

ARKANSAS

HIGHWAY SAFETY OFFICE



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FY 2021

Annual Report

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EXECUTIVE SUMMARY

Arkansas is proud to submit the 2021 Annual Evaluation Report for the Arkansas State Police Highway Safety Office (AHSO). This annual report summarizes the use of the Section 402 and 405 funds distributed to our state along with evidence as to the status of performance measures that were established within the FY 2021 Highway Safety Plan.

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

During FY 2021, the AHSO managed approximately 150 subgrant agreements. Out of this number, twenty-five grants (for eCrash equipment) were funded with Federal Highway dollars. These projects supported efforts in several areas targeting traffic safety efforts such as impaired driving, occupant restraint, speed, traffic records, distracted driving, youth initiatives and public awareness.

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

The focus on recruiting additional law enforcement agencies to participate in mini-step grants continued with an additional 40+ agencies added in FY21. These grants provided funds to agencies to conduct overtime enforcement during national and state mobilizations. These mobilizations continued to focus on occupant protection, speeding and impaired driving issues. In addition, distracted driving mobilizations were added.

During the year, AHSO executed contracts with 52 law enforcement agencies for mini-step grants (mobilizations only). Contracts were also awarded to 31 law enforcement agencies for sustained (year-round plus mobilizations) selective traffic enforcement projects (STEPs). The results of these enforcement projects during FY 2021 are shown below.

Citations	2017	2018	2019	2020	2021
Speeding Citations	18,252	17,922	19,396	21,854	17,074
Seat Belt Citations	21,162	23,401	23,514	10,474	6,369
DWI/DUI Citations	1,065	826	821	1,074	669

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

In 2021 the AHSO continued working toward statewide implementation of an electronic citation and crash system (eCite, eCrash). The eCite system facilitates faster, more accurate and more efficient issuance of citations to violators and captures citation data for timely reporting to various entities.

The system allows submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and to the Office of Driver Services. eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with the University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for crash data. eCrash is partially funded through Section 405c. Features of eCrash include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. As of October 1, 2021, 288 local agencies are trained with 274 local agencies and the Arkansas State Police electronically submitting crash reports via eCrash.

In FY21, the AHSO worked closely with the Arkansas Department of Transportation (ArDOT) and our federal partners at the Federal Highway Administration and Federal Motor Carrier Safety Administration to identify uniform initiatives and set common goals so that the State Strategic Highway Safety Plan and the AHSO Highway Safety Plan mirror each other. Arkansas will continue to use our federal highway safety funds to maintain successful programs and seek new opportunities to identify and fund innovative initiatives to assist our state in the reduction of fatalities and serious injury crashes.

During FY21 the AHSO continued to enhance the eGrant system to better facilitate the electronic submission of funding proposals and reports. The system generates grant agreements and provides for electronic reporting.

The FY21 AHSO Annual traffic safety training conference for sub-grantees once again had to be cancelled due to the COVID 19 pandemic.

This report provides a description of the activities undertaken in the identified traffic safety program areas during FY21 along with the results of those activities.

INTRODUCTION

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

The HSO develops an annual Highway Safety Plan (HSP), which identifies traffic-related safety problems in Arkansas and based on research recommends programs that are determined to have the best potential to reduce traffic fatalities, injuries, and crashes. A Performance Plan was prepared which describes the State's problem identification process and identifies the State's highway safety benchmarks and goals. The Highway Safety Plan describes the strategies for meeting the goals outlined in the Performance Plan and allocation of highway safety funds.

As the HSO implements the FY22 HSP, the plan will be adjusted periodically to emphasize programs and strategies that better address performance targets if it appears targets will not be met.

During FY21 the HSO implemented projects and facilitated activities/programs, which contributed toward reaching the State's goals. The HSO recognizes that the achievement of quantified goals is dependent not only on the work of the HSO, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. The AHSO's collaboration with the SHSP Steering Task Force is an integral part of this effort. This annual report describes the progress made toward reaching the Arkansas Highway Safety Office goals and summarizes program area outcomes.

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year 2021 the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

- **402** *State and Community Highway Safety*
- **405(b,c,d,e,f)** *National Priority Safety Program Grants*

These projects focused on priority areas identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$8.6 million in Federal-aid funds were expended to implement these projects. A list of Federal aid funded projects that were implemented is shown on pages 114-117. Approximately \$9.4 million in Federal-aid funds were expended for the entire program. A graph on page 118 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 40 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY21 Performance Plan, the overall program goals for the Arkansas' Highway Safety Program were as follows:

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

- **Limit increase in fatalities/VMT from 1.47 (2015-2019) to 1.56 (2017-2021)**
- **Limit increase in total fatalities from 532 (2015-2019) to 536.3 (2017-2021)**

- ***Limit Serious traffic injuries from 2,679 (2015-2019) to 3,103.8 (2017-2021)***

The chart on page 7 shows the moving average of Arkansas's fatalities for the periods of 2012-2016 through 2017-2021. Core outcome measures for both FY20 and FY21 are provided on pages 5 - 6. A summary of each program area is provided on pages 8 through 39 of this report.

As shown in the charts, The AHSO met or exceeded 10 out of the 14 goals established in the FY21 HSP. The goals not met included total traffic fatalities, speed related fatalities, under 20 years of Age, Motorcycle (unhelmeted) and pedestrian fatalities. This was in part a result of reduced enforcement efforts during the COVID pandemic, and an increase in the number of agencies using eCrash. While increasing the number of agencies submitting on eCrash has resulted in better, more accurate reporting of crashes and fatalities, it has also increased the numbers reported. During FY21 approximately 60 of the 75 agencies that were previously not reporting crashes or fatalities began submitting crash reports.

The AHSO is addressing all the goals that were not met last year through the expansion of both the STEP and the mini-STEP programs and by continuing to expand the number of agencies utilizing eCrash. There are currently 83 active agencies participating as STEP and mini-STEP projects. Once the impact of the COVID Pandemic subsides, this increase in the number of agencies participating in the STEP, mini-STEP and eCrash programs will facilitate increased enforcement in high crash areas. It will allow these agencies to work together to identify and address problem areas by giving them the ability to see all the crashes in their area, not just the crashes worked by their agency.

The AHSO also established a new pedestrian project with ARDOT last year although it was not completely implemented due to COVID. Projects targeting pedestrians and drivers will continue to be expanded. The AHSO is currently working with the Arkansas Children's Hospital to develop a more focused pedestrian/bicyclist project that will target schools, college campuses, businesses, churches and communities and work in conjunction with the pedestrian/bicyclist education project at ARDOT and the Little Rock "Friendly Driver" Project to address pedestrian and bicyclist safety.

Goal Met Yes/No	2021 Performance Measures	Target Period	Target Start Year	Target End Year	Target Value
1 NO	C-1) Number of traffic fatalities (FARS)	5 Year	2017	2021	536.3
2 YES	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2017	2021	3,103.8
3 YES	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2017	2021	1.560
4 YES	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2017	2021	196
5 YES	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2017	2021	143
6 NO	C-6) Number of speeding-related fatalities (FARS)	5 Year	2017	2021	131
7 YES	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2017	2021	74
8 YES	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2017	2021	46
9 NO	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2017	2021	63
10 NO	C-10) Number of pedestrian fatalities (FARS)	5 Year	2017	2021	46
11 YES	C-11) Number of bicyclists fatalities (FARS)	5 Year	2017	2021	5
12 YES	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2017	2021	82.5%
13 YES	Increase the number of Law Enforcement Agencies using the eCrash system from 249 to 258 for FY21	Annual	2017	2021	258
14 YES	Increase the number of courts using Contexte from 114 to 134 for FY21	Annual	2017	2021	134

Performance Measure	FY 2021					FY 2020			
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source*/ FY 21 Progress Results	On Track to Meet FY21 Target Y/N ** (in-progress)	Target Value FY20 HSP	Target Year(s)	Data Source/ FY20 Final Result	Met FY20 Target Y/N
C-1) Total Traffic Fatalities	5 year	2017-2021	536.3	2016 – 2020 FARS 551.0	No	541.2	2016-2020	2015 – 2019 FARS 533	Yes
C-2) Serious Injuries in Traffic Crashes	5 year	2017-2021	3103.8	2016 – 2020 STATE Preliminary 2,647	Yes	3201.4	2016-2020	2015 – 2019 STATE 2650.0	Yes
C-3) Fatalities/VMT	5 year	2017-2021	1.560	2016 – 2020 FARS 1.546	Yes	1.591	2016-2020	2015 – 2019 FARS 1.47	Yes
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY21 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2017-2021	196.0	2016 -- 2020 FARS 185.0	Yes	185.0	2016-2020	2015 – 2019 FARS 183	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 year	2017-2021	143.0	2016 --2020 FARS 142.0	Yes	144.0	2016-2020	2015 – 2019 FARS 140.0	Yes
C-6) Speeding-Related Fatalities	5 year	2017-2021	131.0	2016 --2020 FARS 134.0	No	94.0	2016-2020	2015 – 2019 FARS 120.0	No
C-7) Motorcyclist Fatalities (FARS)	5 year	2017-2021	74.0	2016 --2020 FARS 73.0	Yes	72.0	2016-2020	2015 – 2019 FARS 72.0	Yes
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2017-2021	46.0	2016 --2020 FARS 43.0	Yes	42.0	2016-2020	2015 – 2019 FARS 44.0	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2017-2021	46.0	2016 --2020 FARS 64.0	No	64.0	2016-2020	2015 – 2019 FARS 60.0	Yes
C-10) Pedestrian Fatalities	5 year	2017-2021	46.0	2016 --2020 FARS 60.0	No	44.0	2016-2020	2015 – 2019 FARS 53	No
C-11) Bicyclist Fatalities	5 year	2017-2021	5.0	2016 – 2020 FARS 4.0	Yes	5.0	2016-2020	2015 – 2019 FARS 3.0	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2017-2021	82.5%	State survey/ FY21 Survey 84.2%	Yes	80%	2020	State survey/ 81.9% *2019 Survey No survey for 2020	Yes
Increase the number of Law Enforcement Agencies using the eCrash system to 258 for FY 2021	Annual	2021	277	2021 277	Yes	Annual 2020	2020	230	Yes
Increase the number of courts using Contexte to 134 for 2021	Annual	2021	134	2021 134	Yes	Annual 106	2020	94	Yes

CORE OUTCOME MEASURES		2012-2016	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021 Target
C-1	Traffic Fatalities (FARS) 5-Year Moving Averages	528	521	525	533	551	536.3
	Limit total fatalities 5 year averages from 524 (2013-2017) to 541 (2016-2020)						
C-2	Serious Injuries in Traffic Crashes (State Crash File) 5-Year Moving Average	2,993	3,257	2,990	2,650	2,647	3,103.8
	Serious traffic injuries 5 year averages (2013-2017) 2990 to 3,201.4 (2016-2020)						
C-3	Fatalities/VMT (FARS/FHWA) 5-Year Moving Average	1.54	1.49	1.48	1.47	1.546	1.560
	Limit fatalities/VMT (5 year averages) at 1.49 (2013-2017) to 1.591 (2016-2020)						
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS) 5-Year Moving Average	192	183	183	183	185	196
	Unrestrained passenger vehicle occupant fatalities all seat positions (5 year averages), from 183 (2013-2017) to 185 (2016-2020)						
C-5	Alcohol-Impaired Driving Fatalities (FARS) 5-Year Moving Average	138	138	141	140	142	143
	Alcohol impaired driving fatalities (5 year averages) from 141 (2013-2017) to 144 (2016-2020)						
C-6	Speeding-Related Fatalities (FARS) 5-Year Moving Average	83	93	104	120	134	131
	Increase in speeding-related fatalities (5 year averages) from 104 (2013-2017) to 94 (2016-2020)						
C-7	Motorcyclist Fatalities (FARS) 5-Year Moving Average	72	71	72	72	73	74
	Hold increase in motorcyclist fatalities (5 year averages) from 72 (2013-2017) to 72 (2016-2020)						
C-8	Unhelmeted Motorcyclist Fatalities (FARS) 5-Year Moving Average	45	44	45	44	43	42
	Hold unhelmeted motorcyclist fatalities (5 year averages) at 45 (2013-2017) to 42 (2016-2020)						
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS) 5-Year Moving Average	66	61	61	62	64	46
	Drivers age 20 and younger involved in fatal crashes (5 year averages) from 61 (2013-2017) to 64 (2016-2020)						
C-10	Pedestrian Fatalities (FARS) 5-Year Moving Average	45	45	48	53	60	46
	Limit Pedestrian fatalities (5 year averages) at 48 (2013-2017) to 45 (2016-2020)						
C-11	Bicyclist Fatalities (FARS) 5-Year Moving Average	5	4	4	3	4	5
	Hold bicyclist fatalities (5 year averages) at 4 (2013-2017) to 5 (2016-2020)						
Observed Seat Belt Use			(2017)	(2018)	(2019)	(2021)	FY21 Target
B-1	State Survey Annual		81.0%	78%	81.9%	84.2%	82.5%
	Increase observed seat belt use for passenger vehicles, front seat outboard						

Program Areas-Project Results

Occupant Protection

In FY21 the AHSO's Law Enforcement Liaison (LEL) promoted and actively recruited law enforcement agencies to participate in National mobilizations either on a voluntary basis or through a mini-STEP grant. The LEL also provided technical assistance to agencies and assisted them with media events related to the CIOT mobilizations.

Other LEL responsibilities included:

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

During FY21, a total of 199 agencies participated in CIOT including: 44 Mini-STEP, 31 STEP, and 124 non-STEP volunteer agencies. Despite a decline in the number of agencies participating in previous years, the revamping of our LEL program, and the decrease in enforcement due to the COVID Pandemic, agency participation increased in FY21. We attribute part of this increase to the AHSO's in-house LEL program. This program was changed and brought in-house in 2018 with an emphasis on increasing total enforcement, expanding the number of STEP and Mini-STEP agencies, and encouraging all agencies to address enforcement at a higher level. This move has proven very successful with over 40 new agencies recruited by the LEL and currently participating in the mini-STEP program. "Lunch and Learn" events had been planned in conjunction with law enforcement association meetings to promote increased enforcement of seat belt and child restraint laws and participation in national and state mobilizations. However, due to COVID 19, these events were not held.

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

High visibility Enforcement efforts such as national mobilizations and Selective Traffic Enforcement Projects (STEP) in addition to education and public awareness were employed to change unsafe driving behaviors. CIOT banners were distributed to local law enforcement agencies and they were encouraged to involve and inform the media during special enforcement events. The national tagline of "Click It or Ticket" was used in efforts to promote occupant protection. Arkansas's advertising agency of record secured paid media per NHTSA's recommended timeline to promote the use of safety belts, the "Click It or Ticket" mobilization and the state's two-week STEP effort. STEP agencies in addition to mini-STEPs and other agencies participated in the following OP mobilizations during FY21.

National Seat Belt Mobilization - November 16 - 29, 2020

National Memorial Day Seat Belt Mobilization - May 17 - June 6, 2021

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and continues to play an important part in Arkansas' efforts to increase the usage rate. In 2020, there were 429 passenger vehicle occupant fatalities. Of these fatalities, 204 or 47.5% were

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unrestrained. The seat belt use rate for 2019 was 81.9%. The 2020 seatbelt survey had to be cancelled due to the COVID Pandemic but the FY21 survey shows belt use has increased to 84.2%.

STEP and mini-step projects are required to conduct pre and post seat belt use surveys around the CIOT mobilization. The tables below show pre and post use rates for sustained STEPs and mini-STEPs that reported. As noted, the pre and post surveys showed a 2.7% increase in use for sustained STEPs and a 4.8% increase in seat belt use for the mini-STEPs. Citation and arrest data are also shown for the CIOT and DSOGPO mobilizations.

FY21 Mini-STEP Mobilization Summary							
Mobilization	Seat Belt Citations	Seat Belt Warnings	Child Restraint Citations	Speed Citations	Speed Warnings	Total DWI	Distracted Driver Citations
National Distracted Driving (1)	41	46	6	186	403	12	68
National Seat Belt (2)	283	407	9	243	22	10	16
National Winter DWI (3)	13	42	5	148	2	25	2
State Distracted Driving (4)	53	100	3	146	54	1	53
National Memorial Day Seat Belt (5)	500	650	38	497	12	26	22
State DWI (6)	38	54	32	140	15	27	4
State Speed Mobilization (7)	29	56	7	732	41	7	7
National Labor Day DWI (8)	42	95	17	435	15	55	9
Total	999	1,450	117	2,527	564	163	181

FY21 CIOT / DSOGPO STEP Report Data														
STEPS														
	Click It or Ticket							Drive Sober or Get Pulled Over					PI&E	
	Pre-Seat Belt Survey	Post-Seat Belt Survey	Seat Belt Citations	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	Seat Belt Citations	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests		
Arkansas State Police	82.19%	85.11%	1,353	512	6,468	7,716	327	1,134	526	6,957	8,829	302	Y	
Bella Vista PD	93.50%	93.50%	1	44	0	1	2	0	1	0	5	2	Y	
Benton Co SO	88.00%	90.00%	0	0	0	0	0	0	0	5	11	6	Y	
Benton PD	75.50%	78.80%	1	0	1	2	0	0	1	0	0	1	Y	
Bryant PD	78.50%	82.00%	5	1	9	37	9	9	5	22	88	7	Y	
Dardanelle PD	82.66%	83.66%	0	0	0	0	0	0	0	0	0	0	Y	
El Dorado PD	73.00%	81.00%	22	13	3	16	0	0	4	0	3	2	Y	
Fayetteville PD	91.67%	93.17%	60	5	111	426	0	0	0	1	23	3	Y	
Fort Smith PD	83.33%	87.33%	35	16	77	187	14	2	31	26	138	18	Y	
Garland Co SO	84.50%	88.50%	13	10	30	16	1	0	1	8	28	3	Y	
Harrison PD	84.50%	84.00%	28	0	0	0	0	0	0	1	2	0	Y	
Hope PD	75.00%	76.00%	20	7	26	65	7	0	0	40	30	3	Y	
Jonesboro PD	80.50%	80.50%	72	18	30	54	26	83	14	22	88	19	Y	
Lowell PD	70.00%	76.00%	0	5	6	3	0	0	0	0	0	0	Y	
Marion PD	82.48%	90.47%	26	6	4	14	0	0	0	1	6	0	Y	
Miller Co SO	84.15%	88.50%	13	32	22	68	0	0	1	2	7	2	Y	
Mountain Home PD	90.00%	89.50%	11	90	3	69	8	0	42	6	91	3	Y	
North Little Rock PD	79.00%	85.00%	4	0	1	17	0	0	0	1	3	4	Y	
Rogers PD	N/A	N/A	0	0	0	0	0	0	0	2	10	4	Y	
Siloam Springs PD	83.00%	90.00%	38	18	1	10	0	0	0	3	38	0	N	
Springdale PD	84.00%	83.17%	3	4	18	84	12	1	0	10	22	25	Y	
St. Francis Co SO	87.00%	87.50%	35	40	355	34	3	11	14	182	28	0	Y	
Texarkana PD	85.50%	86.50%	12	62	5	36	0	0	0	0	3	4	Y	
Trumann PD	73.00%	74.50%	27	18	1	6	1	0	1	0	1	1	Y	
Van Buren PD	82.00%	88.80%	22	5	23	102	0	0	0	0	11	0	N	
Washington Co SO	87.00%	87.00%	3	1	0	4	0	0	0	0	3	3	Y	
Totals			1,846	924	7,206	8,977	410	1,243	646	7,297	9,482	414		

FY21 CIOT / DSOGPO STEP Report Data														
Mini-STEPs														
	Click It or Ticket							Drive Sober or Get Pulled Over					PI&E	
	Pre-Seat Belt Survey	Post- Seat Belt Survey	Seat Belt Citations	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests	Seat Belt Citations	Seat Belt Warnings	Speed Citations	Speed Warnings	DWI Arrests		
Alexander PD	87.00%	89.50%	116	14	16	38	1	3	0	3	3	0	Y	
Ashdown PD	73.00%	82.00%	225	44	106	134	4	4	0	74	36	15	Y	
Austin PD	N/A	N/A	0	0	0	0	0	0	0	0	0	0	N	
Barling PD	N/A	N/A	8	2	15	13	0	0	0	9	27	0	Y	
Bauxite PD	N/A	N/A	0	0	0	0	0	2	1	5	2	1	Y	
Baxter Co SO	N/A	N/A	14	4	14	40	0	1	0	5	21	0	N	
Boone Co SO	80.00%	80.00%	93	61	42	406	1	9	42	40	254	5	Y	
Bradley PD	N/A	N/A	5	0	62	12	2	N/A	N/A	N/A	N/A	N/A	N	
Carroll Co SO	79.50%	81.00%	4	28	7	71	0	0	5	2	23	8	Y	
Centerton PD	84.50%	84.00%	22	138	20	69	0	0	2	5	41	7	Y	
City of Salem PD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	0	28	15	0	N	
Clarksville PD	N/A	N/A	29	3	3	25	6	9	28	29	95	3	Y	
Cross Co SO	70.00%	81.00%	44	78	53	167	2	2	7	24	107	2	Y	
Dallas Co SO	70.00%	76.00%	17	18	20	41	3	5	18	6	20	0	Y	
Decatur PD	87.50%	87.50%	62	32	25	35	0	0	1	9	19	2	Y	
Des Arc PD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1	3	0	36	0	Y	
Elkins PD	89.00%	95.00%	5	19	3	9	3	0	1	7	23	3	Y	
Eureka Springs PD	83.00%	85.00%	0	1	0	5	0	0	0	0	0	0	Y	
Faulkner Co SO	N/A	N/A	5	7	0	0	0	0	0	2	9	1	Y	
Glenwood PD	N/A	N/A	0	0	0	0	0	0	0	16	10	0	Y	
Goshen PD	N/A	N/A	1	0	0	4	0	0	0	1	36	0	N	
Grant Co SO	75.50%	79.00%	45	73	99	144	0	0	0	0	4	1	Y	
Hazen PD	81.00%	82.50%	3	15	20	76	0	0	0	10	37	1	Y	
Hempstead Co SO	N/A	N/A	12	34	0	5	0	0	0	0	0	0	Y	
Highfill PD	83.50%	97.00%	0	2	19	14	0	0	0	2	6	1	Y	
Highland PD	95.00%	96.00%	0	1	2	7	0	0	0	4	12	0	Y	
Independence Co SO	60.50%	72.00%	19	28	20	47	1	0	7	5	56	1	Y	
Lafayette Co SO	N/A	N/A	0	0	0	0	0	N/A	N/A	N/A	N/A	N/A	N	
Little Flock PD	77.00%	84.00%	30	3	26	52	0	11	1	64	5	1	N	
Little Rock PD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4	3	71	53	0	Y	
Maumelle PD	76.00%	82.30%	4	11	2	30	0	0	0	0	0	0	Y	
Monticello PD	72.00%	51.00%	0	0	29	0	4	1	0	41	0	1	N	
Mountain View PD	43.00%	77.00%	15	82	1	15	0	2	4	0	10	1	Y	
Pea Ridge PD	75.00%	75.00%	13	2	0	21	0	0	0	3	0	0	Y	
Poinsett Co SO	69.50%	75.50%	5	89	0	0	0	0	0	0	0	0	Y	
Prairie Grove PD	N/A	N/A	5	2	7	4	0	0	0	58	46	10	Y	
Saline Co SO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1	0	3	7	0	N	
Searcy Co SO	76.17%	81.33%	14	43	15	185	0	0	0	0	32	0	Y	
Sheridan PD	75.80%	77.30%	18	66	10	78	0	0	0	0	0	2	Y	
St. Charles PD	N/A	N/A	2	0	21	23	0	0	0	13	16	0	N	
Stone Co SO	62.33%	73.33%	15	38	13	77	4	0	7	3	29	0	Y	
Sulphur Springs PD	76.00%	78.00%	5	6	1	5	0	0	0	0	0	0	N	
Tontitown PD	N/A	N/A	44	127	85	260	6	3	5	44	190	13	Y	
West Memphis PD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	2	0	2	1	N	
White Co SO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	0	0	0	0	N	
Totals			899	1,071	756	2,112	37	58	137	586	1,282	80		

Program Area Goals

B-1) Observed Seat Belt Use

Goal Statement: *Increase seat belt use for passenger vehicles, front seat outboard occupants from 81.9% (2019) to 82.5 % (2021).*

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

(C-4) Unrestrained Passenger Vehicle Occupant Fatalities

Goal Statement: *Limit increase in unrestrained passenger vehicle occupant fatalities all seat positions from 183 (2015-2019) to 196 (2017-2021).*

Program Area Results

An observational seat belt use survey was conducted in 2021 which included surveying 96 sites in 12 counties. *Due to the COVID pandemic no seat belt survey was conducted in 2020.* The 2021 weighted usage rate is 84.2 which is 2.3 percentage point increase from 2018.

Arkansas' unrestrained passenger fatalities increased from 166 in 2019 to 204 in 2020. The five-year rolling average (2016-2020) was 185.

(STEP) Seat Belt Survey

Project Results (Observed Seat Belt Use)

STATE OBSERVATIONAL SURVEY

Planned Activity: OP-2021-12

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

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS)

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

Planned Activity: OP-2021-02

Sub-recipient(s): Law Enforcement Agencies

There were 31 local sustained STEPS in FY 2021.(List of agencies on pg. 114) These projects issued 2,703 seat belt citations and 2,923 seat belt warnings. This data does not include ASP data.

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT

Planned Activity: OP-2021-03

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

The ASP worked over 3,038 hours during the year on occupant protection enforcement. The total number of seat belt citations, seat belt warnings and child safety seat citations issued by the ASP in FY 2021 was 2,667, 835 and 193, respectively

MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)

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

Planned Activity: OP-2021-04

Sub-recipient(s): Local Law Enforcement Agencies

There were 52 local mini-step projects in FY 2021. Mini-STEP projects issued 1,450 Seat Belt citations and 999 Seat Belt warnings. (List of Agencies on pg 114)

STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E)

- Communication and Outreach supporting enforcement
- Community and Outreach for Child Restraint and Booster Seat Use
- Communication and Outreach creating a unique brand with cohesive messaging using *Share the Road* model language and social norming NHTSA's method of enrollment and engagement supporting programs and enforcement mobilizations throughout the year.

