

FY 2020 Highway Safety Plan

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Highway Safety Plan

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:

S. 405(b) Occupant Protection: **Yes**

S. 405(e) Distracted Driving: **Yes**

S. 405(c) State Traffic Safety Information System Improvements: **Yes**

S. 405(f) Motorcyclist Safety Grants: **Yes**

S. 405(d) Impaired Driving Countermeasures: **Yes**

S. 405(g) State Graduated Driver Licensing Incentive: **No**

S. 405(d) Alcohol-Ignition Interlock Law: **Yes**

S. 405(h) Non-motorized Safety: **No**

S. 405(d) 24-7 Sobriety Programs: **No**

S. 1906 Racial Profiling Data Collection: **No**

Highway safety planning process

Data Sources and Processes

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.

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 Unhelmeted)

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.

Processes Participants

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
MADD

Description of Highway Safety Problems

Analysis of Arkansas Overall Highway Safety Problems as identified through data not limited to fatality, injury, enforcement, and judicial data used as basis for setting performance targets, selecting countermeasure strategies, and developing projects.

FARS data for Arkansas (based on the 5 year period 2013-2017) shows the number of fatalities at 492 in 2013 and 493 in 2017 while current state data indicates fatalities at 525 for 2017. Preliminary state data shows fatalities at 518 for 2018. The fatality rate per 100 MVMT stands at 1.49 for 2017. Preliminary state crash data (June 2017) shows serious injuries (2's only) down from 3,070 in 2013 to 2,816 in 2017.

While these figures indicate some decreases, an average of 514 motorists still lost their lives while an average of 2,992 were seriously injured in Arkansas over the period 2013-2017. In 2017, there were 493/525 total traffic fatalities compared to 561 the previous year. Over the past five years, alcohol-related fatalities averaged 138 per year. Arkansas' alcohol-related fatalities in 2017 stood at 28% of the total fatalities. In 2017, there were 140 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities reported compared to 121 in 2013.

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 13 percent of Arkansas' total traffic fatalities. In 2013 this number stood at 63 but increased to 80 for 2016. Motorcycle fatalities are at 65 for 2017. There were 351 motorcycle involved traffic fatalities in Arkansas for the period 2013-2017.

While fatality numbers were at 600 in 2008, this number decreased to 561 in 2016 with preliminary FARS ARF & State data showing a continued drop to 493/525 in 2017. 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 2013 thru 2017, approximately 70 percent (66%) of fatalities occurred in rural areas of the state.

A major area of concern continues to be the relatively low seat belt use rate in the State. In 2017, there were 351 passenger vehicle occupant fatalities. Of these fatalities, 170 or 48% were unrestrained. Arkansas' primary safety belt law took effect June 30, 2009. Immediately afterward, the use rate rose from 70.4% to 74.4%. The use rate is currently at 78% for 2018. The Arkansas Office of Driver Services reports that the number of seat belt convictions in the state has declined since 2009. During 2014-2018, the number of citations issued has fluctuated as shown on the chart

below. Efforts continue to educate law enforcement and the judiciary of the importance of issuing citations and of obtaining convictions.

Citations	2014	2015	2016	2017	2018
Speeding Citations	6,166	6,771	10,674	18,252	17,922
Seat Belt Citations	23,649	25,335	22,407	21,162	23,401
DUI Citations	1,942	1,246	1,072	1,065	826

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 in impaired driving, and speeding. 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 media event for projects and stakeholders prior to the CIOT Mobilization and the CPS Regional Conference in March of 2020. The objective of these events is to generate collaboration among law enforcement and traffic safety advocates across the State to improve Arkansas' seat belt use rates and reduce the number of deaths and injuries.

[Methods for Project Selection](#)

Methods for Project Selection (constituent outreach, public meetings, solicitation of proposals)

For Fiscal Year 2020, the projects presented in the HSP include new and continuing STEPs that target identified problem areas as well as new focus specific projects that evolve from the analysis of crash data.

The project identification/selection process begins in the preceding federal fiscal year. Problem identification 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 Taskforce, 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 Arkansas' problem areas.

Based on problem identification, state and local entities are targeted for implementation of new projects or for continuation of existing projects. The targeted entities are informed of the proposal period 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, the entities are informed of the proposal period dates. Applications are initiated and submitted through the Arkansas eGrants system. Applications submitted by state and local agencies and vendors are then assigned to the appropriate Program Specialist for review.

The assigned Program Specialist reviews the application through the Arkansas eGrants system review process using established criteria. During the preliminary review process, 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 application is returned to the agency through the Arkansas eGrants system to be revised to include 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 in Arkansas eGrants 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 through the Arkansas eGrants system 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 members 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 application 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 applications received, amount of funds available, and other criteria. Some applications or portions thereof may not be funded. Based upon 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. Finding recommendations are submitted by the AHSO program management staff for approval by the AHSO Manager and Administrator.

List of Information and Data Sources

List of Information and Data Sources Consulted for Project Selection

Fatality Analysis Reporting System (FARS)

Arkansas State Crash Data Base

Arkansas State Police - Statewide eCrash System (Crash Types and locations)

Arkansas State Police - Statewide eCite System (Citations)

Driver Services - Citations and Adjudication Reports

Arkansas Crime Information Center (ACIC) - AR 2018 Drug Threat Assessment

AHSO Project Results - Data from Previous year(s)

Region 7 State Partners - Input and Experience

NHTSA - "Countermeasures That Work"

Description of Outcomes

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

Identified emphasis areas were selected and reviewed to assure that they are consistent with the guidelines and emphasis areas established by the U.S. Department of Transportation, and National Highway and Traffic Safety Administration. Using the experience and expertise of the Arkansas Highway Safety Office (AHSO) and Arkansas Department of Transportation (ARDOT) professional staff, FARS and state crash data, appropriate overall statewide performance goals and

performance measures for selected emphasis areas have been established. Projections are based on 5 year rolling averages and collaboration between ARDOT and Highway Safety Office Staff. Specific goals and target dates are based on past trends 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 FY20 HSP are based on this analysis.

The national performance management measures for the Highway Safety Improvement Program (HSIP) are shown below. The Number of Fatalities, Rate of Fatalities, and Serious Injuries targets were coordinated between ArDOT and the AHSO. Each performance measure is based on a 5-year rolling average. More detailed information resulting from this planning process is included with individual program area goals.

Number of fatalities

Rate of fatalities

Number of serious injuries

Rate of serious injuries

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

Through extensive coordination involving the Arkansas Highway Safety Office (AHSO), Arkansas Department of Transportation (ArDOT), Federal Highways Administration (FHWA), National Highway Traffic Safety Administration (NHTSA), all Metropolitan Planning Organizations (MPOs), and other stakeholders, a methodology to determine the targets was developed. The method to calculate each target is as follows.

Calculate the moving average for the last five years (2009-2013, 2010-2014, 2011-2015, 2012-2016, and 2013-2017).

Calculate the average of these five data points.

For number of fatalities and rate of fatalities, the targets were adjusted based on National Safety Council 2017 data because the FARS 2017 ARF data is preliminary. FARS usually adjusts its prior year data (ARF) when current year FARS data is released.

For number of serious injuries and number of non-motorized fatalities, targets were based on state data and FARS ARF data.

Targets were then adjusted to account for several internal/external factors that could have a detrimental impact on safety performance, such as the recent state legalization of medical marijuana, increase in the speed limit on freeways/expressways, number of crashes captured in the database due to the eCrash rollout statewide, the expected continued increase in vehicle miles traveled, changes to bicycle laws, the update to the definition of

suspected serious injury implemented in 2017 which may result in an artificial increase due to how serious injuries and non-serious injuries are reported by officers, and the push by Arkansas State Police to insure that agencies that have not been reporting crashes are now doing so.

Performance report

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

Sort Order	Performance measure name	Progress
1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
3	C-3) Fatalities/VMT (FARS, FHWA)	In Progress
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
6	C-6) Number of speeding-related fatalities (FARS)	In Progress
7	C-7) Number of motorcyclist fatalities (FARS)	In Progress
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Not Met
13	Increase the number of Law Enforcement Agencies using the e Crash system	Met
13	Increase the number of courts using Contexte	Not Met

Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

C-1 Number Traffic fatalities: Target 2019: **543** Current: **493**

based on 5 year averages

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: **In Progress**

Program-Area-Level Report

C-2) Serious Injuries

Target 2019: **3,637** Current: **2992** *

***Based on 5 year Averages**

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: **In Progress**

Program-Area-Level Report

C-3) Fatalities VMT-Total

Target 2019: **1.615** Current: **1.465**

***Based on 5 year average**

Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: **In Progress**

Program-Area-Level Report

C-4) Unrestrained Passengers

Target 2019: **212** Current: **170***

***Based on 5 year Averages**

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: **In Progress**

Program-Area-Level Report

C-5) Number of fatalities involving a driver or motorcycle operator with a BAC of .08 and above (FARS):

Target 2019: **141** Current: **140**

***Based on 5 year averages**

Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

C-6 Number Speeding -Related fatalities:

Target 2019: 90 Current: 116*

***Based on 5 year averages**

Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

C-7 Number Motorcyclist fatalities:

Target 2019: 71 Current: 65*

***Based on 5 year Averages**

Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

C-8 Number of Unhelmeted Motorcyclist fatalities:

Target 2019: 40 Current: 33*

***Based on 5 year averages**

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: **In Progress**

Program-Area-Level Report

C-1 Number of Drivers Age 20 or younger involved in fatal crashes

Target 2019: 68 Current: 45*

***Based on 5 year averages**

Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

C-10 Number Pedestrian fatalities:

Target 2019: 43 Current: 42

*Based on 5 year averages

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

C-11 Number bicyclist fatalities:

Target 2019: 5 Current: 3

***Based on 5 year averages**

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: **Not Met**

Program-Area-Level Report

B-1 Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Target 2019: 81% Current: 78%*

*2018 survey

Performance Measure: Increase the number of Law Enforcement Agencies using the eCrash system

Progress: **Met**

Program-Area-Level Report

Increase the number of law enforcement agencies using the eCrash system:

Target 2019: 200 Current: 203

Performance Measure: Increase the number of courts using Contexte

Progress: **Not Met**

Program-Area-Level Report

Increase the number of courts Using Contexte:

Target 2019: 106 Current: 87

Performance Plan

Sort Order	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
1	C-1) Number of traffic fatalities (FARS)	5 Year	2016	2020	541.2
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2016	2020	3201.4
3	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2016	2020	1.591
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2016	2020	185
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2016	2020	144.0
6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2016	2020	94.0
7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2016	2020	72.0
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2016	2020	42.0
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2016	2020	64.0
10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2016	2020	44.0
11	C-11) Number of bicyclists fatalities (FARS)	5 Year	2016	2020	5.00
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2020	2020	80.0
13	Increase the number of Law Enforcement Agencies using the eCrash system from 203 to 230 for FY2020	Annual	2020	2020	230
14	Increase the number of courts using Contexte to 87 to 94 for 2020	Annual	2020	2020	94.0

Performance Measure: C-1) Number of traffic fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)-2020	Numeric	541.2	5 Year	2016

Performance Target Justification

METHODOLOGY Through extensive coordination with the Arkansas Highway Safety Office, FHWA, NHTSA, all MPOs, and other stakeholders, a methodology to determine appropriate targets was developed. The methodology used is similar to the previous years. The first step was to calculate the moving average for the last five years. A moving average “smooths” the variation from year to year, which accounts for variation of the data. The actual data numbers shown in Attachment A. Next, an average of each value was calculated. Once the average of the moving averages was calculated for each performance measure, external factors were considered to determine if and how they would impact safety performance. These external factors included the following: The state legalization of medical marijuana. The increase in speed limit on freeways/expressways. Updates to the definition of Suspected Serious Injury in 2018 and the continued increase in vehicle miles traveled. In addition to the external factors, crash reporting is another major consideration. The number of crashes being captured in the database has been increasing, which impacts serious injury crash data. Fatal crash data is not as greatly impacted because of the FARS reporting system. Crash reporting factors include the following: Phased rollout of eCrash statewide (203 agencies now on the eCrash system) and increased emphasis by ASP to ensure crash reporting compliance.

2020 Performance Target		Number of Fatalities				
Application of Factors	Average	External Factors	Crash Reporting	Statistical	Adjustment	Target
C-1 Number of Fatalities	530.6	yes	No	No	+2%	541.2

Performance Target Comparison Number of Fatalities

	2019 Average	2019 Adjustment	2020 Average	2020 Adjustment	Target
C-1 Number of Fatalities	542	+.13%	530.6	+2%	541.2

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	Numeric	3201.4	5 Year	2016

Performance Target Justification

METHODOLOGY Through extensive coordination with the Arkansas Highway Safety Office, FHWA, NHTSA, all MPOs, and other stakeholders, a methodology to determine appropriate targets was developed. The methodology used is similar to the previous year's. The first step was to calculate the moving average for the last five years. A moving average "smooths" the variation from year to year, which accounts for variation of the data. The actual data numbers shown in Attachment A. Next, an average of each value was calculated. Once the average of the moving averages was calculated for each performance measure, external factors were considered to determine if and how they would impact safety performance. These **external factors** included the following: The state legalization of medical marijuana. The increase in speed limit on freeways/expressways. Updates to the definition of Suspected Serious Injury in 2018 and the continued increase in vehicle miles traveled. In addition to the above external factors, crash reporting is another major consideration. The number of crashes being captured in the database has been increasing, which impacts serious injury crash data. Fatal crash data is not as greatly impacted because of the FARS reporting system. **Crash reporting factors** include the following: Phased rollout of eCrash statewide (203 agencies using eCrash system) and increased emphasis by ASP to ensure crash reporting compliance.

2020 Performance Target Number of Serious Injuries

Application of Factors	Average	External Factors	Crash Reporting	Statistical	Adjustment	Target
C-2 Number of Serious Injuries	3,138.6	yes	yes	No	+2%	3,201.4

Performance Target Comparison Number of Serious Injuries

	2019 Average	2019 Adjustment	2020 Average	2020 Adjustment	Target
C-1 Number of serious injuries	3,219	+13%	3,138.6	+2%	3,201.4

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS, FHWA)-2020	Percentage	1.591	5 Year	2016

Performance Target Justification

METHODOLOGY Through extensive coordination with the Arkansas Highway Safety Office, FHWA, NHTSA, all MPOs, and other stakeholders, a methodology to determine appropriate targets was developed. The methodology used is similar to the previous year's. The first step was to calculate the moving average for the last five years. A moving average "smooths" the variation from year to year, which accounts for variation of the data. The actual data numbers shown in Attachment A. Next, an average of each value was calculated. Once the average of the moving averages was calculated for each performance measure, external factors were considered to determine if and how they would impact safety performance. These **external factors** included the following: The state legalization of medical marijuana. The increase in speed limit on freeways/expressways. Updates to the definition of Suspected Serious Injury in 2018 and the continued increase in vehicle miles traveled (see Figure 1). In addition to the above external factors, crash reporting is another major consideration. As shown in Figure 2, the number of crashes being captured in the database has been increasing, which impacts serious injury crash data. Fatal crash data is not as greatly impacted because of the FARS reporting system. **Crash reporting factors** include: Phased rollout of eCrash statewide and ASP emphasis to ensure crash reporting compliance.

2020 Performance Target –Fatalities VMT						
Application of Factors	Average	External Factors	Crash Reporting	Statistical	Adjustment	Target
C-3 Number of Fatalities VMT	1.560	yes	No	No	+2%	1.591
Performance Target Comparison Number of Fatalities VMT						
	2019 Average	2019 Adjustment	2020 Average	2020 Adjustment	Target	
C-3 Number of Fatalities VMT	1.613	+13%	1.560	+2%	1.591	

Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	Numeric	185	5 Year	2016

Performance Target Justification

Target: Limit the increase for unrestrained passenger vehicle occupant fatalities all seat positions from 181 (2013-2017) to 185 (2016-2020). Preliminary ARF data from FARS shows fatalities in 2017 at 493, while state data shows them at 525 with preliminary data for 2018 showing 518, based on this information along with the increase in fatalities from FY 15 and 16, lower gas prices, increased VMT, and the passage of new legislation increasing the interstate speed limit to 75 and legalizing medical marijuana - a goal of 185 was set for the 5-year period 2016–2020. This goal also factored in the anticipated results of increased enforcement efforts ((Model LEL program, addition of mini-STEPs, and pilot High Five Program) The 5 year rolling average method was used as it shows long term trends more clearly than annual counts.

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	Numeric	144.0	5 Year	2016

Performance Target Justification

Target: A target of 144 (5 yr average 2016-2020) was set for number of fatalities involving a driver or motorcycle operator with a BAC of .08 and above.

The 5 year moving average method was used in consideration of trends and other factors. A target of 144 was set for the 5-year average 2016–2020. We anticipate that recent passage of a medical marijuana law and increased drug issues may contribute to higher fatalities in this area. This goal takes these issues into account as well as anticipated results from increased enforcement efforts in 2020 (Model LEL program, addition of mini-STEPs and a pilot High Five Program).

Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)-2020	Numeric	94.0	5 Year	2016

Performance Target Justification

The 5 year rolling average method was used to aid in reducing inconsistencies caused by fluctuations in the data and to show long term trends more clearly than annual counts. A goal of 94 was set for the 5-year Avg. 2016–2020 This goal took into consideration the recent law increasing the interstate speed limit to 75 mph and anticipated results of increased enforcement efforts (Model LEL program, addition of mini-STEPs, and pilot High Five Program)

Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)-2020	Numeric	72.0	5 Year	2016

Performance Target Justification

Arkansas repealed the helmet law in 1999, and now only requires helmets for motorcyclists age 21 or younger. Arkansas reported 63 motorcycle related fatalities in 2013. Fatalities were at 65 for 2017 and account for approximately 13 percent of Arkansas' total traffic fatalities. Based on recent increases and other factors including; increased VMT, and the passage of legislation legalizing medical marijuana, a 2016 - 2020 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 72 (5 year avg 2016 – 2020). The 5 year rolling average method was used to aid in reducing inconsistencies caused by fluctuations in the data and because it shows long term trends more clearly than annual counts. The AHSO will continue educational public information programs to promote awareness and encourage the use of helmets. Data for Arkansas Counties showing the number of Motorcycle crashes involving another motor vehicle as well as the number of motorcycle crashes involving an impaired Driver is provided below.

Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	Numeric	42.0	5 Year	2016

Performance Target Justification

Arkansas repealed it's helmet law in 1999, and now only requires helmets for motorcyclists age 21 or younger. In 2013, Arkansas reported 40 unhelmeted motorcycle related fatalities. Fatalities were at 48 (2015) and 59 (2016). In 2017 this number decreased to 33 but still accounts for approximately 51% percent of Arkansas' total Motorcycle fatalities. Based on recent increases and other factors including; increased VMT, and the passage of legislation legalizing medical marijuana and acknowledging that a Helmet law is the key to reducing motorcycle fatalities, the target was set for 42 (based on a 5 year avg) for 2016 – 2020. The 5 year rolling average method was used because it shows long term trends more clearly than annual counts.

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	Numeric	64.0	5 Year	2016

Performance Target Justification

Target: Hold the number of drivers age 20 or younger involved in fatal crashes from 61 (2013-2017) to 64 (2016-2020). Substantial gains in past years are an indication of the success of past efforts in this area. However, improvements in the current GDL law are necessary to continue these gains. Taking into consideration the increase in fatalities FY 15 (65) and FY16 (74) along with other factors such as the increase in the interstate speed limit to 75 mph and the increasing issues with distracted driving, a goal of 64 has been established for the 5 year average 2016–2020. The 5 year rolling average method was used as it shows long term trends more clearly than annual counts.

Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)-2020	Numeric	44.0	5 Year	2016

Performance Target Justification

Target: A target of 44 (5 year avg 2016 – 2020) was set for number of pedestrian fatalities.

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)-2020	Numeric	5.00	5 Year	2016

Performance Target Justification

Target: A target of 5 (5 year avg 2016 – 2020) was set for number of bicyclist fatalities. Bicycle fatalities have averaged around 5 with a high of 7 in 2014 and low of 3 in 2015 and 2016. Between 2013-2017 a total of 20 persons lost their lives in bicycle crashes. Acknowledging the increase in the number of people across the nation and in Arkansas who walk, run or bike and the number of injuries and fatalities associated with those activities, the AHSO is working to develop programs and activities to address this issue. In addition to press-related activities, enforcement and educational efforts are planned for 2020 to bring awareness to pedestrian and bicyclist safety. The AHSO will continue to work with the ARDOT, the city of Little Rock and local communities to increase public education and awareness of these issues. Informational posters/brochures will be developed and distributed to public areas around the city as part of the TZD initiative. In FY 2020, law enforcement agencies in communities with pedestrian and bicyclist related fatalities and serious injuries will be encouraged to be proactive in pedestrian and bicyclist enforcement and overall safety issues. A goal of 5 was set in this area utilizing the 5 year moving average method and with consideration of other internal and external factors such as the speed limit increase, infrastructure, and marijuana laws.

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	Numeric	80.0	Annual	2020

Performance Target Justification

Goal Statement: Increase observed seat belt use for passenger vehicles, front seat outboard occupants to 80 % 5 yr avg. (2016-2020).

Performance Measure: Increase the number of Law Enforcement Agencies using the eCrash system from 203 to 230 for FY2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Increase the number of Law Enforcement Agencies using the eCrash system from 144 to 200-2020	Numeric	230	Annual	2020

Primary performance attribute: **Timeliness**

Core traffic records data system to be impacted: **Crash**

Performance Target Justification

Target: Increase number of law enforcement agencies using eCrash from 203 in 2019 to 230 in 2020.

eCrash is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP. As of May 31, 2017, 107 Arkansas law enforcement agencies submitted their data electronically through eCrash. These agencies represent approximately 50% of all crash submissions in the state of Arkansas annually. The transition to the eCrash system has further streamlined the entry of Crashes by ASP with 153 local agencies using eCrash. An additional 31 agencies were trained as of May 11, 2018. It is anticipated based on the progress made to date that an additional 33 agencies will be added in FY 20 bringing the total number of agencies online to 230.

Performance Measure: Increase the number of courts using Contexte to 87 to 94 for 2020
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Increase the number of courts using Contexte to 106 (33.65%) by March 31,2019-2020	Numeric	94.0	Annual	2020

Primary performance attribute: **Timeliness**

Core traffic records data system to be impacted: **Driver**

Performance Target Justification

Increase the number of courts using Contexte to provide conviction data on-line into the driver's license data base from 87 in 2019 to 94 2020.. This system is a wo-way communication between Courts and the DMV, allowing for real-time updates. This is a phase-in project that began with District Courts, then AR Supreme Court/Appellate and Circuit Courts. Arkansas continues to work with the Administrative Office of the Courts (AOC) to increase the number of Courts providing and gaining data in the on-line driver's license data base. Since the eCite and e Crash projects began approximately 4 years ago 87 courts have been brought on-line. In Arkansas there are a total of 315 Courts. including Appellate – 2 District – 238 Circuit – 75. Based on the progress to date and information provided by AOC it is anticipated that 7 additional courts will be added during for FY 2020.

Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

I certify: **Yes**

A-1) Number of seat belt citations issued during grant-funded enforcement activities*

Seat belt citations: **17,922**

Fiscal Year A-1: **2018**

A-2) Number of impaired driving arrests made during grant-funded enforcement activities*

Impaired driving arrests: **826**

Fiscal Year A-2: **2018**

A-3) Number of speeding citations issued during grant-funded enforcement activities*

Speeding citations: **23,401**

Fiscal Year A-3: **2018**

Program areas

Program Area: Distracted Driving

Description of Highway Safety Problems

Distracted driving is common, difficult to define, measure, and sometimes observe. Distracted driving results from lifestyle patterns and choices. In 2013, AAA Foundation surveyed 3,103 U.S. residents and found that 9 in 10 (88%) say distracted driving is a “somewhat” or “much bigger” problem today than three years ago, and 89% believe drivers talking on cell phones are a “somewhat” or “very serious” threat to their personal safety. In 2016, AAA Foundation repeated this survey with 2,442 U.S. residents and found that almost the same number proportion or percentage (85%) say distracted driving is a “somewhat” or “much bigger” problem today than three years ago, and 86% believe drivers talking on cell phones are a “somewhat” or “very serious” threat to their personal safety.

Although people are concerned about distracted driving, they frequently admit to engaging in such behaviors behind the wheel. In the 2013 AAA Foundation survey, two-thirds (67%) of respondents admitted to talking on the phone while driving during the past 30 days. A third (35%) admitted to reading text messages while driving, and a fourth (26%) had sent text messages. The 2015 survey conducted by the AAA Foundation found that more than two-thirds (69.9%) of respondents admitted to talking on the phone while driving during the past 30 days. Two in five drivers (42.3%) admitted to reading text messages while driving in the past 30 days, and nearly one-third (31.5%) had sent text messages. These findings show that the problem has worsened. The AAA Foundation summarized their findings by observing that a substantial number of drivers have a “Do as I say, not as I do” attitude with regard to distracted driving – they view these behaviors as dangerous, but engage in them nevertheless. The role of distraction in crashes can be difficult to determine because pre-crash distractions often leave no evidence for law enforcement officers or crash investigators to observe and drivers are understandably reluctant to admit to having been distracted during a crash.

An estimated 415,593 passenger vehicles were driven by people using hand held phones at a typical daylight moment in 2017.

The 2017 NOPUS found that handheld cell phone use continued to be higher among female drivers than male drivers.

Handheld cell phone use continues to be highest among 16-24 year-old drivers and lowest among drivers 70 and older.

More and more fatalities in Arkansas are being attributed to distracted driving. Data is limited but Arkansas has implemented procedures to capture data related to distracted driving to provide a clearer picture of the problem. The U of A Little Rock Survey Research Center also conducts an annual telephone survey sponsored and funded by the ASP Highway Safety Office. The goal of this survey is to track attitudes, self-reported driving behavior, and awareness of traffic safety enforcement and activities. The survey also assesses knowledge and opinions regarding laws and behavior related to cell phone use. The 2018 survey showed the following results:

65% of respondents support a state law banning all talk on hand held phones while driving.

71% of respondents believed there was not a texting ban while driving (showing further education is needed as Arkansas has a law that bans texting while driving.

43% of respondents believe Arkansas has a law banning hand held cell phones while driving (also indicating the need for more education and awareness)

42% of respondents indicated that they "Always" or "Almost Always" answer their cell phone while driving with another 29% responding they "sometimes" answered.

