-related deaths, injuries, and property damage crashes.



The AHSO analyzes historical crash data for 5-10 preceding years along with current crash data to determine traffic fatality and injury trends. Basic crash data are obtained from National Highway Traffic Safety Administration (NHTSA) Fatality Analysis Reporting System (FARS) data which includes annual tabulations of statewide fatality counts for FARS based core performance measures (e.g., total traffic fatalities; speed-related fatalities; fatalities from alcohol impaired driving crashes (BAC of 0.08% plus); and unrestrained passenger vehicle fatalities. Data reflecting the number of serious injuries in traffic crashes is obtained from Arkansas’ electronic crash reporting system (eCrash) which compiles data from crash reports filed by local law enforcement agencies and the Arkansas State Police. Citation and conviction data are gathered from agency reports and the Arkansas Department of Finance and Administration’s Driver Services. Statewide demographics, vehicle miles traveled, and statewide observational safety belt use surveys were also evaluated along with census data to identify underserved and overrepresented populations.

Public Participation & Engagement has been and continues to be an important part of constructing effective traffic safety programs based on the needs of disproportionately affected communities impacted by traffic crashes that result in injuries and fatalities. The Arkansas Highway Safety Office is building on its community engagement process by soliciting additional feedback from stakeholders, grantees, community groups and organizations. Surveys and questionnaires were developed and distributed for use by existing projects to obtain feedback on project effectiveness and to solicit feedback from the target populations of those projects. These surveys will provide information on how programming efforts can be improved to better serve existing program areas and expanded to additional locations that have been identified as problematic. AHSO staff has identified coalitions and community organizations in affected areas and begun attending meetings, providing educational information, and making presentations. The Natural Wonders Partnership Council (NWPC) is one of these

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coalitions with representation from diverse child health organizations, nonprofits, agencies, and funders (*membership list at the end of Section 6.11*) that work together to address the changing health needs of Arkansans. The Council has a statewide membership with groups and organizations located in targeted counties. The NWPC was a logical starting place for AHSO as the council’s strategy involves building on the momentum of engaged communities. They are a natural partner of the HSO since the coalition is based in Pulaski County and with the majority of the organization membership’s agencies headquartered in Pulaski County and operating across the state (see chart at the bottom of page 14).

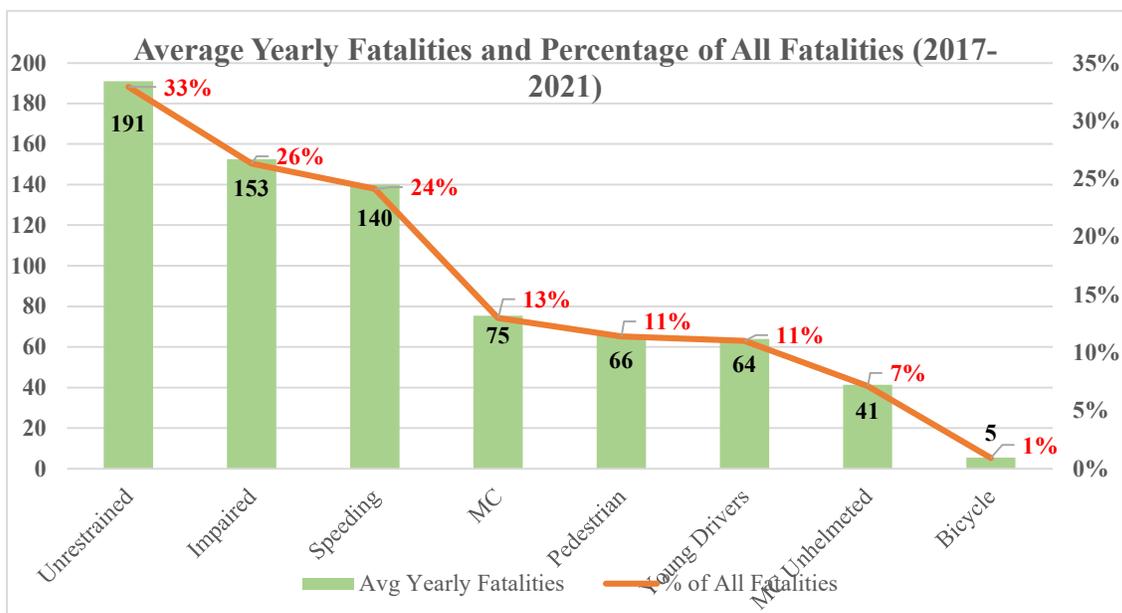
The AHSO will use information gathered from surveys and participation in “community conversations” with coalitions and community work groups to provide insight on the need for and type of new programming efforts required to address traffic safety issues and communities identified as underserved and overrepresented.

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

Per NHTSA requirements targets have been set and programming plans established to address Arkansas’ Highway safety issues based on data provided by the Arkansas Center for Health Improvement and the Arkansas SWOT Analysis

Arkansas’ Performance Plan and Highway Safety Plan will focus on these identified areas. Targets are based on information derived from 5 year rolling averages utilizing current FARS data in conjunction with National Safety Council (NSC) and eCrash data which the Arkansas Department of Transportation (ARDOT) has “cleaned up” to delete duplicates errors etc., and in consideration of internal and external factors, guidelines from NHTSA and Federal Highway Administration (FHWA), meetings with collaborating agencies, community outreach efforts, input from staff at the ARDOT, other stakeholders and recommendations of AHSO staff.

Crash Analysis - Analysis of crashes, crash fatalities, and injuries in areas of highest risk.



STEP projects will include high visibility and sustained enforcement of impaired driving, occupant protection and speed limit laws by approximately 36 local law enforcement agencies and the Arkansas State Police. A

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continuing initiative is focused on 50+ smaller law enforcement agencies that will be participating in mini-STEP grants. These grants fund overtime enforcement and/or equipment to agencies that participate in national safety campaigns and state mobilizations, targeted media, including paid television, radio, billboards, and internet will support these campaigns, which include Click It or Ticket (CIOT) and Drive Sober or Get Pulled Over (DSOGPO).

Data for Arkansas, (based on the 5-year period 2018-2022) shows the number of fatalities at 520 in 2018 and 644 for 2022. The fatality rate per 100 MVMT also shows an increase from 1.418 (2018) to 1.677 (2022). Serious injuries (2's only) increased from 2,272 in 2018 to 2,694 in 2022.

Fatalities: Arkansas Top 10 Counties							% of 2021
County	2017	2018	2019	2020	2021	Total	Total 693
Pulaski	60	70	62	81	70	343	10.10%
Benton	15	18	23	35	35	126	5.05%
Scott	10	7	15	15	29	76	4.18%
Washington	24	18	21	28	29	120	4.18%
Garland	13	18	21	18	23	93	3.32%
Faulkner	19	21	4	15	21	80	3.03%
Independence	6	7	11	17	20	61	2.89%
Sevier	14	15	9	15	20	73	2.89%
White	10	7	14	20	20	71	2.89%
Craighead	17	18	18	20	19	92	2.74%

Serious Injuries: Arkansas Top 10 Counties							% of 2021
County	2017	2018	2019	2020	2021	Total	Total 2,792
Pulaski	367	290	302	397	367	1,723	71.82%
Washington	154	155	155	142	151	757	29.55%
Benton	151	143	119	151	139	703	27.20%
Craighead	109	113	177	116	123	638	24.07%
Saline	80	66	75	76	100	397	19.57%
Garland	118	105	132	97	95	547	18.59%
Faulkner	89	67	65	87	91	399	17.81%
White	73	72	47	57	72	321	14.09%
Pope	67	59	57	49	70	302	13.70%
Lonoke	67	40	51	56	69	283	13.50%

An average of 605 motorists loses their lives and another 2,532 are seriously injured each year on Arkansas's roadways. Preliminary data for 2022 shows fatalities at 644. Over the past five years, alcohol-related fatalities averaged 146.4 per year. In 2022, 165 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities were reported – 25.6% of the total fatalities.

A major area of concern continues to be the relatively low seat belt use rate in the state. In 2017, there were 374 passenger vehicle occupant fatalities. Of these fatalities, 180 or 48.1% were unrestrained. In 2021 Arkansas's Seat Belt use rate was 84.2%. There were 228 unrestrained fatalities in 2021 and 448 passenger vehicle fatalities or 50.9%. The use rate decreased to 79.1% in 2022. Preliminary results of the 2023 Seat Belt Survey appear to show some improvement, but Arkansas is still a long way from the 2022 NHTSA National Occupant Protection use rate (NOPUS) of 91.6%.

If the State is to increase seat belt use, law enforcement agencies must make seat belt enforcement a priority. During FY23, approximately 150 agencies participated in CIOT including STEP, Mini-STEP, and volunteer agencies. The AHSO in-house Law Enforcement Liaison (LEL) retired in October of 2021 and since that time

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there has been a drop in the number of participating agencies. The AHSO obtained approval this June for a full time LEL position and hope to fill that position in 2023.

Despite a decline in the number of agencies participating in STEP and Mini-STEP programs and a decrease in enforcement due to the COVID Pandemic and other issues, the outlook is optimistic about increasing enforcement efforts. In FY24-26 communication will be a priority through hosting an Annual Coordinator's Conference, and regional "Lunch and Learns" with a concentrated focus on recruiting agencies to expand enforcement and education efforts in areas with high crash rates and low seat belt use rates. LEL duties will include soliciting non-STEP agencies to voluntarily participate in mobilizations or apply for mini-STEP grants. STEP and Mini-STEP grants provide funds to pay for overtime enforcement and/or equipment.

Law enforcement agencies will be encouraged to involve and inform the media during special enforcement events. The national tagline of "Click It or Ticket" will be used in efforts to promote occupant protection. To promote the use of safety belts and support NHTSA's "Click It or Ticket" national mobilization and the state's two-week STEP effort, CJRW, Arkansas's advertising agency of record will secure paid media per NHTSA's pre-determined media timeline for the campaign.

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and will continue to play an important part in Arkansas' efforts to increase the state's usage rate. The projects mentioned above, along with the CIOT program, will continue to be an integral part of the FY24 Triennial Highway Safety Plan (THSP). Efforts in FY24-26 will include emphasis on increasing total enforcement efforts, the number of agencies participating and encouraging agencies outside of STEP to address seat belt enforcement at a much higher level. The AHSO will also develop media ads and other materials designed to raise awareness about the dangers of leaving children unattended in vehicles to be used starting with the Click It or Ticket campaign and throughout the summer.

The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in Arkansas. Between 2017-2021 motorcycle fatalities accounted for approximately 13 percent of Arkansas' total traffic fatalities. In 2017 this number stood at 69 and increased to 96 in 2021. There were 377 motorcycle involved traffic fatalities in Arkansas during the 5-year period 2017-2021. A universal helmet law is recognized as the single most effective way for states to save lives in motorcycle crashes, but Arkansas does not have a Helmet law for those over age 21.

In FY24-26, AHSO will contract with Alliance to attend a minimum of 20 days of motorcycle rallies, and 10 different rally events each year. Alliance will utilize an updated public opinion survey at motorcycle rallies to determine the most critical traffic safety issues, from the perspective of the community, that the AHSO needs to address. Other planned efforts include working with the Arkansas Department of Finance & Administration (ADF&A) to distribute motorcycle endorsement envelope stuffers, a project which began in FY 23, to provide information on registration, licensing, and training opportunities.

The AHSO is working with local STEP and Mini-STEP agencies to utilize the Arkansas Crash Analytics Tool (ACAT) which displays crash locations on the Towards Zero Deaths (TZD) website online maps. These maps pinpoint high crash areas and road segments and assist local and statewide agencies to better target enforcement efforts. 97% of Arkansas' law enforcement agencies utilize the AR eCrash system which has significantly improved crash reporting and agency access to information. The long-term goal is to have 100% participation in eCrash/eCite and to develop a comprehensive traffic safety program in each geographical area.

The AHSO is collaborating with partners to encourage seat belt use, develop relevant information materials and implement evidence-based prevention activities statewide. From 2019 thru 2021, approximately 64.3 percent

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of fatalities were in rural areas of the state. During the triennial period, the AHSO plans to expand its initial “High Five” demonstration project targeting rural counties (See Section 6.8 for information used to select demonstration counties). Based on higher fatality rates, low belt use and overrepresented populations, an

Annual Average Roadway Fatality Rate per 100K Residents, by County 2017 - 2021								
1	Lawrence	54.0	26	Miller	29.4	51	Baxter	20.3
2	Monroe	52.2	27	Hempstead	28.5	52	Columbia	20.0
3	Calhoun	49.9	28	Carroll	28.4	53	Arkansas	19.7
4	Searcy	48.3	29	Scott	28.2	54	Johnson	19.3
5	Newton	46.3	30	Randolph	28.2	55	Garland	18.7
6	Montgomery	42.2	31	Van Buren	27.8	56	White	18.4
7	St. Francis	40.6	32	Cross	27.2	57	Dallas	18.1
8	Fulton	39.8	33	Madison	26.7	58	Greene	18.0
9	Prairie	38.5	34	Ouachita	26.2	59	Izard	17.6
10	Franklin	38.5	35	Conway	26.1	60	Mississippi	17.5
11	Clark	38.0	36	Phillips	26.0	61	Pulaski	17.4
12	Nevada	36.0	37	Union	26.0	62	Desha	17.3
13	Sharp	36.0	38	Perry	25.9	63	Lincoln	16.8
14	Bradley	35.9	39	Crittenden	25.2	64	Craighead	16.7
15	Grant	34.6	40	Lee	24.9	65	Crawford	15.9
16	Cleburne	33.8	41	Sevier	24.9	66	Pope	15.8
17	Poinsett	32.7	42	Jackson	24.9	67	Lonoke	14.6
18	Independence	32.3	43	Boone	24.6	68	Faulkner	13.0
19	Cleveland	31.4	44	Stone	24.3	69	Woodruff	12.6
20	Clay	31.4	45	Drew	24.0	70	Lafayette	12.6
21	Chicot	30.8	46	Polk	23.6	71	Saline	12.4
22	Yell	30.3	47	Ashley	22.7	72	Pike	11.7
23	Hot Spring	30.2	48	Logan	22.5	73	Sebastian	11.4
24	Little River	29.7	49	Marion	21.5	74	Washington	9.9
25	Howard	29.5	50	Jefferson	21.4	75	Benton	9.0

Rural Counties

Urban Counties

per ACHI Rural Health Insites, May 2020

additional 5 rural counties will be identified each year to participate in this project. This project will increase enforcement efforts, and public education and information to raise seat belt use rates. In addition, the AHSO will continue its partnership with ARDOT to conduct road assessments and identify infrastructure issues in these targeted rural communities.

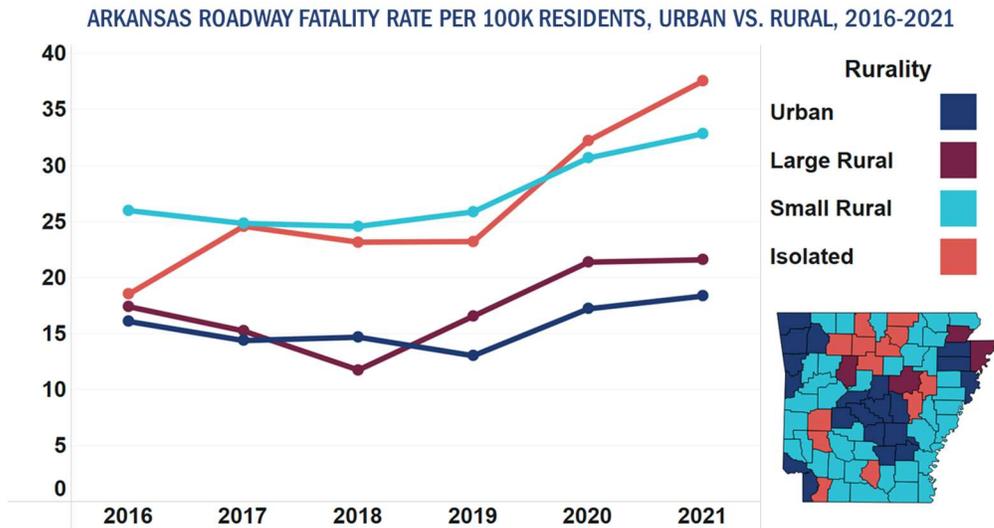
In each year of FY24-26 Arkansas’ Highway Safety Office will issue sub-grants to 100+ agencies and courts statewide to target Highway Safety issues. Agencies include state, county, and municipal law enforcement agencies in urban and rural locations. Other sub-grantees include, but are not limited to, the Arkansas Department of Transportation, Administrative Office of the Courts, University of Arkansas System, Arkansas Department of Health, Arkansas Children’s Hospital and the Black River Technical College Law Enforcement Training Academy. The AHSO will continue to focus on creating aggressive, innovative and well publicized enforcement in conjunction with educational programs and an increased focus on community engagement and feedback.

The AHSO has partnered with the Department of Civil Engineering (CVEG) at the University of Arkansas (UA) to conduct a Safety Awareness Survey. The 2023 survey will differ from the previous 2018 survey in two key areas. First, the 2023 survey will be conducted as a paper-based survey that will include an option for online completion. The 2018 survey was conducted as a phone interview. Second, the 2023 survey will target

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a sample with wider representation from the Arkansas population. The 2018 survey estimated weights based on 7 age-groups (16 to 20 years of age, 21 to 25, 26 to 34, 35 to 44, 45 to 54, 55 to 64, and 65+) and two gender categories. The 2023 survey will gather sociodemographic and geographic data to potentially produce more detailed weighting procedures for a more representative survey that will provide the AHSO with information on the effectiveness of its safety campaigns and activities.

Plans are in place to host an Arkansas Traffic Safety conference every May starting in May 2024. The conference will be designed to incorporate discussions on innovations around the country. Emphasis will be



placed on community input and involvement to increase the effectiveness of Arkansas’ Highway Safety program efforts. Regional “Lunch and Learns” will also be held periodically throughout the year. These “Lunch and Learn” events will focus on the problem areas identified in the AR Data Deep Dive with underserved or overrepresented populations and on recruiting agencies not currently participating in STEP or Mini-STEP programs.

The AHSO evidence-based (E-BE) traffic safety enforcement program is focused on preventing traffic crashes and crash-related fatalities and injuries. Analysis of Arkansas’ crashes, crash fatalities and serious injuries were extracted from Arkansas State Traffic Records Data (eCrash), Arkansas Crash Analytics Tool (ACAT) and FARS. This information was supplemented with the data analysis conducted by the Arkansas Center for Health Improvement for the AR Data Deep Dive. Utilizing this data, priority areas have been identified to implement proven enforcement activities. Arkansas’s E-BE is implemented through deployment of its resources in these areas throughout the year and mobilizing the entire state during the “Click It or Ticket” (CIOT) mobilizations and “Drive Sober or Get Pulled Over” (DSOGPO) crackdowns. At the conclusion of these events the enforcement efforts are analyzed so that adjustments can be made to the E-BE going forward.

The AHSO utilizes projects for selective overtime enforcement efforts in the areas of alcohol, speed, distracted driving, and Occupant Protection. Funding assistance will be awarded to law enforcement agencies statewide with a special focus on priority areas identified in the AR Data Deep Dive analysis. Additional projects will target priority areas with public information and education for specific dates and times of enforcement efforts. Agencies are recruited to participate in national and statewide mobilizations and crackdowns. FY24-26 Mobilizations will include the following:

FY24 – FY26 Mobilizations	
Mobilizations	Timeline of High Visibility Enforcement
State Distracted Driving Mobilization	1-week mid-October

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State Seat Belt Mobilization	1 week, the week of Thanksgiving
National Winter DWI Mobilization	2 weeks, ending New Years Day coordinated by NHTSA
State St. Patrick's Day DWI Mobilization	3 to 5 days around St. Patrick's Day
State Distracted Driving Mobilization	1-week, Early April
420 Campaign	3 to 5 days including April 20 th , coordinated by NHTSA Region 7
National Memorial Day Seat Belt Mobilization	2 weeks, including Memorial Day Weekend, coordinated by NHTSA
State July 4th Holiday DWI Mobilization	1 week, the week of July 4 th
State Speed Mobilization	2 to 3 weeks the end of July
National Labor Day DWI Mobilization	3 weeks including Labor Day, coordinated by NHTSA

Checkpoints and Saturation patrols will be conducted at least four nights during National DWI mobilizations. Who, what, when, where and why are used to determine where to direct resources for the greatest impact. Data is broken down by type of crash, i.e., speed, alcohol, restraint usage, impaired driving etc. Arkansas's fatal, and serious injury crash data is utilized to determine priority areas and provide direction on how to make the greatest impact.

The enforcement program is implemented by awarding selective traffic enforcement overtime grants to law enforcement agencies in these priority areas. Funding for overtime salaries and traffic related equipment is eligible for reimbursement. Agencies applying for funding assistance for selective overtime enforcement are encouraged to do problem identification within their city or county to determine when and where to conduct enforcement for the greatest impact. Other components of these awards include PI&E and required activity reporting. The enforcement program includes statewide enforcement efforts for mobilizations and crackdowns which involve extensive national and state media campaigns. Agencies will be encouraged to increase participation for the 420 Campaign this year.

All law enforcement working alcohol and seat belt selective overtime must provide proof of successful completion of the Standardized Field Sobriety Testing (SFST) training and Traffic Occupant and Protection Strategies (TOPS) training.

AHSO conducted surveys of all Sub-Contractor Projects for FY2023 (in LR/NLR, Northwest AR, and Rural counties) to assess feedback and interactions they were getting from their local communities. They reported the following feedback:

- Positive community feedback
- Citizens extremely supportive of the Distracted Driving, Speed, and DWI Enforcements.
- Lots of positive feedback on Facebook posts and DWI checkpoints.
- Citizens appreciate the extra officers on the street. They recognize that many crimes may have been prevented because those persons decided to go somewhere else due to the officers being seen on duty.
- Would like to see more "Checkpoints and Saturations" Distracted Driving/Impaired Driving
- More Distracted Driving information and awareness Outreach efforts
- More Speed Mobilizations
- More education for youth on Distracted Driving/Seat Belts

The AHSO monitors and assesses each of the selective traffic enforcement overtime grants upon receipt of the activity report and reimbursement request and adjustments are made as needed. Seat Belt survey results along with performance standards results (officer violator contacts/stops and arrests per hour) are evaluated to adjust enforcement strategies and determine future awards. Adjustments to enforcement plans continue throughout the year. The AHSO staff reviews the results of each activity/mobilization. Likewise, state, local and county law enforcement agencies work with their program managers to review their activity and jurisdictional crash data

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on a regular basis. Based upon these reviews, continuous follow-up and timely adjustments are made to enforcement plans to improve sustained and High Visibility Enforcement (HVE) effectiveness.

Deployment of Resources

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

Attention is focused on participation in impaired driving, occupant protection and speed enforcement through Selective Traffic Enforcement Projects (STEPS & Mini-STEPS). This program will include active participation by 90+ Arkansas law enforcement agencies in the state. The charts in section "Grant Program Activity Reporting" show the citations issued by STEP & Mini-STEP agencies 2018 through 2022.

Section 2.1 - Comprehensive Public Participation & Engagement

Background

The Triennial Highway Safety Plan (THSP) is the document the State submits once every three fiscal years to document its highway safety program, including the State's highway safety planning process and problem identification, public participation and engagement, performance plan, countermeasure strategies for programming, and performance report.

The highway safety grant program plays an important role, and the meaningful public participation and engagement requirements are a critical part of the Arkansas Highway Safety Office's (AHSO) planning efforts to ensure that equity is centered in the grant program. Under BIL, States are expected to engage affected and potentially affected communities during the triennial HSP planning process and throughout the life of the THSP, with particular emphasis on underserved communities and populations that are overrepresented in the data. Underserved populations are groups that share a particular characteristic or geographic location and have been systematically denied an equitable opportunity to participate in aspects of economic, social, and civic life.

In the Bipartisan Infrastructure Law (BIL), Congress added a requirement that State highway safety programs implement meaningful public participation and engagement activities that target affected communities, particularly those that have been identified in the data as being significantly impacted by traffic crashes that resulted in injuries and fatalities. The public engagement requirements for this regulation implement the requirements set out in the BIL in accordance with Title VI of the Civil Rights Act of 1964/Title VI. The following section outlines the public participation and engagement process carried out by the AHSO in compliance with these requirements to ensure that equity is centered in the planning and implementation of the Arkansas highway safety grant program.

The purpose of the AHSO's comprehensive public participation and engagement effort is to ensure that diverse views are acknowledged and considered throughout all stages of the THSP consultation, planning, and decision-making process. The PPE will serve as a guide for the resulting programmatic efforts by giving applicants and recipients an active role in the development of these projects and providing them with information about how programs or activities can benefit their affected communities.

The AHSO is committed to engaging communities in Arkansas that are underserved and overrepresented in traffic data to inform traffic safety programs that will promote safe and accessible roadways while reducing transportation-related disparities, adverse community impacts, and negative health effects.

Arkansas Highway Safety Office THSP Engagement Planning

As a precursor to implementing an intensive community outreach/engagement initiative, the Arkansas Highway Safety Office contracted with the Arkansas Center for Health Improvement (ACHI) to conduct a "Data Deep Dive", which gathered fatality and injury data for Arkansas from multiple sources including: FARS (Fatality Analysis Reporting System), FIRST (Fatality and Injury Reporting System Tool), NEMSIS (National Medical Services Information System), AR State Police Crash Records, National Highway Traffic Safety Administration, US Census Bureau, Publicly available National and State Data, Data compiled for National Safety Council provided through AR State Police, Arkansas State Medical Examiner, NewZ service, AR Crime lab and toxicology reports, summaries of fatality and injury crashes, and reports from border states with a focus on sources that provided insight into potential traffic safety patterns and disparities. ACHI utilized available data to profile motor vehicle crash and related statistics for use in a SWOT Analysis with stakeholder groups conducted in May 2023. During the SWOT Analysis, this data together with other pertinent information; was reviewed; analyzed; and evaluated with 25+ participants representing a variety of agencies, groups and

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individuals. Crash statistics were compiled for all counties in the state and used to ascertain the extent of the problems in the respective locations. (See charts Section 6.8 and Section 6.9).

Based on the problems identified, the AHSO has developed a 3-year Highway Safety Plan with proposed projects and countermeasures to promote highway safety and reduce the incidence and severity of traffic crashes in Arkansas. Priorities for project implementation will be based on this analysis. Plans are to continue the AHSO's partnership with the ARDOT/SHSP Planning Group and others to incorporate the Safe System Approach and leverage existing stakeholder groups for similar SWOT analyses going forward. AHSO will continue to contract with ACHI to do extensive data analysis that will drive programming and outreach efforts.

Statement of Starting Goals for Public Engagement

The initial goal will build on current community engagement activities by soliciting and increasing feedback from stakeholders, grantees, community groups and organizations. Surveys and questionnaires previously developed and distributed to existing projects to obtain feedback on project effectiveness have been redesigned to incorporate feedback from the target populations of those projects. The AHSO will use feedback obtained from these surveys to inform program efforts going forward. Current projects will be improved, and new projects will be developed to better serve existing program areas. Selected projects will be expanded, and new projects created based on community feedback to target additional locations that are identified as problem areas with underserved or overrepresented populations.

A second goal of the AHSO community engagement process involves a "work group" composed of representatives from the Arkansas SWOT meeting to identify coalitions, community groups and organizations in designated target areas. These target areas have been carefully chosen based on data-driven analysis, taking into account multiple factors such as high crash rates, traffic congestion, environmental factors, road conditions and areas with vulnerable populations. By collaborating with these local stakeholders, AHSO aims to establish strong partnerships that will not only enhance the effectiveness of our highway safety initiatives but also ensure that our efforts are tailored to the unique needs and challenges of each community. This community-centered approach is vital in our commitment to creating safer roadways and reducing crashes and fatalities across the state of Arkansas.

Identification of the Affected and Potentially Affected Communities – Underserved and Overrepresented Populations

Problem ID: It is clear from AR SWOT Analysis and other data analysis that Black People are disproportionately represented in fatal traffic crashes. (See charts Section 6.8 and Section 6.9). This corresponds with an analysis of FARS data (2015-2019) showing black persons having the second highest rate of total traffic deaths in the US for pedestrian, bicyclist, and total traffic deaths.

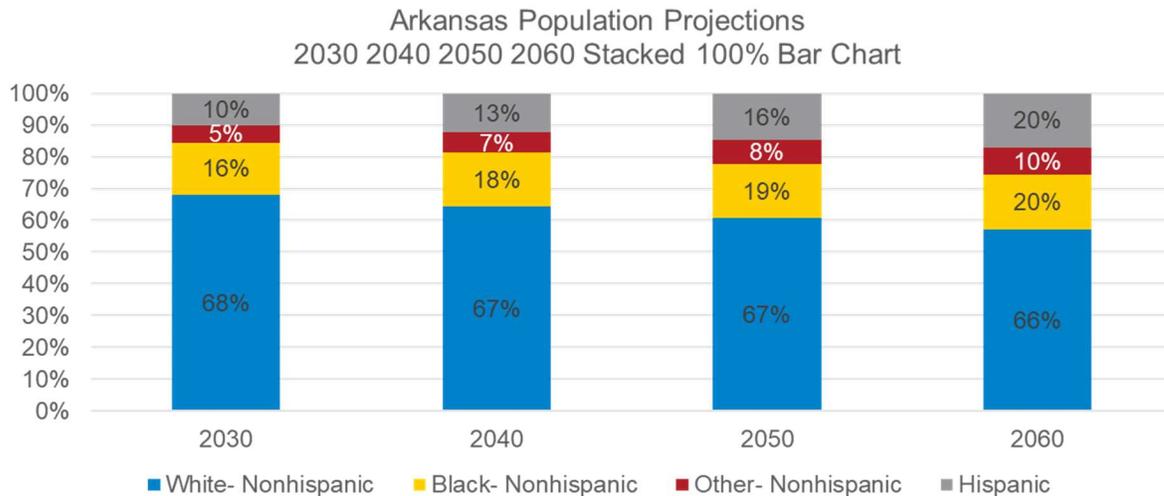
AR population percentage (Black) 2016-2021

15.1%

AR percentage of fatalities (Black)

18.2%

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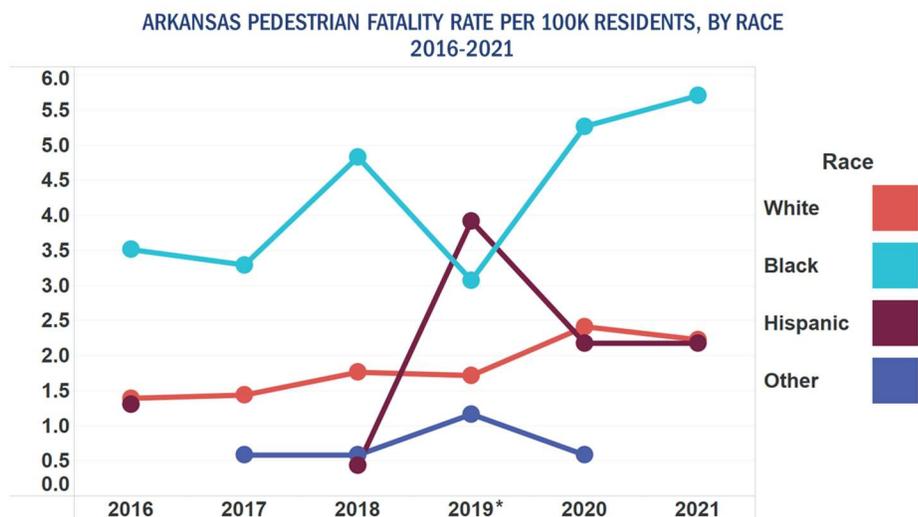


Source: <https://arstatedatacenter.youraedi.com/population-projections-state/>

The AHSO is also aware that the Hispanic population in Arkansas is growing with nearly 250,000 Arkansas identifying as Hispanic/Latino that currently make up 7.6% of AR population and 6.5% of fatalities. AHSO is monitoring this population through continued data analysis to stay abreast of any changes that warrant programmatic efforts. Section 2.2 profiles the AR Hispanic population with a summary of potential activities to be conducted.

AHSO will improve its understanding of risk factors contributing to disproportionate fatalities in Black and Hispanic populations in Arkansas through consistent engagement efforts and will conduct detailed data analyses to understand the characteristics of the groups most adversely affected by traffic crashes. The AHSO will leverage a community outreach program to expand engagement with the affected communities and adjust strategies and programming based on their feedback.

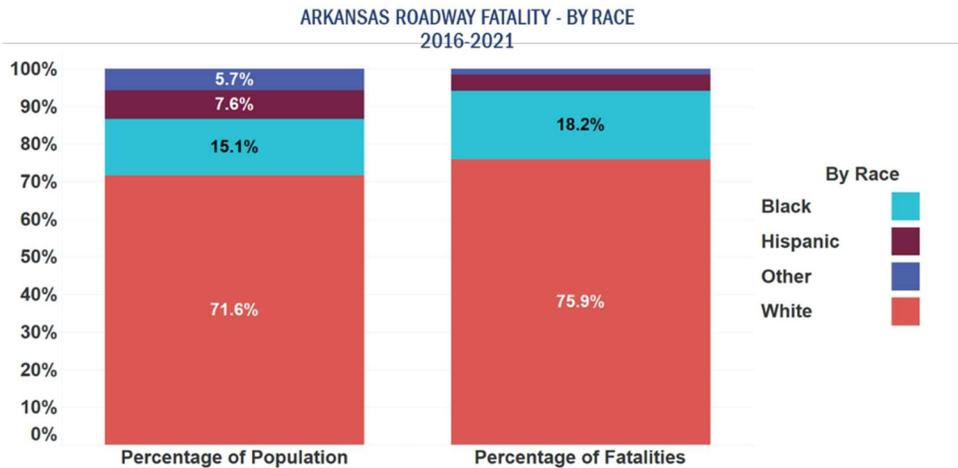
Affected Communities



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The Black population in AR is significantly overrepresented in traffic fatalities. (See section 6.8 and 6.9)

- Top five counties for occupant protection fatalities among Arkansas' Black population include: Craighead, Mississippi, Monroe, Pulaski, and St. Francis counties (See chart Section 6.9 showing ratio for all AR counties)
- Top five counties for pedestrian fatalities among Arkansas' Black population include: Craighead, Crittenden, Jefferson, Miller, and Pulaski counties (See chart Section 6.9 showing ratio for all AR counties)
- Historically Black Colleges and Universities are located in the Central Arkansas counties of Pulaski and Jefferson.



Counties with HBCUs

Black or African American Fatalities in Counties with HBCUs 2017-2021				
County	% of Total Population	% of Total Fatalities	% of Total Pedestrian Fatalities	% of Total Unrestrained Fatalities
Pulaski	36.89%	39.74%	39.34%	43.90%
Jefferson	55.77%	57.14%	73.33%	37.50%

Counties Adjacent to HBCUs

Black or African American Fatalities in Counties adjacent to HBCUs 2017-2021				
Counties	% of Total Population	% of Total Fatalities	% of Total Pedestrian Fatalities	% of Total Unrestrained Fatalities
Arkansas	25.12%	36.36%	50.00%	16.67%
Cleveland	13.48%	20.00%	0.00%	0.00%
Grant	2.51%	8.57%	0.00%	0.00%
Lincoln	30.25%	33.33%	100.00%	0.00%
Lonoke	5.46%	13.04%	0.00%	8.33%
Perry	2.56%	5.88%	0.00%	0.00%
Saline	7.61%	12.94%	0.00%	20.00%

Overrepresented Fatalities

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Arkansas Highway Safety Office THSP - Engagement Outcomes:

Several groups have been identified and contact information provided to AHSO Staff. Introductions were made to local community leaders and invitations extended to AHSO staff requesting educational information and/or presentations. AHSO staff or Project Coordinators have participated in activities with the Natural Wonders Partnership Council and Philander Smith HBCU.

Natural Wonders Partnership Council (NWPC)

The NWPC was suggested to the AHSO at the SWOT Analysis by Sharonda Love, Community Health & Safety Director for Community Engagement, Advocacy, and Health at Arkansas Children's Hospital and was a logical starting place for AHSO as the council's strategy involves building on the momentum of engaged communities.

Arkansas Highway Safety Office (AHSO) wanted to work with community health advocates such as the organizations represented in the Natural Wonders Partnership Council (NWPC) to ensure that they have an active voice in determining countermeasures that can best impact the local communities surrounding the greater Little Rock area. The membership groups of the NWPC who participated in the AHSO SWOT analysis recognized that the NWPC would be a valuable partner in creating measurable programming efforts utilizing data analysis to identify gaps relative to crashes and fatalities in the underserved communities of Pulaski and Jefferson counties where data analysis shows significant pedestrian and unrestrained related incidences.

NWPC is a coalition of diverse child health organizations, nonprofits, agencies, and funders (membership list Section 6.11) that work together to address the changing health needs of children and families in Arkansas. Since 2006, Arkansas Children's Hospital has served as the backbone agency for NWPC and helped coordinate strategic initiatives that make measurable improvements in the health and quality of life of Arkansas children and families. The Council has a statewide membership with groups and organizations located in targeted counties that the AHSO has identified as having underserved and overrepresented populations adversely affected by injuries and fatalities resulting from traffic crashes.

The AHSO and the Natural Wonders working partnership is based on the council's multi-faceted approach to saving lives and reducing injuries to the children and families in Arkansas, particularly in underserved and overrepresented populations. For this reason, the council has a vested interest in the future development of the THSP, given its purpose is to decrease injuries and fatalities resulting from traffic crashes in Arkansas - which aligns with their core goal.

NWPC is headquartered in Pulaski County. Its membership includes the leaders of public health agencies in Pulaski and Jefferson Counties which are targeted counties for AHSO PPE efforts based on problem identification (see chart at bottom of page 14). The AHSO's meetings with this group have resulted in the identification of several countermeasures and opportunities identified on page 15.

NWPC Activities Conducted:

- *Natural Wonders Partnership Council (NWPC) – Introductory Meeting- June 6, 2023*
 - Use of Collective Impact Model to guide work of partners to improve the health of children and families through networking.
- *Natural Wonders Partnership/Building Community Assets Workgroup (NWP/BCA) Quarterly Zoom Meeting – July 28, 2023*
 - AHSO provided data analysis overview and goals for community outreach efforts discussion.

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NWPC Accessibility:

The NWPC meetings on June 6 and July 28, 2023, were virtual meetings which by nature allow greater accessibility for persons that might have issues attending an in-person meeting. The virtual meeting software provided Closed Captioning for a real time transcript of the meeting for the hearing impaired.

NWPC Engagement Outcomes:

The Natural Wonders Partnership Council (NWPC) workgroup “Building Community Assets” (BCA) which included representatives from communities identified as overrepresented in fatalities met with the AHSO on June 6, 2023. During this meeting the AHSO presented data and information identified in the SWOT analysis regarding communities and populations that are overrepresented in Arkansas traffic fatalities and serious injuries and an overview of AHSO goals and objectives for PPE efforts to address this issue. Members of the NWPC “Building Community Assets” workgroup identified areas that would benefit from assistance by reviewing the census data (provided by AHSO) for black people as well as FARS data to understand which program areas were the most severely impacted. It was apparent that Pulaski County is one of the largest counties in Arkansas with a large African American overrepresentation in terms of pedestrian and unrestrained fatalities. *Pulaski County (shown in dark green-Center of map on page 12)* had the highest number of African Americans at 147,543. African Americans constitute 37.62% of the county's population with Little Rock having an even greater concentration at 42.6%. Pulaski County had the #1 rate for roadway fatalities in 2020 at 19.6 and Little Rock is a key area to target for interventions to reduce black pedestrian fatalities.

After this meeting an invitation was extended to the AHSO to do a more in-depth presentation for the full NWPC membership at their July 28, 2023, meeting. As a result of discussions with NWPC partners, it was determined that an initial means to accomplish our common goal of reducing fatalities and injuries in Arkansas could be accomplished by the sharing of health data (CDC data, hospital discharge data, insurance claim information, etc.) and by bringing health and safety advocates to the table to assist with the ongoing development of the 2024 THSP.

Based on data analysis, the AHSO and the membership of the NWPC focused on a community-based strategy to create opportunities for feedback among different leaders in affected communities. Feedback from the SWOT analysis had already indicated that effective programming should include seatbelt surveys and educational forums on pedestrian and seat belt safety. Additionally, a local engineer from ARDOT who participated in the SWOT had provided information on funding possibilities for signage and signal lights at intersections for pedestrians.

When the full membership of the Natural Wonders Partnership council met on July 28, the attendees included organizations and groups from targeted communities where black people were overrepresented in fatalities. During this meeting presentations were given by Dean Scott NHTSA Region 7 and Debra Hollis AHSO. They discussed how the model of the Safe System Approach and National Roadway Safety Strategy could be used to build sustainable programs in Pulaski and Jefferson counties incorporating countermeasure strategies previously identified at the BCA workgroup meeting. Additional input was solicited from the full membership group and the AHSO received valuable feedback from this discussion. It was determined that the countermeasures identified in the meeting (listed on page 15) could be effective for the counties of Pulaski and Jefferson. A summary of the NWPC meeting can be found in section 6.11. Some of the countermeasure strategies discussed during the meeting were: walking patrols, seat belt surveys, and educational activities that could be implemented in areas identified by data analysis as critical.