Planned Activity: OP 2021-05

Sub-recipient(s): CJRW

This task provided for statewide public information and education to promote occupant protection with a focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young person's age 18 – 34. It also emphasized the child restraint law, Act 470 of 2001, Graduated Licensing laws, and distracted driving laws. Components of the task included educational materials such as brochures, posters, public service announcements and (PSAs). (See Media Report pages 67-82)

TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM

Planned Activity: OP-2021-06

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

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to occupant restraints. Donated airtime totaled an estimated \$909,669.89. This represents a dollar return in donated airtime of over 12 times the contract amount of \$75,000.

STATEWIDE LAW ENFORCEMENT LIAISON (LEL)

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

(Communication and Outreach/Supporting Enforcement)

Planned Activity: OP-2021-07

Arkansas Highway Safety Office

The Arkansas' Law Enforcement Liaison (LEL) program was revamped to include an in-house LEL position at the AHSO. This position was responsible for promoting and recruiting law enforcement agencies to participate in safety mobilizations. Sixty-five agencies were solicited to participate mini-STEP projects. Based on this effort 42 Mini STEP agencies were added and participated in the CIOT Mobilization. "Lunch and Learn" events were planned in conjunction with law enforcement association meetings to promote increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns. However, these events were cancelled due to COVID 19.

The LEL participated in the FY21 Region 7 LEL Conference, DRE Training, and the DDACTS Conference.

STATEWIDE CHILD PASSENGER PROTECTION EDUCATION PROJECT

(Community and Outreach for Child Restraint And Booster Seat Use)

Planned Activity: OP-2021-08

Sub-recipient: University of Arkansas for Medical Sciences

The University of Arkansas for Medical Sciences, Department of Pediatrics conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, Th University of Arkansas for Medical Sciences Department of Pediatrics also conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Eight NHTSA Standardized CPS training courses were conducted with 72 new technicians receiving certification; 375 childcare professionals were trained in 78 regional workshops. One public checkup event and a permanent fitting station resulted in a total of 212 seats being checked or loaned. During the fall and spring semesters schools were unable to participate in the program to promote seat belt and booster seat usage among 6-14 years old (TWEENS), due to covid restrictions, lock down of schools and loss of a UAMS staff person dedicated to Tweens.

Planned Activity: OP-2021-10

Sub-recipient(s): To Be Determined

During FY21 the AHSO had planned to conduct more “lunch and learn” sessions versus High Five Programs. It was determined this would better assist with motivating and recruiting law enforcement agencies to promote increased enforcement of seat belt and child restraint laws and participation in State and National occupant protection campaigns. However, because of the COVID 19 Pandemic the AHSO was unable to hold these sessions. Once the issues related to COVID 19 are resolved we will plan and conduct more of these sessions. We are also in the planning process to implement a “High-Five Program” in 2022.

OCCUPANT PROTECTION PROGRAM MANAGEMENT

Planned Activity: OP-2021-13

Sub-recipient: Arkansas State Police

This task provided program management for projects within the Occupant Protection Program area. It will provide for proper administration of projects through program planning, oversight/monitoring, evaluation, coordination, staff education and development including expenses for development and implementation of a state grants management system (GMS). The GMS was implemented in FY19 and is operated, and maintained through AGATE Software, Inc. Several enhancements were added in FY21 to facilitate better reporting and data collection.

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

Goal Statement: Limit increase in alcohol-impaired driving fatalities from 142 (2016-2020) to 143 (2017-2021).

Program Area Results

The alcohol-related five-year moving average was 142 for 2016-2020. The chart on page 21-22 shows the 5-year moving average trend of Arkansas' alcohol-related fatalities. Arkansas alcohol related fatalities are currently at 25% of total fatalities for 2020 with the National average at 30%.

During FY21 the AHSO employed strong media campaigns in conjunction with sustained high visibility enforcement efforts involving law enforcement at all levels across the state along with a DWI Court initiative involving 14 District Courts.

Since 2012 DWI arrests and convictions have been on the decline. The AHSO continued to initiate additional strategies to counter this problem in 2021. Some of the strategies included:

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

In 2021 the AHSO along with the Impaired Driving Prevention Task Force (IDPTF) conducted a review of the impaired driving problem in the State to develop strategies that can be measured collectively as a group and to plan for implementation of those strategies. The IDPTF continues work on the Impaired Driving Blueprint for Arkansas. The COVID 19 pandemic stalled improvements on this project but it is an ongoing effort.

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

National Distracted Driving Mobilization - October 5 -12, 2020

National Winter DWI Mobilization - December 16, 2020 - January 1, 2021*

State July 4th Holiday DWI Mobilization - June 30 - July 5, 2021

National Labor Day DWI Mobilization - August 20 - September 6, 2021*

ALCOHOL RELATED FATALITIES AND RATES

ALCOHOL-RELATED FATALITIES

Project Results (Impaired Driving)

Judicial Training

Planned Activity: AL-2021-01

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

Administrative Office of the Courts (AOC) provided a training seminar September 15-17, 2021 for approximately 60 Arkansas district court judges. The course "Special Traffic Topics for Arkansas" was taught by faculty from the National Judicial College selected from district judges, substance abuse professionals, law enforcement officers, law professors and judges from other states who teach traffic programs in their home state and at the national level. Lecture topics included the latest developments in traffic law as well as current issues in Drugged Driving, DWI Courts and Medical Marijuana cases. Funding reimbursed in-state and out-of-state travel, tuition, meals, and lodging.

In addition, eight judges and one judicial branch administrator attended the American Bar Association Traffic Court Virtual Seminar from May 19-21, 2021.

TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING

Planned Activity: AL-2021-02

Sub-recipient: Criminal Justice Institute

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all impaired driving laws. 491 law enforcement officers completed the SFST/TOPS training in accordance with NHTSA's curriculum. In addition, 80 officers received SFST refresher training. 162 officers completed ARIDE training. One DRE school was completed with 13 officers being certified.

TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM

Mass Media Campaigns

Planned Activity: AL-2021-03

Sub-recipient: Arkansas Broadcasters Association

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$909,669.89. This represents a dollar return in donated airtime of over 12 times the contract amount of \$75,000.

STATE-FUNDED ALCOHOL SAFETY EDUCATION PROGRAMS

Planned Activity: AL-2021-04

Sub-recipient: AR Department of Human Services – DASEP

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

STATEWIDE PUBLIC INFORMATION AND EDUCATION

Mass Media Campaigns

Planned Activity: AL-2021-05

(See Media Report Section page 42)

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECT

Planned Activity: AL-2021-06

Sub-recipient(s): Law Enforcement Agencies

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

In FY21 30 local STEPs and 52 mini-STEPS participated in national and state DWI mobilizations (List of agencies on pg. 114). There were 102 DWI/DUI arrests by local STEPs (ASP data not included) and 163 DWI/DUI arrests by mini-STEPS.

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT

Planned Activity: AL-2021-07

Sub-recipient(s): Arkansas State Police

The **Arkansas State Police (ASP)** participated in the State and National “Drive Sober or Get Pulled Over” campaigns as well as providing sustained enforcement during FY 21. The ASP worked over 607 hours on DWI/DUI enforcement that resulted in 71 arrests.

MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)

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

Planned Activity: AL-2021-08**Sub-recipient(s): Local Law Enforcement Agencies**

There was a total of 73 local mini-step projects registered in FY 21. Fifty-two (52) of these with executed contracts. (List of agencies on pg. 114). Data for mini-STEP enforcement efforts is shown on page 9. These Mini-STEPs made 107 DWI arrests during the National Winter DWI Mobilization, the State July 4th Holiday DWI Mobilization and the National Labor Day DWI Mobilization.

BAC INTOXIMETER AND BLOOD TESTING TRAINING PROJECT**Planned Activity: AL-2021-09****Sub-recipient: Arkansas Department of Health - OAT**

The AHSO provided funding for several conferences as listed below, however due to the COVID 19 pandemic these conferences were either cancelled or held virtually. Staff were not able to attend any conference for which funding was provided in FY2021.

Three (3) OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in Kansas City, MO in May 2021. The instruction was intended to cover user maintenance and national perspective and results. **Cancelled**

Two (2) OAT staff members to attend the annual meeting of the International Association for Chemical Testing in Charleston, SC in Spring, 2021 to cover fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance. **Cancelled**

Two (2) OAT staff members to the 2021 Lifesavers Conference in Long Beach, CA in March 2021. This training covers Highway Safety topics from a national perspective. **Virtual.**

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

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

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

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

Three (3) OAT staff to receive training in the theory and maintenance for the Intoximeter EC/IR II in Spring 2021, date and place TBD.

Four (4) OAT staff to the Intoximeters Users Group Meeting in Vermont in August 2021. **Cancelled**

Purchase of 12 Guth Simulators. **Purchased**

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

LAW ENFORCEMENT TRAINING ACADEMY BAT & SOBRIETY CHECKPOINT MOBILE TRAINING

Planned Activity: AL-2021-10

Sub-recipient: Black River Technical College

The Mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, Support and Training project with the Black River Technical College, Law Enforcement Training Academy in Pocahontas, AR. The BAT Sobriety Checkpoint Mobile Training Project offered law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During FY21, the project trained 211 law enforcement officers. The BAT mobile was utilized in 36 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints to raise awareness regarding the crime of impaired driving. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The project conducted 3 public school events and 7 public events in communities throughout the state.

STATEWIDE LAW ENFORCEMENT LIAISONS

Planned Activity: AL-2021-11

AHSO

The AHSO LEL continued to promote and recruit law enforcement agencies to participate in traffic safety mobilizations and to network with other states to promote activities. Nineteen mini-STEPs were added along with one new STEP.

COURTROOM MONITORING PROGRAM

Planned Activity: AL-2021-12

Sub-recipient: Mothers Against Drunk Driving (MADD)

Court Monitoring program to follow DWI/DUI cases through the court process and identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in judicial implementation of Arkansas's ignition interlock law.

This project was initially implemented in January 2019. On May 28, 2020, MADD notified the AHSO that its operations would end June 30, 2020. The AHSO has been exploring other options to provide Court Monitoring in the state but with little success to date.

DWI COURTS**Planned Activity: AL-2021-13****Sub-recipient(s): See below**

Arkansas has fourteen formally trained and AOC recognized DWI courts. The implementation of these courts continues Arkansas' effort towards establishing a statewide DWI Court System. The AHSO provided federal funds to pay for salaries, fringe benefits, in and out-of-state travel and training, maintenance and operations, printing and administration expenses for two of the three pilot DWI Courts: Independence County DWI Court and Garland County DWI Court. The Sherwood pilot DWI Court is self - sufficient. The HSO also provided funding for the continued training of nine DWI Courts: Benton Co., Clark Co., Craighead Co., Crawford Co., Faulkner Co., Pulaski Co., Sebastian Co. and Van Buren Co. Three other Courts; Jefferson Co., Saline Co. and South Arkansas Co. are operational.

STATEWIDE IN CAR CAMERA AND VIDEO STORAGE SYSTEM**Planned Activity: AL-2021-14****Sub-recipient(s): Arkansas State Police**

The In-Car Camera and Video Storage Project with the Arkansas State Police purchased the following equipment in FY 2021: Expenditures/Purchases eligible for the in-car camera system include:

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

Travel: Train ASP IT personnel, decommission servers across state, and maintain equipment in the field (\$5,000)

- Server and equipment Maintenance

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

MOTOR VEHICLE CRASH TOXICOLOGY TESTING

Planned Activity: AL-2021-15

Sub-recipient(s): AR State Crime Lab

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

- Five units of pipettes at \$1,000.00 each (at a total cost of \$5,000)
- Drug standard kits (at a total cost of \$35,000)
- Immunoassay kits (four sets for a total cost of \$185,000)
- One (1) immunoassay system (at a total cost of \$75,000)
- Two Turbovap LV to perform Acidic/Neutral drug extraction and LC-MS quantitation (at a total cost of \$12,000)
- One Drying System to assist with LC-MS extraction (at a total cost of \$60,000.)
- One GC-MS used to perform drug screening, quantitation, and unknown analysis in fatality accident cases (at a total cost of \$110,000)

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

ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM MANAGEMENT

Planned Activity: AL-2021-17

Sub-recipient: Arkansas State Police

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

Speed Enforcement

Speeding Related Fatalities

***Goal Statement:** Hold speeding related fatalities from 120 (2015-2019) to 131 for (2017-2021).*

Program Area Results

Eighty-three (83) Selective Traffic Enforcement Projects 30 local (STEPS) and 52 Mini-STEPS with local law enforcement and one statewide with the Arkansas State Police were implemented during FY21. While the primary focus of these STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. As previously shown, there were 7,275 speed citations and 13,569 speed warnings issued by the local STEPs and mini-STEPS. The ASP issued 9,799 speed citations and 6,936 speed warnings for the year. This is an increase from the previous year.

According to FARS data, over the last five years (2016 – 2020) there have been 666 fatalities recorded as speed-related, this accounts for 24.2% of the total number of traffic-related fatalities (2,749) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and have continued to rise. Currently speed fatalities are at 164 for 2020.

The state continues to work with law enforcement and remains vigilant in addressing and enforcing speed. The following chart shows **speeding related crashes in Arkansas counties for 2016-2020**. County specific data is not yet available for 2021.

COUNTY	2016	2017	2018	2019	2020
ARKANSAS	10	6	24	18	16
ASHLEY	28	21	39	20	29
BAXTER	55	68	83	71	99
BENTON	260	301	382	500	475
BOONE	43	61	52	62	77
BRADLEY	13	29	19	19	15
CALHOUN	6	10	7	9	12
CARROLL	49	44	65	70	80
CHICOT	7	10	4	4	6
CLARK	86	82	82	84	65
CLAY	7	10	9	12	12
CLEBURNE	38	31	25	28	43
CLEVELAND	27	27	26	11	7
COLUMBIA	24	22	31	16	19
CONWAY	34	45	50	51	40
CRAIGHEAD	194	199	282	252	235
CRAWFORD	118	118	129	123	109
CRITTENDEN	65	98	108	89	113
CROSS	15	17	32	18	22
DALLAS	15	36	25	20	20
DESHA	8	5	6	10	9
DREW	12	17	12	13	33
FAULKNER	168	202	226	212	233
FRANKLIN	62	62	54	59	57

COUNTY	2016	2017	2018	2019	2020
FULTON	39	39	19	12	13
GARLAND	224	227	242	239	291
GRANT	39	28	22	27	32
GREENE	50	37	52	45	70
HEMPSTEAD	55	55	61	37	63
HOT SPRING	82	85	137	103	131
HOWARD	2	8	6	9	7
INDEPENDENCE	91	82	125	115	85
IZARD	19	18	10	24	19
JACKSON	41	32	37	22	30
JEFFERSON	44	58	77	63	49
JOHNSON	37	33	58	42	38
LAFAYETTE	5	4	5	10	13
LAWRENCE	14	24	27	36	31
LEE	13	5	6	6	1
LINCOLN	3	7	15	12	14
LITTLE RIVER	14	6	10	15	25
LOGAN	28	22	18	20	32
LONOKE	109	110	149	131	133
MADISON	45	56	69	74	63
MARION	19	7	19	24	21
MILLER	108	79	90	74	113
MISSISSIPPI	44	62	77	46	54
MONROE	2	6	0	6	12
MONTGOMERY	12	13	22	17	33
NEVADA	18	32	37	15	27
NEWTON	38	40	33	47	49
OUACHITA	20	29	48	32	41
PERRY	7	11	13	19	16
PHILLIPS	13	16	20	26	36
PIKE	9	9	13	17	33
POINSETT	20	48	35	52	62
POLK	30	39	26	36	42
POPE	36	64	69	96	91
PRAIRIE	14	19	14	4	11
PULASKI	874	792	1,058	974	1,051
RANDOLPH	15	21	33	43	34
SALINE	224	176	199	219	204
SCOTT	3	11	15	17	14
SEARCY	27	21	18	34	45
SEBASTIAN	75	137	98	117	148
SEVIER	22	18	17	27	25
SHARP	7	12	13	30	32
ST FRANCIS	68	89	80	81	85
STONE	10	3	34	17	14
UNION	61	56	59	52	58
VAN BUREN	12	19	24	17	27
WASHINGTON	366	395	510	575	523
WHITE	149	102	120	101	155
WOODRUFF	1	2	3	4	4
YELL	21	22	16	31	42
TOTALS	4,623	4,807	5,730	5,663	6,068

SELECTIVE TRAFFIC ENFORCEMENT PROJECT

High Visibility Enforcement

Planned Activity: SC-2021-01

Sub-recipient(s): Local Law Enforcement Agencies

Thirty (30) Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY21. (List of agencies on page 114) While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. A total of 14,547 speed citations and 19,941 speed warnings were issued by all STEPs in FY21.

SELECTIVE TRAFFIC ENFORCEMENT PROJECT

High Visibility Enforcement

Planned Activity: SC-2021-02

Sub-recipient: Arkansas State Police (ASP)

The **Arkansas State Police (ASP)** provided sustained enforcement during FY21. The ASP issued a total of 9,799 speed citations and 6,936 speed warnings to facilitate detection and removal of speeding drivers from highways.

MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)

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

Planned Activity: SC-2021-03

Sub-recipient(s): Local Law Enforcement Agencies

There were 52 local mini-step projects in FY 2021. (List of agencies on pg. 114) These Mini-STEPS issued 2,527 speed citations and 564 speed warnings.

STATEWIDE PUBLIC INFORMATION AND EDUCATION

Public Information Supporting Enforcement

Planned Activity: SC-2021-04

Sub-recipient: CJRW

See Media Report pages 105

Program Area Goal Traffic Records

The goals of projects funded in the Traffic Records Program for 2021 were:

- Increase the # of agencies using eCrash (real-time) from 203 in 2020 to 258 in 2021
- Increase the # of courts using Contexte (real-time) from 107 in 2020 to 134 in 2021

Program Area Results

On August 13, 2021 Arkansas' crash records were made current for the first time in years. Efforts to increase the accuracy of crash data will continue and there currently several efforts in place to review the data, determining where officers need training, and generally cleaning up the product. The University of Arkansas will continue to assist with data entry which will allow the in-house staff time to review the system overall and determine clean-up efforts that need to be put into place. There was also an increase in the data entered by troopers and other local law enforcement agencies through eCrash. This live data entry has further assisted in streamlining the system, but a lack of effective statewide training for all officers still results in problems that need to be addressed. The system is currently designated a MMUCC 4th ed., system and due to a two-year delay in introducing the 6th edition, we are planning to bring the state into compliance with the 5th edition over the next few months. Currently, 288 agencies are using eCrash. At least 95% of all active law enforcement agencies statewide currently reporting. Arkansas will implement the 5th edition of MMUCC with 100% of agencies reporting either live or submitting written reports within the next year.

Section 405(c) Traffic Safety Information System Improvement Grant funds were utilized to incorporate and maintain eCrash and continue maintenance of NEMSIS compliance. A total of 134 courts (76 Circuit Courts and 58 District Courts) are using Contexte.

Because the agency who supplied the Contexte system to Arkansas decided to stop funding the system, the Administrative Office of the Courts (AOC) launched a search for a system that will address all of the challenges that Arkansas courts contain, including a vast District Court system that was unwilling to convert to Contexte, the AOC researched a wide number of court management systems and determined that none of them fit the Arkansas system in a manner that was feasible for them to buy. The IT staff at the Courts, many of which are attorneys, made the decision to create their own system which they plan to begin rolling out at the end of 2021.

Contexte was designed by the AOC to completely tie into the eCrash and eCite system for automatic upload of citations into the court system, and to tie those citations to a crash if one had occurred. They are completing the same tie in with the new system which will result in all courts, both District and Circuit to be live for the first time. The Traffic Records Program Manager is a member of the team that will design and make the conversion to the new court management system. We believe that by this time next year, all courts in Arkansas will be live on the system for the first time.

eCite and eCrash

All troops at Arkansas State Police and approximately 50% of all other law enforcement agencies now utilize the electronic citation system (eCite). Approximately 95% of all law enforcement agencies in the state use the electronic crash reporting system (eCrash). Court clerks at all circuit courts and at 58 District Courts are now able to receive citations electronically. A third RFP to assist local law enforcement agencies with equipment and facilitate their participation in these systems resulted from

a partnership with the Arkansas Department of Transportation (ArDOT). ArDOT provided additional funding in the amount of 2.17 million in HSIP funds. The additional funding further facilitated the deployment of eCrash/eCite throughout the state. To date 46 agencies have applied for equipment grants to get on the eCrash system, 39 agencies have completed installing equipment, and 7 agency grants had to be extended into FY 22 due to problems with securing the necessary equipment before the FY21 deadline. We anticipate 30 additional agencies will apply for eCrash funding in FY22.

Description of Highway Safety Problems

Problem: Due to issues with a previous contractor there has been 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.

Countermeasure Strategies: Due to a heavy push by the AHSO data entry personnel and the University of Arkansas contract personnel, we have moved through the backlog of 2018, 2019, 2020 and as of August we were current on crash data for the first time in many years. Because of COVID-19 and the isolation that local departments experienced due to it, they realized the need for shared data. More than double the number of agencies expected moved over to the eCrash system and a major push was made to identify every law enforcement department in the state and begin discussions with them about moving to eCrash. This live data entry will assist in streamlining the state's crash records system and providing more accurate information. Currently, 277 agencies are using eCrash, with an additional 11 trained.

We plan to implement a daily crash review status as of October 1, 2021 and clean up the crashes for both the current year and the previous year. By doing this we hope to uncover shortfalls in the previous training programs done by Arkansas State Police IT personnel and develop an annual training program mandated by the Arkansas Commission on Law Enforcement Standards and Training (ALETA) in anticipation of the upgrade from the current MMUCC 4th Edition, to MMUCC 5th Edition sometime during calendar year 2022.

The goals of projects funded in the Traffic Records Program are to increase the number of law enforcement agencies using eCrash and eCite; as well as the number of courts using the newly created Build CMS system, which should be live in all courts by mid-year (Appellate, Circuit and District). By adding more agencies to the live system in both crashes and the courts, our plan is to reduce the average crash record entry time using the eCrash system from 108.3 hours to 105.5 hours in FY22.

Program Overview

The National Highway Traffic Safety Administration's assessment team conducted a Traffic Records Assessment between February and June 2021. This team, together with the TRCC are the basis for Arkansas' 2022 – 2026 Traffic Records Strategic Plan which is in process and should be released around year end. In conjunction with the strategic plan, the goals of the Traffic Records Program are to improve the accuracy of crashes entered into eCrash by perfecting the systems that tie in with eCrash from the Courts, DMV, ArDOT and the Department of Health, as well to develop an annual required statewide training for law enforcement on the system. The State Traffic Records Strategic Plan, Assessment and 405 IPR (including the list of the TRCC members, meeting dates, description of quantifiable and measurable improvements, recommendations from the most recent assessment, recommendations to be addressed with projects and performance measures, and descriptions of the performance measures and supporting data that the state is relying on to show quantitative

improvement in the preceding 12 months of the application due date) are provided in the 405c application.

Because of COVID-19 restrictions half the TRCC was unable to meet in person but has developed a healthy and active life as an electronic group making far more progress in that manner than before. We are currently developing a new core group of individuals to represent the various components of the TRCC and adding a contingent of IT personnel from each agency to assist with the group and its goals. The reforming of this group will result in a new more effective and efficient traffic records system by the end of the planning cycle.

Data Collection and Information Systems

eCrash -- is a data collection and reporting tool that streamlines and automates the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama-Center for Advanced Public Safety to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for Arkansas crash data. eCrash is partially funded through Section 405c. Features of eCrash includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and an eCrash web known as ADVANCE. As of September 30, 2021, 277 local Arkansas law enforcement agencies including the Arkansas State Police, submit their data electronically through eCrash. These agencies represent approximately 95% of all crash submissions in the state of Arkansas annually. Data Collection and Analysis is also a Primary Emphasis Area in the SHSP and includes strategies regarding eCrash and other data collection methods and tools.

Crash Report Form – On July 15, 2015, the ASP released a revised crash form electronically to the ASP troopers and have been continuously providing it to local law enforcement agencies throughout the state since that date. Fields were added to the form, thus allowing additional data to be collected which can be analyzed to support traffic safety improvements. While some agencies will still provide paper submittals to eCrash, it is our goal to bring as many agencies online as possible.

Within the next year, ASP IT staff and the Traffic Records Program Manager plan to upgrade the current eCrash report form from Model Minimum Uniform Crash Criteria (MMUCC), 4th edition to the 5th edition. We had originally decided to move up two levels but the national committee's decision to hold back on release of the 6th edition for two years to determine if they are asking for too much data from law enforcement at the scene, led us to the decision to go ahead and begin the transformation to the 5th.

Crash Data – The ASP will continue to work with law enforcement partners on the importance of submitting accurate crash data with a goal to lower the number of crash reports containing “unknown” for various data elements. We are working with the IT division of the Arkansas Department of Public Safety to develop a better initial training for agencies coming online to the eCrash system. We will also provide and require annual training updates for all officers to address any changes or problems.

Reports by ASP – The ASP Highway Patrol uses data to implement enforcement, write reports and proposals, design presentations, and increase traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ASP. For law enforcement, reports specific to their jurisdiction can help identify problem areas in which to focus overtime efforts.

The Arkansas State Police (ASP) logged for 2018, 82,088 crash reports of which 21,488 were entered into the eCrash by office staff from paper reports, including several crashes that had to be removed and re-entered because of issues with a third-party vendor. The total number of paper reports received by ASP in 2019 was 12,067 with a total of 82,920 in the database. There were 76,218 reports in the database for 2020, with 5,999 that were entered by office staff. As of September 21, 2021, there were 58,993 crashes in the database and 1,900 have been entered by office staff to date. Reports entered in eCrash do not include duplicate, private property, or parking lot crashes.

