

ARKANSAS

HIGHWAY SAFETY OFFICE



Photo courtesy of AR DOT / Rusty Hubbard

FY 2018 Performance Plan and Highway Safety Plan

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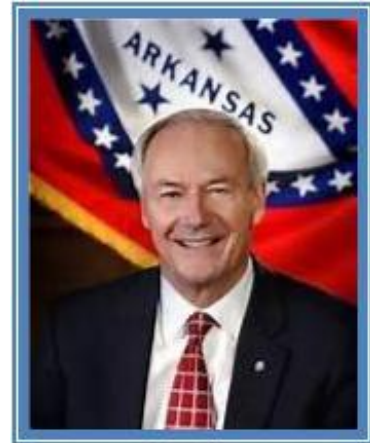
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INTRODUCTION

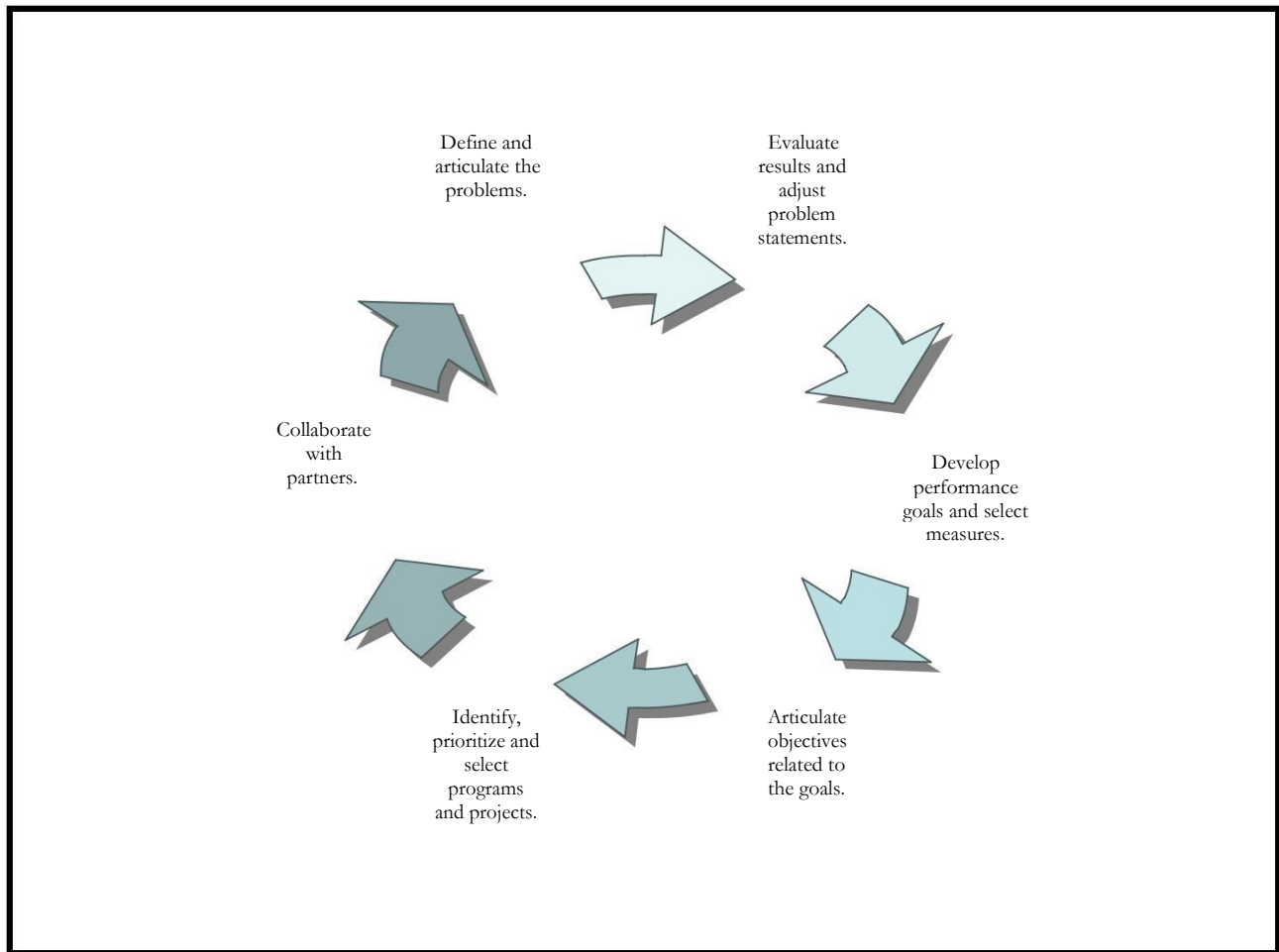
The State and Community Highway Safety Grant Program, enacted by the Highway Safety Act of 1966 as Section 402 of Title 23, United States Code, provides grant funds to the states, the Indian nations and the territories each year according to a statutory formula based on population and road mileage. The grant funds support state planning to identify and quantify highway safety problems, provide start-up or “seed” money for new programs, and give new direction to existing safety programs. Monies are used to fund innovative programs at the State and local level.

Certain highway safety program areas are designated as National Priority Program Areas, such as Occupant Protection, Impaired Driving, Police Traffic Services, Motorcycle Safety, Bicycle and Pedestrian Safety, Speed Control, Roadway Safety, Emergency Medical Services, and Traffic Records. Other areas are eligible for funding when specific problems are identified. The National Highway Traffic Safety Administration (NHTSA) is the Federal oversight agency for Section 402 programs.

The Highway Safety Office (AHSO) of the Arkansas State Police (ASP) administers the Section 402 funds and oversees the highway safety program efforts supported by these funds for the State of Arkansas. The Highway Safety Plan developed by the AHSO identifies the traffic related safety problems in Arkansas and recommends programs that are most effective in reducing traffic fatalities, injuries and crashes. The Performance Plan portion of this report presents the process for identifying problems and developing programs to address those problem areas to which Federal, as well as State highway safety funds, will be applied.

During FY 2013, Congress reauthorized highway safety programs through the Transportation Reauthorization titled Moving Ahead for Progress in the 21st Century (MAP 21). Along with Section 402 funding, a new consolidated highway safety incentive grant program under Section 405 became available to states. States could apply for six different grants under this program. In FY’s 2013 through 2015 Arkansas was awarded funds from Section 405 (b) Occupant Protection, (c) Traffic Records, (d) Impaired Driving, (e) Distracted Driving) and (f) Motorcycle Safety. The Program efforts supported by carry forward funds from these grants are described in this plan.

In FY2016 Congress passed the Fixing America’s Surface Transportation (FAST) Act. Under this Act the Section 402 and 405 programs were reauthorized. Also, two new grants were added to the Section 405 National Priority Safety Grants Program. They are Section 405 (h) Non-Motorized Safety Grant (based on pedestrian and bicycle fatalities) and (i) Racial Profiling Data Collection Grant. In addition, a new 24-7 Sobriety grant is available as part of the Section 405 (d) Impaired Driving grant. Carry forward funds from the FAST Act for FY2017 and new awards for FY2018 are also described in this plan.

HIGHWAY SAFETY PLANNING PROCESS

The Highway Safety planning process, by its nature, is continuous and circular. The process begins by defining and articulating the problems. This leads to a collaborative effort and design with partners, which is an ongoing process. Development of performance goals and select measures is the next step followed by specific articulation of the objectives related to the performance goals. The process then requires identification and prioritization in the selection of programs and projects to be funded. Those program and project results are evaluated and appropriate adjustments are identified in new problem statements. At any one point in time, the Arkansas Highway Safety Office (AHSO) may be working on previous, current and upcoming fiscal year plans. In addition, due to a variety of intervening and often unpredictable factors at both the federal and state level, the planning process may be interrupted by unforeseen events and mandates.

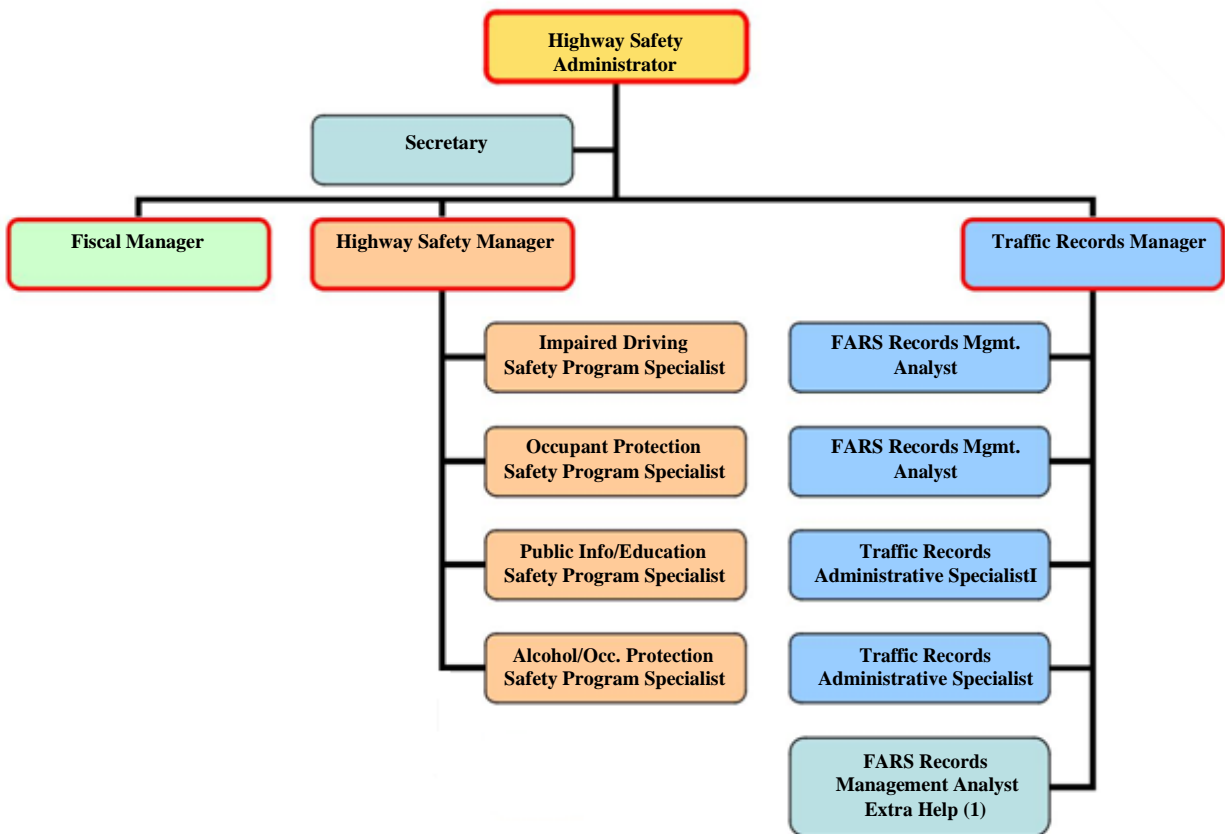
The following page outlines the sequence and timeline schedule that the AHSO established for the development of the FY 2018 program.

**PERFORMANCE PLAN (PP) AND HIGHWAY SAFETY PLAN (HSP)
DEVELOPMENT SCHEDULE FOR FY 2018 PROGRAM**

<u>Task</u>	<u>Completed By</u>
Begin problem identification:	September
* Collect and analyze data	thru March
* Identify and rank problems	
* Establish goals and objectives	
PMs, HSM and Administrator conduct planning meetings	March
HSO request proposals from sub-grantees/contractors	March
Program Managers (PMs) submit charts and tables of program area data to Highway Safety Manager (HSM)	May
PMs meet with HSM and Administrator to review problem identification	May
Deadline for submission of proposals from sub-grantees/contractors	May
Draft narrative of problem identification, proposed countermeasures and performance measures for HSP	May
Select and rank proposed countermeasures (projects) PMs, HSM and Administrator	May
Estimate available funding	May
PMs submit drafts for program areas	May
PMs submit drafts for 405/Incentive grants to HSM	May
Draft PP, HSP and 405/Incentive grants reviewed by Administrator	June
Submit final PP, HSP and 405/Incentive grants for Director's signature	June
Submit PP, HSP and 405/Incentive grants to NHTSA & FHWA	June
PMs prepare agreements/contracts & submit for review	August
Send agreements/contracts to sub-grantees/contractors for signature	August
Agreements/contracts returned for Director's signature	September
Submit agreements/contracts for Director's signature	September
Mail copy of signed agreements/contracts to sub-grantees/contractors	September
Program implementation	October

HIGHWAY SAFETY OFFICE ORGANIZATION

In July of 2002, by virtue of an Agreement of Understanding and the appointment of the Arkansas State Police (ASP) Director as the Governor's Highway Safety Representative, the Arkansas Highway Safety Office (AHSO) was transferred from the Arkansas Highway and Transportation Department to the Arkansas State Police. The program was authorized in the Arkansas State Police budget effective July 1, 2003 by the 84th General Assembly of the Arkansas Legislature. The AHSO retained its organizational identity within the ASP Director's Office, with the ASP Director/Governor's Representative reporting directly to the Governor. The ASP Organizational chart is shown on page 5.



MISSION STATEMENT

The Arkansas Highway Safety Office coordinates a statewide behavioral highway safety program making effective use of federal and state highway safety funds and other resources to save lives and reduce injuries on the state's roads, and provide leadership, innovation and program support in partnership with traffic safety advocates, professionals and organizations.



EXECUTIVE SUMMARY

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

Particular attention is being focused on continued participation in impaired driving, occupant protection and speed issues through Selective Traffic Enforcement Projects (STEPS). This program sponsors active participation by approximately 40 Arkansas law enforcement agencies in the state. The following chart show the citations issued by STEP agencies from 2012 through 2016.

Citations	2012	2013	2014	2015	2016
Speeding Citations	6,675	6,864	6,166	6,771	10,674
Seat Belt Citations	28,800	30,276	23,649	25,335	22,407
DUI Citations	2,000	2,084	1,942	1,246	1,072

The Arkansas Office of Driver Services reports that the number of seat belt convictions in the state has steadily declined since 2009. During this same period, the number of seat belt citations issued also declined as shown on the previous chart. Efforts continue to educate law enforcement and the judiciary of the importance of issuing seat belt citations and obtaining convictions.

STEP projects will include high visibility and sustained enforcement of impaired driving, occupant protection and speed limit laws to over 30 law enforcement agencies in the state. A new initiative will focus on smaller law enforcement agencies to participate in mini-STEP grants. These grants would fund overtime enforcement to agencies that participate in the national safety campaigns. Targeted media, including paid television, radio, billboards and internet will support these campaigns, which include CIOT and DSOGPO.

FARS data for Arkansas (based on the 5 year period 2011-2015) shows the number of fatalities declined from 551 in 2011 to 531 in 2015. The fatality rate per 100 MVMT also shows a decrease from 1.70 to 1.52. However, serious injuries (2's only) increased from 3,239 in 2011 to 3,594 in 2015.

While these figures indicate some decreases in fatalities and injuries, an average of 522 motorists lose their lives and another 3,256 are seriously injured each year on Arkansas's roadways. In 2015, there were 531 total traffic fatalities compared to 470 the previous year. Over the past five years, alcohol-related fatalities averaged 141 per year. Arkansas' alcohol-related fatalities in 2015 stood at 28% of the total fatalities. In 2015, there were 149 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities reported compared to 154 in 2011.

A major area of concern continues to be the relatively low seat belt use rate in the State. In 2015, there were 373 passenger vehicle occupant fatalities. Of these fatalities, 190 or 51% were unrestrained. Arkansas' primary safety belt law took effect June 30, 2009. Immediately afterward, the use rate rose from 70.4% to 74.4%, while the National use rate stood at 83%. The use rate increased to 78.4% in 2011, but fell to 71.9% in 2012 with the implementation of a new survey protocol. Whether the decline was the result of the new survey protocol, which reduced the number of counties surveyed and added a number of rural sites is still unclear. In 2015 the use rate returned to 77.7% and is currently at 75.1% for 2016. In FY13 the Legislature passed an amendment to allow the addition of court costs to the seat belt citation increasing the cost of a ticket for not wearing a seat belt to approximately \$90.

If the State is to increase seat belt use, all law enforcement agencies must make seat belt enforcement a priority. In cooperation with other safety partners, there was an increase in law enforcement participation in the national safety mobilizations in 2016. During 2016, 187 non-STEP agencies participated in the CIOT campaign and 116 non-STEP agencies participated in the DSOGPO campaign.

The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Motorcycle fatalities account for approximately 15 percent of Arkansas' total traffic fatalities. In 2011 the number decreased to 64 but increased to 79 in 2015. There were 339 motorcycle involved traffic fatalities in Arkansas during the 5-year period 2011-2015.

Targeted and identified projects are best undertaken on a statewide approach. This is the direction taken for selective traffic enforcement programs and training, occupant protection strategies, public information and education. The long-term goal is to develop a comprehensive traffic safety program in each geographical area. Initiating a project in selective traffic enforcement has the potential to build local commitment to improving the traffic safety problems. Towards this end, the AHSO is collaborating with the Arkansas Department of Health to build a network of local coalitions to encourage seat belt use. These coalitions will identify local businesses and employers, develop relevant information materials and implement evidence based prevention activities in targeted counties.

Although the larger populated areas of Arkansas present the most problems involving crashes, the less populated areas exhibit a need for improving their problem locations. From 2011 thru 2015, 75 percent of fatalities occurred in rural areas of the state. Over the past 10 years crash fatalities averaged 569 per year. While fatality numbers were at 654 in 2005, this number has decreased to 531 in 2015. The AHSO will continue to implement statewide projects as cited above and utilize their resources to combat this problem.

In FY18 Arkansas Highway Safety Office will issue sub-grants to approximately 70 different agencies and courts statewide to target Highway Safety issues. Those agencies will include state, county and municipal law enforcement agencies in both urban and rural locations. Other sub-grantees include, but are not limited to, Arkansas Highway & Transportation Department, Arkansas Administrative Office of the Courts, University of Arkansas System, Arkansas Department of Health, and Black River Technical College Law Enforcement Training Academy.

It is obvious from the statewide problem analysis that the most effective reduction of fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate and a reduction of impaired driving. Therefore our focus will be on creating aggressive, innovative and well publicized enforcement in conjunction with education programs and an increased focus on citations and arrests.

Arkansas will host a statewide traffic safety conference in Little Rock in 2018. The objective of this conference is to generate collaboration among all law enforcement and traffic safety advocates across the State. The Conference will incorporate multiple discussions on innovations seen around the country that could increase the effectiveness of Arkansas's impaired driving program efforts. We expect this to be a catalyst for a strong movement in implementing new and more effective programming across the State.

ARKANSAS'S EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PLAN

The evidence-based (E-BE) traffic safety enforcement program is focused on preventing traffic crashes, crash-related fatalities and injuries. Analysis of Arkansas' crashes, crash fatalities and serious injuries are extracted from the "Arkansas State Traffic Records Data and FARS" and are included in the following sections: Executive Summary page 6-7; Impaired Driving pages 37-52; Occupant Protection pages 22-36, Speed pages 54-58. Utilizing this crash data, Counties are ranked and priority areas are identified to implement proven enforcement activities. Arkansas's E-BE is implemented through deployment of our resources in the priority areas throughout the year with the exception of mobilizing the entire state during the "Click It or Ticket" (CIOT) mobilizations and the "Drive Sober or Get Pulled Over" (DSOGPO) crackdowns. Each enforcement effort is analyzed at its conclusion and adjustments are made to the E-BE. Arkansas's comprehensive enforcement program is developed and implemented as follows:

- The approach utilized by the AHSO is through projects developed for selective overtime enforcement efforts in the areas of alcohol, speed, distracted driving and occupant protection. Funding assistance is awarded to law enforcement agencies in priority areas. Additional projects also target these priority areas with public information and education for the specific dates and times of the enforcement efforts. Additional agencies are recruited to participate in Federal and statewide mobilizations and crackdowns. For FY 18 these will include the following:
 - State Thanksgiving Seat Belt Mobilization - November 20 - 26, 2017
 - National Winter DWI Mobilization - December 13, 2017 - January 1, 2018
 - National Memorial Day Seat Belt Mobilization - May 21 – June 3, 2018
 - State July 4th Holiday DWI Mobilization - June 29 - July 8, 2018
 - National Labor Day DWI Mobilization - August 17 - September 2, 2018
 - Regional Speed Mobilization – To Be Determined
- The problem identification utilized by the AHSO is outlined in the narrative portion of the E-BE. Who, what, when, where and why are used to determine where to direct our resources for the greatest impact. Data is broken down by type of crash, i.e. speed, alcohol, restraint usage, impaired driving etc. Arkansas's fatal, and serious injury crash data is utilized to determine priority areas and provide direction on how to make the greatest impact.
- The enforcement program is implemented by awarding selective traffic enforcement overtime grants to law enforcement agencies in these priority areas. Funding for overtime salaries and traffic related equipment is eligible for reimbursement. Agencies applying for funding assistance for selective overtime enforcement are encouraged to do problem identification within their city or county to determine when and where to conduct enforcement for the greatest impact. The components of the awards include PI&E and required activity reporting. The enforcement program includes statewide enforcement efforts for the mobilizations and crackdowns which involve extensive national and state media campaigns.
- All law enforcement working alcohol and seat belt selective overtime must provide proof of their successful completion of the Standardized Field Sobriety Testing (SFST) training and Traffic Occupant and Protection Strategies (TOPS) training.
- The AHSO monitors and assesses each of the awarded selective traffic enforcement overtime grants upon receipt of the activity report and reimbursement request and adjustments are made as needed. Seat Belt survey results along with performance standards results (officer violator contacts/stops and arrests per hour) are evaluated to adjust enforcement strategies and determine future awards. Adjustments to enforcement plans continue throughout the year. The AHSO staff reviews the results of each activity/mobilization. Likewise, state, local and county law

enforcement agencies are encouraged to review their activity and jurisdictional crash data on a regular basis. Based upon these reviews, continuous follow-up and timely adjustments are made to enforcement plans to improve sustained and High Visibility Enforcement (HVE) effectiveness.

2016 PUBLIC AWARENESS SURVEY RESULTS

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 last 30 days.

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

When respondents were asked what the chances were that someone would get arrested if they drive after drinking, around 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?

38% of 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?

Five 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?

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: In the past year, have you read, seen or heard anything about speed enforcement by police?

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?

41% of the respondents said the likelihood of getting a ticket was either “Always” or “Most of the time.”

LEGISLATION

The 91st General Assembly of the State of Arkansas, Legislative Session began on Monday, January 9, 2017 and adjourned on Monday, May 1, 2017. During this session the following bills were passed that impact highway safety issues in Arkansas. A special session followed beginning May 12, 2017. The next regular session is scheduled to begin in January of 2019. Relevant legislative activity (bills signed into law/Acts) during the 91st General Assembly follows:

91st Regular Session of 2017

Act 1094 AN ACT CONCERNING THE USE OF AN IGNITION INTERLOCK DEVICE; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act1094.pdf>

Act 375 AN ACT TO REGULATE EQUIPMENT REQUIRED FOR SCHOOL BUSES; TO REQUIRE THAT CERTAIN SCHOOL BUSES BE EQUIPPED WITH SEAT BELTS; TO ENFORCE THE USE OF SEAT BELTS ON SCHOOL BUSES EQUIPPED WITH SEAT BELTS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act375.pdf>

Act 398 AN ACT TO ALLOW THE INSTALLATION AND OPERATION OF AN 8 AUTOMATED SCHOOL BUS SAFETY CAMERA; TO USE A 9 PHOTOGRAPH OR VIDEO AS EVIDENCE OF CERTAIN TRAFFIC 10 VIOLATIONS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act398.pdf>

Act 615 AN ACT CONCERNING A PERSON LEAVING THE SCENE OF AN 8 ACCIDENT THAT INVOLVES DAMAGE ONLY TO THE VEHICLE OR 9 TO THE PERSONAL PROPERTY OF ANOTHER PERSON; AND FOR 10 OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act615.pdf>

Act 689 AN ACT TO AMEND THE LAW CONCERNING AUTOCYCLES; TO 8 INCLUDE AUTOCYCLES THAT OPERATE ON MOTOR FUEL; AND 9 FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act689.pdf>

Act 706 TO AMEND THE LAW CONCERNING DISTRACTED DRIVING.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act706.pdf>

Act 1032 AN ACT CONCERNING THE OFFENSE OF DRIVING OR BOATING 9 WHILE INTOXICATED; CONCERNING THE DISPOSITION OF A 10 DEFENDANT CONVICTED OF DRIVING OR BOATING WHILE 11 INTOXICATED; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act1032.pdf>

Act 849 CONCERNING THE POSSESSION OF AN OPEN CONTAINER CONTAINING AN ALCOHOLIC BEVERAGE.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act849.pdf> \

Act 490 AN ACT TO ESTABLISH TRAFFIC STOP SAFETY GUIDELINES; 10 TO PROMOTE TRAFFIC STOP SAFETY; AND FOR OTHER 11 PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act490.pdf>

Act 797 AN ACT TO REGULATE THE TESTING OF VEHICLES WITH 8 AUTONOMOUS TECHNOLOGY; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act797.pdf>

Act 1097 AN ACT TO AMEND THE LAW CONCERNING SPEED LIMITS; AND 9 FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act1097.pdf>

Act 1016 TO AMEND THE LAW CONCERNING MOTOR VEHICLE 13 INSURANCE.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act1016.pdf>

Act 806 AN ACT TO AMEND THE LAW CONCERNING THE ELIGIBILITY OF 8 A PERSON UNDER EIGHTEEN (18) YEARS OF AGE TO APPLY 9 FOR AN INSTRUCTION PERMIT OR DRIVER'S LICENSE; AND 10 FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2017/2017R/Acts/Act806.pdf>

PROBLEM IDENTIFICATION PROCESS

The program management staff of the AHSO analyzes historical crash data for 5-10 preceding years in addition to current crash data to determine traffic fatality and injury trends and overall highway safety status. Basic crash data are obtained from the NHTSA website's FARS based data which includes annual tabulations of the statewide fatality counts for each FARS based core performance measure (e.g., total traffic fatalities; alcohol fatalities; vehicle occupant fatalities; speeding-related fatalities; fatalities from alcohol impaired driving crashes (BAC of 0.08% plus); unrestrained passenger vehicle occupant fatalities; and speeding-related fatalities. (Reference: NHTSA's Traffic Safety Information Website). Data reflecting the number of serious injuries in traffic crashes was obtained from the State crash data files, Arkansas Traffic Analysis Reporting System (TARS) which compiles data from crash reports filed by law enforcement agencies with the Arkansas State Police. Citation and conviction data was gathered from agency reports and the Arkansas Department of Finance and Administration's Driver Services. Supplemental data, such as statewide demographics, motor vehicle travel, and statewide observational safety belt use rates is also evaluated.

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

- 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 Department of Transportation
- Arkansas Department of Finance and Administration's Office of Driver Services

The AHSO also collaborates with the following groups:

- Arkansas Traffic Records Coordinating Committee
- Strategic Highway Safety Steering Committee
- EMS/Emergency Medical Services for Children Advisory Committee
- Building Consensus for Safer Teen Driving Coalition
- Arkansas Alcohol and Drug Abuse Coordinating Council
- Arkansas Impaired Driving Task Force
- Arkansas Texting and Driving Coalition
- Arkansas Center for Health Improvement

Data together with other pertinent information are discussed, reviewed, analyzed, and evaluated with various agencies and groups to pinpoint specific traffic safety problems. Fatal, non-fatal injury and property damage crashes on Arkansas' streets and highways are identified as primary traffic safety problems. Based on the problems identified through the above process, the AHSO recommends specific countermeasures that can be implemented to promote highway safety in an effort to reduce the incidence and severity of traffic crashes in the State.

