



STATE OF ARKANSAS

OFFICE OF STATE PROCUREMENT

1509 West 7th Street, Room 300

Little Rock, Arkansas 72201-4222

REQUEST FOR PROPOSAL

BID SOLICITATION DOCUMENT

SOLICITATION INFORMATION

Solicitation Number:	SP-19-0041	Solicitation Issued:	January 17, 2019
Description:	Advertising and Marketing Services		
Agency:	Arkansas State Police		

SUBMISSION DEADLINE FOR RESPONSE

Proposal Opening Date:	February 15, 2019	Proposal Opening Time:	2:00 p.m., Central Time
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Deliver proposal submissions for this Request for Proposal to the Office of State Procurement on or before the designated proposal opening date and time. In accordance with Arkansas Procurement Law and Rules, it is the responsibility of Prospective Contractors to submit proposals at the designated location on or before the proposal opening date and time. Proposals received after the designated opening date and time may be considered late and may be returned to the Prospective Contractor without further review. It is not necessary to return "no bids" to OSP.

DELIVERY OF RESPONSE DOCUMENTS

Delivery Address:	Office of State Procurement 1509 West 7 th Street, Room 300 Little Rock, AR 72201-4222 Delivery providers, USPS, UPS, and FedEx deliver mail to OSP's street address on a schedule determined by each individual provider. These providers will deliver to OSP based solely on the street address. Prospective Contractors assume all risk for timely, properly submitted deliveries.
Proposal's Outer Packaging:	Seal outer packaging and properly mark with the following information. If outer packaging of proposal submission is not properly marked, the package may be opened for proposal identification purposes. <ul style="list-style-type: none">• Solicitation number• Date and time of proposal opening• Prospective Contractor's name and return address

OFFICE OF STATE PROCUREMENT CONTACT INFORMATION

OSP Buyer:	Brandi Schroeder	Buyer's Direct Phone Number:	501-682-4169
Email Address:	Brandi.Schroeder@dfa.arkansas.gov	OSP's Main Number:	501-324-9316
OSP Website:	http://www.dfa.arkansas.gov/offices/procurement/Pages/default.aspx		

SECTION 1 – GENERAL INSTRUCTIONS AND INFORMATION

- **Do not provide responses to items in this section unless specifically and expressly required.**

1.1 PURPOSE

The Office of State Procurement (OSP) issues this Request for Proposal (RFP) on behalf of the Arkansas State Police (ASP) to obtain proposals and a contract for Comprehensive Advertising and Marketing Services.

ASP is looking to identify an advertising and marketing firm with a proven record of success in traffic safety advertising to develop, conduct, and manage a Statewide Highway Safety Media Plan for the Arkansas Highway Safety Office (HSO) of ASP. ASP-HSO's safety program is funded by State and Federal highway safety funds and other resources to save lives and reduce injuries on all of the State's roadways.

The anticipated annual budget is \$1,900,000, with \$1,500,000 expected to be used for paid media; however, a resulting contract does not guarantee this budget amount or advertising and marketing volume.

1.2 TYPE OF CONTRACT

- A. As a result of this RFP, OSP intends to award a contract to a single Contractor.
- B. The anticipated starting date for any resulting contract is June 1, 2019, except that the actual contract start date may be adjusted forward unilaterally by the State for up to three (3) calendar months. By submitting a signed proposal in response to the RFP, the Prospective Contractor represents and warrants that it will honor its proposal as being held open as irrevocable for this period.
- C. The initial term of a resulting contract will be for one (1) year. Upon mutual agreement by the Contractor and agency, the contract may be renewed by OSP for up to six (6) additional one-year terms or portions thereof, not to exceed a total aggregate contract term of seven (7) consecutive years.

1.3 ISSUING AGENCY

OSP, as the issuing office, is the sole point of contact throughout this solicitation process.

1.4 PROPOSAL OPENING LOCATION

Proposals will be opened at the following location:

Office of State Procurement
1509 West Seventh Street, Room 300
Little Rock, AR 72201-4222

1.5 ACCEPTANCE OF REQUIREMENTS

- A. A Prospective Contractor **must** unconditionally accept all Requirements in the Requirements Section(s) of this RFP to be considered a responsive Prospective Contractor.
- B. A Prospective Contractor's proposal will be rejected if a Prospective Contractor takes exceptions to any Requirements in the Requirements Section(s) of this RFP.

1.6 DEFINITION OF TERMS

- A. The State Procurement Official has made every effort to use industry-accepted terminology in this *Bid Solicitation* and will attempt to further clarify any point of an item in question as indicated in *Clarification of Bid Solicitation*.
- B. Unless otherwise defined herein, all terms defined in Arkansas Procurement Law and used herein have the same definitions herein as specified therein.
- C. "Prospective Contractor" means a person who submits a proposal in response to this solicitation.
- D. "Contractor" means a person who sells or contracts to sell commodities and/or services.
- E. The terms "Request for Proposal," "RFP," "Bid Solicitation," and "Solicitation" are used synonymously in this document.
- F. "Responsive proposal" means a proposal submitted in response to this solicitation that conforms in all material respects to this RFP.

- G. "Proposal Submission Requirement" means a task a Prospective Contractor **must** complete when submitting a proposal response. These requirements will be distinguished by using the term "**shall**" or "**must**" in the requirement.
- H. "Requirement" means a specification that a Contractor's product and/or service **must** perform during the term of the contract. These specifications will be distinguished by using the term "**shall**" or "**must**" in the requirement.
- I. "State" means the State of Arkansas. When the term "State" is used herein to reference any obligation of the State under a contract that results from this solicitation, that obligation is limited to the State agency using such a contract.

1.7 **RESPONSE DOCUMENTS**

A. Original Technical Proposal Packet

1. The following items are Proposal Submission Requirements and **must** be submitted in the original *Technical Proposal Packet*.
 - a. Original signed *Proposal Signature Page*. (See *Technical Proposal Packet*.)
 - b. One (1) original hard copy of the proposal response which includes:
 - i. Technical Proposal response to the Information for Evaluation section included in the *Technical Proposal Packet*. Proposal response **must** be in the English language.
 - ii. Response to the *Official Bid Price Sheet*. Pricing **must** be proposed in U.S. dollars and cents.
 - The *Official Bid Price Sheet*, including the hard copy and electronic copy, **must** be separately sealed from the *Technical Proposal Packet* and should be clearly marked as "Pricing."
 - A Prospective Contractor **shall not** include any pricing in the hard copies or electronic copies of their *Technical Proposal Packet*.
2. The following items should be submitted in the original *Technical Proposal Packet*.
 - a. E.O. 98-04 – *Contract and Grant Disclosure Form*. (See *Standard Terms and Conditions*, #25. *Disclosure*.)
 - b. Copy of Prospective Contractor's *Equal Opportunity Policy*. (See *Equal Opportunity Policy*.)
 - c. *Proposed Subcontractors Form*. (See *Subcontractors*.)
 - d. *2019 NHTSA Certifications and Assurances Agreement*. (See RFP Item 2.4.A.)
3. **DO NOT** include any other documents or ancillary information, such as a cover letter or promotional/marketing information.

B. Additional Copies and Redacted Copy of the Technical Proposal Packet and Official Bid Price Sheet

1. In addition to the original *Technical Proposal Packet* and the *Official Bid Price Sheet*, the following items should be submitted:
 - a. Additional Copies of the *Technical Proposal Packet*
 - i. Three (3) complete hard copies (marked "COPY") of the *Technical Proposal Packet*.
 - ii. Four (4) electronic copies of the *Technical Proposal Packet*, preferably on flash drives and in PDF format. CDs will also be acceptable. Do not send electronic copies via email or fax.
 - iii. All additional hard copies and electronic copies **must** be identical to the original hard copy. In case of a discrepancy, the original hard copy governs.
 - iv. If OSP requests additional copies of the proposal, the copies **must** be delivered within the timeframe specified in the request.
 - b. Additional Copies of the *Official Bid Price Sheet*

- i. Prospective Contractor should also submit one (1) electronic copy of the *Official Bid Price Sheet*, preferably on a flash drive and in PDF format. A CD will also be acceptable. Do not send electronic copies via email or fax.
 - ii. The *Official Bid Price Sheet*, including the hard copy and electronic copy, **must** be separately sealed from the *Technical Proposal Packet* and should be clearly marked as "Pricing."
 - iii. Prospective Contractor **shall not** include any pricing in the hard copies or electronic copies of their *Technical Proposal Packet*.
- c. One (1) redacted (marked "REDACTED") copy the original *Technical Proposal Packet*, preferably on a flash drive and in PDF format. A CD will also be acceptable. Do not send electronic copies via email or fax. (See *Proprietary Information*.)

1.8 **ORGANIZATION OF RESPONSE DOCUMENTS**

- A. It is strongly recommended that Prospective Contractors adhere to the following format and suggestions when preparing their Technical Proposal response.
- B. The original *Technical Proposal Packet* and all copies should be arranged in the following order:
- *Proposal Signature Page*.
 - *Proposed Subcontractors Form*.
 - Signed Addenda, if applicable.
 - E.O. 98-04 – *Contract Grant and Disclosure Form*.
 - *Equal Opportunity Policy*.
 - Technical Proposal response to the *Information for Evaluation* section of the *Technical Proposal Packet*.
 - *2019 NHTSA Certifications and Assurances Agreement*.

1.9 **CLARIFICATION OF BID SOLICITATION**

- A. Submit any questions requesting clarification of information contained in this *Bid Solicitation* in writing via email by 4:00 p.m., Central Time on or before January 23, 2019, to the OSP buyer as shown on page one (1) of this *Bid Solicitation*.
1. For each question submitted, Prospective Contractor should reference the specific solicitation item number to which the question refers.
 2. Prospective Contractors' written questions will be consolidated and responded to by the State. The State's consolidated written response is anticipated to be posted to the OSP website by the close of business on January 30, 2019. If Prospective Contractor questions are unclear or non-substantive in nature, the State may request clarification of a question(s) or reserves the right not to respond to that question(s).
- B. The Prospective Contractor should notify the OSP buyer of any term, condition, etc., that precludes the Prospective Contractor from submitting a compliant, responsive proposal. Prospective Contractors should note that it is the responsibility of the Prospective Contractor to seek resolution of all such issues, including those relating to the terms and conditions of the contract, prior to the submission of a proposal.
- C. Prospective Contractors may contact the OSP buyer with non-substantive questions at any time prior to the proposal opening.
- D. An oral statement by OSP will not be part of any contract resulting from this solicitation and may not reasonably be relied on by any Prospective Contractor as an aid to interpretation unless it is reduced to writing and expressly adopted by OSP.
- E. Prospective Contractors entering into a contract with the State **shall** comply with all the terms and conditions contained herein.

1.10 **PROPOSAL SIGNATURE PAGE**

- A. An official authorized to bind the Prospective Contractor(s) to a resultant contract **must** sign the *Proposal Signature Page* included in the *Technical Proposal Packet*.

- B. Prospective Contractor's signature on this page signifies Prospective Contractor's agreement to and compliance with all Requirements of this RFP, and that any exception that conflicts with a Requirement or Proposal Submission Requirement of this *Bid Solicitation* will cause the Prospective Contractor's proposal to be rejected.

1.11 **SUBCONTRACTORS**

- A. Prospective Contractor should complete, sign and submit the *Proposed Subcontractors Form* included in the *Technical Proposal Packet*.
- B. Additional subcontractor information may be required or requested in following sections of this *Bid Solicitation* or in the *Information for Evaluation* section provided in the *Technical Proposal Packet*. **Do not** attach any additional information to the *Proposed Subcontractors Form*.
- C. The utilization of any proposed subcontractor is subject to approval by the State agency.

1.12 **PRICING**

- A. Prospective Contractor(s) **shall** include all pricing on the *Official Bid Price Sheet(s)* only. If any cost is not included by the successful Contractor but is subsequently incurred in order to achieve successful operation, the Contractor **shall** bear this additional cost. The *Official Bid Price Sheet* is provided as a separate excel file posted with this *Bid Solicitation*.
- B. All fees associated with providing the services outlined in this RFP, including but not limited to travel expenses, conference attendance, media purchases, and marketing material **must** be included in the pricing.
- C. To allow time to evaluate proposals, prices **must** be valid for ninety (90) days following the proposal opening.
- D. The *Official Bid Price Sheet*, including the hard copy and electronic copy, **must** be separately sealed from the *Technical Proposal Packet* and should be clearly marked as "Pricing." DO NOT submit any ancillary information not related to actual pricing on the *Official Bid Price Sheet* or in the sealed pricing package.
- E. Prospective Contractor(s) **shall** fill in all blue-shaded boxes on the *Official Bid Price Sheet*.
- F. Table 1 of the *Official Bid Price Sheet* is market basket pricing which includes the key services that will cover the bulk of the annual contract services.
1. Amounts entered in Table 1 will automatically multiply and be totaled in the Extended Estimated Cost Per Year boxes.
 2. The total of the Extended Estimated Cost Per Year boxes will automatically be calculated in the Grand Total Estimated Cost Per Year box on Table 1 of the *Official Bid Price Sheet*.
 3. The *Official Bid Price Sheet* is designed for direct cost comparison purposes and should not be interpreted as the actual number of hours for the resulting contract.
 4. The actual number of hours for these services may be more or less than shown on the *Official Bid Price Sheet*.
 5. Pricing for any remaining services will be negotiated prior to contract award.
- G. Tables 2 and 3 of the *Official Price Sheet* are percentage-based commission costs.
1. Amounts entered in Tables 2 and 3 **must** be entered as percentages.

1.13 **PRIME CONTRACTOR RESPONSIBILITY**

- A. A single Prospective Contractor **must** be identified as the prime Contractor.
- B. The prime Contractor **shall** be responsible for the contract and jointly and severally liable with any of its subcontractors, affiliates, or agents to the State for the performance thereof.

1.14 **INDEPENDENT PRICE DETERMINATION**

- A. By submission of this proposal, the Prospective Contractor certifies, and in the case of a joint proposal, each party thereto certifies as to its own organization, that in connection with this proposal:
- The prices in the proposal have been arrived at independently, without collusion.
 - No prior information concerning these prices has been received from, or given to, a competitive company.

- B. Evidence of collusion warrants consideration of this proposal by the Office of the Attorney General. All Prospective Contractors **shall** understand that this paragraph may be used as a basis for litigation.

1.15 **PROPRIETARY INFORMATION**

- A. Submission documents pertaining to this *Bid Solicitation* become the property of the State and are subject to the Arkansas Freedom of Information Act (FOIA).
- B. In accordance with FOIA and to promote maximum competition in the State competitive bidding process, the State may maintain the confidentiality of certain types of information described in FOIA. Such information may include trade secrets defined by FOIA and other information exempted from the Public Records Act pursuant to FOIA.
- C. Prospective Contractor may designate appropriate portions of its response as confidential, consistent with and to the extent permitted under the Statutes and Rules set forth above, by submitting a redacted copy of the response.
- D. By so redacting any information contained in the response, the Prospective Contractor warrants that it has formed a good faith opinion having received such necessary or proper review by counsel and other knowledgeable advisors that the portions redacted meet the requirements of the Rules and Statutes set forth above.
- E. Under no circumstances will pricing information be designated as confidential.
- F. One (1) complete copy of the submission documents from which any proprietary information has been redacted should be submitted on a flash drive in the *Technical Proposal Packet*. A CD is also acceptable. Do not submit documents via email or fax.
- G. Except for the redacted information, the redacted copy **must** be identical to the original hard copy, reflecting the same pagination as the original and showing the space from which information was redacted.
- H. The Prospective Contractor is responsible for identifying all proprietary information and for ensuring the electronic copy is protected against restoration of redacted data.
- I. The redacted copy will be open to public inspection under FOIA without further notice to the Prospective Contractor.
- J. If a redacted copy of the submission documents is not provided with Prospective Contractor's response packet, a copy of the non-redacted documents, with the exception of financial data (other than pricing), will be released in response to any request made under FOIA.
- K. If the State deems redacted information to be subject to FOIA, the Prospective Contractor will be contacted prior to release of the documents.
- L. The State has no liability to a Prospective Contractor with respect to the disclosure of Prospective Contractor's confidential information ordered by a court of competent jurisdiction pursuant to FOIA or other applicable law.

1.16 **CAUTION TO PROSPECTIVE CONTRACTORS**

- A. Prior to any contract award, address all communication concerning this *Bid Solicitation* through the OSP buyer.
- B. Do not alter any language in any solicitation document provided by the State.
- C. Do not alter the *Official Bid Price Sheet*.
- D. All official documents and correspondence related to this solicitation become part of the resultant contract.
- E. The State has the right to award or not award a contract, if it is in the best interest of the State to do so.
- F. As requested, provide clarification regarding Prospective Contractor's proposal response to OSP.
- G. Qualifications and proposed services **must** meet or exceed the required specifications as set forth in this *Bid Solicitation*.
- H. Prospective Contractors may submit multiple proposals.

1.17 **REQUIREMENT OF ADDENDUM**

- A. Only an addendum written and authorized by OSP will modify this *Bid Solicitation*.

- B. An addendum posted within three (3) calendar days prior to the proposal opening may extend the opening date and time and may or may not include changes to the Bid Solicitation.
- C. The Prospective Contractor is expected to check the OSP website, <http://www.arkansas.gov/dfa/procurement/bids/index.php>, for any and all addenda up to proposal opening.

1.18 **AWARD PROCESS**

A. Successful Contractor Selection

The Grand Total Score for each Prospective Contractor, which is the sum of the Technical Score and Cost Score, will be used to determine the ranking of proposals. The State may move forward to negotiations with those responsible Prospective Contractors determined, based on the ranking of the proposals, to be reasonably susceptible of being selected for award.

B. Negotiations

1. If the State so chooses, negotiations may be conducted with the highest ranking Prospective Contractors. Negotiations are conducted at the sole discretion of the State.
2. If negotiations fail to result in a contract, the State may begin the negotiation process with the next highest ranking Prospective Contractor. The negotiation process may be repeated until the anticipated successful Contractor has been determined, or until such time the State decides not to move forward with an award.

C. Anticipation to Award

1. Once the anticipated successful Contractor has been determined, the anticipated award will be posted on the OSP website at http://www.arkansas.gov/dfa/procurement/pro_intent.php.
2. The anticipated award will be posted for a period of fourteen (14) days prior to the issuance of a contract. Prospective Contractors and agencies are cautioned that these are preliminary results only, and a contract will not be issued prior to the end of the fourteen (14) day posting period.
3. OSP may waive the policy of Anticipation to Award when it is in the best interest of the State.
4. It is the Prospective Contractor's responsibility to check the OSP website for the posting of an anticipated award.

D. Issuance of Contract

1. Any resultant contract of this *Bid Solicitation* is subject to State approval processes which may include Legislative review.
2. A State Procurement Official will be responsible for the solicitation and award of any resulting contract.

1.19 **PRESENTATIONS**

A. The Prospective Contractors with the top three (3) Total Technical Scores after the completion of the technical proposal evaluation may be contacted by OSP to schedule a presentation and, if requested, **shall** deliver a presentation in person at the Office of State Procurement. The option for requiring presentations is at the discretion of ASP-HSO.

1. Qualifying Prospective Contractors will receive official notification from OSP regarding specific scheduling and presentation requirement details approximately two (2) weeks prior to the proposed presentation date.
2. The Account Manager to be assigned to the ASP-HSO contract **shall** be present for the presentation.
3. All other key personnel to be assigned to the ASP-HSO contract should also be present for the presentation.

B. Qualifying Prospective Contractors **shall** be responsible for providing any and all audio/visual or other equipment necessary for the presentation.

C. Qualifying Prospective Contractors **shall** be responsible for all expenses associated with the presentation, including travel and preparation expenses.

D. Qualifying Prospective Contractors **shall not** discuss or include pricing in the presentation.

E. Presentations will not consist of a question and answer session.

1.20 **MINORITY AND WOMEN-OWNED BUSINESS POLICY**

A. A minority-owned business is defined by Arkansas Code Annotated § 15-4-303 as a business owned by a lawful permanent resident of this State who is:

- African American
- American Indian
- Asian American
- Hispanic American
- Pacific Islander American
- A Service Disabled Veteran as designated by the United States Department of Veteran Affairs

B. A women-owned business is defined by Act 1080 of the 91st General Assembly Regular Session 2017 as a business that is at least fifty-one percent (51%) owned by one (1) or more women who are lawful permanent residents of this State.

C. The Arkansas Economic Development Commission conducts a certification process for minority-owned and women-owned businesses. If certified, the Prospective Contractor's Certification Number should be included on the *Proposal Signature Page*.

1.21 **EQUAL OPPORTUNITY POLICY**

A. In compliance with Arkansas Code Annotated § 19-11-104, OSP must have a copy of the anticipated Contractor's *Equal Opportunity (EO) Policy* prior to issuing a contract award.

B. *EO Policies* should be included as a hardcopy accompanying the solicitation response.

C. Contractors are responsible for providing updates or changes to their respective policies, and for supplying *EO Policies* upon request to other State agencies that must also comply with this statute.

D. Prospective Contractors who are not required by law to have an *EO Policy* **must** submit a written statement to that effect.

1.22 **PROHIBITION OF EMPLOYMENT OF ILLEGAL IMMIGRANTS**

A. Pursuant to Arkansas Code Annotated § 19-11-105, Contractor(s) providing services **shall** certify with OSP that they do not employ or contract with illegal immigrants.

B. By signing and submitting a response to this *Bid Solicitation*, a Prospective Contractor agrees and certifies that they do not employ or contract with illegal immigrants. If selected, the Prospective Contractor certifies that they will not employ or contract with illegal immigrants during the aggregate term of a contract.

1.23 **RESTRICTION OF BOYCOTT OF ISRAEL**

A. Pursuant to Arkansas Code Annotated § 25-1-503, a public entity **shall not** enter into a contract with a company unless the contract includes a written certification that the person or company is not currently engaged in, and agrees for the duration of the contract not to engage in, a boycott of Israel.

B. This prohibition does not apply to a company which offers to provide the goods or services for at least twenty percent (20%) less than the lowest certifying business.

C. By checking the designated box on the Proposal Signature Page of the response packet, a Prospective Contractor agrees and certifies that they do not, and will not for the duration of the contract, boycott Israel.

1.24 **PAST PERFORMANCE**

In accordance with provisions of State Procurement Law, specifically OSP Rule R5:19-11-230(b)(1), a Prospective Contractor's past performance with the State may be used to determine if the Prospective Contractor is "responsible." Proposals submitted by Prospective Contractors determined to be non-responsible will be rejected.

1.25 **COMPLIANCE WITH THE STATE SHARED TECHNICAL ARCHITECTURE PROGRAM**

The Prospective Contractor's solution **must** comply with the State's shared Technical Architecture Program which is a set of policies and standards that can be viewed at: <https://www.dfa.arkansas.gov/intergovernmental-services/state-technology-cost-analysis/architecture-compliance/>. Only those standards which are fully promulgated or have been approved by the Governor's Office apply to this solution.

1.26 **VISA ACCEPTANCE**

A. Awarded Contractor should have the capability of accepting the State's authorized VISA Procurement Card (p-card) as a method of payment.

- B. Price changes or additional fee(s) **must not** be levied against the State when accepting the p-card as a form of payment.
- C. VISA is not the exclusive method of payment.

1.27 PUBLICITY

- A. Do not discuss the solicitation nor your proposal response, nor issue statements or comments, nor provide interviews to any public media during the solicitation and award process.
- B. Failure to comply with this Requirement may be cause for a Prospective Contractor's proposal to be rejected.

1.28 RESERVATION

The State will not pay costs incurred in the preparation of a proposal.

SECTION 2 – REQUIREMENTS

- **Do not provide responses to items in this section unless specifically and expressly required.**

2.1 INTRODUCTION

The Office of State Procurement (OSP) issues this Request for Proposal (RFP) on behalf of the Arkansas State Police (ASP) to obtain proposals and a contract for Comprehensive Advertising and Marketing Services.

The mission of ASP is to protect human life and property in the State by providing the highest quality of law enforcement services to the public, which includes promoting highway safety policies and practices that assure safety for Arkansas' motorists. Highway safety is administered through the Arkansas Highway Safety Office (HSO) and is critical to ASP's mission.

ASP is looking to identify an advertising and marketing firm with a proven record of success in traffic safety advertising to develop, conduct, and manage a Statewide Highway Safety Marketing Plan as part of its behavioral Highway Safety Program.

The Highway Safety Marketing Plan will include coordinating media, highway safety communications, and public education activities to influence the public to behave more safely in traffic. ASP-HSO's Highway Safety Program is funded by State and Federal highway safety funds and other resources to save lives and reduce injuries on all of the State's roadways.

ASP-HSO primarily uses National Highway Traffic Safety Administration's (NHTSA) national campaign slogans such as "Drive Sober or Get Pulled Over" and "Click It or Ticket" as part of its efforts to decrease impaired driving and promote safety belt usage, and to meet NHTSA's High Visibility Enforcement mobilization grant criteria.

These national campaigns use multiple media opportunities to inform, persuade, and motivate the public (specifically Arkansans at high risk for traffic death and injury) to change attitudes and behaviors towards highway safety. Additional campaigns may include social norming initiatives to boost year-round awareness of the core campaign messages and may focus on motorcycle safety, distracted driving, teen driving safety, pedestrian and bicycle safety, and child passenger safety awareness.

2.2 BACKGROUND AND CURRENT ENVIRONMENT

A. Arkansas Highway Safety Office

The Arkansas Highway Safety Office administers Federal highway funds from NHTSA and oversees Highway Safety Program efforts supported by these funds for the State. Each year the ASP-HSO prepares a data-driven Highway Safety Plan based on traffic crash statistics that identifies the State's traffic related safety problems, establishes highway safety goals and objectives, and recommends programs and projects for funding during the year that are most effective in reducing traffic fatalities, injuries, and crashes.

The Highway Safety Plan is a State document, coordinated with the State's Highway Safety Program that the State submits each fiscal year as its application for highway safety grants. The Highway Safety Plan describes the strategies and projects the State plans to implement and the resources from all sources it plans to use to achieve its highway safety performance targets. The 2018 Highway Safety Plan, which includes various highway safety partners and program goals, has been provided for reference as *Attachment A: AR FY18 Highway Safety Plan*.

The ASP-HSO provides leadership and innovation in partnership with traffic safety advocates, professionals, and organizations to develop and implement the Highway Safety Plan. The ASP-HSO also prepares an Annual Report that outlines progress made toward reaching established highway safety goals.

The ASP-HSO enlists evidence-based strategies to address the main causes of highway injuries and deaths. These strategies include:

- Utilizing high visibility enforcement of traffic safety laws publicized through paid and earned media support.
- Using traffic related data to identify and target high risk populations and areas.
- Creating and developing partnerships to magnify its efforts.

Research has determined that certain populations are at highest risk for traffic death and injury. ASP-HSO campaigns target those populations which include but are not limited to:

- Male drivers between the ages of eighteen (18) and thirty-four (34).
- Teenage drivers.
- Individuals driving without a safety belt.
- Individuals driving under the influence of alcohol or other drugs.
- Minority populations.

ASP-HSO's successful outcomes include:

- Passing legislation to make Arkansas' seat belt law a primary law.
- Passing a Graduated Driver's License Law to protect teenage drivers.
- Reduced drunk driving rates.
- A steady increase in Arkansas' seat belt use rate.

B. **Arkansas Highway Safety Program**

The Highway Safety Act of 1966 was enacted to provide grant funds to States for the purpose of reducing highway fatalities, injuries, and crashes. The Act provides grant funds to States, Indian Nations, and territories each year according to a statutory formula based on population and road mileage. The grant funds support State planning to identify and quantify highway safety problems, provide start-up or "seed" money for new innovative programs, and give new direction to existing safety programs. The Act also provides that each Governor appoint a representative to administer the State Highway Safety Program.

The Highway Safety Program includes the planning, strategies, performance measures, and general oversight and management of highway safety strategies and projects to address highway safety problems in the State.

C. **High Visibility Enforcement Mobilizations**

The primary focus of High Visibility Enforcement activities has been a key ingredient to the success in reducing traffic related injuries and fatalities in Arkansas and across the nation. High Visibility Enforcement is defined as periodic high intensity and sustained enforcement efforts supported by a coordinated media publicity plan. It is critical to let the population know, through appropriate and aggressive communication strategies, that law enforcement agencies are actively enforcing specific traffic safety laws, such as safety belt laws, child restraint laws, and Driving While Intoxicated (DWI) or Driving Under the Influence (DUI) laws, and that officers are seen by the driving public undertaking these enforcement activities.

"Click It or Ticket" and "Drive Sober or Get Pulled Over" are examples of national High Visibility Enforcement mobilizations developed by the NHTSA that were coordinated by the ASP-HSO in Arkansas. Research in traffic safety has shown that integrated marketing communication campaigns that combine strong mass media advertising, strong enforcement, significant publicity about that enforcement, and strong community involvement are the most effective. This includes a diverse mix of paid media, sponsorships, public relations, collateral and promotional materials, and grassroots outreach to inform the public about the mobilization.

To track outcomes of the public awareness campaigns, the University of Arkansas conducts an annual Statewide telephone survey and Statewide seat belt observational survey. Excerpts are available in ASP-HSO's annual reports, and the 2018 Highway Safety Annual Report has been provided for reference as *Attachment B: AR FY18 Highway Safety Annual Report*.

Arkansas' mobilization schedule is available at www.asp.arkansas.gov/hso/hso_index.html. More information about traffic safety programs can be obtained by visiting www.trafficsafetymarketing.gov and www.nhtsa.gov.

2.3 **PROSPECTIVE CONTRACTOR QUALIFICATIONS**

- A. Prior to award, the Prospective Contractor **shall** be authorized to do business in the State of Arkansas.
- B. The Prospective Contractor **shall** be an advertising, marketing, and public relations firm located in the United States.
 1. The required services outlined in this RFP **must** be performed from within the United States.
- C. The Prospective Contractor **shall** have a minimum of five (5) years of experience in traffic safety advertising.

1. This experience may be fulfilled by proposed subcontractors submitted on the *Proposed Subcontractors Form* included in the *Technical Proposal Packet*.
- D. The Prospective Contractor **shall** have a minimum of five (5) years of experience with public information-oriented, education-oriented, and awareness-oriented advertising and marketing campaigns and social-norming methods.
1. This experience may be fulfilled by proposed subcontractors submitted on the *Proposed Subcontractors Form* included in the *Technical Proposal Packet*.
- E. The Prospective Contractor **shall** have experience in multi-channel marketing, advertising, strategic planning, creative conceiving, copywriting, media planning and buying, social and digital media, website hosting, and public relations with similar large-scale project development and implementation.
1. This experience may be fulfilled by proposed subcontractors submitted on the *Proposed Subcontractors Form* included in the *Technical Proposal Packet*.
- F. The Prospective Contractor **shall** have experience with traffic safety best practices in public relations campaign management and should have experience in Arkansas' media markets.
1. This experience may be fulfilled by proposed subcontractors submitted on the *Proposed Subcontractors Form* included in the *Technical Proposal Packet*.
- G. Within thirty (30) days of award, the Account Manager to be assigned to the ASP-HSO account **shall** be physically located in an office in the greater Little Rock metropolitan area.
1. The Account Manager should have a minimum of five (5) years of experience in traffic safety advertising, public information-oriented, education-oriented, and awareness-oriented advertising and marketing campaigns and social-norming methods.
 2. The Account Manager should have experience in multi-channel marketing, advertising, strategic planning, creative conceiving, and public relations with similar large-scale project development and implementation.
 3. The Account Manager should have experience with traffic safety best practices in public relations campaign management and should have experience in Arkansas' media markets.
 4. The Account Manager **shall** be organized and able to work within specified deadlines.
- H. Within thirty (30) days of award, the Media Buyer to be assigned to the ASP-HSO account **shall** be physically located in an Arkansas office.
1. The Media Buyer should have a minimum of five (5) years of experience in traffic safety advertising, public information-oriented, education-oriented, and awareness-oriented media buying.
 2. The Media Buyer should have experience media planning and buying with similar large-scale project development and implementation.
 3. The Media Buyer should have experience in negotiating added-value and should have experience in Arkansas' media markets.
- I. The Prospective Contractor **shall not** have potential, pending, or ongoing litigation (criminal or civil), nor any bankruptcy petitions pertaining to the Prospective Contractor's company that impacts and/or has the potential to impact the Prospective Contractor's ability to effectively and impartially honor the terms of any contract resulting from this RFP.
1. Throughout the term(s) of any resultant contract, the Contractor **shall** notify ASP-HSO immediately upon knowledge of any such litigation or bankruptcy petition.
 2. During the duration of any resultant contract, the State reserves the right, in its sole discretion, to determine if any actual and/or potential conflict(s) of interest, litigation, and/or bankruptcy petition disclosed by the Contractor will directly conflict, impact, and/or prevent the Contractor from effectively and impartially honoring the terms of the contract resulting from this RFP.

2.4 **GENERAL REQUIREMENTS**

- A. Prior to award, and within two (2) business days of OSP's request, the Prospective Contractor and all subcontractors **shall** sign and submit the *2019 NHTSA Certifications and Assurances Agreement* via email to the OSP buyer. (See *Attachment C—2019 NHTSA Certifications and Assurances Agreement*.)
1. The Contractor and all subcontractors **shall** sign and submit the *NHTSA Certification and Assurances Agreement* to the ASP-HSO Program Administrator or the Program Administrator's designee each year upon ASP-HSO request.
 2. The Contractor and all subcontractors **shall** comply with all requirements of the *NHTSA Certificates and Assurances Agreement* during the entire duration of the contract.
 3. The *2019 NHTSA Certification and Assurances Agreement* may be submitted with the *Bid Response Packet*.
- B. Throughout the term(s) of any contract resulting from this RFP, and as requested by ASP-HSO and/or required by law, the State reserves the right to add any advertising or marketing services offered by the Contractor under the scope of this RFP.
1. If pricing for these services is not already submitted on the *Official Bid Price Sheet*, the Contractor **shall** negotiate pricing with ASP-HSO if and when the services are added.
 2. Pricing **must** be consistent with current contract pricing for similar services and **must** be agreed upon in writing between ASP-HSO and the Contractor prior to implementation of the service.

2.5 **HIGHWAY SAFETY MARKETING PLAN REQUIREMENTS**

- A. The Contractor **shall** develop and implement a year-long, research-based, strategic, and comprehensive Statewide Highway Safety Marketing Plan (Plan) for each year of any resultant contract.
1. As part of the Plan, the Contractor **shall** develop, conduct, and manage Statewide earned and paid media public awareness campaigns as specified by ASP-HSO.
 2. The Plan will be utilized by ASP-HSO staff to monitor the impact of specific campaigns.
- B. The Contractor **shall** submit Plan components and campaign strategies to ASP-HSO for approval by the date specified by ASP-HSO of each fiscal year.
1. The format and manner in which the Plan **must** be submitted will be negotiated after contract award with ASP-HSO having final approval on all submission requirements.
- C. The Contractor **shall** specify measurable objectives and performance indicators within the Plan.
- D. The Contractor **shall** determine and recommend the best strategies for reaching the target audience and achieving the greatest overall impact for saving lives and preventing injuries on Arkansas roadways.
- E. The Contractor **shall** submit proposed allocations for media, highway safety communications, public education activities, and any other public awareness initiatives specified by ASP-HSO with allocation amounts categorized by media type and market within timeframes and in a format and manner approved by ASP-HSO.
- F. The Contractor **shall** coordinate, create, test, produce, place, and manage all media, highway safety communications, public education activities, and any other public awareness initiatives specified by ASP-HSO that include a diverse mix of paid and earned media, social and digital media, sponsorships, printed promotional materials, and grassroots outreach.
- G. The Contractor **shall** create campaigns using multiple media opportunities as requested by ASP-HSO, including but not limited to:
1. Brochure design and production.
 2. Color magazine ad production and placement.
 3. Newspaper ad production and placement.
 4. Radio & television ad production and placement.
 5. Annual report design and production.

6. Poster design and production.
 7. Feature article.
 8. News release.
 9. Social media.
 10. Website hosting and redesign.
- H. The Contractor **shall** provide measurable evaluation methods to ASP-HSO for campaign outcomes.
- I. Specified campaigns **must** comply with the NHTSA's High Visibility Enforcement mobilization grant criteria including using the "Drive Sober or Get Pulled Over" and "Click It or Ticket" campaign slogans.
- J. Specified campaigns **must** focus on:
1. Decreasing impaired driving.
 2. Increasing safety belt use.
 3. Reducing speeding.
- K. Specified campaigns **must** target Arkansans at high risk such as male drivers aged eighteen (18) to thirty-four (34) and teenage drivers.
- L. Specified campaigns **must** be designed to change attitudes and behaviors regarding highway safety.
- M. The Contractor **shall** develop additional campaigns such as campaigns that focus on motorcycle safety, aggressive driving, distracted driving, pedestrian and bicycle safety, and teen driving safety awareness as requested by ASP-HSO.
- N. Campaigns **must** include paid media purchases, earned media, partnership opportunities, production, pre-testing, placement, and evaluation of the placed media as requested by ASP-HSO.
- O. Campaigns **must** include other social norming initiatives to boost the year-round awareness of the core campaign messages.
- P. Campaigns **must** generate a high public awareness, particularly among the target audience, of the increased and concentrated law enforcement presence and participation during High Visibility Enforcement mobilizations.
- Q. The Contractor **shall** review and incorporate existing media campaigns where appropriate and as requested by ASP-HSO.

2.6 **ACCOUNT MANAGEMENT**

- A. The Contractor **shall** meet the media, marketing, and public education needs of ASP-HSO in a timely, efficient, coordinated, and integrated manner.
- B. The Contractor **shall** collaborate with ASP-HSO contractors, traffic safety advocates, professionals, organizations, and other partners to:
1. Maximize campaign impact.
 2. Sustain campaign message.
 3. Promote High Visibility Enforcement mobilizations and traffic safety events.
 4. Meet creative idea and project deliverable deadlines.
 5. Identify and implement new efficiencies and campaign message integration.
 6. Encourage the sharing of best practices and lessons learned.
- C. The Contractor **shall** work within the specified time constraints while maintaining desired performance levels.
- D. The Contractor **shall** adhere to and support the strategies set forth in ASP-HSO's stated mission.

- E. The Contractor **shall** research new insights into behavior modification advertising, identify effective ways to reach the target audience, and make recommendations to ASP-HSO for the most economical use of the funds.
- F. The Contractor **shall** provide all multi-channel marketing, advertising, and strategic planning for all of ASP-HSO's traffic safety and public awareness and education campaigns, mobilizations, sports marketing, events, and programs as requested by ASP-HSO.
- G. The Contractor **shall** conduct creative testing of any new advertising materials with focus groups as specified by the ASP-HSO staff and/or advisory board.
 - 1. The Contractor **shall** provide examples of methods to ASP-HSO, with adequate rationales as to how or why to test proposed or new advertising materials.
- H. The Contractor **shall** have an office with a minimum of one (1) dedicated Account Manager in the greater Little Rock metropolitan area within thirty (30) calendar days of contract start date and throughout any resultant contract term.
 - 1. The Account Manager **shall** be fluent in English.
- I. Upon request by ASP-HSO, the Contractor **shall** replace any staff member assigned to the State's account.
 - 1. The Contractor **shall** provide ASP-HSO with a replacement having equal or greater qualifications and expertise than the staff member being replaced, with ASP-HSO having final approval of any replacement.
 - 2. The Contractor **shall** provide the replacement in such a way that does not disrupt the daily operations of the ASP-HSO account.
- J. The dedicated Account Manager **shall** be the point of contact for the State in all matters related to the services under any resulting contract.
 - 1. The Account Manager is anticipated to have daily phone and/or email communications with ASP-HSO staff, particularly during mobilizations and other projects.
- K. If requested by ASP-HSO, the Account Manager **shall** attend an initial Kick-off Meeting in person at the ASP-HSO office in Little Rock with ASP-HSO staff or its designees to make introductions and discuss contract activities and deadlines.
 - 1. The date of the kick-off meeting will be specified by ASP-HSO.
 - 2. Other members of the Contractor's team **shall** attend the Kick-off Meeting in person or via conference call as specified by ASP-HSO.
- L. The Account Manager **shall** provide a written summary including deadlines of all contract activities to ASP-HSO via email in an ASP-HSO-approved document within fourteen (14) calendar days after the initial Kick-off Meeting.
- M. The Account Manager **shall** supervise day-to-day dedicated account management that includes account staff coordination, budget management, project timelines, status reports, quality control, and client communications.
 - 1. The Account Manager **shall** respond to ASP-HSO requests within twenty-four (24) hours of the request and in the manner the request was made.
- N. The Account Manager, and additional staff as specified by ASP-HSO, **shall** meet with ASP-HSO regularly as specified by ASP-HSO to ensure a well-coordinated work-flow and **shall** participate in strategic planning and follow-up meetings of the ASP-HSO.
 - 1. These meetings will be coordinated by the ASP-HSO and may include meeting with ASP-HSO program staff, contractors and, outside partner organizations.
 - 2. Meetings will include but not be limited to visiting location sites, monitoring sports buys, attending national webinars for mobilizations, and NHTSA assessment interviews.
 - 3. These meetings are anticipated to be once per month and are typically held during normal business hours which are Monday through Friday, 8:00 am to 5:00 pm, Central Time.
- O. The Account Manager **shall** attend periodic NHTSA or State-sponsored conferences as requested by ASP-HSO.

