

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS



Federal Fiscal Year 2006



Prepared by the:

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of the

**ARKANSAS
STATE POLICE**

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EXECUTIVE SUMMARY

Highlights	
➤	Arkansas reduced overall traffic fatalities from 721 in 2004 to 654 in 2005.
➤	Alcohol related fatalities decreased from 269 in 2004 to 236 in 2005.
➤	Fatal crashes decreased from 626 in 2004 to 596 in 2005.
➤	Arkansas' 2006 seat belt use rate reached 69.3%
➤	Arkansas State Police conducted over 100 sobriety checkpoints in 2005.
➤	Total crashes decreased from 74,059 in 2004 to 69,516 in 2005.

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

The cooperative and concentrated efforts involving these programs required strong commitment and partnerships critical to the overall success of Arkansas' traffic safety program in FY 2006. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) provide valuable information and assistance to the AHSO. A multitude of state and local agencies/organizations play integral roles in Arkansas' highway traffic safety program. They include, but are not limited to the following:

The Arkansas State Police

- The Arkansas Department of Finance and Administration
- The Arkansas Department of Health and Human Services
- Mothers Against Drunk Drivers
- The Arkansas Highway and Transportation Department
- Criminal Justice Institute, University of Arkansas System
- The Arkansas Administrative Office of the Courts
- The Arkansas Prosecutor Coordinators Office
- Arkansas Office of Alcohol Testing
- University of Arkansas for Medical Science
- 40+ Statewide municipal and county law enforcement agencies

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

This 2006 AHSO Annual Report provides a specific description of the activities undertaken in the identified traffic safety program areas during FY 2006. The report is broken down into six major sections: Graphs depicting Rates and Trends; a summary of Goals and Objectives; Program Area Summaries; General Area Summaries; a Paid Media Summary; and a Program, Office, and Financial Management summary.

INTRODUCTION

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

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

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

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year (FY) 2006, the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with various agencies utilizing Federal-aid Sections:

- **402** *State and Community Highway Safety Grant*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive Grant.*
- **157** *Safety Incentive Grant for Use of Seat Belts and Innovative Grant Funds to Increase Seat Belt Use.*
- **163** *Incentives to Prevent Operation of Motor Vehicles by Intoxicated Persons.*
- **154** *Alcohol Open Container Requirement.*
- **408** *State Traffic Safety Information System Improvement Grant.*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$14.6 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on page 40. Approximately \$15.1 million in Federal-aid funds were expended for the entire program. A graph on page 42 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 29 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY 2006 Performance Plan, the overall program goals for Arkansas' Highway Safety Program were as follows:

- To reduce the State fatal crash rate from 1.9 per 100 Million Vehicle Miles Traveled (VMT) as recorded in 2003 to 1.8 per 100 Million VMT by December 31, 2006.
- To reduce the State fatality rate from 2.1 per 100 Million VMT traveled as recorded in 2003 to 2.0 per 100 Million VMT traveled by December 31, 2006.
- To reduce the State non-fatal injury for incapacitating and non-incapacitating injuries from 55.1 per 100 MVM traveled as recorded in 2003 to 54.2 per 100 MVM traveled by December 31, 2006.

Overall Program Results

In 2003, the statewide fatal crash rate was 1.9 crashes per 100 Million VMT and in 2004, the statewide fatal crash rate increased to 2.1 crashes per 100 Million VMT traveled. This rate dropped back down to 1.9 crashes per 100 Million VMT traveled in 2005.

The statewide fatality rate was 2.1 per 100 Million VMT in 2003, and increased to 2.4 fatalities per 100 Million VMT traveled in 2004. It decreased back to 2.1 fatalities per 100 Million VMT traveled in 2005.

The statewide non-fatal injury rate for incapacitating and non-incapacitating injuries was 55.1 injuries per 100 Million VMT in 2003 and 54.8 injuries per 100 Million VMT traveled in 2004. It has decreased again to 52.7 per 100 Million VMT in 2005.

The following information from Arkansas' Traffic Analysis Reporting System (TARS) compares crash data for calendar years 2004 and 2005 and also shows percentage changes from those same years.

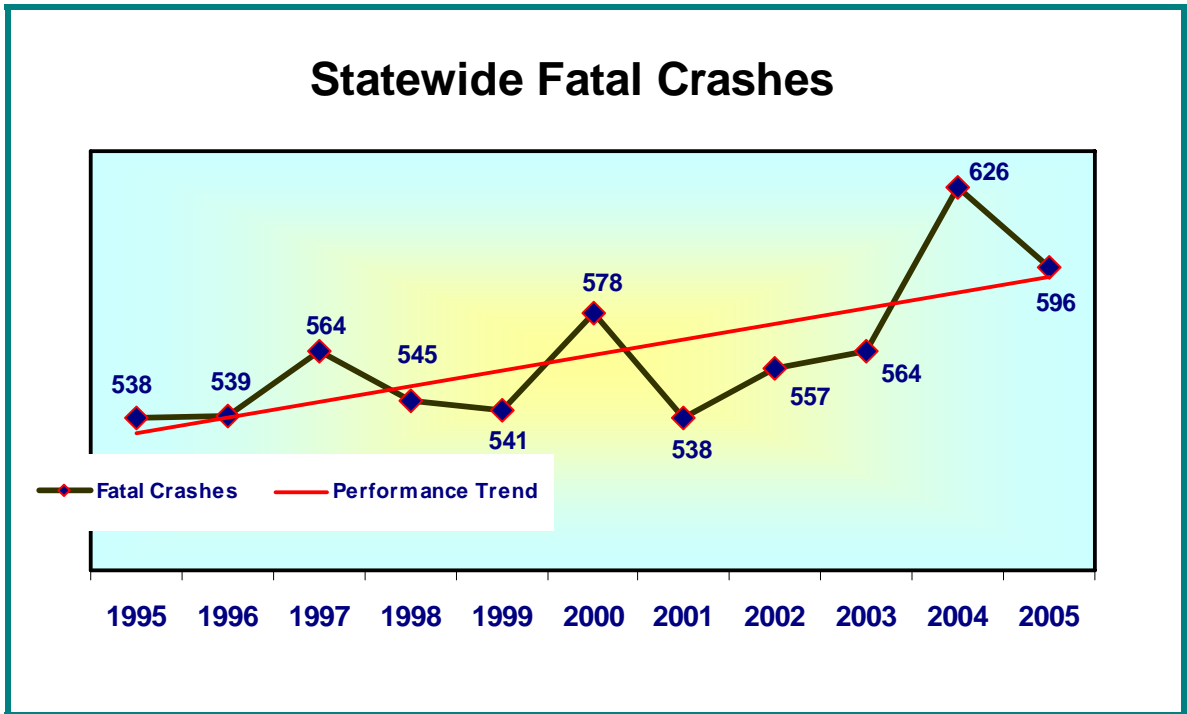
	2004	2005	% Change
Fatalities	721	654	-9.2%
Fatal Crashes	626	596	-4.8%
Injuries (2 & 3 only)	16,805	16,474	-2.0%
Crashes	74,059	69,516	-6.1%
Vehicle Miles Traveled (10 ⁶)	30,976	31,236	+0.8%
Fatality Rate*	2.4	2.1	-12.5%
Fatal Crash Rate*	2.1	1.9	-9.5%
Non-fatal Injury Rate**(2 & 3 only)	54.8	52.7	-3.8%
*per 100 Million vehicle miles traveled			
**Injury code 2 is incapacitating injury, code 3 is non-incapacitating injury			