Project Results (Traffic Records)

TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) PROGRAM OPERATIONS

Planned Activity: TR-2021--01

Sub-recipient: Arkansas State Police

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

TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) IMPROVEMENT PROJECT

Planned Activity: TR-2021-02

Sub-recipient: Arkansas State Police

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

ELECTRONIC TRAFFIC CRASH RECORD ENTRY SYSTEM PROJECT

Planned Activity: TR-2021-03

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

The Arkansas State Police continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is the eCrash system developed by the University of Alabama-Center for Advanced Public Safety (CAPS). As of this date 277 local agencies and the Arkansas State Police are electronically submitting crash reports via eCrash. Fortunately, COVID 19 has not impacted this area. Because of the pandemic, there has been an increase in the number of agencies joining this system

EMS DATA INJURY SURVEILLANCE CONTINUATION PROJECT

Planned Activity: TR-2021-04

Sub-recipient: Department of Health – Office of EMS

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

ELECTRONIC CITATION SYSTEM

Planned Activity: TR-2021-05

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

The Arkansas State Police continued progress during 2021 towards implementation of an electronic citation system (eCite) which electronically captures and submits the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the violator and capture of citation data for timely reporting to various entities. The system also allows for submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and the Office of Driver Services. The Administrative Office of the Courts (AOC) has implemented eCite support into the court case management system. eCite is currently in use by all ASP troops. 178 local law enforcement agencies have been trained and 166 are currently "live".

TRAFFIC RECORDS PROFESSIONAL DEVELOPMENT

Planned Activity: TR-2021-06

Sub-recipient: Arkansas State Police

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

TRAFFIC RECORDS PROGRAM MANAGEMENT

Planned Activity: TR-2021-07

Sub-recipient: Arkansas State Police

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

Roadway Safety

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

Project Results (Roadway Safety)

PROFESSIONAL DEVELOPMENT

Planned Activity: RS-2021-01

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

This project provided resources to allow personnel from ARDOT to attend safety conferences and workshops. Attendance at these meetings allows for networking with other transportation agencies to assess cost effective strategies to reduce highway fatalities and injuries. The COVID19 Pandemic resulted in some of these training conferences being cancelled or conducted virtually. Staff attended the following virtual conferences at no cost during 2021.

- AASHTO Committee on Safety Conference in May 2021
- Traffic Records Forum Conference in August 2021.

Motorcycle Safety

Program Area Goal

C-7) Motorcyclists Fatalities

Goal Statement: *Limit increase in motorcyclist fatalities from 72 (2016-2020) to 74 (2017-2021).*

C-8) Unhelmeted Motorcyclists Fatalities

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

Arkansas' Motorcycle fatalities were at 66 for 2018 and 2019. In 2020 the number of motorcycle fatalities rose to 80. They account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and only requires helmets for motorcyclists age 21 or younger. In both 2019 and 2020, 50% of all motorcyclist fatalities were unhelmeted.

The chart below shows the number of motorcycle crashes for the 2020 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	1,562	1	0	0	Lee	203	2	1	0
Ashley	763	2	0	0	Lincoln	412	1	1	0
Baxter	4,036	28	9	3	Little River	599	3	1	2
Benton	18,114	98	52	3	Logan	2,028	10	3	0
Boone	2,999	20	10	3	Lonoke	4,974	24	12	0
Bradley	391	1	0	0	Madison	1,071	24	7	0
Calhoun	190	3	1	1	Marion	1,469	13	2	0
Carroll	2,249	42	15	0	Miller	1,997	23	12	0
Chicot	291	0	0	0	Mississippi	1,374	8	5	0
Clark	737	5	0	2	Monroe	257	0	0	0
Clay	704	2	2	0	Montgomery	610	1	0	0
Cleburne	2,047	21	5	2	Nevada	333	1	1	0
Cleveland	319	1	0	0	Newton	578	26	2	0
Columbia	999	6	2	0	Ouachita	1,126	7	5	0
Conway	1,202	12	4	1	Perry	605	4	0	0
Craighead	4,172	35	26	1	Phillips	459	2	0	0
Crawford	4,287	33	15	4	Pike	566	3	0	0
Crittenden	1,595	13	8	0	Poinsett	966	10	4	0
Cross	609	4	3	1	Polk	1,521	5	1	0
Dallas	249	0	0	0	Pope	3,374	23	10	3
Desha	296	0	0	0	Prairie	334	2	0	0
Drew	593	6	4	0	Pulaski	13,471	140	76	5
Faulkner	6,307	51	24	2	Randolph	919	10	2	0
Franklin	1,106	16	4	0	St. Francis	606	1	0	0
Fulton	862	5	3	0	Saline	7,001	34	14	1
Garland	6,618	49	31	2	Scott	610	3	2	0
Grant	1,027	3	2	0	Searcy	470	7	2	1
Greene	2,357	16	8	2	Sebastian	7,807	56	35	3
Hempstead	771	8	1	0	Sevier	652	2	1	0
Hot Spring	1,994	11	7	1	Sharp	1,179	4	1	1
Howard	452	3	0	0	Stone	1,009	7	3	0
Independence	1,816	14	5	1	Union	1,757	7	3	0
Izard	1,021	2	0	0	Van Buren	1,169	7	3	0
Jackson	579	6	3	0	Washington	12,479	64	35	3
Jefferson	2,321	11	6	3	White	4,245	35	18	1
Johnson	1,549	12	4	0	Woodruff	224	2	1	0
Lafayette	294	2	1	0	Yell	1,134	4	2	0
Lawrence	864	1	1	0	Total	157,930	1,118	521	52

Project Results (Motorcycle Safety)

The Motorcycle Safety Motorist Awareness Campaign, “Look Twice for Motorcycles, Share the Road” activity is shown in the Paid Media Reports on pages 100.

MOTORIST AWARENESS CAMPAIGN * Other Driver Awareness of Motorcyclists *

Planned Activity: MC-2021-01

Sub-recipient(s): CJRW

The program included site visits at motorcycle events in the state. In total, the Arkansas State Police Highway Safety Office was visible at fourteen days of events. At each of the 14 events in 2021, Alliance staff were on-site to engage attendees to raise awareness of the campaign. Staff distributed yard signs to motorcyclists to help raise awareness of the campaign. These yard signs were very popular and distributed throughout the community.

Event	Date	City	County	Impressions	Engagements
Talimena Rally Cruisin for St. Jude	Friday, May 28	Texarkana	Miller	5,794	476
Lace, Grace, and Gears	Friday, June 25	Rogers	Benton	2,427	128
Lace, Grace, and Gears	Saturday, June 26	Rogers	Benton	2,950	248
Friends & Freedom Poker Run	Thursday, July 15	Eureka Springs	Carroll	7,289	774
Ride to Fight Suicide	Saturday, July 17	Rogers	Benton	7,491	825
Rumble on the River	Friday, August 20	Shirley	Van Buren	2,803	118
Hot Springs	Thursday, September 9	Hot Springs	Garland	632	56
Hot Springs	Friday, September 10	Hot Springs	Garland	559	76
Hot Springs	Saturday, September 11	Hot Springs	Garland		
Rich Mountain Rendezvous	Saturday, September 18	Mena	Polk	144	12
Rally Off Exit 86	Thursday, September 23	Rogers	Benton	2,598	352
Rally Off Exit 86	Friday, September 24	Rogers	Benton		
The Hideout	Saturday, September 25	Ozark	Franklin	1,164	165
The Hideout	Sunday, September 26	Ozark	Franklin	89	3
				33,940	3,233

Pedestrian/Bicyclist

Program Area Goals

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

C-10) Pedestrian Fatalities

Goal Statement: *Decrease pedestrian fatalities from 56 (2016-2020) to 46 (2017-2021).*

C-11) Bicyclist Fatalities

Goal Statement: *Limit increase in bicyclist fatalities from 3 (2015-2019) to 5 (2017-2021).*

Program Area Results (Pedestrian/Bicyclist)

In 2016 there were 49 pedestrian fatalities. This number rose to 62 in 2018. In 2020 this number increased to 81. This represents a five-year average of 60 for 2016-2020 and approximately 13% percent of all motor vehicle fatalities for 2020. There were 3 bicyclist fatalities in 2015, 4 fatalities in 2018 and 3 in 2019 for a five-year average of 3 for 2015-2019. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities are a part of the emphasis of the “Toward Zero Fatalities” Campaign in conjunction with the Arkansas Department of Transportation (ArDOT) and the Arkansas Department of Health.

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

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

The AHSO continued to work with law enforcement agencies throughout the state as well as SHSP stakeholders to encourage pedestrian crossing enforcement, to emphasize pedestrian safety in presentations and other educational events and take a serious look at infrastructure improvements needed in this area.

A target of 46 was set for pedestrian fatalities for 2017-2021 but unfortunately with pedestrian fatalities of 58 we exceeded that number. ArDOT’s work will continue a media campaign focusing with education strategies and public service messages that target school children on bicycle and pedestrian safety as well as public service messages and social media to increase awareness of the dangers of bicycle and pedestrian traffic on high volume roadways.

In FY21 the AHSO began collaborating with the City of Little Rock’s pedestrian bicyclist project and coalition to coordinate activities and explore options for a statewide initiative. Training was completed on the “Friendly Driver” curriculum by both AHSO staff and Children’s Hospital IPC staff. A plan was

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created for a Pedestrian/Bicycle safety project to be conducted by ACH/IPC. This project will employ activities in schools, colleges, and communities of selected counties to provide education and awareness of pedestrian and bicyclist safety issues. Bike and Pedestrian Safety for high school and college age students is a new area of interest for the ACH. ACH/IPC has experience with Safe Routes to school for young children, but they do not have current experience in bike/ped safety with teens and young adults. A six-month planning period has been initiated to research evidence-based bike/ped programs in other states and develop a program for Arkansas. Data indicates the majority of teen/young adult bike/ped injuries occur in urban settings and on college campuses. The program will then be piloted in 2 to 3 high schools and on 1 college campus. Up to 10 focus groups will be utilized to identify barriers to safety practices and program implementation.

PEDESTRIAN/BICYCLE PUBLIC AWARENESS CAMPAIGN

Planned Activity: PS-2021-02

Sub-recipient(s): ARDOT

This project involved the development of a media campaign by ArDOT to focus on education strategies such as public service messages to target school children on bicycle and pedestrian safety as well as public service messages aimed at increasing awareness of the dangers of bicycle and pedestrian traffic on high volume roadways, and social media to educate the public on bicycle/pedestrian laws and safety.

Results:

The ArDOT Public Information Creative Services Section assisted with the production of public service messages aimed at increasing public awareness of laws regulating bicycle and pedestrian traffic with the goal of reducing fatalities and serious injuries among cyclists and pedestrians.

The campaign utilized the following media:

- Twitter Social Media posts ran April, June, August and October
- Messaging on ARDOT.gov website (May – October)
- Pandora and IHeartMedia (May – October)
- 7 digital billboard locations around the state. (May – October)
- KARK (June – September)
 - KARK Twitter account
 - KARK email to subscriber database
 - KARK Facebook page
 - KARK website
 - 15-minute TV spots
- Department of Finance & Administration television
- Arkansas Times Magazine (June – November)
- Arkansas Times Website Blog
- Good Roads Magazine (Summer issue)
- ARDOT television

STATEWIDE PUBLIC INFORMATION AND EDUCATION

Project Number: PS-2021-01

Sub-recipient(s): CJRW

Funding was provided to develop public information and educational materials promoting pedestrian and bicycle safety. This project is still under development and will be implemented in addition to the Pedestrian/Bicycle Public Awareness Campaign that is being developed by ArDOT (See Media Report pages 87)

Teen Driver Program

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

Goal Statement: *Limit the number of drivers age 20 or younger involved in fatal crashes from 62 (2015-2019) to 63 (2017-2021).*

Program Area Results

In 2018 there were 60 drivers age 20 or younger involved in fatal crashes. This increased to 78 in 2020 with the five-year average for 2016-2020 at 64. Since 2008 the AHSO has worked with the University of Arkansas for Medical Sciences and Arkansas Children's Hospital Injury Prevention Center to support statewide teen driving education, increase physician influence on motor vehicle safety, increase enforcement of teen driving laws, increase the use of graduated driving principles within families of young drivers and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. In 2021, despite the challenges presented by COVID "Arkansas Drive Smart Challenge - Battle of the Belt" continued a performance based educational peer-led program with an emphasis on raising teen seat belt use and knowledge of the state's Graduated Driver's License (GDL) in high schools. An existing teen driving safety coalition in Pulaski County continued to serve as an advisory forum and with the schools closed in many cases, virtual presentations and meetings were utilized. Social media outlets such as Facebook and Twitter were used to increase the reach for the intended audience. Although efforts had to be pulled back from the norm efforts were made to stay in touch and continue to build on the progress already made.

Project Results (Teen Driver)

TEEN DRIVER SAFETY PROJECT

Planned Activity: OP-2021-11

Sub-recipient(s): UAMS

Due to the global pandemic, high schools across the state were on various, different, sometimes complex schedules. Many schools did not allow outside visitors, were virtual only, and/or hybrid. As much as possible, within schools' guidelines and restricted employer guidelines, travel continued but was very limited. The UAMS staff sought to reach out to schools through technology but were limited due to limited school attention outside of academics and coronavirus Safety. The University of Arkansas for Medical Science (UAMS), Arkansas Drive Smart/Battle of the Belt Project targeted eight counties in the state (Lonoke, Johnson, Crawford, Carroll, Stone, Jackson, Ouachita and Sevier) with low seat belt use rates. Only 6 of the 26 high schools targeted were contacted and 4 participated in the peer led performance-based project. UAMS trained 448 students on how to implement activities in their school designed to promote seat belt use and knowledge of Arkansas' Graduated Driver Licensing (GDL). A total of 164 pre and post Observational surveys were conducted at each school prior to activity implementation.

UAMS conducted several virtual and "some" in-person safer teen driving presentations to high school students as schools allowed in both summer and fall sessions. They conducted two virtual Junior Medical Students (JMS) trainings in FY21. These students received education on safer teen driving during the injury prevention segment of their clerkship.

UAMS conducted virtual regional coalition advisory meetings. The meetings brought partners in the community together to discuss possible action plans for virtual conferences surrounding teens and preventive measures. UAMS virtually presented “Drive by the Rules” Train the Trainer Model to 45 professionals at the annual Arkansas Infant and Child Death Review and Prevention Program.

Over 1500 pieces of GDL brochures continued to be mailed and requested during the pandemic to several AR DMVs. UAMS also launched a new social media page for the safer teen driving program on Instagram, DriveByTheRulesAR at the beginning of FY21.

Distracted Driving

The AHSO realizes that Distracted Driving has become a major issue. During 2021 additional emphasis was placed on this area. Information on Distracted Driving was included during FY21 as part of several injury prevention projects, PI&E, the Comprehensive Occupant Protection, and Injury Prevention Program and the UAMS “Arkansas Drive Smart/Battle of the Belt” Teen Project. The AHSO also partnered with Arkansas Drivers Services to get traffic safety messages out to the driving public at no cost to us. The DVM showed closed captioned television spots to coincide with mobilizations such as Distracted Driving, Drunk Driving, Speed and Seat Belt on their new large video screens at 40 locations across the state in FY21.

Agencies were provided additional funding for this area during FY21 and encouraged to increase enforcement efforts throughout the year in addition to participating in the Distracted Driving mobilization. Data shows that enforcement efforts did increase in FY21 despite reduced enforcement due to covid and there was an increase in the number of citations for Distracted Driving. The Citations issued for Distracted Driving by the agencies on eCite (Approximately 50% of AR total agencies) have steadily increased.

YEAR	# of Distracted Driving Citations
2017	616
2018	1,395
2019	1,718
2020	4,690

The drastic increase in the reported number of distracted driving citations is in part due to an increased emphasis on distracted driving violations and 80 additional agencies that are reporting citations in the eCite system now that were not reporting before.

2020 Distracted Driving Citation Breakdown	
Manually operating an electronic communication device (texting, typing, dialing)	354
Talking on hands-free electronic device	46
Talking on hand-held electronic device	87
Other activity with an electronic device	353
Passenger	335
Other distraction inside the vehicle	1,903
Other distraction outside the vehicle	1,612
Total	4,690

In FY21 the ASP STEP purchased twenty-five (25) low profile SUVs (Patrol Vehicles) to be used to enhance distracted driving and other traffic enforcement. Due to COVID 19 related equipment and labor shortages, only 12 of those vehicles were equipped and in service by the last quarter of FY21. The remaining 13 vehicles will be equipped and put into service in FY22.

Legislative efforts in 2019 (92nd General Assembly) included two bills on distracted driving. The law on distracted driving was amended to make the use of handheld wireless devices while driving in a school zone and for young drivers a primary offense, to correct inconsistencies in the definition of distracted driving and comply with distracted driving requirements under federal law. There was no additional relevant legislation in FY21.

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

Distracted Driving is identified as a primary emphasis area in the State Strategic Highway Safety Plan. Traffic safety partners on the SHSP Steering Group work together to incorporate information and education into awareness efforts with the goal to discourage unsafe driving decisions and improve traffic safety behaviors and culture. Arkansas would definitely benefit from a hands-free law but in FY21 this was not initiated by Arkansas lawmakers.

Project Results (Distracted Driving)

STATEWIDE PUBLIC INFORMATION AND EDUCATION

Planned Activity: DD-2021-01

Sub-recipient(s): CJRW

Statewide public information and education promoted adherence to texting and cell phone laws. Components included educational materials and public service announcements (PSAs) to enhance other traffic safety projects. Assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), and diversity outreach and press events were also available. Media placements included television, radio, cinema, internet and print. See Media Report pages 81 and 93.

MINI-SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (M-STEP)

(Short-term, high visibility/ Distracted Driving enforcement-local)

Planned Activity: SC-2021-03

Sub-recipient(s): Local Law Enforcement Agencies

There were 52 local mini-step projects in FY 2021. (List of agencies on pg. 114) These Mini-STEPS issued 181 distracted Driving Citations.

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEP)

(High visibility/ sustained seat belt enforcement-local)

Planned Activity: DD-2021-03

Sub-recipient(s): Law Enforcement Agencies

Funding was provided for statewide selective distracted traffic enforcement through the Arkansas State Police. The AHSO also purchased 25 SUVs to enhance and increase statewide Distracted Driving Enforcement Efforts.

PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2020-2021

Summary

In FY2021, the Arkansas Highway Safety Office (AHSO) utilized paid and earned media as well as paid and organic social media to generate public awareness of the high visibility law enforcement mobilization efforts regarding impaired driving, occupant protection, distracted driving and speed prevention to make sure drivers understand if they disobeyed these selected traffic safety laws, their chances of being caught by law enforcement are higher than ever. Paid media as well as paid and organic social media was used in an additional campaign for motorist awareness and education: motorcycle awareness.

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

Impaired Driving – “Drive Sober or Get Pulled Over”

- December Holiday DWI Mobilization
- April Drive High Get A DWI Mobilization
- Fourth of July DWI Mobilization
- Labor Day DWI Mobilization

Occupant Protection – “Click It or Ticket”

- Thanksgiving Seat Belt Mobilization
- Memorial Day Seat Belt Mobilization

Distracted Driving – “U Drive. U Text. U Pay”

- October Enforcement Mobilization
- April Enforcement Mobilization

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

- June Awareness Mobilization

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

- July Enforcement Campaign

Pedestrian Safety – “Be Safe. Drive Smart”

- October Awareness Campaign

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

December 2020 Holiday Impaired Driving Mobilization Drive Sober or Get Pulled Over

Paid Media Report

Summary

The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DSOGPO message. The total advertising budget utilized was \$209,092 with an added value received in bonus ads of \$76,886.

Enforcement Period

- Enforcement will be carried out from December 18, 2020 to January 1, 2021

Advertising Period

- Paid advertising will run in three flights:
 - Wednesday, December 16 – Sunday, December 20 (5 days)
 - Wednesday, December 23 – Sunday, December 27 (5 days)
 - Wednesday, December 30 – Friday, January 1, 2021 (3 days)
- While paid media will be focused Wednesday through Sunday, Monday and Tuesday may be used to take advantage of high-value opportunities.
- Added-value and bonus weight may air Monday through Sunday.

Creative Messages

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

Target Audience Profiles

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

Geography

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

Primary Markets

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro

- Texarkana
- Hot Springs
- El Dorado

Secondary Markets

- Conway
- Delta Region

Media Strategies & Tactics

We recommend a highly targeted, multi-tiered media mix, including traditional and digital media, to effectively generate the greatest reach to the target audiences in an increasingly complex and fragmented media environment. Within each medium, we will implement the tactics detailed below.

Broadcast TV will provide the greatest reach opportunity.

- We recommend running lower weight levels and concentrating media in high-profile content such as sports, music and live entertainment specials against Adults 25-54 to reach the greatest number of Arkansans with the impaired driving message. Since there are so many premium sporting events that air during our flight period and we want to reach males, we will focus the majority of weight in sports.
- **Daypart mix:** Local News – 30%
Prime/Sports – 60%
Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, FOX & CW
- **Recommended Broadcast Programming:**
NBA, College Football, CMA Country Christmas, NCAA Basketball, Tonight Show with Jimmy Fallon, Voice Holiday Special, The OT, PAC 12 Championship Game, Big 10 Championship Game, Grinch Musical, SNL Christmas Special, iHeartRadio Jingle Ball 2020, College Bowl Games
- Sports is one genre that is consistently viewed live which provides the opportunity to reach a highly engaged male audience with a message highlighting the dangers of driving impaired.
- Nielsen ratings data will allow us to determine the top-rated broadcast stations and programs in each market.
- Purchase major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Cable TV extends the reach of broadcast television and achieves greater frequency of exposure of the *Drive Sober* and *Driving High* messages.

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

These networks include:

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

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

- **EffectTV's Interconnect** will be purchased to reach a large number of cable households (283,120 homes) with the important driving impaired message.
- Increase frequency during Adult Swim on Cartoon Network (10 p.m. - 3 a.m.) which gets pegged as "stoner humor" to reach young males that are recreational marijuana users.
- Purchase spots on Galavision network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the impaired driving message.

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

- Since this medium reaches people in their cars it can be an effective tool to remind drivers and passengers of the dangers and consequences of driving impaired.
- According to Nielsen Total Audience Report for Q1 2019, weekly reach of radio among young adults 18-34 is 90%.
- **Primary Formats:** Country, Sports, Contemporary Hit Radio and Urban
- **Dayparts:**
 - Morning Drive: 6:00am - 10:00am
 - Midday: 10:00am - 3:00pm
 - Afternoon Drive: 3:00pm - 7:00pm
 - Evening: 7:00pm - Midnight
 - Selected weekend dayparts
- Nielson Audio ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.

- **Live Endorsements:** Utilizing trusted voices of local radio personalities on top-rated stations in Central AR and Northwest AR will generate additional impact and awareness. We will also encourage DJs to incorporate the *Drive Sober* and *Driving High* messages into their social networking.
- Radio reaches more **Hispanics** than any other platform with 99% weekly reach of Hispanics 18+ according to Nielsen Audience Report released last April. We will purchase **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

The digital portion of the plan will continue to extend reach of the *Drive Sober* and *Driving High* messages in a medium where the target audience spends a significant amount of time.

According to the latest MediaMark Research Intelligence data, males 18-34 are more frequent and active internet users than any other age group. Specific digital strategies are detailed below:

- Utilizing **digital ad networks** will allow us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Men 18-34. 15-second pre-roll video ads across mobile, tablets and desktop are recommended to maximize impact and awareness of the impaired driving message. Video will be mobile heavy to reach males 18-34 on the device they use the most.
 - Targeting tactics will be integrated to reach relevant audiences based on their known recent mobile footprint (i.e. bars, breweries, liquor stores, etc.). This allows us to engage with our target when they are out socializing and intercept them with the *Drive Sober* and *Driving High* messages.
 - Another tactic we will implement is contextually and behaviorally targeting males 18-34 while they are playing video games on their mobile devices, who are 69% more likely to have played a video game on the internet than the general audience.
 - Additionally, we will include ScreenSync technology which will allow us to serve the impaired driving message on the target audience's mobile device after it ran on cable or connected TV. According to a recent Nielsen report, 88% of U.S. adults use a second digital device while watching TV.
 - Approximately 1.7 million impressions will be generated over the course of the campaign.
- **Connected TV** – New consumer research from Leichtman Research Group finds that 80% of U.S. households have at least one Internet-connected TV device, including connected Smart TVs, standalone streaming devices and connected video game systems. Among adults ages 18-34, 55% watch video on a TV via a connected device daily. With connected TV, the *Drive Sober* and *Driving High* messages will be delivered to our target audience when they are streaming TV shows, videos and movies via PlayStation Vue, Roku, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. CTV viewers watch on-demand, meaning they are more engaged when watching. A minimum of 300,000 impressions will run during the campaign.
- **Digital Audio** space continues to be robust and provides significant reach with our target audiences. Pandora and Spotify are currently the two leading streaming audio brands. According to the recently released 2020 Infinite Dial, 169 million U.S. adults - over 60% the population - listened to online audio in the last week. There was a 17% increase of consumption

of online radio in the car which is the ideal environment for *Drive Sober* and *Driving High* messages to reach drivers as they are behind the wheel.

- We recommend **Pandora's** new cross-publisher product offering: **PAX Everywhere**. It will enable us to efficiently reach our audience with audio via Pandora, Soundcloud and SiriusXM.
- Include **Pandora's Video Everywhere Platform** targeting Men 18-34 in AR with a 15-sec impaired driving video that will play between songs.
- **Pandora's Audio Everywhere Platform** will be utilized to reach Hispanics 18-34 in AR. A recent report from H Code Intelligence Center reported 85% of Hispanics in the U.S. listen to audio content online, with the majority (90%) using digital audio platforms or services to stream radio or music.
- **Spotify** is recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service.
- Pandora and Spotify have expanded beyond music streaming and into the world of **Podcasts** providing another avenue to reach the target with audio assets.
- The above plan for audio streaming will generate approximately 716,700 impressions.
- **Vevo**, a premium music video provider, ranks number one among music video viewers. Generate mass awareness of the *Drive Sober* and *Driving High* messages reaching Vevo's highly engaged audience viewing premium content featuring the biggest artists in the world. Over 119,000 impressions will be served during the campaign.
- **ESPN** – Purchase a mix of video, live streaming video and display banners on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in a highly desired, brand-safe environment. The campaign will deliver a minimum of 395,000 impressions.
- Purchase **Homepage Takeovers** on top-rated TV news station sites in Little Rock and Ft. Smith/Fayetteville. Takeovers will occur December 16th to kick off the campaign and December 31st to reinforce the impaired driving message on New Year's Eve.
- **Hispanic Websites** – *Drive Sober* and *Driving High* banners and video in the Spanish language will be placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Digital billboards will generate mass reach and frequency and is one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers the dangers and consequences of driving impaired.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.