1. Costs incurred for conference travel will be reimbursed according to State and Federal regulations upon prior approval of ASP-HSO and upon submission of required ASP travel authorization documents.
2. Conferences are expected to be held two (2) times per year.

2.7 **MEDIA PLANNING AND BUYING**

- A. The Contractor **shall** provide a dedicated Media Buyer assigned to the ASP-HSO account who **shall** be physically located in an Arkansas office.
- B. The Contractor **shall** place advertising campaign ads through a combination of both paid placement ads and public service announcements of equal value, maximizing the exposure to target audiences and the value of media purchased under the allocated budget.
- C. The Contractor **shall** maximize the exposure to target audiences and the value of media purchased under the allocated budget (added value).
- D. The Contractor **shall** provide optimal media coverage to ensure the budget is maximized.
- E. The Contractor **shall** place all media according to a schedule approved by ASP-HSO using media approved by ASP-HSO.
- F. The Contractor **shall** develop, coordinate, and execute all earned media activities including public service announcements, feature stories, special news releases, special events, sporting events, news conferences, media interviews, talking points, and media kits.
 1. Some materials are available from the NHTSA for customization or for creating new materials using the themes provided.
- G. The Contractor **shall** negotiate for a minimum of a one-for-one bonus whenever possible.
- H. The Contractor **shall** review affidavits of performance for media buys to ensure accuracy and **shall** negotiate "make goods" resulting from scheduling errors.

2.8 **CREATIVE SERVICES**

- A. The Contractor **shall** provide all creative concepting and copywriting for all of ASP-HSO's traffic safety and public awareness and education campaigns, mobilizations, sports marketing, events, and programs as requested by ASP-HSO.
- B. The Contractor **shall** research, produce and/or procure, and manage assets and content for traffic safety development and marketing purposes, including but not limited to artwork, illustration, photography, video, music, maps, voiceover, copy, literature, and brand identity pieces.
- C. The Contractor **shall** research, produce and/or procure photography services, and manage the execution of photo and video shoots necessary to carry out programs and campaigns as required including but not limited to managing talent rights and fees for existing and newly created advertisements.
- D. The Contractor **shall** select pre-produced media and develop new media as requested by ASP-HSO.
- E. The Contractor **shall** create, test, produce, place, and evaluate television, radio, and online ads to promote traffic safety programs.
- F. The Contractor **shall** create, produce, publish, and distribute printed promotional materials as requested by ASP-HSO, including but not limited to brochures, magazines, newspaper ads, annual reports, and posters.
- G. Artwork for all printed and digital materials **must** be created using current industry-standard desktop, design, and publication applications approved by ASP-HSO.
- H. The Contractor **shall** translate design and produce content translated into Spanish as requested and approved by ASP-HSO.

2.9 **DIGITAL SERVICES**

- A. General Digital
 1. The Contractor **shall** strategize, create, produce, procure, and prepare digital advertising content for distribution on online media channels, including paid, owned, earned, and social media platforms.
 2. The Contractor **shall** negotiate rates and use for rights-managed assets.

3. The Contractor **shall** design and translate content for international, trade, and internal audiences as requested by ASP-HSO.
4. The Contractor **shall** design campaign content using static and dynamic data feeds and formats.

B. Social Media

1. The Contractor **shall** provide all social and digital media, web design, and digital imaging services for all of ASP-HSO's traffic safety and public awareness and education campaigns, mobilizations, sports marketing, events, and programs as requested by ASP-HSO.
2. The Contractor **shall** provide insightful leadership and best practices related to digital and social media communications and targeted marketing as requested by ASP-HSO.
3. The Contractor **shall** make updates and add crucial information to social media sites as specified by ASP-HSO.
4. The Contractor **shall** provide compelling, creative execution across all current and future social media channels.
5. The Contractor **shall** execute, measure, track, and evaluate all social analytics.

C. Website

1. ASP-HSO, in partnership with the Arkansas Department of Transportation and the Arkansas Department of Health, hosts a Toward Zero Deaths Program website as part of its overall plan to bring deaths on Arkansas roads to zero. The website (<http://tzdarkansas.org/pages/programs/>) provides information about the ASP-HSO Safety Plan, programs, news, events, and links to various resources. ASP-HSO plans to continue and expand the current website to a more comprehensive, one-stop source of information and announcements, but the expansion may not occur during the initial term of the contract.
2. The Contractor **shall** host and administer ASP-HSO's website (currently named tzdarkansas.org).
 - a. The Contractor will be provided full access to the current website and **shall** host and update the current website as directed by ASP-HSO.
3. The Contractor **shall** expand and re-design ASP-HSO's website as directed by ASP-HSO.
4. The Contractor **shall** develop digital marketing plans to reach the target audiences.
5. The Contractor shall provide execute, measure, track, and evaluate all website analytics.
6. The Contractor **shall** develop a brand positioning that complements the overall mission of ASP-HSO.
7. The Contractor **shall** provide insightful leadership and best practices related to digital communications and targeted marketing.
8. The Contractor **shall** employ best practices in website optimization and user experience for the public.
9. Details not stated in this RFP on administering and hosting ASP-HSO's website(s) will be negotiated after contract award.

D. Website Design and Strategy

1. The Contractor **shall** lead, actualize, and execute website re-design, coding, development, content apps, and integration of marketing campaigns and digital projects.
2. The Contractor **shall** create a user interface design.
3. The Contractor **shall** provide software engineering, programming, and development consistent with current technologies.
4. The Contractor **shall** identify and counsel as to how the State can maximize emerging technology and trends in web marketing, design, and development.

5. The Contractor **shall** identify and counsel as to how ASP-HSO can maximize emerging technology and trends in mobile platforms (such as tablets, smartphone, wearables) in terms of native and web apps to support and enhance ASP-HSO's marketing efforts.
6. The Contractor **shall** identify and counsel the State on current marketing and public relations efforts on digital and mobile platforms.
7. The Contractor **shall** advise on how to present and use ASP-HSO's URL on mobile devices (i.e., responsive design, content parity, etc.).
8. The Contractor **shall** develop content for ASP-HSO's URL that is compatible with mobile devices (i.e., responsive design, content parity, etc.).
9. The Contractor **shall** implement and provide any new and emerging web content delivery systems and technologies along with creative strategies and objectives as requested by ASP-HSO.
 - a. Provision of these services, and any implementation costs, will be negotiated with final approval by ASP-HSO.

E. Website Administration

1. The Contractor **shall** make any changes to the websites design and function as requested by ASP-HSO.
2. The Contractor **shall** notify ASP-HSO via email or telephone of any downtime for any and all functional components of the website within one (1) hour of discovery of an occurrence.
3. The Contractor **shall** make all reasonable efforts to minimize downtime and reduce service interruptions.
4. The Contractor **shall** resolve downtime and service interruptions within reasonable time frames approved by ASP-HSO.
5. The Contractor **shall** update the website with new technologies as they become available and as they are requested by ASP-HSO, within a timeframe negotiated and approved by ASP-HSO.
6. Within a timeframe acceptable to ASP-HSO, the Contractor **shall** make all content and function updates and changes to the website that are requested by ASP-HSO.
7. Within a timeframe acceptable to ASP-HSO, the Contractor **shall** complete all standard maintenance to the website, as well as any maintenance requests and requirements as stipulated by ASP-HSO.

2.10 PUBLIC RELATIONS

- A. The Contractor **shall** provide all public relations services for all of ASP-HSO's traffic safety and public awareness and education campaigns, mobilizations, sports marketing, events, and programs as requested by ASP-HSO.
- B. The Contractor **shall** identify and develop new partnerships and foster existing partnerships to bring awareness and education to the public regarding traffic safety.
- C. The Contractor **shall** strategize, develop, execute, and support public relations campaigns and program activities, using both traditional and emerging social media approaches, including public service announcements, feature stories, email blasts, special news releases, special events, sporting events, news conferences, media interviews, talking points, and media kits.

2.11 REPORTING

- A. The Contractor **shall** submit a Monthly Status Report to ASP-HSO in a format and within the timeframes approved by ASP-HSO.
 1. The Reports **must** include but may not be limited to the following information:
 - a. Status update for all current projects, production jobs, and promotional events.
 - b. Website and social media analytics.
 - c. Timelines for all mobilizations or campaigns.
 - d. Monthly and year to date expenditures.
 - e. Current project balance.

- B. The Contractor **shall** submit a detailed Annual Financial Report to ASP-HSO in a format and within the timeframes approved by ASP-HSO.
1. The Report **must** include the following information:
 - a. A summary of hourly rates as well as mark-up rates for third party costs on a yearly basis.
 - b. Available funding amount in the ASP-HSO budget.
 - c. Amount of funding currently committed.
- C. The Contractor **shall** submit a detailed Annual Programmatic Report to ASP-HSO in a format and within the timeframes approved by ASP-HSO.
1. The Report **must** include, at minimum, the following information for each campaign, mobilization, promotional event, website or social media initiative, public relations project:
 - a. A written recap and assessment.
 - b. Website and social media analytics.
 - c. Total expenditures.
 - d. Performance against performance indicators.
 - e. The overall impact.
- D. The Contractor **shall** monitor and maintain current Media Flowcharts on an ongoing basis to determine and improve the return on investment and effectiveness of all media buys.
1. The Flowcharts **must** be submitted to ASP-HSO in a format approved by ASP-HSO, as requested, and **must** include but not be limited to the following information:
 - a. Media type.
 - b. Market tiers.
 - c. Gross Rating point (GRP) levels.
 - d. Creative rotation.
 - e. Costs for each campaign, summarized by campaign, month, quarter, and year.
 - f. Audience reach.
- E. Upon request of ASP-HSO, the Contractor **shall** submit a Post Campaign Report following each High Visibility Enforcement mobilization to ASP-HSO in a format approved by ASP-HSO.

2.12 **PROPERTY RIGHTS**

- A. Upon expiration or termination of this contract, the Contractor **shall** transfer property rights of all data and deliverables (intellectual and tangible) to the ASP-HSO and **shall not** hold ownership or an intellectual property claim to any data or deliverable associated with the ASP-HSO account including but not limited to the following:
1. Patents.
 2. Trademarks.
 3. Logos.
 4. Television, radio, and outdoor advertising and marketing products.
 5. Printed advertising and marketing products.
 6. Media schedules.
 7. Digital products including websites and social media.
 8. Third party data, analytics, and/or records.

- B. Upon expiration or termination of this contract, the Contractor **shall** transfer all data, deliverables, and products the Contractor has created, developed, produced, or managed while performing the services outlined in this contract to the ASP-HSO and **shall not** charge a fee to the ASP-HSO for this service.
- C. The Contractor **shall** maintain all data and deliverables associated with the ASP-HSO account and **shall** transfer all data and deliverables associated with the ASP-HSO account to ASP-HSO within sixty (60) calendar days of the expiration or termination date of this contract and all data, deliverables, and products **shall** become the exclusive property of the ASP-HSO.
- D. The Contractor **shall not** utilize any portion of the projects created, developed, produced, or managed including all deliverables and creative concepts without the prior, written consent of the Director of the Arkansas State Police.

2.13 TRANSITION SERVICES

- A. If the successful Contractor is one other than the current service provider, upon execution of a resultant contract with the ASP-HSO, the Contractor **shall** initiate and coordinate the transition of services from the current provider.
- B. Should any subsequent contract for advertising and marketing services be awarded to a provider other than the awardee of this RFP, the then current Contractor **shall**, to the greatest extent possible and reasonable, cooperate with the ASP-HSO in initiating a smooth and orderly transition to the next Contractor.

2.14 PERFORMANCE STANDARDS

- A. State law requires that all contracts for services include Performance Standards for measuring the overall quality of services provided that a Contractor **must** meet in order to avoid assessment of damages.
- B. The State may be open to negotiations of Performance Standards prior to contract award, prior to the commencement of services, or at times throughout the contract duration. *TABLE 1: Performance Standards* identifies expected deliverables, performance measures, or outcomes; and defines the acceptable standards.
- C. The State has the right to modify, add, or delete Performance Standards throughout the term of the contract, should the State determine it is in its best interest to do so. Any changes or additions to performance standards will be made in good faith following acceptable industry standards and may include the input of the Contractor so as to establish standards that are reasonably achievable.
- D. All changes made to the Performance Standards will become an official part of the contract.
- E. Performance Standards will continue throughout the aggregate term of the contract.
- F. Failure to meet the minimum Performance Standards as specified will result in the assessment of damages.
- G. In the event a Performance Standard is not met, the Contractor will have the opportunity to defend or respond to the insufficiency. The State has the right to waive damages if it determines there were extenuating factors beyond the control of the Contractor that hindered the performance of services. In these instances, the State has final determination of the performance acceptability.
- H. Should any compensation be owed to the State agency due to the assessment of damages, Contractor **shall** follow the direction of the State agency regarding the required compensation process.

TABLE 1: PERFORMANCE STANDARDS

Criteria	Performance Standard	Damages
Dedicated Project Management	Provides a minimum of one (1) dedicated staff member assigned by the Contractor to manage the ASP-HSO account as defined in this RFP.	\$50 per day for each day the assigned dedicated staff member does not respond to ASP-HSO within the timeframes specified in RFP Section 2.6.
Creative Development	Creative is developed within the timelines and budgets approved by ASP-HSO.	\$50 per occurrence when creative development exceeds budgets or per day late for established timelines not previously approved by ASP-HSO.
Creative Production	Creative is produced within the timelines and budgets approved by ASP-HSO.	\$50 per occurrence when creative production exceeds budgets or per day late for established timelines not previously approved by ASP-HSO.
Media Buys	Media buys are conducted within the timelines established by ASP-HSO.	\$50 per occurrence for each missed media buy.

SECTION 3 – CRITERIA FOR SELECTION

- **Do not provide responses to items in this section.**

3.1 TECHNICAL PROPOSAL SCORE

- A. OSP will review each *Technical Proposal Packet* to verify submission Requirements have been met. *Technical Proposals Packets* that do not meet submission *Requirements* will be rejected and will not be evaluated.
- B. An agency-appointed Evaluation Committee will evaluate and score qualifying Technical Proposals. Evaluation will be based on Prospective Contractor’s response to the *Information for Evaluation* section included in the *Technical Proposal Packet*.
1. Members of the Evaluation Committee will individually review and evaluate proposals and complete an Individual Score Worksheet for each proposal. Individual scoring for each Evaluation Criteria will be based on the following Scoring Description.

Quality Rating	Quality of Response	Description	Confidence in Proposed Approach
5	Excellent	When considered in relation to the RFP evaluation factor, the proposal squarely meets the requirement and exhibits outstanding knowledge, creativity, ability or other exceptional characteristics. Extremely good.	Very High
4	Good	When considered in the relation to the RFP evaluation factor, the proposal squarely meets the requirement and is better than merely acceptable.	High
3	Acceptable	When considered in relation to the RFP evaluation factor, the proposal is of acceptable quality.	Moderate
2	Marginal	When considered in relation to the RFP evaluation factor, the proposal's acceptability is doubtful.	Low
1	Poor	When considered in relation to the RFP evaluation factor, the proposal is inferior.	Very Low
0	Unacceptable	When considered in relation to the RFP evaluation factor, the proposal clearly does not meet the requirement, either because it was left blank or because the proposal is unresponsive.	No Confidence

2. After initial individual evaluations are complete, the Evaluation Committee members will meet to discuss their individual ratings. At this consensus scoring meeting, each member will be afforded an opportunity to discuss his or her rating for each evaluation criteria.
 3. After committee members have had an opportunity to discuss their individual scores with the committee, the individual committee members will be given the opportunity to change their initial individual scores, if they feel that is appropriate.
 4. The final individual scores of the evaluators will be recorded on the Consensus Score Sheets and averaged to determine the group or consensus score for each proposal.
 5. Other agencies, consultants, and experts may also examine documents at the discretion of the Agency.
- C. The *Information for Evaluation* section has been divided into sub-sections.
1. In each sub-section, items/questions have each been assigned a maximum point value of five (5) points. The total point value for each sub-section is reflected in the table below as the Maximum Raw Score Possible.

2. The agency has assigned Weighted Percentages to each sub-section according to its significance.

Information for Evaluation Sub-Sections	Maximum Raw Points Possible	Sub-Section's Weighted Percentage	* Maximum Weighted Score Possible
E.1 Qualifications and Experience	40	50%	350
E.2 Digital Services	20	10%	70
E.3 Account Management	45	20%	140
E.5 Past Client Marketing Plan Sample Work Submission	55	20%	140
Total Technical Score	160	100%	700

*Sub-Section's Percentage Weight x Total Weighted Score = Maximum Weighted Score Possible for the sub-section.

D. The proposal's weighted score for each sub-section will be determined using the following formula:

$$(A/B)*C = D$$

A = Actual Raw Points received for sub-section in evaluation
 B = Maximum Raw Points possible for sub-section
 C = Maximum Weighted Score possible for sub-section
 D = Weighted Score received for sub-section

E. The proposal's weighted scores for sub-sections will be added to determine the Total Technical Score for the Proposal.

3.2 PRESENTATION SCORE

- A. Presentation may be required at the discretion of ASP-HSO. The Prospective Contractors with the top three (3) Total Technical Scores after the completion of the technical proposal evaluation may be contacted to schedule a Presentation.
- B. The buyer will create a second set of score sheets by copying the Excel workbook (including the scores entered) and titling each of the score sheets in that workbook as the "Post-Presentation" score sheets.
- C. After each demonstration is complete, the Evaluation Committee members will have the opportunity to discuss the demonstration and revise their individual scores on the Post-Presentation Consensus Score Sheet based on the information in the demonstration.
- D. The final individual scores of the evaluators on the Post-Presentation Consensus Score Sheets will be averaged to determine the final Technical score for each proposal.

3.3 COST SCORE

- A. When pricing is opened for scoring, the maximum amount of cost points allocated to each table (Tables 1-3 on the *Official Bid Price Sheet*) will be given to the Prospective Contractor with the lowest Grand Total Estimated Cost Per Year (Table 1), the lowest Media Placement Percentage (Table 2), and the lowest Production Commission Cost Percentage (Table 3) as shown on the *Official Bid Price Sheet*. (See *Grand Total Score* for maximum points possible for cost score.)
- B. The amount of cost points per table given to the remaining proposals will be allocated by using the following formula:

$$(A/B)*C = D$$

A = Lowest Total Cost or Cost Percentage
 B = Second (third, fourth, etc.) Lowest Total Cost or Cost Percentage
 C = Maximum Points for Lowest Total Cost or Cost Percentage
 D = Total Cost Points Received

3.4 GRAND TOTAL SCORE

The Technical Score and Cost Score will be added together to determine the Grand Total Score for the proposal. The Prospective Contractor’s proposal with the highest Grand Total Score will be selected as the apparent successful Contractor. (See *Award Process*.)

	Maximum Points Possible
Technical Proposal	700
Cost Table 1	100
Cost Table 2	100
Cost Table 3	100
Maximum Possible Grand Total Score	1,000

3.5 PROSPECTIVE CONTRACTOR ACCEPTANCE OF EVALUATION TECHNIQUE

- A. Prospective Contractor **must** agree to all evaluation processes and procedures as defined in this solicitation.
- B. The submission of a *Technical Proposal Packet* signifies the Prospective Contractor’s understanding and agreement that subjective judgments will be made during the evaluation and scoring of the Technical Proposals.

SECTION 4 – GENERAL CONTRACTUAL ITEMS

- **Do not provide responses to items in this section.**

4.1 PAYMENT AND INVOICE PROVISIONS

- A. Forward invoices to:
- Arkansas State Police
Attn: Highway Safety Office
1 State Police Plaza Drive
Little Rock, AR 72209
- B. Payment will be made in accordance with applicable State of Arkansas accounting procedures upon acceptance goods and services by the agency.
- C. Do not invoice the State in advance of delivery and acceptance of any goods or services.
- D. Payment will be made only after the Contractor has successfully satisfied the agency as to the reliability and effectiveness of the goods or services purchased as a whole.
- E. The Contractor should invoice the agency monthly by an itemized list of charges. The agency's Purchase Order Number and/or the Contract Number should be referenced on each invoice.
- F. Other sections of this *Bid Solicitation* may contain additional Requirements for invoicing.
- G. Selected Contractor **must** be registered to receive payment and future *Bid Solicitation* notifications. Prospective Contractors may register on-line at <https://www.ark.org/contractor/index.html>.

4.2 GENERAL INFORMATION

- A. The State will not:
1. Lease any equipment or software for a period of time which continues past the end of a fiscal year unless the contract allows for cancellation by the State Procurement Official upon a thirty (30) day written notice to the Contractor/lessor in the event funds are not appropriated.
 2. Contract with another party to indemnify and defend that party for any liability and damages.
 3. Pay damages, legal expenses or other costs and expenses of any other party.
 4. Continue a contract once any equipment has been repossessed.
 5. Agree to any provision of a contract which violates the laws or constitution of the State of Arkansas.
 6. Enter a contract which grants to another party any remedies other than the following:
 - a. The right to possession.
 - b. The right to accrued payments.
 - c. The right to expenses of deinstallation.
 - d. The right to expenses of repair to return the equipment to normal working order, normal wear and tear excluded.
 - e. The right to recover only amounts due at the time of repossession and any unamortized nonrecurring cost as allowed by Arkansas Law.
- B. Any litigation involving the State **must** take place in Pulaski County, Arkansas.
- C. The laws of the State of Arkansas govern this contract.
- D. A contract is not effective prior to award being made by a State Procurement Official.

4.3 CONDITIONS OF CONTRACT

- A. Observe and comply with State and Federal laws, local laws, ordinances, orders, and regulations existing at the time of, or enacted subsequent to the execution of a resulting contract which in any manner affect the completion of the work.

- B. Indemnify and save harmless the agency and all its officers, representatives, agents, and employees against any claim or liability arising from or based upon the violation of any such law, ordinance, regulation, order or decree by an employee, representative, or subcontractor of the Contractor.

4.4 **STATEMENT OF LIABILITY**

- A. The State will demonstrate reasonable care but will not be liable in the event of loss, destruction or theft of Contractor-owned equipment or software and technical and business or operations literature to be delivered or to be used in the installation of deliverables and services. The Contractor will retain total liability for equipment, software and technical and business or operations literature. The State will not at any time be responsible for or accept liability for any Contractor-owned items.
- B. The Contractor's liability for damages to the State will be limited to the value of the Contract or \$5,000,000, whichever is higher. The foregoing limitation of liability will not apply to claims for infringement of United States patent, copyright, trademarks or trade secrets; to claims for personal injury or damage to property caused by the gross negligence or willful misconduct of the Contractor; to claims covered by other specific provisions of the Contract calling for damages; or to court costs or attorney's fees awarded by a court in addition to damages after litigation based on the Contract. The Contractor and the State will not be liable to each other, regardless of the form of action, for consequential, incidental, indirect, or special damages. This limitation of liability will not apply to claims for infringement of United States patent, copyright, trademark or trade secrets; to claims for personal injury or damage to property caused by the gross negligence or willful misconduct of the Contractor; to claims covered by other specific provisions of the Contract calling for damages; or to court costs or attorney's fees awarded by a court in addition to damages after litigation based on the Contract.
- C. Language in these terms and conditions **must not** be construed or deemed as the State's waiver of its right of sovereign immunity. The Contractor agrees that any claims against the State, whether sounding in tort or in contract, will be brought before the Arkansas Claims Commission as provided by Arkansas law and governed accordingly.

4.5 **RECORD RETENTION**

- A. Maintain all pertinent financial and accounting records and evidence pertaining to the contract in accordance with generally accepted principles of accounting and as specified by the State of Arkansas Law. Upon request, grant access to State or Federal Government entities or any of their duly authorized representatives.
- B. Make financial and accounting records available, upon request, to the State of Arkansas's designee(s) at any time during the contract period and any extension thereof, and for five (5) years from expiration date and final payment on the contract or extension thereof.
- C. Other sections of this *Bid Solicitation* may contain additional Requirements regarding record retention.

4.6 **PRICE ESCALATION**

- A. Price increases will be considered at the time of contract renewal.
- B. The Contractor **must** provide to OSP a written request for the price increase. The request **must** include supporting documentation demonstrating that the increase in contract price is based on an increase in market price. OSP has the right to require additional information pertaining to the requested increase.
- C. Increases will not be considered to increase profit or margins.
- D. OSP has the right to approve or deny the request.

4.7 **CONFIDENTIALITY**

- A. The Contractor, Contractor's subsidiaries, and Contractor's employees will be bound to all laws and to all Requirements set forth in this *Bid Solicitation* concerning the confidentiality and secure handling of information of which they may become aware of during the course of providing services under a resulting contract.
- B. Consistent and/or uncorrected breaches of confidentiality may constitute grounds for cancellation of a resulting contract, and the State has the right to cancel the contract on these grounds.
- C. Previous sections of this *Bid Solicitation* may contain additional confidentiality Requirements.

4.8 **CONTRACT INTERPRETATION**

Should the State and Contractor interpret specifications differently, either party may request clarification. However if an agreement cannot be reached, the determination of the State is final and controlling.

4.9 CANCELLATION

- A. For Cause. The State may cancel any contract resulting from this solicitation for cause when the Contractor fails to perform its obligations under it by giving the Contractor written notice of such cancellation at least thirty (30) days prior to the date of proposed cancellation. In any written notice of cancellation for cause, the State will advise the Contractor in writing of the reasons why the State is considering cancelling the contract and provide the Contractor with an opportunity to avoid cancellation for cause by curing any deficiencies identified in the notice of cancellation for cause prior to the date of proposed cancellation. To the extent permitted by law and at the discretion of the parties, the parties may agree to minor amendments to the contract and avoid the cancellation for cause upon mutual agreement.
- B. For Convenience. The State may cancel any contract resulting from the solicitation by giving the Contractor written notice of such cancellation sixty (60) days prior to the date of cancellation.
- C. If upon cancellation the Contractor has provided commodities or services which the State of Arkansas has accepted, and there are no funds legally available to pay for the commodities or services, the Contractor may file a claim with the Arkansas Claims Commission under the laws and regulations governing the filing of such claims.

4.10 SEVERABILITY

If any provision of the contract, including items incorporated by reference, is declared or found to be illegal, unenforceable, or void, then both the agency and the Contractor will be relieved of all obligations arising under such provision. If the remainder of the contract is capable of performance, it will not be affected by such declaration or finding and **must** be fully performed.

SECTION 5 – STANDARD TERMS AND CONDITIONS

- **Do not provide responses to items in this section.**
- 1. **GENERAL:** Any special terms and conditions included in this solicitation **shall** override these Standard Terms and Conditions. The Standard Terms and Conditions and any special terms and conditions **shall** become part of any resulting contract if any or all parts of the bid are accepted by the State of Arkansas.
- 2. **ACCEPTANCE AND REJECTION:** The State **shall** have the right to accept or reject all or any part of a bid or any and all bids, to waive minor technicalities, and to award the bid to best serve the interest of the State.
- 3. **BID SUBMISSION:** Original Proposal Packets **must** be submitted to the Office of State Procurement on or before the date and time specified for bid opening. The Proposal Packet **must** contain all documents, information, and attachments as specifically and expressly required in the *Bid Solicitation*. The bid **must** be typed or printed in ink. The signature **must** be in ink. Unsigned bids **shall** be rejected. The person signing the bid shall have title or authority to bind his firm in a contract. Multiple proposals **must** be placed in separate packages and should be completely and properly identified. Late bids **shall not** be considered under any circumstances.
- 4. **PRICES:** Bid unit price F.O.B. destination. In case of errors in extension, unit prices **shall** govern. Prices **shall** be firm and **shall not** be subject to escalation unless otherwise specified in the *Bid Solicitation*. Unless otherwise specified, the bid **must** be firm for acceptance for thirty days from the bid opening date. "Discount from list" bids are not acceptable unless requested in the *Bid Solicitation*.
- 5. **QUANTITIES:** Quantities stated in a *Bid Solicitation* for term contracts are estimates only, and are not guaranteed. Contractor **must** bid unit price on the estimated quantity and unit of measure specified. The State may order more or less than the estimated quantity on term contracts. Quantities stated on firm contracts are actual Requirements of the ordering agency.
- 6. **BRAND NAME REFERENCES:** Unless otherwise specified in the *Bid Solicitation*, any catalog brand name or manufacturer reference used in the *Bid Solicitation* is descriptive only, not restrictive, and is used to indicate the type and quality desired. Bids on brands of like nature and quality will be considered. If bidding on other than referenced specifications, the bid **must** show the manufacturer, brand or trade name, and other descriptions, and should include the manufacturer's illustrations and complete descriptions of the product offered. The State **shall** have the right to determine whether a substitute offered is equivalent to and meets the standards of the item specified, and the State may require the Contractor to supply additional descriptive material. The Contractor **shall** guarantee that the product offered will meet or exceed specifications identified in this *Bid Solicitation*. Contractors not bidding an alternate to the referenced brand name or manufacturer **shall** be required to furnish the product according to brand names, numbers, etc., as specified in the solicitation.
- 7. **GUARANTY:** All items bid **shall** be newly manufactured, in first-class condition, latest model and design, including, where applicable, containers suitable for shipment and storage, unless otherwise indicated in the *Bid Solicitation*. The Contractor hereby guarantees that everything furnished hereunder **shall** be free from defects in design, workmanship and material, that if sold by drawing, sample or specification, it **shall** conform thereto and **shall** serve the function for which it was furnished. The Contractor **shall** further guarantee that if the items furnished hereunder are to be installed by the Contractor, such items **shall** function properly when installed. The Contractor **shall** guarantee that all applicable laws have been complied with relating to construction, packaging, labeling and registration. The Contractor's obligations under this paragraph **shall** survive for a period of one year from the date of delivery, unless otherwise specified herein.
- 8. **SAMPLES:** Samples or demonstrators, when requested, **must** be furnished free of expense to the State. Each sample should be marked with the Contractor's name and address, bid or contract number and item number. If requested, samples that are not destroyed during reasonable examination will be returned at Contractor's expense. After reasonable examination, all demonstrators will be returned at Contractor's expense.
- 9. **TESTING PROCEDURES FOR SPECIFICATIONS COMPLIANCE:** Tests may be performed on samples or demonstrators submitted with the bid or on samples taken from the regular shipment. In the event products tested fail to meet or exceed all conditions and Requirements of the specifications, the cost of the sample used and the reasonable cost of the testing **shall** be borne by the Contractor.
- 10. **AMENDMENTS:** Contractor's proposals cannot be altered or amended after the bid opening except as permitted by regulation.
- 11. **TAXES AND TRADE DISCOUNTS:** Do not include State or local sales taxes in the bid price. Trade discounts should be deducted from the unit price and the net price should be shown in the bid.
- 12. **AWARD:** Term Contract: A contract award will be issued to the successful Contractor. It results in a binding obligation without further action by either party. This award does not authorize shipment. Shipment is authorized by the receipt of a purchase order from the ordering agency. Firm Contract: A written State purchase order authorizing shipment will be furnished to the successful Contractor.
- 13. **DELIVERY ON FIRM CONTRACTS:** This solicitation shows the number of days to place a commodity in the ordering agency's designated location under normal conditions. If the Contractor cannot meet the stated delivery, alternate delivery schedules may

become a factor in an award. The Office of State Procurement **shall** have the right to extend delivery if reasons appear valid. If the date is not acceptable, the agency may buy elsewhere and any additional cost **shall** be borne by the Contractor.

14. **DELIVERY REQUIREMENTS:** No substitutions or cancellations are permitted without written approval of the Office of State Procurement. Delivery **shall** be made during agency work hours only 8:00 a.m. to 4:30 p.m. Central Time, unless prior approval for other delivery has been obtained from the agency. Packing memoranda **shall** be enclosed with each shipment.
15. **STORAGE:** The ordering agency is responsible for storage if the Contractor delivers within the time required and the agency cannot accept delivery.
16. **DEFAULT:** All commodities furnished **shall** be subject to inspection and acceptance of the ordering agency after delivery. Back orders, default in promised delivery, or failure to meet specifications **shall** authorize the Office of State Procurement to cancel this contract or any portion of it and reasonably purchase commodities elsewhere and charge full increase, if any, in cost and handling to the defaulting Contractor. The Contractor **must** give written notice to the Office of State Procurement and ordering agency of the reason and the expected delivery date. Consistent failure to meet delivery without a valid reason may cause removal from the Contractors list or suspension of eligibility for award.
17. **VARIATION IN QUANTITY:** The State assumes no liability for commodities produced, processed or shipped in excess of the amount specified on the agency's purchase order.
18. **INVOICING:** The Contractor **shall** be paid upon the completion of all of the following: (1) submission of an original and the specified number of copies of a properly itemized invoice showing the bid and purchase order numbers, where itemized in the *Bid Solicitation*, (2) delivery and acceptance of the commodities and (3) proper and legal processing of the invoice by all necessary State agencies. Invoices **must** be sent to the "Invoice To" point shown on the purchase order.
19. **STATE PROPERTY:** Any specifications, drawings, technical information, dies, cuts, negatives, positives, data or any other commodity furnished to the Contractor hereunder or in contemplation hereof or developed by the Contractor for use hereunder **shall** remain property of the State, **shall** be kept confidential, **shall** be used only as expressly authorized, and **shall** be returned at the Contractor's expense to the F.O.B. point provided by the agency or by OSP. Contractor **shall** properly identify items being returned.
20. **PATENTS OR COPYRIGHTS:** The Contractor **must** agree to indemnify and hold the State harmless from all claims, damages and costs including attorneys' fees, arising from infringement of patents or copyrights.
21. **ASSIGNMENT:** Any contract entered into pursuant to this solicitation **shall not** be assignable nor the duties thereunder delegable by either party without the written consent of the other party of the contract.
22. **DISCRIMINATION:** In order to comply with the provision of Act 954 of 1977, relating to unfair employment practices, the Contractor agrees that: (a) the Contractor **shall not** discriminate against any employee or applicant for employment because of race, sex, color, age, religion, handicap, or national origin; (b) in all solicitations or advertisements for employees, the Contractor **shall** state that all qualified applicants **shall** receive consideration without regard to race, color, sex, age, religion, handicap, or national origin; (c) the Contractor will furnish such relevant information and reports as requested by the Human Resources Commission for the purpose of determining compliance with the statute; (d) failure of the Contractor to comply with the statute, the rules and regulations promulgated thereunder and this nondiscrimination clause **shall** be deemed a breach of contract and it may be cancelled, terminated or suspended in whole or in part; (e) the Contractor **shall** include the provisions of above items (a) through (d) in every subcontract so that such provisions **shall** be binding upon such subcontractor or Contractor.
23. **CONTINGENT FEE:** The Contractor guarantees that he has not retained a person to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies maintained by the Contractor for the purpose of securing business.
24. **ANTITRUST ASSIGNMENT:** As part of the consideration for entering into any contract pursuant to this solicitation, the Contractor named on the *Proposal Signature Page* for this solicitation, acting herein by the authorized individual or its duly authorized agent, hereby assigns, sells and transfers to the State of Arkansas all rights, title and interest in and to all causes of action it may have under the antitrust laws of the United States or this State for price fixing, which causes of action have accrued prior to the date of this assignment and which relate solely to the particular goods or services purchased or produced by this State pursuant to this contract.
25. **DISCLOSURE:** Failure to make any disclosure required by Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that order, **shall** be a material breach of the terms of this contract. Any Contractor, whether an individual or entity, who fails to make the required disclosure or who violates any rule, regulation, or policy **shall** be subject to all legal remedies available to the agency.

TECHNICAL PROPOSAL PACKET
SP-19-0041

PROPOSAL SIGNATURE PAGE

Type or Print the following information.

PROSPECTIVE CONTRACTOR'S INFORMATION					
Company:					
Address:					
City:		State:		Zip Code:	
Business Designation:	<input type="checkbox"/> Individual	<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Public Service Corp		
	<input type="checkbox"/> Partnership	<input type="checkbox"/> Corporation	<input type="checkbox"/> Nonprofit		
Minority and Women-Owned Designation*:	<input type="checkbox"/> Not Applicable	<input type="checkbox"/> American Indian	<input type="checkbox"/> Asian American	<input type="checkbox"/> Service Disabled Veteran	
	<input type="checkbox"/> African American	<input type="checkbox"/> Hispanic American	<input type="checkbox"/> Pacific Islander American	<input type="checkbox"/> Women-Owned	
AR Certification #: _____		* See <i>Minority and Women-Owned Business Policy</i>			
PROSPECTIVE CONTRACTOR CONTACT INFORMATION					
<i>Provide contact information to be used for bid solicitation related matters.</i>					
Contact Person:			Title:		
Phone:			Alternate Phone:		
Email:					
CONFIRMATION OF REDACTED COPY					
<input type="checkbox"/> YES, a redacted copy of submission documents is enclosed. <input type="checkbox"/> NO, a redacted copy of submission documents is <u>not</u> enclosed. I understand a full copy of non-redacted submission documents will be released if requested.					
<i>Note: If a redacted copy of the submission documents is not provided with Prospective Contractor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), will be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See Bid Solicitation for additional information.</i>					
ILLEGAL IMMIGRANT CONFIRMATION					
By signing and submitting a response to this <i>Bid Solicitation</i> , a Prospective Contractor agrees and certifies that they do not employ or contract with illegal immigrants. If selected, the Prospective Contractor certifies that they will not employ or contract with illegal immigrants during the aggregate term of a contract.					
ISRAEL BOYCOTT RESTRICTION CONFIRMATION					
By checking the box below, a Prospective Contractor agrees and certifies that they do not boycott Israel, and if selected, will not boycott Israel during the aggregate term of the contract.					
<input type="checkbox"/> Prospective Contractor does not and will not boycott Israel.					

An official authorized to bind the Prospective Contractor to a resultant contract shall sign below.

The signature below signifies agreement that any exception that conflicts with a Requirement of this *Bid Solicitation* **will cause the Prospective Contractor's proposal to be rejected.**

Authorized Signature: _____ Title: _____
Use Ink Only.

Printed/Typed Name: _____ Date: _____

PROPOSED SUBCONTRACTORS FORM

- **Do not** include additional information relating to subcontractors on this form or as an attachment to this form.

PROSPECTIVE CONTRACTOR PROPOSES TO USE THE FOLLOWING SUBCONTRACTOR(S) TO PROVIDE SERVICES.

Type or print the following information:

Subcontractor's Company Name	Street Address	City, State, ZIP

PROSPECTIVE CONTRACTOR DOES NOT PROPOSE TO USE SUBCONTRACTORS TO PERFORM SERVICES.

INFORMATION FOR EVALUATION

- Provide a response to each item/question in this section. Prospective Contractor may expand the space under each item/question to provide a complete response.
- **Do not** include additional information if not pertinent to the itemized request.