The charts on pages 5 through 7 show the ten-year trends of fatal crash, fatality and injury rates.

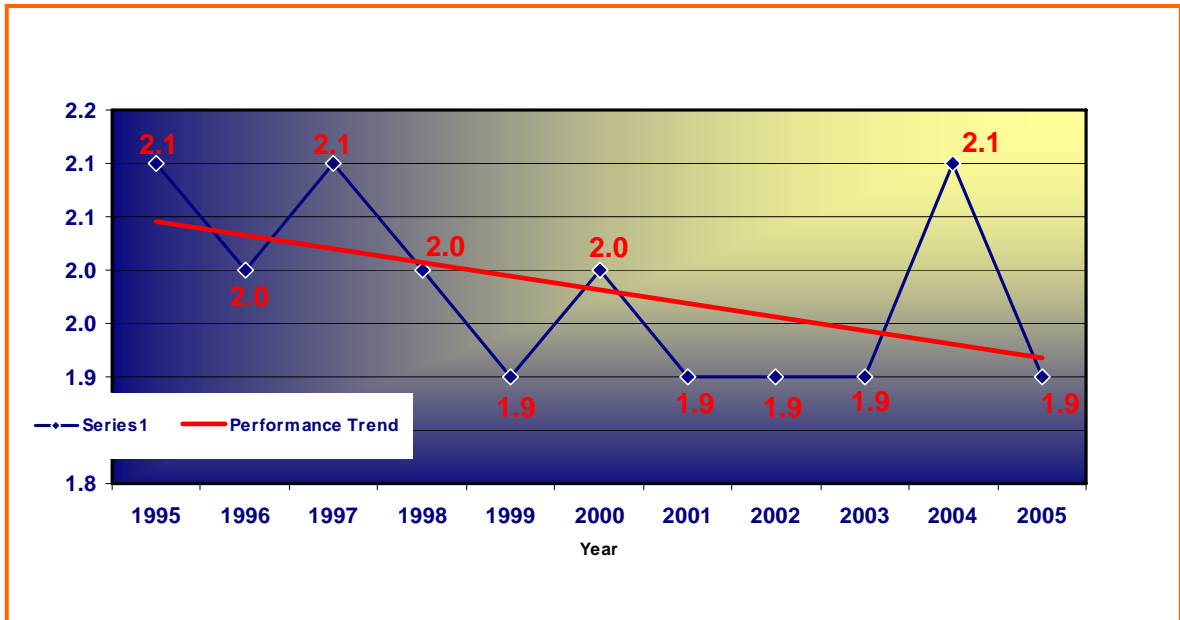
A summary of each program area is provided on pages 8 through 39 of this report.

FATAL CRASHES AND RATES

10 YEAR TRENDS



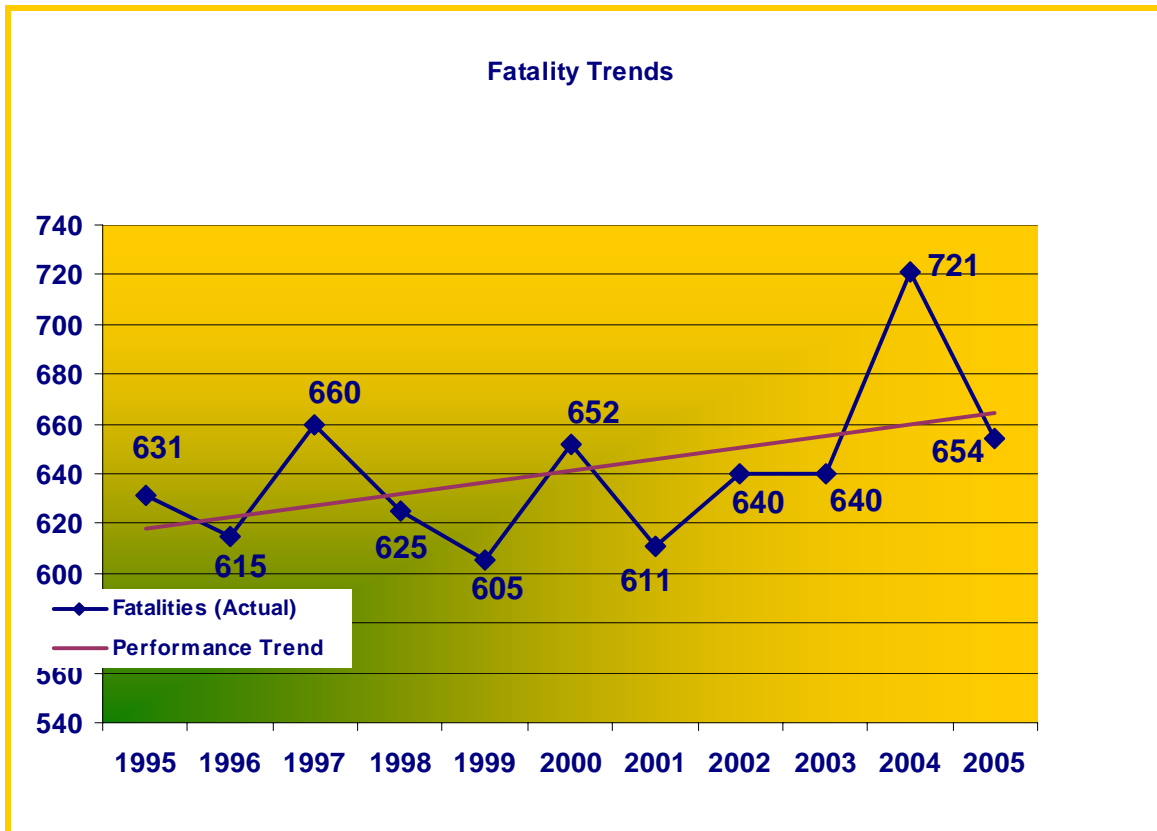
FATAL CRASH RATE (FATAL CRASHES PER 100 MILLION VMT*)



