

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS

Federal Fiscal Year 2016



Prepared by the:

**Arkansas State Police
Highway Safety Office**

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Highlights

- Traffic fatality rate per MVM increased from 1.38 in 2014 to 1.49* in 2015
- Total fatalities increased from 466 in 2014 to 531 in 2015

EXECUTIVE SUMMARY

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

The cooperative and concentrated efforts involving these programs required strong commitment and partnerships critical to the overall success of Arkansas' traffic safety program in FY 2016. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) provide valuable information and assistance to the AHSO. A multitude of state and local agencies/organizations play integral roles in Arkansas' highway traffic safety program. They include, but are not limited to the following:

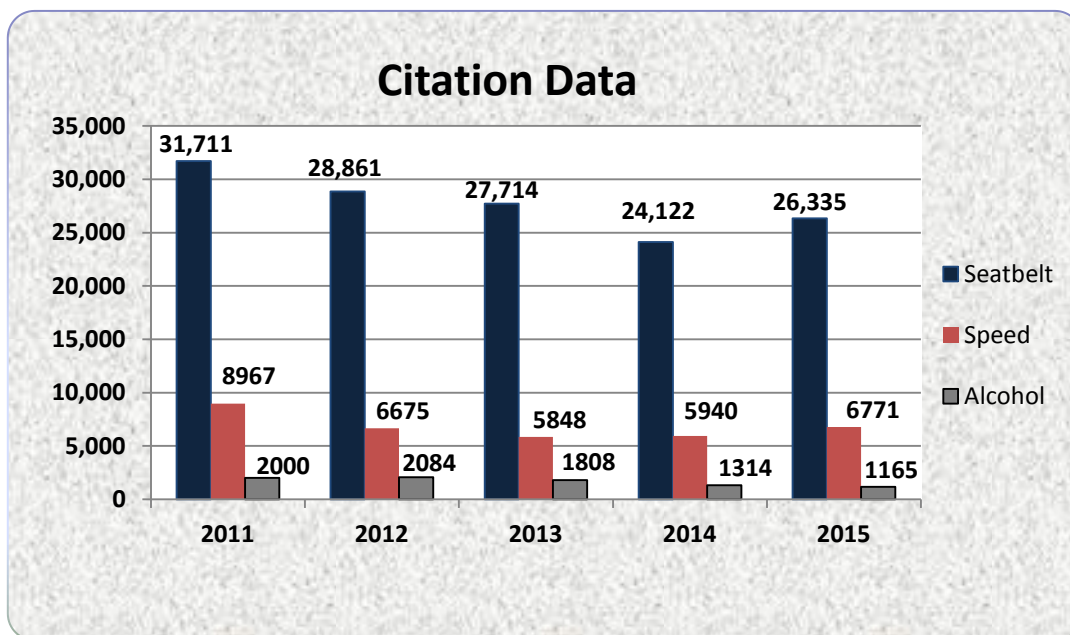
- Criminal Justice Institute
- Arkansas Highway Police
- Arkansas Crime Laboratory
- Arkansas Department of Health
- Local Law Enforcement Agencies
- Arkansas Department of Education
- Arkansas Crime Information Center
- Arkansas Administrative Office of the Courts
- Arkansas Office of the Prosecutor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

The HSO also collaborates with the following groups:

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

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

Particular attention was focused on impaired driving and occupant protection issues through Selective Traffic Enforcement Projects (STEPs). These projects were emphasized with active participation by 32 Arkansas law enforcement agencies around the State. The following chart shows the citations issued by STEP projects over the last five years.



Law Enforcement projects included high visibility and sustained enforcement of alcohol, occupant protection, speed limit, and distracted driving laws. 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.

This 2016 AHSO Annual Report provides a description of the activities undertaken in the identified traffic safety program areas during FY 2016. The report is broken down into six major sections: Graphs depicting Rates and Trends; Summary of Goals and Objectives; Program Area Summaries; General Area Summaries; Paid Media Summaries; and Financial Summaries.

INTRODUCTION

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

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

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

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year (FY) 2016, 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*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive*
- **406** *Safety Belt Performance*
- **154** *Alcohol Open Container Requirement*
- **164** *Repeat Offender Requirement*
- **405(b,c,d,e,f)** *National Priority Safety Program Grants*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$11.8 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on page 59. Approximately \$12.5 million in Federal-aid funds were expended for the entire program. A graph on page 61 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 43 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY 2016 Performance Plan, the overall program goals for Arkansas' Highway Safety Program were as follows:

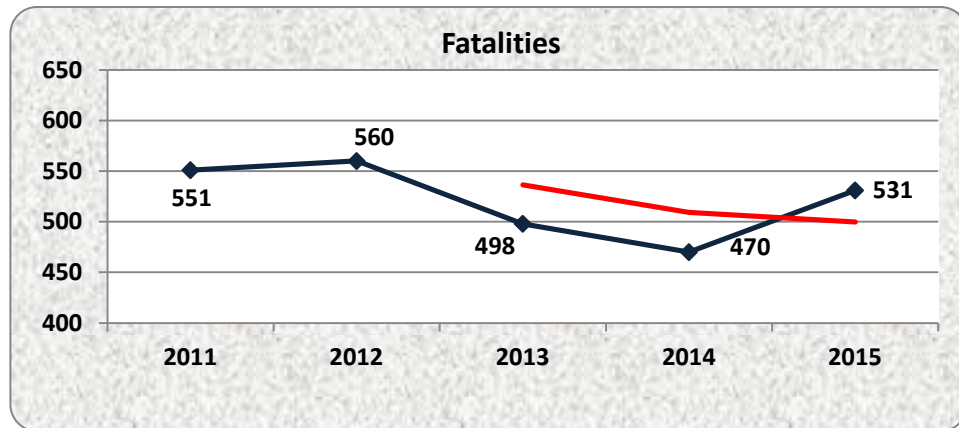
To implement projects and facilitate activities/programs which will contribute toward reducing the following:

- *Reduce fatalities/VMT by 12 percent from 1.66 (2009-2013) to 1.46 (2012-2016).*
- *Reduce total fatalities by 10% from 552 (2009-2013) to 495 (2012-2016)*
- *Reduce Serious traffic injuries by 1 percent from 3,312 (2009-2013) to 3,271 (2012-2016).*

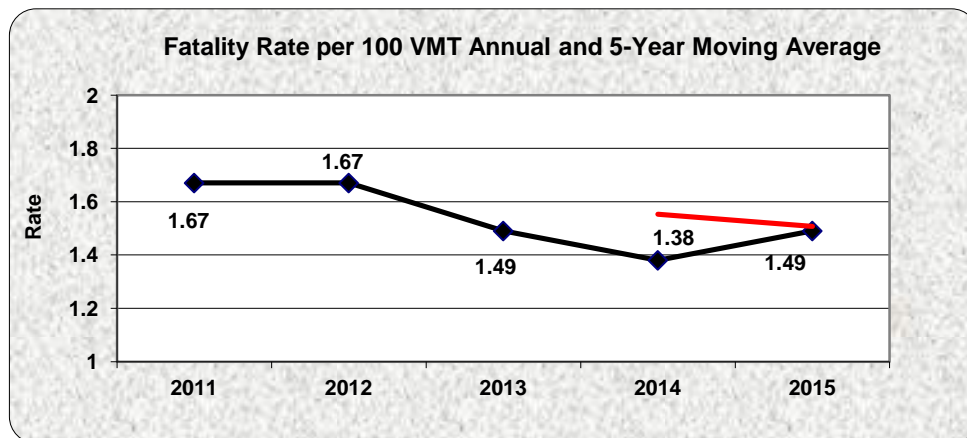
	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>% Change 2014</u>	<u>% Change 2015</u>
Fatalities	498	470	531	-5.6	+13.0%
Fatality Rate*	1.49	1.38	1.49	-7.4	+ 8.0%
Injuries (2 only)**	3,070	3,205	2,789	+4.4	- 12.98%
*per 100 Million vehicle miles traveled					
**Injury code 2 is incapacitating injury					

The following charts show fatalities and injuries for the years 2011 through 2015. The core outcome, behavior and activity measures for the same time period are provided on page 6. A summary of each program area is provided on pages 10 through 24 of this report.

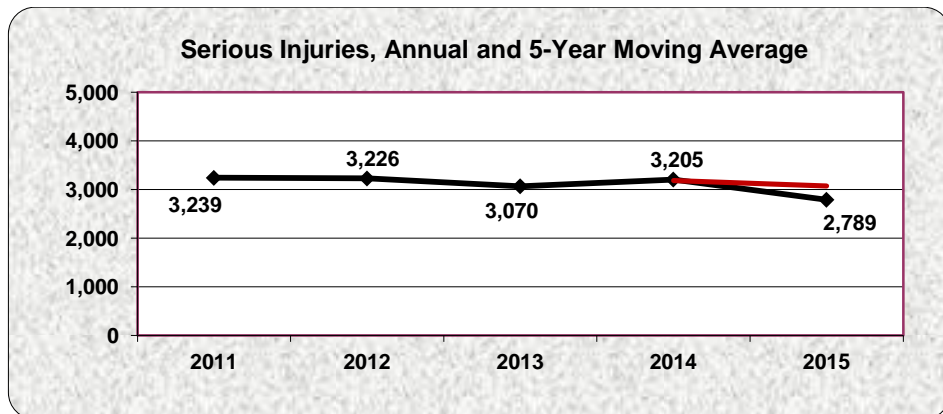
FATALITIES AND RATES



FATALITY RATE (FATALITIES PER 100 MILLION VMT*)



INCAPACITATING INJURIES



CORE OUTCOME MEASURES			2011	2012	2013	2014	2015	2016 Target
C-1	Traffic Fatalities (FARS)	Annual	551	560	498	470	531	445
		5-Year Moving Average	593	576	552	530	522	495
	Reduce total fatalities by 10 percent from 552 (2009-2013 average) to 495 by 2016							
C-2	Serious Injuries in Traffic Crashes (State Crash File)	Annual	3,239	3,226	3,070	3,205	2,789	2,646
		5-Year Moving Average	3,361	3,392	3,312	3,214	3,106	3,271
	Reduce serious traffic injuries by 1 percent from 3,312 (2009-2013 average) to 3,271 by 2016							
C-3	Fatalities/VMT (FARS/FHWA)	Annual	1.67	1.67	1.49	1.38	1.49	1.28
		5-Year Moving Average	1.79	1.73	1.66	1.58	1.54	1.46
	Reduce fatalities/VMT by 12 percent from 1.66 (2009-2013 avg) to 1.46 by 2016							
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	220	227	176	167	190	136
		5-Year Moving Average	251	242	224	207	196	182
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 18 percent from 224 (2009-2013) to 182 by 2016							
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	154	144	121	136	149	87
		5-Year Moving Average	171	164	154	147	141	125
	Reduce alcohol impaired driving fatalities 19 percent from 154 (2009-2013 avg) to 125 by 2016							
C-6	Speeding-Related Fatalities (FARS)	Annual	86	76	73	56	90	38
		5-Year Moving Average	86	88	90	80	76	90
	Hold the increase in speeding-related fatalities at 90 (2009-2013 avg) for 2016							
C-7	Motorcyclist Fatalities (FARS)	Annual	64	72	63	61	79	54
		5-Year Moving Average	73	72	70	69	68	69
	Reduce motorcyclist fatalities by 1 percent from 70 (2009-2013 average) to 69 by 2016							
C-8	Unhelmeted Motorcyclist Fatalities (FARS)	Annual	35	42	40	36	48	42
		5-Year Moving Average	40	39	40	40	40	37
	Reduce unhelmeted motorcyclist fatalities 7 percent from 40 (2009-2013 average) to 37 by 2016							
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Annual	68	69	63	57	63	45
		5-Year Moving Average	88	77	69	63	64	66
	Reduce drivers age 20 and younger involved in fatal crashes by 5 percent from 69 (2009-2013) to 66 by 2016							
C-10	Pedestrian Fatalities (FARS)	Annual	42	47	46	37	43	54
		5-Year Moving Average	41	42	42	42	43	45
	Hold increase in pedestrian fatalities to 7 percent from 42 (2009-2013 avg) to 45 by 2016							
C-11	Bicyclist Fatalities (FARS)	Annual	6	6	4	7	3	6
		5-Year Moving Average	4	5	5	5	5	6
	Hold increase in bicyclist fatalities to 20 percent from 5 (2009-2013 avg) to 6 by 2016							
CORE BEHAVIOR MEASURE			2012	2013	2014	2015	2016	
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	71.9%	76.7%	74.4%	77.7%	75.1%	79.0%
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 4.6 percentage points from 74.4 percent in 2014 to 79.0 percent in 2016							

Arkansas progress on NHTSA/GHSA core outcome behavior performance measures.		
<u>C-1) Traffic Fatalities</u>		
Baseline: 552	Target: 495*	Current: 522**
FARS Data Year 2015		
<u>C-2) Serious Injuries</u>		
Baseline: 3,312	Target: 3,271*	Current: 3,106**
State Data x FARS Data □ Year 2015		
<u>C-3) Fatalities/VMT – Total</u>		
Baseline: 1.66	Target: 1.46*	Current: 1.54**
FARS Data x Year 2015		
<u>C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions</u>		
Baseline: 224	Target: 182*	Current: 196**
FARS Data x Year 2015		
<u>C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above</u>		
Baseline: 154	Target: 125*	Current: 141**
FARS Data x Year 2015		
<u>C-6) Speeding-related Fatalities</u>		
Baseline: 90	Target: 90*	Current: 76**
FARS Data x Year 2015		
<u>C-7) Motorcyclist Fatalities</u>		
Baseline: 70	Target: 69*	Current: 68**
FARS Data x Year 2015		
<u>C-8) Unhelmeted Motorcyclist Fatalities</u>		
Baseline: 40	Target: 37*	Current: 40**
FARS Data x Year 2015		
<u>C-9) Drivers age 20 or younger involved in fatal crashes</u>		
Baseline: 69	Target: 66*	Current: 64**
FARS Data x Year 2015		
<u>C-10) Pedestrian Fatalities</u>		
Baseline: 42	Target: 45*	Current: 43**
FARS Data x Year 2015		
<u>C-11) Bicyclist Fatalities</u>		
Baseline: 6	Target: 6*	Current: 5**
FARS Data x Year 2015		
Observed Seat Belt Use		
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants		
Baseline: 74.4%	Target: 79.0%	Current: 75.1% (2016)
Citations		
A-1) Seat belt citations issued during grant-funded enforcement activities		
Current: 26,335 (2015)		
A-2) Impaired driving arrests made during grant-funded enforcement activities		
Current: 1,165 (2015)		
A-3) Speeding citations issued during grant-funded enforcement activities		
Current: 6,771 (2015)		

*Targets set as Moving Averages 2012-2016

**5 Year Moving Average for 2015

2016 PUBLIC AWARENESS SURVEY RESULTS

As required, a public awareness survey was conducted by the University of Arkansas at Little Rock, Survey Research Center to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. The 2016 survey addressed questions related to the three major areas of impaired driving, seat belt use and speeding. The following is a summary of the results for the nine required questions covering these three major program areas.