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

Specific emphasis has been placed upon identifying baseline traffic crash statistics for the following general areas of interest:

- Overall Fatalities
- Overall Serious Injuries (Incapacitating)
- Alcohol Related Traffic Crashes
- Speeding Related Fatalities
- Occupant Restraint Use (Driver and front seat passenger)
- Number of Unrestrained Passenger Vehicle Occupant Fatalities
- Motorcycle Crash Fatalities (Helmeted and Un-helmeted)
- Pedestrian Fatalities
- Bicyclist Fatalities
- Teen Fatalities

Arkansas' Performance Plan and Highway Safety Plan will focus on these identified areas. The goals are based on information derived from 5 year rolling averages, consideration of internal and external factors, guidelines from NHTSA and FHWA, meetings with collaborating agencies, input from staff at the Arkansas Highway and Transportation Department and the recommendations of Arkansas Highway Safety Office staff.

CORE OUTCOME MEASURES		2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2014-2018 Target
C-1	Traffic Fatalities (FARS) 5-Year Moving Averages	593	576	552	529	521	555
	Total fatalities 5 year averages from 521 (2011-2015) to 555 (2014-2018)						
C-2	Serious Injuries in Traffic Crashes (State Crash File) 5-Year Moving Average	3,361	3,392	3,312	3,205	3,257	3,470
	Serious traffic injuries 5 year averages to 5 percent increases from 3,257 (2011-2015) to 3,470 by (2014-1018)						
C-3	Fatalities/VMT (FARS/FHWA) 5-Year Moving Average	1.79	1.73	1.66	1.58	1.54	1.66
	Hold fatalities/VMT (5 year averages) at 1.54 (2011-2015) to 1.66 (2014-2018)						
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS) 5-Year Moving Average	251	242	224	207	196	150
	Unrestrained passenger vehicle occupant fatalities all seat positions (5 year averages), from 196 (2011-2015) to 150 (2014-2018)						
C-5	Alcohol-Impaired Driving Fatalities (FARS) 5-Year Moving Average	171	164	154	146	141	120
	Alcohol impaired driving fatalities (5 year averages) from 141 (2011-2015) to 120 (2014-2018)						
C-6	Speeding-Related Fatalities (FARS) 5-Year Moving Average	86	88	90	80	76	70
	Hold increase in speeding-related fatalities (5 year averages) from 76 (2011-2015) to 70 (2014-2018)						
C-7	Motorcyclist Fatalities (FARS) 5-Year Moving Average	73	72	70	69	68	73
	Hold increase in motorcyclist fatalities (5 year averages from 68 (2011-20115) to 73 (2014-2018)						
C-8	Unhelmeted Motorcyclist Fatalities (FARS) 5-Year Moving Average	40	39	40	40	40	40
	Hold unhelmeted motorcyclist fatalities (5 year averages) at 40 (2011-2015) to 40 (2014-2018)						
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS) 5-Year Moving Average	88	77	69	64	64	42
	Drivers age 20 and younger involved in fatal crashes (5 year averages from 64 (2011-2015) to 42 (2014-2018)						
C-10	Pedestrian Fatalities (FARS) 5-Year Moving Average	41	42	42	42	43	44
	Hold pedestrian fatalities (5 year averages) from 43 (2011-2015) to 44 (2014-2018)						
C-11	Bicyclist Fatalities (FARS) 5-Year Moving Average	4	5	5	5	5	5
	Hold bicyclist fatalities (5 year averages) at 5 (2011-2015) to 5 (2014-2018)						
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) Annual	2012	2013	2014	2015	2016	2018 Target
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 75.1% in 2016 to 78% in 2017.	71.9%	76.7%	74.4%	77.7%	75.1%	78.0%

PROGRAM DEVELOPMENT AND GRANT SELECTION

Each year the AHSO prepares a Performance Plan and Highway Safety Plan (HSP) that establishes the goals and objectives and describes the projects recommended for funding during the next Federal Fiscal Year (October 1 through September 30). For Fiscal Year 2018, the projects presented in the HSP include new and continuing STEP, projects that target identified problem areas as well as new projects that evolve from the analysis of crash data.

The process of developing the Performance Plan and HSP begins in the preceding federal fiscal year. A Performance Plan and HSP Development Schedule (shown on page 3) are issued to the AHSO staff at the beginning of the development process. Problem identification is the beginning of the HSP development process and is the basis for all proposed projects. This process involves collaboration and planning with select highway safety partners such as the Strategic Highway Safety Steering Committee, the Criminal Justice Institute, Arkansas State Highway and Transportation Department, University of Arkansas for Medical Sciences, Arkansas Impaired Driving Task Force and the Traffic Records Coordinating Committee to identify emerging problems. Priority for project implementation is based on problem identification and indicators developed from crash data. Strategies and countermeasures from NHTSA's "Countermeasures that Work" along with innovative approaches developed through collaborative efforts with partner agencies are utilized to address problems.

Based on problem identification, state and local entities are targeted for implementation of new projects or for continuation of existing projects and proposals are requested. All proposed projects continuing into the next fiscal year are identified and preliminary funding estimates are developed. If new projects are recommended, requests for proposals are issued to select new sub-grantees/contractors. Proposals submitted by State and local agencies and vendors are assigned to the appropriate program Specialists for review.

The assigned Program Specialist reviews the application against established criteria. During the preliminary review, applications are assessed to determine they are complete and appropriate and their relevancy towards meeting Highway Safety Goals. If information is missing or there are questions that need to be answered, the agency is contacted to obtain the necessary information and to provide clarification if needed.

Crash statistics are compiled for all counties in the state and rankings determined. Rankings include identified problem areas and are utilized to determine the severity of problems in the respective locations. Applications are assessed to determine the need for the type of funding requested and where they fit within the rankings.

- Highest-ranking locals are given priority.
- Lower-ranking agencies may be funded for a project because the county in which they reside ranks high or to ensure emphasis on enforcement of priority areas throughout the state.
- Some communities may be given projects to involve them as active participants in national mobilizations
- Other agencies may be given consideration when crash data indicates a problem.

Supporting arguments and issues of concern are presented to the review team prior to individual review and scoring of applications.

- Staff members review each application completely.
- Each reviewer completes a scoring sheet for the application being reviewed
- Comments may be added as needed for clarification
- Grant awards are determined based upon a compilation of points awarded, Risk Assessment levels, and other factors as appropriate.
- Final selections are made only with approval of the HSO Administrator.

Staff completes a risk assessment ranking agencies as Low, Medium or High Risk. New agencies cannot be ranked Low Risk. If the applicant is a current or prior grantee, past performance is analyzed for completeness/timeliness of reports and claims, any negative findings or unresolved problems, the level at which program objectives were met, public awareness including any earned media, and the overall success of past and/or current grant(s). Staff look at the percent of prior funds utilized, previous equipment purchases, and the size of the organization. They also consider whether the agency contact is new to the traffic safety program and may need extra guidance. Information on whether the applicant agency has had any audit findings is also assessed. Utilizing this information a determination is made as to whether the proposed project should be funded. Based on the risk assessments, different levels of monitoring may be recommended.

Grant funding is dependent on the number of proposals received, amount of funds available, and other criteria. Some proposals or portions thereof may not be funded. Based upon the reviews, scoring, and risk assessment a priority list of projects is developed. This includes projects which are determined to have the greatest effect on reducing collisions, injuries, and fatalities on the state's highways. Funding recommendations are submitted by the AHSO program management staff for approval by the AHSO Manager and the Administrator.

Following the determination of funding priorities, a draft plan is prepared and submitted to the HSO Administrator and the Governor's Highway Safety Representative (GR) for approval. A copy of the approved plan is sent to the National Highway Traffic Safety Administration Region 7 office for review by July 1. The plan is finalized by September 30.

PROJECT DEVELOPMENT

The process for development of new and continuing projects during the fiscal year involves the following major steps:

- Conduct problem identification
- Establish goals
- Request proposals (new and continuing projects)
- Review and approve proposals
- Develop funding recommendations
- Prepare draft Highway Safety Plan
- Finalize HSP after necessary review and approvals
- Prepare draft project agreements
- Review and approve final project agreements

Both continuing project and new project applicants are notified September 1 whether their proposals are placed in the HSP. Sub-grant agreements/contracts are prepared for projects with approved proposals. After a satisfactory agreement/contract has been negotiated and approved, the applicant can begin work on the project on or after October 1.

The AHSO program management staff monitors each project continuously throughout the year. Program Managers provide projects not meeting grant requirements with technical assistance whenever possible. Projects that consistently fail to meet grant requirements may be limited to certain enforcement hours, restricted to mobilizations only, suspended for a period of time or terminated.

ESTABLISHING PERFORMANCE GOALS

Performance goals evolve from the problem identification process. Identified emphasis areas were selected and reviewed to assure that they are consistent with the guidelines and emphasis areas established by the U.S. Department of Transportation, and National Highway and Traffic Safety Administration. Using the experience and expertise of the AHSO and ARDOT professional staff, FARS and state crash data, appropriate overall statewide performance goals and performance measures for selected emphasis areas have been established. Projections are based on 5 year rolling averages and collaboration between ARDOT and Highway Safety Office Staff. Specific goals and target dates are based on past trends and the staff's experience. Historical trends were established through the use of graph and chart information. Personnel from the Arkansas Highway Transportation Department (ARDOT), Federal Highways Administration (FHWA), Metropolitan Planning Organizations (MPOs) and Arkansas Highway Safety Office (AHSO) held several meetings and conducted an in depth analysis of data for fatalities, fatality rate and serious injuries. The goals/targets outlined for these performance measures in the FY18 HSP are based on this analysis.

The AHSO recognizes that the achievement of quantified goals is dependent not only on the work of the AHSO, but also on the collaborative and ongoing dedication and efforts of a multitude of governmental and private entities involved in improving highway safety. Advances in vehicle technology, coupled with traffic safety legislation, expanded participation by the public health and private sectors, and aggressive traffic safety education, enforcement and engineering programs are the best method to make those goals achievable. Contributing factors having the potential to affect goals were also considered. Projections are also based on a sustained level of activity and additional programs and activities targeting identified problems.

The following section provides an overview of projects planned for FY 2018 (October 1, 2017 – September 30, 2018) in the eleven areas identified by NHTSA as “Core Measure Areas” including one behavioral measure “Observed Seat Belt Use”. The information in this section includes performance measures, data, targets, and countermeasures utilizing Section 402 and 405 highway safety funds in accordance with FAST Act legislation. A chart detailing the progress towards meeting FY17 targets is shown on page 88.

GOALS, COUNTERMEASURES, AND PROJECT DESCRIPTIONS

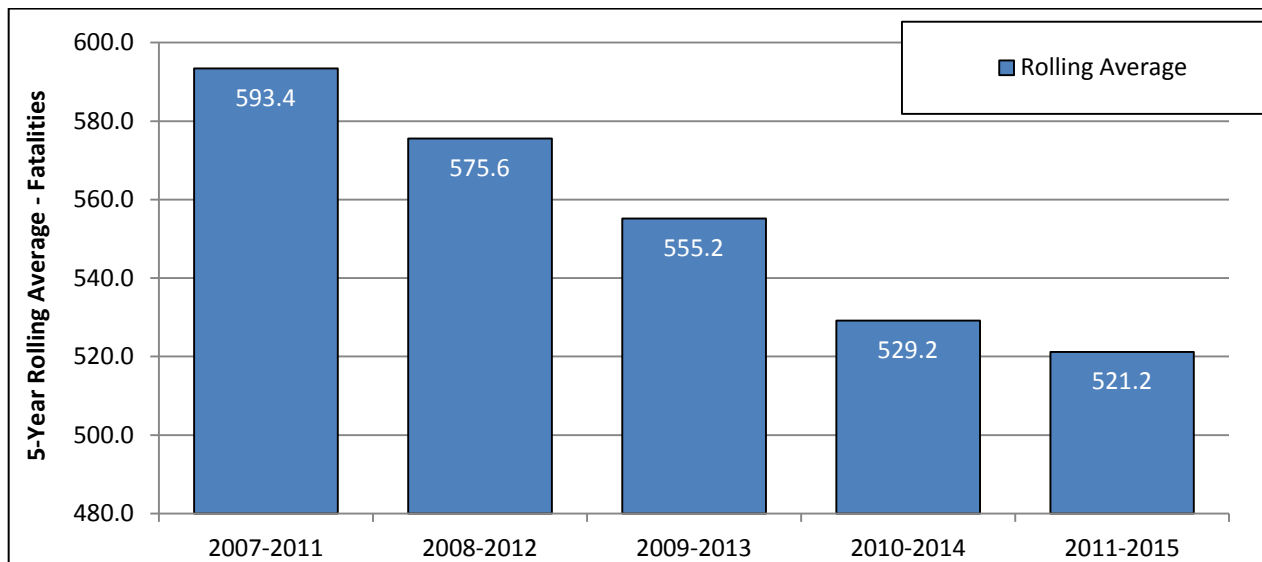
The collaborative SHSP targets represented in this plan were mutually agreed on and set by traffic safety partners/stakeholders during the most recent revision of the State Strategic Highway Safety Plan (SHSP). The performance measures, strategies, and goals were formulated after the analyses of data. A 5-year average of 2011 – 2015 data was used to set the baseline. The 5-year rolling average method was utilized to nullify inconsistencies caused by fluctuations in fatality and serious injury numbers on a year-to-year basis and because this method shows long-term trends more clearly than annual counts.

C-1) Traffic Fatalities (Collaborative HSP/SHSP Target)

Baseline Value:	521.2	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	555	Target Start Yr	2014	Target Year End	2018

Goal Statement: Limit the increase in total fatalities from 521 (2011-2015) to 555 (2014-2018)

After meeting with the ARDOT, highway police, FHWA and MPO representatives, it was decided to use the 5 yr rolling average values of the most recent data available according to FARS, which is 2015. The 5 year rolling average method was agreed upon to aid in reducing the inconsistencies caused by fluctuations in the data and because it shows long term trends more clearly than annual counts. Based on the recent substantial increase in fatalities 470 (2014) to 531 (2015) fatalities, other factors included the recent trend upward in the number fatalities, increase in VMT in conjunction with decreasing gas prices, and the passage of new legislation legalizing medical marijuana. A choice was made to set the target as a 5 yr avg (2014-2018) at **555 for 2014-2018** (based on 5-Year Rolling Average Values)

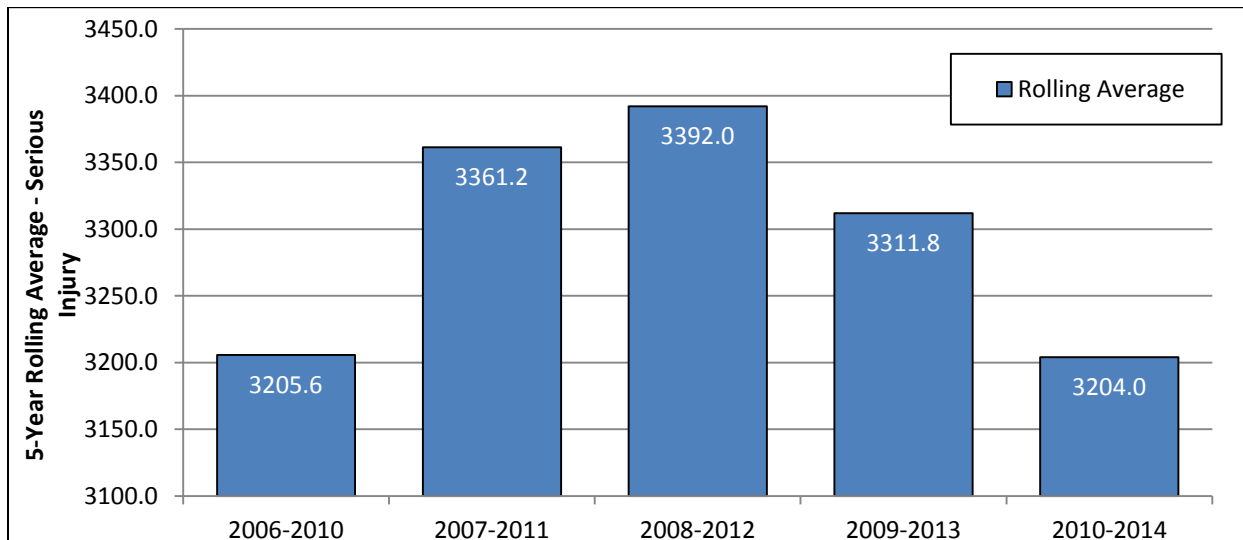


C-2) Serious Injuries in Traffic Crashes (Collaborative HSP/SHSP Target)

Baseline Value:	3256.6	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	3470	Target Start Yr	2015	Target Year End	2018

Goal Statement: Reduce Serious traffic injuries from 3,256 (2011-2015) to 3,470 (2014-2018).

Using the same rationale as for total fatalities and fatalities VMT and after meeting with the ARDOT, highway police, FHWA and MPO representatives, it was decided to use the 5 rolling average values of the most recent data available according to FARS, which is 2015, factoring in the available state data for 2016 and allowing for the most significant internal/external factors. These factors included the recent trend upward in the number of injuries, increase in VMT in conjunction with decreasing gas prices, the impact on accurate data for this area due to the transition to eCrash, change in serious injury definitions and the passage of new legislation legalizing medical marijuana. After careful consideration and analysis **it was agreed to set this target at 3470 for 2014 – 2018** allowing for a 5% increase over the next five years.



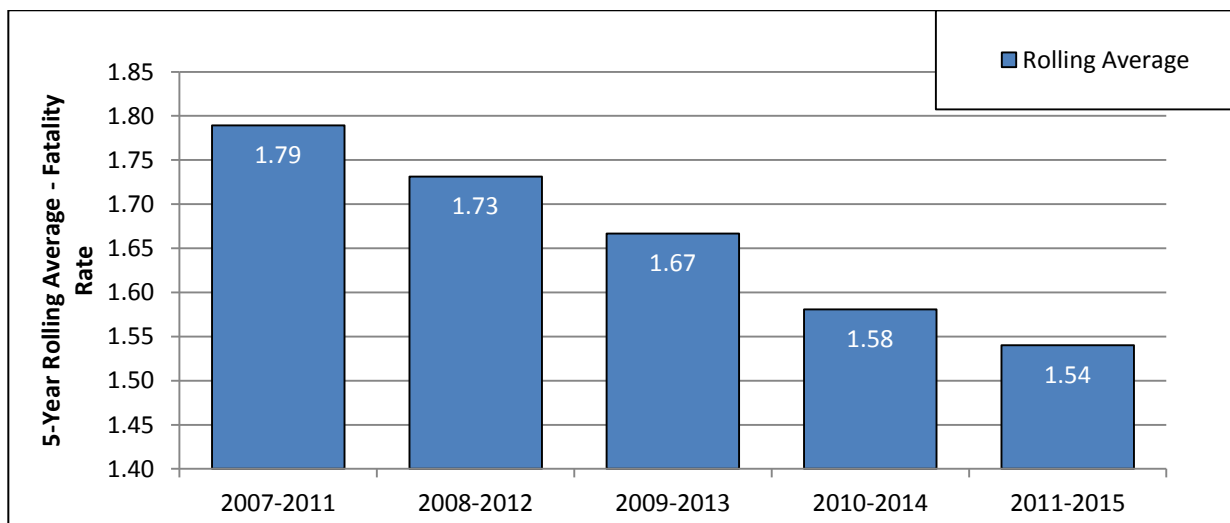
Data maintained by the Arkansas State Police is utilized to track the number of serious injuries on the state's roadways. Data indicate the number of serious injuries (2's only) increased from 3,239 in 2011 to 3,594 in 2015. The SHSP target represented in this plan was mutually agreed upon and set after collaboration with other traffic safety stakeholders during the 2017 development process for the State Strategic Highway Safety Plan. The performance measures and goals were formulated after the analyses of data. A 5-year average was agreed upon to nullify inconsistencies caused by the fluctuations in fatality and serious injury numbers on a year-to-year basis and because this method will show long-term trends more clearly than annual counts. 2011-2015 data was used to set the baseline.

C-3) Fatalities/VMT (Collaborative HSP/SHSP Target)

Baseline Value:	1.54	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	1.66	Target Start Yr	2014	Target Year End	2018

Goal Statement: Limit fatalities/VMT increase **1.54** (2011-2015) to **1.66** (2014-2018).

Using the same rationale indicated above (for total fatalities) After meeting with the ARDOT, highway police, FHWA and MPO representatives, it was decided to use the 5 year rolling average values of the most recent data available according to FARS, which is 2015 and set the 2018 target value as the average of those rolling average values. Based on the recent increases for FY 15 and 16 fatalities, lower gas prices, increased VMT, and the passage of new legislation legalizing medical marijuana, **a decision was made to set the target at 1.66 5 yr moving avg (2014-2018)** (based on 5-Year Rolling Average Values).



The fatality rate, per 100 MVMT, for the most current period available (2011-2015) shows a decrease from 1.70 in 2011 to 1.52. Over the past 5 years the fatality rate has fluctuated from 1.70 in 2011 to 1.38 in 2014 but is up for 2015 at 1.52. Arkansas has seen fluctuations in both the rural and urban fatality rates. The rural rate is consistently higher and currently at 2.23.

PROGRAM AREA GOALS

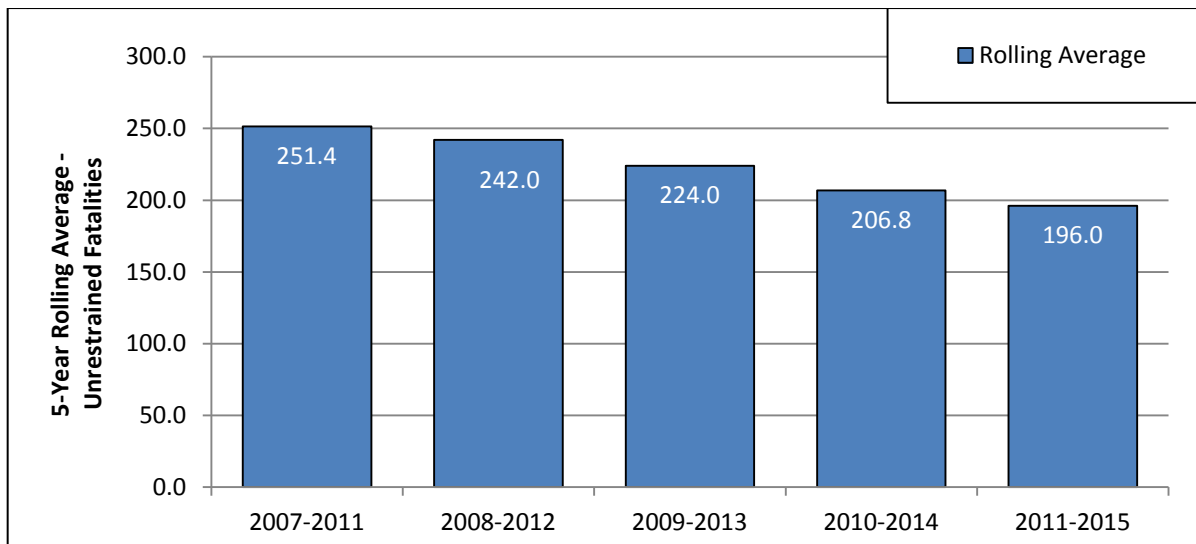
Occupant Protection

(C-4) Unrestrained Passenger Vehicle Occupant Fatalities

Baseline Value:	196	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	150	Target Start Yr	2014	Target Year End	2018

Goal Statement: Decrease unrestrained passenger vehicle occupant fatalities all seat positions from **196** (2011-2015) to **150** (2014-2018).

The 5 year rolling average method was used in conjunction with a linear trend, taking into account the decline in unrestrained fatalities. Utilizing these two methods, **a target of 150 was set for the 5-year period 2014–2018.** This goal was also based on anticipated results of increased enforcement efforts ((Model LEL program, addition of mini-STEPS, and pilot High Five Program).



Unrestrained Passenger Vehicle Occupant Fatalities

When Arkansas's safety belt law went into effect in July 2009, approximately 70% of drivers were recorded as wearing a safety belt. The most recent observational safety belt survey (2016) now reports usage at 75%. With a compliance rate of 75%, Arkansas has a usage rate well below the national average of 90% (2016) and is considered a "low rate" state for Section 405b funding qualification.

Although Arkansas's use rate is low, the primary seat belt law and active enforcement can be credited for increasing compliance rates since 2009. Having a primary law is identified as an effective countermeasure in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices". Because data reveals that low use rates are a major contributing factor in regard to fatalities and serious injuries, Arkansas is working hard to improve this rate and will continue efforts emphasizing safety belt usage education and enforcement.

In FY18 the AHSO will continue a sub grant with the Criminal Justice Institute of the University of Arkansas for law enforcement liaison (LEL) services. The LEL(s) currently recruit non-step agencies to participate in the CIOT and DSOGPO campaigns statewide. The responsibilities of the LELs will be expanded from previous years. While the LELs will continue to meet with non-STEP agencies to promote participation in the CIOT and DSOGPO campaigns, they also will encourage them to sign up for a mini-STEP grant. The purpose of these type grants will be to provide funds for overtime enforcement of all traffic laws with an emphasis on impaired driving, occupant protection and speeding. This overtime enforcement would be scheduled around the five enforcement waves announced by NHTSA. Public information and education will be a part of the enforcement efforts.

In addition to promoting agency participation in the mini-STEP program, other responsibilities of the LELs will include:

- After signing up mini-STEP agencies, collect agencies performance reports, provide feedback, follow-up and technical assistance.
- Promote participation in TOPS programs;
- Promote the issuance of more traffic safety citations;
- Set up summits or learning sessions with law enforcement agencies to promote traffic safety programs;
- Discuss the importance of the high-five program with all safety partners in a community.

Since most of the larger cities have an existing STEP grant, this will be primarily a rural effort. The Federal Highway Administration (FHWA) classifies rural areas as those having populations under 50,000. The majority of Arkansas counties qualify as rural by this definition. Smaller agencies that are unable to support a STEP project will be recruited to participate in mobilizations and work with the Mini-STEP projects and Arkansas Department of Health (ADH) coalitions on strategies to improve belt use in their areas. The Arkansas State Police (ASP) will continue to provide additional coverage state wide with special emphasis in high-risk areas in conjunction with local STEP projects. The table on page 27 shows a ranking of Arkansas counties for 2015 fatalities.

Law enforcement partners play an important role in the area of occupant protection. High visibility Enforcement efforts such as national mobilizations and Selective Traffic Enforcement Programs (STEP) in addition to education and public awareness are efforts to change unsafe driving behaviors. Law enforcement agencies are encouraged to involve and inform the media during special enforcement events. The national tagline of "Click It or Ticket" will be used in efforts to promote occupant protection. To promote the use of safety belts and support NHTSA's "Click It or Ticket" national mobilization and the state's two-week STEP effort, CJRW, Arkansas's advertising agency of record will secure paid media per NHTSA's pre-determined media timeline for the campaign. STEP agencies in addition to other agencies will participate in the following mobilizations for FY 18.