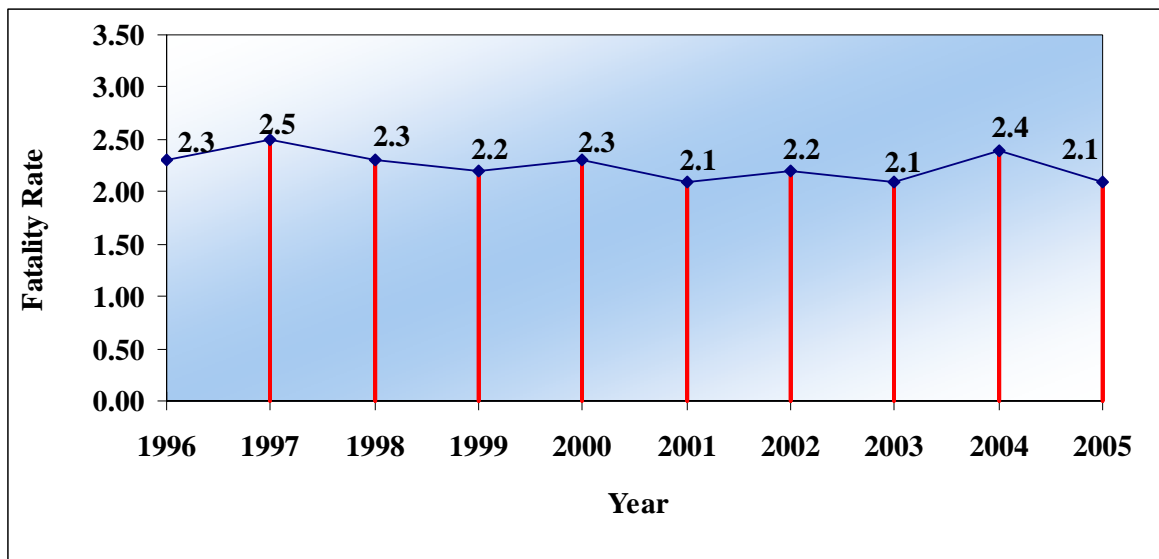
* Million Vehicle Miles Traveled

FATALITIES AND RATES

Statewide Fatalities



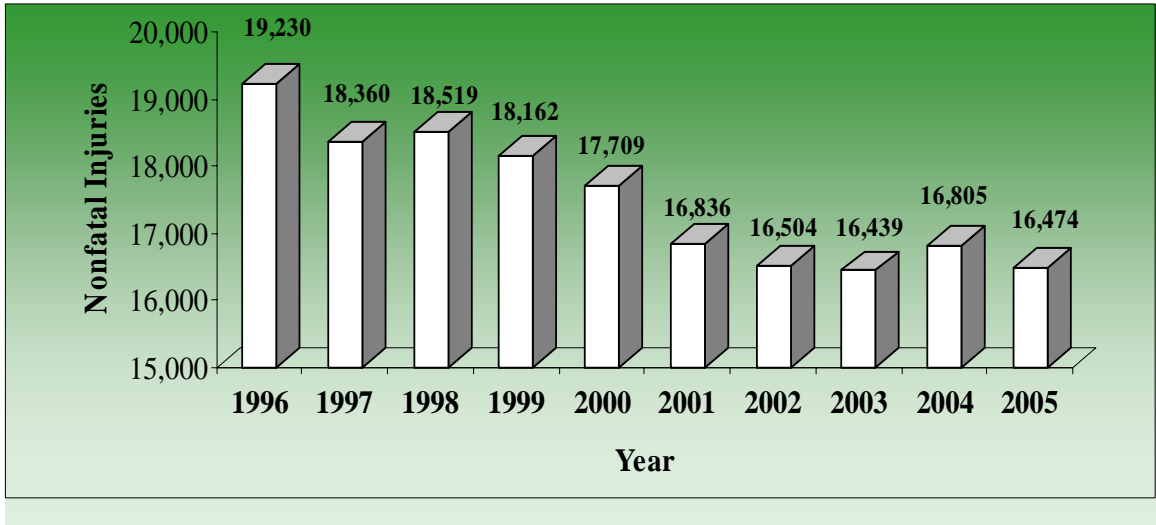
FATALITY RATE (FATALITIES PER 100 MILLION VMT)



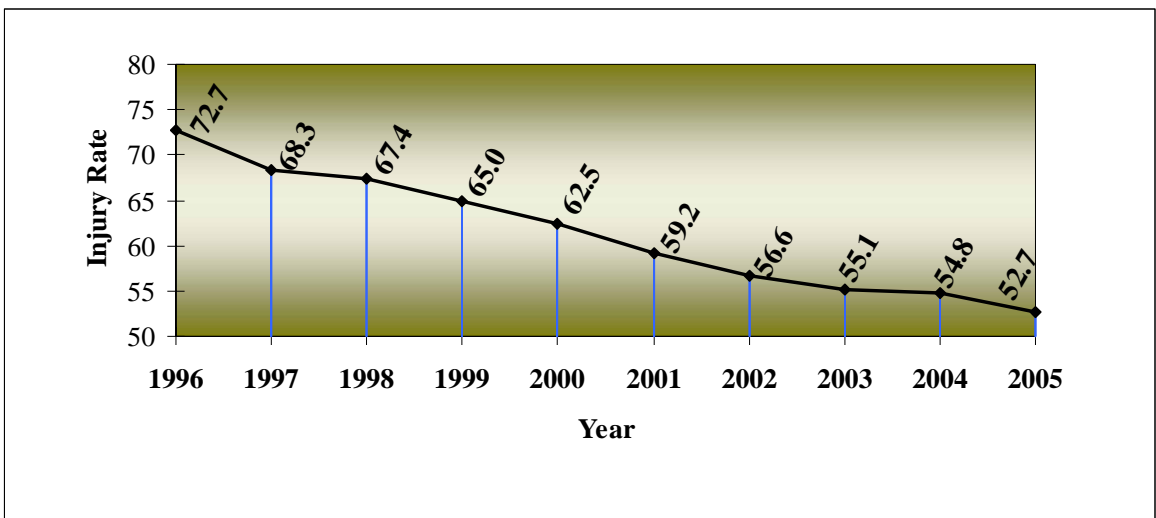
INCAPACITATING AND NON-INCAPACITATING INJURIES AND RATES

10 YEAR TRENDS

STATEWIDE NONFATAL INJURIES



INJURY RATE (INJURIES PER 100 MILLION VMT*)



* Million Vehicle Miles Traveled

PROGRAM AREAS

ALCOHOL AND OTHER DRUG COUNTERMEASURES PROGRAM

Program Area Goals

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

- To reduce alcohol-related fatalities per 100 Million VMT from .85 alcohol-related fatalities per 100 Million VMT as recorded in 2003 to .80 per 100 Million VMT by 2006.