- Concentrate support in the heaviest populated markets in Arkansas to generate the highest reach.
- We recommend six high-traffic locations in Little Rock, North Little Rock, Hot Springs, Northwest Arkansas and Jonesboro generating over 5.4 million total impressions.

Budget Summary

By Medium:

Drive Sober or Get Pulled Over - \$209,092 total paid media budget

Television: \$52,625 (25 percent)
 Cable: \$21,641 (10 percent)
 Radio: \$36,195 (17 percent)
 Other Radio: \$15,283 (7 percent)
 Digital: \$71,113 (34 percent)
 Out-of-Home: \$12,235 (7 percent)

Total: 100%

By Market

Actual Expenditures \$209,092

Little Rock: \$40,775
 Fort Smith/Fayetteville: \$30,786
 Jonesboro: \$12,506
 Texarkana: \$9,057
 Hot Springs: \$2,548
 El Dorado: \$2,798
 Conway: \$1,268
 Delta Region: \$1,845
 Hispanic: \$11,788
 Statewide Digital: \$71,113
 Statewide Radio: \$12,788
 Out-of-Home: \$12,235

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$108.04	\$18.85	\$46.30
Fayetteville/Ft. Smith	\$93.36	\$16.45	\$24.92
Jonesboro	\$81.78	\$3.16	\$14.11
Texarkana	N/A	\$5.64	\$29.70
Hot Springs	N/A	\$2.00	\$11.82
El Dorado	N/A	\$2.93	N/A
Conway	N/A	\$3.53	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	650	545	2.5	186.5	73.6%
Ft Smith/Fayette.	362	336	2.5	178.5	70.5%
Jonesboro	334	283	2.0	100.7	49.7%
Texarkana	472	472	N/A	N/A	N/A
Conway	175	208	N/A	N/A	N/A
El Dorado	313	301	N/A	N/A	N/A
Hot Springs	272	249	N/A	N/A	N/A
Hispanic	101	101	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	312	220	5.3	215.4	40.7%
Ft. Smith	183	165	5.2	215.8	42.5%
Fayetteville	271	252	4.6	175.0	49.6%
Jonesboro	112	112	5.5	215.0	39.3%
Texarkana	168	168	5.1	215.4	43.3%
El Dorado	152	152	N/A	N/A	N/A
Hot Springs	133	165	7.1	215.5	30.5%
Conway	40	40	N/A	N/A	N/A
Delta Region	32	25	N/A	N/A	N/A
Hispanic	162	162	N/A	N/A	N/A

Earned Media Report - \$300,013***Media Relations***

A news release concerning the Holiday DSOGPO mobilization was distributed to news media statewide resulting in 33 newspaper clippings with an ad equivalency of \$16,513.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media**[Drive Sober or Get Pulled Over](#)****Summary**

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

A three-week paid social and geo-targeted digital media campaign was recommended to align with an organic social media campaign to make Arkansans aware of the Drive Sober or Get Pulled over

enforcement campaign taking place over the holiday season. This image had a reach of 160,000 Arkansans and a total of 250,000 impressions. Cost per 1,000 people reached was \$3.60. The campaign ran at a good frequency of 2. Engagement secured 24 reactions, 3 comments, 4 saves, 2 shares and 160 link clicks. The best performing December 2019 Holiday Impaired Driving Mobilization organic post reached 21 people and received one engagement. The best performing Instagram post received 2 likes and Twitter received 1 retweet.

2021 April Drug Impaired Campaign Drive High. Get A DWI.

Paid Media Report

Summary

Supporting the national April 20 (420) “Drug Impaired Driving” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the “Drive High. Get a DWI” campaign was targeted to those most likely to drive while impaired, Males 18-34.

NHTSA approved a budget of \$25,000 for a one-week schedule live radio endorsements and pre-recorded traffic reports. Bobby Bones recorded a custom radio spot which ran on KSSN-FM in Little Rock at no additional cost. No bonus was given since we purchased live endorsements.

Advertising Period

- April 14 - April 20, 2021 (7 days)

Working Paid Media Budget

- \$25,000

I. Target Audience

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

II. Geography

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

A. Primary Markets

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

III. Media Strategies & Tactics

A. Media Strategy

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

B. Media Tactics

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

1. Radio will create statewide reach and frequency of exposure in metro markets.

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

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

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

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

Selected weekend dayparts

- Nielson Audio ratings data will help determine which stations best reach the target audience in the radio metro markets of Little Rock, Fort Smith, Fayetteville, Jonesboro, Texarkana, Hot Springs and El Dorado.
- Extend the media budget by negotiating strong no-charge schedules of one bonus spot for each paid radio spot, doubling our presence.

V. Budget Summary**1. By Medium**

Radio: \$24,752

Total: 100%

2. By Market:

Little Rock: \$14,688

Fort Smith: \$1,708

Fayetteville: \$5,877

Texarkana: \$1,215

Jonesboro: \$659

Hot Springs: \$605

Earned Media - \$94,848***Media Relations***

A news release concerning the April "Drive High. Get a DWI." mobilization was distributed to news media statewide resulting in 1 newspaper clipping with an ad equivalency of \$348.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Drive High. Get a DWI. campaign slogan was displayed for 7 days. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied

this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$94,500.

2021 Fourth of July Impaired Driving Mobilization Drive Sober or Get Pulled Over

Paid Media Report

Summary

To maximize the paid media budget, the media plan focused on the counties in Arkansas that have the highest concentration of impaired driving crashes and where the highest population of people would be celebrating the Fourth of July holiday – Benton, Garland, Craighead, Faulkner, Phillips, Miller, Pulaski, Sebastian, Union and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second television and radio announcements in both English and in Spanish with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$150,000 and an additional amount of \$57,930 in bonus advertising.

Paid Advertising Period

- Paid radio, broadcast and cable television and digital advertising for the DSOGPO campaign was Monday, June 28 to Monday, July 5 (8 days).

Geography

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

Primary Markets

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

Secondary Markets

- Conway
- Delta Region

Media Strategies & Tactics

The primary media strategy is to generate frequency in order to influence behavioral change. In today's rapidly evolving media landscape, it's necessary reach the target audience with a well-rounded marketing approach of both traditional and digital strategies. We recommend implementing a multi-platform media mix to cost-efficiently deliver the *Drive Sober or Get Pulled Over* message to the target audiences across the state. Within each medium, we will implement the tactics detailed below.

Broadcast TV will provide the greatest reach opportunity.

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

- **Daypart mix:** Local News – 50%, Prime – 40% and Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, and FOX

Recommended Broadcast Programming: Big Brother, NBA Playoffs, NHL Finals, Titan Games, NASCAR, Holey Moley, Tonight Show with Jimmy Fallon, FBI: Most Wanted, To Tell the Truth, Family Guy, Celebrity Family Feud, Saturday Night Live, Jimmy Kimmel Live, MLB, Lego Masters

- Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of driving impaired.
- Nielsen TV ratings data will determine which networks and programming will best reach the target audience.
- Focus on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

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

- In order to best reach the target audience, cable networks that are more likely to be viewed by Males 18-34 will be selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20 percent more likely to watch this network than the general population.
- **These networks include:**
 - Cartoon Network/Adult Swim (165/308)
 - Comedy Central (227)
 - ESPN (143)
 - ESPN2 (147)
 - ESPNU (179)
 - Fox Sports 1 & 2 (154/175)
 - FX (155)
 - FXX (181)
 - MTV/MTV2 (165/247)
 - NBA TV (192)
 - NFL Network (197)
 - Nick at Nite (144)
 - Outdoor (107)
 - Paramount (149)
 - TeenNick (174)
 - TruTV (151)
 - VH1 (130)

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

- Programs such as MotoAmerica and Motorcycle Racing on FS1 network will be purchased to reach the 45-64 year-old motorcycle rider.
- Purchase spots on **Galavision** network (only available in Fayetteville/Ft. Smith market) to reach the Hispanic community with the *Drive Sober* message.

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

- Since this medium reaches people in their cars it can be a very effective tool to remind drivers of the dangers and consequences of impaired driving. 78 percent of Men 18-34 listen to radio in their car.
- According to Nielsen media research data, radio is the highest reach medium, reaching 80 percent of the 18-to 34-year-old male target audience every month.
- Primary Formats: Sports, Country, Contemporary Hit Radio and Urban
- Dayparts:
 - Morning Drive: 6:00am - 10:00am
 - Midday: 10:00am - 3:00pm
 - Afternoon Drive: 3:00pm - 7:00pm
 - Evening: 7:00pm – Midnight
 - Select weekend dayparts
- Nielson Audio ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Traffic Reports:** We recommend Traffic Report Sponsorships that will rotate across five radio stations in Little Rock. A 15-second *Drive Sober* message will run adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Hispanic communities across the state will be reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, and Sevier Counties.

The digital portion of the plan will build off the base created by traditional media and continue to extend reach of the *Drive Sober* message in a medium where Males 18-34 spend a significant amount of time and consider it an “essential” part of life. According to the latest MediaMark Research Intelligence data, Males 18-34 are more frequent and active internet users than any other age group. Specific digital strategies are detailed below:

- Utilizing **ad networks** will allow us to have a presence on premium national websites such as Buzzfeed.com and SECSports.com targeted geographically to Arkansas and demographically to Men 18-34 and Men 45-64 (motorcycle owners/enthusiasts). With an ad network, we can also contextually and behaviorally target Men 18-34 while they are playing video games on their mobile devices providing an additional layer of reach of the *Drive Sober* message to our target audience, who are 69 percent more likely to have played a video game on the internet than the general audience. A mix of pre-roll and display ads across mobile,

tablet and desktop (heavier mobile) are recommended to maximize impact and awareness of the *Drive Sober* message. The campaign will generate more than 898,000 impressions.

- **Connected TV/Over-the-Top Streaming** - New consumer research from Leichtman Research Group finds that 80 percent of U.S. households have at least one Internet-connected TV device, including connected Smart TVs, standalone streaming devices and connected video game systems. Among adults ages 18-34, 55 percent watch video on a TV via a connected device daily. With connected TV, the *Drive Sober* message will be delivered to our target audiences when they are streaming TV shows, videos and movies via PlayStation Vue, Roku, Apple TV, Xbox, etc. A percentage of the impressions will specifically target motorcycle owners/enthusiasts in Arkansas. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 373,000 OTT impressions will run during the campaign.
- The **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2020 Infinite Dial, 169 million U.S. adults - over 60 percent the population - listened to online audio in the last week. There was a 17 percent increase of consumption of online radio in the car which is the ideal environment for the *Drive Sober* message to reach drivers when they are behind the wheel.
 - Purchase **PAX Everywhere**, a cross-publisher, cross-platform product that enables AHSO to efficiently capture our target audience's attention with audio and video, wherever and whenever they are listening. It provides access to Pandora, Sound Cloud, SiriusXM's app and a range of digital publishers including podcasts. A *Drive Sober* :30 audio spot and :15 video will be woven seamlessly into the listening experience, engaging with users in-between songs and during podcasts, sports updates, and more. Pandora's Audio Everywhere Platform will be utilized to reach Hispanics 18-34 in AR. The 2019 State of Digital Audio report found 62 percent of Hispanics say they listen to radio or music through streaming sites.
 - **Adelphic Programmatic Audio** is also recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. Through Adelphic, the *Drive Sober* message will be delivered across premium audio suppliers programmatically. We recommend allocating a portion of impressions to specifically reach Motorcycle Owners.
 - Over 735,000 impressions will be generated from the above plan for audio streaming.
- Utilize **Vevo**, the world's largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand safe environment. 18–34 year old viewers are engaged on Vevo, consuming more than 1.5 billion videos each month on mobile, desktop and connected TV. Over 110,000 video impressions will be served on the big screen (Connected TV) during the 8-day flight period.
- **ESPN** – Purchase a mix of non-skippable video, live streaming video and high impact push-down display banners on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in a highly desired, brand-safe environment. According to the 2020 Doublebase GfK MRI report, ESPN is the third top website that reaches Males 18-34. The campaign will deliver a minimum of 465,000 impressions.

- Purchase **Homepage Takeovers and ROS video** on top-rated TV news station and sports sites in Little Rock and Ft. Smith/Fayetteville to reinforce the *Drive Sober* message during the flight period.
- **Hispanic Websites** – *Drive Sober* banners and video in the Spanish language will be placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

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

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers of the consequences and risks of impaired driving.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrate placement on major highways around Little Rock, North Little Rock, Ft. Smith, Northwest AR, Russellville, Jonesboro, and Hot Springs.
- The thirteen selected boards will generate over 4 million impressions over the 8-day period.

Budget Summary

○ **By Medium**

Broadcast TV: \$33,465 (23%)
 Cable: \$12,862 (9%)
 Radio: \$25,627 (17%)
 Other Radio: \$5,272 (3%)
 Online: \$59,165 (40%)
 Digital Outdoor: \$11,059 (8%)

Total: 100%

○ **By Market:**

Little Rock: \$27,527
 Fort Smith/Fayetteville: \$18,116
 Jonesboro: \$9,710
 Texarkana: \$5,765
 Hot Springs: \$2,141
 El Dorado: \$1,850
 Conway: \$857
 Delta Region: \$1,065
 Hispanic: \$6,400
 Statewide: \$75,019

Total Estimated Budget: \$147,450

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$94.63	\$22.46	\$38.57
Ft. Smith/Fayette.	\$78.98	\$15.65	\$24.60
Jonesboro	\$75.12	\$3.12	\$13.93
Texarkana	N/A	\$4.95	\$28.48
Hot Springs	N/A	\$2.00	\$14.22
Conway	N/A	\$3.53	N/A
El Dorado	N/A	\$6.30	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	288	395	2.6	145.3	57.8%
Ft Smith/Fayette.	222	384	2.3	115.6	50.1%
Jonesboro	305	203	2.0	83.0	41.1%
Texarkana	201	201	N/A	N/A	N/A
Conway	126	264	N/A	N/A	N/A
El Dorado	119	124	N/A	N/A	N/A
Hot Springs	204	105	N/A	N/A	N/A
Hispanic	68	68	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	287	162	4.2	174.6	42.4%
Ft. Smith	158	158	3.4	154.7	45.6%
Fayetteville	196	191	3.5	125.1	35.0%
Jonesboro	101	101	3.8	154.9	40.7%
Texarkana	114	114	4.2	167.5	40.1%
El Dorado	88	88	N/A	N/A	N/A
Hot Springs	125	152	4.4	150.6	34.0%
Conway	26	26	N/A	N/A	N/A
Delta Region	17	45	N/A	N/A	N/A
Statewide	234	261			
Hispanic	101	101	N/A	N/A	N/A

Earned Media Report - \$121,674

Media Relations

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 37 newspaper clippings with an ad equivalency of \$27,174.

Partnership with the Arkansas State Highway and Transportation Department

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

on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$94,500.

Paid/Organic Social Media

Campaign Report

Summary

- The YouTube Ad was served 90,179 times.
- The Facebook ads reached 395,332 users at a frequency of 1.
- We saw a cost per 1,000 people reached on Facebook of \$2.93.

The 4th of July “Drive Sober or Get Pulled Over” campaign launched on June 28th, 2021 on Facebook, Instagram, and YouTube. The YouTube video was served 90,179 times. We saw a cost per 1,000 impressions of \$12.82, and the ad received 60 total clicks. Geographically, the video was shown the highest number of times in Little Rock, Jonesboro, and Fort Smith.

The two Facebook Ads reached 395,332 unique Facebook users at a frequency of 1 and had an average cost per 1,000 people reached of \$2.93. Facebook Ads captured 158 post reactions, 8 post comments, 1 post saves, 93 post shares, and 391 link clicks for engagement. The video ad that we promoted on Facebook received 424 ThruPlays at a cost per ThruPlay of \$0.38. From a demographic perspective, the Facebook ads were shown most to people between the ages 25-34 and shown almost equally to men and women.

2021 Labor Day Impaired Driving Mobilization Drive Sober or Get Pulled Over

Paid Media Report

Summary

This mobilization was an impaired driving message – Drive Sober or Get Pulled Over. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and Spanish. The total advertising budget utilized was \$350,000 with bonus television, cable, online and radio ads totaling \$122,607.

Enforcement Period

- Enforcement will be carried out from August 20 to September 6, 2021.

Advertising Period

- Paid advertising will run in three flights: August 18 - 22, August 25 - 29 and September 1 - 6, 2021 (16 days).
- While paid media will be focused Wednesday through Sunday, Monday and Tuesday may be used to take advantage of high-value opportunities.
- Added-value and bonus weight can air Monday through Sunday.

Target Audiences Profiles

- **Primary Audiences** – Educate segment on the consequences and risks of driving impaired.
 - Men 18-34
- **Secondary Audience** – Raise awareness and influence segment to never drive impaired.
 - Hispanic males, 18-34 years of age
- **Tertiary Audience** – Raise awareness to help reduce the number of motorcycle riders who consume alcohol
 - Males, 25- to 54-year-old motorcycle riders

Geography

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

Primary Markets

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

Secondary Markets

- Conway
- Delta Region

Media Strategies & Tactics

The primary media strategy is to generate frequency in order to influence behavioral change. In today's rapidly evolving media landscape, it's necessary reach the target audience with a well-rounded marketing approach of both traditional and digital strategies. We recommend implementing a multi-platform media mix to cost-efficiently deliver the *Driving Impaired* message to the target audiences across the state. Within each medium, we will implement the tactics detailed below.

Broadcast TV will provide the greatest reach opportunity.

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

- **Daypart mix:** Local News – 50%, Prime/Sports – 40% and Late Fringe – 10%

- **Key Networks:** ABC, CBS, NBC and FOX
- **Recommended Broadcast Programming:** Big Brother, PGA Golf: Northern Trust, Ultimate Surfer, NASCAR Cup Series, College Football, NFL Preseason, Family Game Fight Night, MLS: LA Football Club v. LA Galaxy, Ultimate Slip-n-Slide, Holey Moley, Tonight Show with Jimmy Fallon, Duncanville, Saturday Night Live, Jimmy Kimmel Live
 - Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of driving impaired.
 - Nielsen TV ratings data will determine which networks and programming will best reach the target audience.
 - Focus on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Cable extends the reach of broadcast television and achieves greater frequency of exposure of the Driving Impaired message.

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

These networks include:

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

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

- Networks such as Discovery and History will be purchased to reach the 25-54 year-old motorcycle rider.

- **Purchase spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the *Drive Sober* message.

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

- Another advantage of radio is to deliver the *Drive Sober* message to our target audience while they are behind the wheel. Edison Research shows that 81% of Adults 18+ who have driven/riden in a car in the past month utilized AM/FM radio.
- **Primary Formats:** Country, Contemporary Hit Radio, Hip Hop, Sports and Urban Contemporary
- **Dayparts:** Morning Drive: 6:00am - 10:00am
Midday: 10:00am - 3:00pm
Afternoon Drive: 3:00pm - 7:00pm
Evening: 7:00pm - Midnight
Select weekend dayparts
- **Nielson Audio** ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Live Endorsements:** Utilizing eight local radio personalities on top-rated stations will generate additional impact and awareness. We will also encourage DJs to incorporate the *Drive Sober* message into their social networking.
- **Traffic Reports:** We recommend Traffic Report Sponsorships that will rotate across five radio stations in Little Rock. A 15-second *Drive Sober* message will run adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- **Razorback Sports Network Game Day Broadcast** - One :30 spot and a live mention will run in-game during the first Razorback football game on September 4th. The Razorback Sports Network consists of 39 affiliates across the state.
- **“On the Air with Sam Pittman” Live Radio Show** – One :30 spot will air during the coach’s radio show which is broadcasted live Wednesday nights at 7 p.m. on the Razorback Sports Network reaching sports fans across the state.
- We recommend placing a schedule on the **Rural Arkansas Radio Network (RARN)** to strengthen public awareness in rural areas by supplementing the metro radio/TV buys to ensure true statewide coverage. A combo buy comprised of 20 stations will provide a solid coverage into Arkansas’ rural areas.
- Radio reaches more **Hispanics** than any other platform with 96% weekly reach of Hispanics 18+ according to Nielsen Total Audience Insights 2Q 2019 report. We will purchase **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian Carroll, Boone, and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

The digital portion of the plan will build off the base created by traditional media and continue to extend reach of the *Drive Sober* message in a medium where Males 18-34 spend a significant amount of time. According to the latest MediaMark Research Intelligence data, Males 18-34 are more frequent and active internet users than any other age group. Specific digital strategies are detailed below:

- Utilizing an **ad network** will allow us to have a presence on premium national websites such as TheChive.com and SECSports.com targeted geographically to Arkansas and demographically to Men 18-34 in Arkansas. We recommend implementing several targeting tactics such as LiFTS data targeting to reach relevant audiences based on their known mobile footprint (i.e. bars, breweries, clubs, liquor stores, etc.), contextually and behaviorally target Men 18-34 while playing video games and active on sports/fantasy football apps and using 3P data to reach 25-54 year-old male motorcycle riders/enthusiasts. A mix of pre-roll video and display running on mobile devices is recommended to drive awareness of the Impaired Driving message on the device they use the most. The campaign will generate more than 1.1 million impressions.
- **Connected TV/Over-the-Top Streaming** - New data from Leichtman Research Group finds that 80 percent of U.S. households have at least one Internet-connected TV device, including connected Smart TVs, standalone streaming devices and connected video game systems. Among adults ages 18-34, 55 percent watch video on a TV via a connected device daily. With connected TV, the *Drive Sober* message will be delivered to our target audiences when they are streaming TV shows, videos and movies via PlayStation Vue, Roku, Apple TV, Xbox, etc. A percentage of the impressions will specifically target motorcycle owners/enthusiasts in Arkansas. **Hulu**, a subscription video streaming service, where young adults go to watch TV shows, sports and movies will also be part of the mix. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 469,000 OTT impressions will run during the campaign.
- The **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2020 Infinite Dial, 169 million U.S. adults - over 60 percent the population - listened to online audio in the last week. There was a 17 percent increase of consumption of online radio in the car which is the ideal environment for the *Drive Sober* message to reach drivers when they are behind the wheel.
 - Purchase **PAX Everywhere**, a cross-publisher, cross-platform product that enables AHSO to efficiently capture our target audience's attention with audio, wherever and whenever they are listening. It provides access to Pandora, TuneIn, SoundCloud, SiriusXM and a range of podcast publishers. :30 *Drive Sober* audio will be woven seamlessly into the listening experience, engaging with users in-between songs and during podcasts, sports updates, and more.
 - The Audio Everywhere Platform will also be utilized to target Men 25-54 who own a motorcycle as well as Hispanics 18-34 in AR.
 - **Spotify**, another streaming giant, is recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. Spotify has the most youthful user base of all streaming services with 55% of users are aged 18-34 according to Verto Analytics.
 - **Podcasts** continue to increase in popularity, growing 16 percent year over year. The demographic makeup, according to the most recent MRI data, indicates that podcast

listeners skew male and 44 percent fall into the 18-34 age category. We recommend including iHeartMedia's Podcast platform given it's the #1 podcast publisher according to a September 2020 report by Podtrac Industry Rankings.

- Over one million impressions will be generated from the above recommended plan for audio streaming.
- **Vevo**, a premium music video provider, ranks number one among music video viewers. Generate awareness of the *Drive Sober* message reaching Vevo's highly engaged audience viewing premium content featuring the biggest artists in the world. Over 250,000 video impressions will be served on the big screen (Connected TV) during the 20-day flight period.
- **ESPN** – Purchase a mix of non-skippable video, live streaming video and high impact push-down display banners on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in a highly desired, brand-safe environment. According to the 2020 Doublebase GfK MRI report, ESPN is the third top website that reaches males 18-34. The campaign will deliver a minimum of 450,000 impressions.
- Purchase **Homepage Takeovers** on top-rated TV news station and sports sites as well as homepage banners on the official athletic site for the **Arkansas Razorbacks** as football season kicks off to reinforce the *Drive Sober* message during the flight period.
- **Hispanic Websites** – *Drive Sober* display, video and homepage interstitial ads in the Spanish language will be placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

Out-of-Home media will engage the target audiences and extend reach of the Impaired Driving message.

- **Digital billboards** allow for more flexibility of message and do not require a production fee, which would be cost-prohibitive for a short-term campaign.
 - Another benefit of outdoor is the opportunity to reach drivers of both vehicles and motorcycles while they are on the road, reinforcing the *Drive Sober* message with a visual component.
 - Concentrate placement on major highways around Little Rock, North Little Rock, Bryant, Pine Bluff, Jonesboro, Russellville, Northwest Arkansas and Hot Springs.
 - The fifteen selected boards will generate over 12 million impressions over the three-week period.
- **College Football Signage** - On September 4th the Arkansas Razorbacks will play their first football game of the season at Donald W. Reynolds Stadium in Fayetteville. The *Drive Sober* message will be displayed on the giant videoboard a minimum of five times during replays.
- **Bar Media Signage** allows us to get the *Drive Sober* message directly to our target audience. Two posters and 2,000 coasters will be placed in 20 statewide venues (restaurants/bars) allowing us to strategically deliver impressions and reinforce the Impaired Driving message to our targeted demographic.

- **Gas Pump Toppers** – A full color *Drive Sober* message will be displayed above gas pumps in the seven primary markets in Arkansas - Little Rock, Ft. Smith, Fayetteville, Jonesboro, Hot Springs, Texarkana and El Dorado. Gas pump signage engages our audience during their daily routine in an environment where they're captive for several minutes reminding them the risks of impaired driving right before getting back into the vehicle. There will be a total of 27 gas stations and AHSO will receive 50 percent of the available pump top inventory at each station.

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

- **Special Partnership:** Continue our partnership with the only two minor league baseball teams in the state - Arkansas Travelers (Central Arkansas) and Northwest Arkansas Naturals.