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ATTENDEES OF NWPC JULY 28, 2023, VIRTUAL MEETING		
Name	Organization Represented	Organization Reach & HQ Location
Loretta Alexander	AR Advocates for Children and Family	Statewide – Pulaski County
Raymond Long	AR Blue Cross Blue Shield	Statewide – Pulaski County
Jasmine Zandi	AR Hunger Relief Alliance	Statewide – Pulaski County
Lynn Hawkins	AR Rural Health Partnership	Statewide – Pulaski County
Craig Wilson	Arkansas Center for Health Improvement	Statewide – Pulaski County
Anna Strong	Arkansas Chapter, American Academy of Pediatrics	Statewide – Pulaski County
Beatriz Mondragon	Arkansas Children's Hospital	Statewide – Pulaski County
Holly Terry	Arkansas Children's Hospital	Statewide – Pulaski County
Laura Taylor	Arkansas Children's Hospital	Statewide – Pulaski County
Lessa Payne	Arkansas Children's Hospital	Statewide – Pulaski County
Sarah Harlan	Arkansas Children's Hospital	Statewide – Pulaski County
ShaRhonda Love	Arkansas Children's Hospital	Statewide – Pulaski County
Charles Maxwell	Arkansas Children's Hospital	Statewide – Pulaski County
Lauren Morris	Arkansas Community Foundation	Statewide – Pulaski Counties
Cheria McDonald	Arkansas Department of Education	Statewide – Pulaski County
Nidhi Patel	Arkansas Department of Health	Statewide – Pulaski County
Shanetta Agnew	Arkansas Department of Health	Statewide – Pulaski County
Shannon Borchert	Arkansas Department of Health	Statewide – Pulaski County
Chad Rodgers	Arkansas Foundation for Medical Care	Statewide – Pulaski County
Shaneca Smith	Arkansas Foundation for Medical Care	Statewide – Pulaski County
Sheryl Hurt	Arkansas Foundation for Medical Care	Statewide – Pulaski County
Thedrick	Arkansas Foundation for Medical Care	Statewide – Pulaski County
Debra Hollis	Arkansas Highway Safety Office	Statewide – Pulaski County
Peyton Reeves	Arkansas Highway Safety Office	Statewide – Pulaski County
Kenya Eddings	Arkansas Minority Health Commission	Statewide – Pulaski County
Katie Stahler	Baptist Health	Statewide – Pulaski County
Angela Flynn	Department of Human Services	Statewide – Pulaski County
Hannah Raines	Department of Human Services	Statewide – Pulaski County
Iris Goacher	Department of Human Services	Statewide – Pulaski County
Angela Duran	Excel by 8	Jefferson and Pulaski Counties
Randy Jumper	First North Little Rock	North Little Rock – Pulaski County
Allie Staton	Immunize Arkansas	Statewide – Pulaski County
Heather Mercer	Immunize Arkansas	Statewide – Pulaski County
Mary Otwell	Little Rock School District	Little Rock – Pulaski County
Dean Scott	National Highway Transportation Safety Administration	Nationwide – Missouri
Susan DeCourcy	National Highway Transportation Safety Administration	Nationwide – Missouri
Ana Miller	Sanofi	Multinational – Benton County
Danielle Wright	The Root Creation	Statewide – Pulaski County
Diana Gonzalez Worthen	University of Arkansas	Statewide – Washington County
Christopher Smith	University of Arkansas Medical Sciences	Statewide – Pulaski County
Kim Scott	University of Arkansas Medical Sciences	Statewide – Pulaski County

Recommended Countermeasure Strategies from NWPC Meeting Attendees on July 28, 2023:

- Use back to school events to promote Seat Belt and Pedestrian Educational Programs
- Contact programs with Junior Auxiliary, fraternity/sorority organizations and rotary clubs to set up Seat Belt and Pedestrian Programs and conduct local surveys /education in underserved communities.
- Engage faith-based organizations and Boys & Girls Clubs that serve underserved and overrepresented communities in Pulaski and Jefferson Counties.
- Train medical providers to include traffic safety conversations, specifically Seat Belt and Pedestrian Safety, in every health contact and remind all primary care providers periodically.

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- Develop projects with local African American and Latino community-based organizations in Pulaski and Jefferson Counties to deliver messaging for back-to-school events and festivals.
- Model messaging and programs based on what has worked with vaccine education in identified communities.

During this discussion it was determined that countermeasure strategies should include law enforcement walking patrols in areas where impaired pedestrians are common. High Visibility Enforcement will still be highly prevalent and utilized to combat unrestrained fatalities in overrepresented communities, but law enforcement will incorporate educational opportunities in addition to writing citations.

The AHSO and the NWPC membership will work together on these countermeasures to implement projects based on the above feedback and to involve teachers, students, administrators, medical providers, African American and Latino community-based organizations as well as city and county officials. Focus groups, town hall meetings, presentations to civic groups, faith-based and other community-based groups will be organized and scheduled to solicit additional guidance for project planning and implementation. All feedback will be coordinated with AHSO partners and subgrantees to identify potential opportunities within their scope of work. These organizations will look for engagement opportunities such as interactive workshops and presentations, mock pedestrian crosswalks, seat belt demonstrations, interactive games/activities etc. to further seat belt and pedestrian safety. Organizations will follow up with evaluations to review and improve the process. The AHSO will use this feedback along with any suggestions to identify and implement new countermeasure strategies and revisions to the FY 24-26 THSP.

How NWPC Members Feedback Has Been Incorporated Into The THSP

Based on the Problem ID from the SWOT and feedback from the NWPC July 28, 2023, meeting, the AHSO is coordinating with ACH to expand both the CPS and Teen program staff in FY24. Specific goals are to increase child safety seat (CSS) inspections stations in Pulaski and Jefferson counties in areas that are readily accessible to underserved communities. ACH will also look at periodically extending or altering the hours of CSS inspection stations to accommodate “normal work hours” so that citizens will be less likely to need to take off work to have a car seat inspection. The ACH CPS program will partner with community organizations in Pulaski and Jefferson Counties that work with underrepresented communities to train CPS technicians and provide them with the necessary equipment to conduct car seat events. They will also provide information to medical providers and encourage them to educate their patients. The goal is to find CPS technicians in these communities that can become certified trainers and to increase the number of CPS technicians and medical providers providing education on passenger safety in these communities.

Two of the recommendations from the NWPC meeting on July 28, 2023, were:

- Set up Seat Belt and Pedestrian Programs and conduct local surveys/education in underserved communities.
- Train medical providers to include traffic safety conversations, specifically Seat Belt and Pedestrian Safety, in every health contact and remind all primary care providers periodically.

Consistent with the feedback from this meeting and our problem identification, the CPS program will include technicians conducting seat belt surveys in underrepresented communities of adults that come into CSS inspection stations and providing educational materials on the importance of seat belt use for those adults as well as proper use of child safety seats. The program will also train medical providers to include traffic safety conversations, specifically Seat Belt and Pedestrian Safety, in every health contact with adults and children and remind these primary care providers periodically. The goal is to ensure that the necessary education is provided for parents and other caregivers seeking CPS resources and to reinforce the importance of all vehicle occupants/passengers being properly restrained.

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In conjunction with the above program, the ACH Teen programs on pedestrian and bicycle safety which include educational activities with schools and colleges, will be expanded to include an educational campaign targeting underserved and overrepresented populations in Pulaski and Jefferson counties.

A meeting with the NWPC has been set for December 5, 2023, to develop an action plan for identifying community groups in these areas to address the remaining recommended countermeasure strategies from the July 28, 2023, meeting, identify potential projects that can be implemented to reduce pedestrian and unrestrained fatalities, and continue to inform AHSO programming efforts.

NWPC Ongoing Engagement Planning

Sharonda Love, Community Health & Safety Director for Community Engagement, Advocacy, and Health at Arkansas Children's Hospital agreed to put together a roundtable discussion during the upcoming May 2024 AHSO Traffic Safety Conference. Presenters at this conference will speak to countermeasure strategies developed during the Building Community Assets (BCA) workgroup meeting. Attendees at the conference will include representatives from underserved and overrepresented populations identified by data analysis and targeted for programming. The comments and views of these communities will be incorporated in future revisions of the 2024 THSP as strategies are finalized through further collaboration. A summary of the suggestions and feedback from the NWPC July 28, 2023, meeting can be found in Section 6.11

The AHSO will continue to identify additional coalitions, work groups and community residents in targeted areas for underserved and overrepresented populations (see charts in Section 6.9). Meetings and events will be planned and promoted as “Community Conversations” that will allow citizens to provide insight and recommendations on issues affecting their communities and offer suggestions to improve existing programs and create new programming efforts that can create safer Arkansas roads and drivers.

Plans include changes to projects targeting teens as a result of feedback from the SWOT, NWPC July 28, 2023, meeting and the Philander Smith HBCU meeting. Additional staff are needed and will be added to assist with expanding this programming and working with more targeted high schools in the underserved communities of Pulaski and Jefferson Counties while also expanding Seat Belt and Pedestrian Safety awareness campaigns to HBCUs located in Pulaski and Jefferson Counties.

Philander Smith HBCU

Philander Smith College is a private historically black college in Little Rock, Arkansas. It is affiliated with the United Methodist Church and is a founding member of the United Negro College Fund. It has a total enrollment of 710 (all undergraduate students) for academic year 2021-2022. There are 613 full-time and 97 part-time students with gender distribution of 256 male and 454 female students. The enrolled student population at Philander Smith College, both undergraduate and graduate, is 91.4% Black or African American, 2.5% Hispanic or Latino, 1.75% Two or More Races, 0.25% Native Hawaiian or Other Pacific Islanders, 0.125% American Indian or Alaska Native, 0.125% White, and 0% Asian.

Philander Smith College is a prominent well-known Arkansas HBCU and as such attracts African American students from across the entire state of Arkansas. It is estimated that 25% of the student body commutes from Southeast AR with 25% from Southwest AR, 40% from Central AR (where Pulaski County is located) and 10% from NW AR, therefore the student population represents all the targeted counties identified on page 17 and 18. Philander Smith is viewed as another critical partner due to its location in Pulaski County with a student body consisting primarily of African American students from Pulaski County.

African Americans are over-represented in Arkansas’ pedestrian fatalities as indicated by the map in Section 6.10. Most of these fatalities occur in Pulaski County where Philander Smith College is located. Philander

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Smith and the other selected HBCUs are engagement opportunities because they provide an opportunity to reach the underserved and overrepresented populations in Pulaski and Jefferson counties identified by data analysis as target areas.

Philander Smith HBCU Activities Conducted:

- *Philander Smith HBCU December 14, 2022*
 - AHSO Administrator and AR NHTSA Regional Program Manager met with Angela Davis, Dean of Student Leadership and Engagement, to discuss areas for collaboration and engagement.
 - As Dean of Student Leadership and Engagement, Ms. Davis was able to advise the AHSO on ways to involve the student body and obtain access to the groups and events most conducive to engaging the student population.

- *Philander Smith HBCU April 12, 2023*
 - Annual Career Day – Set up Booth with informational materials.
 - Attended by 100-200 students
 - AHSO personnel interacted with approximately 50 students. Discussions included traffic safety issues in Pulaski County and how students could participate in developing projects and programming to educate citizens and encourage best practices for pedestrian, seat belt usage and traffic safety in general.

Philander Smith Accessibility

The event at the Philander Smith HBCU on April 12, 2023, was held on campus. The event location offered ramps that allowed accessibility for wheelchair users/ mobility device user and persons with other medical equipment; the restrooms nearest the event were marked and accessible as defined by the American Disabilities Act (ADA) and ADA handicap parking was available near the building. Participants were allowed to stand at the back of the event space if needed.

Philander Smith HBCU Engagement Outcomes:

AHSO Administrator, Bridget White and AR NHTSA Regional Program Manager, Dean Scott met with Angela Davis, Dean of Student Leadership and Engagement, to discuss areas for collaboration and engagement on December 14, 2022. As Dean of Student Leadership and Engagement, Ms. Davis was the most appropriate person to advise the AHSO on ways to involve the student body and obtain access to the groups and events conducive to engaging the student population. This meeting was successful and the AHSO secured invitations to Philander Smith's "Career Day" which opened doors for continued dialogue with students at Philander Smith and other counties and organizations with large African American populations that were represented at this event.

Discussions with Angela Davis (Philander Smith College, Dean of Student Leadership and Engagement) and students during this event included the idea of partnering with the AHSO to create traffic safety programming within their existing health and safety programs and the possibility of expanding current efforts at Philander Smith and three other existing HBCU's in Pulaski and Jefferson counties to include traffic safety programming and initiatives.

Student feedback from the meeting was that they would like to see law enforcement educate the public about traffic safety issues versus writing citations for minor infractions and/or targeting minority communities to

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make quota's by writing speed citations. Philander Smith College students also indicated that they would like to see more traffic safety education as a part of the overall health initiatives within their school programs.

After the initial meeting with the Dean of Student Leadership and Engagement and at the request of the college, the AHSO participated in Philander Smith's "Work with An Intern" career day program that promotes diversity and equity (*April 12, 2023*). Discussions at this event included setting up VIN Checks, vehicle recalls and establishing a partnership to implement programming for seatbelt and other traffic safety initiatives as a part of their existing health program. Students who attended this event agreed to help with the messaging of "wearing a seatbelt saves lives" and participate in pedestrian safety events for Pulaski County where black people are overrepresented in certain areas and cities (See page 17). Students agreed to be a part of conducting seat belt surveys, promoting seat belt safety, and pedestrian safety events including conducting pedestrian safety forums. In addition, they will develop social media posts which will allow for further student involvement.

The AHSO also interacted with three other HBCU's (University of Arkansas at Pine Bluff, Shorter College, and Arkansas Baptist) represented at this event and doors were opened for continued conversations on the development of the same initiatives with those HBCUs and with students in other targeted counties and organizations that have large African American populations. AHSO is working with them to include a seatbelt program as part of their health and safety programs.

How Feedback Has Been Incorporated Into The THSP (Philander Smith Annual Career Day)

In development of the FY 24-26 THSP the AHSO considered the feedback that was given from the Dean and students who attended the Philander Smith "Career Day" event. Many of the students noted that they would like to see more investment in their communities concerning homeless populations getting hit by cars and police officers pulling people over for minor infractions and writing them citations. They indicated that there was a lack of education on traffic safety in their communities and wanted to learn more about seatbelt usage and pedestrian safety. The AHSO was able to connect Ms. Angela Davis (Dean of Student Leadership and Engagement) in contact with Mary Porter (Coordinator of the AHSO funded Teen and Pedestrian Project at Arkansas Children's Hospital (ACH) to educate black students on these issues. As indicated above, the Philander Smith students who attended this event agreed to help with the messaging of "wearing a seatbelt saves lives" and participate in pedestrian safety events for Pulaski County where black people are overrepresented in certain areas and cities (See page 17). These students agreed to be a part of conducting seat belt surveys, promoting seat belt safety, and pedestrian safety events including conducting pedestrian safety forums. They also agreed to develop and make social media posts which will allow for further student involvement. The AHSO will facilitate this partnership to assist students in planning activities and creating messaging and educational opportunities around those events. These activities have been incorporated into the Teen and Pedestrian program in the THSP.

Philander Smith HBCU Ongoing Engagement Planning

Pedestrian Safety Awareness programs will be expanded into the HBCUs in Pulaski and Jefferson Counties based on the successful Career Day discussion with Philander Smith students. The ACH "TEEN" coordinator has begun to work with the Dean of Student Leadership and Engagement at Philander Smith to initiate the program for FY24 and to develop additional Traffic Safety programs on campus. Additional staff support will be provided to allow the ACH TEEN program to coordinate a HBCU summit meeting scheduled for March 5, 2024, with the Directors of Student Affairs from all 4 HBCUs in Arkansas. The summit is designed to help extend Seat Belt and Pedestrian safety programs into all the Arkansas HBCU campuses.

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The Dean of Student Leadership and Engagement at Philander Smith college will also be speaking at the May 2024 Annual Arkansas Traffic Safety Conference. She will be leading a panel to discuss outreach strategies that traffic safety partners can use to engage with underserved communities and develop projects and community partnerships to decrease traffic fatalities and injuries.

The intention of the Philander Smith HBCU engagement is to leverage the experience of that engagement to develop, design and conduct pedestrian, bicycle and seat belt surveys, design social media posts and carry out forums to impact the young people in Jefferson and Pulaski Counties. Philander Smith will act as a catalyst for the three other HBCUs to come on board.

Arkansas Baptist HBCU

Arkansas Baptist College, founded in 1884 is a private Baptist-affiliated historically black college in Little Rock, Arkansas. It is the only historically black Baptist school west of the Mississippi River.

- Located in Little Rock AR with a total enrollment of 414 with a gender distribution of 78.26% male (324 students) and 21.74% female (90 students).
- 79.7% Black or African American, 8.21% White, 3.38% Hispanic or Latino, 1.69% Two or More Races, 0.966% Native Hawaiian or Other Pacific Islanders, and 0.242% American Indian or Alaska Native. (See LR and Pulaski demographics under Philander Smith College)

Shorter College HBCU

Shorter College is a private, historically black, liberal arts junior college in North Little Rock, Arkansas. It is the only private historically black junior college in the United States.

- Enrollment of 1,410 students, 1077 undergraduate, 61 graduate.
- 56% women 39.1%, men
- 61.4% White, 22.8% Black, 6.3% Hispanic, and 10% other.
- North Little Rock has a population of 63,168 with demographics showing White (48.01%), Black or African American (43.77%) Two or more races (4.65%) Other (2.45%) Asian (0.91%) Native American (0.2%) Native Hawaiian or Pacific Islander: 0%

University of Arkansas Pine Bluff HBCU

The University of Arkansas at Pine Bluff (UAPB) is a public historically black university in Pine Bluff, Arkansas. Founded in 1873, it is the second oldest public college or university in the state of Arkansas.

- Fall 2022 student enrollment totaled 2,387; by race/ethnicity 0.5% are American Indian, 0.4% are Asian, 88.9% are Black, 0.1% are Native Hawaiian; 2.4% are Hispanic, 2.4% are Nonresident Alien (International) 3.2% are White, and 2.0% are two or more races.
- By gender 56% are female and 44% are male.
- Pine Bluff has a total population of 39,295 with 76.9% Black. According to the most recent data released for the Pine Bluff metropolitan statistical area (MSA) showed a 12.5% decline over the last decade from 2010 to 2020. This is the most for any MSA in the country.

Future Ongoing Engagement Planning

Goals

The AHSO will build on the initial goals and projects developed for community engagement by utilizing feedback from students involved in the HBCU campus traffic safety programs and Summit Meeting, Round Table discussions planned for the AHSO Annual Conference and the Neighborhood Group “Open Houses” to be coordinated with the NWPC.

AHSO Staff will continue to:

- Identify key factors contributing to traffic accidents and fatalities.

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- Identify and target communities that are underserved with overrepresented groups.
- Engage targeted groups to address specific needs in those communities.
- Develop and implement evidence-based countermeasures.
- Increase public awareness and engage AR residents in addressing road safety issues.

Identification Of Affected Communities

AHSO will analyze fatality, serious injury, census, and socio-economic data to isolate geographic regions and communities that are underserved and overrepresented in the data. The AHSO will continue to work with the groups represented in the SWOT analysis and new partners from the NWPC and Philander Smith with a common goal of making these communities safer. Existing partnerships will be leveraged and new working relationships developed to implement efficient and effective countermeasures that will reduce fatalities and injuries caused by traffic crashes.

Steps Planned To Reach And Engage Affected Communities

The following areas have been identified as opportunities per community and project feedback from the HBCU and NWPC meetings:

1. *HBCU's (Black Population):* Ongoing education and engagement events programming for seatbelt & other traffic safety initiatives as part of existing health programs. with (Philander Smith College, University of Arkansas at Pine Bluff, Shorter College and Arkansas Baptist)
2. *Natural Wonders Partnership/Building Community Assets Workgroup (NWP/BCA) Quarterly Meetings* (Provide Information and schedule "Open Houses" for Neighborhood Groups). The meeting feedback from Natural Wonders in Section 6.11 will be used to further countermeasure exploration.

Success of community engagement events will be based on the quality of input rather than the number of participants. AHSO will work to include audiences who feel they have been historically ignored or unheard. Large numbers with several attendees or viewers and numerous survey responses might not be realistic until we build trust and an audience. While working to engage historically marginalized communities and community members, we may need to adjust our expectations. We may miss opportunities to connect. Starting out, the AHSO will value high quality input from a lower number of participants, as that may be the most realistic outcome.

Accessibility And Inclusivity Measures For Future Ongoing Engagements

Future events for ongoing engagements will take into consideration all accessibility measures listed previously to meet all attendees needs and ensure the venue complies with all ADA regulations.

The following will be key to increasing accessibility and inclusivity in all Arkansas' community engagement efforts.

1. The best community contact is a trusted community organization working within a formal partnership to facilitate engagement. The AHSO will work with identified groups to develop partnerships for community participation events including:
 - Community meetings and in-person open houses
 - Briefings for community groups and organizations
 - One on one discussions in person, over the phone, or by email
 - Online open houses and live streaming when available
 - Surveys - online, in person, and by mail.

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- Information packages (in multiple languages, braille and other mediums as needed) to share with members of community groups and organizations.
 - Accessible presentation recordings
 - Narrated and captioned presentations posted online.
2. Throwing dense data or complex plans at people and then asking for input can be confusing and create barriers to participation. AHSO staff will ensure participants have adequate time to process information and provide feedback.
 - Share information 3-7 days before a meeting or presentation. Make content accessible, and let people know it's available either online or by hard copy.
 - Be available to discuss and clarify information for people who need more time or would like to discuss to fully understand the issue and seek their input.
 - Pair meeting or workshop with online and hard copy (translated) versions and an opportunity for input; post the online “open house” for a long period of time after the meeting to give people with time to interact, process the information, and respond.
 - For in person meetings, not limiting the time people can ask questions or make comments.
 - For live presentations, either online or in person, speak slowly and clearly to help the whole audience better understand the information.
 - Provide interpreters as necessary.
 - AHSO will utilize presenters who are subject matter experts and use language that everyone can relate to instead of technical terms and acronyms.
 - Provide Communication Access Real Time Transcription (CART) for larger events, that include the public. This is useful for those who are deaf or hard of hearing and helpful for those with limited English proficiency, as it provides a secondary method by which to process information.
 3. Consider the space before the event or meeting is scheduled.
 - Ensure that wheelchair users/mobility device users or persons with another piece of equipment can access rooms.
 - Allow for the adjustment of room lighting.
 - Allow participants to stand in the back, if needed
 - Restrooms nearest the training, meeting, or event space will be ADA accessible.
 4. AHSO will research advancing technology to help welcome more people into the conversation.
 - Assistive hearing devices and microphones to reduce barriers for people who are hard of hearing.
 - Software developers’ accessibility checkers and opportunities to create accessible content for people who are low vision/blind or dyslexic.
 - Engage people through smartphones.

AHSO Follow Up For Engagement Activities

After each outreach campaign, AHSO staff will thank people for their participation, to show that they were heard, and assure them that AHSO will respond. If there are instances where the AHSO cannot use the input, AHSO will let people know that they were heard, follow up and provide an explanation on why. However, the feedback will be embraced and used to improve communication and community engagement.

An AHSO newsletter will be available beginning in FY 24. The newsletter will provide current information on events/grant etc. It will be available in English and Spanish at events, on the AHSO website and by email upon request. The AHSO will also provide copies (bilingual) to community groups and coalitions for distribution.

Section 2.1 - Comprehensive Public Participation & Engagement

Priority for programming and project implementation will be based on problem identification and indicators from data analyses. Strategies and countermeasures from NHTSA's "Countermeasures That Work" along with innovative approaches developed through collaborative efforts with communities and partner agencies will be implemented. Applications will be submitted through the Arkansas eGrants system. Targeted agencies and organizations will be informed of the application process and proposal period.

Based on the issues addressed in a particular community, action committees and workgroups will be set up immediately, allowing participants to have a role. AHSO staff will attend these meetings as requested and participants will be advised on how the AHSO will use the insights, ideas, and input in planning and decision-making; as well as how things will change because of their participation. The AHSO will share reports, publicize decisions, and demonstrate how the AHSO will use or plan to use what is learned from these groups so that participants see the impact that their participation has made or is making. Email updates will be provided on specific issues and included in the AHSO newsletter. Participants will be invited to follow the AHSO on social media. The AHSO website provides a place for public comments and questions, and this will be highlighted.

How Community Feedback Will Be Incorporated Into The THSP

Incorporating the voice of affected communities into the THSP is essential to ensure that the plan is effective, inclusive and reflects the needs and concerns of the local community. Community members often have intimate knowledge of the local road conditions, traffic patterns and safety issues that might not be apparent to transportation authorities. Incorporating community feedback ensures that the THSP aligns with the unique needs and priorities of the local area. It makes the plan more relevant and targeted in addressing the specific safety concerns of the community.

Engaging with the community and taking their comments into account fosters trust and transparency in the planning process. This can lead to greater public support and acceptance of the safety plan, making it more likely to be implemented successfully. Additionally, diverse perspectives lead to better decision-making. When safety plans consider the input of various stakeholders, they are more likely to be comprehensive and well-informed. Some of the methods that AHSO will implement to incorporate feedback into the THSP is:

- Establish an online portal and email address for community members to provide feedback, concerns, and suggestions.
- Periodically review and respond to the feedback received, ensuring transparency and accountability.
- Recommendations and findings from all meetings with community groups, partners and stakeholders will be considered when revising the plan.
- Regularly assess the impact of implemented safety measures in affected communities.
- Use this evaluation to make necessary adjustments to the HSP to address emerging concerns and challenges.
- Provide annual reports on the progress of the THSP, including a section dedicated to how community feedback has influenced safety initiatives and outcomes.

Section 2.2 – Profile of Arkansas’ Growing Hispanic Population

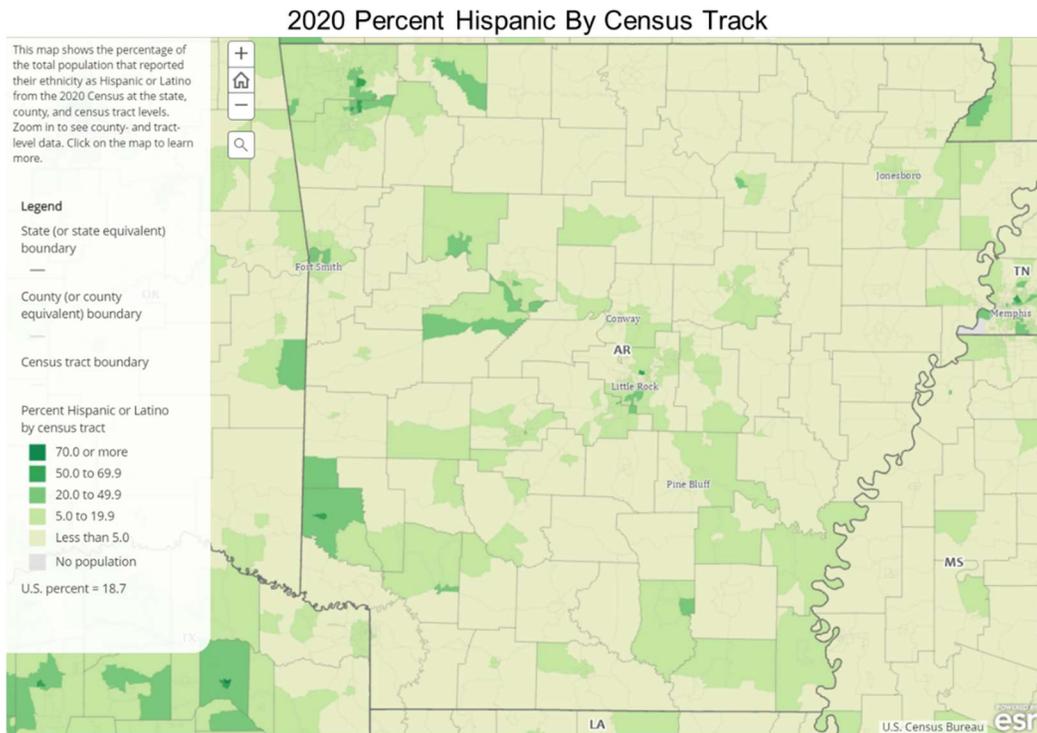
The Hispanic community in Arkansas is the fastest growing ethnic group with projections of topping 600,000 by 2060 and representing 20% of the Arkansas population. Developing programs for the Hispanic community is not only a matter of equity and inclusivity but also an effective approach to improving overall road safety and fostering positive community engagement. By addressing the specific needs and concerns of the Hispanic population, Arkansas will be proactive in creating a safer and more inclusive road environment for everyone.

- AR Hispanic population is growing and represents 6.5% of traffic fatalities in AR.
- Large concentrations of Hispanic population identified in Springdale, DeQueen, Jonesboro, Little Rock, North Little Rock, and Searcy. Hispanic Advisory Groups are in these areas.

The AHSO is aware of the growing Hispanic population in Arkansas and is working to ensure that safety information and education is available to this population. AHSO staff are in the process of scheduling meetings with Hispanic Advisory Groups located in Springdale (Washington and Benton Counties), DeQueen (Sevier County), Jonesboro (Craighead County), Little Rock North (Pulaski County), Little Rock (Pulaski County), and Searcy (White County). These efforts will continue throughout the triennial period of this THSP. The AHSO will use the information gained from the above meetings in conjunction with ongoing data analysis to project future needs and schedule events and programming as indicated.

Potential Activities include:

- Meetings with Hispanic community leader/advisory groups in (Springdale, DeQueen, Jonesboro, Little Rock, North Little Rock, and Searcy)
- Creation of workgroup for input on Ad Campaigns/Events/Articles
- Utilization of Hispanic Law Enforcement Officers for education and outreach



Section 2.2 – Profile of Arkansas’ Growing Hispanic Population

Ten Most Densely Hispanic Populated Counties 2017-2021					
County	Population	% of Total Population	% of Total Fatalities	% of Total Pedestrian Fatalities	% of Total Unrestrained Fatalities
Benton	45,827	16.76%	9.62%	5.56%	20.69%
Washington	39,898	16.89%	12.34%	25.71%	10.00%
Pulaski	24,214	6.16%	2.82%	2.46%	2.44%
Sebastian	18,397	14.41%	11.36%	20.00%	0.00%
Saline	6,017	4.97%	7.06%	0.00%	10.00%
Pope	5,882	9.20%	3.64%	0.00%	15.38%
Garland	5,699	5.75%	3.23%	7.69%	5.00%
Sevier	5,686	33.55%	7.41%	0.00%	0.00%
Craighead	5,604	5.14%	3.64%	0.00%	0.00%
Faulkner	5,192	4.16%	2.11%	10.00%	0.00%

 Overrepresented fatalities

Feedback/suggestions received from meetings with representatives from publishers of AR Total to date and meetings scheduled to be conducted with Hispanic Advisory Groups, the AHSO is working to create an advisory workgroup for ads, events, and articles and to identify Hispanic law enforcement officers that have an interest in assisting with education and outreach.

Section 2.3 – Resource Collaboration

Collaboration and planning with the AHSO highway safety partners and stakeholders is a critical part of the Arkansas THSP. The Safe System Approach is an effective way to address and mitigate the risks inherent in the transportation system by building and reinforcing multiple layers of protection to prevent crashes from happening in the first place and minimize the harm caused to those involved when crashes do occur. It is a shift from a conventional safety approach because it focuses on both human mistakes and human vulnerability to design a system with redundancies to protect everyone. The Safe System Approach incorporates the following principles which are vital if the AHSO is to achieve the goals to which it aspires.

Death and Serious Injuries Unacceptable: Prioritize the elimination of crashes that result in death and serious injuries.

Humans Make Mistakes: People make mistakes and decisions that lead or contribute to crashes, but the transportation system can be designed to accommodate certain types/levels of human mistakes and avoid death and serious injuries when a crash occurs.

Humans Are Vulnerable: Human bodies have physical limits for tolerating crash forces before death or serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates physical human vulnerabilities.

Responsibility is Shared: All stakeholders—including government at all levels, industry, non-profit/advocacy, researchers, and the general public—are vital to preventing fatalities and serious injuries on Arkansas roadways.

Safety is Proactive: Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur and reacting afterwards.

Redundancy is Crucial: Reducing risks requires that all parts of the transportation system be strengthened, so that if one part fails, the other parts still protect people.

Safer Roads: Design roadway environments to mitigate human mistakes and account for injury tolerances, encourage safer behaviors, and facilitate safe travel by the most vulnerable users.

Objectives of this approach include:

Safer Vehicles: Expand/Advocate the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

Safer Speeds: Promote safer speeds in all roadway environments through a combination of thoughtful, equitable, context-appropriate roadway design, appropriate speed-limit setting, targeted education, outreach campaigns, and enforcement.

Post Crash Care: Enhance the survivability of crashes through expedient access to emergency medical care, while creating a safe working environment for vital first responders and preventing secondary crashes through robust traffic incident management practices.

In support of this approach, the AHSO will work with all its traffic safety partners and stakeholders to create safety programs that incorporate all aspects affecting these outcomes.

The AHSO is an active participant in the following groups to identify emerging problems:

Strategic Highway Safety Steering Committee (Crash data analysis and Target Setting)

Section 2.3 – Resource Collaboration

- Crash Data Analysis - May 4
- SHSP Steering Committee - June 21

Building Consensus for Safer Teen Driving Coalition- Coalitions (Central AR and NW AR)

- Due to pandemic, both coalitions were held together either virtual or in person. Last meeting was on Thursday, August 25, 2022. It was an in-person meeting, centrally located, with a virtual option. Northwest AR members were in attendance virtually.

Arkansas Children’s Hospital, Injury Prevention Center (ACH/ACHI projects)

- Community Engagement Opportunities - March 9
- Health Data Initiative – May 3

Arkansas Impaired Driving Taskforce 2022-2023 Meetings

- October 11, 2022
- December 13, 2022
- February 14, 2023
- April 11, 2023
- June 13, 2023
- August 8, 2023

Traffic Records Coordinating Committee (TRCC) – Discussions with representative of working sections: December 2022 March 2023 June 2023

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

Criminal Justice Institute	Arkansas Department of Education
Arkansas Highway Police	EMS/Emergency Services for Children Advisory Committee
Arkansas Crime Laboratory	Building Consensus for Safer Teen Driving Coalition
Arkansas Department of Health	Arkansas Impaired Driving Task Force
Local Law Enforcement Agencies	Arkansas Center for Health Improvement
Arkansas Crime Information Center	City of Little Rock Bicycle/Pedestrian Program
Office of Driver Services (DFA)	Arkansas Office of the Prosecutor Coordinator
Arkansas Sheriff’s Association	Arkansas Association of Chiefs of Police
Arkansas Department of Transportation	Arkansas Administrative Office of the Courts

Section 2.4 - Coordination of THSP and SHSP

Outcomes from the coordination of the Highway Safety Plan (HSP), data collection and information systems with the State Strategic Highway Safety plan (SHSP)

Identified emphasis areas were selected and reviewed to assure that they are consistent with the guidelines and emphasis areas established by the U.S. Department of Transportation, and National Highway and Traffic Safety Administration. Using the experience and expertise of the Arkansas Highway Safety Office (AHSO) and Arkansas Department of Transportation (ARDOT) professional staff, FARS and state crash data, appropriate overall statewide performance goals and performance measures for selected emphasis areas have been established. Projections are based on 5 year rolling averages and collaboration between ARDOT and Highway Safety Office Staff. Specific goals and target dates are based on past trends, external factors and the staff's experience. Historical trends were established using graph and chart information. Personnel from the ARDOT, Federal Highways Administration (FHWA), Metropolitan Planning Organizations (MPOs) and the AHSO held several meetings and conducted an in-depth analysis of data for fatalities, fatality rate, and serious (incapacitating) injuries. The goals/targets outlined for these performance measures in the FY24-26 THSP are based on this analysis.

The national performance management measures for the Highway Safety Improvement Program (HSIP) are shown below. Number of Fatalities, Rate of Fatalities, and Serious Injuries targets were coordinated between ARDOT and the AHSO. Each performance measure is based on 5-year rolling averages. (See Section 3.1)

- Number of fatalities
- Rate of fatalities
- Number of serious injuries
- Rate of serious injuries
- Number of non-motorized fatalities and non-motorized serious injuries

Through extensive coordination the Arkansas Highway Safety Office (AHSO), Arkansas Department of Transportation (ARDOT), Federal Highways Administration (FHWA), National Highway Traffic Safety Administration (NHTSA), Metropolitan Planning Organizations (MPOs), and other stakeholders, agreed on the targets shown on pages 20-21.

Targets were calculated using the method below:

- Calculate the moving average for the last five years (2013-2017, 2014-2018, 2015-2019, 2016-2020 and 2017-2021).
- Calculate the average of these five data points.
- Evaluate trend lines and percentage changes.
- Calculate average percentage change and adjust targets.
- For number of serious injuries and number of non-motorized fatalities, targets were based on FARS state data and ARF data.

Targets were adjusted for factors that could have a detrimental impact on safety performance, such as availability of medical marijuana, the opioid epidemic, increase in number of drugged drivers, increase in speed limit on freeways/expressways, average vehicle speeds, shortage of law officers, distracted driving, increase in the number of crashes captured in database due to rollout of eCrash statewide and increased reporting (26% increase in fatalities from 2019 to 2021). Increasing gas prices and other factors such as vehicle safety features and road safety infrastructure improvements that could have a positive effect on safety performance.

Section 3.1 - FY24-26 Performance Measures/Targets

Method Used to Establish Performance Targets

Projections for the FY24-26 triennial performance measures were evaluated using several methods. The first was to calculate the average percent change in the most recent 3 years of FARS data in relation to a 5-year average baseline that precedes each of the 3 years. The second was to use Excel to build a forecast model for the most recent 5-year rolling averages. Third the performance measure was evaluated by considering the 2021 FARS fatalities in each area and the preliminary state data for 2022 and calculating what maximum number of fatalities could be for 2023-2026 to achieve the 2022-2026 average goal. The preliminary state data on fatalities for January through April of 2023 indicates a trend that is similar to 2021's fatalities based on the NSC data.

Data Used to Establish Performance Measure Goals

Fatalities

Year	5-Year Moving Average					Average	Trend
	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021		
5-Year Moving Average	520.8	525.2	533.4	553.6	580.0	542.6	
Percent Change		0.84%	1.56%	3.79%	4.77%	2.74%	

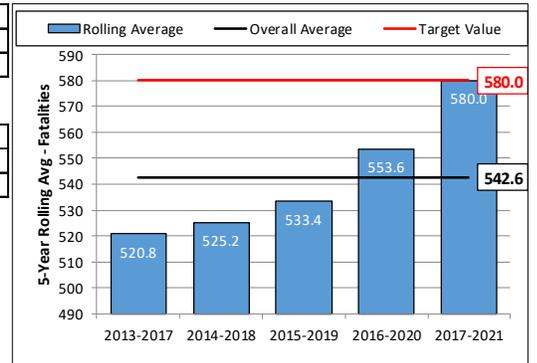
Year	Yearly Values					Average	Trend
	2017	2018	2019	2020	2021		
Fatality	525	520	511	651	693	580	
Percent Change		-0.95%	-1.73%	27.40%	6.45%	7.79%	

Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	2019	511	-3.18%	17.92%
2013-2017 avg	2020	651	25.00%	
2014-2018 avg	2021	693	31.95%	

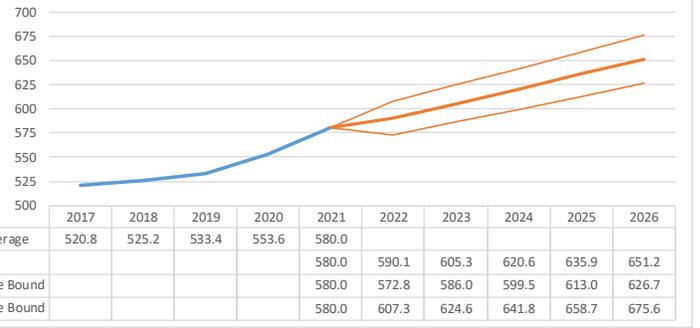
2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	580.0	580.0	0.00%

All available information indicates rising fatalities trend, however due to regulations we are setting the adjustment % to zero

Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
644	564	564	564	564	564



5-Year Average Fatalities Linear Trend



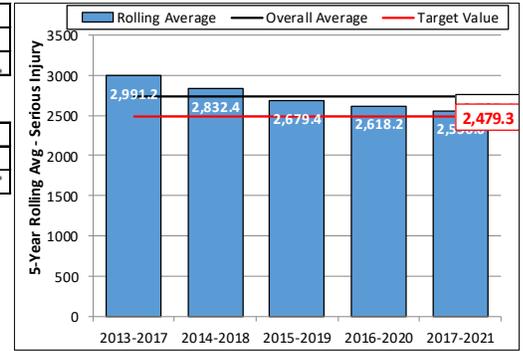
Section 3.1 - FY24-26 Performance Measures/Targets

Serious Injury

Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average	Trend
5-Year Moving Average	2,991.2	2,832.4	2,679.4	2,618.2	2,556.0	2,735.4	
Percent Change		-5.31%	-5.40%	-2.28%	-2.38%	-3.84%	

Yearly Values						
Year	2017	2018	2019	2020	2021	
Serious Injury	2816	2272	2389	2582	2721	2556
Percent Change		-19.32%	5.15%	8.08%	5.38%	-0.18%

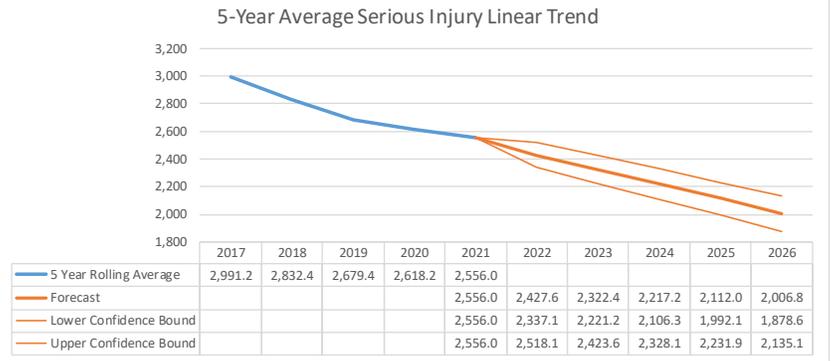
Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	2019	2,389	-22.26%	-13.29%
2013-2017 avg	2020	2,582	-13.68%	
2014-2018 avg	2021	2,721	-3.93%	



2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	2,556.0	2,479.3	-3.00%

Reduce Serious Injuries 2,479.3 (2022-2026) from the current safety level of 2,556.0 (2017-2021) by 3% by 2026. Based on preliminary state data this will require lowering serious injuries for 2023-26 to an average of 2,426 per year.

Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
2694	2,426	2,426	2,426	2,426	

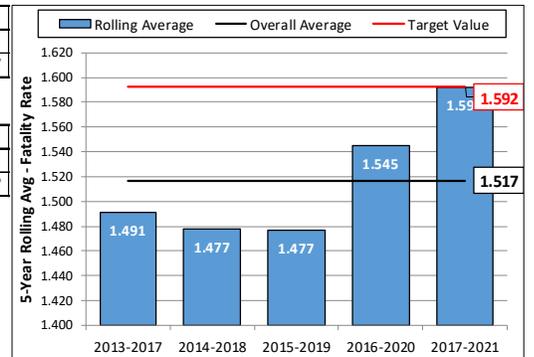


Fatality Rate

5-Year Moving Average							
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average	Trend
5-Year Moving Average	1.491	1.477	1.477	1.545	1.592	1.517	
Percent Change		-0.93%	-0.05%	4.65%	3.03%	1.68%	

Yearly Values						
Year	2017	2018	2019	2020	2021	
Fatality Rate	1.443	1.418	1.377	1.919	1.803	1.592
VMT (Millions)	36,389	36,675	37,099	33,919	38,427	

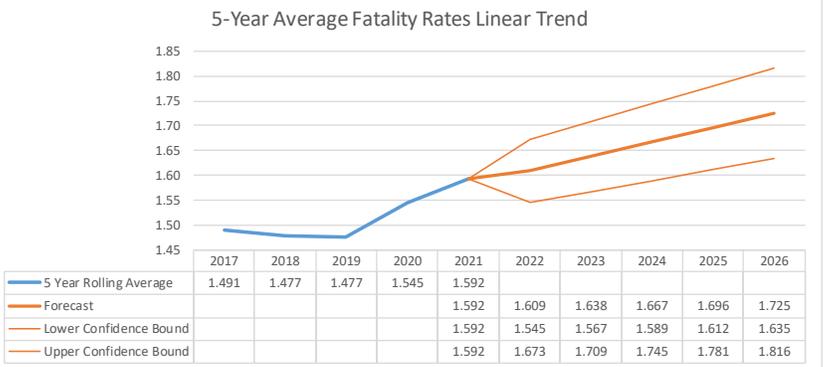
Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	2019	1.377	-10.37%	13.47%
2013-2017 avg	2020	1.919	28.71%	
2014-2018 avg	2021	1.803	22.07%	



2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	1.592	1.592	0.00%

All available information indicates rising fatalities trend, however due to regulations we are setting the adjustment % to zero

Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
1.677476492	1.571	1.571	1.571	1.571	



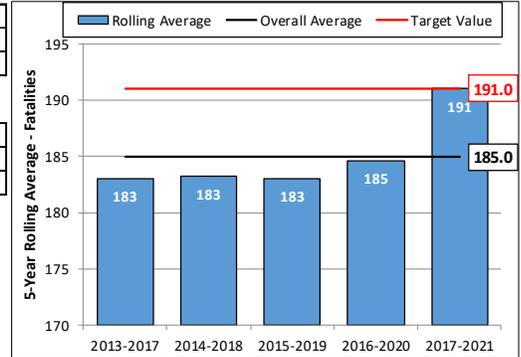
Section 3.1 - FY24-26 Performance Measures/Targets

Unrestrained Fatalities

5-Year Moving Average							
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average	Trend
5-Year Moving Average	183.0	183.2	183.0	184.6	191.0	185.0	
Percent Change		0.11%	-0.11%	0.87%	3.47%	1.09%	

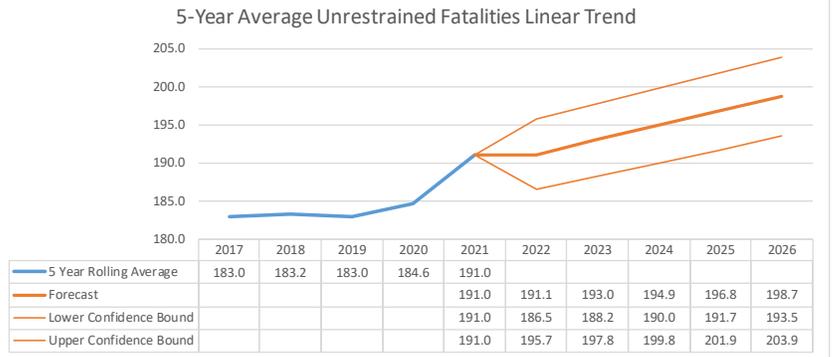
Yearly Values							
Year	2017	2018	2019	2020	2021		Trend
Fatality	180	177	166	204	228	191.0	
Percent Change		-1.67%	-6.21%	22.89%	11.76%	6.69%	

Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	192.4	2019	166	-13.72%
2013-2017 avg	183.0	2020	204	11.48%
2014-2018 avg	183.2	2021	228	24.45%



2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	191.0	191.0	0.00%

All available information indicates rising fatalities trend, however due to regulations we are setting the adjustment % to zero



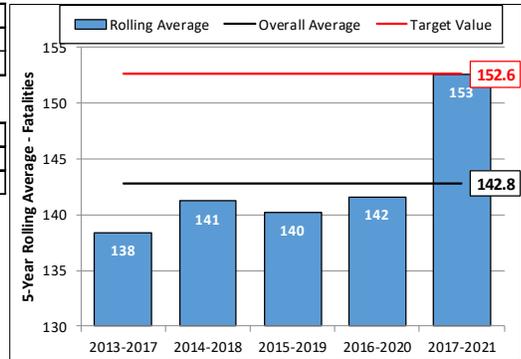
Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
183	193	193	193	193	

Impaired Fatalities

5-Year Moving Average							
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average	Trend
5-Year Moving Average	138.4	141.2	140.2	141.6	152.6	142.8	
Percent Change		2.02%	-0.71%	1.00%	7.77%	2.52%	

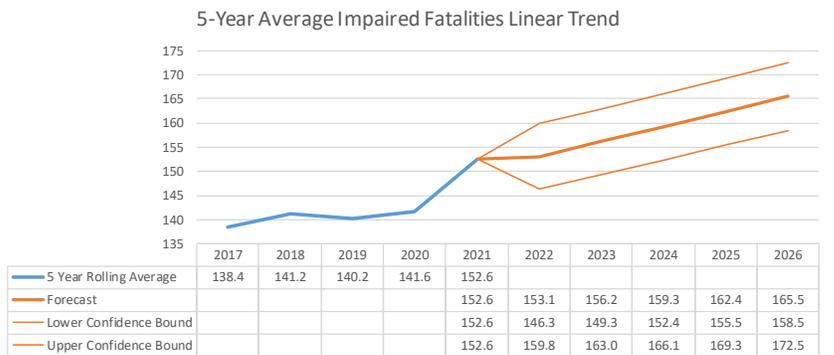
Yearly Values							
Year	2017	2018	2019	2020	2021		Trend
Fatality	146	135	131	166	185	152.6	
Percent Change		-7.53%	-2.96%	26.72%	11.45%	6.92%	

Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	138.0	2019	131	-5.07%
2013-2017 avg	138.4	2020	166	19.94%
2014-2018 avg	141.2	2021	185	31.02%



2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	152.6	152.6	0.00%

All available information indicates rising fatalities trend, however due to regulations we are setting the adjustment % to zero



Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
165	150	150	150	150	

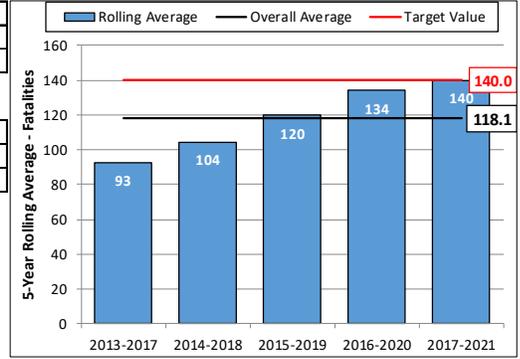
Section 3.1 - FY24-26 Performance Measures/Targets

Speeding Fatalities

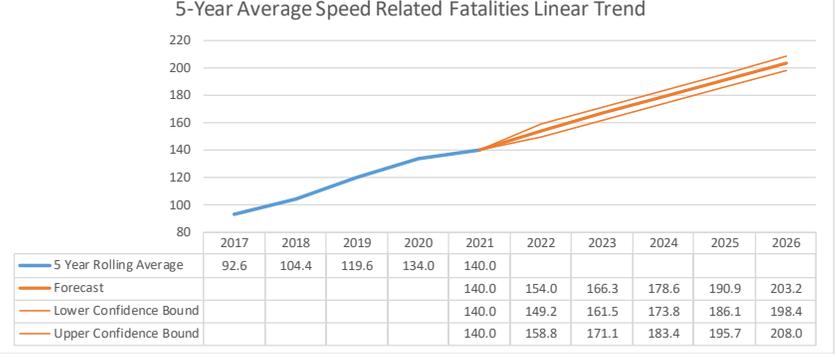
Year	5-Year Moving Average					Average	Trend
	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021		
5-Year Moving Average	92.6	104.4	119.6	134.0	140.0	118.1	
Percent Change		12.74%	14.56%	12.04%	4.48%	10.96%	

Yearly Values						
Year	2017	2018	2019	2020	2021	
Fatality	124	132	132	164	148	140.0
Percent Change		6.45%	0.00%	24.24%	-9.76%	5.23%

Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	83.0	2019	132	59.04%
2013-2017 avg	92.6	2020	164	77.11%
2014-2018 avg	104.4	2021	148	41.76%
				59.30%



2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	140.0	140.0	0.00%
All available information indicates rising fatalities trend, however due to regulations we are setting the adjustment % to zero			



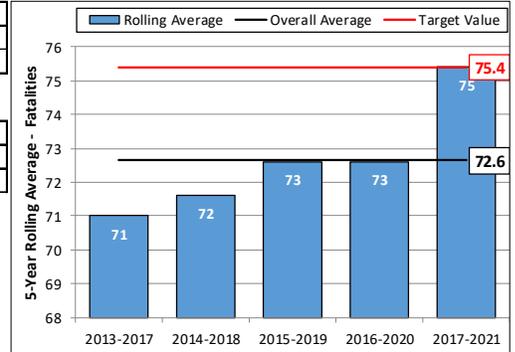
Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
135	141	141	141	141	

MotorCycle Fatalities

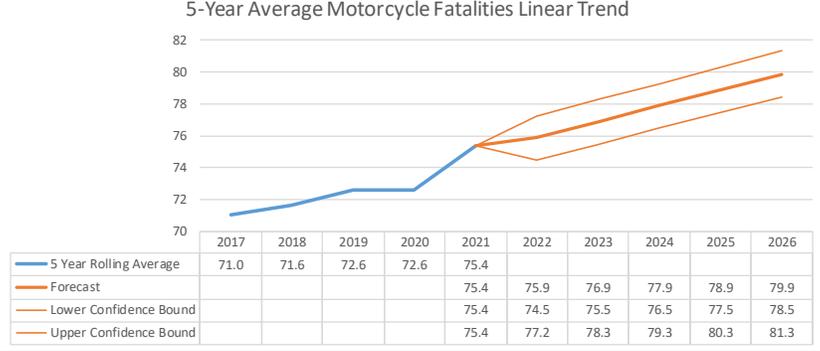
Year	5-Year Moving Average					Average	Trend
	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021		
5-Year Moving Average	71.0	71.6	72.6	72.6	75.4	72.6	
Percent Change		0.85%	1.40%	0.00%	3.86%	1.52%	

Yearly Values						
Year	2017	2018	2019	2020	2021	
Fatality	69	66	66	80	96	75.4
Percent Change		-4.35%	0.00%	21.21%	20.00%	9.22%

Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	71.6	2019	66	-7.82%
2013-2017 avg	71.0	2020	80	12.68%
2014-2018 avg	71.6	2021	96	34.08%
				12.98%



2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	75.4	75.4	0.00%
All available information indicates rising fatalities trend, however due to regulations we are setting the adjustment % to zero			



Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
84	73	73	73	73	

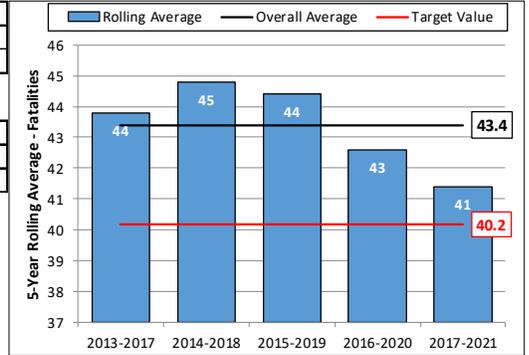
Section 3.1 - FY24-26 Performance Measures/Targets

MotorCycle Fatalities Unhelmeted

5-Year Moving Average							
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average	Trend
5-Year Moving Average	43.8	44.8	44.4	42.6	41.4	43.4	
Percent Change		2.28%	-0.89%	-4.05%	-2.82%	-1.37%	

Yearly Values							
Year	2017	2018	2019	2020	2021		Trend
Fatality	36	45	34	39	53	41.4	
Percent Change		25.00%	-24.44%	14.71%	35.90%	12.79%	

Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	45.0	2019	34	-24.44%
2013-2017 avg	43.8	2020	39	-10.96%
2014-2018 avg	44.8	2021	53	18.30%

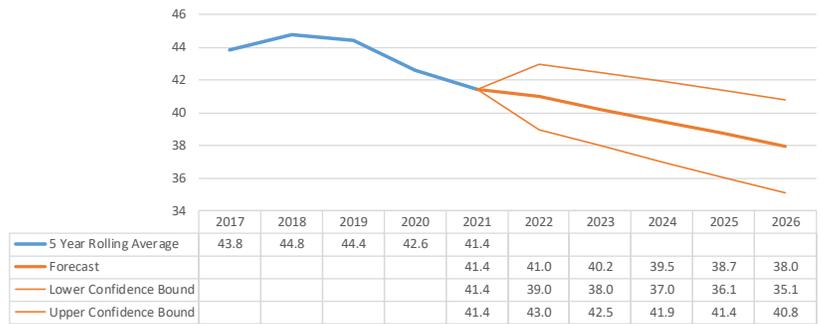


2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	41.4	40.2	-3.00%

Reduce Motorcycle Unhelmeted fatalities to 40.2 (2022-2026) from the current safety level of 41.4 (2017-2021) by 3% by 2026. Based on preliminary state data this will require lowering fatalities for 2023-26 to an average of 37 per year.

Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
51	37	37	37	37	

5-Year Average Unhelmeted Motorcycle Fatalities Linear Trend

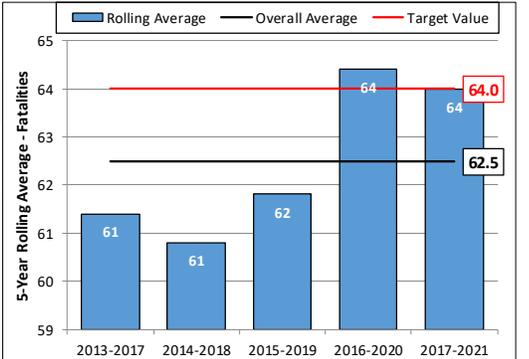


Fatalities Under 21

5-Year Moving Average							
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average	Trend
5-Year Moving Average	61.4	60.8	61.8	64.4	64.0	62.5	
Percent Change		-0.98%	1.64%	4.21%	-0.62%	1.06%	

Yearly Values							
Year	2017	2018	2019	2020	2021		Trend
Fatality	48	60	62	78	72	64.0	
Percent Change		25.00%	3.33%	25.81%	-7.69%	11.61%	

Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	65.6	2019	62	-5.49%
2013-2017 avg	61.4	2020	78	27.04%
2014-2018 avg	60.8	2021	72	18.42%

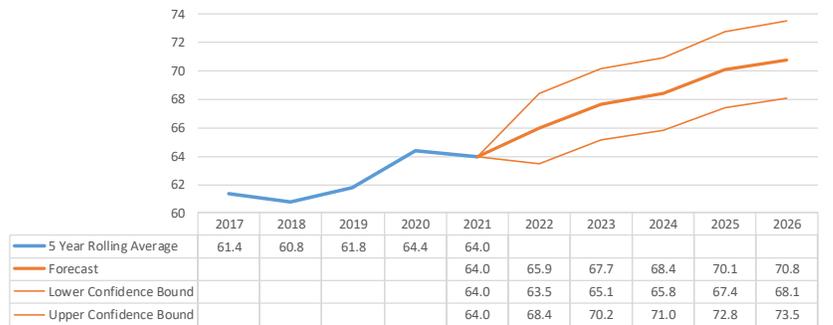


2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	64.0	64.0	0.00%

All available information indicates rising fatalities trend, however due to regulations we are setting the adjustment % to zero

Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
78	61	61	61	61	

5-Year Average Under 21 Fatalities Linear Trend



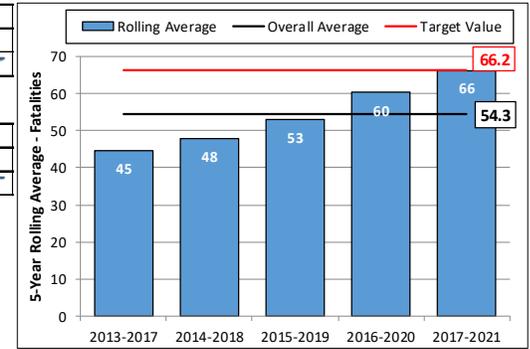
Section 3.1 - FY24-26 Performance Measures/Targets

Pedestrian Fatalities

5-Year Moving Average							
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average	Trend
5-Year Moving Average	44.6	47.8	52.8	60.2	66.2	54.3	
Percent Change		7.17%	10.46%	14.02%	9.97%	10.40%	

Yearly Values							
Year	2017	2018	2019	2020	2021		Trend
Fatality	47	62	62	81	79	66.2	
Percent Change		31.91%	0.00%	30.65%	-2.47%	15.02%	

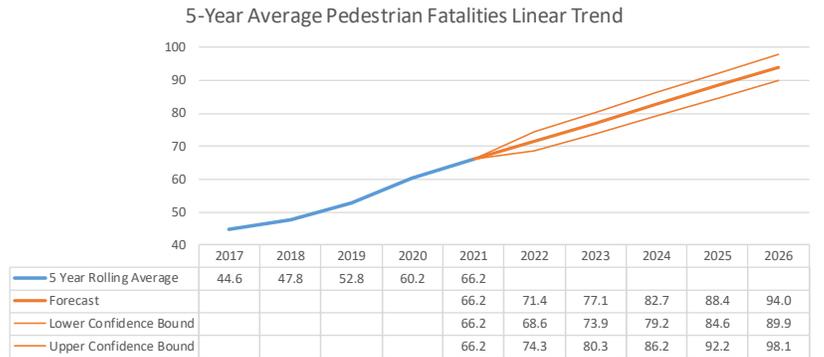
Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	44.6	2019	62	61.97%
2013-2017 avg	44.6	2020	81	
2014-2018 avg	47.8	2021	79	



2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	66.2	66.2	0.00%

All available information indicates rising fatalities trend, however due to regulations we are setting the adjustment % to zero

Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
71	65	65	65	65	

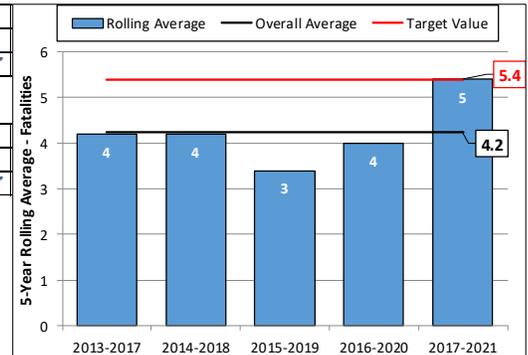


Bike Fatalities

5-Year Moving Average							
Year	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	Average	Trend
5-Year Moving Average	4.2	4.2	3.4	4.0	5.4	4.2	
Percent Change		0.00%	-19.05%	17.65%	35.00%	8.40%	

Yearly Values							
Year	2017	2018	2019	2020	2021		Trend
Fatality	4	4	3	6	10	5.4	
Percent Change		0.00%	-25.00%	100.00%	66.67%	35.42%	

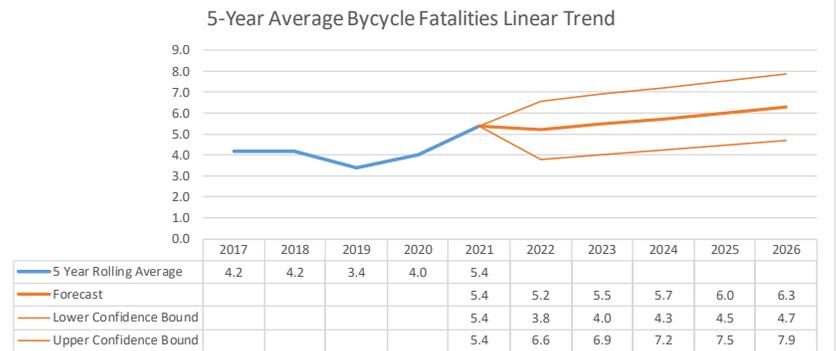
Analysis of Average Percent Change in 3 Most Recent Years vs. 5-Year Average Baseline				
Baseline	Recent Year	%Change	Change	
2012-2016 avg	4.6	2019	3	48.72%
2013-2017 avg	4.2	2020	6	
2014-2018 avg	4.2	2021	10	



2026 Target			
	Current Level 2017-2021	Adjusted Target	Percent Change
2026 TARGET=	5.4	5.4	0.00%

All available information indicates rising fatalities trend, however due to regulations we are setting the adjustment % to zero

Benchmarks to Achieve 2022-2026 Average Goal					
Preliminary State Data	Maximum amount to still make target.				
2022	2023	2024	2025	2026	
5	6	6	6	6	



Section 3.1 - FY24-26 Performance Measures/Targets

Target Justification	
C-1 Traffic Fatalities	C-7 Motorcyclist Fatalities
C-3 Fatalities/100M VMT	C-9 Drivers Age 20 or Younger Involved in Fatal Crashes
C-4 Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	C-10 Pedestrian Fatalities
C-5 Alcohol-Impaired Driving Fatalities	C-11 Bicyclist Fatalities
C-6 Speeding-Related Fatalities	
Target Metric Type	5-Year Average
<p>All the methods indicated trends that indicate a significant increase in fatalities by 2026; however, due to Federal regulations (BIL) the AHSO is not allowed to set performance measure goals higher than the current safety level based on 2017-2021 FARS data. Therefore, AHSO is setting a goal to maintain the 5-year average (2022-2026) of fatalities in these categories.</p>	
C-2 Serious Injuries in Traffic Crashes	
Target Metric Type	5-Year Average
<p>The trends indicated with the average percent change in the 3 most recent years versus the 5-year baseline and the linear trend forecast chart indicate a downward trend in serious injuries; based on that downward trend and an evaluation of the most current trend in fatalities comparing 2019 through 2021 data with preliminary state data for 2022 and the trend of 2023 injuries through April the AHSO setting a performance target to lower 5-year average (2022-2026) of serious injuries by 3% by December 31, 2026.</p>	
C-8 Unhelmeted Motorcyclist Fatalities	
Target Metric Type	5-Year Average
<p>The trends indicated with the average percent change in the 3 most recent years versus the 5-year baseline and the linear trend forecast chart indicate a downward trend in fatalities; based on that downward trend and an evaluation of the most current trend in fatalities comparing 2020 and 2021 data with preliminary state data for 2022 and the trend of 2023 fatalities through April the AHSO setting a performance target to lower 5-year average (2022-2026) of unhelmeted motorcyclist by 3% by December 31, 2026.</p>	

Section 3.2 - Performance Plan Chart

			Base Years (Historical Data)					
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan¹			2017	2018	2019	2020	2021	2022²
C-1	Traffic Fatalities	FARS Annual	525	516	511	653	695	644
	Maintain total fatalities at 580.8 (2022-2026) from a current safety level of 580.8 (2017-2022).	5-Year Rolling Avg.	520.8	525.2	533.4	553.6	580.0	603.8
C-2	Serious Injuries in Traffic Crashes	State	2816	2272	2389	2582	2720	2694
	Reduce serious traffic injuries to 2,479.3 (2022-2026) from a current safety level of 2,556.0 (2017-2021) by 3% by December 31, 2026.	5-Year Rolling Avg.	2,991.2	2,832.4	2,679.4	2,618.2	2,556.0	2,531.6
C-3	Fatalities/100M VMT	FARS Annual	1.443	1.418	1.377	1.925	1.813	1.677
	Maintain fatality rate at 1.592 (2022-2026) from a current safety level of 1.595 (2017-2021)	5-Year Rolling Avg.	1.491	1.477	1.477	1.545	1.592	1.639
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions ³	FARS Annual	180	177	166	204	256	183
	Maintain unrestrained passenger vehicle occupant fatalities, all seat positions at 191.0 (2022-2026) from a current safety level of 191.0 (2017-2021) by December 31, 2026	5-Year Rolling Avg.	183.0	183.2	183.0	184.6	191.0	191.6
C-5	Alcohol-Impaired Driving Fatalities	FARS Annual	146	135	131	166	130	165
	Maintain alcohol-impaired driving fatalities at 152.6 (2022-2026) from a current safety level of 152.6 (2017-2021) by December 31, 2026	5-Year Rolling Avg.	138.4	141.2	140.2	141.6	152.6	156.4

¹ States have the flexibility to establish a target covering the triennial period (i.e., 2024-2026) for each measure or states may opt to set annual targets for each year covering the triennial HSP period (i.e., 2024, 2025 and 2026).

² States can opt to provide 2022 state level data as available.

Section 3.2 - Performance Plan Chart

GHS/NHTSA Recommended/Optional PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan¹			Base Years (Historical Data)					
			2017	2018	2019	2020	2021	2022 ²
C-6	Speeding-Related Fatalities	FARS Annual	124	132	132	164	148	135
	Maintain speeding-related fatalities at 140.0 (2022-2026) from a current safety level of 140.0 (2017-2021) by December 31, 2026	5-Year Rolling Avg.	92.6	104.4	119.6	134.0	140.0	142.2
C-7	Motorcyclist Fatalities	FARS Annual	69	66	66	80	96	84
	Maintain motorcyclist fatalities at 75.4 (2022-2026) from a current safety level of 75.4 (2017-2021) by December 31, 2026	5-Year Rolling Avg.	71.0	71.6	72.6	72.6	75.4	78.4
C-8	Unhelmeted Motorcyclist Fatalities	FARS Annual	36	45	34	39	53	51
	Reduce serious traffic injuries to 40.2 (2022-2026) from a current safety level of 41.4 (2017-2021) by 3% by December 31, 2026.	5-Year Rolling Avg.	43.8	44.8	44.4	42.6	41.4	44.4
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	FARS Annual	48	60	62	78	72	78
	Maintain drivers age 20 and younger involved in fatal crashes at 64.0 (2022-2026) from a current safety level of 64.0 (2017-2021) by December 31, 2026	5-Year Rolling Avg.	61.4	60.8	61.8	64.4	64.0	70.0
C-10	Pedestrian Fatalities	FARS Annual	47	62	62	81	79	71
	Maintain pedestrian fatalities at 66.2 (2022-2026) from a current safety level of 66.2 (2017-2021) by December 31, 2026	5-Year Rolling Avg.	44.6	47.8	52.8	60.2	66.2	71.0
C-11	Bicyclist Fatalities	FARS Annual	4	4	3	6	10	5
	Maintain bicyclist fatalities at 5.4 (2022-2026) from a current safety level of 5.4 (2017-2021) by December 31, 2026	5-Year Rolling Avg.	4.2	4.2	3.4	4.0	5.4	5.6

Section 3.2 - Performance Plan Chart

			Base Years (Historical Data)					
GHSA/NHTSA Recommended/Optional PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan¹			2017	2018	2019	2020	2021	2022 ²
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) Increase observed seat belt use for passenger vehicles, front seat outboard occupants to 85.0% from a current safety level of 79.1% by 5.9% by December 31, 2026	State Annual	81.0	78.0	81.9	81.9	84.2	79.1

Section 4.1 - Occupant Protection

Problem Identification

Annual fatalities over the past 5 years have ranged from 520 in 2018 to 693 in 2021. In 2017, there were 374 passenger vehicle occupant fatalities. Of these fatalities, 180 or 48.1% were unrestrained. The use rate rose to 84.2% in 2021 with unrestrained fatalities of 228 or 50.9% of total fatalities. The 2022 Seat Belt Survey had a decrease in seat belt usage to 79.1%; however, the preliminary data from the 2023 survey shows some improvement in the use rate, but Arkansas is still a long way from the 2022 NHTSA National Occupant Protection use rate (NOPUS) of 91.6%.

- Fatalities in rural areas account for 60% of Arkansas fatalities.
- SB use rates in Urban areas 84% while Rural areas are 74%.
- AR 2021 rural fatality rate per 100,000 residents at 40 while urban is 18.
- AR unrestrained fatality rates are highest among black occupants at 8.1 per 100,000 residents.
- Fatality rates for White 7.1 and Hispanic 3.6 per 100,000 residents.
- 56% fatalities ages 0-19 unrestrained and 66% of fatalities ages 25-34 unrestrained.

Arkansas' conducted an OP Assessment in 2018. The AHSO has been working to utilize the information gained from this Assessment to identify problem areas, improve current programs, and implement new ones. Below are some of the recommendations along with progress made and plans for FY24 through FY26.

Utilize state data to ID more specific populations and high-risk times to implement media campaigns: The implementation of the eCrash "Advance" system and creation of the ACAT (Arkansas Crash Analytics Tool) by ARDOT (Arkansas Department of Transportation) has greatly increased access to data critical to creating targeted media campaigns and enforcement efforts. Better communication between the agencies, has resulted in a more complete and accurate crash data system and resulted in increased cooperation between the various agencies in the state. The AHSO continues to work with both the Arkansas Sheriff's Association and the Arkansas Association of Counties to encourage information sharing and training. The recent "AR Data Deep Dive" conducted by the Arkansas Center for Health Improvement provided a timely analysis of the state's highway safety problems along with locations and underserved and overrepresented populations. This analysis will also serve as a resource for targeting media campaigns.

Reinvigorate law enforcement grantees to actively enforce OP laws and increase citations: The implementation of eCite and eCrash has streamlined data entry for law enforcement and reduced the time involved in writing citations and crash reports. Identification and access to data in high crash areas and road segments through eCrash and ACAT is facilitating more effective enforcement efforts.

Implement a strong Law Enforcement Liaison Program: The AHSO brought the LEL program in-house in 2019. This Program was very successful in expanding the number of agencies participating in the Mini-STEP programs and recruiting new STEPs. The AHSO LEL retired in October of 2021 but due to reorganization and changes in state government the AHSO was unable to secure approval for another position. The AHSO finally obtained approval for a full-time LEL position in June 2023. The AHSO is working to fill this position as soon as possible. Based on data analysis from the Data Deep Dive, the AHSO will utilize the new LEL position to work with the jurisdictions in Arkansas identified as low seat belt use areas. These areas will be top priority for OP programming to include outreach, information, and education, as well as enforcement efforts. Information on underserved and overrepresented populations in these areas and others will also be reviewed with emphasis on setting up "community conversations" to involve residents in helping frame effective, appropriate programming efforts that can bring about the desired increase in belt use and reduction in the fatalities and injuries associated with non-use.

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The AHSO “High Five” demonstration project in partnership with ARDOT targeted the rural counties of Cross, Fulton, Monroe, White and Calhoun with a goal of increasing seat belt usage. This demonstration project ends in July of 2023. The AHSO is awaiting results from Preusser Research Group (PRG), the consulting firm conducting the evaluation, and feedback from the communities and agencies involved and plans to adjust this project as indicated. Five additional rural counties will be identified utilizing data from the recent AR Data Deep Dive to expand the project. The goal will be to increase seat belt use rates in these counties. The AHSO partnership with ARDOT on this project will be continued and road assessments will be conducted to identify infrastructure issues in these areas as well.

Develop a strategic communications plan for each priority program area: The AHSO is working with the advertising firm “CJRW” to effectively utilize the data and information gained through eCrash, ACAT and the “AR Data Deep Dive” for targeted communication plans in each program area.

Develop and maintain standalone Arkansas Highway Safety Office website and expand the site to include all state traffic safety programs and activities; During the past year the state of Arkansas initiated an effort to consolidate and downsize government departments and agencies. The Arkansas State Police and AHSO now fall under the umbrella of the Department of Public Safety. The implementation of eGrant has assisted with making funding information available online. The existing TZD (Toward Zero Deaths) website has been updated to promote AHSO programs and activities. An AHSO newsletter, tentatively called “SafARoads” is under development. Plans are to include it on the website as well as distribute it at community outreach events, make it available to local groups and coalitions and via email to sub-grantees and stakeholders.

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

- Achieve two to three vehicle stops per hour during seat belt enforcement periods.
- Conduct two waves of high visibility enforcement emphasizing occupant restraint laws.
- Mobilize communities to develop strategies & implement activities to increase SB use
- Conduct PI&E activities as a component of all enforcement projects.
- Conduct a minimum of eight child safety seat technician and instructor training courses.
- Conduct three half-day child safety seat training for law enforcement officers.
- Obtain a minimum of \$300,000 public service airtime for traffic safety messages.
- Conduct statewide public information (PI&E) and education and enforcement campaigns (such as CIOT) to emphasize occupant restraint laws.
- Provide statewide child passenger safety education to healthcare, childcare & LE professionals.
- Employ LEL to recruit agencies & encourage enforcement of OP laws statewide.
- Conduct statewide survey of seat belt use and child restraints.
- Utilize information from OP Assessment and data analyses to identify problem areas, improve current programming and implement new programming.

Activity Reports filled out by project personnel in eGrant will provide data for the above objectives. This information will be used to monitor and evaluate the effectiveness of the AHSO efforts.

Section 4.1 - Occupant Protection

Public Participation & Engagement

Through consistent engagement, the AHSO will improve its understanding of factors contributing to rural fatalities. The AHSO will conduct detailed data analyses to understand which areas and groups are most affected and engage groups and organizations in identified communities and areas for discussion and feedback. AHSO Staff and projects will work with these communities to develop appropriate safety countermeasure strategies and implement projects to reduce this trend. The AHSO will leverage its current High Five program to expand engagement with affected communities and adjust that project or develop new ones based on community feedback.

Affected Communities

- Rural counties (See Section 1.1 page 7)
- Prominent racial and ethnic demographics in historically underserved areas (areas listed in comprehensive section)
 - Unrestrained fatalities highest among black occupants
- 56% of fatalities ages 0-19 unrestrained and 66% ages 25-34

Engagement Events Conducted:

- Meetings and community events in rural counties for High Five Projects
- Philander Smith College Meetings and Career Day
- Discussions with HBCU's University of Arkansas at Pine Bluff, Shorter College & Arkansas Baptist.
- Teen Events

Accessibility Measures Implemented:

- ADA compliance
- Accessible locations, times

Attendees:

- 85% of attendees (adults and teens) lived within targeted areas.
- 15% of attendee (adults and students) lived outside area but commuted on same roads to get to the school or event.
- Rural and urban residents mixed ages.

Issues Covered:

- OP Educational materials distributed.
- Attendees engaged in discussions on SB use.
- Surveys/Questionnaires distributed where feasible.

How Affected communities' comments and views have been or will be incorporated into the development of the THSP.

- New or expanded partnerships (ongoing engagement)
- Pilot new projects
- Program adjustments
- Providing citizens stopped for Distracted Driving violations with handout on AR Distracted Driving laws.

STEP and Mini STEP

Utilizing data from the AR data deep dive and other sources, priority areas will continue to be identified and efforts made to recruit LE agencies to implement additional enforcement.

Section 4.1 - Occupant Protection

AHSO contracts with projects to provide selective overtime enforcement efforts in the areas of impaired driving, speed, distracted driving, and occupant protection. Funding assistance will be awarded to law enforcement agencies statewide with a special focus on priority areas identified through analysis. Projects also target priority areas with public information and education for specific dates and times of enforcement efforts. Additional agencies are recruited to participate in Federal and statewide mobilizations and crackdowns.

Agencies were surveyed on successes, failures and community feedback. These survey results are included in Section 6.

High Five

Part of the AR High Five program, which targets rural counties with increased enforcement to raise seat belt use rates, included developing and providing a pamphlet for patrol officers to hand out during public engagement and when they issue warnings and citations with the goal of educating the public about the importance of seat belt use during their contact. According to officers the initial feedback from the public on the fliers has been positive.

All the High five Board Meetings and Zoom calls were attended by AHSO staff. Staff also participated in numerous calls to monitor project progress and attended different events in several of the counties including Monroe, Cross, White and Fulton County.

During a separate conversation with a STEP agency, officers said they were doing Distracted Driving enforcement in a spot where they could observe drivers going through construction zones and effectively enforce speed, seat belt use and distracted driving laws. The sharp increase in distracted driving citations created some angry citizens because they were not aware of the distracted driving laws in Arkansas. To combat this “anger” the department started providing copies of the statute to educate the public about distracted driving laws in Arkansas whenever they stopped them. The department reported that providing citizens with information on AR distracted driving laws calmed the uproar down.

Building off these 2 experiences the AHSO will develop handout materials to be used by its STEP and Mini-STEP agencies while working traffic enforcement. These materials will be used to educate the public on relevant laws and regulations and stress the importance of traffic safety.

Agencies were surveyed on successes, failures of project and community feedback. These survey results are included in Section 6.

Child Passenger Safety (CPS)

Based on data analysis from the Data Deep Dive the AHSO will utilize its existing CPS project to work with the following areas in Arkansas identified as priority areas for expanding CPS services. These areas will be top priority for recruiting technicians, establishing CPS outposts, training, and check stations. Outreach, information, and education, as well as enforcement efforts will also be a part of this effort. Information on underserved and overrepresented populations in these areas and others will be reviewed with emphasis on setting up “community conversations” to involve these residents in helping to frame effective, appropriate programming efforts that will increase Child Safety Seat use and reduce the fatalities and injuries associated with non-use. An additional position CPS position will be added for the Injury Prevention Center. This request came out of the SWOT meeting based on data which identified a need for program efforts targeting counties in Southern Arkansas.

Section 4.1 - Occupant Protection

ACH-CPS to expand their current program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator at all Child Safety Seat Checkpoints, Satellite Stations, and events. The AHSO will also develop media ads and other materials designed to raise awareness about the dangers of leaving children unattended in vehicles to start being used with the Click It or Ticket campaign and throughout the summer months.

Countermeasures

Countermeasure Strategy – Table 1	
Countermeasure Strategy	Child Restraint System Inspection Station(s)
Problem (link to strategy)	<p>Unintended injury is the leading cause of death for children ages 1-15 in Arkansas and motor vehicle crashes are the leading cause of unintentional injury death for ages 5-15. The 2021 statewide child restraint use rate was observed to be 82.08%, which is a decrease from the 88.2% rate in 2019. For children in the “birth to 6 years” age group, the proportion in restraints was 91.8% (was 93.9% in 2019). For children in the “6 to 15 years” age group, the restrained rate was 72.6% (was 86.4% in 2019). Thus the data showed that children under the age of six in both the front and rear seats were restrained at a higher rate than those children from the 6 to 15 years old (91.8% vs. 72.6%). There is not a statistical significance to the decrease in numbers. The total number of child observations recorded during the child seat/child restraint part of the survey was 418.</p> <p>The non-use and misuse of child passenger restraints continues to be a concern. Specific problems to be addressed include:</p> <p style="padding-left: 40px;">Parents and caregivers need to be educated about current child passenger restraint laws in AR.</p> <p style="padding-left: 40px;">Parents and caregivers need to be educated on proper installation of child safety seats and correct seats for children.</p>
Countermeasure Justification	<ul style="list-style-type: none"> • SB and Child Restraints CTW – 4.1 Strengthening Child/Youth Laws ***** • SB and Child Restraints CTW – 6.1 Strategies for Older Children **** • SB and Child Restraints CTW – 6.2 Strategies for Child Restraint and Booster Seat Use *** • SB and Child Restraints CTW - 7.2 Inspection Stations ***
Target (link to strategy)	<p>Decina et al. (2010) found that the most effective approaches for enforcing booster seat laws depend on having resources to support dedicated booster seat law enforcement programs, and enforcement methods that are dedicated to booster seat and other child restraint laws. These elements are in addition to other aspects that have typically been used to maximize the results of child restrain enforcement efforts (NHTSA, 1990) Specifically, effective program components that have worked over time include, media and television, training of law enforcement officers in the benefits of child passenger protection and methods of effective law enforcement; information activities aimed at target audiences; information activities coinciding with community events; a network of child restraint inspection stations; child restraint distribution programs, public service announcements and other media coverage.</p> <p>Arkansas proposes to increase child passenger safety resources with special focus on at-risk families by increasing the existing pool of technicians and instructors and providing inspection stations while also providing a focus on "Tweens" to address lack of restraint use and front passenger seating among ages 8 to 14. In FY24, 120 technicians will be trained, and 8 classes will be provided. Information on inspection stations and coverage in Arkansas is shown below. Projected impacts of the proposed projects include increased use rates and reduced injuries and fatalities for this age group. Similar objectives will be set for FY25 and FY26 during the annual grant applications.</p>

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	Activities to be funded include: <ul style="list-style-type: none"> • Statewide child Passenger Protection Education Project • Existing efforts for the UAMS Child Passenger Safety Education Program (CPSE) are aimed to increase child passenger safety resources around the state to realize an increase in child restraint use for children ages birth to fifteen. 			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$676,250	\$710,063	\$745,566	\$2,131,878
Strategy to project considerations	The Child Restraint System Inspection Stations offers a comprehensive and effective countermeasure to enhance child passenger safety. By addressing the common issues related to child safety seat misuse and providing personalized education and guidance, these stations contribute to reducing the risk of injuries and fatalities among child passengers. Moreover, they foster community engagement, partnerships, and data-driven evaluation, ensuring a sustained and impactful approach to highway safety.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	OP-2024-08	Statewide Child Passenger Protection Project		
	OP-2024-13	Occupant Protection Program Management		

Countermeasure Strategy – Table 2

Countermeasure Strategy	Communication Campaign (OP)			
Problem (link to strategy)	<p>Arkansas has one of the highest unrestrained fatality rates in Region 7. In 2021 228 or 50.1% of passenger vehicle occupant fatalities involved unrestrained occupants. The percentage of unrestrained fatalities compared to total passenger vehicle fatalities has remained comparatively flat 47% to 50% over the last few years. When Arkansas’s safety belt law went into effect in July 2009, approximately 70% of drivers were recorded as wearing a safety belt. With a compliance rate in FY22 of 79.1%, Arkansas has a usage rate well below the national average of 91.6% (2022) and is considered a “low rate” state for Section 405 b funding qualification.</p> <p>Although Arkansas’s use rate is low, the primary seat belt law and active enforcement can be credited for increasing compliance rates since 2009. Because data reveals that low use rates are a major contributing factor regarding fatalities and serious injuries, Arkansas has been and will continue to work hard to improve this rate and emphasize safety belt usage education through communication campaigns, high visibility enforcement and other educational efforts. Media ads and other materials will be developed to raise awareness about the dangers of leaving children unattended in vehicles to start being used with the Click It or Ticket campaign and throughout the summer months.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> • SB and Child Restraints CTW – 1.1 State Primary Enforcement • SB and Child Restraints CTW – 2.1 Short Term, HVE Seat Belt Law Enforcement ***** • SB and Child Restraints CTW – 3.1 Supporting Enforcement ***** • SB and Child Restraints CTW – 3.2 Strategies for Low-belt-Use Groups **** 			
Target (link to strategy)	Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs. Paid advertising can be a critical part of media strategy. The projected impacts of this countermeasure are an increased use rate and lower fatalities.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$851,250	\$893,813	\$938,503	\$2,683,566
Strategy to project considerations	The May 2002 Click It or Ticket campaign evaluation demonstrated the effect of different media strategies. Belt use increased by 8.6 percentage points across 10 states that used paid advertising extensively in their campaigns. Belt use increased by 2.7 percentage points across 4 states that used limited paid advertising and increased by only .5 percentage points across 4 states that used no paid advertising. Solomon et al.,			

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	(2002) Milano et al (2004) Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs. Paid advertising can be a critical part of media strategy.	
Planned Activities	Unique Identifier:	Planned Activity Names:
	OP-2024-05	Statewide Public Information and Education (PI&E)
	OP-2024-06	Traffic Safety Non-Commercial Sustaining Announcement Eval Program
	OP-2024-13	Occupant Protection Program Management

Countermeasure Strategy – Table 3				
Countermeasure Strategy	High Visibility Enforcement (Seat Belt)			
Problem (link to strategy)	<p>The most recent observational safety belt survey (2022) Project the FY22 Arkansas Safety Belt usage rate at 79.1%. This is well below the national average of 91.6% (NHTSA 2022). Arkansas is considered a “low rate” state for Section 405 b funding qualification.</p> <p>Activities supporting the countermeasure strategies include the following: Utilize 402 OP and 405 b funding to support overtime to approximately 36 agencies for overtime sustained enforcement efforts. Utilize 402 OP and 405 b funding to support overtime for sustained statewide enforcement efforts by the Arkansas State Police. Utilize 402 OP and 405 b funding to support approximately 50 mini-STEP projects that will focus on statewide and national mobilizations. Utilize 402 OP and 405 b funding to support pilot of the "High Five" Project. Utilize 402 OP and 405 b funding for LEL to promote non-STEP law enforcement agencies to participate in National safety mobilizations (CIOT) Utilize 402 OP and 405 b funding to support educational activities by Alliance in rural counties.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> • SB and Child Restraints CTW – 1.1 State Primary Enforcement • SB and Child Restraints CTW – 2.1 Short Term, HVE Seat Belt Law Enforcement ***** • SB and Child Restraints CTW – 3.1 Supporting Enforcement ***** • SB and Child Restraints CTW – 3.2 Strategies for Low-belt-Use Groups ***** 			
Target (link to strategy)	<p>It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate. The AHSO will continue to be on creating aggressive, innovative, and well publicized enforcement with increased focus on citations and arrests. Sustained STEPs along with mini-STEP and other agencies will participate in Federal and statewide mobilizations, crackdowns, and other special enforcement events. The FY 24 OP program area currently includes the following:</p> <ul style="list-style-type: none"> • State/National November Seat Belt Mobilization • National Memorial Day Seat Belt Mobilization <p>The Arkansas Highway Safety Office anticipates issuing sub-grants to approximately 85 different agencies statewide to conduct enforcement. These agencies include state, county and municipal law enforcement agencies in both urban and rural locations with a goal of reducing fatalities and injuries attributed to motor vehicle crashes. An LEL program will be utilized to encourage and promote non-STEP law enforcement agencies to participate in the national safety belt mobilization (CIOT). Approximately 180 agencies participated in the FY22 CIOT Mobilizations</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$2,720,750	\$2,856,788	\$2,999,627	\$8,577,164
Strategy to project considerations	The most common high visibility belt law enforcement method consists of short intense, highly publicized periods of increased belt law enforcement using checkpoints,			

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	saturation patrols or enforcement zones. Most states currently conduct short-term high visibility belt law enforcement programs in May of each year as part of national seat belt mobilizations. States also conduct seat belt mobilizations in November, NHTSA has supported these campaigns. CDC's systematic review of 15 short term high visibility enforcement programs showed increased belt use with greater gains when pre-program belt use was lower. CDC's systematic review observed that short-term high visibility enforcement campaigns increased belt use more among traditionally lower belt use groups, including young drivers, rural drivers, males, African Americans, and Hispanics. The following activities will be funded.	
Planned Activities	Unique Identifier:	Planned Activity Names:
	OP-2024-02	Local Selective Traffic Enforcement Projects (STEPs)
	OP-2024-03	Statewide Selective Traffic Enforcement Project (STEP)
	OP-2024-04	Mini Selective Traffic Enforcement Projects (M-STEPs)
	OP-2024-07	Statewide Law Enforcement Liaison (LEL)
	OP-2024-10	Rural High Five Project
	OP-2024-13	Occupant Protection Program Management

Countermeasure Strategy – Table 28				
Countermeasure Strategy	Seat Belt Use Survey			
Problem (link to strategy)	<p><i>Data Collection:</i> Seat belt use surveys provide valuable data on seat belt usage rates among drivers and passengers. They help identify trends, patterns, and variations in seat belt use across the state. This data is crucial for understanding the current level of seat belt compliance and identifying areas that require improvement.</p> <p><i>Evaluation of Effectiveness:</i> The seat belt use survey allows the AHSO to assess the effectiveness of seat belt enforcement programs, public awareness campaigns, and other interventions aimed at promoting seat belt usage. By comparing survey results over time, AHSO can determine whether their efforts are making a positive impact or if additional countermeasures are needed.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> • SB and Child Restraints CTW – 1.1 State Primary Enforcement • SB and Child Restraints CTW – 3.1 Supporting Enforcement ***** • SB and Child Restraints CTW – 3.2 Strategies for Low-belt-Use Groups **** 			
Target (link to strategy)	Seat belt use surveys help prioritize and target countermeasures in areas where seat belt usage rates are low or specific populations exhibit lower compliance. By identifying high-risk groups or regions, the AHSO can design targeted campaigns, enforcement efforts, or educational programs to increase seat belt usage in those areas.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$150,000	\$157,500	\$165,375	\$472,875
Strategy to project considerations	Overall, seat belt use surveys play a vital role in gathering data, evaluating interventions, understanding attitudes, and developing targeted strategies to improve seat belt compliance. They contribute to the overall goal of reducing injuries and fatalities on the roads and promoting safer driving habits.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	OP-2024-12	State Observation Seat Belt Survey		

Countermeasure Strategy – Table 31	
Countermeasure Strategy	Highway Safety Office Program Management (OP)
Problem (link to strategy)	The most recent observational safety belt survey results for 2022 shows usage at 79.1% down from 84.2% in 2021. With a compliance rate of 79.1% Arkansas' use rate is well still below the national average of 91.6% (NHTSA 2022).