Program Area Results

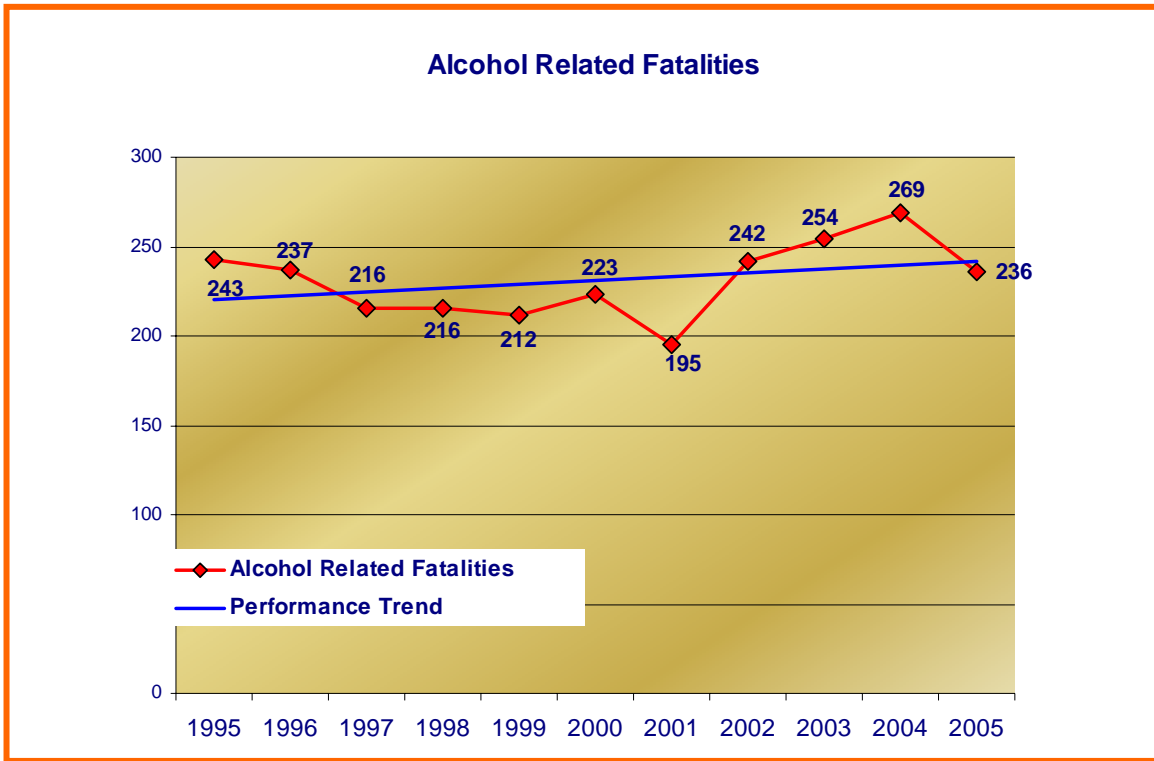
In 2003 alcohol-related fatalities per 100 Million VMT were at .85 and at .89 in 2004. The rate decreased to .82 per 100 Million VMT in 2005. The following charts on page 9 show the trend of Arkansas' alcohol-related fatalities and fatality rate per 100 Million VMT over a ten-year period.

Positive indicators were noted from 2004 to 2005. The alcohol-related fatalities per 100 Million VMT dropped from .89 in 2004, to .82 in 2005. This decrease translates to 33 fewer alcohol-related traffic deaths in 2005, than the previous year. Alcohol-related fatalities, to total fatality percentages, dropped from 38 percent to 36 percent. This places Arkansas below the National percentage rate of 39%.

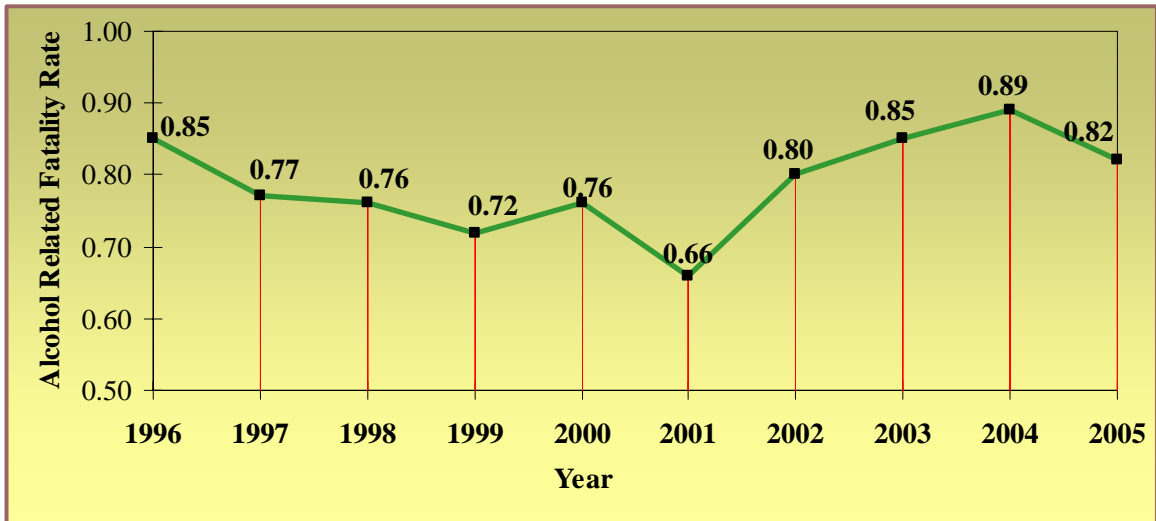
Strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State, appear to be a successful and winning combination, as shown by these improved numbers. As a result of Arkansas being identified as having a high alcohol-related fatality rate, additional federal funds were made available for impaired driving issues. Arkansas received \$3.4 million in Section 410 funds that will be used to further reduce the number alcohol-related fatalities in 2007.