- State Thanksgiving Seat Belt Mobilization - November 20 - 26, 2017
- National Memorial Day Seat Belt Mobilization - May 28, – June 3, 2018

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and will continue to play an important part in Arkansas' efforts to increase the usage rate. The number of agencies participating in CIOT increased to 259 agencies, with 76 reporting in 2015. The projects mentioned above, along with the CIOT program, are an integral part of the FY 2018 Highway Safety Plan. Efforts in FY18 will include emphasis on increasing total enforcement and encouraging agencies to address seat belt enforcement outside STEP at a much higher level. HSO Staff will continue to meet with State Police as needed and encourage other law enforcement agencies to step up enforcement efforts, increase citation numbers and participation in mobilizations.

The HSO is also looking at piloting a "High Five" project with 3 to 5 agencies. This project will involve a collaborative effort between selected agencies, the AHSO and ARDOT. Participating agencies will be provided equipment for enforcement efforts in addition to road improvements through ARDOT.

An existing project to raise seat belt use rates, in collaboration with the Arkansas Department of Health's (ADH) Injury Prevention and Control Branch will be revised to facilitate better results. Initially this project focused on encouraging businesses and corporations to implement occupant protection programs for employees but this effort was not very successful. This project will now coordinate with the ADH network of statewide coalitions to develop strategies and implement activities to raise seat belt use in rural counties. The project will place a special emphasis on working with the STEP projects in these areas to generate high visibility awareness of increased law enforcement during the STEP mobilizations.

The AHSO will continue to contract with an advertising/public relations firm to provide high-visibility public information campaigns. Other projects will continue to educate young drivers about seat belts; the public about child passenger safety (CPS); train law enforcement, healthcare and childcare professionals, and other highway safety advocates in CPS; and to continue child safety seat loaner programs. Occupant protection selective traffic enforcement projects (STEPS) will be continued in FY18. The primary emphasis of these projects is enforcement of seat belt and child restraint laws. A PI&E component will supplement these projects.

Arkansas maintains a strong Child Passenger Safety (CPS) Program. The program is coordinated through the University of Arkansas Medical Science (UAMS) Center in Little Rock by CPS Coordinator Holly Terry. All trainings/certifications for CPS Technicians are based on the National Standardized Child Passenger Safety Training Program. CPS certification courses are designed to teach individuals the information and practical skills necessary to serve as a CPS resource for their organization, community and state. The UAMS CPS Education Program strives to reduce death and injury from motor vehicle crashes in children through the combined efforts of education and outreach. To that end, the CPSE Program conducts multiple certification courses using the NHTSA Child Passenger Safety Technician Certification curriculum to train individuals throughout the state in order to reach underserved populations. Classes are chosen from an interest list with first priority given to areas in the state with the most need for certified technicians. A minimum of eight CPS Technician classes are held during the year. Arkansas has 544 certified CPS Technicians that provide services at inspection stations / fit stations held throughout the state. All inspection stations / events are staffed with at least one nationally certified Child Passenger Safety Technician. Tables showing current inspection stations, classes and events are provided in Attachments A & B.

Innovative measures have been taken to reach the underserved populations of Arkansas. The CPSE Program has identified organizations to participate in the Satellite Site Program where they receive car seats to assist individuals in their community. These organizations have direct access to minority, low income and/or rural families. The CPSE Program conducts tailored education to groups within communities on the need to properly restrain children in vehicles.

Safety Measures	Objective
Increase Statewide seat belt usage	Utilize Section 402 and 405b funding to support overtime for high visibility enforcement and participation in national mobilization periods. -Initiate High Five Rural Traffic Safety Program Pilot. -Include information about seat belt usage in school programs. -Increase the statewide safety belt usage rate from the 2016 observational survey rate of 75.1% to 76% in 2018. -Continue to use social media to promote awareness.
Promote seat belt usage in the back seat of passenger vehicles	-Include information about seat belt usage stressing the importance of buckling up in the back seat in school & community programs.
Child Passenger Safety (CPS) Technicians and Child Passenger Safety Fit Stations	-Recruit and certify additional CPS Technicians. -Ensure the proper training and recertification for the current 544 CPS Technicians statewide. -Maintain and promote the 23 fit stations located in 33 counties throughout the state.
Provide education in regard to child passenger safety	-Maintain child passenger safety information on UAMS child passenger website www.CarseatAR.org . Have child passenger safety information available in English and Spanish.
Educate the public about the importance of wearing a seat belt	Through the administration of Section 402 and 405, support law enforcement educational efforts. -Support websites maintained by Children's Hospital on teen issues and occupant protection in addition to information in the form of fact sheets and PSA's developed by public relations firm CJRW.

Coordination of Arkansas Highway Safety Plan (HSP), Data, Collection, and Information Systems with the Arkansas State Strategic Highway Safety Plan (SHSP)

Enforcement Safety Strategies - The State Strategic Highway Safety Plan (SHSP) includes high visibility enforcement as a strategy for the Occupant Protection Primary Emphasis Area it encompasses. Section 402 and 405b support partner agencies through overtime efforts for high visibility enforcement to include multi-jurisdictional events and nighttime seat belt compliance. High visibility enforcement allows for the presence of additional enforcement on the road with the goal to discourage unsafe driving decisions and will improve overall traffic safety behaviors and culture.

Education Safety Strategies – Education is also identified as a strategy under Primary Emphasis Area of the State Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture. In line with the SHSP, the AHSO will incorporate the “Zero Fatalities” logo into presentations, educational items, and PSAs as appropriate to support a multi-media education campaign.

Unrestrained Passenger Vehicle Occupant Countermeasures

Problem Area	Countermeasure	Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Seat Belt Use Laws/State Primary Enforcement Seat Belt Use Law	STEPs Statewide Enforcement (ASP) Statewide LEL	★ ★ ★ ★ ★
	Seat Belt Enforcement /Short Term, High Visibility Seat Belt Law Enforcement	STEPs Statewide Enforcement (ASP) Statewide LEL	★ ★ ★ ★ ★
	Seat Belt Law Enforcement/Combined Seat Belt and Alcohol Enforcement etc.	STEPs Statewide Enforcement (ASP) Statewide LEL	★ ★ ★ ★
	Seat Belt law Enforcement/Sustained Enforcement	Statewide Enforcement (ASP) Statewide LEL	★ ★ ★ ★
	Communication and Outreach/Supporting Enforcement	Statewide Public Information and Education Arkansas Broadcaster's Association	★ ★ ★ ★ ★
	Community And Outreach For Child Restraint And Booster Seat Use	STEP Agencies UAMS Child Passenger Safety Education Program	★ ★

County	Fatalities					Total	County	Fatalities					Total
	2011	2012	2013	2014	2015			2011	2012	2013	2014	2015	
Arkansas	2	2	2	2	1	9	Lee	2	2	2	0	5	11
Ashley	3	6	5	5	7	26	Lincoln	2	1	2	4	3	12
Baxter	5	5	4	6	10	30	Little River	4	2	9	2	4	21
Benton	22	22	18	13	24	99	Logan	3	5	4	2	4	18
Boone	6	5	6	3	8	28	Lonoke	11	20	11	9	13	64
Bradley	5	2	4	0	1	12	Madison	6	3	4	5	7	25
Calhoun	3	3	3	3	1	13	Marion	7	2	7	3	7	26
Carroll	11	8	8	4	12	43	Miller	17	7	9	6	11	50
Chicot	3	6	0	2	8	19	Mississippi	6	10	12	7	4	39
Clark	3	5	6	7	3	24	Monroe	7	4	6	3	3	23
Clay	9	2	0	4	6	21	Montgomery	1	3	3	4	5	16
Cleburne	14	9	5	6	6	40	Nevada	9	7	2	3	1	22
Cleveland	3	3	3	0	2	11	Newton	2	0	1	3	1	7
Columbia	11	5	5	4	1	26	Ouachita	5	3	8	2	6	24
Conway	4	11	7	6	5	33	Perry	3	1	3	1	4	12
Craighead	20	23	14	12	17	86	Phillips	5	1	5	6	4	21
Crawford	8	7	6	12	10	43	Pike	5	2	2	4	1	14
Crittenden	12	16	15	12	13	68	Poinsett	5	4	4	7	8	28
Cross	2	2	2	5	3	14	Polk	4	8	5	6	12	35
Dallas	2	2	1	3	5	13	Pope	7	21	7	8	9	52
Desha	3	7	2	2	3	17	Prairie	6	4	13	2	0	25
Drew	3	3	4	3	5	18	Pulaski	58	56	59	40	50	263
Faulkner	11	14	14	14	13	66	Randolph	5	5	0	6	2	18
Franklin	5	6	3	5	5	24	Saline	13	13	20	14	15	75
Fulton	2	4	4	1	4	15	Scott	0	2	0	1	3	6
Garland	11	18	21	18	25	93	Searcy	4	5	4	4	5	22
Grant	4	8	5	3	3	23	Sebastian	10	4	10	5	6	35
Greene	6	9	6	16	8	45	Sevier	2	2	4	3	3	14
Hempstead	11	5	6	9	12	43	Sharp	4	7	3	1	3	18
Hot Springs	7	14	13	17	17	68	St. Francis	6	1	5	5	9	26
Howard	5	5	1	1	7	19	Stone	5	1	4	3	4	17
Independence	11	5	4	8	6	34	Union	9	12	5	7	9	42
Izard	3	3	2	2	0	10	Van Buren	10	5	5	8	1	29
Jackson	2	8	4	4	5	23	Washington	27	18	16	19	22	102
Jefferson	19	15	10	16	9	69	White	8	16	15	17	10	66
Johnson	8	8	3	4	1	24	Woodruff	2	2	4	5	3	16
Lafayette	6	2	2	2	1	13	Yell	3	18	3	4	2	30
Lawrence	3	5	4	7	5	24	Totals	551	560	498	470	531	2610

Project Strategies

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

- To achieve three vehicle stops per hour during seat belt enforcement periods.
- To conduct two waves of high visibility enforcement emphasizing occupant restraint laws.
- To work with a network of statewide coalitions to mobilize communities in developing strategies and implementing activities to raise seat belt use rates.
- To conduct PI&E activities as a component of all enforcement projects.
- To conduct a minimum of eight child safety seat technician and instructor training courses.
- To conduct three half-day child safety seat training for law enforcement officers.
- To obtain a minimum of \$300,000 public service air time for traffic safety messages.
- To conduct a statewide public information (PI&E) and education and enforcement campaign (such as CIOT) that will emphasize occupant restraint laws.
- To provide statewide child passenger safety education to healthcare, childcare and law enforcement professionals.
- To employ a Law Enforcement Liaison to encourage enforcement of Occupant Protection laws statewide.
- To conduct a statewide survey of seat belt use and child restraint.

Project Information (Unrestrained Passenger)

COMPREHENSIVE OCCUPANT PROTECTION/INJURY PREVENTION PROGRAM (Community And Outreach For Child Restraint And Booster Seat Use) **	
Project Number(s) OP-2018-03-01-01 & SA-2018-07-01-01	
Sub-recipient(s): University of Arkansas - Fayetteville	
Total Project Amount: \$16,400	
Provides funding to increase awareness and usage of occupant protection systems, materials and technical assistance to businesses and civic groups, community service organizations, news media, health professionals, law enforcement agencies and the general public. An important component of this project will be an ongoing PI&E campaign with special emphasis on seat belt and child restraint usage. This project may also provide child safety seat technician and instructor training and one-day child safety seat training for law enforcement officers. In addition to occupant protection activities, this task will include a comprehensive injury prevention effort with information on additional issues such as biking and pedestrian safety. The project will continue to assist the Safe Community coalition in Washington and Benton Counties. The coalitions' goal is to decrease preventable injuries within the communities by identifying and prioritizing problematic injury sources and developing and implementing prevention strategies. The project provides traffic safety expertise and tactical support to the coalitions. Funding will provide for salaries and benefits for part-time personnel, travel, printing material, meeting expense, instructor honorarium, child safety seats, and operating expenses. The Project will be funded from Occupant Protection (OP), Safe Communities (SA), and State Child Passenger Protection Funds (CPPF).	
Funding Source: 402-OP	Funding Source: 402 (SA)
Additional Funding Source: State CPPF	Additional Funding Source: N/A
Match Amount: 16,400	Indirect Cost: \$2,139
	Local Benefit: \$16,400

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS) (Short-term, high visibility/ sustained seat belt enforcement-local) *****	
Project Number(s) OP-2018-03-02-01 thru 37	
Sub-recipient(s): Page 30	
Total Project Amount: Page 30	
Provides funding for selected cities and counties to conduct sustained selective traffic enforcement projects throughout the year. The primary emphasis will be seat belt/child restraint enforcement. A PI&E campaign will supplement enforcement. A child safety seat clinic/checkpoint may also supplement enforcement efforts. The primary objectives of these projects are to achieve an average of three vehicle stops per hour during seat belt enforcement periods. These projects will conduct increased enforcement with primary emphasis on occupant protection laws during two specified periods Click It or Ticket mobilizations during the year. These mobilizations will be conducted in November surrounding the Thanksgiving holiday period and in May surrounding the Memorial Day holiday period. A media blitz will be associated with each mobilization. Also, pre and post observational surveys will be conducted to measure results for the periods which emphasize enforcement of occupant restraints. Federal funding will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate and shall include project hours worked for child safety seat clinics, and conducting pre and post surveys), applicable fringe benefits, in-state travel (child safety seat training only), out-of-state travel (AHSO approved conferences only), child safety seat clinics (including supplies and breaks), child seat technician/instructor recertification and renewal, child safety seats, and traffic enforcement related equipment costing less than \$5,000 each, including but not limited to, radars and LIDARS; local funding will provide for additional enforcement, administration, vehicle mileage and PI&E; State child passenger protection funds will provide for child safety seats. <i>(A list of the city and county agencies funded is provided on the next page)</i>	
Funding Source: 402 (OP)	Funding Source:405 (b)
Additional Funding Source: Local	Additional Funding Source: State CPPF
Match Amount: See page 30	Indirect Cost: N/A
	Local Benefit: \$1,778,700

	Cities/Counties	Source	Funding	CPPF	Local Match
1	Arkadelphia P.D.	OP	15,800	1,000	
2	Benton County Sheriff's Office	OP	48,000	2,000	46,000
3	Benton P.D.	OP	20,000	1,000	19,000
4	Bryant P.D.	OP	11,300	1,000	10,300
5	Camden P.D.	OP	10,000	1,000	9,000
6	Centerton P.D.	OP	19,100		
7	Conway P.D.	OP	37,700		37,700
8	Dardanelle P.D.	OP	10,000		
9	El Dorado P.D.	OP	7,000		
10	Faulkner County Sheriff's Office	OP	60,000		
11	Fayetteville P.D.	OP	58,600	1,000	57,000
12	Fort Smith P.D.	OP	70,000		70,000
13	Garland Co. Sheriff's Office	OP	25,000		
14	Harrison P.D.	OP	14,000	1,000	13,000
15	Hope P.D.	OP	10,400	1,500	9,400
16	Hot Springs P.D.	OP	27,000	1,000	26,000
17	Jonesboro P.D.	OP	40,000	2,000	35,000
18	Logan Co. Sheriff's Office	OP	10,000		
19	Marion P.D.	OP	11,300		11,300
20	Miller County Sheriff's Office	OP	2,000		700
21	Mountain Home P.D.	OP	18,000	1,000	17,000
22	North Little Rock P.D.	OP	30,000	2,000	28,000
23	Osceola P.D.	OP	19,400	1,000	18,400
24	Paragould P.D.	OP	17,000	1,000	16,000
25	Pulaski Co. Sheriff's Office	OP	18,000		18,000
26	Rogers P.D.	OP	16,000	1,000	15,000
27	Saline County Sheriff's Office	OP	15,000		
28	Searcy P.D.	OP	18,000		18,000
29	Sherwood P.D.	OP	15,000	1,000	14,000
30	Siloam Springs P.D.	OP	6,000	1,000	
31	Springdale P.D.	OP	30,600	2,000	28,600
32	St. Francis Co. Sheriff's Office	OP	15,000		
33	Texarkana P.D.	OP	5,000		5,000
34	Trumann P.D.	OP	4,000		
35	Van Buren P.D.	OP	42,000	2,000	40,000
36	Washington Co. Sheriff's office	OP	2,500	1,000	1,500
37	Additional Cities and counties	M2HVE	1,000,000		250,000
Total OP			778,700	25,500	563,900
M2HVE			1,000,000		250,000

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT (Short-term, high visibility and sustained enforcement- statewide)*****	
Project Number: OP-2018-03-02-38 & M2HVE-2018-02-02-38	
Sub-recipient(s): Arkansas State Police (ASP)	
Total Project Amount: \$627,000	
Provides funding for a statewide selective traffic enforcement project. The primary emphasis will be sustained seat belt/child restraint enforcement. PI&E campaign will supplement enforcement. Child safety seat clinics/checkpoints may also supplement enforcement efforts. This project will conduct increased enforcement with primary emphasis on occupant restraint laws during at least two specified mobilizations during the year. These mobilizations will be conducted in May surrounding the (CIOT) Memorial Day holiday period and in November surrounding the Thanksgiving holiday period. Pre and post observational surveys will be conducted to measure results for the mobilization period. Federal funds will provide for selective enforcement pay (compensated at rate of no more than one and one half times an officer's regular hourly rate and include project hours worked for child safety seat clinics, observational surveys) and applicable fringe benefits, other personnel costs, in and out-of-state travel (approved highway safety conferences/training), traffic safety-related equip costing less than \$5,000 each and state match (approximately \$212,100) will provide for administration, vehicle expense, and supplies.	
Funding Source: : 402 (OP)	Funding Source: 405 (b) (M2HVE)
Additional Funding Source:	Additional Funding Source:
Match Amount: \$156,750	Indirect Cost: \$77,000
	Local Benefit: 0

STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E) Communication and Outreach supporting enforcement ***** Community and Outreach for Child Restraint and Booster Seat Use**	
Project Number (s): OP 2018-03-06-01, PM-2018-03-06-01, M2PE-2018-01-06-01	
Sub-recipient(s): CJRW	
Total Project Amount: \$900,000	
This task will provide for statewide public information and education to promote occupant protection and will particularly focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young person's age 18 – 34. This task will also emphasize the child restraint law, Act 470 of 2001, Graduated Licensing laws, and new laws effective 2009 and 2011. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements and (PSAs). This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic safety public information campaign. The advertising agency will develop the methodology to document and report audience reach to include telephone survey(s). This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), and with diversity outreach and press events. Federal funding could provide for PSA creation and production, PI&E materials creation and production, educational items, and meeting and press event expenses including PA system rental, material/supplies, meals and breaks (refreshments). This task will also provide for the placement of traffic safety messages relating to occupant protection public information campaigns in the media. The media placements may include television, radio, cinema, internet and print. At a minimum, an assessment to measure audience exposure will be documented and included in the cost of media placements. Public awareness surveys will also be conducted to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. Federal funds will be allocated for the paid media.	
Funding Source: 402 (OP) (PM)	Funding Source: 405 (b) (M2PE)
Additional Funding Source: Local	Additional Funding Source: N/A
Match Amount: \$800,000	Indirect Cost: N/A
	Local Benefit: \$500,000

TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM	
Project Number: OP-2018-03-03-01	
Sub-recipient(s): Arkansas Broadcaster's Association	
Total Project Amount: \$37,500	
Educate the public on the importance of occupant restraint usage and the risks of traffic crashes. This is a continuing project to distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of \$300,000 in documented public service air time for traffic safety awareness messages. Funding will provide for professional services.	
Funding Source: 402 (OP)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: 0
	Local Benefit: 0

STATEWIDE LAW ENFORCEMENT LIAISON (LEL)	
(Short-term, high visibility/ sustained seat belt enforcement-local) *****	
(Short-term, high visibility and sustained enforcement- statewide)*****	
(Communication and Outreach/Supporting Enforcement)*****	
Project Number (s): OP-2018-03-04-01, M2HVE-2018-02-04-01, M2HVE-2018-02-04-02	
Sub-recipient(s): Criminal Justice Institute and local law enforcement agencies TBD	
Total Project Amount: \$422,500	
<p>This project will utilize a full-time LEL to encourage and promote non-STEP law enforcement agencies to participate in the national safety mobilization (CIOT). In 2016, 187 agencies participated and sent in reports documenting their participation in the CIOT campaign. In 2018 the LEL duties will be expanded to include promoting non-STEP agencies to apply for a mini-STEP grant. This grant will provide funds to pay overtime enforcement to agencies during the 2-3 CIOT mobilizations.. These mobilizations will focus on enforcement of occupant protection. Equipment essential to carrying out this enforcement may be purchased if there is a justified need.</p> <p>Other responsibilities of the LEL would include:</p> <ul style="list-style-type: none"> • Identify and sign up mini-STEP agencies, • Collect agencies performance reports, provide feedback, follow up and technical assistance. Promote participation in TOPS training; • Promote the issuance of more traffic safety citations; • Set up summits or learning sessions with law enforcement agencies to promote traffic safety programs; • Discuss the importance of the high-five program with all safety partners in a community. • Assist agencies with media events related to the safety mobilizations. <p>Federal funds will pay for salaries, fringe benefits, travel, speaker honorariums, meeting expense, maintenance/operations, printing, traffic safety-related equip. (less than \$5,000) and administration.</p>	
Funding Source: 402 (OP)	Funding Source: 405 (b)
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: TBD
	Local Benefit: 422,500

EWIDE CHILD PASSENGER PROTECTION EDUCATION PROJECT (Community And Outreach For Child Restraint And Booster Seat Use) **	
Project Number: M2CPS-2018-02-07-01 & M2CSS-2018-02-07-01	
Sub-recipient(s): University of Arkansas for Medical Sciences	
Total Project Amount: \$358,700	
Provides continuation of the statewide child passenger protection education project. This project will provide certification training primarily for, but not limited to, health care and childcare professionals to educate parents on the proper use of child restraint devices. The certification training will be the approved curriculum of the National Highway Traffic Safety Administration, Standardized Child Passenger Safety Course. This project will target rural and minority populations. Project will address 1) all aspects of proper installation of child restraints using standard seat belt hardware, supplemental hardware, and modification devices (if needed), including special installation techniques, 2) appropriate child restraint design, selection and placement, and 3) harness adjustment on child restraints.	
An additional position will be added to promote seat belt and booster seat usage among the ages of 6 to 14 years old (TWEENS). Funding will provide for salaries, fringe benefits, training, in-state and out-of-state travel, printing, pre-printed material, operating expenses, child safety seats, cps website maintenance and indirect costs.	
Funding Source: 405 (b) (M2CPS)	Funding Source: 405 (b) (M2CSS)
Additional Funding Source: N/A	Additional Funding Source:
Match Amount: \$89,700	Indirect Cost: \$56,300
	Local Benefit: \$179,400

COMMUNITY PREVENTION INITIATIVE	
Project Number: OP-2018-03-08-01	
Sub-recipient(s): Arkansas Department of Health (ADH)	
Total Project Amount: \$116,000	
This project will conduct a statewide Motor Vehicle Crash (MVC) Prevention collaboration of community-level activities, strategies and interventions to affect measurable individual and community-level change that will result in the reduction of injuries and deaths.	
The goal of this project is to mobilize Arkansas communities to conduct evidence-based strategies to reduce injuries and deaths as a result of motor vehicle crashes. The project previously conducted a program targeting eight identified high risk counties with low seat belt use.. The project identified the top employers in eight high risk counties, used NETS resource and evaluation materials to focus on adults and the workforce. These strategies were not as successful as anticipated. The project will be revised for FY18 to promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and cooperation and increased outreach to law enforcement agencies to participate in enforcement campaigns. Funding will provide for salaries, benefits, training, in/out of state travel, printing and operating expenses.	
Funding Source: 402 (OP)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: 9,127
	Local Benefit: \$58,000

OCCUPANT PROTECTION PROGRAM MANAGEMENT	
Project Number OP-2018-03-09-01 thru 03	
Sub-recipient(s): Arkansas State Police (ASP)	
Total Project Amount: \$191,600 (OP) \$99,100 (M7*OP)	
This task will provide program management for projects within the Occupant Protection program area. This task will provide proper administration of projects within this program area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. This task will also provide for and make available program related materials that are also essential components of program management. Funding will provide for personnel (see page 90) for positions funded under OP), travel/training, PI&E materials and eGrants Operations.	
Funding Source: 402 (OP)	Funding Source: 405 (M7 OP)
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: N/A
	Local Benefit: 0

NHTSA OP ASSESSMENT	
Project Number M5X-2018-02-11-01	
Sub-recipient(s): NHTSA	
Total Project Amount: \$26,000	
This task will provide funds for a NHTSA OP Assessment during FY18. Funding will provide for Assessment team expenditures as outlined by NHTSA.	
Funding Source: 405 b (M2X)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: N/A
	Local Benefit: 0

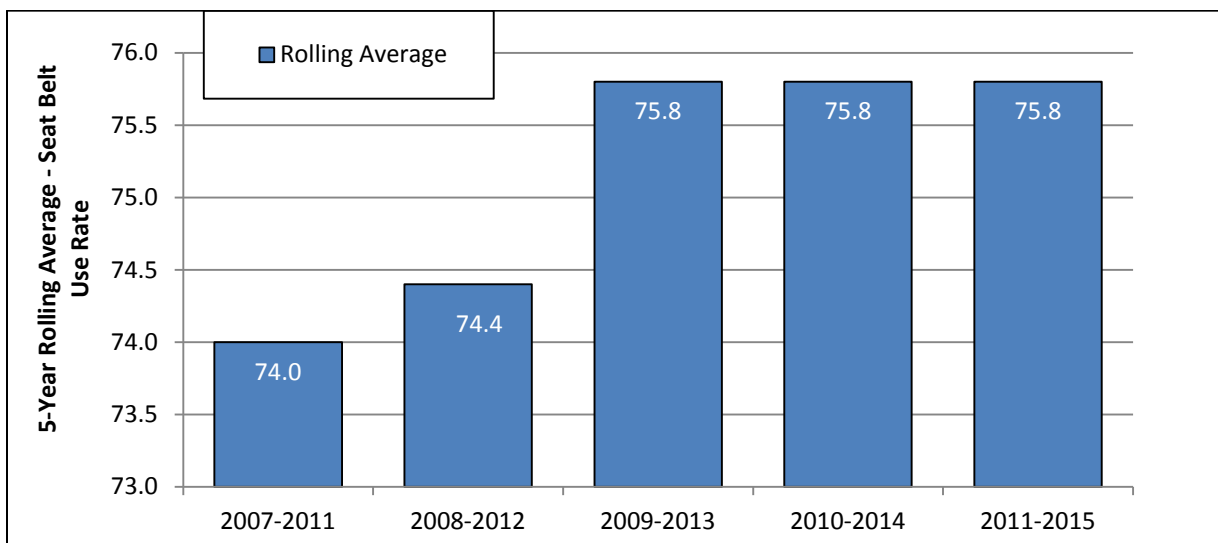
RURAL HIGH FIVE PROJECT	
Enforcement of occupant protection laws ***** High Visibility Enforcement *****Night-Time Enforcement	
Project Number: M2X-2018-02-12-01 thru 05	
Sub-recipient(s): To Be Determined	
Total Project Amount: \$75,000	
This task provides funding for a rural high-five traffic enforcement project to include participation from up to five local law enforcement agencies. The primary emphasis will be enforcement of occupant protection laws in low seat belt use counties. Public information and education will supplement enforcement. The participating agencies will <ul style="list-style-type: none"> I. Conduct High Visibility Enforcement (Day and Night) II. Conduct 1-3 Enforcement Projects a month. III. Conduct Seatbelt Surveys every six months IV. Partner with DOT and conduct engineering assessments V. Education- through the media VI. Complete Monthly Activity Reports Federal funds will provide for selective enforcement pay (compensated at one and one half times an officer's regular hourly rate), applicable fringe benefits and appropriate traffic safety equipment under \$5,000 per item.	
Funding Source: 405 (b) (M2X)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$0	Indirect Cost: N/A
	Local Benefit: \$75,000

B-1) Observed Seat Belt Use

Baseline Value:	76%	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	78%	Target Start Yr	2014	Target Year End	2018

Goal Statement: Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 76% (2011-2015) to 78 % 5 yr avg. (2014-2018).