	Maximum RAW Score Available
E.1 QUALIFICATIONS AND EXPERIENCE	
<p>A. Describe your firm’s experience and capabilities in traffic safety advertising development, multi-channel marketing, creative concepting, advertising, and public relations in the past five (5) years.</p> <ol style="list-style-type: none"> 1. Include experience with traffic safety best practices and High Visibility Enforcement mobilizations. 2. Include which services and roles are covered in-house and which are covered by subcontractors. 	5 points
<p>B. Describe your firm’s experience with public information, education, and awareness-oriented advertising and marketing campaigns and social-norming methods and how your firm is uniquely positioned to provide these services to ASP-HSO.</p> <ol style="list-style-type: none"> 1. Include your firm’s experience engaging the target audience identified in the RFP. 2. Include your firm’s special event and sports marketing experience and capabilities. 	5 points
<p>C. Describe your firm’s capacity to provide dedicated account staff and timely response services for the ASP-HSO advertising, marketing, and public relations needs in Little Rock, Arkansas.</p>	5 points
<p>D. Provide the name, title, and relevant work history of the Account Manager to be assigned to the ASP-HSO account.</p> <ol style="list-style-type: none"> 1. Include experience in traffic safety advertising, public information-oriented, education-oriented, and awareness-oriented advertising and marketing campaigns and social-norming methods. 2. Include experience in multi-channel marketing, advertising, strategic planning, creative concepting, and public relations with similar large-scale project development and implementation. 3. Include experience in traffic safety best practices in public relations campaign management. 4. Include experience in Arkansas markets. 	5 points

<p>E. Provide the name, title, and relevant work history of the Media Buyer to be assigned to the ASP-HSO account.</p> <ol style="list-style-type: none"> 1. Include experience in traffic safety advertising, public information-oriented, education-oriented, and awareness-oriented advertising media buying. 2. Include experience in media buying with similar large-scale project development and implementation. 3. Include experience in Arkansas markets and in negotiating added-value. 	<p>5 points</p>
<p>F. Provide additional names, titles, and anticipated responsibilities of your firm’s key in-house staff members to be assigned to the ASP-HSO account, highlighting who will perform the following and include relevant experience and accomplishments:</p> <ol style="list-style-type: none"> 1. Strategic Planning 2. Creative Concepting and Services 3. Copywriting 4. Digital and Social Media Content and Services 5. Public Relations 	<p>5 points</p>
<p>G. List and describe any advertising, creative, or public relations awards won by your firm for original work in the most recent fiscal year.</p>	<p>5 points</p>
<p>H. List and describe any certifications, memberships, and/or accreditations relevant to branding and multi-channel marketing communications.</p>	<p>5 points</p>
<p>E.2 DIGITAL SERVICES</p>	
<p>A. Describe your firm’s website hosting, content development, and management experience and capabilities. Include your firm’s knowledge of best practices and analytical benchmarks with website development.</p>	<p>5 points</p>
<p>B. Describe your firm’s understanding of, experience with, and capabilities in social media. Include your firm’s strategic and creative process in the development of social media content.</p>	<p>5 points</p>
<p>C. Describe your firm’s capabilities and experience using target audience insight and tracking to direct and redirect marketing efforts. Include your firm’s experience with paid and social media metrics, analytics, and comprehensive reporting.</p>	<p>5 points</p>
<p>D. Describe your firm’s approach to digital content development and data, research, and management.</p>	<p>5 points</p>
<p>E.3 ACCOUNT MANAGEMENT</p>	
<p>A. Describe your firm’s approach to developing integrated advertising campaigns. Include a description of your firm’s creative process and how it determines and prioritizes strategy, insights, and recommendations.</p>	<p>5 points</p>

B. Detail your firm’s strategic approach to developing campaigns through owned, earned, and paid media.	5 points
C. Describe the process your firm will use to challenge ASP-HSO with new ideas that will advance ASP-HSO’s mission and objectives. Include an example of how your firm has used innovative methods to promote new programs and develop new partnerships.	5 points
D. Describe how your firm ensures there is a commitment to a collaborative team approach when working on a project.	5 points
E. Explain your firm’s capabilities and approach in understanding and marketing to specific audience segments. <ul style="list-style-type: none"> • Include any proprietary programs your firm uses to gain a better understanding of audience habits, tendencies, and motivations. • Include how your firm demonstrates program success to your clients. 	5 points
F. Describe your firm’s philosophy regarding strategic media planning.	5 points
G. Describe your firm’s experience and knowledge of best practices in public relations campaign management.	5 points
H. Describe your firm’s understanding of the unique systems, timelines, and responsibilities that are inherent when managing a State-government account. Include an example that demonstrates your firm’s experience working with limited funds to achieve a goal.	5 points
I. Describe how your firm will be able to incorporate and expand on existing partnerships and programs to advance ASP-HSO’s mission.	5 points
E.4 PAST CLIENT MARKETING PLAN SAMPLE WORK SUBMISSION	
A. Provide the following information and relevant support material for the Marketing Plan from one (1) of your firm’s past traffic safety clients:	
1. Provide the comprehensive multi-channel, strategic marketing plan including client challenges, opportunities, and goals. Detail the approach taken to address the client challenges.	5 points
2. Describe the analysis and research conducted to inform the plan such as reports, focus groups, online surveys, etc.	5 points
3. Describe the big idea you developed as the foundation or vehicle for the campaign.	5 points
4. Provide the branded, electronic, print media, and social media campaign components developed as a result of the plan. Include the following, as applicable:	
a. Brochure design and production	5 points
b. Color magazine, newspaper, and radio & television ad production and placement	5 points
c. Annual report design and production	5 points
d. Poster design and production	5 points

e. Feature article and news release	5 points
f. Website development and implementation	5 points
5. List and describe the analytics that were established and measured to demonstrate results and to optimize the plan.	5 points
6. Explain the success of the marketing plan in terms of results such as audience reach and goal achievement.	5 points

ARKANSAS

HIGHWAY SAFETY OFFICE



Photo courtesy of AR DOT / Rusty Hubbard

FY 2018 Performance Plan and Highway Safety Plan

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Appendix A to Part 1300

Appendix B to Part 1300

Attachments

A – Child Restraint Inspection Stations
B – Child restraint Inspections Events
C – State Traffic Records Strategic Plan
D – State Traffic Records Assessment
E – FY 18 405c IPR
F – FY 18 405c Information System Improvements Data
G – Sample Distracted Driving Questions/State Drivers License Exam

Governor of the State of Arkansas

Governor Asa Hutchinson

Governor's Office
State Capitol Room 250
Little Rock, Arkansas 72201

501-682-2345



Governor's Representative

Colonel William J. Bryant

Arkansas State Police
#1 State Police Plaza Drive
Little Rock, Arkansas 72209

501-618-8299



Highway Safety Office Administrator

Ms. Bridget White

Arkansas State Police
Highway Safety Office
#1 State Police Plaza Drive
Little Rock, Arkansas 72209

501-618-8136



INTRODUCTION

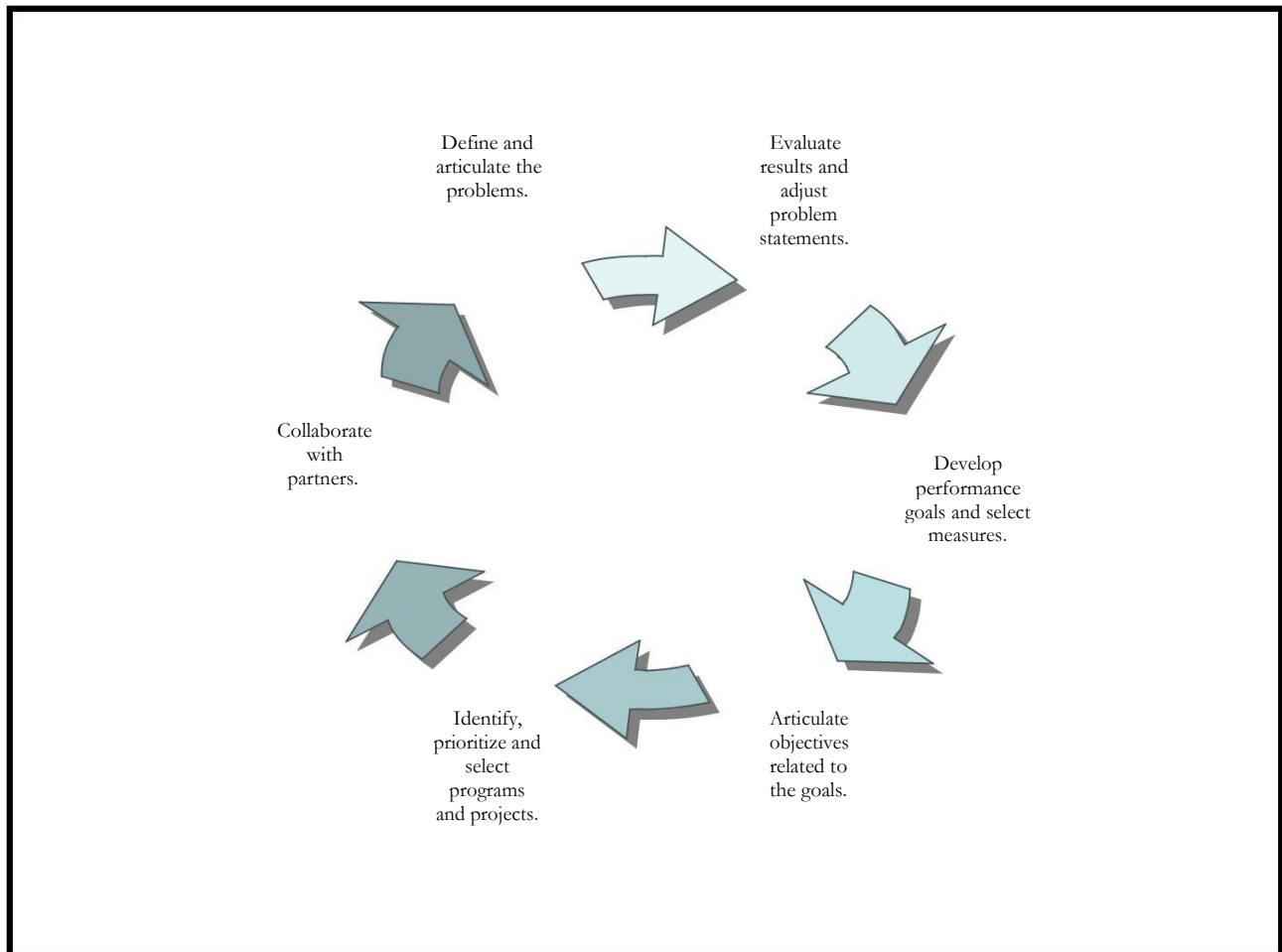
The State and Community Highway Safety Grant Program, enacted by the Highway Safety Act of 1966 as Section 402 of Title 23, United States Code, provides grant funds to the states, the Indian nations and the territories each year according to a statutory formula based on population and road mileage. The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

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

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

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

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

HIGHWAY SAFETY PLANNING PROCESS

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

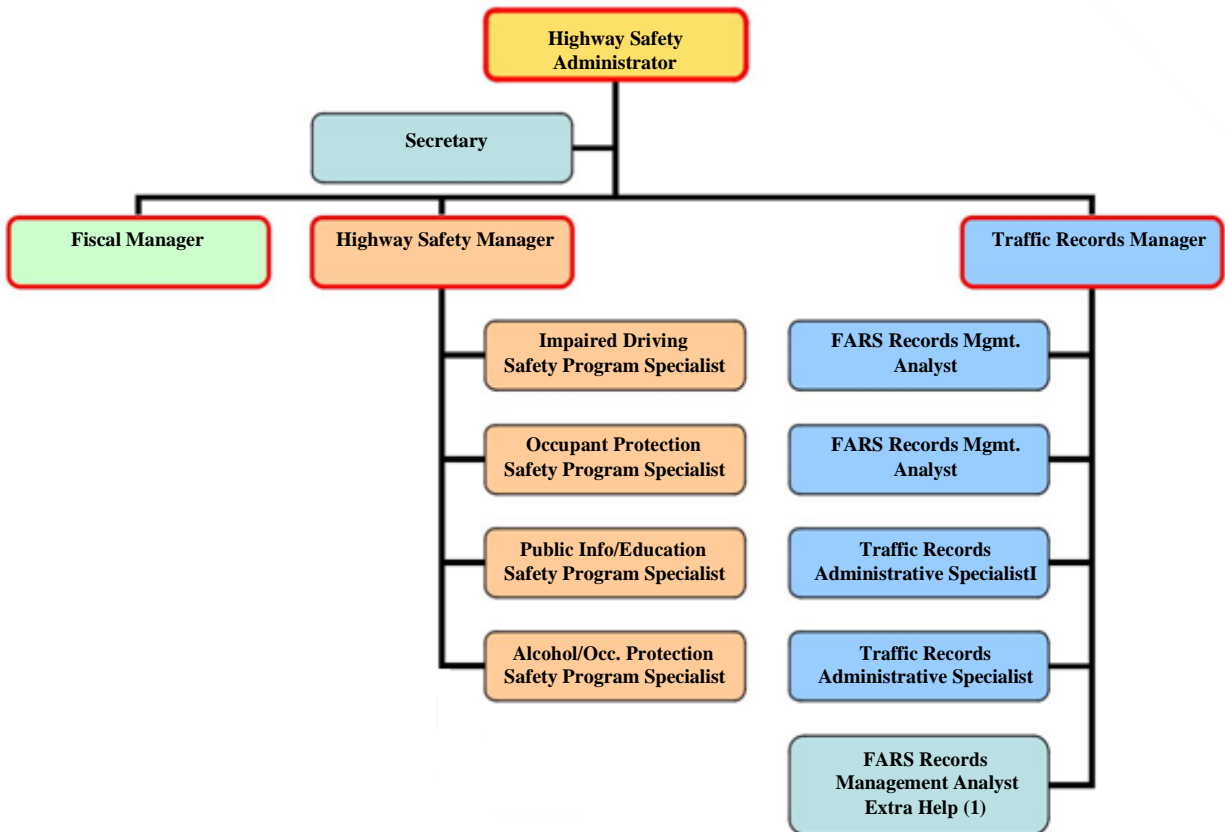
The following page outlines the sequence and timeline schedule that the AHSO established for the development of the FY 2018 program.

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

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

HIGHWAY SAFETY OFFICE ORGANIZATION

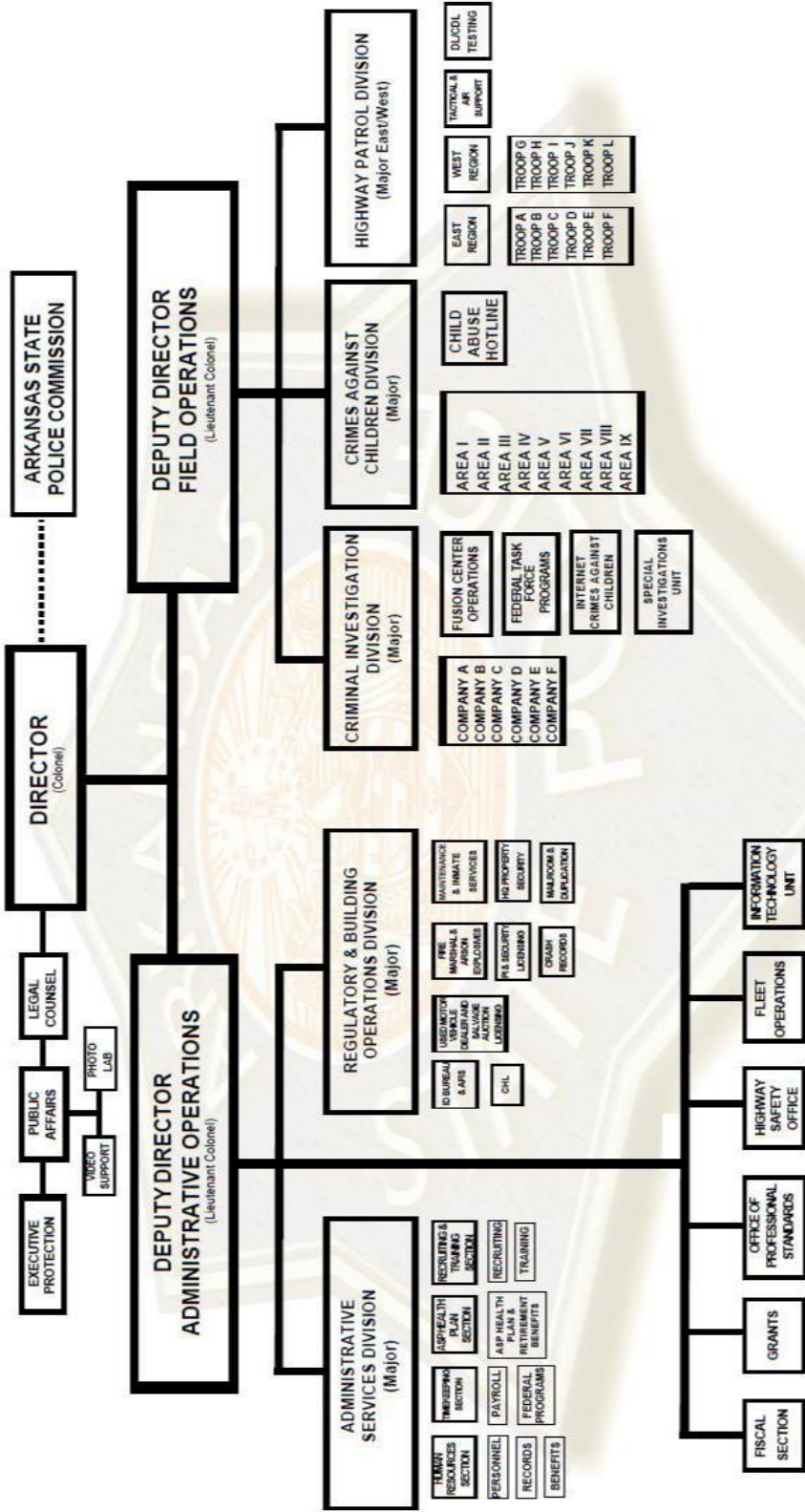
In July of 2002, by virtue of an Agreement of Understanding and the appointment of the Arkansas State Police (ASP) Director as the Governor's Highway Safety Representative, the Arkansas Highway Safety Office (AHSO) was transferred from the Arkansas Highway and Transportation Department to the Arkansas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



MISSION STATEMENT

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

Arkansas State Police Organizational Chart



EXECUTIVE SUMMARY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ARKANSAS'S EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PLAN

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

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

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

2016 PUBLIC AWARENESS SURVEY RESULTS

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

Survey question recommendations from the NHTSA-GHSA working group

Impaired driving

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

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

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

Approximately 79% Arkansans said they were aware of some type of impaired or drunk driving enforcement by police in the last 30 days.

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

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

Seat belt use

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

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

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

38% of Arkansans surveyed said they had read, seen, or heard of a special effort by police to ticket drivers in their community for seat belt violations.

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

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

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

Speeding

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

Five out of 10 (50%) of those surveyed said they have exceeded the speed limit in this case “Rarely.”

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

50% of those surveyed said they have exceeded the speed limit “Rarely.” Similarly, 35% said they “Never” drive faster than 75 miles per hour in this case.

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

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

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

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

LEGISLATION

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

91st Regular Session of 2017

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

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

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

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

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

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

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

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

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

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

Act 706 TO AMEND THE LAW CONCERNING DISTRACTED DRIVING.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

PROBLEM IDENTIFICATION PROCESS

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

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

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

The AHSO also collaborates with the following groups:

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

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

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

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

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

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

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

PROGRAM DEVELOPMENT AND GRANT SELECTION

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

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

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

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

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

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

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

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

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

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

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

PROJECT DEVELOPMENT

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

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

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

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

ESTABLISHING PERFORMANCE GOALS

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

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

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

GOALS, COUNTERMEASURES, AND PROJECT DESCRIPTIONS

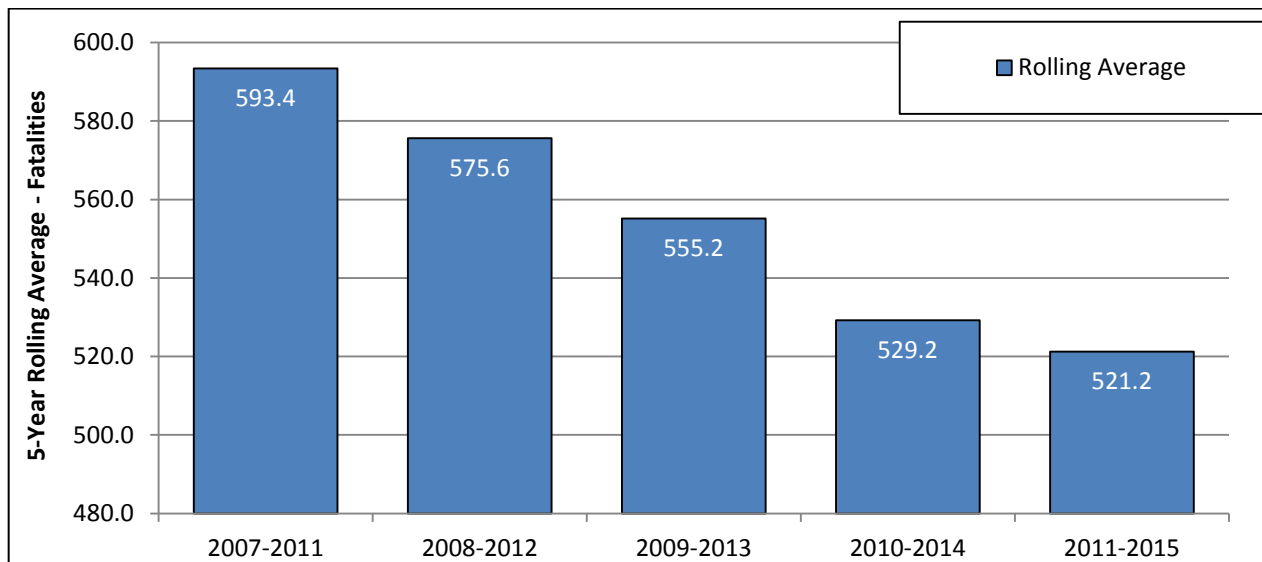
The collaborative SHSP targets represented in this plan were mutually agreed on and set by traffic safety partners/stakeholders during the most recent revision of the State Strategic Highway Safety Plan (SHSP). The performance measures, strategies, and goals were formulated after the analyses of data.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

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

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

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

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

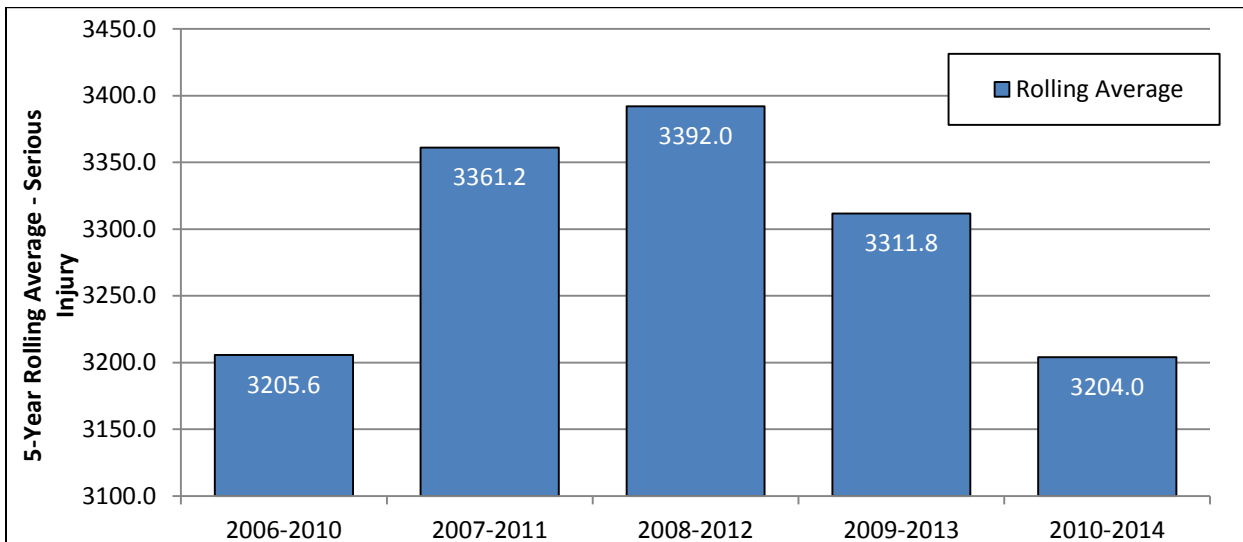


C-2) Serious Injuries in Traffic Crashes (Collaborative HSP/SHSP Target)

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

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

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



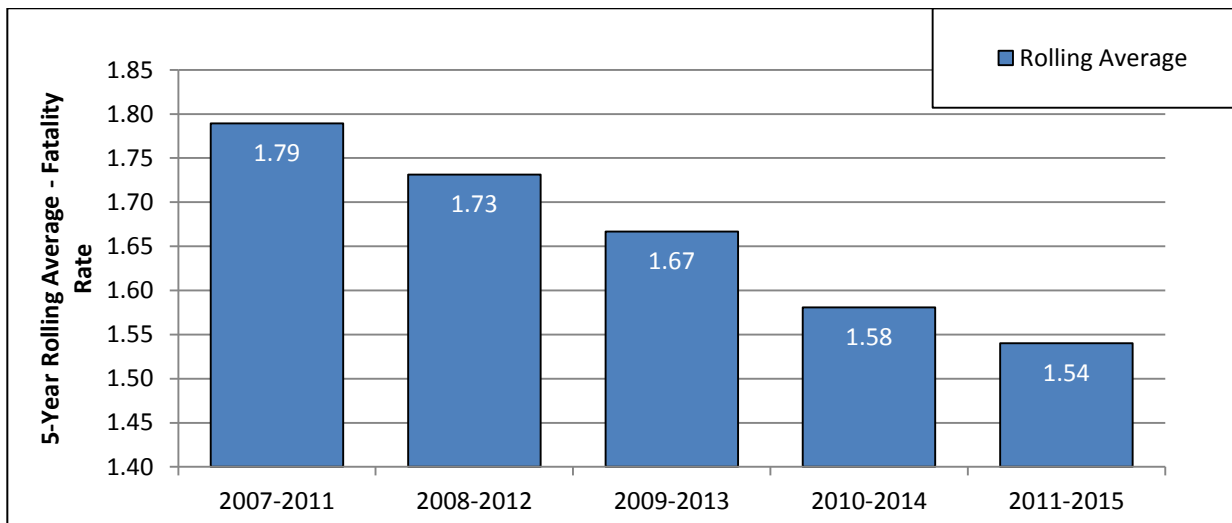
Data maintained by the Arkansas State Police is utilized to track the number of serious injuries on the state’s roadways. Data indicate the number of serious injuries (2’s only) increased from 3,239 in 2011 to 3,594 in 2015. The SHSP target represented in this plan was mutually agreed upon and set after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

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

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

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

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



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

PROGRAM AREA GOALS

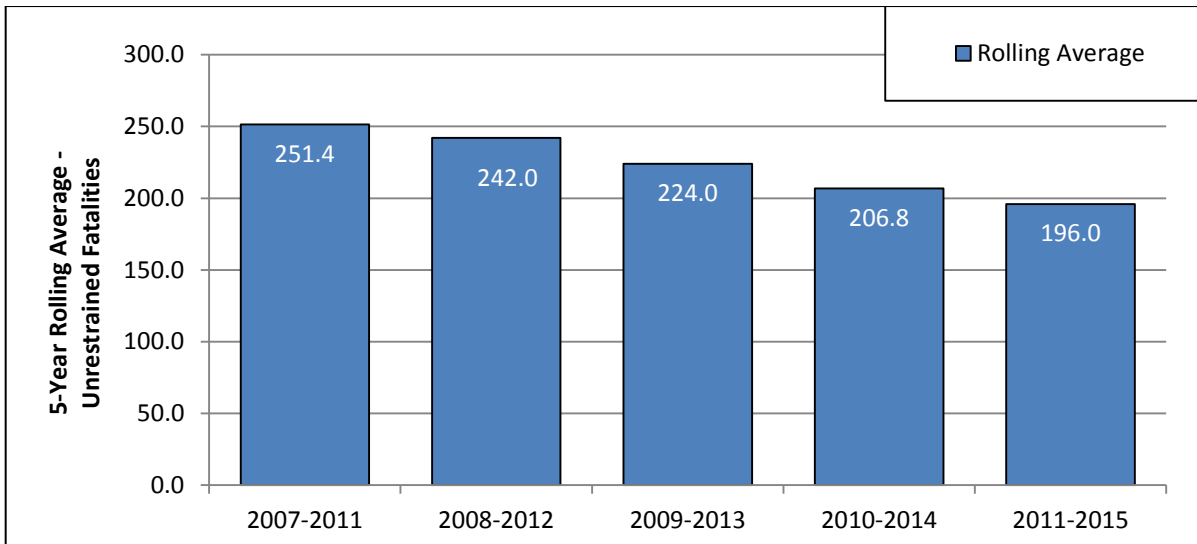
Occupant Protection

(C-4) Unrestrained Passenger Vehicle Occupant Fatalities

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

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

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



Unrestrained Passenger Vehicle Occupant Fatalities

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Unrestrained Passenger Vehicle Occupant Countermeasures

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

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

Project Strategies

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

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

Project Information (Unrestrained Passenger)

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

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

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

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

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

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

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

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

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

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

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

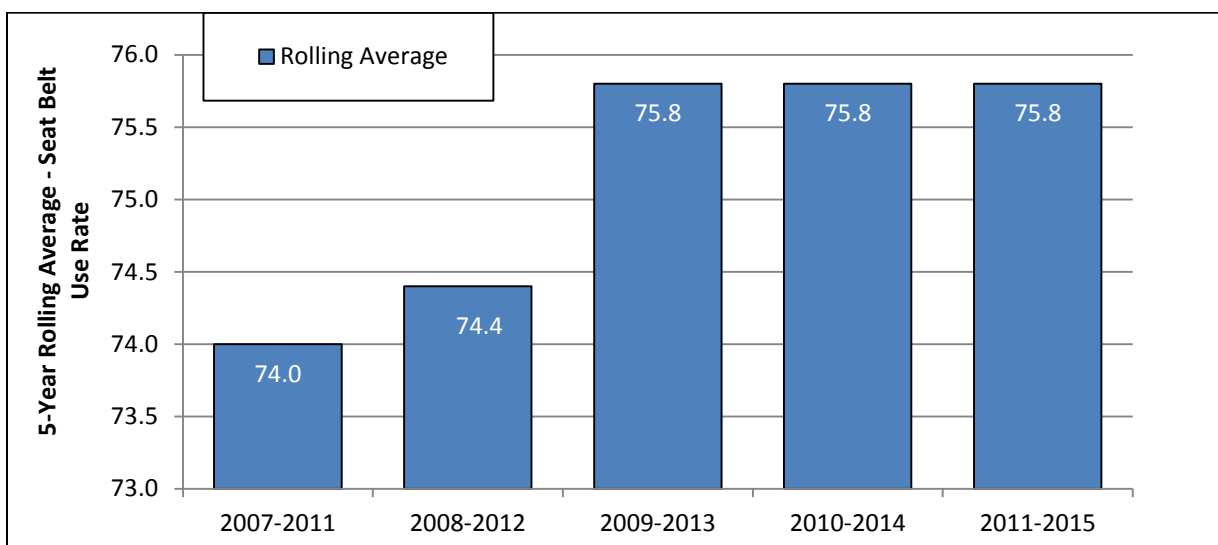
RURAL HIGH FIVE PROJECT	
Enforcement of occupant protection laws **** High Visibility Enforcement ****Night-Time Enforcement	
Project Number: M2X-2018-02-12-01 thru 05	
Sub-recipient(s): To Be Determined	
Total Project Amount: \$75,000	
This task provides funding for a rural high-five traffic enforcement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

B-1) Observed Seat Belt Use

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

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

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

**Seat Belt Survey Methodology**

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

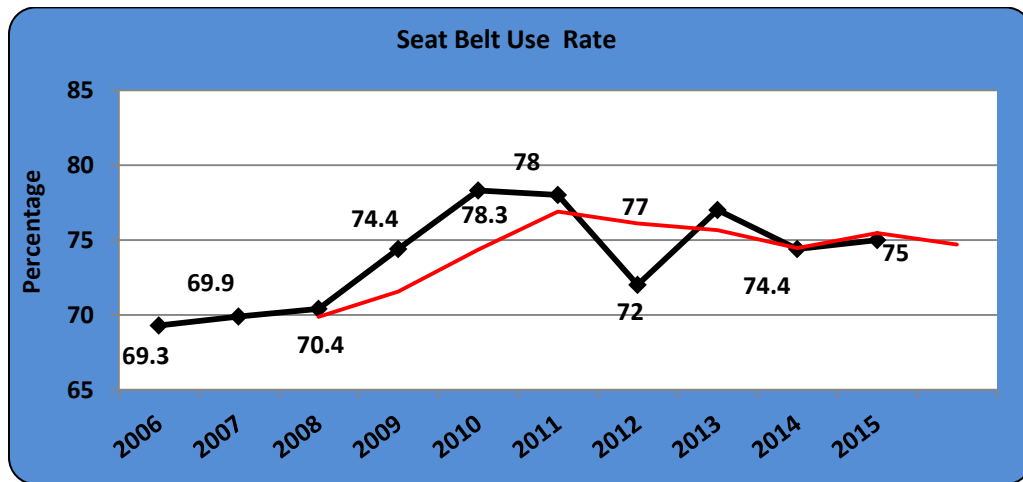
The methodology used to select counties considered population density, population, vehicle miles of travel (VMT) and passenger motor vehicle fatalities over the past five years. It was found that Pulaski, Benton, Sebastian and Washington Counties were in the top four when ranked by population density,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

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

Seat Belt Survey Results for 2016

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

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



Project Information (Observed Seat Belt Use)

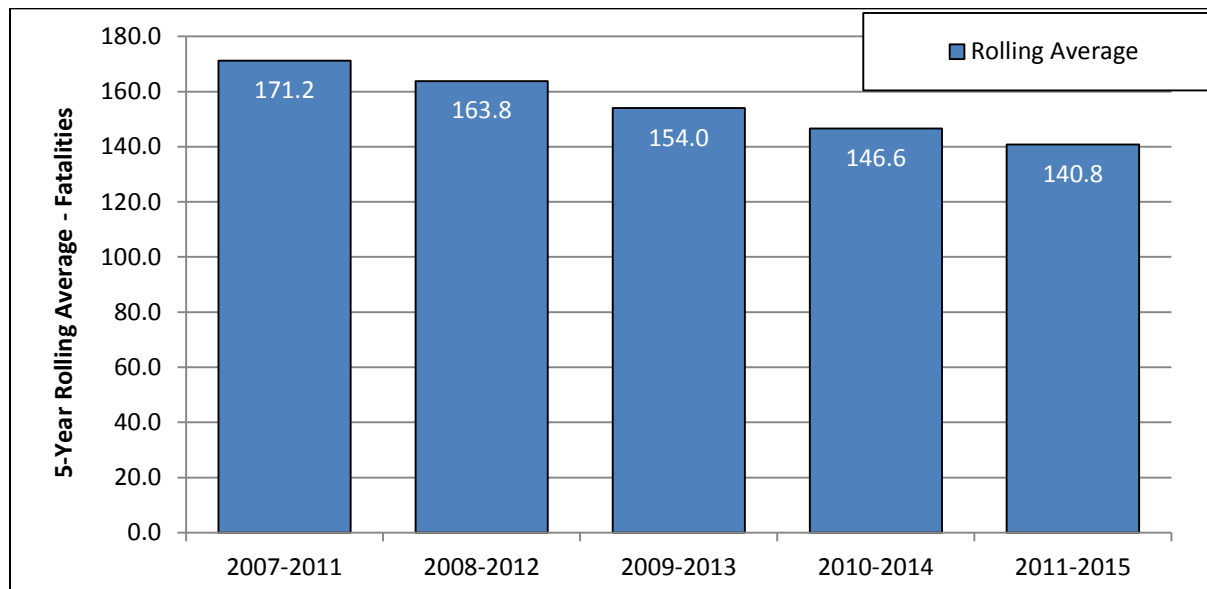
STATE OBSERVATIONAL SURVEY	
Project Number: OP-2018-03-05-01	
Sub-recipient(s): University of Arkansas - Civil Engineering Department	
Total Project Amount: \$60,000	
This task will provide for the FY 2018 statewide observational survey of seat belt, restraint. The survey will provide the county, regional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

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

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

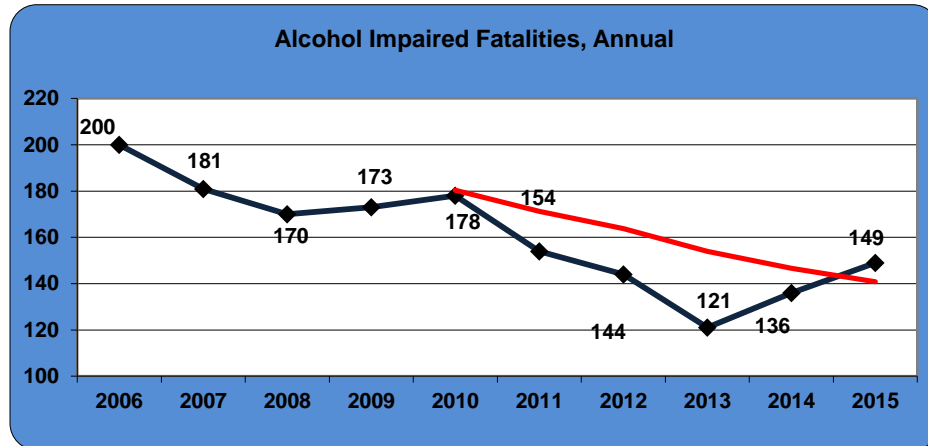
*Goal Statement: Reduce alcohol-impaired driving fatalities from **141** (2011-2015) to **120** (2014-2018.)*

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



Program Overview/Problem ID

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Impaired Driving Countermeasures**Deterrence: Laws**

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

Deterrence: Enforcement

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

*Proven for increasing arrests

Deterrence: Prosecution and Adjudication

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

*Proven for reducing recidivism

**Proven for increasing convictions

Deterrence: Prevention, Intervention, Communications and Outreach

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

Deterrence: DWI Offender Treatment, Monitoring, and Control

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

*Proven for reducing recidivism

Underage Drinking /Drinking and Driving

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

Drug-Impaired Driving

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

Alcohol Related Fatalities By County For 2011 - 2015

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

Project Strategies

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

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

Project Information (Impaired Driving)

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

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

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

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

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

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

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

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

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

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

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

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

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

Arkansas DWI Courts

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

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

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

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

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

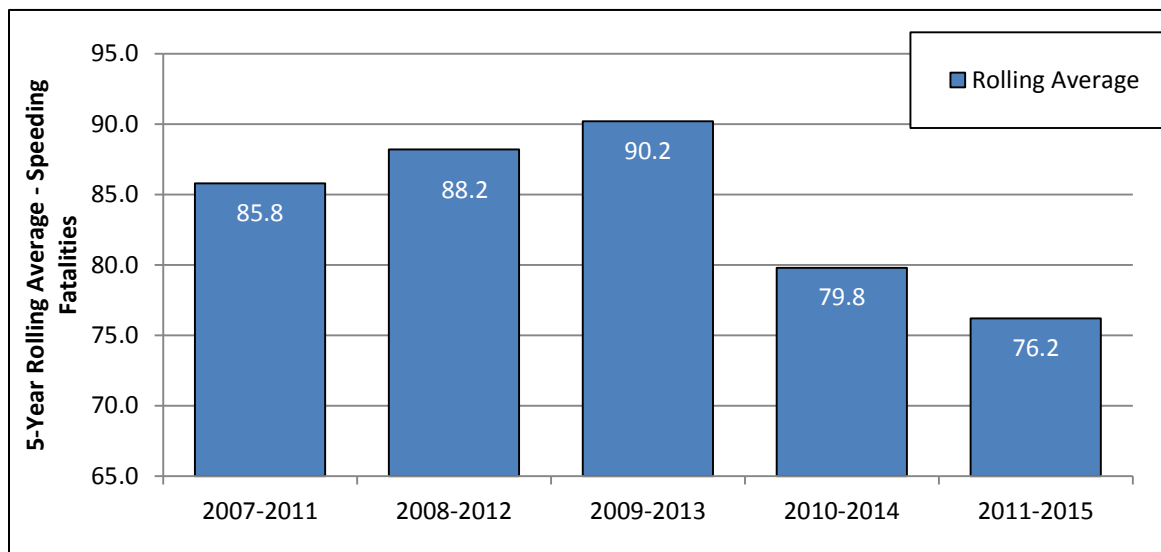
Speed Program

C-6) Speeding Related Fatalities

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

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

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



Program Overview/Problem ID

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

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

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



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

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

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

Countermeasures: Speeding Related Fatalities

Laws

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

Enforcement

Countermeasures	Effectiveness	Projects
High visibility enforcement	★★	STEP Projects

Penalties and Adjudication

Countermeasures	Effectiveness	Projects
Penalty types and levels	★★	STEP Projects

Communications and Outreach

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

Project Strategies

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

Project Information (Speed Program)

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

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

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

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

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

Traffic Records Program

Program Overview

The Traffic Records Assessment was conducted for the State of Arkansas July – October 2015 by the National Highway Traffic Safety Administration’s assessment team. The findings and recommendations of this team, together with input from the TRCC along with future recommendations by the NHTSA GO Team will be the basis for Arkansas’ 2018 – 2022 Traffic Records Strategic Plan. In conjunction with the strategic plan, the goals of the Traffic Records Program are to maintain the reduction of the backlog of crash report data to be entered into the Traffic Analysis Reporting System (TARS) and improve the accuracy of data. The State Traffic Records Strategic Plan, Assessment and 405 C IPR (including the list of the TRCC members, description of quantifiable and measurable improvements, recommendations from the most recent assessment, recommendations to be addressed with projects and performance measures, and descriptions of the performance measures and supporting data that the state is relying on to show quantitative improvement in the preceding 12 months of the application due date) are provided as attachments C, D, E and F.