Evaluation of crash data and project evaluations revealed areas to target resources and strategies to implement to further reduce alcohol-related fatalities.

ALCOHOL RELATED FATALITIES AND RATES



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



* Million Vehicle Miles Traveled

Project Results

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all occupant protection laws. Although it was planned to train a total of 400 law enforcement officers using the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curriculum during the project, 474 officers were able to attend and complete the training. In addition to the officers trained in the full SFST/TOPS courses, 166 law enforcement officers received SFST Refresher training. 87 DRE certified officers attend the second annual Arkansas DRE Conference. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 38 prosecutors and 22 law enforcement officers. A DRE Instructor Development course was offered with 7 officers in attendance and completing the process. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 35 officers completing those courses.

The **Administrative Office of the Courts of the Supreme Court of Arkansas (AOC)** provided training to District Court officers in the adjudication of drivers who have violated the State's traffic laws with emphasis placed on impaired driving. The AOC conducted a three-day training seminar for 75 district judges from across the State. A two-day training seminar was presented for 28 district court probation officers. A separate two-day training seminar was presented for trial court assistants. Through the highway safety grant, the AOC purchased portable breath test devices for 30 District and 8 circuit courts in Arkansas.

The **Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT)** was able to contract with the AHSO in FY06. The office is now housed in the Arkansas Department of Health and Human Services. During the project period the OAT held a two-day conference for 125 law enforcement personnel on various aspects of alcohol testing. A representative from National Patent Analytical Systems provided training to six OAT staff members on maintenance and repair of the BAC Datamaster. Two OAT chemists attended an alcohol and traffic safety school sponsored by the University of Indiana. Five BAC Datamasters were purchased for placement in areas of the State with poor accessibility to testing equipment.

Mothers Against Drunk Driving (MADD) conducted the following presentations and activities: 69 victim impact panel presentations, reaching a total of 30,562 drivers education, high school and college students; 98 victim impact panel presentations, reaching a total of 6,356 that included alcohol safety Offenders; 17 victim impact panel presentations for 1,423 civic club attendee's; 14 employee safety meetings; 3 press conferences; 2,435 youth took part in Fatal Vision Simulator demonstrations; and Underage DUI law materials were distributed to 15 Arkansas schools.

Crowley’s Ridge Development Council sponsored a chemical-free event as part of the annual two-day youth conference training which hosted 350 students with 94 adult sponsors. This represented 46 schools and 3 communities from 18 counties. Training was provided to students on how to conduct these events. A follow-up Summit Conference was held at the end of the year to recognize groups who implemented chemical-free events. Three DUI workshops were hosted and information was provided on seat belt, bicycle helmets and safe driving practices.

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 661,272.46, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of 9 times the contract amount of \$75,750.

Twenty-four year long Selective Traffic Enforcement Projects (STEPS), which emphasized the enforcement of DWI/DUI laws, were conducted utilizing both Section 402 and 410 funds. These projects conducted sustained enforcement throughout the year as well as participated in the Labor Day “Drunk Driving: Over the Limit, Under Arrest” crackdown. The projects had the goal of either maintaining or reducing the percentage of alcohol related crashes to below 6.0 percent of all crashes. The primary objectives of the projects were to achieve one DWI/DUI arrest per eight hours of enforcement for municipal STEPs and one DWI/DUI arrest per twelve hours for County STEPs. The contracted projects completed the year with the listed results:

CITY/COUNTY <u>Section 402 STEPs</u>	AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED CRASHES ⁽¹⁾	
		*2004 (%)	2005 (%)
Harrison Police Department	8.1	6.1	6.9
Hope Police Department	7.9	6.3	5.6
Maumelle Police Department	6.4	6.5	4.9
<u>Section 410 STEPs</u>			
Benton County Sheriff’s Office	7.0	5.0	5.3
Benton Police Department	9.0	5.4	4.7
Bryant Police Department	6.6	4.4	4.3
Camden Police Department	5.8	15.1	8.4
Conway Police Department	6.1	5.2	3.5
Faulkner County Sheriff’s Office	10.0	4.6	6.3
Fayetteville Police Department	6.0	6.8	6.7
Fort Smith Police Department	8.1	4.8	4.2
Hot Springs Police Department	7.6	5.7	3.6
Little Rock Police Department	8.6	4.5	5.3
Lonoke County Sheriffs Office	9.8	6.6	7.0
Monticello Police Department	11.8	6.0	5.3
Mountain Home Police Department	7.0	6.2	3.2
North Little Rock Police Department	5.6	4.1	3.8
Pulaski County Sheriff’s Office	8.1	4.5	5.4
Russellville Police Department	8.7	3.8	3.3
Saline County Sheriffs Office	6.0	5.5	6.5
Searcy Police Department	15.5	4.5	1.7
Texarkana Police Department	7.9	6.5	7.0
Washington County Sheriffs Office	6.6	7.0	7.1
West Memphis Police Department	8.6	6.1	5.0

(1)Represents alcohol related crash % of all crashes
 * 2004 percentages were amended to reflect final state collected and analyzed data

An **Arkansas State Police (ASP)**, “Drunk Driving. Over the Limit, Under Arrest” campaign was conducted during the Labor Day holiday period of 2006. During this campaign, the following state-wide statistics were observed: 107 checkpoints, 58 saturation patrols, 1,479 seat belt citations were issued, 268 child passenger restraint citations were issued, and 438 DWI/DUI arrests made. Troopers were allowed to work selective traffic enforcement time during this entire campaign. During this 2½ week period, these numbers represent twice the number of arrests made by State Police during the previous year’s impaired driving campaign.

The ASP purchased various types of equipment that are being used to facilitate the detection and removal of impaired drivers from the highways. Equipment purchases include, Passive Alcohol Sensor flashlights, video tapes for in-car video systems that record an impaired drivers behavior and performance during SFST examinations and 300 strobe lights, distributed across the state to be used during sobriety checkpoints. The following chart documents the Performance Indicators of the ASP, sustained DWI enforcement efforts outside the Labor Day mobilization:

DWI	
DWI/DUI Arrests	777
Hours Worked DWI/DUI Enforcement	4,549
Average Hours per DWI/DUI Arrest	5.9
Vehicles Stopped	6,397
Seat Belt Citations	391
Child Restraint Citations	68

Drunk Driving. Over the Limit, Under Arrest.