44% of respondents indicated they make calls while driving.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	541.2
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	3201.4

Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign DD
High Visibility Cellphone/Text Messaging Enforcement

Countermeasure Strategy: Communication Campaign DD

Program Area: **Distracted Driving**

Project Safety Impacts

A statewide distracted driving public awareness campaign will be conducted as part of the National Distracted Driving Mobilization efforts. Impacts of these Activities are projected to be an increased awareness of the dangers of distracted driving to deter the use of cell phones and the practice of texting and to reduce deaths and injuries associated with this problem.

Planned Activities Funding:

Statewide Communication Campaign

Linkage between Program Area

Distraction occurs when a driver's attention is diverted away from driving to some other activity. In 2013, AAA Foundation surveyed 3,103 U.S. residents and found that 9 in 10(88%) say distracted driving is a "somewhat" or "much bigger" problem today compared to three years ago, and 89% believe drivers talking on cell phones are a "somewhat" or "very serious" threat to their personal safety (AAA Foundation, 2013). In 2015, AAA Foundation repeated this survey with 2,442 U.S. residents and found that almost the same number proportion or percentage (85%) say distracted driving is a "somewhat" or "much bigger" problem today compared to three years ago, and 86% believe drivers talking on cell phones are a "somewhat" or "very serious" threat to their personal safety (AAA Foundation,2016).

An estimated 415,593 passenger vehicles were driven by people using hand held phones at a typical daylight moment in 2017.

The 2017 NOPUS found that handheld cell phone use continued to be higher among female drivers than male drivers.

Handheld cell phone use continues to be highest among 16-24 year-old drivers and lowest among drivers 70 and older.

More and more fatalities in Arkansas are being attributed to the emerging issue of distracted driving. Data on this problem is limited but Arkansas recently implemented processes and procedures to capture data related to distracted driving to provide a clearer picture of the problem that exists in the state.

The U of A Little Rock Survey Research Center conducted an annual telephone survey which is sponsored and funded by the ASP Highway Safety Office. The goal of this survey was to track attitudes, self-reported driving behavior, and awareness of traffic safety enforcement and campaign activities. In addition, the survey assessed knowledge and opinions regarding laws and behavior related to cell phone use.

The survey showed the following results:

65% of respondents indicated they support a state law banning all talk on hand held phones while driving.

71% of respondents believed there was not a texting ban while driving (showing further education is needed as Arkansas has a law that bans texting while driving.

43% of respondents believe Arkansas has a law banning talking on hand held cell phones (also indicating the need for more education and awareness)

42% of respondents indicated that they "Always" or "Almost Always" answer their cell phone while driving with another 29% responding they "sometimes" answered.

44% of respondents indicated they make calls while driving.

A Statewide distracted driving public awareness campaign will be conducted as part of the National Distracted Driving Mobilization efforts. Impacts of these Activities are projected to

increase the awareness of the dangers of distracted driving, deter the use of cell phones and the practice of texting in an attempt to reduce the deaths and injuries associated with this problem. In Arkansas the fines for using a wireless device to transmit text based communications are currently a minimum of \$25 up to a maximum of \$250 for the first offense with subsequent violations subject to a fine of not less than \$50 or more than \$500

Planned Activities:

Statewide Communication Campaign

Rationale

More and more fatalities in Arkansas are being attributed to the emerging issue of distracted driving. Communications and outreach are a critical part of deterrence and prevention. Education will be conducted through news media, paid advertisements and a variety of other communications channels such as community prevention projects at schools and colleges, posters, billboards, web banners and social media outlets.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
DD-2020-01	Statewide Public Information and Education (PI&E)

Planned Activity: Statewide Public Information and Education (PI&E)

Planned activity number: **DD-2020-01**

Primary Countermeasure Strategy ID:

Planned Activity Description

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.

Intended Sub recipients

CJRW Advertising Agency

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign DD

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405e Comprehensive Distracted Driving	405e Public Education (FAST Comprehensive)	\$1,000,000.00	\$1,000,000.00	
2020	FAST Act 405e Comprehensive Distracted Driving	405e Public Education (FAST Comprehensive)	\$100,000.00		
2019	FAST Act NHTSA 402	Distracted Driving (FAST)	\$50,000.00		\$0.00
2020	FAST Act NHTSA 402	Paid Advertising (FAST)	\$200,000.00	\$200,000.00	\$100,000.00

Countermeasure Strategy: High Visibility Cellphone/Text Messaging Enforcement

Program Area: **Distracted Driving**

Project Safety Impacts

The AHSO will utilize HVE to deter cell phone use by increasing enforcement efforts in this area and the perceived risk of a ticket. Paid and earned media will support distracted driving enforcement activities. These activities are designed to stimulate increased awareness of the dangers of distracted driving and deter the use of cell phones and the practice of texting. The objective is to reduce the deaths and injuries associated with this problem.

Linkage Between Program Area

An estimated 415,593 passenger vehicles were driven by people using hand held phones at a typical daylight moment in 2017.

The 2017 NOPUS found that handheld cell phone use continued to be higher among female drivers than male drivers.

Handheld cell phone use continues to be highest among 16-24 year-old drivers and lowest among drivers 70 and older.

More and more fatalities in Arkansas are being attributed to distracted driving. Data is limited but Arkansas has implemented procedures to capture data related to distracted driving to provide a clearer picture of the problem in the state.

The U of A Little Rock Survey Research Center conducted an annual telephone survey which is sponsored and funded by the ASP Highway Safety Office. The goal of this survey was to track

attitudes, self-reported driving behavior, and awareness of traffic safety enforcement and campaign activities. In addition, the survey assessed knowledge and opinions regarding laws and behavior related to cell phone use.

The survey showed the following results:

65% of respondents indicated they support a state law banning all talk on hand held phones while driving.

71% of respondents believed there was not a texting ban while driving (showing further education is needed as Arkansas has a law that bans texting while driving.

43% of respondents believe Arkansas has a law banning talking on hand held cell phones (also indicating the need for more education and awareness)

42% of respondents indicated that they "Always" or "Almost Always" answer their cell phone while driving with another 29% responding they "sometimes" answered.

44% of respondents indicated they make calls while driving.

Numerous studies demonstrate that high-visibility enforcement (HVE) can be effective in curbing alcohol-impaired driving and increasing seat belt use among drivers. NHTSA has examined whether the HVE model can be effective in reducing cell phone use and texting among drivers. Similar to sobriety checkpoints, the objective is to deter cell phone use by increasing the perceived risk of a ticket. The model combines enforcement with paid and earned media. HVE will utilize local STEP programs as well as statewide enforcement through Arkansas State Police. The impact of these activities is projected to increase awareness of the dangers of distracted driving, deter the use of cell phones, the practice of texting and reduce deaths and injuries associated with this problem.

Rationale

Recently, NHTSA has examined whether the HVE model could be effective in reducing hand-held cell phone use and texting among drivers. Similar to sobriety checkpoints, the objective is to deter cell phone use by increasing the perceived risk of a ticket. The HVE model will combine enforcement with paid and earned media. [Click or tap here to enter text.](#)

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
DD-2020-02	Local Selective Traffic Enforcement Projects (STEPS)
DD-2020-03	Statewide Selective Traffic Enforcement Project (STEP)

Planned Activity: Local Selective Traffic Enforcement Projects (STEPS)

Planned activity number: **DD-2020-02**

Primary Countermeasure Strategy ID:

Planned Activity Description

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

Intended Sub recipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Cellphone/Text Messaging Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$500,000.00	\$125,000.00	
2019	FAST Act NHTSA 402	Distracted Driving (FAST)	\$200,000.00	\$200,000.00	\$200,000.00
2020	FAST Act NHTSA 402	Distracted Driving (FAST)	\$300,000.00	\$300,000.00	\$300,000.00

Planned Activity: Statewide Selective Traffic Enforcement Project (STEP)

Planned activity number: **DD-2020-03**

Primary Countermeasure Strategy ID: **High Visibility Cellphone/Text Messaging Enforcement**

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy

High Visibility Cellphone/Text Messaging Enforcement
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Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$100,000.00	\$25,000.00	
2019	FAST Act NHTSA 402	Distracted Driving (FAST)	\$100,000.00	\$25,000.00	\$0.00
2020	FAST Act NHTSA 402	Distracted Driving (FAST)	\$100,000.00	\$25,000.00	\$0.00

Program Area: Impaired Driving (Drug and Alcohol)

Description of Highway Safety Problems

Program Overview/Problem ID

For the period from 2013 through 2017 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, rising to 28% of total fatalities for 2017. Fatalities for 2016 were at 550 declining to 493 (FARS ARF data)/525 (Cleaned up State Data) in 2017. Alcohol related fatalities increased from 132 in 2016 to 140 in 2017. The following chart shows the 30 counties with the highest alcohol related fatalities.

Alcohol Related Fatalities By County For 2013-2017

	County	2013	2014	2015	2016	2017	TOTAL
1	PULASKI	21	14	15	17	17	84
2	GARLAND	10	9	8	8	1	36
3	WASHINGTON	3	11	5	11	0	30
4	BENTON	2	2	11	6	7	28
5	CRAIGHEAD	4	4	3	5	7	23
6	JEFFERSON	3	7	7	2	3	22
7	WHITE	2	4	4	7	5	22
8	LONOKE	4	2	6	5	2	19
9	SALINE	6	5	5	2	0	18
10	HOT SPRING	3	4	5	2	3	17
11	CARROLL	0	2	5	3	5	15
12	CRAWFORD	1	5	1	2	5	14
13	CRITTENDEN	2	6	0	3	3	14
14	FAULKNER	3	2	3	2	4	14
15	INDEPENDENCE	2	4	1	4	2	13
16	MISSISSIPPI	4	2	1	2	4	13
17	SEBASTIAN	3	3	1	6	0	13
18	HEMPSTEAD	4	3	1	3	2	13
19	MILLER	1	0	4	3	4	12
20	YELL	0	1	0	6	4	11
21	LAWRENCE	1	3	0	4	1	9

22	COLUMBIA	3	1	1	1	3	9
23	LOGAN	3	0	2	1	3	9
24	MADISON	2	3	2	1	1	9
25	POINSETT	1	0	4	2	2	9
26	CONWAY	3	2	0	2	1	8
27	JACKSON	1	0	2	3	2	8
28	MONROE	1	0	1	4	2	8
29	POLK	2	1	3	0	2	8
30	UNION	0	1	5	2	0	8
	Total	95	101	106	119	95	516

In 2017, the Arkansas Crime Information Center (ACIC) reported 10,811 driving while intoxicated arrests and preliminary numbers for 2018 show 9,359 DWI/DUI arrests. Over the past several years arrest numbers have trended downward. Current efforts include an emphasis on increasing enforcement and arrest numbers both inside and outside of STEP.

DWI/DUI ACIC NIBRS – ASP DUI TOTALS

YEAR	ACIC	ASP	TOTAL
2010	10747	8410	19157
2011	9920	7386	17306
2012	9718	6883	16601
2013	8010	6052	14062
2014	7204	5147	12351
2015	7134	4821	11955
2016	6839	4160	10999
2017	6094	4717	10811
2018	6185	3174	9359

***NOTE: ITEMS IN RED FONT INDICATE PRELIMINARY COUNTS. THE ACIC IS STILL COLLECTING NIBRS DATA FOR 2018 AND THE TOTALS MAY FLUCTUATE.**

According to the Drug Enforcement Administration's 2019 Drug Threat Assessment for Arkansas, in addition to the DWI alcohol problem, the drug threat to the state of Arkansas also covers the full spectrum of all types of drugs. 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. In 2019 marijuana dispensaries began sales to holders of medical marijuana cards. Approximately 12,000 Arkansas received cards and this number is expected to increase with the opening of more dispensaries.

Methamphetamine is the most significant threat, next is the diversion and abuse of pharmaceuticals. This continues to increase and pose a significant threat to law enforcement. Heroin use continues to increase in Arkansas and this continued growth appears to be a direct result of the abuse of pharmaceutical drugs as abusers transition to Heroin when pharmaceuticals are not available. Crack Cocaine is also highly abused. There is also an increasing threat of new Psychoactive Drugs known as designer drugs.

The Arkansas Crime Lab began additional testing of fatalities for substances other than alcohol in 2017.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	144.0

Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign (Impaired Driving)
Court Monitoring
Drug Recognition Expert (DRE) Training
DWI Courts
High Visibility Enforcement (Impaired)
Highway Safety Office Program Management (Impaired Driving)
Judicial Education
Laboratory Drug Testing Equipment
Publicized Sobriety Checkpoints
SFST training for Law Enforcement Officers

Countermeasure Strategy: Communication Campaign (Impaired Driving)

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Projected Traffic Safety Impacts of the Communication countermeasure Strategy include:

- Increased awareness of impaired driving issues
- Reduction of unsafe driving behaviors.
- Reduction of fatalities and injuries associated with impaired driving

Planned Activities Include:

Statewide Public Information and Education (Mass Media Campaigns) CJRW

- Create awareness among the 21 to 34 year old age group emphasizing the reduction of impaired driving crashes

- Conduct high visibility enforcement/media campaigns emphasizing impaired driving for national mobilizations

Traffic Safety Commercial Sustaining Announcement Evaluation Program (Mass Media Campaigns)

- Utilize public service announcements (PSAs) to increase awareness of impaired driving issues.

Linkage Between Program Area

Problem ID: For the period from 2013 through 2017 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, rising to 28% of total fatalities for 2017. Fatalities for 2016 were at 550 declining to 493 (FARS data)/525 (Current State Data) in 2017. Alcohol related fatalities increased from 132 in 2016 to 140 in 2017.

Performance Target: The 5 year moving average method was used in consideration of linear trends and other factors. A target of 144 was established (5-year average) 2016–2020. We anticipate that the recent passage of a medical marijuana law and increased drug issues may contribute to higher fatalities in this area.

Countermeasure Strategy: Communication

This strategy seeks to inform the public of the dangers of driving while impaired by alcohol and to promote positive social norms of not driving while impaired.

Planned Activities Funding:

Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program

Statewide Public Information and Education Campaigns

Rationale

Communications and outreach strategies attempt to inform the public of the dangers of driving while impaired by Alcohol and to promote positive social norms of not driving while impaired. As with prevention and intervention, education through various communications and outreach strategies is especially important. Education will be conducted through the media, paid advertisements and a wide variety of other communications channels such as posters, billboards, web banners and social media outlets. Communications and outreach is a critical part of deterrence and prevention.

Planned Activities Funding:

Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program

Statewide Public Information and Education Campaigns

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2020-03	Traffic Safety Non-Commercial Sustaining Announcement Eval Program
AL-2020-05	Statewide Public Information and Education

Planned Activity: Traffic Safety Non-Commercial Sustaining Announcement Eval Program

Planned activity number: **AL-2020-03**

Primary Countermeasure Strategy ID:

Planned Activity Description

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.

Intended Sub recipients

Arkansas Broadcasters Association TBD

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign (Impaired Driving)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Alcohol (FAST)	\$37,500.00		\$0.00
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$37,500.00		\$0.00

Planned Activity: Statewide Public Information and Education

Planned activity number: **AL-2020-05**

Primary Countermeasure Strategy ID: **Communication Campaign (Impaired Driving)**

Planned Activity Description

Statewide public information and education to promote awareness of the impacts of impaired driving and support national mobilizations such as “Drive Sober or Get pulled Over” (DSGPO) targeting messages to young person’s age 18 to 34 and motorcycle operators. Media placements may include television, radio, internet and print.

Intended Sub recipients

CJRW Advertising Agency

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign (Impaired Driving)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	\$300,000.00	\$300,000.00	
2018	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$100,000.00		
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$100,000.00		

2019	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	\$300,000.00	\$300,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	\$300,000.00	\$300,000.00	

Countermeasure Strategy: Court Monitoring

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

The projected impact of this strategy is to increase awareness in the courts and reduce the number of impaired drivers thereby reducing fatalities associated with impaired driving. Court Monitoring produces higher conviction rates and stiffer sentences than unmonitored cases and has been shown to increase DWI arrests, decrease plea agreements and increase guilty pleas.

Linkage Between Program Area

For the period from 2013 through 2017 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, rising to 28% of total fatalities for 2017. Alcohol related fatalities increased from 132 in 2016 to 140 in 2017.

In 2017, the Arkansas Crime Information Center (ACIC) reported 10,811 driving while intoxicated (DWI)/driving under the influence (DUI) arrests. The 2018 preliminary data shows 9,359 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. Mothers Against Drunk Driving (MADD) will implement court monitoring projects in counties with the largest number of DWI fatalities (Chart in Impaired Driving Program Area Problem ID) to follow DWI/DUI cases through the court process and identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in judicial implementation of Arkansas's ignition interlock law.

Planned Activity

MADD Court
Monitoring Project

<i>Performance Measure</i>	<i>Period</i>	<i>Begin</i>	<i>End</i>	<i>Target</i>
C-5 Number of Alcohol Impaired Fatalities	5 yr Avg	2016	2020	144

Rationale

Shinar (1992) found that court-monitored cases in Maine produced higher conviction rates and stiffer sentences than unmonitored cases. Probst et al. (1987) found that judges, prosecutors, and other officials in 51 communities believed that court monitoring programs helped increase DWI arrests, decrease plea agreements, and increase guilty pleas. This strategy was chosen in order to increase awareness of the judiciary and obtain more convictions to reduce the number of impaired drivers and the fatalities and injuries associated with them.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2020-12	Court Monitoring Program

Planned Activity: Court Monitoring Program

Planned activity number: **AL-2020-12**

Primary Countermeasure Strategy ID: **Court Monitoring**

Planned Activity Description

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

Intended Sub recipients

Mothers Against Drunk Driving (MADD)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Court Monitoring

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$100,000.00		

2019	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$100,000.00		
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Countermeasure Strategy: Drug Recognition Expert (DRE) Training

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

To provide law enforcement with training, tools and a structured approach to assist in the prosecution and conviction of Drug Impaired Drivers and to prevent these individuals from continuing to drive while under the influence of drugs or alcohol. The projected impact is an increased number of DRE certified law enforcement officers and a reduction in the number of injuries and deaths caused by drug impaired drivers on Arkansas roads and highways.

Planned Activities:

Drug Recognition Expert (DRE) Training Countermeasure and planned activities will include the following:

- Provide minimum of two DRE training classes

- Create an impaired driving blueprint to include a border to border mobilization.

- Provide a statewide training for Arkansas' certified DRE's

Linkage Between Program Area

For the period from 2013 through 2017 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, rising to 28% of total fatalities for 2017. Fatalities for 2016 were at 550 declining to 493 (FARS data)/525 (Cleaned up State Data) in 2017. Alcohol related fatalities increased from 132 in 2016 to 140 in 2017.

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. The Arkansas Crime Lab began additional testing of fatalities for substances other than alcohol in 2017.

We anticipate that the recent passage of a medical marijuana law and increased drug issues may contribute to higher fatalities in this area. 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 and has now established a system for the cultivation, acquisition and distribution of marijuana for qualifying patients through dispensaries. We anticipate that the passage of the medical marijuana law and increased drug issues may contribute to higher fatalities in this area.

Performance Target: The 5 year moving average method was used in consideration of linear trends and other factors. A target of 144 was established (5-year average) 2016–2020. We anticipate that the recent passage of a medical marijuana law and increased drug issues may contribute to higher fatalities in this area

This goal takes the above cited issues into account as well as anticipated results from increased enforcement efforts in 2020 (Model LEL program, sustained high visibility enforcement, the addition of mini-STEPs and a pilot High Five Program).

Projects funded under the Drug Recognition Expert (DRE) Training countermeasure include:

Traffic Safety and Law Enforcement/Prosecutor Training Criminal Justice Institute

Rationale

The Drug Recognition Expert (DRE) program, established with support of NHTSA in 1988 and managed by the International Association of Chiefs of Police (IACP), is a structured program of assessment of suspected impaired individuals that systematically collects and documents these and other symptoms of drug and impairment, and provides a framework for the interpretation of this evidence, indicating the class or classes of drugs most likely to be responsible. In doing so it establishes the necessary probable cause for collection of a biological sample for toxicological testing, completing the major elements needed for a robust DUID prosecution. The DRE program is the most effective tool currently available to law enforcement officers for the documentation of behavior and impairment in drug-impaired drivers. By incorporating DRE training along with other activities in the Impaired Driving Program Area Arkansas will have more trained and informed officers in the field to apprehend, identify and effectively prosecute impaired drivers. The objective being to reduce the number of deaths and injuries associated with impaired drivers.

Projects funded under the Drug Recognition Expert (DRE) Training countermeasure include:

Traffic Safety and Law Enforcement/Prosecutor Training Criminal Justice Institute

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2020-02	Traffic Safety/ Law Enforcement Training Project

Planned Activity: Traffic Safety/ Law Enforcement Training Project

Planned activity number: **AL-2020-02**

Primary Countermeasure Strategy ID: **Drug Recognition Expert (DRE) Training**

Planned Activity Description

Provide the following training for law enforcement officers: Standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training; SFST refresher training; Advanced Roadside Impaired Driving (ARIDE) training; Drug Recognition Expert (DRE) training & Instructor development.

Traffic Safety/Law Enforcement Training Project

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 approximately 24 officers.

Provide instructor development training to 24 SFST/TOPS officers and 10 DRE officers.

Provide Advanced Roadside Impaired Driving (ARIDE) to approximately 100 officers.

Intended Sub recipients

Criminal Justice Institute

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Drug Recognition Expert (DRE) Training
SFST training for Law Enforcement Officers

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Alcohol (FAST)	\$320,000.00		\$240,000.00
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$320,000.00		\$240,000.00

Countermeasure Strategy: DWI Courts

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

DWI Courts are specialized courts dedicated to changing the behavior of DWI offenders through intensive supervision and treatment. Arkansas now has 13 courts. These courts provide a systematic and coordinated approach to prosecuting, sentencing, monitoring and treating DWI offenders. Prosecutors and judges in DWI courts specialize in DWI cases. The underlying goal is to change offenders' behavior by identifying and treating alcohol problems and holding offenders accountable for their actions thereby rehabilitating offenders, taking impaired drivers off the road, and reducing death and injuries on the streets and highways of Arkansas.

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 10th court completed training mid-2012, an 11th court in the summer of 2014 and a 12th court in December 2015. One additional court was trained in 2017. 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/NDCI. 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.

Linkage between Program Area

For the period from 2013 through 2017 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, increasing to 28% of total fatalities for 2017. Fatalities for 2016 were at 561 but declined to 525 in 2017. Alcohol related fatalities increased from 132 in 2016 to 140 in 2017.

In 2017, the Arkansas Crime Information Center (ACIC) reported 10,811 driving while intoxicated (DWI)/driving under the influence (DUI) arrests. The 2018 preliminary data shows 9,359 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 DUI TOTALS

YEAR	ACIC	ASP	TOTAL
2010	10747	8410	19157
2011	9920	7386	17306
2012	9718	6883	16601
2013	8010	6052	14062
2014	7204	5147	12351
2015	7134	4821	11955
2016	6839	4160	10999
2017	6094	4717	10811
2018	6185	3174	9359

Performance Target: Reduce the number of fatalities with driver or MC rider at .08 or above

Countermeasure Strategy: DWI Courts

Planned Activities: 13 Existing DWI Courts

Rationale

DWI Courts are listed as a 4 star countermeasure in NHTSA's Countermeasures that Work. A systematic review found that DWI courts appear to be effective in reducing recidivism. A more recent meta-analysis of 28 studies suggest DWI Courts reduce recidivism among DWI offenders by approximately 50% compared to traditional court programs. One Michigan study found that DWI court participants were 19 times less likely to be rearrested for a DWI within two years than a comparison group of offenders who were in traditional probation. Another study of three DWI Courts in Georgia found that offenders who graduated from the court program had a 9% recidivism rate within the next 4 years compared to a 24% recidivism rate for the comparison group in traditional courts. Evaluations have shown that close monitoring and individualized sanctions for DWI offenders reduce recidivism.

Activities to be funded:

DWI Courts (13)

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2020-13	DWI Courts

Planned Activity: DWI Courts

Planned activity number: **AL-2020-13**

Primary Countermeasure Strategy ID: **DWI Courts**

Planned Activity Description

Funds provide for funding to 13 DWI courts (3 pilot courts and training for 10 other courts) as well as the development and implementation of additional DWI courts in jurisdictions statewide to improve adjudication of traffic laws related to impaired driving.

Intended Sub recipients

Local District Courts

Countermeasure strategies

Countermeasure Strategy
DWI Courts

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$100,000.00	\$100,000.00	
2019	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$300,000.00	\$300,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	\$300,000.00	\$300,000.00	

Countermeasure Strategy: High Visibility Enforcement (Impaired)

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

High visibility enforcement campaigns is a strategy within the Impaired Driving (Drug and Alcohol Section). Funding will support overtime efforts throughout the state. Agencies will support STEP efforts and participate in national mobilizations. High visibility enforcement will increase the presence of law enforcement to discourage impaired driving (alcohol and drug) and the projected impact is a reduction in the deaths and injuries associated with them.

The primary emphasis will be sustained year round DWI/DUI enforcement. Participating agencies will also conduct checkpoints and saturation patrols at least four nights during the National impaired driving campaign and the state impaired driving campaigns.

A media blitz will be associated with the mobilizations and frequent PSA's will run to remind motorists of the increased potential of being stopped and ticketed and arrested. This approach is designed to condition drivers to be more attentive to driving responsibilities while traveling. Vehicles stopped during increased enforcement campaigns will be monitored for both occupant restraint and impaired driving (alcohol and drug) violations.

Linkage between Program Area

For the period from 2013 through 2017 the percentage of impaired driving fatalities, as a percentage of the total were at 27% increasing to 28% of total fatalities for 2017. Total fatalities for 2015 were at 550 declining to 525 (State Data) / 493 (FARs ARF) in 2017. Alcohol related fatalities declined from 159 in 2015 to 140 in 2017

The 5 year moving average method was used in consideration of linear trends and other factors. A target of 144 was established (5-yr average) 2016-2020 We anticipate that the recent passage of the medical marijuana law and increased drug issues may contribute to higher fatalities in this area. This goal takes these issues into account as well as anticipated results from increased enforcement efforts in 2020 (model LEL program, sustained high visibility enforcement, and the addition of mini-STEP projects.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2020-06	Local Selective Traffic Enforcement Projects (STEPs)
AL-2020-07	Statewide Selective Traffic Enforcement Project (STEP)
AL-2020-08	Mini Selective Traffic Enforcement Projects (M-STEPs)
AL-2020-11	Statewide Law Enforcement Liaison (LEL)
AL-2020-14	Statewide In-Car Camera and Video Storage System

Planned Activity: Local Selective Traffic Enforcement Projects (STEPs)

Planned activity number: **AL-2020-06**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

Funding for local selective traffic enforcement. The primary emphasis will be sustained year round DWI/DUI enforcement. Agencies will also participate in mobilizations, and checkpoints.