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Target (link to strategy)	<p><i>Occupant Protection Program Management:</i> Funding will provide for necessary staff time and travel and training expenses directly related to the planning, programming, monitoring, evaluation, and coordination of the Occupant Protection Program. Funding will also provide for training to maintain an effective, efficient Occupant Protection Program that will direct and support strategies to effectively address traffic Arkansas' low seat belt use rate.</p> <p><i>AHSO eGrant System Provides</i> funding for development, upgrading and implementation of a state grants management system to facilitate the electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, monitoring, and evaluating projects.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$76,250	\$80,063	\$84,066	\$240,378
Strategy to project considerations	<p>Experienced and knowledgeable staff are critical to identify and address state traffic problems and to implement effective programming that will accomplish the targets set for the Occupant Protection Area. Funding is also critical to facilitate the electronic submission of proposals, contract agreements, and reporting by project subcontractors to plan, monitor and evaluate projects.</p>			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	OP-2024-13	Occupant Protection Program Management		

Countermeasure Strategy – Table 32				
Countermeasure Strategy	New Grants Based on Community Outreach (OP)			
Problem (link to strategy)	<p>Expand current public participation and engagement efforts to reach overrepresented and underserved communities by working to develop new partnerships and projects in conjunction with coalitions and community leaders. Information from those efforts will drive the continued evolution of the problem identification in all areas of highway safety. Based on the Data Deep Dive AHSO is setting aside funds to be able to develop projects for the program areas that were identified in the SWOT analysis: Occupant Protection. AHSO will amend those planned activities based upon ongoing and future community outreach efforts.</p>			
Target (link to strategy)	<p><i>Promoting Awareness:</i> Community outreach plays a crucial role in raising awareness about highway safety. By allocating funds to support projects based on current and future outreach efforts, AHSO can communicate with community members about the importance of safe driving practices, potential risks, and available resources. This can help create a safer driving culture and encourage responsible behavior on the roads.</p> <p><i>Behavioral Change:</i> Effective community outreach programs can lead to behavioral changes among community members. Engaging with the public and communicating with them on topics such as distracted driving, impaired driving, pedestrian and bicycle safety and seat belt usage, can influence people's attitudes and actions. This, in turn, can lead to reduced instances of unsafe driving behaviors and contribute to improved highway safety.</p> <p><i>Tailored Programming:</i> Community outreach allows for targeted programming that address specific safety concerns within a given community. By understanding the unique characteristics, needs, and challenges of AR communities, AHSO can design initiatives that directly address those issues. This personalized approach can lead to more effective outcomes and a higher likelihood of behavior change among community members.</p> <p><i>Long-Term Benefits:</i> While immediate infrastructure improvements and enforcement measures are essential for highway safety, investing in community outreach can yield long-term benefits. Education and awareness can instill a safety-conscious mindset within the community, which can have lasting effects beyond the initial implementation of the highway safety plan. Continued outreach efforts can reinforce positive behaviors, sustain community engagement, and contribute to an enduring culture of safety on the roads.</p>			
	FY24	FY25	FY26	Total

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Estimated 3-year funding allocation	\$300,000	\$315,000	\$330,750	\$945,750
Strategy to project considerations	These funds will be used for potential projects based on current and future community outreach efforts to be able to achieve targeted education, behavior change, collaboration, tailored interventions, and long-term benefits. By acting on the results of the community outreach the AHSO will be able to empower the community, and work towards creating safer roads in Arkansas.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	OP-2024-14	Highway Safety Projects Based on Community Outreach (OP)		

Section 4.2 - Impaired Driving

Problem Identification

For the period from 2018 through 2022 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent. In previous years alcohol related fatalities decreased from 146 in 2017 to 135 in 2018 but increased in 2020 to 166. Fatalities are at 185 for 2021 and 165 for 2022. For FY23, Arkansas was classified as a Mid-Range state with an Alcohol Impaired Driving Fatality Rate of .43 per 100 million VMT.

Over the past several years arrest numbers have been trending downward. Current efforts include an emphasis on increasing enforcement and arrest numbers inside and outside of STEP. The AHSO will work with the court systems to implement additional DWI courts that have been shown to be effective in rehabilitating DWI offenders and reducing recidivism and contracted with Speak up About Drugs (SAD) to implement court monitoring projects in counties with the largest number of DWI fatalities that will follow DWI/DUI cases through the court process to identify gaps in prosecutorial, judicial, and law enforcement training which contribute to declining enforcement numbers and loopholes in the judicial implementation of Arkansas's ignition interlock law. The projected impact of this strategy is increased awareness in the courts and reductions in the number of impaired drivers and fatalities. Court Monitoring produces higher conviction rates and stiffer sentences than unmonitored cases and has been shown to increase DWI arrests, decrease plea agreements and increase guilty pleas. Educational efforts and community outreach will solicit feedback and ideas for more effective programming. The AHSO will also work to appoint a State Judicial Outreach Liaison (JOL) to recruit new DWI courts as well as consult existing DWI courts.

In addition to observing and monitoring court proceedings for DUI, AHSO's Court Monitoring project with SAD will work with offenders to identify opportunities for them to participate in wholesome activities designed to reduce recidivism. SAD will solicit feedback from families, victims, and community organizations for suggestions to improve Impaired Driving Prevention efforts and opportunities.

In 2021, the Arkansas Crime Information Center (ACIC) reported 5,212 driving while intoxicated arrests and ASP reported 3,199 for a total of 8,411. Over the past several years arrest numbers have trended downward. Efforts continue to include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.

DWI/DUI ACIC and ASP NUMBERS

DWI/DUI ACIC and ASP Numbers			
YEAR	ACIC	ASP	TOTAL
2013	8,010	6,052	14,062
2014	7,204	5,147	12,351
2015	7,134	4,821	11,955
2016	6,839	4,160	10,999
2017	6,094	4,717	10,811
2018	6,370	3,174	9,544
2019	6,537	3,314	9,851
2020	5,285	3,361	8,646
2021	5,212	3,199	8,411

In addition to the DWI alcohol problem, the drug threat to the state of Arkansas covers the full spectrum of all types of drugs. According to the 2024 Arkansas Drug Threat Assessment by the Gulf Coast High Intensity Drug Trafficking Area (HIDTA) Methamphetamine and Marijuana continues to be the most significant drug threat throughout Arkansas followed by prescription drugs/opioids, heroin, fentanyl and cocaine.

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Arkansas Drug Threat Assessment

According to the 2024 Arkansas Drug Threat Assessment by the Gulf Coast High Intensity Drug Trafficking Area (HIDTA) Methamphetamine and Marijuana continue to be the most significant drug threats throughout Arkansas.

Arkansas Primary Drug Threats	
DRUG	IMPACT
Methamphetamine	Most significant threat. Leading threat in association with violent crime and property crime. Identified as the primary consumer of law enforcement resources.
Fentanyl and other Opioids	Fentanyl continues to become more available in the state and was identified as the second most significant threat and as the second primary consumer of law enforcement resources.
Marijuana	Highly abused; widely available throughout the state. Identified as the second most significant threat in association with violent crime in the state.
Controlled Prescription Drugs	Continued increase; significant threat; emerging initial drug of abuse.
Heroin	Heroin abuse continues to increase in the state of Arkansas; though it remains a low threat compared to methamphetamine. The continued growth appears to be a direct result of the abuse of pharmaceutical drugs, as users often transition to heroin due to the lower price and greater availability when pharmaceuticals are not available.
Cocaine / Crack Cocaine	Highly abused and readily available throughout the state.
Other Dangerous Drugs (ODDs)/ New Psychoactive Substances	Low availability of ODDs; moderate availability of MDMA Moderate and increasing threat of synthetic designer drugs; cannabinoids and cathinones.
<i>Source: 2024 Gulf Coast High Intensity Drug Trafficking Area (HIDTA) Law Enforcement and Treatment/Prevention Survey</i>	

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2024 Priorities

- 30 AR counties with largest number of Impaired Driving Fatalities identified.

County	2016	2017	2018	2019	2020	2021	Grand Total
Pulaski	10	19	20	25	34	26	134
Benton	3	7	9	5	12	11	47
Washington	8	6	8	6	7	11	46
Craighead	5	7	3	4	12	5	36
Garland	8	3	7	7	3	7	35
Independence	3	2	3	3	9	10	30
Faulkner	2	4	7	2	5	7	27
Miller	3	5	4	3	4	7	26
Sebastian	4	3	7	2	3	7	26
White	7	5	2	3	3	4	24
Jefferson	0	2	4	6	6	5	23
Crittenden	3	6	5	4	3	1	22
Saline	2	1	2	1	5	10	21
Pope	1	4	2	6	2	5	20
Carroll	5	7	2	0	4	1	19
Crawford	3	4	5	2	2	3	19
Lonoke	3	4	1	4	1	5	18
Union	2	1	3	4	4	3	17
Mississippi	2	4	1	2	4	3	16
Yell	3	6	1	1	1	4	16
Cleburne	1	2	0	5	6	1	15
Baxter	0	1	5	1	3	4	14
Clark	1	0	4	6	1	2	14
Hot Spring	3	1	1	5	0	4	14
Ouachita	0	3	3	4	1	3	14
Columbia	0	3	1	2	3	3	12
Jackson	4	3	1	0	4	0	12
Boone	2	4	2	1	0	2	11
Greene	1	1	1	1	4	3	11
Poinsett	1	1	4	0	3	2	11

Activities Conducted:

- Enforcement/ media campaign Hot Springs National Park, Arkansas on September 2, 2022
- Community Support Networking Events (Supporting DWI Court Participants)
- Bike Racing Fundraisers (Independence County)
- Community sponsored donations of bikes to participants for transportation to work (Independence, Garland)
- Alcohol/Substance Abuse Recovery Groups
- Multi-disciplinary DWI Teams - review individual cases/mentor participants

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Attendees:

- Residents/citizens who have received DWIs in targeted areas.
- Rural and urban community residents mixed ages.

Issues Covered:

- Views on substance abuse problems and social determinants
- Community role in programs and policies addressing substance abuse prevention.
- Discussions of local needs and cultural practices

How participant's comments/views have been or will be incorporated into the development of THSP.

DWI Court Monitoring – In addition to observing and monitoring court proceedings, AHSO's Court Monitoring project with SADD solicits feedback from families, victims, and community organizations to offer input and suggestions to improve Impaired Driving Prevention efforts and opportunities. They also provide offenders assistance with their rehabilitation efforts and opportunities to participate in wholesome activities designed to reduce recidivism.

DWI Courts -- specialized courts dedicated to changing the behavior of DWI offenders through intensive supervision and treatment. Arkansas now has 14 courts. These courts provide a systematic and coordinated approach to prosecuting, sentencing, monitoring, and treating and providing recovery support to DWI offenders, The underlying goal is to change offenders' behavior by identifying and treating alcohol problems while holding offenders accountable for their actions thereby rehabilitating offenders, taking impaired drivers off the road, and reducing death and injuries on the streets and highways of Arkansas.

National Park Service -- The Arkansas Highway Safety Office (HSO) partnered with the National Park Service (NPS) and NHTSA Region 7 Office and to kick-off the *Drive Sober or Get Pulled Over* enforcement and media campaign in Hot Springs National Park, Arkansas on September 2, 2022. Arkansas State police gave remarks on how important the partnership is between NHTSA, NPS, law enforcement and the HSO in bringing awareness to the communities about the dangers of impaired driving in and around National Parks. The media event had two Drug Recognition Experts speak, Trooper Justin Parker and Park Ranger Peter Malionek who discussed their role in identifying drivers who are under the influence of drugs and provided support in the Breath Alcohol Testing Mobile Unit that helped remove drug impaired drivers off the roads.

DUI education at Marijuana Dispensaries-- The AHSO is looking at the possibility of surveying current dispensaries about DUI awareness of medical permits to use marijuana not being a license to drive while under the influence. The AHSO will use that information to work with dispensaries to develop education materials they can distribute to their clientele or display in and around their facility. AHSO will work to identify other means of reaching those users with education materials that will focus on using medical marijuana responsibly.

ACHI has access to redacted data and plans to conduct research on traffic issues in AR such as traffic violations (tickets/accidents/fatalities and injuries) before medical marijuana permits were issued as compared to after the permits were received. AHSO hopes to utilize this data along with the feedback from outreach efforts to create more awareness of the potential dangers this creates on AR roadways.

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In the event Recreational Use Marijuana laws ever pass in Arkansas the AHSO would be ahead of the curve in having identified the issues and talking points to educate users about responsible use, mirroring the messaging of drinking responsibly and ahead of the curve on developing a working relationship with the dispensaries. The AHSO will have already worked out strategies to get the information to the target audience.

Countermeasures

Countermeasure Strategy – Table 4				
Countermeasure Strategy	Publicized Sobriety Checkpoints			
Problem (link to strategy)	<p>Over the past several years impaired driving arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.</p> <p>For the period from 2017 through 2021 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent. The availability of medical marijuana and increased drug issues could contribute to additional alcohol and drug related fatalities.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> • Alcohol and Drug Impaired Driving – CTW 1.1 ALR/ALS ***** • Alcohol and Drug Impaired Driving – CTW 1.2 Open Container *** • Alcohol and Drug Impaired Driving – CTW 1.4 BAC Test Refusal *** • Alcohol and Drug Impaired Driving – CTW 2.1 Publicized Sobriety Checkpoints ***** • Alcohol and Drug Impaired Driving – CTW 2.3 Breath Test Devices **** • Alcohol and Drug Impaired Driving – CTW 2.5 Integrated Enforcement *** 			
Target (link to strategy)	<p>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 will be a low manpower & multi-agency sobriety checkpoint training and support.</p> <p>This project will supplement the DWI/SFST/DRE program with the Criminal Justice Institute by providing a mobile platform during DRE evaluations that are part of the DRE certification process. Local and Statewide Selective Enforcement Projects will conduct checkpoints as part of their contracts. The In-Car Camera and Video Project will provide necessary equipment to assist Statewide Selective Enforcement.</p> <p>Checkpoints will be conducted statewide with emphasis in areas where alcohol related fatalities are highest. Officers will stop vehicles at predetermined locations to check whether the driver is impaired. The purpose is to deter driving after drinking and reduce the number of alcohol and drug related fatalities statewide and in counties with a high number of alcohol & drug related fatalities. Anticipated impacts include reduced alcohol-related crashes and decreased alcohol-related fatalities as well as fewer drivers with positive BACs in roadside surveys.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$1,290,050	\$1,354,553	\$1,422,280	\$4,066,883
Strategy to project considerations	<p>CDC's systematic review of 15 high quality studies has shown checkpoints to reduce alcohol-related fatal crashes by 9%. Another analysis found that checkpoints reduce alcohol-related crashes by 17% and all crashes by 10 to 15%. In recent years NHTSA has supported several efforts to reduce alcohol-impaired driving using publicized sobriety checkpoint programs. Evaluations of statewide campaigns found decreases in alcohol-related fatalities as well as fewer drivers with positive BACs in roadside surveys.</p>			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	AL-2024-06	Local Selective Traffic Enforcement Projects (STEPs)		

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	AL-2024-07	Statewide Selective Traffic Enforcement Project (STEP)
	AL-2024-10	Law Enforcement Training Academy BAT Sobriety Checkpoint Mobile Training
	AL-2024-14	Statewide In-Car Camera and Video Storage System

Countermeasure Strategy – Table 5

Countermeasure Strategy	DWI Courts			
Problem (link to strategy)	Although drunk driving fatalities in the United States have been significantly reduced since the early 1980s, thanks to harsher penalties for DUI's and the work of awareness groups, alcohol-impaired driving remains a serious problem on America's roadways. In 2021 there were 693 total fatalities and 185 alcohol impaired fatalities. Twenty-six per-cent (26%) of vehicle fatalities were the result of alcohol impairment, where an operator of a vehicle involved in the crash had a blood alcohol concentration of .08 or greater.			
Countermeasure Justification	<ul style="list-style-type: none"> • Alcohol and Drug Impaired Driving -CTW 3.1 DWI Courts **** • Alcohol and Drug Impaired Driving – CTW 3.4 Sanctions ** 			
Target (link to strategy)	<p>DWI Courts are specialized courts dedicated to changing the behavior of DWI offenders through intensive supervision and treatment. Arkansas now has 13 courts. These courts provide a systematic and coordinated approach to prosecuting, sentencing, monitoring, and treating DWI offenders, Prosecutors and judges in DWI courts specialize in DWI cases. The underlying goal is to change offenders' behavior by identifying and treating alcohol problems and holding offenders accountable for their actions thereby rehabilitating offenders, taking impaired drivers off the road, and reducing death and injuries on the streets and highways of Arkansas.</p> <p>The AHSO works with court jurisdictions statewide and their in-house teams to improve adjudication of traffic laws related to impaired driving. Activities include soliciting and generating interest statewide for the development and implementation of additional DWI Courts. Arkansas has 3 pilot DWI courts. An additional 6 courts completed training in 2011 and implemented their DWI courts in 2012. A 10th court completed training mid-2012, an 11th court in the summer of 2014 and a 12th court in December 2015. One additional court was trained in 2017 and a 14th court completed training in FY2021. This Task provides funding to maintain operations for three pilot DWI courts and assist with training costs for new courts. AHSO will provide funding for initial and enhanced DWI Court Trainings offered through NHTSA/NDICI. Federal funds provide for salaries, fringe benefits, in and out-of-state travel, meeting expenses, maintenance and operations, printing and administration. State/local funds provide additional administrative costs.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$400,000	\$420,000	\$441,000	\$1,261,000
Strategy to project considerations	DWI Courts are listed as a 4-star countermeasure in NHTSA's Countermeasures that Work. A systematic review found that DWI courts appear to be effective in reducing recidivism. Numerous studies suggest DWI Courts reduce recidivism among DWI offenders by approximately 50% compared to traditional court programs. One Michigan study found that DWI court participants were 19 times less likely to be rearrested for a DWI within two years than a comparison group of offenders who were in traditional probation. Another study of three DWI Courts in Georgia found that offenders who graduated from the court program had a 9% recidivism rate within the next 4 years compared to a 24% recidivism rate for the comparison group in traditional courts. Evaluations have shown that close monitoring and individualized sanctions for DWI offenders reduce recidivism.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	AL-2024-13	DWI Courts		

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Countermeasure Strategy – Table 36				
Countermeasure Strategy	Judicial Outreach Liaison (JOL)			
Problem (link to strategy)	<p>DWI courts focus on individuals who have been arrested or convicted for driving under the influence of alcohol or drugs. This targeted approach aims to intervene with high-risk offenders to prevent them from repeating their dangerous behavior, reducing the likelihood of future accidents caused by impaired driving.</p> <p>DWI courts emphasize rehabilitation and treatment for offenders rather than solely focusing on punitive measures. This approach helps address the root causes of impaired driving and aims to reduce the likelihood of reoffending. By offering specialized treatment and support, DWI courts have been shown to reduce recidivism rates among impaired drivers.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> • Alcohol and Drug Impaired Driving -CTW 3.1 DWI Courts **** • Alcohol and Drug Impaired Driving – CTW 3.4 Sanctions ** 			
Target (link to strategy)	<p>The JOL serves as an ambassador, educating judges, court personnel, and the legal community about DWI Courts, how they operate, and the positive outcomes they can achieve. Implementing DWI Courts requires collaboration and cooperation from judges and other key stakeholders within the judicial system. The JOL will help build trust and credibility, addressing any concerns or skepticism, and garnering support from judges for the program's establishment and continuation.</p> <p>The JOL will assist judges that have questions about the legal and practical aspects of DWI Courts by providing relevant information, research, and resources to help judges make informed decisions about adopting and operating DWI Courts.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$100,000	\$105,000	\$110,250	\$315,250
Strategy to project considerations	<p>DWI Courts are listed as a 4-star countermeasure in NHTSA's Countermeasures that Work. A JOL is instrumental in promoting DWI Courts by increasing awareness, gaining support from judges and stakeholders, navigating administrative processes, providing information and resources, and facilitating collaboration, ultimately leading to more effective and successful DWI Court programs.</p>			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	AL-2024-18	Judicial Outreach Liaison (JOL)		

Countermeasure Strategy – Table 6				
Countermeasure Strategy	SFST training for Law Enforcement Officers			
Problem (link to strategy)	<p>For the period from 2017 through 2021 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> • Alcohol and Drug Impaired Driving -CTW 2.2 High-Visibility Enforcement **** 			
Target (link to strategy)	<p>Well trained officers to conduct SFST (one-Leg Stand, Walk and Turn, and Horizontal Gaze Nystagmus) used by law enforcement to estimate whether a driver is at or above the illegal limit of .08 BAC) is a benefit not only in recognizing impaired drivers but also in obtaining convictions. DWI arrests and convictions result in increased public awareness of the dangers of impaired driving and lower fatalities and injuries.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$320,000	\$336,000	\$352,800	\$1,008,800
Strategy to project considerations	<p>The rationale for this countermeasure strategy is to expand specialized impaired driving training for law enforcement officers to assist in identification and apprehension of impaired drivers.</p>			

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Planned Activities	Unique Identifier:	Planned Activity Names:
	AL-2024-02	Traffic Safety/ Law Enforcement Training Project - this project satisfies two countermeasures DRE Training and SFST Training)

Countermeasure Strategy – Table 7

Countermeasure Strategy	Judicial Education			
Problem (link to strategy)	In 2021, the Arkansas Crime Information Center (ACIC) reported 5,212 driving while intoxicated (DWI)/ driving under the influence (DUI) arrests. The 2020 data showed 8,646 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.			
Countermeasure Justification	<ul style="list-style-type: none"> • Alcohol and Drug Impaired Driving – CTW 1.1 ALR/ALS ***** • Alcohol and Drug Impaired Driving – CTW 1.2 Open Container *** • Alcohol and Drug Impaired Driving – CTW 1.4 BAC Test Refusal *** • Alcohol and Drug Impaired Driving -CTW 3.3 Court Monitoring *** 			
Target (link to strategy)	As members of the criminal justice system, judges are impartial administrators of the law. Judges who preside over impaired driving cases need to be equipped with specific information about the challenges faced by the judiciary as an impaired driver moves through the criminal justice system. The revolving door, as it is called, refers to the continued exploitation of the legal system by repeat offenders. A top priority for the AHSO is to provide information needed by judges to close legal loopholes exploited by attorneys representing impaired drivers, while still protecting the rights of the accused. Providing information and education will make Arkansas' streets and highways safer by insuring Judges have up to date information to implement appropriate measures, sentences etc. to keep impaired drivers off roads and prevent the fatalities and injuries caused by them.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$150,000	\$157,500	\$165,375	\$472,875
Strategy to project considerations	The rationale for this countermeasure strategy is to expand specialized impaired driving training for law enforcement officers to assist in identification and apprehension of impaired drivers.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	AL-2024-01	Judicial Training		

Countermeasure Strategy – Table 8

Countermeasure Strategy	Drug Recognition Expert (DRE) Training
Problem (link to strategy)	<p>Methamphetamine use continues to be the most significant concern for law enforcement and public health personnel in Arkansas. In fact, Arkansas leads the nation in the number of people testing positive for methamphetamine, according to a study by Millennium Health.</p> <p>Marijuana is the most widely abused and commonly available drug within the state. AFMC indicates marijuana as the primary gateway drug for more than 6,200 people in Arkansas per year. The abuse of marijuana traverses all ages, races, and economic boundaries. In 2016, Arkansas voters passed a ballot measure to legalize medical marijuana. In February 2018, this law was enacted through the opening of numerous manufacturing and distribution facilities in the state. If a recently filed constitutional amendment proposal makes the ballot and is approved by voters next year, Arkansas adults will be able to legally purchase marijuana for recreational use by February 2023.</p>

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	<p>The importation/transportation, distribution, and abuse of pharmaceuticals is dramatically increasing in Arkansas. New, young abusers continue to experiment with pharmaceuticals before transitioning to other illicit drugs such as cocaine, heroin, and methamphetamine. In 2018, the most frequently dispensed controlled prescription drug type in Arkansas filled by Arkansas residents was opioids. Arkansas is second in the nation in the rate of opioid prescriptions – an average of 86.3 prescriptions for every 100 people, compared to the national average of 46.7 opioid prescriptions for every 100 people.</p> <p>Since the COVID 19 public health emergency began in March of 2020, Arkansas overdoses have increased. According to the Arkansas Department of Health Vital Statistics Section, provisional data based on death certificates indicate that there were 547 fatal drug overdoses in 2020. This number is an increase from 352 overdose deaths in 2019. According to the Arkansas Center for Health Improvement (ACHI) analysis, overdose deaths soared in Arkansas and nationally in 2020, a development widely attributed to the psychological toll of the COVID 19 pandemic and the proliferation fentanyl in the nation’s illegal drug trade. An alarming trend in the U.S. and Arkansas is for prescription opioid abusers to transition to heroin/fentanyl as it mimics the effects of opioid pharmaceuticals and is, in many instances, less costly. During the outbreak of COVID 19, heroin became more available throughout the state, and becomes more in demand as opioid prescription regulations increase.</p> <p>Crack and powder cocaine are another significant and long-term problem in the state, especially in inner cities. The ready availability of cocaine and the movement of street gangs beyond traditional areas of operation have led to the spread of crack in many suburban and rural areas. Crack’s dominance can be attributed to the drug’s availability, simplicity of conversion from powdered cocaine and its addictive properties.</p> <p>Several drugs referred to as club drugs, which include MDMA (Ecstasy) are prevalent and popular in Arkansas. MDMA (Ecstasy) and Molly are reported as moderately available with increasing popularity and abuse through much of the state, especially among young drug users in college towns. “Molly” which is marketed and identified by users/distributors as "pure" MDMA to make it appear safer than MDMA, is in most cases a synthetic drug.</p> <p>Synthetic drugs, including cannabinoids and cathinones, have become a major problem in the state of Arkansas. These drugs present a unique problem for law enforcement as they are constantly changing the chemical formulation to avoid laws as they are established, thereby ensuring a constant flow of these unregulated substances to citizens of Arkansas.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> Alcohol and Drug Impaired Driving -CTW 7.1 Enforcement of Drug-Impaired Driving *** 			
Target (link to strategy)	<p>To provide law enforcement with training, tools and a structured approach to assist in the prosecution and conviction of Drug Impaired Drivers and to prevent these individuals from continuing to drive while under the influence of drugs or alcohol. The projected impact is a reduction in the number of injuries and deaths caused by drug impaired drivers on Arkansas roads/highways as the result of an increased number of certified DRE enforcement officers in the field.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$320,000	\$336,000	\$352,800	\$1,008,800
Strategy to project considerations	<p>The Drug Recognition Expert (DRE) program was established with support of NHTSA in 1988. It is a structured program that involves assessment of suspected impaired drivers and systematically collects and documents symptoms of drug and impairment to provide a framework for the interpretation of evidence that indicates the class or</p>			

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	classes of drugs most likely to be present. It establishes the necessary probable cause for collection of a biological sample for toxicological testing, completing the major elements needed for a DUID prosecution. The DRE program is the most effective tool available to law enforcement officers for the documentation of behavior and impairment in drug-impaired drivers. By incorporating DRE training along with other activities in the Impaired Driving Program Area, Arkansas will have more trained and informed officers in the field to apprehend, identify and effectively prosecute impaired drivers. The objective being to reduce deaths and injuries associated with impaired drivers.		
Planned Activities	Unique Identifier:	Planned Activity Names:	
	AL-2024-02	Traffic Safety/ Law Enforcement Training Project	

Countermeasure Strategy – Table 9

Countermeasure Strategy	Communication Campaign (Impaired Driving)			
Problem (link to strategy)	For the period from 2017 through 2021 the percentage of impaired driving fatalities, as a percentage of the total were at 26 percent. Fatalities for 2017 were at 525 rising to 693 in 2021. Alcohol related fatalities increased from 146 in 2017 to 185 in 2021			
Countermeasure Justification	<ul style="list-style-type: none"> • Alcohol and Drug Impaired Driving – CTW 1.1 ALR/ALS ***** • Alcohol and Drug Impaired Driving – CTW 1.2 Open Container *** • Alcohol and Drug Impaired Driving – CTW 1.4 BAC Test Refusal *** • Alcohol and Drug Impaired Driving – CTW 2.1 Publicized Sobriety Checkpoints ***** • Alcohol and Drug Impaired Driving -CTW 5.2 Mass-Media Campaigns *** 			
Target (link to strategy)	<ul style="list-style-type: none"> • Increased awareness of impaired driving issues • Reduction of unsafe driving behaviors. • Reduction of fatalities and injuries associated with impaired driving. • Utilize public service announcements (PSAs) to increase awareness of impaired driving issues. 			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$1,325,000	\$1,391,250	\$1,460,813	\$4,177,063
Strategy to project considerations	Communications and outreach strategies attempt to inform the public of the dangers of driving while impaired by Alcohol and to promote positive social norms of not driving while impaired. As with prevention and intervention, education through various communications and outreach strategies is important. Education will be conducted through the media, paid advertisements, and a variety of other communication channels such as posters, billboards, web banners and social media outlets.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	AL-2024-03	Traffic Safety Non-Commercial Sustaining Announcement Eval Program		
	AL-2024-05	Statewide Public Information and Education		

Countermeasure Strategy – Table 10

Countermeasure Strategy	High Visibility Enforcement (Impaired)
Performance Target Addressed	Alcohol-Impaired Driving Fatalities: Maintain alcohol-impaired driving fatalities at 152.6 (2022-2026) from a current level of 152.6 (2017-2021) by December 31, 2026
Problem (link to strategy)	In addition to Alcohol, the legalization of medical marijuana along with increased other drug issues may contribute to higher fatalities.
Countermeasure Justification	<ul style="list-style-type: none"> • Alcohol and Drug Impaired Driving – CTW 1.1 ALR/ALS ***** • Alcohol and Drug Impaired Driving – CTW 1.2 Open Container *** • Alcohol and Drug Impaired Driving – CTW 1.4 BAC Test Refusal *** • Alcohol and Drug Impaired Driving – CTW 2.1 Publicized Sobriety Checkpoints *****

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	<ul style="list-style-type: none"> Alcohol and Drug Impaired Driving – CTW 2.2 Saturation Patrols **** Alcohol and Drug Impaired Driving – CTW 2.3 Breath Test Devices **** Alcohol and Drug Impaired Driving – CTW 2.5 Integrated Enforcement *** Alcohol and Drug Impaired Driving – CTW 6.1 Minimum Drinking Age 21 Law ***** 			
Target (link to strategy0	<p>High visibility enforcement campaigns are a strategy within the Impaired Driving (Drug and Alcohol Section). Funding will support STEP and mobilization overtime enforcement efforts throughout the state. High visibility enforcement will increase the presence of law enforcement to discourage impaired driving (alcohol and drug). The projected impact is a reduction in the deaths and injuries associated with them.</p> <p>The primary emphasis will be sustained year-round DWI/DUI enforcement. Participating agencies will also conduct checkpoints and saturation patrols at least four nights during National and State impaired driving campaigns. A media blitz associated with the mobilizations and frequent PSA’s will remind motorists of the increased potential of being stopped, ticketed, and arrested. Vehicles stopped will be monitored for both occupant restraint and impaired driving (alcohol and drug) violations.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$1,740,050	\$1,827,053	\$1,918,405	\$5,485,508
Strategy to project considerations	Studies have demonstrated high-visibility enforcement (HVE) to be effective in curbing alcohol-impaired driving and it appears that it is working.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	AL-2024-06	Local Selective Traffic Enforcement Projects (STEPs)		
	AL-2024-07	Statewide Selective Traffic Enforcement Projects (STEP)		
	AL-2024-08	Mini Selective Traffic Enforcement Projects (M-STEPs)		
	AL-2024-11	Statewide Law Enforcement Liaison (LEL)		
	AL-2024-14	Statewide In-Car Camera and Video Storage System		

Countermeasure Strategy – Table 27	
Countermeasure Strategy	DWI Court Monitoring
Problem (link to strategy)	<p><i>Accountability:</i> DWI court monitoring helps ensure that DWI offenders are held accountable for their actions and that appropriate penalties are imposed. By monitoring the court process, the AHSO can verify that the legal system is effectively addressing impaired driving cases and that offenders are complying with court-mandated sanctions.</p> <p><i>Identifying Systemic Issues:</i> Monitoring DWI court proceedings allows highway safety offices to identify any systemic issues or gaps in the legal process related to DWI cases. This could include issues such as inconsistent enforcement, inadequate prosecution, or lenient sentencing. By identifying these problems, the AHSO can work with the appropriate stakeholders to address and improve the efficiency and effectiveness of the court system in handling DWI cases.</p>
Countermeasure Justification	<ul style="list-style-type: none"> Alcohol and Drug Impaired Driving -CTW 3.3 Court Monitoring ***
Target (link to strategy)	<p><i>Data Collection and Analysis:</i> Monitoring DWI court cases provides valuable data on the outcomes of impaired driving prosecutions. This data can help assess the overall effectiveness of the legal system in deterring impaired driving, as well as inform the development and evaluation of prevention and intervention strategies. By analyzing trends and patterns in DWI court cases, the AHSO can identify areas for improvement and track progress over time.</p> <p><i>Evaluation of Programs and Policies:</i> DWI court monitoring allows the AHSO to evaluate the impact of their programs and policies related to impaired driving. By monitoring court outcomes, they can assess whether specific initiatives, such as</p>

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	enhanced enforcement efforts or public awareness campaigns, are resulting in desired changes in behavior and reductions in DWI incidents.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$150,000	\$157,500	\$165,375	\$472,875
Strategy to project considerations	DWI court monitoring provides a mechanism for the AHSO to actively engage with the legal system and ensure that impaired driving cases are being handled effectively. It helps promote accountability, identify areas for improvement, and facilitate data-driven decision-making in the pursuit of enhanced highway safety.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	AL-2024-12	Court Monitoring		

Countermeasure Strategy – Table 22

Countermeasure Strategy	Laboratory Drug Testing Equipment			
Problem (link to strategy)	According to the 2023 Drug Enforcement Administration’s Drug Threat Assessment for Arkansas, other than Alcohol marijuana is the most widely abused and commonly available drug within the state. AFMC indicates marijuana as the primary gateway drug for more than 6,200 people in Arkansas per year. In 2016, Arkansas voters passed a ballot measure to legalize medical marijuana. In February 2018, this law was enacted through the opening of numerous manufacturing and distribution facilities in the state. If a recently filed constitutional amendment proposal makes the ballot and is approved by voters next year, Arkansas adults will be able to legally purchase marijuana for recreational use by February 2023. Methamphetamine is another significant threat, followed by the diversion and abuse of pharmaceuticals. Heroin use continues to increase and appears to be a direct result of the abuse of pharmaceutical drugs as abusers’ transition to heroin when pharmaceuticals are not available. Crack Cocaine is also highly abused.			
Countermeasure Justification	<ul style="list-style-type: none"> • NHTSA – Uniform Guideline for State Highway Safety Programs, No. 10 (Traffic Records), Section 1 – Traffic Records System Information Components • NHTSA – Uniform Guideline for State Highway Safety Programs, No. 10 (Traffic Records), Section 2 – Traffic Records System Information Quality • NHTSA – Uniform Guideline for State Highway Safety Programs, No.18 (Motor Vehicle Crash Investigation and Incident Reporting) • NHTSA – Uniform Guideline for State Highway Safety Programs, No.8 (Impaired Driving) 			
Target (link to strategy)	Arkansas State Crime Lab and the Arkansas Department of Health (ADH) will provide testing for alcohol and other drugs. Testing results will provide for problem analysis and data for prosecution. Funding will also provide for the Office of Alcohol Testing staff to attend Conferences and trainings including Association of Ignition Interlock Program Administrators, Lifesavers National Conference on Highway Safety Priorities, and Intoximeter Users Group Meeting and the purchase of testing supplies and equipment costing less than \$5,000 apiece.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$777,300	\$816,165	\$856,973	\$2,450,438
Strategy to project considerations	Testing for substances in addition to alcohol is necessary to provide data on Arkansas' drug problems and information to direct programming efforts to deter impaired driving, reduce the number of Alcohol and Drug Impaired Driving Fatalities and the number of overall fatalities in Arkansas. Results from testing will also provide evidence for prosecution.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	AL-2024-09	BAC Intoximeter and Blood Testing Project		
	AL-2024-15	Motor Vehicle Crash Toxicology Testing		

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Countermeasure Strategy – Table 30				
Countermeasure Strategy	Highway Safety Office Program Management (AL)			
Problem (link to strategy)	Alcohol/Impaired Driving Program Management will provide for the administration of the Impaired Driving Program, necessary staff time travel and training expenses related to the planning, programming, monitoring, evaluation, and coordination of the Impaired Driving Program and facilitate continued development of the AHSO eGrant System.			
Target (link to strategy)	Provide necessary personnel and training for administration of the Impaired Driving Program Area. Funding provides for necessary staff time travel and training expenses directly related to planning, programming, monitoring, evaluation, and coordination of the Traffic Records Program. Funding will also provide training to maintain an effective, efficient Impaired Driving Program to direct and support strategies to effectively address traffic Arkansas' traffic Impaired Driving problems. It will include expenses directly related to the AHSO grants management system developed, operated and maintained through a contractor (AGATE)			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$305,000	\$320,250	\$336,263	\$961,513
Strategy to project considerations	Funding provides for necessary staff time, travel and training expenses related to the planning, programming, and development of an effective, efficient Impaired Driving Program and AHSO grants management system.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	AL-2024-17	Alcohol and Other Drug Countermeasures Program Management		

Section 4.3 - Speed

Problem Identification

Between 2019 and 2022 the number of speeding citations issued by AR State Police for 100+ miles per hour increased from 987 to 2,333. Speeding citations for 16+ miles per hour over the limit increase from 5,158 in 2018 to 7,316 in 2020 but have trended downward since then to 4,923 in 2022.