The 5 year rolling average method was used in conjunction with a linear trend line. **A target of 78% was set for the 5-year period 2014–2018.** This goal was also based on anticipated results of increased enforcement efforts (Model LEL program, addition of mini-STEPs, and pilot High Five Program) a 1% improvement in the use rate is projected for both FY17 and 18.

**Seat Belt Survey Methodology**

Annually, the Arkansas State Police Highway Safety Office (AHSO) is required to report the results of an observational seat belt usage survey for the State of Arkansas. The AHSO has contracted with the University of Arkansas Department of Civil Engineering to conduct the seat belt surveys from 2012-2016. After the passage of five years, NHTSA required each State to reselect observation sites. The new survey methodology in which the data is collected is consistent with NHTSA's 'Uniform Criteria for State Observational Surveys of Seat Belt Use' (23 CFR Part 1340) and was approved by NHTSA on March 29, 2017.

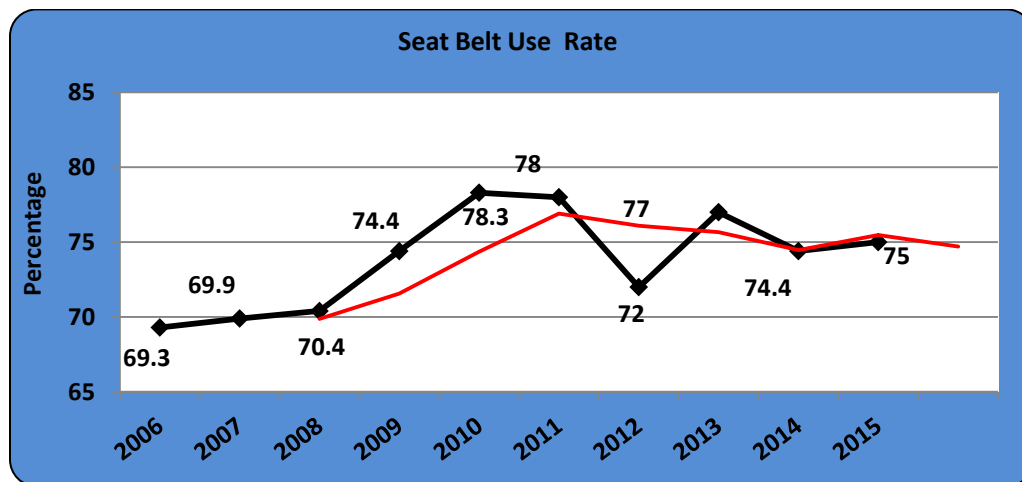
The methodology used to select counties considered population density, population, vehicle miles of travel (VMT) and passenger motor vehicle fatalities over the past five years. It was found that Pulaski, Benton, Sebastian and Washington Counties were in the top four when ranked by population density, population and VMT. The list was expanded to include 9 urban counties with the greatest population density (104 persons per square mile). These nine counties accounted for 48% of the State's population, 44% of the VMT and 32% of the passenger motor vehicle fatalities. All but one of these 9 counties lies with the central or northwest parts of the State. Of these nine counties, five counties were chosen as survey sites based on geographic proximity and VMT. The 66 remaining counties were classified as rural counties and were placed in 3 groups. These groups were based on geographical location and VMT.

From this total, 7 rural counties were selected in a random drawing. The 5 urban counties and 7 rural counties to be surveyed represent almost 88% of the passenger motor vehicle fatalities in the past 5 years. In these 12 counties, 96 sites will be surveyed. The surveys will be conducted around the Click It or Ticket mobilization.

Seat Belt Survey Results for 2016

In 2016, observational seat belt surveys were conducted at 96 sites in 12 Counties. Observers recorded the seat belt use of drivers and passenger in the front-right position in May and June. The seat belt observations were confined to passenger cars and light duty vehicles. The number of observed vehicles was 13,595. Based on these observations, the unweighted seat belt rate on all public road in Arkansas was 77.9%. Using statistical weighting procedures, the use rate was determined to be 75.1% with a standard error of 1.60% estimated by the linearization method. The overall number of unknown responses was 239 out of 17,442 attempted observations of drivers and front seat passengers, for a rate of 1.4%. From 2011-2015 Arkansas had 2,606 fatalities. In 2015, there were 531 fatalities. Of these fatalities, approximately 70 percent were passenger vehicle occupants. In 2016, Arkansas' weighted seat belt usage rate was 75.1 percent while the national usage rate was 90.1 percent.

Act 562 of the 1991 Arkansas General Assembly provided for a mandatory seat belt use law and in June of 2009 Arkansas enacted a primary safety belt law. Seat belt use surveys showed the adult seat belt use rate at 78.3% for 2010 and 78.4% in 2011 but use declined to 71.9% in 2012. This decline may have been associated with a new survey protocol which reduced the number of counties surveyed and added more rural sites. The 2016 survey shows the weighted use rate at 75.1%. The AHSO is placing continued emphasis on enforcement efforts in an attempt to improve this rate.



Project Information (Observed Seat Belt Use)

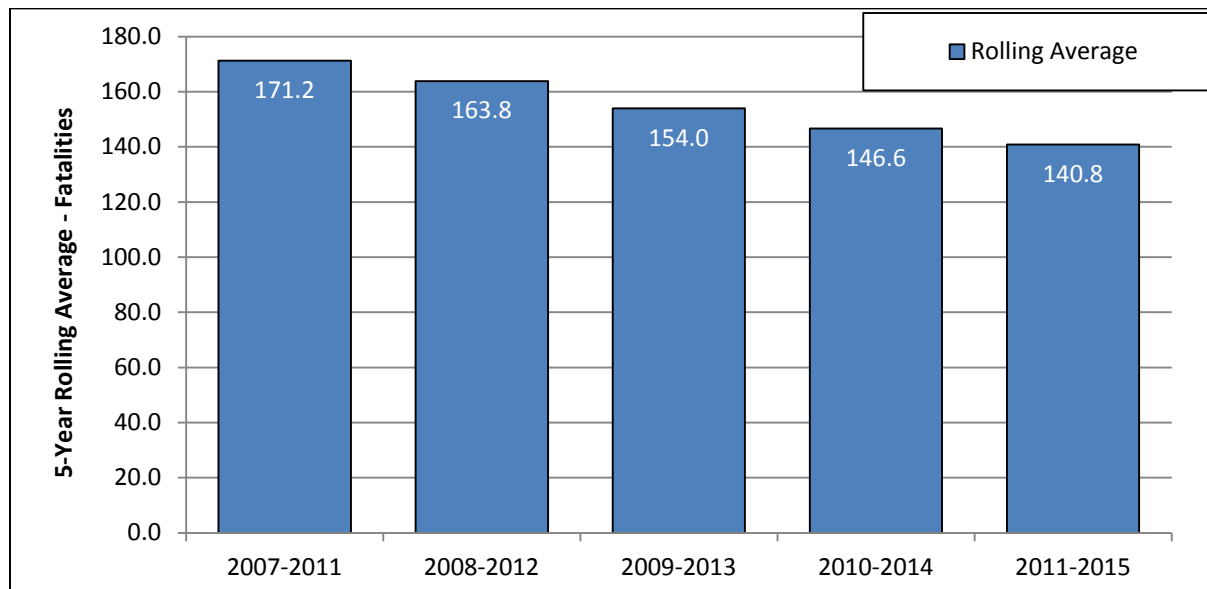
STATE OBSERVATIONAL SURVEY	
Project Number: OP-2018-03-05-01	
Sub-recipient(s): University of Arkansas - Civil Engineering Department	
Total Project Amount: \$60,000	
This task will provide for the FY 2018 statewide observational survey of seat belt, restraint. The survey will provide the county, regional and statewide use rates. Funding will provide for personnel, in-state travel, printing costs and overhead expenses/indirect costs.	
Funding Source: 402 (OP)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: 13,846
	Local Benefit: 0

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

Baseline Value:	141	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	120	Target Start Yr	2014	Target Year End	2018

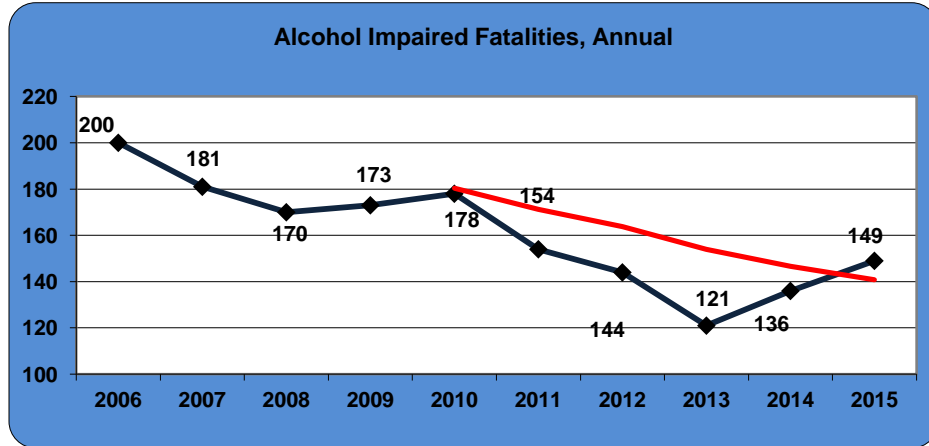
*Goal Statement: Reduce alcohol-impaired driving fatalities from **141** (2011-2015) to **120** (2014-2018.)*

The 5 year rolling average method was used in conjunction with a linear trend line to aid in reducing the inconsistencies caused by fluctuations in the data and because it shows long term trends more clearly than annual counts. **A target of 120 was set for the 5-year average 2014–2018.** Although alcohol fatalities have been on the decline since 2012, with the recent passage of a medical marijuana law and increased drug issues we anticipate these problems may contribute to higher fatalities. The goal also took into consideration anticipated results from increased enforcement efforts in 2018 (Model LEL program, addition of mini-STEPs and a pilot High Five Program).



Program Overview/Problem ID

For the period from 2011 through 2015 the percentage of impaired driving fatalities, as a percentage of the total were at 28 percent. Fatalities for 2011 were at 551 but declined to 466 in 2014. Alcohol related fatalities have declined from 154 in 2011 to 149 in 2015. A chart showing the number of alcohol related fatalities by county for 2011-2015 is shown on page 41.



In 2012, the Arkansas Crime Information Center (ACIC) reported 9,720 driving while intoxicated (DWI)/driving under the influence (DUI) arrests. The 2015 preliminary data shows 7,108 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. As previously stated, current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.

DWI/DUI ACIC NIBRS - ASP			
YEAR	ACIC NIBRS	ASP	GRAND TOTALS
2011	9902	7386	17288
2012	9720	6883	16603
2013	7941	6052	13993
2014	7034	4848	11882
2015	7108	4821	11929

***NOTE: ITEMS IN RED FONT INDICATE PRELIMINARY COUNTS. THE ACIC IS STILL COLLECTING NIBRS DATA FOR 2015 AND THE TOTALS WILL CHANGE.**

According to the Drug Enforcement Administration's 2018 Drug Threat Assessment for Arkansas, the drug threat to the state of Arkansas covers the full spectrum of all types of drugs. Some of the factors that make Arkansas an attractive place to reside, including its climate, extensive Interstate Highway System and rural nature contribute to its attractiveness as a drug transit and staging region. The Arkansas Crime Lab began additional testing of fatalities for substances other than alcohol in 2017.

Marijuana is the most widely abused and available drug within the state. The issues related to marijuana are exacerbated by the increase in potency seen in high grade strains of marijuana produced in states with legalized medicinal marijuana. In 2016, Arkansas voters passed a ballot measure to legalize medical marijuana. This measure will establish a system for the cultivation, acquisition and distribution of marijuana for qualifying patients through dispensaries. State and local taxes will be applied to the sales of medical marijuana and voters can ban marijuana dispensaries and cultivation in their municipalities.

Arkansas qualifies as a “medium” range” state for the FY 18 Section 405d funding application. The classification was determined based on the state’s average impaired driving fatality rate using the three most recent years of data as provide through NHTSA’s Fatality Analysis Reporting System (FARS). The classification was based on 2011- 2015 FARS data.

Arkansas chartered the Arkansas Statewide Impaired Driving Prevention Task Force in July 2013. Established under authority of the State of Arkansas’ Governor’s Representative (GR) for Highway Safety, the full membership meets bi-monthly. The structure follows NHTSA guidance to include stakeholders from the Arkansas Highway Safety Office, the law enforcement community and the criminal justice system (prosecution, adjudication, and probation). Additional invited members include the areas of driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health and communication. A statewide impaired driving prevention plan developed by this task force was submitted to NHTSA in August 2013.

After the original review of the goals set forth in the plan and research into policy priorities for the 2015 Arkansas Legislative Session, the task force began to focus on the review of documents and reports from across the disciplines represented within the membership including the FY15 Highway Safety Plan and Performance Measures, Traffic Safety Facts Arkansas 2009 – 2013 by NHTSA, Department of Transportation Seat Belt Use in 2013, Age Specific Injury and Fatality Mechanism Statistics from the Arkansas Department of Health and the National Mobilization Calendar. An Ad Hoc committee comprised of representatives from the Arkansas Department of Health Injury and Violence Prevention Section, Arkansas State Police Highway Safety Office, Mothers Against Drunk Driving and Arkansas Criminal Justice Institute convened three meetings to review the NHTSA “Countermeasures That Work” in order to better inform the group about interventions to consider for future prevention activities across the state.

Upon review of the 2015 Legislative Regular and Extra-Ordinary Legislative Session outcomes, there were lessons learned and benefits realized from the work of the task force. Recruitment of members from disciplines not currently represented is continuing. The Arkansas Office of Driver Control, Drug and Alcohol Safety Education Program, and Office of the State Drug Director have designated representatives who have become active participants on the Task Force. The Alcoholic Beverage Control Administrative and Enforcement Agencies have had staff changes and are in the process of identifying the most appropriate representatives. The plan is reviewed annually based on outcomes of strategies implemented, bi-annual legislative changes and emerging issues. Challenges include changes to the state’s marijuana laws, implementation of ignition interlock sanctions among indigent populations, obtaining Traffic Safety Resource support for prosecutors and officers and identifying funding for the expansion of DWI Courts. The plan was last updated and submitted to NHTSA on June 2015.

In 2017 the AHSO along with the Impaired Driving Prevention Task Force (IDPTF) did an overview of the impaired driving problem in the State. One thing that was apparent was there needed to be strategies that could be measured collectively as group and a plan for the implementation of those strategies which could be distributed to impaired driving partners across the State detailing our vision. As a result the IDPTF is working to create an Impaired Driving Blueprint for Arkansas which will highlight a Border to Border Mobilization involving multiple States in August of 2018 for the Drive Sober Get Pulled Over Campaign.

Safety Measure	Objective(s)
Continue to support the Impaired Driving Task Force established in the summer of 2015 to identify strategies and countermeasures to reduce impaired-driving fatalities.	-Hold a minimum of six coalition meetings annually. -Consider additional coalition partners to address impaired driving issues.
Implement strategies identified in the Impaired Driving Plan to decrease impaired-driving fatalities and injuries.	-Identify and implement countermeasures identified within the Statewide Impaired Driving Plan.
Expand specialized impaired driving training for law enforcement.	-In FY 2018, certify an additional 24 officers in Drug Recognition Expert (DRE). -Train a minimum of 125 law enforcement officers throughout the state in the Advanced Roadside Impaired Driving Enforcement (ARIDE) training during FY 2018. -Provide SFST refresher training to 175 law enforcement officers in Arkansas -Provide SFST instructor development to 24 Arkansas law enforcement officers
Purchase equipment that supports law enforcement efforts in the area of impaired driving.	-Through the administration of Section 402 (AL) and 405(d), provide funding for the purchase of AHSO approved equipment.
Reduce alcohol-impaired fatalities (BAC = .08+).	-Reduce alcohol-related fatalities from the 2012 – 2011-2015 moving average of <u>141</u> to a 2014-2018 moving average of <u>155</u> .
Educate the public on the perils of impaired driving.	-Provide State Alcohol Safety Education Programs statewide -Distribute and evaluate use of Alcohol Safety PSAs and document a minimum of \$300,000 donated airtime. -Through the administration of Section 402 and 405d funds, support overtime for purpose of educational presentations with emphasis on impaired driving.
Perform high visibility enforcement.	-Through administration of Section 402 and 405d funding, support overtime for enforcement activities.

Coordination of Highway Safety Plan (HSP) with Strategic Highway Safety Plan (SHSP) –

High Visibility Enforcement - High visibility enforcement is a strategy within the Impaired Driving Primary Emphasis Area of the SHSP. Section 402 and 405d funding will support overtime efforts throughout the state. Agencies will be encouraged to support STEP efforts and participate in national mobilizations. Funding will support law enforcement agencies to acquire NHTSA/AHSO approved equipment, which is also a component of the SHSP. High visibility enforcement will increase the presence of law enforcement to discourage unsafe driving behaviors.

Expand Impaired Driving Enforcement Programs – The SHSP includes a strategy to expand impaired driving enforcement programs under the Impaired Driving Primary Emphasis Area. Section 405d funding will support the training for 24 additional officers throughout the state to be certified as Drug Recognition Experts (DREs). There will also be an effort to train approximately 125 officers statewide in Advanced Roadside Impaired Driving Enforcement (ARIDE) during the fiscal year.

Education Safety Strategies – Education is a strategy in the Impaired Driving Primary Emphasis Area of the SHSP. Partners will provide information with the goal to discourage unsafe driving behaviors. The AHSO will use printed material and public service announcements (PSAs) to increase awareness of impaired driving issues. The AHSO will incorporate the “Toward Zero Fatalities” logo into presentations, educational items, and PSAs, as appropriate, to support an education campaign and will work on educational campaigns utilizing social media.

Impaired Driving Countermeasures**Deterrence: Laws**

Countermeasure	Effectiveness	Project (s)
ALR/ALS	★★★★★	ACA 5-65-104
Open Containers Law	★★★	ACA 5-71-218
BAC refusal penalties	★★★	ACA 5-65-205

Deterrence: Enforcement

High Visibility Enforcement	★★★★★	STEP Projects/Black River
Publicized Sobriety Checkpoints	★★★★★	STEP Projects/Black River
High Visibility Saturation patrols	★★★★	STEP Projects/Black River
Preliminary Breath Test devices*	★★★★	STEP Projects/Black River
Integrated Enforcement	★★★	STEP Projects/Black River

*Proven for increasing arrests

Deterrence: Prosecution and Adjudication

DWI Courts*	★★★★	13 DWI Courts
Limit diversion & plea agreements	★★★★	13 DWI Courts
Court Monitoring**	★★★	MADD
Sanctions	★★	DWI Courts

*Proven for reducing recidivism

**Proven for increasing convictions

Deterrence: Prevention, Intervention, Communications and Outreach

Alc. screening & brief intervention	★★★★★	DWI Courts
Mass-media campaigns	★★★	STEP Projects

Deterrence: DWI Offender Treatment, Monitoring, and Control

Alc. problem assessment, treatment	★★★★★	DWI Courts
Alcohol Ignition Interlocks*	★★★★★	DWI Courts
DWI Offender Monitoring	★★★★	DWI Courts

*Proven for reducing recidivism

Underage Drinking /Drinking and Driving

Minimum drinking age 21 laws	★★★★★	STEP Projects
Alcohol vendor compliance checks	★★★	STEP Projects
Other minimum legal drinking age 21 law enforcement	★★★	STEP Projects
Youth Programs	★★	STEP Projects

Drug-Impaired Driving

Enforcement of drug-impaired driving	★★★	STEP Projects/Black River
Drug-Impaired driving laws	★	(CJI) Judicial Training Prosecutor Training
Education regarding medication	★	CJI) Judicial Training Prosecutor Training

Alcohol Related Fatalities By County For 2011 - 2015

COUNTY	2011	2012	2013	2014	2015	TOTAL	COUNTY	2011	2012	2013	2014	2015	TOTAL
ARKANSAS	0	0	0	2	0	2	LEE	0	1	0	0	4	5
ASHLEY	0	5	0	0	2	7	LINCOLN	0	0	0	2	1	3
BAXTER	1	2	1	1	2	7	LITTLE RIVER	1	0	2	0	0	3
BENTON	4	9	2	2	11	28	LOGAN	0	1	3	0	2	6
BOONE	0	1	2	1	2	6	LONOKE	3	7	4	2	6	22
BRADLEY	4	1	1	0	0	6	MADISON	3	0	2	3	2	10
CALHOUN	1	1	0	1	0	3	MARION	1	0	2	0	2	5
CARROLL	6	0	0	2	5	13	MILLER	5	0	1	0	4	10
CHICOT	3	1	0	0	1	5	MISSISSIPPI	1	5	4	2	1	13
CLARK	0	2	0	3	0	5	MONROE	2	2	1	0	1	6
CLAY	0	1	0	1	1	3	MONTGOMERY	0	0	0	2	1	3
CLEBURNE	9	3	1	1	1	15	NEVADA	1	4	1	0	0	6
CLEVELAND	0	1	1	0	0	2	NEWTON	0	0	0	1	0	1
COLUMBIA	2	4	3	1	1	11	OUACHITA	1	1	1	0	1	4
CONWAY	1	3	3	2	0	9	PERRY	1	0	1	0	1	3
CRAIGHEAD	4	5	4	4	3	20	PHILLIPS	1	0	1	3	1	6
CRAWFORD	2	1	1	5	1	10	PIKE	3	0	1	1	0	5
CRITTENDEN	4	3	2	6	0	15	POINSETT	1	1	1	0	4	7
CROSS	0	0	1	1	0	2	POLK	0	1	2	1	3	7
DALLAS	0	0	1	0	2	3	POPE	3	5	1	1	1	11
DESHA	0	0	1	0	1	2	PRAIRIE	2	0	1	1	0	4
DREW	1	1	0	0	1	3	PULASKI	19	18	21	14	15	87
FAULKNER	3	6	3	2	3	17	RANDOLPH	3	1	0	1	1	6
FRANKLIN	1	2	0	3	2	8	ST FRANCIS	2	0	0	0	1	3
FULTON	1	1	1	1	1	5	SALINE	4	3	6	5	5	23
GARLAND	4	5	10	9	8	36	SCOTT	0	0	0	0	1	1
GRANT	0	2	0	0	1	3	SEARCY	1	1	0	0	2	4
GREENE	2	3	1	2	2	10	SEBASTIAN	0	2	3	3	1	9
HEMPSTEAD	3	1	4	3	1	12	SEVIER	0	0	0	1	1	2
HOT SPRING	0	1	3	4	5	13	SHARP	1	1	2	0	2	6
HOWARD	1	0	0	1	3	5	STONE	1	0	0	0	2	3
INDEPENDENCE	4	1	2	4	1	12	UNION	2	2	0	1	5	10
IZARD	0	1	0	0	0	1	VAN BUREN	2	2	1	2	0	7
JACKSON	1	2	1	0	2	6	WASHINGTON	10	3	3	11	5	32
JEFFERSON	6	5	3	7	7	28	WHITE	3	1	2	4	4	14
JOHNSON	4	2	1	1	0	8	WOODRUFF	0	1	0	0	0	1
LAFAYETTE	1	2	0	1	0	4	YELL	2	2	0	1	0	5
LAWRENCE	0	1	1	3	0	5	Total	154	144	121	136	149	704

Project Strategies

Additional strategies for projects funded in the Alcohol and Other Drugs Countermeasures Program include:

- To provide DWI adjudication training to approximately 100 district judges
- To provide a Statewide DRE training conference for Arkansas certified DREs
- To provide SFST and TOPS practitioner training to 500 Arkansas law enforcement officers
- To provide ARIDE Training to approximately 125 law enforcement officers
- To provide SFST refresher training to 175 Arkansas law enforcement officers
- To conduct a minimum of two Drug Recognition Expert (DRE) training classes for a total of approximately 24 law enforcement officers
- To provide SFST instructor development to 24 law enforcement officers
- To provide DRE instructor development to 10 law enforcement officers
- To provide an impaired driving conference for law enforcement officers and prosecutors and other safety partners, along with an awards ceremony for law enforcement officers.
- To provide awareness campaign to emphasize the reduction of impaired driving crashes among the 21 to 34 year old age group
- To conduct a high visibility enforcement/media campaign emphasizing impaired driving, such as “Drive Sober or Get Pulled Over”
- To create an Impaired Driving Blueprint for Arkansas to include a Border to Border Mobilization involving multiple States.
- To purchase equipment for STEP and other law enforcement agencies which participate in mobilizations based on need to facilitate improved enforcement.
- To achieve an average of 1 DWI/DUI arrest per eight/twelve hours, during DWI/DUI enforcement
- To conduct at least three mobilizations of increased enforcement emphasizing DWI/DUI laws
- To conduct an ongoing public information and education campaign as a component of all enforcement projects
- To provide applicable training for Arkansas Department of Health, Office of Alcohol Testing (OAT) personnel
- To provide for the purchase portable breath testing devices, radar equipment, and passive alcohol sensors for selected STEPs based on need to facilitate improved enforcement
- To distribute and evaluate the use of Alcohol Safety PSAs and document a minimum of \$300,000 worth of donated airtime
- To provide State Alcohol Safety Education Programs statewide
- To provide a BAT mobile unit with facilities, equipment and evaluation tools to train and assist law enforcement officers and agencies in impaired driving checkpoints
- To maintain three pilot DWI courts
- To provide initial and supplemental training for Arkansas DWI courts.
- To employ at least one Law Enforcement Liaison to encourage DWI enforcement statewide
- To implement the statewide impaired driving plan developed by the Impaired Driving Task Force.
- To implement a Court Monitoring Program
- To implement a statewide In-Car Camera and Video Storage System

Project Information (Impaired Driving)

JUDICIAL TRAINING	
Drug Impaired Driving Laws* Education on Medication*	
Project Number: AL-2018-02-01-01	
Sub-recipient(s): Administrative Office of the Courts	
Total Project Amount: \$91,000	
<p>Provide adjudication training to education to approx. 100 Arkansas district judges with emphasis on impaired driving issues. Training may include, but is not limited to, careless driving, radar, search and seizure, probable cause, pharmacology, interaction with other agencies and sentencing. Faculty will be selected from district judges, substance abuse professionals, law enforcement officers, law professors and judges from other states who teach traffic programs in their home state and at the national level.</p> <ul style="list-style-type: none"> • Three-day judicial training program for approximately 100 State traffic court judges in late September 2018 at a location TBA titled “Updated Impaired Driving Case Fundamentals” by paying for staff at the National Judicial College. The material will include an overview of sentencing practices and evidence based options for traffic offenses; circumstances providing legal basis for stops, searches, seizures arrests and admissibility of testimonial or physical evidence; describe pharmacology to effectively evaluate expert testimony; identify and utilize assessment, treatment, and counseling resources to assist with imposing appropriate sentences and identify new technology and practices used in sentencing. • Fund seven District Court Judges and one judicial educator to attend the 2018 American Bar Association Traffic Court Seminar in the spring of 2018 (place TBD). • Funding will reimburse in-state and out-of-state travel, tuition, meals and lodging. 	
Funding Source: 402 (AL)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: 0
	Local Benefit: \$91,000

TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING	
Drug Impaired Driving Laws* Education on Medication*	
Project Number: AL-2018-02-02-01	
Sub-recipient(s): Criminal Justice Institute	
Total Project Amount: \$669,600	
<ul style="list-style-type: none"> • Provide DWI and standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training and education for approx. 500 law enforcement officers. • Provide SFST refresher training to 175 law enforcement officers. • Provide drug recognition expert (DRE) training/education to approx. 24 law enforcement officers. • Provide instructor development training to 24 SFST/TOPS officers and 10 DRE officers. • Fund a statewide traffic safety conference for approximately 200 law enforcement officers, prosecutors, judges and other safety partners. This 2-3 day conference will focus on Impaired Driving. An awards ceremony to recognize agencies/individuals that have been instrumental in promoting traffic safety issues in Arkansas may be held in conjunction with this conference. • Fund a training conference for Arkansas’s certified Drug Recognition Experts. • Provide Advanced Roadside Impaired Driving (ARIDE) to approximately 100 officers. • Establish a new statewide DRE database. 	
Funding Source: 402 (AL)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: \$154,523
	Local Benefit: \$502,200

TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM Mass Media Campaigns ***	
Project Number: AL-2018-02-03-01	
Sub-recipient(s): Arkansas Broadcasters Association	
Total Project Amount: \$37,500	
Project Description: There is a continuous need to educate the public on the dangers of alcohol/drug impaired driving and the risks of traffic crashes. This is a continuing project to distribute non-commercial sustaining announcements (NCSAs) to radio and television stations and evaluate their use to obtain a minimum of \$300,000 in documented public service air time for traffic safety awareness messages. Funding will provide for technical services.	
Funding Source: 402 (AL)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 300,000	Indirect Cost: N/A
	Local Benefit: 0

STATE-FUNDED ALCOHOL SAFETY EDUCATION PROGRAMS Alcohol screening & brief intervention*****	
Project Number: AL-2018-02-04-01, K8FR-2018-08-04-01, M5X-2018-05-04-01	
Sub-recipient(s): AR Department of Human Services - DASEP	
Total Project Amount: \$3,100,000	
Project Description: This task will provide for alcohol safety education programs through the Arkansas Department of Human Services, Drug and Alcohol Safety Education Program (DASEP) for those convicted of driving while intoxicated (DWI) or driving under the influence (DUI). The programs will conduct preliminary investigations and pre-sentence screening of those convicted of DWI/DUI. State funding will provide for personnel, travel, equipment, meeting room expenses, printing, administrative/indirect costs, and operating expenses.	
Funding Source: State DASEP	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 3,100,000	Indirect Cost: N/A
	Local Benefit: N/A

STATEWIDE PUBLIC INFORMATION AND EDUCATION	
Mass Media Campaigns ***	
Project Number: AL-2018-02-05-01, K8FR 2018-08-05-01, M5PEM-2018-05-05-01	
Sub-recipient(s): Cranford Johnson Robinson Woods	
Total Project Amount: \$920,000	
<p>Project Description: This task will provide for statewide public information and education to promote awareness of the impacts of impaired driving and will support national mobilizations such as “Drive Sober or Get pulled Over” (DSGPO) targeting messages to young persons age 18 to 34 and motorcycle operators. This task will also emphasize the .08 BAC law, Act 561 of 2001. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements (PSAs), and/or corresponding items to enhance other traffic safety projects. This task will provide funds for the services of a full-service advertising agency to create and develop traffic safety public information materials. This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), support national mobilizations like “DSOGPO”, and state mobilizations. This task may also provide for the placement of traffic safety messages relating to impaired driving public information campaigns in the media. The media placements may include television, radio, internet and print. Section 410 and 405 (d) funds will be allocated for paid media. Section 402, 410 and 405 funding could also provide for PSA creation and production, PI&E materials creation and production, and meeting expenses including meals and/or educational items.</p>	
Funding Source: 402 (AL)	Funding Source: 405 (d) (M5PEM)
Additional Funding Source: 410 (K8FR)	Additional Funding Source: N/A
Match Amount: \$900,000	Indirect Cost: N/A
	Local Benefit: \$400,000

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECT	
Enforcement of drug-impaired driving *** Preliminary Breath Test Devices**** Integrated Enforcement*** Publicized Sobriety Checkpoints***** High Visibility Saturation Patrol ****	
Project Number: M5X-2018-05-06-01 thru 37	
Sub-recipient(s): See page 47	
Total Project Amount: \$3,523,100	
<p>Project Description: This task provides funding for a statewide selective traffic enforcement project. The primary emphasis will be sustained year round DWI/DUI enforcement. A PI&E campaign will supplement enforcement. The participating agency will conduct checkpoints and saturation patrols at least four nights during the National impaired driving campaign and also checkpoints/saturation patrols during state impaired driving campaigns.</p> <p>A media blitz will be associated with the mobilizations and frequent PSAs will run to remind motorists of the increased potential of being stopped and ticketed/arrested. This approach is designed to condition drivers to be more attentive to their driving responsibilities while traveling. Vehicles stopped during increased enforcement campaigns will be monitored for occupant restraint and impaired driving violations. Federal funds will provide for selective enforcement pay (compensated at one and one half times an officer’s regular hourly rate), applicable fringe benefits, incentives/promotional items, in /out of state travel, portable breath testing devices. State match (approx. \$112,500) will provide for administration, vehicle expense, in-car cameras, services and supplies. <i>(A list of the city and county agencies funded is provided on the next page)</i></p>	
Funding Source: 405 (d) (M5X)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$1,148,300	Indirect Cost: N/A
	Local Benefit: \$3,523,100

	Cities/Counties	Funding Source	Funding	Local Match
1	Arkadelphia P.D.	M5X	8,200	
2	Benton County Sheriff's Office	M5X	35,000	35,000
3	Benton P.D.	M5X	17,000	17,000
4	Bryant P.D.	M5X	10,000	10,000
5	Camden P.D.	M5X	12,000	12,000
6	Centerton P.D.	M5X	9,100	
7	Conway P.D.	M5X	27,500	27,500
8	Dardanelle P.D.	M5X	5,000	
9	El Dorado P.D.	M5X	20,000	
10	Faulkner County Sheriff's Office	M5X	30,000	
11	Fayetteville P.D.	M5X	44,500	44,500
12	Fort Smith P.D.	M5X	20,000	20,000
13	Garland Co. Sheriff's Office	M5X	20,000	
14	Harrison P.D.	M5X	17,800	17,800
15	Hope P.D.	M5X	10,000	10,000
16	Hot Springs P.D.	M5X	20,400	20,400
17	Jonesboro P.D.	M5X	9,900	9,900
18	Logan Co. Sheriff's Office	M5X	10,000	
19	Marion P.D.	M5X	10,000	10,000
20	Miller County Sheriff's Office	M5X	17,000	
21	Mountain Home P.D.	M5X	14,000	14,000
22	North Little Rock P.D.	M5X	4,000	4,000
23	Osceola P.D.	M5X	7,700	7,700
24	Paragould P.D.	M5X	4,000	4,000
25	Pulaski Co. Sheriff's Office	M5X	20,000	20,000
26	Rogers P.D.	M5X	4,500	4,500
27	Saline County Sheriff's Office	M5X	20,000	
28	Searcy P.D.	M5X	8,000	8,000
29	Sherwood P.D.	M5X	10,500	10,500
30	Siloam Springs P.D.	M5X	10,500	
31	Springdale P.D.	M5X	20,000	20,000
32	St. Francis Co. Sheriff's Office	M5X	10,000	
33	Texarkana P.D.	M5X	40,000	40,000
34	Trumann P.D.	M5X	5,000	
35	Van Buren P.D.	M5X	24,000	24,000
36	Washington Co. Sheriff's office	M5X	7,500	7,500
37	Additional Cities and counties	M5X	3,000,000	750,000
Total 405			\$3,563,100	\$1,148,300

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT	
Enforcement of drug-impaired driving *** Preliminary Breath Test Devices**** Integrated Enforcement*** Publicized Sobriety Checkpoints***** High Visibility Saturation Patrol ****	
Project Number: M5X-2018-05-06-38	
Sub-recipient(s): Arkansas State Police	
Total Project Amount: \$450,000	
<p>The primary emphasis will be sustained year round DWI/DUI enforcement. A PI&E campaign will supplement enforcement. The participating agency will conduct checkpoints and saturation patrols at least four nights during the National impaired driving campaign and also checkpoints/saturation patrols during state impaired driving campaigns.</p> <p>A media blitz will be associated with the mobilizations and frequent PSAs will run to remind motorists of the increased potential of being stopped and ticketed/arrested. This approach is designed to condition drivers to be more attentive to their driving responsibilities while traveling. Vehicles stopped during increased enforcement campaigns will be monitored for occupant restraint and impaired driving violations. Federal funds will provide for selective enforcement pay (compensated at one and one half times an officer's regular hourly rate), applicable fringe benefits, incentives/promotional items, in /out of state travel, portable breath testing devices. State match (approx. \$112,500) will provide for administration, vehicle expense, in-car cameras, services and supplies.</p>	
Funding Source: 405(d) (M5X)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$112,500	Indirect Cost: \$55,263
	Local Benefit: 0

BAC INTOXIMETER AND BLOOD TESTING TRAINING PROJECT	
Project Number: M5BAC-2018-05-07-01	
Sub-recipient(s): Arkansas Department of Health - OAT	
Total Project Amount: \$126,200	
<ul style="list-style-type: none"> • 2 OAT staff to attend International Association for Chemical Testing conference (IACT) spring 2018 in Indianapolis, IN. • 2 OAT staff to attend the Association of Ignition Interlock Program Administrators (AIIPA) conference May 2018 in St. Louis, MO. • 1 OAT staff to attend Lifesavers National Conference on Highway Safety Priorities spring 2018 in San Antonio, TX. • 6 OAT staff to attend Intoximeter Users Group Meeting (Date TBD) in Little Rock, AR. • Coordinate two-day conference in Little Rock, AR for law enforcement and other personnel on alcohol testing related to adjudication, prosecution & enforcement. • Blood kits usable for alcohol or drug testing. • Purchase of tanks to be used in the Intoximeter EC/IR II. • Provide for a state AIIPA membership • Purchase 5 evidential breath test instruments (stationary or mobile Intoximeter EC/IR II) to be used for state saturation of DWI testing. (Cost approx. \$9,500 each) • Fund a three year maintenance agreement for the Agilent 789B Gas Chromatography system which is used to analyze legal samples for alcohol in DWI cases and verify solutions used to calibrate and prove the accuracy of Intoximeter EC/IR II instruments. 	
Funding Source: 405 (d) M5BAC	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: N/A
	Local Benefit: N/A

LAW ENFORCEMENT TRAINING ACADEMY BAT & SOBRIETY CHECKPOINT MOBILE TRAINING	
Project Number: M5TR-2018-05-08-01	
Sub-recipient(s): Black River Technical College	
Total Project Amount: \$112,900	
Fund 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 primary emphasis will be low manpower & multi-agency sobriety checkpoint training and support. This project will also supplement the DWI/SFST/DRE program with the Criminal Justice Institute by providing a mobile platform during DRE evaluations that are part of the DRE certification process.	
Funding Source: 405 (d) (M5TR)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: N/A
	Local Benefit: \$112,900

STATEWIDE LAW ENFORCEMENT LIAISONS	
Project Number: AL-2018-02-10-01, M5HVE-2018-05-10-02, M5HVE-2018-05-10-03	
Sub-recipient(s): CRIMINAL JUSTICE INSTITUTE	
Total Project Amount: \$ 422,500	
<p>Project Description: LEL from Criminal Justice Institute will recruit law enforcement agencies statewide to be a mini-STEP grant agency In addition to promoting agency participation in the mini-STEP program, other responsibilities of the LELs would include:</p> <ul style="list-style-type: none"> • After signing up mini-STEP agencies, collect agencies performance reports, provide feedback, follow-up and technical assistance. • Promote participation in SFST, ARIDE and DRE programs; • Promote the issuance of more traffic safety citations; • Set up summits or learning sessions with law enforcement agencies to promote traffic safety programs; • Discuss the importance of the high-five program with all safety partners in a community. <p>CJI will identify potential agencies for mini-STEP grants subject to AHSO approval. The focus will be to sign up 40 mini-STEP (city and county law enforcement agencies) that are not current STEP agencies. The LELs will meet with management at these agencies to encourage their buy-in to the mini-STEP. Based on agencies needs, traffic enforcement related equipment (less than \$5,000 ea.), may be purchased upon approval from the AHSO. Agencies will conduct overtime enforcement during major impaired driving campaigns. LEL will coordinate law enforcement summits/conferences to encourage agencies to support and participate in selective traffic enforcement. LEL will help law enforcement agencies plan and coordinate media events announcing increased enforcement, and implement a program to encourage non-STEP agencies to participate in DSGPO enforcement mobilizations. Federal funds will pay for salaries, fringe benefits, travel, speaker honorariums, meeting expenses, maintenance/operations, printing, traffic safety-related equipment less than \$5,000 each, and administration.</p>	
Funding Source: 402 (AL)	Funding Source: 405(d) (M5HVE)
Additional Funding Source: N/A	Additional Funding Source:
Match Amount: 0	Indirect Cost: TBD
	Local Benefit: \$422,500

Project Name: COURTROOM MONITORING PROGRAM	
Project Number: M5CS-2018-05-11-01	
Sub-recipient(s): Mothers Against Drunk Driving (MADD)	
Total Project Amount: \$115,000	
Court Monitoring program follows DWI/DUI cases through the court process to identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in judicial implementation of Arkansas's ignition interlock law. It will be implemented in 15 judicial circuits with emphasis on counties ranking highest for alcohol/drug related crashes involving fatalities or injuries.	
Funding Source: 405 (d) (M5CS)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: 0
	Local Benefit: 0

DWI COURTS DWI Courts**** Limit diversion & plea agreements **** Sanctions** Alc Screening and Brief Intervention***** Alc Problem Assessment and Treatment ***** Ignition Interlock ***** DWI Offender Monitoring*****	
Project Number: M5CS-2018-05-09-01 thru 11	
Sub-recipient(s): See below	
Total Project Amount: \$733,700	
Work with court jurisdictions statewide to improve adjudication of traffic laws related to impaired driving. Activities include soliciting and generating interest statewide for the development and implementation of additional DWI Courts. Arkansas has 3 pilot DWI courts. An additional 6 courts completed training in 2011 and implemented their DWI courts in 2012. A 10 th court completed training mid-2012, an 11 th court in the summer of 2014 and a 12 th court in December 2015. One additional court will seek initial training in 2017. This Task provides funding to maintain the operations for three pilot DWI courts and assist with training costs for new courts. AHSO will provide funding for initial and enhanced DWI Court Trainings offered through NHTSA/NDICI. Federal funds provide for salaries, fringe benefits, in and out-of state travel, meeting expenses, maintenance and operations, printing and administration. State/local funds provide additional administrative costs at approximately \$550,000.	
Funding Source: 405(d) (M5CS)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$613,700	Indirect Cost: 0
	Local Benefit: \$733,700

Arkansas DWI Courts

1. INDEPENDENCE COUNTY	54,000	(M5CS) \$	54,000
2. GARLAND COUNTY	59,700	(M5CS) \$	59,700
3. SHERWOOD		(M5CS) \$	15,000
4. BENTON COUNTY		(M5CS) \$	15,000
5. CLARK COUNTY		(M5CS) \$	15,000
6. CRAIGHEAD COUNTY		(M5CS) \$	15,000
7. CRAWFORD COUNTY		(M5CS) \$	15,000
8. FAULKNER COUNTY		(M5CS) \$	15,000
9. VAN BUREN COUNTY		(M5CS) \$	15,000
10. PULASKI COUNTY		(M5CS) \$	15,000
11. ADDL DWI COURTS TBD	<u>500,000</u>	(M5CS) \$	<u>500,000</u>
TOTAL MATCH AND FUNDING	\$613,700		\$733,700

STATEWIDE IN-CAR CAMERA AND VIDEO STORAGE SYSTEM	
Project Number: M5X-2018-05-06-39	
Sub-recipient(s): Arkansas State Police	
Total Project Amount: \$500,000	
To aid apprehension and prosecution of DWI/DUI violators, this task provides for in-car video cameras and a backend video storage system. The video storage system is necessary to effectively manage, preserve, and secure video evidence. The system will provide reliable archiving and instant recall of video data to enhance trooper's abilities to testify in court and increase drunk driver conviction rates. The storage system will link to and share data with eCite (Task 5 – Electronic Citation System page 59). Federal funds will purchase the following equipment: 200 in-car cameras at a cost of approximately \$4,900 each.	
Funding Source: 405 (d) (M5X)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$125,000	Indirect Cost: \$61,403
	Local Benefit: 0

Project Name: ALCOHOL PROGRAM MANAGEMENT	
Project Number: AL-2018-02-12-01, AL-2018-02-12-02, AL-2018-02-12-03, M7*AL-2018-07-01-01	
Sub-recipient(s): ASP	
Total Project Amount: \$191,600 (AL) \$99,100 (M7*AL)	
Provides program management for projects in the Alcohol and Other Drugs Countermeasures program area and administration for projects in this area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. It provides materials that are essential components of program management. Funding is designated for personnel, (positions funded under AL on pg 90) travel/training , PI&E materials, and eGrants operations..	
Funding Source: 402 (AL)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: 0
Maintenance of Effort:	Local Benefit: 0

ARKANSAS STATE CRIME LAB	
Project Number: M5BAC-2018-05-13-01	
Sub-recipient(s): AR State Crime Lab	
Total Project Amount: \$635,000	
Provides for the outsourcing of toxicology analysis in cases in which alcohol testing was performed without drug analysis. Because of the large number of toxicological cases received, the AR State Crime Lab (ASCL) started in 2015 to perform drug testing on motor vehicle crashes (MVC) cases only if the blood alcohol results were less than .08% The ASP – HSO notified ASCL that FARS requires drug confirmation on all MVCs. With the current infrastructure, it would be difficult for ASCL to perform and keep the back log and turn-around times down. Federal funds will provide for outsourcing toxicology testing of backlogged cases; validation of equipment; purchase of new toxicology analysis equipment; - Liquid Chromatography Mass Spectro meter (LC/MS/MS) at a cost of \$400,000, a Nitrogen/Air Generator for LC/MS/MS at a cost of \$20,000, Gas Chromatography Headspace at a cost of \$40,000, Elisa Plate Reader at a cost of \$5,000 and a Positive Pressure Manifold at a cost of \$4,500; LC/MS/MS Software Licenses at a cost of \$28,000; Drug Standards for validation of current equipment; and validation of new equipment. ASCL will provide \$158,750 in match.	
Funding Source: 405 (d)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$158,700	Indirect Cost: \$158,750
	Local Benefit: 0

TRAFFIC SAFETY RESOURCE PROSECUTOR	
Drug Impaired Driving Laws * Education on Medication *	
Project Number: AL-2018-02-14-01	
Sub-recipient(s): Office of the Prosecutor Coordinator	
Total Project Amount: \$131,100	
<p>Conduct a Traffic Safety Resource Prosecutor (TSRP) Project to provide training and resources to prosecutors and law enforcement state wide to aid in the prosecution of DWI/DUI cases to help reduce impaired driving related traffic crashes, fatalities and injuries in the state of Arkansas. Serve as a liaison between prosecutors, law enforcement officers and other governmental agencies and personnel, including NHTSA's Judicial outreach Liaison, to facilitate better working relationships and promote uniform enforcement and prosecution of Arkansas's impaired driving laws.</p>	
Funding Source: 402 (AL)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: N/A
	Local Benefit: 0

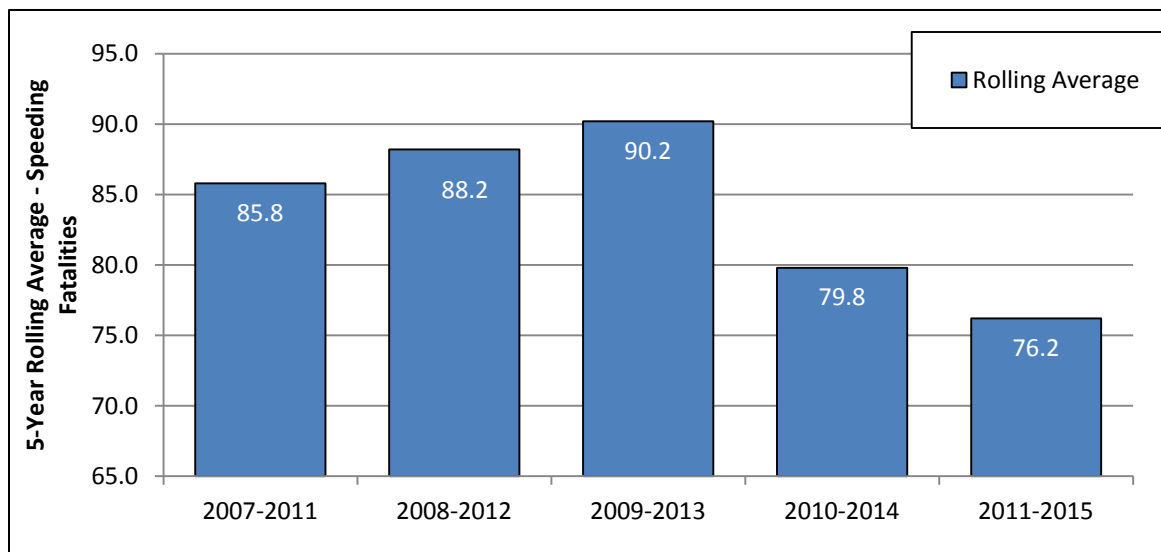
Speed Program

C-6) Speeding Related Fatalities

Baseline Value:	76	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	70	Target Start Yr	2014	Target Year End	2018

Goal Statement: Decrease speeding related fatalities from 76 (2011-2015) to 70 for (2014-2018).

The 5 year rolling average method was used in conjunction with a linear trend line to aid in reducing the inconsistencies caused by fluctuations in the data and because it shows long term trends more clearly than annual counts. **A target of 70 was set for 2014–2018.** This target was also based on anticipated results of increased enforcement efforts ((Model LEL program, addition of mini-STEPS, and pilot High Five Program) and taking into consideration the recent law increasing the interstate speed limit to 75mph.

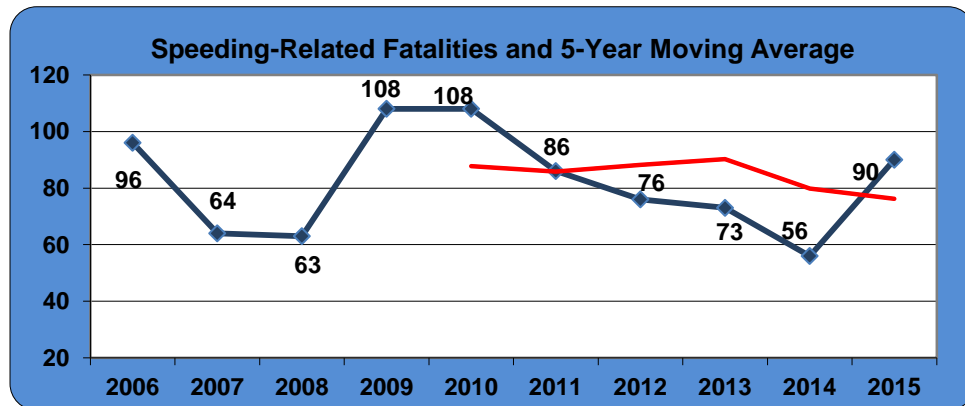


Program Overview/Problem ID

According to FARS data, over the last five years (2011 – 2015) there have been 381 fatalities recorded as speed-related, which accounts for 14.5% of the total number of traffic-related fatalities (2,610) for the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities are up again at 90. The state recognizes the importance in remaining vigilant in addressing and enforcing speed. In FY 2018, the AHSO will contract with law enforcement agencies throughout the state to conduct high visibility enforcement of speed.

Although efforts may also emphasize other core measures such as occupant protection and impairment, agencies will enforce speed violations as well. Participating agencies are encouraged to distribute media releases to their local media outlets to prompt the media's involvement and focus on special traffic safety problems to help educate the public.

The 2015 Public Awareness/Attitude Survey included questions about speed. 41% of individuals surveyed indicated they thought it would be "very likely" they would receive a ticket if they drove over the speed limit. 50% indicated that within the past 30 days (of the survey) they had read, seen, or heard about speed enforcement efforts by police.



Safety Measure	Objectives
Reduce speed related fatalities	Reduce speed related fatalities to (2014-2018) 5 yr average of 84
Perform high visibility enforcement	Support overtime efforts for high visibility law enforcement
Purchase equipment that supports enforcement efforts.	Support the purchase of AHSO-approved equipment which can be utilized to enforce speed-related violations

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information Systems with State Strategic Highway Safety Plan (SHSP) Enforcement Safety Strategies – High visibility enforcement is included in the Aggressive Driving Primary Emphasis Area strategies of the SHSP. Law enforcement agencies will partner with the AHSO to support overtime efforts for high visibility enforcement. Such efforts will increase the presence of law enforcement with the goal to discourage unsafe driving behaviors to ultimately improve traffic safety culture.

Education Safety Strategies – Educational efforts are included as Strategies in the Aggressive Driving Primary Emphasis area of the State Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors to improve traffic safety culture. The AHSO will incorporate the “Zero Fatalities” logo/taglines into presentations, educational materials, and public service announcements as appropriate to support the multi-media education campaign effort identified in the SHSP.

Countermeasures: Speeding Related Fatalities

Laws

Countermeasures	Effectiveness	Projects
Speed limits	★★★★★	STEP Projects

Enforcement

Countermeasures	Effectiveness	Projects
High visibility enforcement	★★	STEP Projects

Penalties and Adjudication

Countermeasures	Effectiveness	Projects
Penalty types and levels	★★	STEP Projects

Communications and Outreach

Countermeasures	Effectiveness	Projects
Public information supporting enforcement	★★★	STEP Projects

Project Strategies

- To achieve an average of three vehicle stops per hour during enforcement periods.
- To conduct PI&E activities as a component of all enforcement projects.
- To conduct a statewide public information and education and enforcement campaign that will emphasize speed laws.
- To conduct sustained low-visibility traffic enforcement using stealth patrol vehicles.