Survey question recommendations from the NHTSA-GHSA working group

Impaired driving

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

91% of respondents interviewed said they have “Never” driven a motor vehicle within 2 hours after drinking alcohol in the past 30 days.

A-2: In the past year, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

Approximately 79% Arkansans said they were aware of some type of impaired or drunk driving enforcement by police in the past year.

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

When respondents were asked what the chances were that someone would get arrested if they drive after drinking, around 30% said this was likely to occur “Half of the time.” This response was followed closely with 27% of Arkansans who said this would occur “Most of the time.”

Seat belt use

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

When Arkansans were asked how often they wear their seat belt when driving, the majority (81%) of those interviewed said they wear their seat belt “Always” and 13% “Most of the time” while driving.

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

Around 4 out of 10 (39%) Arkansans surveyed said they had read, seen, or heard of a special effort by police to ticket drivers in their community for seat belt violations.

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

Around (48%) of all respondents thought the chances of getting a ticket for not wearing a seat belt was likely “Always” or “Most of the time.”

Even those respondents who thought the likelihood of getting a ticket was not as high still believed it would happen, either “Half of the time” (19%) or “Rarely” (24%).

Speeding

S-1a.** On a local road with a speed limit of 30 mph, how often do you drive faster than 40 mph?

Arkansans were asked how often they drive above the speed limit on local roads when the speed limit is set at 30 miles per hour. Five (5) out of 10 (50%) of those surveyed said they have exceeded the speed limit in this case “Rarely.”

S-1b.** On a road with a speed limit of 65 mph, how often do you drive faster than 75 mph?

Arkansans were asked how often they drive above the speed limit in cases when the speed limit is set at 65 miles per hour. Fifty percent (50%) of those surveyed said they have exceeded the speed limit “Rarely.” Similarly, (35%) said they “Never” drive faster than 75 miles per hour in this case.

S-2: DMV-S15. In the past year, have you read, seen or heard anything about speed enforcement by police?

Over one-half (50%) of Arkansans surveyed said they did recall reading, seeing, or hearing anything about speed enforcement efforts by police.

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

Responses when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit, one half or 41% of the respondents said the likelihood of getting a ticket was either “Always” or “Most of the time.”

PROGRAM AREAS

ALCOHOL COUNTERMEASURES PROGRAM

Program Area Goal

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

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

Program Area Results

In 2011 alcohol-related fatalities were at 154. This decreased to 121 in 2013 but rose to 149 in 2015 for a five year average (2011-2015) of 141. The charts on this page and page 11 show the trend of Arkansas' alcohol-related fatalities and the fatality rate per 100 Million VMT over a five-year period. Arkansas alcohol related fatalities are currently at 28% of total fatalities compared to the National percentage of 30%. The preliminary alcohol-related fatality rate was estimated at .42 per 100 MVMT for 2015.

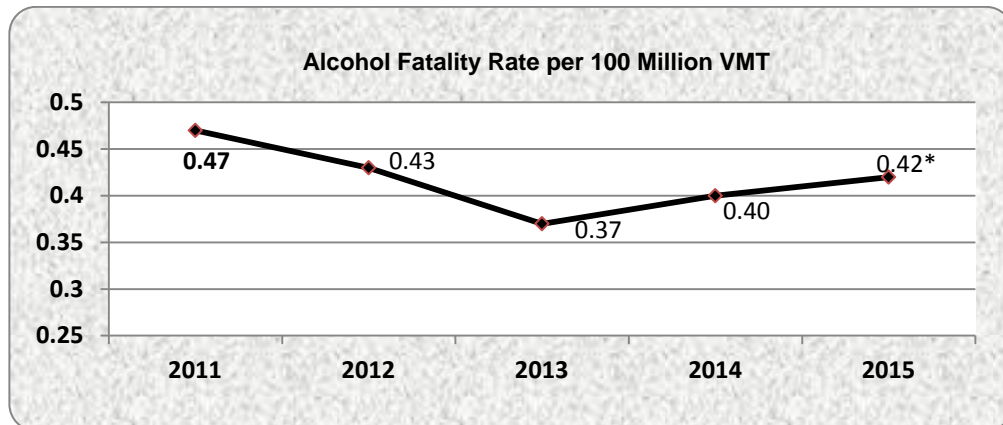
The AHSO will employ strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State along with a DWI Court initiative involving 12 District Courts. Continued analysis of crash data and project evaluations will be used to target areas and concentrate resources and strategies to address and reduce alcohol-related fatalities.

ALCOHOL RELATED FATALITIES AND RATES

ALCOHOL-RELATED FATALITIES



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



*2015 preliminary

Project Results

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all impaired driving laws. 712 law enforcement officers completed the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curricula during the project. In addition to the officers trained in the full SFST/TOPS courses, 144 law enforcement officers received SFST Refresher training. CJI hosted a statewide Drug Recognition Expert (DRE) training that 112 officers attended. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 142 prosecutors and law enforcement officers. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 24 officers completing the course.

The Administrative Office of the Courts of the Supreme Court of Arkansas (AOC) provided a three day training seminar September 14-16, 2016, in Hot Springs, Arkansas to approximately 100 Arkansas district court judges. The course "Today's Traffic Offender In Arkansas" was taught by faculty from National Judicial College. Lecture topics and breakout sessions included the latest developments in traffic law as well as issues in Evidence-Based Sentencing and Impaired Driving and Ethics. In addition, seven judges and one judicial branch administrator attended the American Bar Association Traffic Court Seminar from March 16-18, 2016 in New Orleans, Louisiana.

The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT) was provided travel, meals, lodging and registration to send two OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in Denver, Colorado from May 15-18, 2016. The instruction covered user maintenance and national perspective and results.

The project provided travel, meals, lodging and registration to send one OAT staff member to attend the annual meeting of the International Association for Chemical Testing in Orlando, Florida from April 3-8, 2016. This training covered the fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance.

The project provided travel, meals, lodging and registration to send one OAT staff member to the 2016 Lifesavers Conference in Long Beach, California from April 3-5, 2016. This training covered an extensive number of topics related to Highway Safety from a national perspective.

The project provided travel, meals, lodging and registration to send four OAT staff members to the 2016 Intoximeters User's Group Meeting in Green Bay, Wisconsin from September 11-15, 2016. This training covered the latest information, research and techniques in the use of the Intoximeter EC/IR II instrument.

The project paid for the purchase of five (5) Intoximeter EC/IR II units to be distributed by OAT to selected law enforcement agencies in Arkansas that demonstrate the need and desire for such units.

The project 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.

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 \$878,554. This represents a dollar return in donated airtime of 12 times the contract amount of \$75,000.

Thirty-two **Selective Traffic Enforcement Projects (STEPS)**, which emphasized the enforcement of DWI/DUI laws, were conducted utilizing Section 405(d) funds. These projects conducted sustained enforcement throughout the year and participated in two State and the national Labor Day "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. The contracted projects completed the year with the results documented in the chart on the following page.

AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	2016 AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED FATALITIES	
		2013	2014
Arkadelphia Police Department	64.0	0	0
Baxter County Sheriff's Office	5.80	1	1
Benton County Sheriff's Office	8.54	1	2
Benton Police Department	10.08	1	0
Bryant Police Department	3.00	0	0
Camden Police Department	19.63	0	0
Carroll County Sheriff's Office	7.88	0	0
Conway Police Department	6.88	1	0
Crittenden County Sheriff's Office	53.17	9	5
Fayetteville Police Department	4.36	1	0
Fort Smith Police Department	6.93	1	1
Harrison Police Department	6.54	2	0
Hope Police Department	12.88	1	1
Hot Springs Police Department	12.88	8	1
Jonesboro Police Department	0*	4	0
Marion Police Department	9.46	5	0
Miller county Sheriff's Office	16.03	1	0
Mountain Home Police Department	15.08	1	0
North Little Rock Police Department	5.70	5	1
Osceola Police Department	5.00	0	0
Paragould Police Department	12.40	1	0
Pulaski County Sheriff's Office	8.33	20	12
Rogers Police Department	40.00	0	0
Saline County Sheriff's Office	5.49	5	2
Searcy Police Department	11.00	1	0
Sherwood Police Department	6.00	0	0
Springdale Police Department	7.04	0	1
Texarkana Police Department	11.60	1	0
Trumann Police Department	13.33	0	0
Van Buren Police Department	16.09	0	0
Washington County Sheriff's Office	6.83	3	7

* 132 hours of checkpoint activity

The **Arkansas State Police (ASP)** participated in the State and National "Drive Sober or Get Pulled Over" campaigns as well as the sustained enforcement during 2016. The ASP purchased portable breath testing equipment to facilitate detection and removal of impaired drivers from highways. This table documents the year long DWI/DUI arrests of the ASP enforcement efforts for STEP.

2016 ASP	
DWI/DUI Arrests	274
Total hours worked	2,465

Arkansas now has thirteen formally trained and AOC recognized **DWI courts**. The implementation of these courts continues Arkansas' effort towards establishing a statewide DWI Court System. The HSO provided federal funds to pay for salaries, fringe benefits, in and out-of state travel and training, maintenance and operations, printing and administration expenses for three pilot DWI Courts: Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court. The HSO also provided funding for the continued training of six DWI Courts: Craighead Co., Faulkner Co., No. Lonoke Co., Benton Co. Pulaski Co. and Van Buren Co. Four other courts are operational: Crawford, Saline, Jefferson and Clark Counties. One of the thirteen courts was added in 2016.

The HSO provided funding for a Mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, Support and Training project with the Black River Technical College, Law Enforcement Training Academy in Pocahontas, AR. The **BAT Sobriety Checkpoint Mobile Training Project** offered law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During fiscal year 2016, the project trained 196 law enforcement officers. The BAT mobile was utilized in 41 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints as an extension of the BAT Project's public information and education campaign to raise awareness regarding the crime of impaired driving. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The project conducted nine public school events and twelve public events utilizing the BAT Mobile in communities throughout the state.

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. The goal was to solicit 200 agencies to participate in the statewide mobilizations conducted during the year. 327 agencies signed up to participate in both Click It or Ticket and Drive Sober or Get Pulled Over. 116 agencies reported for DSOGPO. This participation effort included 548 on-site visits with non-step law enforcement agencies. The LELs conducted three summits in conjunction with law enforcement association meetings. The summits were to promote increased enforcement as well as participation in State and National campaigns.

The In-Car Camera and Video Storage Project with the Arkansas State Police purchased in-car video cameras and created a backend video storage system to effectively manage, preserve, and secure video evidence. The system provides reliable archiving and instant recall of video data to facilitate the apprehension and prosecution of DWI/DUI violators by enhancing 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.

OCCUPANT PROTECTION PROGRAM

Program Area Goals

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

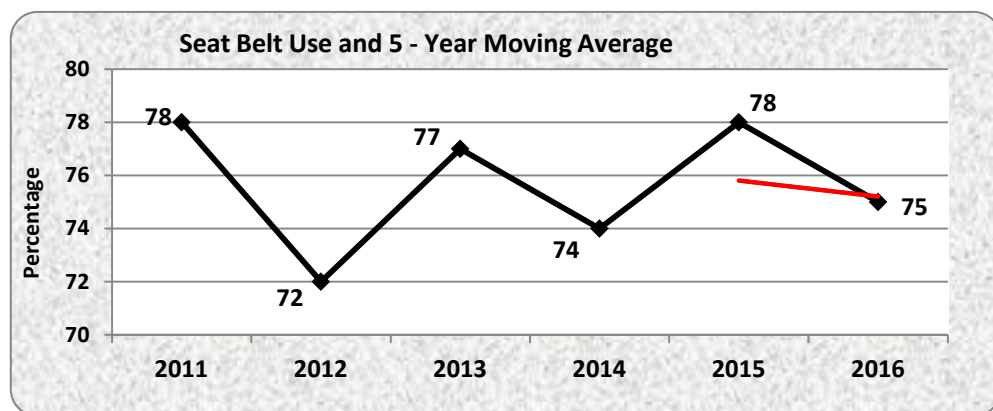
- Increase observed seat belt use rate by 4.6% from 74.4 in 2014 to 79.0% in 2016.
- Reduce unrestrained passenger vehicle occupant fatalities by 18% from 224 (2009-2013 average) to 182 (2012-2016).