Intended Sub recipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	

Planned Activity: Statewide Selective Traffic Enforcement Project (STEP)

Planned activity number: **AL-2020-07**

Primary Countermeasure Strategy ID:

Planned Activity Description

The primary emphasis will be sustained year round enforcement of DWI/DUI laws. Participation will include mobilizations and checkpoints.

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: Mini Selective Traffic Enforcement Projects (M-STEPS)

Planned activity number: **AL-2020-08**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

Funding for overtime pay and equipment for Mini-STEP projects to conduct DWI/DUI enforcement primarily during state, regional or national campaigns.

Intended Sub recipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement (Impaired)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$200,000.00		
2019	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$200,000.00		
2020	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$100,000.00		

Planned Activity: Statewide Law Enforcement Liaison (LEL)

Planned activity number: **AL-2020-11**

Primary Countermeasure Strategy ID:

Planned Activity Description

LELs will recruit law enforcement agencies statewide to participate in mobilizations and mini-STEP grants in addition to promoting agency participation in sustained STEP programs, other responsibilities will include recruiting agencies for SFST, ARIDE, and DRE training and setting up learning sessions on traffic safety issues.

Intended Sub recipients

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement (Impaired)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Alcohol (FAST)	\$50,000.00		\$50,000.00
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$50,000.00		\$50,000.00

Planned Activity: Statewide In-Car Camera and Video Storage System

Planned activity number: **AL-2020-14**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

This task provides for in-car video cameras and a backend video storage system to aid in the apprehension and prosecution of DWI/DUI violators

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$476,000.00	\$119,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$400,000.00	\$100,000.00	

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
400 TB Storage Array	2	\$225,000.00	\$450,000.00	\$225,000.00	\$450,000.00

Countermeasure Strategy: Highway Safety Office Program Management (Impaired Driving)

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Provide necessary personnel and training for the administration of the Impaired Driving Program Area. Funding will provide for necessary staff time travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program. Funding will also provide for training to maintain an effective, efficient Impaired Driving Program that will direct and support strategies to effectively address traffic Arkansas' traffic Impaired Driving problems. It will include expenses directly related to the development and implementation of a state grants management system. This system will be developed, operated and maintained through a contractor (AGATE)

Planned Projects to be funded:

Alcohol/Impaired Driving Program Management Provides for the administration of the Impaired Driving Program. Funding will provide for the necessary staff time travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Impaired Driving Program.

AHSO eGrant System

Provides funding for the development and implementation of a state grants management system to facilitate the electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, monitoring and evaluating projects.

Linkage between Program Area

Problem ID: A For the period from 2013 through 2017 the percentage of impaired driving fatalities, as a percentage of the total were at 27% increasing to 28% of total fatalities for 2017. Total fatalities for 2015 were at 550 declining to 525 (State Data) / 493 (FARs ARF) in 2017. Alcohol related fatalities declined from 159 in 2015 to 140 in 2017.

Performance Target: Number of fatalities involving driver or Motorcycle Operator w BAC .08+

The 5 year moving average method was used in consideration of linear trends and other factors. A target of 144 was established for 2016-2020 (5-yr average) we anticipate that the recent passage of the medical marijuana law and increased drug issues may contribute to higher fatalities in this area. This goal takes these issues into account as well as anticipated results from increased enforcement efforts in 2020 (model LEL program, sustained high visibility enforcement, and the addition of mini-STEP projects).

Planned Projects to be funded:

Alcohol/Impaired Driving Program Management Provides for the administration of the Impaired Driving Program. Funding will provide for the necessary staff time travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Impaired Driving Program.

AHSO eGrant System

Provides funding for the development and implementation of a state grants management system to facilitate the electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, monitoring and evaluating projects.

Rationale

Provide necessary personnel and training for the administration of the Impaired Driving Program Area. Funding will provide for the necessary staff time, travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Impaired Driving Program and a state's grants management system to facilitate electronic submission of AHSO grants. Funding will also provide for training to maintain an effective, efficient Impaired Driving Program that will direct and support strategies to effectively address traffic Arkansas' traffic Impaired Driving problems .

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2020-17	Alcohol and Other Drug Countermeasures Program Management

Planned Activity: Alcohol and Other Drug Countermeasures Program Management

Planned activity number: **AL-2020-17**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (Impaired Driving)**

Planned Activity Description

Funding will also provide for training and support strategies to effectively address traffic Arkansas' traffic Impaired Driving problems Provides program management for projects in the Alcohol and Other Drugs Countermeasures program area and administration for projects in this area

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (Impaired Driving)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Int	Alcohol (FAST)	\$100,000.00	\$25,000.00	
2020	FAST Act 405d Impaired Driving Int	405d Int Alcohol (FAST)	\$100,800.00	\$25,500.00	
2019	FAST Act NHTSA 402	Alcohol (FAST)	\$100,000.00		\$0.00
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$100,000.00		\$0.00

Countermeasure Strategy: Judicial Education

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

As members of the criminal justice system, judges are impartial administrators of the law. Judges who preside over impaired driving cases need to be equipped with specific information about the challenges often faced by the judiciary as an impaired driver moves through the criminal justice system. The revolving door, as it is often called, refers to the continued exploitation of the legal system by repeat offenders. A top priority for the AHSO is to provide the information needed by judges to help close legal loopholes often exploited by attorneys representing impaired drivers, while still protecting the rights of the accused. Providing this information and education will make Arkansas' streets and highways safer by insuring that Judges have up to date information so they can implement the appropriate measures, sentences etc. to keep impaired drivers off the roads and prevent the fatalities and injuries caused due to them.

Training for Prosecutors and Law Enforcement is essential to insure that Law enforcement personnel are educated and equipped to apprehend, arrest and take appropriate action with regard to impaired driving offenses and offenders. The AHSO contracts with the Criminal Justice Institute (CJI) to conduct training that provides updated information on laws and current legislation.

Activities to be funded:

Judicial Training Project Provide adjudication training for 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. Funding will reimburse in-state and out-of-state travel, tuition, meals and lodging

1. Three-day judicial training program for approximately 100 State traffic court judges in late September 2019 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.

2. Fund seven District Court Judges and one judicial educator to attend the 2019 American Bar Association Traffic Court Seminar in the spring of 2019 (Washington D.C.).

[Linkage between Program Area](#)

In 2017, the Arkansas Crime Information Center (ACIC) reported 10,811 driving while intoxicated (DWI)/driving under the influence (DUI) arrests. The 2018 preliminary data shows 9,359 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. Providing updated information on laws and medications enables prosecutors and Judges to do their jobs more effectively.

Performance Target: A target of 144 (5 yr average 2016-2020) was set for number of fatalities involving a driver or motorcycle operator with a BAC of .08 and above.

Countermeasure:

Judicial Training

Activities to be funded:

Judicial Training Project

[Rationale](#)

This Countermeasure actually incorporates two sub-countermeasures including "Education on Medication" and "Drug Impaired Driving Laws" both of which are included in NHTSA's 2017 "Countermeasure's That Work". Providing updated information on laws and medications enables law enforcement, prosecutors and Judges to do their jobs more effectively. It has been very effective in contributing to the effectiveness of another countermeasure utilized by the AHSO - that of expanding the number of Arkansas' DWI Court's.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2020-01	Judicial Training
AL-2020-16	Traffic Safety Resource Prosecutor

[Planned Activity: Judicial Training](#)

Planned activity number: **AL-2020-01**

Primary Countermeasure Strategy ID:

[Planned Activity Description](#)

Training for Prosecutors and Law Enforcement is essential to insure that Law enforcement personnel are educated and equipped to to apprehend, arrest and take appropriate action with regard to impaired driving

offenses and offenders. The AHSO contracts with the Criminal Justice Institute (CJI) to conduct training that provides updated information on laws and current legislation.

Activities to be funded:

Judicial Training Project Provide adjudication training for 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. Funding will reimburse in-state and out-of-state travel, tuition, meals and lodging

Three-day judicial training program for approximately 100 State traffic court judges in late September 2019 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 2019 American Bar Association Traffic Court Seminar in the spring of 2019 (Washington D.C.).

Intended Sub recipients

Administrative Office of the Courts

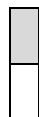
Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Judicial Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Alcohol (FAST)	\$80,000.00		\$80,000.00
2020	FAST Act NHTSA 402	Alcohol (FAST)	\$50,000.00		\$50,000.00



Countermeasure Strategy: Laboratory Drug Testing Equipment

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Projects will provide for testing for alcohol and other substances for fatalities and problem analysis. Testing results will also provide data for prosecution.

LCMS Validation	125,000
Immunassay Validation	16,000

Equipment and Supplies to be purchased

Immunoassay (Qty 2)	145,000
Single Channel Pipette (Qty 5)	5,000
ToxBox	30,000
Immunoassay Kits	150,000

Intended Sub recipient

ARKANSAS STATE CRIME LAB

Funding for Office of Alcohol Testing staff to attend Conferences and trainings including: Association of Ignition Interlock Program Administrators Lifesavers National Conference on Highway Safety Priorities, Intoximeter Users Group Meeting and may coordinate a two-day conference in Little Rock, AR for law enforcement and other personnel on alcohol testing related to adjudication, prosecution & enforcement. Funding also provides for the purchase of testing supplies and equipment, intoximeter Hardware, Guth Simulators, and computers.. Equipment items to be purchased are shown below.

Intoximeter Hardware	724,620
Guth Simulators (15 @ 1,000 ea.)	15,000
OAT Computers (9 @ 1,400 ea.)	12,600

Intended Sub recipient

ARKANSAS DEPARTMENT OF HEALTH (ADH) - Office of Alcohol Testing (OAT)

Linkage between Program Area

According to the Drug Enforcement Administration's 2019 Drug Threat Assessment for Arkansas, in addition to the DWI alcohol problem, the drug threat to the state of Arkansas also 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.

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. In

2019 marijuana dispensaries began sales to holders of medical marijuana cards. Approximately 12,000 Arkansas received cards and the number is expected to increase with the opening of more dispensaries.

Methamphetamine is the most significant threat, next is the diversion and abuse of pharmaceuticals. This continues to increase and pose a significant threat to law enforcement. Heroin use continues to increase in Arkansas and this continued growth appears to be a direct result of the abuse of pharmaceutical drugs as abusers transition to Heroin when pharmaceuticals are not available. Crack Cocaine is also highly abused. There is also an increasing threat of new Psychoactive Drugs known as designer drugs.

Arkansas qualifies as a “medium” range” state for the FY 19 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).

Testing for substances other than alcohol is necessary to provide data on Arkansas' drug problems and information to direct programming efforts to deter impaired driving and reduce the number of Alcohol and Drug Impaired Driving Fatalities and the number of overall fatalities in Arkansas. Results from testing will also provide evidence for prosecution.

ARKANSAS STATE CRIME LAB

Rationale

Testing for substances other than alcohol is necessary to provide data on the extent of Arkansas' drug problems and information to direct programming efforts to deter impaired driving. Results from this testing will also provide evidence for prosecution.

ARKANSAS STATE CRIME LAB

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2020-09	BAC Intoximeter and Blood Testing Project
AL-2020-15	Motor Vehicle Crash Toxicology Testing

Planned Activity: BAC Intoximeter and Blood Testing Project

Planned activity number: **AL-2020-09**

Primary Countermeasure Strategy ID: **Laboratory Drug Testing Equipment**

Planned Activity Description

Funding for Office of Alcohol Testing staff to attend Conferences and trainings including: Association of Ignition Interlock Program Administrators Lifesavers National Conference on Highway Safety Priorities, Intoximeter Users Group Meeting and may coordinate a two-day conference in Little Rock, AR for law enforcement and other personnel on alcohol testing related to adjudication, prosecution & enforcement. Funding also provides for the purchase of testing supplies and equipment, intoximeter Hardware, Guth Simulators, and computers.. Equipment items to be purchased are shown below.

Intended Sub recipients

Arkansas Department of Health (ADH) - Office of Alcohol Testing

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Laboratory Drug Testing Equipment

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$300,000.00	\$75,000.00	
2019	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$525,000.00	\$131,300.00	
2020	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$100,000.00	\$25,000.00	

Planned Activity: Motor Vehicle Crash Toxicology Testing

Planned activity number: **AL-2020-15**

Primary Countermeasure Strategy ID:

Planned Activity Description

Funds provide for outsourcing toxicology testing of backlogged cases; validation of equipment; purchase of new toxicology analysis equipment.

Intended Sub recipients

Arkansas State Crime Lab

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Laboratory Drug Testing Equipment

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2018	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$250,000.00	\$62,500.00	
2019	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$250,000.00	\$62,500.00	
2020	FAST Act 405d Impaired Driving Mid	405d Mid BAC Testing/Reporting (FAST)	\$250,000.00	\$62,500.00	

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Immunoassay System	2	\$79,100.00	\$158,200.00	\$79,100.00	\$158,200.00

Countermeasure Strategy: Publicized Sobriety Checkpoints

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

The mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, support and training project with the Black River Technical College, Law Enforcement Training Academy in Pocahontas, AR will be a low manpower & multi-agency sobriety checkpoint training and support. 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. Local and Statewide Selective Enforcement Projects will conduct checkpoints as part of their contracts. An In-Car Camera and Video Project will provide necessary equipment to assist Statewide Selective Enforcement.

Checkpoints will be conducted statewide with emphasis in areas where alcohol related fatalities are highest. Officers will stop vehicles at predetermined locations across the state to check whether the driver is impaired. The purpose of checkpoints is to deter driving after drinking and reduce the number of alcohol and drug related fatalities statewide and in counties with a high number of alcohol & drug related fatalities.

Planned Activities to be funded:

Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training

Local Selective Traffic Enforcement Projects

Statewide Selective Traffic Enforcement Project

In Car Camera and Video

The anticipated impacts of these projects include reduced alcohol-related crashes and decreased alcohol-related fatalities as well as fewer drivers with positive BACs in roadside surveys.

Linkage Between Program Area

In 2017, the Arkansas Crime Information Center (ACIC) reported 10,811 driving while intoxicated arrests and preliminary numbers for 2018 show 9,359 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.

For the period from 2013 through 2017 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, rising to 28% of total fatalities for 2017. Fatalities for 2016 were at 550 declining to 493 (FARS data)/525 (Cleaned up State Data) in 2017. Alcohol related fatalities increased from 132 in 2016 to 140 in 2017. Checkpoints will be conducted statewide with emphasis in areas where alcohol related fatalities are highest.

Performance Target: Number of fatalities involving driver or Motorcycle Operator w BAC of .08 or above

The 5 year moving average method was used in consideration of linear trends and other factors. A target of 144 was set (5-year average) 2016–2020. We anticipate that the recent passage of the medical marijuana law and increased drug issues may contribute to higher fatalities in this area. This goal takes these issues into account as well as anticipated results from increased enforcement efforts in 2020 (Model LEL program, addition of mini-STEPs and a pilot High Five Program).

Planned Activities to be funded:

Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training

Local Selective Traffic Enforcement Projects

Statewide Selective Traffic Enforcement Project

In Car Camera and Video

Rationale

CDC's systematic review of 15 high quality studies found that checkpoints reduce alcohol-related fatal crashes by 9%. Similarly a meta-analysis found that checkpoints reduce alcohol-related crashes by 17% and all crashes by 10 to 15%. In recent years NHTSA has supported a number of efforts to reduce alcohol-impaired driving using publicized sobriety checkpoint programs. Evaluations of statewide campaigns found decreases in alcohol-related fatalities following the program as well as fewer drivers with positive BACs in roadside surveys.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2020-06	Local Selective Traffic Enforcement Projects (STEPS)
AL-2020-07	Statewide Selective Traffic Enforcement Project (STEP)
AL-2020-10	Law Enf Training Academy BAT & Sobriety Checkpoint Mobile Training
AL-2020-14	Statewide In-Car Camera and Video Storage System

Planned Activity: Local Selective Traffic Enforcement Projects (STEPS)

Planned activity number: **AL-2020-06**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

Funding for local selective traffic enforcement. The primary emphasis will be sustained year round DWI/DUI enforcement. Agencies will also participate in mobilizations, and checkpoints.

Intended Sub recipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	

2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$300,000.00	\$300,000.00	
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Planned Activity: Statewide Selective Traffic Enforcement Project (STEP)

Planned activity number: **AL-2020-07**

Primary Countermeasure Strategy ID:

Planned Activity Description

The primary emphasis will be sustained year round enforcement of DWI/DUI laws. Participation will include mobilizations and checkpoints.

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training

Planned activity number: **AL-2020-10**

Planned Activity Description

Fund mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, support and training project with the Black River Technical College, Law Enforcement Training Academy.

Intended Sub recipients

Black River Technical College

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	\$197,000.00		
2019	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	\$197,000.00		
2020	FAST Act 405d Impaired Driving Mid	405d Mid Training (FAST)	\$273,000.00		

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
BAT Vehicle (BAT Mobile)	1	\$273,000.00	\$273,000.00	\$273,000.00	\$273,000.00
Hand Held Radio	1	\$7,000.00	\$7,000.00	\$7,000.00	\$7,000.00

Planned Activity: Statewide In-Car Camera and Video Storage System

Planned activity number: **AL-2020-14**

Primary Countermeasure Strategy ID: **High Visibility Enforcement (Impaired)**

Planned Activity Description

This task provides for in-car video cameras and a backend video storage system to aid in the apprehension and prosecution of DWI/DUI violators

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$200,000.00	\$50,000.00	
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$476,000.00	\$119,000.00	
2020	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$400,000.00	\$100,000.00	

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
400 TB Storage Array	2	\$225,000.00	\$450,000.00	\$225,000.00	\$450,000.00

Countermeasure Strategy: SFST training for Law Enforcement Officers

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Standardized Field Sobriety Tests (SFST), a battery of three test (one-Leg Stand, Walk and Turn, and Horizontal Gaze Nystagmus) used by law enforcement at the roadside to estimate whether a driver is at or above the illegal limit of .08 BAC. Having well trained officers that can conduct SFST is a benefit not only in recognizing impaired drivers but also in obtaining convictions. More DWI arrests and convictions result in increased public awareness of the dangers of impaired driving and a lower number of fatalities and injuries.

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 approximately 24 law enforcement officers.

Provide instructor development training to 24 SFST/TOPS officers and 10 DRE officers.

Provide Advanced Roadside Impaired Driving (ARIDE) to approximately 100 officers.

Linkage between Program Area

For the period from 2013 through 2017 the percentage of impaired driving fatalities, as a percentage of the total were at 27 percent, rising to 28% of total fatalities for 2017. Fatalities for 2016 were at 550 declining to 493 (FARS data)/525 (Cleaned up State Data) in 2017. Alcohol related fatalities increased from 132 in 2016 to 140 in 2017.

A target of 144 was established (5-year average) 2016–2020

Projects funded under the "SFST Training for Law Enforcement" countermeasure include:

Traffic Safety and Law Enforcement Training Criminal Justice Institute

Rationale

The rationale for this countermeasure strategy is to expand specialized impaired driving training for law enforcement officers to assist them in the identification and apprehension of impaired drivers. The goal is to reduce the number of impaired drivers on the road and the associated fatalities and injuries .

TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING

Drug Impaired Driving Laws* Education on Medication*

Sub-recipient(s): Criminal Justice Institute

Provide DWI and standardized field sobriety test (SFST) traffic occupant protection strategies (TOPS) training and education for approximately 500 law enforcement officers.

Provide SFST refresher training to 175 law enforcement officers

Provide instructor development training to 24 SFST officers

Provide Advanced Roadside Impaired Driving (ARIDE) to approximately 100 officers .

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-2020-02	Traffic Safety/ Law Enforcement Training Project

Planned Activity: Traffic Safety/ Law Enforcement Training Project

Planned activity number: **AL-2020-02**

Primary Countermeasure Strategy ID: **Drug Recognition Expert (DRE) Training**

Planned Activity Description

Provide the following training for law enforcement officers: Standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training; SFST refresher training; Advanced Roadside Impaired Driving (ARIDE) training; Drug Recognition Expert (DRE) training & Instructor development.

Traffic Safety/Law Enforcement Training Project

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 approximately 24 officers.

Provide instructor development training to 24 SFST/TOPS officers and 10 DRE officers.

Provide Advanced Roadside Impaired Driving (ARIDE) to approximately 100 officers.

Intended Sub recipients

Criminal Justice Institute

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Drug Recognition Expert (DRE) Training
SFST training for Law Enforcement Officers

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Alcohol (FAST)	\$320,000.00		\$240,000.00

2020	FAST Act NHTSA 402	Alcohol (FAST)	\$320,000.00		\$240,000.00
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Program Area: Motorcycle Safety

Description of Highway Safety Problems

Arkansas reported 63 motorcycle related fatalities in 2013. Fatalities are at 65 for 2017 and account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and now only requires helmets for motorcyclists age 21 or younger. In the years following the change in the law motorcycle fatalities tripled. Motorcycle fatalities were at 23 in 1997 when the state's motorcycle helmet law was repealed. In 2017, 51 percent of all motorcyclist fatalities were not helmeted.

The Arkansas Highway Safety Office (AHSO) will conduct 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 for the "Look Twice for Motorcycles" and "Take 2 for Arkansas" campaigns to include broadcast, cable, radio and online advertising in a majority of counties where there is at least one motorcycle crash causing a serious or fatal injury. Motorcycle data is provided in the chart below and in the 405 (f) application.

County or Political Subdivision	Number of registered motorcycles	# of MCC involving another motor vehicle	# of MCC involving an impaired operator	County or Political Subdivision	Number of registered motorcycles	# of MCC involving another motor vehicle	# of MCC involving an impaired operator
Arkansas	441	1	0	Lee	110	0	0
Ashley	479	2	0	Lincoln	237	0	0
Baxter	2156	14	2	Little River	370	1	0
Benton	9601	67	5	Logan	983	6	0
Boone	1636	14	1	Lonoke	2419	11	2
Bradley	216	3	0	Madison	564	8	2
Calhoun	113	0	0	Marion	744	2	0
Carroll	1269	10	3	Miller	1178	5	0
Chicot	183	1	1	Mississippi	881	2	1
Clark	492	1	0	Monroe	158	0	0
Clay	446	2	0	Montgomery	344	1	0
Cleburne	1151	2	2	Nevada	207	0	0
Cleveland	212	0	0	Newton	347	3	0
Columbia	536	0	0	Ouachita	609	5	1
Conway	634	6	2	Perry	315	1	0
Craighead	2314	26	2	Phillips	282	3	1
Crawford	2356	20	1	Pike	332	1	0
Crittenden	915	7	1	Poinsett	536	4	1
Cross	370	2	0	Polk	822	2	3
Dallas	137	0	1	Pope	1914	9	1
Desha	162	0	0	Prairie	200	0	0
Drew	339	2	0	Pulaski	7774	106	4

Faulkner	3013	29	5	Randolph	562	1	0
Franklin	640	6	0	Saline	3667	26	4
Fulton	448	3	0	Scott	300	1	0
Garland	3460	42	1	Searcy	255	1	0
Grant	566	2	0	Sebastian	4507	50	4
Greene	1347	9	1	Sevier	424	1	1
Hempstead	417	3	2	Sharp	627	1	0
Hot Spring	1105	2	0	St. Francis	353	3	0
Howard	282	0	0	Stone	512	2	0
Independence	975	6	1	Union	1091	4	1
Izard	524	3	2	Van Buren	605	1	1
Jackson	339	1	1	Washington	6913	83	8
Jefferson	1324	11	0	White	2150	10	1
Johnson	860	2	0	Woodruff	137	0	0
Lafayette	162	0	0	Yell	556	0	0
Lawrence	529	2	0				

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

Planned Activities

MOTORIST AWARENESS CAMPAIGN

Sub-recipient(s): CJRW

Provides funding to purchase items promoting motorcycle safety activities. Items that may be produced and purchased are educational pamphlets, posters, costs associated with producing and airing radio and television ads and other items as appropriate.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	72.0
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2020	5 Year	42.0

Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign (MC)

Countermeasure Strategy: Communication Campaign (MC)

Program Area: **Motorcycle Safety**

Project Safety Impacts

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

Effective, high visibility communications and outreach are important in changing attitudes and behavior of both riders and drivers. The objective of Arkansas' Communication Campaign for Motorcycle awareness is to provide information concerning the safe operation of motorcycles and persuade riders and drivers of the benefits associated with drivers and motorcycle operators taking the time to be more aware of their surroundings, be safe and courteous and not drink while operating or riding a vehicle or motorcycle. The projected impact would be increased awareness and safer behaviors on the part of drivers and motorcycle operators resulting in fewer fatalities and injuries.

Linkage between Program Area

Arkansas reported 63 motorcycle related fatalities in 2013. Fatalities are at 65 for 2017 and account for approximately 13 percent of Arkansas' total traffic fatalities. Arkansas repealed the helmet law in 1999, and now only requires helmets for motorcyclists age 21 or younger. In the years following the change in the law motorcycle fatalities tripled. Motorcycle fatalities were at 23 in 1997 when the state's motorcycle helmet law was repealed. In 2017, 51 percent of all motorcyclist fatalities were not helmeted. The chart below shows the number of motorcycle crashes for the most recent year available and crashes involving an impaired driver.

County or Political Subdivision	Number of registered motorcycles	# of MCC involving another motor vehicle	# of MCC involving an impaired operator	County or Political Subdivision	Number of registered motorcycles	# of MCC involving another motor vehicle	# of MCC involving an impaired operator
Arkansas	441	1	0	Lee	110	0	0
Ashley	479	2	0	Lincoln	237	0	0
Baxter	2156	14	2	Little River	370	1	0
Benton	9601	67	5	Logan	983	6	0
Boone	1636	14	1	Lonoke	2419	11	2
Bradley	216	3	0	Madison	564	8	2
Calhoun	113	0	0	Marion	744	2	0
Carroll	1269	10	3	Miller	1178	5	0
Chicot	183	1	1	Mississippi	881	2	1
Clark	492	1	0	Monroe	158	0	0
Clay	446	2	0	Montgomery	344	1	0
Cleburne	1151	2	2	Nevada	207	0	0
Cleveland	212	0	0	Newton	347	3	0
Columbia	536	0	0	Ouachita	609	5	1
Conway	634	6	2	Perry	315	1	0
Craighead	2314	26	2	Phillips	282	3	1
Crawford	2356	20	1	Pike	332	1	0
Crittenden	915	7	1	Poinsett	536	4	1
Cross	370	2	0	Polk	822	2	3
Dallas	137	0	1	Pope	1914	9	1
Desha	162	0	0	Prairie	200	0	0
Drew	339	2	0	Pulaski	7774	106	4

Faulkner	3013	29	5	Randolph	562	1	0
Franklin	640	6	0	Saline	3667	26	4
Fulton	448	3	0	Scott	300	1	0
Garland	3460	42	1	Searcy	255	1	0
Grant	566	2	0	Sebastian	4507	50	4
Greene	1347	9	1	Sevier	424	1	1
Hempstead	417	3	2	Sharp	627	1	0
Hot Spring	1105	2	0	St. Francis	353	3	0
Howard	282	0	0	Stone	512	2	0
Independence	975	6	1	Union	1091	4	1
Izard	524	3	2	Van Buren	605	1	1
Jackson	339	1	1	Washington	6913	83	8
Jefferson	1324	11	0	White	2150	10	1
Johnson	860	2	0	Woodruff	137	0	0
Lafayette	162	0	0	Yell	556	0	0
Lawrence	529	2	0				

Performance Targets:

C-5 Number of fatalities involving a driver or motorcycle operator with a BAC of .08 or above

A target of 144 was set for 2016-2020 utilizing the 5-year moving average method in consideration of trends and other factors.