Project Information (Speed Program)

SELECTIVE TRAFFIC ENFORCEMENT PROJECT	
High Visibility Enforcement **	
Project Number: SE-2018-13-01-01 THRU 37	
Sub-recipient(s): See next page	
Total Project Amount: See next page	
<u>Selective Traffic Enforcement Projects (STEPS)</u> This task provides funding for selected cities and counties to conduct sustained selective traffic enforcement projects. Speed enforcement will be a vital component of these enforcement efforts. The primary objectives of these projects are to achieve an average of three vehicle stops per hour during enforcement periods. Federal funding will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate, applicable fringe benefits, and radar and laser speed measurement devices (cost less than \$5,000 per unit). <i>A list of the city and county agencies are shown on the next page.</i>	
Funding Source: 402 (SE)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$224,800	Indirect Cost: 0
	Local Benefit: \$285,800

SELECTIVE TRAFFIC ENFORCEMENT PROJECT	
High Visibility Enforcement **	
Project Number: SE-2018-13-01-38	
Sub-recipient: Arkansas State Police (ASP)	
Total Project Amount: \$300,000	
<u>Statewide Selective Traffic Enforcement Project (STEP)</u> This task provides funding for a statewide selective traffic enforcement project. The primary emphasis will be speed enforcement throughout the year. A PI&E campaign will supplement enforcement. Federal funds will provide for selective enforcement pay (compensated at a rate of no more than one and one half times an officer's regular hourly rate) applicable fringe benefits, and radar/laser speed measurement devices (costing less than \$5,000 per unit).	
Funding Source: 402 (SE)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$75,000	Indirect Cost: \$36,842
	Local Benefit: 0

MINI SELECTIVE TRAFFIC ENFORCEMENT PROJECT	
High Visibility Enforcement **	
Project Number: SE-2018-13-03-01	
Sub-recipient: Local Law Enforcement Agencies - TBD	
Total Project Amount: \$200,000	
<u>Statewide Selective Traffic Enforcement Project (STEP)</u> This task will provide funding for Mini STEPs. Funding will provide for overtime pay and equipment to conduct speed enforcement primarily during state, regional or national speed campaigns.	
Funding Source: 402 (SE)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: N/A	Indirect Cost: N/A
	Local Benefit: \$200,000

	Cities/Counties	Funding Source	Federal Funds		Local Match
1	Arkadelphia P.D.	SE	9,500		
2	Benton County Sheriff's Office	SE	3,000		3,000
3	Benton P.D.	SE	8,000		8,000
4	Bryant P.D.	SE	2,000		2,000
5	Camden P.D.	SE	12,000		12,000
6	Centerton P.D.	SE	24,000		
7	Conway P.D.	SE	9,400		9,400
8	Dardanelle P.D.	SE	5,000		
9	El Dorado P.D.	SE	5,000		
10	Faulkner County Sheriff's Office	SE	2,000		
11	Fayetteville P.D.	SE	12,100		12,100
12	Fort Smith P.D.	SE	10,000		10,000
13	Garland Co. Sheriff's Office	SE	3,700		
14	Harrison P.D.	SE	13,800		13,800
15	Hope P.D.	SE	3,200		3,200
16	Hot Springs P.D.	SE	1,000		1,000
17	Jonesboro P.D.	SE	12,400		12,400
18	Logan Co. Sheriff's Office	SE	10,000		
19	Marion P.D.	SE	2,000		2,000
20	Miller County Sheriff's Office	SE	5,200		
21	Mountain Home P.D.	SE	10,000		10,000
22	North Little Rock P.D.	SE	3,000		3,000
23	Osceola P.D.	SE	3,400		3,400
24	Paragould P.D.	SE	3,000		3,000
25	Pulaski Co. Sheriff's Office	SE	2,000		2,000
26	Rogers P.D.	SE	15,000		15,000
27	Saline County Sheriff's Office	SE	5,000		
28	Searcy P.D.	SE	4,000		4,000
29	Sherwood P.D.	SE	7,500		7,500
30	Siloam Springs P.D.	SE	8,500		8,500
31	Springdale P.D.	SE	13,600		13,600
32	St. Francis Co. Sheriff's Office	SE	25,000		
33	Texarkana Police Department	SE	4,000		4,000
34	Trumann P.D.	SE	4,000		1,400
35	Van Buren P.D.	SE	1,500		1,500
36	Washington Co. Sheriff's office	SE	10,000		10,000
37	Additional Cities and counties	SE	50,000		50,000
Total SE			322,800		225,800

STATEWIDE PUBLIC INFORMATION AND EDUCATION	
Public Information Supporting Enforcement***	
Project Number: SE-2018-13-02-01, PM-2018-13-02-02	
Sub-recipient(s): CJRW	
Total Project Amount: \$100,000	
<p>Provides for statewide public information and education to promote adherence to speed limits and will particularly focus on the national “Obey the Sign or Pay the Fine” enforcement mobilization surrounding the Independence Day holiday. This task will emphasize the importance of obeying speed limit laws. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements (PSAs), and/or corresponding items to enhance other traffic safety projects. This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic safety public information campaign. The advertising agency will develop the methodology to document and report audience reach to include telephone survey(s). This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPs), and with diversity outreach and press events. Federal funding could provide for PSA creation and production, PI&E materials creation and production, meeting and press event expenses including PA system rental, material/supplies, meals and breaks (refreshments). This task will also provide for the placement of traffic safety messages relating to Speeding and public information campaigns in the media. The media placements may include television, radio, cinema, internet and print. At a minimum, an assessment to measure audience exposure will be documented and included in the cost of media placements. Public awareness surveys will also be conducted to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. Federal funds will be allocated for the paid media.</p>	
Funding Source:402 (SE)	Funding Source: 402 (PM)
Additional Funding Source: N/A	Additional Funding Source:
Match Amount: \$100,000	Indirect Cost: N/A
	Local Benefit: \$50,000

Traffic Records Program

Program Overview

The Traffic Records Assessment was conducted for the State of Arkansas 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 along with future recommendations by the NHTSA GO Team will be the basis for Arkansas’ 2018 – 2022 Traffic Records Strategic Plan. In conjunction with the strategic plan, the goals of the Traffic Records Program are to maintain the reduction of the backlog of crash report data to be entered into the Traffic Analysis Reporting System (TARS) and improve the accuracy of data. The State Traffic Records Strategic Plan, Assessment and 405 C IPR (including the list of the TRCC members, description of quantifiable and measurable improvements, recommendations from the most recent assessment, recommendations to be addressed with projects and performance measures, and descriptions of the performance measures and supporting data that the state is relying on to show quantitative improvement in the preceding 12 months of the application due date) are provided as attachments C, D, E and F.

The Program will continue efforts to maintain the reduction of the backlog and improve the accuracy of data. This will be accomplished through two projects. One will continue the paperless system by using a computer image of the crash report for review and data entry into the eCrash system. Another project will continue capturing the data that is uploaded by the troopers and other law enforcement officers through the eCrash system. The transition from the TraCS system to the eCrash system has further streamlined the entry of Crashes by ASP with 105 local agencies using eCrash with an additional 35 agencies having been trained as of June 1, 2017. This has increased the amount of data captured and rendered unnecessary the merging of data into the database further decreasing the backlog of reports.

Data Collection and Information Systems –

eCrash – eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for crash data. eCrash is partially funded through Section 405c. Features of eCrash includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. As of May 31, 2017, 107 Arkansas law enforcement agencies submit their data electronically through eCrash. These agencies represent approximately 50% of all crash submissions in the state of Arkansas annually. Data Collection and Analysis is also Primary Emphasis Area in the SHSP and includes strategies regarding eCrash as well as other data collection methods and tools.

Crash Report Form – On July 15, 2015, the ASP released a revised crash form electronically to the ASP troopers and have been continuously providing it to local law enforcement agencies throughout the state since that date. Additional fields were added to the form, thus allowing for additional data to be collected throughout the state which can then be analyzed to support traffic safety improvements. Those agencies scheduled for eCrash but not yet on-board and smaller law enforcement agencies provide paper submittals.

Crash Data – The ASP will continue to work with law enforcement partners on the importance of crash data with a goal to lower the number of crash reports containing “unknown” for various data elements.

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

The Arkansas State Police (ASP) logged 69,084 crash reports in 2015, of which 68,244 were entered into the TARS database. The total logged by the ASP for 2016 was 77,854 of which 76,935 were entered into the TARS database. Reports entered in TARS do not include duplicate, private property or parking lot crashes.

Performance Measure—Goal

Program Goal

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

- Maintain the reduction of the backlog of crash reports to be manually entered
- Increase the # of courts using Contexte (real-time) from 74 in 2017 to 83 in 2018

Project Strategies

The strategies of the projects in the Traffic Records Program are:

- To provide for the daily operation of the TARS;
- To out-source data entry services of the TARS;
- To acquire necessary computer hardware, software and peripherals for TARS and eCrash.
- To develop and implement computer software that will allow the ASP and other agencies to enter crash data at the troop and local level within a few hours of the crash;
- To continue specialized training in computer systems software;
- To provide more timely and accurate updates to traffic citation history file;
- To maintain and increase the number of required data elements for MMUCC compliance;
- To implement an electronic citation system to most local agencies.

Project Information (Traffic Records)

TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) PROGRAM OPERATION	
Project Number: TR-2018-04-01-01, M3DA-2018-03-01-01	
Sub-recipient(s): ASP, SourceCorp	
Total Project Amount: \$ 423,800 (\$141,800 ASP) (\$282,000 SourceCorp)	
Project Description: Provides for retaining the services of a qualified firm to input crash data in a timely manner. It also provides for the operation of the TARS by the ASP including data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work.	
Funding Source: 402 (TR)	Funding Source: 405 (c) (M3DA)
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$141,800	Indirect Cost: N/A
	Local Benefit: 0

TRAFFIC ANALYSIS REPORTING SYSTEM (TARS) IMPROVEMENT PROJECT	
Project Number: TR-2018-04-02-01, M3DA-2018-03-02-02	
Sub-recipient(s): ASP	
Total Project Amount: \$100,000	
Provides for the acquisition of computer hardware, software, and peripherals needed for TARS improvements including continuation of paperless processing of crash reports through TARS and the purchasing of equipment less than \$5,000 each) to enhance the efficiency and effectiveness of TARS.	
Funding Source: 402 (TR)	Funding Source: 405 (c) (M3DA)
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$15,000	Indirect Cost: N/A
	Local Benefit:0

ELECTRONIC TRAFFIC CRASH RECORD ENTRY SYSTEM PROJECT	
Project Number: K4TR-2018-12-03-01, M3DA-2018-03-03-02, M3DA-2018-03-03-04	
Sub-recipient(s): ASP, Local Law Enforcement Agencies TBD	
Total Project Amount: \$800,000 (\$50,000 ASP (K4TR) ; \$500,000 ASP (M3DA); \$250,000 Locals (M3DA)	
Continue modification of computer software applications for the ASP and other agencies to enter crash data within a few hours of the crash using eCrash and allow the AHSO to integrate the data directly into its database without reentering the data. In-car computer systems with necessary operating software will be purchased at approximately \$4,000 each. The in-car computer systems are used at the crash scene to capture data and enable multimedia, magnetic strip and bar code data capture and transfers along with GPS receivers to accurately locate the crash via longitude and latitude readings. Provide for a technician/liaison position to expand e-Crash to local agencies. Travel, training and materials will also be associated with this effort. Federal funds will also provide for travel/training, additional software, supplies, user fees, vendor/contractor services and equipment. Funding will also provide for sub-grants to local departments to purchase computer hardware and peripherals to utilize eCrash software.	
Funding Source: 406 (K4TR)	Funding Source: 405 (c) (M3DA)
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$ 235,000	Indirect Cost: N/A
	Local Benefit: \$ 250,000

EMS DATA INJURY SURVEILLANCE CONTINUATION PROJECT	
Project Number: M3DA-2018-03-04-01	
Sub-recipient(s): Department of Health – Office of EMS	
Total Project Amount: \$45,000	
Project Description: This task will include maintenance of the data elements necessary to continue system compliance with NEMSIS data collection. Members of the Section staff will continue as active members of the TRCC to help with data sharing. Federal funds will provide for system user fees and software maintenance.	
Funding Source: 405 (a)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$ 16,300	Indirect Cost: N/A
	Local Benefit: 0

ELECTRONIC CITATION SYSTEM	
Project Number (s): K4TR-2018-12-05-01, M3DA -2018-03-05-01, M3DA-2018-03-05-02	
Sub-recipient(s): Arkansas State Police, Local Law Enforcement Agencies	
Total Project Amount: \$850,000	
Provides for a vendor to continue development and implementation of a system which electronically captures and submits traffic citations by state and local law enforcement. This system will facilitate faster, more accurate and more efficient issuance of a citation to the violator and will capture citation data for timely reporting to various entities. The system is currently allowing submission of citations directly to the Administrative Office of the Courts for their dissemination to various courts and to the Office of Driver Services. Funding will provide for vendor/contract services; equipment with an acquisition cost of less than \$5,000 each, including laptops, handheld 2D barcode scanners and printers. In addition, provide for two part time individuals to help support the eCite application on a 7 day 24 hour basis. Funding will also provide for sub-grants to local departments to purchase computer hardware to utilize the eCite software. (\$100,000ASP (K4TR); \$500,000 ASP (M3DA), \$250,000 Locals (M3DA)	
Funding Source: 406 (K4TR)	Funding Source:
Additional Funding Source: N/a	Additional Funding Source:
Match Amount: \$245,000	Indirect Cost: N/A
	Local Benefit: \$250,000

TRAFFIC RECORDS PROGRAM MANAGEMENT	
Project Number (s): 2018-04-07-01 thru 03	
Sub-recipient(s): Arkansas State Police	
Total Project Amount: \$84,700 (TR) \$22,100 (M7*TR)	
Provides for the administration of the Traffic Records Program and provides support for other program areas. Funding will provide for the necessary staff time (see page 90 for positions funded under TR), travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program. Funding will also provide for continued training in the administration of computer systems software and eGrants operations.	
Funding Source: 402 (TR)	Funding Source: 405 (M7*TR)
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: N/A
	Local Benefit: 0

PROFESSIONAL DEVELOPMENT	
Project Number (s): TR- 2018-04-06-01, TR- 2018-04-06-02, K4TR-2018-12-06-38	
Sub-recipient(s): Arkansas State Police, AR Dept. of Transportation	
Total Project Amount: \$34,000	
Provides for specified training to law enforcement and other highway safety professionals. In matters related to traffic records. May involve continued crash investigation and reconstruction training courses.	
Funding Source: 402 (TR)	Funding Source: 406 (K4TR)
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: N/A
	Local Benefit: 0

Roadway Safety Program

Program Overview

This task provides funds to be used on hazard elimination projects that will reduce the occurrence or the severity of traffic crashes on sections of highways with high crash rates. Funding is also provided for specified training to highway safety professionals in matters of roadway and rail-highway safety.

Project Strategies

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

- To provide professional development for highway safety professionals.
- To provide funding for hazard elimination projects

Project Information (Roadway Safety)

PROFESSIONAL DEVELOPMENT	
Project Number: RS-2018-06-01-01	
Sub-recipient(s): Arkansas Department of Transportation (AR DOT)	
Total Project Amount: \$7,000	
Provides funds for specified training to highway safety professionals in matters of roadway and rail-highway safety. Professional development funds will provide for in-state and out-of-state travel, meals, lodging, and registration fees to conferences, workshops and other training opportunities promoting traffic safety.	
Funding Source: 402 (RS)	Funding Source:
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: N/A
	Local Benefit: 0

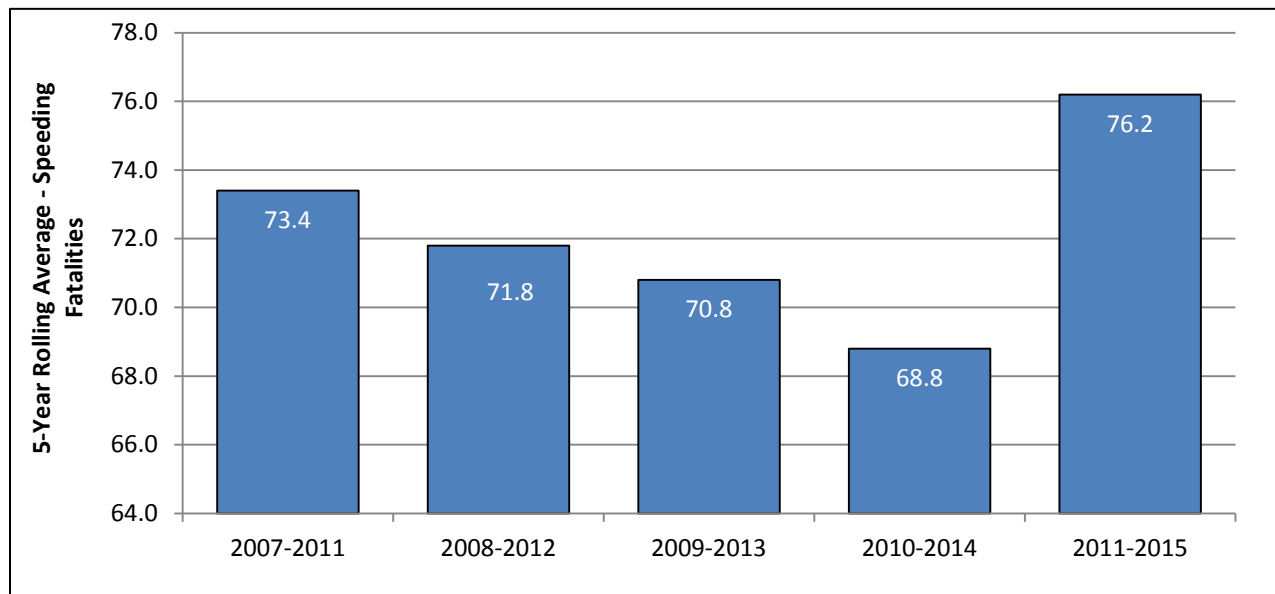
HAZARD ELIMINATION	
Project Number: 154HE-2018-11-02-01	
Sub-recipient(s): Arkansas Department of Transportation (AR DOT)	
Total Project Amount: \$4,000,000	
Provides for programs as a result of the transfer of federal-aid highway construction funds as required by section 154 of title 23, united states code (open container law). These funds will be used on hazard elimination projects that will reduce the occurrence or the severity of traffic crashes on sections of highways with high crash rates.	
Funding Source: 154 (HE)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: 0	Indirect Cost: N/A
	Local Benefit: 0

Motorcycles**C-7) Motorcyclists Fatalities**

Baseline Value:	76.2	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	72.0	Target Start Yr	2014	Target Year End	2018

Goal Statement: Reduce motorcyclist fatalities from 76 (2011-2015) to 73 (2014-2018).

Between 2011 - 2015 the number of Motorcycle fatalities increased from 64 to 79. Based on recent increases and other factors including; increased VMT, and the passage of new legislation legalizing medical marijuana, a 2014-2018 goal that represents improvement over the baseline period cannot be justified in terms of historical performance. Acknowledging that a helmet law is the key to reducing motorcycle fatalities, **this target was set at 73 for (2014-2018)**. The 5 year rolling average method was used in conjunction with a linear trend line. The AHSO will continue educational public information programs to promote awareness and encourage the use of helmets.

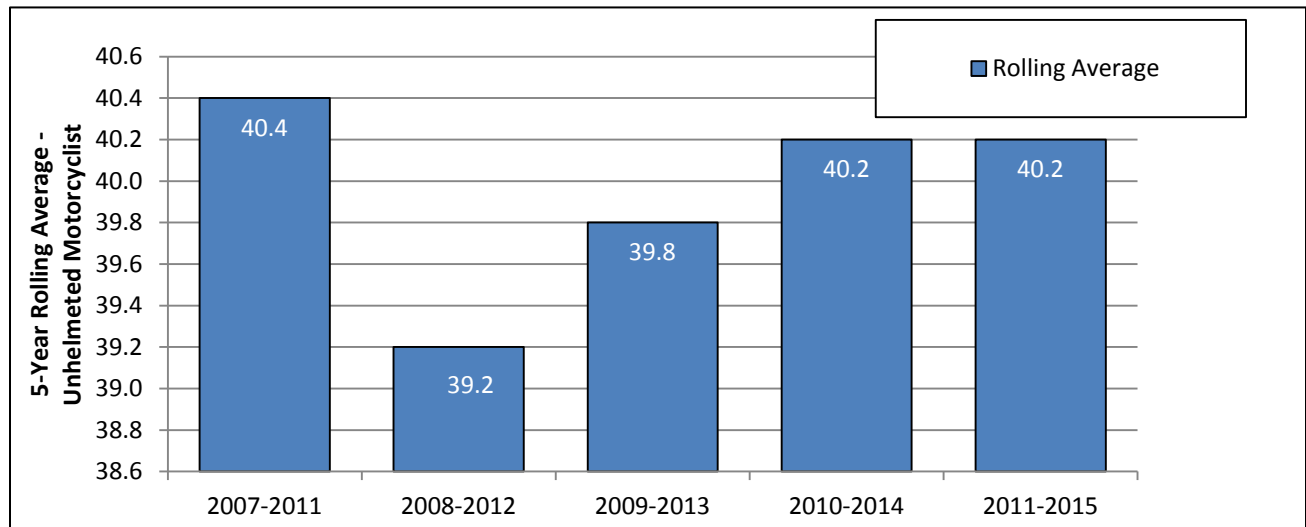


Motorcycle Safety Program**C-8) Unhelmeted Motorcyclists Fatalities**

Baseline Value:	40	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	40	Target Start Yr	2014	Target Year End	2018

Goal Statement: *Maintain un-helmeted motorcyclist fatalities at 40 (2014-2018).*

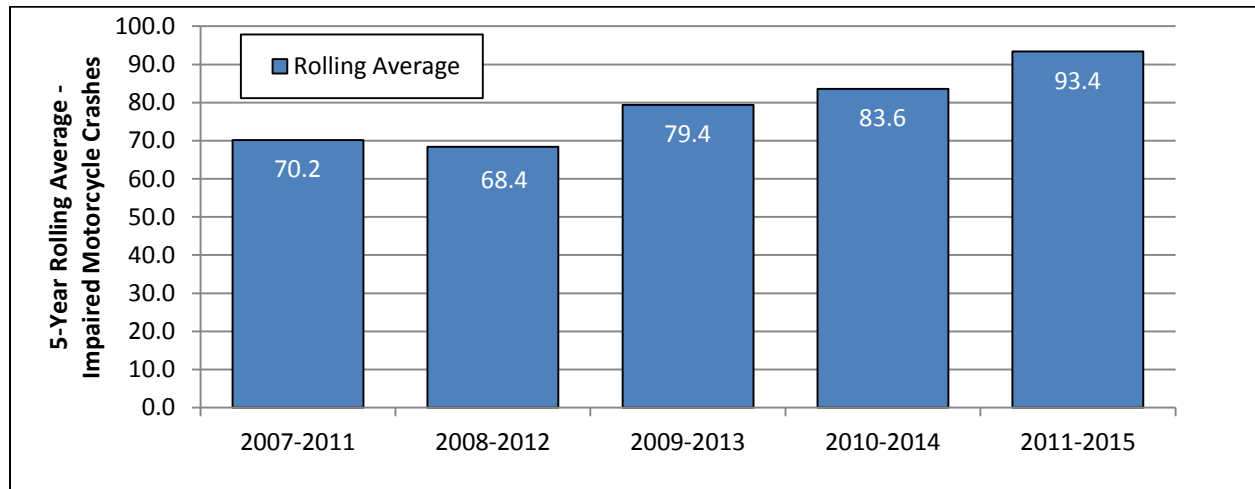
Between 2011 - 2015 the number of Motorcycle fatalities increased from 35 to 48. Based on recent increases and other factors including; increased VMT, and the passage of new legislation legalizing medical marijuana, a 2014 - 2018 goal that represents improvement over the baseline period cannot be justified in terms of historical performance. Acknowledging that a Helmet law is the key to reducing motorcycle fatalities, **this target was set to maintain fatalities at 40 for (2014 - 2018).** The 5 year rolling average method was used in conjunction with a linear trend line. The AHSO will continue educational public information programs to promote awareness and encourage the use of helmets.



Impaired Motorcycle Crashes

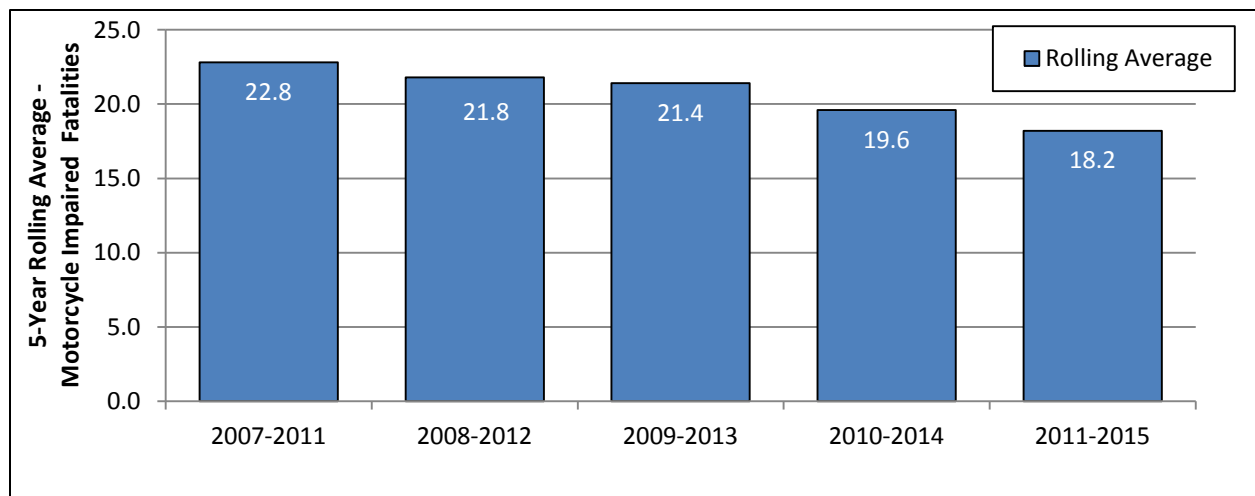
Goal Statement: Limit the increase in motorcyclist impaired crashes from 93 (2011-2015) to 110 (2014-2018)

Year	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	Goal
5-Year Moving Averages	70.2	68.4	79.4	83.6	93.4	110.0

**Impaired Motorcycle Fatalities**

Goal Statement: Reduce Impaired motorcyclist fatalities at 18 (2011-2015) to 15 (2014-2018)

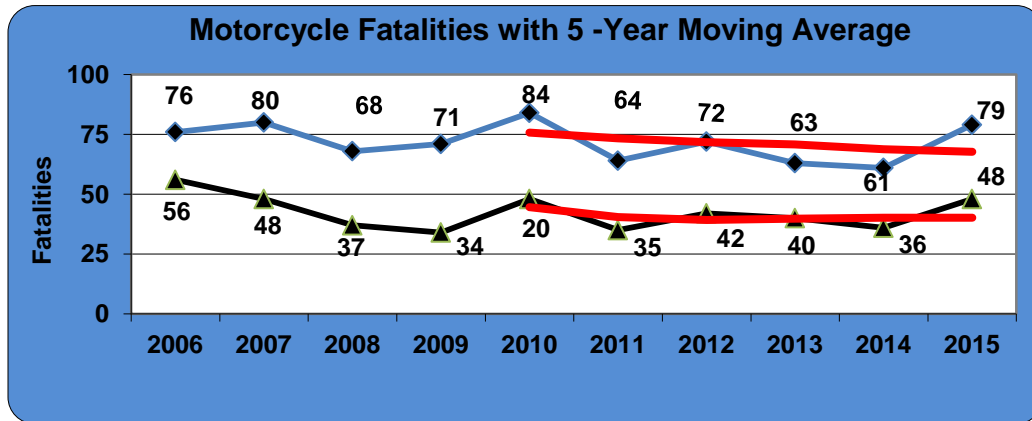
Year	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	Goal
5-Year Moving Averages	22.8	21.8	21.4	19.6	18.2	15.0



Program Overview/Problem ID

Arkansas reported 64 motorcycle related fatalities in 2011. Fatalities are at 79 for 2015 and account for approximately 15 percent of Arkansas' total traffic fatalities. Motorcycle fatalities were at 23 in 1997 when the state's motorcycle helmet law was repealed. Only person(s) under the age of 21 are now required to wear protective headgear. In the years following the change in the law motorcycle fatalities tripled. In order to address the increase in motorcycle crashes and fatalities, the Governor has authorized the AHSO as the state authority having jurisdiction over motorcyclist safety issues.

The tables on pages 7-9 provide a ranking of the counties in order, from highest to lowest of the number of motorcycle crashes for 2015, number of crashes per county 2007-2015, and number of impaired motorcycle crashes and fatalities by county 2007-2015.