Program Area Results

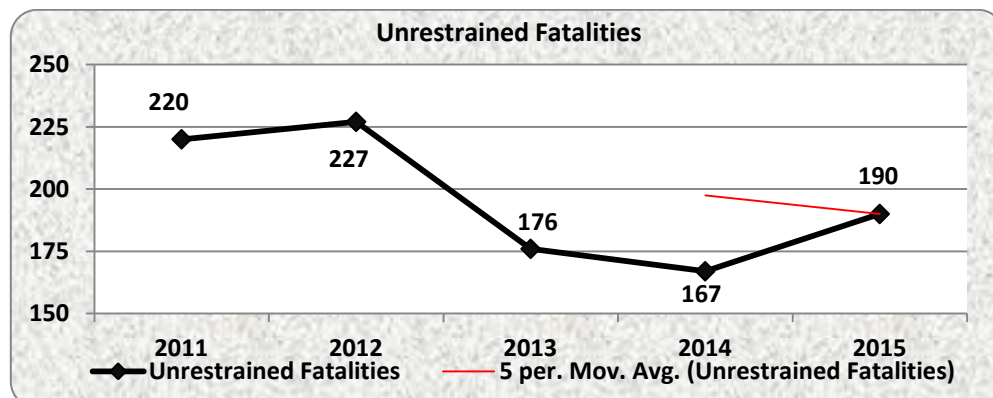
An observational seat belt use survey was conducted in 2016 continuing to utilize the new survey design which includes additional rural areas. The 2016 usage rate was determined to be 75%.

Arkansas' unrestrained passenger fatalities decreased from 220 in 2011 to 167 in 2014 but increased to 190 for 2015.

SEAT BELT USE RATES
(From Observational Use Survey*)



UNRESTRAINED PASSENGER OCCUPANT FATALITIES
(All Seat Positions)



Project Results

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

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

City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
Arkadelphia	49	63	Miller County	77	81
Baxter County	75	76	Mountain Home	91	89
Benton	85	86	North Little Rock	87	67
Benton County	87	98	Osceola	61	64
Bryant	84	86	Paragould	82	73
Camden	78	74	Pulaski County	81	75
Carroll County	70	75	Rogers	86	94
Conway	91	92	Saline County	82	82
Crittenden County	75	40	Searcy	80	76
Fayetteville	90	91	Sherwood	87	88
Fort Smith	76	73	Springdale	91	93
Harrison	76	81	Texarkana	85	88
Hope	75	75	Trumann	73	65
Hot Springs	80	78	Van Buren	87	89
Jonesboro	84	82	Washington Co	90	91
Marion	75	75			

Arkansas State Police (ASP) worked 7,401 hours of safety belt enforcement from October 2015 through September 2016. The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2016 issuing 1,830 seat belt citations and 431 child restraint citations. A total of 6,218 citations were issued during the campaign. The ASP also participated in the November state campaign issuing 313 seat belt citations and 30 Child Seat citations. The “DSOGPO” campaign conducted in August-September 2016 resulted in 1,620 seat belt and 133 child restraint citations in addition to DWI arrests. This table documents the year long citations for ASP Occupant Protection enforcement efforts for STEP. Occupant Protection enforcement efforts for STEP also included 5,293 speed citations.

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	11,206
Child restraint citations	270
Total hours worked	7,401

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. The goal was to solicit 200 agencies to participate in the statewide mobilizations conducted during the year. 327 agencies signed up to participate in both Click It or Ticket and Drive Sober or Get Pulled Over. 187 agencies reported for CIOT. This participation effort included 548 on-site visits with non-step law enforcement agencies. The LELs conducted three occupant protection summits in conjunction with law enforcement association meetings. The summits were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

The University of Arkansas for Medical Sciences, Department of Pediatrics conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Seven NHTSA Standardized CPS training courses were conducted with 93 new technicians receiving certification; 721 childcare professionals were trained in 45 regional workshops. 17 public checkup events and a permanent fitting station resulted in a total of 666 seats being checked or loaned.

ADH Community Collaborative to Increase Belt Use

This project began slowly due to the hiring and training of new personnel. The project conducts an Arkansas Drive Safe/Battle of the Belt program targeting eight identified high risk counties with low seat belt use. It works in collaboration with the UAMS teen project with activities, strategies and interventions to affect measurable individual and community-level change that will result in the reduction of motor vehicle crash incidents, injury and death. The goal of this project is to increase occupant restraint use by mobilizing the Arkansas Department of Health's Hometown Health Initiative (HHI) to conduct evidence-based strategies to reduce injuries and deaths as a result of motor vehicle crashes. These strategies address local employers and civic organizations to promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and cooperation among stakeholder groups increased outreach to law enforcement agencies to participate in enforcement campaigns and increased multicultural outreach through community/coalition based activities. In spite of barriers in implementing this program with the HHI due to staffing issues in the eight counties, the project introduced the program by contacting 43 Mayors, 23 employers and training 23 HHI staff using new materials developed by NETS titled "2 Seconds 2 Click." Funding provides for salaries, benefits, training, in/out of state travel, printing and operating expenses.

SPEED ENFORCEMENT/POLICE TRAFFIC SERVICES

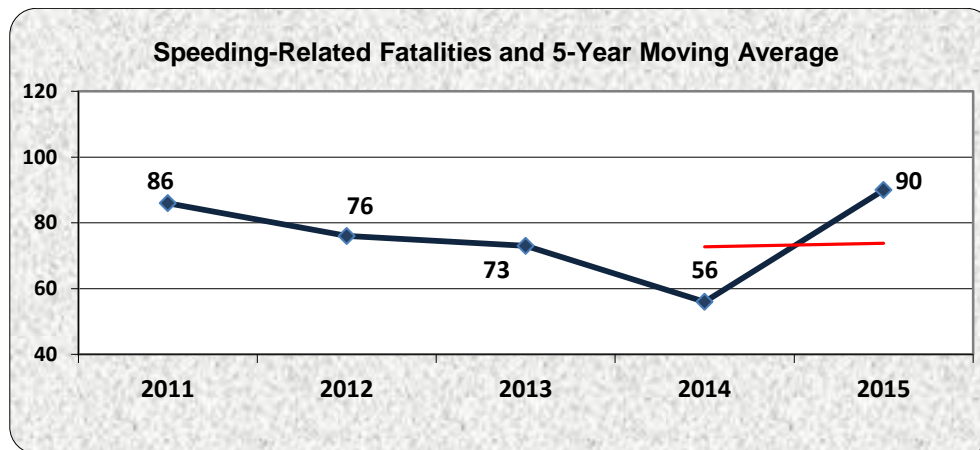
Program Area Goal

The goal of the projects funded in the Speed Enforcement/Police Traffic Services Program Area was as follows:

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

Program Area Results

During the five-year period from 2011 through 2015 speed related fatalities fluctuated from 86 in 2011 to 73 in 2013. In 2015 fatalities are at 90.



Project Results

Thirty-one Selective Traffic Enforcement Projects (STEPs) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY16. While the primary focus of the STEP was enforcement of the seat belt, child restraint, and DWI laws, an additional emphasis was placed on speed violations. A total of 6,771 speed citations were issued by STEP in FY15.

TRAFFIC RECORDS PROGRAM

Program Area Goal

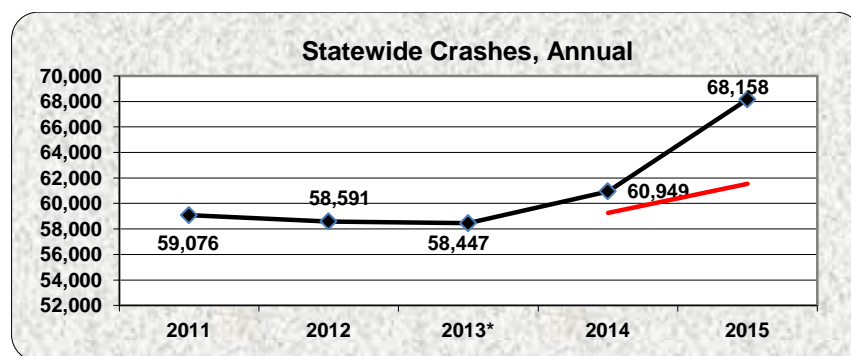
The goal of the Traffic Records Program Area was as follows:

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

Program Area Results

The latest Traffic Records Assessment was conducted for the State of Arkansas in July – October 2015 by the National Highway Traffic Safety Administration's assessment team. The findings and recommendations of this team, together with input from the TRCC, will be the basis for Arkansas' Traffic Records Strategic Plan. In conjunction with the current strategic plan, the goals of the Traffic Records Program are to reduce the backlog of crash report data to be entered into the Traffic Analysis Reporting System (TARS) and improve the accuracy of data. The assessment team suggested Arkansas employ the use of a NHTSA Go-Team to facilitate some of the recommendations from the assessment. The process with the GO-Team began in July, 2016.

Federal funds were used to continue the services of a firm to input crash data in to the data base in a timely manner. Source Corp has been retained for these services since April 1, 2009. Since then the backlog of reports being entered manually into the Traffic Analysis Reporting System (TARS) has fluctuated between eleven-months to three-months, based on various factors such as the transition from the TARS database to the eCrash and the increase in the number of crashes to be entered. As of October 1, 2016 there was an 11 month backlog. The following chart shows the number of crashes in the database annually for the past five years. There are 81 local agencies in addition to the ASP troops using the eCrash system to upload their crash data as of November, 2016. The preliminary count for submitted crash reports for 2015 is 69,273. The actual number of crashes entered into the database was 68,158.



*Preliminary

The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System through the Traffic and Criminal Software (TraCS) ended on June 30, 2015. The Arkansas State Police started using eCrash for reporting crash data on July 1, 2015 and met its goal of statewide implementation to all troops with data collection and wireless transmittal of data to a central server. An additional 124 local agencies have been trained in the use of eCrash with 81 of those agencies going 'Live'. Section 405 (c) Traffic Safety Information System Improvement Grant funds and section 406 were utilized to reduce the backlog of crash reports to be manually entered into TARS, incorporate and maintain eCrash and continue maintenance of NEMSIS compliance.

Project Results

Department of Health-Office of EMS and Trauma Systems continued the EMS Data Injury Surveillance Continuation Project. The project provided maintenance of the data elements necessary for NEMSIS compliance. The state system currently maintains a silver compliance level and expects to be NEMSIS 4.0 compliant by January 1, 2017.

The Arkansas State Police continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is now the eCrash system developed by the University of Alabama. The number of crashes entered into the database was 68,158 for calendar year 2015.

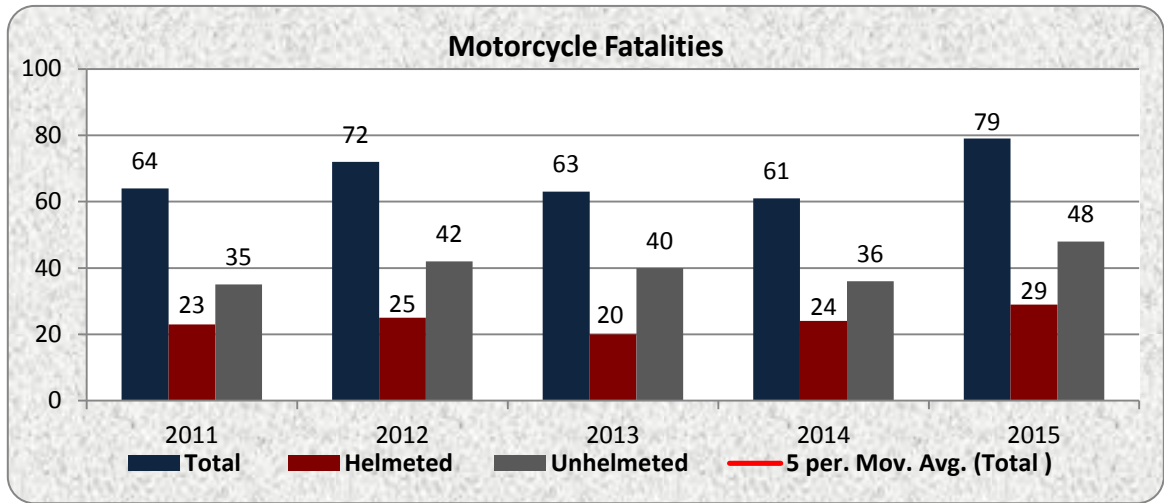
Arkansas State Police continued progress during 2016 towards implementation of an electronic citation system (eCite) which electronically captures and submits the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the violator 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. A data schema has been finalized which will allow Administrative Office of the Courts (AOC) to implement eCite support into the court case management system. eCite is currently in use by all troops. Eighty-one (81) local agencies are on track to utilize the eCite system. Fifty-six (56) of these agencies have been trained with fifty-two (52) of those agencies currently "live". One hundred fifty-three (153) agencies are on track to utilize the eCrash system. One hundred twenty-six (126) of these agencies have been trained and eighty one (81) are currently "live". One additional agency is awaiting training.