AR 2021 rural fatality rate per 100k

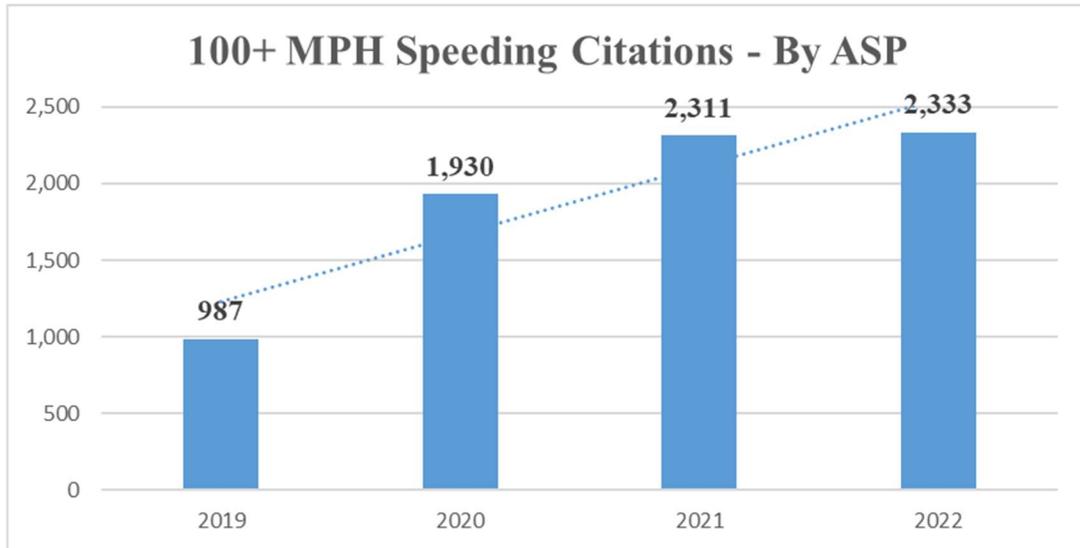
8

AR 2021 urban fatality rate per 100K

18

SPEED DATA	2017	2018	2019	2020	2021	Average 2017-2021
Speed related Crashes	4,807	5,507	5,174	6,669	5,554	5,542
Speed related Serious Injury	353	341	350	466	402	382
Speed related Fatalities	124	132	132	164	148	140

Over the last five years (2018 – 2022) 711 fatalities or 24% of total fatalities and 19% of serious injuries in Arkansas involved speeding and aggressive driving. In 2021 speed fatalities were at 148 putting them at 21% of total fatalities. Preliminary data shows it remained at 21% in 2022.



During the COVID Pandemic speeding fatalities increased along with a concerning rise in the number of citations issued for speeds more than 100 miles per hour. This issue combined with Arkansas’s raising the interstate speed limit to 75 mph makes speeding one of the AHSO’s top priorities. The AHSO has been providing STEP and mini-STEP law enforcement agencies with crash data and training these sub-grantees to utilize crash data dashboards such as eCrash and ARDOT’s Arkansas Crash Analytics Tool (ACAT) to assist them with targeted enforcement efforts. The AHSO will work to expand enforcement efforts in problem areas identified in the AR Data Deep Dive and to recruit agencies that are not currently participating in STEP or Mini-STEP programs.

Arkansas will conduct an extended period of Speed enforcement during July to coincide with the state Speed mobilization. Enforcement efforts will be complemented by the implementation of “No Tolerance” speed zones. State and local law enforcement agencies will work together to conduct speed enforcement throughout this

Section 4.3 - Speed

period. The AHSO will work in conjunction with ASP and ARDOT to look at the possibility of putting up “No Tolerance” speed signage along identified speed enforcement corridors.

The AHSO will continue to conduct data analyses to understand which areas and groups are most affected. By further understanding the factors contributing to this problem, AHSO will work with communities to develop appropriate countermeasure strategies and implement projects to reduce this trend. AHSO will leverage current HVE programs and work with other Law enforcement agencies to implement “No Tolerance” speed corridors and expand its engagement with communities on this issue.

2024 Priorities

- *U.S. 70 to I-30 (Saline, Garland, and Glenwood)*
- *U.S. 65 (Harrison/Conway), U.S. 63 (Hoxie, Walnut Ridge, Rowe)*
- *AR 18 (Blytheville), and 5 lanes Super 2 (Manila & Monet in Mississippi Co).*

Activities Conducted:

- SWOT Analysis (25 attendees)
- SHSP Steering Committee (50+ attendees)
- Surveys distributed to STEP/Mini-STEP agencies.
- Community feedback via website/phone calls

Attendees:

- Groups and Organizations Statewide with vested interest in Highway Safety.
- Individual citizens voicing concerns via website or phone calls.

Issues Covered:

- Increase in Speeding citations 100+ miles.
- Citizen reports of speed issues on specific roads/highways
- Shortage of police officers to work ... recruiting new officers.
- Possible Speed Corridors
- “No Tolerance” signage in problem areas

How participants comments and views have been or will be incorporated into the development of the THSP.

- *The AHSO has identified the following speed corridors with plans to implement “No Tolerance” enforcement efforts: U.S. 70 to I-30 (Saline, Garland, and Glenwood), U.S. 65 (Harrison/Conway), U.S. 63 (Hoxie, Walnut Ridge, Rowe), AR 18 (Blytheville), and 5 lane Super 2 (Manila & Monet in Mississippi Co).*
- *U.S. 70 to I-30 (Saline, Garland, and Glenwood) has been designated as the pilot site.*
- *“Black Cat” radars to be purchased by ASP and utilized by participating law enforcement agencies to monitor speed on that section of highway.*
- *A special campaign focusing on “Speed” is planned in addition to the regular Speed Mobilization in July.*
- *“No Tolerance” speed limit signage*
- *Possibility projects can “partner up” to share equipment like speed wagons.*

Countermeasures

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Countermeasure Strategy – Table 11				
Countermeasure Strategy	Identification of Priority Speed Enforcement Areas and Times			
Problem (link to strategy)	See fatality data below for 2018 – 2021 based on FARS and 2022 eCrash data for the state. The 2022 speed related crashes and serious injuries are from the e-Crash database which is subject to change.			
Countermeasure(s)	<ul style="list-style-type: none"> • Speeding and Speed Management – CTW 1.1 Speed Limits ***** • Speeding and Speed Management – CTW 2.2 HVE ** • Speeding and Speed Management – CTW 2.3 Other Enforcement Methods ** • Speeding and Speed Management – CTW 4.1 Communications and Outreach Supporting Enforcement *** 			
Target (link to strategy)	Effective high visibility enforcement efforts are an essential part of successful speeding deterrent. The Highway Safety Office will provide funding for Law Enforcement agencies to purchase Black Cat II Radar Traffic Recorders to be utilized to determine areas where speeding is a problem and the times of day that these problems are occurring. This information will be utilized to deploy enforcement patrols accordingly. These devices have been highly effective in Clarksville PD. They can deploy the radar traffic recorders where they have reports of speeding issues, the data from the system tells them if they have an issue and what are the most effective times to patrol in order to deter speeding. The results have been efficient use of resources while getting maximum results. The devices are left out after the high visibility enforcement patrols and have shown decreased speeding in those areas. The device then is deployed at another location.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$1,073,350	\$1,127,018	\$1,183,368	\$3,383,736
Strategy to project considerations	Black Cat II Radar Traffic Recorders will be used to determine areas where speeding is a problem and at what times. This will allow agencies to effectively target enforcement patrols to address speeding violations and reduce the fatalities and injuries that result from it. The AHSO is working to identify areas where agencies could partner and share equipment to identify issues and focus enforcement efforts.			
Planned Activities	Unique Identifier:		Planned Activity Names:	
	SC-2024-01		Local Selective Traffic Enforcement Projects (STEP)	
	SC-2024-02		Statewide Selective Traffic Enforcement Projects (STEPS)	
	SC-2024-03		Mini-Selective Traffic Enforcement Projects (M-STEPS)	

Countermeasure Strategy – Table 12	
Countermeasure Strategy	High Visibility Enforcement (Speed)
Problem (link to strategy)	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 in 2020 to 164. In 2022 speed fatalities were at 135 putting them at 21% of total fatalities. The state is working with local and state law enforcement new options to address and enforce speed limits are in place such as a “14 days of Speed” campaign and “No Tolerance” speed zones. Black Cat Radars will be utilized to monitor speed issues and target enforcement efforts.
Countermeasure Justification	<ul style="list-style-type: none"> • Speeding and Speed Management – CTW 1.1 Speed Limits ***** • Speeding and Speed Management – CTW 2.2 HVE ** • Speeding and Speed Management – CTW 2.3 Other Enforcement Methods ** • Speeding and Speed Management – CTW 4.1 Communications and Outreach Supporting Enforcement ***
Target (link to strategy)	It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by significantly increased enforcement efforts. The AHSO focus will be on creating aggressive, innovative and well publicized enforcement with an increased emphasis on citations

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	<p>and arrests. Sustained STEPs along with mini-STEP and other agencies will participate in Federal, regional and statewide mobilizations, crackdowns, and other special enforcement events. A statewide 14 days of Speed Mobilization will be conducted July 17, 2024, through July 31, 2024.</p> <p>The Arkansas Highway Safety Office will issue sub-grants to approximately 85 agencies statewide to conduct enforcement. These agencies include state, county, and municipal law enforcement agencies in both urban and rural locations with a goal of reducing fatalities and injuries attributed to motor vehicle crashes. The AHSO will advertise the LEL position left vacant by its former LEL and hopes to utilize that position to encourage and promote non-STEP law enforcement agencies to participate. In 2024 non-STEP agencies will be solicited to apply for mini-STEP grants. These grants will provide funds to pay overtime for agencies to conduct enforcement during mobilizations.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$1,073,350	\$1,127,018	\$1,183,368	\$3,383,736
Strategy to project considerations	The most common high visibility speed enforcement consists of short intense, highly publicized periods of increased law enforcement. NHTSA has supported these campaigns. CDC's systematic review of short-term high visibility enforcement programs shows increased adherence to speed limits.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	SC-2024-01	Local Selective Traffic Enforcement Projects (STEPs)		
	SC-2024-02	Statewide Selective Traffic Enforcement Projects (STEP)		
	SC-2024-03	Mini Selective Traffic Enforcement Projects (M-STEPs)		

Countermeasure Strategy – Table 29				
Countermeasure Strategy	Communication Campaign (Speed)			
Problem (link to strategy)	<p>The communication campaign helps raise public awareness about the importance of speed control and its impact on highway safety. Many drivers may not fully grasp the risks associated with speeding, so the campaign provides education and information to encourage safer driving behavior.</p> <p>An effective communication campaign influences driver behavior by promoting the adoption of safer driving practices. By highlighting the potential consequences of speeding, such as accidents, injuries, and fatalities, the campaign aims to motivate drivers to adhere to speed limits and drive within safe parameters. It also reinforces the existing traffic laws and regulations related to speed limits. By reminding drivers of their legal responsibilities and the potential penalties for speeding, the campaign encourages compliance and discourages reckless driving habits.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> • Speeding and Speed Management – CTW 1.1 Speed Limits ***** • Speeding and Speed Management – CTW 2.2 HVE ** • Speeding and Speed Management – CTW 2.3 Other Enforcement Methods ** • Speeding and Speed Management – CTW 4.1 Communications and Outreach Supporting Enforcement *** 			
Target (link to strategy)	Statewide public information and education to promote adherence to speed limits with particular focus on the national “Obey the Sign or Pay the Fine” enforcement mobilization during the summer season.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$300,000	\$315,000	\$330,750	• \$945,750
Strategy to project considerations	The communication campaign for speed control is vital to the AHSO as it helps raise awareness, influence behavior, promote compliance, target specific audiences, foster collaborations, and sustain efforts. By combining these elements, the campaign contributes significantly to reducing speeding-related accidents and improving overall road safety.			
Planned Activities	Unique Identifier	Planned Activity Name		

Section 4.3 - Speed

	SC-2024-04	Statewide Public Information and Education (PI&E)
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Countermeasure Strategy – Table 34				
Countermeasure Strategy	New Grants Based on Community Outreach (SC)			
Problem (link to strategy)	Expand current efforts by working to develop new partnerships and projects. Information from those efforts will drive the continued evolution of the problem identification in all areas of highway safety. Based on the Data Deep Dive AHSO is setting aside funds to develop projects for the program areas that were identified in the SWOT analysis: Speed Control. AHSO will amend planned activities based upon further data analysis.			
Target (link to strategy)	<p><i>Promoting Awareness:</i> Community outreach plays a crucial role in raising awareness about highway safety. By allocating funds to support projects based on current and future outreach efforts, AHSO can communicate with community members about the importance of safe driving practices, potential risks, and available resources. This can help create a safer driving culture and encourage responsible behavior on the roads.</p> <p><i>Behavioral Change:</i> Effective community outreach programs can lead to behavioral changes among community members. Engaging with the public and communicating with them on topics such as distracted driving, impaired driving, pedestrian and bicycle safety and seat belt usage, can influence people's attitudes and actions. This, in turn, can lead to reduced instances of unsafe driving behaviors and contribute to improved highway safety.</p> <p><i>Tailored Programming:</i> Community outreach allows for targeted programming that address specific safety concerns within a given community. By understanding the unique characteristics, needs, and challenges of AR communities, AHSO can design initiatives that directly address those issues. This personalized approach can lead to more effective outcomes and a higher likelihood of behavior change among community members.</p> <p><i>Long-Term Benefits:</i> While immediate infrastructure improvements and enforcement measures are essential for highway safety, investing in community outreach can yield long-term benefits. Education and awareness can instill a safety-conscious mindset within the community, which can have lasting effects beyond the initial implementation of the highway safety plan. Continued outreach efforts can reinforce positive behaviors, sustain community engagement, and contribute to an enduring culture of safety on the roads.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$300,000	\$315,000	\$330,750	\$945,750
Strategy to project considerations	These funds will be used for potential projects based on current and future community outreach efforts to be able to achieve targeted education, behavior change, collaboration, tailored interventions, and long-term benefits. By acting on the results of the community outreach the AHSO will be able to empower the community, and work towards creating safer roads in Arkansas.			
Planned Activities	Unique Identifier:		Planned Activity Names:	
	SC-2024-05		Highway Safety Projects Based on Community Outreach (SC)	

Section 4.4 - Distracted Driving

Problem Identification

More and more fatalities in Arkansas are being attributed to the issue of distracted driving. Recent data analysis showed the proportion of crashes involving distracted driving in AR is highest among ages 14-17 at 7.4% with ages 18-24 second at 6.1%. Distracted Driving data is limited in Arkansas. The AHSO will continue to work with law enforcement to assist with resources and training to develop a more accurate database. The AHSO will continue to conduct data analyses and engage groups and organizations within identified communities for discussion and feedback. The AHSO will leverage current programming to expand engagement with AR communities and adjust programming based on their feedback to develop appropriate safety countermeasure strategies and implement projects to reduce this problem.

Distracted driving includes any action that a driver engages in that takes their attention off the road, such as operating a cellphone, talking, eating, reaching for something, etc. One of the most prevalent distracted driving tendencies is using a cell phone while driving, which creates enormous potential for deaths and injuries on AR roadways. The last distracted driving awareness survey conducted by the University of Arkansas - Little Rock Survey Research Center was done in 2018, before the university discontinued the department that was conducting the survey. The survey tracked attitudes, self-reported driving behavior, and awareness of traffic safety enforcement and activities. The survey also assessed knowledge and opinions regarding laws and behavior related to cell phone use. The AHSO has contracted with the University of Arkansas - Fayetteville to conduct annual awareness surveys beginning once again in 2023.

Distracted Driving Crash Data	2018	2019	2020	2021
Manually operated electronic communication device	399	359	354	408
Talking on hands-free electronic device	25	34	46	52
Talking on hand-held electronic device	92	91	87	124
Other activity with an electronic device	428	384	353	415

The 2018 survey conducted by UALR showed the following results:

- 65% of respondents support a state law banning all talk on handheld phones while driving.
- 71% of respondents believed there was not a texting ban while.
- 43% of respondents believe Arkansas has a law banning handheld cell phones while driving (
- 42% of respondents indicated that they “Always” or “Almost Always” answer their cell phone while driving with another 29% responding they “sometimes” answered.
- 44% of respondents indicated they make calls while driving.

Further education and public awareness are needed to inform Arkansans that texting and driving is illegal in the state. Although there has not been another study done more recently in Arkansas, people are still concerned with the dangers of distracted driving. They frequently admit to engaging in such behaviors behind the wheel and the problem continues to escalate. One major difficulty in determining the role of distraction in crashes is that pre-crash distractions often leave no evidence for law enforcement officers or crash investigators to observe, and drivers are reluctant to admit to having been distracted during a crash. With a lack of conclusive evidence of the distraction being used at the time of the crash and no admittance of use by the driver, there is a deficiency in the amount of distracted driving that is being recorded, as well as being a factor in traffic crashes.

Section 4.4 - Distracted Driving

The following data is from NHTSA Traffic Safety Facts concerning distracted driving in 2021 from the National Highway Traffic Safety Administration.

- Eight percent of fatal crashes, 14 percent of injury crashes, and 13 percent of all police-reported motor vehicle traffic crashes in 2021 were reported as distraction affected crashes.
- In 2021 there were 3,522 people killed and an estimated additional 362,415 people injured in motor vehicle traffic crashes involving distracted drivers.
- Five percent of all drivers involved in fatal traffic crashes in 2021 were reported as distracted at the time of the crashes. Seven percent of drivers 15 to 20 years old involved in fatal crashes were reported as distracted. This age group has the largest proportion of drivers who were distracted at the time of the fatal crashes.
- In 2021 there were 644 nonoccupants (pedestrians, pedal-cyclists, and others) killed in distraction-affected traffic crashes.

The NHTSA Traffic Safety Facts on Distracted Driving in 2021 from the National Highway Traffic Safety Administration also states that in 2021 there were 3,211 fatal motor vehicle traffic crashes that involved distraction (8% of 39,508 fatal crashes) nationwide. Of these crashes, 3,346 involved distracted drivers, as more than one distracted driver could be present at the time of the crash. The data also shows that five percent (3,346 of 60,904) of drivers involved in fatal crashes were distracted. Additionally, within distraction-affected crashes, 3,522 fatalities (8% of 42,939 fatalities) occurred. Further, comparing the percentages of drivers of each age group involved in fatal crashes to the percentages involved in distraction-affected fatal crashes points to overrepresentation of distraction in drivers under 35 as demonstrated in the following data from the statistical facts referenced above.

- Drivers in the 15-to-20 age group made up 8 percent of drivers in fatal crashes but were 11 percent of all distracted drivers and 16 percent of drivers distracted by cell phones in fatal crashes.
- Drivers in the 21-to-24 age group made up 9 percent of drivers in fatal crashes but were 11 percent of all distracted drivers and 15 percent of drivers distracted by cell phones in fatal crashes.
- Drivers in the 25-to-34 age group made up 22 percent of drivers in fatal crashes but were 25 percent of all distracted drivers and 30 percent of drivers distracted by cell phones in fatal crashes.

In addition to this data, the National Center for Statistics and Analysis (NCSA) of the National Highway Traffic Safety Administration conducts the National Occupant Protection Use Survey (NOPUS), which provides the only nationwide probability-based observed data on driver electronic device use in the United States. NOPUS observes three types of driver electronic device use while driving: “holding phones to their ears,” “speaking with visible headsets on,” and “visibly manipulating handheld devices.” The most recent data found that the percentage of passenger vehicle drivers talking on handheld phones decreased from 2.6 percent in 2020 to 2.5 percent in 2021. The percentage of drivers speaking with visible headsets while driving remained unchanged from the previous year’s level of 0.4 percent. Drivers’ visible manipulation of handheld devices stood at 3.4 percent in 2021. Note: In 2021 data collected for drivers visibly manipulating handheld devices while traveling included manipulating infotainment systems.

NHTSA’s Traffic Safety Facts Distracted Driving in 2021 also reports that distracted driving was involved in over 804,928 crashes in 2021, in which 8% of those (64,910) involved the use of a cell phone. Texting while driving statistics reveal that this habit increases the likelihood of an accident almost 6 times more than drunk driving.

Section 4.4 - Distracted Driving

The Arkansas Highway Safety Office is working with several projects to address Distracted Driving in Arkansas. These include educational components in the schools through the teen program at Arkansas Children's Hospital (ACH), officer and judge's training through the Black River Training Academy and Administrative Office of the Courts, and awareness and outreach programs for public education through ARDOT and CJRW. Plans include "Distracted Driving" outreach and education at football, basketball, and baseball games, tailgate parties and other sports events in Arkansas, connecting especially with the target audience of those under 35 who are statistically known to engage in distracted driving. At present, the AHSO is focused on improving data collection efforts for this area through providing law enforcement with additional resources and training to create a more accurate database for distracted driving in Arkansas. The AHSO is also looking into the possibility of working with the Federal Highway Administration (FHWA) to utilize "Accucensus" to obtain data on the extent of distracted driving and lack of SB use in Arkansas. Information from Accucensus could be effective in addressing these problems by providing accurate data to inform Arkansas citizens and lawmakers on how pervasive these problems are and how they contribute to the deaths and injuries on AR roadways.

Sources:

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813443>

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813357>

2024 Priorities

- AR has limited data on distracted driving.
- Data analysis on the number of licensed drivers by age groups for AR counties will be used to determine priorities for future outreach efforts and programming.

Activities Conducted:

- Training sessions for community groups and organizations (ACH/AHSO)
- Informational booths at state high school championship games (ACH/Alliance)
- Educational components in identified schools through ACH Teen Program
- Distracted Driving outreach and education conducted by Alliance at football, basketball, and baseball games, tailgate parties and other sports events in Arkansas, connecting with target audience of those under 35 who are statistically known to engage in distracted driving.
- Black River Training Academy & Administrative Office of the Courts (AOC)-Officer and Judge's Training

Attendees:

- Students, parents, school personnel
- Residents/citizens living within targeted areas.
- Citizens living in communities close to target areas.
- Arkansas Judges and LE Officers

Issues Covered:

- On campus Safety Campaigns (UCA and ASU)
- Information distributed/surveys collected.
- Overview of motor vehicle safety evidence for teens approaching licensing or newly licensed drivers

How participants' comments and views have been or will be incorporated into the development of the THSP.

Section 4.4 - Distracted Driving

ACH /Alliance Distracted Driving Education - Through the AHSO’s contract with Alliance, a partnership was forged with ACH. These two agencies have teamed up to enhance community engagement efforts for distracted driving. Alliance and ACH set up booths at state high school championship games. These booths deliver education and information and engage attendees in discussions about distracted driving. The information provided by attendees is captured and used to assist in framing future programming efforts.

ARDOT Buckle Up/Phone Down - Awareness/Outreach Campaign provides statewide public information and education to promote adherence to texting and cell phone laws. Components educational materials such as brochures, posters, presentations, public service announcements and paid advertising.

CJRW mass media “Distracted Driving” campaign.

University of Arkansas at Fayetteville will conduct annual Awareness Survey starting in 2023.

FUTURE

The AHSO is exploring the possibility of working with Federal Highway Administration (FHWA) to utilize “*Accucensus*” to obtain data on the extent of distracted driving and lack of SB use in Arkansas. Information from “*Accucensus*” could be effective in addressing these problems by providing accurate data to inform Arkansas citizens and lawmakers on how pervasive these problems are and how they contribute to the deaths and injuries on AR roadways.

Countermeasures

Countermeasure Strategy – Table 13				
Countermeasure Strategy	Communication Campaign DD			
Problem (link to strategy)	<p>The 2018 Awareness Survey conducted by the University of Arkansas at Little Rock (UALR) provided the following information:</p> <ul style="list-style-type: none"> 65% of respondents support a state law banning all talk on handheld phones while driving. 71% of respondents believed there was not a texting ban while driving. 43% of respondents believe Arkansas has a law banning handheld cell phones while driving. 42% of respondents indicated that they “Always” or “Almost Always” answer their cell phone while driving with another 29% responding they “sometimes” answered. 44% of respondents indicated they make calls while driving. <p>A Statewide distracted driving public awareness campaign will be conducted as part of the National Distracted Driving Mobilization efforts. In Arkansas, the fines for using a wireless device to transmit text-based communications are currently a minimum of \$25 up to a maximum of \$250 for the first offense with subsequent violations subject to a fine of not less than \$50 or more than \$500.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> Distracted Driving – CTW 1.1 GDL Requirements for Beginning Drivers ***** Distracted Driving – CTW 1.2 Cell Phone and Text Messaging Laws ** Distracted Driving – CTW 1.3 HVE Cell Phone and Text Messaging Enforcement ***** Distracted Driving – CTW 2.1 Communication and Outreach in Distracted Driving * 			
Target (link to strategy)	Increased awareness of the dangers of distracted driving to deter the use of cell phones and the practice of texting to reduce associated deaths and injuries.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$1,900,000	\$1,995,000	\$2,094,750	• \$5,989,750

Section 4.4 - Distracted Driving

Strategy to project considerations	More and more fatalities in Arkansas are being attributed to the emerging issue of distracted driving. Communication and outreach are a critical part of deterrence and prevention. Education will be conducted through news media, paid advertisements, and a variety of other communications channels such as community prevention projects at schools and colleges, posters, billboards, web banners and social media outlets.	
Planned Activities	Unique Identifier	Planned Activity Name
	DD-2024-01	Statewide Public Information and Education (PI&E)
	DD-2024-05	Teen Distracted Driving Awareness

Countermeasure Strategy – Table 14				
Countermeasure Strategy	High Visibility Enforcement (Cellphone/Text Messaging)			
Problem (link to strategy)	<ul style="list-style-type: none"> Between 2016-2020 five percent of traffic fatalities and 12% of serious injuries in Arkansas involved distracted drivers. On average, 7 people died or were seriously injured in distracted driving related crashes in Arkansas each week. <p>Although enforcement is still hampered by the lack of a hands-free law in Arkansas as well as the difficulty of proving violations without obtaining a phone record, which is expensive, officers recognize the seriousness of the problem, and data availability for this area is improving as more crashes are being attributed to this issue.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> Distracted Driving – CTW 1.1 GDL Requirements for Beginning Drivers ***** Distracted Driving – CTW 1.2 Cell Phone and Text Messaging Laws ** Distracted Driving – CTW 1.3 HVE Cell Phone and Text Messaging Enforcement **** Distracted Driving – CTW 2.1 Communication and Outreach in Distracted Driving * 			
Target (link to strategy)	The AHSO will utilize High Visibility Enforcement (HVE) to deter cell phone use by increasing enforcement efforts in this area and the perceived risk of a ticket. Paid and earned media will support distracted driving enforcement activities These activities are designed to stimulate increased awareness of distracted driving dangers and deter use of cell phones and the practice of texting. The objective is to reduce the associated deaths and injuries.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$1,800,000	\$1,890,000	\$1,984,500	\$5,674,500
Strategy to project considerations	NHTSA has examined whether the HVE model could be effective in reducing hand-held cell phone use and texting among drivers. Like sobriety checkpoints, the objective is to deter cell phone use by increasing the perceived risk of a ticket. The HVE model will combine enforcement with paid and earned media.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	DD-2024-02	Local Selective Traffic Enforcement Projects (STEPS)		
	DD-2024-03	Statewide Selective Traffic Enforcement Projects (STEP)		
	DD-2024-04	Local Selective Traffic Enforcement Projects (Mini-STEPS)		

Countermeasure Strategy – Table 25	
Countermeasure Strategy	New Grants Based on Community Outreach (DD)
Problem (link to strategy)	Expand current efforts by working to develop new partnerships and projects. Information from those efforts will drive the continued evolution of the problem identification in all areas of highway safety. Based on the Data Deep Dive AHSO is setting aside funds to develop projects for the program areas that were identified in the SWOT analysis:

Section 4.4 - Distracted Driving

	Distracted Driving. AHSO will amend planned activities based upon further data analysis.			
Target (link to strategy)	<p><i>Promoting Awareness:</i> Community outreach plays a crucial role in raising awareness about highway safety. By allocating funds to support projects based on current and future outreach efforts, AHSO can communicate with community members about the importance of safe driving practices, potential risks, and available resources. This can help create a safer driving culture and encourage responsible behavior on the roads.</p> <p><i>Behavioral Change:</i> Effective community outreach programs can lead to behavioral changes among community members. Engaging with the public and communicating with them on topics such as distracted driving, impaired driving, pedestrian and bicycle safety and seat belt usage, can influence people's attitudes and actions. This, in turn, can lead to reduced instances of unsafe driving behaviors and contribute to improved highway safety.</p> <p><i>Tailored Programming:</i> Community outreach allows for targeted programming that address specific safety concerns within a given community. By understanding the unique characteristics, needs, and challenges of AR communities, AHSO can design initiatives that directly address those issues. This personalized approach can lead to more effective outcomes and a higher likelihood of behavior change among community members.</p> <p><i>Long-Term Benefits:</i> While immediate infrastructure improvements and enforcement measures are essential for highway safety, investing in community outreach can yield long-term benefits. Education and awareness can instill a safety-conscious mindset within the community, which can have lasting effects beyond the initial implementation of the highway safety plan. Continued outreach efforts can reinforce positive behaviors, sustain community engagement, and contribute to an enduring culture of safety on the roads.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$300,000	\$315,000	\$330,750	\$945,750
Strategy to project considerations	These funds will be used for potential projects based on current and future community outreach efforts to be able to achieve targeted education, behavior change, collaboration, tailored interventions, and long-term benefits. By acting on the results of the community outreach the AHSO will be able to empower the community, and work towards creating safer roads in Arkansas.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	DD-2024-06	Highway Safety Projects Based on Community Outreach (DD)		

Section 4.5 – Motorcycle

Problem Identification

Arkansas reported 66 motorcycle related fatalities in 2018 rising to 84 in 2022 and account for approximately 13 percent of Arkansas’ total traffic fatalities. Arkansas repealed the helmet law in 1999, and only requires helmets for motorcyclists aged 21 or younger. In 2022, 51 of the 84 motorcycle fatalities or 61 percent, were not helmeted. Motorcycle data is provided in the chart below. The chart shows the number of motorcycle crashes for 2022 and the crashes involving an impaired driver.

County or Political Subdivision	Number of registered motorcycles	Number of motorcycle crashes	# of MCC involving another motor vehicle	# of MCC involving an impaired operator	County or Political Subdivision	Number of registered motorcycles	Number of motorcycle crashes	# of MCC involving another motor vehicle	# of MCC involving an impaired operator
Arkansas	1,483	5	3	0	Lee	206	1	1	0
Ashley	786	3	2	0	Lincoln	409	3	1	0
Baxter	4,126	31	9	1	Little River	606	5	1	0
Benton	18,424	98	54	3	Logan	2,063	10	4	0
Boone	3,038	15	6	0	Lonoke	5,126	34	20	2
Bradley	396	2	2	0	Madison	1,112	28	7	2
Calhoun	200	2	0	0	Marion	1,575	10	0	0
Carroll	2,317	26	11	1	Miller	2,034	25	14	1
Chicot	281	0	0	0	Mississippi	1,375	13	6	0
Clark	744	6	3	0	Monroe	246	0	0	0
Clay	670	1	1	0	Montgomery	624	7	3	0
Cleburne	2,101	23	8	0	Nevada	353	3	2	0
Cleveland	326	2	1	0	Newton	587	23	3	0
Columbia	973	6	3	0	Ouachita	1,088	2	2	0
Conway	1,260	11	7	0	Perry	611	7	2	0
Craighead	4,172	43	28	1	Phillips	475	2	2	0
Crawford	4,331	35	17	1	Pike	557	3	2	1
Crittenden	1,650	12	9	0	Poinsett	1,013	5	3	1
Cross	630	2	1	0	Polk	1,566	11	4	0
Dallas	250	2	0	0	Pope	3,471	30	14	1
Desha	307	1	1	0	Prairie	303	1	1	0
Drew	580	4	0	0	Pulaski	13,285	183	128	2
Faulkner	6,360	53	29	0	Randolph	938	8	3	0
Franklin	1,137	20	2	0	St. Francis	607	46	29	0
Fulton	858	6	2	0	Saline	6,957	2	1	1
Garland	6,761	52	37	0	Scott	611	4	0	0
Grant	1,088	3	1	0	Searcy	474	77	46	0
Greene	2,235	16	12	1	Sebastian	7,801	2	1	4
Hempstead	758	8	4	0	Sevier	609	4	0	0
Hot Spring	2,012	15	5	0	Sharp	1,172	7	2	0
Howard	457	0	0	0	Stone	1,078	10	1	0
Independence	1,819	18	10	2	Union	1,755	7	4	0
Izard	1,039	5	2	1	Van Buren	1,202	7	3	2
Jackson	601	2	0	0	Washington	12,378	98	54	2
Jefferson	2,312	20	16	1	White	4,445	39	16	1
Johnson	1,598	10	3	0	Woodruff	241	0	0	0
Lafayette	321	1	1	0	Yell	1,206	13	3	0
Lawrence	861	8	3	1	Total	159,421	1,297	676	33

The Arkansas Highway Safety Office (AHSO) will conduct a statewide motorcycle safety program to increase motorist’s awareness, support rider education and outreach, and utilize enforcement and PI&E efforts to reduce the number of motorcycle fatalities and injuries. The AHSO will purchase advertising for the “Look Twice for

Section 4.5 – Motorcycle

Motorcycles” and “Take 2 for Arkansas” campaigns to include broadcast, cable, radio, and online advertising in most counties with a focus on counties that have the majorities of crashes and fatalities.

Arkansas will utilize statewide television and radio spots to promote awareness of motorcycle safety and the dangers associated with the impaired operation of motorcycles. Efforts to deter impaired motorcyclists will be made during the National Winter DWI Mobilization (DSOGPO); the National Labor Day DWI Mobilization (DSOGPO); and the July 4th holiday DSOGPO campaign. The AHSO will purchase advertising to include broadcast, cable, radio, and online advertising directed at a majority of counties with the highest number of crashes and fatalities with an emphasis on the top five counties to provide information and create awareness of motorcycle safety and dangers of impaired riding.

Planned activities: Motorist Awareness Campaign and Motorcycle Outreach Program

Provides funding to promote motorcycle safety activities. Items that may be produced and purchased are educational pamphlets, posters, costs associated with producing and airing radio and television ads and other items as appropriate. A motorcyclist outreach program has been subcontracted to Alliance Sport Marketing through CJRW. This project will involve a coordinated presence at motorcycle rallies AND EVENTS throughout the state. The project was initiated in May FY21 and has already drawn positive attention and response from various motorcycle groups. In FY24, the project has been expanded Alliance will attend a minimum of 20 days of motorcycle rallies, or 10 different rally events. Alliance will also distribute an updated public opinion survey at motorcycle rallies to determine the most critical traffic safety issues, from the perspective of the community, that the AHSO needs to address. Other planned efforts for FY 24 include working with the Arkansas Department of Finance & Administration to distribute motorcycle endorsement envelope stuffers, a project which began in FY 23, to provide information on registration, licensing, and training opportunities. The AHSO will continue to work with ABATE and motorcycle dealerships to identify an MSF trainer for Arkansas as well as to conduct additional education and outreach.

2024 Priorities

- Pulaski, Benton, Washington, Searcy, and Garland have highest number of MC crashes involving another motor vehicle.
- Central and Northwest AR are primary areas to target.

Activities Conducted:

- 20 Motorcycle rallies/events across AR

Attendees:

- Attendees living within AR
- Attendees from outside of AR
- Attendance average at each event between 250-500 MC riders

Issues Covered:

- Honda Safe Motorcyclist Awareness & Recognition Trainer, MC
- MC Driver/Rider Simulator, Fatal Vision Goggles, Photo Station
- Educational Information distributed/collected on MC Safety issues.
- Participants engaged in discussions about experiences and MC safety.
- Brief Surveys collected on MC Safety utilizing tablets.

How participants’ comments and views will be incorporated into the development of the THSP.

Section 4.5 – Motorcycle

- Utilize feedback from Surveys to adjust current program and develop new ones.
- New or expanded partnerships (ongoing engagement efforts)
- Pilot new projects

Alliance Motorcycle Education/Outreach

The AHSO has a contract with Alliance Sports Marketing to provide community outreach for education/awareness at motorcycle rallies across the state. Alliance personnel set up informational booths to discuss motorcycle safety and participants test their riding/driving skills on a simulator provided by AHSO. Alliance staff engage attendees in discussions about motorcycle safety and ask them to complete a survey. The conversations and surveys provide information about why Motorcyclists do or do not use helmets, AR road safety issues, and what they believe would make AR roads safer for motorcyclists. Using this information, the AHSO will continue to work to develop new partnerships and targeted campaigns/projects that can effectively reduce the fatalities and injuries associated with motorcycle crashes in Arkansas.

Countermeasures

Countermeasure Strategy – Table 15				
Countermeasure Strategy	Communication Campaign (MC)			
Problem (link to strategy)	Arkansas reported 69 motorcycle related fatalities in 2017 rising to 96 in 2021 and account for approximately 14 percent of Arkansas’ total traffic fatalities. Arkansas repealed the helmet law in 1999, and only requires helmets for motorcyclists aged 21 or younger. In 2021, 53 of the 96 fatalities or 55 percent, were not helmeted.			
Countermeasure Justification	<ul style="list-style-type: none"> • Motorcycle Safety CTW – 1.2 MC Helmet Use Promotion Program * • Motorcycle Safety CTW – 2.2 Alcohol-Impaired MC: Communication and Outreach * • Motorcycle Safety CTW – 4.2 Communication and Outreach: Motorist Awareness of MC * 			
Target (link to strategy)	The objective of Arkansas' Communication Campaign for Motorcycle awareness is to provide information concerning the safe operation of motorcycles and persuade riders and drivers of the benefits associated with drivers and motorcycle operators taking the time to be more aware of their surroundings, be safe and courteous and not drink while operating or riding a vehicle or motorcycle. The projected impact would be increased awareness and safer behaviors on the part of drivers and motorcycle operators resulting in fewer fatalities and injuries.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$300,000	\$315,000	\$330,750	\$945,750
Strategy to project considerations	Effective, high visibility communications and outreach are important in changing attitudes and behavior of both riders and drivers. The objective of Arkansas' Communication Campaign for Motorcycle awareness is to provide information concerning the safe operation of motorcycles and persuade riders and drivers of the benefits associated with drivers and motorcycle operators taking the time to be more aware of their surroundings, be safe and courteous and not drink while operating or riding a vehicle or motorcycle.			
Planned Activities	Unique Identifier:		Planned Activity Names:	
	MC-2024-01		Motorist Awareness Campaign	
	MC-2024-02		Motorcyclist Awareness/Outreach Program	

Section 4.6 - Young Drivers

Problem Identification

Arkansas is in the top 10 states with the highest motor fatality rate for teens. The total crash rate per mile driven for 16 and 17-year-olds is about 3 times the rate for drivers 20 and older—Not using a seatbelt and distracted driving two of the top contributors to the number of motor fatalities among the teen driving population.

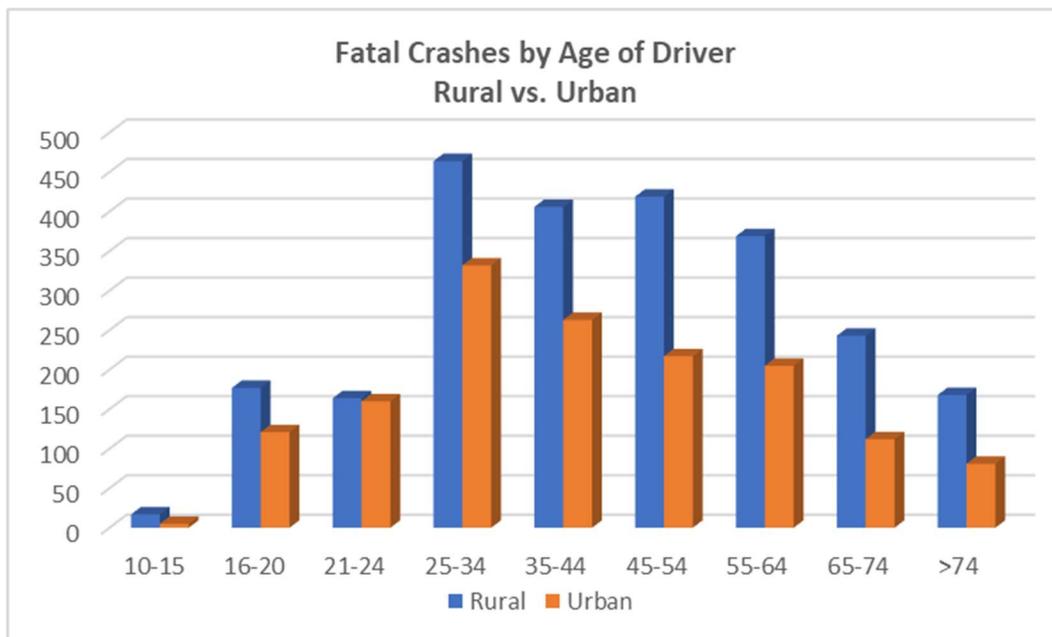
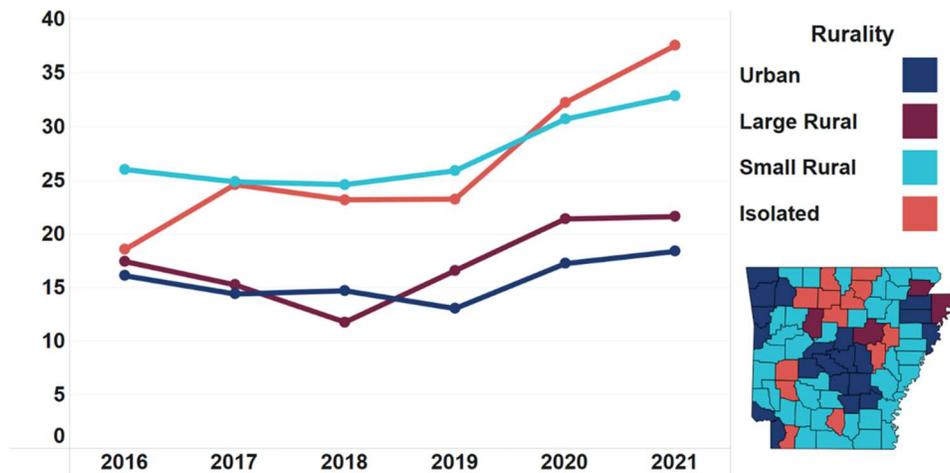
AR Motor Fatalities among teens

49

AR Motor fatality rate per 100,000 teens

31

ARKANSAS ROADWAY FATALITY RATE PER 100K RESIDENTS, URBAN VS. RURAL, 2016-2021



Section 4.6 - Young Drivers

2024 Priorities

- Novice drivers ages 15-18 are overrepresented in AR traffic fatalities.
- High crash rates for drivers in this age range
- Prominent racial and ethnic demographics in historically underserved areas may be impacted.

Activities Conducted:

- Informational sessions for parents/students
- Student led Safety Campaigns in Schools
- Educational Booths at high school Championship games
- CDC Leadership Conference
- CPS Safety Events-seat checks in communities.

Attendees:

- Students/parents from targeted area Schools
- Citizens who lived both inside and outside area and commute on same roads to get school/event.
- Parents/caregivers of babies/children in targeted areas for seat checks

Issues Covered:

- Seat Belt and Distracted Driving Safety education
- Student led Safety Campaigns and Surveys
- Leadership Skills
- Car Seat Laws and correct installation/use

How participants' comments and views have been or will be incorporated into the development of the THSP.

Arkansas Children's Hospital Teen Project

ACH was already working with equity/inclusion and engaging targeted counties/communities. This will continue going forward. An additional teen driving position will be added for the Injury Prevention Center (IPC). This request came out of the SWOT meeting based on data which identified a need for program efforts targeting additional counties. Additional counties in FY24 include Grant, Howard, Izard, Green, Calhoun, Cross, and Fulton. Counties targeting diversity, equity and inclusion (DEI) will also be added in FY24. These include Phillips, Lee, Jefferson, Pulaski, Chicot, St. Francis, and Crittenden.