August/September 2006 Mobilization Report

Arkansas Paid Media Report

Summary

Supporting the new national August/September Drunk Driving, Over the Limit, Under Arrest (DDOLUA) mobilization period, August 16 to September 4, 2006, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the DDOLUA mobilization. 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 produced in both English and in Spanish with the DDOLUA message and aired during the campaign. An outdoor billboard design and boards were created with the message, "Sobriety Checkpoints, Anytime, Anywhere; Drunk Driving. Over the Limit, Under Arrest; Arkansas Law Enforcement." The total advertising budget utilized was \$333,490.29 and an additional approximate amount of \$193,798.39 of earned media was generated.

Paid Advertising Period

- Paid radio advertising for DDOLUA - August 14 to September 3, 2006
- Paid broadcast and cable television advertising DDOLUA - August 14 to September 3, 2006.
- Paid outdoor advertising for DDOLUA - August 5 to September 4 or August 15 - September 15, 2006 depending on location availability.

Audience Segment Profiles

- Primary Segment – To influence segment to resist the urge to drive while impaired and to create awareness of the enforcement of the Arkansas State Police cracking down on impaired drivers during this time period.
 - Men, 18-34 years of age, a demographic known as a high-risk group, which is most likely to drive while intoxicated
 - This group is usually unaware of blood alcohol concentration (BAC) levels
 - Primarily listens to comedy, sports and top 40 entertainment
- Secondary Segment – Primary Segment – To influence segment to resist the urge to drive while impaired and to create awareness of the enforcement of the Arkansas State Police cracking down on impaired drivers during this time period.
 - Newly arrived immigrant Latino Men, 18-34 years of age
 - This group speaks Spanish and is uninformed of impaired driving laws of Arkansas
 - Primarily views and listens to Spanish language media

- Tertiary Segment – To influence segment to resist the urge to drive while impaired and to create awareness of the enforcement of the Arkansas State Police cracking down on impaired drivers during this time period
 - African American Men, 18-34 years of age
 - Reached through traditional media, however, strong loyalty to certain urban channels

Geography

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

Budget

- Drunk Driving. Over the Limit. Under Arrest - \$333,490.29 total paid media budget
- Approved broadcast television budget \$180,610.00 (54 percent)
- Approved cable television budget \$ 54,380.19 (16 percent)
- Approved radio budget \$ 72,853.19 (22 percent)
- Approved radio ad-libs budget \$ 16,882.20 (5 percent)
- Approved outdoor budget \$ 8,764.71 (3 percent)

Media Strategies- Drunk Driving. Over the Limit, Under Arrest.

A media mix of broadcast television, cable, radio and outdoor was used to deliver the DDOLUA message in the major Arkansas DMAs.

Media Strategy

- Concentrated support in a three-week period to maximize awareness of the DDOLUA message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought around the national media schedules to maximize our reach and frequency of exposure of the DDOLUA message.
- Purchased Wednesday through Sunday to reach the target demographic when they are most likely to consume alcohol.

Media Mix: The media mix consisted of broadcast television, cable, radio and outdoor.

- Broadcast television generated mass reach and frequency.
- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Outdoor was used for wide reach in local markets as well as to reach young males when they are on the road.

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, prime access and sports programming which reaches our target audiences.
- Determined networks and programming based upon Nielsen rating data.
- Purchased programming that specifically targets African Americans and Hispanics to the extent available.

Cable Television

- Purchased those networks that best target males 18-34 (i.e. ESPN, Comedy Central, MTV, Spike).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET and Univision).

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.
- Included stations that specifically target African Americans and Hispanics.
- Purchased Live Ad-Libs on high-rated stations to emphasize the DDOLUA message.

- Bought Traffic Sponsorships in the Little Rock metro area to serve as a reminder of the DDOLUA enforcement period to those traveling in vehicles during high-traffic times.

Outdoor

- Bulletins generate awareness and reach young males very efficiently when they are traveling on the road.
- Bulletins were strategically placed on heavily traveled highways in or around the major metro areas of Arkansas.

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

- Broadcast Television: 51 percent
- Cable: 16 percent
- Radio: 25 percent
- Outdoor: 3 percent
- Hispanic: 5 percent

By Market

***Drunk Driving. Over the Limit, Under Arrest.* Actual Expenditures
\$336,166.31**

• Little Rock	\$143,899.50
• Fort Smith	\$ 6,438.00
• Fayetteville	\$ 81,807.74
• Jonesboro	\$ 55,581.36
• Texarkana	\$ 22,595.95
• El Dorado	\$ 8,518.11
• Hispanic	\$ 14,649.63

Note: Fayetteville total also includes Fort Smith broadcast TV and cable.
Ad lib talent fees, in the amount of \$2,676.02, are not included in the local market breakout, but is included in the actual expenditure total.

Cost per Point and GRP Levels - Drunk Driving. Over the Limit, Under Arrest.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 179.45	\$ 41.98	\$ 40.59
Ft. Smith	\$ 179.45	\$ 8.21	\$ 11.02
Fayetteville	\$ 112.88	\$ 16.02	\$ 28.26
Jonesboro	\$ 110.79	\$ 11.45	\$ 15.69
Texarkana	No broadcast TV	\$ 28.98	\$ 17.01
Ed Dorado	No broadcast TV	\$ 7.47	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,189	854	5.0	453.2	90.6%
Ft. Smith	1,417	1,044	5.1	453.9	89.0%
Fayetteville					
Jonesboro	503	1,027	6.5	360.2	55.4%
Texarkana	423	419	N/A	N/A	N/A
Ed Dorado	174	1,015	N/A	N/A	N/A

Radio/Ad Libs

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	453	394	8.0	526.5	65.8%
Ft. Smith	338	298	7.7	549.9	71.4%
Fayetteville	393	375	7.0	526.8	75.3%
Jonesboro	378	435	8.8	228.9	59.5%
Texarkana	323	307	7.8	528.2	67.7%
Ed Dorado	360	378	N/A	N/A	N/A

Arkansas Earned Media Report

Two news conferences were held on August 15 – one in Little Rock and one in Texarkana – to kick off the enforcement blitz for impaired drivers end-of-summer/Labor Day campaign. A new national slogan and logo were unveiled for the DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST. program. Bridget White, coordinator of the Arkansas Highway Safety Program welcomed guests and introduced key personnel in attendance. The speakers in Little Rock included:

- Col. Steve Dozier, Arkansas State Police Director and Governor’s Highway Safety Representative
- Chief Stuart Thomas, Little Rock Police Department
- Chief Danny Bradley, North Little Rock Police Department

The North Little Rock Police Department’s new checkpoint trailer was displayed in the parking lot.