MOTORCYCLE SAFETY PROGRAM

Program Area Goal

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

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



Program Area Results

In 2011 there were 64 motorcycle crash fatalities. The number of fatalities increased to 72 in 2012 but declined to 61 in 2014. In 2015 fatalities are at 79.

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

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

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

The five counties in Arkansas with the largest number of motorcycle crashes for 2015 include Pulaski (128), Washington (95), Benton (69), Garland (40) and Faulkner (34). These five counties accounted for a total of 366 motorcycle involved crashes.

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

PEDESTRIAN/BICYCLIST SAFETY PROGRAM AREA

Program Area Goal

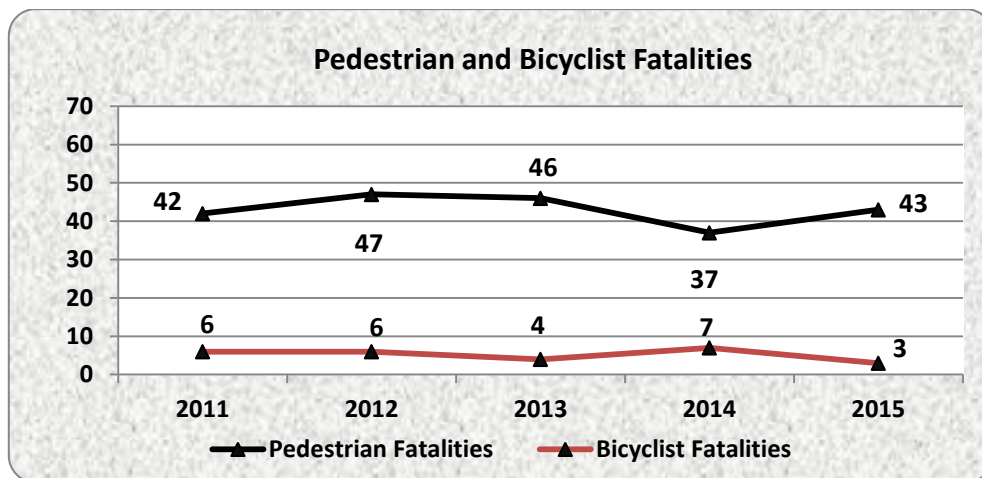
The goal of the projects funded in the Pedestrian Safety Program Area was as follows:

Pedestrian

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

Bicyclist

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



Program Area Results

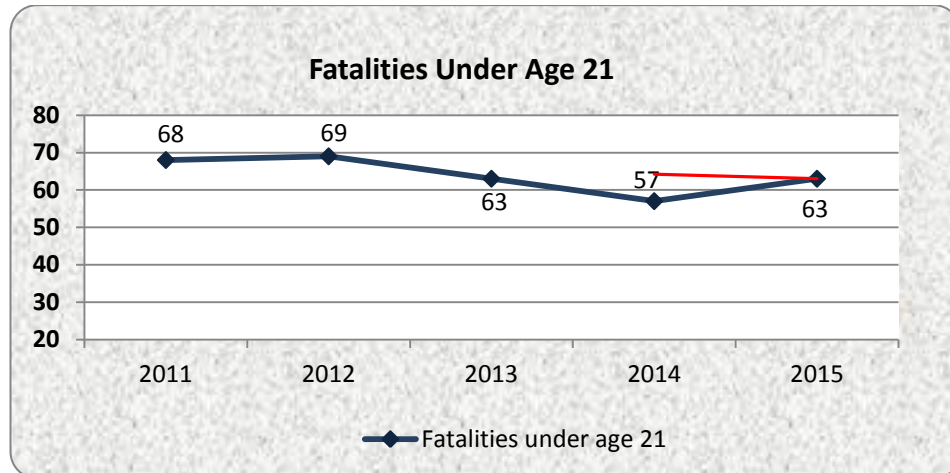
Pedestrian fatalities have fluctuated over the past 5 years. In 2014 there were 37 pedestrian fatalities but this number rose to 43 in 2015. This represents a 5 year average (2011-2015) of 43 and approximately 8 percent of all motor vehicle fatalities for 2015. Bicyclist fatalities also fluctuated from 2011 to 2015. There were 3 bicyclist fatalities in 2015. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities were a part of the emphasis of the "Toward Zero Fatalities" Campaign in conjunction with the Arkansas Highway and Transportation Department and the Arkansas Department of Health.

TEEN DRIVER SAFETY PROGRAM

Program Area Goal

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

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



Program Area Results

In 2015 there were 63 fatalities of drivers involved in fatal crashes under age 21. This is down from 103 in 2008 (before GDL) but up from 57 in 2014. 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 of 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 2015, the project's title was changed to "Arkansas Drive Smart Challenge - Battle of the Belt" to reflect 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. The project collaborated with the Arkansas Department of Health's Injury and Violence Prevention Section Hometown Health Initiative to identify and target activities in eight priority counties of the state with high motor vehicle crash and low seat belt use rates. A statewide web site and an existing teen driving safety coalition in Pulaski County continued as an advisory forum for accessing community resources, disseminating awareness and education of teen driving safety.

In addition to the primary seat belt law for front seat occupants, seat belt use is an important component of the Arkansas GDL. An analysis reported in a study by the Arkansas Center for Health Improvement demonstrated the rates of teen driver crashes and crash-related fatalities during the year prior to GDL (2008) compared to

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

Project Results

The University of Arkansas for Medical Science (UAMS), Arkansas Drive Smart/Battle of the Belt Project targeted eight counties in the state with low seat belt use rates. Fifteen out of twenty-four schools in these counties participated in the peer led performance based project. UAMS trained 155 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 2,528 Pre and Post Observational surveys were conducted at each school prior to activity implementation. After participating in the project, the schools saw an overall seat belt use increase of 24 percent. UAMS also conducted two coalition safety meetings in Pulaski County with 52 members in attendance; continued to address other parts of the state with classroom presentations to 4,046 students and distributed educational materials to coalitions, professionals and the general public; conducted educational presentations to 180 parents and community leaders; and GDL "Train The Trainer" presentations to 66 law enforcement officers and 103 medical students. An Arkansas specific safer teen driving website was maintained.

PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2016

Summary

In FY2016, the Arkansas Highway Safety Office (AHSO) utilized paid and earned media to generate public awareness of the high visibility law enforcement mobilization efforts regarding impaired driving, occupant protection, and distracted driving and 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 and earned media was also used in one additional campaign for motorist awareness and education: speed prevention.

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

Impaired Driving – “Drive Sober or Get Pulled Over”

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

Occupant Protection – “Click It or Ticket”

- Thanksgiving Seat Belt Mobilization
- Memorial Day Seat Belt Mobilization

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

- April Awareness Mobilization

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

- September Enforcement Campaign

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

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

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

December 2015 Holiday DWI Mobilization Drive Sober or Get Pulled Over

Paid Media Report

Summary

The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DSOGPO message. The total advertising budget utilized was \$208,424 with an added value received in bonus ads of \$117,300.

Paid Advertising Period

This campaign ran over a 14-day period.

The flight dates are:

Wednesday, December 16 – Sunday, December 20 (5 days)

Wednesday, December 23 – Sunday, December 27 (5 days)

Monday, December 28 – Thursday, December 31 (4 days)

Geography

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

Budget

Drive Sober or Get Pulled Over - \$208,424 total paid media budget

Television: 38% (\$78,850)

Cable TV: 21% (\$44,117)

Radio: 24% (\$48,989)

Hispanic: 3% (\$7,292)

Online: 11% (\$22,858)

Out-of-Home: 3% (\$6,318)

Media Strategy

The primary media strategy was to continue to generate frequency in order to influence behavioral change. Our goal was to reach 68% of the male audience at the 3+ frequency level with measured media over the 14 day flight period. We recommended a multi-platform approach to reach our young male target in this fragmented media environment. Within each medium, we implemented the tactics detailed below.

Media Mix:

Broadcast TV provided the greatest reach opportunity

Maximize the broadcast television budget and provide a stronger presence by concentrating funds into select dayparts and programming.

Key Dayparts: Prime, Local News, Late Fringe and Sports*

Key Networks: ABC, CBS, NBC, and FOX

* Live sports airing within our flight period will play an important part of the TV buys due to the large reach potential.

ABC: NBA Basketball, Las Vegas Bowl, Dr. Ken, Scandal, CMA Country Christmas, Wicked City, Blood & Oil, How To Get Away with Murder, Jimmy Kimmel Live

CBS: The Amazing Race, Survivor, NCAA Basketball, Big Bang Theory, Late Show with Stephen Colbert, The Good Wife, College Football, NFL Games

NBC: NFL Games, SNL Christmas, Blindspot, Blake Shelton's Not-So-Family Christmas, Saturday Night Live, Tonight Show with Jimmy Fallon, Late Night with Seth Meyers

FOX: Bob's Burgers, Family Guy, Empire, Gotham, UFC Fight Night, New Year's Eve Special, College Basketball, NFL Games

Purchased Cable to extend reach and build frequency.

Recommended Cable Networks: ESPN, ESPN2, SEC Network, Fox Sports, USA, TBS, TNT, Cartoon (Adult Swim), Comedy, FX, BET, Spike, MTV, and TruTV

Recommended Cable Programming:

Daily Show with Trevor Noah, Tosh.0, Key & Peele, Drunk History, NFL Football, College Football, SportsCenter, Chris Rock: Finding Carter, One Bad Choice, 30 for 30, FX Movies, Fargo, Gangland, Family Guy, Cops, Into the Badlands, Big Bang Theory, NCIS, Conan, Modern Family, American Horror Story, Robot Chicken, Black Jesus, College Basketball, Major Crimes, Aqua Teen Hunger Force, Lip Sync Battle, and NCAA Division Tournament

Radio increased reach while generating additional frequency of the message while the target was in their vehicle.

Primary Formats: Sports, Contemporary Hit Radio and Country. Purchase Spanish radio stations to reach the Hispanic audience.

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

- Live Endorsements: Utilizing local radio personalities on top-rated stations will deliver the “Drive Sober” message with live reads. We encouraged DJs to incorporate the important message into their social networking.

Digital Advertising reached our young target in a medium they consider to be one of the most important sources of entertainment available to them.

- Utilizing an ad network like Q1 Media allowed us to run on popular national websites such as ESPN.com and CBSSportsline.com targeted geographically to Arkansas and demographically to Men 18-34. 15-second pre-roll video ads across mobile, tablets and desktop were recommended to maximize impact and awareness of the *Drive Sober or Get Pulled Over* message. Banners were included as added value. The campaign generated at least 1.4 million impressions.
- Pandora Internet Radio is the most popular streaming music service among young adults. Like the ad network, Pandora can target geographically and demographically. We recommended purchasing the “Audio Everywhere” product, which is a multi-screen effort using desktop, mobile and tablet. This campaign generated 800,000 impressions including added value (companion banners).
- Ran a mix of homepage take-overs and banners across high traffic local websites such as Hogville.net, Xfinity.com and KATV.com. Additionally, ROS (run-of-site) banners will run on Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Cinema engaged the target audience and extended the reach of the “Drive Sober” brand.

- Cinema Advertising is a true “DVR-proof” medium that reaches a captive and engaged audience.
- The Drive Sober message ran before several blockbuster movies that fell during the Holiday flight period such as Star Wars. We recommended utilizing CineMedia to purchase :30 pre-show ads in seven select theaters in Arkansas for a four-week period. CineMedia ran the AHSO spot on lobby TVs as added-value. A total of 17,696 spots will air in the selected movie theaters.

Actual Expenditures By Market - \$208,424

Little Rock: \$76,989
 Fort Smith/Fayetteville: \$47,122
 Jonesboro: \$21,421
 Texarkana: \$9,943
 Hot Springs: \$6,505
 El Dorado: \$4,076
 Conway: \$3,939
 Delta Region: \$1,960
 Hispanic: \$7,292
 Statewide (Online and Out-of-Home): \$29,177

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 104.24	\$36.20	\$ 38.87
Fayetteville/Ft. Smith	\$ 86.22	\$12.19	\$ 29.05
Jonesboro	\$ 62.56	\$11.03	\$ 12.67
Texarkana	N/A	\$12.31	\$14.39
Hot Springs	N/A	\$9.91	\$10.59
El Dorado	N/A	\$3.14	N/A
Conway	N/A	\$10.16	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	621	1,214	4.2	379.5	89.6%
Ft Smith/Fayette.	1,038	982	3.4	297.1	86.9%
Jonesboro	441	606	3.7	218.6	47.9%
Texarkana	454	325	N/A	N/A	N/A
Conway	312	321	N/A	N/A	N/A
El Dorado	487	446	N/A	N/A	N/A
Hot Springs	331	330	N/A	N/A	N/A
Hispanic	93	114	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	339	296	6.9	380.2	55.5%
Ft. Smith	208	266	5.3	302.2	57.8%
Fayetteville	228	248	6.9	304.2	44.7%
Jonesboro	200	187	5.6	312.8	55.7%
Texarkana	144	194	8.1	302.4	38.5%
El Dorado	81	234	N/A	N/A	N/A
Hot Springs	90	365	8.3	304.4	36.7%
Conway	36	36	N/A	N/A	N/A
Helena/West Helena	34	124	N/A	N/A	N/A
Hispanic	180	246	N/A	N/A	N/A

Earned Media Report - \$208,085

Media Relations

A news release concerning the Holiday DDOLUA mobilization was distributed to news media statewide resulting in 34 newspaper clippings with an ad equivalency of \$5,585.