C-7 Number of Motorcyclist Fatalities

A target of 72 was set for 2016-2020 utilizing the 5 year moving average method in consideration with linear trends and other factors.

C-8 Number of Unhelmeted Motorcyclist Fatalities

A target of 42 was set for 2016-2020 utilizing the 5 year moving average method in consideration of linear trends and other factors.

Planned Activities

MOTORIST AWARENESS CAMPAIGN

Sub-recipient(s): CJRW Advertising Agency

Rationale

Effective, high visibility communications and outreach are important in changing attitudes and behavior of both riders and drivers. The objective of Arkansas' Communication Campaign for Motorcycle awareness is to provide information concerning the safe operation of motorcycles and persuade riders and drivers of

the benefits associated with drivers and motorcycle operators taking the time to be ,more aware of their surroundings, be safe and courteous and not drink while operating or riding a vehicle or motorcycle.

Planned Activity

MOTORIST AWARENESS CAMPAIGN

Sub-recipient(s): CJRW

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-2020-01	Motorist Awareness Campaign

[Planned Activity: Motorist Awareness Campaign](#)

Planned activity number: **MC-2020-01**

Primary Countermeasure Strategy ID: **Communication Campaign (MC)**

[Planned Activity Description](#)

Provide funding to purchase educational pamphlets, posters, billboards, radio and television ads in a majority of the high crash and fatality counties in Arkansas as appropriate to provide information and create awareness of motorcycle safety and dangers of impaired riding with emphasis on the top five counties.

[Intended Sub recipients](#)

CJRW Advertising Agency

[Countermeasure strategies](#)

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign (MC)

[Funding sources](#)

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$25,000.00	\$6,300.00	
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$59,100.00	\$14,800.00	
2020	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$60,000.00	\$15,000.00	

Program Area: Non-motorized (Pedestrians and Bicyclist)

Description of Highway Safety Problems

Over the last five years pedestrian fatalities have averaged around 44 with a low of 37 in 2014 and a high of 49 in 2016. Bicycle fatalities have averaged around 5 with a high of 7 in 2014 and low of 3 in 2015 and 2016. Below is a breakdown of these fatalities and serious injuries which utilizes state data. The charts below show the following: **Area:** (rural vs urban), **Locations:** intersection, crosswalk, bike lane etc. and **non-motorist type**.

	Urban Rural Area Non- Motorist	2015	2016	2017	2018
Fatalities	Rural	14	15	8	15
	Small Urban	2	9	9	7
	Urbanized	5	8	10	12
	Large Urbanized	13	22	24	26
	Unknown	1	2	2	6
	Total Urban	20	39	43	45
	Total Fatalities	35	56	53	66
Serious Injuries	Rural	21	27	22	35
	Small Urban	11	9	15	21
	Urbanized	14	31	34	23
	Large Urbanized	30	31	59	56
	Unknown	1	3	8	14
	Total Urban	55	71	108	100
	Total Fatalities	77	101	138	149
Total KA's		112	157	191	215

Type of Non-Motorist (Fatalities & Serious Injuries)	2015	2016	2017	2018
Pedestrian	97	122	143	163
Bicyclist	10	20	36	29
Other Pedestrian (wheelchair)	0	3	2	3
Skater	0	2	2	3
Scooter	0	0	0	1
Other Cyclist (tricycle)	0	0	0	0
Ridden animal/animal drawn	0	1	0	1
Occupant of a non-motor vehicle	0	1	0	0
Occupant of a parked motor vehicle	1	0	0	0
Other type of non-motorist	2	7	6	15
Unknown type of non-motorist	2	1	2	0
Total	112	157	191	215

Location at time of Crash	2015	2016	2017	2018
Intersection - Marked Crosswalk	9	7	32	11
Intersection - Unmarked Crosswalk	9	7	8	11
Intersection - Other	12	14	18	15

Midblock - Marked Crosswalk	0	0	1	1
Travel Lane - Other location	21	53	63	103
Bicycle Lane	0	1	0	0
Shoulder/Roadside	9	16	15	27
Sidewalk	0	2	3	3
Median/Crossing Island	0	0	3	1
Driveway Access	5	10	6	9

Preliminary ARF FARS data shows 42 pedestrian fatalities in 2017. These fatalities represented 8 percent of all motor vehicle fatalities for this period. Information on pedestrian and bicycle safety will be a part of the “Toward Zero Deaths” (TZD) Campaign Project which was developed in collaboration with AHSO, ArDOT, and ADH and other injury prevention projects (See Occupant Protection /Injury Prevention Program and PI&E projects). Countermeasures Arkansas will include both enforcement and education efforts. Pedestrians need to understand that even though they are walking or running they 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.

Between 2013-2017 a total of 20 persons lost their lives in bicycle crashes. In addition to press-related activities, enforcement and educational efforts are planned for 2020 to bring awareness to pedestrian and bicyclist safety. The AHSO will continue to work with the ARDOT, the city of Little Rock and local communities to provide information to promote awareness of bike and pedestrian safety around the city as part of the TZD initiative. In FY 2020, law enforcement agencies in communities with pedestrian and bicyclist related fatalities and serious injuries will be encouraged to be proactive with enforcement and overall safety issues.

Planned Projects:

AHSO Statewide Media Campaign

ArDOT media campaign focusing on the following education strategies:

Public service messages that target school children on bicycle and pedestrian safety

Public service messages aimed at increasing awareness of the dangers of bicycle and pedestrian traffic on high volume roadways

Social media to educate the public on bicycle/pedestrian laws and safety

ArDOT initiated a pedestrian safety program in Eldorado, Arkansas in 2014. Assessments for additional projects are ongoing.

The AHSO is reviewing a curriculum being utilized by the City of Little Rock that has potential for being expanded statewide.

The AHSO will continue educational public awareness programs along with public information and awareness efforts through the media, programming and TZD. Law Enforcement agencies will be utilized to encourage communities to initiate additional safety measures in enforcement and infrastructure.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-10) Number of pedestrian fatalities (FARS)	2020	5 Year	44.0
2020	C-11) Number of bicyclists fatalities (FARS)	2020	5 Year	5.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign (Ped/Bike)
School and Community Awareness Programs

Countermeasure Strategy: [Communication Campaign \(Ped/Bike\)](#)

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

[Project Safety Impacts](#)

Countermeasures conducted in Arkansas will 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, and that under Arkansas law, motorists are to yield to pedestrians at all times. The objective will be to provide information and education through careful framing, highlighting expected safety benefits. The success of paid advertising in seat belt campaigns suggests that communications and outreach programs urging the public to be aware and implement safety precautions to avoid injuries and death are worth considering for pedestrian and bicyclist issues. Increased awareness and utilization of these safety precautions should result in fewer traffic crashes involving pedestrians and bicyclists and hopefully translate into fewer deaths and injuries.

Planned Activities:

1. Safely Share the Road - Pedestrian/Bicyclist Public Awareness Campaign (ArDOT)
2. Statewide Public Information and Education (CJRW)

Linkage between Program Area

C-10 Number of Pedestrian Fatalities

A target of 44 was set for 2016-2020 utilizing the 5 year moving average method

Over the last five years pedestrian fatalities have averaged around 44 with a low of 37 in 2014. Bicycle fatalities have averaged around 5 with lows of 3 in 2015 and 2016. During 2016 there were 49 pedestrian fatalities followed by 42 in 2017. These fatalities represented 9 percent of all motor vehicle fatalities for this period. Information on pedestrian and bicycle safety will be a part of the “Toward Zero Deaths” Campaign and other injury prevention projects (See Occupant Protection /Injury Prevention Program (Safe Communities) and PI&E projects). Countermeasures conducted in Arkansas will 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.

C-11 Number of Bicyclist Fatalities

A target of 5 was set for 2016-2020 utilizing a 5 year moving average.

Between 2013 - 2017 a total of 20 persons lost their lives in bicycle crashes. In addition to press-related activities, enforcement and educational efforts are planned for 2020 to bring awareness to pedestrian and bicyclist safety. The AHSO will continue to work with the ARDOT to provide informational posters/brochures in public areas around the city as part of the TZD initiative. In FY 2020, law enforcement agencies within communities with pedestrian and bicyclist related fatalities and serious injuries will be encouraged to be proactive in pedestrian and bicyclist enforcement and overall safety issues.

Countermeasures conducted in Arkansas will 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, and that under Arkansas law, motorists are to yield to pedestrians at all times. The objective will be to provide information and education through careful framing, highlighting expected safety benefits. The success of paid advertising in seat belt campaigns suggests that communications and outreach programs urging the public to be aware and implement safety precautions to avoid injuries and death are worth considering for pedestrian and bicyclist issues. Increased awareness and utilization of these safety precautions should result in fewer traffic crashes involving pedestrians and bicyclists and hopefully translate into fewer deaths and injuries.

FY20 Projects targeting Pedestrian and Bicyclists will include the following:

3. Safely Share the Road -Pedestrian/Bicyclist Public Awareness Campaign (ArDOT)
4. Statewide Public Information and Education (CJRW)

Rationale

Communications and outreach strategies inform the public of the dangers for pedestrians and bicyclists. As with prevention and intervention, education through various communications and outreach strategies is especially important. Education will be conducted through news media, paid advertisements and a wide variety of other communications channels such as posters, billboards, web banners and social media outlets. Communication and outreach is a critical part of safety and prevention.

Planned Activities Funding:

5. Safely Share the Road -Pedestrian/Bicyclist Public Awareness Campaign (ArDOT)
6. Statewide Public Information and Education (CJRW)

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2020-01	Occupant Protection/Injury Prevention Program
PS-2020-01	Statewide Public Information and Education (PI&E)
PS-2020-02	Pedestrian/Bicycle Public Awareness Campaign

Planned Activity: Occupant Protection/Injury Prevention Program

Planned activity number: **OP-2020-01**

Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Provides Increased awareness and usage of occupant protection systems, materials and technical assistance to businesses and civic groups, community service organizations, media, health professionals, law enforcement agencies and the general public to address Adult and child passenger safety and utilization of restraints. This activity will also provide information on the awareness of the dangers of distracted driving and pedestrian and bicycle safety.

Intended Sub recipients

University of Arkansas Fayetteville

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (Ped/Bike)
School and Community Awareness Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Safe Communities (FAST)	\$20,000.00	\$15,000.00	\$20,000.00
2020	Other	Child Restraint	\$5,000.00		

Planned Activity: Statewide Public Information and Education (PI&E)

Planned activity number: **PS-2020-01**

Primary Countermeasure Strategy ID: **Communication Campaign (Ped/Bike)**

Planned Activity Description

Provide funding to develop public information and educational materials promoting pedestrian and bicycle safety

Intended Sub recipients

CJRW

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign (Ped/Bike)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$100,000.00	\$100,000.00	\$50,000.00
2020	FAST Act NHTSA 402	Pedestrian Safety (FAST)	\$100,000.00	\$100,000.00	\$50,000.00

Planned Activity: Pedestrian/Bicycle Public Awareness Campaign

Planned activity number: **PS-2020-02**

Primary Countermeasure Strategy ID: **Communication Campaign (Ped/Bike)**

Planned Activity Description

ArDOT Public Service announcement campaign to increase awareness of laws regulating bicycle and pedestrian traffic

Intended Sub recipients

AR Department of Transportation (ArDOT)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign (Ped/Bike)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian Safety (FAST)	\$150,000.00		\$0.00
2020	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$150,000.00		\$0.00

Countermeasure Strategy: School and Community Awareness Programs

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

Linkage between Program Area

Every year in the U.S., almost a half million people are injured or killed in traffic accidents attributed to the combination of texting and driving. The statistics are shocking, especially in view of the fact that this danger could be completely avoided. With the latest statistics available as of 2018, in 2015, according to statistics compiled by the Department of Transportation, 3,477 people died and another 391,000 were injured in motor vehicle crashes caused by drivers who were distracted because they were texting or using cell phones. Anything that takes your attention away from driving can be a distraction. Sending a text message, talking on a cell phone, using a navigation system, and eating while driving are a few examples of distracted driving. Any of these distractions can endanger the driver and others. More and more fatalities in Arkansas are being attributed to the emerging issue of distracted driving. Although information on this issue is limited at the present, Arkansas has implemented processes and procedures to capture data related to distracted driving and provide a clearer picture of the problem that exists in the state.

Over the last five years pedestrian fatalities have averaged around 44 with a low of 37 in 2014. 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.

Bicycle fatalities have averaged around 5 with lows of 3 in 2015 and 2016. Between 2013-2017 a total of 20 persons lost their lives in bicycle crashes. The Occupant Protection and Injury Prevention Project at the U of A will provide information as part of their program to address safety issues in that area. In FY 2020, law enforcement agencies within communities with pedestrian and bicyclist related fatalities and serious injuries will be encouraged to be proactive in pedestrian and bicyclist enforcement and overall safety issues.

Existing projects will incorporate information on these areas to assist in increasing the awareness of the dangers of distracted driving, use of cell phones and texting while driving, and promote pedestrian and bike safety in an effort to reduce the deaths and injuries associated with these problems.

Teen Driver Safety (UAMS)

Community Prevention Initiative (ADH)

Occupant Protection and Injury Prevention Project (U of A Fayetteville)

Rationale

Communications and outreach is a critical part of deterrence and prevention. School and community projects will include information on distracted driving and pedestrian and bicycle safety. Impacts of these activities are projected to increase the awareness of the dangers associated with distracted driving, use of cell phones and the practice of texting and emphasize pedestrian and bike safety in an attempt to reduce deaths and injuries associated with these problems.

Communications and outreach strategies will also include information to inform the public of the dangers of driving while distracted and pedestrian and bicycle safety. As with prevention and intervention, education through various communications and outreach strategies is especially important. Education will be conducted through community projects in communities, schools and colleges. A variety of mediums will be utilized such as posters, billboards, web banners and social media outlets.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2020-01	Occupant Protection/Injury Prevention Program
OP-2020-09	Community Prevention Initiative
OP-2020-11	Teen Drive Safety Project

Planned Activity: Occupant Protection/Injury Prevention Program

Planned activity number: **OP-2020-01**

Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Provides Increased awareness and usage of occupant protection systems, materials and technical assistance to businesses and civic groups, community service organizations, media, health professionals, law enforcement agencies and the general public to address Adult and child passenger safety and utilization of restraints. This activity will also provide information on the awareness of the dangers of distracted driving and pedestrian and bicycle safety.

Intended Sub recipients

University of Arkansas Fayetteville

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (Ped/Bike)
School and Community Awareness Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Safe Communities (FAST)	\$20,000.00	\$15,000.00	\$20,000.00
2020	Other	Child Restraint	\$5,000.00		

Planned Activity: Community Prevention Initiative

Planned activity number: **OP-2020-09**

Primary Countermeasure Strategy ID: **School and Community Awareness Programs**

Planned Activity Description

Statewide motor vehicle crash prevention information including collaboration on community level activities, strategies and interventions to affect measurable individuals and community-level change in several problematic areas including low seat belt use , distracted driving, and pedestrian and bike safety to reduce injuries and deaths. The project will mobilize communities to conduct evidence-based strategies to address high risk groups.

Intended Sub recipients

Arkansas Department of Health (ADH)

Countermeasure strategies

Countermeasure Strategy
School and Community Awareness Programs
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$120,000.00		\$60,000.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$120,000.00		\$60,000.00

Planned Activity: Teen Drive Safety Project

Planned activity number: **OP-2020-11**

Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Implement a teen driver safety project which will employ activities in low seat belt use counties to increase seat belt use and awareness of distracted driving issues.

Intended Sub recipients

University of Arkansas for Medical Sciences (UAMS)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
School and Community Awareness Programs
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00

Program Area: Occupant Protection (Adult and Child Passenger Safety)

Description of Highway Safety Problems

According to FARS data Arkansas recorded 493 traffic fatalities in 2017. This represents a 12.1 decrease from the 561 fatalities in 2016. As shown below the annual fatalities over the past 5 years have ranged from a low of 470 in 2014 to 561 in 2016.

Of particular importance is the passenger vehicle occupant fatalities involving restraint usage. In 2017 there were 351 passenger vehicle occupant fatalities. Of this total 170 or 48% of the fatalities were unrestrained. The number of unrestrained fatalities over the past 5 years have ranged from 47% to 50%.

In 2018 Arkansas' seat belt usage rate was 78%. This was a 3% decrease from the previous year but the fact that fatalities and injuries are both declining may not be as it appears on the surface. With a 2% margin of error the rate may actually be very close to the prior years. Next year's survey will provide a better indication of this, however, improving the use rate is a very high priority as Arkansas is well below the national usage rate of 90%.

5 year trend of top 10 counties FARS*

Fatalities: Arkansas Top 10 Counties							% Of Total FY17 493
	2013	2014	2015	2016	2017	Total	
Pulaski	59	40	52	59	61	271	16.39%
Washington	15	19	20	37	24	115	6.96%
Garland	21	18	25	32	13	109	6.59%
Benton	19	13	25	34	15	106	6.41%
Craighead	14	12	17	21	17	81	4.90%
Faulkner	14	14	15	18	19	80	4.84%
Saline	20	14	15	15	10	74	4.48%
White	15	17	12	19	10	73	4.42%
Hot Spring	13	17	14	15	13	72	4.36%
Jefferson	10	16	7	13	16	62	3.75%

Injuries: Arkansas Top 10 Counties							% Of Total FY 17 2,821
	2013	2014	2015	2016	2017	Total	
Pulaski	404	375	393	396	367	1,935	22.12%
Benton	178	198	180	155	151	862	9.85%
Garland	111	143	159	153	118	684	7.82%
Washington	139	96	110	122	154	621	7.10%
Craighead	101	128	94	99	109	531	6.07%
Faulkner	145	94	96	101	89	525	6.00%
Saline	100	123	101	64	80	468	5.35%
Crawford	92	88	70	118	74	442	5.05%
Pope	92	88	65	76	67	388	4.43%
Sebastian	91	38	83	64	101	377	4.31%

Arkansas conducted an OP Assessment September 16-21, 2018 which resulted in several key recommendations. Some of these recommendations included:

Immediately hire a new data and evaluation person to learn from the soon retiring TR Manager.

Utilize state data to ID more specific populations and high risk times to implement media campaigns

Reinvigorate law enforcement grantees to actively enforce OP laws and increase citations

Implement a strong Law Enforcement Liaison Program

Develop strategic communications plan for each priority program area

Develop and maintain standalone Arkansas Highway Safety Office website or expand current page as “one stop shop” for all state traffic safety programs and activities

The AHSO has prioritized recommendations from the assessment and is in the process of implementing a new LEL program. New initiatives such as mini-STEP have been implemented to generate more interest and actively involve law enforcement to do more enforcement and increase citations. Plans are in place to address other recommendations.

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

Achieve three vehicle stops per hour during seat belt enforcement periods.

Conduct two waves of high visibility enforcement emphasizing occupant restraint laws.

Work with colleges to mobilize communities in developing strategies and implementing activities to raise seat belt use rates.

Conduct PI&E activities as a component of all enforcement projects.

Conduct a minimum of eight child safety seat technician and instructor training courses.

Conduct three half-day child safety seat training for law enforcement officers.

Obtain a minimum of \$300,000 public service air time for traffic safety messages.

Conduct a statewide public information (PI&E) and education and enforcement campaign (such as CIOT) that will emphasize occupant restraint laws.

Provide statewide child passenger safety education to healthcare, childcare and law enforcement professionals.

Employ Law Enforcement Liaisons to encourage enforcement of Occupant Protection laws statewide.

Conduct a statewide survey of seat belt use and child restraint.

Utilize information from our OP Assessment (to be conducted September 2018) to identify problem areas, improve current and implement new programming.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	185
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	Annual	80.0

Countermeasure Strategies in Program Area

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
Highway Safety Office Program Management (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Countermeasure Strategy: Child Restraint System Inspection Station(s)

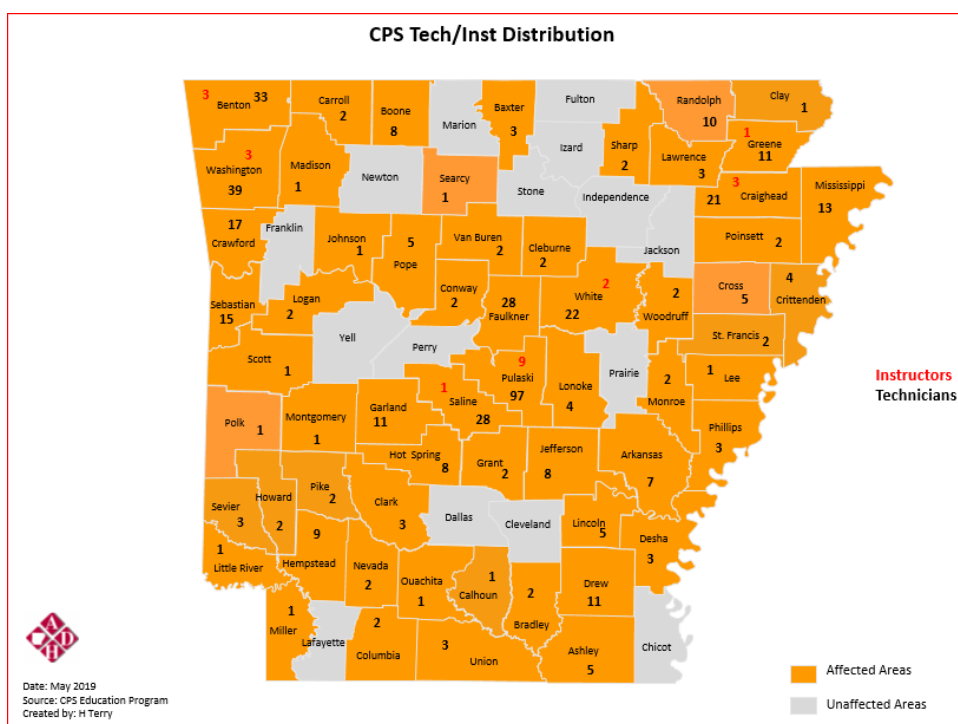
Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Decina et al. (2010) found that the most effective approaches for enforcing booster seat laws depend on having resources to support dedicated booster seat law enforcement programs, and enforcement methods that are dedicated to booster seat and other child restraint laws. these

elements are in addition to other aspects that have typically been used to maximize the results of child restraint enforcement efforts (NHTSA, 1990) Specifically, effective program components that have worked over time include, media and television, training of law enforcement officers in the benefits of child passenger protection and methods of effective law enforcement; information activities aimed at target audiences; information activities coinciding with community events; a network of child restraint inspection stations; child restraint distribution programs, and public service announcements and other media coverage.

Arkansas proposes to Increase child passenger safety resources with special focus on at-risk families by increasing the existing pool of technicians and instructors and providing inspection stations while also providing a focus on "Tweens" to address lack of restraint use and front passenger seating among ages eight to 14. The number of technicians/instructors and coverage in Arkansas is shown below.



Activities to be funded include:

Statewide child Passenger Protection Education Project

Existing efforts for the UAMS Child Passenger Safety Education Program (CPSE) are aimed to increase child passenger safety resources around the state in order to realize an increase in child restraint use for children ages birth to fifteen.

Occupant Protection/Injury Prevention Program - University of Arkansas Fayetteville

One objective of this project is to increase correct use of child safety seat restraints for passengers ages 0-15 to 85% in 2020

Projected impacts

Increased use rates and reduced injuries and fatalities in this age group.

Linkage between Program Area

Unintended injury is the leading cause of death for children ages 1-15 in Arkansas and motor vehicle crashes are the leading cause of unintentional injury death for ages 5-15. Arkansas child restraint use rate in 2017 was 94.1% for children birth to six and 88% for children ages six to fifteen (FY 17 Child Passenger Seat Use Survey ASP). The non-use and misuse of child passenger restraints continues to be a concern. Specific problems to be addressed include:

Parents and caregivers need to be educated about current child passenger restraint laws in AR

Parents and caregivers need to be educated on proper installation of child safety seats and correct seats for children.

Activities to be funded include:

Statewide child Passenger Protection Education Project

Existing efforts for the UAMS Child Passenger Safety Education Program (CPSE) are aimed to increase child passenger safety resources around the state in order to realize an increase in child restraint use for children ages birth to fifteen.

Occupant Protection/Injury Prevention Program - University of Arkansas Fayetteville

One objective of this project is to increase correct use of child safety seat restraints for passengers ages 0-15 to 85% in 2020

Rationale

Unintended injury is the leading cause of death for children ages 1-15 in Arkansas and motor vehicle crashes are the leading cause of unintentional injury death for ages 5-15. Arkansas child restraint use rate in 2017 was 94.1% for children birth to six and 88% for children ages six to fifteen (FY 17 Child Passenger Seat Use Survey ASP). The non-use and misuse of child passenger restraints continues to be a concern. Specific problems that need to be addressed include:

Parents and caregivers need to be educated about current child passenger restraint laws in AR

Parents and caregivers need to be educated on proper installation of child safety seats and correct seats for children.

Activities to be funded include:

Statewide child Passenger Protection Education Project Existing efforts for the UAMS Child Passenger Safety Education Program (CPSE) are aimed to increase child passenger safety resources around the state in order to realize an increase in child restraint use for children ages birth to fifteen.