There are various existing strategies to improve motorcycle safety. Motorcycle riders should be properly trained and licensed. They should be alert and aware of the risks they face while riding; in particular, they should not be impaired by alcohol. All motorcycle riders should wear motorcycle helmets that meet Federal Motor Vehicle Safety Standard (FMVSS) 218 and clothing that provides both protection and visibility. Unfortunately, many motorcyclists do not take these straightforward precautions. The most important objectives for improving motorcycle safety are to increase helmet use, reduce alcohol-impaired motorcycle riding, increase proper licensing, and the promotion of lifelong learning through the completion of rider training courses. These objectives are all difficult to accomplish. Universal helmet laws are extremely effective but they are politically difficult to enact and retain.

The Arkansas Highway Safety Office (AHSO) has initiated components for a statewide motorcycle safety program to increase motorist's awareness, support rider education and utilize enforcement and PI&E efforts to reduce the number of motorcycle fatalities and injuries. The AHSO will purchase advertising using the "Look Twice for Motorcycles" and "Take 2 for Arkansas" campaigns to include broadcast, cable, radio and online advertising in a majority of counties (top 10) where there is at least one motorcycle crash causing a serious or fatal injury. (as highlighted in the chart below – MC crashes by county on page 70)

Arkansas will also utilize statewide television and radio spots to promote awareness of motorcycle safety and the dangers associated with the impaired operation of motorcycles. Efforts to deter impaired motorcyclists will be made during the National Winter DWI Mobilization (DSOGPO) December 13, 2017 thru January 1, 2018; the National Labor Day DWI Mobilization (DSOGPO) August 17 – September 2, 2018; and the July 4th holiday DSOGPO campaign in June 29 – July 8, 2018. The AHSO will purchase advertising to include broadcast, cable, radio and online advertising directed at the top five counties for impaired motorcycle crashes and fatalities. (See chart page 71). (Covered under Projects M5X 2018-05-05-02 and M5PEM 2018-05-05-04 under the Alcohol & Other Drugs countermeasures program area).

Law enforcement agencies will be encouraged to be vigilant during DWI enforcement efforts and be alert for impaired motorcyclists, through existing STEP projects which cover 71.88% of the State's population. STEP agencies are currently located in each of the top five counties for impaired

motorcycle crashes. Local law enforcement agencies will also be encouraged to address motorcycle club meetings. At these meetings officers will discuss the dangers of impaired driving. Law enforcement agencies utilizing Selective Traffic Enforcement Project (STEP) agreement funds will be encouraged to conduct increased enforcement and patrols statewide in counties where these type crashes occur. (STEP projects are detailed in the Occupant Protection, Speed Enforcement and Alcohol and other Drug countermeasures program Areas).

Arkansas law enforcement receives Standardized Field Sobriety Test (SFST) certification training, funded by the AHSO, and delivered through the Criminal Justice Institute, University of Arkansas System, all receive DWI detection training specific to motorcycles as part of the standardized curriculum.

Coordination of Highway Safety Plan (HSP), Data Collection, and Information Systems with State Strategic Highway Safety Plan (SHSP) -- The State Strategic Highway Safety Plan includes Motorcycles as a Primary Emphasis area, Arkansas recognizes motorcycle fatalities continue to be a concern in the state of Arkansas. A coordinated effort will be made between the AHSO and the Arkansas Highway Transportation Department and other traffic safety stakeholders to continue to support motorcycle safety.

2015 Counties With One or More MC Fatalities

County	Counts	County	Counts
Ashley	1	Lonoke	2
Baxter	1	Madison	3
Benton	3	Marion	2
Carroll	1	Miller	5
Chicot	1	Newton	1
Clark	1	Ouachita	1
Cleburne	1	Pike	1
Craighead	3	Poinsett	1
Crawford	2	Polk	2
Crittenden	2	Pope	3
Desha	1	Pulaski	6
Drew	1	Randolph	1
Faulkner	1	Scott	1
Garland	5	Sebastian	1
Greene	5	Sharp	1
Hot Spring	1	Stone	1
Jackson	1	Union	2
Lafayette	1	Washington	4
Little River	1	White	4
Logan	1		

2015 ARKANSAS MOTORCYCLE CRASHES BY COUNTY

Rank	County	Counts	Rank	County	Counts
1	Pulaski	180	39	Arkansas	5
2	Washington	126	40	Clark	5
3	Benton	98	41	Sevier	5
4	Garland	91	42	Ashley	4
5	Sebastian	84	43	Columbia	4
6	Craighead	41	44	Grant	4
7	Faulkner	40	45	Lincoln	4
8	Carroll	39	46	Montgomery	4
9	Crawford	39	47	Scott	4
10	White	29	48	Stone	4
11	Pope	28	49	Dallas	3
12	Newton	27	50	Fulton	3
13	Saline	25	51	Hempstead	3
14	Polk	24	52	Jackson	3
15	Lonoke	23	53	Pike	3
16	Baxter	22	54	Prairie	3
17	Johnson	20	55	Sharp	3
18	Boone	16	56	St. Francis	3
19	Crittenden	16	57	Cleveland	2
20	Jefferson	16	58	Cross	2
21	Perry	15	59	Desha	2
22	Madison	14	60	Drew	2
23	Hot Spring	13	61	Lawrence	2
24	Cleburne	12	62	Nevada	2
25	Greene	12	63	Ouachita	2
26	Miller	12	64	Phillips	2
27	Yell	12	65	Randolph	2
28	Independence	11	66	Bradley	1
29	Conway	10	67	Chicot	1
30	Searcy	9	68	Lafayette	1
31	Marion	8	69	Lee	1
32	Poinsett	8	70	Little River	1
33	Union	8	71	Woodruff	1
34	Franklin	7	72	Calhoun	0
35	Logan	7	73	Clay	0
36	Mississippi	7	74	Howard	0
37	Van Buren	7	75	Monroe	0
38	Izard	6		Total	1253

Note: The Motorist Awareness Campaign will target the top ten counties to include the project on page 75.

2015 All Alcohol Related MC Crashes

County	Counts	County	Counts
Washington	24	Ashley	1
Pulaski	16	Baxter	1
Sebastian	12	Chicot	1
Benton	10	Cleburne	1
Garland	10	Cross	1
White	8	Franklin	1
Crawford	6	Hot Spring	1
Faulkner	6	Jackson	1
Crittenden	5	Johnson	1
Pope	5	Lincoln	1
Boone	4	Little River	1
Carroll	4	Miller	1
Independence	4	Montgomery	1

2015 All Alcohol Related Fatal MC Crashes

Rank	County	Counts	Rank	County	Counts
1	Pulaski	2	8	Independence	1
2	White	2	9	Lonoke	1
3	Ashley	1	10	Miller	1
4	Benton	1	11	Perry	1
5	Chicot	1	12	Sebastian	1
6	Craighead	1	13	Union	1
7	Garland	1	14	Washington	1
			Total		16

**FATALITIES IN MOTOR VEHICLE TRAFFIC CRASHES INVOLVING A MOTORCYCLE RIDER WITH BAC = .08+ AND REGISTERED MOTORCYCLES, BY STATE AND YEAR
FATALITY ANALYSIS REPORTING SYSTEM (FARS) 2013-2014 FINAL
REGISTERED MOTORCYCLES - FEDERAL HIGHWAY ADMINISTRATION (FHWA)**

State	Calendar Year					
	2013			2014		
	Total Fatalities in Crashes Involving a Motorcycle	Fatalities Involving a Motorcycle Rider With BAC = .08+	Registered Motorcycles	Total Fatalities in Crashes Involving a Motorcycle	Fatalities Involving a Motorcycle Rider With BAC=.08+	Registered Motorcycles
Arkansas	63	14	74,196	61	16	92,921

<u>MC Crashes by County</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>MC Crashes by County</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
ARKANSAS	5	10	13	6	10	5	3	1	5	LINCOLN	6	3	1		1		1	1	4
ASHLEY	9	5	3	2	7	5	4	4	4	LITTLE RIVER	1	1	5	1	1	1	3	4	1
BAXTER	21	34	31	34	25	35	24	31	22	LOGAN	7	11	7	4	5	6	5	3	7
BENTON	113	115	104	105	104	121	115	112	98	LONOKE	26	31	21	22	19	24	21	19	23
BOONE	17	17	17	14	21	14	15	11	16	MADISON	10	15	27	21	16	22	19	25	14
BRADLEY	5	1	3	1	2	1	2	1	1	MARION	11	8	9	11	5	9	3	13	8
CALHOUN	1	5	1	2	30	32	0	0	0	MILLER	22	27	29	32	24	19	17	14	12
CARROLL	25	21	29	48	10	2	43	44	39	MISSISSIPPI	10	16	7	10	16	8	14	11	7
CHICO		2	1	1		3	0	1	1	MONTGOMERY	4	2	3	1		6	2	1	4
CLARK	14	11	9	5	10	1	5	4	5	MONROE	1	4	4	8	2		4	2	0
CLAY	5	1	3	8	1	14	3	2	0	NEVADA	3	1	4	3	4		0	3	2
CLEBURNE	23	22	15	21	22	1	17	10	12	NEWTON	18	28	32	26	26	30	21	31	27
CLEVELAND		1	5	9	1	6	2	2	2	OUACHITA	4	4	2	3	3	1	1	1	2
COLUMBIA	7	3	6	4	5	8	5	7	4	PERRY	4	15	4	10	7	11	17	9	15
CONWAY	17	14	45	36	8	38	5	12	10	PHILLIPS	12	1	3	1	2	5	4	0	2
CRAIGHEAD	47	56	33	33	41	30	36	37	41	PIKE	6	9	5	6	5	2	2	1	3
CRAWFORD	45	40	24	17	29	9	38	34	39	POINSETT	6	9	7	8	4	2	6	3	8
CRITTENDEN	16	18	8	9	6	4	12	12	16	POLK	13	11	15	14	15	17	19	18	24
CROSS	9	8	1	1	2	2	0	2	2	POPE	34	40	32	50	28	36	27	23	28
DALLAS	2	2	1	9	4	4	3	3	3	PRAIRIE	2	0	3	3	2	1	3	4	3
DESHA	2	2	3		3	32	1	0	2	PULASKI	209	232	184	173	200	189	156	148	180
DREW	2	4	46	4	5	24	2	2	2	RANDOLPH	4	4	4	6	2	1	5	5	2
FAULKNER	57	68	11	44	44	3	50	36	40	SALINE	48	51	38	38	30	38	34	23	25
FRANKLIN	1	2	4	9	5	87	20	17	7	SCOTT	3		2	2	5	1	0	0	4
FULTON	8	5	93	5	5	3	7	5	3	SEARCY	2	5	7	11	8	6	8	12	9
GARLAND	131	123	7	94	84	21	76	67	91	SEBASTIAN	132	113	83	95	53	77	82	52	84
GRANT	3	5	26	4	6	3	2	4	4	SEVIER	4	4	7	3	6		0	1	5
GREENE	18	23	5	24	16	13	22	17	12	SHARP	7	3	4	10	4	5	4	8	3
HEMPSTEAD	4	4	11	5	12	1	9	11	3	ST FRANCIS	7	7	11	4	7	5	6	9	3
HOT SPRING	16	19	1	12	11	18	3	9	13	STONE	4	10	5	4	6	7	9	3	4
HOWARD	3	3	19	11	3	5	0	2	0	UNION	12	19	16	14	10	14	10	6	8
INDEPENDENCE	24	15	11	4	16	4	10	14	11	VAN BUREN	10	18	7	6	6	6	6	9	7
IZARD	3	6	3	7	6	26	3	5	6	WASHINGTON	109	137	120	98	126	127	133	127	126
JACKSON	6	8	24	28	1	11	0	2	3	WHITE	31	39	32	30	27	32	1	28	1
JEFFERSON	36	27	10	11	28	2	25	21	16	WOODRUFF	0	0	3	1	1	1	3	0	29
JOHNSON	8	11	0	1	16	5	10	9	20	YELL	14	17	11	15	4	11	5	6	12
LAFAYETTE	1	3	1	3	3	5	1	1	1										
LAWRENCE	3	0	1	2	10	5	1	2	2										
LEE			13	11			0	0	1										

<u>MC Impaired Crashes by County</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>MC Impaired Crashes by County</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
ARKANSAS										LEE				2					
ASHLEY	1							1	1	LINCOLN	1							1	1
BAXTER	1	2	2	2		2		2	1	LITTLE RIVER							1		1
BENTON	9	3	4	6	1	8	1	1	10	LOGAN	1							1	
BOONE			2	2			1		4	LONOKE	4	2	3		1	4	2	1	
BRADLEY	1									MADISON	1	1	1	1		1	2	1	
CALHOUN										MARION		1	1	1	2	1			
CARROLL		2	1	1	3	4	2	2	4	MILLER	1		1	2		1		1	1
CHICO									1	MISSISSIPPI			1			2		1	
CLARK		2	1							MONTGOMERY		3					1		1
CLAY	1							1		MONROE					1				
CLEBURNE		1	1	2	1	1	2		1	NEVADA	1			1	1				
CLEVELAND					1		1			NEWTON	2	1	3	2	1			1	
COLUMBIA	1	1		2						OUACHITA	1			2		1			
CONWAY		1								PERRY	1		2	3	2		1		
CRAIGHEAD		1	1	2	3	1	3	2		PHILLIPS									
CRAWFORD	3	3		1	4			1	6	PIKE	1			1					
CRITTENDEN	1					2	2	1	5	POINSETT				1				1	
CROSS				1				1	1	POLK				1	1	1	2		
DALLAS		1						1		POPE	4	3		3	1	4	2	3	5
DESHA										PRAIRIE		1				1	1		
DREW	1		1							PULASKI	4	11	7	5	10	7	6	4	16
FAULKNER		3	3	3	2	2	3	1	6	RANDOLPH				1					
FRANKLIN	1		1			2		3	1	SALINE	1	2	1		3	3	2		
FULTON	2		2		1					SCOTT									
GARLAND	4	4	3	2	2		8	5	10	SEARCY				2	1	1	1	2	
GRANT	1	1								SEBASTIAN	2	7	4	3	1	3	1	1	12
GREENE	2	2		2		2		1		SEVIER				1					
HEMPSTEAD	1			1	2					SHARP	3			2	1				
HOT SPRING	1	1	1		3	1	1	3	1	ST FRANCIS			1	1		1	1		
HOWARD					1					STONE	1		1		2		2		
INDEPENDENCE			3	1	1	1		1	4	UNION	1		1	2			1		
IZARD			1			1				VAN BUREN	1				2				
JACKSON		1		1		1			1	WASHINGTON	8		4	6	3	5	1	3	24
JEFFERSON	1		1		1		1			WHITE	5		3	1	1	1	1	4	8
JOHNSON		1	1		2	1	2		1	WOODRUFF	1	1	2			1			
LAFAYETTE		1	1	1		1				YELL	2			1		1		2	
LAWRENCE	1	1				1													
LEE				2						TOTALS	80	65	66	78	62	71	55	56	127

<i>MC Fatal Impaired Crashes by County</i>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<i>MC Fatal Impaired Crashes by County</i>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
ARKANSAS										LEE									
ASHLEY								1	1	LINCOLN								1	
BAXTER	1		1			1				LITTLE RIVER							1		
BENTON	4		1	3		6			1	LOGAN									
BOONE			1	1						LONOKE	1		2		1	1	1		1
BRADLEY										MADISON				1			1		
CALHOUN										MARION									
CARROLL				1						MILLER			1	1		1			1
CHICO									1	MISSISSIPPI						2		1	
CLARK										MONTGOMERY		1							
CLAY	1							1		MONROE					1				
CLEBURNE				2						NEVADA									
CLEVELAND										NEWTON									
COLUMBIA	1									OUACHITA				1		1			
CONWAY										PERRY			1	1					1
CRAIGHEAD					1			1	1	PHILLIPS									
CRAWFORD		1								PIKE									
CRITTENDEN							2			POINSETT									
CROSS								1		POLK							1		
DALLAS										POPE	3					1			
DESHA										PRAIRIE						1	1		
DREW			1							PULASKI	3	5	2	1	3	2	2	2	2
FAULKNER		2	1	1	1	1				RANDOLPH									
FRANKLIN	1							2		SALINE		1		2	1	1			
FULTON										SCOTT									
GARLAND	1	3			2		3	3	1	SEARCY					1				
GRANT	1									SEBASTIAN		4	3	2	1	2		1	1
GREENE	1									SEVIER									
HEMPSTEAD	1			1						SHARP									
HOT SPRING					1			1		ST FRANCIS			1						
HOWARD					1					STONE									
INDEPENDENCE			1	1	1	1			1	UNION			1	1			1		1
IZARD										VAN BUREN									
JACKSON		1								WASHINGTON	3		1	2	2	1		1	1
JEFFERSON	1		1		1					WHITE	3		2	1	1				2
JOHNSON					1		1			WOODRUFF	1	1							
LAFAYETTE		1	1			1				YELL								1	
LAWRENCE	1	1																	
LEE										TOTALS	28	21	22	23	20	23	14	17	16

Countermeasures: Motorcyclists Fatalities**Motorcycle Helmets**

Countermeasure	Effectiveness	Project
Helmet Use Promotion Programs	★	Public Information and Education Presentations by law enforcement and groups

Alcohol Impairment

Countermeasure	Effectiveness	Project
High Visibility Enforcement	★★★★★	STEP Projects
Alcohol Impairment communications	★	Public Information and Education Presentations: Law enforcement & groups

Communications and Outreach

Countermeasure	Effectiveness	Project
Other driver awareness of motorcyclists	★	Public Information and Education (Communications Plan "Paid Media" includes driver awareness "Take 2 for Arkansas" and "Look Twice for Motorcycles")

Project Strategies

- Increase enforcement of the existing helmet law for riders and passengers under 21.
- Improve public information and education on value of wearing protective riding gear.
- Improve information and education on dangers of operating motorcycles under the influence of alcohol and/or other drugs.
- Increase skills training opportunities for motorcyclists to avoid and minimize injuries.
- Motorists Awareness

Project Information (Motorcycle)

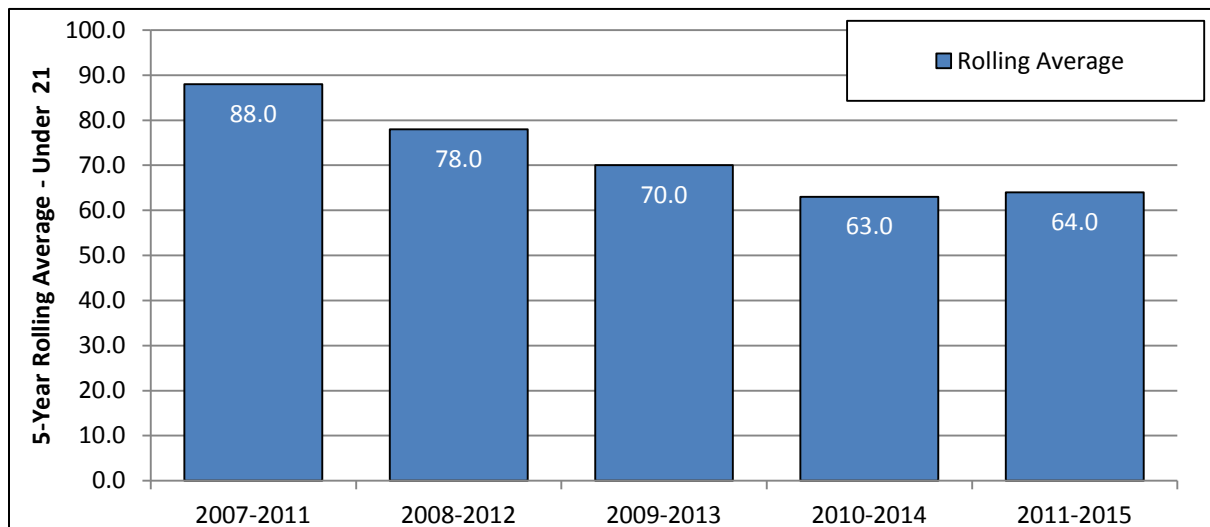
MOTORIST AWARENESS CAMPAIGN * Other Driver Awareness of Motorcyclists *	
Project Number: M9MA-2018-09-01-01	
Sub-recipient(s): CJRW	
Total Project Amount: \$150,000	
Provides funding to purchase items promoting motorcycle safety activities. Items that will be produced and purchased are educational pamphlets, posters, radio and television ads and other items as appropriate to advance the program.	
Funding Source: 405 (f) M9MA	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: N/A	Indirect Cost: N/A
	Local Benefit: 0

Teen Driver Safety Program**C-9) Drivers Age 20 or Younger Involved in Fatal Crashes**

Baseline Value:	64	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	42	Target Start Yr	2014	Target Year End	2018

Goal Statement: Reduce the number of drivers age 20 or younger involved in fatal crashes from 64 (2011-2015) to 42 (2014-2018).

The substantial gains demonstrated in past years are an indication of the success of past efforts in this area. Acknowledging that improvements in the current GDL law are necessary to continue past gains and taking into consideration the current increase in fatalities (FY2015) and other factors such as the increase in the interstate speed limit and distracted driving occurrences, **a target of 42 has been established for (2014–2018).** The 5 year rolling average method was used in conjunction with a linear trend line.



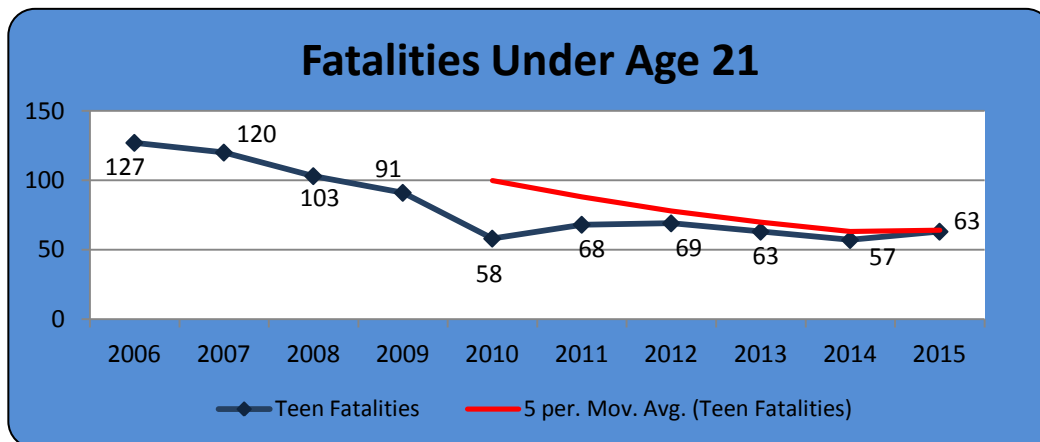
Program Overview/Problem ID

In 2015 there were 61 drivers aged 15-20 involved in fatal crashes in Arkansas. Motor vehicles crashes are the #1 cause of unintentional injury and death among teenagers (NHTSA). According to FARS, of the 61 drivers of passenger vehicles (motorcycles, snowmobiles, etc. excluded) aged 15-20 with known restraint usage, only 55 percent were restrained.

The University of Arkansas for Medical Sciences (UAMS), Arkansas Children's Hospital Injury Prevention Center has conducted a project over the last 3 years in collaboration with the Arkansas Health Department (ADH), the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids. This year the project will focus specifically on increasing seat belt use for teens in targeted counties of the state determined to be key to increasing Arkansas's seat belt use rate.

UAMS will utilize conduct peer to peer education projects in the high schools of each of these counties modeled after NHTSA's evidence based "Battle of the Belt" program. The project educates both teens and parents and involves direct interaction and engagement with parents in order to change parents' behaviors and ultimately reduce teen driver crashes. A central feature of the program is a written agreement that parents and teens review and sign. The agreement limits teens' driving under various high-risk situations such as driving at night, with other teens in the car, etc. The program has the teen and parent working pairs to begin enveloping a parent teen driving agreement.

UAMS will also promote awareness in the schools of Arkansas' Graduated Driver Licensing (GDL) law, enacted in 2009. The GDL law addresses teen driving issues by helping new drivers gain experience in lower-risk conditions. In other states, comprehensive GDL programs have been a proven success by reducing teen fatalities and injuries by up to 38%. Arkansas GDL emphasizes use of safety belts for all seating positions especially during learning and intermediate stages. This project will promote peer to peer influence of seat belt use and GDL principles for young drivers and passengers. The project will also educate teens and parents on the dangers of distracted driving



Safety Measures	Objectives
Educate teens about traffic safety and periods of poor driving decisions	Continue education projects modeled on “Battle of the Belt” Program statewide. Incorporate information onto the UAMS www.SaferteendrivingAR.org website Utilize social media as tool for educating teens
Continue Teen Driver Safety Project w UAMS	Continue peer to peer education projects in area high schools of identified counties modeled on “Battle of the Belt” Program. Promote awareness of GDL laws to schools and parents Educate teens and parents on dangers of distracted driving
Expand educational efforts about traffic safety	Utilize media and Towards Zero Deaths initiative to get messages out

Countermeasures: Drivers Age 20 or Younger

Graduated Driver’s Licensing

Countermeasure	Effectiveness	Projects
Graduated driver licensing (GDL)	★★★★★	Teen Driver Safety Project
Learner’s permit length, supervised hours	★★★★★	Teen Driver Safety Project
Intermediate – nighttime restrictions	★★★★★	Teen Driver Safety Project
Intermediate-passenger restrictions	★★★★★	Teen Driver Safety Project
Cell Phone restrictions	★★	Teen Driver Safety Project
Belt use requirements	★★	Teen Driver Safety Project

Parents

Countermeasure	Effectiveness	Projects
Parent roles in teaching and managing	★★	Teen Driver Safety Project

Traffic Law Enforcement

Countermeasure	Effectiveness	Projects
Enforcement of GDL and zero-tolerance laws	★★★	STEP Projects

Coordination of Arkansas Highway Safety Plan (HSP) with State Strategic Highway Safety Plan (SHSP) - The State Strategic Highway Safety Plan includes Younger Drivers as a Primary Emphasis area. Arkansas recognizes that Younger Driver fatalities continue to be a concern in the state of Arkansas. Education is also identified as a strategy of the State Strategic Highway Safety Plan for dealing with the problems of Younger Driver fatalities and serious injuries. Throughout educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture. The AHSO will incorporate the “Toward Zero Fatalities” logo/taglines into presentations, educational items, and public service announcements as appropriate to support a multi-media education campaign effort.