Social Media

CJRW developed a social media plan delivered through the Facebook and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media plan ran from December 15 through December 31. The campaign received the following results:

- Impressions: 2,980
- Page Likes/Follows: 6
- Engagements: 30

Partnership with the Arkansas State Highway and Transportation Department

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

2016 Fourth of July DWI Drive Sober or Get Pulled Over

Paid Media Report

Summary

To maximize the paid media budget, the media plan focused on the counties in Arkansas that have the highest concentration of impaired driving crashes and where the highest population of people would be celebrating the Fourth of July holiday – Benton, Garland, Craighead, Faulkner, Phillips, Miller, Pulaski, Sebastian, Union and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second television and radio announcements in both English and in Spanish with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$149,690 and an additional amount of \$98,999 in bonus advertising.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for the DSOGPO campaign was June 24 – July 4 (11 days).

Geography

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

Budget

- Drive Sober or Get Pulled Over - \$149,690 total paid media budget
- Broadcast TV \$ 48,220 (32 percent)
- Cable TV \$ 35,733 (24 percent)
- Radio \$ 30,313 (20 percent)
- Other Radio \$ 6,706 (5 percent)
- Online \$ 22,836 (15 percent)
- Out-of-Home \$ 5,882 (4 percent)

Media Strategies- Drive Sober Or Get Pulled Over.

A media mix of broadcast and cable television, radio, online and out-of-home was used to deliver the DSOGPO message in the major Arkansas DMAs.

Media Strategy

In order to convey the advertising message in a short period of time the primary media strategy will be to build frequency. Our goal was to reach over 70% of the target audience at the 3+ frequency level over the flight period with measured media. We recommended a multi-platform approach of television, radio, digital and outdoor vehicles. Within each medium, we implemented the tactics detailed below.

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

Broadcast TV provided the greatest reach opportunity

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

Daypart mix:

- Local News – 30%
- Prime - 50%
- Late Fringe – 20%

Key Networks: ABC, CBS, NBC, FOX, and CW

Recommended Broadcast Programming:

American Ninja Warrior, Blindspot, Wayward Pines, Family Guy, Big Brother, America's Got Talent, Blackish, Shark Tank, Big Bang Theory, American Gothic, Jimmy Kimmel, Arrow, Supernatural, The Tonight Show with Jimmy Fallon, Grimm, MasterChef, Major League Baseball

Other TV:

Thunder TV provided highly targeted reach to the Midlife Motorcyclist, aged 45-64. The popular local motorcycle show airs on KFTA in the Ft. Smith/Fayetteville market.

Purchased Cable TV to build frequency and extend reach

Purchased a variety of networks with the highest ratings and largest viewing audience against Men 18-34.

Recommended Cable Networks: ESPN, ESPN 2, Spike, BET, USA, TBS, TNT, Cartoon Network (Adult Swim), Comedy Network, FX, TruTV, History, MTV, and AMC

Recommended Cable Programming:

SportsCenter, WWE Monday Night Raw, American Dad, Modern Family, Law & Order, Major Crimes, Family Guy, Tyrant, Angie Tribeca, TURN, Conan, Impractical Jokers, Hack My Life, Robot Chicken, Regular Show, The Daily Show with Trevor Noah, Tosh.0, Music Moguls, Top Gear, Sex&Drugs&Rock&Roll, Real World, Shark Week, FX Movies, Rob Dyrdek's Fantasy Factory, and Ink Master

Networks such as ESPN, USA and History will provide highest reach to the 45-64 year old Midlife Motorcyclist.

Radio built additional frequency of the message while reaching the target audience while they are in their vehicle.

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

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

Digital Advertising continued to extend reach of the Drive Sober message in a medium where Males 18-34 spend a significant amount of time.

- Utilizing an ad network allowed us to run on popular national websites such as FoxSports.com and MensFitness.com while targeting Men 18-34 and Men 45-64 in Arkansas (10% of ad network buy will target the secondary demo). 15-second cross-platform (mobile, tablets and desktop) video ads were recommended to maximize impact and awareness of the Drive Sober message. Banners were included as added-value. The campaign generated at least 1.1 million impressions.
- Pandora Internet Radio, most popular streaming music service, reaches 6 out of 10 people aged 18-34. Pandora allowed us to target both geographically and demographically. Mix of Pandora's mobile and desktop products via their "Audio Everywhere" platform where the Drive Sober radio spot will play between songs. Campaign generated over +750,000 impressions.
- Mix of premium banners and pre-roll video on high traffic local websites including Hogville.net and Arktimes.com. Spanish banner ran on Ellatino.com and LaPrensaNWA.com.

Actual Expenditures By Market - \$149,690

• Little Rock	\$ 52,001
• Fort Smith/Fayetteville	\$ 34,540
• Texarkana	\$ 7,987
• Jonesboro	\$ 15,352
• El Dorado	\$ 2,769
• Conway	\$ 2,773
• Hot Springs	\$ 5,081
• Helena	\$ 1,153
• Hispanic	\$ 4,963
• Online (Statewide)	\$ 22,836
• Statewide TV	\$ 235

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$100.43	\$34.07	\$37.47
Ft. Smith/Fayette.	\$82.97	\$14.59	\$22.72
Jonesboro	\$53.71	\$14.59	\$13.69
Texarkana	N/A	\$9.04	\$16.78
Hot Springs	N/A	\$8.27	\$16.97
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	435	429	2.7	200	73.9%
Ft Smith/Fayette.	727	722	2.7	199.6	74.7%
Jonesboro	308	453	2.1	156.4	74.8%
Texarkana	367	376	N/A	N/A	N/A
Conway	250	250	N/A	N/A	N/A
El Dorado	305	305	N/A	N/A	N/A
Hot Springs	334	412	N/A	N/A	N/A
Hispanic	57	57	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	351	346	4.2	225.7	54.9%
Ft. Smith	203	197	3.9	204	52.8%
Fayetteville	171	161	3.9	175.4	45.7%
Jonesboro	135	135	3.9	200.8	51.2%
Texarkana	135	135	4.6	202.6	44.9%
El Dorado	112	112	N/A	N/A	N/A
Hot Springs	83	83	4.9	201.1	41.2%
Conway	24	24	N/A	N/A	N/A
Helena	20	20	N/A	N/A	N/A
Hispanic	114	138	N/	N/A	N/A

Earned Media Report - \$126,430

Media Relations

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 26 newspaper clippings with an ad equivalency of \$3,211.

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The dates of the social media plan were June 24 – July 4. The campaign received the following results:

- Impressions: 10,662
- Page Likes/Follows: 2
- Engagements: 109

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a DSOGPO message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$123,219.

2016 Labor Day DWI Drive Sober or Get Pulled Over

Paid Media Report

Summary

This mobilization was a DWI 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 \$347,794 with bonus television, cable, online and radio ads totaling \$168,235.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DSOGPO ran with messages in three flights: August 17 - 21, August 24 - 28 and August 31 – September 5, 2016 (16 days).

Geography

- This was a multi-media campaign to provide exposure across the state. The three broadcast television markets were:
 1. Little Rock
 2. Fort Smith/Fayetteville
 3. Jonesboro
- The seven radio DMAs
 1. Little Rock

2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado
 7. Hot Springs
- The eight cable television markets:
 1. Little Rock (includes Benton and Maumelle)
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado
 7. Conway
 8. Hot Springs

Budget:

\$347,794 total paid media budget

- | | |
|-------------------------------|------------------------|
| • Broadcast television budget | \$109,380 (35 percent) |
| • Other TV budget | \$ 765 (0 percent) |
| • Cable television budget | \$ 54,452 (16 percent) |
| • Radio budget | \$ 66,355 (18 percent) |
| • Other radio budget | \$ 24,895 (5 percent) |
| • Online budget | \$ 70,626 (20 percent) |
| • Out-of-home budget | \$ 13,967 (4 percent) |
| • Sports marketing | \$ 7,353 (2 percent) |

Media Strategies

The primary media strategy is to generate frequency in order to influence behavioral change. Our goal will be to reach over 42% of the male audience at the 8+ frequency level with measured media over the three-week flight period. We recommend a multi-platform approach to effectively reach the target audience in today's fragmented media landscape. Within each medium, we will implement the tactics detailed below.

Broadcast TV will provide the greatest reach opportunity

Concentrated on high performing dayparts and programming to reach the greatest number of Arkansans with the impaired driving message.

- Dayparts Mix: News, Prime, Late Fringe and Sports
- Key Networks: ABC, CBS, NBC, FOX and CW
- Recommended Broadcast Programming:
Battlebots, Shark Tank, What Would You Do?, Celebrity Family Feud, Jimmy Kimmel Live, ABC College Football, Big Brother, Late Show with Stephen Colbert, Braintead, SEC Football Games, NFL Preseason Games, American Ninja Warrior, Saturday Night Live, NASCAR, Tonight Show with Jimmy Fallon, Master Chef, The Simpsons, Family Guy, Bret Bielema Show, Cheaters, Cops Reloaded

- Local news will be purchased to reach the mass audience.

Cable TV extended reach and built frequency

Purchase a variety of networks with the highest ratings and largest viewing audience against Men 18-34.

- Recommended Cable Networks: ESPN, ESPN 2, Cartoon (Adult Swim), Comedy Central, USA, TBS, TNT, TruTV, FX, Spike, AMC, MTV, Discovery, History
- Recommended Cable Programming:
Duck Dynasty, Intervention, Key & Peele, Naked & Afraid, Tosh.0, South Park, NFL Preseason Football, NASCAR Racing, College Football, Sports Center, MLB, Fear the Walking Dead, FX Movies, Tyrant, Ancient Aliens, The Strain, Conan, Chrisley Knows Best, Impractical Jokers, Mr. Robot, Mountain Men, Cops, Modern Family, 60 Days In, Robot Chicken, Daily Show with Trevor Noah, 30 for 30
- Networks such as ESPN, Discovery and History provided the highest reach to the 45-64 year old Midlife Motorcyclist (secondary target).

Other TV

Thunder TV provided highly targeted reach to our secondary demo of Men 45-64, the Midlife Motorcyclist. The popular local motorcycle show airs on KFTA-TV in the Ft. Smith/Fayetteville market.

Radio increased reach created by television while generating higher levels of frequency. Radio is also used to reach drivers with the *Drive Sober* message while behind the wheel.

Primary Formats: Rock, Sports, Top 40 and Country

Dayparts:

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

Spanish Radio was purchased to reach the Hispanic male audience.

Live Endorsements: Utilizing local radio personalities on top-rated stations delivered the *Drive Sober* message with live reads. We also encouraged DJs to incorporate this important message into their social networking.

Traffic Reports: We recommended Traffic Report Sponsorships that rotated across five radio stations in Little Rock. A 15-second *Drive Sober* message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.

Razorback Sports Network Game Day Broadcast - One :30 spot and a live mention ran in-game during the first Razorback football game on September 3rd. The Razorback Sports Network consists of 48 affiliates across the state.

Digital Advertising reached our target in a medium they consider to be one of the most important sources of entertainment available to them.

- Utilizing an ad network allowed us to run on popular national websites such as CollegeHumor.com and MensJournal.com targeted geographically to Arkansas and demographically to Men 18-34 and Men 45-64 (10% of buy will target the secondary demo). 15-second pre-roll video ads across mobile, tablets and desktop were recommended to maximize impact and awareness of the *Drive Sober* message. Banners were included as added-value. The three-week campaign generated at least 1.9 million impressions.
- Pandora Internet Radio is the most popular streaming music service among young adults. Like the ad network, Pandora can target geographically and demographically. We recommended purchasing a mix of Pandora's "Video Everywhere" and "Display Everywhere" platforms, where the *Drove Sober* :15 pre-roll video will play between songs. A small share of the impressions targeted the older male segment (45-64). This campaign generated 1.5 million impressions including added-value (companion banners).
- Utilized Hulu TV, an online video streaming service, where young adults go to stream TV shows, videos, movies, etc. Hulu can target geographically and demographically making ad serving precise. Ads on Hulu are unskippable and we will only be charged for ads viewed to 100 percent completion. Approximately 240,000 impressions were served to our target audience via Connected TV, desktop, tablet, and mobile.
- Amplified our reach by running pre-roll video and banners on the official athletic site for the Arkansas Razorbacks as football season kicks off.
- Ran a mix of homepage takeovers, video and banners across local websites such as ArkTimes.com, Hogville.net and Hootens.com. Additionally, ROS (run-of-site) banners ran on Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Out-of-Home engaged the target audience and extended the reach of the *Drive Sober* brand.

Gas Pump TV

- A :30 TV spot ran during ESPN Sports, Headline News and Accu-Weather segments reaching a captive audience when they are standing next to their vehicles reminding them the consequences of impaired driving right before getting back into the vehicle to head to their next destination.
- Nielsen provided a proof of performance report at the end of the campaign.

- The *Drive Sober* spot ran on 288 gas pump screens across 51 Murphy Oil, Shell, Valero and Phillips66 gas stations around the state generating over 398,300 impressions.

Fly-N-Hog Media

- Dynamic digital media signage on 40 large HD screens in high traffic restaurants, bars and liquor stores in Little Rock, Hot Springs, Ft. Smith and Fayetteville. Digital signage provides an innovative and efficient way to display the *Drive Sober* message across cherry-picked locations where our audience spends time and is likely to be consuming alcohol.