Occupant Protection/Injury Prevention Program - University of Arkansas Fayetteville The objective of this project is to increase correct use of child safety seat restraints for passengers ages 0-15 and reduce the number of fatalities and injuries age 20 and under.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2020-01	Occupant Protection/Injury Prevention Program
OP-2020-08	Statewide Child Passenger Protection Project
OP-2020-13	Occupant Protection Program Management

Planned Activity: Occupant Protection/Injury Prevention Program

Planned activity number: **OP-2020-01**

Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Provides increased awareness and usage of occupant protection systems, materials and technical assistance to businesses and civic groups, community service organizations, media, health professionals, law enforcement agencies and the general public to address Adult and child passenger safety and utilization of restraints. This activity will also provide information on the awareness of the dangers of distracted driving and pedestrian and bicycle safety.

Intended Sub recipients

University of Arkansas Fayetteville

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (Ped/Bike)
School and Community Awareness Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Safe Communities (FAST)	\$20,000.00	\$15,000.00	\$20,000.00
2020	Other	Child Restraint	\$5,000.00		

Planned Activity: Statewide Child Passenger Protection Project

Planned activity number: **OP-2020-08**

Primary Countermeasure Strategy ID: **Child Restraint System Inspection Station(s)**

Planned Activity Description

Statewide child passenger protection education. This project will provide certification training for, but not limited to, healthcare and childcare professionals to educate parents and caregivers on the proper use of child restraints. NHTSA Standardized CPS Course curriculum will be used. This project also maintains the repository for CPS inspections stations in the state.

Intended Sub recipients

University of Arkansas for Medical Sciences (UAMS)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$300,000.00	\$75,000.00	
2019	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$300,000.00	\$75,000.00	
2019	FAST Act NHTSA 402	405b Low CSS Purchase/Distribution (FAST)	\$80,000.00	\$20,000.00	\$80,000.00

Planned Activity: Occupant Protection Program Management

Planned activity number: **OP-2020-13**

Primary Countermeasure Strategy ID:

Planned Activity Description

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 program related materials that are essential for program management. Highway Safety Office OP personnel, travel, and operational costs.

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2020	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$100,800.00	\$25,500.00	
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		\$0.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

Countermeasure Strategy: Communication Campaign (OP)

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs. Paid advertising can be a critical part of media strategy.

Impacts: The May 2002 Click it or Ticket campaign evaluation demonstrated the effect of different media strategies. Belt use increased by 8.6 percentage points across 10 states that used paid advertising extensively in their campaigns. Belt use increased by 2.7 percentage points across 4 states that used limited paid advertising and increased by only .5 percentage points across 4 states that used no paid advertising. Solomon et al., (2002) Milano et al (2004).

The projected impacts of this countermeasure would be an increased use rate and lower fatalities.

Planned Activities: Statewide Public Information and Education Campaign (CJRW Advertising Firm)

Linkage between Program Area

Arkansas recorded 525 (current state data) fatalities in 2017 and has one of the highest unrestrained fatality rates in Region 7. Of these 545 fatalities, 170 or 48% involved unrestrained occupants representing a slight decrease from the 197 in 2016. The percentage of unrestrained fatalities compared to total fatalities has

remained comparatively flat 47% to 50% over the last few years. When Arkansas’s safety belt law went into effect in July 2009, approximately 70% of drivers were recorded as wearing a safety belt. The most recent observational safety belt survey (2018) now reports usage at 78%. With a compliance rate of 78%, Arkansas has a usage rate well below the national average and is considered a “low rate” state for Section 405 b funding qualification.

Targets:

C-4 Unrestrained Passenger Vehicle Occupant Fatalities

A target of 185 **has** been set for the 5-year period 2016 -2020.

B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

A target of **80%** was set for 2016- 2020.

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 through communication campaigns, and high visibility enforcement.

Planned Activities: Statewide Public Information and Education Campaign (CJRW Advertising Firm)

Countermeasure: Communication Campaign (OP)

Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs.

Rationale

Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs. Paid advertising can be a critical part of media strategy.

Impacts: The May 2002 Click it or Ticket campaign evaluation demonstrated the effect of different media strategies. Belt use increased by 8.6 percentage points across 10 states that used paid advertising extensively in their campaigns. Belt use increased by 2.7 percentage points across 4 states that used limited paid advertising and increased by only .5 percentage points across 4 states that used no paid advertising. Solomon et al., (2002) Milano et al (2004)

Planned Activities:

Statewide Public Information and Education Campaigns (CJRW Advertising Firm)

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2020-05	Statewide Public Information and Education (PI&E)
OP-2020-06	Traffic Safety Non-Commercial Sustaining Announcement Program
OP-2020-13	Occupant Protection Program Management

Planned Activity: Statewide Public Information and Education (PI&E)

Planned activity number: **OP-2020-05**

Primary Countermeasure Strategy ID:

Planned Activity Description

Statewide public information and education to promote occupant protection and particularly focus on the national CIOT enforcement mobilizations. 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.

Intended Sub recipients

CJRW Advertising Agency

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign (OP)
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2018	FAST Act 405b OP Low	405b Low HVE (FAST)	\$100,000.00	\$100,000.00	
2019	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$200,000.00	
2020	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$100,000.00	\$100,000.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$100,000.00	\$100,000.00	
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

Planned Activity: Traffic Safety Non-Commercial Sustaining Announcement Program

Planned activity number: **OP-2020-06**

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Sub recipients

Arkansas Broadcasters Association

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign (OP)
State Primary Seat Belt Use Law

Funding sources

Planned Activity: Occupant Protection Program Management

Planned activity number: **OP-2020-13**

Primary Countermeasure Strategy ID:

Planned Activity Description

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 program related materials that are essential for program management. Highway Safety Office OP personnel, travel, and operational costs.

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2020	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$100,800.00	\$25,500.00	
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		\$0.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

Countermeasure Strategy: Highway Safety Office Program Management (OP)

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Provide necessary personnel and training for the administration of the Occupant Protection Program Area. Funding will provide for the necessary staff time travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Occupant Protection Program. Funding will also provide for training to maintain an effective, efficient Occupant Protection Program that will direct and support strategies to effectively address traffic Arkansas' low seat belt use rate.

Planned Activities to be funded:

Occupant Protection Program Management

Provides for the administration of the Occupant Protection Program. Funding will provide for the necessary staff time travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Occupant Protection Program.

AHSO eGrant System

Provides funding for the development and implementation of a state grants management system to facilitate the electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, monitoring and evaluating projects.

Linkage between Program Area

There were 170 fatalities involving unrestrained occupants in Arkansas in 2017, which was a slight decrease from the 197 in 2016. In 2017 48% of these fatalities where restraint use was applicable and known, were unrestrained. The percentage of unrestrained fatalities as compared to total fatalities continues to trend of 47% to 50%. Arkansas has one of the highest unrestrained fatality rates in Region 7. 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 (2018) now reports usage at 78%. With a compliance rate of 78%, Arkansas has a usage rate well below the national average of 90% (2016) and is considered a "low rate" state for Section 405 b funding qualification. Consider inserting table with unrestrained fatalities.

Targets for FY 2019:

C-4 Unrestrained Passenger Vehicle Occupant Fatalities

A target of **185** has been set for the 5-year period 2016 -2020.

B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

A target of **80%** was set for 2016- 2020.

Planned Activities to be funded: Occupant Protection Program Management

Rationale

Experienced and knowledgeable staff are critical to implementing effective programming and accomplish the targets set for the Occupant Protection Area. Staff perform the necessary functions to identify and address state traffic problems and research, develop, implement, monitor and evaluate programming.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PA-2020-01	Planning and Administration

Planned Activity: Planning and Administration

Planned activity number: **PA-2020-01**

Primary Countermeasure Strategy ID:

Planned Activity Description

Funding for P&A salaries and benefits, travel, and operating expenses

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$175,000.00	\$175,000.00	\$0.00
2020	FAST Act NHTSA 402	Planning and Administration (FAST)	\$250,000.00	\$250,000.00	\$0.00

Countermeasure Strategy: School Programs

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Assessment of Overall projected traffic Safety Impacts of countermeasure strategy chosen and planned activities

The University of Arkansas for Medical Sciences (UAMS), Arkansas Children's Hospital Injury Prevention Center has conducted a project over the last 10 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 and emphasize the importance of pedestrian and bike safety.

Another project to raise seat belt use rates, in collaboration with the Arkansas Department of Health's (ADH) Injury Prevention and Control Branch will work with communities to develop strategies and activities to raise seat belt use in low use 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.

Planned Activities:

ADH Injury Prevention Occupant Protection Project

UAMS Teen Project

Linkage between Program Area

Description of linkage between program area problems ID, performance targets, identified countermeasure strategy and allocation of funds to planned activities

Arkansas recorded 493 (FARS ARF) fatalities in 2017 and has one of the highest unrestrained fatality rates in Region 7. Of these 493 fatalities, 170 or 48% involved unrestrained occupants representing a slight decrease from the 197 in 2016. The percentage of unrestrained fatalities as compared to total fatalities has remained close to 50% over the last few years. When Arkansas's safety belt law went into effect in July 2009, approximately 70% of drivers were recorded as wearing a safety belt. The most recent observational safety belt survey (2018) now reports usage at 78%. With a compliance rate of 78%, Arkansas has a usage rate well below the national average and is considered a "low rate" state for Section 405 b funding qualification.

In 2017, 45 drivers under the age of 21 were involved in fatal crashes in Arkansas. Motor vehicles crashes are the #1 cause of unintentional injury and death among teenagers (NHTSA). The goal for this countermeasure is to reduce total fatalities and injuries specifically those under age 21.

The substantial gains 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 increases in fatalities (FY 2015 and FY 2016) and factors such as the increase in the interstate speed limit and distracted driving occurrences, a target of 64 has been established for (2016–2020). Targets in the Occupant Protection Program Area include the following.

C-4 Unrestrained Passenger Vehicle Occupant Fatalities

A target of 185 has been set for the 5-year period 2016 -2020.

B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

A target of 80% was set for 2016- 2020.

Countermeasure Strategy:

Schools provide well-defined and somewhat controlled audiences for seat belt use programs. Education and other communications strategies can be tailored to a specific audience. School programs have been shown to increase belt use in the evaluations of school programs that have been conducted.

Project Activities:

UAMS Teen Project 402 OP 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.

ADH Injury Prevention Occupant Protection Project 402 OP Arkansas Department of Health's (ADH) Injury Prevention and Control Branch will coordinate with communities to develop strategies and activities to raise seat belt use in low use 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 and a distracted driving awareness component will be added.

Projected Impact:

The projected impact of these projects is increased belt use among the target audience (under age 21) and reduced fatalities and injuries.

Rationale

Schools provide well-defined and somewhat controlled audiences for seat belt use programs. Education and other communications strategies can be tailored to a specific audience. School programs have been shown to increase belt use in the evaluations of school programs that have been conducted.

The University of Arkansas for Medical Sciences (UAMS), Arkansas Children's Hospital Injury Prevention Center has conducted a project over the last 10 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. The project is a continuing project that has demonstrated success in increasing belt use among students at the schools targeted and in the immediate surrounding areas.

Arkansas Department of Health's (ADH) Injury Prevention and Control Branch is working to coordinate with state colleges to develop strategies and implement activities to raise seat belt use in low use 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 and to incorporate distracted driving and pedestrian/bicycle safety information and awareness components.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2020-09	Community Prevention Initiative
OP-2020-11	Teen Drive Safety Project
OP-2020-13	Occupant Protection Program Management

Planned Activity: Community Prevention Initiative

Planned activity number: **OP-2020-09**

Primary Countermeasure Strategy ID: **School and Community Awareness Programs**

Planned Activity Description

Statewide motor vehicle crash prevention information including collaboration on community level activities, strategies and interventions to affect measurable individuals and community-level change in several problematic areas including low seat belt use, distracted driving, and pedestrian and bike safety to reduce injuries and deaths. The project will mobilize communities to conduct evidence-based strategies to address high risk groups.

Intended Sub recipients

Arkansas Department of Health (ADH)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
School and Community Awareness Programs
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$120,000.00		\$60,000.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$120,000.00		\$60,000.00

Planned Activity: Teen Drive Safety Project

Planned activity number: **OP-2020-11**

Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Implement a teen driver safety project which will employ activities in low seat belt use counties to increase seat belt use and awareness of distracted driving issues.

Intended Sub recipients

University of Arkansas for Medical Sciences (UAMS)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
School and Community Awareness Programs
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00	\$50,000.00	\$100,000.00

Planned Activity: Occupant Protection Program Management

Planned activity number: **OP-2020-13**

Primary Countermeasure Strategy ID:

Planned Activity Description

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 program related materials that are essential for program management. Highway Safety Office OP personnel, travel, and operational costs.

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (OP)

School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2020	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$100,800.00	\$25,500.00	
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		\$0.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased occupant protection use rate. Therefore our focus will continue to be on creating aggressive, innovative and well publicized enforcement with increased focus on citations and arrests. Sustained STEP's along with mini-STEP and other agencies will participate in Federal and statewide mobilizations, crackdowns and other special enforcement events.. The FY 20 OP program area currently includes the following:

State Thanksgiving Seat Belt Mobilization

National Memorial Day Seat Belt Mobilization

The Arkansas Highway Safety Office will issue sub-grants to approximately 60 different agencies statewide to conduct enforcement. These agencies include state, county and municipal law enforcement agencies in both urban and rural locations with a goal of reducing fatalities and injuries attributed to motor vehicle crashes. An LEL program will be utilized to encourage and promote non-STEP law enforcement agencies to participate in the national safety mobilization (CIOT). In 2018, 53 STEP and 17 mini-STEP agencies participated and sent in reports documenting their participation in the CIOT campaign. In 2020 LEL duties will include soliciting non-STEP agencies to apply for mini-STEP grants. This grant will provide funds to pay overtime enforcement to agencies during the 2 CIOT mobilizations.. These mobilizations will focus on enforcement of occupant protection. Funding will also be used to pilot the "High Five" Project.

Linkage between Program Area

Arkansas has one of the highest unrestrained fatality rates in Region 7. 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 (2018) now reports usage at 78%. With a compliance rate of 78%, Arkansas has a usage rate well below the national average of 90% (2016) and is considered a "low rate" state for Section 405 b funding qualification. (See Previous section for county data)

Performance targets for Occupant Protection 2016-2020

C-4 Unrestrained Passenger Vehicle Occupant Fatalities

A target of 185 has been set for the 5-year period 2016 -2020.

B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

A target of 80% was set for 2016- 2020.

Activities supporting the countermeasure strategy of "Short-term High Visibility Enforcement" include the following:

Utilize 402 OP and 405 b funding to support overtime to approximately 60 agencies for overtime sustained enforcement efforts.

Utilize 402 OP and 405 b funding to support overtime for sustained statewide enforcement efforts by the Arkansas State Police.

Utilize 402 OP and 405 b funding to support approximately 30 mini-STEP projects that will focus on statewide and national mobilizations.

Utilize 402 OP and 405 b funding to support pilot of the "High Five" Project.

Utilize 402 OP and 405 b funding for a full time LEL to encourage and promote non-STEP law enforcement agencies to participate in National safety mobilizations (CIOT)

STEP Agencies (Cities/Counties)	Funding Source
Benton County Sheriff's Office	OP
Benton P.D.	OP
Bryant P.D.	OP
Conway P.D.	OP
Dardanelle P.D.	OP
El Dorado P.D.	OP
Fayetteville P.D.	OP
Fort Smith P.D.	OP
Garland Co. Sheriff's Office	OP
Harrison P.D.	OP
Hope P.D.	OP
Hot Springs P.D.	OP
Jonesboro P.D.	OP
Marion P.D.	OP
Miller County Sheriff's Office	OP
Mountain Home P.D.	OP
North Little Rock P.D.	OP
Osceola P.D.	OP
Paragould P.D.	OP
Rogers P.D.	OP
Saline County Sheriff's Office	OP
Searcy P.D.	OP
Sherwood P.D.	OP
Siloam Springs P.D.	OP
Springdale P.D.	OP
St. Francis Co. Sheriff's Office	OP
Texarkana Police Department	OP
Trumann P.D.	OP
Van Buren P.D.	OP
Washington Co. Sheriff's office	OP

Mini-STEP Agencies**Funding Source**

Amity PD	OP
Barling PD	OP
Carroll Co. SO	OP
Clarksville PD	OP
Cross Co. SO	OP
Dequeen PD	OP
East Camden PD	OP
Forrest City PD	OP
Lafayette Co. So	OP
Little Flock PD	OP
Monticello PD	OP
Mt. View PD	OP
Prairie Grove PD	OP
Prescott PD	OP
Searcy Co. SO	OP
Tontitown PD	OP
Ward PD	OP
Wynne PD	OP
Additional Cities and counties	OP

Funding Allocations

Statewide Traffic Enforcement (ASP)	\$700,000
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Local Law Enforcement (STEP)	\$500,000
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Local Law Enforcement (Mini-STEP)	\$300,000
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Rationale

The most common high visibility belt law enforcement method consists of short intense, highly publicized periods of increased belt law enforcement using checkpoints, saturation patrols or enforcement zones. Most states currently conduct short-term high visibility belt law enforcement programs in May of each year as part of national seat belt mobilizations. States also conduct seat belt mobilizations in November, NHTSA has supported these campaigns. CDC's systematic review of 15 short term high visibility enforcement programs showed increased belt use with greater gains when pre-program belt use was lower. CDC's systematic review observed that short-term high visibility enforcement campaigns increased belt use more among traditionally lower-belt use groups, including young drivers, rural drivers, males, African-Americans, and Hispanics. The following activities will be funded.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2020-02	Local Selective Traffic Enforcement Projects (STEPs)
OP-2020-03	Statewide Selective Traffic Enforcement Project (STEP)
OP-2020-04	Mini Selective Traffic Enforcement Projects (M-STEPs)
OP-2020-07	Statewide Law Enforcement Liaison (LEL)
OP-2020-10	Rural High Five Project
OP-2020-13	Occupant Protection Program Management

Planned Activity: Local Selective Traffic Enforcement Projects (STEPs)

Planned activity number: **OP-2020-02**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

City, County and Statewide law enforcement agencies will conduct sustained selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics, checkpoints, and inspection stations may supplement enforcement efforts. These project will also participate in CIOT HVE mobilizations during the year.

Intended Sub recipients

STEP Agencies (Cities/Counties)	Funding Source
Benton County Sheriff's Office	OP
Benton P.D.	OP
Bryant P.D.	OP
Conway P.D.	OP
Dardanelle P.D.	OP
El Dorado P.D.	OP
Fayetteville P.D.	OP
Fort Smith P.D.	OP
Garland Co. Sheriff's Office	OP
Harrison P.D.	OP
Hope P.D.	OP
Hot Springs P.D.	OP

Jonesboro P.D.	OP
Marion P.D.	OP
Miller County Sheriff's Office	OP
Mountain Home P.D.	OP
North Little Rock P.D.	OP
Osceola P.D.	OP
Paragould P.D.	OP
Rogers P.D.	OP
Saline County Sheriff's Office	OP
Searcy P.D.	OP
Sherwood P.D.	OP
Siloam Springs P.D.	OP
Springdale P.D.	OP
St. Francis Co. Sheriff's Office	OP
Texarkana Police Department	OP
Trumann P.D.	OP
Van Buren P.D.	OP
Washington Co. Sheriff's office	OP
Additional Cities and counties	OP

Local Law Enforcement

\$500,000

Statewide Traffic Enforcement (ASP)

\$700,000

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00

Planned Activity: Statewide Selective Traffic Enforcement Project (STEP)

Planned activity number: **OP-2020-03**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

Statewide selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics/checkpoints/inspection stations may supplement enforcement efforts. The project will also participate in CIOT HVE mobilizations during the year.

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b OP Low (FAST)	\$250,000.00	\$62,500.00	
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$250,000.00	\$62,500.00	
2020	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: Mini Selective Traffic Enforcement Projects (M-STEPS)

Planned activity number: **OP-2020-04**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

City and county law enforcement agencies participating as mini-STEPS will conduct selective traffic enforcement focused on seat belt and child restraint violations for CIOT HVE mobilizations.

Intended Sub recipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: Statewide Law Enforcement Liaison (LEL)

Planned activity number: **OP-2020-07**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

Full-time Law Enforcement Liaison (LEL) to encourage and promote non-STEP agencies to participate in CIOT mobilizations. The LEL will also identify and sign-up mini-STEP agencies, collect agency performance reports, provide technical assistance, promote participation in TOPS training, promote the issuance of seat belt citations, set up summits or learning sessions, discuss the importance of the High-Five Program, and assist agencies with media events related to CIOT mobilizations.

Intended Sub recipients

Criminal Justice Institute

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		\$50,000.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		\$50,000.00

Planned Activity: Rural High Five Project

Planned activity number: **OP-2020-10**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

Rural High Five traffic enforcement project to include participation from up to five local law enforcement agencies with an emphasis on enforcement of occupant protection laws in low seat belt use counties. The projects will conduct HVE of seat belt laws, conduct 1-3 enforcement projects a month, conduct seat belt surveys, partner with DOT for engineering assessments, media outreach, and monthly reports.

Intended Sub recipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: Occupant Protection Program Management

Planned activity number: **OP-2020-13**

Primary Countermeasure Strategy ID:

Planned Activity Description

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 program related materials that are essential for program management. Highway Safety Office OP personnel, travel, and operational costs.

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2020	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$100,800.00	\$25,500.00	
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		\$0.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

Countermeasure Strategy: State Primary Seat Belt Use Law

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Linkage between Program Area

Arkansas has one of the highest unrestrained fatality rates in Region 7. The percentage of unrestrained fatalities as compared to total fatalities continues at a comparatively flat trend of 35% to 36%. The percentage of unrestrained fatalities as compared to total fatalities over the last 5 years has ranged from 47% to 50%. There were 170 fatalities involving unrestrained occupants in Arkansas in 2017, which was a decrease from the 197 in 2016. In 2017, 36% of these fatalities were unrestrained. 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 (2018) now reports usage at 78%. Compared with secondary laws, primary laws are associated with a higher observed seat belt use (10 to 20% higher) and higher seat belt use among front seat occupants killed in crashes (9% higher) (NHTSA, 2014b). With a compliance rate of 78%, Arkansas has a usage rate well below the national average of 90% (2016) and is considered a "low rate" state for Section 405 b funding qualification.

Performance targets for Occupant Protection 2016 - 2020:

C-4 Unrestrained Passenger Vehicle Occupant Fatalities

A target of 185 has been set for the 5-year period 2016 -2020.

B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

A target of **80%** was set for 2016- 2020.

Having a primary law is identified as an effective countermeasure (5 Stars) in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices". Primary enforcement seat belt use laws permit law enforcement officers to stop and cite a violator independent of any other traffic violation. Countermeasure activities include increased enforcement efforts (Increasing number of agencies conducting HVE sustained enforcement, Expansion of LEL Program, addition of mini-STEP projects, and pilot High Five Programming) in conjunction with media campaigns and prevention focused education programs in schools and low use areas. Funding allocations also include OP Program Management, Annual Seat Belt Survey, and an OP Assessment scheduled for this year.

Rationale

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" receiving a 5 star rating. Compared with secondary laws, primary laws are associated with a higher observed seat belt use (10 to 20% higher) and higher seat belt use among front seat occupants killed in crashes (9% higher) (NHTSA, 2014b). Primary enforcement seat belt use laws permit law enforcement officers to stop and cite a violator independent of any other traffic violation. Because data reveals that low use rates are a major contributing factor with regard to fatalities and serious injuries, Arkansas will continue efforts to improve this rate emphasizing safety belt usage education, high visibility enforcement of the law and media outreach and education to publicize the state's primary Seat Belt law.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2020-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2020-03	Statewide Selective Traffic Enforcement Project (STEP)
OP-2020-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2020-05	Statewide Public Information and Education (PI&E)
OP-2020-06	Traffic Safety Non-Commercial Sustaining Announcement Program
OP-2020-10	Rural High Five Project
OP-2020-12	State Observation Seat Belt Survey
OP-2020-13	Occupant Protection Program Management

Planned Activity: Local Selective Traffic Enforcement Projects (STEPS)

Planned activity number: **OP-2020-02**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

City, County and Statewide law enforcement agencies will conduct sustained selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics, checkpoints, and inspection stations may supplement enforcement efforts. These project will also participate in CIOT HVE mobilizations during the year.

Intended Sub recipients

STEP Agencies (Cities/Counties)	Funding Source
Benton County Sheriff's Office	OP
Benton P.D.	OP
Bryant P.D.	OP
Conway P.D.	OP
Dardanelle P.D.	OP
El Dorado P.D.	OP
Fayetteville P.D.	OP
Fort Smith P.D.	OP

Garland Co. Sheriff's Office	OP
Harrison P.D.	OP
Hope P.D.	OP
Hot Springs P.D.	OP
Jonesboro P.D.	OP
Marion P.D.	OP
Miller County Sheriff's Office	OP
Mountain Home P.D.	OP
North Little Rock P.D.	OP
Osceola P.D.	OP
Paragould P.D.	OP
Rogers P.D.	OP
Saline County Sheriff's Office	OP
Searcy P.D.	OP
Sherwood P.D.	OP
Siloam Springs P.D.	OP
Springdale P.D.	OP
St. Francis Co. Sheriff's Office	OP
Texarkana Police Department	OP
Trumann P.D.	OP
Van Buren P.D.	OP
Washington Co. Sheriff's office	OP
Additional Cities and counties	OP
Statewide Traffic Enforcement (ASP)	\$700,000
Local Law Enforcement	\$500,000

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00

Planned Activity: Statewide Selective Traffic Enforcement Project (STEP)

Planned activity number: **OP-2020-03**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

Statewide selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics/checkpoints/inspection stations may supplement enforcement efforts. The project will also participate in CIOT HVE mobilizations during the year.

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b OP Low (FAST)	\$250,000.00	\$62,500.00	
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$250,000.00	\$62,500.00	
2020	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: Mini Selective Traffic Enforcement Projects (M-STEPs)

Planned activity number: **OP-2020-04**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

City and county law enforcement agencies participating as mini-STEPs will conduct selective traffic enforcement focused on seat belt and child restraint violations for CIOT HVE mobilizations.

Intended Subrecipients

Local Law Enforcement Agencies

Mini-STEP Agencies	Funding Source
Amity PD	OP
Barling PD	OP
Carroll Co. SO	OP
Clarksville PD	OP
Cross Co. SO	OP
Dequeen PD	OP
East Camden PD	OP
Forrest City PD	OP
Lafayette Co. So	OP
Little Flock PD	OP
Monticello PD	OP
Mt. View PD	OP
Prairie Grove PD	OP
Prescott PD	OP
Searcy Co. SO	OP
Tontitown PD	OP
Ward PD	OP
Wynne PD	OP
Additional Cities and counties	OP

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: Statewide Public Information and Education (PI&E)

Planned activity number: **OP-2020-05**

Primary Countermeasure Strategy ID:

Planned Activity Description

Statewide public information and education to promote occupant protection and particularly focus on the national CIOT enforcement mobilizations. 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.