Budget Summary

- **By Medium**

Broadcast TV: \$64,701 (19%)

Cable: \$28,640 (8%)

Radio: \$59,855 (17%)

Other Radio: \$41,065 (12%)

Online: \$85,244 (25%)

Out-of-Home: \$66,882 (19%)

Total: 100%

- **By Market:**

Little Rock: \$90,098

Fort Smith/Fayetteville: \$60,066

Jonesboro: \$20,363

Texarkana: \$13,117

Hot Springs: \$5,646

El Dorado: \$3,886

Conway: \$1,885

Delta Region: \$2,479

Hispanic: \$17,075

Statewide: \$135,373

Total Estimated Budget: \$346,387

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$97.16	\$15.41	\$35.63
Ft. Smith/Fayetteville	\$84.06	\$13.58	\$24.71
Jonesboro	\$71.29	\$4.01	\$14.08
Texarkana	No broadcast TV	\$4.60	\$30.77
Hot Springs	No broadcast TV	\$3.35	\$13.48
El Dorado	No broadcast TV	\$2.89	N/A
Hispanic	N/A	N/A	N/A

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,105	1,131	3.5	260.0	75.8%
Ft. Smith/Fayetteville	680	1,010	3.1	225.2	73.2%
Jonesboro	315	496	2.6	165.6	64.6
Texarkana	525	526	N/A	N/A	N/A
El Dorado	382	222	N/A	N/A	N/A
Hot Springs	315	245	N/A	N/A	N/A
Conway	301	461	N/A	N/A	N/A
Hispanic	107	105	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	405	418	8.3	452.5	55.0%
Ft. Smith	346	346	7.5	375.6	50.6%
Fayetteville	472	472	6.8	302.4	44.9%
Jonesboro	265	272	7.8	378.8	48.7%
Texarkana	297	297	7.7	375.3	49.4%
El Dorado	200	200	N/A	N/A	N/A
Hot Springs	276	277	7.2	302.2	41.7%
Delta Region	42	27	N/A	N/A	N/A
Statewide	1,739	1,390	N/A	N/A	N/A
Conway	59	101	N/A	N/A	N/A
Hispanic	261	261	N/A	N/A	N/A

Earned Media Report – \$302,502

The 2021 Labor Day Drive Sober or Get Pulled Over Campaign focused on news media statewide and television news programs to promote the program. A statewide news release was issued resulting in 39 newspaper clippings and with a total ad equivalency of \$19,002.

Partnership with the Arkansas State Highway and Transportation Department

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

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

Paid/Organic Social Media**Labor Day Report****Labor Day Drive Sober or Get Pulled Over**

- The YouTube ad was served 226,944 times.
- The Facebook/Instagram ads reached 609,616 users at a frequency of 2.
- We saw a cost per 1,000 users reached of \$6.56 on Facebook.

The Labor Day Drive Sober campaign launched on August 18, 2021, on Facebook, Instagram, and YouTube. The YouTube video was served 226,944 times. We saw a cost per 1,000 impressions of \$7.92, and the ad received 120 total clicks. We saw a much lower cost per 1,000 impressions because this was a 15-second video rather than a 30-second video. Geographically, the video was shown the highest number of times in Little Rock, Fort Smith and Fayetteville.

On Facebook/Instagram we promoted both a video and an image that received a combined total number of impressions of 1,209,519. Facebook prefers creative assets with movement, so the video was shown a higher number of times. The video also saw a lower cost per 1,000 people reached because video is the recommended ad format. Because this a trend that we continually see, we recommend running strictly video in the future. Engagement secured 100 reactions, 13 comments, 4 saves, 29 shares and 842 link clicks. The video saw 2,786 thruplays at a cost per thruplay of \$1.44. From a demographic perspective, ads were shown to more men than women, particularly between the ages of 25-44.

Thanksgiving 2020 Occupant Protection Mobilization Media Report

Click It or Ticket

Paid Media Report

Summary

Supporting the national Thanksgiving 2020 Click It or Ticket mobilization period, Monday, November 16 – Sunday, November 29, 2020, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54 and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$200,000 for a three-week schedule of previously produced radio, print and digital. Due to COVID-19, the CIOT campaign usually scheduled to run in May around the Memorial Day holiday, was pushed to run in November around the Thanksgiving holiday. The bonus ads received totaled an additional \$77,422 in airtime.

Paid Advertising Period

- Paid advertising Thanksgiving Click It or Ticket: November 9 – November 29, 2020

Audience Segment Profiles

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

- Primary Audiences – Influence segment to always wear a seat belt
 - 18-34 year old males
- Secondary Audience – Raise awareness and influence segment to always wear a seat belt
 - Hispanic males, 18-34 years of age

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

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

Geography

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

Primary Markets

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

Secondary Markets

- Conway
- Helena/West Helena (Delta Region)

Budget

- Thanksgiving Click It or Ticket - \$193,719

Media Strategies and Tactics

In today's rapidly evolving media landscape, it's necessary reach the target audience with an integrated marketing approach of both traditional and digital strategies. We recommend implementing a multi-tiered media mix, consisting of electronic media, to effectively and efficiently deliver the occupant protection message to the target audiences across the state. Within each medium, we will implement the tactics detailed below.

Broadcast TV provides the greatest reach

We recommend running lower weight levels and concentrating media in high-profile, "watercooler" content such as sports and live entertainment specials. Since there are so many premium sports events airing during our flight, and we want to reach males, we will focus the majority of weight in sports.

- **Daypart mix:** Local News – 30%, Prime/Sports – 60% and Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, FOX & CW
- **Recommended Broadcast Programming:**
NFL Football, SEC College Football, Thanksgiving NFL Games, The Amazing Race, The Voice, Transplant, CMA Country Music Awards, American Music Awards, Saturday Night Live, All Rise, Golf: The Masters, Big Sky, Late Show with Jimmy Fallon, Supernatural Series Finale
 - Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of not wearing a seatbelt.
 - Nielsen TV ratings data will determine which networks and programming will best reach the target audience.
 - We will be prepared to shift some things around if there are any available spots during the three Arkansas games that air during the campaign flight dates. At this time, the network that will carry the games has not been released yet.
 - Focus on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Cable extends the reach of broadcast television and achieves greater frequency of exposure of the Click It or Ticket message.

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

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

These networks include:

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

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

- Purchase spots on Galavision network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the CIOT message.

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

- Since this medium reaches people in their cars it can be an effective tool to remind drivers and passengers of the dangers and consequences of not buckling up.
- According to Nielsen Total Audience Report for Q1 2019, weekly reach of radio among young adults 18-34 is 90%. Since we are recommending lower radio levels, concentrate spots Wed-Sun.
- Primary Formats: Country, Sports, Contemporary Hit Radio and Urban
- Dayparts:
 - Morning Drive: 6:00am - 10:00am
 - Midday: 10:00am - 3:00pm
 - Afternoon Drive: 3:00pm - 7:00pm
 - Evening: 7:00pm - Midnight
 - Selected weekend dayparts
- Nielson Audio ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.

- **Live Endorsements:** Utilizing local radio personalities on top-rated stations in central AR will generate additional impact and awareness. We will also encourage DJs to incorporate the occupant protection message into their social networking.
- Radio reaches more **Hispanics** than any other platform with 96% weekly reach of Hispanics 18+ according to Nielsen Total Audience Insights 2Q 2019 report. We will purchase **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

The digital portion of the plan will continue to extend reach of the Click It or Ticket message in a medium where Males 18-34 spend a significant amount of time. Young adults are at the vanguard of the constantly connected: 48% of 18 to 29 year olds say they are online “almost constantly” and 46% go online multiple times per day (Pew Research 1Q 2019). Specific digital strategies we recommend are detailed below:

- Utilize MobileFuse to run online video to reach the target audience across all sites they are consuming, targeted geographically to Arkansas, to maximize impact and awareness of the CIOT message. Video will be mobile heavy to reach males 18-34 on the device they use the most. Another tactic we will implement is contextually and behaviorally targeting males 18-34 while they are playing video games on their mobile devices, who are 69% more likely to have played a video game on the internet than the general audience. Additionally, we will target users that are sports enthusiasts (i.e. frequents Fantasy Football and Sports apps) which provides an additional layer of reach of the CIOT message to our target audience. The campaign will generate more than one million impressions.
- **Connected TV** - Among adults ages 18-34, 53% watch video on a TV via a connected device daily according to a 2Q '19 Leichtman Research Group study. With connected TV, the CIOT message will be delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 275,900 impressions will run during the campaign.
- Utilize **Vevo**, the world's largest premium music video provider, offering a global platform with enormous scale. Vevo ranks number one among music video viewers. Adult 18-34 viewers are engaged on Vevo, consuming more than 1.5 billion videos each month on mobile & desktop. Over 95,000 impressions will be served during the three week flight period.
- **ESPN** – Purchase a mix of video, live streaming video and display on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in a highly desired, brand-safe environment. The campaign will deliver a minimum of 345,000 impressions.
- **Digital Audio** space continues to be robust and provides significant reach with our target audience. Pandora and Spotify are currently the two leading streaming audio brands. According to the recently released 2020 Infinite Dial, 169 million U.S. adults - over 60% the population - listened to online audio in the last week. There was a 17% increase of consumption of online radio in the car which is the ideal environment for the CIOT message to reach drivers and passengers while they are in a vehicle.
 - We recommend Pandora's new cross-publisher product offering: PAX Everywhere. It will enable us to efficiently reach our audience with audio via Pandora, Soundcloud

AR FY 21 Annual Report
and SiriusXM listeners. PAX's inventory for November is extremely tight so we will target all listeners in Arkansas with the important buckle up message.

- Spotify is recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. We will allocate a portion of impressions to in-car listening to connect with our audience in the most vital context for this campaign – in the car.
- Pandora and Spotify have both expanded beyond music streaming and into the world of Podcasts providing another avenue to reach the target with audio assets.
- Over 440,000 impressions will be generated from the recommended plan for audio streaming.
- Purchase exclusive homepage takeovers on **Hogville.net** on Razorback football game days: Nov. 14, 21 & 28. CIOT will own all ads for 24 hours on these three game days generating at least 1.5 million impressions.
- Additionally, we recommend having a constant presence during the three-week flight on EILatino.com, LaPrensaNWA.com, LatinoTVAR.com and TelemundoArkansas.com to reach the Hispanic community digitally.

Digital billboards will generate mass reach and frequency and is one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers and passengers alike to wear their seatbelt 100% of the time.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrate support in the heaviest populated markets in Arkansas to generate the highest reach.
- The four selected boards will generate over 3.6 million total impressions.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, 18 – 34-year-old Men and African American targets, the budget spent \$193,719, was allocated as follows:

- | | |
|------------------------|------------------------|
| • Broadcast Television | \$ 63,517 (33 percent) |
| • Cable Television | \$ 25,231 (13 percent) |
| • Radio | \$ 37,991 (20 percent) |
| • Other Radio | \$ 6,477 (3 percent) |
| • Digital | \$ 49,209 (25 percent) |
| • Outdoor | \$ 11,294 (6 percent) |

By Market:

Click It or Ticket Actual Expenditures	\$193,719
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- | | |
|---------------------------|-----------|
| ○ Little Rock | \$ 42,833 |
| ○ Fort Smith/Fayetteville | \$ 38,493 |

○ Jonesboro	\$ 14,061
○ Texarkana	\$ 12,670
○ El Dorado	\$ 2,563
○ Conway	\$ 1,320
○ Hispanic	\$ 12,680
○ Statewide Digital	\$ 49,209
○ Out-of-Home	\$ 11,294
○ Other Radio	\$ 5,757

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$115.01	\$9.54	\$42.79
Fayetteville/Ft. Smith	94.90	\$15.94	\$25.98
Jonesboro	\$69.49	\$4.74	\$12.17
Texarkana	N/A	\$5.87	\$30.24
Hot Springs	N/A	\$4.05	\$12.61
El Dorado	N/A	\$3.27	N/A
Conway	N/A	\$3.53	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	752	3,242	2.8	226.5	79.7%
Ft Smith/Fayette.	637	689	2.9	223.5	78.0%
Jonesboro	546	224	2.3	151.1	65.3%
Texarkana	996	996	N/A	N/A	N/A
Conway	170	278	N/A	N/A	N/A
El Dorado	272	976	N/A	N/A	N/A
Hot Springs	655	174	N/A	N/A	N/A
Hispanic	108	108	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	249	203	5.1	235.5	46.5%
Ft. Smith	156	153	5.4	228	42.7%
Fayetteville	290	151	5.0	195.4	39.7%
Jonesboro	108	108	6.4	225.6	35.3%
Texarkana	162	162	5.7	225.5	40.0%
El Dorado	126	126	N/A	N/A	N/A
Delta Region	40	40	N/A	N/A	N/A
Conway	45	45	N/A	N/A	N/A
Hot Springs	126	336	7.9	225	28.4%
Hispanic	198	188	N/A	N/A	N/A

Earned Media - \$296,236***Media Relations***

A news release concerning the Thanksgiving Click It or Ticket mobilization was distributed to news media statewide resulting in 39 newspaper clippings with an ad equivalency of \$12,736.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media**Thanksgiving CIOT Report**

- The YouTube ad was served 278,670 times.
- The Facebook/Instagram ads reached 370,870 users at a frequency of 2.
- We saw a cost per 1,000 users reached of \$9.38 on Facebook.

The Thanksgiving Click It or Tickets campaign launched on November 9, 2020, on Facebook, Instagram, and YouTube. The YouTube video was served 278,670 times. We saw a cost per 1,000 impressions of \$12.49, and the ad received 277 total clicks. Geographically, the video was shown the highest number of times in Little Rock, Springdale, and Fort Smith.

On Facebook/Instagram, we promoted both a video and an image that together received 829,990 impressions. The video was shown a higher number of times than the image. In total, the ads had an average cost per 1,000 people reached of \$4.19 and received 1,201 clicks. Engagement secured 72 post reactions, 2 post comments, 4 post saves, 3 post shares, and 511 link clicks. The video saw 6,681 ThruPlays at a cost per ThruPlay of \$0.52. From a demographic perspective, ads were shown most to people between the ages of 25-34, and shown equally to men and women.

Memorial Day May 2021 Occupant Protection Mobilization
Click It or Ticket
Paid Media Report

Summary

Supporting the May 2021 National Click It or Ticket Memorial Day mobilization period, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the "Click It or Ticket, Day & Night" campaign were those least likely to buckle up, young men ages 18-34 (Gen Z) and males, 23 – 34 years of age (Millennials).

NHTSA approved a budget of \$350,000 for a three-week schedule of previously produced broadcast television, cable, radio, digital and print media for the May campaign. The bonus television and radio

ads received totaled an additional \$145,469 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Enforcement Period

- May 24 – June 6, 2021

Advertising Period

- May 17 – June 6, 2021

Working Paid Media Budget

- **\$350,000**

Target Audiences

- **Primary Audiences – Influence segment to always wear a seat belt**
 - 18–23-year-old males (Gen Z)
 - 24–34-year-old males (Millennials)
- **Secondary Audience – Raise awareness and influence segment to always wear a seat belt**
 - Hispanic males, 18-34 years of age
 - African American males, 18-34 years of age

Geography

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

Primary Markets

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

Secondary Markets - 2021 STEP/Mini-STEP Participants (listed by county)

Arkansas	Johnson
Baxter	Lafayette
Benton*	Little River
Boone	Lonoke
Carroll	Miller*
Clay	Montgomery
Cleburne	Nevada
Craighead*	Newton
Crawford	Pike
Crittenden	Poinsett
Cross	Prairie

Dallas	Pulaski*
Drew	Saline
Faulkner	Sebastian*
Franklin	St. Francis
Garland*	Stone
Grant	Union*
Greene	Washington*
Hempstead	White
Independence	Yell

**Indicates primary market county.*

Tertiary Markets – Markets conducting seat belt surveys (by county)

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

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

Media Strategies and Tactics

The primary media strategy is to generate frequency in order to influence behavioral change. In today's rapidly evolving media landscape, it's necessary reach the target audience with a well-rounded marketing approach of both traditional and digital strategies. We recommend implementing a multi-platform media mix in order to cost-efficiently deliver the Click It or Ticket message to the target audiences across the state. Within each medium, we will implement the tactics detailed below.

Broadcast TV will provide the greatest reach opportunity.

We recommend running lower weight levels and concentrating media in high-profile content such as sports, prime finales and live entertainment specials against Adults 25-54 to reach the greatest number of Arkansans with the occupant protection message. The majority of weight will be allocated to prime/sports where reach to Men 18-34 is greatest.

- **Dayparts Mix:** News 30%, Prime 60% and Late Fringe 10%
- **Key Networks:** ABC, CBS, NBC and FOX

Recommended Broadcast Programming: NBA Playoffs, National Hockey League Playoffs, UEFA European Soccer Championship, Billboard Music Awards, NCIS Series Finale, American Idol Finale, Pooch Perfect, Grey's Anatomy Finale, Tonight Show with Jimmy Fallon, Saturday Night Live, The Masked Singer, iHeartRadio Music Awards, NASCAR, 2021 Razorback Baseball Special and PGA Championship

- Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of not wearing a seat belt.

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

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

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

These networks include:

- BET (117)
- Cartoon Network/Adult Swim (165/308)
- Comedy Central (227)
- Discovery (108)
- ESPN (143)
- ESPN 2 (147)
- FS1 & FS2 (166/169)
- FX (155)
- FXX (181)
- MTV / MTV2 (165/247)
- NBA TV (192)
- Nick at Nite (144)
- Nickelodeon (138)
- Outdoor (107)
- Paramount (149)
- Syfy (115)
- Teen Nick (174)
- TruTV (151)
- VH1 (127)

*Every cable system does not insert advertising in all of the above networks.

- **Interconnect** and **Dish** will be purchased to reach a large number of cable households (335,766 total homes). The Interconnect and Dish will provide coverage in 12 areas where a media presence is needed including primary markets and STEP/Mini-STEP/Survey areas. Additional spots will be placed in areas where cable is available for purchase to increase frequency.
- Purchase spots on **Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the CIOT message.

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

- Since this medium reaches people in their cars it can be an effective tool to remind drivers and passengers of the dangers and consequences of not buckling up. 78 percent of Men 18-34 listen to radio in their car.
- According to Nielsen media research data, radio is the highest reach medium, reaching 80 percent of the 18-to 34-year-old male target audience every month
- Primary Formats: Country, Sports, Contemporary Hit Radio and Urban
- Dayparts:
 - Morning Drive: 6:00am - 10:00am
 - Midday: 10:00am - 3:00pm
 - Afternoon Drive: 3:00pm - 7:00pm
 - Evening: 7:00pm - Midnight
 - Select weekend dayparts
- Nielson Audio ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
- **Non-Metro Radio** - In order to increase frequency and also reach the rural areas where STEP/Mini-STEP projects and seat belt surveys will be implemented; a non-metro radio presence is recommended. County-by-county rankers via Nielsen Audio will help select the strongest local stations. The Rural Arkansas Radio Network (RARN) will allow us to blanket the rural areas of the state using a 17-station, non-metro buy with a combined reach of 145,600 rural Arkansans, according to Nielsen. The following counties are reached with the RARN network: Arkansas, Boone, Carroll, Clay, Crittenden, Cross, Dallas, Drew, Hempstead, Independence, Jackson, Little River, Nevada, Newton, Ouachita, Pike, Poinsett, Prairie, Sevier, Stone and Yell.
- **Live Endorsements:** Utilizing trusted voices of local radio personalities on top-rated stations in Central AR will generate additional impact and awareness. We will also encourage DJs to incorporate the occupant protection message into their social networking.
- Radio reaches more **Hispanics** than any other platform with 96% weekly reach of Hispanics 18+ according to Nielsen Total Audience Insights 2Q 2019 report. We will purchase **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

The digital portion of the plan will continue to extend reach of the Click It or Ticket message in a medium where Males 18-34 spend a significant amount of time. According to the latest MediaMark Research Intelligence data, males 18-34 are more frequent and active internet users than any other age group. Online video has seen the greatest increase, with 72 percent of Gen Z and 69 percent of Millennials saying they use it more according to a recent Kantar study. Specific digital strategies we recommend are detailed below.

- Utilizing **digital ad networks** will allow us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Men 18-34. :15 and :30 pre-roll video ads across mobile, tablets and desktop are recommended to maximize impact and

awareness of the CIOT message. Video will be mobile heavy to reach males 18-34 on the device they use the most.

- One targeting tactic we will implement is contextually and behaviorally targeting males 18-34 while they are playing video games on their mobile devices, who are 69 percent more likely to have played a video game on the internet. Video gaming activities continue to increase, with 52 percent of 18-to 24-year-olds and 46 percent of 25-to 34-year-olds reporting that they binge-game weekly.
- Another tactic we will include is ScreenSync technology which will allow us to serve the occupant protection message on the target audience's tablet or mobile device after it ran on cable or connected TV thus providing an additional layer of reach of the CIOT message to our target audience. According to a recent Nielsen report, 88 percent of U.S. adults use a second digital device while watching TV.
- Over 1.8 million impressions will be generated over the course of the campaign.
- **Connected TV** – New consumer research from Leichtman Research Group finds that 80 percent of U.S. households have at least one Internet-connected TV device, including connected Smart TVs, standalone streaming devices and connected video game systems. Among adults ages 18-34, 55 percent watch video on a TV via a connected device daily. With connected TV, the CIOT message will be delivered to our target audience when they are streaming TV shows, videos and movies via PlayStation Vue, Roku, Apple TV, Xbox, etc. **Hulu**, which recently saw a 48 percent year-over-year increase in subscribers, is also recommended. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 583,000 CTV impressions will run during the campaign.
- Utilize **Vevo**, the world's largest premium music video provider, to gain access to the hard to reach younger audience within a brand safe environment. 18–34 year old viewers are engaged on Vevo, consuming more than 1.5 billion videos each month on mobile, desktop and connected TV. Over 155,000 video impressions will be served during the three-week flight period.
- **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2020 Infinite Dial, 169 million U.S. adults - over 60 percent the population - listened to online audio in the last week. There was a 17 percent increase of consumption of online radio in the car which is the ideal environment for the occupant protection message to reach drivers as they are behind the wheel.
 - Purchase **PAX Everywhere**, a cross-publisher, cross-platform product that enables AHSO to efficiently capture our target audience's attention with audio, wherever and whenever they are listening. It provides access to Pandora, Sound Cloud, SiriusXM's app and a range of digital audio publishers including podcasts. A :30 CIOT audio spot will be woven seamlessly into the listening experience, engaging with users in-between songs, during podcasts, sports and news updates, and more. Pandora's Audio Everywhere Platform will be utilized to reach Hispanics 18-34 in AR. The 2019 State of Digital Audio report found 62 percent of Hispanics say they listen to radio or music through streaming sites.
 - **iHeartRadio** is recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. Through iHeartRadio, the

CIOT message will be delivered across 250+ platforms including thousands of connected devices.

- **Podcasts** continue to increase in popularity, growing 16 percent year over year and cresting 100 million Americans for the first time. Overall, audiences spend 6 hours and 39 minutes listening to podcasts every week (The Infinite Dial, 2020 Edison Research and Triton Digital). The demographic makeup, according to the most recent MRI data, indicates that podcast listeners skew male and 44 percent fall into the 18-34 age category. We recommend including

iHeartRadio's Podcast platform given it's the #1 podcast publisher according to a September 2020 report by Podtrac Industry Rankings.

- Approximately 795,000 impressions will be generated from the recommended plan for audio streaming.
- **ESPN** – Purchase a mix of non-skippable video, live streaming video and display banners on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in a highly desired, brand-safe environment. According to the 2020 Doublebase GfK MRI report, ESPN is the third top website that reaches Men 18-34. The campaign will deliver a minimum of 498,000 impressions.
- Purchase **Homepage Takeovers** on top-rated TV news station and sports sites in Little Rock and Ft. Smith/Fayetteville to reinforce the CIOT message during the flight period.
- **Hispanic Websites** – CIOT banners and video in the Spanish language will be placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Out-of-Home will engage the target audience and extend the reach of the Click It or Ticket message.

- **Gas Pump Toppers** – A full color CIOT message would be displayed above gas pumps in the five largest markets in Arkansas - Little Rock, Ft. Smith, Fayetteville, Jonesboro and Texarkana. Gas pump signage is great way to reach a large and captive audience of drivers reminding them to buckle up right before getting back into the vehicle to head to their next destination. There will be a total of 25 gas stations and AHSO will receive 50 percent of the available pump top inventory at each station.
- **Digital billboards will generate mass reach and frequency and is one of the most cost-efficient media available.**
 - Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers and passengers alike of the importance of wearing a seat belt.
 - With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
 - Concentrate placement on major highways around Little Rock, North Little Rock, Northwest Arkansas and Jonesboro.

- The six selected boards will generate over 6.9 million impressions over the three-week campaign.

Print

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

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

- **Special Partnership:** Continue a partnership with Arkansas Travelers, our local minor baseball league, who are the most popular sports team in Central AR.

Budget Summary

- **By Medium**
 - Broadcast Television: \$74,462 (21 percent)
 - Cable TV: \$43,723 (13 percent)
 - Radio: \$64,840 (19 percent)
 - Other Radio: \$23,011 (7 percent)
 - Digital: \$95,609 (28 percent)
 - Out-of-Home: \$24,353 (7 percent)
 - Print: \$8,118 (2 percent)
 - Sports Marketing: \$13,236 (3 percent)

Total: 100%

By Market:

Click It or Ticket Actual Expenditures **\$ 347,353**

○ Little Rock	\$ 76,550
○ Fayetteville/Fort Smith	\$ 45,164
○ Jonesboro	\$ 20,358
○ Texarkana	\$ 15,831
○ El Dorado	\$ 3,295
○ Conway	\$ 710
○ Hot Springs	\$ 5,400
○ Delta Region	\$ 2,191
○ Hispanic Advertising	\$ 14,880
○ Statewide (Print/Digital)	\$ 95,609
○ Out-of-Home	\$ 24,353
○ Statewide Print	\$ 8,118
○ Sports Marketing	\$ 13,236
○ STEP Markets	\$ 21,659

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$126.61	\$23.81	\$40.83
Ft. Smith/Fayette	\$91.62	\$14.47	\$25.00
Jonesboro	\$85.33	\$3.40	\$14.19
Texarkana	No broadcast TV	\$6.62	\$31.89
El Dorado	No broadcast TV	\$2.68	N/A
Hot Springs	No broadcast TV	\$2.69	\$15.24
Conway	No broadcast TV	\$3.53	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	974	1,519	3.3	246.7	74.3%
Ft. Smith/Fayetteville	661	365	2.6	225	70.7%
Jonesboro	654	133	2.5	155.3	62.4%
Texarkana	539	539	N/A	N/A	N/A
El Dorado	334	310	N/A	N/A	N/A
Conway	201	341	N/A	N/A	N/A
Hot Springs	330	24	N/A	N/A	N/A
STEP/Survey	3,037	3,286	N/A	N/A	N/A
Hispanic	135	94	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	434	434	9.4	481.5	51.9%
Ft. Smith	354	468	7.2	385.5	53.5%
Fayetteville	494	493	6.7	300.6	44.6%
Jonesboro	237	237	7.7	375.9	48.8%
Texarkana	291	291	8.1	375.3	46.8%
El Dorado	192	192	N/A	N/A	N/A
Hot Springs	226	212	8.0	300.3	37.9%
Conway	54	54	N/A	N/A	N/A
Delta Region	38	38	N/A	N/A	N/A
Statewide	558	513	N/A	N/A	N/A
STEP/Survey	981	981	N/A	N/A	N/A
Hispanic	234	234	N/A	N/A	N/A

Earned Media - \$305,941***Media Relations***

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 34 newspaper clippings resulted in an ad equivalency of \$22,441.