Sports Marketing

- Sports marketing was integrated into the media plan as sports is a primary interest of our target audience. We continued our partnership with the only two minor league baseball teams in the state - the Arkansas Travelers (Central Arkansas) and Northwest Arkansas Naturals.

By Market Actual Expenditures \$347,794

• Little Rock	\$100,337
• Fort Smith/Fayetteville	\$ 72,186
• Jonesboro	\$ 31,750
• Texarkana	\$ 16,543
• El Dorado	\$ 4,800
• Hot Springs	\$ 7,882
• Conway	\$ 3,772
• Helena/Delta	\$ 2,479
• Hispanic	\$ 10,922
• Online (Statewide)	\$ 70,626
• Out-of-home (Statewide)	\$ 13,967
• Statewide Radio	\$ 4,412
• Statewide TV	\$ 765
• Sports Marketing	\$ 7,353

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$119.73	\$30.72	\$38.91
Ft. Smith/Fayetteville	\$ 89.94	\$20.24	\$23.28
Jonesboro	\$ 64.24	\$13.75	\$13.11
Texarkana	No broadcast TV	\$7.55	\$23.73
Hot Springs	No broadcast TV	\$6.69	\$14.95
El Dorado	No broadcast TV	\$4.07	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	791	938	4.7	399.7	84.7%
Ft. Smith/Fayetteville	842	923	4.4	399.2	90.6%
Jonesboro	590	776	3.7	301.3	80.8%

Texarkana	775	765	N/A	N/A	N/A
El Dorado	565	503	N/A	N/A	N/A
Hot Springs	504	1,007	N/A	N/A	N/A
Conway	299	285	N/A	N/A	N/A
Hispanic	123	124	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	748	433	7.3	451.4	61.8%
Ft. Smith	355	461	6.4	450.8	71.2%
Fayetteville	360	360	7.0	450.3	64.8%
Jonesboro	255	247	9.0	450.7	51.0%
Texarkana	322	322	8.1	451.2	57.0%
El Dorado	200	200	N/A	N/A	N/A
Hot Springs	158	158	8.2	301.6	36.5%
Helena/Delta	43	43	N/A	N/A	N/A
Conway	47	45	N/A	N/A	N/A
Statewide Sports	2	0	N/A	N/A	N/A
Hispanic	246	246	N/A	N/A	N/A

Earned Media Report – \$219,695

The 2016 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 48 newspaper clippings and with a total ad equivalency of \$17,195.

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign ran August 17 through September 5. The campaign received the following results:

- Impressions: 17,638
- Page Likes/Follows: 0
- Engagements: 71

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 \$202,500.

Thanksgiving 2015 Occupant Protection Mobilization Media Report

Click It or Ticket

Paid Media Report

Summary

Supporting the national Thanksgiving 2015 Click It or Ticket mobilization period, Monday, November 16 – Sunday, November 29, 2015, 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 \$61,674 for a two-week schedule of previously produced radio, newspaper and digital. The bonus ads received totaled an additional \$41,739 in airtime.

Paid Advertising Period

- Paid advertising Thanksgiving Click It or Ticket-November 16 – November 29.

Audience Segment Profiles

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

Geography

Seven radio DMAs for “Click It or Ticket:”

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

- Hot Springs
- El Dorado
- Conway
- Helena

Budget

- Thanksgiving Click It or Ticket - \$61,048

Media Strategies - Click It or Ticket

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

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

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

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

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

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

Selected weekend dayparts

- Nielson Audio ratings data helped determine which stations best reached the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
- Non-metro radio targeted the rural areas where there is a lower rate of seat belt usage.
- Utilized Tommy Smith and Matt Jones with KABZ-FM "The Buzz" to help connect the Occupant Protection message with a large, male-oriented audience.
- Negotiated a matching no-charge schedule as added value to extend frequency.

Used local newspapers to reach residents in counties with low seat belt usage rates:

- DeWitt Era-Enterprise - Thursday (1,734)
- Stuttgart Daily Leader - Tuesday (1,386)
- Wynne Progress - Friday (1,500)
- Conway Log Cabin Democrat – Sunday (6,800)
- Paragould Daily Press - Sunday (4,000)
- Camden News - Monday (3,299)
- Perryville Perry County Headlight - Wednesday (1,784)
- Pocahontas Star Herald - Thursday (2,972)
- Clinton Van Buren County Democrat - Wednesday (2,491)
- Fairfield Bay News - Wednesday (2,165)
- Two quarter-page/4-color units are recommended in each newspaper - one ad per flight week to maximize exposure.

Digital Advertising continued to extend reach of the Occupant Protection campaign.

- Secured a homepage takeover wrap before Thanksgiving holiday on KATV.com, a high traffic local website. Takeover generated approximately 200,000 impressions.
- Placed run-of-site banners on EILatino.com and LaPrensa.com to reach the Hispanic community digitally.

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 \$61,674, was allocated as follows:

- Radio \$ 39,775 (64 percent)
- Newspaper \$ 12,438 (20 percent)
- Other Radio \$ 7,738 (13 percent)
- Online \$ 1,723 (3 percent)

By Market:

Click It or Ticket Actual Expenditures **\$61,674**

○ Little Rock	\$ 16,217
○ Fort Smith	\$ 3,278
○ Fayetteville	\$ 7,304
○ Jonesboro	\$ 3,304
○ Texarkana	\$ 4,628
○ Hot Springs	\$ 2,572
○ El Dorado	\$ 1,642
○ Helena/West Helena	\$ 1,730
○ Hispanic	\$ 3,078
○ Other Radio	\$ 3,758
○ Newspaper	\$ 12,439
○ Statewide Online	\$ 1,724

Cost per Point - Click It or Ticket

<u>Market</u>	<u>Radio</u>
Little Rock	\$46.37
Ft. Smith	\$13.00
Fayetteville	\$28.92
Jonesboro	\$13.14
Texarkana	\$17.88
El Dorado	N/A
Hot Springs	\$10.07
Helena/West Helena	N/A
Hispanic	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	290	260	5.5	301.2	54.7%
Ft. Smith	160	224	5.0	252.2	50.5%

Fayetteville	200	200	5.3	252.6	47.7%
Jonesboro	140	66	4.6	251.4	54.4%
Texarkana	110	110	6.6	258.8	39.6%
El Dorado	132	192	N/A	N/A	N/A
Hot Springs	58	238	6.2	255.4	41.2%
Helena	30	30	N/A	N/A	N/A
Conway	34	34	N/A	N/A	N/A
Hispanic	170	170	N/A	N/A	N/A
Rural AR Radio Network	288	288	N/A	N/A	N/A

Earned Media - \$193,172

Media Relations

A news release concerning the Thanksgiving mobilization was distributed to news media statewide resulting in 22 newspaper clippings with an ad equivalency of \$4,172.

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The dates of the social media campaign were November 16 through November 29. The campaign received the following results:

- Impressions: 2,946
- Page Likes/Follows: 85
- Engagements: 35

Partnership with the Arkansas State Highway and Transportation Department

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

Memorial Day May 2016 Occupant Protection Mobilization

Click It or Ticket

Paid Media Report

Summary

Supporting the national May 2016 Click It or Ticket Memorial Day mobilization period, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the "Click It or Ticket, Day & Night" campaign was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$346,633 for a three-week schedule of previously produced broadcast television, cable, radio, sports marketing and on-line media for the May campaign. The bonus television and radio ads received totaled an additional \$123,418 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Click It or Ticket-May 16 through June 5, 2016 (15 days)

Audience Segment Profiles

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

Geography

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

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The seven radio DMAs for Click It or Ticket:

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

Cable markets for Click It or Ticket:

- Little Rock (includes Benton and Maumelle)
- Fort Smith
- Fayetteville

- Jonesboro
- Texarkana
- El Dorado
- Conway

Provided additional support in the following Arkansas markets

- Camden
- Mountain Home
- Harrison
- Berryville
- DeWitt/Stuttgart
- Hope
- Clinton
- Marion/Wynne/West Memphis
- Paragould
- Pocahontas
- Searcy

Budget

- Click It or Ticket - \$346,633

Media Strategies- Click It or Ticket

The primary media strategy was to generate frequency in order to influence behavioral change. The goal was to reach a minimum of 30% of the target audience at the 8+ frequency level for measured traditional media – broadcast TV, cable and radio.

Media Tactics

We recommended a multi-platform approach to effectively reach the target audience in today's fragmented media landscape. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach opportunity

Concentrated on high performing dayparts and programming. The majority of weight was allocated to prime where reach to Men 18-34 is greatest. Secured spots in season finales that run during the flight period.

Daypart mix:

- Local News - 20%
- Prime - 50%
- Late Fringe - 20%
- Sports - 10%

Key Networks: ABC, CBS, NBC, FOX and Univision

Recommended Broadcast Programming:

NBA Finals, The Voice, Shark Tank, Blindspot, The Catch, 2016 Billboard Music Awards, Fresh Off the Boat, Indy 500, Big Bang Theory, Criminal Minds: Beyond Borders, Wayward Pines, So You Think You Can Dance?, Survivor, The Tonight Show with Jimmy Fallon, Bob's Burgers, The Night Shift and American Ninja Warrior

Purchased key cable networks and shows that performed well against our target to extend reach and build frequency.

Recommended Cable Networks: Comedy Central, Discovery, Cartoon Network/Adult Swim, AMC, Spike, ESPN, ESPN2, FX, MTV, TBS, BET, Syfy, USA, and Galavision

Recommended Cable Programming:

Archer, Workaholics, Modern Family, Conan, Big Bang Theory, NCIS, Aqua Teen Hunger Force, FX Movies, The Cleveland Show, Family Guy, Fear the Walking Dead, South Park, The Real World, Naked & Afraid, The Daily Show, Tosh, NBA - The Jump, 30 for 30, Inside Amy Schumer, Adam Devine's House Party, The Night Manager, and WWE Smackdown

Radio increased reach created by television while generating higher levels of frequency. It also reached individuals in their cars, giving us an opportunity to influence the target audience as they are driving.

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

Dayparts:

- Morning Drive: 6:00am - 10:00am
 - Mid-day: 10:00am - 3:00pm
 - Afternoon Drive: 3:00pm - 7:00pm
 - Selected weekend dayparts
-
- Nielson Audio ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs, and El Dorado.
 - Non-metro radio targeted the rural areas where there is a lower rate of seat belt usage and where STEP projects and surveys were implemented.
 - Live Endorsements: Utilized Tommy Smith and Matt Jones with KABZ, Bob Robbins with KSSN and Broadway Joe with KIPR to help connect the *Click It or Ticket* message with a loyal, engaged audience. Although these are Little Rock metro stations, they have large coverage areas that reach into the rural areas of central Arkansas including some of the STEP and low seat belt markets.

Digital advertising continued to extend reach of the “Click It or Ticket” message in a medium where Males 18-34 spend a significant amount of time.

- Utilizing an ad network allowed us to have a presence on premium national websites such as MensFitness.com and TheFumble.com targeted geographically to Arkansas and demographically to Men 18-34. 30-second pre-roll video ads across mobile, tablet and desktop were recommended to maximize impact and awareness of the CIOT message. The selected ad network continually optimized the campaign in order to best reach our target audiences. Additional companion banner impressions were included as added value. The campaign generated more than 1.2 million impressions.
- Pandora Internet Radio, the most popular streaming music service, reaches 6

out of 10 people aged 18-34. Pandora also allowed us to target both geographically and demographically. We recommended utilizing a mix of Pandora's mobile and desktop products via their "Audio Everywhere" platform, where the CIOT radio spot will play between songs. This campaign generated over one million impressions within a three-week period.