Intended Sub recipients

CJRW Advertising Agency

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign (OP)
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2018	FAST Act 405b OP Low	405b Low HVE (FAST)	\$100,000.00	\$100,000.00	
2019	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$200,000.00	\$200,000.00	
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$200,000.00	\$200,000.00	
2020	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$100,000.00	\$100,000.00	
2020	FAST Act 405b OP Low	405b Low HVE (FAST)	\$100,000.00	\$100,000.00	
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

Planned Activity: Traffic Safety Non-Commercial Sustaining Announcement Program

Planned activity number: **OP-2020-06**

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Sub recipients

Arkansas Broadcasters Association

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign (OP)
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00		\$0.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$37,500.00		\$0.00

Planned Activity: Rural High Five Project

Planned activity number: **OP-2020-10**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

Rural High Five traffic enforcement project to include participation from up to five local law enforcement agencies with an emphasis on enforcement of occupant protection laws in low seat belt use counties. The projects will conduct HVE of seat belt laws, conduct 1-3 enforcement projects a month, conduct seat belt surveys, partner with DOT for engineering assessments, media outreach, and monthly reports.

Intended Sub recipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: State Observation Seat Belt Survey

Planned activity number: **OP-2020-12**

Primary Countermeasure Strategy ID:

Planned Activity Description

Statewide observational survey of seat use.

Intended Sub recipients

University of Arkansas - Fayetteville - Civil Engineering Dept.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
State Primary Seat Belt Use Law

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$80,000.00		\$0.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$80,000.00		\$0.00

Planned Activity: Occupant Protection Program Management

Planned activity number: **OP-2020-13**

Primary Countermeasure Strategy ID:

Planned Activity Description

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 program related materials that are essential for program management. Highway Safety Office OP personnel, travel, and operational costs.

Intended Subrecipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2020	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$100,800.00	\$25,500.00	
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		\$0.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

Countermeasure Strategy: Sustained Enforcement (OP)

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

States that have utilized sustained enforcement, have recorded statewide belt use well above national belt use rates. Arkansas has one of the highest unrestrained fatality rates in Region 7. With a seat belt use rate of 78%, Arkansas has a usage rate well below the national average and is considered a “low rate” state for Section 405 b funding qualification.

Project Activities

State Observational Survey

Occupant Protection Program Management

HVE sustained enforcement - Local and Statewide

Mini-STEP projects mobilizations and campaigns

"High Five" Program - collaborative effort involving different disciplines

Communication campaigns

The projected impacts of the projects to be funded are to achieve the above targets.

Linkage Between Program Area

Arkansas has one of the highest unrestrained fatality rates in Region 7. 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 (2018) now reports usage at 78%. With a compliance rate of 78%, Arkansas has a usage rate well below the national average and is considered a “low rate” state for Section 405 b funding qualification. Arkansas has the following performance targets in the Occupant Protection area for (2016-2020)

C-4 Unrestrained Passenger Vehicle Occupant Fatalities

A target of 185 has been set for the 5-year period 2016 - 2020.

C-9 Number of drivers age 20 or younger involved in fatal crashes

A target of 64 was set for 2016 - 2020.

Activities supporting the countermeasure strategy of "Sustained Enforcement" include the following:

Utilize 402 and 405 b funding to support overtime to approximately 50 agencies for overtime sustained enforcement efforts.

Utilize 402 and 405 b funding to support overtime for sustained statewide enforcement efforts by the Arkansas State Police.

Utilize 402 and 405 b funding to support a statewide Law Enforcement Liaison Project (LEL)

Rationale

Primary Enforcement of Seat Belt Laws: Sustained Enforcement by State are reported to use sustained enforcement have recorded statewide belt use well above the national belt use rates. Nichols and Ledingham (2008) conducted a review of the impact of enforcement on seat belt use over the past two decades and concluded that sustained enforcement is as effective as "blitz" enforcement. Sustained enforcement can be implemented immediately and is not usually associated with abrupt drops in belt use after program completion. Sustained enforcement is a strong component of Arkansas EB-E with the use rate currently at 78%.

Funding Allocations for planned activities:

Local Selective Traffic Enforcement Projects

Arkansas State Police statewide Sustained Traffic Enforcement Project

Statewide Law Enforcement Liaison (LEL)

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-2020-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2020-03	Statewide Selective Traffic Enforcement Project (STEP)
OP-2020-07	Statewide Law Enforcement Liaison (LEL)
OP-2020-13	Occupant Protection Program Management

Planned Activity: Local Selective Traffic Enforcement Projects (STEPS)

Planned activity number: **OP-2020-02**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

City, County and Statewide law enforcement agencies (as shown on chart page 143) will conduct sustained selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics, checkpoints, and inspection stations may supplement enforcement efforts. These project will also participate in CIOT HVE mobilizations during the year.

Intended Sub recipients

STEP Agencies (Cities/Counties)	Funding Source
Benton County Sheriff's Office	OP
Benton P.D.	OP
Bryant P.D.	OP
Conway P.D.	OP
Dardanelle P.D.	OP
El Dorado P.D.	OP
Fayetteville P.D.	OP
Fort Smith P.D.	OP
Garland Co. Sheriff's Office	OP
Harrison P.D.	OP
Hope P.D.	OP
Hot Springs P.D.	OP
Jonesboro P.D.	OP
Marion P.D.	OP
Miller County Sheriff's Office	OP
Mountain Home P.D.	OP
North Little Rock P.D.	OP
Osceola P.D.	OP
Paragould P.D.	OP
Rogers P.D.	OP
Saline County Sheriff's Office	OP
Searcy P.D.	OP
Sherwood P.D.	OP
Siloam Springs P.D.	OP
Springdale P.D.	OP
St. Francis Co. Sheriff's Office	OP
Texarkana Police Department	OP
Trumann P.D.	OP
Van Buren P.D.	OP

Washington Co. Sheriff's office

OP

Additional Cities and counties

OP

Local Law Enforcement

\$500,000

Statewide Traffic Enforcement (ASP)

\$700,000

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$400,000.00	\$400,000.00	\$400,000.00

Planned Activity: Statewide Selective Traffic Enforcement Project (STEP)

Planned activity number: **OP-2020-03**

Primary Countermeasure Strategy ID: **Sustained Enforcement (OP)**

Planned Activity Description

Statewide selective traffic enforcement throughout the year with primary emphasis on seat belt and child restraint violations. Child safety seat clinics/checkpoints/inspection stations may supplement enforcement efforts. The project will also participate in CIOT HVE mobilizations during the year.

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b OP Low (FAST)	\$250,000.00	\$62,500.00	
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$250,000.00	\$62,500.00	
2020	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$50,000.00	

Planned Activity: Statewide Law Enforcement Liaison (LEL)

Planned activity number: **OP-2020-07**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

Full-time Law Enforcement Liaison (LEL) to promote non-STEP agency participation in CIOT mobilizations. The LEL will identify and sign-up mini-STEP agencies, collect agency performance reports, provide technical assistance, promote TOPS training, promote issuance of seat belt citations, set up summits or learning sessions, discuss the High-Five Program, and assist agencies with media related to CIOT mobilizations.

Intended Sub recipients

Criminal Justice Institute

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		\$50,000.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00		\$50,000.00

Planned Activity: Occupant Protection Program Management

Planned activity number: **OP-2020-13**

Primary Countermeasure Strategy ID:

Planned Activity Description

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 program related materials that are essential for program management. Highway Safety Office OP personnel, travel, and operational costs.

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Int	Occupant Protection (FAST)	\$100,000.00	\$25,000.00	
2020	FAST Act 405d Impaired Driving Int	405d Int Occupant Protection (FAST)	\$100,800.00	\$25,500.00	
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		\$0.00
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$100,000.00		\$0.00

Program Area: Planning & Administration

Description of Highway Safety Problems

The overall program management of the Highway Safety Program is the responsibility of the Highway Safety Office (AHSO) of the Arkansas State Police (ASP). Management and fiscal staff will build on and maintain their expertise in all aspects of the program by attending available training sessions. Staff will attend meetings and other sessions in the performance of their normally assigned functions. The costs associated with the overall management and operation of the Highway Safety Program under Planning and Administration are 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 - Provides for operating expenses directly related to overall operation of the Highway Safety Program including expenses for development and implementation of a state grants management system (GMS). The GMS may be developed, operated, and maintained through a contractor TBD.

Planned Activities in Program Area

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
PA-2020-01	Planning and Administration	

Planned Activity: Planning and Administration

Planned activity number: **PA-2020-01**

Primary Countermeasure Strategy ID:

Planned Activity Description

Funding for P&A salaries and benefits, travel, and operating expenses

Intended Sub recipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$175,000.00	\$175,000.00	\$0.00
2020	FAST Act NHTSA 402	Planning and Administration (FAST)	\$250,000.00	\$250,000.00	\$0.00

Program Area: Roadway Safety/Traffic Engineering

Description of Highway Safety Problems

The AHSO works in partnership with the ArDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas Roadways. Funding for this area assures that ArDOT personnel are properly trained and have access to current information and innovations. The following Goals were established by ArDOT in the SHSP which will impact the AHSO performance targets for reduction of total fatalities and injuries.

Work zones

Approximately 16 percent of all roadway fatalities in Arkansas occurred at intersections in 2017, up from 14 percent in 2016.

ArDot Goal: No more than 11 work zone fatalities and 12 serious injuries in Arkansas by 2022.

Railways

Approximately 16 percent of all roadway fatalities in Arkansas occurred at intersections in 2017, up from 14 percent in 2016. There are almost five thousand public and private railroad grade crossings in Arkansas.

ArDot Goal: No more than five railroad crossing fatalities and 19 serious injuries in Arkansas by 2022.

Intersections

Approximately 16 percent of all roadway fatalities in Arkansas occurred at intersections in 2017, up from 14 percent in 2016. Approximately half of all intersection fatalities occur in urban areas, compared to 20 percent of all roadway fatalities that occur in urban areas. Approximately 90 percent of all intersection fatalities occur at un-signalized intersections. Almost half of all intersection fatalities are the result of angle collisions, virtually all of which involved a vehicle turning left or continuing through the intersection. The second most predominant type of intersection fatal crashes is single vehicle collisions, mainly as a result of the driver failing to stop at a T-intersection or attempting a turning maneuver.

ArDOT Goal: No more than 82 intersection fatalities and 654 serious injuries in Arkansas by 2022.

The ArDOT promotes educational opportunities by sending personnel to conferences. Due to limited funds and travel restrictions, adequate funds are not always available to send personnel to critical conferences.

In order to continue to identify strategies and facilitate collaboration and coordination between the Arkansas Department of Transportation, Arkansas Highway Safety Office and stakeholders to accomplish the following:

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

The use of 402 funds will provide funding for travel and valuable training to ArDOT personnel.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	541.2
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	3201.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	1.591

Countermeasure Strategies in Program Area

Countermeasure Strategy
Training for Traffic Safety Advocates

Countermeasure Strategy: Training for Traffic Safety Advocates

Program Area: **Roadway Safety/Traffic Engineering**

Project Safety Impacts

The AHSO works in partnership with the ArDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas Roadways. This countermeasure assists in this area by assuring that ArDOT personnel are properly trained and have access to current information and innovations. The impact of training for highway safety professionals on railway and highway hazard elimination strategies will be to enable them to develop and implement projects that will reduce the severity of traffic crashes on sections of Arkansas highways with high crash rates and the number of fatalities and injuries associated with them.

Linkage Between Program Area

Innovative infrastructure improvements and hazard elimination strategies aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas roadways. This countermeasure assists in this area by assuring that ArDOT personnel are properly trained and have access to current information and innovations. The following Goals were established by ArDOT in the SHSP which will impact the AHSO performance targets for reduction of total fatalities, injuries and fatalities per VMT.

Rationale

The AHSO works in partnership with the ArDOT to identify and implement innovative infrastructure improvements and hazard elimination strategies to aid in the reduction of motor vehicle fatalities and serious injuries on Arkansas roadways. The countermeasure and planned activity will provide ArDot personnel with critical training on new information and innovations.

Planned Activity:

Professional Development: Provides funds for specified training to highway safety professionals in matters of roadway and rail-highway safety. Funds will provide for in-state and out-of-state travel, meals, lodging, and registration fees to conferences, workshops and other pertinent training opportunities on traffic safety.

Arkansas Department of Transportation (AR DOT)

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
RS-2020-01	Professional Development ARDOT

Planned Activity: Professional Development ARDOT

Planned activity number: **RS-2020-01**

Primary Countermeasure Strategy ID: **Training for Traffic Safety Advocates**

Planned Activity Description

To continue to identify strategies and facilitate collaboration and coordination between the Arkansas Department of Transportation, Arkansas Highway Safety Office and stakeholders to accomplish the following:

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

402 funds will be used to provide funding for travel and training to ArDOT personnel.. Due to limited funds and travel restrictions, adequate funds are not always available to send personnel to critical conferences.

Intended Subrecipients

Arkansas Department of Transportation

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Training for Traffic Safety Advocates

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Roadway Safety (FAST)	\$7,000.00		\$0.00

Program Area: Speed Management

Description of Highway Safety Problems

According to FARS data, over the last five years (2013 – 2017) there have been 455 fatalities recorded as speed-related, this accounts for 17.6% of the total number of traffic-related fatalities (2,572) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2016 to 118 putting them at 21% of total fatalities. In 2017 speed fatalities are at 116. The state continues to work with law enforcement and remains vigilant in addressing and enforcing speed. The chart below shows the speeding related **crashes** in Arkansas counties for 2013-2017.

COUNTY	2013	2014	2015	2016	2017
ARKANSAS	14	9	8	10	6
ASHLEY	29	26	25	28	21
BAXTER	48	46	40	55	68
BENTON	220	228	202	259	301
BOONE	29	19	43	43	61
BRADLEY	8	2	7	13	29
CALHOUN	6	4	7	6	10
CARROLL	31	47	58	49	44
CHICOT	11	6	9	7	10
CLARK	44	37	68	86	82
CLAY	5	4	3	7	10
CLEBURNE	22	35	32	38	31
CLEVELAND	10	3	11	27	27
COLUMBIA	37	21	21	24	22
CONWAY	23	41	34	34	45
CRAIGHEAD	159	184	184	194	199
CRAWFORD	108	133	145	118	118
CRITTENDEN	106	74	53	65	98
CROSS	28	19	18	15	17
DALLAS	8	6	11	15	36
DESHA	10	5	5	8	5
DREW	14	14	17	12	17
FAULKNER	112	130	119	168	202
FRANKLIN	27	34	60	62	62

FULTON	17	23	22	39	39
GARLAND	139	160	142	224	227
GRANT	13	20	38	39	28
GREENE	36	28	38	50	37
HEMPSTEAD	44	35	49	55	55
HOT SPRING	40	54	52	82	85
HOWARD	4	2	6	2	8
INDEPENDENCE	39	33	72	91	82
IZARD	8	10	13	19	18
JACKSON	18	24	12	41	32
JEFFERSON	79	56	59	44	58
JOHNSON	38	48	39	37	33
LAFAYETTE	7 0		5	5	4
LAWRENCE	11	4	9	14	24
LEE	3	4	10	13	5
LINCOLN	4	11	13	3	7
LITTLE RIVER	9	8	7	14	6
LOGAN	13	6	14	28	22
LONOKE	70	81	114	109	110
MADISON	9	17	25	45	56
MARION	28	20	30	19	7
MILLER	42	45	51	108	79
MISSISSIPPI	34	41	31	44	62
MONROE	11	10	5	2	6
MONTGOMERY	7	5	8	12	13
NEVADA	16	7	20	18	32
NEWTON	8	12	10	38	40
OUACHITA	14	11	16	20	29
PERRY	7	3	11	7	11
PHILLIPS	8	8	12	13	16
PIKE	7	14	9	9	9

POINSETT	23	18	17	20	48
POLK	22	24	22	30	39
POPE	61	80	68	36	64
PRAIRIE	7	10	4	14	19
PULASKI	517	492	588	874	792
RANDOLPH	12	10	21	15	21
SALINE	170	179	203	224	176
SCOTT	5	7	4	3	11
SEARCY	24	17	14	27	21
SEBASTIAN	83	106	130	75	137
SEVIER	8	10	21	22	18
SHARP	7	9	16	7	12
ST FRANCIS	31	38	70	68	89
STONE	15	4	7	10	3
UNION	31	31	48	61	56
VAN BUREN	22	20	16	12	19
WASHINGTON	241	282	323	366	395
WHITE	66	60	90	149	102
WOODRUFF	0	0	3	1	2
YELL	12	11	12	21	22
TOTALS	5,262	5,349	3,799	4,622	4,807

The 2018 Public Awareness/Attitude Survey included questions about speed. 60% of individuals surveyed indicated they said they recalled reading seeing or hearing about speed enforcement efforts by police last year. 79% indicated they would expect to get a ticket at least half of the time with 21% indicating they rarely or never expected to get a ticket for speeding.

A target of 94 was set for 2016–2020 based on a 5 year moving average in consideration of linear trends and other factors. This target also took into consideration the rise in speeding fatalities for 2016/2017 as well as the recent law increasing the interstate speed limit to 75 mph. Anticipated results of increased enforcement efforts (Model LEL program, addition of mini-STEPS) were also considered.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	94.0

Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign (Speed)
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Countermeasure Strategy: Communication Campaign (Speed)

Program Area: **Speed Management**

Project Safety Impacts

Effective high visibility communications and outreach are an essential part of successful speed enforcement programs. High visibility enforcement in conjunction with extensive communications campaigns to support the enforcement has been proven effective. The success of paid advertising in seat belt use campaigns suggests that it is worth considering in speed campaigns. The objective is to provide information about the program, including the expected safety benefits and persuade motorists that detection and punishment for violations is likely. The impact of this communication program is to reduce the number of drivers who speed and the fatalities and injuries associated with this behavior.

Linkage Between Program Area

According to FARS data, over the last five years (2013 – 2017) there have been 455 fatalities recorded as speed-related, this accounts for 17.6% of the total number of traffic-related fatalities (2,572) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2016 to 118 putting them at 21% of total fatalities. In 2017 speed fatalities are at 116. The state continues to work with law enforcement and remains vigilant in addressing and enforcing speed. Additional data in Problem ID.

The 2018 Public Awareness/Attitude Survey included questions about speed. 60% of individuals surveyed indicated they said they recalled reading seeing or hearing about speed enforcement efforts by police last year. 79% indicated they would expect to get a ticket at least half of the time with 21% indicating they rarely or never expected to get a ticket for speeding.

A target of 94 was set for 2016–2020 based on a 5 year moving average in consideration of linear trends and other factors. This target took into consideration the rise in speeding fatalities for 2016/2017 as well as the recent law increasing the interstate speed limit to 75 mph. Anticipated results of increased enforcement efforts (Model LEL program, addition of mini-STEPs) were also considered.

Statewide public information and education to promote adherence to speed limits will 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. Components 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). Assistance will be provided with PI&E efforts for specific community projects such as selective traffic enforcement projects (STEPS) to include 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). It may 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.

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.

Rationale

In FY 2020, the AHSO will contract with law enforcement agencies throughout the state to conduct high visibility enforcement of speed. These Agencies will conduct speed enforcement independently and in conjunction with other violations such as occupant protection and impairment. Effective high visibility communications and outreach are an essential part of successful enforcement efforts. High visibility enforcement in conjunction with extensive communications campaigns to support the enforcement has been proven effective. The proven success of paid advertising in seat belt use campaigns warrants its inclusion as a countermeasure in the speed program area..

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2020-04	Statewide Public Information and Education (PI&E)

Planned Activity: Statewide Public Information and Education (PI&E)

Planned activity number: **SC-2020-04**

Primary Countermeasure Strategy ID: **Communication Campaign (Speed)**

Planned Activity Description

Statewide public information and education to promote adherence to speed limits with particular focus on the national “Obey the Sign or Pay the Fine” enforcement mobilization surrounding the Independence Day holiday.

Intended Sub recipients
CJRW Advertising Firm

Countermeasure strategies
Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign (Speed)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Paid Advertising (FAST)	\$200,000.00	\$200,000.00	\$100,000.00
2020	FAST Act NHTSA 402	Speed Control (FAST)	\$100,000.00		\$0.00

Countermeasure Strategy: Short Term High Visibility Speed Enforcement
Program Area: **Speed Management**

Project Safety Impacts

It is obvious from the statewide problem analysis that a reduction in fatalities and injuries, attributed to motor vehicle crashes, could be achieved by a significantly increased enforcement efforts. Therefore our focus will continue to be on creating aggressive, innovative and well publicized enforcement with increased focus on citations and arrests. Sustained STEPs along with mini-STEP and other agencies will participate in Federal and statewide mobilizations, crackdowns and other special enforcement events. A statewide speed Mobilization will be conducted in July of 2020.

The Arkansas Highway Safety Office will issue sub-grants to approximately 60 different agencies statewide to conduct enforcement. These agencies include state, county and municipal law enforcement agencies in both urban and rural locations with a goal of reducing fatalities and injuries attributed to motor vehicle crashes. An LEL program will be utilized to encourage and promote non-STEP law enforcement agencies to participate. In 2020 LEL duties will include soliciting non-STEP agencies to apply for mini-STEP grants. This grant will provide funds to pay overtime enforcement to agencies during mobilizations.

Linkage Between Program Area

According to FARS data, over the last five years (2013 – 2017) there have been 455 fatalities recorded as speed-related, this accounts for 17.6% of the total number of traffic-related fatalities (2,572) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2016 to 118 putting them at 21% of total fatalities. In 2017 speed fatalities are at 116. The state continues to work with law enforcement and remains vigilant in addressing and enforcing speed.

A target of 94 was set for 2016–2020 based on a 5 year moving average in consideration of linear trends and other factors. This target took into consideration the rise in speeding fatalities for 2016/2017 as well as the recent law increasing the interstate speed limit to 75 mph. Anticipated results of increased enforcement efforts (Model LEL program, addition of mini-STEPs) were also considered.

According to FARS data, over the last five years (2013 – 2017) there have been 455 fatalities recorded as speed-related, this accounts for 17.6% of the total number of traffic-related fatalities (2,572) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2016 to 118 putting them at 21% of total fatalities. In 2017 speed fatalities are at 116. The state continues to work with law enforcement and remains vigilant in addressing and enforcing speed.

A target of 94 was set for 2016–2020 based on a 5 year moving average in consideration of linear trends and other factors. This target took into consideration the rise in speeding fatalities for 2016/2017 as well as the recent law increasing the interstate speed limit to 75 mph. Anticipated results of increased enforcement efforts (Model LEL program, addition of mini-STEPs) were also considered.

Activities supporting the countermeasure strategy of "Short-term High Visibility Enforcement" include the following:

Utilize 402 OP and 405 b funding to support overtime to approximately 60 agencies for overtime sustained enforcement efforts.

Utilize 402 OP and 405 b funding to support overtime for sustained statewide enforcement efforts by the Arkansas State Police.

Utilize 402 OP and 405 b funding to support approximately 30 mini-STEP projects that will focus on statewide and national mobilizations.

A list of the city and county STEP and Mini STEP city and county agencies are shown on the following pages.

STEP Agencies: City and County

Benton County Sheriff's Office	SE
Benton P.D.	SE
Bryant P.D.	SE
Conway P.D.	SE
Dardanelle P.D.	SE
El Dorado P.D.	SE
Fayetteville P.D.	SE
Fort Smith P.D.	SE
Garland Co. Sheriff's Office	SE
Harrison P.D.	SE
Hope P.D.	SE
Hot Springs P.D.	SE
Jonesboro P.D.	SE
Marion P.D.	SE
Miller County Sheriff's Office	SE
Mountain Home P.D.	SE
North Little Rock P.D.	SE
Osceola P.D.	SE
Paragould P.D.	SE
Rogers P.D.	SE
Saline County Sheriff's Office	SE
Searcy P.D.	SE
Sherwood P.D.	SE
Siloam Springs P.D.	SE
Springdale P.D.	SE
St. Francis Co. Sheriff's Office	SE
Texarkana Police Department	SE
Trumann P.D.	SE
Van Buren P.D.	SE
Washington Co. Sheriff's office	SE
Additional Cities and counties	SE

Mini-STEP Agencies	Funding Source
Amity PD	SE
Barling PD	SE
Carroll Co. SO	SE
Clarksville PD	SE
Cross Co. SO	SE
Dequeen PD	SE
East Camden PD	SE
Forrest City PD	SE
Lafayette Co. So	SE
Little Flock PD	SE
Monticello PD	SE
Mt. View PD	SE
Prairie Grove PD	SE
Prescott PD	SE
Searcy Co. SO	SE
Tontitown PD	SE
Ward PD	SE
Wynne PD	SE
Additional Cities and counties	SE

Rationale

The most common high visibility belt law enforcement method consists of short intense, highly publicized periods of increased law enforcement. Most states currently conduct short-term high visibility belt law enforcement programs in May of each year as part of national seat belt mobilizations. States also conduct seat belt mobilizations in November, NHTSA has supported these campaigns. CDC's systematic review of 15 short term high visibility enforcement programs showed increased belt use with greater gains when pre-program belt use was lower. CDC's systematic review observed that short-term high visibility enforcement campaigns increased belt use more among traditionally lower-belt use groups, including young drivers, rural drivers, males, African-Americans, and Hispanics.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2020-01	Local Selective Traffic Enforcement Projects (STEPs)
SC-2020-02	Statewide Selective Traffic Enforcement Project (STEP)
SC-2020-03	Mini Selective Traffic Enforcement Projects (M-STEPs)

Planned Activity: Local Selective Traffic Enforcement Projects (STEPs)

Planned activity number: **SC-2020-01**

Primary Countermeasure Strategy ID:

Planned Activity Description

Funding for selected cities and counties to conduct sustained selective traffic enforcement projects. Speed enforcement will be a vital component of these enforcement efforts

Intended Subrecipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$200,000.00	\$200,000.00	\$200,000.00
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$500,000.00	\$500,000.00	\$500,000.00

Planned Activity: Statewide Selective Traffic Enforcement Project (STEP)

Planned activity number: **SC-2020-02**

Primary Countermeasure Strategy ID:

Planned Activity Description

Funding for a statewide selective traffic enforcement project through the Arkansas State Police. The primary emphasis will be speed enforcement throughout the year.