The ACH TEEN program currently surveys participants on the effectiveness of their programs, Additional surveys are under development for teens to complete during the program year on what highway safety issues they see as most important and the best way(s) to convey the importance of safe driving to teens. Educational events targeting underserved and overrepresented populations will also be scheduled for families and communities to promote safe driving.

The AR Challenge Leadership Conference (CLC) has been expanded to target high school students across the state with emphasis on underserved and overrepresented populations. ACH and Alliance are collaborating to enhance the CLC by providing presenters with impactful stories that focus on key aspects of teen driving safety. Participating students' network, engage with educational booths and work as a team to use what they learn. (Survey results from conference page 104-105)

Countermeasures

Section 4.6 - Young Drivers

Countermeasure Strategy – Table 16				
Countermeasure Strategy	School Programs			
Problem (link to strategy)	<p>Arkansas recorded 695 (FARS) fatalities in 2021. In 2022 preliminary state data shows this number decreased to 644. With a Safety Belt compliance rate in FY22 of 79.1%, Arkansas’ use rate is well below the national average of 91.6% and is considered a “low rate” state for Section 405b funding qualification.</p> <p>In 2021, 76 drivers under the age of 21 were victims of fatal crashes in Arkansas. Motor vehicles crashes are the #1 cause of unintentional injury and death among teenagers (NHTSA). The goal for this countermeasure is to reduce total fatalities and injuries to those under age 21. The upward trend in fatalities for this age group from 48 (2017) to 78 (2020) and 76 in (2021) together with factors such as the increase in the interstate speed limit and distracted driving occurrences are concerning.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> • Young Drivers CTW – 1.1 GDL ***** • Young Drivers CTW – 1.2 Learner’s Permit Length/ Supervised Hours***** • Young Drivers CTW – 1.3 Nighttime Restrictions ***** • Young Drivers CTW – 1.4 Passenger Restrictions ***** • Young Drivers CTW – 1.5 Cellphone Restrictions ** • Young Drivers CTW – 1.6 Belt Use Requirements ** • Young Drivers CTW – 3.1 Parent Roles in Teaching Young Drivers** 			
Target (link to strategy)	<p>UAMS/Arkansas Children’s Hospital has implemented and conducted a seatbelt project for 12 years in collaboration with the AHSO and Allstate Foundation Teen Driving program. The program fosters equity and ethnic inclusion and serves many schools in underserved minority and rural communities. The project also has minority program staff, allowing for a diverse atmosphere within the overall program. The project educates teens and parents and involves direct interaction and engagement to change parents’ behaviors and ultimately reduce teen driver crashes. A central feature of the program is a written agreement that limits teens’ driving in high-risk situations such as driving at night or with other teens in the car. The project activities will be implemented in local public schools which are part of a local city or county political subdivision. Participating schools have an active voice in the implementation of the project and benefit from the project activities.</p> <p>UAMS/ACH will also promote awareness of Arkansas’ Graduated Driver Licensing (GDL) law. The GDL law addresses teen driving issues by helping new drivers gain experience in lower-risk conditions. In other states, comprehensive GDL programs have been a proven success by reducing teen fatalities and injuries by up to 38%. Arkansas GDL emphasizes use of safety belts for all seating positions especially during learning and intermediate stages. This project will promote peer to peer influence of seat belt use, GDL principles for young drivers and passengers. It will also educate teens and parents on the dangers of distracted driving and emphasize the importance of pedestrian and bike safety.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$350,000	\$367,500	\$385,875	\$1,103,375
Strategy to project considerations	Schools provide well-defined and somewhat controlled audiences for seat belt use programs. Evaluations of school programs that have been conducted have shown an increase in belt use.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	OP-2024-11	Teen Driver Safety Project		

Section 4.7 - Pedestrian / Bicycle

Problem Identification

Arkansas pedestrian fatalities rose from 47 in 2012 to a high of 82 in 2021. In 2021, the rate of fatalities among Black pedestrians was more than double that of White or Hispanic pedestrians. Most fatalities (74%) occur between 6 p.m. and 6 a.m. Little Rock and Northwest Arkansas are key areas to target for interventions to reduce pedestrian fatalities.

AR population percentage (Black) 2016-2021

15.1%

AR percentage of fatalities (Black)

30.7%

Over the last five years, pedestrian fatalities averaged around 71 with a low of 37 in 2014 and a high of 81 in 2020. The updated statistics from 2020 through 2022 reveal that an average of 77 pedestrians were fatally injured in Arkansas over the past three years. Bicycle fatalities have averaged around 6 with a low of 3 and high of 10 in year 2021. Pedestrian and Bicyclist fatalities represent almost 12% of all motor vehicle fatalities in Arkansas for 2022. Information on pedestrian and bicycle safety will be a part of the “Toward Zero Deaths” Campaign and other injury prevention projects including PI&E projects. Countermeasures conducted in Arkansas will include both enforcement and education/awareness efforts, focusing on increased communication and pedestrian outreach programs.

The drastic increase in fatalities and injuries for pedestrians and bicyclists underscores the importance of developing an effective Highway Safety Plan for this area. The objective will be to provide information and education through careful framing and highlighting of expected safety benefits and educating more citizens on traffic related legislation.

Arkansas’ improved crash data reporting requirements can now identify locations where pedestrian and bicycle injuries and fatalities are occurring. In FY24 the AHSO will work with LE agencies in identified problem areas and encourage them to be more proactive in pedestrian and bicyclist enforcement. The AHSO will involve local coalitions and community groups to identify appropriate countermeasures and develop innovative programming that can save the lives of pedestrians, bicyclists, motorists, and more.

Black River Law Enforcement Training Academy will provide additional officer training on laws and enforcement for this area. The AHSO is also collaborating with the City of Little Rock’s pedestrian bicyclist project and coalition to coordinate activities and options for a statewide initiative. The AHSO will continue to network with ARDOT’s “Share the Road” project which started out as a small sub-grant through the Highway Safety Program until 2022 when funding became available through ARDOT. AHSO will continue to partner with ARDOT to expand and complement ped/bike projects moving forward. ARDOT is currently undergoing a major reorganization and plans for their pedestrian/bicycle program are in flux. Tentative plans include the purchase of safety materials such as white and red lights for the front and back of bicycles and reflectors for pedestrians along with printed educational materials. Efforts will primarily target elementary, middle, and high school students but include reaching out to the Metropolitan Planning Organizations (MPO’s) to target areas statewide and working with the LR Marathon Expo to distribute educational information and safety materials in known problem areas.

In FY22 the AHSO added a Pedestrian and Bicycle Safety component to an existing project conducted by Arkansas Children’s Hospital. The program dedicated the last two quarters of FY 22 to piloting the initiative in four counties where highly populated high schools and college campuses exist, based on 2021 data (Craighead, Pope, Faulkner, Pulaski, and Washington). The project will continue to target additional college campuses and schools in Arkansas counties where the majority of pedestrian/bicyclist injuries and fatalities in Arkansas are occurring after visiting three highly populated campuses (which ones?) in FY 23. The project is

Section 4.7 - Pedestrian / Bicycle

also seeking to conduct walkability assessments and engage with the community through focus groups in FY 24.

In FY 24 the AHSO will also expand its partnership with Alliance to utilize their marketing tactics to include safety messages aimed at informing the public about the presence of pedestrians and bicyclists on the roadways as well as safety precautions. Ideas are underway for education and awareness events that would include a presence at running and hiking events in the state in addition to others.

In addition to press-related activities, enforcement and educational efforts planned for FY24, AHSO will continue to work with the advertising firm CJRW to ensure that media messages for this area are included in Arkansas's media plan to bring community awareness to pedestrian and bicyclist safety.

Public Participation & Engagement

FARS data shows that between 2018-2022 there were 355 pedestrian fatalities, and 28 persons lost their lives in bicycle crashes. These fatalities represented 13% of all motor vehicle fatalities for that period. Preliminary data shows 71 pedestrian fatalities and 5 bicyclist fatalities at 12% of total fatalities for 2022. Through consistent engagement, AHSO will improve its understanding of risk factors contributing to pedestrian fatalities.

Detailed data analyses will be conducted to better understand which areas and groups are most affected. The AHSO will engage groups and organizations in the identified communities and areas for discussion and feedback. By understanding the factors contributing to this increase, AHSO will develop appropriate safety countermeasure strategies and implement projects to help reduce this trend. The AHSO will leverage current pedestrian/bicyclists' programs to expand engagement with affected communities and adjust them based on their feedback.

Affected Communities

- In 2021, the rate of fatalities among Black pedestrians was more than double that of White or Hispanic pedestrians.
- Little Rock and Northwest Arkansas are key areas to target for interventions.
- Most fatalities (74%) occur between 6 p.m. and 6 a.m.

Engagement Events Conducted:

- Visits to high schools and Universities
- Training and pilots of NHTSA's Bikeology program at high schools and bicycle/pedestrian initiatives on college campuses
- Informational booths at state high school championship games
- Helmets and educational Materials provided Bike trail openings.

Accessibility Measures Implemented:

- ADA compliance
- Accessible locations, times

Attendees:

- Residents/citizens living within area.
- Citizens living in communities close to target areas.

Issues Covered:

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- On campus Ped/ Bike Safety Campaigns (UCA and ASU)
- Educational materials and safety equipment distributed.
- Walkability Assessments
- Information distributed/collected on distracted driving/walking/biking.

How Affected communities' comments and views have been or will be incorporated into the development of the THSP.

- New or expanded partnerships (ongoing engagement)
- Develop and pilot new projects.

ACH Pedestrian/Bicyclist Project Alliance Distracted Driving Education

In FY22 a Pedestrian and Bicycle Safety component was added to an existing project conducted by Arkansas Children's Hospital. The program dedicated the last two quarters of FY 22 to piloting the initiative in four counties (Craighead, Pope, Faulkner, Pulaski, Washington) where highly populated high schools and college campuses exist. Visits to high schools and universities were conducted to recruit students and organizations for pilots of NHTSA's Bike-ology program at high schools and bicycle/pedestrian initiatives on college campuses. Meetings were held with the U of A Fayetteville, UCA Conway, and AR State Jonesboro (ASU). A Bike/Peds campaign and training was conducted for volunteers and staff on the UCA and ASU campuses. UCA conducted their campaign in October 2023 and ASU conducted their campaign "Watch for Red Wolves" March. Over 200 college pedestrians were observed in crosswalks for safe crossing. This model will be used in FY24 for additional AR college campuses. Helmets and educational materials were also delivered to Clarksville (Johnson County) for the grand opening of their bike trail and Monticello (Drew County) has reached out for ACH to do the same when they are ready. Additional walkability assessments and focus groups are planned for FY24. Ideas are underway for education and awareness events that would include a presence at running and hiking events in the state.

Through the AHSO's contract with Alliance, a partnership was forged with ACH. These two agencies have teamed up to enhance community engagement efforts for distracted driving. Alliance and ACH man booths at state high school championship games. These booths delivered education and information and engage attendees in discussions about distracted driving. The information provided by attendees is captured and used to assist in framing future programming efforts.

Countermeasures

Countermeasure Strategy – Table 17				
Countermeasure Strategy	School and Community Awareness Programs			
Problem (link to strategy)	Communications and outreach are a critical part of deterrence and prevention. School and community projects will include information on distracted driving and pedestrian and bicycle safety			
Countermeasure Justification	<ul style="list-style-type: none"> • Pedestrian Safety CTW – 4.7 University Education Program * • Bicycle Safety CTW – 1.2 Safe Routes to School *** • Bicycle Safety CTW – 1.3 Bicycle Safety Education for Children ** • Bicycle Safety CTW – 1.4 Bike Rodeo * • Bicycle Safety CTW – 4.2 Share the Road Awareness Program ** 			
Target (link to strategy)	Impacts of these activities are projected to increase awareness of the dangers associated with distracted driving, using cell phones and to emphasize pedestrian and bike safety.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$700,000	\$735,000	\$771,750	\$2,206,750

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Strategy to project considerations	As with prevention and intervention, education through various communications and outreach strategies is especially important. Education will be conducted through community projects in communities, schools, and colleges.	
Planned Activities	Unique Identifier:	Planned Activity Names:
	OP-2024-11	Teen Drive Safety Project
	PS-2024-01	Statewide Public Information and Education (PI&E)
	PS-2024-02	Pedestrian/Bicycle Public Awareness Campaign
	PS-2024-03	Pedestrian/Bicycle Safety Project

Countermeasure Strategy – Table 18				
Countermeasure Strategy	Communication Campaign (Ped/Bike)			
Problem (link to strategy)	Campaigns will focus on equity and ethnic inclusion, in the development of ads, billboards and spots for TV and radio. Media will be developed in appropriate languages and targeted to underserved minority and rural communities utilizing demographics and scheduling. The project has minority program staff, allowing for a diverse approach to content.			
Countermeasure Justification	<ul style="list-style-type: none"> • Pedestrian Safety CTW – 3.1 Communications and Outreach ** • Bicycle Safety CTW – 1.2 Safe Routes to School *** • Bicycle Safety CTW – 1.3 Bicycle Safety Education for Children ** • Bicycle Safety CTW – 4.2 Share the Road Awareness Program ** 			
Target (link to strategy)				
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$300,000	\$315,000	\$330,750	\$945,750
Strategy to project considerations	Communications and outreach strategies inform the public of the dangers for pedestrians and bicyclists. As with prevention and intervention, education through various communications and outreach strategies is especially important. Education will be conducted through news media, paid advertisements, and a wide variety of other communications channels such as posters, billboards, web banners and social media outlets. The success of paid advertising in seat belt campaigns suggests that communications and outreach programs urging the public to be aware and implement safety precautions to avoid injuries and death are worth considering for pedestrian and bicyclist issues.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	PS-2024-01	Statewide Public Information and Education (PI&E)		
	PS-2024-02	Pedestrian/Bicycle Public Awareness Campaign		

Countermeasure Strategy – Table 33	
Countermeasure Strategy	New Grants Based on Community Outreach (PS)
Problem (link to strategy)	Expand current public participation and engagement efforts to reach overrepresented and underserved communities by working to develop new partnerships and projects in conjunction with coalitions and community leaders. Information from those efforts will drive the continued evolution of the problem identification in all areas of highway safety. Based on the Data Deep Dive AHSO is setting aside funds to be able to develop projects for the program areas that were identified in the SWOT analysis: Pedestrian Safety. AHSO will amend those planned activities based upon ongoing and future community outreach efforts.
Target (link to strategy)	<i>Promoting Awareness:</i> Community outreach plays a crucial role in raising awareness about highway safety. By allocating funds to support projects based on current and future outreach efforts, AHSO can communicate with community members about the importance of safe driving practices, potential risks, and available resources. This can help create a safer driving culture and encourage responsible behavior on the roads.

Section 4.7 - Pedestrian / Bicycle

	<p><i>Behavioral Change:</i> Effective community outreach programs can lead to behavioral changes among community members. Engaging with the public and communicating with them on topics such as distracted driving, impaired driving, pedestrian and bicycle safety and seat belt usage, can influence people's attitudes and actions. This, in turn, can lead to reduced instances of unsafe driving behaviors and contribute to improved highway safety.</p> <p><i>Tailored Programming:</i> Community outreach allows for targeted programming that address specific safety concerns within a given community. By understanding the unique characteristics, needs, and challenges of AR communities, AHSO can design initiatives that directly address those issues. This personalized approach can lead to more effective outcomes and a higher likelihood of behavior change among community members.</p> <p><i>Long-Term Benefits:</i> While immediate infrastructure improvements and enforcement measures are essential for highway safety, investing in community outreach can yield long-term benefits. Education and awareness can instill a safety-conscious mindset within the community, which can have lasting effects beyond the initial implementation of the highway safety plan. Continued outreach efforts can reinforce positive behaviors, sustain community engagement, and contribute to an enduring culture of safety on the roads.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$300,000	\$315,000	\$330,750	\$945,750
Strategy to project considerations	These funds will be used for potential projects based on current and future community outreach efforts to be able to achieve targeted education, behavior change, collaboration, tailored interventions, and long-term benefits. By acting on the results of the community outreach the AHSO will be able to empower the community, and work towards creating safer roads in Arkansas.			
Planned Activities	Unique Identifier:		Planned Activity Names:	
	PS-2024-04		Highway Safety Projects Based on Community Outreach (PS)	

Countermeasure Strategy – Table 35				
Countermeasure Strategy	Non-Motorized Traffic Safety Education (PS)			
Problem (link to strategy)	Expand current public education and information campaigns to emphasize Arkansas traffic laws pertaining to nonmotorized road user safety including the responsibility of motorists and the importance of nonmotorized road user safety equipment including lighting, mirrors, conspicuity equipment, helmets and other safety equipment.			
Target (link to strategy)	<p>Educating nonmotorized road users helps foster mutual understanding and respect between different road user groups. By raising awareness of each other's needs, challenges, and responsibilities, both nonmotorized road users and motorists can develop a more cooperative and respectful approach to sharing the road, reducing conflicts and improving overall safety. Addressing the needs of all road users, regardless of their mode of transportation, safety measures become more inclusive and effective, reducing the overall number of accidents, injuries, and fatalities on the road.</p> <p>Nonmotorized road user safety education is crucial as it enhances the awareness, knowledge, and behavior of nonmotorized road users, reduces risks, fosters mutual understanding, and contributes to a comprehensive approach to road safety.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$300,000	\$315,000	\$330,750	\$945,750
Strategy to project considerations	These funds will be used for developing public education materials related to non-motorized traffic safety and conducting education campaigns.			
Planned Activities	Unique Identifier:		Planned Activity Names:	
	PS-2024-05		Non-Motorized Traffic Safety Education (PS)	

Section 4.8 - Traffic Records

Problem Identification

Issues with a previous contractor created a backlog of crash report data that needed to be entered into eCrash, the online system used by the Arkansas State Police (ASP) and most agencies in the state. Through a heavy push by AHSO data entry personnel and the University of Arkansas contract personnel, the AHSO managed to eliminate the backlog in FY21. The system is now current.

Efforts have been made to identify every law enforcement department in the state and begin discussions with them about moving to eCrash. Currently approximately 97% of AR agencies participating statewide, either online with in-car units or a desktop system in the office. These crashes are for the most part current within a couple of days of the occurrence of the crash. The remaining small city departments send in copies of their crashes either on paper or online for entry by the office staff. Three larger agencies use a different electronic system but have created a tie in to eCrash which allows their crashes to be input in the system within a few hours of approval by their supervisor.

eCite is a program that allows officers to immediately forward a citation to the court clerk and have the citation information integrated with the crash report. It requires an agency to be fully involved in the eCrash/eCite program with computer units installed in the patrol car. Because of the cost involved and the relatively small size of most of the agencies, the eCite program is moving along at a much slower rate than eCrash which allows officers to input the information into a desktop computer at the office. Changes are forthcoming with the Administrative Office of the Courts. A new court management system is being implemented which will add the smaller courts to that system and this is generating more interest and buy in among the other law enforcement agencies across the state.

We are in the process of updating the system from MMUCC 3rd edition to MMUCC 5th edition compliance. This will require all officers statewide to be retrained in the use of the system so there is overall statewide compliance.

An agency-wide effort to align ARDOT's roadway elements and reporting systems with the Federal Highway Administration's Model Inventory Roadway Elements (MIRE) initiative was undertaken last year. Complete adoption of MIRE will allow state and local transportation agencies to link safety data to non-safety data, making it easier to collect, store, link, and use all data elements.

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

- Increase the number of agencies using eCrash
- Implement new automated court system to extend access to eCite information to all courts statewide
- Reduce average crash record entry time using the eCrash system
- Decrease time to court disposition of cases

The AHSO has encountered several obstacles with the development of the new Arkansas TR Strategic Plan. Initially the AHSO long time Traffic Records Coordinator retired. A replacement was hired but left that position after a relatively short time and the Highway Safety Manager assumed those responsibilities. Due to staff shortages and changes related to development of the new THSP the AHSO was unable to finalize a new TR plan in FY23. The AHSO has been working with the Region 7 Traffic Records Program Manager and plans to submit the new plan with the FY24 Grant Applications.

Section 4.8 - Traffic Records

Countermeasures

Countermeasure Strategy – Table 19				
Countermeasure Strategy	Highway Safety Office Program Management TR			
Problem (link to strategy)	<p>The last Traffic Records Assessment by the National Highway Traffic Safety Administration’s assessment team was conducted for the State of Arkansas between February and May 2021. In conjunction with the strategic plan, the goals of the Traffic Records Program are to improve the accuracy of the data.</p> <p>The program will continue efforts to improve the accuracy of data by continuing to expand the input of crash through the paperless system by using a computer image of the crash report for review and data entry.</p> <p>This countermeasure will provide funding for the necessary personnel and training for the administration of the Traffic Records Program and support for other program areas (administration of computer system hardware and eGrant). Funding will also provide for the necessary staff time travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program and for continued training in the administration of computer systems software and eGrants operations to maintain an effective, efficient Traffic Records Program.</p> <p>A new Traffic Records Assessment was officially concluded on June 2, 2021, and new goals and a new five-year plan are under development now. That plan is expected to be completed by the end of FY22.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> • NHTSA – Uniform Guideline for State Highway Safety Programs, No. 10 (Traffic Records), Section 1 – Traffic Records System Information Components • NHTSA – Uniform Guideline for State Highway Safety Programs, No. 10 (Traffic Records), Section 2 – Traffic Records System Information Quality • NHTSA – Uniform Guideline for State Highway Safety Programs, No.18 (Motor Vehicle Crash Investigation and Incident Reporting) 			
Target (link to strategy)	<p>Provides for the administration of the Traffic Records Program and provides support for other program areas. Funding will provide 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 will also provide for continued training in the administration of computer systems software and improvements to the AHSO eGrants system to facilitate electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, and monitoring and evaluating projects.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$427,000	\$448,350	\$470,768	\$1,346,118
Strategy to project considerations	<p>This countermeasure is necessary to maintain an effective, efficient Traffic Records Program that will provide timely, accurate information and data to direct and support strategies to effectively address traffic Arkansas' traffic safety problems. Funding will provide staff and training for the administration of the Program as well as support for relevant program areas. Funds will also provide for travel and training expenses and programming, monitoring, evaluation and coordination of the Traffic Records Program.</p>			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	TR-2024-06	Traffic Records Professional Development & Crash Reconstruction		
	TR-2024-07	Traffic Records Program Management		

Countermeasure Strategy – Table 20	
Countermeasure Strategy	Improves timeliness of a core highway safety database

Section 4.8 - Traffic Records

Problem (link to strategy)	Increase the number of Law Enforcement Agencies (LEA's) using the eCrash system to report crashes rather than submitting paper reports. There are approximately 441 Law Enforcement Agency's in Arkansas - counting Arkansas State Police as one. Currently 279 are submitting their reports through eCrash with an additional 13 agencies in training.			
Countermeasure Justification	<ul style="list-style-type: none"> • NHTSA – Uniform Guideline for State Highway Safety Programs, No. 10 (Traffic Records), Section 1 – Traffic Records System Information Components • NHTSA – Uniform Guideline for State Highway Safety Programs, No. 10 (Traffic Records), Section 2 – Traffic Records System Information Quality 			
Target (link to strategy)	This countermeasure is necessary to maintain an effective, efficient Traffic Records Program that will provide timely, accurate information and data to direct and support strategies to effectively address traffic Arkansas' traffic safety problems. Funding will provide staff and training for the administration of the Program as well as support for relevant program areas. Funds will also provide for travel and training expenses and programming, monitoring, evaluation and coordination of the Traffic Records Program.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$2,217,750	\$2,328,638	\$2,445,069	\$6,991,457
Strategy to project considerations	<p>The findings and recommendations of the last Traffic Records Assessment team, together with input from the TRCC are the basis for Arkansas' 2023 Traffic Records Strategic Plan. In conjunction with the strategic plan, the goals of the Traffic Records Program are to maintain and reduce the backlog of crash report data to be entered into eCrash and improve the accuracy of data.</p> <p>This program will continue efforts to reduce the backlog and improve the accuracy and timeliness of crash data. The transition to the eCrash system has streamlined the entry of crashes and is already providing more accurate and timely information.</p>			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	TR-2024-01	eCrash Program Operations		
	TR-2024-02	eCrash Training		
	TR-2024-03	Electronic Traffic Crash Record Entry System Project (eCrash)		
	TR-2024-05	Electronic Citation System (eCite)		

Countermeasure Strategy – Table 21	
Countermeasure Strategy	Improves integration between one or more core highway safety databases
Problem (link to strategy)	<p>The transition from the TraCS system to the eCrash system has streamlined the entry of Crashes by ASP with 279 local agencies using eCrash currently and another 15 trained.</p> <p><i>eCrash</i> – eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. eCrash is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to ASP who serves as the repository for crash data. eCrash is partially funded through Section 405c. Features include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. Currently 279 of approximately 400 Arkansas law enforcement agencies submit their data electronically through eCrash. It is anticipated this number will increase in 2023. 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.</p> <p><i>Crash Report Form</i> – On July 15, 2015, the ASP released a revised uniform crash form electronically to the ASP troopers provided it to local law enforcement agencies throughout the state since that date. Additional fields were added to the form, thus</p>

Section 4.8 - Traffic Records

	<p>allowing additional data to be collected which can then be analyzed to support traffic safety improvements.</p> <p><i>Crash Data</i> – The ASP continues to work with law enforcement partners on the importance of crash data with a goal to lower the number of crash reports containing “unknown” for various data elements.</p> <p><i>Reports by ASP</i> – The ASP Highway Patrol uses data to implement enforcement, write reports and proposals, design presentations, or increase traffic safety awareness. Traffic safety stakeholders are encouraged to utilize services provided by ASP. For law enforcement, reports specific to their jurisdiction help identify evidence-based problem areas in which to focus overtime efforts. Integration of the eCite, eCrash, Contexte, and other relevant databases has assisted in producing more timely and accurate data.</p>			
Countermeasure Justification	<ul style="list-style-type: none"> • NHTSA – Uniform Guideline for State Highway Safety Programs, No. 10 (Traffic Records), Section 1 – Traffic Records System Information Components • NHTSA – Uniform Guideline for State Highway Safety Programs, No. 10 (Traffic Records), Section 2 – Traffic Records System Information Quality • NHTSA – Uniform Guideline for State Highway Safety Programs, No.11 (Emergency Medical Services) 			
Target (link to strategy)	In conjunction with the strategic plan, goals of Traffic Records are to integrate relevant databases and improve accuracy/ timeliness of data.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$1,817,750	\$1,908,638	\$2,004,069	\$5,730,457
Strategy to project considerations	This countermeasure will provide funding for necessary personnel, training and equipment for administration of computer systems to improve integration of relevant databases to maintain an effective, efficient Traffic Records Program to improve the timeliness and accuracy of data.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	TR-2024-03	Electronic Traffic Crash Record Entry System Project (eCrash)		
	TR-2024-04	EMS Data Injury Surveillance Continuation Project		
	TR-2024-05	Electronic Citation System (eCite)		

Section 4.9 Roadway Safety

Problem Identification

The AHSO works in partnership with the ARDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in reduction of motor vehicle fatalities and serious injuries on Arkansas Roadways. Funding for this area assures that ARDOT personnel are properly trained and have access to current information and innovations.

ARDOT promotes educational opportunities by sending personnel to conferences. Due to limited funds and travel restrictions, adequate funds are not always available to send personnel to critical conferences. To continue to identify strategies and facilitate collaboration and coordination between the Arkansas Department of Transportation, Arkansas Highway Safety Office and stakeholders, funds will be provided to accomplish the following:

- Reduce the number of fatal and serious injury crashes in Arkansas.
- Keep traffic safety advocates abreast of ongoing changes.
- Provide educational opportunities offered at traffic safety conferences, workshops, and forums to include training on crash data, railroad crossing safety, and current traffic safety programs.

The use of 402 funds will provide ARDOT with funding for travel and training to appropriate conferences.

The AHSO also works to promote roadside safety to prevent fatalities and injuries in vehicles that are stopped on the side of the road by law enforcement, involved in a crash, medical emergency, mechanical issues or any other problem that would cause a vehicle to be stopped roadside. Arkansas code 27-51-310 requires that vehicles move over when able or if it is unsafe to pull over to reduce speed appropriate to the street, road or highway and the conditions through the area.

Roadside Crash Data by Year					
	2017	2018	2019	2020	2021
Fatalities	2	2	4	4	4
Serious Injuries	7	7	5	14	5

According to Arkansas eCrash data the 5-year rolling average for roadside crash fatalities for 2017-2021 is 3.2 and the 5-year rolling average for serious injuries is 7.6. AHSO will maintain current safety levels by December 31, 2026.

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

- Reduce the number of fatal and serious injury in roadside crashes.
- Raise awareness of Move Over Laws and the understanding of their importance

The use of 405(h) funds will be used to develop paid media with television, radio and digital advertising, brochures, posters and other educational materials. The ASHO will also work with law enforcement partners to develop materials and projects that will increase awareness of the Move Over Law.

Countermeasures

Countermeasure Strategy – Table 23	
Countermeasure Strategy	Training for Traffic Safety Advocates
Problem (link to strategy)	Innovative infrastructure improvements and hazard elimination strategies aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas roadways. This countermeasure assists in this area by assuring that ARDOT personnel are properly trained and have access

Section 4.9 Roadway Safety

	to current information and innovations. The following Goals were established by ARDOT in the SHSP which will impact the AHSO performance targets for reduction of total fatalities, injuries, and fatalities per VMT.			
Countermeasure Justification	Safe System – Builds upon the 4 Es: Enforcement, Education, Engineering and Emergency Response / EMS. A Safe System approach adds the additional Es of Equity and Evaluation. As recommended by The National Roadway Safety Strategy (NRSS) to reverse the rise in traffic fatalities and serious injuries on the nation’s highways.			
Target (link to strategy)	The AHSO works in partnership with the ARDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas Roadways. This countermeasure assists in this area by assuring that ARDOT personnel are properly trained and have access to current information and innovations. The impact of training for highway safety professionals on railway and highway hazard elimination strategies will be to enable them to develop and implement projects that will reduce the severity of traffic crashes on sections of Arkansas highways with high crash rates and the number of fatalities and injuries associated with them.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$20,000	\$21,000	\$22,050	\$63,050
Strategy to project considerations	The AHSO works in partnership with the ARDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas roadways. The countermeasure and planned activity will provide ARDOT personnel with critical training on new information and innovations.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	RS-2024-01	Professional Development ARDOT		

Countermeasure Strategy – Table 26	
Countermeasure Strategy	Move Over Law (PI&E)
Problem (link to strategy)	Statewide public information and education campaign to educate the public regarding the safety of vehicles and individuals stopped at the roadside in the State. The campaign will promote roadside safety and particularly focus on the Move Over law, Arkansas code 27-51-310. This task will provide for statewide public information and education to promote Move Over Law education through paid media. Components of this task may include, but are not limited to, educational materials such as brochures, posters, paid television, radio and digital ads and public service announcements (PSAs). This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic roadside safety public information campaign. The advertising agency will develop the methodology to document and report audience reach. This task will also aid with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), and with diversity outreach and press events. Federal funding may provide for paid ad and PSA creation and production, PI&E materials creation and production, educational items, and meeting and press event expenses. This task will also provide for the placement of traffic safety messages relating to Move Over Law public information campaigns in the media. Media placements may include television, radio, cinema, internet, and print. At a minimum, an assessment to measure audience exposure will be documented and included in the cost of media placements. Public awareness surveys will be conducted to track driver attitudes and awareness of enforcement and communication activities and driving behavior. Federal funds will be allocated for the paid media and associated costs
Target (link to strategy)	<i>Raising Awareness:</i> Many drivers are unaware of the Move Over Laws or do not fully understand their importance. Public education initiatives will help raise awareness about these laws, ensuring that more people are knowledgeable about their existence and purpose.

Section 4.9 Roadway Safety

	<p><i>Enhancing Road Safety:</i> Move Over Laws are designed to protect first responders, roadside workers, and stranded motorists. By educating the public about these laws, drivers can become more vigilant and cautious when encountering first responder vehicles or workers on the side of the road, reducing the risk of crashes, fatalities and injuries.</p> <p><i>Behavior Modification:</i> Education and information campaigns have been effective to change driver behavior positively. By emphasizing the importance of moving over or slowing down when approaching first responder vehicles and stranded motorists, these initiatives can encourage drivers to adopt safer practices and promote a culture of road safety.</p> <p><i>Advocacy for Law Enforcement and Emergency Responders:</i> Public education initiatives can also serve as a platform for advocating on behalf of law enforcement officers, paramedics, and other emergency responders who put their lives at risk to help others. By raising awareness about Move Over Laws, these campaigns can garner public support and understanding for the importance of protecting those who serve the community.</p>			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$400,000	\$420,000	\$441,000	\$1,261,000
Strategy to project considerations	<p>These funds will be used for public education and information campaigns for Move Over Laws that will promote road safety, protect emergency responders, and encourage responsible driver behavior. These initiatives help create a culture of awareness, compliance, and support, ultimately reducing the number of crashes, fatalities and injuries on the road.</p>			
Planned Activities	Unique Identifier:		Planned Activity Names:	
	RS-2024-02		Preventing Roadside Deaths and Injuries (PI&E)	

Section 4.10 - Planning and Administration

Description of Highway Safety Problems

The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). The management and fiscal staff will build on and maintain their expertise in all aspects of the program by attending available training sessions. Staff will attend meetings and other sessions in the performance of their normally assigned functions. The costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration are itemized as follows:

Salaries and Benefits

The entire salaries and benefits for 4 full-time positions fulfilling management, fiscal, and clerical support functions are paid from federal funds.

Travel and Subsistence

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

Operating Expenses

Operating

This component provides operating expenses directly related to the overall operation of the Highway Safety Program including expenses for continued development and implementation of an AHSO state grants management system (eGrant). Continued development, operation, and maintenance of the eGrant system and upgrade to the IGX system will be provided through a contractor (AGATE). Implementation of a statewide awareness survey to monitor awareness of traffic laws and PI&E efforts.

Countermeasure Strategy – Table 24	
Countermeasure Strategy	Highway Safety Office Planning & Administration
Problem (link to strategy)	<p>The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). The management and fiscal staff will build on and maintain their expertise in all aspects of the program by attending available training sessions. The staff will attend meetings and other sessions in the performance of their normally assigned functions.</p> <p>The most recent observational safety belt survey results for 2022 shows usage at 79.1% down from 84.2% in 2021. With a compliance rate of 79.1% Arkansas’ use rate is well still below the national average of 91.6% (NHTSA 2022).</p> <p>Staff, Training, Travel expense etc. are necessary for the effective management of the Highway Safety Office. Planning and Administration provides funding for the overall management and operation of the Highway Safety Program</p>
Target (link to strategy)	<p><i>Planning and Administration:</i> The entire salaries and benefits for 4 full-time positions fulfilling management, fiscal, and clerical support functions are paid from federal funds.</p> <p><i>Operating:</i> This component provides operating expenses directly related to the overall operation of the Highway Safety Program including expenses for continued development and implementation of an AHSO state grants management system (eGrant). Continued development, operation, and maintenance of the eGrant system and upgrade to the IGX system will be provided through a contractor (AGATE). Implementation of a statewide awareness survey to monitor awareness of traffic laws and PI&E efforts.</p> <p><i>Strategic Planning & Public Participation & Engagement :</i> Plans are in place to host an Arkansas Traffic Safety conference starting in May 2024. The conference will be designed to incorporate discussions on innovations around the country. Emphasis will be</p>

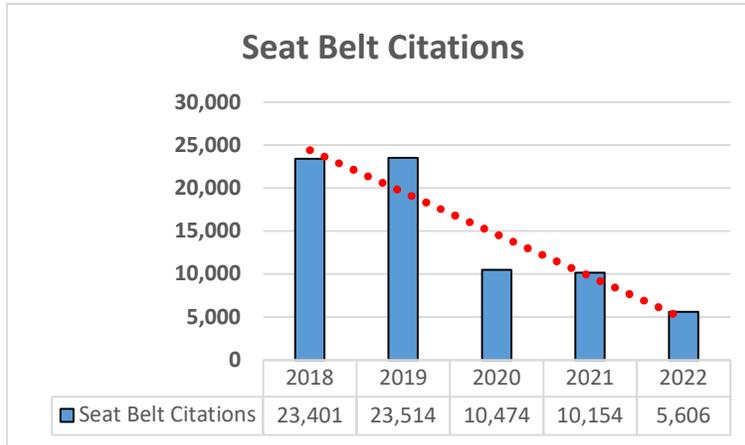
Section 4.10 - Planning and Administration

	placed on community input and involvement to increase the effectiveness of Arkansas' Highway Safety program efforts.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$838,000	\$879,900	\$923,895	\$2,641,795
Strategy to project considerations	Experienced and knowledgeable staff are critical to identify and address state traffic problems and to implement effective programming that will accomplish the targets set for the overall program area. Funding is also critical to facilitate the electronic submission of proposals, contract agreements, and reporting by project subcontractors to plan, monitor and evaluate projects. Funding provides for necessary staff time, travel and training expenses related to the planning, programming, and development of an effective, efficient AHSO and associated grants management system and awareness survey.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	PA-2024-01	Planning and Administration		

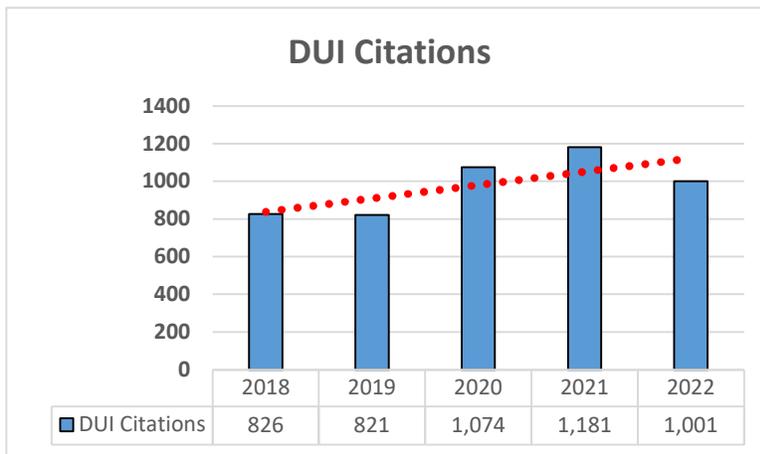
Countermeasure Strategy – Table 37				
Countermeasure Strategy	Arkansas Traffic Safety Conference			
Problem (link to strategy)	The conference will serve as a platform for stakeholders, experts, and policymakers to exchange ideas, research findings, and share best practices in traffic safety. By sharing knowledge about successful strategies, interventions, and technological advancements, attendees can develop informed strategies to improve highway safety.			
Countermeasure Justification	<ul style="list-style-type: none"> • Alcohol & Drug Impaired Driving CTW – 5. Prevention, Intervention, Communications and Outreach • SB and Child Restraints CTW – 3. Communication and Outreach • Speeding CTW – 4.1 Communication and Outreach • Distracted Driving CTW – 2. Communication and Outreach • Motorcycle Safety CTW – 4. Communication and Outreach 			
Target (link to strategy)	The conference will include sessions that delve into the analysis of crash data, emerging trends, and risk factors. This information will be crucial in formulating targeted strategies addressing specific issues such as speeding, seat belt use, distracted driving, impaired driving, pedestrian and bike safety, young drivers, etc. The conference will facilitate networking among stakeholders, including government agencies, law enforcement, researchers, NGOs, and industry representatives. Building collaborations fosters the development of comprehensive strategies that leverage diverse expertise and resources. The conference will feature discussions on behavioral psychology, communication strategies, and education campaigns to promote safer driving habits.			
Estimated 3-year funding allocation	FY24	FY25	FY26	Total
	\$100,000	\$105,000	\$110,300	\$315,300
Strategy to project considerations	The Annual Traffic Safety Conference will be integral in the strategic planning process, offering a platform for knowledge sharing, policy development, data analysis, collaboration, innovation, behavior change, and ongoing evaluation aimed at improving highway safety.			
Planned Activities	Unique Identifier:	Planned Activity Names:		
	CP-2024-01	Arkansas Traffic Safety Conference		

Section 5.1 - Grant Program Activity Reporting

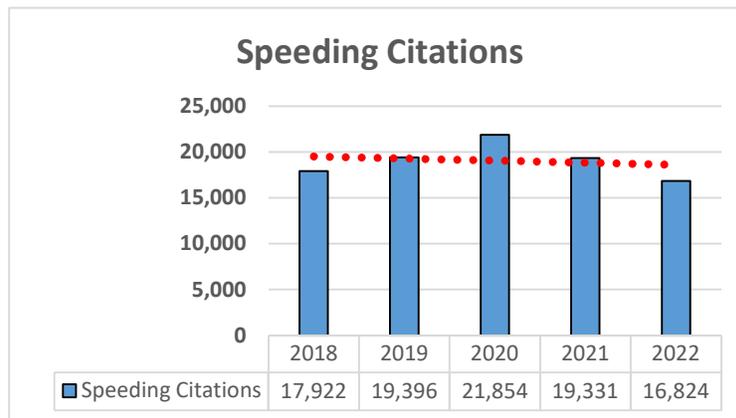
Number of **Seat Belt Citations** issued during grant funded enforcement activities.



Number of **Impaired Driving Arrests** made during grant funded enforcement activities.



Number of **Speeding Citations** issued during grant funded enforcement activities.



Section 5.2 - Target Progress from Previous Year

Progress towards meeting State performance targets from the previous fiscal year's HSP

Performance Measure:	2023 HSP				
	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source*/ FY23 Progress Results	On Track to Meet FY23 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-1) Total Traffic Fatalities	5 year	2019-2023	699.5	2017-2021 FARS 580.8	YES
Narrative: In spite of increased fatalities, the AHSO is on track to meet this goal - with a 5-year moving average of 580.8 for 2021 and 604.6 for 2022.					
C-2) Serious Injuries in Traffic Crashes	5 year	2019-2023	2,775.7	2017-2021 ARDOT 2,556.0	YES
Narrative: The AHSO is on track to meet this goal thanks primarily to new safety features in cars resulting in less serious injuries.					
C-3) Fatalities/VMT	5 year	2019-2023	1.858	2017-2021 FARS 1.595	YES
Narrative: In spite of reduced VMT in 2020 and more fatalities this appears to be holding. VMT and gas prices are rising so that may change but for now looks good.					
Note: For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY23 HSP.					
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2019-2023	251.2	2017-2021 FARS 191.0	YES
Narrative: AR Seat Belt law does not require all passengers to wear a seatbelt. AHSO implemented a new "High-Five" project to target rural counties and hopes this will help encourage more people to buckle up.					
C-5) Alcohol-Impaired Driving Fatalities	5 year	2019-2023	143.4	2017-2021 FARS 152.6	NO
Narrative: AHSO is on track to meet this goal. Our focus on this area with enforcement, sobriety checks, DWI Courts and education seems to be working.					
C-6) Speeding-Related Fatalities	5 year	2019-2023	147.3	2017-2021 FARS 140.0	YES
Narrative: Speed fatalities increased dramatically during COVID-as a result of less enforcement and a decline in the number of LE officers. AHSO is adding speed corridors in FY24 to help address this issue.					
C-7) Motorcyclist Fatalities	5 year	2019-2023	86.8	2017-2021 FARS 75.4	YES
Narrative: With gas prices increasing we do not see fatalities decreasing in this area.					