- Placed a mix of premium banners and pre-roll video on high traffic local websites reached the male target including Hogville.net, Hootens.com and Arktimes.com. Additionally, ran banners on Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.
- Purchased online banners on select Arkansas newspaper websites to sustain the CIOT message for a 30-day period targeting residents in the STEP/survey markets and in counties where seat belt usage is particularly low. Those websites included: *NWA ADG, ADG, Benton Saline Courier, Berryville Carroll County News Midweek, Camden News, Clinton Van Buren County Democrat, Conway Log Cabin, DeWitt Era-Enterprise, Eureka Springs Lovely County Citizen, The Evening Times, Fairfield Bay News, Ft. Smith Times Record, Greenwood Democrat, Harrison Daily Times, Hope Star, Hot Springs Sentinel-Record, Jacksonville-Cabot Leader, Jonesboro Sun, Mt. Home Baxter Bulletin, Osceola Times, Paragould Daily Press, PulaskiNews.net, Perryville Perry County Headlight, Pocahontas Star Herald, Searcy Daily Citizen, Stuttgart Daily Leader, Texarkana Gazette, Trumann Poinsett Co. Democrat Tribune, and Van Buren Press Argus-Courier*

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

- Sports Partnership: Continue a partnership with Arkansas Travelers, our local minor baseball league, who are the most popular sports team in Central AR.
- Sports Magazine: *Hooten's Arkansas Football* is a widely read publication featuring high school and college level football throughout the state of Arkansas. The CIOT ad was positioned on page 2 and 3 so it was the first thing readers see when they open the publication.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget spent \$346,633 was allocated as follows:

- Broadcast TV: \$123,410 (36 percent)
- Cable: \$64,916 (19 percent)
- Radio: \$68,776 (20 percent)
- Other Radio: \$17,893 (5 percent)
- Online: \$41,462 (12 percent)
- Print: \$8,118 (2 percent)
- Sports Marketing: \$22,059 (6 percent)

By Market:**Click It or Ticket Actual Expenditures****\$346,633**

○ Little Rock	\$ 107,401
○ Fayetteville/Fort Smith	\$ 72,850
○ Jonesboro	\$ 34,610
○ Texarkana	\$ 17,705
○ El Dorado	\$ 4,530
○ Helena/West Helena	\$ 2,595
○ Conway	\$ 3,675
○ Hot Springs	\$ 7,424
○ Hispanic Advertising	\$ 9,825
○ Statewide Cable & Radio (STEP & Survey Markets)	\$ 14,380
○ Online (Statewide)	\$ 41,461
○ Print (Statewide)	\$ 8,118
○ Sports Marketing (Statewide)	\$ 22,059

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 121.87	\$36.12	\$36.92
Ft. Smith/Fayette	\$ 79.91	\$13.41	\$22.89
Jonesboro	\$ 72.22	\$12.59	\$14.05
Texarkana	No broadcast TV	\$9.17	\$24.81
El Dorado	No broadcast TV	\$3.07	N/A
Hot Springs	No broadcast TV	\$8.25	\$10.92
Conway	No broadcast TV	\$11.84	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	921	886	4.8	457.4	95.4%
Ft. Smith/Fayetteville	1,050	1,297	4.9	464.1	95.0%
Jonesboro	575	833	4.0	315	79.2%
Texarkana	632	632	N/A	N/A	N/A
El Dorado	498	492	N/A	N/A	N/A
Conway	228	223	N/A	N/A	N/A
Survey Market Cable	1,851	2,577	N/A	N/A	N/A
Hot Springs	295	443	N/A	N/A	N/A
Hispanic	89	90	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	379	320	8.2	458.4	56.3%
Ft. Smith	438	438	7.2	455.1	63.7%
Fayetteville	435	434	8.1	451.5	56.0%
Jonesboro	270	282	8.8	450	51.2%
Texarkana	342	342	9.7	480.3	54.4%
El Dorado	240	240	N/A	N/A	N/A
Hot Springs	171	300	9.8	448.5	45.6%
Conway	60	60	N/A	N/A	N/A
STEP Markets	528	528	N/A	N/A	N/A
Helena	45	45	N/A	N/A	N/A
Hispanic	270	270	N/A	N/A	N/A

Note: In order to reach the smaller STEP markets in Arkansas, we purchased radio and cable. In addition to the six major radio DMAs, we purchased non-metro radio stations, which are in unrated markets, so the CPP is not available. Non-metro radio and cable was purchased in the following areas: Camden, Mt. Home, Harrison, Hope, and Searcy.

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

Earned Media - \$206,440

Media Relations

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 23 newspaper clippings resulting in an ad equivalency of \$3,940.

Social Media

CJRW developed a social media plan delivered through the Facebook and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign dates were May 16 through June 5. The results of the campaign were as follows:

- Impressions: 19,647
- Page Likes/Follows: 2
- Engagements: 97

Partnership with the Arkansas State Highway and Transportation Department

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

2016 April Distracted Driving Campaign

Paid Media Report

Summary

Supporting the national April 2016 “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 \$148,415 for a two-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 \$70,215 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 4 – 13, 2016 (10 day 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

This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for U Drive. U Text. U Pay. were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for U Drive. U Text. U Pay.:

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

Cable markets for U Drive. U Text. U Pay.:

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

Budget

- U Drive. U Text. U Pay. - \$148,415

Media Strategies - U Drive. U Text. U Pay.

Being an awareness campaign with a short advertising period, the primary media strategy was to generate frequency in order to influence behavioral change. The goal was to reach a minimum of 10% of the target audience at the 8+ frequency level for measured traditional media – broadcast TV, cable, and radio.

Media Tactics

We recommended a multi-platform approach to effectively reach the target audience in today's fragmented media landscape. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach opportunity

Concentrated on high performing dayparts and programming. The majority of weight was allocated to Prime where reach to Adults 18-34 is greatest.

Daypart mix:

- Local News – 20%
- Prime - 60%
- Late Fringe – 20%

Key Networks: ABC, CBS, NBC, FOX, and CW

Recommended Broadcast Programming:

The Bachelor, Scandal, American Crime, Shark Tank, American Idol, Big Bang Theory, Elementary, Nashville, Arrow, Supernatural, Jane the Virgin, Blindspot, Survivor, The Tonight Show with Jimmy Fallon, Grimm, The Voice, Blacklist

Purchased key cable networks and shows that performed well against our target to extend reach and build frequency.

Recommended Cable Networks: BET, Comedy Central, Cartoon Network/Adult Swim, E!, Freeform, FX, MTV, TBS, USA, VH1

Recommended Cable Programming:

Archer, Workaholics, Keeping Up with the Kardashians, Fashion Police, Pretty Little Liars, The Fosters, Baskets, The Americans, Teen Mom, 2016 MTV Movie Awards, Modern Family, Conan, Big Bang Theory, Suits, NCIS, Aqua Teen Hunger Force, The Cleveland Show, Family Guy, Love & Hip Hop, Mob Wives, The Daily Show, and Tosh.0

Radio increased reach created by television while generating higher levels of frequency. Radio was also used to reach drivers with the distracted driving awareness message while behind the wheel.

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

Dayparts:

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

Traffic Reports: We also recommended Traffic Report Sponsorships that rotated across eleven radio stations in Little Rock. A 15-second “U Drive. U Text. U Pay” message ran adjacent to traffic reports in the morning and afternoon drive times, reaching a large number of people at premium times during the day.

Online Advertising continued to extend reach of the “U Drive. U Text. U Pay” message in a medium where Adults 18-34 spend a significant amount of time.

- Utilizing ad networks allowed us to have a presence on premium national websites such as Cosmopolitan.com and BuzzFeed.com targeted geographically to Arkansas and demographically to Adults 18-34. 15- second pre-roll video ads across mobile, tablet and desktop are recommended to maximize impact and awareness of the texting enforcement message. Additional video impressions will be included as added value. The campaign will generate more than 1.3 million impressions.
- Pandora Internet Radio, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Pandora also allows us to target both geographically and demographically. We recommended utilizing a mix of Pandora’s mobile and desktop products via their “Video Everywhere” and “Audio Everywhere” platforms, where the Distracted Driving TV or radio spot played between songs. This campaign generated over 960,000 impressions within a two-week period.
- Placed premium banners on Ellatino.com and Hola-Arkansas.com to reach the Hispanic community digitally.

Media Budget Allocation: In order to achieve our communications goals the budget spent \$148,415 was allocated as follows:

- Broadcast TV: \$63,300 (43 percent)
- Cable: \$24,072 (16 percent)
- Radio: \$25,156 (17 percent)
- Other radio: \$12,976 (9 percent)
- Online: \$22,911 (15 percent)

By Market:

U Drive. U Text. U Pay. Actual Expenditures	\$148,415
○ Little Rock	\$ 48,848
○ Fayetteville/Fort Smith	\$ 31,349
○ Jonesboro	\$ 19,405
○ Texarkana	\$ 6,127
○ El Dorado	\$ 2,239
○ Hot Springs	\$ 3,342
○ Conway	\$ 1,749
○ Helena/West Helena	\$ 1,095
○ Hispanic Advertising	\$ 5,950

- Online (Statewide) \$ 22,911
- Radio (Statewide) \$ 5,400

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$132.21	\$24.94	\$34.29
Ft. Smith/Fayette	\$ 94.23	\$16.90	\$21.85
Jonesboro	\$104.47	\$15.86	\$13.88
Texarkana	No broadcast TV	\$10.65	\$25.65
El Dorado	No broadcast TV	\$4.24	N/A
Hot Springs	No broadcast TV	\$9.33	\$13.17
Conway	No broadcast TV	\$11.21	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	330	418	2.8	199.6	71.3%
Ft. Smith/Fayetteville	418	390	2.8	196.7	69.6%
Jonesboro	200	282	2.2	140.8	63.0%
Texarkana	216	216	N/A	N/A	N/A
El Dorado	216	151	N/A	N/A	N/A
Hot Springs	182	271	N/A	N/A	N/A
Conway	122	116	N/A	N/A	N/A
Hispanic	82	82	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	330	230	4.6	192.2	46.2%
Ft. Smith	149	149	3.2	188.1	54.7%
Fayetteville	120	120	3.5	165.2	43.6%
Jonesboro	90	90	3.6	194.2	43.3%
Texarkana	85	85	3.9	175.8	39.7%
El Dorado	84	84	N/A	N/A	N/A
Hot Springs	47	93	3.9	181.9	39.7%
Conway	23	23	N/A	N/A	N/A
Helena	19	19	N/A	N/A	N/A
Hispanic	122	98	N/A	N/A	N/A

Earned Media - \$6,654

Media Relations

A news release concerning the April Distracted Driving mobilization was distributed to news media statewide resulting in 13 newspaper clippings with an ad equivalency of \$2,154.

Social Media

CJRW developed a social media plan delivered through the Facebook and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The dates of the social media campaign were April 4 through April 13. The campaign received the following results:

- Impressions: 9,519
- Page Likes/Follows: 7
- Engagements: 108

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 U Drive. U Text. U Pay 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.

2016 September Speed Campaign Obey The Sign or Pay The Fine Paid Media Report

Summary

Supporting the September 2016 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 \$23,197 for a one-week schedule of previously produced ads on radio and digital media. The bonus radio ads received totaled an additional \$18,729 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Obey the Sign or Pay the Fine-September 19 – September 25, 2016

Audience Segment Profiles

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

Geography

This was a radio and digital campaign to provide exposure across the state.

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

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

Budget

The total paid media budget for the Obey the Sign or Pay the Fine campaign was \$23,197.

Media Strategies- Obey the Sign or Pay the Fine

A media mix of radio and digital was used to deliver the Obey the Sign or Pay the Fine message in the major Arkansas DMAs. A minimum of a one for one bonus was negotiated with media purchases.

Media Strategy

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

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

- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles
- Used digital to continue to build reach and frequency.

Radio

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

Digital Media

- We utilized the following publishers to reach our target of men 18-54 years old:
 - Pandora Internet Radio – mobile banners and audio everywhere

Media Budget Allocation: In order to achieve our communications goals the budget spent \$23,197 was allocated as follows:

- Radio: \$19,570 (24 percent)
- Other radio: \$1,156 (1 percent)
- Digital: \$2,471 (14 percent)

By Market:**Obey the Sign or Pay the Fine Actual Expenditures \$23,197**

○ Little Rock	\$ 6,271
○ Fayetteville/Fort Smith	\$ 6,148
○ Jonesboro	\$ 1,878
○ Texarkana	\$ 2,834
○ El Dorado	\$ 900
○ Hot Springs	\$ 1,539
○ Conway	\$ 291
○ Helena/West Helena	\$ 865
○ Digital (Statewide)	\$ 2,471

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	No cable TV	\$35.23
Ft. Smith/Fayette	No broadcast TV	No cable TV	\$20.52
Jonesboro	No broadcast TV	No cable TV	\$12.38
Texarkana	No broadcast TV	No cable TV	\$18.68
El Dorado	No broadcast TV	No cable TV	N/A
Hot Springs	No broadcast TV	No cable TV	\$14.51
Conway	No broadcast TV	No cable TV	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	133	133	3.6	178	49.5%
Ft. Smith	153	153	3.2	150.4	46.6%
Fayetteville	137	137	3.3	152.6	46.2%
Jonesboro	75	75	3.7	151.7	41.7%
Texarkana	84	83	3.7	151.7	41.5%
El Dorado	72	72	N/A	N/A	N/A
Hot Springs	46	46	4.0	106.91	26.8%
Conway	18	18	N/A	N/A	N/A
Helena	15	15	N/A	N/A	N/A
Statewide Digital	N/A	N/A	N/A	N/A	N/A

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

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign dates were September 19 through September 25. The campaign received the following results:

- Impressions: 10,445
- Page Likes/Follows: 0
- Engagements: 270

Partnership with the Arkansas State Highway and Transportation Department

Arkansas State Police Highway Safety Office partnered with Arkansas Highway and Transportation Department to run “Obey the Sign or Pay the Fine” on 30 digital message boards on highways and interstates during the mobilization period. To promote safe behaviors.

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 FY 16, 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.