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

Data Collection and Information Systems –

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

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

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

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

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

Performance Measure—Goal

Program Goal

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

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

Project Strategies

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

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

Project Information (Traffic Records)

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

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

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

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

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

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

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

Roadway Safety Program**Program Overview**

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

Project Strategies

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

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

Project Information (Roadway Safety)

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

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

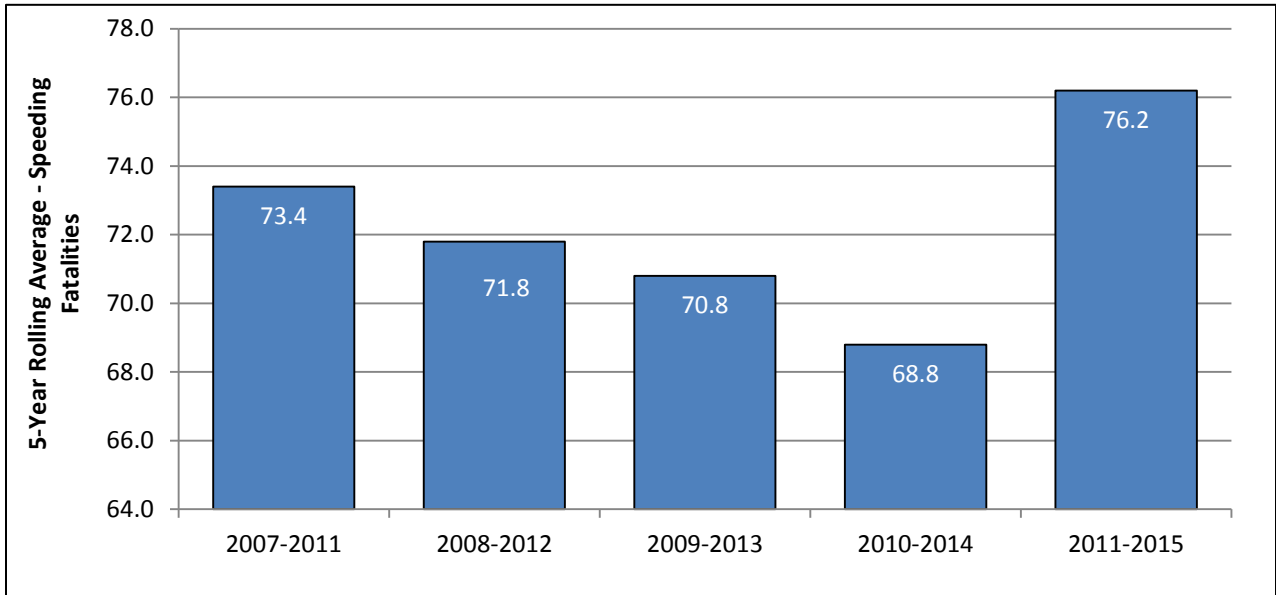
Motorcycles

C-7) Motorcyclists Fatalities

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

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

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



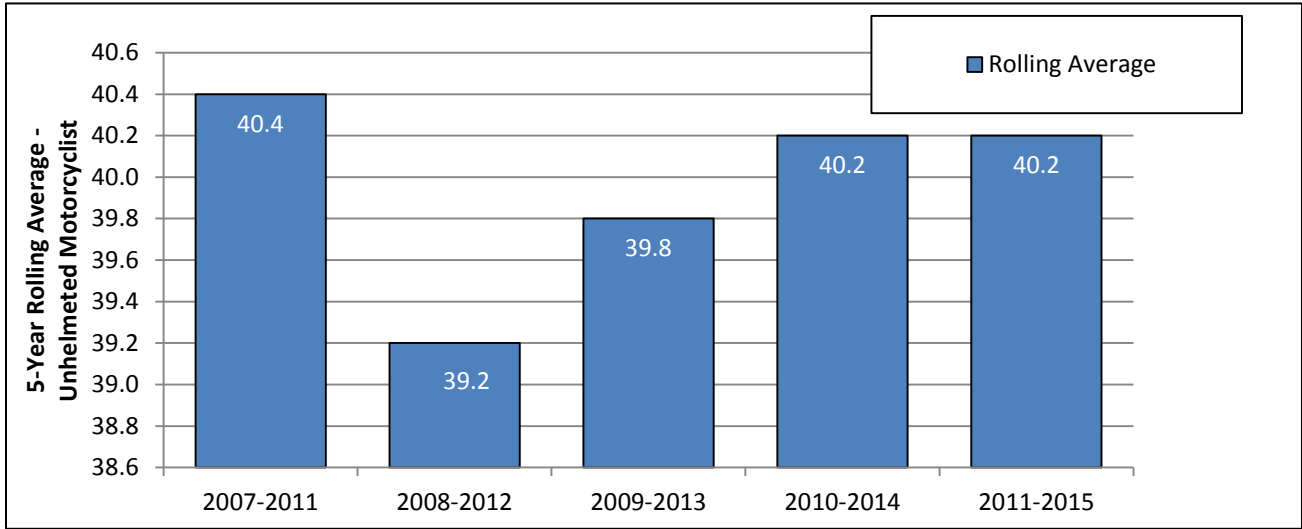
Motorcycle Safety Program

C-8) Unhelmeted Motorcyclists Fatalities

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

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

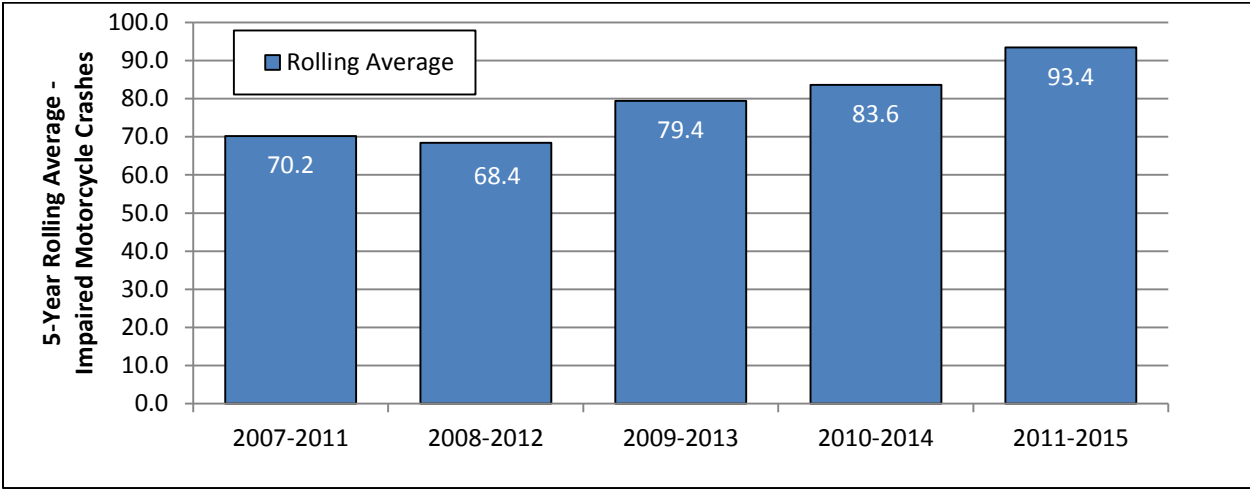
Between 2011 - 2015 the number of Motorcycle fatalities increased from 35 to 48. Based on recent increases and other factors including; increased VMT, and the passage of new legislation legalizing medical marijuana, a 2014 - 2018 goal that represents improvement over the baseline period cannot be justified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



Impaired Motorcycle Crashes

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

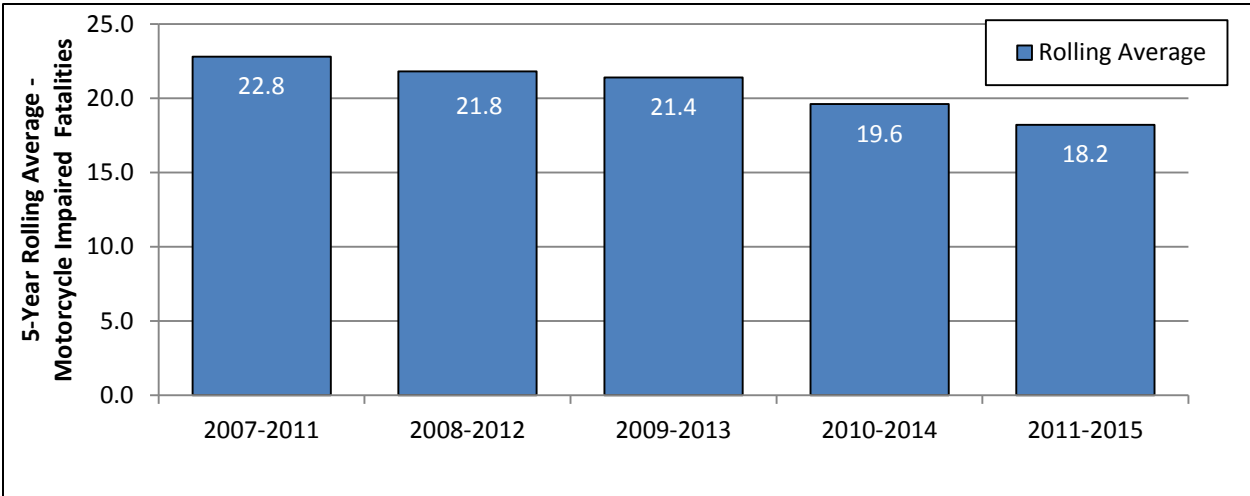
Year	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	Goal
5-Year Moving Averages	70.2	68.4	79.4	83.6	93.4	110.0



Impaired Motorcycle Fatalities

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

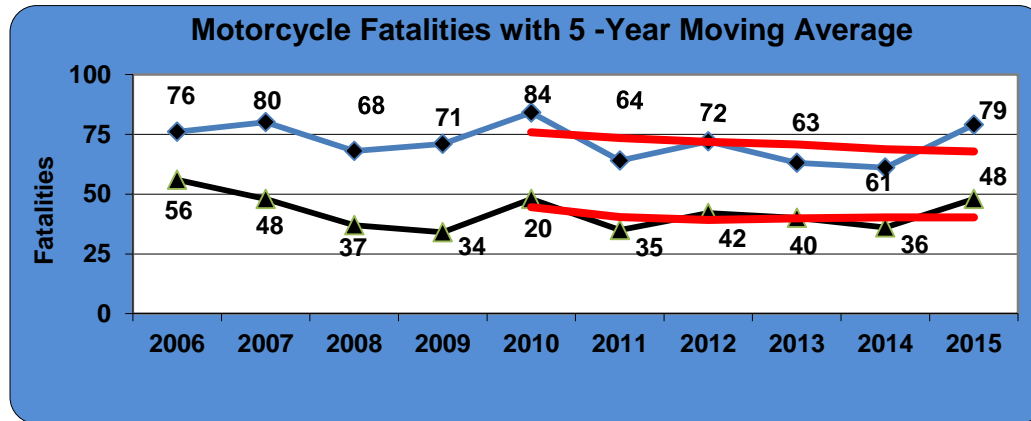
Year	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	Goal
5-Year Moving Averages	22.8	21.8	21.4	19.6	18.2	15.0



Program Overview/Problem ID

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

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



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

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

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

Law enforcement agencies will be encouraged to be vigilant during DWI enforcement efforts and be alert for impaired motorcyclists, through existing STEP projects which cover 71.88% of the State's population. STEP agencies are currently located in each of the top five counties for impaired motorcycle crashes. Local law enforcement agencies will also be encouraged to address motorcycle club meetings. At these meetings officers will discuss the dangers of impaired driving. Law enforcement agencies utilizing Selective Traffic Enforcement Project (STEP) agreement funds will be encouraged to conduct increased enforcement and patrols statewide in counties where these type crashes occur. (STEP projects are detailed in the Occupant Protection, Speed Enforcement and Alcohol and other Drug countermeasures program Areas).

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

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

2015 Counties With One or More MC Fatalities

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

2015 ARKANSAS MOTORCYCLE CRASHES BY COUNTY

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

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

2015 All Alcohol Related MC Crashes

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

2015 All Alcohol Related Fatal MC Crashes

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

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

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

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

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

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

Countermeasures: Motorcyclists Fatalities**Motorcycle Helmets**

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

Alcohol Impairment

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

Communications and Outreach

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

Project Strategies

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

Project Information (Motorcycle)

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

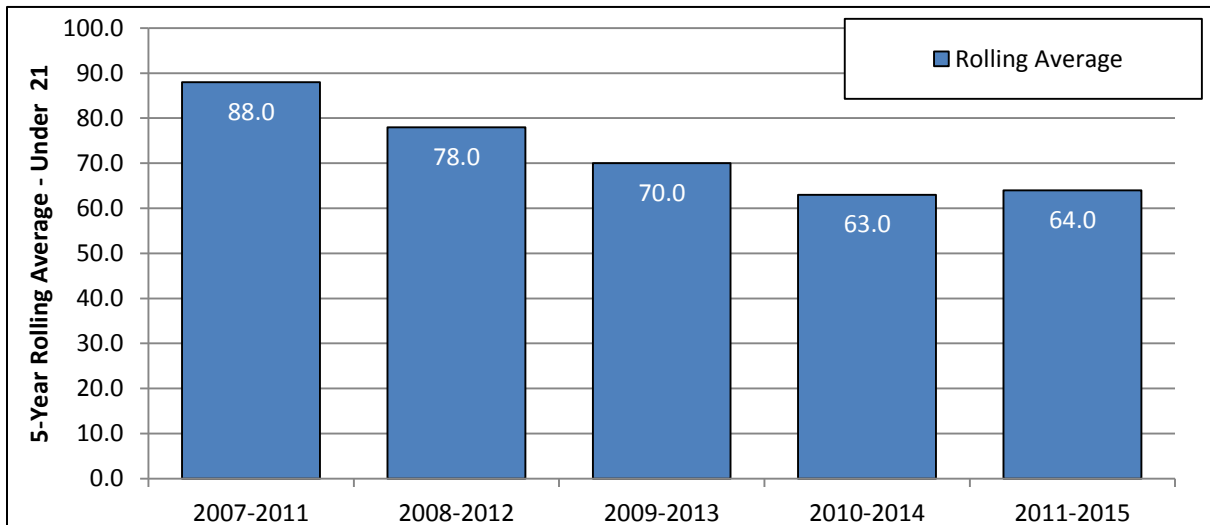
Teen Driver Safety Program

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

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

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

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



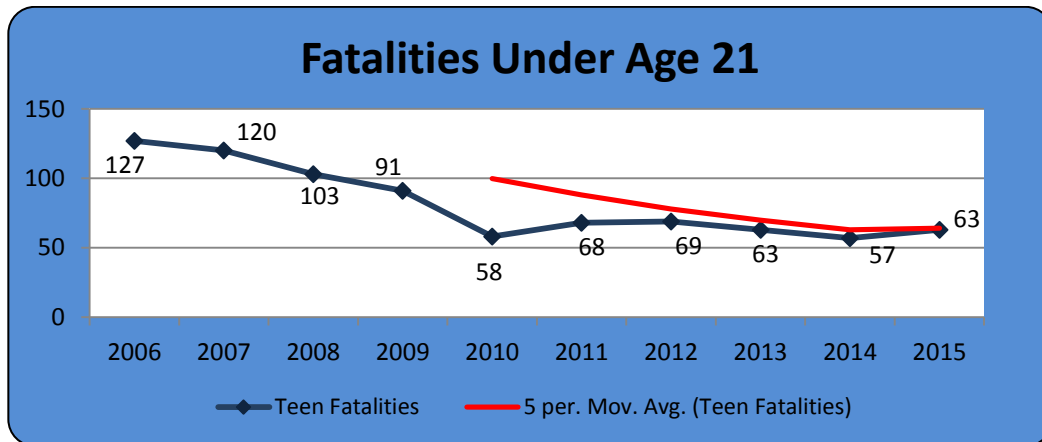
Program Overview/Problem ID

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

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

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

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



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

Countermeasures: Drivers Age 20 or Younger

Graduated Driver’s Licensing

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

Parents

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

Traffic Law Enforcement

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

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

Project Strategies

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

Project Information (Teen Driver)

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

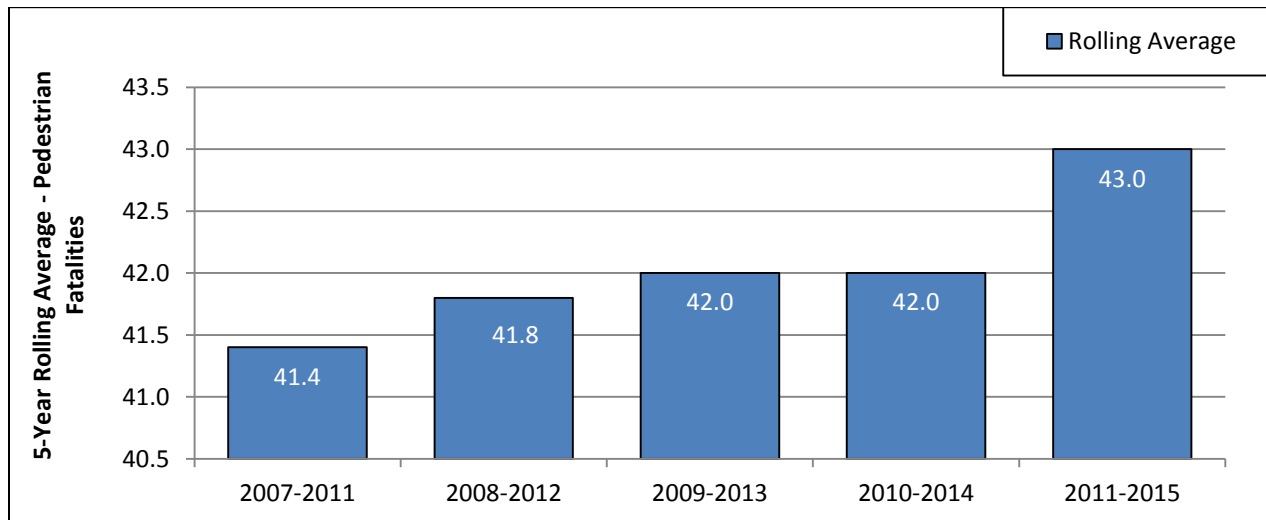
Pedestrians and Bicyclists

C-10) Pedestrian Fatalities

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

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

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

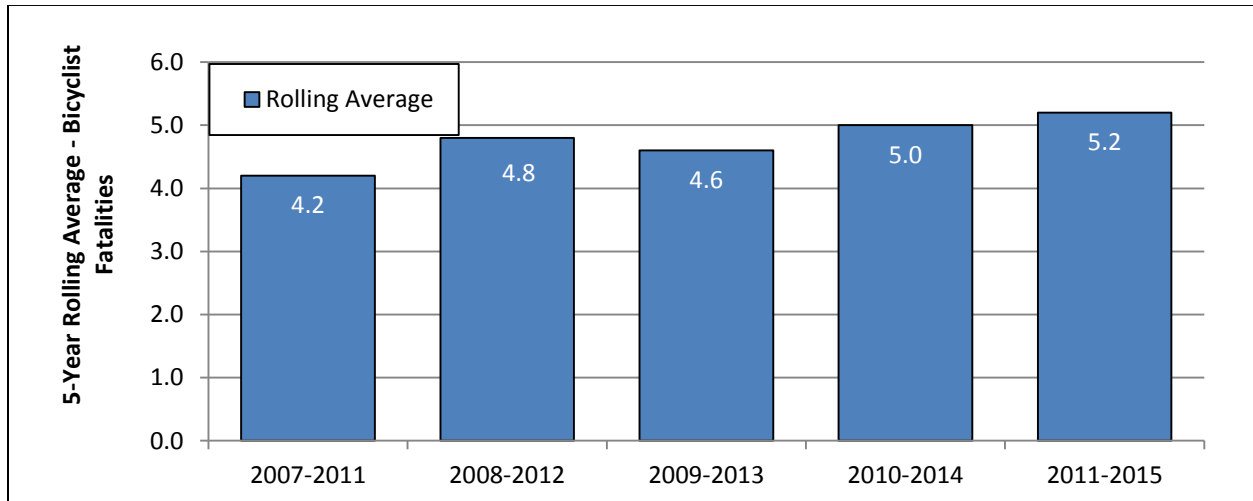


C-11) Bicyclist Fatalities

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

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

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



Pedestrian/Bicyclist Safety Program Area

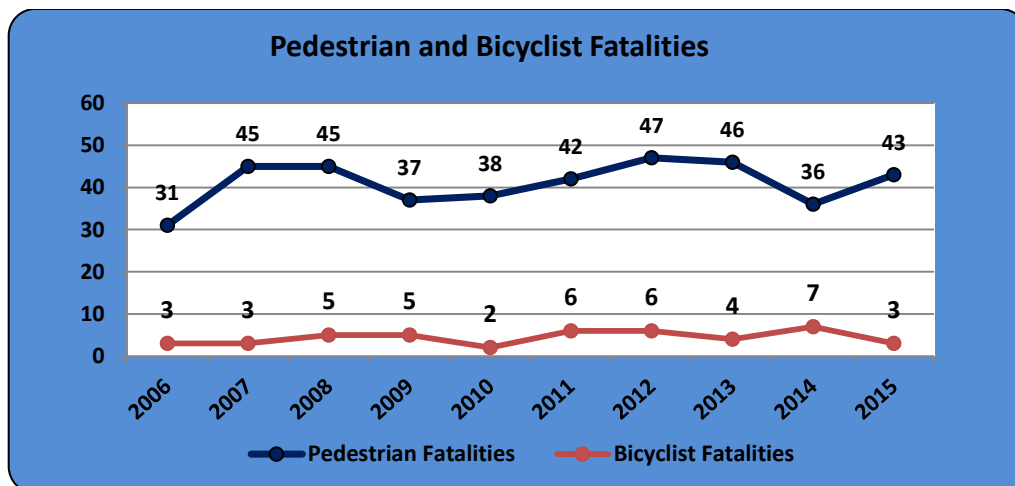
Program Overview/Problem ID

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

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

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

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



C-10 Pedestrian Safety

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

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

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

Countermeasures-Pedestrian Safety**School Age Children**

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

Impaired Pedestrians

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

C-11 Bicyclist and Other Cyclist Fatalities

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

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

Countermeasures-Bicyclist Safety

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

Project Strategies

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

Project Information (Pedestrian & Bicycle)

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

Distracted Driving

Program Overview

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

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

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

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

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

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

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

Countermeasures: Distracted Driving

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

Project Information (Distracted Driving)

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

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

Planning And Administration

Program Overview

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

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

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

Salaries and Benefits

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

Travel and Subsistence

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

Operating Expenses

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

PERSONNEL: POSITION AND PERCENT 402 FUNDING DISTRIBUTION

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

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

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

13% of 402 funds = \$431,591

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

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

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

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

State: Arkansas

Highway Safety Plan Cost Summary

Page: 1

2018-HSP-1

Report Date: 06/29/2017

For Approval

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

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

State: Arkansas

Highway Safety Plan Cost Summary

Page: 2

2018-HSP-1

Report Date: 06/29/2017

For Approval

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

ARKANSAS

HIGHWAY SAFETY OFFICE



Photo courtesy of AR DOT / Rusty Hubbard

FY 2018

Annual Report

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EXECUTIVE SUMMARY

Arkansas is proud to submit the 2018 Annual Evaluation Report for the Arkansas State Police Highway Safety Office (AHSO). This annual report summarizes the use of the Section 402,405 and other federal highway safety funds distributed to our state in addition to carry forward Section 154, 406 and 410 funds along with evidence as to the status of performance measures that were established within the FY 2018 Highway Safety Plan.

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

During FY 2018, the AHSO managed 85 subgrant agreements. These projects supported efforts in a number of areas targeting traffic safety efforts such as impaired driving, occupant restraint, speed, traffic records, distracted driving, youth initiatives and public awareness.

Major attention was focused on finding ways to raise the safety belt use rate. Selective Traffic Enforcement projects (STEP) included high visibility and sustained enforcement of impaired driving, occupant protection and speed limit laws by Arkansas State Police, and other law enforcement agencies in the state. A new initiative focused on encouraging additional law enforcement agencies to participate in mini-STEP grants. These grants provided overtime enforcement funding for agencies to participate in the national safety campaigns. Attention was focused primarily on occupant protection, speed and impaired driving issues. These projects were emphasized with active participation by an additional 100 Non-STEP agencies around the State. The following chart shows the citations issued by STEP projects since 2014.

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

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

In 2018 the AHSO continued working toward the statewide implementation of an electronic citation and crash system (eCite, eCrash). The eCite system facilitates faster, more accurate and more efficient issuance of citations to violators and captures citation data for timely reporting to various entities. The system allows submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and to the Office of Driver Services. eCrash is a data collection and reporting tool to streamline and automate the

capture and transmission of critical traffic safety related data. The eCrash program is an initiative by the Arkansas State Police (ASP) in collaboration with University of Alabama to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the ASP who serves as the repository for crash data. eCrash is partially funded through Section 405c. Features of eCrash include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and eCrash Web. As of November 1, 2018, 173 local agencies and the Arkansas State Police are electronically submitting crash reports via eCrash. An additional 60 agencies are on track to utilize the system.

In FY 2018, the AHSO worked closely with the Arkansas Department of Transportation (ArDOT) and our federal partners at the Federal Highway Administration and Federal Motor Carrier Safety Administration to identify uniform initiatives and set common goals so that the State Strategic Highway Safety Plan and the AHSO Highway Safety Plan mirror each other. Arkansas will continue to use our federal highway safety funds to maintain successful programs and seek new opportunities to fund innovative initiatives to assist our state in the reduction of fatalities and serious injury crashes.

During FY18 the AHSO also hosted Arkansas' first statewide traffic safety conference in Little Rock. The objective of this conference was to generate collaboration among law enforcement and traffic safety advocates across the State. The Conference incorporated information and discussions on innovations seen around the country that could increase the effectiveness of Arkansas's impaired driving program efforts and created an impetus among our Highway Safety partners to explore ways to develop and implement more effective programming across the State. The expansion of the "DWI Court" program continues to play an important part of efforts to deter impaired driving.

This report provides a description of the activities undertaken in the identified traffic safety program areas during FY 2018.

INTRODUCTION

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

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

The HSO implemented projects and facilitated activities/programs, which contributed toward reaching the State's goals. The HSO recognizes the achievement of quantified goals is dependant not only on the work of the HSO, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. This annual report describes the progress made toward reaching the Arkansas Highway Safety Office goals and summarizes program area outcomes.

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year (FY) 2018, the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

- **402** *State and Community Highway Safety*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive*
- **406** *Safety Belt Performance*
- **154** *Alcohol Open Container Requirement*
- **405(b,c,d,e,f)** *National Priority Safety Program Grants*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$10.7 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on pages 92 – 94. Approximately \$11.5 million in Federal-aid funds were expended for the entire program. A graph on page 95 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 43 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

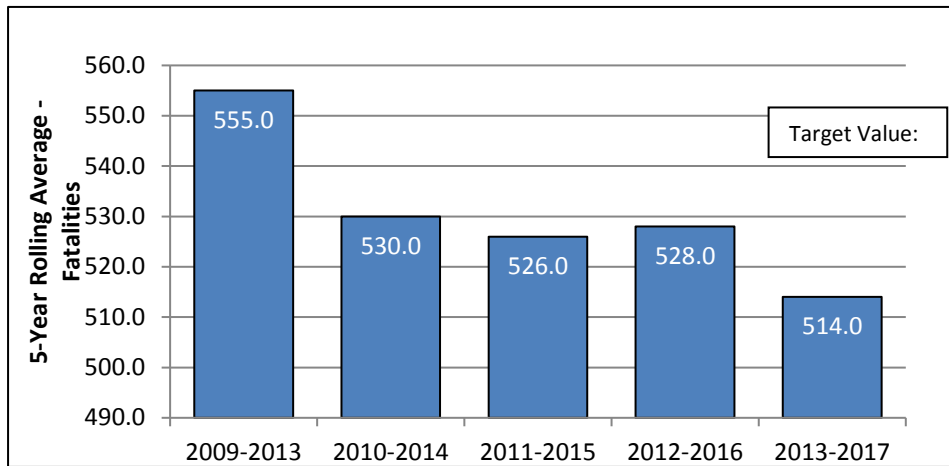
As listed in the FY 2018 Performance Plan, the overall program goals for the Arkansas' Highway Safety Program were as follows:

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

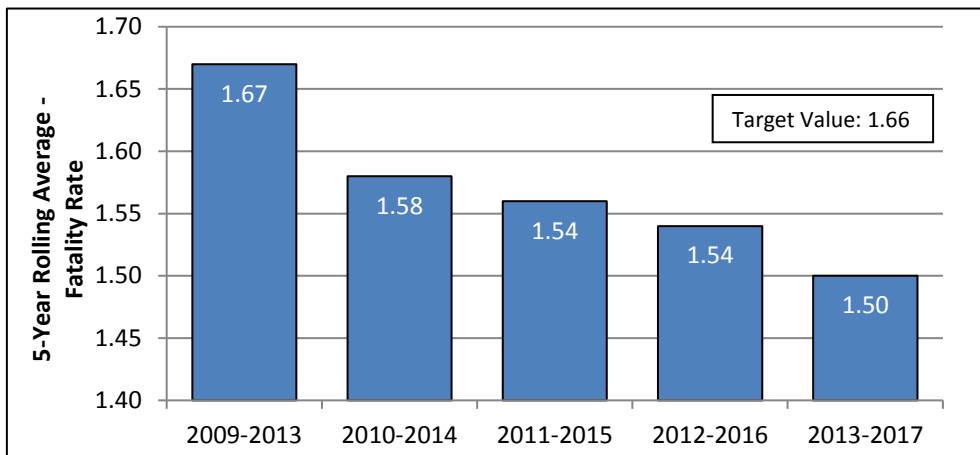
- ***Limit increase in fatalities/VMT from 1.54 (2011-2015) to 1.66 (2014-2018)***
- ***Limit increase in total fatalities to from 521 (2011-2015) to 555 (2014-2018)***
- ***Limit Serious traffic injuries from 3,256 (2011-2015) to 3,470 (2014-2018)***

The following charts show fatalities and serious injuries for the years 2013 through 2017. The core outcome, behavior and activity measures for the same time period are provided on pages 5 & 6. A summary of each program area is provided on pages 9 through 44 of this report.

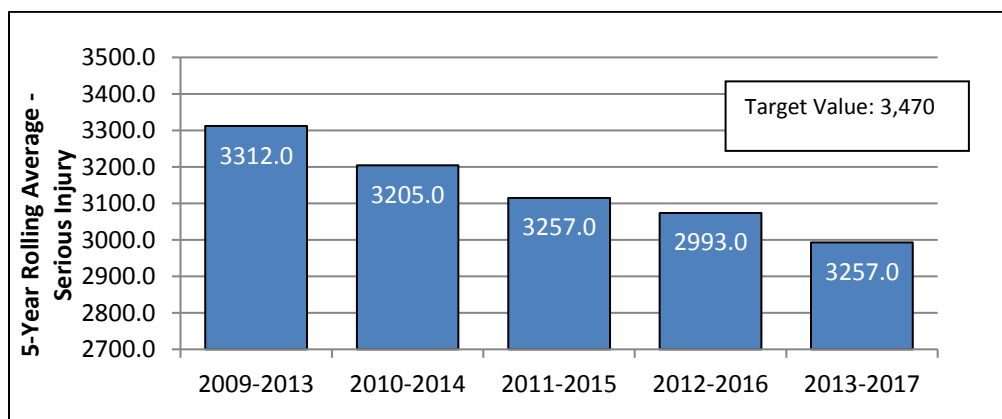
TRAFFIC FATALITIES



FATALITY RATE (FATALITIES PER 100 MILLION VMT*)



INCAPACITATING INJURIES



AR FY 18 Annual Report

CORE OUTCOME MEASURES		2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018 Target
C-1	Traffic Fatalities (FARS) 5-Year Moving Averages	555	530	526	528	514	555
	Total fatalities 5 year averages from 521 (2011-2015) to 555 (2014-2018)						
C-2	Serious Injuries in Traffic Crashes (State Crash File) 5-Year Moving Average	3,312	3,205	3,257	2,993	3,257	3,470
	Serious traffic injuries 5 year averages to 5 percent increases from 3,257 (2011-2015) to 3,470 by (2014-1018)						
C-3	Fatalities/VMT (FARS/FHWA) 5-Year Moving Average	1.67	1.58	1.54	1.54	1.50	1.66
	Hold fatalities/VMT (5 year averages) at 1.54 (2011-2015) to 1.66 (2014-2018)						
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS) 5-Year Moving Average	224	207	197	193	181	150
	Unrestrained passenger vehicle occupant fatalities all seat positions (5 year averages), from 196 (2011-2015) to 224 (2014-2018)						
C-5	Alcohol-Impaired Driving Fatalities (FARS) 5-Year Moving Average	154	147	143	138	138	120
	Alcohol impaired driving fatalities (5 year averages) from 141 (2011-2015) to 125 (2014-2018)						
C-6	Speeding-Related Fatalities (FARS) 5-Year Moving Average	90	80	77	83	91	70
	Hold increase in speeding-related fatalities (5 year averages) from 76 (2011-2015) to 84 (2014-2018)						
C-7	Motorcyclist Fatalities (FARS) 5-Year Moving Average	71	69	68	72	70	73
	Hold increase in motorcyclist fatalities (5 year averages from 68 (2011-20115) to 71 (2014-2018)						
C-8	Unhelmeted Motorcyclist Fatalities (FARS) 5-Year Moving Average	40	40	40	45	43	40
	Hold unhelmeted motorcyclist fatalities (5 year averages) at 40 (2011-2015) to 40 (2014-2018)						
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS) 5-Year Moving Average	70	63	64	66	61	42
	Drivers age 20 and younger involved in fatal crashes (5 year averages from 64 (2011-2015) to 72 (2014-2018)						
C-10	Pedestrian Fatalities (FARS) 5-Year Moving Average	42	42	43	45	44	44
	Reduce pedestrian fatalities (5 year averages) at 43 (2011-2015) to 42 (2014-2018)						
C-11	Bicyclist Fatalities (FARS) 5-Year Moving Average	5	5	5	5	4	5
	Hold bicyclist fatalities (5 year averages) at 5 (2011-2015) to 5 (2014-2018)						
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	Target
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 76% (2011-2016) to 78% in (2014-2018).	5 Yr Avg. 75.8% (2014)	5 Yr Avg. 75.8% (2015)	5 Yr Avg. 75.8% (2016)	5 Yr Avg. 75.2% (2017)	5 Yr Avg. 77.0% (2018)	5 Yr Avg. 78%
	Annual	74%	78%	75%	81%	78%	

*Targets set as Moving Averages 2014-2018

Arkansas progress on NHTSA/GHSA core outcome behavior performance measures.			
<u>C-1) Traffic Fatalities</u>			
Baseline:	526	Target: 555*	Current: 514**
	FARS Data	Year <u>2018</u>	
<u>C-2) Serious Injuries</u>			
Baseline:	3,257	Target: 3,470*	Current: 3,257**
State Data x	FARS Data <input type="checkbox"/>	Year <u>2018</u>	
<u>C-3) Fatalities/VMT – Total</u>			
Baseline:	1.54	Target: 1.66*	Current: 1.50**
	FARS Data x	Year <u>2018</u>	
<u>C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions</u>			
Baseline:	197	Target: 150*	Current: 181**
	FARS Data x	Year <u>2018</u>	
<u>C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above</u>			
Baseline:	143	Target: 120*	Current: 138**
	FARS Data x	Year <u>2018</u>	
<u>C-6) Speeding-related Fatalities</u>			
Baseline:	77	Target: 70*	Current: 91**
	FARS Data x	Year <u>2018</u>	
<u>C-7) Motorcyclist Fatalities</u>			
Baseline:	76	Target: 73*	Current: 70**
	FARS Data x	Year <u>2018</u>	
<u>C-8) Unhelmeted Motorcyclist Fatalities</u>			
Baseline:	40	Target: 40*	Current: 43**
	FARS Data x	Year <u>2018</u>	
<u>C-9) Drivers age 20 or younger involved in fatal crashes</u>			
Baseline:	68	Target: 42*	Current: 61**
	FARS Data x	Year <u>2018</u>	
<u>C-10) Pedestrian Fatalities</u>			
Baseline:	43	Target: 44*	Current: 44**
	FARS Data x	Year <u>2018</u>	
<u>C-11) Bicyclist Fatalities</u>			
Baseline:	5	Target: 5*	Current: 4**
	FARS Data x	Year <u>2018</u>	
Observed Seat Belt Use			
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants			
Baseline:	75.8%	Target: 78%	Current: 78.4% (2018 Preliminary) 5 yr avg 77.0 (2013-2017)**
Citations			
A-1) Seat belt citations issued during grant-funded enforcement activities			
Current:	23,401 (2018)		
A-2) Impaired driving arrests made during grant-funded enforcement activities			
Current:	826 (2018)		
A-3) Speeding citations issued during grant-funded enforcement activities			
Current:	17,992 (2018)		

** 5 yr avg 2013-2017

2018 PUBLIC AWARENESS SURVEY RESULTS

As required, a public awareness survey was conducted by the University of Arkansas at Little Rock, Survey Research Center to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. The 2018 survey addressed questions related to the three major areas of impaired driving, seat belt use and speeding. The following is a summary of the results for the nine required questions covering these three major program areas.

Survey question recommendations from the NHTSA-GHSA working group

Impaired driving

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

94% of respondents interviewed said they have “Never” driven a motor vehicle within 2 hours after drinking alcohol in the past 30 days.

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

Approximately 82% Arkansans said they were aware of some type of impaired or drunk driving enforcement by police in the past year.

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

When respondents were asked what the chances were that someone would get arrested if they drive after drinking, around 30% said this was likely to occur “Half of the time.” This response was followed closely with 24% of Arkansans who said this would occur “Most of the time.”

Seat belt use

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

When Arkansans were asked how often they wear their seat belt when driving, the majority (82%) of those interviewed said they wear their seat belt “Always” and 12% “Most of the time” while driving.