Partnership with the Arkansas State Highway and Transportation Department

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

times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The approximate earned media generated for this contribution is \$283,500.

Paid/Organic Social Media Campaign

Campaign Report

Click It or Ticket Campaign Summary

- The YouTube Ad was served 265,988 times.
- The Facebook/Instagram ads reached 530,335 users at a frequency of 3.
- We saw a cost per 1,000 users reached of \$6.56.

The Click It or Ticket campaign launched on May 17, 2021, on Facebook, Instagram, and YouTube. The YouTube video was served 265,988 times. We saw a cost per 1,000 impressions of \$13.08, and the ad received 732 total clicks. Geographically, the video was shown the highest number of times in Little Rock, Fayetteville, Springdale, and Fort Smith.

The images and videos that were placed on Facebook/Instagram were shown a combined total of 1,363,870 times. Engagement secured 73 reactions, 16 comments, 8 saves, 21 shares and 1,056 link clicks. The video saw 7,976 thurplays at a cost per thurplay of \$0.44 and also saw the highest quality ranking.

2020 October Distracted Driving Campaign

Paid Media Report

Summary

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

Supporting the national October 2020 “Distracted Driving” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the “U Drive. U Text. U Pay” campaign was targeted to those most likely to drive while distracted, Adults 18-34.

NHTSA approved a budget of \$150,000 for a one-week schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received totaled an additional \$55,433 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for U Drive. U Text. U Pay. – October 5 – October 12, 2020 (one-week flight)

Audience Segment Profiles

- Primary Segment – *To encourage the segment to not engage in distracted driving*
 - **Adults, 18-34 years of age**
 - **Slightly skewed towards women**

- Secondary Segment – *To raise awareness and influence segment to never drive while distracted*
 - **Hispanics, 18-34 years old**
 - **Spanish is primary language**

Geography

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

Primary Markets

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

Secondary Markets

- Conway
- Helena/West Helena (Delta Region)

Media Strategies & Tactics

In today's rapidly evolving media landscape, it's necessary reach the target audience with an integrated marketing approach of both traditional and digital strategies. We recommend implementing a multi-tiered media mix, consisting of electronic media, to effectively and efficiently deliver the distracted driving message to the target audiences across the state. Within each medium, we will implement the tactics detailed below.

Broadcast TV provides the greatest reach

This campaign falls within the political window so rates will be higher -especially in news - and there's a greater chance of preemptions that will be difficult to make good within the short flight period. Taking that into account, we recommend running lower weight levels and concentrating media only in high-profile, "watercooler" content such as sports and fall prime programming. Since there are so many premium sports events airing during our flight, we will focus the majority of weight in sports.

- **Key Networks:** ABC, CBS, NBC, FOX and CW
- **Recommended Broadcast Programming:**
NFL Football, NBA Finals, Masked Singer, Nascar, Dancing with the Stars, Big Brother, Swamp Thing, Tell Me a Story, Saturday Night Live and SEC College Football
 - Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged audience with the distracted driving message.
 - Focus on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Cable extends the reach of broadcast television and achieves greater frequency of exposure of the Distracted Driving message.

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

These networks include:

- BET (116)
- Cartoon Network/Adult Swim (160/240)
- Comedy Central (174)
- E! (134)
- Freeform (152)
- FX (130)
- FXX (147)
- MTV / MTV2 (195/227)
- Nick at Nite (180)
- Nickelodeon (166)
- Paramount (113)
- Teen Nick (224)
- TruTV (126)
- VH1 (155)

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

- Other networks will be included that have programming with high viewership for young women such as TLC (133) and Bravo (124).
- **Purchase spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the distracted driving message.
- We will be prepared to shift some things around if there are any available spots during the Arkansas vs. Auburn game on October 10 th. At this time, the network that will carry the game has not been released yet.

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

Since this medium reaches people in their cars it can be an effective tool to remind drivers of the dangers associated with distracted driving. According to Nielsen Total Audience Report for Q1 2019, weekly reach of radio among young adults 18-34 is 90%.

- **Primary Formats:** Contemporary Hit Radio, Adult Contemporary, Country and Urban
- **Dayparts:**
 - Morning Drive: 6:00am - 10:00am
 - Midday: 10:00am - 3:00pm
 - Afternoon Drive: 3:00pm - 7:00pm
 - Evening: 7:00pm - midnight

- Selected weekend dayparts
- **Nielson Audio** ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
- Radio reaches more **Hispanics** than any other platform with 96% weekly reach of Hispanics 18+ according to Nielsen Total Audience Insights 2Q 2019 report. We will purchase **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.
- **Live Endorsements:** Utilizing local radio personalities on top-rated stations in central AR will generate additional impact and awareness. We will also encourage DJs to incorporate the distracted driving message into their social networking.

The digital portion of the plan will build off the base created by traditional media and continue to extend the “U Drive. U Text. U Pay.” message in a medium where Adults 18-34 spend a significant amount of time. Young adults are at the vanguard of the constantly connected: 48% of 18 to 29 year olds say they go online “almost constantly” and 46% go online multiple times per day (Pew Research 1Q 2019). Specific digital strategies we recommend are detailed below:

- Utilizing an **ad network** will allow us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Adults 18-34. Mobile heavy video is recommended to maximize impact and awareness of the texting enforcement message on the device they use the most. We will also implement another layer of targeting using ACR technology which will allow us to serve the distracted driving message on the target audience’s mobile device after it ran on broadcast, cable or connected TVs. According to a recent Nielsen report, 88 percent of U.S. adults use a second digital device while watching TV. The campaign will generate more than 1.2 million impressions.
- **Connected TV** - Among adults ages 18-34, 53% watch video on a TV via a connected device daily according to a 2Q ‘19 Leichtman Research Group study. With connected TV, the distracted driving message will be delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 365,000 impressions will run during the campaign.
- Utilize **Vevo**, the world’s largest premium music video provider, offering a global platform with enormous scale. Vevo ranks number one among music video viewers. Adult 18-34 viewers are engaged on Vevo, consuming more than 1.5 billion videos each month on mobile & desktop. Over 105,000 video impressions will be served during the 8-day flight period.
- **ESPN** – Purchase a mix of video and live streaming video on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in a highly desired, brand-safe environment. The campaign will deliver a minimum of 140,000 impressions.
- **Digital Audio** space continues to be robust and provides significant reach with the distracted driving target audience. Pandora and Spotify are currently the two leading streaming audio brands. According to the recently released 2020 Infinite Dial, 169 million U.S. adults - over 60% the population - listened to online audio in the last week. There was a 17% increase of consumption of online radio in the car which is the ideal environment for the distracted driving message to reach drivers as they are behind the wheel.

- Purchase **Pandora's** Video Everywhere and Audio Everywhere Platforms targeting Adults 18-34 in AR with the distracted driving message. The Audio Everywhere Platform will also be utilized to reach Hispanics 18-34 in AR. The 2019 State of Digital Audio report found 62% of Hispanics say they listen to radio or music through streaming sites.
- **Spotify** is recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. Spotify has jumped 23% in the 12-34 year-old age group since 2018.
 - Pandora has expanded beyond music streaming and into the world of **Podcasts** providing another avenue to reach the target with audio assets. Podcast listening has increased in all age categories, but it has seen the biggest uptick among younger adults. Now 49% of Americans between the ages of 12-34 listen to podcasts monthly, a 16% year-over-year increase.
 - Over 735,000 impressions will be generated from the recommended plan for audio streaming.
- Additionally, place premium banners on EILatino.com, LatinoTVAR.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Digital billboards will generate mass reach and frequency and is one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers of the dangers associated with distracted driving.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrate placement on major highways around Little Rock, North Little Rock, Bryant, Russellville, Bentonville, Jonesboro and Hot Springs.
- The twelve selected boards will generate over 4.5 million total impressions.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, Adults 18 – 34-year-old target, the budget spent \$141,992, was allocated as follows:

- **By Medium**
 - Broadcast TV: \$33,316 (23 percent)
 - Cable TV: \$20,548 (14 percent)
 - Radio: \$20,599 (15 percent)
 - Other Radio: \$6,045 (4 percent)
 - Digital: \$51,013 (36 percent)
 - Out-of-Home: \$10,471 (8 percent)

Total: 100%

By Market:

“U Drive. U Text. U Pay.” Actual Expenditures \$141,992

- Little Rock \$ 31,776

○ Fort Smith/Fayetteville	\$ 19,454
○ Jonesboro	\$ 8,768
○ Texarkana	\$ 4,229
○ El Dorado	\$ 1,699
○ Conway	\$ 873
○ Delta Region	\$ 1,153
○ Hispanic	\$ 6,869
○ Statewide Digital	\$ 51,013
○ Live Radio Endorsements	\$ 4,504
○ Out-of-Home	\$ 10,470

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$171.65	\$15.49	\$46.12
Fayetteville/Ft. Smith	\$125.86	\$19.14	\$28.62
Jonesboro	\$99.29	\$8.32	\$13.95
Texarkana	N/A	\$6.38	\$29.55
Hot Springs	N/A	\$4.18	\$11.65
El Dorado	N/A	\$5.44	N/A
Conway	N/A	\$1.77	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	970	840	1.8	76.3	43.8%
Ft Smith/Fayette.	206	443	1.9	78.5	42.1%
Jonesboro	300	167	1.7	56.2	33.2%
Texarkana	196	196	N/A	N/A	N/A
Conway	274	138	N/A	N/A	N/A
El Dorado	147	148	N/A	N/A	N/A
Hot Springs	150	97	N/A	N/A	N/A
Hispanic	66	66	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	179	101	3.7	125.7	34.2%
Ft. Smith	117	181	3.1	125.2	40.8%
Fayetteville	159	159	3.1	100.5	33%
Jonesboro	57	57	3.0	104.9	35.2%
Texarkana	65	65	3.3	100.8	31.3%
El Dorado	72	72	N/A	N/A	N/A
Delta Region	20	11	N/A	N/A	N/A
Conway	24	24	N/A	N/A	N/A
Hot Springs	46	46	2.8	101.6	31.6%
Hispanic	103	103	N/A	N/A	N/A

Earned Media - \$196,525***Media Relations***

A news release concerning the October Distracted Driving U. Drive. U Text. U Pay. mobilization was distributed to news media statewide resulting in 13 newspaper clippings with an ad equivalency of \$7,525.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The U. Drive. U Text. U Pay. campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$189,000.

Social Media**Campaign Report****Summary**

- Almost 800,000 Arkansans saw our Facebook/Instagram ads
- The ads received good engagement including 105 reactions
- Organic Facebook posts reached over 100 people

Beginning on October 5, a one-week paid social and geo-targeted digital media campaign launched to align with an organic social media campaign to make Arkansans aware of the Distracted Driving U Drive. U Text. U Pay. enforcement campaign taking place October 8–12. We promoted 2 images across Facebook and Instagram with a high reach of almost 800,000 users at a frequency of 1. Our average cost per result was \$2.90. Engagement secured 105 post reactions, 3 comments, 1 save, 35 shares and 733 link clicks with. Both ads saw good engagement with the image of the woman texting receiving slightly more.

Overall, organic reach for the Distracted Driving campaign was good for the amount of followers the platforms have. The best performing asset was the “five seconds” Facebook post that reached 110 people and had 1 like and 1 share. Other Facebook posts reached 8-12 people for this campaign. The other platforms did not have the as high performance. Three of the Instagram posts received trolling comments while Twitter posts did not receive any likes or re-shares.

2020 October Pedestrian Safety Campaign
Be Safe. Drive Smart.

Paid Media Report***Summary***

Supporting the October Pedestrian Safety 2020 mobilization period, Monday, October 19 – Saturday, October 31, 2020, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan targeting both motorists and

pedestrians and purchase media for the Pedestrian Safety mobilization. The primary target audience for the campaign was Adults 18-54 and Men 18-34 and the secondary audience was Hispanics 18-54.

NHTSA approved a budget of \$125,000 for a two-week schedule of previously produced radio, print and digital. The bonus ads received totaled an additional \$57,682 in airtime.

Paid Advertising Period

- Paid advertising Pedestrian Safety: October 19 – October 31, 2020

Audience Segment Profiles

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

- Primary Audiences – Adults 18-54 and Men 18-34
- Secondary Audience – Hispanics, 18-54 years of age

Geography

The paid media plan will be statewide in scope; however, we will provide a stronger presence in the top four counties where pedestrian fatality rates are highest.

Primary Markets:

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

Heavier presence in the following areas where higher numbers of pedestrian fatalities are occurring:

- Pulaski County
- Washington County
- Garland County
- White County

Budget

- October Pedestrian Safety - \$122,602

Media Strategies & Tactics

With the upcoming election including a heated second district congressional seat race here in Arkansas, political ads will be dominating local broadcast stations -surging rates and preempting many advertisers. Given our short flight period, inflated rates, limited equitable makegoods - meaning credits are more likely than inventory availability - we recommend forgoing broadcast TV for this campaign.

We recommend a multi-tiered media mix, consisting of electronic media, to effectively and efficiently deliver the pedestrian safety message to the target audiences across the state. Within each medium, we will implement the tactics detailed below.

Cable TV

- We recommend placing cable TV schedules in the major metro areas including the counties with a high incidence of pedestrian fatalities in order to generate awareness and provide creative impact.
 - **Interconnect** will be purchased to reach a large number of cable households (283,120 homes) throughout Arkansas. Interconnect will provide coverage in three of the four areas where a stronger media presence is needed. Additional spots will be placed in areas where cable is available for purchase to increase frequency.
 - EfecTV - Little Rock Zone/Uverse* and El Dorado
 - Cox Media – Ft. Smith and Fayetteville Combined Zone
 - A4 Media – Jonesboro, Hot Springs* and Searcy*
 - Sparklight – Texarkana
 - Conway Corp. Cable – Conway*

**Indicates markets Interconnect reaches.*

- Purchase key cable networks and programming that perform well against our target using current MRI data.
- **Purchase spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the pedestrian safety message.
- We will receive one-for-one matching spots with Cable TV allowing us to double the amount of cable activity.

Spanish TV

- We will include major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Radio will extend the reach created by cable and build additional frequency.

- This campaign will be radio-centric to take advantage of in-vehicle consumption where the message will carry the most impact. According to Nielsen Total Audience Report for Q1 2019, weekly reach of radio among Adults 18+ is 92%.
- **Primary Formats:** Contemporary Hit Radio, Adult Contemporary, Country and Urban
- **Dayparts:**
 - Morning Drive: 6:00am - 10:00am
 - Midday: 10:00am - 3:00pm
 - Afternoon Drive: 3:00pm - 7:00pm
 - Selected weekend dayparts
- **Nielson Audio** ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.

- **Non-metro radio** will help target White County, a rural area, where a high number of pedestrian fatalities have occurred. A county-by-county ranker via Nielsen Audio will help select the strongest local stations.
- **Live Endorsements:** Utilizing the trusted voices of local radio personalities on top-rated stations in central AR as well as Fayetteville will generate additional impact and awareness. We will also encourage DJs to incorporate the pedestrian safety message into their social networking.
- **Traffic Reports:** We recommend Traffic Report Sponsorships that will rotate across Little Rock and Fayetteville radio stations. A 15-second pedestrian safety message will run adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Radio reaches more **Hispanics** than any other platform with 96% weekly reach of Hispanics 18+ according to Nielsen Total Audience Insights 2Q 2019 report. We will purchase **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

The digital portion of the plan will build off the base created by traditional media and continue to extend the pedestrian safety message. Adults are spending more time with media than ever before, and the majority of that time is with digital. With the increased practice of multi-screen usage, it is important to layer digital and TV efforts. Specific digital strategies we recommend are detailed below:

- Utilizing an **ad network** will allow us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Adults 18-54 and Men 18-34. Mobile heavy video is recommended to maximize impact and awareness of the pedestrian safety message on the device they use the most. Additionally, we will implement another layer of targeting using ACR technology which will allow us to serve the message on the target audience's mobile device after it ran on cable or connected TV. According to a recent Nielsen report, 88 percent of U.S. adults use a second digital device while watching TV. The campaign will generate over one million impressions.
- **Connected TV** – According to a recent Leichtman Research Group study, 80% of U.S. TV households have at least one Internet-connected TV device, including connected Smart TVs, stand-alone streaming devices and gaming consoles. With connected TV, the pedestrian safety message will be delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 300,000 impressions will run during the campaign.
- **Digital Audio** space continues to be robust and provides significant reach with our target audiences. Pandora and Spotify are currently the two leading streaming audio brands. According to the recently released 2020 Infinite Dial, 169 million U.S. adults - over 60% the population - listened to online audio in the last week. There was a 17% increase of consumption of online radio in the car which is the ideal environment for the pedestrian safety message to reach drivers as they are behind the wheel.
 - Purchase **Pandora's** Audio Everywhere Platform targeting Adults 18-54 in AR with the pedestrian safety message. An extra emphasis will be placed in Fayetteville, an area that

has been identified as a hot spot for pedestrian incidents. The Audio Everywhere Platform will also be utilized to reach Hispanics 18-54 in AR. The 2019 State of Digital Audio report found 62% of Hispanics say they listen to radio or music through streaming sites.

- **Spotify** is recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. We will concentrate media in the four counties with the highest number of pedestrian fatalities in AR – Pulaski, Garland, Washington and White.
- Pandora and Spotify have both expanded beyond music streaming and into the world of **Podcasts** providing another avenue to reach the target with audio assets.
- Ultimately, combining terrestrial radio, streaming audio and podcast ads together will allow us to connect with our audience in the most vital context for this campaign – in the car.
- Over 590,000 impressions will be generated from the recommended plan for audio streaming.
- **KATV.com – Homepage takeover.** Halloween is one of the deadliest times of the year for pedestrians. We will purchase a homepage takeover on KATV.com (highest rated TV station site in LR DMA) on October 30th to reinforce the important pedestrian safety message the day before Halloween.
- Additionally, place premium banners on EILatino.com, LatinoTVAR.com, TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Digital billboards will generate mass reach and frequency and is one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers of the importance of staying alert for pedestrians.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Spanish creative will rotate in NWA and select Little Rock locations where Hispanic population is significant.
- We recommend ten high-traffic locations in Little Rock, Bryant, Hot Springs, Northwest Arkansas and Jonesboro generating over 4.9 million impressions over a two-week period.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, Adults 18 – 54-year-old target, the budget spent \$122,602, was allocated as follows:

- **By Medium**
 - Hispanic TV: \$6,608 (5 percent)
 - Cable TV: \$20,837 (17 percent)
 - Radio: \$34,485 (28 percent)
 - Other Radio: \$15,849 (13 percent)
 - Digital: \$34,823 (28 percent)
 - Out-of-Home: \$10,000 (9 percent)

Total: 100%**By Market:****Pedestrian Safety Campaign Actual Expenditures \$122,602**

○ Little Rock	\$ 19,116
○ Fort Smith Fayetteville	\$ 14,403
○ Jonesboro	\$ 5,293
○ Texarkana	\$ 7,683
○ El Dorado	\$ 2,191
○ Conway	\$ 280
○ Hispanic	\$ 10,072
○ Statewide Digital	\$ 34,823
○ Other Radio	\$ 15,849
○ Out-of-Home	\$ 10,000

Cost per Point and GRP Levels – Pedestrian Safety

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	\$22.24	\$44.35
Fayetteville/Ft. Smith	N/A	\$16.53	\$26.31
Jonesboro	N/A	\$4.39	\$13.91
Texarkana	N/A	\$6.14	\$29.44
Hot Springs	N/A	\$3.37	\$14.00
El Dorado	N/A	\$4.95	N/A
Conway	N/A	\$1.77	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit

Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	435	474	N/A	N/A	N/A
Ft Smith/Fayette.	343	955	N/A	N/A	N/A
Jonesboro	288	200	N/A	N/A	N/A
Texarkana	284	1284	N/A	N/A	N/A
Conway	158	79	N/A	N/A	N/A
El Dorado	200	198	N/A	N/A	N/A
Hot Springs	282	200	N/A	N/A	N/A
Searcy	170	150	N/A	N/A	N/A
Hispanic	85	95	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	185	148	5.2	214.0	41.4%
Ft. Smith	176	252	4.7	200.4	44.1%
Fayetteville	234	234	4.6	152.9	33.0%
Jonesboro	112	112	5.0	202.4	40.8%
Texarkana	133	133	5.6	201.7	36.3%
El Dorado	90	45	N/A	N/A	N/A
Searcy	138	138	N/A	N/A	N/A
Hot Springs	129	128	5.7	206.6	36.3%
Hispanic	172	172	N/A	N/A	N/A

Media Relations

A news release was not distributed for this campaign.

Social Media**Pedestrian Safety****Summary**

- The ads reached 417,081 Facebook and Instagram users.
- Cost per 1,000 people reached was \$11.
- Engagement secured 112 reactions, 17 comments, 10 saves, 7 shares and 528 link clicks.

Beginning October 19, we promoted a two-week paid and organic social campaign to make Arkansans aware of the Pedestrian Safety Awareness campaign taking place October 19–31. We ran 2 static images and these ads were shown a total of 778,296 times and reached around 417,000 unique Arkansans at a frequency of 2. Engagement secured 112 reactions, 17 comments, 10 saves, 7 shares and 528 link clicks. Most comments on the ads centered around the idea that pedestrians and drivers both should be more aware of their surroundings.

The best performing organic post on Facebook reached 116 people and received 2 engagements. The second-best performing post on Facebook was the top graphic below that we created. It reached 93 people and had 3 engagements. For Instagram, the best performing post was the graphic we created for the client. It received 3 likes. The best performing Twitter post received one comments and two likes.

2021 April Distracted Driving Campaign**Paid Media Report****Summary**

Supporting the national “Distracted Driving” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the “U Drive. U Text. U Pay” campaign was targeted to those most likely to drive while distracted, Adults 18-34.

NHTSA approved a budget of \$150,000 for a 12-day schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received totaled an additional \$63,135 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for U Drive. U Text. U Pay. – April 1 – April 12, 2021 (12-day flight)

Target Audiences

- Primary Audience
 - Young Adults, 18 – 34 years old
 - Skewed towards women

- Secondary Audience
 - Hispanics, 18 - 34 years old
 - Female skew

Geography

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

Primary Markets

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

Secondary Markets

- Conway
- Helena/West Helena (Delta Region)

Media Strategies & Tactics

In today's rapidly evolving media landscape, it's necessary reach the target audience with an integrated marketing approach of both traditional and digital strategies. We recommend implementing a multi-tiered media mix in order to cost-efficiently deliver the distracted driving message to the target audiences across the state. Within each medium, we will implement the tactics detailed below.

Broadcast TV will provide the greatest reach opportunity

Concentrate on high performing dayparts and programming against Adults 25-54 to reach the greatest number of Arkansans with the distracted driving message. High-profile content such as sports, music and live entertainment specials will be included.

- **Daypart mix:** Local News – 30%, Prime – 50% and Late Fringe – 20%
- **Key Networks:** ABC, CBS, NBC, FOX and CW
- **Recommended Broadcast Programming:** NCAA March Madness Championship, Manifest Season Premiere, Home Economics, Clarice, Tonight Show with Fallon, The Voice, Saturday Night Live, America's Most Wanted, Million Little Things Season Premiere, Superman & Lois, Schitt's Creek, The Masked Singer, American Idol, Jimmy Kimmel, PGA Golf: The Masters
 - Local news will be purchased to reach the mass audience.
 - Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged audience with the distracted driving message.
 - Nielsen TV ratings data will help determine which networks and programming will best reach the target audience.

- Focus on major **Spanish** language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Cable extends the reach of broadcast television and achieves greater frequency of exposure of the Distracted Driving message.

- In order to best reach the target audience, cable networks that are more likely to be viewed by Adults 18-34 will be selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 130 means that the adults 18-34 audience is 30% more likely to watch this network than the general population.

These networks include:

- BET (116)
- Cartoon Network/Adult Swim (160/240)
- Comedy Central (174)
- E! (134)
- Freeform (152)
- FX (130)
- FXX (147)
- MTV / MTV2 (195/227)
- Nick at Nite (180)
- Nickelodeon (166)
- Paramount (113)
- Teen Nick (224)
- TruTV (126)
- VH1 (155)

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

- Other networks will be included that have programming with high viewership for young women such as TLC (133) and Bravo (124).
- **Purchase spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the distracted driving message.

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

Since this medium reaches people in their cars, it can be an effective tool to remind drivers and passengers alike of the dangers associated with distracted driving. Radio remains the centerpiece of the audio universe, reaching more U.S. adults each week, at 92%, than any other media platform.

- **Primary Formats:** Contemporary Hit Radio, Adult Contemporary, Country and Urban
- **Dayparts:** Morning Drive: 6:00am - 10:00am
Midday: 10:00am - 3:00pm
Afternoon Drive: 3:00pm - 7:00pm
Evening: 7:00pm - midnight
Selected weekend dayparts

- **Traffic Reports:** We recommend Traffic Reports that will rotate across eleven radio stations in Little Rock. A 15-second “U Drive. U Text. U Pay.” message will run adjacent to local traffic updates in the morning and afternoon drive times, reaching a large number of people at premium times during the day when they are behind the wheel.
- **Nielson Audio** ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
- **Rural Arkansas Radio Network** will allow the distracted driving message to reach the rural areas of the state not covered by metro radio.
- We will purchase **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian and Sevier Counties with a heavier focus on Friday through Sunday as research shows the majority of time spent with radio is on the weekend.