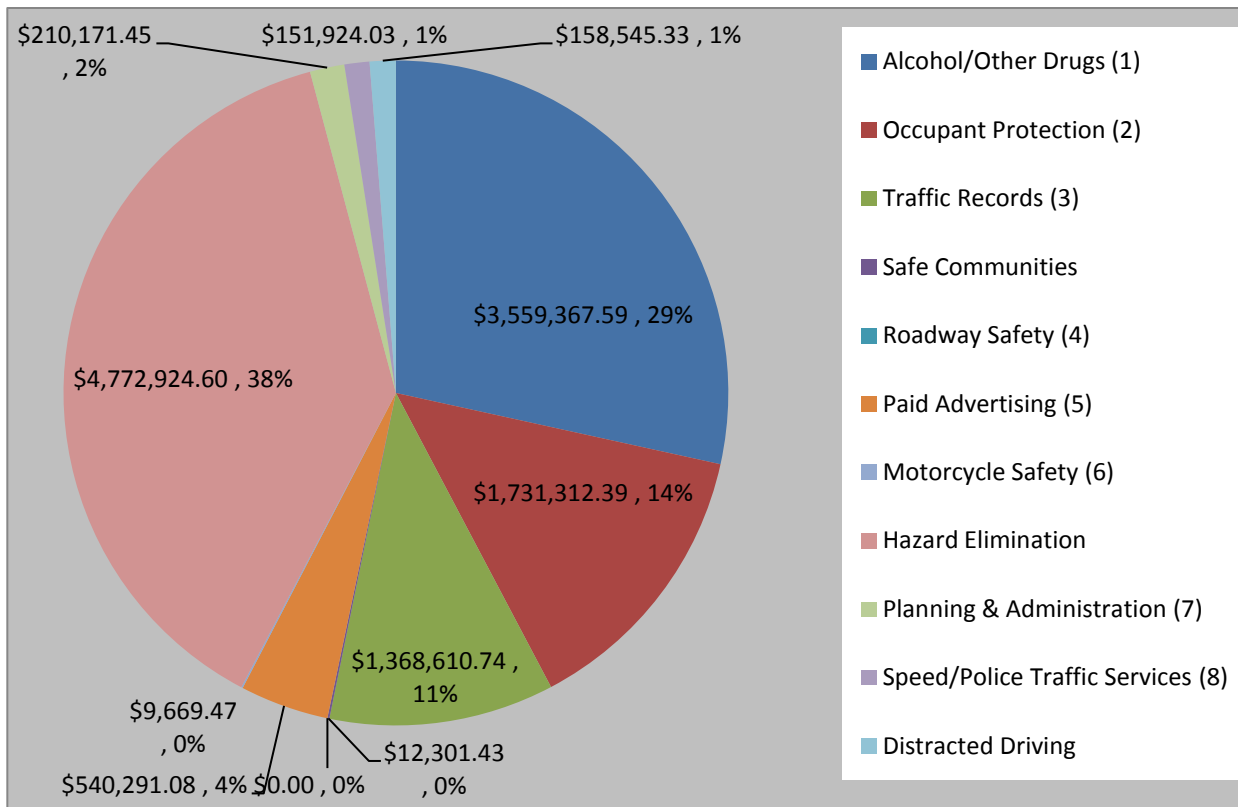
According to Highway Safety Program Funding Policy, P&A costs are not to exceed thirteen percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 16 P&A expenditures equaled only 7% percent of total 402 expenditures and were matched 50 percent with State funds.

FINANCIAL REPORTS			
Project		Recipient/Contractor	Fed. Expenditures
1	AL/OP/K8FR/M2HVE/M5HVE/M5TR	Criminal Justice Institute	\$715,856.88
2	M5CS	Sherwood – Pilot DWI Court	\$10,396.41
3	AL	Administrative Office of the Courts	\$77,079.56
4	AL/OP	Arkansas Broadcasters Association	\$75,000.00
5	OP/M5X/K8/SE/M8DDLE	Harrison Police Department	\$25,320.36
6	OP/M5X/K8/SE/M8DDLE	Baxter County Sheriff	\$1,451.18
7	OP	Dimensions, Inc.	\$7,745.68
8	OP/M5X/K8/SE/M8DDLE	Benton County Sheriff's Office	\$53,988.17
9	OP/M5X/K8/SE/M8DDLE	Miller County Sheriff	\$14,187.74
10	OP/M5X/K8/SE/M8DDLE	Van Buren Police Department	\$59,500.00
11	OP/M5X/K8/SE/M8DDLE	Jonesboro Police Department	\$21,295.18
12	OP/M5X/K8/SE/M8DDLE	Marion Police Department	\$10,020.36
13	OP/M5X/K8/SE/M8DDLE	North Little Rock Police Department	\$22,806.05
14	OP/M5X/K8/SE/M8DDLE	Osceola Police Department	\$7,280.93
15	OP/M5X/K8/SE/M8DDLE	Paragould Police Department	\$15,560.34
16	OP/M5X/K8/SE/M8DDLE	Sherwood Police Department	\$9,249.84
17	M5CS	Faulkner County – DWI Court	\$11,114.93
18	K9/M3DA	SourceCorp	\$371,715.90
19	OP	AR Department of Health – Injury Prevention	\$53,717.61
20	K4TR/M3DA	Arkansas State Police – TRACS/E-Crash	\$445,235.44
21	K4TR/M3DA	Arkansas State Police – E-Citation	\$243,866.38
22	SA/OP	U of A – Fayetteville	\$12,301.43
23	M5CS	North Lonoke County – DWI Court	\$11,974.56
24	M5BAC	AR Dept. of Health Human Ser - OAT	\$73,498.53
25	M5X/OP/SE/M8DDLE	Benton Police Department	\$15,550.92
26	M5X/OP/SE/M8DDLE	Bryant Police Department	\$13,340.95
27	M5X/OP/SE/M8DDLE	Conway Police Department	\$54,666.21
28	M5X/OP/SE/M8DDLE	Fayetteville Police Department	\$97,900.00
29	M5X/OP/SE/M8DDLE	Fort Smith Police Department	\$45,145.50
30	M5X/OP/SE/M8DDLE	Hot Springs Police Department	\$35,860.08
31	AL/OP/K6/K8/PM/K4/SE(HVE)/K8HV/ M2HVE/M5HVE/ M8PE/M8*PM/M9MA	Cranford,Johnson,Robinson & Woods	\$1,349,615.58
32	K8/OP/SE/M8DDLE	Mountain Home Police Department	\$32,688.76
33	M5X/OP/SE/M8DDLE	Pulaski County Sheriff's Office	\$5,460.13
34	M5X/OP/SE/M8DDLE	Searcy Police Department	\$26,669.65
35	M5X/OP/SE/M8DDLE	Texarkana Police Department	\$33,231.36
36	M5X/OP/SE/M8DDLE	Washington County Sheriff's Office	\$12,687.04
37	M5X/OP/SE/M8DDLE	Springdale Police Department	\$50,523.46

FINANCIAL REPORTS (Continued)			
Project		Recipient/Contractor	Fed. Expenditures
38	M5X/OP/SE/M8DDLE	Camden Police Department	\$5,302.72
39	M5TR	Black River Technical College	\$89,928.91
40	M5X/OP/SE/M8DDLE	Hope Police Department	\$19,477.58
41	K4TR	ASP – Crash Reconstruction Training	\$37,828.18
42	M5CS	Garland County – Pilot DWI Court	\$50,571.06
43	M5CS	Independence County–Pilot DWI Court	\$34,648.53
44	M5X/OP/SE/M8DDLE	Rogers Police Department	\$29,748.97
45	K4PA	University of Arkansas at Little Rock	\$14,602.00
46	M8*OP	UAMS	\$157,770.76
47	154HE	AHTD – 154HE	\$4,772,924.60
48	OP/SE/K8FR/M2HVE/M8DDLE	Arkansas State Police - Enforcement	\$694,513.76
49	M5X/OP/SE/M8DDLE	Carroll County Sheriff's Office	\$13,265.61
50	M5X/OP/SE/M8DDLE	Crittenden County Sheriff's Office	\$14,479.40
51	154AL/164AL/M5X	ASP - In Car Camera / Video Storage Project	\$1,515,957.02
52	M5X/OP/SE/M8DDLE	Trumann PD	\$3,985.19
53	M5CS	Benton County - DWI Court	\$2,245.11
54	M2CPS	UAMS	\$122,622.77
55	M5CS	Pulaski County DWI Court	\$16,559.25
56	M5BAC	National Medical Services	\$11,058.00
57	K4TR	Ozark eCite/eCrash	\$9,000.00
58	K4TR	Sebastian County eCite/eCrash	\$19,973.18
59	K4TR	Tonitown eCite/eCrash	\$5,000.00
60	K4TR	Texarkana eCite/eCrash	\$19,998.90
61	K4TR	Centerton eCite/eCrash	\$20,000.00
62	K4TR	Conway eCite/eCrash	\$19,684.00
63	K4TR	Gassville eCite/eCrash	\$2,500.00
64	K4TR	Marmaduke eCite/eCrash	\$5,000.00
65	K4TR	Mayflower eCite/eCrash	\$4,981.18
66	M5X/OP/SE/M8DDLE	Saline County Sheriff's Office	\$15,477.99
67	M5X/OP/SE/M8DDLE	Arkadelphia Police Department	\$17,010.53
68	K4TR	Arkansas Highway Transportation Department - Professional Development	\$3,015.79
69	K4TR	Mountain Home eCite/eCrash	\$943.41
2016 TOTAL			\$11,873,577.50

FISCAL YEAR 2014 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$ 3,559,367.59
Occupant Protection (2)	\$ 1,731,312.39
Traffic Records (3)	\$ 1,368,610.74
Safe Communities	\$ 12,301.43
Roadway Safety (4)	\$ 0.00
Paid Advertising (5)	\$ 540,291.08
Motorcycle Safety (6)	\$ 9,669.47
Hazard Elimination	\$ 4,772,924.60
Planning & Administration (7)	\$ 210,171.45
Speed/Police Traffic Services (8)	\$ 151,924.03
Distracted Driving	\$ 158,545.33
Total	\$ 12,515,118.11



(1) Alcohol/Other Drugs Program includes Sections 402, 154, 164, 410 and MAP 21 405d expenditures.

(2) Occupant Protection Program includes Sections 402 and MAP 21 405b expenditures.

(3) Traffic Records Program includes Sections 402, 406 and MAP 21 405c expenditures.

(4) Roadway Safety Program includes Rail-Highway Safety expenditures.

(5) Paid Advertising includes Sections 402 and MAP 21 405 d & e expenditures.

(6) Motorcycle Safety Program includes Section 402 expenditures.

(7) Planning and Administration includes Sections 402 and 406 expenditures.

(8) Speed/Police Traffic Services includes Section 402 and 406 expenditures.

LEGISLATIVE ACTIONS

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

BILLS THAT WERE SIGNED IN TO LAW/ACTS:

90th Regular Session of 2015

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

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

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

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

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

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

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

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

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

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

90th Special Session of 2015

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

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

Noteworthy Accomplishments

LEL Program

A program conducted by LEL's at the Criminal Justice Institute garnered the support of 187 agencies to participate in CIOT campaign and 116 agencies to participate in DSOGPO campaign. 71 agencies received radar units for their participation in CIOT while 92 agencies received portable breath testing devices for their participation DSOGPO. These items will be used to advance traffic safety efforts.

DWI Courts/Training

Arkansas' effort towards establishing a statewide DWI Court System continued with thirteen formally trained and AOC recognized **DWI courts. Three pilot DWI Courts: Independence County, Garland County, and Sherwood.** The HSO also provided funding for the **continued training of six DWI Courts: Craighead Co., Faulkner Co., No. Lonoke Co., Benton Co., Pulaski Co. and Van Buren Co.** **Four other courts are operational: Crawford, Saline Jefferson and Clark Counties.** The National Center for DWI Courts has offered to conduct an Operational Tune-up training in Arkansas during the upcoming year for five state DWI Courts. In addition, many of the state DWI Courts attend training at the annual meeting of the National Center for Drug Court Professionals.

Teen Program

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

Arkansas Parks and Tourism Partnership

The AHSO, working with their ad agency of record, Cranford Johnson Robinson Woods, continued their partnership with the Arkansas Parks and Tourism (AP&T). Traffic safety messages such as "Buckle Up. Every Trip. Every Time;" "Drive Safe and Sober;" and "Look Twice. Save a Life. Share the Road with Motorcycles" were incorporated into AP&T's printed publications.

eCite and eCrash

The electronic citation system (eCite) and electronic crash reporting system (eCrash) were fully implemented for all troops at Arkansas State Police. Computerized electronic citations, warnings and motorist assist forms are now utilized in every county. Court clerks are able to receive citations in data form. An RFP to assist local law enforcement agencies with equipment and facilitate their participation in these systems resulted in eighty-one (81) local agencies on track to utilize the eCite system. Fifty-six (56) of these agencies were trained with fifty-two (52) of those agencies currently "live". One hundred fifty-three (153) agencies are on track to utilize the eCrash system. One hundred twenty-six (126) of these agencies were trained and eighty one (81) are currently "live". Two additional agencies are awaiting training.

Looking Toward The Future

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

- Conducting a total of five statewide mobilizations, three “Drive Sober or Get Pulled Over” and two “Click It or Ticket”. Additional support and participation from State, Municipal and County law enforcement agencies is being solicited.
- Increasing opportunities and encouraging agencies to participate in sobriety and seatbelt checkpoints through an expanded and improved LEL program administered through the Criminal Justice Institute.
- Continued expansion of the DWI Court System in Arkansas. A subcommittee has been established through the Impaired Driving Task Force to address improved communication and coordination among existing DWI Courts, funding related issues, and the development of an evaluation plan.
- Continued availability and expansion of the BAT Mobile Sobriety Checkpoints through partnerships with state and local law enforcement agencies.
- Working with Arkansas Parks and Tourism to increase the distribution of safety messages and increase public awareness.
- Continue expansion of Cite system to electronically capture and submit traffic citations issued by local law enforcement.
- Completing the transition to eCrash to electronically capture motor vehicle crash reports by state and local law enforcement.
- Working with the Arkansas Department of Health (ADH) Hometown Health Coalitions to implement Occupant Protection Programs tailored to meet the specific needs and problems of each county in Arkansas.
- Continuing the “Toward Zero Deaths” (TZD) Campaign in partnership with the Arkansas Department of Health (ADH) and Arkansas Highway and Transportation Department (AHTD).
- Developing plan to assess and address pedestrian and bicyclist issues in conjunction with other agencies and organizations .
- Collaborating with other agencies and organizations focused on traffic safety issues to develop a resource for legislators that would provide important facts and contact information on critical highway safety issues.