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

Almost one-half (49%) Arkansans surveyed said they had read, seen, or heard of a special effort by police to ticket drivers in their community for seat belt violations.

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

Around (46%) of all respondents thought the chances of getting a ticket for not wearing a seat belt was likely “Always” or “Most of the time.”

Even those respondents who thought the likelihood of getting a ticket was not as high still believed it would happen, either “Half of the time” (19%) or “Rarely” (27%).

Speeding

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

Arkansans were asked how often they drive above the speed limit on local roads when the speed limit is set at 30 miles per hour. 48% of those surveyed said they have exceeded the speed limit in this case "Rarely."

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

Arkansans were asked how often they drive above the speed limit in cases when the speed limit is set at 65 miles per hour. Forty-five percent (45%) of those surveyed said they have exceeded the speed limit "Rarely." Similarly, (36%) said they "Never" drive faster than 75 miles per hour in this case.

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

Over one-half (60%) of Arkansans surveyed said they did recall reading, seeing, or hearing anything about speed enforcement efforts by police.

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

Responses when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit, almost one half or 45% of the respondents said the likelihood of getting a ticket was either "Always" or "Most of the time."

Program Areas-Project Results

Occupant Protection

In FY18 the AHSO continued a sub grant with the Criminal Justice Institute of the University of Arkansas for law enforcement liaison (LEL) services. This year the LELs continued to meet with non-STEP agencies to promote participation in the CIOT campaigns and encouraged them to sign up for mini-STEP grants. These grants provided funds for overtime enforcement of all traffic laws with an emphasis on occupant protection laws. This overtime enforcement was scheduled around enforcement waves announced by NHTSA and/or the AHSO. Public information and education was also a part of the enforcement efforts.

Other responsibilities of the LELs included:

- Collecting mini-STEP agencies performance reports
- Promoting participation in TOPS programs;
- Promoting issuance of more traffic safety citations;
- Setting up learning sessions with law enforcement agencies to promote traffic safety programs;
- Promoting the high-five program with all safety partners in a community.

Since most of the larger cities have an existing STEP grant, this was primarily a rural effort. The Federal Highway Administration (FHWA) classifies rural areas as those having populations under 50,000. The majority of Arkansas cities qualify as rural by this definition. Smaller agencies unable to support a STEP were recruited to participate in mobilizations and the Mini-STEP program to improve belt use in their areas. The Arkansas State Police (ASP) continued to provide additional coverage state wide with special emphasis in high-risk areas in conjunction with local STEPs.

High visibility Enforcement efforts such as national mobilizations and Selective Traffic Enforcement Projects (STEP) in addition to education and public awareness were employed to change unsafe driving behaviors. Law enforcement agencies were encouraged to involve and inform the media during special enforcement events. The national tagline of “Click It or Ticket” was used in efforts to promote occupant protection. 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 secured paid media per NHTSA’s pre-determined media timeline for the campaign. STEP agencies in addition to mini-STEPs and other agencies participated in the following OP mobilizations during FY 18.

- State Thanksgiving Seat Belt Mobilization - November 20 - 26, 2017
- National Memorial Day Seat Belt Mobilization - May 21, – June 3, 2018

The Click It or Ticket (CIOT) Campaign has been instrumental in raising the adult seat belt use rate and continues to play an important part in Arkansas’ efforts to increase the usage rate. Fifty-three agencies participated in CIOT in FY18. This number was down due to having only one LEL to work the program and changes made to the program as requested by NHTSA. Efforts continued to include emphasis on increasing total enforcement and encouraging agencies to address seat belt enforcement outside STEP at a much higher level. HSO Staff and State Police held regular meetings and encouraged other law enforcement agencies to step up enforcement efforts, increase citation numbers and participation in mobilizations.

The AHSO began promoting the “High Five” project as part of several “Lunch and Learn” sessions. This program is scheduled for implementation in FY19.

An existing project to raise seat belt use rates, in collaboration with the Arkansas Department of Health’s (ADH) Injury Prevention and Control Branch was revised and now works in collaboration with the UAMS teen project to promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and cooperation among stakeholder groups.

The AHSO continued to contract with an advertising/public relations firm to provide high-visibility public information campaigns and other projects to educate young drivers about seat belts; the public about child passenger safety (CPS); train law enforcement, healthcare and childcare professionals, and other highway safety advocates in CPS; and continue child safety seat loaner programs.

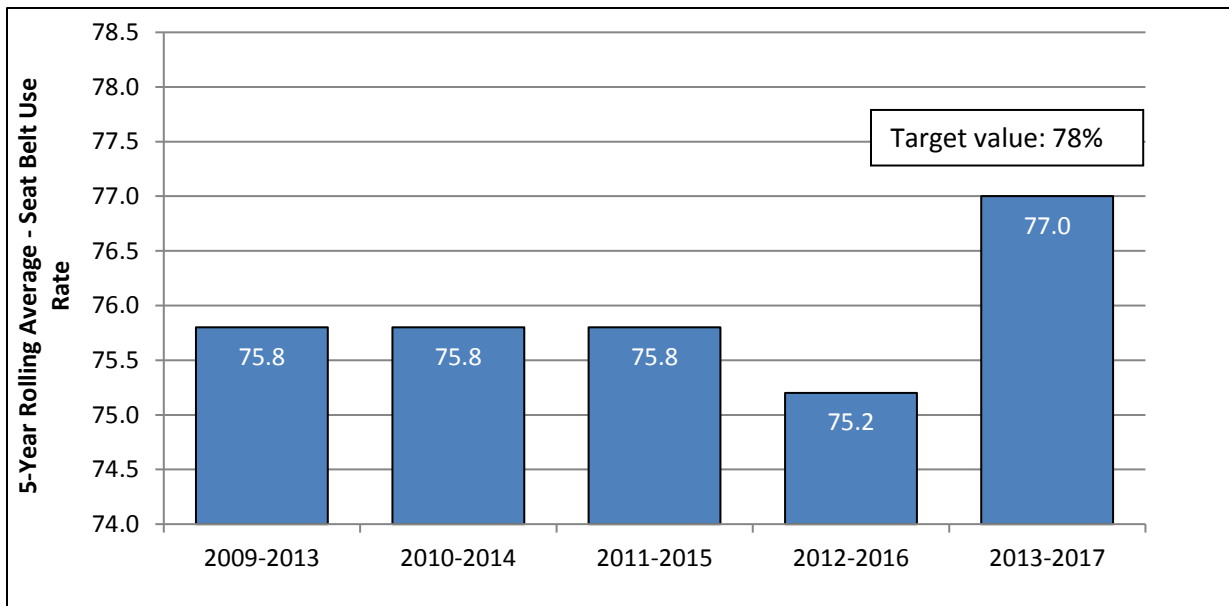
Arkansas maintained a strong Statewide Child Passenger Safety (CPS) Program coordinated through the University of Arkansas Medical Science (UAMS). The CPSE Program conducted multiple certification courses using the NHTSA Child Passenger Safety Technician Certification curriculum to train individuals throughout the state in order to reach underserved populations.

Program Area Goals

B-1) Observed Seat Belt Use

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

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



(C-4) Unrestrained Passenger Vehicle Occupant Fatalities

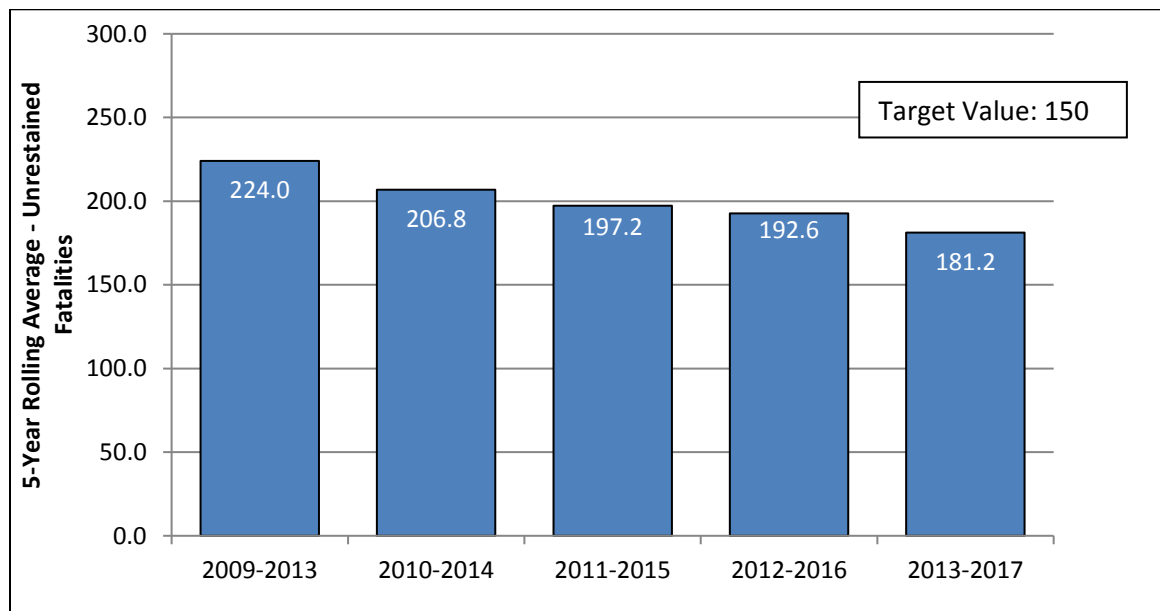
Baseline Value:	196	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	150	Target Start Yr	2014	Target Year End	2018

Goal Statement: Decrease unrestrained passenger vehicle occupant fatalities all seat positions from 197 (2011-2015) to 150 (2014-2018).

Program Area Results

An observational seat belt use survey was conducted in 2018 that utilized the new methodology which included surveying 96 sites in 12 counties. The 2018 weighted usage rate was 78.4% which is almost a 3 percentage point decrease from 2017.

Arkansas' unrestrained passenger fatalities decreased from 197 in 2016 to 170 in 2017. The five year rolling average (2013-2017) was 181.



Strict enforcement of occupant protection laws are critical to raising use rates. Agreements were entered into with 37 local law enforcement agencies around the State to conduct year-long sustained Selective Traffic Enforcement Projects and 17 mini-STEP enforcement agencies focused on mobilizations. These projects focused primarily on enforcing seat belt and child restraint laws. Cities and counties were selected based on population, observational use survey and crash data to determine those areas in greatest need of projects. Each project had the goal of raising seat belt use. The objective of three vehicle stops per hour during seat belt enforcement was established. A statewide STEP was also implemented through the Arkansas State Police.

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

City/County	Pre-Project Use Rate % FY18	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
ASP	79	82	Miller County	81	86
Arkadelphia	55	67	Mountain Home	89	90
Benton	87	88	North Little Rock	70	79
Benton County	87	86	Osceola	62	69
Bryant	87	87	Paragould	75	73
Camden	73	67	Pulaski County	79	79
Centerton	79	81	Rogers	91	95
Conway	95	94	Saline County	80	80
Crittenden County	75	40	Searcy	83	89
Dardanelle	67	74	Siloam Springs	81	90
Eldorado	76	75	Sherwood	88	78
Faulkner County.	78	N/A	Springdale	90	90
Fort Smith	87	84	St. Francis County	69	84
Garland County	83	78	Texarkana	84	90
Harrison	85	87	Trumann	83	81
Hope	76	79	Van Buren	89	91
Hot Springs	83	91	Washington Co	78	82
Jonesboro	82	83			
Fort Smith	87	84			

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

City/County	Pre-Project Use Rate % FY18	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
Amity	N/A	N/A	Glenwood	N/A	N/A
Bald Knob	70	63	Gurdon	66	69
Barling	53	61	Little Flock	78	94
Beebe	60	66	Monticello	54	70
Bethel Heights	86	89	Portland	N/A	N/A
Crittenden Co	N/A	N/A	Prescott	52	69
East Camden	90	88	Rockport	74	90
Eudora	N/A	N/A	Tontitown	60	74
Forrest City	54	68			

(STEP) Seat Belt Survey

The AHSO contracted with the University of Arkansas Department of Civil Engineering to conduct the 2018 seat belt survey.

Project Results (Observed Seat Belt Use)

STATE OBSERVATIONAL SURVEY
Project Number: OP-2018-03-05-01
Sub-recipient(s): University of Arkansas - Civil Engineering Department
The Statewide Observational Survey: U of A - Civil Engineering Department was contracted to conduct the 2018 Arkansas seat belt use survey at 96 sites among 12 counties in the State. Observers recorded the seat belt use of drivers and of passengers in the right-front position of passenger cars and similar light duty vehicles. 12,776 observations were recorded. Based on these observations, the weighted use rate was 78.4%. This is a decrease from the previous year's use rate.

Project Results (Occupant Protection)

COMPREHENSIVE OCCUPANT PROTECTION/INJURY PREVENTION PROGRAM (Community And Outreach For Child Restraint And Booster Seat Use) **
Project Number(s) OP-2018-03-01-01 & SA-2018-07-01-01
Sub-recipient(s): University of Arkansas - Fayetteville
The Comprehensive Occupant Protection/Injury Prevention: U of A Fayetteville continues to involve more individuals from the community other than law enforcement. The coalition is adjusting their focus to pedestrian and bicycle safety, while continuing their focus on occupant protection for children through the child safety seat program. The coalition held nine meetings throughout fiscal year 2018 and had at least three new coalition members join. In addition to the occupant protection initiatives, this coalition continues to participate in a yearly underage drinking prevention conference. They also conducted at least one bike rodeo and child safety seat events.

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS (STEPS) (Short-term, high visibility/ sustained seat belt enforcement-local) *****																		
Project Number(s) OP-2018-03-02-01 thru 37 M2HVE-2018-02-04-03 thru 21																		
Sub-recipient(s): Law Enforcement Agencies																		
Major attention was focused on finding ways to raise the safety belt use rate. STEP projects included high visibility and sustained enforcement by 37 law enforcement agencies in the state. A new initiative focused on encouraging additional law enforcement agencies to participate in mini-STEP grants. These grants provided overtime enforcement and or equipment funding to 17 agencies to participate in the national safety campaigns. Altogether 54 Arkansas law enforcement agencies around the State participated in the national safety campaigns. The following chart shows the Seat Belt citations issued by STEP and mini STEP projects 2014 - 2018.																		
<table border="1"> <thead> <tr> <th>Citations</th> <th>2014</th> <th>2015</th> <th>2016</th> <th>2017</th> <th>2018</th> </tr> </thead> <tbody> <tr> <td>Seat Belt Citations (STEP)</td> <td>23,649</td> <td>25,335</td> <td>22,407</td> <td>21,162</td> <td>22,350</td> </tr> <tr> <td>Seat Belt Citations (Mini-STEP)</td> <td>N/A</td> <td>N/A</td> <td>N/A</td> <td>N/A</td> <td>1,051</td> </tr> </tbody> </table>	Citations	2014	2015	2016	2017	2018	Seat Belt Citations (STEP)	23,649	25,335	22,407	21,162	22,350	Seat Belt Citations (Mini-STEP)	N/A	N/A	N/A	N/A	1,051
Citations	2014	2015	2016	2017	2018													
Seat Belt Citations (STEP)	23,649	25,335	22,407	21,162	22,350													
Seat Belt Citations (Mini-STEP)	N/A	N/A	N/A	N/A	1,051													

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT											
Project Number: OP-2018-03-02-38 & M2HVE-2018-02-02-38											
Sub-recipient(s): Arkansas State Police (ASP)											
<p>The Arkansas State Police worked 1847 hours from October 2017 to September 2018. The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2018 issuing 1210 seat belt citations and, 149 child restraint citations. The ASP also participated in the November state campaign issuing 401 seat belt citations and 60 Child Seat citations. The “DSOGPO” campaign conducted through August-September resulted in 1203 seat belt and 114 child restraint citations in addition to DWI arrests. This table documents the year long citations for ASP Occupant Protection enforcement efforts for STEP.</p>											
<table border="1"> <thead> <tr> <th colspan="2">ASP SEAT BELT ENFORCEMENT</th> </tr> </thead> <tbody> <tr> <td>Arkansas State Police worked 8950 hours from Oct 2017 through Sept.2018</td> <td></td> </tr> <tr> <td>Seat belt citations</td> <td>11,534</td> </tr> <tr> <td>Child restraint citations</td> <td>547</td> </tr> <tr> <td>Total hours worked</td> <td>14,093</td> </tr> </tbody> </table>		ASP SEAT BELT ENFORCEMENT		Arkansas State Police worked 8950 hours from Oct 2017 through Sept.2018		Seat belt citations	11,534	Child restraint citations	547	Total hours worked	14,093
ASP SEAT BELT ENFORCEMENT											
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STATEWIDE PUBLIC INFORMATION AND EDUCATION (PI&E)
Communication and Outreach supporting enforcement ***** Community and Outreach for Child Restraint and Booster Seat Use**
Project Number (s): OP 2018-03-06-01, PM-2018-03-06-01, M2PE-2018-01-06-01
Sub-recipient(s): CJRW
<p>This task provided for statewide public information and education to promote occupant protection with a focus on national Click It or Ticket enforcement mobilizations surrounding the Memorial Day and Thanksgiving holidays targeting messages to young person’s age 18 – 34. It will also emphasize the child restraint law, Act 470 of 2001, Graduated Licensing laws, and new laws effective 2009 and 2011. Components of the task may include, but are not limited to, educational materials such as brochures, posters, public service announcements and (PSAs). (See Media Report)</p>

TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM
Project Number: OP-2018-03-03-01
Sub-recipient(s): Arkansas Broadcaster’s Association
<p>The Arkansas Broadcasters Association continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to occupant restraints. Donated airtime totaled an estimated \$1,007,368. This represents a dollar return in donated airtime of over 13 times the contract amount of \$75,000.</p>

STATEWIDE LAW ENFORCEMENT LIAISON (LEL)

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

(Short-term, high visibility and sustained enforcement- statewide)*****

(Communication and Outreach/Supporting Enforcement)*****

Project Number (s): OP-2018-03-04-01, M2HVE-2018-02-04-01, M2HVE-2018-02-04-02**Sub-recipient(s): Criminal Justice Institute and local law enforcement agencies TBD**

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. 141 agencies were contacted to participate in the CIOT Mobilization with 53 agencies participating. The LELs conducted three occupant protection "Lunch and Learn" events in conjunction with law enforcement association meetings. These were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

- Due to the absence of one of the LELs for the entire year, the AHSO OP Coordinator took on the responsibility to identify potential agencies for mini-STEP grants. 17 mini-STEP (city and county law enforcement agencies) were recruited and participated in enforcement activities during mobilizations as mini-STEPs during FY18. These agencies conducted overtime enforcement during the CIOT campaigns. The OP Coordinator also assisted with providing agencies information and identifying agencies to implement a pilot High-Five Program in FY19.

RURAL HIGH FIVE PROJECT

Enforcement of occupant protection laws **** High Visibility Enforcement ****Night-Time Enforcement

Project Number: M2X-2018-02-12-01 thru 05**Sub-recipient(s): To Be Determined**

The LEL program encountered major obstacles during FY 18 due to the illness and extended leave of one of the long time LELs. The LEL program is currently being reconstructed and brought in house at the AHSO. The rural high-five traffic enforcement project to include participation from up to five local law enforcement agencies will be implemented during FY19.

STATEWIDE CHILD PASSENGER PROTECTION EDUCATION PROJECT

(Community And Outreach For Child Restraint And Booster Seat Use) **

Project Number: M2CPS-2018-02-07-01 & M2CSS-2018-02-07-01**Sub-recipient(s): University of Arkansas for Medical Sciences**

The University of Arkansas for Medical Sciences, Department of Pediatrics conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Nine NHTSA Standardized CPS training courses were conducted with 124 new technicians receiving certification; 833 childcare professionals were trained in 29 regional workshops. 12 public checkup events and a permanent fitting station resulted in a total of 550 seats being checked or loaned. An addition position was added this year to promote seat belt and booster seat usage among ages 6-14 years old (TWEENS).

COMMUNITY PREVENTION INITIATIVE**Project Number: OP-2018-03-08-01****Sub-recipient(s): Arkansas Department of Health (ADH)****ADH Community Collaborative to Increase Belt Use**

The project has faced several challenges and has changed focus to conduct a Buckle-Up Every Trip, Every Time public awareness program targeting college students on campuses with low seat belt use. It worked to promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and to increase outreach to law enforcement agencies to participate in enforcement campaigns. The project is currently focusing on the University of Arkansas Little Rock campus as a pilot program where an observational seat belt survey revealed the seat belt use rate to be only 65 percent. A major part of the program is sports marketing at various events on the campus. An ad agency was engaged that advertised the message via campus posters on campus, E-newsletter, LED digital signs at the games, the digital college entrance sign and Twitter account and to assist in gaining support from other campus leaders and to obtain donated promotional items from other organizations. The project is gradually building relationships with the faculty, but has been unsuccessful in collaborating with the campus police. Table displays and banners were purchased and used in the project three Power Point presentations to 42 students who completed pre and post knowledge tests with positive outcomes. The program will be expanded to additional campuses.

NHTSA OP ASSESSMENT**Project Number M5X-2018-02-11-01****Sub-recipient(s): NHTSA**

Arkansas conducted an OP Assessment September 16-21, 2018, resulting 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

A complete list of recommendations is included in the Assessment Report. The AHSO is working to prioritize and address these recommendations.

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

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

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

Program Area Results

In 2013 alcohol-related fatalities were at 121 but in 2017 were at 140 for **a five year average of 138 for 2013-2017**. The chart on page 21 shows the 5 year moving average trend of Arkansas' alcohol-related fatalities. Arkansas alcohol related fatalities are currently at 28% of total fatalities for 2017 with the National average at 29%. The preliminary alcohol-related fatality rate was estimated at .37 per 100 MVMT (2016).

During FY 18 the AHSO employed strong media campaigns in conjunction with sustained high visibility enforcement efforts involving law enforcement at all levels across the state along with a DWI Court initiative involving 13 District Courts.

Since 2012 DWI arrests and convictions have been on the decline. The AHSO continued to initiate additional strategies to counter this problem in 2018. Some of these strategies included:

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

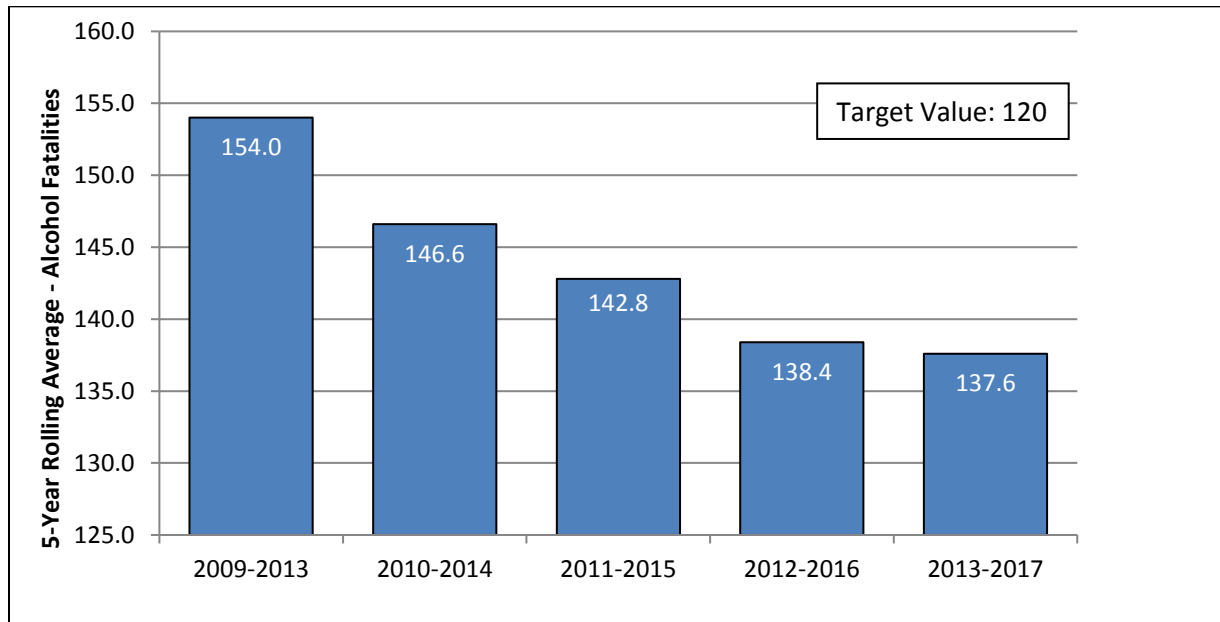
In 2018 the AHSO along with the Impaired Driving Prevention Task Force (IDPTF) did an overview of the impaired driving problem in the State. One thing that was apparent was there needed to be strategies that could be measured collectively as group and a plan for the implementation of those strategies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

In addition to sustained and mini STEP agencies, 133 non STEP agencies participated in the DSGPO mobilizations working a total of 4,434 hours.

- National Winter DWI Mobilization – December 13, 2017 – January 1, 2018
- State July 4th Holiday DWI Mobilization – June 29 – July 8, 2018
- National Labor Day DWI Mobilization – August 17 – September 3, 2018

ALCOHOL RELATED FATALITIES AND RATES

ALCOHOL-RELATED FATALITIES



**The 5 year averages on the chart differ in some cases from the original target information as they reflect "final" FARS data.*

Project Results (Impaired Driving)

Judicial Training
Project Number: AL-2018-02-01-01
Sub-recipient(s): Administrative Office of the Courts
<p>Administrative Office of the Courts (AOC) provided a three day training seminar September 12-14, 2018, in Little Rock, Arkansas to approximately 100 Arkansas district court judges. The course "Special Traffic Topics for Arkansas" was taught by `faculty from National Judicial College. Lecture topics and breakout sessions included the latest developments in traffic law as well as issues in Search and Seizure and the Traffic Stop, DRE's and Marijuana and Ethics. In addition, eight judges and one judicial branch administrator attended the American Bar Association Traffic Court Seminar from March 5-7, 2018 in San Diego, CA.</p>

TRAFFIC SAFETY AND LAW ENFORCEMENT/PROSECUTOR TRAINING
Project Number: AL-2018-02-02-01
Sub-recipient(s): Criminal Justice Institute
<p>As a primary goal, the Criminal Justice Institute (CJI), of the University of Arkansas System was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all impaired driving laws. 571 law enforcement officers completed the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curricula during the project. In addition to the officers trained in the full SFST/TOPS courses, Due to the high number of officers that received SFST refresher training the previous year, only 22 law enforcement officers received SFST Refresher training in FY 2018. CJI coordinated an impaired driving conference with the Department of Health. The conference was attended by 171 prosecutors, law enforcement officers and DREs. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 27 officers completing the course.</p>

TRAFFIC SAFETY NON-COMMERCIAL SUSTAINING ANNOUNCEMENT EVALUATION PROGRAM Mass Media Campaigns ***
Project Number: AL-2018-02-03-01
Sub-recipient(s): Arkansas Broadcasters Association
<p>The Arkansas Broadcasters Association continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,007,368. This represents a dollar return in donated airtime of over 13 times the contract amount of \$75,000.</p>

STATE-FUNDED ALCOHOL SAFETY EDUCATION PROGRAMS**Project Number:** AL-2018-02-04-01, K8FR-2018-08-04-01, M5X-2018-05-04-01**Sub-recipient(s):** AR Department of Human Services - DASEP

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

STATEWIDE PUBLIC INFORMATION AND EDUCATION

Mass Media Campaigns ***

Project Number: AL-2018-02-05-01, K8FR 2018-08-05-01, M5PEM-2018-05-05-01

(See Media Report Section)

LOCAL SELECTIVE TRAFFIC ENFORCEMENT PROJECT**Project Number:** M5X-2018-05-06-01 thru 37**Sub-recipient(s):** Law Enforcement Agencies

Thirty-seven Selective Traffic Enforcement Projects (STEPS), which emphasized sustained enforcement of DWI/DUI laws, were conducted utilizing Section 405(d) funds. These projects conducted sustained enforcement throughout the year and participated in two State and the national Labor Day "Drive Sober or Get Pulled Over" crackdowns. The projects had a goal of either maintaining or reducing the number of alcohol related fatalities. The primary objectives were to achieve one DWI/DUI arrest per eight hours of enforcement for municipal STEPs and one DWI/DUI arrest per twelve hours for County STEPs. The contracted projects issued 798 DWI citations. The chart on page 27 shows alcohol related fatalities for each of the projects.

STATEWIDE SELECTIVE TRAFFIC ENFORCEMENT PROJECT**Project Number:** M5X-2018-05-06-38**Sub-recipient(s):** Arkansas State Police

The **Arkansas State Police (ASP)** participated in the State and National "Drive Sober or Get Pulled Over" campaigns as well as providing sustained enforcement during FY 2018. The ASP worked a total of 1847 hours in FY18 and made 172 DWI arrests. The AHSO provided funding for the purchase of portable breath testing equipment to facilitate detection and removal of the impaired drivers from highways.

BAC INTOXIMETER AND BLOOD TESTING TRAINING PROJECT**Project Number: M5BAC-2018-05-07-01****Sub-recipient(s): Arkansas Department of Health - OAT**

The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT) was provided travel, meals, lodging and registration to send two OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in St. Louis, Missouri from May 20-23, 2018. The instruction covered user maintenance and national perspective and results.

The project provided travel, meals, lodging and registration to send two OAT staff members to the annual meeting of the International Association for Chemical Testing in Indianapolis, Indiana from April 30–May 3, 2018. This training covered the fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance.

The project provided travel, meals, lodging and registration to send one OAT staff member to the 2017 Lifesavers Conference in San Antonio, Texas from April 22-24, 2018. This training covered an extensive number of topics related to Highway Safety from a national perspective.

The project provided registration costs for six (6) OAT members to attend the biannual Intoximeters Users Group Meeting in Little Rock from October 16-18, 2018.

The project paid for the purchase of 65 tanks for use in the Intoximeter EC/IR II to be used by law enforcement agencies in Arkansas.

The project paid for the purchase of a three (3) year maintenance agreement for the Agilent 7890B Gas Chromatography system used to analyze legal samples for alcohol in DWI cases.

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

The project purchased blood kit consumables for alcohol and drug testing to be used by law enforcement agencies statewide for submission of samples to OAT or the Crime lab.

The project paid for partial costs of a two-day highway safety conference for law enforcement, DWI Court Judges, prosecutors and other partners held in Little Rock, Arkansas from September 5-6, 2018.

LAW ENFORCEMENT TRAINING ACADEMY BAT & SOBRIETY CHECKPOINT MOBILE TRAINING

Project Number: M5TR-2018-05-08-01

Sub-recipient(s): Black River Technical College
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The Mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, Support and Training project with the Black River Technical College, Law Enforcement Training Academy in Pocahontas, AR. The BAT Sobriety Checkpoint Mobile Training Project offered law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During fiscal year 2018, the project trained 196 law enforcement officers. The BAT mobile was utilized in 35 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints to raise awareness regarding the crime of impaired driving. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The project conducted fourteen public school events and fifteen public events in communities throughout the state.

STATEWIDE LAW ENFORCEMENT LIAISONS

Project Number: AL-2018-02-10-01, M5HVE-2018-05-10-02, M5HVE-2018-05-10-03

Sub-recipient(s): CRIMINAL JUSTICE INSTITUTE

Arkansas' Law Enforcement Liaison (LEL) project with the Criminal Justice Institute, University of Arkansas System provided outreach to law enforcement agencies across the state. The goal was to solicit 250 agencies to participate in the statewide mobilizations conducted during the year. This effort was hampered during FY18 due to the illness of a long time LEL and his being on extended leave. The LEL program is currently being revamped. In FY19 the AHSO will begin managing it in house. During FY 18 three hundred twenty eight (328) agencies were contacted to participate in the DSGPO mobilization with 133 agencies participating. Two lunch and learn sessions were also conducted to promote increased enforcement as well as participation in State and National campaigns.

- Due to the absence of one of the LELs for the entire year, the AHSO OP Coordinator took on the responsibility to identify potential agencies for mini-STEP grants. 17 mini-STEP (city and county law enforcement agencies) were recruited and participated in enforcement activities during mobilizations as mini-STEPs during FY18. These agencies conducted overtime enforcement during major impaired driving campaigns. The OP Coordinator also assisted with providing agencies information and identifying agencies to implement a pilot High-Five Program in FY19.

Project Name: COURTROOM MONITORING PROGRAM
Project Number: M5CS-2018-05-11-01
Sub-recipient(s): Mothers Against Drunk Driving (MADD)
<p>Court Monitoring program follows DWI/DUI cases through the court process to identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and loopholes in judicial implementation of Arkansas's ignition interlock law. It will be implemented in 15 judicial circuits with emphasis on counties ranking highest for alcohol/drug related crashes involving fatalities or injuries.</p> <p>Project Results: Due to the re-organization of MADD and a new Director being hired the AHSO was unable to implement this project during FY18. Several meetings were held during FY18 with the new Director of MADD. A project will be implemented in 2019.</p>

DWI COURTS
Project Number: M5CS-2018-05-09-01 thru 11
Sub-recipient(s): See below
<p>Arkansas has thirteen formally trained and AOC recognized DWI courts. The implementation of these courts continues Arkansas' effort towards establishing a statewide DWI Court System. The HSO provided federal funds to pay for salaries, fringe benefits, in and out-of state travel and training, maintenance and operations, printing and administration expenses for three pilot DWI Courts: Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court. The HSO provided funding for continued training of six DWI Courts: Craighead Co., Faulkner Co., No. Lonoke Co., Benton Co., Pulaski Co. and Van Buren Co. Four other courts are operational: Crawford, Saline, Jefferson and Clark Counties. An additional court in Sebastian County has requested training.</p>

STATEWIDE IN-CAR CAMERA AND VIDEO STORAGE SYSTEM
Project Number: M5X-2018-05-06-39
Sub-recipient(s): Arkansas State Police
<p>The In-Car Camera and Video Storage Project with the Arkansas State Police purchased in-car video cameras for a backend video storage system to manage, preserve, and secure video evidence. The system provides reliable archiving and instant recall of video data to facilitate apprehension and prosecution of DWI/DUI violators, improve the trooper's ability to testify in court and increase drunk driver conviction rates. The storage system is linked to and shares data with eCite.</p>

ARKANSAS STATE CRIME LAB
Project Number: M5BAC-2018-05-13-01
Sub-recipient(s): AR State Crime Lab
<p>The Toxicology Testing of MVC Samples Project with the Arkansas State Crime Lab purchased liquid chromatography and gas chromatography equipment and other equipment for testing. This equipment allows the Crime Lab to perform toxicology testing on blood and urine samples. The lab reports these results to the Fatality Analysis Reporting System (FARS) and the State Traffic Analysis Reporting System (TARS)</p>

TRAFFIC SAFETY RESOURCE PROSECUTOR
Drug Impaired Driving Laws * Education on Medication *
Project Number: AL-2018-02-14-01
Sub-recipient(s): Office of the Prosecutor Coordinator
<p>Due to funding issues related to this agency's policies regarding reimbursement based grants, the AHSO was unable to implement this program. We are continuing to work with the Office of the Prosecutor Coordinator to implement and expand this program. They will continue to provide the same training and resources as they have provided in the past until we these issues can be resolved.</p>

AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

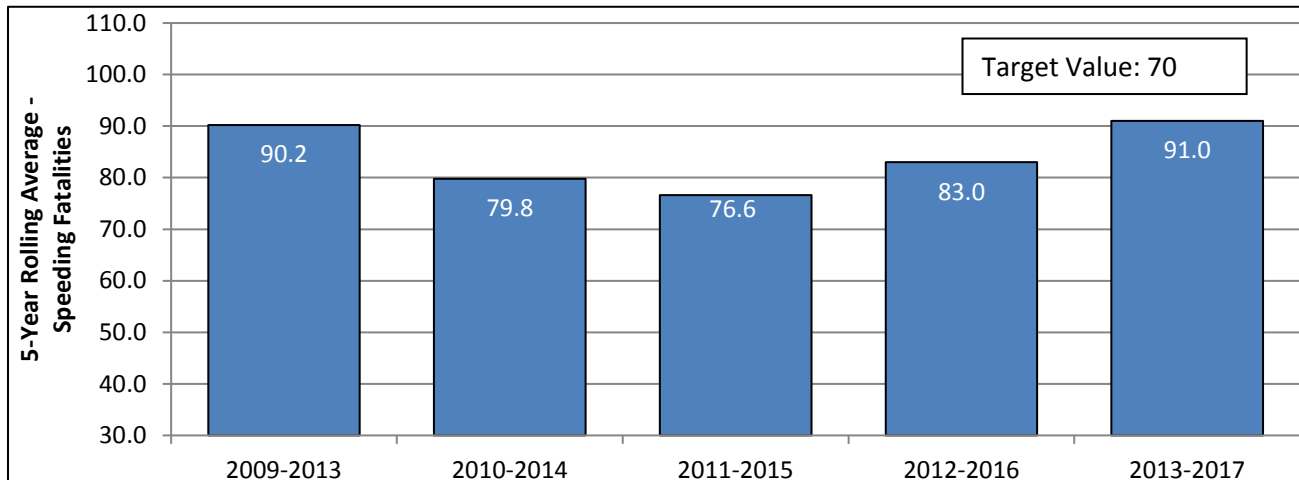
CITY/COUNTY	ALCOHOL-RELATED FATALITIES	
	2016	2017
Arkadelphia Police Department	0	0
Benton County Sheriff's Office	5	0
Benton Police Department	1	0
Bryant Police Department	0	0
Camden Police Department	0	1
Carroll County Sheriff's Office	4	0
Centerton PD	0	0
Conway Police Department	2	0
Crittenden County Sheriff's Office	3	0
Dardanelle P.D.	0	0
Eldorado P.D.	0	0
Faulkner County Sheriff's Office	7	1
Fayetteville Police Department	1	2
Fort Smith Police Department	1	0
Harrison Police Department	0	0
Hope Police Department	1	0
Hot Springs Police Department	4	1
Garland County Sheriff's Department.	8	0
Jonesboro Police Department	2	0
Marion Police Department	0	0
Miller county Sheriff's Office	3	0
Mountain Home Police Department	0	0
North Little Rock Police Department	1	0
Osceola Police Department	0	0
Paragould Police Department	0	0
Pulaski County Sheriff's Office	14	2
Rogers Police Department	0	2
Saline County Sheriff's Office	1	1
Searcy Police Department	1	0
Siloam Springs PD	0	0
Sherwood Police Department	2	1
Springdale Police Department	2	6
Texarkana Police Department	0	0
Trumann Police Department	0	0
Van Buren Police Department	0	0
Washington County Sheriff's Office	4	0

Speed Enforcement

Speeding Related Fatalities

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

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



***The 5 year averages on the chart differ in some cases from the original target information as they reflect “final” FARS data.**

Program Area Results

Thirty seven Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY18. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. A total of 17,992 speed citations were issued by all STEPs in FY18. Arkansas State Police, STEP, Mini STEP and additional agencies also participated in a Regional Speed Mobilization.

The chart on the next page shows pre and post year fatalities for each project.

Speed Fatalities City/County	Pre-Project 2018	Post-Project 2018	Speed Fatalities City/County	Pre-Project 2018	Post-Project 2018
<i>Arkadelphia</i>	0	0	<i>Miller County</i>	1	0
<i>Benton</i>	1	0	<i>Mountain Home</i>	0	0
<i>Benton County</i>	2	0	<i>North Little Rock</i>	1	0
<i>Bryant</i>	0	0	<i>Osceola</i>	0	0
<i>Camden</i>	0	1	<i>Paragould</i>	0	0
<i>Centerton</i>	0	0	<i>Pulaski County</i>	12	2
<i>Conway</i>	0	0	<i>Rogers</i>	0	0
<i>Crittenden County</i>	1	1	<i>Saline County</i>	4	1
<i>Dardanelle</i>	0	0	<i>Searcy</i>	1	0
<i>Eldorado</i>	0	0	<i>Siloam Springs</i>	0	0
<i>Faulkner County.</i>	2	0	<i>Sherwood</i>	4	4
<i>Fayetteville</i>	0	0	<i>Springdale</i>	0	5
<i>Fort Smith</i>	0	1	<i>Texarkana</i>	0	1
<i>Garland County</i>	4	0	<i>Trumann</i>	0	0
<i>Harrison</i>	0	0	<i>Van Buren</i>	0	0
<i>Hope</i>	1	0	<i>Washington Co</i>	0	0
<i>Hot Springs</i>	0	1	<i>Miller County</i>	1	0
<i>Jonesboro</i>	0	0	<i>Mountain Home</i>	0	0
<i>Marion</i>	0	0			

Project Results (Speed Enforcement)

SELECTIVE TRAFFIC ENFORCEMENT PROJECT High Visibility Enforcement **
Project Number: SE-2018-13-01-01 THRU 37
Sub-recipient(s): See next page
Total Project Amount: See next page
Thirty-seven Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY18. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, added emphasis was placed on speed violations throughout the year. A total of 17,992 speed citations were issued by all STEPs in FY18.