Project Strategies

- Continue the Teen Driver Safety Project focused on occupant protection
- Increase emphasis on enforcement of Distracted Driving laws
- Increase Law Enforcement participation in National Distracted Driving Mobilization
- Increase education and awareness programs at the local level
- Continue PI&E efforts and “Toward Zero Deaths” initiative

Project Information (Teen Driver)

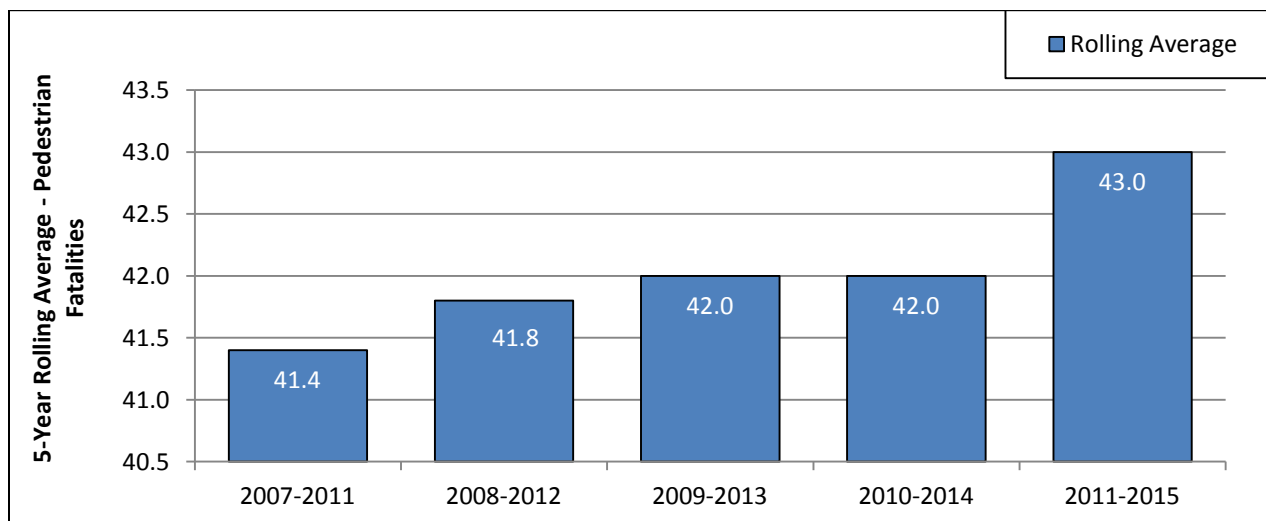
TEEN DRIVER SAFETY PROJECT Graduated Driver Licensing (GDL)*****, Learners Permit Length, supervised hours*****, Intermediate-nighttime restrictions*****, Cell Phone restrictions**, Belt Use Requirements**, Parent roles in teaching and managing**	
Project Number: OP-2018-03-10-01	
Sub-recipient(s): UAMS	
Total Project Amount: \$177,100	
This task will provide for development of the UAMS/ACH Teen Driver Safety Project. The project will implement activities in designated counties to facilitate teen driver education focused on occupant protection. Federal funds will provide for meeting expenses, travel, training, materials, supplies, salaries, and benefits for additional personnel..	
Funding Source: 402 (OP)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$44,300	Indirect Cost: \$40,869
	Local Benefit: \$88,600

Pedestrians and Bicyclists**C-10) Pedestrian Fatalities**

Baseline Value:	43	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	44	Target Start Yr	2014	Target Year End	2018

Goal Statement: Limit the increase in pedestrian fatalities from **43** (2011-2015) to **44** (2014-2018).

A 2014 - 2018 goal that represents more than minimal improvement over the baseline period cannot be justified in terms of historical performance. In 2015 the number of pedestrian fatalities increased from 37 to 43. The AHSO will continue educational public awareness programs along with public information and awareness efforts through programming and TZD. Law Enforcement agencies will be utilized to encourage communities to initiate additional safety measures in enforcement and infrastructure. The 5 year rolling average method was used in conjunction with a linear trend line to set a **target of 44 for (2014 – 2018)**

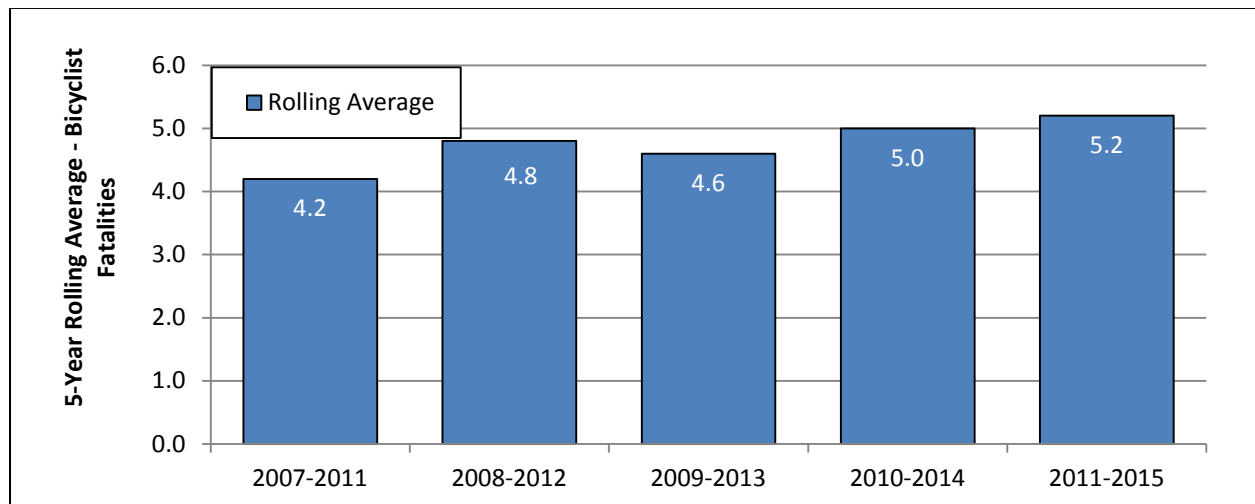


C-11) Bicyclist Fatalities

Baseline Value:	5	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	5	Target Start Yr	2014	Target Year End	2018

Goal Statement: Hold bicyclist fatalities at 5 (2011-2015) to 5 (2014-2018).

The small numbers for this measure, together with their variability, render all models used in the analyses of questionable value. The AHSO will continue educational public awareness programs along with public information and awareness efforts through programming and TZD. Law Enforcement agencies will be utilized to encourage communities to initiate additional safety measures in enforcement and infrastructure. Historical data may be the best guide in goal-setting. The 5 year rolling average method was used in conjunction with a linear trend line to set a **target of 5 for (2014–2018)**



Pedestrian/Bicyclist Safety Program Area

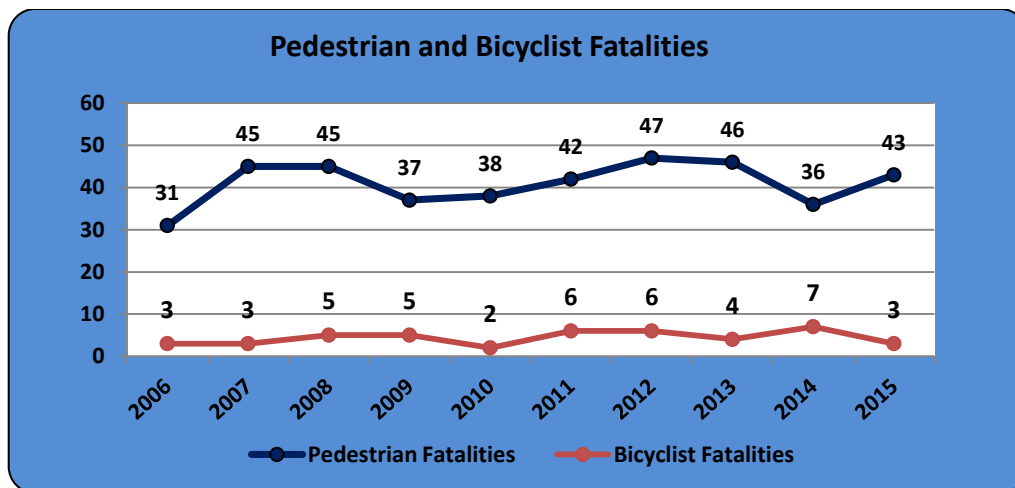
Program Overview/Problem ID

During 2015 there were 43 pedestrian fatalities. These fatalities represent 8 percent of all motor vehicle fatalities for this period. There were also 3 bicyclist fatalities during the same period. Information on pedestrian and bicycle safety will be a part of the “Toward Zero Deaths” Campaign and other injury prevention projects (See Safe Communities and PI&E projects pages 57 and 61 under Occupant Protection Section).

Countermeasures conducted in Arkansas include both enforcement and education efforts. Pedestrians need to understand that even though they are walking or running they still have a responsibility to obey the same traffic laws that motorists are subject to. However, under Arkansas law, motorists are to yield to pedestrians at all times.

In Arkansas there were 215 pedestrian fatalities over the period (2011 – 2015) averaging 43 per year. In 2014, a pedestrian safety program was initiated in Eldorado, Arkansas by the Arkansas Highway Transportation Department. This community was chosen because it had a high number of pedestrian-vehicle crashes. In FY18 additional projects may be considered.

Between 2011-2015 a total of 26 persons lost their lives in bicycle crashes. In addition to press-related activities, enforcement and educational efforts are planned for 2018 to bring awareness to pedestrian and bicyclist safety. The AHSO will work with the ARDOT to provide informational posters/brochures in public areas around the city as part of the TZD initiative. In FY 2018, AHSO Program Managers will encourage law enforcement agencies within communities which have had pedestrian and bicyclist related fatalities and serious injuries to be more proactive in pedestrian and bicyclist enforcement and overall safety issues.



C-10 Pedestrian Safety

Safety Measures	Objectives
Reduce Pedestrian Fatalities	From Moving Average 43 (2011-2015) to 42 (2014-2018)
Increase pedestrian-crossing enforcement	Encourage law enforcement agencies that have experienced pedestrian related fatalities and injuries to be more proactive in pedestrian-crossing enforcement
Increase public awareness in regard to pedestrian safety	Encourage law enforcement agencies to be more proactive in public awareness of pedestrian safety. Utilize efforts and activities of Occupant Protection/Injury Prevention Program. (See page 28)
Continue to research pedestrian motor vehicle crashes	Continue to monitor pedestrian- vehicle crashes

Coordination of Arkansas Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP) - Education Safety Strategies

Bicycle and Pedestrian is listed as a Primary Emphasis Area in the SHSP. Arkansas recognizes that bicycle and pedestrian fatalities have been increasing over the past years and that educational efforts must continue to be implemented as a strategy to reduce fatalities and serious injuries. Arkansas does not have programs specifically funded under pedestrian safety funding. The AHSO, however, recognizes the importance of pedestrian safety and will work with law enforcement agencies throughout the state to encourage them to step-up pedestrian crossing enforcement and to speak about pedestrian safety in presentations and other educational events.

Countermeasures-Pedestrian Safety**School Age Children**

Countermeasure	Effectiveness	Projects
Elementary-age child pedestrian training	★ ★ ★	Comprehensive Occupant Protection/Injury Prevention Program

Impaired Pedestrians

Countermeasure	Effectiveness	Projects
Communications and Outreach	★ ★	Statewide Public Information/Education Comprehensive Occupant Protection/Injury Prevention Program

C-11 Bicyclist and Other Cyclist Fatalities

Safety Measures	Objectives
Reduce bicycle fatalities	Hold Moving Average at 5 (2011-2015) to 5 (2014-2018)
Encourage all bicycle riders to wear helmets	Encourage law enforcement agencies that have experienced pedestrian related fatalities and injuries to be more proactive in promoting bicycle safety and wearing of bicycle helmets
Increase Public Awareness of bicycle safety	Encourage law enforcement agencies to be more proactive in public awareness of bicycle safety. Utilize efforts and activities of Comprehensive Occupant Protection/Injury Prevention Program (see page 28)
Research and analysis of bicycle – vehicle crashes	Continue to monitor bicycle-vehicle crashes

Coordination of Highway Safety Plan (HSP) with State Strategic Highway Safety Plan (SHSP) Education Safety Strategies - Bicycle and Pedestrian is listed as a Primary Emphasis Area in the SHSP. Arkansas recognizes that bicycle and pedestrian fatalities have been increasing over the past years and that educational efforts must continue as a strategy to reduce fatalities and serious injuries.

Countermeasures-Bicyclist Safety

Countermeasure	Effectiveness	Projects
Bicycle Safety Education for Children	★ ★	Statewide Public Information/Education Comprehensive Occupant Protection/Injury Prevention Program
Promote Bicycle Helmet Use with Education	★ ★	Statewide Public Information/Education Comprehensive Occupant Protection/Injury Prevention Program
Increase public awareness in regard to bicycle crashes	★	Statewide Public Information/Education Comprehensive Occupant Protection/Injury Prevention Program

Project Strategies

- Expand public awareness education and campaigns focused on pedestrian and bicycle safety.

Project Information (Pedestrian & Bicycle)

STATEWIDE PUBLIC INFORMATION AND EDUCATION	
Project Number: PS-2018-14-01-01	
Sub-recipient(s): CJRW	
Total Project Amount: \$100,000	
Provide funding to develop public information and educational materials promoting pedestrian and bicycle safety. Funding will be used for pamphlets, posters, radio and television public service announcements, on-line ads and other items appropriate to advance the program.	
Funding Source: 402 (PS)	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount:	Indirect Cost: N/A
	Local Benefit: 0

Distracted Driving

Program Overview

As of December 2012, 171.3 billion text messages were sent in the US every month. Ten per cent of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted.

Drivers in their 20s make up 27 percent of the distracted drivers in fatal crashes. At any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving, a number that has held steady since 2010.

The number of people killed in distraction-affected crashes decreased slightly from 3,360 in 2011 to 3,328 in 2012. An estimated 421,000 people were injured in motor vehicle crashes involving a distracted driver, this was a nine percent increase from the estimated 387,000 people injured in 2011.

More and more fatalities in Arkansas are being attributed to the emerging issue of distracted driving. Information on Distracted Driving will be included as part of other injury prevention projects (See PI&E pages 57 and 61, Comprehensive Occupant Protection and Injury Prevention Program Pg 28 and Teen Project Pg 78). Law enforcement agencies in the state are encouraged to participate in the National Distracted Driving Mobilization to be conducted in April of 2018.

During the recent legislative session lawmakers passed a bill to increase the fine for using a wireless device to transmit text based communications from \$50 to \$250 for the first offense with subsequent violations subject to a fine of not more than five hundred dollars. A sample of distracted driving questions from the Arkansas State Drivers License Exam is included as attachment G.

Safety Measures	Objectives
Educate teens about traffic safety and perils of poor driving decisions	UAMS Teen program will incorporate information on distracted driving into presentations to schools and parents
Public Awareness Campaign	Safety messages through websites & social media

Coordination of Highway Safety Plan (HSP) with State Strategic Highway Safety Plan (SHSP) – Distracted Driving is identified as a Primary Emphasis area of the State Strategic Highway Safety Plan. Throughout educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture. The AHSO will incorporate the “Zero Fatalities” logo/taglines into presentations, educational items, and public service announcements as appropriate.

Countermeasures: Distracted Driving

Countermeasure	Effectiveness	Projects
Underage Drinking & Drinking and Driving/Youth Programs	★★	UAMS Teen Project
Communications & Outreach strategies-low belt use groups	★★★★	Statewide Public Information & Education
Communications & Outreach Strategies-Older Children on Seat Belts	★★★	Statewide Public Information & Education
Communications & Outreach strategies-Older Children on Distracted & Drowsy Driving	★	Statewide Public Information & Education

Project Information (Distracted Driving)

STATEWIDE PUBLIC INFORMATION AND EDUCATION	
Project Number: FESPE–2018-08-01-01, FESPE–2018-08-01-02	
Sub-recipient(s): CJRW	
Total Project Amount: \$240,000	
Provides for statewide public information and education to promote adherence to texting and cell phone laws. The components of this task may include, but are not limited to, educational materials such as brochures, posters, public service announcements (PSAs) to enhance other traffic safety projects. This task will provide funds to secure the services of a qualified full-service advertising agency to create and develop a traffic safety public information campaign. The advertising agency will develop the methodology to document and report audience reach to include telephone survey(s). This task will also provide assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPS), and with diversity outreach and press events. Federal funding could provide for PSA creation and production, PI&E materials creation and production, meeting and press event expenses including PA system rental, material/supplies. The media placements may include television, radio, cinema, internet and print. Federal funds will be allocated for the paid media.	
Funding Source: 405 (e) FESPE	Funding Source: N/A
Additional Funding Source: N/A	Additional Funding Source: N/A
Match Amount: \$120,000	Indirect Cost: N/A
	Local Benefit: \$96,000

Progress Towards Meeting FY17 HSP Performance Targets	2011	2012	2013	2014	2015 Actual	2017 Target
Traffic Fatalities	551	560	498	466	551	
5-yr moving average	593	576	555	530	522	574
Fatalities Per VMT	1.67	1.67	1.49	1.37	1.52	
5-yr moving average	1.79	1.73	1.67	1.58	1.55	1.66
Number of Serious Injuries	3,239	3,226	3,070	3,159	3,594	
5-yr moving average	3,361	3,392	3,312	3,204	3,257	3,195
Unrestrained Fatalities	220	227	176	166	190	
5-yr moving average	251	242	224	207	196	164
Teen Driver Fatalities (-21)	68	69	63	55	63	
5-yr moving average	88	78	70	63	64	34
Alcohol-Impaired Fatalities	154	144	121	135	149	
5-yr moving average	171	164	154	147	141	125
Speed Related Fatalities	86	76	73	55	90	
5-yr moving average	86	88	90	80	76	81
Motorcycle Fatalities	64	72	63	61	79	
5-yr moving average	73	72	70	71	69	64
Un-helmeted MC Fatalities	35	42	40	36	48	
5-yr moving average					40	37
Pedestrian Fatalities	42	47	46	36	43	
5-yr moving average	41	42	42	42	43	45
Bicyclist Fatalities	6	6	4	7	3	
5-yr moving average	4	5	5	5	5	6
Seat Belt Usage	2012	2013	2014	2015	2016	2017
	78.4	71.9	74.4	77.7	75.1	79.0

Planning And Administration

Program Overview

Planning and Administration refers to those activities and costs that are attributable to the overall management and operation of the Arkansas Highway Safety Program. These necessary functions include fiscal support, financial reporting, purchasing, equipment inventory, maintenance and operations, and office management. Additional program responsibilities include identifying problems and solutions, developing and implementing projects, monitoring projects and evaluating accomplishments.

The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). The organizational chart of the AHSO is shown on page 4.

The management and fiscal staff will build on and maintain their expertise in all aspects of the program by attending available training sessions. The staff will attend meetings and other sessions in the performance of their normally assigned functions. The percentage of funding distribution for positions by program area is provided on page 86. The costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration are itemized as follows:

Salaries and Benefits

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

Travel and Subsistence

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

Operating Expenses

This component provides for operating expenses directly related to the overall operation of the Highway Safety Program including the expenses for development and implementation of a state grants management system (GMS). The GMS may be developed, operated, and maintained through a contractor to be determined.

PERSONNEL: POSITION AND PERCENT 402 FUNDING DISTRIBUTION

POSITION	AL	OP	TR	MC	P & A	FARS	STATE
GOVERNOR'S REPRESENTATIVE							100
ADMINISTRATOR					100		
HIGHWAY SAFETY MANAGER					100		
FISCAL MANAGER					100		
SECRETARY					100		
SAFETY PROGRAM SPECIALIST	60	40					
SAFETY PROGRAM SPECIALIST	50	50					
SAFETY PROGRAM SPECIALIST	50	50					
SAFETY PROGRAM SPECIALIST	25	75					
TRAFFIC RECORDS SPECIALIST			100				
ADMINISTRATIVE SPECIALIST (2) (TARS)			100				
RECORDS MGMT ANALYST-PARTTIME (1) (FARS)						100	
RECORDS MANAGEMENT ANALYST (2) (FARS)						100	

Arkansas State Police - AHSO Estimated 402 P&A Costs - FY2018
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	Federal	State	Total
Salaries			
	\$ 180,200	\$ 76,200	\$ 256,700
Sub-Total	\$ 180,200	\$ 76,200	\$ 256,700
Benefits			
Payroll Additive (23.47%)	\$ 42,300	\$ 17,900	\$ 60,200
Insurance	\$ 18,500	\$ 5,900	\$ 24,400
Sub-Total	\$ 60,800	\$ 23,800	\$ 84,600
Travel			
Travel & Subsistence	\$ 12,000		\$ 12,000
Sub-Total	\$ 12,000		\$ 12,000
Operating Expenses			
Operating Expenses	\$ 27,400	\$ 320,400	\$ 347,800
Grants Mgmt System	\$ 125,000		\$ 125,000
Other Operation Expenses (Survey)	\$ 15,000		\$ 15,000
Sub-Total	\$ 167,400	\$ 320,400	\$ 487,800
TOTALS	\$ 420,400	\$ 420,400	\$ 840,800

Federal P&A costs are 13% or less of total estimated new 402 funds available (+\$3,319,930).

13% of 402 funds = \$431,591

Federal P&A costs are 50% or less of total P&A (840,800).

50% of P&A = \$420,400

Note: Operating expenses include but are not limited to association dues, office supplies, printing materials, services, fees, copier leases, vehicle expense, state IT and communication charges, office space rental, office equipment under \$5,000 and meeting expenses. Also includes contract costs for development, operation and maintenance of a grants management system and public awareness survey.

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Arkansas

Highway Safety Plan Cost Summary

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2018-HSP-1

Report Date: 06/29/2017

For Approval

Program Area	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
406 Traffic Records Total	\$.00	\$.00	\$.00	\$170,000.00	\$170,000.00	\$.00
NHTSA 406 Total	\$.00	\$.00	\$.00	\$170,000.00	\$170,000.00	\$.00
410 High Fatality Rate Total	\$.00	\$400,000.00	\$.00	\$100,000.00	\$100,000.00	\$.00
154 Hazard Elimination Total	\$.00	\$.00	\$.00	\$4,000,000.00	\$4,000,000.00	\$.00
154 Transfer Funds Total	\$.00	\$.00	\$.00	\$4,000,000.00	\$4,000,000.00	\$.00
405b Low HVE Total	\$.00	\$87,500.00	\$.00	\$431,000.00	\$431,000.00	\$260,000.00
405b Low Public Education Total	\$.00	\$600,000.00	\$.00	\$600,000.00	\$600,000.00	\$400,000.00
405b Low Community CPS Services Total	\$.00	\$73,700.00	\$.00	\$294,700.00	\$294,700.00	\$147,400.00
405b Low CSS Purchase/Distribution Total	\$.00	\$16,000.00	\$.00	\$64,000.00	\$64,000.00	\$32,000.00
405b OP Low Total	\$.00	\$.00	\$.00	\$101,000.00	\$101,000.00	\$75,000.00
MAP 21 405b OP Low Total	\$.00	\$777,200.00	\$.00	\$1,490,700.00	\$1,490,700.00	\$914,400.00
405c Data Program Total	\$.00	\$256,300.00	\$.00	\$727,000.00	\$727,000.00	\$.00
MAP 21 405c Data Program Total	\$.00	\$256,300.00	\$.00	\$727,000.00	\$727,000.00	\$.00
405d Mid HVE Total	\$.00	\$.00	\$.00	\$260,000.00	\$260,000.00	\$260,000.00
405d Mid Court Support Total	\$.00	\$113,700.00	\$.00	\$348,700.00	\$348,700.00	\$348,700.00
405d Mid BAC Testing/Reporting Total	\$.00	\$158,700.00	\$.00	\$761,200.00	\$761,200.00	\$.00
405d Mid Paid/Earned Media Total	\$.00	\$600,000.00	\$.00	\$600,000.00	\$600,000.00	\$300,000.00
405d Mid Training Total	\$.00	\$.00	\$.00	\$112,900.00	\$112,900.00	\$112,900.00
405d Impaired Driving Mid Total	\$.00	\$1,520,800.00	\$.00	\$1,613,100.00	\$1,613,100.00	\$563,100.00
MAP 21 405d Impaired Driving Mid Total	\$.00	\$2,393,200.00	\$.00	\$3,695,900.00	\$3,695,900.00	\$1,584,700.00
405f Motorcyclist Awareness Total	\$.00	\$12,500.00	\$.00	\$50,000.00	\$50,000.00	\$.00
MAP 21 405f Motorcycle Programs Total	\$.00	\$12,500.00	\$.00	\$50,000.00	\$50,000.00	\$.00
Planning and Administration Total	\$.00	\$420,400.00	\$.00	\$420,400.00	\$420,400.00	\$.00
Alcohol Total	\$.00	\$1,000,000.00	\$.00	\$1,303,300.00	\$1,303,300.00	\$821,200.00

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Arkansas

Highway Safety Plan Cost Summary

Page: 2

2018-HSP-1

Report Date: 06/29/2017

For Approval

Program Area	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
Occupant Protection Total	\$.00	\$760,100.00	\$.00	\$2,099,400.00	\$2,099,400.00	\$1,086,800.00
Pedestrian/Bicycle Safety Total	\$.00	\$.00	\$.00	\$100,000.00	\$100,000.00	\$.00
Traffic Records Total	\$.00	\$141,800.00	\$.00	\$290,500.00	\$290,500.00	\$.00
Roadway Sfty Total	\$.00	\$.00	\$.00	\$7,000.00	\$7,000.00	\$.00
Safe Comm Total	\$.00	\$11,400.00	\$.00	\$16,400.00	\$16,400.00	\$16,400.00
Speed Enforcement Total	\$.00	\$289,600.00	\$.00	\$820,400.00	\$820,400.00	\$520,900.00
Paid Advertising Total	\$.00	\$300,000.00	\$.00	\$290,000.00	\$290,000.00	\$145,000.00
FAST Act NHTSA 402 Total	\$.00	\$2,923,300.00	\$.00	\$5,347,400.00	\$5,347,400.00	\$2,590,300.00
405b Low HVE Total	\$.00	\$250,000.00	\$.00	\$1,000,000.00	\$1,000,000.00	\$1,000,000.00
FAST Act 405b OP Low Total	\$.00	\$250,000.00	\$.00	\$1,000,000.00	\$1,000,000.00	\$1,000,000.00
405c Data Program Total	\$.00	\$255,000.00	\$.00	\$1,050,000.00	\$1,050,000.00	\$500,000.00
FAST Act 405c Data Program Total	\$.00	\$255,000.00	\$.00	\$1,050,000.00	\$1,050,000.00	\$500,000.00
405d Mid Court Support Total	\$.00	\$500,000.00	\$.00	\$500,000.00	\$500,000.00	\$500,000.00
405d Mid Paid/Earned Media Total	\$.00	\$200,000.00	\$.00	\$200,000.00	\$200,000.00	\$100,000.00
405d Impaired Driving Mid Total	\$.00	\$1,800,000.00	\$.00	\$3,000,000.00	\$3,000,000.00	\$3,000,000.00
FAST Act 405d Impaired Driving Mid Total	\$.00	\$2,500,000.00	\$.00	\$3,700,000.00	\$3,700,000.00	\$3,600,000.00
405d Int Alc Total	\$.00	\$24,800.00	\$.00	\$99,100.00	\$99,100.00	\$.00
405d Int Occupant Protection Total	\$.00	\$24,800.00	\$.00	\$99,100.00	\$99,100.00	\$.00
405d Int Traffic Records Total	\$.00	\$5,500.00	\$.00	\$22,100.00	\$22,100.00	\$.00
FAST Act 405d Impaired Driving Int Total	\$.00	\$55,100.00	\$.00	\$220,300.00	\$220,300.00	\$.00
405e Public Education Total	\$.00	\$120,000.00	\$.00	\$265,000.00	\$265,000.00	\$96,000.00
FAST Act 405e Special Distracted Driving Total	\$.00	\$120,000.00	\$.00	\$265,000.00	\$265,000.00	\$96,000.00
405f Motorcyclist Awareness Total	\$.00	\$25,000.00	\$.00	\$100,000.00	\$100,000.00	\$.00
FAST Act 405f Motorcycle Programs Total	\$.00	\$25,000.00	\$.00	\$100,000.00	\$100,000.00	\$.00
NHTSA Total	\$.00	\$9,967,600.00	\$.00	\$21,916,300.00	\$21,916,300.00	\$10,285,400.00
Total	\$.00	\$9,967,600.00	\$.00	\$21,916,300.00	\$21,916,300.00	\$10,285,400.00