Intended Subrecipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$250,000.00	\$62,500.00	\$0.00
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$450,000.00	\$112,500.00	\$0.00

Planned Activity: Mini Selective Traffic Enforcement Projects (M-STEPs)

Planned activity number: **SC-2020-03**

Primary Countermeasure Strategy ID:

Planned Activity Description

Funding for overtime pay and equipment for Mini-STEP projects to conduct speed enforcement primarily during state, regional or national speed campaigns.

Intended Subrecipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$300,000.00		\$300,000.00
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$400,000.00		\$400,000.00

Countermeasure Strategy: Sustained Enforcement (SP)

Program Area: **Speed Management**

Project Safety Impacts

Linkage Between Program Area

According to FARS data, over the last five years (2013 – 2017) there have been 455 fatalities recorded as speed-related, this accounts for 17.6% of the total number of traffic-related fatalities (2,572) during the same time period. Between 2011 and 2014 Arkansas saw a decline in the number of speed-related fatalities (86 to 56) but in 2015 fatalities rose to 92 and in 2016 to 118 putting them at 21% of fatalities. In 2017 speed fatalities are at 116 and 23% of fatalities. The state continues to work with law enforcement and remains vigilant in addressing and enforcing speed.

A target of 94 was set for 2016–2020 based on a 5 year moving average in consideration of linear trends and other factors. This target took into consideration the rise in speeding fatalities for 2016/2017 as well as the recent law increasing the interstate speed limit to 75 mph. Anticipated results of increased enforcement efforts (Model LEL program, addition of mini-STEPs) were also considered.

The 2018 Public Awareness/Attitude Survey included questions about speed. 60% of individuals surveyed indicated they said they recalled reading seeing or hearing about speed enforcement efforts by police last year. 79% indicated they would expect to get a ticket at least half of the time with 21% indicating they rarely or never expected to get a ticket for speeding.

The state recognizes the importance of addressing and enforcing speed. In FY 2020, 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.

Project Information (Speed Program)

In FY 2020, the AHSO will contract with law enforcement agencies throughout the state to conduct high visibility enforcement of speed. These Agencies will conduct speed enforcement independently and in conjunction with other violations such as occupant protection and impairment. Strategies of this effort include the following:

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 (ASP).

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.

Selective Traffic Enforcement Projects (STEPS) 402 SE \$300,000

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).

Selective Traffic Enforcement Statewide (Arkansas State Police) 402 SE \$300,000

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

A list of City and County STEP Agencies is provided on the following page.

Benton County Sheriff's Office	SE	3,000
Benton P.D.	SE	8,000
Bryant P.D.	SE	2,000
Conway P.D.	SE	9,400
Dardanelle P.D.	SE	5,000
El Dorado P.D.	SE	5,000
Fayetteville P.D.	SE	12,100
Fort Smith P.D.	SE	10,000
Garland Co. Sheriff's Office	SE	3,700
Harrison P.D.	SE	13,800
Hope P.D.	SE	3,200
Hot Springs P.D.	SE	1,000
Jonesboro P.D.	SE	12,400
Marion P.D.	SE	2,000
Miller County Sheriff's Office	SE	5,200
Mountain Home P.D.	SE	10,000
North Little Rock P.D.	SE	3,000
Osceola P.D.	SE	3,400
Paragould P.D.	SE	3,000
Rogers P.D.	SE	15,000
Saline County Sheriff's Office	SE	5,000
Searcy P.D.	SE	4,000
Sherwood P.D.	SE	7,500
Siloam Springs P.D.	SE	8,500
Springdale P.D.	SE	13,600
St. Francis Co. Sheriff's Office	SE	25,000
Texarkana Police Department	SE	4,000
Trumann P.D.	SE	4,000
Van Buren P.D.	SE	1,500
Washington Co. Sheriff's office	SE	10,000
Additional Cities and counties	SE	50,000

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SC-2020-01	Local Selective Traffic Enforcement Projects (STEPs)
SC-2020-02	Statewide Selective Traffic Enforcement Project (STEP)
SC-2020-03	Mini Selective Traffic Enforcement Projects (M-STEPs)

Planned Activity: Local Selective Traffic Enforcement Projects (STEPs)

Planned activity number: **SC-2020-01**

Primary Countermeasure Strategy ID:

Planned Activity Description

Funding for selected cities and counties to conduct sustained selective traffic enforcement projects. Speed enforcement will be a vital component of these enforcement efforts

Intended Subrecipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$200,000.00	\$200,000.00	\$200,000.00
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$500,000.00	\$500,000.00	\$500,000.00

Planned Activity: Statewide Selective Traffic Enforcement Project (STEP)

Planned activity number: **SC-2020-02**

Primary Countermeasure Strategy ID:

Planned Activity Description

Funding for a statewide selective traffic enforcement project through the Arkansas State Police. The primary emphasis will be speed enforcement throughout the year.

Intended Subrecipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$250,000.00	\$62,500.00	\$0.00
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$450,000.00	\$112,500.00	\$0.00

Planned Activity: Mini Selective Traffic Enforcement Projects (M-STEPS)

Planned activity number: **SC-2020-03**

Primary Countermeasure Strategy ID:

Planned Activity Description

Funding for overtime pay and equipment for Mini-STEP projects to conduct speed enforcement primarily during state, regional or national speed campaigns.

Intended Subrecipients

Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short Term High Visibility Speed Enforcement
Sustained Enforcement (SP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$300,000.00		\$300,000.00
2020	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$400,000.00		\$400,000.00

Program Area: Traffic Records

Description of Highway Safety Problems

Problem: Backlog of crash report data entry that needs to be entered into TARS. Due to problems with the previous contractor and serious errors discovered in the 2017 data this backlog has increased.

Countermeasure Strategies: The Program will continue efforts to maintain the reduction of the backlog and improve the accuracy of crash data. This will be accomplished through three 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. A second involves an agreement with University of Arkansas to also perform paperless data entry. It is expected that this agreement will become effective by October 1, 2019. And a third will involve the continuation of data that is uploaded by the troopers and other local law enforcement officers through the eCrash system. The transition from paper forms to the eCrash system has further streamlined the entry of Crashes by ASP with 203 local agencies using eCrash with an additional 25 agencies having been trained as of May 1, 2019.

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 to show quantitative improvement in the preceding 12 months are provided with the 405 Traffic Records application.

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 in the 405c application.

The Program will continue efforts to maintain the reduction of the backlog and improve the accuracy of data. This will be accomplished through three 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. A second project involves the University of Arkansas as an additional source to enter crash data. This agreement should be effective by October 1, 2019. Another project will continue capturing the data that is uploaded by the troopers and other law enforcement officers through the eCrash system. The eCrash system has further streamlined the entry of Crashes by ASP with the addition of 203 local agencies using eCrash with an additional 25 agencies having been trained as of May 1, 2019.

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 1, 2019, 203 local Arkansas law enforcement agencies in addition to Arkansas State Police 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 for 2016 a total of 77,854 of which 76,935 were entered into the TARS database. The total number of paper reports received by ASP in 2017 was 25,107 with a total of 81,437 in the database. Paper reports received by ASP in 2018 totaled 21,942. It is unknown at this time how many crashes will be entered for 2018. Reports entered in TARS do not include duplicate, private property or parking lot crashes.

Performance Measure—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 number of agencies using ECrash; and
Increase the # of courts using Contexte (real-time) from 87 in 2019 to 94 in 2020

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.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	Increase the number of Law Enforcement Agencies using the eCrash system from 203 to 230 for FY2020	2020	Annual	230
2020	Increase the number of courts using Contexte to 87 to 94 for 2020	2020	Annual	94.0

Countermeasure Strategies in Program Area

Countermeasure Strategy
Highway Safety Office Program Management TR
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

Countermeasure Strategy: Highway Safety Office Program Management TR

Program Area: **Traffic Records**

Project Safety Impacts

Provide necessary personnel and training for the administration of the Traffic Records Program and support for other program areas. Funding will provide for the necessary staff time travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program. Funding will also provide for continued training in the administration of computer systems software and eGrants operations to maintain an effective, efficient Traffic Records Program that will provide timely, accurate information and data to direct and support strategies to effectively address traffic Arkansas' traffic safety problems.

Planned Projects to be funded:

TRAFFIC RECORDS PROGRAM MANAGEMENT

Provides for the administration of the Traffic Records Program and provides support for other program areas. Funding will provide for the necessary staff time, travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program. Funding will also provide for continued training in the administration of computer systems software and the AHSO eGrants system to facilitate electronic submission of proposals by subcontractors, development of contract agreements and other forms related to planning, programming, and monitoring and evaluating projects..

PROFESSIONAL DEVELOPMENT

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.

Linkage Between Program Area

The Traffic Records Assessment was conducted for the State of Arkansas July – October 2015 by the National Highway Traffic Safety Administration’s assessment team. 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 the data.

The Program will continue efforts to reduce 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. Another project will continue capturing a portion of the data that is uploaded by the troopers and other law enforcement officers through the TraCS system.

This countermeasure will provide funding for the necessary personnel and training for the administration of the Traffic Records Program and support for other program areas (administration of computer system hardware and eGrant) . Funding will also provide for the necessary staff time travel and training expenses directly related to the planning, programming, monitoring, evaluation and coordination of the Traffic Records Program and for continued training in the administration of computer systems software and eGrants operations to maintain an effective, efficient Traffic Records Program.

Goals:

Increase number of agencies using eCrash to 230 FY 20

Increase number of courts utilizing Contexte

Planned Projects to be funded:

TRAFFIC RECORDS PROGRAM MANAGEMENT

PROFESSIONAL DEVELOPMENT.

Rationale

This countermeasure is necessary. to maintain an effective, efficient Traffic Records Program that will provide timely, accurate information and data to direct and support strategies to effectively address traffic Arkansas' traffic safety problems. Funding will provide staff and training for the administration of the Program as well as support for relevant program areas. Funds will also provide for travel and training expenses and programming, monitoring, evaluation and coordination of the Traffic Records Program.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-2020-06	Traffic Records Professional Development
TR-2020-07	Traffic Records Program Management

Planned Activity: Traffic Records Professional Development

Planned activity number: **TR-2020-06**

Primary Countermeasure Strategy ID:

Planned Activity Description

Provides specified training for law enforcement and other highway safety professionals in matters related to traffic records. May involve continued crash investigation and reconstruction training courses.

Intended Subrecipients

Arkansas State Police (ASP)

AR Dept of Transportation (ArDOT)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management TR

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Traffic Records (FAST)	\$25,000.00		\$0.00
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$30,000.00		\$0.00

Planned Activity: Traffic Records Program Management

Planned activity number: **TR-2020-07**

Primary Countermeasure Strategy ID:

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management TR

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Int	405d Int Traffic Records (FAST)	\$22,300.00	\$5,600.00	
2020	FAST Act 405d Impaired Driving Int	405d Int Traffic Records (FAST)	\$22,400.00	\$5,600.00	
2019	FAST Act NHTSA 402	Traffic Records (FAST)	\$60,000.00		\$0.00
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$60,000.00		\$0.00

Countermeasure Strategy: Improves integration between one or more core highway safety databases

Program Area: **Traffic Records**

Project Safety Impacts

The transition from the TraCS system to the eCrash system continues to be effective and has streamlined the entry of Crashes by ASP with 203 local agencies using eCrash as of May 1, 2019.

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. Currently 203 of approximately 400 Arkansas law enforcement agencies submit their data electronically through eCrash. It is anticipated this number will reach 230 agencies in 2020. Data Collection and Analysis is also a primary emphasis area in the SHSP and includes eCrash as well as other data collection methods and tools.

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 which can then be analyzed to support traffic safety improvements.

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

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 help identify evidence-based problem areas in which to focus overtime efforts.

Integration of the eCITE, eCrash, Contexte, and other relevant databases will allow for more timely and accurate data.

Linkage Between Program Area

The Traffic Records Assessment was conducted for the State of Arkansas July – October 2015 by the National Highway Traffic Safety Administration’s assessment team. In conjunction with the strategic plan, the goals of the Traffic Records Program are to reduce of the backlog of crash report data to be entered into the Traffic Analysis Reporting System (TARS), Integrate the relevant databases and improve the accuracy and timeliness of data.

Goals:

Increase the number of agencies using eCrash to 230 by 2020

Increase the number of courts using Contexte to 94 by 2020

Funding is allocated for the following projects: (descriptions provided in planned activity area)

Electronic Citation System (eCite)

Electronic Crash System (eCrash)

EMS Data Injury Surveillance

Rationale

This countermeasure will provide funding for the necessary personnel, training and equipment for the administration of computer systems to improve the integration of relevant databases to maintain an effective, efficient Traffic Records Program and improve the timeliness and accuracy of data.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-2020-03	Electronic Traffic Crash Record Entry System Project (eCrash)
TR-2020-04	EMS Data Injury Surveillance Continuation Project
TR-2020-05	Electronic Citation System (eCite)

Planned Activity: Electronic Traffic Crash Record Entry System Project (eCrash)

Planned activity number: **TR-2020-03**

Primary Countermeasure Strategy ID:

Planned Activity Description

Continue modification of computer software applications for the ASP and other agencies to enter crash data within a few hours of a crash using eCrash and integrate the information directly into its database without reentering the data. In addition to personnel, travel and other costs in the agreement, funding will provide for the purchase of SQL Servers and licenses as listed below.

Intended Subrecipients

Arkansas State Police and Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2019	FAST Act NHTSA 402	Traffic Records (FAST)	\$200,000.00	\$50,000.00	\$0.00
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$250,000.00	\$62,500.00	\$0.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Computer Server	3	\$20,000.00	\$60,000.00	\$20,000.00	\$60,000.00

Planned Activity: EMS Data Injury Surveillance Continuation Project

Planned activity number: **TR-2020-04**

Primary Countermeasure Strategy ID: **Improves integration between one or more core highway safety databases**

Planned Activity Description

This task will include maintenance of the data elements necessary to continue system compliance with NEMSIS data collection.

Intended Subrecipients

Arkansas Department of Health (EMS)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves integration between one or more core highway safety databases

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$50,000.00	\$12,500.00	

Planned Activity: Electronic Citation System (eCite)

Planned activity number: **TR-2020-05**

Primary Countermeasure Strategy ID:

Planned Activity Description

Continue modification of computer software applications for the ASP and other agencies to enter citation data within a few hours of it being written and integrate the data directly into its database without reentering the data. In addition to other costs outlined in the agreement, funding will be provided to purchase SQL Servers and licenses as listed below .

Intended Subrecipients

Arkansas State Police and Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2019	FAST Act NHTSA 402	Traffic Records (FAST)	\$100,000.00	\$25,000.00	\$0.00
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$100,000.00	\$25,000.00	\$0.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Computer Server	3	\$20,000.00	\$60,000.00	\$20,000.00	\$60,000.00

Countermeasure Strategy: Improves timeliness of a core highway safety database

Program Area: **Traffic Records**

Project Safety Impacts

This countermeasure is necessary. to maintain an effective, efficient Traffic Records Program that will provide timely, accurate information and data to direct and support strategies to effectively address traffic Arkansas' traffic safety problems. Funding will provide staff and training for the administration of the Program as well as support for relevant program areas. Funds will also provide for travel and training expenses and programming, monitoring, evaluation and coordination of the Traffic Records Program.

Planned Projects to be Funded:

Traffic Record's Program Management

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

Professional Development

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.

Traffic Analysis Reporting System (TARS) Program Operations

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.

Traffic Analysis Reporting System (TARS) Improvement Project

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

Linkage Between Program Area

Increase the number of Law Enforcement Agencies (LEA's) using the eCrash system to report crashes rather than submitting paper reports that must be manually entered by data entry personnel into the eCrash database thereby alleviating and eventually removing the backlog of reports to be entered.

There are a total of 441 Law Enforcement Agency's in Arkansas - counting Arkansas State Police as one. Currently 203 are submitting their reports through eCrash.

Goal:

Increase the number of agencies using eCrash to 230

Countermeasure:

Improve the timeliness of crash data

Allocation of Funds:

Funds will be allocated to the projects listed in the above section.

Rationale

The findings and recommendations of the Traffic Records Assessment team, together with input from the TRCC and recommendations by the NHTSA GO Team are 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 and reduce the backlog of crash report data to be entered into the Traffic Analysis Reporting System (TARS) and improve the accuracy of data.

This program will continue efforts to reduce the backlog and improve the accuracy and timeliness of crash data. The transition to the eCrash system has streamlined the entry of Crashes and is already providing more accurate and timely information.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-2020-01	Traffic Analysis Reporting System (TARS) Program Operations
TR-2020-02	Traffic Analysis Reporting System (TARS) Improvement Project
TR-2020-03	Electronic Traffic Crash Record Entry System Project (eCrash)
TR-2020-05	Electronic Citation System (eCite)

Planned Activity: Traffic Analysis Reporting System (TARS) Program Operations

Planned activity number: **TR-2020-01**

Primary Countermeasure Strategy ID: **Improves timeliness of a core highway safety database**

Planned Activity 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.

Intended Subrecipients

Arkansas State Police and Data Entry Contractor

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Traffic Records (FAST)	\$238,500.00	\$100,000.00	\$0.00
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$338,500.00	\$100,000.00	\$0.00

Planned Activity: Traffic Analysis Reporting System (TARS) Improvement Project

Planned activity number: **TR-2020-02**

Primary Countermeasure Strategy ID: **Improves timeliness of a core highway safety database**

Planned Activity Description

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

Intended Subrecipients

Arkansas State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Traffic Records (FAST)	\$50,000.00		\$0.00
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$100,000.00		\$0.00

Planned Activity: Electronic Traffic Crash Record Entry System Project (eCrash)

Planned activity number: **TR-2020-03**

Primary Countermeasure Strategy ID:

Planned Activity Description

Continue modification of computer software applications for the ASP and other agencies to enter crash data within a few hours of a crash using eCrash and integrate the information directly into its database without reentering the data. In addition to personnel, travel and other costs in the agreement, funding will provide for the purchase of SQL Servers and licenses as listed below.

Intended Subrecipients

Arkansas State Police and Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2019	FAST Act NHTSA 402	Traffic Records (FAST)	\$200,000.00	\$50,000.00	\$0.00
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$250,000.00	\$62,500.00	\$0.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Computer Server	3	\$20,000.00	\$60,000.00	\$20,000.00	\$60,000.00

Planned Activity: Electronic Citation System (eCite)

Planned activity number: **TR-2020-05**

Primary Countermeasure Strategy ID:

Planned Activity Description

Continue modification of computer software applications for the ASP and other agencies to enter citation data within a few hours of it being written and integrate the data directly into its database without reentering the data. In addition to other costs outlined in the agreement, funding will be provided to purchase SQL Servers and licenses as listed below .

Intended Subrecipients

Arkansas State Police and Local Law Enforcement Agencies

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves integration between one or more core highway safety databases
Improves timeliness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$300,000.00	\$100,000.00	
2019	FAST Act NHTSA 402	Traffic Records (FAST)	\$100,000.00	\$25,000.00	\$0.00
2020	FAST Act NHTSA 402	Traffic Records (FAST)	\$100,000.00	\$25,000.00	\$0.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Computer Server	3	\$20,000.00	\$60,000.00	\$20,000.00	\$60,000.00

Evidence-based traffic safety enforcement program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

Unique Identifier	Planned Activity Name
AL-2020-10	Law Enf Training Academy BAT & Sobriety Checkpoint Mobile Training
OP-2020-02	Local Selective Traffic Enforcement Projects (STEPS)
AL-2020-06	Local Selective Traffic Enforcement Projects (STEPS)
SC-2020-01	Local Selective Traffic Enforcement Projects (STEPS)
DD-2020-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2020-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
AL-2020-08	Mini Selective Traffic Enforcement Projects (M-STEPS)
SC-2020-03	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2020-10	Rural High Five Project
AL-2020-14	Statewide In-Car Camera and Video Storage System
OP-2020-07	Statewide Law Enforcement Liaison (LEL)
AL-2020-11	Statewide Law Enforcement Liaison (LEL)
AL-2020-05	Statewide Public Information and Education
OP-2020-05	Statewide Public Information and Education (PI&E)
SC-2020-04	Statewide Public Information and Education (PI&E)
DD-2020-01	Statewide Public Information and Education (PI&E)
OP-2020-03	Statewide Selective Traffic Enforcement Project (STEP)
AL-2020-07	Statewide Selective Traffic Enforcement Project (STEP)
SC-2020-02	Statewide Selective Traffic Enforcement Project (STEP)
DD-2020-03	Statewide Selective Traffic Enforcement Project (STEP)

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

Crash Analysis

Fatalities: Arkansas Top 10 Counties							% Of Total FY17 493
	2013	2014	2015	2016	2017	Total	
Pulaski	59	40	52	59	61	271	16.39%
Washington	15	19	20	37	24	115	6.96%
Garland	21	18	25	32	13	109	6.59%
Benton	19	13	25	34	15	106	6.41%
Craighead	14	12	17	21	17	81	4.90%
Faulkner	14	14	15	18	19	80	4.84%
Saline	20	14	15	15	10	74	4.48%
White	15	17	12	19	10	73	4.42%
Hot Spring	13	17	14	15	13	72	4.36%
Jefferson	10	16	7	13	16	62	3.75%
Injuries: Arkansas Top 10 Counties							% Of Total FY 17 2,821
	2013	2014	2015	2016	2017	Total	
Pulaski	404	375	393	396	367	1,935	22.12%
Benton	178	198	180	155	151	862	9.85%
Garland	111	143	159	153	118	684	7.82%
Washington	139	96	110	122	154	621	7.10%
Craighead	101	128	94	99	109	531	6.07%
Faulkner	145	94	96	101	89	525	6.00%
Saline	100	123	101	64	80	468	5.35%
Crawford	92	88	70	118	74	442	5.05%
Pope	92	88	65	76	67	388	4.43%
Sebastian	91	38	83	64	101	377	4.31%

Deployment of Resources

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 will sponsor active participation by approximately 60+ Arkansas law enforcement agencies in the state. The following chart shows the citations issued by STEP agencies from 2014 through 2018.

Citations	2014	2015	2016	2017	2018
Speeding	6,166	6,771	10,674	18,252	17,922
Seat Belt	23,649	25,335	22,407	21,162	23,401
DWI/DUI	1,942	1,246	1,072	1,065	826

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 has fluctuated 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 by over 60 local law enforcement agencies and the Arkansas State Police. A new initiative is focused on approximately 30 smaller law enforcement agencies that will participate in mini-STEP grants. These grants fund overtime enforcement or equipment 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 ARF data for Arkansas (based on the 5 year period 2013-2017) shows the number of fatalities declined from 498 in 2013 to 493 in 2016. The fatality rate per 100 MVMT also shows a decrease from 1.49 to 1.46. However, serious injuries (2's only) decreased from 3,070 in 2013 to 2,816 in 2017.

While these figures indicate decreases in fatalities and injuries, an average of 514 motorists lose their lives and another 2,996 are seriously injured each year on Arkansas's roadways. In 2017, there were 493 total traffic fatalities compared to 561 the previous year. Over the past five years, alcohol-related fatalities averaged 138 per year. Arkansas' alcohol-related fatalities in 2017 stood at 28% of the total fatalities. In 2017, there were 116 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above) fatalities reported compared to 121 in 2013.

A major area of concern continues to be the relatively low seat belt use rate in the State. In 2017, there were 351 passenger vehicle occupant fatalities. Of these fatalities, 170 or 48% 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%. In 2015 the use rate stood at 77.7% and is currently at 78% for 2018. 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 2018, 76 non-STEP agencies participated in the CIOT campaign and 33 non-STEP agencies participated in the DSOGPO campaign. This was a significant decline in participation from previous years due to problems with the LEL program. . This number was down due to having only one LEL to work the program and changes made to the program as requested by NHTSA. The LEL program is being restructured and will be housed at the AHSO. Efforts continue to include emphasis on increasing total enforcement and encouraging agencies to address seat belt enforcement outside STEP at a much higher level.

The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Between 2013-2017 motorcycle fatalities accounted for approximately 14 percent of Arkansas' total traffic fatalities. In 2013 this number stood at 63 and increased to 65 for 2017. There were 351 motorcycle involved traffic fatalities in Arkansas during the 5-year period 2013-2017.

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 our partners to build a network of local coalitions to encourage seat belt use, 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 2013 thru 2017, 70 percent of

fatalities occurred in rural areas of the state. Over the past 10 years crash fatalities averaged 514 per year. While fatality numbers were at 649 in 2007, this number has decreased to 493 in 2017. The AHSO will continue to implement statewide projects as cited above and utilize their resources to combat this problem.

In FY20 Arkansas Highway Safety Office will issue sub-grants to approximately 120 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 2019. The objective of this conference is to generate collaboration among all law enforcement and traffic safety advocates across the State. The Conference will incorporate discussions on innovations 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.

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". Information on fatalities and injuries is provided in Occupant Protection Problem ID Section as well as the 405b application. Utilizing this data, priority areas are identified to implement proven enforcement activities. Arkansas's E-BE is implemented through deployment of our resources in these 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 20 these will include the following:

State Thanksgiving Seat Belt Mobilization - November 25- Dec. 1, 2019

National Winter DWI Mobilization - December 11, 2019 - January 1, 2020*

Distracted Driving mobilization April 6 – April 13, 2020

National Memorial Day Seat Belt Mobilization - May 18, – May 31, 2020

State July 4th Holiday DWI Mobilization - June 26 - July 5, 2020

State Speed Mobilization – July 13 - July 19, 2020

National Labor Day DWI Mobilization - August 21 – Sept 7, 2020

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.

Effectiveness Monitoring

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.