SELECTIVE TRAFFIC ENFORCEMENT PROJECT High Visibility Enforcement **
Project Number: SE-2018-13-01-38
Sub-recipient: Arkansas State Police (ASP)
The Arkansas State Police (ASP) provided sustained enforcement during FY 2018. The ASP worked a total of 4,456 hours in FY18 and issued 8,331 speed citations to facilitate detection and removal of speeding drivers from highways.

STATEWIDE PUBLIC INFORMATION AND EDUCATION Public Information Supporting Enforcement***
Project Number: SE-2018-13-02-01, PM-2018-13-02-02
Sub-recipient(s): CJRW
See Media Report

Program Area Goal Traffic Records

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

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

Program Area Results

Federal funds were used to continue the services of a firm to input crash data in to the data base in a timely manner. Source Corp had been retained for these services from April 1, 2009 to June 1, 2018. Since then, the backlog of reports being entered manually into the Traffic Analysis Reporting System (TARS) has fluctuated between eleven-months to two-months and back to 10 months, based on various factors such as the transition from the TARS database to the eCrash and the decrease in the number of crashes to be entered. As of November 30, 2018 that backlog stands at a ten-month backlog. Due to the discovery of the number of discrepancies in the database, this firm no longer enters crash data for ASP/HSO. There are 173 local agencies in addition to the ASP troops using the eCrash system to upload their crash data as of November, 2018. The count for submitted crash reports for 2017 is 25,111. The actual number of crashes manually entered into the database was 24,441. The total number of crashes both manually entered and electronically submitted to the crash database for 2017 was 81,441.

The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System through the Traffic and Criminal Software (TraCS) ended on June 30, 2015. The Arkansas State Police started using eCrash for reporting crash data on July 1, 2015 and met its goal of statewide implementation to all troops with data collection and wireless transmittal of data to a central server. As of November 30, 2018 an additional 202 local agencies have been trained in the use of eCrash with 173 of those agencies going 'Live'. Section 405(c) Traffic Safety Information System Improvement Grant funds and section 406 were utilized to incorporate and maintain eCrash and continue maintenance of NEMSIS compliance. 82 Courts are using contexte.

Project Results (Traffic Records)

eCite and eCrash

All troops at Arkansas State Police now utilize the electronic citation system (eCite) and electronic crash reporting system (eCrash). Court clerks are able to receive citations electronically. A second RFP to assist local law enforcement agencies with equipment and facilitate their participation in these systems resulted from a partnership with the Arkansas Department of Transportation (ArDOT). ArDOT provided additional funding in the amount of 1.4 million in HSIP funds which was used to fund additional local agencies to utilize the eCrash system. With most of these funds expended and other agencies wanting to come on board with eCrash/ eCite the deployment of eCrash/eCite throughout the state is feasible.

Project Results (Traffic Records)

ELECTRONIC TRAFFIC CRASH RECORD ENTRY SYSTEM PROJECT
Project Number: K4TR-2018-12-03-01, M3DA-2018-03-03-02, M3DA-2018-03-03-04
Sub-recipient(s): ASP, Local Law Enforcement Agencies TBD
Total Project Amount: \$800,000 (\$50,000 ASP (K4TR) ; \$500,000 ASP (M3DA); \$250,000 Locals (M3DA)
<p>The Arkansas State Police continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is now the eCrash system developed by the University of Alabama. 173 local agencies and the Arkansas State Police are electronically submitting crash reports via ECrash. Two hundred thirty three (233) agencies are on track to utilize the e-crash system. SourceCorp data entry contractor manually entered paper submitted crash reports into the eCrash database. The total number of crashes entered and uploaded into the database was 81,441 for calendar year 2017.</p>

EMS DATA INJURY SURVEILLANCE CONTINUATION PROJECT
Project Number: M3DA-2018-03-04-01
Sub-recipient(s): Department of Health – Office of EMS
<p>Department of Health-Office of EMS continues the EMS Data Injury Surveillance Data Collection Project. The project provided maintenance of the data elements necessary for NEMSIS compliance. The state system currently uses NEMSIS 3.4.</p>

ELECTRONIC CITATION SYSTEM
Project Number (s): K4TR-2018-12-05-01, M3DA -2018-03-05-01, M3DA-2018-03-05-02
Sub-recipient(s): Arkansas State Police, Local Law Enforcement Agencies
<p>The Arkansas State Police continues progress during 2018 towards implementation of an electronic citation system (eCite) which electronically captures and submits the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the violator and capture of citation data for timely reporting to various entities. The system also allows for submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and the Office of Driver Services. A data schema has been finalized which will allow Administrative Office of the Courts (AOC) to implement eCite support into the court case management system. eCite is currently in use by all troops. One hundred forty-four (144) local agencies are on track to utilize the eCite system. 114 of these agencies have been trained with 99 of those agencies currently “live”.</p>

Roadway Safety

Funds were provided for use on hazard elimination projects to reduce the occurrence or the severity of traffic crashes on sections of highways with high crash rates. Funding was also provided for specified training to highway safety professionals in matters of roadway and rail-highway safety.

Project Results (Roadway Safety)

PROFESSIONAL DEVELOPMENT
Project Number: RS-2018-06-01-01
Sub-recipient(s): Arkansas Department of Transportation (AR DOT)
<p>This project provided resources to allow personnel from ARDOT to attend safety conferences and workshops. Attendance at these meetings allowed for networking with other transportation agencies to assess cost effective strategies to reduce highway fatalities and injuries. During FY18 personnel from ARDOT attended the following conferences:</p> <ul style="list-style-type: none"> • AASHTO SCOHTS Annual Meeting • Transportation Research Board (TRB) Annual Meeting • International Traffic Records Forum • TRB International Roadside Safety Conference.

HAZARD ELIMINATION
Project Number: 154HE-2018-11-02-01
Sub-recipient(s): Arkansas Department of Transportation (AR DOT)
<p>This project provided for the transfer of federal-aid highway construction funds as required by section 154 of title 23, united states code (open container law) to be used on hazard elimination/highway safety improvement projects that would reduce the occurrence or the severity of traffic crashes on sections of highways with high crash rates. Arkansas passed an open container law in 2017. The remaining funds were utilized in 2018 and this project has been eliminated.</p>

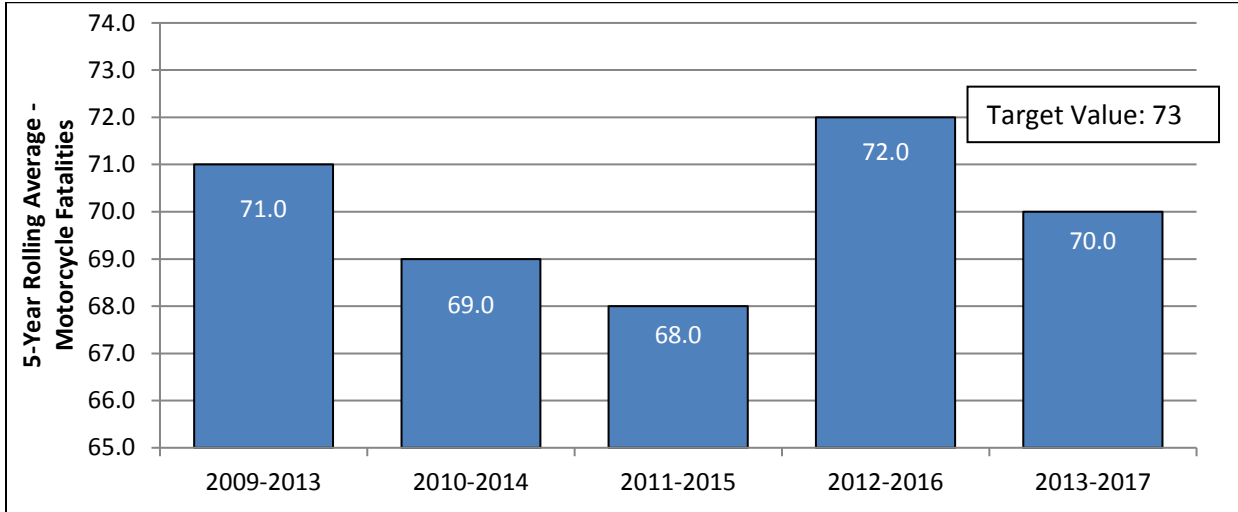
Motorcycle Safety

Program Area Goal

C-7) Motorcyclists Fatalities

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

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

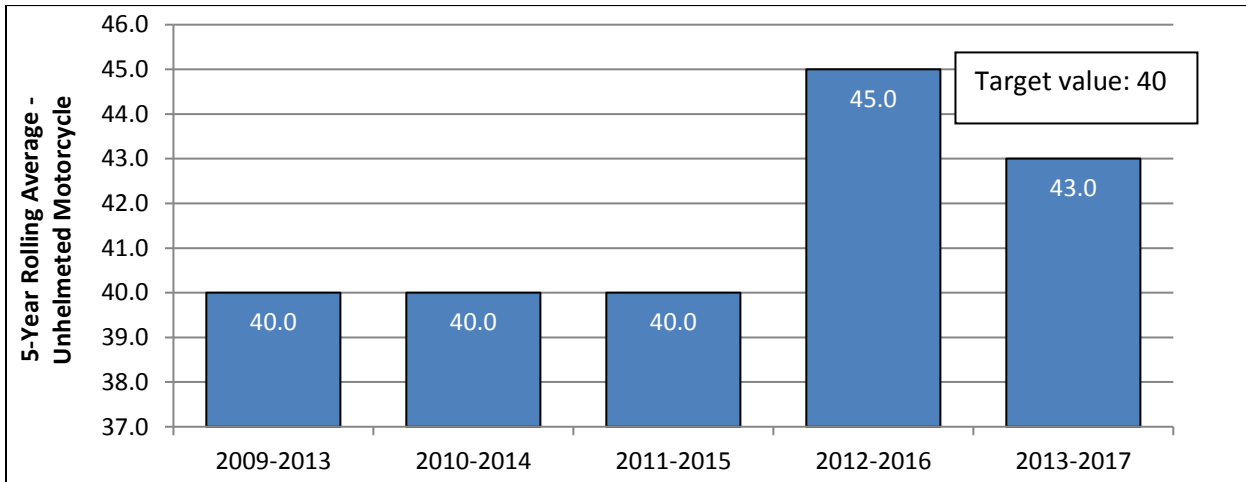


*The 5 year averages on the chart differ in some cases from the original target information as they reflect "final" FARS data.

C-8) Unhelmeted Motorcyclists Fatalities

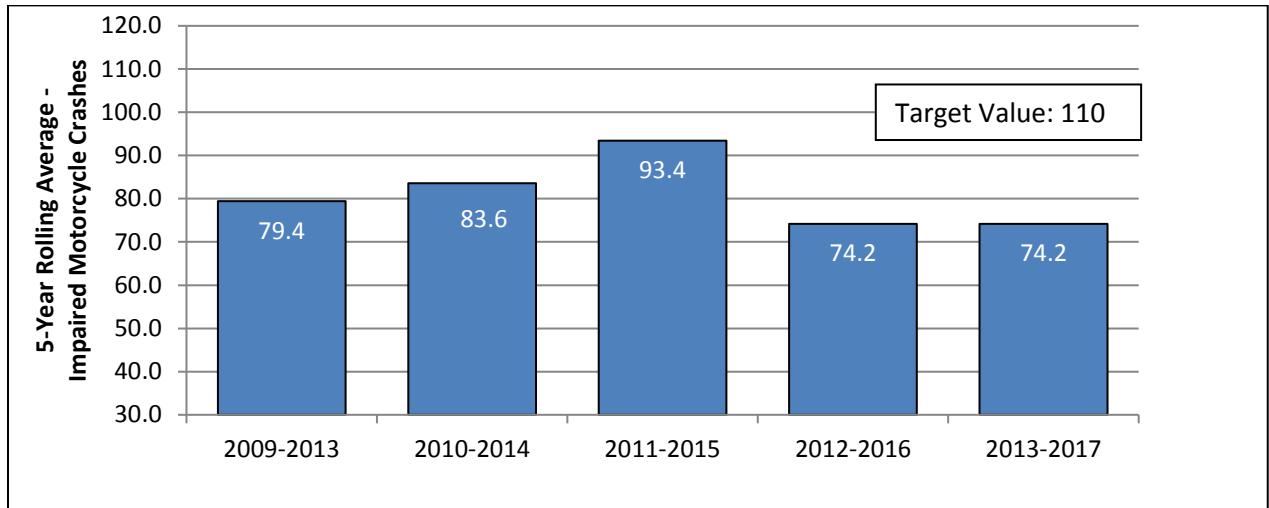
Baseline Value:	40	Baseline Start Yr	2011	Baseline End Yr	2015
Target Value:	40	Target Start Yr	2014	Target Year End	2018

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



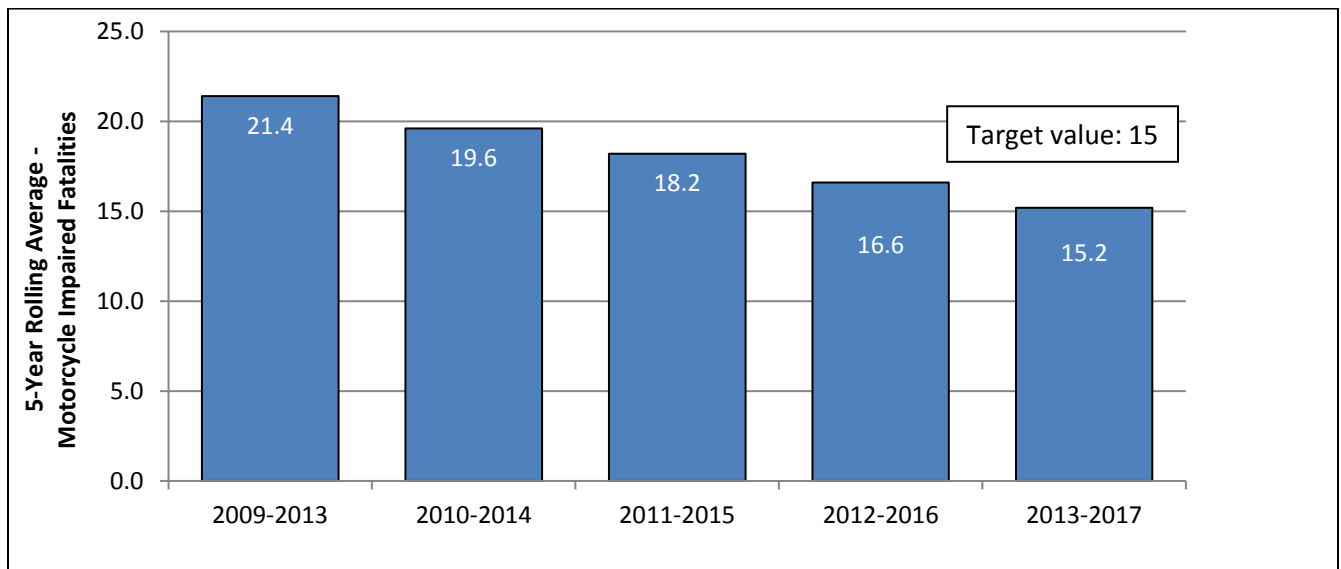
Impaired Motorcycle Crashes

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



Impaired Motorcycle Fatalities

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



Between 2012 and 2016 motorcycle crash fatalities rose from 72 to 82. In 2017 this number decreased to 65. The five year average 2013-2017 is 70. Unhelmeted fatalities were at 59 for 2016 dropping to 33 in 2017. The five year average for unhelmeted fatalities 2013-2017 is 43.

The five year average for Impaired Motorcycle Crashes 2012-2016 was 74.2. This remained unchanged with the five year average for 2013-2017 at 74.2. The five year average for Impaired Motorcycle fatalities 2012-2016 was 16.6. There was a decrease in motorcycle impaired fatalities with the five year average for 2013-2017 dropping to 15.2. The chart below shows the 10 counties with the highest number of crashes.

<u>MC Crashes by County</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>Total</u>
PULASKI	156	148	180	177	171	832
WASHINGTON	133	127	126	148	133	667
BENTON	115	112	98	114	124	563
SEBASTIAN	82	52	84	104	80	402
GARLAND	76	67	91	69	71	374
FAULKNER	50	36	40	44	46	216
CRAIGHEAD	36	37	41	47	53	214
CARROLL	43	44	39	44	30	200
CRAWFORD	38	34	39	46	41	198
SALINE	34	23	25	20	43	145

Project Results (Motorcycle Safety)

The Motorcycle Safety Motorist Awareness Campaign, “Look Twice for Motorcycles, Share the Road” activity is shown in the Paid Media Reports on pages 80-83.

MOTORIST AWARENESS CAMPAIGN * Other Driver Awareness of Motorcyclists *
Project Number: M9MA-2018-09-01-01
Sub-recipient(s): CJRW
Total Project Amount: \$150,000
Provided funding for educational pamphlets, posters, radio and television ads etc. to promote motorcycle safety and awareness. This campaign targeted the counties having the largest number of crashes, fatalities and injuries.

2017 All Alcohol Related MC Crashes

County	Counts	County	Counts
Washington	8	Chicot	1
Faulkner	5	Craighead	1
Benton	4	Crittenden	1
Saline	4	Dallas	1
Carroll	3	Garland	1
Polk	3	Greene	1
Pulaski	3	Independence	1
Baxter	2	Jackson	1
Cleburne	2	Mississippi	1
Conway	2	Ouachita	1
Hempstead	2	Phillips	1
Izard	2	Pope	1
Lonoke	2	Sevier	1
Madison	2	Union	1
Sebastian	2	White	1
Boone	1	Total	62

2017 All Alcohol Related Fatal MC Crashes

Rank	County	Counts	Rank	County	Counts
1	Faulkner	2	8	Independence	1
2	Baxter	1	9	Jackson	1
3	Carroll	1	10	Lonoke	1
4	Chicot	1	11	Madison	1
5	Cleburne	1	12	Mississippi	1
6	Conway	1	13	Ouachita	1
7	Craighead	1	14	Pulaski	1
8	Crittenden	1		Total	16

**FATALITIES IN MOTOR VEHICLE TRAFFIC CRASHES INVOLVING A
MOTORCYCLE RIDER WITH BAC = .08+ AND REGISTERED MOTORCYCLES, BY
STATE AND YEAR**

**FATALITY ANALYSIS REPORTING SYSTEM (FARS) 2016-2017 FINAL
REGISTERED MOTORCYCLES - FEDERAL HIGHWAY ADMINISTRATION (FHWA)**

State	Calendar Year					
	2016			2017		
	Total Fatalities in Crashes Involving a Motorcycle	Fatalities Involving a Motorcycle Rider With BAC = .08+	Registered Motorcycles	Total Fatalities in Crashes Involving a Motorcycle	Fatalities Involving a Motorcycle Rider With BAC=.08+	Registered Motorcycles
Arkansas	72	13	88,965	65	19	86,134

Pedestrian/Bicyclist

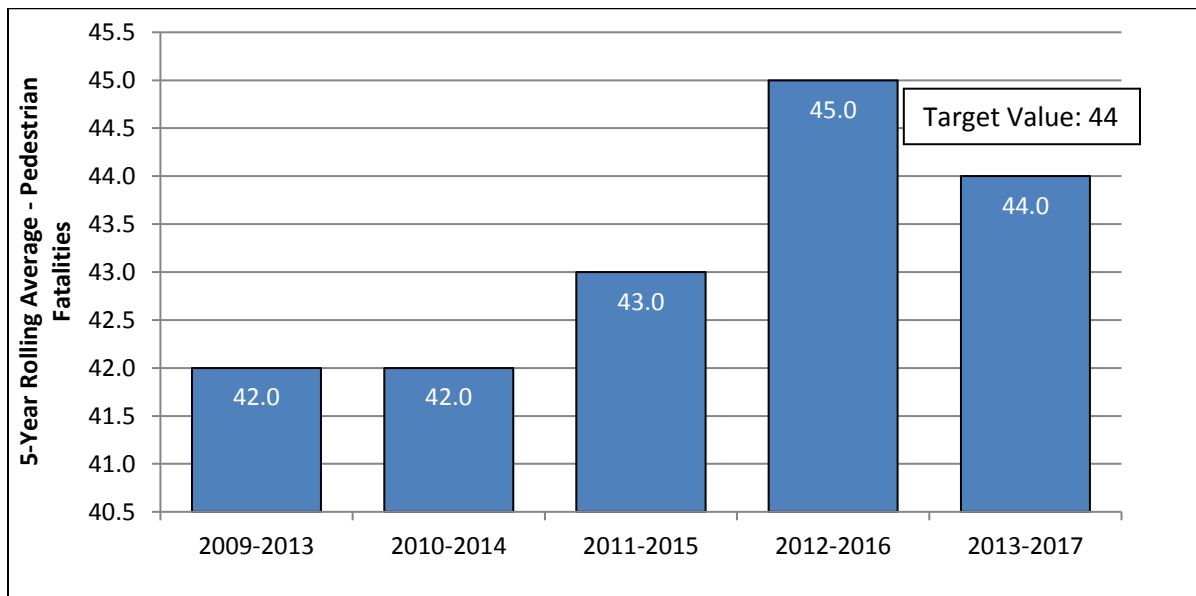
Program Area Goals

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

C-10) Pedestrian Fatalities

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

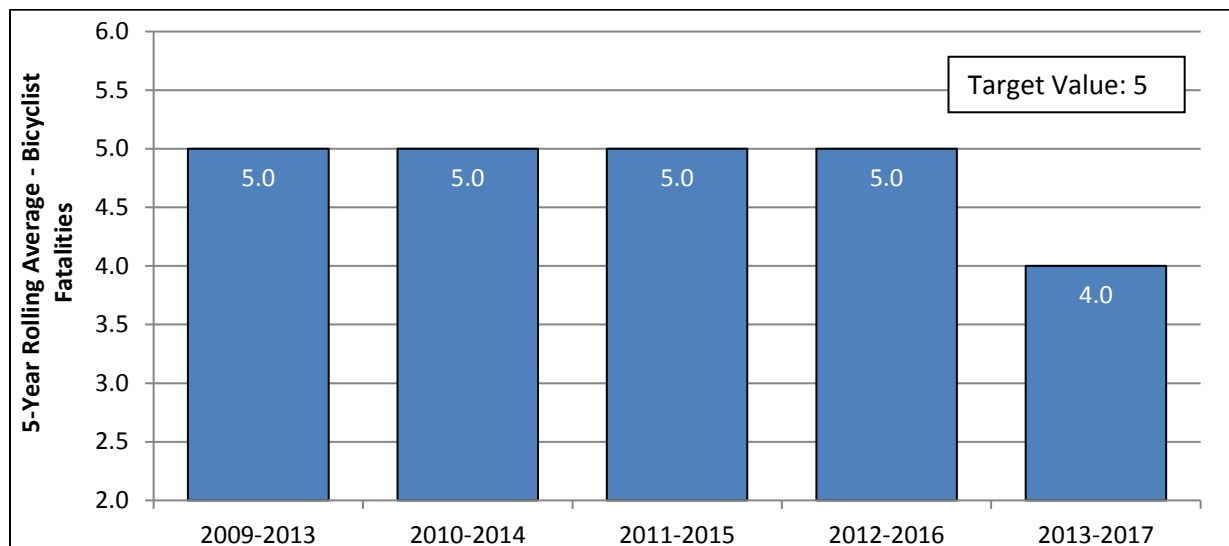
Goal Statement: Limit the increase in pedestrian fatalities from **43** (2011-2015) to **44** (2014-2018).



C-11) Bicyclist Fatalities

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

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

**Program Area Results (Pedestrian/Bicyclist)**

In 2013 there were 46 pedestrian fatalities but this number declined to 42 in 2017. This represents a five year average of 44 for 2013-2017 and approximately 8% percent of all motor vehicle fatalities for 2017. Bicyclist fatalities also fluctuated from 2013 to 2017. There were 4 bicyclist fatalities in 2013 and 3 fatalities in 2017 for a five year average of 4 for 2013-2017. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities are a part of the emphasis of the “Toward Zero Fatalities” Campaign in conjunction with the Arkansas Highway and Transportation Department and the Arkansas Department of Health.

Countermeasures conducted in Arkansas included both enforcement and education efforts. Efforts were targeted at pedestrians to help them 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.

In addition to press-related activities, enforcement and educational efforts were developed to bring awareness to pedestrian and bicyclist safety. ARDOT worked to develop and provide informational posters/brochures in public areas around the city as part of the TZD initiative. AHSO Program Managers worked with law enforcement agencies in communities which had pedestrian and bicyclist related fatalities and serious injuries to encourage them to be more proactive in pedestrian and bicyclist enforcement and overall safety issues.

Bicycle and Pedestrian was included as a Primary Emphasis Area in the SHSP. The AHSO continues to work with law enforcement agencies throughout the state to encourage them to step-up pedestrian crossing enforcement and to emphasize pedestrian safety in presentations and other educational events.

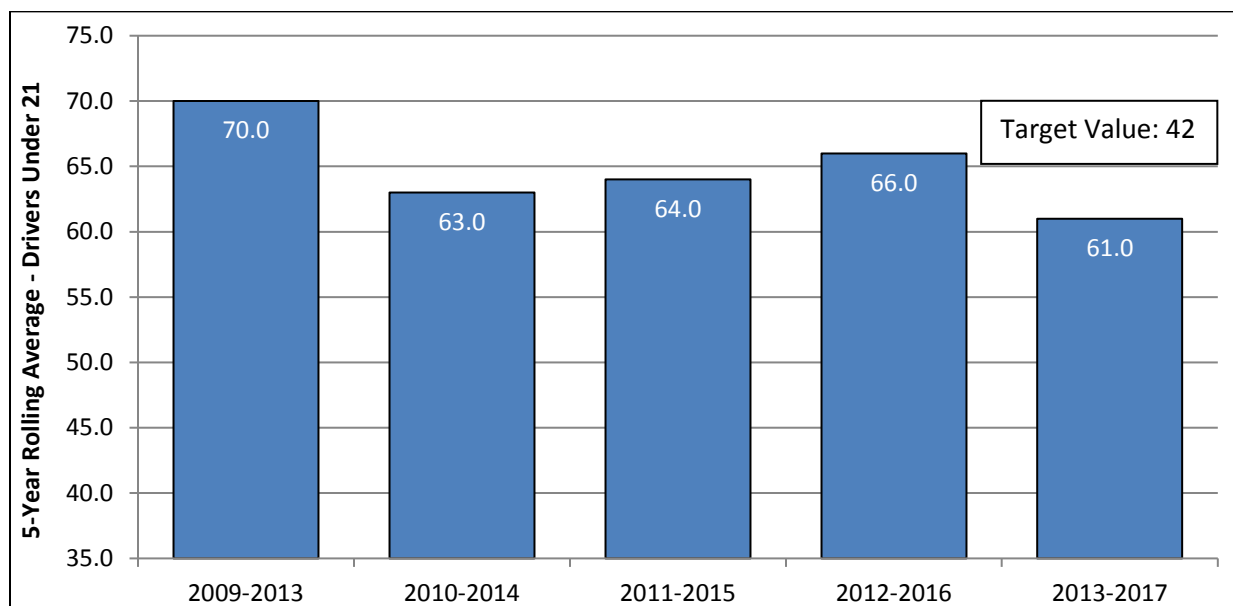
Project Results (Pedestrian & Bicycle)

STATEWIDE PUBLIC INFORMATION AND EDUCATION
Project Number: PS-2018-14-01-01
Sub-recipient(s): CJRW
Total Project Amount: \$100,000
Funding was provided to develop public information and educational materials promoting pedestrian and bicycle safety.

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

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

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

**Program Area Results**

In 2017 there were 45 fatalities of drivers involved in fatal crashes under age 21. The five year average for 2013-2017 is 61. Since 2008 the AHSO has worked with the University of Arkansas for Medical Sciences and Arkansas Children's Hospital Injury Prevention Center, to support statewide teen driving education, increase physician influence of motor vehicle safety, increase enforcement of teen driving laws, increase the use of graduated driving principles within families of young drivers and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. In 2018, "Arkansas Drive Smart Challenge - Battle of the Belt" continued a performance based educational peer-led program with an emphasis on raising teen seat belt use and knowledge of the state's Graduated Driver's License (GDL) in high schools. A statewide web site and an existing teen driving safety coalition in Pulaski County also continued as an advisory forum for accessing community resources, disseminating awareness and education of teen driving safety. Emphasis going forward includes educating the public and legislators to promote a stronger GDL law and implementation of components that Arkansas is now lacking.

Project Results (Teen Driver)

TEEN DRIVER SAFETY PROJECT
Project Number: OP-2018-03-10-01
Sub-recipient(s): UAMS
<p>The University of Arkansas for Medical Science (UAMS), Arkansas Drive Smart/Battle of the Belt Project targeted eight counties in the state with low seat belt use rates. Eleven out of twenty-four schools in these counties participated in the peer led performance based project. UAMS trained 94 students on how to implement activities in their school designed to promote seat belt use and knowledge of Arkansas' Graduated Driver Licensing (GDL). A total of 3,183 Pre and Post Observational surveys were conducted at each school prior to activity implementation. After participating in the project, the schools saw an overall seat belt use increase of 11 percent. UAMS also conducted two coalition safety meetings in Pulaski County with 55 members in attendance; continued to address other parts of the state with classroom presentations to 2,371 students and distributed educational materials to coalitions, professionals and the general public; conducted educational presentations to 30 school nurse residences and "Train The Trainer" presentations to 116 law enforcement officers and 151 medical students. An Arkansas specific safer teen driving website was maintained.</p>

Distracted Driving

More and more fatalities in Arkansas are attributed to the emerging issue of distracted driving. Information on Distracted Driving was included during FY18 as part of other injury prevention projects, PI&E, the Comprehensive Occupant Protection and Injury Prevention Programs and the Teen Project.

During the last legislative session lawmakers passed a bill to increase the fine for using a wireless device to transmit text based communications from \$50 to up to \$250 for the first offense with subsequent violations subject to a fine of not more than five hundred dollars. The fines are doubled if a person is involved in a collision while in violation of the law. The Arkansas State Drivers License Exam now includes distracted driving questions.

Distracted Driving is identified as a Primary Emphasis area of the State Strategic Highway Safety Plan. Through education and awareness efforts, traffic safety partners provide information with the goal to discourage unsafe driving decisions and improve traffic safety behaviors and culture.

Project Results (Distracted Driving)

STATEWIDE PUBLIC INFORMATION AND EDUCATION
Project Number: FESPE–2018-08-01-01, FESPE–2018-08-01-02
Sub-recipient(s): CJRW
Statewide public information and education promoted adherence to texting and cell phone laws. Components included educational materials and public service announcements (PSAs) to enhance other traffic safety projects. Assistance with PI&E efforts in specific community projects such as selective traffic enforcement projects (STEPs), and diversity outreach and press events was also available. Media placements included television, radio, cinema, internet and print.

PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2018

Summary

In FY2018, the Arkansas Highway Safety Office (AHSO) utilized paid and earned media to generate public awareness of the high visibility law enforcement mobilization efforts regarding impaired driving, occupant protection, and distracted driving and to make sure drivers understand if they disobeyed these selected traffic safety laws, their chances of being caught by law enforcement are higher than ever. Paid and earned media was also used in two additional campaigns for motorist awareness and education: motorcycle awareness and speed prevention.

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

Impaired Driving – “Drive Sober or Get Pulled Over”

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

Occupant Protection – “Click It or Ticket”

- Thanksgiving Seat Belt Mobilization
- Memorial Day Seat Belt Mobilization

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

- April Awareness Mobilization

Impaired Driving – “420-Drug Impaired Driving.”

- April Enforcement Mobilization

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

- May Awareness Mobilization

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

- July Enforcement Campaign

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

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

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

**December 2017 Holiday Impaired Driving Mobilization
Drive Sober or Get Pulled Over**

Paid Media Report

Summary

The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DSOGPO message. The total advertising budget utilized was \$209,219 with an added value received in bonus ads of \$201,399.

Paid Advertising Period

This campaign ran over a 15-day period.

The flight dates are:

Wednesday, December 13 – Sunday, December 17 (5 days)

Wednesday, December 20 – Sunday, December 24 (5 days)

Wednesday, December 27 – Sunday, December 31 (5 days)

Geography

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

Budget

Drive Sober or Get Pulled Over - \$209,219 total paid media budget

Television: 34% (\$71,461)

Cable TV: 19% (\$39,559)

Radio: 25% (\$52,505)

Hispanic: 4% (\$9,350)

Online: 15% (\$30,425)

Cinema: 3% (\$5,919)

Media Strategy

The primary media strategy was to continue to generate frequency in order to influence behavioral change. Our goal was to reach 37% of the male audience at the 8+ frequency level with measured media over the 15-day flight period. We recommended a multi-platform approach to reach our young male target in this fragmented media environment. Within each medium, we implemented the tactics detailed below.

Media Mix:

Broadcast TV provided the greatest reach opportunity

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

Dayparts Mix: News 30%, Prime 40%, Late Fringe 15% and Sports 15%

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

Recommended Broadcast Programming:

SNL Christmas, The Blacklist, Tonight Show with Jimmy Fallon, Saturday Night Live, NFL Games, Jimmy Kimmel, The Goldbergs, Designated Survivor, Scandal, College Football, Ring of Honor Wrestling, Shark Tank, SEAL Team, Criminal Minds, Young Sheldon, S.W.A.T., Exorcist, The Simpsons, Bob's Burgers, UFC Fight Night, College Basketball, Ghosted, College Bowl Games, NCAA Basketball

- Local news will be purchased to reach the mass audience.
- Live sports airing within our flight period will play an important part of the TV buys due to the large reach potential.
- Nielsen ratings data will allow us to determine the top-rated stations and programs in each market.
- Univision and Telemundo will be purchased in markets where available to reach the Hispanic audience.

Purchase Cable to extend reach and build frequency.

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

Recommended Cable Programming:

Star Wars Movies, NBA Basketball Games, Baskets, The Walking Dead, Into the Badlands, Fear the Walking Dead, SportsCenter, NFL Football Games, Vikings, Ancient Aliens, 30 for 30, Cops, Conan, Big Bang Theory, Gold Rush, Search Party, Snoop Dogg Presents The Joker's Wild, Impractical Jokers, The Carbonaro Effect, Law & Order, Daily Show with Trevor Noah, Tosh.0, Kevin Hart Presents: Hart of the City, Drunk History, Live PD, FX Movies, Family Guy, Modern Family, Rick and Morty, Alaska: The Last Frontier Exposed, We Bare Bears and NCAA Division Tournament

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

Primary Formats: Sports, Contemporary Hit Radio and Country

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

- **Live Endorsements** – Utilizing local radio personalities on top-rated stations will deliver the *Drive Sober* message with live reads that will generate impact and awareness. We will also encourage DJs to incorporate the important message into their social networking.
- **Spanish Radio** will be purchased to reach the Hispanic male audience.

Digital advertising expanded the reach of the *Drive Sober* message in a medium where the target audience spends a significant amount of time.

- Utilizing **online and mobile ad networks** will allow us to run on national websites, mobile sites, and apps targeted geographically to Arkansas and demographically to Men 18-34. 15-second pre-roll video ads across mobile, tablets and desktop are recommended to maximize impact and awareness of the *Drive Sober* message. Targeting tactics will be integrated to reach relevant audiences based on their known recent mobile footprint (i.e. bars, restaurants, clubs, breweries, liquor stores, etc). This allows us to engage with our target when they are out drinking and intercept them with a *Drive Sober* message. Companion banners will be included as added-value. Approximately 930,000 impressions will be generated over the course of the campaign.
- **Connected TV** - According to Pew Research, 60% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, the *Drive Sober* message will be delivered to our target when they are streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads are non-skippable and targeted demographically and geographically making ad serving precise. A minimum of 140,000 impressions will run during the campaign.
- **Streaming Radio** - Pandora Internet Radio is the most popular streaming music service among young adults. Edison Research reports time spent with online radio surged to more than 14 hours per week in 2017. We recommend purchasing a mix of Pandora’s “Audio Everywhere” and “Video Everywhere” platforms, where the *Drive Sober* :30 radio spot and :15 video will play between songs across all platforms (online, tablet and mobile). Additionally, an extra emphasis will be placed in the Fayetteville market where radio ratings for Men 18-34 are below average. This campaign will generate 1.3 million impressions including added-value companion banners.
- **Local Websites** – Run a mix of :15 video and banners across high traffic local websites such as Xfinity.com and ArkTimes.com. Additionally, ROS (run-of-site) banners will be placed on Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Cinema Advertising, a true “DVR-proof” medium, engaged a large captive audience and extended the reach of the “Drive Sober” brand and message.

- According to Nielsen data, engagement doubles among audiences exposed to ads on both cinema and TV.

- We recommend utilizing NCM to purchase :15 commercials in seven select theaters and across 87 screens for a three-week period. The *Drive Sober* message will air in the pre-show prior to the main feature. A total of 6,960 spots will air during the campaign.
- The campaign will launch two days prior to the highly-anticipated release of *Star Wars: The Last Jedi* which is already expected to break attendance records.
- As added-value, NCM will run two bonus spots (in segment 3 - 15-18 minutes prior to start time) in addition to the paid spot during the flight. The *Drive Sober* spot will also air in high-traffic lobby areas at no charge to reinforce the on-screen campaign. Estimated total bonus spots will be 34,800.
- Only two of the theaters included on the proposal are included in NHTSA's buy so we are reaching 63 screens that aren't part of the national cinema effort.

By Market

Actual Expenditures \$209,219

Little Rock: \$67,516
 Fort Smith/Fayetteville: \$46,733
 Jonesboro: \$23,931
 Texarkana: \$10,819
 Hot Springs: \$5,260
 El Dorado: \$3,325
 Conway: \$3,866
 Delta Region: \$2,075
 Hispanic: \$9,350
 Statewide (Online and Cinema): \$36,344

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$108.65	\$21.08	\$38.00
Fayetteville/Ft. Smith	\$76.35	\$21.56	\$38.38
Jonesboro	\$73.16	\$13.28	\$12.73
Texarkana	N/A	\$7.07	\$24.45
Hot Springs	N/A	\$6.43	\$13.54
El Dorado	N/A	\$5.03	N/A
Conway	N/A	\$11.31	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	701	701	3.6	300.6	82.3%
Ft Smith/Fayette.	650	650	4.0	301.1	86.9%
Jonesboro	423	423	2.9	226.7	68.6%
Texarkana	630	630	N/A	N/A	N/A
Conway	305	374	N/A	N/A	N/A
El Dorado	407	254	N/A	N/A	N/A
Hot Springs	336	336	N/A	N/A	N/A
Hispanic	89	89	N/A	N/A	N/A

*For

broadcast television, Fort Smith and Fayetteville are reported together.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	306	306	7.2	377.7	53.3%
Ft. Smith	291	291	5.0	299.1	59.4%
Fayetteville	282	282	5.2	226.8	31.01%
Jonesboro	195	195	6.3	300	47.5%
Texarkana	249	242	6.8	299.7	44.1%
El Dorado	144	144	N/A	N/A	N/A
Hot Springs	102	100	6.8	228.3	27.9%
Conway	39	39	N/A	N/A	N/A
Helena/West Helena	36	36	N/A	N/A	N/A
Hispanic	153	153	N/A	N/A	N/A

Earned Media Report - \$303,897***Media Relations***

A news release concerning the Holiday DDOLUA mobilization was distributed to news media statewide resulting in 41 newspaper clippings with an ad equivalency of \$20,397.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media plan ran from December 13, 2017 through December 31, 2017. The campaign received the following results:

Facebook

- Impressions: 2,613
- New Page Likes/Follows: 578 total fans
- Engagements: 44
 - Reactions: 28
 - Comments: 1
 - Shares: 15

Twitter

- Impressions: 1,907
- Total Followers: 119
- New Followers: 0
- Engagements: 31
 - Replies: 0
 - Retweets: 4
 - Likes: 14

Instagram

- Total Followers: 48
- Engagements: 32
 - Likes: 32
 - Comments: 0

**2018 Fourth of July Impaired Driving Mobilization
Drive Sober or Get Pulled Over**

Paid Media Report***Summary***

To maximize the paid media budget, the media plan focused on the counties in Arkansas that have the highest concentration of impaired driving crashes and where the highest population of people would be celebrating the Fourth of July holiday – Benton, Garland, Craighead, Faulkner, Phillips, Miller, Pulaski, Sebastian, Union and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second television and radio announcements in both English and in Spanish with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$147,073 and an additional amount of \$77,012 in bonus advertising.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for the DSOGPO campaign was June 27 – July 8 (12 days).