In Texarkana the speakers were:

- Col. Steve Dozier
- Captain Ron Stovall, Troop G Commander
- Chief Robert Harrison, Texarkana, Arkansas Police Department
- Interim Chief Danny Presley, Texarkana, Texas Policy Department

The news conferences generated on-line, TV and print articles and mentions of the mobilization period. MADD volunteers and representatives from the North Little Rock Police Department appeared on five morning television programs to discuss the campaign. Also two custom articles were written and submitted to special publications. *Arkansas Business* ran a commentary written for Col. Dozier about the affects that drunk driving has the business community. The second article was written for Dr. Cesar Compadre, director of La Casa Health Network, translated into Spanish and submitted to *Hola! Arkansas* and *El Latino*.

The following is a breakdown of the earned media:

1. Press Conferences

- Little Rock press conference held the morning of August 15th
- Texarkana press conference held the afternoon of August 15th

2. TV News Stories Aired 80 news stories

- Coverage appeared on 10 television stations throughout the state

Total broadcast value of television coverage \$123,600

3. Radio News Stories Aired This Month N/A

4. Print News Stories Featured This Month: 47 news stories

- There were a total of 47 news stories written during the campaign. For example a feature article appeared in the *Arkansas Democrat-Gazette* on August 16th and then an article in the *Pine Bluff Commercial* with a photo appeared on August 28.

Total Estimated Value: \$22,772.39

5. Chamber of Commerce Support

Five Chambers

There were five Chamber's of Commerce, throughout the state that promoted the campaign in several different ways: messages on their outdoor marquees, E-mail blasts, E-mail newsletters, printed newsletters, radio spots and announcements at civic clubs. The chambers that participated were:

- West Memphis Chamber of Commerce included in their electronic "Friday Facts" that went to 515 members on August 18. Value: \$515
- Cabot Chamber of Commerce forwarded information electronically to 261 members. Value: \$261
- Bentonville/Bella Vista Chamber of Commerce included in its broadcast E-mail that went to 2,300 businesses and individuals. Value: \$2,300
- Little Rock Regional Chamber of Commerce displayed messages on its electronic display board. (Based on 2,000 people seeing the 24-hour rotating message over a period of five days - 500 people per day). Value: \$2,500
- North Little Rock Chamber of Commerce displayed messages on its electronic display board. (Based on 2,000 people seeing the 24-hour rotating message over a period of 14 days - 500 people per day). Value: \$7,000

Total Chamber of Commerce Support Value: \$12,576

6. Daytime Television Talk Shows

Five television talk shows

- KNWA-NBC Affiliate in Fayetteville, August 23
MADD volunteer Megan McClellan was a guest on "KNWA Early News" Program. Value: \$3,450
- KAIT-ABC Affiliate in Jonesboro, August 24
MADD volunteer Jimmie Taylor was a guest on the "KAIT Noon" program. Value: \$5,100
- KTHV-CBS Affiliate in Little Rock, August 28
North Little Rock Police Officer Robert Brock and Teresa Belew, executive director of MADD, appeared on "THV This Morning". Value: \$3,600.
- KATV-ABC affiliate in Little Rock, August 28
North Little Rock Police Officer Robert Brock and Teresa Belew, executive director of MADD, appeared on "Good Morning Arkansas". Value: \$2,700.

- KAIT-ABC Affiliate in Jonesboro, August 29
MADD volunteer Jimmie Taylor was a guest on the “KAIT News at 5” program.
Value: \$12,000.

Total Value: \$26,850

7. Other News Stories:

2 news stories

CJRW wrote and submitted two special articles about the “Over the Limit, Under Arrest” campaign.

- Commentary written for Col. Steve Dozier and submitted to *Arkansas Business*. It ran in the August 21-25 issue.
- Article written for Dr. Cesar Compadre, director of La Casa Health Network and translated into Spanish. Article was submitted to *Hola! Arkansas* and *El Latino*.

Total Value for articles in the special publications: \$8,000

Grand Total Earned Media Value: \$193,798.39

OCCUPANT PROTECTION PROGRAM

Program Area Goals

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

- To increase the overall seat belt use rate of 68.3 percent as recorded in 2005 to 70 percent by 2006.
- To increase the child restraint use rate for children from birth to 15 years from 81.5 percent as recorded in 2005 to 82 percent by 2006.

Program Area Results

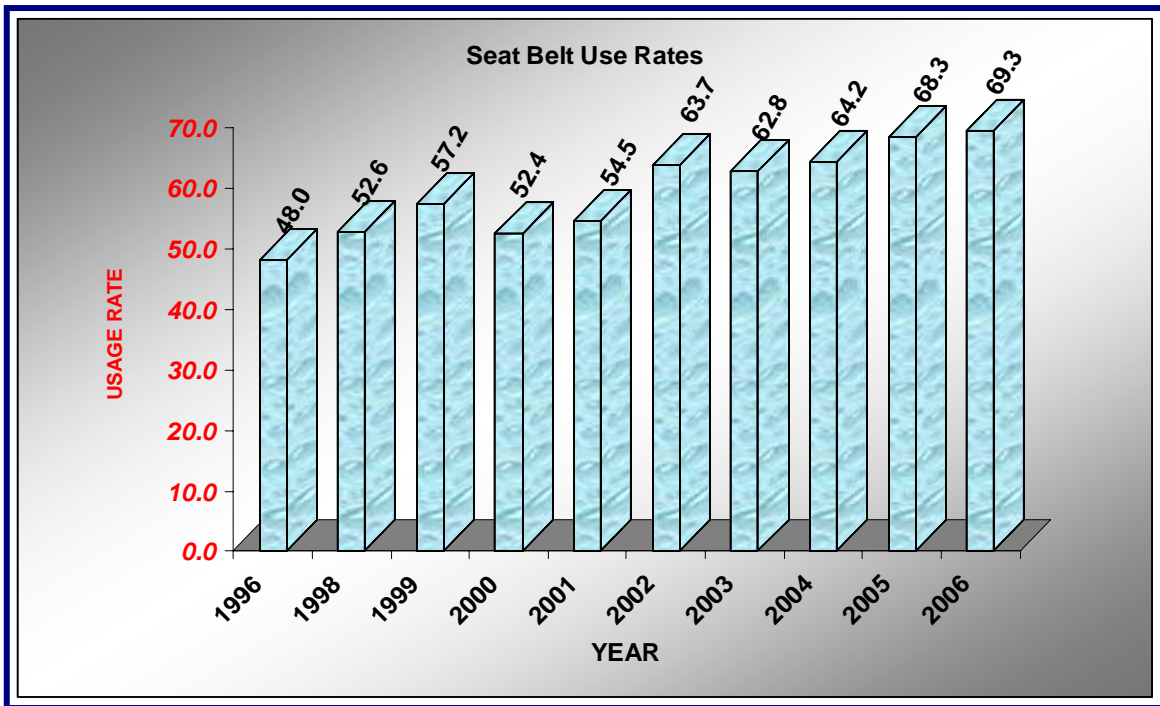
An observational seat belt survey was conducted in 2006 showed that the statewide seat belt use rate for drivers and front seat passengers was 69.3 percent. This was a 1.0 percentage point increase in usage when compared to the 68.3 percent use rate recorded in 2005.