High-visibility enforcement (HVE) strategies

Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
Communication Campaign (Impaired Driving)
Communication Campaign (OP)
Communication Campaign DD
Drug Recognition Expert (DRE) Training
High Visibility Enforcement (Impaired)
Publicized Sobriety Checkpoints
SFST training for Law Enforcement Officers
Short Term High Visibility Speed Enforcement
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)
Sustained Enforcement (SP)

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
AL-2020-06	Local Selective Traffic Enforcement Projects (STEPS)
AL-2020-08	Mini Selective Traffic Enforcement Projects (M-STEPS)
AL-2020-10	Law Enf Training Academy BAT & Sobriety Checkpoint Mobile Training
AL-2020-14	Statewide In-Car Camera and Video Storage System
OP-2020-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2020-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2020-10	Rural High Five Project
SC-2020-01	Local Selective Traffic Enforcement Projects (STEPS)
SC-2020-03	Mini Selective Traffic Enforcement Projects (M-STEPS)

405(b) Occupant protection grant

Occupant protection plan

State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems:

Program Area Name
Occupant Protection (Adult and Child Passenger Safety)

Participation in Click-it-or-Ticket (CIOT) national mobilization

Agencies planning to participate in CIOT:

Agency
Alexander Police Department
Altus Police Department
Amity Police Department
Arkansas Tech University
Ashdown Police Department
Atkins Police Department
Augusta Police Department
Austin Police Department
Barling Police Department
Bauxite Police Department
Bay Police Department
Bearden Police Department
Bella Vista Police Department
Bradford Police Department
Bradley Co. Sheriff's Office
Bradley Police Department
Brinkley Police Department
Buffalo National Park Service
Bull Shoals Police Department
Cabot Police Department

Caddo Valley Police Department
Calhoun Co. Sheriff's Office
Caraway Police Department
Cave City Police Department
Cherry Valley Police Department
Chicot Co. Sheriff's Office
Chidester Police Department
Clarendon Police Department
Clarksville Police Department
Clay Co. Sheriff's Office
Clinton Police Department
Coal Hill Police Department
Columbia Co. Sheriff's Office
Conway Co. Sheriff's Office
Cotter Police Department
Craighead Co. Sheriff's Office
Crawford Co. Sheriff's Office
Cross Co. Sheriff's Office
Crosset Police Department
Dallas Co. Sheriff's Office
Danville Police Department
Decatur Police Department
Dequeen Police Department
Dermott Police Department
Desarc Police Department
Dewitt Police Department
Dierks Police Department
Drew Co. Sheriff's Office
Dumas Police Department
Dyer Police Department

Earle Police Department
East Camden Police Department
Elaine Police Department
Elm Springs Police Department
England Police Department
Eudora Police Department
Eureka Springs Police Department
Farmington Police Department
Fordyce Police Department
Franklin Co. Sheriff's Office
Fulton Co. Sheriff's Office
Gassville Police Department
Glenwood Police Department
Goshen Police Department
Grady Police Department
Grannis Police Department
Grant Co. Sheriff's Office
Gravette Police Department
Green Forest Police Department
Greenbrier Police Department
Forrest City Police Department
Hamburg Police Department
Greenland Police Department
Gurdon Police Department
Guy Police Department
Hardy Police Department
Harrisburg Police Department
Hartford Police Department
Haskell Police Department
Heritage Police Department

Highfill Police Department
Holley Grove Police Department
Hot Springs Village Police Department
Howard Co. Sheriff's Office
Hughes Police Department
Humphrey Police Department
Huntsville Police Department
Huttig Police Department
Izard Co. Sheriff's Office
Jasper Police Department
Jefferson Co. Sheriff's Office
Jericho Police Department
Johnston Co. Sheriff's Office
Johnston Police Department
Junction City Police Department
Kensett Police Department
Lafayette Co. Sheriff's Office
Lake City Police Department
Lake View Police Department
Lake Village Police Department
Lakeview Police Department
Lamar Police Department
Lavaca Police Department
Lee Co. Sheriff's Office
Lepanto Police Department
Lincoln Co. Sheriff's Office
Little Flock Police Department
Little River Co. Sheriff's Office
Lonoke Co. Sheriff's Office
Madiam Co. Sheriff's Office

Magazine Police Department
Malvern Police Department
Mansfield Police Department
Marianna Police Department
Marion Co. Sheriff's Office
Marvell Police Department
McCroy Police Department
McGehee Police Department
Mena Police Department
Menifee Police Department
Monette Police Department
Monroe Co. Sheriff's Office
Montgomery Co. Sheriff's Office
Monticell Police Department
Mountain View Police Department
Mountainburg Police Department
Murfreesboro Police Department
Nashville Police Department
Newport Police Department
Newton Police Department
Norfolk Police Department
Ola Police Department
Opello Police Department
Ouachita Co. Sheriff's Office
Ozark Police Department
Palestine Police Department
Paris Police Department
Pea Ridge Police Department
Perry Co. Sheriff's Office
Pike Co. Sheriff's Office

Pine Bluff Police Department
Plainview Police Department
Pocahontas Police Department
Poinsett Co. Sheriff's Office
Polk Co. Sheriff's Office
Pope Co. Sheriff's Office
Portland Police Department
Pottsville Police Department
Prairie Co. Sheriff's Office
Prairie Grove Police Department
Prescott Police Department
Quitman Police Department
Ravenden Police Department
rector Police Department
RiSheriff's Officen Police Department
Rockport Police Department
Russellville Police Department
salem Police Department
Sevier Co. Sheriff's Office
Shannon Hills Police Department
Sheridan Police Department
Sparkman Police Department
St. Charles Police Department
Stamps Police Department
Star City Police Department
Stephens Police Department
Stuttart Police Department
Sulphur Springs Police Department
Tontitown Police Department
nion Co. Sheriff's Office

Univ. Arkansas- Little Rock Campus
Univ. Arkansas- Morrilton Campus
Vilonia Police Department
Waldo Police Department
Waldron Police Department
Ward Police Department
Warren Police Department
West Fork Police Department
West Memphis Police Department
Wheatley Police Department
White Co. Sheriff's Office
White Hall Police Department
Woodruff Co. Sheriff's Office
Wynne Police Department
Yell Co. Sheriff's Office

Description of the State's planned participation in the Click-it-or-Ticket national mobilization:

Planned Participation in Click-it-or-Ticket

High visibility Enforcement efforts such as national mobilizations and Selective Traffic Enforcement Programs (STEP) in addition to education and public awareness will be utilized to change unsafe driving behaviors. One of the objectives is for the Law Enforcement Liaison's (LELS) to solicit law enforcement agencies to participate in the CIOT mobilization. In 2018, 53 STEP and 17 mini-STEP agencies participated and sent in reports documenting their participation in the CIOT campaign. In 2020 LEL duties will include soliciting non-STEP agencies to apply for mini-STEP grants. This grant will provide funds to pay overtime enforcement or provide equipment to be used in enforcement activities for participating agencies during the 2 CIOT mobilizations..

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.

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and will continue to play an important part in Arkansas' efforts to increase the state's usage rate. The projects mentioned above, along with the CIOT program, are an integral part of the FY 20 Highway Safety Plan. Efforts in FY20 will emphasize increasing total enforcement efforts and the number of agencies participating and encouraging agencies outside of STEP to address seat belt enforcement at a much higher level.

List of Tasks for Participants & Organizations

The AHSO currently utilizes the Driver Behavior Committee for the SHSP Planning Group. The members of this group are listed in the chart below.

Driver Behavior:	Hwy Safety Mgr	(501) 618-8190	Debra.Hollis@asp.arkansas.gov
Debra Hollis	AHSO		
Impaired/Drowsy Driving- Chip Payne	Impaired Driving Specialist AHSO	(501) 618-8134	chip.payne@asp.arkansas.gov
Occupant Protection – PFC. Sevelta Mackey	PFC Highway Police	(501) 569-2421	Sevelta.Mackey@ahtd.ar.gov
Aggressive Driving – Lt. Cody Burk	Lt. Pulaski County Sheriff's Office	(501) 340-7055	cburk@pcso.org
Distracted Driving – Cpt. Ross Batson	Highway Police	(501) 569-2371	Ross.Batson@ahtd.ar.gov

Child restraint inspection stations

Countermeasure strategies demonstrating an active network of child passenger safety inspection stations and/or inspection events:

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Planned activities demonstrating an active network of child passenger safety inspection stations and/or inspection events:

Unique Identifier	Planned Activity Name
OP-2020-02	Local Selective Traffic Enforcement Projects (STEPs)
OP-2020-01	Occupant Protection/Injury Prevention Program
OP-2020-08	Statewide Child Passenger Protection Project
OP-2020-03	Statewide Selective Traffic Enforcement Project (STEP)

Total number of planned inspection stations and/or events in the State.

Planned inspection stations and/or events: **52**

Total number of planned inspection stations and/or events in the State serving each of the following population categories: urban, rural, and at-risk:

Populations served - urban: **26**

Populations served - rural: **23**

Populations served - at risk: **49**

CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.

[Child passenger safety technicians](#)

Countermeasure strategies for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Planned activities for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Unique Identifier	Planned Activity Name
OP-2020-02	Local Selective Traffic Enforcement Projects (STEPs)
OP-2020-01	Occupant Protection/Injury Prevention Program
OP-2020-08	Statewide Child Passenger Protection Project
OP-2020-03	Statewide Selective Traffic Enforcement Project (STEP)

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes: **8**

Estimated total number of technicians: **509**

[Maintenance of effort](#)

ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

[Qualification criteria for a lower seat belt use rate State](#)

The State applied under the following criteria:

Primary enforcement seat belt use statute: **Yes**

Occupant protection statute: **yes**

Seat belt enforcement: **Yes**

High risk population countermeasure programs: **Yes**

Comprehensive occupant protection program: **yes**

Occupant protection program assessment: **Yes**

Primary enforcement seat belt use statute

Requirement Description	State citation(s) captured
The State's statute(s) demonstrates that the State has enacted and is enforcing occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.	Yes

Citations

Legal Citation Requirement: **The State's statute(s) demonstrates that the State has enacted and is enforcing occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.**

Legal Citation: **27-37-701**

Amended Date: **3/4/2009**

Seat belt enforcement

Countermeasure strategies demonstrating that the State conducts sustained enforcement throughout the fiscal year of the grant to promote seat belt and child restraint enforcement and involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred:

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Planned activities demonstrating that the State conducts sustained enforcement throughout the fiscal year of the grant to promote seat belt and child restraint enforcement, and involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred:

Unique Identifier	Planned Activity Name
OP-2020-02	Local Selective Traffic Enforcement Projects (STEPS)
OP-2020-04	Mini Selective Traffic Enforcement Projects (M-STEPS)
OP-2020-10	Rural High Five Project
OP-2020-07	Statewide Law Enforcement Liaison (LEL)
OP-2020-05	Statewide Public Information and Education (PI&E)
OP-2020-03	Statewide Selective Traffic Enforcement Project (STEP)

High risk population countermeasure programs

Countermeasure strategies demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways; Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Communication Campaign (OP)
School Programs
Short-term, High Visibility Seat Belt Law Enforcement
State Primary Seat Belt Use Law
Sustained Enforcement (OP)

Submit planned activities demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways; Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:

Unique Identifier	Planned Activity Name
OP-2020-01	Occupant Protection/Injury Prevention Program
OP-2020-08	Statewide Child Passenger Protection Project

Occupant protection program assessment

Date of the NHTSA-facilitated assessment of all elements of its occupant protection program.

Date of the NHTSA-facilitated assessment: **9/16/2018**

405(c) State traffic safety information system improvements grant

Traffic records coordinating committee (TRCC)

Meeting dates of the TRCC during the 12 months immediately preceding the application due date:

Meeting Date
12/19/2018
2/6/2019
5/16/2019

Name and title of the State's Traffic Records Coordinator:

Name of State's Traffic Records Coordinator: **Karen Bonds**

Title of State's Traffic Records Coordinator: **Traffic Records Program Manager**

TRCC members by name, title, home organization and the core safety database represented:

[List of TRCC members](#)

LIST OF TRCC MEMBERS

NAME	Function	AGENCY	TITLE	E-MAIL ADDRESS
Alex Rogers	Citation/Adjudication	AOC	Pgm. Mgr.	alex.rogers@arcorts.gov
Cecil Davis	Citation/Adjudication	AOC	Pgm. Mgr.	cecil.davis@arcourts.gov
Stacey Cardin	Citation/Adjudication	AOC	Sftwre. Mgr.	stacey.cardin@arcourts.gov
Tim Holthoff	Citation/Adjudication	AOC	Admin.	tim.holthoff@arcourts.gov
Jeff Bickerstaff	Citation/Adjudication	ARDoT/AHP	Chief	Jeff.bickerstaff@ardot.gov
Renee Hill	Citation/Adjudication	ARDoT/AHP	Motor Carrier Sfty Spec	renee.hill@ardot.gov
James Kingsbury	Citation/Adjudication	ASP/IT	Proj. Lead	james.kingsbury@asp.arkansas.gov
John Smith	Crash	ASCL		john.smith@ascl.arkansas.gov
Kristin Clark	Crash	ASCL		kristin.clark@ascl.arkansas.gov

Forrest Marks	Crash	ASP/DO	Major	forrest.marks@asp.arkansas.gov
Greg Downs	Crash	ASP/DO	Staff Atty.	greg.downs@asp.arkansas.gov
Mike Foser	Crash	ASP/DO	Major	mike.foster@asp.arkansas.gov
Tim Carter	Crash	ASP/DO	Lt.	tim.carter@asp.arkansas.gov
Tim K'Nuckles	Crash	ASP/DO	Lt. Colonel	tim.knuckles@asp.arkansas.gov
Bridget White	Crash	ASP/HSO	Hwy. Safety Admin.	bridget.white@asp.arkansas.gov
Debra Hollis	Crash	ASP/HSO	Hwy. Safety Mgr.	debra.hollis@asp.arkansas.gov
Karen Bonds	Crash	ASP/HSO	TR Pgm Mgr.	karen.bonds@asp.arkansas.gov
Allen Fitzgerald	Crash	ASP/IT	Sr. Proj. Leader	allen.fitzgerald@asp.arkansas.gov
JR Hankins	Crash	ASP/Records	Section Head	lester.hankins@asp.arkansas.gov
Christy Earnhart	Driver Services	DFA/ODS		christy.earnhart@dfa.arkansas.gov
Marla McHughes	Driver Services	DFA/ODS		marla.mchughes@dfa.arkansas.gov
Bill Temple	EMS/Injury	ADH/Center for Health Protection	Branch Chief/Inj. Prev. & Control	bill.temple@arkansas.gov
Greg Brown	EMS/Injury	ADH/EMS	Chief EMS & Trauma	greg.brown@arkansas.gov
Steve Lein	EMS/Injury	ADH/PHP	Injury Epidemiologist	steven.lein@arkansas.gov
Ty Tyrrell	Enforcement	LRPD	Lt.	ttyrrell@littlerock.org

Cody Burk	Enforcement	PCSO	Sgt.	cburk@pcso.org
John Mathis	Roadway	ARDoT/Maint	Asst. Engineer	john.mathis@ardot.gov
Adnan Qazi	Roadway	ARDoT/TSS		adnan.qazi@ardot.gov
Andrew Brewer	Roadway	ARDoT/TSS		andrew.brewer@ardot.gov
Johnna Thomas	Roadway	ARDoT/TSS	Sect'y	johnna.thomas@ardot.gov
Ted English	Roadway	ARDoT/TSS	Admin. Ofcr.	ted.english@ardot.gov
Wayne Hamric	Vehicle	DFA/Vehicle		wayne.hamric@dfa.arkansas.gov
Kevin Breedlove	Vehicle	FMCSA	Div. Admin.	kevin.breedlove@dot.gov
Eddie Brawley		City of West Memphis	MPO Study Dir.	bce@sbcglobal.net
Joe Heflin		FHWA	Safety Pgm. Mgr.	joseph.heflin@dot.gov
Dean Scott		NHTSA	Safety Pgm. Mgr.	dean.scott@nhtsa.dot.gov

**ADH = Arkansas
Department of
Health**

**AHP = Arkansas
Highway
Police**

**AOC = Administrativ
e Office of the
Courts**

**ARDoT = Arkansas
Department of
Transportatio
n**

**ASCL = Arkansas
State Crime
Lab**

**ASP = Arkansas
State Police**

**DFA = Department of
Finance &
Administratio**

	n (Dept. of Revenue)
DO =	Director's Office
EMS =	Emergency Medical Services
HSO =	Highway Safety Office
IT =	Information Technology
LRPD =	Little Rock Police Department
NHTSA =	National Highway Traffic Safety Office
PCSO =	Pulaski County Sheriff's Office
PHP =	Public Health Practice
PR =	Planning & Research
TSS =	Traffic Safety Section

[Traffic Records System Assessment](#)

[Traffic Records for Measurable Progress](#)

Click or tap here to enter text.

[Traffic Records Supporting Non-Implemented Recommendations](#)

All recommendations are being addressed

[Traffic Records for Model Performance Measures](#)

Click or tap here to enter text.

State traffic records strategic plan

Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State's core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:

Supporting Documents
TR Strategic Plan 2017.docx
AR Traffic Records Strategic Plan-Final_Final.pdf
FY 2019 AR - 405c IPR Form - Contexte System.docx
AR Traffic Records Strategic Plan-Final_Final.docx

Planned activities that implement recommendations:

Unique Identifier	Planned Activity Name
TR-2020-05	Electronic Citation System (eCite)
TR-2020-03	Electronic Traffic Crash Record Entry System Project (eCrash)
TR-2020-04	EMS Data Injury Surveillance Continuation Project

Quantitative and Measurable Improvement

Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

Supporting Documents
TR Strategic Plan 2017.docx
AR Traffic Records Strategic Plan-Final_Final.pdf
FY 2019 AR - 405c IPR Form - Contexte System.docx
AR Traffic Records Strategic Plan-Final_Final.docx

State Highway Safety Data and Traffic Records System Assessment

Date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:

Date of Assessment: **10/20/2015**

Requirement for maintenance of effort

ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015

405(d) Impaired driving countermeasures grant

Impaired driving assurances

Impaired driving qualification: **Mid-Range State**

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

Impaired driving program assessment

Date of the last NHTSA-facilitated assessment of the State's impaired driving program conducted:

Date of Last NHTSA Assessment:

Authority to operate

Direct copy of the section of the statewide impaired driving plan that describes the authority and basis for the operation of the Statewide impaired driving task force, including the process used to develop and approve the plan and date of approval.

Authority and Basis of Operation

Authority and Basis for Operation

In July 2013 Arkansas chartered the Arkansas Statewide Impaired Driving Task Force (AIDTF) under the authority of the State of Arkansas Governor's Representative (GR) for Highway Safety. The AIDTF meets bi-monthly and includes stakeholders from the Arkansas Highway Safety Office, the law enforcement community and the criminal justice system (prosecution, adjudication and probation) as well as members representing treatment and rehabilitation, public health and communication. A statewide impaired driving prevention plan was developed and submitted to NHTSA in August 2013 and was updated in June 2015 and again in June 2016. The plan is reviewed on an annual basis.

Key Stakeholders

Statewide Impaired Driving Task Force (Stakeholders):

Date that the Statewide impaired driving plan was approved by the State's task force.

Date impaired driving plan approved by task force: **8/1/2016**

Strategic plan details

Continue to use previously submitted plan: **Yes**

ASSURANCE: The State continues to use the previously submitted Statewide impaired driving plan.

405(d) Alcohol-ignition interlock law grant

Alcohol-ignition interlock laws Grant

Legal citations to demonstrate that the State statute meets the requirement.

Requirement Description	State citation(s) captured
The State has enacted and is enforcing a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for an authorized period of not less than 6 months.	Yes

Citations

Legal Citation Requirement: **The State has enacted and is enforcing a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for an authorized period of not less than 6 months.**

Legal Citation: **5-65-118 (a) (1) (A) (i)**

Amended Date: **4/7/2017**

405(e) Distracted driving grant

Sample Questions

Examples:

You are less likely to be involved in a traffic crash, when using your electronic device while behind the wheel as long as you lessen your speed? Yes/No

What is the most dangerous distraction for a driver?

Taking or Texting

Singing

Listening to the radio

Texting and talking on a cell phone involves three different types of distractions that can occur at the same time:

Singing, Laughing and Talking

Visual, Manual and Cognitive

Talking, Listening to the Radio and Visual

The leading cause of car crashes is:

Driving at Night

Driving too fast for conditions

Inattention

In Arkansas, the Fewer Distractions Means Safe Driving Act:

Allows cell phone use

Restricts cell phone use (only in an Emergency)

Allows a cell phone and texting (without an emergency)

The U.S. Department of Transportation is leading the fight to end distracted driving through a combination of:

Tough laws, strong enforcement and public awareness

Tickets, Fines and a Suspended License

Seminars

Legal citations

The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?: **Primary Offense**

Date enacted: **4/5/2019**

Date amended: **4/5/2019**

Prohibition on texting while driving.

Requirement Description	State citation(s) captured
Prohibition on texting while driving.	Yes
Definition of covered wireless communication devices.	Yes
Minimum fine of at least \$25 for an offense.	Yes

Citations

Legal Citation Requirement: **Prohibition on texting while driving.**

Legal Citation: **27-51-1501**

Amended Date: **2/18/2009**

Citations

Legal Citation Requirement: **Definition of covered wireless communication devices.**

Legal Citation: **27-51-1503**

Amended Date: **4/5/2019**

Citations

Legal Citation Requirement: **Minimum fine of at least \$25 for an offense.**

Legal Citation: **27-23-130**

Amended Date: **4/5/2019**

Citations

Legal Citation Requirement: **Minimum fine of at least \$25 for an offense.**

Legal Citation: **27-51-1506**

Amended Date: **4/5/2019**

Legal citations for exemptions to the State's texting ban:

Citations

Legal Citation Requirement:

Legal Citation: **27-51-1504**

Amended Date: **4/5/2019**

Citations

Legal Citation Requirement:

Legal Citation: **27-51-1604**

Amended Date: **4/5/2019**

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?: **Primary Offense**

Date enacted: **4/5/2019**

Date amended: **4/5/2019**

Prohibition on youth cell phone use while driving.

Requirement Description	State citation(s) captured
Prohibition on youth cell phone use while driving.	Yes
Definition of covered wireless communication devices.	Yes
Minimum fine of at least \$25 for an offense.	Yes

Citations

Legal Citation Requirement: **Prohibition on youth cell phone use while driving.**

Legal Citation: **27-51-1603**

Amended Date: **4/5/2019**

Citations

Legal Citation Requirement: **Definition of covered wireless communication devices.**

Legal Citation: **27-23-1503**

Amended Date: **4/5/2019**

Citations

Legal Citation Requirement: **Minimum fine of at least \$25 for an offense.**

Legal Citation: **27-23-130**

Amended Date: **4/5/2019**

Legal citations for exemptions to the State's youth cell phone use ban.

Citations

Legal Citation Requirement:

Legal Citation: **27-51-1603**

Amended Date: **4/5/2019**

Citations

Legal Citation Requirement:

Legal Citation: **27-51-1604**

Amended Date: **4/5/2019**

405(f) Motorcyclist safety grant

Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria:

Motorcycle rider training course: **No**

Motorcyclist awareness program: **Yes**

Reduction of fatalities and crashes: **No**

Impaired driving program: **Yes**

Reduction of impaired fatalities and accidents: **No**

Use of fees collected from motorcyclists: **No**

Motorcyclist awareness program

Name and organization of the head of the designated State authority over motorcyclist safety issues.

State authority agency: **Arkansas State Police Highway Safety Office**

State authority name/title: **Colonel William Bryant**

CERTIFICATION: The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.

Performance measures and corresponding performance targets developed for motorcycle awareness that identifies, using State crash data, the counties or political subdivisions within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle.

Fiscal Year	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value	Sort Order
2020	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2016	2020	72.0	7
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2016	2020	42.0	8

Counties or political subdivisions within the State with the highest number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle.

County or Political Subdivision	# of MCC involving another motor vehicle
Arkansas	1
Ashley	2
Baxter	13

Benton	67
Boone	14
Bradley	3
Calhoun	0
Carroll	10
Chicot	1
Clark	1
Clay	2
Cleburne	2
Cleveland	0
Columbia	0
Conway	6
Craighead	25
Crawford	20
Crittenden	6
Cross	1
Dallas	0
Desha	0
Drew	2
Faulkner	29
Franklin	6
Fulton	3
Garland	39
Grant	2
Greene	8
Hempstead	3
Hot Spring	2
Howard	0
Independence	6
Izard	3
Jackson	1

Jefferson	11
Johnson	2
Lafayette	0
Lawrence	2
Lee	0
Lincoln	0
Little River	1
Logan	6
Lonoke	11
Madison	8
Marion	2
Miller	4
Mississippi	2
Monroe	0
Montgomery	1
Nevada	0
Newton	3
Ouachita	5
Perry	1
Phillips	3
Pike	1
Poinsett	4
Polk	2
Pope	9
Prairie	0
Pulaski	106
Randolph	1
Saline	26
Scott	1
Searcy	1
Sebastian	48

Sevier	1
Sharp	1
St. Francis	3
Stone	2
Union	4
Van Buren	1
Washington	79
White	10
Woodruff	0
Yell	0

Total number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle:

Total # of MCC crashes involving another motor vehicle: **634**

Countermeasure strategies and planned activities that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest.

Countermeasure Strategy
Communication Campaign (MC)

Unique Identifier	Planned Activity Name
MC-2020-01	Motorist Awareness Campaign

Impaired driving program

Performance measures and corresponding performance targets developed to reduce impaired motorcycle operation.

Fiscal Year	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value	Sort Order
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2016	2020	144.0	5

Countermeasure strategies and planned activities demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest based upon State data.

Countermeasure Strategy
Communication Campaign (MC)

Unique Identifier	Planned Activity Name
MC-2020-01	Motorist Awareness Campaign

Counties or political subdivisions with motorcycle crashes (MCC) involving an impaired operator.

County or Political Subdivision	# of MCC involving an impaired operator
Arkansas	0
Ashley	0
Baxter	2
Benton	5
Boone	1
Bradley	0
Calhoun	0
Carroll	3
Chicot	1
Clark	0
Clay	0
Cleburne	2
Cleveland	0
Columbia	0
Conway	2
Craighead	2
Crawford	1
Crittenden	1

Cross	0
Dallas	1
Desha	0
Drew	0
Faulkner	5
Franklin	0
Fulton	0
Garland	1
Grant	0
Greene	1
Hempstead	2
Hot Spring	0
Howard	0
Independence	1
Izard	2
Jackson	1
Jefferson	0
Johnson	0
Lafayette	0
Lawrence	0
Lee	0
Lincoln	0
Little River	0
Logan	0
Lonoke	2
Madison	2
Marion	0
Miller	0
Mississippi	1
Monroe	0
Montgomery	0
Nevada	0

Newton	0
Ouachita	1
Perry	0
Phillips	1
Pike	0
Poinsett	1
Polk	3
Pope	1
Prairie	0
Pulaski	4
Pulaski	4
Randolph	0
Saline	4
Scott	0
Searcy	0
Sebastian	4
Sevier	1
Sharp	0
St. Francis	0
Stone	0
Union	1
Van Buren	1
Washington	8
White	1
Woodruff	0
Yell	0

Total number of motorcycle crashes involving an impaired operator:

Total # of MCC involving an impaired operator: **74**

Certifications, Assurances, and Highway Safety Plan PDFs

Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.

Supporting Document
Arkansas 2020 Certifications and Assurances.pdf