Geography

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

Budget

- Drive Sober or Get Pulled Over - \$147,073 total paid media budget
- Broadcast TV \$ 46,523 (32 percent)
- Cable TV \$ 25,638 (17 percent)
- Radio \$ 28,676 (19 percent)
- Other Radio \$ 8,020 (5 percent)
- Online \$ 24,745 (17 percent)
- Out-of-Home \$ 13,471 (10 percent)

Media Strategies - Drive Sober Or Get Pulled Over.

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

Media Strategy

In order to convey the advertising message in a short period of time the primary media strategy was to build frequency. Our goal was to reach over 39% of the target audience at the 8+ frequency level over the flight period with measured media. We recommended a multi-platform approach to effectively reach the target audience in an increasingly complex and fragmented media environment. Within each medium, we implemented the tactics detailed below.

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

Broadcast TV provided the greatest reach opportunity

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

Daypart mix:

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

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

Recommended Broadcast Programming:

Big Brother Premiere, American Ninja Warrior, Family Guy, Macy's 4th of July Spectacular, America's Got Talent, Saturday Night Live, NASCAR, Undercover Boss: Celebrity, Late Show with Stephen Colbert, Big Bang Theory, Jimmy Kimmel, The Tonight Show with Jimmy Fallon, PGA Golf, So You Think You Can Dance?, FIFA Games, MasterChef, X-Games Dew Tour, Bull

- Local news will be purchased to reach the mass audience. Nielsen TV ratings data will determine which networks and programming will best reach the target audience.
- Thunder TV will provide highly targeted reach to the Midlife Motorcyclist, aged 45-64. The popular local motorcycle show airs on KFTA in the Ft. Smith/Fayetteville market.
- Focus on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.

Purchased Cable TV to build frequency and extend reach

Cable provides additional programming opportunities that appeal to the hard-to-reach young male audience. Purchased a variety of networks with the highest ratings and largest viewing audience against Men 18-34.

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

Recommended Cable Programming: Live PD: Police Patrol, Preacher, The Walking Dead, 2018 BET Awards, The Office, South Park, The Daily Show with Trevor Noah, Tosh.0, BattleBots, SportsCenter, Street Outlaws, FX Movies, Ancient Aliens, Jersey Shore: Family Vacation, Lip Sync Battle, Big Bang Theory, Conan, American Dad, NCIS: New Orleans, TNT Movies, Animal Kingdom, Law & Order, Modern Family, Colony, Shooter, WWE Raw

Networks such as ESPN, Comedy Central and FX will remain constant, but we will also look

into other networks that carry motorcycle specific programming.

Radio extended the reach created by television while generating higher levels of frequency. Another advantage of radio is to deliver the *Drive Sober* message to our target audience while they are behind the wheel. Edison Research shows that 82% of Adults 18+ who have driven/ridden in a car in the past month utilized AM/FM radio.

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

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

Nielson Audio ratings data helped determine which stations best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.

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

Spanish Radio was purchased to reach the Hispanic audience.

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

- a. Utilizing an ad network allowed us to have a presence on premium national websites such as GameStop.com and Flixster.com targeted geographically to Arkansas and demographically to Men 18-34 and Men 45-64 (10% of network buy will target the older demo). 15-second pre-roll video across mobile, tablet and desktop was recommended to maximize impact and awareness of the *Drive Sober* message. The campaign generated more than 600,000 impressions.
- b. Over-the-Top / Connected TV is best used as an extension of the traditional television schedule. According to Pew Research, 61% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, the *Drive Sober* message was delivered to our target when they were streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads were targeted demographically and geographically making ad serving precise. A minimum of 115,000 impressions ran during the campaign in the LR DMA.
- c. Pandora Internet Radio, the most popular streaming music service, reached 6 out of 10 people aged 18-34. Pandora allowed us to geo-target Men 18-34 residing in Arkansas. We recommended utilizing the "Audio Everywhere" platform where the *Drive Sober* radio spot will play between songs. An extra emphasis was placed in the Fayetteville market where radio ratings for Men 18-34 is below average. This campaign generated over 400,000 impressions during the 12-day flight period.
- d. Placed a mix of premium banners on high traffic local websites including Xfinity.com and Arktimes.com. Additionally, Spanish language banners ran on Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Digital outdoor extended the reach of the television and radio schedules while reaching drivers in their vehicles reinforcing the *Drive Sober* message with a visual component.

Digital outdoor can be turned on and off to match strict flight requirements with no production fees. We recommended seven high-traffic locations in the Little Rock Metro, Northwest Arkansas and Jonesboro generating over 2.1 million impressions over a two-week period.

By Market Actual Expenditures \$147,073

- Little Rock \$ 42,545
- Fort Smith/Fayetteville \$ 27,778
- Texarkana \$ 7,509
- Jonesboro \$ 15,614
- El Dorado \$ 2,424
- Conway \$ 2,223
- Hot Springs \$ 3,495
- Helena \$ 865
- Hispanic \$ 6,952
- Online (Statewide) \$ 24,197
- Out-of-Home \$ 13,471

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$99.58	\$18.15	\$33.83
Ft. Smith/Fayette.	\$70.49	\$10.82	\$33.02
Jonesboro	\$55.55	\$12.13	\$12.98
Texarkana	N/A	\$8.98	\$25.47
Hot Springs	N/A	\$9.44	\$12.42
Conway	N/A	\$10.56	N/A
El Dorado	N/A	\$4.22	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	570	396	2.8	201.2	72.5%
Ft Smith/Fayette.	733	510	2.8	203.5	72.5%
Jonesboro	335	344	2.6	176.5	67.1%
Texarkana	269	269	N/A	N/A	N/A
Conway	165	299	N/A	N/A	N/A
El Dorado	287	269	N/A	N/A	N/A
Hot Springs	172	131	N/A	N/A	N/A
Hispanic	70	73	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	407	306	5.0	250.6	50.5%

Ft. Smith	209	211	3.6	203.3	57.0%
Fayetteville	166	166	3.8	155.4	41.0%
Jonesboro	116	115	4.3	202.5	47.2%
Texarkana	137	137	5.1	200.0	39.6%
El Dorado	100	100	N/A	N/A	N/A
Hot Springs	85	85	4.2	150.6	35.2%
Conway	30	30	N/A	N/A	N/A
Helena	15	21	N/A	N/A	N/A
Hispanic	118	117	N/	N/A	N/A

Earned Media Report - \$203,050

Media Relations

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 34 newspaper clippings with an ad equivalency of \$14,050.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The dates of the social media plan were June 27 – July 8, 2018. The campaign received the following results:

Facebook

- Impressions: 121,200
- New Page Likes/Follows: 577 followers / 5 new “likes”
- Engagements: 113
 - Reactions: 65
 - Comments: 1
 - Shares: 47

Twitter

- Impressions: 1,446
- Total Followers: 134
- New Followers: 2
- Engagements: 37
 - Retweets: 3
 - Replies: 0
 - Likes: 9

Instagram

- Total Followers: 48
- New Followers: 0
- Total Engagements: 16

**2018 Labor Day Impaired Driving Mobilization
Drive Sober or Get Pulled Over**

Paid Media Report**Summary**

This mobilization was an impaired driving message – Drive Sober or Get Pulled Over. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and Spanish. The total advertising budget utilized was \$349,562 with bonus television, cable, online and radio ads totaling \$310,179.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DSOGPO ran with messages in three flights: August 15 - 19, August 22 - 26 and August 29 – September 3, 2018 (16 days).

Geography

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

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

Budget:

\$349,562 total paid media budget

• Broadcast television budget	\$ 91,284 (26 percent)
• Cable television budget	\$ 53,884 (15 percent)
• Radio budget	\$ 58,131 (17 percent)
• Other radio budget	\$ 27,740 (8 percent)
• Online budget	\$ 81,170 (23 percent)
• Out-of-home budget	\$ 30,000 (9 percent)
• Sports marketing	\$ 7,353 (2 percent)

Media Strategies & Tactics**Strategy**

The primary media strategy was to generate frequency in order to influence behavioral change. Our goal was to reach over 45% of the male audience at the 8+ frequency level with measured media over the three-week flight period.

Tactics

We recommended implementing a multi-tiered media mix, consisting of both traditional and non-traditional media, to effectively generate the greatest reach to the target audience in an increasingly complex and fragmented media environment. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach opportunity

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

Dayparts Mix: News, Prime, Late Fringe and Sports

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

Recommended Broadcast Programming:

Big Brother, NFL Preseason Games, Big Bang Theory, American Ninja Warrior, Family Guy, The Simpsons, The Orville, Supernatural, America's Got Talent, TKO: Total

Knockout, Gong Show, Whistleblower, NASCAR, Shark Tank, Ellen's Game of Games, College Football, Match Game, Jimmy Kimmel Live, Late Show with Stephen Colbert, Saturday Night Live, Tonight Show with Jimmy Fallon, MasterChef, The Resident

- Local news will be purchased to reach the mass audience
- Nielsen ratings data will allow us to determine the top-rated stations and programs in each market.
- Univision and Telemundo will be purchased in markets where available to reach the Hispanic audience.

Cable TV extended reach and built frequency

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

Recommended Cable Networks: ESPN, ESPN2, Cartoon (Adult Swim), Comedy, USA, TBS, TNT, FreeForm, BET, FX, A&E, AMC, MTV, Discovery and History

Recommended Cable Programming:

Fear the Walking Dead, 2018 MTV Video Music Awards, Animal Kingdom, Live PD, Naked & Afraid, BattleBots, Ultimate Ninja Challenge, Tosh.0, South Park, Preacher, Family Guy, NFL Preseason Football, Movies, Forged in Fire, College Football, SportsCenter, MLB, Ancient Aliens, Conan, Modern Family, Robot Chicken, The Last O.G., Joker's Wild, Detroiters, NCIS, Shooter, Queen of the South, The Office, Better Call Saul, NFL Live, NBA: The Jump, Deadliest Catch, Nick Cannon Wild n' Out, Dragon Ball Super, Rick & Morty, The Venture Brothers, Daily Show with Trevor Noah

- Networks such as ESPN, Discovery and History will provide highest reach to the 35-64 year old Motorcyclist (secondary target).

Other TV

- **Thunder TV** provided a highly targeted reach to our secondary demo of Men 35-64. The popular local motorcycle show airs on KFTA-TV in the Ft. Smith/Fayetteville market.
- **Hooten's TV** – The *Drive Sober* message appeared on Hooten's football pre-game show on KATV in the Little Rock DMA.

Radio extended the reach created by television while generating higher levels of frequency. Since this medium reaches people in their cars, it can be an effective tool to remind drivers and passengers alike of the dangers of impaired driving. Edison Research shows that 82% of Adults 18+ who have driven/ridden in a car in the past month utilized AM/FM radio.

a. Primary Formats: Rock, Sports, Contemporary Hits and Country

b. Dayparts:

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

Spanish Radio will be purchased to reach the Hispanic male audience.

Live Endorsements: Utilizing local radio personalities on top-rated stations generated additional impact and awareness. We encouraged DJs to incorporate this important message into their social networking.

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

Razorback Sports Network Game Day Broadcast - One :30 spot and a live mention ran in-game during the first Razorback football game on September 1st. The Razorback Sports Network consists of 39 affiliates across the state.

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

- a. Utilized MobileFuse, an ad network, allowed us to run on popular national websites such as CollegeHumor.com and FoxSports.com targeted geographically to Arkansas and demographically to Men 18-34 and Men 35-64 (10% of buy will target the secondary demo). 15-second pre-roll video ads across mobile, tablets and desktop were recommended to maximize impact and awareness of the *Drive Sober* message. Companion banners were included as added-value. The three-week campaign will generate at least 2.3 million impressions. Specific tactics are detailed below.
- b. **Connected TV** - According to Pew Research, 60% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, the *Drive Sober* message was delivered to our target while they were streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads were targeted demographically and geographically making ad serving precise. A minimum of 315,250 impressions ran during the campaign.
- c. Pandora Internet Radio is the most popular streaming music service among young adults. Like the ad network, Pandora can target geographically and demographically. We recommended purchasing a mix of the "Audio Everywhere" and "Video Everywhere" platforms, where the *Drive Sober* :30 radio spot and :15 video will play between songs. A small share of the audio impressions targeted the older male segment (35-64) that owns a motorcycle. Pandora identified their listeners who are current motorcycle owners, according to motorcycle registrations and dealer purchase reporting and validated using actual vehicle registration data. This campaign generated 1.4 million impressions including added-value (companion banners).
- d. Amplified our reach by running homepage banners on the official athletic site for the Arkansas Razorbacks as football season kicked off.
- e. Purchased a mix of high-impact banners and pre-roll on the ESPN website and ESPN app. The ads will be geo-targeted to Arkansas and reach sports fans in highly desired, brand-safe environment.

- f. **Digital Gaming** – Playwire targeted Men 18-34 while they are playing video games on their mobile devices and provided an additional layer of reach of the *Drive Sober* message to our target audience, who are 69% more likely to have played a video game on the internet than the general audience. A minimum of 413,678 impressions ran during the campaign.
- g. Ran a mix of homepage takeovers, pre-roll video and banners across local websites such as ArkTimes.com, Xfinity.com, Hogville.net and Hootens.com. Additionally, ROS (run-of-site) banners ran on LatinoTVAR.com (Univision), Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

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

a. Gas Pump TV

- The *Drive Sober* spot ran during ESPN Sports, Headline News and Accu-Weather segments reaching a captive audience when they are standing next to their vehicles reminding them the consequences of impaired driving right before getting back into the vehicle to head to their next destination.
- Nielsen provided a proof of performance report at the end of the campaign.
- The *Drive Sober* spot ran on 1,575 gas pump screens across 201 gas stations around the state generating over 500,000 impressions.

b. Lamar Digital Outdoor

- Digital outdoor can be turned on and off to match strict flight requirements with no production fees.
- We recommended nine high-traffic digital locations in Little Rock, North Little Rock, Northwest Arkansas and Russellville generating over 5.4 million impressions over the three-week period

- c. September 1st the Arkansas Razorbacks played their first football game of the season at Donald W. Reynolds Stadium in Fayetteville. AHSO's *Drive Sober* message was displayed on the giant videoboard a minimum of five times during replays.
- d. The *Drive Sober* message ran on a tri-vision marquee on ASU campus located at Johnson Avenue and Red Wolves Boulevard reaching 38,000 vehicles per day. The message was displayed for ASU's first football game of the season.

Sports Marketing

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

By Market**Actual Expenditures \$349,562**

- Little Rock \$ 91,364
- Fort Smith/Fayetteville \$ 62,124
- Jonesboro \$ 25,006
- Texarkana \$ 13,566
- El Dorado \$ 4,563
- Hot Springs \$ 6,622
- Conway \$ 4,528
- Helena/Delta \$ 2,767
- Hispanic \$ 17,305
- Online (statewide) \$ 79,952
- Radio (statewide) \$ 4,412
- Out-of-home (statewide) \$ 30,000
- Sports Marketing \$ 7,353

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$99.41	\$21.67	\$32.76
Ft. Smith/Fayetteville	\$73.30	\$23.82	\$22.66
Jonesboro	\$46.42	\$8.04	\$13.75
Texarkana	No broadcast TV	\$8.01	\$24.57
Hot Springs	No broadcast TV	\$4.57	\$12.91
El Dorado	No broadcast TV	\$5.08	N/A
Hispanic	N/A	N/A	N/A

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,119	1,119	4.7	374.5	80.2%
Ft. Smith/Fayetteville	752	752	4.8	374.0	77.6%
Jonesboro	819	819	4.3	304.5	70.6%
Texarkana	544	544	N/A	N/A	N/A
El Dorado	406	406	N/A	N/A	N/A
Hot Springs	600	600	N/A	N/A	N/A
Conway	376	376	N/A	N/A	N/A
Hispanic	175	175	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	682	592	8.4	449.1	53.5%
Ft. Smith	464	440	6.5	449.0	69.8%
Fayetteville	465	273	6.2	376.4	60.4%
Jonesboro	232	232	6.9	381.5	47.6%
Texarkana	275	275	7.9	374.7	47.6%
El Dorado	200	200	N/A	N/A	N/A
Hot Springs	184	184	7.2	300.6	41.5%
Helena/Delta	48	48	N/A	N/A	N/A
Conway	43	43	N/A	N/A	N/A
Statewide Sports	2	2	N/A	N/A	N/A
Hispanic	225	225	N/A	N/A	N/A

Earned Media Report – \$295,866

The 2018 Drive Sober or Get Pulled Over Campaign focused on news media statewide and television news programs to promote the program. A statewide news release was issued resulting in 33 newspaper clippings and with a total ad equivalency of \$12,366.

Partnership with the Arkansas State Highway and Transportation Department

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

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

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign ran August 15 through September 3, 2018. The campaign received the following results:

Facebook

- Impressions: 2,589
- New Page Likes/Follows: 573 followers / 2 new likes
- Engagements: 21
 - Reactions: 11
 - Comments: 0
 - Shares: 10

Twitter

- Impressions: 3,297
- Total Followers: 136
- New Followers: 0
- Engagements: 13
 - Retweets: 1
 - Replies: 0
 - Likes: 1

Instagram

- Total Followers: 51
- New Followers: 3
- Total Engagements: 30

Thanksgiving 2017 Occupant Protection Mobilization Media Report Click It or Ticket

Paid Media Report

Summary

Supporting the national Thanksgiving 2017 Click It or Ticket mobilization period, Monday, November 20 – Sunday, November 26, 2017, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54 and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$62,081 for a two-week schedule of previously produced radio, print and digital. The bonus ads received totaled an additional \$42,401 in airtime.

Paid Advertising Period

- Paid advertising Thanksgiving Click It or Ticket-November 13 – November 26.

Audience Segment Profiles

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

Geography

- Eight “primary” radio DMAs for “Click It or Ticket:”
 - Little Rock
 - Fort Smith
 - Fayetteville
 - Jonesboro
 - Texarkana
 - Hot Springs
 - El Dorado
 - Helena/West Helena
- Secondary radio markets – counties with lowest seat belt use rates
 - Carroll
 - Crawford
 - Jackson

- Johnson
- Lonoke
- Ouachita
- Sevier
- Stone

Budget

- Thanksgiving Click It or Ticket - \$62,081

Media Strategies - Click It or Ticket

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

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

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

Dayparts: Morning Drive: 6:00am - 10:00am Mid-day: 10:00am - 3:00pm

Afternoon Drive: 3:00pm - 7:00pm Selected weekend dayparts

- Nielson Audio ratings data helped determine which stations best reach the target audiences in the radio metro markets of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
- Non-metro radio targeted the rural areas where there is a lower rate of seat belt usage. These stations were identified by pulling a county-by-county radio ranker.
- Live endorsements by Justin Acri with KABZ-FM "The Buzz" helped connect the Occupant Protection message with a large, male- oriented audience.
- Extended the media budget by negotiating strong no-charge schedules of one bonus spot for each paid radio spot

Print will allow for targeted coverage and reach into niche audiences.

- Used local newspapers to reach residents in counties with low seat belt usage rates:
 - *Arkansas Democrat-Gazette* (Metro Zone) - Sunday (114,185)
 - *Berryville Carroll County News Midweek* - Tuesday (2,431)
 - *Eureka Springs Lovely County Citizen* - Thursday (6,700)
 - *Van Buren Press Argus-Courier* - Wednesday (2,134)
 - *Newport Independent Progress* - Thursday (2,313)
 - *Johnson County Graphic* - Wednesday (7,371)
 - *Camden News* - Monday (2,947)
 - *Jacksonville-Cabot Arkansas Leader* - Wednesday (14,173)
 - *Lonoke Democrat* - Wednesday (2,100)
 - *DeQueen Bee* - Thursday (2,420)
 - *Mt. View Stone County Leader* - Wednesday (4,278)
- One large 40" 4-color unit was recommended in each newspaper to run the week of Thanksgiving holiday to maximize exposure.
- A full page/4-color ad was recommended to run in *Arkansas Wild's* winter issue to further reach the hunting and outdoorsman heavy male audience with the Occupant Protection message.

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

- Placed run-of-site banners on EILatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, 18 – 34-year-old Men and African American targets, the budget spent \$61,121, was allocated as follows:

- Radio \$ 40,400 (65 percent)
- Other Radio \$ 6,807 (11 percent)
- Print \$ 14,327 (23 percent)
- Online \$ 547 (1 percent)

By Market:

Click It or Ticket Actual Expenditures \$62,081

○ Little Rock	\$ 12,642
○ Fort Smith	\$ 3,416
○ Fayetteville	\$ 8,206
○ Jonesboro	\$ 3,098
○ Texarkana	\$ 5,949
○ Hot Springs	\$ 2,742
○ El Dorado	\$ 1,600
○ Hispanic	\$ 3,293
○ Other Radio	\$ 6,807
○ Print/Newspaper	\$ 14,328

Cost per Point - Click It or Ticket

<u>Market</u>	<u>Radio</u>
Little Rock	\$41.45
Ft. Smith	\$12.69
Fayetteville	\$32.84
Jonesboro	\$12.33
Texarkana	\$23.60
El Dorado	N/A
Hot Springs	\$13.48
Helena/West Helena	N/A
Hispanic	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	217	216	5.9	305.0	51.6%
Ft. Smith	212	212	4.6	269.2	59.3%
Fayetteville	316	316	4.7	250.4	53.8%
Jonesboro	158	158	5.8	251.2	43.8%
Texarkana	168	168	5.9	250.0	42.8%
El Dorado	128	128	N/A	N/A	N/A
Hot Springs	102	102	4.7	133.4	43.3%
Helena	24	24	N/A	N/A	N/A
Conway	36	49	N/A	N/A	N/A
Hispanic	134	159	N/A	N/A	N/A
Rural AR Radio Network	282	262	N/A	N/A	N/A

Earned Media - \$200,297***Media Relations***

A news release concerning the Thanksgiving mobilization was distributed to news media statewide resulting in 32 newspaper clippings with an ad equivalency of \$11,297.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The dates of the social media campaign were November 20 – November 26, 2017. The campaign received the following results:

Facebook

- Impressions: 1,638
- New Page Likes/Follows: 579 followers
- Engagements: 15
 - Reactions: 10
 - Comments: 1
 - Shares: 4

Twitter

- Impressions: 851
- Total Followers: 118
- New Followers: 0
- Engagements: 17
 - Retweets: 5
 - Replies: 0
 - Likes: 5

Instagram

- Total Followers: 47
- New Followers: 0
- Total Engagements: 16

**Memorial Day May 2018 Occupant Protection Mobilization
Click It or Ticket**

Paid Media Report

Summary

Supporting the national May 2018 Click It or Ticket Memorial Day mobilization period, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the “Click It or Ticket, Day & Night” campaign was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$332,210 for a three-week schedule of previously produced broadcast television, cable, radio, sports marketing and on-line media for the May campaign. The bonus television and radio ads received totaled an additional \$165,504 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Click It or Ticket-May 14 through June 3, 2018 (21 days)

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **White males, 18-34 years of age**
 - Largest demographic that does not wear seat belts
 - Of those who drive pickup trucks, seat belt use remains lower than drivers of other vehicle types
 - **Male teens, 15-17 years of age**
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Hispanic males, 18-34 years of age**
 - Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a seat belt*
 - **African American Men, 18-34 years of age**

Geography

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

A. Markets – Statewide Primary Markets

Little Rock	Texarkana
Fort Smith	Hot Springs
Fayetteville	El Dorado
Jonesboro	

B. Secondary Markets (STEP/Mini-STEP Participants)

Ashley County	Logan County
Baxter County	Miller County*
Benton County*	Mississippi County
Boone County	Nevada County
Chicot County	Ouachita County
Clark County	Pike County
Crittenden County	Poinsett County

Craighead County	Pulaski County*
Crawford County*	Saline County
Drew County	Sebastian County*
Faulkner County	St. Francis County
Garland County	Union County*
Greene County*	Washington County*
Hempstead County	White County
Hot Spring County	Yell County

*Indicates primary market county.

C. Tertiary Markets – Counties conducting seat belt surveys

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

*Indicates primary market county or STEP participant area.

- A special focus will be made in Independence County (Batesville, AR) home of Mark Martin, NASCAR Hall of Fame member. Mark Martin is featured in the new *Click It or Ticket* creative campaign.

Budget

- Click It or Ticket - \$332,210

A. Media Strategy

The primary media strategy was to generate frequency in order to influence behavioral change. The goal was to reach a minimum of 47 percent of the target audience at the 8+ frequency level for measured traditional media – broadcast TV, cable and radio.

B. Media Tactics

We recommended a multi-platform approach to effectively reach the target audience in an increasingly complex and fragmented media environment. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach opportunity.

Concentrated on high performing dayparts and programming. The majority of weight was allocated to prime where reach to Men 18-34 is greatest. Secured spots in live sports events such as NASCAR and NBA playoffs that fell during the flight period.

a. Daypart Mix

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

b. Key Networks: ABC, CBS, NBC, FOX, CW

- c. Recommended Broadcast Programming:** Dancing with the Stars – Athletes, 2018 Billboard Music Awards, Bachelorette, Empire, NBA Finals, Indy 500, Big Bang Theory, American Ninja Warrior, Tonight Show with Jimmy Fallon, Survivor, The Voice, So You Think You Can Dance, Late Show with Stephen Colbert, Bob’s Burgers, Riverdale, Chicago Med, Gotham, Lethal Weapon
- Local news was purchased to reach the mass audience.
 - Nielsen TV ratings data determined which networks and programming would best reach the target audience.
 - Focused on major Spanish language networks Univision and Telemundo to reach our secondary target audience of Hispanics.
- 2. Purchased key cable networks and shows that performed well against our target to extend reach and build frequency.**
- a. Recommended Cable Networks:** Comedy Central, Discovery, Paramount, Cartoon Network (Adult Swim), A&E, AMC, Freeform, ESPN, ESPN2, FX, MTV, TBS, BET, TNT, USA and Galavision
- b. Recommended Cable Programming:** NBA Playoff Games, The Americans, NCIS, Suits, Fear The Walking Dead, Modern Family, Dragon Ball 2 Kai, Conan, Big Bang Theory, The Terror, Aqua Teen Hunger Force, Trust, Into the Badlands, Craig of the Creek, Hip Hop Atlanta, FX Movies, Live PD, Colony, American Ninja Warrior, Shadowhunters, Ink Master, Animal Kingdom, Drop the Mic, Family Guy, The Last OG, Naked & Afraid All-Stars, Street Outlaws, South Park, Legion, Inside the NBA, Catfish: The TV Show, Bering Sea Gold, Taskmaster, The Daily Show with Trevor Noah, Snoop Dogg’s Joker’s Wild, WWE: Smackdown, Tosh.0, SportsCenter, NASCAR
- c. Comcast Interconnect** was purchased to reach a large number of cable households (309,630 homes). Interconnect provided coverage in 17 areas where a media presence is needed including primary markets and STEP/Mini-STEP/survey areas. Additional spots were placed in areas where cable was available for purchase to increase frequency.
- 3. Radio extended reach created by television while generating higher levels of frequency.** Another advantage of radio is that it reaches drivers while they are behind the wheel, giving us an opportunity to influence them as they are driving. The majority of radio listening for 18-34 year olds occurs in a vehicle.
- a. Primary Formats:** Country, Urban, Contemporary Hit Radio and Sports
- b. Dayparts:**
- Morning Drive: 6:00am - 10:00am
 - Mid-day: 10:00am - 3:00pm
 - Afternoon Drive: 3:00pm - 7:00pm
 - Selected weekend dayparts
- c. Nielson Audio** ratings data helped determine which stations would best reach the target audiences in the metro areas of Little Rock, Northwest Arkansas, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.

- d. **Non-metro radio** targeted the rural areas where there is a lower rate of seat belt usage and where STEP/Mini-STEP projects and seat belt surveys were implemented. County-by-county rankers via Nielsen Audio helped select the strongest non-metro stations.
 - e. **Live Endorsements:** Utilizing Justin Acri with KABZ, Poolboy with KLAL and Broadway Joe with KIPR helped connect the *Click It or Ticket* message with a loyal, engaged audience. We also encouraged DJs to incorporate the important message into their social networking.
 - f. **Spanish Radio** was purchased to reach the Hispanic audience.
4. **Digital advertising continued to extend reach of the *Click It or Ticket* message in a medium where Males 18-34 spend a significant amount of time.** Young adults are more frequent and active internet users than any other age group and consider it an “essential” part of life. Specific digital strategies are detailed below.
- a. Utilizing an **ad network** allowed us to have a presence on premium national websites such as GameStop.com and ESPN.com targeted geographically to Arkansas and demographically to Men 18-34. 30-second pre-roll ads across mobile, tablet and desktop were recommended to maximize impact and awareness of the CIOT message. The campaign generated more than 860,000 impressions.
 - b. **Connected TV** - According to Pew Research, 60% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, the CIOT message was delivered to our target while they are streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads were targeted demographically and geographically making ad serving precise. A minimum of 141,500 impressions ran during the campaign in LR DMA.
 - c. **Pandora Internet Radio**, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Pandora also allowed us to target both geographically and demographically. We recommended utilizing the “Audio Everywhere” platform where the CIOT radio spot played between songs. This campaign generated over one million impressions within a three-week period.
 - d. **Digital Gaming** – Targets Men 18-34 while they are playing video games on their mobile devices provides an additional layer of reach of the CIOT message to our target audience, who are 69% more likely to have played a video game on the internet than the general audience. A minimum of 187,000 impressions ran during the campaign.
 - e. **Boosted awareness with a customized scrolling ad.** A short *Click It or Ticket* message scrolled across smart phone screens of Men 18-34 in LR DMA. According to a study by IAB, the scroller concept is one that can convey an ad message that breaks through, while at the same time revealing itself in an appealing way and being an enjoyable ad experience, particularly

for the millennial and male audience segments. Approximately 175,000 impressions were generated.

- f. Placed a mix of **premium banners** and pre-roll video on high traffic local websites including Hogville.net, Xfinity.com and Arktimes.com. Additionally, we recommend running banners on Ellatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.
- g. Purchased online banners on **select Arkansas newspaper websites** to sustain the CIOT message for a three-week period targeting residents in the survey markets and Batesville. Those websites include: *NWA ADG, ADG, Batesville Daily Guard, Benton Saline Courier, Berryville Carroll County News Midweek, Camden News, DeQueen Bee, Ft. Smith Times Record, Johnson County Graphic, Lonoke Democrat, Stone County Leader, Newport Independent, PulaskiNews.net* and *Van Buren Press Argus-Courier*

5. Out-of-Home

- a. **Lamar Digital Outdoor Board**
 - o 14' x 48' high-profile board located on I-630 in Little Rock
 - o Three- week campaign generated over one million impressions
- b. **Batesville Outdoor Presence**
 - o Vinyl billboard(s) that will run for extended period (TBD)
 - o Signage at Batesville Motor Speedway featuring Mark Martin

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

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

Media Budget Allocation: In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget we spent was \$332,210 and was allocated as follows:

- Broadcast TV: \$116,169 (35 percent)
- Cable: \$67,133 (20 percent)
- Radio: \$62,696 (19 percent)
- Other Radio: \$19,081 (6 percent)
- Online: \$42,247 (13 percent)
- Out-of-Home: \$3,529 (1 percent)
- Print: \$8,118 (2 percent)
- Sports Marketing: \$13,236 (4 percent)

By Market:**Click It or Ticket Actual Expenditures** **\$ 332,210**

○ Little Rock	\$ 108,937
○ Fayetteville/Fort Smith	\$ 65,534
○ Jonesboro	\$ 27,200
○ Texarkana	\$ 15,423
○ El Dorado	\$ 3,930
○ Conway	\$ 1,785
○ Hot Springs	\$ 2,973
○ Hispanic Advertising	\$ 14,154
○ Statewide Cable & Radio (STEP & Survey Markets)	\$ 25,920
○ Online (Statewide)	\$ 41,471
○ Out-of-Home:	\$ 3,529
○ Print (Statewide)	\$ 8,118
○ Sports Marketing (Statewide)	\$ 13,236

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$120.65	\$27.99	\$35.07
Ft. Smith/Fayette	\$75.87	\$22.75	\$22.18
Jonesboro	\$75.12	\$10.79	\$11.50
Texarkana	No broadcast TV	\$8.30	\$28.71
El Dorado	No broadcast TV	\$4.80	N/A
Hot Springs	No broadcast TV	\$6.70	\$11.58
Conway	No broadcast TV	\$11.90	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

For broadcast TV, Fayetteville and Fort Smith are reported together.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,310	364	6.2	453.5	73.4%
Ft. Smith/Fayetteville	688	483	4.9	460.8	93.6%
Jonesboro	576	567	3.3	250.0	76.8%
Texarkana	549	549	N/A	N/A	N/A
El Dorado	323	290	N/A	N/A	N/A
Conway	291	300	N/A	N/A	N/A
Survey Market Cable	1,961	2,344	N/A	N/A	N/A
Hot Springs	164	157	N/A	N/A	N/A
Hispanic	135	135	N/A	N/A	N/A

*Cable is shown as cost per unit.

For broadcast TV, Fayetteville and Fort Smith are reported together.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	430	354	10.3	574.5	56.2%
Ft. Smith	368	372	7.0	455.7	65.9%
Fayetteville	516	514	6.6	404.7	61.6%
Jonesboro	189	189	8.2	380.4	46.2%
Texarkana	264	264	8.4	378.6	45.4%
El Dorado	192	192	N/A	N/A	N/A
Hot Springs	106	98	4.6	161.8	35.1%
Conway	51	51	N/A	N/A	N/A
STEP Markets	769	757	N/A	N/A	N/A
Helena	42	42	N/A	N/A	N/A
Hispanic	210	210	N/A	N/A	N/A

Note: In order to reach the smaller STEP markets in Arkansas, we purchased radio and cable. In addition to the six major radio DMAs, we purchased non-metro radio stations, which are in unrated markets, so the CPP is not available. Non-metro radio and cable was purchased in the following counties: Ashley, Baxter, Boone, Carroll, Crittenden, Faulkner, Hempstead, Independence, Johnson, St. Francis, Sevier, Stone and Yell. *We do not buy cable based upon ratings. We purchase it based upon a number of spots per week. The cable systems can't provide us with local ratings. Therefore, we have assumed a 1.0 rating for each spot that runs and have based the cost-per-point off of that.*

Earned Media - \$298,525

Media Relations

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 39 newspaper clippings resulted in an ad equivalency of \$15,025.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. There were several boosted posts for the May CIOT campaign. The social media campaign dates were May 14 – June 3, 2018. The results of the campaign were as follows:

Facebook

- Impressions: 1,359
- New Page Likes/Follows: 571 followers, 3 new “likes”
- Engagements: 39
 - Reactions: 30
 - Comments: 2
 - Shares: 7

Twitter

- Impressions: 16,000
- Total Followers: 131
- New Followers: 8
- Engagements: 3,168
 - Retweets: 34
 - Retwets with comments: 7
 - Replies: 9
 - Likes: 184

Instagram

- Total Followers: 48
- New Followers: 1
- Engagements: 31

2018 April Distracted Driving Campaign

Paid Media Report

Summary

Supporting the national April 2018 “Distracted Driving” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW, to develop an awareness plan and purchase media. The target audience for the “U Drive. U Text. U Pay” campaign was targeted to those most likely to drive while distracted, Adults 18-34.

NHTSA approved a budget of \$135,395 for a two-week schedule of previously produced ads on broadcast television, cable, radio, and on-line media. The bonus television and radio ads received totaled an additional \$57,836 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for U Drive. U Text. U Pay. – April 9 – 16, 2018 (8-day flight)

Audience Segment Profiles

- Primary Segment – *To encourage the segment to not engage in distracted driving*
 - **Adults, 18-34 years of age**
 - **Slightly skewed towards women**
- Secondary Segment – *To raise awareness and influence segment to never drive while distracted*
 - **Hispanics, 18-34 years old**
 - **Spanish is primary language**

Geography

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

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

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

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

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

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

Budget

- U Drive. U Text. U Pay. - \$124,395

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

Being an awareness campaign with a short advertising period, the primary media strategy was to generate frequency in order to influence behavioral change. The goal was to reach a minimum of 54% of the target audience at the 3+ frequency level for measured traditional media – broadcast TV, cable and radio.

Media Tactics

We recommended a multi-tiered media mix, consisting of electronic media to effectively generate the greatest reach to the target audience in an increasingly complex and fragmented media environment. Within each medium, we implemented the tactics detailed below.

Broadcast TV provided the greatest reach opportunity

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

a. Daypart mix

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

b. Key Networks: ABC, CBS, NBC, FOX and CW**c. Recommended Broadcast Programming:**

New Girl, Black Lightning, Scandal, Bob's Burgers, Family Guy, Arrow, Criminal Minds, A.P. Bio, For the People, NBA Playoffs, American Idol, Big Bang Theory, Saturday Night Live, Good Girls, Riverdale, Supernatural, Survivor, Academy of Country Music Awards, DC Legends of Tomorrow, The Resident, Empire, Life Sentence, The Voice, The Tonight Show with Jimmy Fallon, Jimmy Kimmel and NHL Playoffs

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

2. Cable extends the reach of broadcast television and achieves greater frequency of exposure of the distracted driving message by placing cable television support in metro markets across the state.**d. Recommended Cable Networks:** Comedy Central, Freeform, Cartoon Network/Adult Swim, FX, MTV, AMC, TBS, USA, VH1, E!, TNT**b. Recommended Cable Programming:**

Fear the Walking Dead, McMafia, Suits, The Walking Dead, Tosh.0, Drunk History, Broad City, The Arrangement, WAGS: Miami, Teen Mom O.G., Catfish: The TV Show, SportsCenter, NBA Basketball, MLS Soccer, We the Fans: Dallas Cowboys, Jack Reacher, Love & Hip Hop,

Freeform movies, Atlanta, The Americans, NCIS: New Orleans, American Dad, Bob's Burgers, Robot Chicken, Mike Tyson Mysteries, Dragon Ball 2 Kai, Family Guy, Rick & Morty, Aqua Teen Hunger Force, Conan, Samantha Bee, WWE Monday Night Raw, Modern Family and Tevana & Iman

- c. **Purchased spots on Galavision** network (only available in Fayetteville and Ft. Smith markets) to reach the Hispanic community with the distracted driving message.

3. Radio extended the reach created by television while generating higher levels of frequency. Another advantage of radio is that it reaches drivers while they are behind the wheel, giving us an opportunity to influence them as they are driving. The majority of radio listening for 18-34 year olds occurs in a vehicle.

- a. **Primary Formats:** Contemporary Hit Radio, Adult Contemporary, Country and Urban

e. Dayparts:

- Morning Drive: 6:00am - 10:00am
- Midday: 10:00am - 3:00pm
- Afternoon Drive: 3:00pm - 7:00pm
- Evening: 7:00pm - midnight
- Selected weekend dayparts

- f. **Traffic Reports:** We recommended Traffic Report Sponsorships that will rotate across eleven radio stations in Little Rock. A 15-second "U Drive. U Text. U Pay." message ran adjacent to local traffic updates in the morning and afternoon drive times, reaching a large number of people at premium times during the day.