Section 5.2 - Target Progress from Previous Year

C-8) Unhelmeted Motorcyclist Fatalities	5 year	2019-2023	52.6	2017-2021 FARS 41.4	YES
Narrative: AR helmet law only applies to riders under 18 and does not mandate rider training. AHSO has added to FY24 programming in this area. We hope to get a certified MSF trainer in AR & more riders wearing helmets.					
C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes	5 year	2019-2023	78.3	2017-2021 FARS 64.0	YES
Narrative: Arkansas's has no Drivers Ed in schools and GDL laws are difficult to enforce. The laws does not monitor training or /supervised driving. AHSO has a project that will work in schools to provide education in this area for teens and parents.					
C-10) Pedestrian Fatalities	5 year	2019-2023	87.2	2017-2021 FARS 66.2	YES
Narrative: Infrastructure in AR is not conducive to pedestrian and biker safety. Emphasis is being placed on increasing awareness of AR laws and safety precautions. Plans to conduct walkability assessments for selected schools, colleges and communities are in the works along with increased community outreach efforts.					
C-11) Bicyclist Fatalities See Above	5 year	2019-2023	9.5	2017-2021 FARS 5.4	YES
Narrative: Same as Pedestrian above					
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	85.0	2022 State Survey 79.1	NO
Narrative: AR continues to struggle to increase belt use. Several new rural counties were added to the FY22 SB survey. The use rates in those counties were unexpectedly low. The AHSO plans to work to increase use rates in those areas. AHSO has implemented "High Five" programs in 5 rural AR counties and plan to add 5 more in FY24. These programs will combine education, engineering, and enforcement to increase seat belt use.					

Section 6.1 – Estimated 3-Year Funding Allocation by Planned Activity

Summary Table Estimated 3-Year Funding Allocation by Planned Activity

Unique ID	Planned Activity Name	FY2024	FY2025	FY2026	Unique ID	Planned Activity Name	FY2024	FY2025	FY2026
AL-2024-01	Judicial Training	150,000	157,500	165,375	OP-2024-06	Traffic Safety Non-Commercial Sustaining Announcement Eval Program	75,000	78,750	82,688
AL-2024-02	Traffic Safety/ Law Enforcement Training Project	640,000	672,000	705,600	OP-2024-07	Statewide Law Enforcement Liaison (LEL)	50,000	52,500	55,125
AL-2024-03	Traffic Safety Non-Commercial Sustaining Announcement Eval Program	75,000	78,750	82,688	OP-2024-08	Statewide Child Passenger Protection Project	600,000	630,000	661,500
AL-2024-05	Statewide Public Information and Education	1,250,000	1,312,500	1,378,125	OP-2024-10	Rural High Five Project	250,000	262,500	275,625
AL-2024-06	Local Selective Traffic Enforcement Projects (STEP)	980,100	1,029,105	1,080,560	OP-2024-11	Teen Drive Safety Project	400,000	420,000	441,000
AL-2024-07	Statewide Selective Traffic Enforcement Projects (STEP)	600,000	630,000	661,500	OP-2024-12	State Observation Seat Belt Survey	150,000	157,500	165,375
AL-2024-08	Mini-Selective Traffic Enforcement Projects (M-STEP)	700,000	735,000	771,750	OP-2024-13	Occupant Protection Program Management	305,000	320,250	336,263
AL-2024-09	BAC Intoximeter and Blood Testing Project	400,000	420,000	441,000	OP-2024-14	New Highway Safety Projects Based on Community Outreach & Engagement - TBD	300,000	315,000	330,750
AL-2024-10	Law Enforcement Training Academy BAT Sobriety Checkpoint Mobile Training	300,000	315,000	330,750	PA-2024-01	Planning and Administration	838,000	879,900	923,895
AL-2024-11	Statewide Law Enforcement Liaison (LEL)	50,000	52,500	55,125	PS-2024-01	Statewide Public Information and Education (PI&E)	300,000	315,000	330,750
AL-2024-12	Court Monitoring	150,000	157,500	165,375	PS-2024-02	Pedestrian/Bicycle Public Awareness Campaign	300,000	315,000	330,750
AL-2024-13	DWI Courts	400,000	420,000	441,000	PS-2024-03	Pedestrian/Bicycle Safety Project	200,000	210,000	220,500
AL-2024-14	Statewide In-Car Camera and Video Storage System	400,000	420,000	441,000	PS-2024-04	New Highway Safety Projects Based on Community Outreach & Engagement - TBD	300,000	315,000	330,750
AL-2024-15	Motor Vehicle Crash Toxicology Testing	377,300	396,165	415,973	PS-2024-05	Non-Motorized Traffic Safety Education (PS)	300,000	315,000	330,750
AL-2024-17	Alcohol and Other Drug Countermeasures Program Management	305,000	320,250	336,263	RS-2024-01	Professional Development ARDOT	20,000	21,000	22,050
AL-2024-18	Judicial Outreach Liaison (JOL)	100,000	105,000	110,250	RS-2024-02	Public Information and Education on Preventing Roadside Deaths and Injuries	400,000	420,000	441,000
CP-2024-01	Arkansas Traffic Safety Conference	100,000	105,000	110,250	SC-2024-01	Local Selective Traffic Enforcement Projects (STEP)	900,200	945,210	992,471
DD-2024-01	Statewide Public Information and Education (PI&E)	1,900,000	1,995,000	2,094,750	SC-2024-02	Statewide Selective Traffic Enforcement Projects (STEP)	746,500	783,825	823,016
DD-2024-02	Local Selective Traffic Enforcement Projects (STEP)	800,000	840,000	882,000	SC-2024-03	Mini-Selective Traffic Enforcement Projects (M-STEP)	500,000	525,000	551,250
DD-2024-03	Statewide Selective Traffic Enforcement Projects (STEP)	400,000	420,000	441,000	SC-2024-04	Statewide Public Information and Education (PI&E)	300,000	315,000	330,750
DD-2024-04	Local Selective Traffic Enforcement Projects (Mini-STEP)	600,000	630,000	661,500	SC-2024-05	New Highway Safety Projects Based on Community Outreach & Engagement - TBD	300,000	315,000	330,750
DD-2024-05	Teen Distracted Driving	150,000	157,500	165,375	TR-2024-01	eCrash Program Operations	200,000	210,000	220,500
DD-2024-06	New Highway Safety Projects Based on Community Outreach & Engagement - TBD	300,000	315,000	330,750	TR-2024-02	eCrash Training	300,000	315,000	330,750
MC-2024-01	Motorist Awareness Campaign	100,000	105,000	110,250	TR-2024-03	Electronic Traffic Crash Record Entry System Project (eCrash)	2,835,500	2,977,275	3,126,139
MC-2024-02	Motorcyclist Awareness/Outreach Program	200,000	210,000	220,500	TR-2024-04	EMS Data Injury Surveillance Continuation Project	100,000	105,000	110,250
OP-2024-02	Local Selective Traffic Enforcement Projects (STEP)	1,144,500	1,201,725	1,261,811	TR-2024-05	Electronic Citation System (eCite)	600,000	630,000	661,500
OP-2024-03	Statewide Selective Traffic Enforcement Project (STEP)	500,000	525,000	551,250	TR-2024-06	Traffic Records Professional Development & Crash Reconstruction	250,000	262,500	275,625
OP-2024-04	Mini-Selective Traffic Enforcement Projects (M-STEP)	700,000	735,000	771,750	TR-2024-07	Traffic Records Program Management	177,000	185,850	195,143
OP-2024-05	Statewide Public Information and Education (PI&E)	700,000	735,000	771,750		Total	26,469,100	27,792,555	29,182,183

Section 6.2 – High Five Survey Results

- 1. In your High Five Project, what do you see as the success or failures?**
 - Calhoun County: We noticed a great increase in seat belt usage.
 - White County: Success would be getting the message out and failure would be that our county is so big.
 - Monroe County: More drivers wearing seat belts.
- 2. What is the most significant traffic safety problem and/or violation in your area?**
 - Calhoun County: Distractive driving.
 - White County: Speed.
 - Monroe County: Speeding.
- 3. Are there any concerns regarding the current High Five Project that we can do differently to improve traffic safety in your experience?**
 - Calhoun County: I believe we had great results, and our officers enjoyed the program.
 - White County: Not sure that White Co. qualifies because we are so big. Better suited for smaller populations.
 - Monroe County: No, very good program.
- 4. What, if any, feedback has your organization received from the public based on the High Five Project activities?**
 - Calhoun County: Positive and negative feedback. Some do not believe seat belts are important and others believed it was making a difference.
 - White County: Positive comments from Facebook.
 - Monroe County: A lot of people think it's the Click It or Ticket program but are very pleased.
- 5. What is the public perception of the High Five Project in the community? How has it impacted the effectiveness of the High Five Project?**
 - Calhoun County: Most believed it was a good program and responded well to our social media outreach.
 - White County: N/A
 - Monroe County: Not much feedback.
- 6. What could be done differently, either by your organization or the Highway Safety Office to make the High Five Project more successful?**
 - Calhoun County: I believe it was a great success. We could have worked more hours, but staffing issues were a major factor for our organization.
 - White County: We should have made the pay separate from our regular pay, to get more participation.
 - Monroe County: More promoting with ads and maybe radio.
- 7. What do you feel is the goal of the High Five Project and enforcement mobilizations?**
 - Calhoun County: To make our streets safer and to keep people aware of the importance of seat belts.
 - White County: To get safety compliance and to show that we are invested in this.
 - Monroe County: To raise the awareness of seatbelt safety.
- 8. Do you have any other ideas or suggestions for your High Five Project that could improve your community or help address a significant traffic safety issue in your area?**
 - Calhoun County: We would like to work a distractive driving program to further help our community.
 - White County: Money should go towards road improvements.
 - Monroe County: Maybe more promotion of High Five.
- 9. Has the public offered any additional ideas or suggestions that they would like to see implemented?**
 - Calhoun County: Distracted driving.
 - White County: No.
 - Monroe County: Very little feedback from the public.

Section 6.3 – STEP Survey Results

1. In your STEP grant, what do you see as the success or failures?

- Lowell PD: Success in the number of collisions, speeding, reduced.
- Decatur PD: The success of our program is evident due to the diminished infractions that we saw at the beginning of the STEP Program. It makes it more difficult on my men trying to meet the recommended stops per hour.
- Cross Co. SO: The success is the availability of the program managers and their knowledge.
- Hot Springs PD: We have been working this Grant for decades and we have seen a significant amount of our DWI arrest go down in numbers drastically.
- Hope PD: The success of the STEP Grant has definitely minimized the amount of traffic violations committed by our citizens.
- NLR PD: It is an opportunity to get more officers involved with traffic enforcement and improve seatbelt usage and deter DWI's.
- Fort Smith PD: I consider the opportunity to offer our officers a chance at earning more money at their overtime rate while being given time to focus strictly on those traffic violations within our community that are causing property damage, injury, and unfortunately the loss of life at times. This program can also be utilized as a recruiting and retention tool as there are several departments abroad that do not allow or try to severely limit overtime for officers. Anytime we can focus on enforcement efforts involving those violations that are hurting my community and our officers are fairly compensated for such efforts, it's a success in my book. The only failure that comes to mind is the lack of cooperation. I believe we have so many young officers that they simply don't know what the STEP grant is and how simple it is to take part in. The failure rests on us supervisors for not making this program more known and educating our newer officers on the benefits of this program both for them personally and our community members. I would like to see more involvement.
- ASP-Troop J: I believe success in the STEP program helps reduce accidents, injuries, and fatalities.
- ASP-Troop B: Success; Increased presence on the roadways. In the past, activity requirement caused us to write some citations we should have but that has gotten better with some of the revisions.
- ASP-Troop H: Success--The grant helps make our roads safer and gives troopers extra money. Failure--the paperwork and all the rules associated with it can be a deterrent to working it.
- ASP-Troop D: Success - Uninterrupted time to stop violators and boost the financial standing for troopers.
- Bryant PD: With the grant we have been fortunate to be able to purchase new equipment that helps with our day-to-day operations. Our DWI arrests have really flourished over the past few years, and I believe this is directly related to the DWI STEP Grant.
- Marion PD: The program is successful.
- ASP-Troop E: Force multiplier for increased enforcement efforts with low manpower.
- ASP-Troop F: A reduction in no seatbelt violations in our area, but distracted driving violations are hard to observe in a marked patrol unit. Not being able to document criminal violations on ASP- 11 and distracted driving tickets.
- ASP-Troop K: I feel like anytime additional funding is provided for extra patrol is always a success. I feel sometimes that Troopers lock down on specific violations that particular overtimes target, that some hazardous violations are missed.
- Garland Co. Sheriff's Dept: Successes are keeping the county safe by arresting/ticketing DWI's, speeders etc. If I had to list failures, it's just the constant push of working the program and I am constantly trying to get new guys to join.
- ASP-Troop C: I see more people are wearing seat belts than before.
- Benton PD: Well, I'm having a hard time getting these younger officers to work STEP.
- ASP-Grants Coord: Failure to utilize e-Cite to benefit those in the field.
- Harrison PD: Success: raising the local seat belt usage rate through enforcement. Failures: number of hours worked annually by officers, specifically in the DWI enforcement.
- Sheridan PD: Our greatest success has been having more officers out on the street at one time to help be a visual deterrence. When the public sees more officers out, they are less likely to commit traffic infractions. Due to their being a reduction in traffic violations we have seen a reduction in major traffic accidents.
- Mtn. Home PD: Success, awareness of seat belt safety and distracted driving.
- Jonesboro PD: I believe we have had success with Speed and Distracted Driving Enforcement. Using to add additional officers in high crash areas to help reduce crashes.

Section 6.3 – STEP Survey Results

- Springdale PD: The usage of seatbelts and the car seat program.
- 2. What is the most significant traffic safety problem and/or violation in your area?**
- Lowell PD: Speeding
 - Decatur PD: Distracted driving, speeding, and seat belts are the most worked in our city. Although we have seen an improvement over this last year during the STEP Program.
 - Cross Co. SO: Speeding
 - Hot Springs PD: YTD we currently have 980 property damage only accidents.
 - Hope PD: Speeding has always been our biggest safety problem within our community.
 - NLR PD: We have seen an increase in people not using their safety belts.
 - Fort Smith PD: The most common violations that we see are traffic control device violations which have been an issue for the past two years or so. Ever since the end of the pandemic, we've noticed an increase in these violations and speeding.
 - ASP-Troop J: Speed is a major issue in our area with Interstate 40 running through our Troop.
 - ASP-Troop B: Distracted driving, followed by seat belt use and speed.
 - ASP-Troop H: Texting and Construction zones--unsafe lane changes and other driving behaviors
 - ASP-Troop D: Criminal Activity and Impaired Driving. Speed Overtime is the most worked overtime in our area.
 - Bryant PD: Speeding, Distracted Driving, and DWI's.
 - Marion PD: Speeding.
 - ASP-Troop E: Speeding, reckless driving, and distracted driving especially on I-530.
 - ASP-Troop F: Speeding and driver's not being completely focused on their driving, to many distractions either a physical item or mental focus.
 - ASP-Troop K: The combination of speed and distracted driving. Also traffic light infractions, following too close, and impeding traffic.
 - Garland Co. Sheriff's Dept: Stats show speed, but we also arrest a lot of DWI's. I see an alarming number of no insurance citations.
 - ASP-Troop C: I believe speeding and cell phone usage (distracted) are the most common safety problem.
 - Benton PD: Drugged driving I believe is the most safety problem we have.
 - ASP-Grants Coord: Speeding, reckless driving, and drivers on their phones.
 - Harrison PD: Speeding and failure to yield.
 - Sheridan PD: If you look at our eCite entries it will show you that speeding is our #1 violation by a long shot. However, if you sit and watch traffic, I believe that distracted driving is our most severe and prominent traffic violation.
 - Mtn. Home PD: Speeding and seat belt violations.
 - Jonesboro PD: Speeding
 - Springdale PD: In our city, it is speeding, having no driver's license, and disobeying red lights.
- 3. Are there any concerns regarding the current STEP grant that we can do differently to improve traffic safety in your experience?**
- Lowell PD: No
 - Decatur PD: The program is doing what it was designed to accomplish, and the men overseeing the different agencies have been great at answering questions and helping where needed.
 - Cross Co. SO: No.
 - Hot Springs PD: We have been very successful with what we have given, and it seems to be working.
 - Hope PD: I believe the STEP Grant has greatly improved our traffic conditions in our great city. It seems to be working really well.
 - NLR PD: No.
 - Fort Smith PD: One of the most common issues our officers run into is hearing priority calls dispatched over the radio near their current location but feeling that they can't respond to said call due to the fact that they're operating on STEP time. It would be nice that so long as the officer's project goals are met within the time frame scheduled, there would be no issue for them to respond to other calls for service called in by citizens should one of priority be dispatched near that officer's area. As we do it now, the officer must document when they respond to that call

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and when they leave the call. They then have to document the time they spent on that call and turn in a separate overtime form and document the exact times they were on the STEP program. It can be complicated for officers at times. What this should NOT turn into are officers responding to calls for services from citizens on the dime of the STEP grant program. It would only be high priority calls such as domestic violence, active fights/assaults, officers in need of assistance, in progress calls, etc., and the officer would know not to clear the call as the primary so they could return to their STEP duties as quickly as possible.

- ASP-Troop J: More speed enforcement and no time restrictions on working it.
 - ASP-Troop B: None.
 - ASP-Troop H: less paperwork and rules associated.
 - ASP-Troop D: Unrestricted times for all forms of overtime. Some areas need worked more than the allowed times.
 - Bryant PD: Finding more incentives for Officers to work STEP. They can make more money working off duty than they can working STEP.
 - Marion PD: Remove the hour restrictions for when types of enforcement can be worked.
 - ASP-Troop E: I think greater emphasis on speed enforcement.
 - ASP-Troop F: Providing access to totally unmarked or "ghost car" to blend in better with traffic for those that would be interested in using it just for STEP enforcement.
 - ASP-Troop K: I feel like if we need to focus on all hazardous violations. Also adding other hazardous violations in activity log
 - Garland Co. Sheriff's Dept: We are very pleased with the program and proud to be a part of it. No concerns
 - ASP-Troop C: I believe it would be beneficial to use aircraft and possibly more low-profile vehicles.
 - Benton PD: Not that I can think of.
 - ASP-Grants Coord: N/A
 - Harrison PD: None that I can think of.
 - Sheridan PD: We are a very small town of only 5,000 people. Most days it is not a problem to meet our contact requirements but every now and then we fail to meet the requirement. I just hope that the days we do not meet the required contacts per hour are not held against us due to not having a large population or geographical jurisdiction to work with.
 - Mtn. Home PD: None.
 - Jonesboro PD: There are no concerns with the STEP grant.
 - Springdale PD: No concerns
- 4. What, if any, feedback has your organization received from the public based on the STEP grant activities?**
- Lowell PD: The public has commented on the visibility.
 - Decatur PD: Because my men are very active and proactively stopping violations, I get many complaints of why we are worried about seat belt infractions, or speeding infractions instead of chasing bad people. We have been recognized by some of the public to make sure you don't violate any of the laws in Decatur or they will stop you. So, the program works, whether they like it or not.
 - Cross Co. SO: The increased visibility and presence of law enforcement.
 - Hot Springs PD: It has been very positive especially when we can target areas of complaints outside of the normal working hours.
 - Hope PD: Some citizens like the idea of more traffic enforcement, as they understand the need for safety, while others prefer less.
 - NLR PD: None.
 - Fort Smith PD: I don't believe the general public is very aware of the STEP grant program itself, but we have received countless thanks from community members when they see us in our problematic areas with concern to traffic. They may not know that the officer is working the STEP program, but they are thankful nonetheless for the enforcement efforts.
 - ASP-Troop J: When we conduct step enforcement, people compliment us thanking us for doing the extra work.
 - ASP-Troop B: None.
 - ASP-Troop H: N/A
 - ASP-Troop D: The public in our area loves seeing troopers working in their community. Criminal activity is high.
 - Bryant PD: When posted on social media the response is mostly positive. There are a few negative responses.

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- Marion PD: We have not received any feedback that I am aware of.
 - ASP-Troop E: I haven't heard of any. I'm not sure most people know it's something we do.
 - ASP-Troop F: Complaints about drivers speeding and being distracted by some type of handheld device.
 - ASP-Troop K: I have not received any feedback from the public.
 - Garland Co. Sheriff's Dept: Citizens see us more on the roadways arresting/ticketing violators and are appreciative.
 - ASP-Troop C: The conversations I have heard say that they are glad that we get out and actively enforce left lane violations and cell phone violations.
 - Benton PD: Just about every time I work Seatbelt, there's usually someone that complains and makes some sort of comment about having better things to do than issues seatbelt tickets.
 - ASP-Grants Coord: The public don't know what STEP is, they just get the end product...a ticket or warning.
 - Harrison PD: Positive feedback on the issuing of child safety seats and clinics.
 - Sheridan PD: Our community is not very supportive of the Seat Belt Enforcement, but they are extremely supportive of the Distracted Driving, Speed, and DWI Enforcements that we do. Our Facebook post get lots of positive feedback and we get lots of feedback when we do DWI checkpoints. Our local's want us to do more, we have to explain we only have so much funding to do the added enforcement, however.
 - Mtn. Home PD: Positive Feedback.
 - Jonesboro PD: None
 - Springdale PD: We received positive feedback from the community when we directed STEP enforcement.
- 5. What is the public perception of the STEP grant in the community? How has impacted the effectiveness of the STEP?**
- Lowell PD: The public has been made aware of the program and support it.
 - Decatur PD: Most of our citizens appreciate the extra officers on the street working because they recognize that even if we are not dealing with everyone doing wrong, there is no telling how many wrongful persons decided to go somewhere else due to the officers being seen on duty.
 - Cross Co. SO: Welcoming for the most part. Their perception has helped increase officer effectiveness.
 - Hot Springs PD: They understand the importance of traffic safety and having a constant reminder of risk factors has made them more aware. With that being said DWI and Seat belts which were very easy to get are now being more difficult to locate.
 - Hope PD: The public has noticed and most realize the importance of safety enforcement. I believe our citizens are aware that our Officers are out and about thus minimizing the amount of traffic violations.
 - NLR PD: When we have manpower and can get out and effectively conduct traffic enforcement, we typically see seatbelt usage increase.
 - Fort Smith PD: As mentioned above, our enforcement efforts are received positively by the community whether they know that the officer is operating under the STEP grant program or not. With regards to the second question, anytime the community supports their police department or a particular program they're participating in, it's a positive thing and proves effectiveness.
 - ASP-Troop J: We get positive feedback, and we are often told they appreciate the effort we put into it.
 - ASP-Troop B: I'm not sure they even realize it is there although it has been discussed.
 - ASP-Troop H: They see more troopers working than if it wasn't available.
 - ASP-Troop D: The public likes seeing the troopers in their area. STEP allows time for the troopers to work their area.
 - Bryant PD: Bryant PD has always been known for their aggressive traffic enforcement. Residents favor it.
 - Marion PD: Often the public seems to feel that the police need to be worried more about crime and less about traffic.
 - ASP-Troop E: Again, I don't think many people in our area know what it is.
 - ASP-Troop F: They like to complain about troopers writing too many tickets, but "writing too many tickets" has reduced the number of no seatbelt violations in our area.
 - ASP-Troop K: The public in general are not aware of the STEP grant.
 - Garland Co. Sheriff's Dept: The public has seen an impact on the reduction of crime when STEP units are making stops.

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- ASP-Troop C: The public that I have spoken with are glad we are actively pulling vehicles over for cell phone violations.
 - Benton PD: Some think it is a waste of time and we should have better things to do.
 - ASP-Grants Coord: Unknown.
 - Harrison PD: Generally, well perceived, allows officers to conduct their enforcement patrols with less negative feedback.
 - Sheridan PD: Like I mentioned above, our community likes all of the enforcement operations with the exception of the Seat Belt Enforcement. I think having the community support has encouraged our officers to get out and be more proactive.
 - Mtn. Home PD: Positive feedback, DWI Checkpoints.
 - Jonesboro PD: They public really seems to like the DWI Mobilizations because of the high visibility of Officers.
 - Springdale PD: Its good especially in the areas that request extra traffic enforcement.
- 6. What could be done differently, either by your organization or the Highway Safety Office, to make the STEP grant more successful?**
- Lowell PD: Possibly DUI check points.
 - Decatur PD: I believe more advertisements throughout the state, advising that the STEP program is active and what we are looking for at the time.
 - Cross Co. SO: Our agency needs to have more officers involved in working the program.
 - Hot Springs PD: Make it easier to communicate with our coordinators. The website itself is not user friendly and can become difficult to navigate.
 - Hope PD: More effort on our part to work traffic safety.
 - NLR PD: The only way that we could make the STEP Grant more successful is to have adequate staffing so officers can actually work Step versus covering numerous shifts.
 - Fort Smith PD: SEE QUESTION #3
 - ASP-Troop J: More speed overtime, more lpv's, less hour restrictions.
 - ASP-Troop B: No suggestions.
 - ASP-Troop H: Already discussed.
 - ASP-Troop D: Easier forms and data collection. Entering each stop on two forms takes time away from the trooper working.
 - Bryant PD: More incentives to work it. In the past I recommended paying "Double time and a half".
 - Marion PD: I am not sure.
 - ASP-Troop E: With the changes coming in OT, it would be good for STEP and the regular OT to be available.
 - ASP-Troop F: Possibly bringing back the "saturation" or adding a "criminal activity" category that way those units working together could focus on criminal activity in their community. This could be a tool used to reduce the amount criminal activity in our local communities.
 - ASP-Troop K: Expanding target violations to include all hazardous violations.
 - Garland Co. Sheriff's Dept: I think the program is going well and getting equipment yearly is very appreciated.
 - ASP-Troop C: I believe more unmarked vehicles or low-profile vehicles would be something that could be done.
 - Benton PD: Not real sure.
 - ASP-Grants Coord: If an officer is on e-Cite he should be allowed to pull his activity from the system weekly and submit it with his time sheet rather than having to individually list his stops. This saves time and allows him to focus more on enforcement, rather than paperwork. This information is already in the database.
 - Harrison PD: I cannot think of anything.
 - Sheridan PD: I think if there were a way to add more violations on the daily worksheet that counted towards our numbers that would help. One thing we could do locally is more closely monitor our officers who work STEP overtime. The officers who have issues meeting hourly contact requirements might have some of their allotted hours pulled and given to an officer who exceeds their hourly contact requirements.
 - Mtn. Home PD: Have more officers working it.
 - Jonesboro PD: Nothing at this time.
 - Springdale PD: To engage the community more with the program.

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7. What do you feel is the goal of the STEP grant and enforcement mobilizations?

- Lowell PD: Enhance Traffic Safety in communities by visibility, education, and citations.
- Decatur PD: The goal is to make the city street safer for everyone, drivers, and passengers even pedestrians.
- Cross Co. SO: Increased safety of motorist and our community.
- Hot Springs PD: To remind the public of the risk factors that are associated with the violations and that we are actively teaching and enforcing about those laws.
- Hope PD: To promote safety and security to our citizens.
- NLR PD: The purpose is to deter actions (DWI/Speeding/Distracted Driving and lack of seatbelt usage that leads to more traffic collisions.
- Fort Smith PD: To increase the safety of all of those that travel on our roadways and thoroughfares and to hopefully see a year where no person loses their life to a traffic violation.
- ASP-Troop J: To reduce accidents, reduce injuries and fatalities in traffic accidents.
- ASP-Troop B: To increase the safety of our roads.
- ASP-Troop H: Make the roadways safer for the public via more visibility and enforcement.
- ASP-Troop D: To increase traffic safety in our areas and reduce fatal collisions.
- Bryant PD: To keep the public constantly aware of safe driving habits and drive responsibly.
- Marion PD: To increase safe driving and reduce accidents.
- ASP-Troop E: Force multiplier and targeted enforcement while allowing troopers to earn extra income.
- ASP-Troop F: Reducing the number of fatal and serious injury crashes that result from drivers being impaired, distracted, not properly restrained or speeding.
- ASP-Troop K: I feel like the goal is to increase enforcement to provide the citizens safer travels through the state.
- Garland Co. Sheriff's Dept: To make our street safer by arresting DWI's and slowing motorist for speed and stopping the distracted driving in our area.
- ASP-Troop C: I feel the goal is to get violators to buckle up and put their phones down while operating a vehicle.
- Benton PD: To lower the traffic violation for whatever mobilization that is going on.
- ASP-Grants Coord: To add more visibility of law enforcement officers on the road and to backup national traffic campaigns.
- Harrison PD: To improve highway safety and to enable more children to be properly restrained in approved child safety seats.
- Sheridan PD: I feel like the goal is to promote traffic safety which will in turn reduce not only major traffic accidents but all traffic accidents.
- Mtn. Home PD: Bring awareness to DWI, S/B and Distracted/Texting While Driving.
- Jonesboro PD: To promote education and awareness to the community of the dangers of driving a certain way.
- Springdale PD: To help reduce traffic issues in the city and raise awareness about the issues.

8. Do you have any other ideas or suggestions for your STEP grant that could improve your community or help address a significant traffic safety issue in your area?

- Lowell PD: DUI check points, unlicensed driver check points.
- Decatur PD: We strive to complete our mission which is to patrol and deter people from making decisions that will make it dangerous for themselves or others. We do this as politely and efficiently as possible.
- Cross Co. SO: No.
- Hot Springs PD: Again, just with the website and the navigation.
- Hope PD: I believe if we were able to work more traffic areas, the amount of accidents would be reduced.
- NLR PD: No.
- Fort Smith PD: No.
- ASP-Troop J: We need more public awareness on the dangers of distractive driving. It's bad but hard to prove.
- ASP-Troop B: None.
- ASP-Troop H: Construction zone and distracted driving overtime.
- ASP-Troop D: Possibly time to focus on criminal activity. The communities can benefit allowing time for the troopers to work on criminal activity.
- Bryant PD: Just continued support of the program and the extra funds to purchase expensive equipment that couldn't be purchased without the funds provided by the STEP Grant.

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- Marion PD: No.
 - ASP-Troop E: Maybe encourage STEP overtime to be worked as part of saturations, especially for DD.
 - ASP-Troop F: Providing a column to document distracted driving tickets and criminal charge tickets on the ASP -11.
 - ASP-Troop K: A lot of the general public's complaints are disregarding traffic signals and stop signs. Also impeding the flow of traffic. I feel like we need to broaden the activity to address all hazardous violations.
 - Garland Co. Sheriff's Dept: The community letting us know where they are seeing an increase on traffic issues.
 - ASP-Troop C: I believe more unmarked vehicles would be a great idea or gather more officers and saturate problem areas.
 - Benton PD: Not really
 - ASP-Grants Coord: I'm always being asked if we have promotional items for school presentations. We have gotten away from educating the youth of our state.
 - Harrison PD: None.
 - Sheridan PD: One thing I would like to see is more community awareness materials pushed out. We received a Seat Belt Enforcement banner to hang but we do not have a banner for the other 3 mobilizations. I think our community likes to see what we are working on plus it is another reminder to the community of the laws we are working extra to enforce. Possibly create a handout that has the supreme court case giving us the authority to conduct sobriety checkpoints to hand out to the 2-3 people that claim we are violating their rights.
 - Mtn. Home PD: No.
 - Jonesboro PD: None
 - Springdale PD: No
- 9. Has the public offered any additional ideas or suggestions that they would like to see implemented?**
- Lowell PD: No.
 - Decatur PD: Nothing that would be acceptable. Example (quit stopping people for no seatbelts).
 - Cross Co. SO: Continued presence which ultimately results in a safer community.
 - Hot Springs PD: None have come forward to us with any suggestions.
 - Hope PD: Not to my knowledge, but I believe most are empathetic to the Officers and try to abide with our traffic regulations.
 - NLR PD: No.
 - Fort Smith PD: Not to my knowledge.
 - ASP-Troop J: The public complains a lot about speeders and distractive drivers. They want more enforcement.
 - ASP-Troop B: No.
 - ASP-Troop H: N/A
 - ASP-Troop D: Time spent more on criminal activity.
 - Bryant PD: Most Bryant residents want more traffic control in their areas and neighborhoods. Their suggestions are always to hire more Officers and pay Officers more.
 - Marion PD: No.
 - ASP-Troop E: No.
 - ASP-Troop F: None, other than giving us permission to park in their driveways to reduce the number of drivers speeding.
 - ASP-Troop K: No
 - Garland Co. Sheriff's Dept: None that I am aware of.
 - ASP-Troop C: The public that I have spoken with want more left lane violators stopped.
 - Benton PD: No
 - ASP-Grants Coord: No.
 - Harrison PD: No.
 - Sheridan PD: We have not had any suggestions from the public, just praises on what we are doing. They tell us to keep up the good work.
 - Mtn. Home PD: None that I'm aware of.
 - Jonesboro PD: No.
 - Springdale PD: No it is generally request for more enforcement in their area.

Section 6.4 – Mini-STEP Survey Results

1. In your Mini-STEP grant, what do you see as the success or failures?

- Stone Co. Sheriff's Office: I see the Mini-STEP Program as a success, it shows the public that we are concerned with their safety to have officers out looking out for their welfare.
- Barling PD: The participation in our officers
- Jackson Co. Sheriff's Office: It allows our officers to take more action on traffic enforcement.
- Monticello PD: The success of the grant has made our community more aware of safe driving. The safer they drive, the less of being pulled over, receiving citations, and having accidents.
- Prairie Grove PD: I see the information sharing and notifications to the public as a success and educational. Many people know the laws, but seeing additional enforcement and community engagement is more of a success.
- Mtn. View Police: I think officer visibility is a success. I see discussion on our social media of it.
- Newton Co. Sheriff's Office: Successes are increased visibility and enhanced safety. Also, the ability for my deputies to work overtime, which I haven't identified any failures other than the paperwork is difficult.
- Clarksville PD: Success: Officers increase their visibility which makes the roadways safer during certain periods.
- Forrest City PD: We have had great success with getting seatbelt, no drivers license, and speeders to slow down.
- Pine Bluff PD: Some of the failures are due to larger and smaller law enforcement agencies not working together to saturate communities in need of traffic enforcement. I believe the success of the Mini-STEP grant is the fact that it reduces the number of fatal collisions occurring each year. It also reduces the number of repeat offenders and enhances traffic safety.
- Goshen PD: The success is our grant is the speed portion, we make the stops for the others, but they generally obey traffic safety laws.
- Independence Co Sheriff's Office: We have had success in our mini step grant. We have an increase in safety belt usage.
- Boone Co. Sheriff's Office: We are fortunate enough, as a county, to have the money to pay our Deputies as they work - Unfortunately smaller counties in our area can not pay their Deputies until they receive their money from the grant, which can be 2 or 3 months behind.
- Alexander PD: I believe it has all been a success with the exception of the DWI Mini-Steps. It is difficult to motivate.
- Hazen PD: I see that it allows agencies that couldn't afford overtime to some officers that it makes it available to them.

2. What is the most significant traffic safety problem and/or violation in your area?

- Stone Co. Sheriff's Office: Driving while intoxicated is our most prominent issue, and distracted driving.
- Barling PD: Speeding
- Jackson Co. Sheriff's Office: Speeding
- Monticello PD: Our main problem would be speeding in our area,
- Prairie Grove PD: Speeding driver's is by far the most significant and most complained about from citizens.
- Mtn. View Police: inattentive driving, paying attention to cell phones, music, whatever is in the back seat.
- Newton Co. Sheriff's Office: Motorcycle accidents
- Clarksville PD: Speeding
- Forrest City PD: Speeding.
- Pine Bluff PD: Within the city limits of Pine Bluff Arkansas, we have speeding problems.
- Goshen PD: Speed is the most significant traffic safety issue in the Goshen area.
- Independence Co Sheriff's Office: We see safety belt usage as an issue however, it does increase for a period of time after the step.
- Boone Co. Sheriff's Office: DWI & Distracted Driving & Speeding
- Alexander PD: Seat belt and speeding.
- Hazen PD: I would say speeding and lack of requirements of having to have a police officer during road construction. That's where most of your accidents come from the back up.

3. Are there any concerns regarding the current Mini-STEP grant that we can do differently to improve traffic safety in your experience?

- Stone Co. Sheriff's Office: not that I can think of

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- Barling PD: None at this time
 - Jackson Co. Sheriff's Office: N/A
 - Monticello PD: No, we are very satisfied.
 - Prairie Grove PD: We have no concerns, maybe just more speed mobilizations as that is our biggest complaint.
 - Mtn. View Police: no, I think this helps, we put it out in public through social media and visibility.
 - Newton Co. Sheriff's Office: Not that I have identified.
 - Clarksville PD: No concerns
 - Forrest City PD: Not at this time.
 - Pine Bluff PD: The Pine Bluff Police Department has major traffic enforcement concerns. Due to manpower shortage, we have temporarily disbanded our Traffic Division, with high hopes of bringing the division back soon. We would like assistance from the Arkansas State Police during our speed and DWI enforcement.
 - Goshen PD: No concerns
 - Independence Co Sheriff's Office: No
 - Boone Co. Sheriff's Office: N/A
 - Alexander PD: I think another speeding enforcement should be added.
 - Hazen PD: During road construction in the agencies area make it available for the officers to provide blue lights and safety to the construction crews.
- 4. What, if any, feedback has your organization received from the public based on the Mini-STEP grant activities?**
- Stone Co. Sheriff's Office: The public likes to see us out there helping with traffic issues, great feedback so far.
 - Barling PD: I believe it has positive feedback.
 - Jackson Co. Sheriff's Office: N/A
 - Monticello PD: On our social media, we have very good response to our posts. People will like and share our post.
 - Prairie Grove PD: We generally receive positive feedback from the public and even more request to do more mobilizations.
 - Mtn. View Police: Mostly good, you always have those who get stopped that are against police activities.
 - Newton Co. Sheriff's Office: Very little other than some social media comments about increased presence. Overall, very supportive
 - Clarksville PD: The community has expressed that they like the high visibility enforcement for DWI's.
 - Forrest City PD: Well, for the most part positive, but there is always push back when your stopping multiple cars.
 - Pine Bluff PD: The community has embraced the much-needed traffic enforcement performed by our agency during the Mini-STEP.
 - Goshen PD: Positive Feedback
 - Independence Co Sheriff's Office: The only thing we have had is people complaining about getting citations.
 - Boone Co. Sheriff's Office: Most people love seeing the extra patrol in the area.
 - Alexander PD: Lots of complaints over citation, but it is to be expected. We get a lot of praise for being proactive.
 - Hazen PD: None
- 5. What is the public perception of the Mini-STEP grant in the community? How has impacted the effectiveness of the Mini-STEP?**
- Stone Co. Sheriff's Office: The majority of the public likes it, there is some opposition of the seatbelt law but there is always going to be some criticism.
 - Barling PD: Unsure at this time
 - Jackson Co. Sheriff's Office: Overall, I believe the public perception has been positive.
 - Monticello PD: The community sees more law enforcement presence in our town and makes them more aware and cautious of certain laws that are taken.
 - Prairie Grove PD: Most view it positively and like seeing additional enforcement out on the roadways.
 - Mtn. View Police: I think it's effective, we have been able to get DWI's before the accidents occur.
 - Newton Co. Sheriff's Office: Very supportive

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- Clarksville PD: Based on social media reactions, the majority perception is positive. Word of enforcement is spread.
- Forrest City PD: Great especially for neighborhoods with speeding.
- Pine Bluff PD: The community wants to see more proactive police enforcement presence. The traffic violations have reduced some, but extra enforcement is needed.
- Goshen PD: The public is mixed, some believe we are fulfilling a quota, and others know the specifics.
- Independence Co Sheriff's Office: Most people like it and enjoy seeing our deputies out more.
- Boone Co. Sheriff's Office: N/A
- Alexander PD: Most love the program. Those getting cited tend to complain in the office and on social media.
- Hazen PD: They notice more officers out during the designated time.

6. What could be done differently, either by your organization or the Highway Safety Office, to make the Mini-STEP grant more successful?

- Stone Co. Sheriff's Office: I can't think of any.
- Barling PD: Nothing at this time
- Jackson Co. Sheriff's Office: N/A
- Monticello PD: We could always use more officers to work the overtime to be out on the streets making more progress of safe driving.
- Prairie Grove PD: I think that the continued advertisement and mobilizations will continue to make driver's more aware and cautious while on the road.
- Mtn. View Police: nothing I think it runs well.
- Newton Co. Sheriff's Office: Easier paperwork
- Clarksville PD: HSO could offer more sole officer-based incentives.
- Forrest City PD: Nothing at this time.
- Pine Bluff PD: It would be beneficial for our agency to participate in the FULL-STEP, instead of the MINI-STEP, due to the high volume of complaints from concerned citizens and traffic infractions being committed.
- Goshen PD: Nothing.
- Independence Co Sheriff's Office: I am trying to get more employees involved in it.
- Boone Co. Sheriff's Office: The people that we get in contact with are beyond helpful and kind; however, the website itself is not user friendly. Also understand there is a lot of paperwork that goes into this grant, but the 2-3 month wait to submit to get paid is excessive.
- Alexander PD: N/A
- Hazen PD: I think it's running great.

7. What do you feel is the goal of the Mini-STEP grant and enforcement mobilizations?

- Stone Co. Sheriff's Office: to reduce accidents/deaths/injuries of the public due to not paying attention while operating a motor vehicle.
- Barling PD: To make drivers more aware of how they operate a motor vehicle.
- Jackson Co. Sheriff's Office: To increase officer visibility while conducting enforcement activities to reduce traffic crashes.
- Monticello PD: The goal for us is to enforce the law more and make our community feel safe.
- Prairie Grove PD: To educate the public on current laws and to persuade drivers to drive more carefully and lawfully.
- Mtn. View Police: to help eliminate the traffic conditions and hazards that cause accidents and the loss of life.
- Newton Co. Sheriff's Office: To improve safety on area roadways.
- Clarksville PD: High Visibility Enforcement to deter certain types of safety violations or criminal activity.
- Forrest City PD: I feel the goal is to make city safer and to ensure the citizens we're trying to make them safe by.
- Pine Bluff PD: The goal is to promote traffic safety while educating the community.
- Goshen PD: The goal is to be seen enforcing traffic safety and remain safe while doing so.
- Independence Co Sheriff's Office: Making Arkansas roadways safer.