The digital portion of the plan will build off the base created by traditional media and continue to extend the “U Drive. U Text. U Pay.” message in a medium where Adults 18-34 spend a significant amount of time. According to the Nielsen Total Audience Report released February 2020, adults 18-34 are spending more time than any other age group with smartphones, at 4 hours and 45 minutes per day. They also spend an additional one hour and 20 minutes on TV-connected devices, seven minutes more per day than the prior year. Specific digital strategies we recommend are detailed below:

- Utilizing an **ad network** will allow us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to adults 18-34. Mobile heavy video is recommended to maximize impact and awareness of the texting enforcement message on the device they use the most. ScreenSync technology will also be included which will allow us to serve the distracted driving message on the target audience’s mobile device after it ran on cable or connected TV. According to a recent Nielsen report, 88% of U.S. adults use a second digital device while watching TV. Additionally, with an ad network, we can contextually and behaviorally target adults 18-34 while they are playing video games on their mobile devices thus providing an additional layer of reach of the distracted driving message to our target audience. A Statistica survey from 2020 shows 38% of video game players come from the 18 to 34 age demographic. The campaign will generate at least 910,000 impressions.
- **Connected TV** - Connected TV ownership continues to surge, with 80% of U.S. TV households now having at least one CTV, according to new research from Leichtman Research Group. Among adults ages 18-34, 55% watch video on a TV via a connected device daily. With connected TV, the distracted driving message will be delivered to our target when they are streaming TV shows, videos and movies via Roku, PlayStation Vue, Apple TV, Xbox, etc. **Hulu**, which recently saw a 48 percent year-over-year increase in subscribers, is also recommended. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 280,000 CTV impressions will run during the course of the campaign.
- Utilize **Vevo**, the world’s largest premium music video provider, to gain access to the hard to reach younger audience within a brand safe environment. 18-34 year old viewers are engaged on Vevo, consuming more than 1.5 billion videos each month on mobile, desktop and connected TV. Over 140,000 video impressions will be served during the 12-day flight period.

- **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2020 Infinite Dial, 169 million U.S. adults - over 60% the population - listened to online audio in the last week. There was a 17% increase of consumption of online radio in the car which is the ideal environment for the distracted driving message to reach drivers as they are behind the wheel.
 - Purchase **PAX Everywhere**, a cross-publisher, cross-platform product that enables AHSO to efficiently capture our target audience's attention with audio, wherever and whenever they are listening. It provides access to Pandora, Sound Cloud, SiriusXM's app and a range of digital audio publishers including podcasts. A :30 distracted driving audio spot will be woven seamlessly into the listening experience, engaging with users in-between songs, during podcasts, sports and news updates, and more. Pandora's Audio Everywhere Platform will be utilized to reach Hispanics 18-34 in AR. The 2019 State of Digital Audio report found 62% of Hispanics say they listen to radio or music through streaming sites.
 - **Spotify** is recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. Spotify has the most youthful user base of all streaming services with 55% of users are aged 18-34 according to Verto Analytics.
 - Approximately 635,000 impressions will be generated from the recommended plan for audio streaming.
- Purchase **Homepage Takeovers** on top-rated TV news station and sports sites in Little Rock and Ft. Smith/Fayetteville to reinforce the distracted driving message during the flight period.
- Additionally, place premium banners and video on EILatino.com, LatinoTVAR.com, TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Out-of-Home will engage the target audience and extend the reach of the Distracted Driving message.

- **Gas Pump TV** – A :15 video will run during news, sports and entertainment segments reaching a captive audience of drivers as they refuel reminding them the dangers of distracted driving right before getting back into the vehicle to head to their next destination.
 - Nielsen will provide a proof of performance report at the end of the campaign.
 - "U Text. U Drive. U Pay." video will run on 1,767 digital gas pump screens across 229 gas stations around the state generating 142,756 impressions. GSTV will provide a matching bonus schedule as added-value.
- **Digital billboards will generate mass reach and frequency and is one of the most cost-efficient media available.**
 - Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers of the dangers associated with distracted driving.
 - With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
 - Concentrate placement on major highways around Little Rock, North Little Rock, Russellville, Northwest Arkansas and Jonesboro

- The ten selected boards will generate over 2.7 million impressions.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, Adults 18 – 34-year-old target, the budget spent \$149,198, was allocated as follows:

- **By Medium**
 - Broadcast TV: \$33,780 (23 percent)
 - Cable TV: \$17,696 (12 percent)
 - Radio: \$24,241 (16 percent)
 - Other Radio: \$11,200 (7 percent)
 - Digital: \$46,570 (31 percent)
 - Out-of-Home: \$15,711 (11 percent)

Total: 100%

By Market:

“U Drive. U Text. U Pay.” Actual Expenditures \$149,198

○ Little Rock	\$ 29,840
○ Fort Smith/Fayetteville	\$ 20,195
○ Jonesboro	\$ 9,461
○ Texarkana	\$ 4,920
○ El Dorado	\$ 1,359
○ Conway	\$ 770
○ Hispanic	\$ 7,551
○ Statewide Digital	\$ 46,570
○ Other Statewide Radio	\$ 11,201
○ Out-of-Home	\$ 10,470

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$123.25	\$21.69	\$43.56
Fayetteville/Ft. Smith	\$86.75	\$16.30	\$24.77
Jonesboro	\$70.23	\$3.02	\$14.19
Texarkana	N/A	\$5.98	\$28.21
Hot Springs	N/A	\$2.12	\$12.57
El Dorado	N/A	\$1.73	N/A
Conway	N/A	\$3.53	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	452	449	2.0	105.8	54.4%
Ft Smith/Fayette.	310	305	2.1	108.3	51.1%
Jonesboro	360	363	1.9	85.5	45.5%
Texarkana	289	290	N/A	N/A	N/A
Conway	218	218	N/A	N/A	N/A
El Dorado	208	209	N/A	N/A	N/A
Hot Springs	301	301	N/A	N/A	N/A
Hispanic	66	66	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	385	181	4.4	176.6	39.8%
Ft. Smith	151	209	3.2	150.1	47.3%
Fayetteville	190	190	3.2	128.2	40.6%
Jonesboro	72	72	3.5	130.4	37.9%
Texarkana	76	138	3.5	128.4	32.3%
El Dorado	80	80	N/A	N/A	N/A
Delta Region	18	17	N/A	N/A	N/A
Conway	24	24	N/A	N/A	N/A
Hot Springs	75	75	3.9	128.9	33.2%
Hispanic	109	110	N/A	N/A	N/A

Earned Media - \$200,390***Media Relations***

A news release concerning the October Distracted Driving U. Drive. U Text. U Pay. mobilization was distributed to news media statewide resulting in 23 newspaper clippings with an ad equivalency of \$11,390.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The U. Drive. U Text. U Pay. campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$189,000.

Social Media**Distracted Driving****Summary:**

- The YouTube Ad was served 209,647 times.
- Facebook Ads reached 665,848 users at a frequency of 1.28.
- We saw a cost per 1,000 users reached on Facebook of \$3.48.

The distracted driving campaign launched on April 1, 2021, on Facebook, Instagram and YouTube. The YouTube video was served 209,647 times; we saw a cost per 1,000 impressions of \$11.07, and the ad received 354 total clicks. Geographically, the video was shown the highest number of times in Little Rock, Fort Smith, and Hot Springs.

Facebook Ads reached 665,848 unique Facebook/Instagram users at a frequency of 1.28 and an average cost per 1,000 people reached of \$3.48. Facebook Ads captured 57 post reactions, 4 post comments, 1 post save, 15 post shares and 628 link clicks for engagement. We promoted one video "U Drive. U Text. U Pay." that was shown 190,796 times on Facebook. The Facebook page holds almost 600 likes.

2021 June Motorcycle Safety Campaign Share the Road/Look Twice for Motorcycles

Paid Media Report

Summary

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

NHTSA approved a budget of \$90,000 for a two-week schedule of previously produced ads on, cable television, radio, digital and digital outdoor media. The bonus ads received totaled an additional \$34,951 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Look Twice for Motorcycles-June 14 – June 27, 2021 (two weeks).

Audience Segment Profiles

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

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

Geography

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

Target Counties:

- Pulaski
- Benton
- Washington
- Sebastian
- Faulkner
- Garland

Budget

The total paid media budget for the Share the Road/Look Twice for Motorcycles campaign was \$89,116.

Media Strategies and Tactics

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

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

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

- Purchase EffectTV Interconnect and Dish reaching over 335,700 households (Pulaski, Garland & Faulkner Counties)
- EffectTV Little Rock Zone/Little Rock U-verse (Pulaski County) – more than 61,100 households
- Cox Media Ft. Smith/Fayetteville Combined Zone (Washington, Benton & Sebastian Counties) – over 91,700 households
- A4 Media in Hot Springs (Garland County) – approximately 8,600 households
- Conway Corp. in Conway (Faulkner County) – over 14,000 households
- To best reach the target audience, cable networks that are more likely to be viewed by Adults 25-54 who own a motorcycle will be selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that our target audience is 20% more likely to watch this network than the general population.

These networks include:

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

*Every cable system does not insert advertising on all the above networks.

Radio - Radio will extend the reach created by cable and build additional frequency. Another benefit of radio is that it reaches drivers while they are in a vehicle giving us an opportunity to deliver the *Look Twice* message while Arkansans are behind the wheel. Radio remains the centerpiece of the audio universe, reaching more U.S. adults each week, at 92%, than any other media platform.

- **Primary Formats:** Classic Rock, Contemporary Hit Radio, Country and Sports
- **Dayparts:**
 - Morning Drive: 6:00 a.m. - 10:00 a.m.
 - Midday: 10:00 a.m. - 3:00 p.m.
 - Afternoon Drive: 3:00 p.m. - 7:00 p.m.
 - Selected weekend dayparts
- **Nielsen Audio** ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Fayetteville, Ft. Smith and Hot Springs.
- Little Rock radio reaches Faulkner County, however; a **Nielsen Audio County-by-County Ranker** will help us select the highest rated local radio station.

Digital advertising will continue to extend reach of the *Look Twice* message in a medium where adults are spending more time than ever. Focus on the demographic of Adults 18-54 for this effort. Specific digital strategies we recommend are detailed below.

- Utilizing a **digital ad network** will allow us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Adults 18-54. 30-second pre-roll ads across mobile, tablet and desktop with the majority of video on mobile is recommended to maximize impact and awareness of the *Look Twice* message on the device they use the most. We will include behavioral targeting against motorcycle owners and heavy drivers to increase engagement. The campaign will generate more than 400,000 impressions.
- **Streaming TV** – Connected TV ownership continues to surge, with 80% of U.S. TV households now having at least one Internet-connected TV device, including Smart TVs, standalone streaming devices and video game systems, according to new research from Leichtman Research Group. With connected TV, the *Look Twice* message will be delivered to our target audience in the six selected counties when they are streaming TV shows, videos and movies via PlayStation Vue, Roku, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. Half of the impressions will specifically target motorcycle owners/enthusiasts. We will further extend the OTT campaign by utilizing Premion's display retargeting platform. This will allow us to serve *Look Twice* display ads on the target audience's tablet or mobile device after it was viewed on the big screen via our OTT buy. According to a recent Nielsen report, 88 percent of U.S. adults use a second digital device while watching TV. A minimum of 325,000 OTT impressions will run during the campaign accompanied by 125,000 retargeting display impressions.
- The **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2020 Infinite Dial, 169 million U.S. adults - over 60 percent the population - listened to online audio in the last week. There was a 17 percent increase of consumption of online radio in the car which is the ideal environment for the *Look Twice* message to reach drivers when they are behind the wheel.
 - Purchase **PAX Everywhere**, a cross-publisher, cross-platform product that enables AHSO to efficiently capture our target audience's attention with audio, wherever and whenever they are listening. It provides access to Pandora, Sound Cloud, SiriusXM's app and a range of digital audio publishers including podcasts. A :30

Look Twice audio spot will be woven seamlessly into the listening experience, engaging with users in-between songs and during podcasts, sports updates, and more.

- **iHeartRadio** is also recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. Through iHeartRadio, the *Look Twice* message will be delivered across 250+ platforms including thousands of connected devices.
- **Podcasts** continue to increase in popularity, growing 16 percent year over year and cresting 100 million Americans for the first time. Overall, audiences spend 6 hours and 39 minutes listening to podcasts every week (The Infinite Dial, 2020 Edison Research and Triton Digital). We recommend including iHeartRadio's Podcast Platform given it's the #1 podcast publisher according to a September 2020 report by Podtrac Industry Rankings.
- Over 460,000 impressions will be generated from the above plan for audio streaming.

Digital billboards will generate mass reach and frequency and is one of the most cost-efficient media available.

- Digital billboards allow for more flexibility of messaging and do not require a production fee, which would be cost-prohibitive for a short-term campaign.
- Another benefit of outdoor is the opportunity to reach drivers of both vehicles and motorcycles while they are on the road, reinforcing the *Look Twice* message with a visual component.
- We recommend outdoor concentrated in the six selected counties that will generate over 6.4 million impressions during the two-week campaign.
 - Pulaski – 5 locations generating almost 4.4 million total impressions
 - Washington & Benton – 2 locations achieving over 814,100 total impressions
 - Sebastian – 2 locations with over 672,500 total impressions
 - Faulkner – 1 location with over 204,400 total impressions
 - Garland – 2 locations generating 406,000 impressions

Budget Summary

- **By Medium**
 - Cable TV: \$18,431 (21 percent)
 - Radio: \$26,214 (30 percent)
 - Digital: \$29,765 (33 percent)
 - Outdoor: \$14,706 (16 percent)

Total: 100%**By Market:****Look Twice for Motorcycles Actual Expenditures \$89,116**

○ Little Rock	\$ 24,090
○ Fayetteville/Fort Smith	\$ 15,317
○ Hot Springs	\$ 3,792
○ Conway	\$ 1,446
○ Statewide Digital	\$ 29,765
○ Statewide Digital Outdoor	\$ 14,706

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$14.40	\$41.85
Fayetteville	No broadcast TV	\$7.79	\$39.46
Fort Smith	No broadcast TV	\$7.79	\$15.04
Hot Springs	No broadcast TV	\$2.02	\$12.34
Conway	No broadcast TV	\$3.53	N/A

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	797	755	N/A	N/A	N/A
Ft.Smith/Fayetteville	358	120	N/A	N/A	N/A
Hot Springs	351	88	N/A	N/A	N/A
Conway	190	329	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	296	296	5.6	301.4	53.5%
Fayetteville	232	232	4.7	151.0	32.3%
Fort Smith	232	232	5.0	251.4	50.4%
Hot Springs	180	180	5.8	250.0	31.3%
Conway	48	48	N/A	N/A	N/A

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

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

Paid/Organic Social Media[Campaign Report](#)

- The YouTube Ad was served 246,822 times.
- The Facebook/Instagram ads reached 456,323 users at a frequency of 2.
- We saw a cost per 1,000 users reached of \$5.08 on Facebook.

The Motorcycle Safety Awareness campaign launched on June 11, 2021, on Facebook, Instagram, and YouTube. The YouTube video was served 246,818 times. We saw a cost per 1,000 impressions of \$9.39, and the ad received 357 total clicks. Compared to other campaigns that have run this year, this is a very low cost per 1,000 impressions. Geographically, the video was shown the highest number of times in Little Rock, Springdale, Fort Smith and Jonesboro.

The images and videos that were placed on Facebook/Instagram received a combined total number of impressions of 704,504. The algorithm favored the video so it was shown significantly more times than the image. Engagement secured 66 reactions, 12 comments, 1 save, 28 shares and 557 link clicks. The video saw 5,105 thruplays at a cost per thruplay of \$0.45. From a demographic perspective, ads were shown to slightly more men than women, particularly between the ages of 25-44.

2021 July Speed Campaign Obey The Sign or Pay The Fine

Paid Media Report

Summary

Supporting the July 2021 Speed “Obey the Sign or Pay the Fine” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “Obey the Sign or Pay the Fine” campaign was those most likely to exceed the speed limit, men ages 18-54.

NHTSA approved a budget of 150,000 for a 12-day schedule of previously produced ads on broadcast tv/cable, radio and digital media. The bonus radio ads received totaled an additional \$47,793 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Enforcement Period

- Monday, July 12 to Sunday, July 18

Advertising Period

- Paid advertising will run Wednesday, July 7 through Sunday, July 18

Working Paid Media Budget

- **\$150,000**

Target Audiences

- Primary Audiences - Influence segment to never exceed the posted speed limit
 - **18 to 34-year-old males**
Predominantly views and listens to sports, comedy and rock music
Heavy internet users
 - Males 16-24
Online “almost constantly” with smartphones being the device of choice

- Secondary Audience - Raise awareness and influence segment to obey the speed limit
 - **18 to 34-year-old Spanish-reliant males**
Predominately consumes Hispanic radio
Heavy internet users

Geography

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

Primary Markets

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

Secondary Markets

- Conway
- Delta Region

Media Strategies & Tactics

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

Broadcast TV will provide the greatest reach opportunity.

Concentrate on high performing dayparts and programming against Adults 25-54 to reach the greatest number of Arkansans with the *Obey the Sign* message. Sports will be included, and prime programming will be skewed male.

- **Daypart mix:** Local News – 40%, Prime/Sports – 50% and Late Fringe – 10%
- **Key Networks:** ABC, CBS, NBC, and FOX

Recommended Broadcast Programming: Big Brother, NBA Playoffs, NHL Finals, NASCAR, Hole in the Wall, Tonight Show with Jimmy Fallon, ESPY Awards, FBI: Most Wanted, Family Guy, College Bowl, Jimmy Kimmel Live, MLB All Star Game, Lego Masters

- Sports is one genre that is consistently viewed live which provides the opportunity to reach a huge, engaged male audience with a message highlighting the dangers of speeding.

- Nielsen TV ratings data will determine which networks and programming will best reach the target audience.

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

- In order to best reach the target audience, cable networks that are more likely to be viewed by males 18-34 will be selected according to current MRI data*.
- Numbers in parentheses below are indices, where 100 is average consumption. For example, an index of 120 means that the male 18-34 audience is 20 percent more likely to watch this network than the general population.
- **These networks include:**
 - Cartoon Network/Adult Swim (165/308)
 - Comedy Central (227)
 - ESPN (143)
 - ESPN2 (147)
 - ESPNU (179)
 - Fox Sports 1 & 2 (154/175)
 - FX (155)
 - FXX (181)
 - MTV/MTV2 (165/247)
 - NBA TV (192)
 - NFL Network (197)
 - Nick at Nite (144)
 - Outdoor (107)
 - Paramount (149)
 - TeenNick (174)
 - TruTV (151)
 - VH1 (130)

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

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

- Since this medium reaches people in their cars it can be a very effective tool to remind drivers of the dangers and consequences of speeding.
- According to Nielsen media research data, radio is the highest reach medium, reaching 80 percent of the 18-to 34-year-old male target audience every month.
- Primary Formats: Contemporary Hit Radio, Sports, Country, and Urban
- Dayparts: Morning Drive: 6:00am - 10:00am
Midday: 10:00am - 3:00pm
Afternoon Drive: 3:00pm - 7:00pm
Evening: 7:00pm – Midnight

Select weekend dayparts

- Nielson Audio ratings data will help determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
- **Traffic Reports:** We recommend Traffic Report Sponsorships that will rotate across five radio stations in Little Rock. A 15-second *Obey the Sign* message will run adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.
- Hispanic communities across the state will be reached utilizing **Spanish language radio** available in Pulaski, Washington, Benton, Sebastian, and Sevier Counties.

The digital portion of the plan will concentrate on the younger male demo segments (16-24 & 25-34) and will continue to extend the reach of the *Obey the Sign* message in a medium where our target spends a significant amount of time and consider it an “essential” part of life. According to Pew Research, 95 percent of adults 18-34 use their smartphones to go online. Specific digital strategies are detailed below:

- Utilizing **ad network** like MobileFuse will allow us to have a presence on premium national websites such as BuzzFeed.com and SECSports.com targeted geographically to Arkansas and demographically to males 16-34. With an ad network, we can include third party data targeting people that are likely to speed and males that are playing video games on their mobile devices providing an additional layer of reach of the *Obey the Sign* message to our target audience, who are 69 percent more likely to have played a video game on the internet than the general audience according to MRI data (201 index). :30 pre-roll video running on mobile devices is recommended to drive awareness of the Speed message on the device they use the most. The campaign will generate more than 705,000 impressions.
- **Connected TV/Over-the-Top Streaming** - New consumer research from Leichtman Research Group finds that 80 percent of U.S. households have at least one Internet-connected TV device, including Smart TVs and connected video game systems. Most teens (84%) -- especially males (92%) -- have or have access to game consoles. With connected TV, the *Obey the Sign* message will be delivered to our target audiences when they are streaming TV shows, videos and movies via PlayStation Vue, Roku, Apple TV, Xbox, etc. Ads are non-skippable, brand safe and targeted demographically and geographically making ad serving precise. We will further extend the OTT campaign by utilizing Premion's display retargeting platform. This will allow us to serve *Obey the Sign* display ads on the target audience's tablet or mobile device after it was viewed on the big screen via our OTT buy. A minimum of 325,000 OTT impressions will run during the campaign accompanied by 195,000 retargeting display impressions.
- Utilize **Vevo**, the world's largest premium music video provider, to gain access to the hard-to-reach younger audience within a brand-safe environment. 18–34 year old viewers are engaged on Vevo, consuming more than 1.5 billion videos each month. Over 175,000 video impressions will be served on the big screen (Connected TV) during the 12-day flight period.
- The **Digital Audio** space continues to be robust and provides significant reach with our target audiences. According to the 2020 Infinite Dial, 169 million U.S. adults - over 60 percent the population - listened to online audio in the last week. There was a 17 percent increase of

consumption of online radio in the car which is the ideal environment for the Speed message to reach drivers when they are behind the wheel.

- Purchase **PAX Everywhere**, a cross-publisher, cross-platform product that enables AHSO to efficiently capture our target audience's attention with audio, wherever and whenever they are listening. It provides access to Pandora, TuneIn, SoundCloud, SiriusXM and a range of podcast publishers. :30 *Obey the Sign* audio will be woven seamlessly into the listening experience, engaging with users in-between songs and during podcasts, sports updates, and more.
- **iHeartMedia** is recommended to further expand our reach and build frequency to those who listen to both radio and a streaming service. Through iHeartMedia, the *Obey the Sign* message will be delivered across 250+ platforms including thousands of connected devices to males 16-34 and Hispanics 18+ in AR.
- **Podcasts** continue to increase in popularity, growing 16 percent year over year. Overall, audiences spend 6 hours and 39 minutes listening to podcasts every week (The Infinite Dial, 2020 Edison Research and Triton Digital). The demographic makeup, according to the most recent MRI data, indicates that podcast listeners skew male and 44 percent fall into the 18-34 age category. We recommend including iHeartMedia's Podcast platform given it's the #1 podcast publisher according to a September 2020 report by Podtrac Industry Rankings.
- Approximately 732,000 impressions will be generated from the above recommended plan for audio streaming.
- **ESPN** – Purchase a mix of non-skippable video, live streaming video and high impact push-down display banners on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in a highly desired, brand-safe environment. According to the 2020 Doublebase GfK MRI report, ESPN is the third top website that reaches males 18-34. The campaign will deliver a minimum of 319,000 impressions.
- Purchase **Homepage Takeovers, ROS display and Facebook Boosted Posts** on top-rated TV news station sites in Little Rock and Ft. Smith/Fayetteville to reinforce the *Obey the Sign* message.
- **Hispanic Websites** – *Obey the Sign* display and homepage interstitial ads in the Spanish language will be placed across high traffic local websites such as Ellatino.com, LatinoTVAR.com (Univision), TelemundoArkansas.com and LaPrensaNWA.com to reach the Hispanic community.

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

- Digital outdoor boards are highly visible structures that will reach a mass audience while they are in their vehicle reminding drivers to slow down on Arkansas roads and highways.
- With digital boards, there are no production fees which would be cost-prohibitive for a short-term campaign.
- Concentrate placement on major highways around Little Rock, North Little Rock, Ft. Smith, Northwest AR, Russellville, Jonesboro, and Hot Springs.

- The fifteen selected boards will generate over 7.8 million impressions over the 12-day period.

Budget Summary

○ By Medium

Broadcast TV: \$24,875 (17%)
 Cable: \$16,745 (12%)
 Radio: \$25,762 (18%)
 Other Radio: \$6,412 (4%)
 Online: \$55,238 (39%)
 Out-of-Home: \$15,000 (10%)

Total: 100%

○ By Market:

Little Rock: \$27,829
 Fort Smith/Fayetteville: \$15,953
 Jonesboro: \$9,728
 Texarkana: \$6,088
 Hot Springs: \$2,015
 El Dorado: \$2,385
 Conway: \$1,044
 Delta Region: \$1,378
 Hispanic: \$2,844
 Statewide: \$74,768

Total Estimated Budget: \$144,032

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$93.50	\$17.76	\$37.88
Ft. Smith/Fayette	\$82.60	\$15.93	\$21.63
Jonesboro	\$74.25	\$6.59	\$15.05
Texarkana	N/A	\$5.71	\$31.17
El Dorado	N/A	\$5.79	N/A
Hot Springs	N/A	\$2.14	\$13.24
Conway	N/A	\$3.53	N/A

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	580	577	2.2	114.6	53.5%
Ft. Smith/Fayetteville	219	103	2.0	100.3	49.5%
Jonesboro	344	339	2.0	80.2	40.6%
Texarkana	242	242	N/A	N/A	N/A
El Dorado	170	197	N/A	N/A	N/A
Conway	153	293	N/A	N/A	N/A
Hot Springs	259	83	N/A	N/A	N/A
Hispanic	N/A	N/A	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	183	183	4.6	200.4	44.0%
Ft. Smith	140	140	3.5	152.5	44.1%
Fayetteville	160	160	3.6	94.3	27.1%
Jonesboro	105	105	3.7	154.4	41.4%
Texarkana	112	110	4.0	151.0	37.9%
El Dorado	112	112	N/A	N/A	N/A
Hot Springs	124	116	4.6	152.2	33.0%
Conway	32	32	N/A	N/A	N/A
Delta Region	22	22	N/A	N/A	N/A
Statewide	420	270	N/A	N/A	N/A
Hispanic	138	138	N/A	N/A	N/A

Earned Media - \$103,522

Media Relations

A news release concerning the July “Obey the Sign or Pay the Fine.” mobilization was distributed to news media statewide resulting in 23 newspaper clippings with an ad equivalency of \$9,022.