- d. **Live Endorsements** – Utilizing local radio personalities on top-rated stations delivered the distracted driving message with live reads that will generate impact and awareness. We also encouraged DJs to incorporate the important message into their social networking.

- e. **Spanish Radio** will be purchased to reach the Hispanic audience.

4. Digital Advertising continued to extend reach of the "U Drive. U Text. U Pay." message in a medium where Adults 18-34 spend a significant amount of time. Young adults are more frequent and active internet users than any other age group and consider it an "essential" part of life. Specific digital strategies are detailed below:

- Utilizing an **ad network** allowed the distracted driving ad to run on national websites such as People.com and BuzzFeed.com targeted geographically and demographically to Adults 18-34 in Arkansas. Video ads across mobile, tablet and desktop were recommended to maximize impact and awareness of the texting enforcement message. Additional banner impressions were included as added value. The campaign will

generate more than 600,000 impressions.

- **Connected TV** - According to Pew Research, 60% of those ages 18-29 say the primary way they watch television now is with a streaming service on the internet. With connected TV/OTT, our distracted driving message was delivered to our target when they are streaming TV shows, videos, movies via Playstation Vue, Roku, Apple TV, Xbox, etc. Ads were targeted demographically and geographically making ad serving precise. A minimum of 125,000 impressions will run during the campaign in LR DMA.
- **Pandora** Internet Radio, the most popular streaming music service, reaches 6 out of 10 people aged 18-34. Edison Research reports time spent with online radio surged to more than 14 hours per week in 2017. Targeted Arkansas adults 18-34 using Pandora's "Audio Everywhere" platform by repurposing our distracted driving radio spots for online use. Pandora's penetration into this demographic in Arkansas is strong at 45% with 301,383 unique listeners This campaign generated over 1.2 million impressions within an 8-day period.
- Placed premium banners on EILatino.com and LaPrensaNWA.com to reach the Hispanic community digitally.

5. Out-of-home billboards generated mass reach and frequency and is one of the most cost-efficient media available.

- Digital outdoor boards are highly visible structures that reached a mass audience while they are in their vehicle.
- Concentrated placement on all major highways around Little Rock.
- 5 boards = 1,222,054 weekly impressions
- With digital boards, there are no production fees.
- Digital outdoor allowed for creative flexibility. Change messaging April 17th to the drugged-driving campaign creative.

Media Budget Allocation: In order to achieve our communications goals the budget spent \$124,395 was allocated as follows:

- Broadcast TV: \$42,292 (34 percent)
- Cable: \$18,376 (15 percent)
- Radio: \$25,242 (20 percent)
- Other radio: \$8,274 (7 percent)
- Online: \$21,741 (17 percent)
- Out-of-Home: \$8,471 (7 percent)

By Market:

U Drive. U Text. U Pay. Actual Expenditures \$124,395

- Little Rock \$ 47,659

○ Fayetteville/Fort Smith	\$ 23,557
○ Jonesboro	\$ 12,363
○ Texarkana	\$ 6,548
○ El Dorado	\$ 1,810
○ Hot Springs	\$ 2,515
○ Conway	\$ 2,225
○ Helena/West Helena	\$ 922
○ Hispanic Advertising	\$ 5,373
○ Online (Statewide)	\$ 21,423

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$112.17	\$20.30	\$39.25
Ft. Smith/Fayette	\$78.18	\$20.30	\$22.90
Jonesboro	\$63.64	\$7.49	\$13.02
Texarkana	No broadcast TV	\$8.87	\$28.67
El Dorado	No broadcast TV	\$5.15	N/A
Hot Springs	No broadcast TV	\$6.12	\$10.60
Conway	No broadcast TV	\$12.52	N/A
Hispanic	N/A	N/A	N/A

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

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	337	239	2.6	173.5	66.4%
Ft.Smith/Fayetteville	434	63	2.4	155.6	63.8%
Jonesboro	475	475	2.3	130.6	56.5%
Texarkana	247	247	N/A	N/A	N/A
El Dorado	131	0	N/A	N/A	N/A
Hot Springs	211	211	N/A	N/A	N/A
Conway	150	150	N/A	N/A	N/A
Hispanic	51	51	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	380	267	3.8	205.5	54.0%
Ft. Smith	126	164	3.0	153.5	51.0%
Fayetteville	177	160	3.2	149.7	46.3%
Jonesboro	84	84	3.7	151.2	41.2%
Texarkana	100	100	4.4	152.0	34.3%
El Dorado	80	80	N/A	N/A	N/A
Hot Springs	56	56	3.3	115.5	34.8%
Conway	20	20	N/A	N/A	N/A
Helena	16	16	N/A	N/A	N/A
Hispanic	85	85	N/A	N/A	N/A

Earned Media - \$199,529

Media Relations

A news release concerning the April Distracted Driving mobilization was distributed to news media statewide resulting in 25 newspaper clippings with an ad equivalency of \$10,529.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The dates of the social media campaign were April 9 – April 16, 2018. The campaign received the following results:

Facebook

- Impressions: 160
- New Page Likes/Follows: 573 followers, 1 new “like”
- Engagements: 4
 - Reactions: 0
 - Comments: 0
 - Shares: 0

Twitter

- Impressions: 810
- Total Followers: 123
- New Followers: 2
- Engagements: 22
 - Retweets: 4
 - Retweets with comments: 1
 - Replies: 0
 - Likes: 5

Instagram

- Total Followers: 49
- New Followers: 2
- Total Engagements: 8

2018 May Motorcycle Safety Campaign Share the Road/Look Twice for Motorcycles

Paid Media Report

Summary

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

NHTSA approved a budget of \$74,284 for a two-week schedule of previously produced ads on broadcast television, cable, radio and digital outdoor media. The bonus ads received totaled an additional \$30,935 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Look Twice for Motorcycles-April 30 – May 9, 2018.

Audience Segment Profiles

The target audience for the “Look Twice for Motorcycles” campaign was all Arkansas Drivers. Motor vehicle operators and motorcyclists were encouraged to “share the road” and to stay alert to keep motorcyclists safe on Arkansas roads.

- Primary Segment: **Adults, 25-54**
- Secondary Segment: **Adults, 18 - 49**

Geography

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

Target Counties:

- Pulaski
- Washington
- Benton
- Garland
- Craighead

Budget

The total paid media budget for the Share the Road/Look Twice for Motorcycles campaign was \$74,284.

Media Strategies- Share the Road/Look Twice for Motorcycles

C. Media Strategy

The goal was to increase motorcyclists’ safety on Arkansas roads, specifically in the areas that have higher rates of motorcycle crashes, injuries and fatalities.

Due to the short flight duration, electronic mediums were used as they can be activated and deactivated quickly.

B. Media Tactics

We recommended a multi-platform approach using electronic media that generated a high reach in a short time period – television, cable, radio and digital outdoor. In order to have a strong presence all target areas with a limited budget, we recommend running the TV, cable and radio within a 10-day period. Within each medium, we implemented the tactics detailed below.

Broadcast TV reached the masses quicker and with more impact than any other medium. We achieved a mass reach against Adults 25-54 by concentrating over half the budget into broadcast TV. The majority of weight was allocated to News and Prime.

a. Daypart mix

- Local News – 30%
- Prime Access – 10%
- Prime – 50%
- Late Fringe – 10%

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

c. Recommended Broadcast Programming: NCIS, For the People, Tonight Show with Jimmy Fallon, NBA Playoffs, The Flash, Survivor, MacGyver, Madam Secretary, Dancing with the Stars, The Voice, Elementary, Late Show with Stephen Colbert, Big Bang Theory, Wheel of Fortune, Riverdale, Station 19, Gotham, Lethal Weapon

Purchased key cable networks and shows to extend reach and build frequency.

a. Recommended cable networks that skew slightly younger to reach Adults 18-49: TBS, USA, Freeform, CNBC, ESPN, ESPN2, TNT, A&E, Discovery, AMC, MTV, Comedy and FX

b. Recommended Cable Programming:

Modern Family, Better Call Saul, Fear the Walking Dead, Suits, Fargo, The Americans, Big Bang Theory, Conan, Tosh.0, SportCenter, American Choppers, Drop the Mic, Fear Factor, Street Outlaws, Freeform movies, Dragon Ball 2 Kai, Naked and Afraid, Law & Order, FX movies, Catfish: The TV Show, NCIS, Family Guy, The Daily Show with Trevor Noah

- Included networks with programming that reaches motorcycle

Radio extended the reach created by television and built additional frequency. Another benefit of radio is that it reaches drivers while they are in a vehicle giving us an opportunity to deliver the “share the road” message while Arkansans are behind the wheel.

- a. **Primary Formats:** Contemporary Hit Radio, Country, Adult Contemporary and Classic Rock
- b. **Dayparts:**
- Morning Drive: 6:00am - 10:00am
 - Midday: 10:00am - 3:00pm
 - Afternoon Drive: 3:00pm - 7:00pm
 - Selected weekend dayparts

Digital outdoor extended the reach of the television and radio schedules while reaching drivers in their vehicles reinforcing the “share the road” message with a visual component. Outdoor ran for the 2-week flight period.

- a. Digital outdoor can be turned on and off to match strict flight requirements with no production fees.
- b. We recommended outdoor in Pulaski, Craighead and Washington counties.
- Lamar (Pulaski) – 3 locations generating over 1.6 million total impressions
 - Lamar (Washington) – 2 locations achieving over 469,992 total impressions
 - Lamar (Craighead) – 1 locations achieving over 140,884 total impressions

Media Budget Allocation: In order to achieve our communications goals the budget spent \$74,284 was allocated as follows:

- Broadcast Television: \$40,279 (54 percent)
- Cable Television: \$8,077 (11 percent)
- Radio: \$16,399 (22 percent)
- Digital outdoor: \$9,529 (13 percent)

By Market:

Look Twice for Motorcycles Actual Expenditures \$74,284

○ Little Rock	\$ 34,206
○ Fayetteville/Fort Smith	\$ 19,710
○ Jonesboro	\$ 8,521
○ Hot Springs	\$ 2,318
○ Digital Outdoor	\$ 9,529

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$113.99	\$15.20	\$43.90
Fayetteville	\$84.71	\$10.65	\$30.16
Jonesboro	\$48.08	\$10.66	\$12.89
Hot Springs	No broadcast TV	\$5.82	\$10.89

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	263	240	2.7	200.9	74.6%
Ft.Smith/Fayetteville	260	163	2.4	150.4	61.6%

Jonesboro	171	172	1.9	103.1	54.0%
Hot Springs	198	183	N/A	N/A	N/A

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	150	150	4.8	199.5	41.9%
Fayetteville	155	155	3.5	150.5	46.3%
Jonesboro	75	75	4.3	150.8	35.3%
Hot Springs	42	42	4.0	107.1	26.9%

Earned Media - \$189,000

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign dates were April 30 through May 9. The campaign received the following results:

Facebook

- Impressions: 35
- New Page Likes/Follows: 571 followers, 2 new “likes”
- Engagements: 0
 - Reactions: 0
 - Comments: 0
 - Shares: 0

Twitter

- Impressions: 260
- Total Followers: 123
- New Followers: 0
- Engagements: 2
 - Retweets: 0
 - Replies: 0
 - Likes: 1

Instagram

- Total Followers: 47
- New Followers: 0
- Engagements: 1

2018 April “Pass It On”/Drug-Impaired Driving Campaign

Paid Media Report

Summary

Supporting the April Drug-Impaired Driving Campaign, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “420 Drug-Impaired Driving” campaign was Males 18-34.

NHTSA approved a budget of \$23,770 for a one-week schedule of radio live endorsements and traffic sponsorships. The bonus ads received totaled an additional \$70 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Drug-Impaired Driving ran April 16 – 23 (8 days).

Target Audience

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

Geography

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

A. Primary Markets

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

Budget

The total paid media budget for the Drug-Impaired Driving campaign was \$23,770.

Media Strategies- Drug-Impaired Driving

D. Media Strategy

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

E. Media Tactics

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

1. Radio traffic reports and live endorsements created statewide reach and frequency of exposure in metro markets.

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

Dayparts: Morning Drive: 6:00am - 10:00am
Mid-day: 10:00am - 3:00pm
Afternoon Drive: 3:00pm - 7:00pm

Media Budget Allocation: In order to achieve our communications goals the budget spent \$23,770 was allocated as follows:

- Live Endorsements: \$10,673 (45 percent)
- Traffic Reports: \$13,097 (55 percent)

By Market:

“Pass It On” Drug-Impaired Driving Actual Expenditures \$ 23,770

○ Little Rock	\$ 13,679
○ Fayetteville	\$ 5,390
○ Fort Smith	\$ 1,749
○ Jonesboro	\$ 676
○ Texarkana	\$ 1,656
○ Hot Springs	\$ 620

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Market
Little Rock	337	0	N/A	N/A	N/A
Fayetteville	170	0	N/A	N/A	N/A
Fort Smith	125	0	N/A	N/A	N/A
Jonesboro	10	0	N/A	N/A	N/A
Texarkana	30	5	N/A	N/A	N/A
Hot Springs	30	5	N/A	N/A	N/A

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign dates were April 16 - April 23, 2018. The campaign received the following results:

Facebook

- Impressions: 323
- New Page Likes/Follows: 573 total fans

- Engagements: 4
 - Reactions: 4
 - Comments: 0
 - Shares: 0

Twitter

- Impressions: 827
- Total Followers: 123
- New Followers: 0
- Engagements: 13
 - Retweets: 4
 - Replies: 0
 - Likes: 3

Instagram

- Total Followers: 48
- New Followers: 0
- Engagements: 11

2018 July Speed Campaign Obey The Sign or Pay The Fine

Paid Media Report

Summary

Supporting the July 2018 Speed “Obey the Sign or Pay the Fine” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, CJRW to develop an awareness plan and purchase media. The target audience for the “Obey the Sign or Pay the Fine” campaign was those most likely to exceed the speed limit, men ages 18-54.

NHTSA approved a budget of \$24,866 for a one-week schedule of previously produced ads on radio and digital media. The bonus radio ads received totaled an additional \$20,263 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Obey the Sign or Pay the Fine-Monday, July 16 through Sunday, July 22, 2018

Audience Segment Profiles

- Primary Segment – *To influence segment to always obey the speed limit*
 - **Men, 16-25 years of age**
 - Largest demographic that exceeds the speed limit
 - Primarily views and listens to comedy, sports and top 40 entertainment
 - According to the National Highway Traffic Safety Administration, drivers involved in fatal crashes are more likely to be young males. In 2016, 32 percent of males aged 15-20 and thirty one percent males aged 21-24 involved in fatal crashes were speeding at the time of the accident.

- Secondary Segment – *To raise awareness and influence segment to always obey the speed limit*
 - **Newly arrived immigrant Latino Men, 18-54 years of age**
 - Hispanic drivers have lower safety belt use rates than non-Hispanic whites and higher fatality rates
 - Primarily views and listens to Spanish language media

- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always obey the speed limit*
 - **African American Men, 18-54 years of age**
 - Primarily listens to Urban radio formats
 - Reached through traditional media, however, strong loyalty to certain urban channels

Geography

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

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

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

Budget

The total paid media budget for the Obey the Sign or Pay the Fine campaign was \$24,866.

Media Strategies- Obey the Sign or Pay the Fine

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

Media Strategy

The goal was to increase awareness of the dangers and consequences of driving over the speed limit and encourage drivers to slow down on Arkansas roads and highways. The primary strategy will be to reach the target audience in their vehicle as much as possible.

Media Tactics

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

Radio created statewide reach and frequency of exposure of the “Obey the Sign” message in metro areas. One of the key reasons to use radio is the fact

that the majority of radio listening occurs in a vehicle. Over 80% of Adults 18-24 listen to radio in the car according to 2017 GfK MRI Doublebase.

- **Primary Formats:** Contemporary Hit Radio, Sports, Country and Urban
- **Dayparts:** Morning Drive: 6:00am - 10:00am
Midday: 10:00am - 3:00pm
Afternoon Drive: 3:00pm - 7:00pm
Evening: 7:00pm - Midnight
Selected weekend dayparts
- Nielsen Audio ratings data will help determine which stations best reach the young male audience in the radio metro markets of Little Rock, Fayetteville, Fort Smith, Jonesboro, Texarkana, Hot Springs and El Dorado.
 - The Nielsen Audio demographic measurement is broken out into 18-24 and 12-17 so in order to reach the full target audience of males 16-25, we have to utilize the primary audience of 18-24 and secondary of 12-17.
- Extend the media budget by negotiating strong no-charge schedules of one bonus spot for each paid radio spot.

Digital Advertising extended the reach of the “Obey the Sign” message in a medium where Men 16-25 spend a significant amount of time – streaming music.

- Pandora Internet Radio, the most popular streaming music service, is recommended as part of this campaign.
- Pandora continues to lead in the streaming music space with 31% of the US population listening in the past month, according to Edison Research’s Infinite Dial 2018.
- According to the 2018 Infinite Dial report from Edison Research, online radio weekly listening has increased to 88% in 2018 among the 12-24 demographic. The report also shows that 44% of online audio listening occurs in the car.
- Target adults 16-25 in Arkansas through the “Audio Everywhere” platform. The speed radio spot will play between songs reaching the target audience via desktop and mobile devices. This campaign will generate over 318,300 impressions during the 7-day flight period.
- As added-value, the audio ads will be accompanied by a display banner, giving visual support to audio messaging.
- To reach the Hispanic community digitally, we added ROS (run-of-site) banners on EILatino.com, LaPrensaNWA.com and LatinoTVAR.com.

Media Budget Allocation: In order to achieve our communications goals the budget spent \$24,866 was allocated as follows:

- Radio: \$18,521 (74 percent)
- Other radio: \$1,012 (4 percent)
- Digital: \$4,868 (20 percent)
- Hispanic Digital: \$465 (2 percent)

By Market:

Obey the Sign or Pay the Fine Actual Expenditures **\$24,866**

○ Little Rock	\$ 6,165
○ Fayetteville	\$ 2,886
○ Fort Smith	\$ 2,262
○ Jonesboro	\$ 1,442
○ Texarkana	\$ 3,625
○ El Dorado	\$ 900
○ Hot Springs	\$ 1,242
○ Conway	\$ 320
○ Helena/West Helena	\$ 692
○ Digital (Statewide)	\$ 5,332

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	No cable TV	\$29.15
Ft. Smith/Fayette	No broadcast TV	No cable TV	\$16.88
Jonesboro	No broadcast TV	No cable TV	\$9.12
Texarkana	No broadcast TV	No cable TV	\$28.63
El Dorado	No broadcast TV	No cable TV	N/A
Hot Springs	No broadcast TV	No cable TV	\$11.75
Conway	No broadcast TV	No cable TV	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Market
Little Rock	127	127	5.0	211.5	42.1%
Ft. Smith	129	129	3.1	170.7	54.3%
Fayetteville	120	120	3.4	140.8	41.9%
Jonesboro	59	59	4.1	158.1	40.3%
Texarkana	102	84	3.1	126.6	40.3%
El Dorado	72	72	N/A	N/A	N/A
Hot Springs	53	53	3.7	105.7	28.5%
Conway	20	20	N/A	N/A	N/A
Helena	12	15	N/A	N/A	N/A
Statewide Digital	N/A	N/A	N/A	N/A	N/A

Earned Media - \$105,545

Media Relations

A news release concerning the July Speed mobilization was distributed to news media statewide resulting in 35 newspaper clippings with an ad equivalency of \$11,045.

Partnership with the Arkansas State Highway and Transportation Department

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

Social Media

CJRW developed a social media plan delivered through the Facebook, Instagram and Twitter social media channels utilizing both messaging and assets provided by NHTSA. The social media campaign dates were July 16 through July 22. The campaign received the following results:

Facebook

- Impressions: 243
- Page Likes/Follows: 575 total fans
- Engagements: 3
 - Reactions: 3
 - Comments: 0
 - Shares: 0

Twitter

- Impressions: 613
- Total Followers: 135
- New Followers: 0
- Engagements: 7
 - Replies: 0
 - Retweets: 0
 - Likes: 4

Instagram

- Total Followers: 50
- New followers: 1
- Engagements: 3

PLANNING AND ADMINISTRATION (P&A) PROGRAM

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

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

Program Area Results

During FY 18, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for four full-time managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

According to Highway Safety Program Funding Policy, P&A costs are not to exceed thirteen percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 18 P&A expenditures equaled only 9% percent of total 402 expenditures and were matched 50 percent with State funds.

AR FY 18 Annual Report

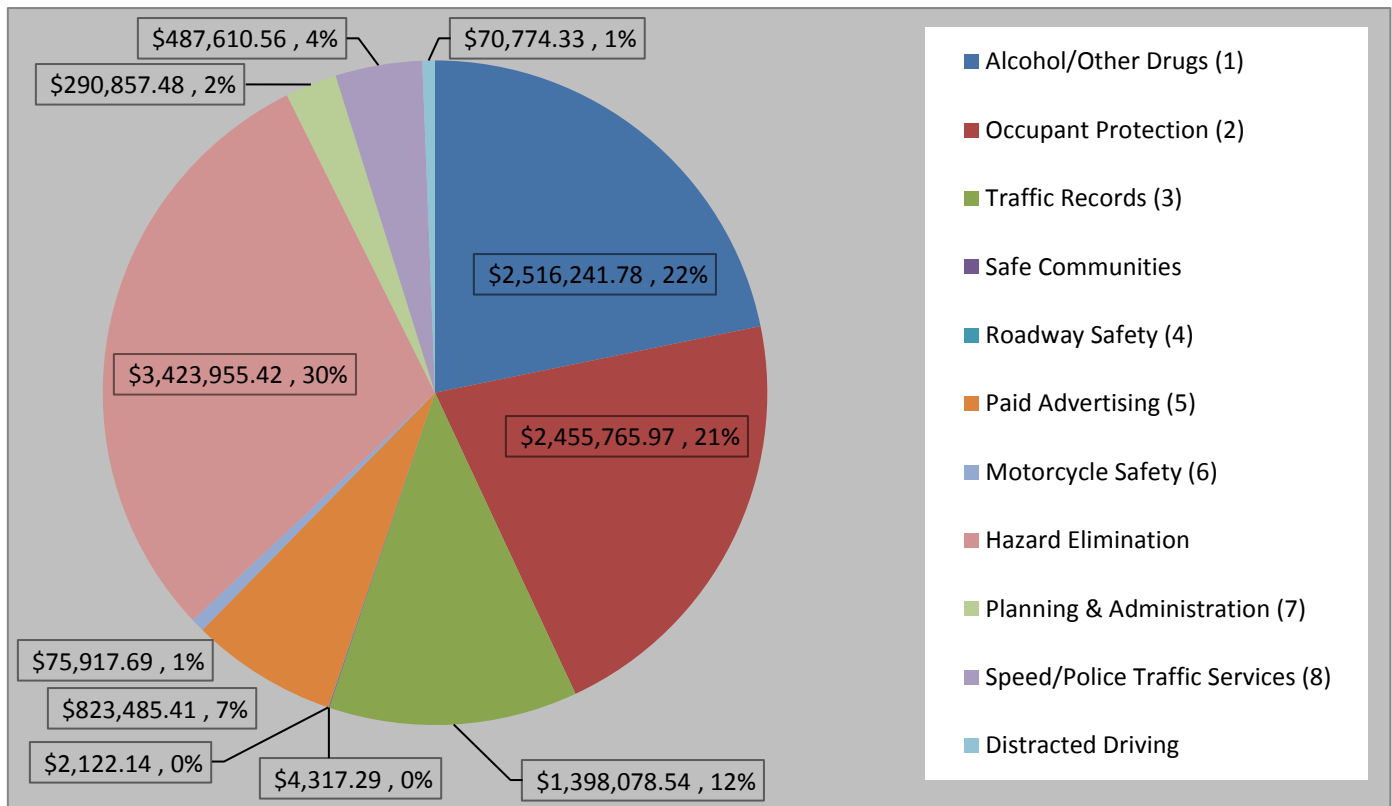
FINANCIAL REPORTS			
	Project	Recipient/Contractor	Fed. Expenditures
1	AL/OP/M2HVE	Criminal Justice Institute	636,801.26
2	M5CS	Sherwood – Pilot DWI Court	11,935.90
3	AL	Administrative Office of the Courts	73,866.39
4	AL/OP	Arkansas Broadcasters Association	75,000.00
5	OP/M5X/K8/SE	Harrison Police Department	20,214.70
6	M5BAC	AR Crime Lab	611,938.63
7	OP/M5X/SE	Garland County Sheriff's Office	40,830.44
8	OP/M5X/SE	Benton County Sheriff's Office	51,066.98
9	OP/M5X/SE	Miller County Sheriff	24,027.22
10	OP/M5X/SE	Van Buren Police Department	69,099.80
11	OP/M5X/SE	Jonesboro Police Department	64,417.65
12	OP/M5X/SE	Marion Police Department	5,771.22
13	OP/M5X/SE	North Little Rock Police Department	32,605.72
14	OP/M5X/SE	Osceola Police Department	17,976.90
15	OP/M5X/SE	Paragould Police Department	8,735.14
16	OP/M5X/SE	Sherwood Police Department	16,409.47
17	M5CS	Faulkner County – DWI Court	8,563.79
18	M3DA	SourceCorp	59,191.80
19	OP	AR Department of Health – Injury Prevention	91,877.04
20	K4TR/M3DA	Arkansas State Police – E-Crash	286,897.99
21	K4TR/M3DA	Arkansas State Police – E-Citation	747,175.80
22	SA/OP	U of A – Fayetteville	9,225.76
23	M5CS	Van Buren County – DWI Court	2,197.03
24	M5BAC	AR Dept. of Health Human Ser - OAT	102,065.59
25	M5X/OP/SE	Benton Police Department	17,115.50
26	M5X/OP/SE	Bryant Police Department	26,300.00
27	M5X/OP/SE	Conway Police Department	14,697.98
28	M5X/OP/SE	Fayetteville Police Department	77,842.11
29	M5X/OP/SE	Fort Smith Police Department	31,535.37
30	M5X/OP/SE	Hot Springs Police Department	31,055.41
31	AL/OP/K8FR/PM/K4/K8HV/ M2HVE/M5HVE/ M8PE/M9MA	Cranford,Johnson,Robinson & Woods	1,507,394.30
32	OP/SE	Mountain Home Police Department	39,341.86
33	M5X/OP/SE	Pulaski County Sheriff's Office	1,859.82
34	M5X/OP/SE	Searcy Police Department	15,265.21
35	M5X/OP/SE	Texarkana Police Department	34,005.22
36	M5X/OP/SE	Washington County Sheriff's Office	9,805.66
37	M5X/OP/SE	Springdale Police Department	71,591.20

FINANCIAL REPORTS (Continued)			
	Project	Recipient/Contractor	Fed. Expenditures
38	M5X/OP/SE	Camden Police Department	8,552.11
39	M5TR	Black River Technical College	86,107.70
40	M5X/OP/SE	Hope Police Department	21,729.73
41	K4TR	ASP – Crash Reconstruction Training	27,932.93
42	M3DA	Arkadelphia eCite/eCrash	40,690.64
43	M5CS	Independence County–Pilot DWI Court	43,497.43
44	M5X/OP/SE	Rogers Police Department	24,008.09
45	PA	University of Arkansas at Little Rock	14,602.00
46	OP	UAMS	164,649.25
47	154HE	AHTD – 154HE	3,423,955.42
48	OP/SE/M2HVE	Arkansas State Police - Enforcement	726,800.83
49	M3DA	AR Dept of Health - EMS	45,000.00
50	SE/M2HVE/M5HVE	Bethel Heights PD	12,095.21
51	154AL/M5X	ASP - In Car Camera / Video Storage Project	218,452.88
52	M5X/OP/SE	Trumann PD	1,535.79
53	M5CS	Benton County - DWI Court	11,139.57
54	M2CPS	UAMS	300,241.27
55	M5CS	Pulaski County DWI Court	500.00
56	OP/SE/M5X	Dardanelle PD	13,468.47
57	OP/SE/M5X	El Dorado PD	29,734.16
58	M3DA	Hot Springs PD eCite/eCrash	33,208.19
59	M3DA	Garland Co. SO eCite/eCrash	58,131.69
60	M3DA	Dardanelle PD eCite/eCrash	25,066.00
61	M5CS	Crawford Co. DWI Court	11,452.96
62	M5CS	Craighead Co. DWI Court	14,434.03
63	M5X/OP/SE	Centerton Police Department	30,897.98
64	M5CS	Clark Co. DWI Court	11,658.12
65	M3DA	Hope PD eCite/eCrash	7,800.00
66	M5X/OP/SE	Saline County Sheriff's Office	37,419.44
67	M5X/OP/SE	Arkadelphia Police Department	15,358.95
68	TR/RS	Arkansas Department of Transportation – Professional Development	3,777.19
69	M5X/OP/SE	Siloam Springs Police Department	24,278.38
70	M3DA	Hot Springs PD eCite/eCrash	33,208.19
71	SE/M2HVE/M5HVE	Little Flock PD	15,325.60
72	M5CS	South Arkansas DWI Court	9,007.82

FINANCIAL REPORTS (Continued)			
Project	Recipient/Contractor	Fed. Expenditures	
73	OP/SE/M5X	St. Francis Co. SO	42,085.90
74	SE/M2HVE/M5HVE	Tontitown PD	11,927.56
75	M3DA	Van Buren PD eCite/eCrash	26,827.26
76	SE	Amity PD	2,500.00
77	SE/M2HVE/M5HVE	Bald Knob PD	1,413.72
78	SE/M2HVE/M5HVE	Barling PD	21,272.89
79	SE/M2HVE/M5HVE	Beebe PD	3,599.05
80	SE/M2HVE/M5HVE	East Camden	1,633.51
81	SE/M2HVE/M5HVE	Forrest City PD	10,435.26
82	SE/M2HVE/M5HVE	Glenwood PD	16,426.54
83	SE	Gurdon PD	5,000.00
84	SE/M5HVE	Monticello PD	17,224.10
85	SE/M5HVE	Prescott PD	8,971.30
2018 TOTAL		10,660,736.97	

FISCAL YEAR 2018 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$	2,516,241.78
Occupant Protection (2)	\$	2,455,765.97
Traffic Records (3)	\$	1,398,078.54
Safe Communities	\$	4,317.29
Roadway Safety (4)	\$	2,122.14
Paid Advertising (5)	\$	823,485.41
Motorcycle Safety (6)	\$	75,917.69
Hazard Elimination	\$	3,423,955.42
Planning & Administration (7)	\$	290,857.48
Speed/Police Traffic Services (8)	\$	487,610.56
Distracted Driving	\$	70,774.33
Total	\$	11,549,126.61



- (1) Alcohol/Other Drugs Program includes Sections 402, 154, 410 and 405d expenditures.
- (2) Occupant Protection Program includes Sections 402 and 405b expenditures.)
- (3) Traffic Records Program includes Sections 402, 406 and 405c expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
- (5) Paid Advertising includes Sections 402, 406 and 405d expenditures.
- (6) Motorcycle Safety Program includes Section 402 and 405f expenditures.
- (7) Planning and Administration includes Sections 402 expenditures.
- (8) Speed/Police Traffic Services includes Section 402 expenditures.

LEGISLATION

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

91st Regular Session of 2017

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

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

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

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

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

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

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

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

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

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

Act 706 TO AMEND THE LAW CONCERNING DISTRACTED DRIVING.

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

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

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

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

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

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

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

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

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

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

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

Act 1016 TO AMEND THE LAW CONCERNING MOTOR VEHICLE INSURANCE.

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

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

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

Noteworthy Accomplishments**Mini-Step Program**

In an effort to promote more rural law enforcement participation in federal and state safety campaigns, a new program was initiated in 2018. Working with the LELs, rural law enforcement agencies were contacted and encouraged to submit an application pledging a commitment to work these mobilizations. The application included a budget with anticipated overtime hours to be worked and in some cases, a request for low-cost traffic safety equipment. The AHSO reviewed all the applications that were submitted and approved funding for 17 agencies. These 17 law enforcement agencies included:

Amity	Crittenden Co.	Gurdon	Rockport
Bald Knob	East Camden	Little Flock	Tontitown
Barling	Eudora	Monticello	
Beebe	Forrest City	Portland	
Bethel Heights	Glenwood	Prescott	

A summary of their activities included following: 1,051 seat belt citations, 28 DWI arrests, 826 speed citations. Funding for the mini-step program will continue in FY 2019. At present two additional agencies have agreed to participate including Mountain View and Prairie Grove Police Departments.

DWI Courts/Training

Arkansas' effort towards establishing a statewide DWI Court System continues to expand with thirteen formally trained and AOC recognized DWI courts. This year an additional court (Sebastian County District Court) requested DWI Court training.

Occupant Protection Assessment

Arkansas conducted an OP Assessment September 16-21, 2018, resulting in several key recommendations. The AHSO is working to prioritize and address these recommendations.

eCite and eCrash

A second RFP to assist local law enforcement agencies with equipment and facilitate participation in the eCrash system resulted from a partnership with ArDOT. ArDOT provided additional funding in the amount of 1.4 million in HSIP funds to assist additional local agencies to utilize the eCrash system.

eGrant

This year the Arkansas Highway Safety Program initiated steps and began work on developing an electronic grant application and reporting program. The target date for implementation of the program is March 2019.

AHSO First Annual Highway Safety Conference

During FY18 the AHSO hosted Arkansas' first statewide traffic safety conference in Little Rock. The objective of the conference was to generate collaboration among law enforcement and traffic safety advocates across the State. The Conference incorporated information and discussions on innovations seen around the country to increase the effectiveness of Arkansas's impaired driving program efforts and create an impetus among Highway Safety partners to explore ways to develop and implement more effective programming across the State.-

**Certifications and Assurances
for Fiscal Year 2019 Highway Safety Grants
(23 U.S.C. Chapter 4 and Sec. 1906, Pub. L. 109-59, as Amended)**

[The Governor's Representative for Highway Safety must sign these Certifications and Assurances each fiscal year. Requirements that also apply to subrecipients are noted under the applicable caption, and must be included in agreements with subrecipients.]

Subrecipient:

By applying for Federal grants under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office, through the Governor's Representative for Highway Safety, agrees to the following conditions and requirements.

GENERAL CERTIFICATIONS AND ASSURANCES

In my capacity as the Governor's Representative for Highway Safety, I hereby affirm that-

- I have reviewed the information in support of the State's application for 23 U.S.C. Chapter 4 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- In addition to the certifications and assurances contained in this document, I am aware and I acknowledge that each statement in the State's application bearing the designation "CERTIFICATION or ASSURANCE" constitutes a legal and binding Certification or Assurance that I am making in connection with this application.
- As a condition of each grant awarded, the State will use the grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants, including but not limited to-
 - 23 U.S.C. Chapter 4- Highway Safety Act of 1966, as amended
 - Sec. 1906 Pub. L. 109-59, as amended by Sec. 40 I I, Pub. L. 114-94
 - 23 CFR part 1300- Uniform Procedures for State Highway Safety Grant Programs
 - 2 CFR part 200- Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
 - 2 CFR part 120I- Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of a grant award. If NHTSA seeks clarification of the State's application, I authorize the State Highway Safety Office to provide additional information in support of the State's application for a 23 USC Chapter 4 and Section 1906 grant.

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SECTION 402 CERTIFICATIONS AND ASSURANCES

In my capacity as the Governor's Representative for Highway Safety, I hereby affirm that-

- The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))
- The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
- At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
- The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
- The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
- The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to -
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seat belts by occupants of motor vehicles;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
 - An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

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- The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 4020))
- The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

OTHER REQUIRED CERTIFICATIONS AND ASSURANCES

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following additional certifications and assurances:

Intergovernmental Review of Federal Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

Federal Funding Accountability and Transparency Act (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received-
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

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Nondiscrimination

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination ("Federal Nondiscrimination Authorities"). These include but are not limited to:

- Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- Federal-Aid Highway Act of 1973, (23 U.S.C. 324 *el seq.*), and Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- Section 504 of the Rehabilitation Act of 1973, (29 U.S.C. 794 *el seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- The Age Discrimination Act of 1975, as amended, (42 U.S.C. 6101 *el seq.*), (prohibits discrimination on the basis of age);
- The Civil Rights Restoration Act of 1987, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, subrecipients and contractors, whether such programs or activities are Federally-funded or not);
- Titles II and III of the Americans with Disabilities Act (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR 74087-74100).

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The State highway safety agency-

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted;
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Agrees to insert in all contracts and funding agreements with other State or private entities the following clause:
"During the performance of this contract/funding agreement, the contractor/funding recipient agrees-
 - a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;
 - b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in appendix B of 49 CFR part 21 and herein;
 - c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
 - d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or canceling, terminating, or suspending a contract or funding agreement, in whole or in part; and
 - e. To insert this clause, including paragraphs (a) through (e), in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

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The Drug-Free Workplace Act of 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a.) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b.) Establishing a drug-free awareness program to inform employees about:
 1. The dangers of drug abuse in the workplace;
 2. The grantee's policy of maintaining a drug-free workplace;
 3. Any available drug counseling, rehabilitation, and employee assistance programs;
 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace;
 5. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- c.) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will -
 1. Abide by the terms of the statement;
 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction;
- d.) Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction;
- e.) Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted -
 1. Taking appropriate personnel action against such an employee, up to and including termination;
 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;
- f.) Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

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Political Activity (Hatch Act)

(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

Certification Regarding Federal Lobbying

(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions;
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

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Restriction on State Lobbying
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

Certification Regarding Debarment and Suspension
(applies to subrecipients as well as States)

Instructions for Primary Tier Participant Certification (States)

1. By signing and submitting this proposal, the prospective primary tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective primary tier participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary tier participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary tier participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary tier participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms covered transaction, civil judgment, debarment, suspension, ineligible, participant, person, principal, and voluntarily excluded, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

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7. The prospective primary tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency may terminate the transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Mailers-Primary Tier Covered Transactions

(1) The prospective primary tier participant certifies to the best of its knowledge and belief, that it and its principals:

- (a)** Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency;
- (b)** Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c)** Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d)** Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

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(2) Where the prospective primary tier participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Participant Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms covered transaction, civil judgment debarment, suspension, ineligible, participant, person, principal, and voluntarily excluded, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.govD>).
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information

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of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.

Certification Regarding Debarment. Suspension. Ineligibility and Voluntary Exclusion
-Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Buy America Act

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase with Federal funds only steel, iron and manufactured products produced in the United States, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase foreign produced items, the State must submit a waiver request that provides an adequate basis and justification for approval by the Secretary of Transportation.

Prohibition on Using Grant Funds to Check for Helmet Usage

(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

Policy on Seat Belt Use

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information and resources on traffic safety programs and policies for employers, please contact the Network of Employers for Traffic Safety (NETS), a public-

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private partnership dedicated to improving the traffic safety practices of employers and employees. You can download information on seat belt programs, costs of motor vehicle crashes to employers, and other traffic safety initiatives at www.trafficsafety.org. The NHTSA website (www.nhtsa.gov) also provides information on statistics, campaigns, and program evaluations and references.

Policy on Banning Text Messaging While Driving

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or rented vehicles, Government-owned, leased or rented vehicles, or privately-owned vehicles when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

I understand that the information provided in support of the State's application for Federal grant funds and these Certifications and Assurances constitute information upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001.

AUDIT REQUIREMENTS

The recipient will arrange for an organization-wide financial and compliance audit, if required by 2 CFR Part 200.501 (Formerly OMB Circular A-133), within the prescribed audit reporting cycle. The audit report must separately identify highway safety funds from other Federal funds. One (1) copy of the report will be furnished to the Arkansas State Police Highway Safety Office (ASP-HSO) within three months of the report date. Failure to furnish an acceptable audit as determined by the cognizant Federal audit agency may be a basis for denial and/or refunding of Federal funds. A copy of 2 CFR Part 200.501 is available at www.ecfr.gov. The recipient has been made aware of audit requirements. **The recipient is required to inform the ASP-HSO if subject to these audit requirements.**

The recipient acknowledges acceptance of these certifications and assurances by signature on this agreement.