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- Boone Co. Sheriff's Office: To bring awareness to the community during times where accidents and traffic violations are the highest. We hope that us pushing the enforcement and bringing awareness will save someone's life.
 - Alexander PD: To improve traffic safety within the communities.
 - Hazen PD: Let's law enforcement be more visible during the times.
- 8. Do you have any other ideas or suggestions for your Mini-STEP grant that could improve your community or help address a significant traffic safety issue in your area?**
- Stone Co. Sheriff's Office: None
 - Barling PD: None at this time
 - Jackson Co. Sheriff's Office: N/A
 - Monticello PD: Speeding and reckless driving is our main concern, so we can always have more traffic safety mobilizations as such.
 - Prairie Grove PD: Most responses are positive for the mobilizations and are requested more often. Maybe more speed mobilizations.
 - Mtn. View Police: nope, news, social media, tv broadcasts and police visibility seems to work.
 - Newton Co. Sheriff's Office: Make the paperwork easier.
 - Clarksville PD: Provide a list of equipment that has been approved in the past.
 - Forrest City PD: None at this time.
 - Pine Bluff PD: More speed enforcement is needed in our community.
 - Goshen PD: Another Speed STEP throughout the year, 1 is not enough.
 - Independence Co Sheriff's Office: No.
 - Boone Co. Sheriff's Office: N/A
 - Alexander PD: More speeding enforcement.
 - Hazen PD: Look into the road construction issues. I know the Highway Police is paid to do so but they are shorthanded and maybe could be passed down to local agencies.
- 9. Has the public offered any additional ideas or suggestions that they would like to see implemented?**
- Stone Co. Sheriff's Office: No.
 - Barling PD: None
 - Jackson Co. Sheriff's Office: No.
 - Monticello PD: Neighborhood safety is an idea to implement more. Trespassing, stealing, and soliciting in the neighborhoods is becoming more of a problem.
 - Prairie Grove PD: None that we are aware of other than having more mobilizations.
 - Mtn. View Police: nothing useful
 - Newton Co. Sheriff's Office: No
 - Clarksville PD: No, not that we have been made aware of.
 - Forrest City PD: No.
 - Pine Bluff PD: The public has addressed concerns and they want to see enforcement of expired vehicle tags, no vehicle tags and operating with no insurance.
 - Goshen PD: No input has been offered.
 - Independence Co Sheriff's Office: No.
 - Boone Co. Sheriff's Office: N/A
 - Alexander PD: N/A
 - Hazen PD: None

Section 6.5 – General Agreement Survey Results

- 1. In the project or program area for your grant, what do you see as the success or failures?**
 - ARDOT: We use it for professional development. This allows us to not only see new technology and how other states do things, but it allows us to make connections and develop professional relationships with other Traffic.
 - AR Dept. of Health, Office of Alcohol Testing: I only see successes with the grant. If our office did not receive the funds, there is no way that we would have any travel to conferences and meetings.
 - AR Children’s Hospital, Teen Driving: A success is a good, working partnership with the AHSO. We feel valued and the work we do on behalf of the AHSO for the state doesn't go unnoticed and is recognized by our sponsor.
 - DPS, IT: Success is giving the ability to access applications to ensure accurate data quality and submission for LEO 's throughout the State.
 - Black River Tech: Our promotion and enforcement activities in the BAT Mobile have proven effective in reducing the number of impaired drivers in the areas we serve on a regular basis. The failure is our inability to have the Sobriety Checkpoint Technician Course as mandatory training in all of the law enforcement academies throughout the state.
 - Administrative Office of the Courts: Great success in terms of Arkansas District Judges receiving high-quality education on traffic safety matters.
 - AR Children’s Hospital, Child Passenger Safety: Success: number of classes and people trained. Failure: not sure consider it a failure, just a continuing challenge and that is tweens.

- 2. What do you think is the most significant traffic safety problem and/or violation in Arkansas?**
 - ARDOT: Distracted driving.
 - AR Dept. of Health, Office of Alcohol Testing: DWI
 - AR Children’s Hospital, Teen Driving: Distracted, speeders, novice/teen drivers, and uninformed parents all contribute to big safety problems in AR.
 - DPS, IT: Distracted driving and constructions zones.
 - Black River Tech: Speeding and distracted driving are equally problematic in the state.
 - Administrative Office of the Courts: This seems to vary and has evolved. Drunk driving is still a concern, broadened to impaired driving and the impact of many drugs. Masking, and high-speed driving, along with distracted driving are all in the mix.
 - AR Children’s Hospital, Child Passenger Safety: Children not being properly restrained in motor vehicles.

- 3. Are there any concerns regarding your current project or program that we can do differently to improve traffic safety in your experience?**
 - ARDOT: No.
 - AR Dept. of Health, Office of Alcohol Testing: No- I find this process very straight forward. Our coordinator is a tremendous help at all times.
 - AR Children’s Hospital, Teen Driving: I believe when we have asked for different things within our program, it has been granted. For instance, in 2020, we asked for additional counties to address equity and inclusion in counties with high minority populations and/or underserved, it was granted.
 - DPS, IT: Follow up with agencies to make sure they are utilizing the eCrash application correctly and work with the agencies to fill in any knowledge gaps they may have to which is keeping them from utilizing the eCrash application.
 - Black River Tech: Many smaller departments who would like to use our program on a regular basis are hindered because they do not qualify for STEP grants due to having too few full-time officers.
 - Administrative Office of the Courts: No. We are very grateful to the ASP and NHTSA for broad and deep collaboration. We appreciate ideas from Chip and the many people we work with.
 - AR Children’s Hospital, Child Passenger Safety: Getting our law upgraded to 8 or 80 and having a rear-seat requirement for all children under 13.

- 4. What is the public perception of your project or program in the community? Has this impacted the effectiveness of the project or program?**
 - ARDOT: N/A
 - AR Dept. of Health, Office of Alcohol Testing: I don't know the perception since we don't engage with the community. I do know that the law enforcement agencies are very appreciative of the work we are able to perform using the grant funds.

Section 6.5 – General Agreement Survey Results

- AR Children’s Hospital, Teen Driving: The perception of our program, within schools that participate, has been welcoming, after we listen to them, engage in their communities, while clearly explaining our cause.
 - DPS, IT: From the feedback we have received from Local Agencies, the eCrash application has been a welcome improvement to the crash reporting system. For the public / community they are provided a better legible report in a timely manner for their needs.
 - Black River Tech: The public is very supportive of our program and the work we do. Most of the driving public realize the danger that impaired driving poses to them and their family members.
 - Administrative Office of the Courts: Respecting the goal of public participation and engagement, most of our Judicial Education is fairly discreet. If there are ways, we can assist with this, please let us know.
 - AR Children’s Hospital, Child Passenger Safety: Public perception is that we are a car seat distribution program. It has not impacted the effectiveness.
- 5. What could be done differently, either by your organization or the Highway Safety Office, to make your project or program more successful?**
- ARDOT: Improve the eGrant tool. It is very hard to use.
 - AR Dept. of Health, Office of Alcohol Testing: I wish that we could send more than 2 people to each training. We are small office, and the training is applicable to everyone.
 - AR Children’s Hospital, Teen Driving: The continued and timely support for each organization is needed.
 - DPS, IT: Highway Safety could take a more active role with the local agencies across the state to get more buy-in in from the agencies and work to improve communication of the eCrash application.
 - Black River Tech: We feel that the Arkansas State Police Highway Safety Office has always been fully supportive of our program and work diligently to assist the BAT Program.
 - Administrative Office of the Courts: We all need to keep evolving what we do and how we do it to ensure the highest quality educational outcomes.
 - AR Children’s Hospital, Child Passenger Safety: Allow us to hire more people.
- 6. What do you feel is the goal of your AHSO grant?**
- ARDOT: See question #1.
 - AR Dept. of Health, Office of Alcohol Testing: To support our efforts and improving our program in regulating DWI testing in AR.
 - AR Children’s Hospital, Teen Driving: To make aware, educate, and increase seat belt use and overall motor vehicle safety among teens and their families. While reducing distractions among those units.
 - DPS, IT: Develop and improve the eCrash application to help to increase quality of crash data submitted to state of Arkansas.
 - Black River Tech: The goal of the BAT Program is to train law enforcement officers throughout the state in Standardized Field Sobriety Testing, the safe and legal use of sobriety checkpoints and to reduce impaired driving and reduce the number of vehicle collision and fatalities throughout the state.
 - Administrative Office of the Courts: The best possible education on Traffic Safety issues for our Arkansas District Judges.
 - AR Children’s Hospital, Child Passenger Safety: To reduce death and injury for children from MVC through education about car seats.
- 7. What is your current role regarding the project or program? Are the responsibilities and expectations of your role reasonable given your time and resources? If not, why is that?**
- ARDOT: Manager in the Traffic Safety Section.
 - AR Dept. of Health, Office of Alcohol Testing: I am the responsible for administration of the grant and I don't feel that I spend too much time making sure we are in compliance with the rules.
 - AR Children’s Hospital, Teen Driving: Community program supervisor. My roles consist of both the admin and community work. Community work is where I thrive and enjoy the engagement.
 - DPS, IT: Program Manager. Yes
 - Black River Tech: Our program consists of BAT Program Coordinator and BAT Program Instructor. The responsibilities and expectations are consistent with all of our program goals.

Section 6.5 – General Agreement Survey Results

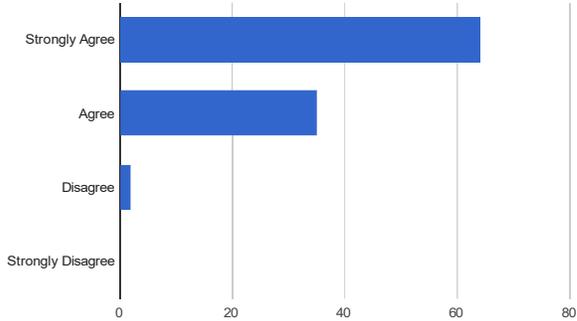
- Administrative Office of the Courts: As the Judicial Branch Education Director I work with our judges and partners to set up the curriculum and administer the program. The responsibilities and expectations are reasonable and appropriate. We receive a great deal of support from the Administrative Office of the Courts.
 - AR Children’s Hospital, Child Passenger Safety: I am the Program Coordinator. The responsibilities and expectations are not reasonable due to lack of personnel. This program has grown and continues to grow to meet the needs of the public with regards to education and assistance with car seats.
- 8. Do you have any other ideas or suggestions on your AHSO grant that could improve or help address a significant traffic safety problem?**
- ARDOT: No.
 - AR Dept. of Health, Office of Alcohol Testing: I do not.
 - AR Children’s Hospital, Teen Driving: Not at this time, but we are always looking for programs to engage teens and their interest. We also continue to seek outside partners/grants to support the interest of keeping teens safer while driving/riding. This support helps us to provide incentives that teens like and encourage their participation.
 - DPS, IT: Nothing that can be thought of at the current time.
 - Black River Tech: The smaller law enforcement agencies need more grant funded support with traffic enforcement. The addition of a law enforcement liaison to ASHO will be effective in assisting these agencies in finding the appropriate resources to improve in their problem areas.
 - Administrative Office of the Courts: Not at this time. Again, we are grateful.
 - AR Children’s Hospital, Child Passenger Safety: Not sure.
- 9. Has the public offered any additional ideas or suggestions that they would like to see implemented?**
- ARDOT: No.
 - AR Dept. of Health, Office of Alcohol Testing: The public has not offered anything.
 - AR Children’s Hospital, Teen Driving: Mandatory driver's ed and mandatory parent/teen education regarding motor vehicle safety.
 - DPS, IT: Not to my Knowledge.
 - Black River Tech: The public is very helpful in notifying the law enforcement agencies with which we work of the problem areas in their communities where the majority of impaired driving is taking place.
 - Administrative Office of the Courts: Not that we know of but we try and stay abreast of changes in the law and society that impact judicial education in the area of traffic safety.
 - AR Children’s Hospital, Child Passenger Safety: Other than I am constantly asked how I do this with just me and one other person, no.

Section 6.6 – 2022 Teen Leadership Conference Evaluation Summary

2b) I have the knowledge to be a leader in my community. *(i_have_the_knowledge)*

Total Count (N)	Missing*	Unique
101	0 (0.0%)	3

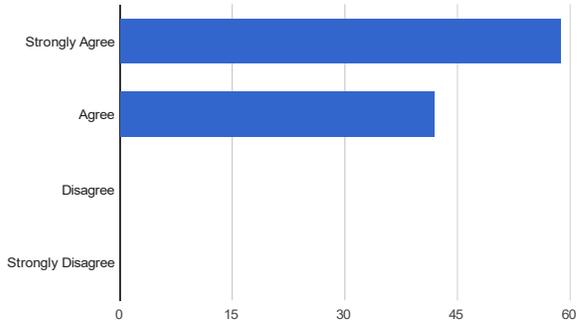
Counts/frequency: Strongly Agree (64, 63.4%), Agree (35, 34.7%), Disagree (2, 2.0%), Strongly Disagree (0, 0.0%)



2c) I have the skills to be a leader in my community. *(i_have_the_skills_to)*

Total Count (N)	Missing*	Unique
101	0 (0.0%)	2

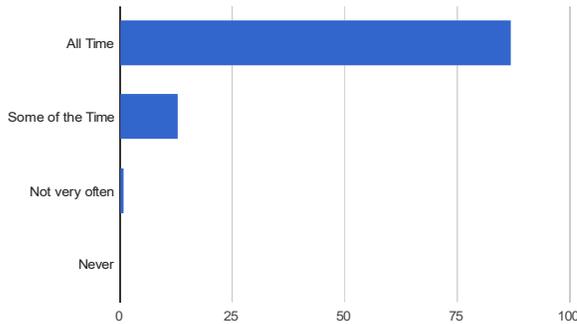
Counts/frequency: Strongly Agree (59, 58.4%), Agree (42, 41.6%), Disagree (0, 0.0%), Strongly Disagree (0, 0.0%)



5) How often do you wear your seatbelt when Riding in a Vehicle (School Buses do not apply) *(how_often_do_you_wear_your)*

Total Count (N)	Missing*	Unique
101	0 (0.0%)	3

Counts/frequency: All Time (87, 86.1%), Some of the Time (13, 12.9%), Not very often (1, 1.0%), Never (0, 0.0%)



Wilder Collaboration Factors Inventory

*Arkansas Children's and
Highway Safety Office
June 2023*

HOW TO INTERPRET THE SCORES

1.0 to 2.9	Concerns that should be addressed
3.0 to 3.9	Borderline, deserve discussion
4.0 to 5.0	Strengths, don't need special attention

ENVIRONMENT 4.5	MEMBERSHIP CHARACTERISTICS 4.2
COMMUNICATION 4.6	PROCESS & STRUCTURE 4.3
PURPOSE 4.7	RESOURCES 4.1

COMMENTS FROM ASSESSMENT

What is Working Well?

- Our efforts on pedestrian and bicycle safety are far exceeding my expectations when our respective ped/bike coordinator positions were vacant versus where we are today.
- All of the members of our organizations have the same goal of the collaboration and work well with each other. It is comfortable to call any of the team members of ACH and ask for information or help and know they will be polite, friendly and professional and if they don't have the information they will do what they can to find the answer. I am confident in the drive and passion of everyone involved in our partnership.
- Members of this group are able to communicate honestly and openly. Goals and Objectives are discussed and evaluated so that members understand what is going well and what needs to be improved.

What Needs Improvement?

- Additional funds from the legislature for safety efforts (i.e. advertising, event visits, etc.) would always help in our efforts
- I think as a whole this collaborative is working well. If anything could be improved upon I think it might be to identify new partners that might not ordinarily be involved and might have a different take or perspective on new approaches and generating more local support in certain areas.
- We need more people.



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Discussion and Key Takeaways

DISCUSSION FEEDBACK

- Great relationship with both teams (CPS & Teen Driving)
- Comfortable with calling and working thru ideas to get on same page before official request is made
- AC has diverse team with diverse backgrounds which makes collaboration easier when everyone understands information
- Mutual respect all around, loves that Holly isn't afraid to say 'I don't know' and will get answer and follow up
- Good communication that gets to the point and gets points across
- Processes and checking with leadership can sometimes slow follow up but all know that each are working hard for same goal and to get responses to each other
- Appreciate engagement of AC; and NHTSA appreciated SWAT & Deep Dive collaborations which shows thru proof of approval for new positions for each program
- Process is not just about checking boxes, but actually reviewing monthly reports and comparing with month-to-month and year-to-date information

KEY TAKEAWAYS & NEXT STEPS

- Erica will serve as new leader for CPS & ShaRhonda will serve as new leader for Teen Driving and both are available to assist and facilitate as needed, however Holly and Mary will remain points of contact
- Erica and ShaRhonda will learn how to use the HSO website
- Application is submitted and AC will await approval and be available to answer any questions in the meantime

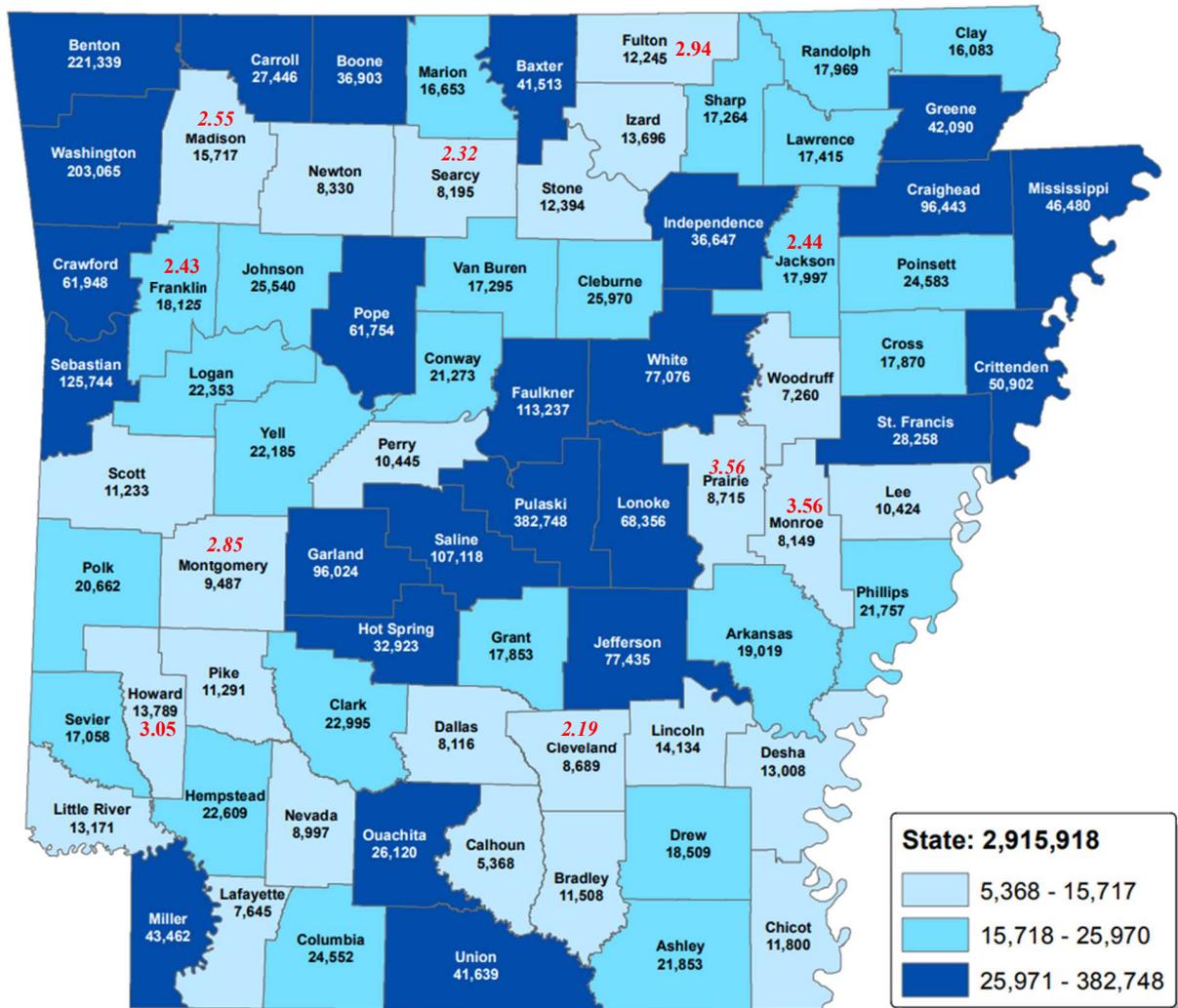


Section 6.8 – Data Used for High Five Selection

Top Five Rural and Mostly Rural* Arkansas Counties with Highest Rate of Unrestrained Fatal and Serious Injuries** (2016-2020)

Completely Rural Counties (100% Rural)	Mostly Rural Counties (50%-99.9% Rural)
1. Prairie 3.56	1. Monroe 3.56
2. Montgomery 2.85	2. Howard 3.05
3. Madison 2.55	3. Fulton 2.94
4. Searcy 2.32	4. Jackson 2.44
5. Cleveland 2.19	5. Franklin 2.43

Highlighted cells indicate the counties that are listed in the top five for both Unrestrained and Total fatal and severe injuries



*U.S. Census Bureau classification of Rural and Mostly Rural counties

<https://mtgis-portal.geo.census.gov/arcgis/apps/MapSeries/index.html?appid=49cd4bc9c8eb444ab51218c1d5001ef6>

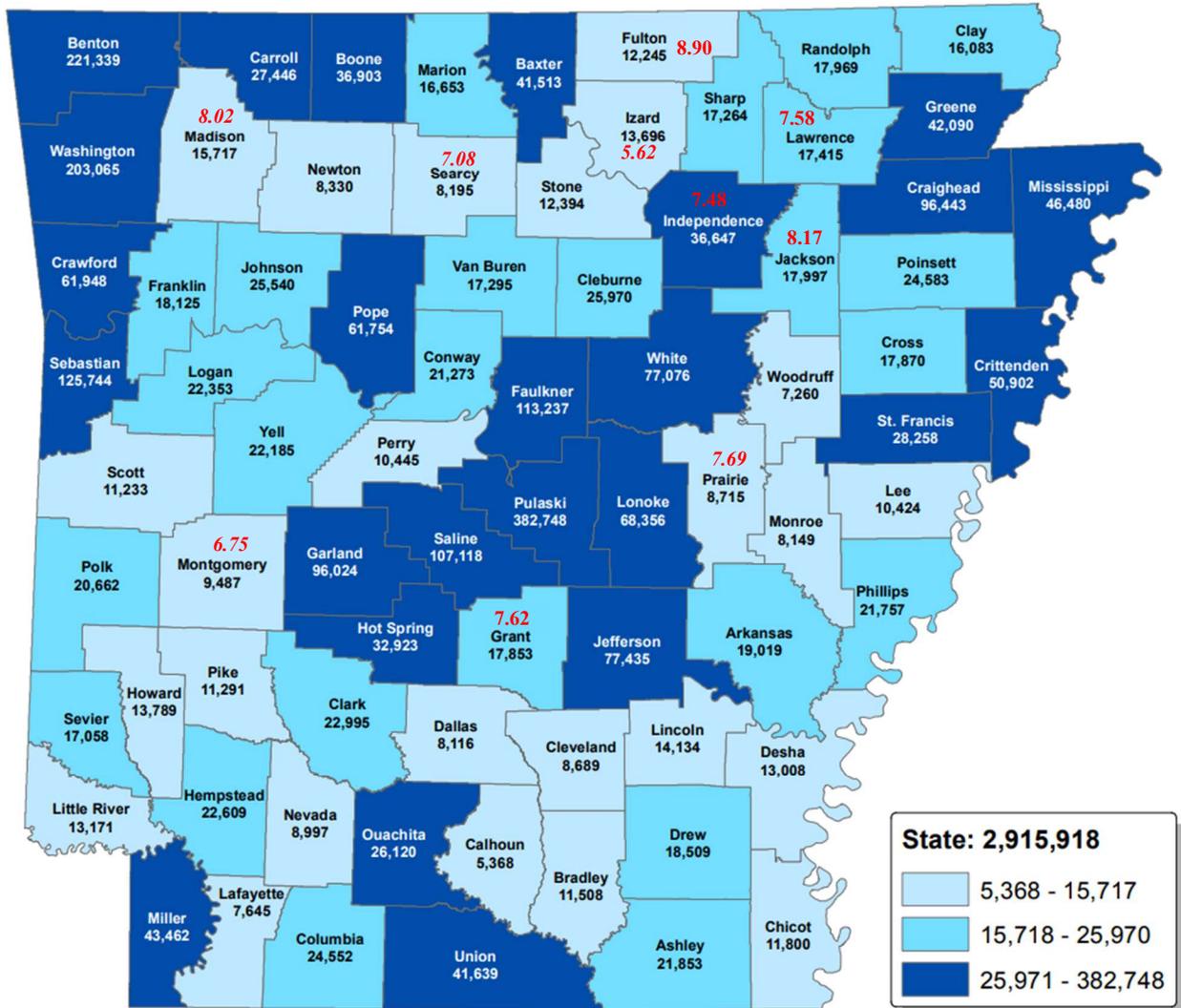
**per 1000 population,

Section 6.8 – Data Used for High Five Selection

Top Five Rural and Mostly Rural* Arkansas Counties with Highest Rate of Total Fatal and Serious Injuries** (2016-2020)

Completely Rural Counties (100% Rural)	Mostly Rural Counties (50%-99.9% Rural)
1. Madison 8.02	1. Fulton 8.90
2. Prairie 7.69	2. Jackson 8.17
3. Searcy 7.08	3. Grant 7.62
4. Montgomery 6.75	4. Lawrence 7.58
5. Izard 5.62	5. Independence 7.48

Highlighted cells indicate the counties that are listed in the top five for both Unrestrained and All fatal and severe injuries



Source: U.S. Census Bureau, 2010 Census. 2010 Census Redistricting Data (Public Law 94-171)

*U.S. Census Bureau classification of Rural and Mostly Rural counties

<https://mtgis-portal.geo.census.gov/arcgis/apps/MapSeries/index.html?appid=49cd4bc9c8eb444ab51218c1d5001ef6>

**per 1000 population

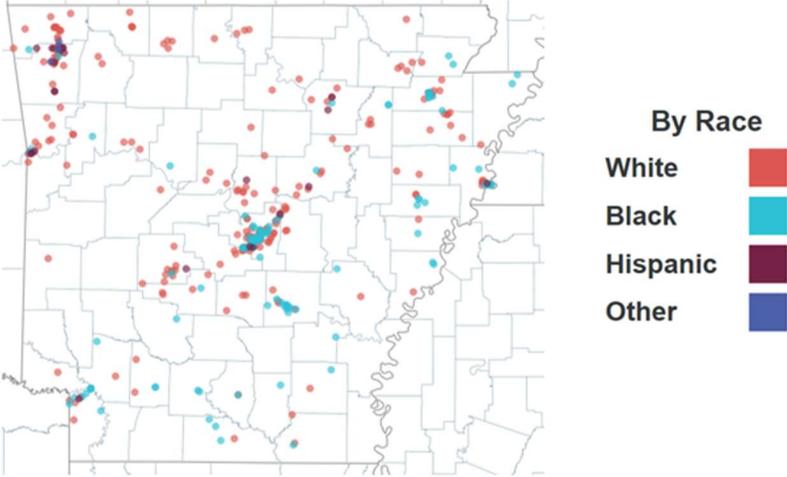
Section 6.9 – Overrepresented Population Data by County

Black or African American Fatalities by County							
County	Percent of Total Population	Percent of Pedestrian Fatalities	Percent of Seat Belt Fatalities	County	Percent of Total Population	Percent of Pedestrian Fatalities	Percent of Seat Belt Fatalities
ARKANSAS	25.12%	50.00%	16.67%	LEE	55.49%	50.00%	100.00%
ASHLEY	24.74%	50.00%	50.00%	LINCOLN	30.25%	100.00%	0.00%
BAXTER	0.19%	0.00%	0.00%	LITTLE RIVER	19.30%	0.00%	20.00%
BENTON	1.50%	5.56%	0.00%	LOGAN	1.48%	0.00%	0.00%
BOONE	0.21%	0.00%	16.67%	LONOKE	5.46%	0.00%	8.33%
BRADLEY	27.49%	50.00%	0.00%	MADISON	0.10%	0.00%	0.00%
CALHOUN	21.96%	50.00%	0.00%	MARION	0.69%	0.00%	0.00%
CARROLL	0.25%	0.00%	0.00%	MILLER	24.97%	61.54%	0.00%
CHICOT	53.72%	0.00%	33.33%	MISSISSIPPI	34.93%	60.00%	41.67%
CLARK	24.17%	100.00%	20.00%	MONROE	42.26%	0.00%	66.67%
CLAY	0.49%	0.00%	0.00%	MONTGOMERY	0.31%	0.00%	0.00%
CLEBURNE	0.91%	0.00%	0.00%	NEVADA	34.82%	50.00%	100.00%
CLEVELAND	13.48%	0.00%	0.00%	NEWTON	0.04%	0.00%	0.00%
COLUMBIA	36.16%	0.00%	0.00%	OUACHITA	42.20%	100.00%	0.00%
CONWAY	9.94%	0.00%	0.00%	PERRY	2.56%	0.00%	0.00%
CRAIGHEAD	15.15%	41.18%	23.81%	PHILLIPS	63.46%	66.67%	25.00%
CRAWFORD	1.52%	0.00%	0.00%	PIKE	3.81%	0.00%	0.00%
CRITTENDEN	48.36%	50.00%	25.00%	POINSETT	3.74%	0.00%	0.00%
CROSS	17.79%	0.00%	25.00%	POLK	0.52%	0.00%	0.00%
DALLAS	43.01%	0.00%	0.00%	POPE	2.57%	50.00%	7.69%
DESHA	47.42%	100.00%	66.67%	PRAIRIE	11.62%	0.00%	0.00%
DREW	28.40%	50.00%	33.33%	PULASKI	36.89%	39.34%	43.90%
FAULKNER	11.42%	0.00%	6.25%	RANDOLPH	0.92%	0.00%	0.00%
FRANKLIN	0.97%	25.00%	0.00%	SALINE	7.61%	0.00%	20.00%
FULTON	0.33%	0.00%	0.00%	SCOTT	2.16%	0.00%	0.00%
GARLAND	8.34%	7.69%	5.00%	SEARCY	0.52%	0.00%	0.00%
GRANT	2.51%	0.00%	0.00%	SEBASTIAN	6.15%	26.67%	0.00%
GREENE	2.31%	66.67%	11.11%	SEVIER	4.64%	0.00%	33.33%
HEMPSTEAD	29.98%	50.00%	25.00%	SHARP	1.02%	0.00%	0.00%
HOT SPRING	11.24%	16.67%	7.69%	ST. FRANCIS	52.71%	66.67%	45.45%
HOWARD	20.52%	0.00%	50.00%	STONE	0.10%	0.00%	0.00%
INDEPENDENCE	1.80%	12.50%	0.00%	UNION	32.95%	50.00%	33.33%
IZARD	1.04%	0.00%	0.00%	VAN BUREN	0.39%	0.00%	0.00%
JACKSON	11.53%	40.00%	0.00%	WASHINGTON	3.35%	2.86%	5.00%
JEFFERSON	55.77%	73.33%	37.50%	WHITE	4.26%	11.11%	0.00%
JOHNSON	1.53%	0.00%	33.33%	WOODRUFF	29.23%	0.00%	0.00%
LAFAYETTE	35.54%	0.00%	0.00%	YELL	1.77%	0.00%	0.00%
LAWRENCE	1.41%	0.00%	0.00%				

Section 6.9 – Overrepresented Population Data by County

Hispanic Fatalities Sorted by % Over-Representation Compared to Population %								
County	% of Total Population	% of Total Fatalities	County	% of Total Population	% of Total Fatalities	County	% of Total Population	% of Total Fatalities
Woodruff	0.23%	16.67%	Fulton	0.63%	0.00%	Columbia	2.75%	0.00%
Bradley	15.38%	28.57%	Greene	2.89%	2.22%	Polk	6.56%	3.70%
Clark	4.83%	13.95%	Conway	4.04%	3.23%	Lafayette	2.94%	0.00%
Cleveland	0.00%	6.67%	White	4.44%	3.30%	Jackson	2.96%	0.00%
Monroe	1.09%	7.69%	Craighead	5.14%	3.64%	Sebastian	14.41%	11.36%
Boone	2.56%	7.69%	St. Francis	5.32%	3.70%	Van Buren	3.25%	0.00%
Newton	0.93%	5.56%	Lawrence	1.62%	0.00%	Pulaski	6.16%	2.82%
Lincoln	4.09%	8.33%	Dallas	1.64%	0.00%	Arkansas	3.37%	0.00%
Miller	3.44%	6.85%	Prairie	1.83%	0.00%	Calhoun	4.19%	0.00%
Drew	3.58%	6.90%	Stone	1.95%	0.00%	Mississippi	4.36%	0.00%
Perry	3.07%	5.88%	Faulkner	4.16%	2.11%	Washington	16.89%	12.34%
Hot Spring	3.53%	6.15%	Cross	2.06%	0.00%	Pope	9.20%	3.64%
Cleburne	2.42%	4.55%	Jefferson	2.18%	0.00%	Ashley	5.61%	0.00%
Saline	4.97%	7.06%	Randolph	2.20%	0.00%	Chicot	5.74%	0.00%
Independence	6.62%	8.70%	Clay	2.21%	0.00%	Crawford	7.96%	1.67%
Franklin	3.19%	5.13%	Madison	5.83%	3.57%	Desha	6.36%	0.00%
Phillips	1.96%	3.85%	Union	4.02%	1.72%	Pike	6.52%	0.00%
Crittenden	2.71%	4.00%	Marion	2.36%	0.00%	Johnson	13.98%	6.90%
Lonoke	4.55%	5.80%	Sharp	2.39%	0.00%	Benton	16.76%	9.62%
Logan	3.06%	3.85%	Izard	2.40%	0.00%	Scott	7.87%	0.00%
Poinsett	3.21%	3.92%	Ouachita	2.40%	0.00%	Howard	12.66%	4.76%
Montgomery	4.31%	5.00%	Baxter	2.42%	0.00%	Hempstead	12.86%	0.00%
Little River	3.69%	4.35%	Garland	5.75%	3.23%	Carroll	15.10%	1.85%
Nevada	0.01%	0.00%	Searcy	2.65%	0.00%	Yell	20.52%	0.00%
Grant	2.88%	2.86%	Lee	2.73%	0.00%	Sevier	33.55%	7.41%

ARKANSAS PEDESTRIAN FATALITIES, BY RACE, 2016-2021



Source: ACHI analyses of Arkansas State Police Motor Vehicle Crash Data under the Arkansas Healthcare Transparency Initiative.

Section 6.11 – Natural Wonders Partnership Council July 28, 2023, Meeting Feedback

General Membership Meeting Feedback

Friday, July 28, 2023

8:00am – 9:00pm

Topic	Speaker	Notes
Welcome	ShaRhonda Love, AR Children’s	<ul style="list-style-type: none"> • Introduction of Laura Taylor, Director of Community Impact
Introduction of Speakers	Laura Taylor, AR Children’s	<ul style="list-style-type: none"> • Introduction of Dean Scott • Introduction of Debra Hollis
U.S. Department of Transportation	Dean Scott, Regional Manager Dean Scott – 816.516.5941. & Dean.Scott@dot.gov	<ul style="list-style-type: none"> • Presentation slides provided w/ these notes. • We started out as a region to see how we could bring people together. We brought them together through a mechanism called S.W.O.T (Stress Weaknesses Opportunities and Threats) Analysis. Started in Missouri – brought traffic safety professionals to do the SWOT analysis. This opened up to a Community Equity Summit. Organizations came together from Churches to Bike organizations and they collaborated up with law enforcement to speak about issues and come to agreements for education. • Next, a SWOT analysis done in Arkansas. • We were given more money through their Bipartisan infrastructure law to expand programs and be a more equity based and to get to the underserved communities. • 34% of all unrestrained fatalities were Black or Latino. • Arkansas’s representation from ages 17-34 represented the majority of the 70 fatalities in 2020. • We want to make sure we are using the resources to reach these communities. • There not only needs to be an enforcement message, but an educational message. • When looking at the 5 E’s, we want to make sure Equity is included. (Enforcement, Engineering, Education, EMS, and EQUITY component are all important). • 20% of all speeding related fatalities are Black and Latino. • We need to build more community programs to provide education and awareness that speeding is killing in Little Rock and Northeast AR, specifically. • Arkansas does not have messaging to target Latino community or pedestrians on how to make them safer. • Arkansas, we need to come together and build partnerships to lower these fatalities. • 40% of all Pedestrians fatalities are Black or Latino. • When looking at our underserved communities we need to ask: <ul style="list-style-type: none"> ○ What do they need? How can we a resource? How can we connect with partners to make resources available? • When bringing in our communities to the table we need to allow them to vent. Communication must have feedback. • The ultimate goal is bring/create solutions. • Safe System Approach – ZERO is our goal. A Safe System is how we get there. We cannot accept fatalities that can be prevented. • The biggest thing we can do right now is create partnerships and come up with strategies that we can do initially at a low cost until there is a bigger investment available.
AR State Police Highway Safety Office	Debra Hollis, Highway Safety Manager 501.618.8190 Debra.hollis@asp.arkansas.gov	<ul style="list-style-type: none"> • We need to get communities more involved, more focused on traffic safety, especially the underserved/underrepresented. • As part of a highway safety plan, we are trying to involve individuals and communities engaging in discussions. Getting them to participate in finding strategies and solutions. • Deaths and Injuries can be prevented but people do not think about it until something happens to them, family, and friends. • Highway Safety Offices across the nation have been trying to get people not to drink and drive, speed, wear their seatbelt, among other

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		<p>preventable measures. Now they are looking at pedestrians and biking issues & many people are unaware of preventable measures like wearing appropriate attire.</p> <ul style="list-style-type: none"> • We have put many media, education, but the best way to accomplish a goal to reduce tragedies is to get people involved. We need the people that live in the communities, community leaders in the words/messaging they will respond to. • When you look at the data and put it in perspective to really see what it means because if they are 10% of the population but are 20% of the fatality – that is a problem and know they are being underrepresented. • Hoping to be able to join community coalitions, organizations, conversations and plan events like round tables to talk about what the community knows, experiences, how they feel and look at the data to create awareness of the severity. • The Highway Safety can help provide information, speakers, etc. needed to create spaces/times to have these conversations. • A newsletter is being created to share events, grants, and other information that will be available in Spanish and English on the Website and E-mail. • We will be soliciting proposals to fund ideas, meetings, and events to join this effort. It will be available and submitted through our grant system. Reports will be shared from outcomes of these accepted proposals. • Regarding proposals it would be like if your organization put together where young teens learned seatbelt use, a safety-driving curriculum, have speakers like law enforcement to discuss highway safety.
	<p>Questions & Chat Input</p>	<ul style="list-style-type: none"> • Back to school events with schools, all those people that are dropping children off, the teens driving to school, teachers driving to school, administration working at the schools. – Danielle Wright • Not even just driving, there are many that also walk at certain schools. – Danielle Wright • Utilizing schoolteachers and school nurses in a campaign. Dr. Chris Smith, UAMS • Junior Auxiliary, fraternity/sorority organizations, rotary. –Allie Staton, PharmD • Church Organizations, Boys & Girls Clubs – Danielle Wright • (UAMS) We train our pediatric residents to include this conversation in every health supervision. With pressures to be more efficient, this message is sometimes dropped. Reminding all primary care providers (AAP and AAFP) periodically would be helpful. – Dr. Chris Smith, UAMS • There are numerous back to school events and festivals led by African American and Latino community-based organizations in our area and across our state. Partnerships have been established to work together. Just a thought! – Diana Gonzalez Worthen • This seems SO similar to what we’ve tried to accomplish with vaccines. I’d be glad to brainstorm on some things that have worked and haven’t worked in my world of getting into the communities. –Allie Staton, PharmD • How have you all been able to reach hearing impaired or even blind families? – Danielle Wright • We need the info in Marshallese in Northwest AR. - Diana Gonzalez Worthen • Second Dr. Smith, this conversation about safety occurs every day in primary care offices! ARAAP is happy to share any resources. – Anna Strong • Love it – keep us updated we all have lots of events coming up – Randy Jumper • Which Countries have the highest fatalities in the historically underserved communities? - LA • FAITH Network: www.arfaithnetwork.org/ and the ADH Office of Faith Based Outreach: www.healthy.arkansas.gov/programs-

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		<u>services/topics/faith-based-outreach</u> are great partners relating to religious groups. – Shanetta Agnew
Announcements	General Membership	<ul style="list-style-type: none"> • Loretta Alexander, Health Policy Director for Children & Families, announced her retirement & encourage everyone with kids covered through Medicaid that their information is updated so they do not lose it. • Dr. Chad Rodgers announced about the partnership through UAMS & AR Children’s received a \$3M Mental Health HRSA Grant and are beginning education with PCP and consultation with PCP. Also, will be collaborating with schools and will be developing a strategy alongside the Co-Ops in the state to help and supplement the mental health programming and information provided. • Heather Mercer shared that August is immunization awareness month and Voices for Vaccines put together a great toolkit for the month. Immunization summit will be August 4th and registration closes Sunday, July 30th. https://www.voicesforvaccines.org/niam-2023/ • Lauren shared that AR Community Foundation is running a grant cycle that will open August 1st and close August 31st it is in response to the tornadoes that came through. It is specifically to do case management, casework to help people navigate through social services or FEMA insurance. (Mental Health AID, Legal AID, Shelter, Debris removal, financial assistance, etc.) Grants will be up to \$25,000. https://www.arcf.org/give-smart-blog/tornado-recovery-information/ • Dr. Chad Rodgers shared that the ACEs Summit: The Power of Belonging is on Thursday, August 3rd at the Pulaski Tech. Email him or sign up at (https://web.event.com/event/67e5568e-7008-4756-a677-0849250bde2c/summary) • Anna Strong shared the AAAP Conference will focus on Adolescent Health. You do not have to be a pediatrician to attend. It will be August 25 – 26th. https://events.r20.constantcontact.com/register/eventReg?ocidk=a07ejqsxgoy64dedec4&oseq=&c=&ch
Closing Remarks	Laura Taylor, AR Children’s	Next Meeting: Friday, October 27, 2023 @ 8am - 9am.

Members of the Natural Wonders Partnership Council according to the 2020-2022 Action Plan:

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| <ul style="list-style-type: none"> Arkansas Advocates for Children and Families Arkansas Department of Education The University of Arkansas for Medical Sciences The Arkansas Department of Health The American Academy of Pediatrics (Arkansas) Arkansas Association of Educational Administrators Arkansas Blue Cross Blue Shield Arkansas Center for Health Improvement Arkansas Community Foundation Arkansas Foundation for Medical Care The Arkansas Hunger Relief Alliance Arkansas Out of School Network Arkansas Pharmacist Association Arkansas Access to Justice Arkansas Asset Funders Network Arkansas Coalition for Obesity Prevention Arkansas Foodbank | <ul style="list-style-type: none"> Arkansas Hospital Association Arkansas March of Dimes Arkansas Minority Health Commission Blue & You Foundation The Clinton Foundation The Clinton School of Public Service Community Health Centers of Arkansas Delta Dental of Arkansas The Arkansas Department of Human Services Just Communities of Arkansas Our House The Arkansas Campaign for Grade-Level Reading The Pulaski County Juvenile Court The University of Arkansas Cooperative Extension The University of Arkansas at Little Rock The Urban League of Arkansas The Winthrop Rockefeller Foundation |
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