Partnership with the Arkansas State Highway and Transportation Department

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

Paid/Organic Social Media

Campaign Report

Obey the Sign

- The YouTube Ad was served 46,173 times.
- The Facebook/Instagram ads reached 405,408 users at a frequency of 1.
- We saw a cost per 1,000 users reached of \$2.86 on Facebook.

The Obey the Sign Awareness campaign launched on July 9, 2021, on Facebook, Instagram, and YouTube. The YouTube video was served 46,173 times. We saw a cost per 1,000 impressions of \$25, and the ad received 80 total clicks. Compared to other campaigns that have run this year, this is a higher cost per 1,000 impressions because it is a 30-second video. Geographically, the video was shown the highest number of times in Little Rock, Springdale and North Little Rock.

The images and videos that were placed on Facebook/Instagram received a combined total number of impressions of 479,594. The algorithm and users favored the video so it was shown significantly more times than the image. The video saw a lower cost per 1,000 people reached because video is the recommended ad format. Engagement secured 144 reactions, 60 comments, 1 save, 96 shares and 545 link clicks. The video saw 545 thurplays at a cost per thurplay of \$2.13. From a demographic perspective, ads were shown to slightly more men than women, particularly between the ages of 25-44.

PLANNING AND ADMINISTRATION (P&A) PROGRAM

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

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

Program Area Results

During FY21, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for four full-time managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

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

PLANNING AND ADMINISTRATION

Planned Activity: PA-2021-01

Sub-recipient: Arkansas State Police

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

AHSO PUBLIC AWARENESS SURVEY

Planned Activity: PA-2021-01

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

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

FY21 Mini-STEP Organizations
Alexander Police Department
Ashdown Police Department
Austin Police Department
Barling Police Department
Bauxite Police Department
Baxter County Sheriff's Office
Boone County Sheriff's Office
Bradley Police Department
Carroll County Sheriff Office
Centerton Police Department
City of Salem Police Department
Clarksville Police Department
Clay County Constable's Office
Cross County Sheriff Office
Dallas County Sheriff's Department
Decatur Police Department
Des Arc Police Department
Elkins Police Department
Eureka Springs Police Department
Fairfield Bay Police Department
Faulkner County Sheriff's Office
Glenwood Police Department
Goshen Police Department
Grant County Sheriff's Department
Hazen Police Department
Hempstead County Sherriff's Office
Highfill Police Department
Highland Police Department
Independence County Sheriff's Office
Lafayette County Sheriff's Office
Little Flock Police Department
Little Rock Police Department
Maumelle Police Department
Monticello Police Department
Mountain View Police Department
Newton County Sheriff's Office
Osceola PD
Ozark Police Department
Pea Ridge Police Department
Poinsett County Sheriff Department
Prairie Grove Police Department
Prescott Police Department
Saline County Sheriff's Office
Searcy County Sherriff's Office
Sheridan Police Department
St. Charles Police Department
Stone County Sheriff's Department
Stuttgart Police Department
Sulphur Springs Police Department
Tontitown Police Department
West Memphis Police Department
White County Sheriff's Office

FY21 STEP Organizations
Arkansas State Police STEP
Bella Vista Police Department
Benton County Sheriff's Office
Benton Police Department
Bryant Police Department
Conway Police Department
Dardanelle Police Department
El Dorado Police Department
Fayetteville Police Department
Fort Smith Police Department
Garland County Sheriff's Office
Harrison Police Department
Hope Police Department
Hot Springs Police Department
Jonesboro PD
Lowell Police Department
Marion Police Department
Miller County Sheriff's Office
Mountain Home Police Department
North Little Rock Police Department
Paragould PD
Rogers Police Department
Searcy Police Department
Sherwood Police Department
Siloam Springs Police Department
Springdale Police Department
St. Francis County SO
Texarkana Police Department
Trumann PD
Van Buren Police Department
Washington County Sheriff's Office

FINANCIAL REPORTS			
Project		Recipient/Contractor	
1	DD/SE/TR/M2X/M5X/M8PT	Arkansas State Police Enforcement	1,989,998.47
2	TR/M3DA	Arkansas State Police eCite	213,500.02
3	TR/M3DA	Arkansas State Police eCrash	349,384.07
4	SE/M2HVE/M5HVE/M8DDLE	Alexander Police Department	8017.84
5	M5BAC	AR Crime Lab	241,915.62
6	M5BAC/M3DA	AR Dept. of Health	745,879.24
7	SE/M2HVE/M5HVE/M8DDLE	Ashdown Police Department	30,467.79
8	SE/M2HVE/M5HVE/M8DDLE	Austin Police Department	53.81
9	SE/M2HVE/M5HVE/M8DDLE	Barling Police Department	16,156.82
10	SE/M2HVE/M5HVE/M8DDLE	Bauxite Police Department	4,309.68
11	SE/M2HVE/M5HVE/M8DDLE	Baxter County Sheriff's Office	3,725.43
12	DD/OP/SE/M5X	Bella Vista Police Department	18,109.59
13	DD/OP/SE/M5X	Benton County Sheriff's Office	60,699.84
14	DD/OP/SE/M5X	Benton Police Department	14,412.46
15	M5CS	Bentonville County DWI Court	2,273.13
16	M5TR	Black River Technical College	491,726.85
17	DD/OP/SE/M5X	Bryant Police Department	28,174.07
18	SE/M2HVE/M5HVE/M8DDLE	Carroll County Sheriff's Office	8,774.23
19	SE/M2HVE/M5HVE/M8DDLE	Centerton Police Department	22,507.97
20	AL	Criminal Justice Institute	363,663.00
21	SE	Clarksville Police Department	8,000.00
22	DD/OP/SE/M5X	Conway Police Department	2,224.05
23	M5CS	Craighead County DWI Court	13,726.30
24	OP/PS/PM/SC/MC/M5X/M2PE/ M5PEM M8PE/M11MA	Cranford,Johnson,Robinson & Woods	2,105,613.83
25	SE/M2HVE/M5HVE/M8DDLE	Dallas County Sheriff's Office	11,083.13
26	DD/OP/SE/M5X	Dardanelle Police Department	12,571.49
27	M5HVE	Des Arc Police Department	3,154.31
28	SE/M2HVE/M5HVE/M8DDLE	Decatur Police Department	16,476.28
29	DD/OP/SE/M5X	El Dorado Police Department	9,310.31
30	SE/M2HVE/M5HVE/M8DDLE	Elkins Police Department	22,779.61
31	SE/M2HVE/M5HVE/M8DDLE	Eureka Springs Police Department	5,740.64
32	SE/M2HVE/M5HVE/M8DDLE	Faulkner County Sheriff's Office	11,582.24
33	DD/OP/SE/M5X	Fayetteville Police Department	75,049.72
34	DD/OP/SE/M5X	Fort Smith Police Department	35,546.09
35	M5CS	Garland County DWI Court	17,857.08
36	DD/OP/SE/M5X	Garland County Sheriff's Office	47,627.32

FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	
37	SE/M2HVE/M5HVE	Goshen Police Department	4,447.95
38	SE/M2HVE/M5HVE/M8DDLE	Grant County Sheriff's Office	18,819.46
39	DD/OP/SE/M5X	Harrison Police Department	11,652.60
40	SE/M2HVE/M5HVE/M8DDLE	Hazen Police Department	9,103.43
41	SE/M2HVE/M5HVE/M8DDLE	Hempstead County Sheriff's Office	3,463.69
42	SE/M2HVE/M5HVE/M8DDLE	Highfill Police Department	10,895.58
43	SE/M2HVE/M5HVE/M8DDLE	Highland Police Department	5,525.57
44	DD/OP/SE/M5X	Hope Police Department	10,795.39
45	DD/OP/SE/M5X	Hot Springs Police Department	22,642.30
46	SE/M2HVE/M5HVE/M8DDLE	Independence County Sheriff's Office	13,366.14
47	M5CS	Independence County DWI Court	40,092.16
48	DD/OP/SE/M5X	Jonesboro Police Department	42,297.53
49	SE	Lafayette Police Department	4,785.00
50	M8TR	Lafayette County Sheriff's Office - eCrash	8,025.18
51	SE/M2HVE/M5HVE/M8DDLE	Little Flock Police Department	29,134.57
52	SE/M2HVE/M5HVE	Little Rock Police Department	20,544.62
53	DD/OP/SE/M5X	Lowell Police Department	34,818.74
54	DD/OP/SE/M5X	Marion Police Department	7,185.73
55	SE/M2HVE/M5HVE/M8DDLE	Maumelle Police Department	2,262.06
56	DD/OP/SE/M5X	Miller County Sheriff's Office	14,223.46
57	DD/OP/SE/M5X	Mountain Home Police Department	66,951.34
58	SE/M5HVE	Monticello Police Department	10,586.00
59	SE/M2HVE/M5HVE/M8DDLE	Mountain View Police Department	10,294.01
60	M8TR	Murfreesboro Police Department - eCrash	26,339.40
61	DD/OP/SE/M5X	North Little Rock Police Department	12,921.16
62	DD/OP/SE/M5X	Paragould Police Department	12,114.02
63	SE/M2HVE/M5HVE/M8DDLE	Pea Ridge Police Department	4,599.20
64	M8TR	Pike County Sheriff's Office - eCrash	20,599.21
65	SE/M2HVE/M5HVE/M8DDLE	Poinsett County Sheriff's Office	1,661.87
66	SE/M2HVE/M5HVE/M8DDLE	Prairie Grove Police Department	15,797.47
67	SE/M2HVE/M5HVE/M8DDLE	Prescott Police Department	315.12
68	DD/OP/SE/M5X	Rogers Police Department	6,949.42
69	SE/M2HVE/M5HVE/M8DDLE	Searcy County Sheriff's Office	11,581.87
70	DD/OP/SE/M5X	Searcy Police Department	5,716.63
71	SE/M2HVE/M5HVE/M8DDLE	Sheridan Police Department	28,707.51
72	DD/OP/SE/M5X	Sherwood Police Department	23,088.91
73	DD/OP/SE/M5X	Sherwood DWI Court	10,402.30
74	DD/OP/SE/M5X	Siloam Springs Police Department	37,555.95

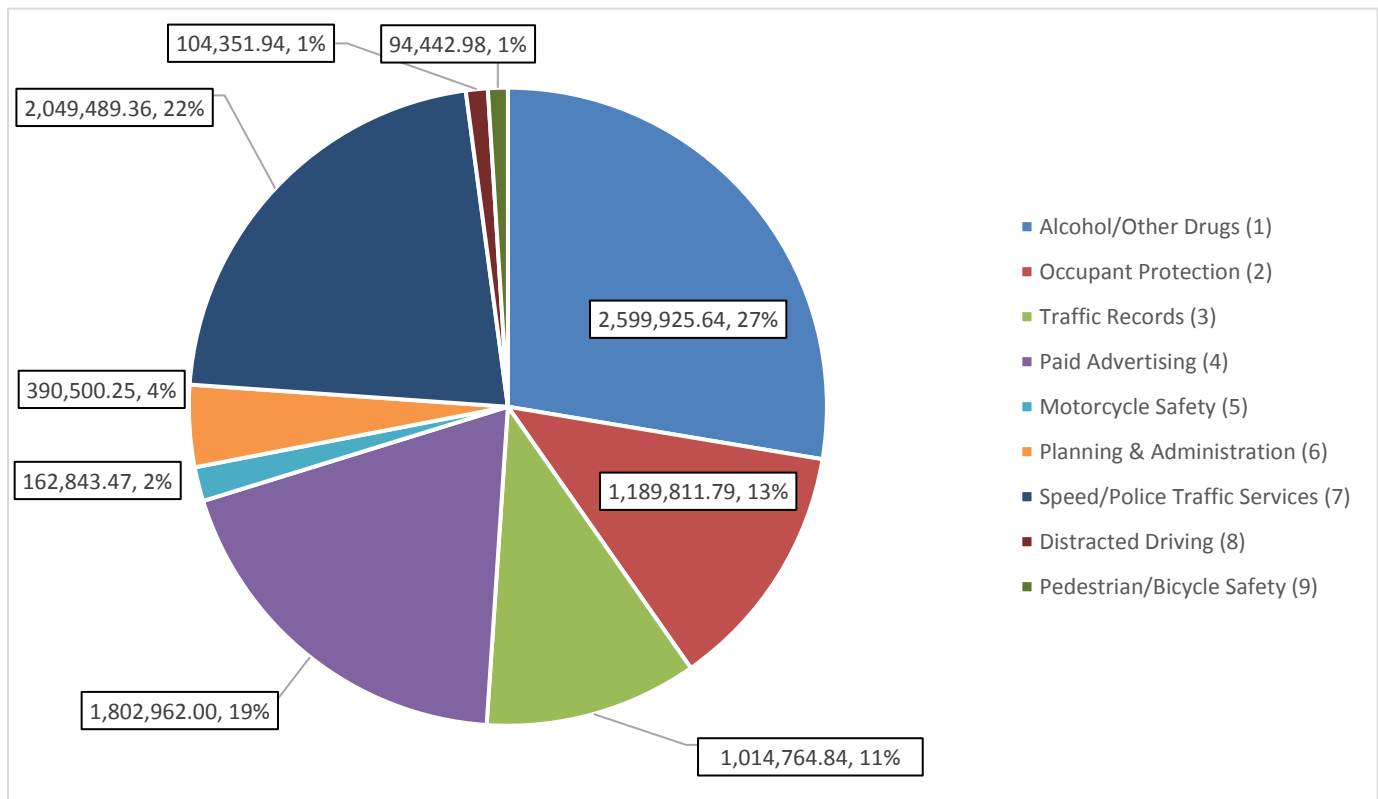
FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	
75	M7AL/M7OP/M7TR	SHI Int. Corp.	108,333.79
76	DD/OP/SE/M5X	Springdale Police Department	58,983.56
77	SE/M2HVE/M5HVE/M8DDLE	St. Charles Police Department	3,346.36
78	DD/OP/SE/M5X	St. Francis County Sheriff's Office	29,426.45
79	SE/DD/M2HVE/M5HVE	Stone County Sheriff's Office	13,406.63
80	SE/M2HVE/M5HVE/M8DDLE	Sulphur Springs Police Department	270.00
81	DD/OP/SE/M5X	Texarkana Police Department	32,646.96
82	SE/M2HVE/M5HVE/M8DDLE	Tontitown Police Department	25,461.97
83	DD/OP/SE/M5X	Trumann Police Department	3,646.40
84	OP/M2CPS	UAMS	396,981.41
85	OP/TR	University of Arkansas Fayetteville	197,232.00
86	DD/OP/SE/M5X	Van Buren Police Department	36,852.87
87	DD/OP/SE/M5X	Washington County Sheriff's Office	19,538.28
88	SE/M5HVE	West Memphis Police Department	6,188.42
89	SE/M5HVE	White County Sheriff's Office	2,092.12
2021 TOTAL			8,566,762.10

FISCAL YEAR 2021 ARKANSAS APPROVED EQUIPMENT

Agency	Quantity	Item Detail	Estimated Cost Each	Total Est. Cost	Funding Source	Planned Activity & Project Numbers	Purchased	Actual Cost
Arkansas Crime Lab	1	Immunoassay	75,000	75,000	405d	AL-2021-15 M5BAC-2021-15-15-01	Yes	72,384.72
Arkansas Crime Lab	1	Turbo-VAP LV	12,000	12,000	405d	AL-2021-15 M5BAC-2021-15-15-01	Yes	12,000.00
Arkansas Crime Lab	1	Drying System	54,000	54,000	405d	AL-2021-15 M5BAC-2021-15-15-01	Yes	13,479.76
Arkansas Crime Lab	1	GC-MS	110,000	110,000	405d	AL-2021-15 M5BAC-2021-15-15-01	Yes	109,517.58
Arkansas State Police	1	X7-3D Scanner with Electric Capture Module	41,200	41,200	402	TR-2021-06 TR-2021-06-06-02	Yes	41,192.19
Siloam Springs Police Department	1	Speed Alert Message/Radar Trailer	17,000	17,000	402	SE-2021-01 SE-2021-01-01-25	Yes	14,618.00
Springdale Police Department	1	Speed/Message Trailer	15,000	15,000	402	SE-2021-01 SE-2021-01-01-26	Yes	15,000.00
Washington County Sheriff's Office	1	Speed Trailer	10,000	10,000	402	SE-2021-01 SE-2021-01-01-31	Yes	9,950.00
Arkansas State Police	25	Patrol Vehicles (SUV)	48,500	1,212,500	405e	DD-2021-03 M8*PT-2021-03-03-01	Yes	1,131,625.04

FISCAL YEAR 2021 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$	2,599,925.64
Occupant Protection (2)	\$	1,189,811.79
Traffic Records (3)	\$	1,014,764.84
Paid Advertising (4)	\$	1,802,962.00
Motorcycle Safety (5)	\$	162,843.47
Planning & Administration (6)	\$	390,500.25
Speed/Police Traffic Services (7)	\$	2,049,489.36
Distracted Driving (8)	\$	104,351.94
Pedestrian/Bicycle Safety (9)	\$	94,442.98
Total	\$	9,409,092.27



- (1) Alcohol/Other Drugs Program includes Sections 402, 405d, and 405d Int expenditures.
 (2) Occupant Protection Program includes Sections 402, 405b, 405d Int expenditures.
 (3) Traffic Records Program includes Sections 402, 405c, and 405e expenditures.
 (4) Paid Advertising includes Sections 402, 405b, 405d, and 405e expenditures.
 (5) Motorcycle Safety Program includes Sections 402, and 405f expenditures.
 (6) Planning and Administration includes Sections 402, 405d, and 405d Int expenditures.
 (7) Speed/Police Traffic Services includes Section 402 and 405e expenditures.
 (8) Distracted Driving Program includes 402 and 405e expenditures.
 (9) Pedestrian/Bicycle Safety included 402 expenditures.
 No Safe Community funds were expended in fiscal year 2021.

93rd GENERAL ASSEMBLY - TRAFFIC SAFETY BILLS THAT BECAME LAW**ACT 147 _ALLOWS LEOs TO GET CONSENT FOR BLOOD DRAWS**

<https://www.arkleg.state.ar.us/Bills/Detail?id=HB1184&ddBienniumSession=2021%2F2021R>

ACT 395 ELIMINATES MOTORCYCLE SUPPLEMENT FORM

<https://www.arkleg.state.ar.us/Bills/Detail?id=HB1235&ddBienniumSession=2021%2F2021R>

ACT 264 TIGHTENS RESTRICTIONS ON PASSING A SCHOOL BUS.

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

ACT 188 ALLOWS GOLF CARTS ON COUNTY ROADS

<https://www.arkleg.state.ar.us/Bills/Detail?id=HB1269&ddBienniumSession=2021%2F2021R>

ACT 871 INCREASES PERMISSIBLE HEIGHT OF VEHICLES BY 6"

<https://www.arkleg.state.ar.us/Bills/Detail?id=HB1418&ddBienniumSession=2021%2F2021R>

ACT 722 INCREASES PENALTIES FOR FLEEING

<https://www.arkleg.state.ar.us/Bills/Detail?id=SB307&ddBienniumSession=2021%2F2021R>

ACT 538 CREATES EXCEPTION TO VIOLATION FOR OBSCURING LICENSE PLATE

<https://www.arkleg.state.ar.us/Bills/Detail?id=SB333&ddBienniumSession=2021%2F2021R>

ACT 558 INCREASE PENALTIES FOR FAILURE TO REMAIN AT SCENE OF ACCIDENT

<https://www.arkleg.state.ar.us/Bills/Detail?id=HB1505&ddBienniumSession=2021%2F2021R>

ACT 587 PERMITS A LEO TO TAKE INTOXICATED PERSON TO A "SOBERING CENTER"

<https://www.arkleg.state.ar.us/Bills/Detail?id=HB1516&ddBienniumSession=2021%2F2021R>

ACT 619 AMENDS SUB CHAPTER RE: AUTONOMOUS VEHICLES

<https://www.arkleg.state.ar.us/Bills/Detail?id=HB1562&ddBienniumSession=2021%2F2021R>

ACT 484 TECHNICAL CHANGES TO TITLE 27

<https://www.arkleg.state.ar.us/Bills/Detail?id=SB442&ddBienniumSession=2021%2F2021R>

ACT 784 LIMITS FINES FOR SEAT BELT VIOLATION TO \$45

<https://www.arkleg.state.ar.us/Bills/Detail?id=SB537&ddBienniumSession=2021%2F2021R>

ACT 926 ADDS CHAPTER TO TITLE 27 TO PERMIT UNMANNED "PERSONAL DELIVERY DEVICES" ON ROADWAYS

<https://www.arkleg.state.ar.us/Bills/Detail?id=HB1767&ddBienniumSession=2021%2F2021R>

ACT 257 PERMITS DLs TO BE ISSUED WITH NO PICTURES

<https://www.arkleg.state.ar.us/Bills/Detail?id=HB1244&ddBienniumSession=2021%2F2021R>

ACT 160 DISQUALIFIES CDL HOLDERS IF CONVICTED OF FELONY HUMAN TRAFFICKING

<https://www.arkleg.state.ar.us/Bills/Detail?id=SB245&ddBienniumSession=2021%2F2021R>

ACT 753 REVISIONS TO CDL FEES & RENEWAL RATES

<https://www.arkleg.state.ar.us/Bills/Detail?id=HB1846&ddBienniumSession=2021%2F2021R>

ACT 908 EXTENDS PERMIT PERIOD FOR 24 MONTHS

<https://www.arkleg.state.ar.us/Bills/Detail?id=SB606&ddBienniumSession=2021%2F2021R>

Noteworthy Accomplishments

Seat Belt Usage Rate - The results of the most recent observational seat belt use survey showed a use rate of 84.2%, the highest ever for Arkansas. STEP and Mini-STEP projects conducted pre and post seat belt use surveys around the CIOT mobilization. These pre and post surveys showed a 2.7 % increase in use for sustained STEPs and a 4.8% increase in seat belt use for mini-STEPs.

High-Five Program

Arkansas was one of two states selected to participate in the implementation of pilot projects for the High-Five Program created by the Iowa Governor's Traffic Safety Bureau (GTSB) in January of 2014. The concept of the program is to increase seat belt compliance rates and decrease overall serious crashes in rural areas. To date AHSO staff have participated in several planning sessions. Members have been selected for the project oversight board and the AHSO and ArDOT are putting together the required data for use in selection of 5 rural counties to participate in the project. FARS and statewide data will determine AR rural counties with the highest crash rates and below average seat belt compliance rates. Five AR counties will participate in this project which is scheduled for implementation in June of 2022. The project will also involve a partnership with ArDOT to conduct road assessments in the selected counties and assist in making necessary improvements.

Mini-Step Program - To promote rural law enforcement participation in federal and state safety campaigns law enforcement agencies were contacted and encouraged to submit Mini-STEP applications pledging a commitment to work mobilizations. Funding was approved for fifty-two (52) agencies in 2021. Approximately (60) sixty agencies are on track to participate in 2022.

eGrant System

Continued development and implementation of an eGrant system. AHSO contracted with AGATE Software Inc. to create a web-based grants management system. The system was implemented in March 2019. The AHSO can now create grants, proposal solicitations, application reviews and application approval, generate agreements, project reporting and program monitoring electronically. AGATE is in the process of upgrading their core software system and phasing out support for the system that AHSO is currently using. AHSO will be evaluating AGATE's new system during 2022 to determine if they should purchase the upgraded system, purchase a different software solution or continue using the current system with limited support.

Traffic Records- Crash Entry

AHSO Traffic Records made great progress in eliminating the crash entry backlog. As of September 2021, crash entries are completely up to date. In 2021, the number of agencies participating in eCrash and eCite continued to increase. Approximately 95% of Arkansas agencies are currently submitting their crash reports through eCrash. (see ***eCite and eCrash*** section below)

eCite and eCrash - A partnership with ArDOT resulted in a second RFP to assist local law enforcement agencies with equipment and facilitate participation in the eCrash system. In 2019, all troops at Arkansas State Police utilized the eCrash system and the number of local agencies using eCrash increased from 144 to 215. In 2021, two hundred eighty-eight (288) agencies are currently live on the system. In addition to all ASP troops, 178 local law enforcement agencies have been trained on eCite. with 166 of those agencies currently "live" on eCite.

In FY 2020, results of these strategies and hard work promoting the STEP program have demonstrated gains. The last four years have shown over a 50% increase in law enforcement (LE) participation, shifting from 32 law enforcement agencies in FY 2016 to 79 law enforcement agencies participating in STEP mobilizations across the State in FY 2020. The addition of new law enforcement partners increased coverage to a larger geographic area which now includes more rural LE involvement in areas where data

AR FY 21 Annual Report shows 59% of Arkansas's overall fatalities occur. Furthermore, overtime enforcement citations climbed from 10,674 overtime speed citations written in FY 2016 to 19,396 in FY 2019 demonstrating an 81% increase over that span. Additionally, Arkansas increased the number of seatbelt citations from 22,407 in FY 2016 to 23,514 in FY 2020, exhibiting a five percent increase over those four years.

- Checking eCite (for total citations issued - both STEP/Non-STEP agencies) there are currently 17,630 seat belt citations recorded for FY21. The final total for 2020 was 24,676.

Communication and Outreach – The AHSO Public Information/Education Program Manager role was expanded to include development of the overall Highway Safety Office brand. The goal was to bring all components in line with one general safety message of working together to save lives on Arkansas roadways by reducing crash fatalities, serious injuries, and economic losses. This 5-part task included the development & successful completion of AHSO logo, slogan, SafARoads Newsletter, and a 50-page update & expansion of TZDArkansas.org website and Department of Public Safety/ASP section.

AHSO Public Information & Education - The PI & E Program Manager role was expanded to bring all components in line to speak one general safety message of working together to save lives on Arkansas roadways by reducing crash fatalities, serious injuries, and economic losses.

Congressional Mandates for developing model language were followed to develop model language resulting in 'SHARE THE ROAD.' The NHTSA inspired method of Social Norming was used to layer enrollment and engagement with enforcement already in place to develop educational, information, training, website and promotional materials. Components of this task included development of an AHSO logo, slogan, "SafARoads" Newsletter, TZDArkansas.org website and a Department of Public Safety/ASP web section.