The overall statewide child restraint use rate (birth to age fifteen) for 2006 was observed to be 81.6 percent. This rate represented an increase of 0.1 percentage points in use compared to the rate of 81.5 percent recorded in 2005.

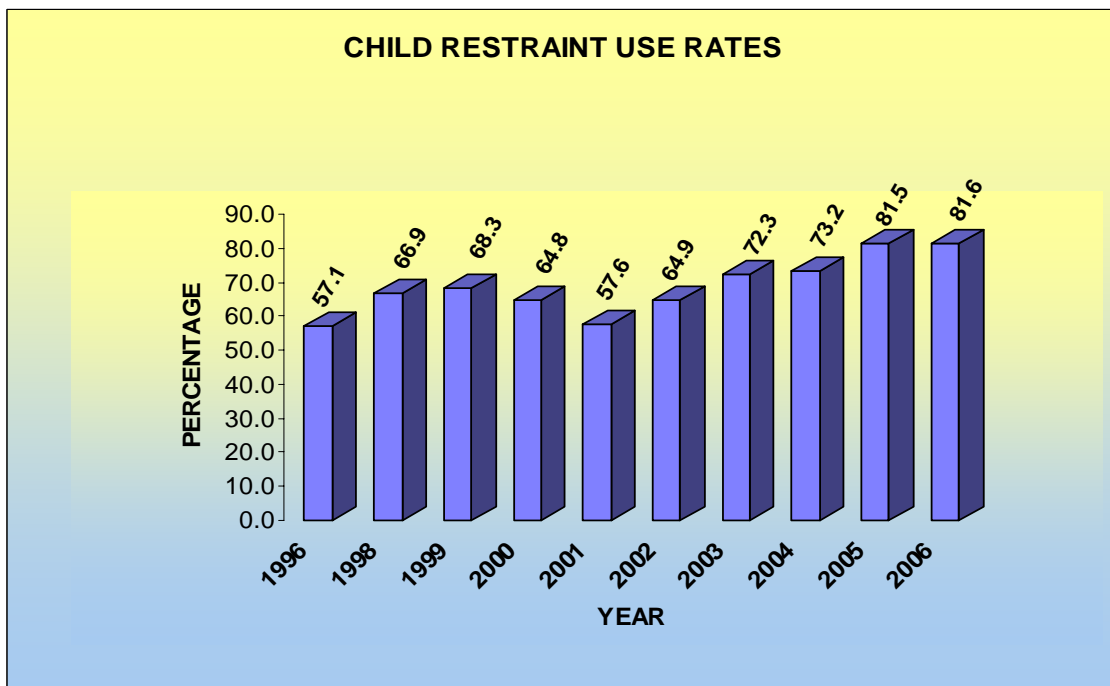
The charts on the following page show the trends since 1994 for seat belt use rates and child restraint use rates.

SEAT BELT USE RATES (From Observational Use Survey*)

* Drivers and front passengers; no survey in 1995 and 1997



CHILD RESTRAINT USE RATES (From Observational Use Surveys*)



* No survey 1995 and 1997

Project Results

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

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

SEAT BELT USE RATES					
City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
<i>Benton</i>	58	56	<i>Mountain Home</i>	68	77
<i>Benton County</i>	64	64	<i>North Little Rock</i>	69	74
<i>Bentonville</i>	78	73	<i>Osceola</i>	62	62
<i>Blytheville</i>	58	65	<i>Paragould</i>	45	63
<i>Bryant</i>	61	67	<i>Pulaski County</i>	49	73
<i>Camden</i>	42	55	<i>Rogers</i>	81	83
<i>Conway</i>	67	71	<i>Russellville</i>	50	61
<i>Faulkner County</i>	72	75	<i>Saline County</i>	61	81
<i>Fayetteville</i>	54	74	<i>Searcy</i>	51	48
<i>Forrest City</i>	59	63	<i>Sherwood</i>	69	76
<i>Fort Smith</i>	64	75	<i>Siloam Springs</i>	66	68
<i>Hot Springs</i>	67	71	<i>Springdale</i>	68	63
<i>Jonesboro</i>	72	73	<i>Texarkana</i>	57	72
<i>Little Rock</i>	55	66	<i>Van Buren</i>	80	81
<i>Lonoke County</i>	62	62	<i>Washington Co.</i>	57	66
<i>Marion</i>	64	61	<i>West Memphis</i>	57	68
<i>Monticello</i>	45	50			

Arkansas State Police (ASP) worked 5,280 hours of safety belt enforcement from October 2004 through September 2005. The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2006. A pre-survey reflected an overall seat belt usage rate of 60.1 percent with 53.8 percent for pick-up trucks; the post survey reflected an overall seat belt usage rate of 68.3 percent, and pick-up truck rates at 61.3 percent. The Arkansas State police reported another successful campaign with positive results.

This table documents the year long Performance Indicators of the ASP occupant protection sustained enforcement efforts.

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	3,925
Child restraint citations	302
Speed citations	4,551
Total vehicles stopped	16,711
Total hours worked	5,280

Dimensions, Incorporated conducted a Traffic Safety/Injury Prevention Program in Northeast Arkansas with an emphasis on child passenger protection. The project conducted child safety seat training and clinics. Forty-eight people were certified as technicians in training events hosted by Dimensions. Thirteen clinics were conducted and a total of 2,057 seats were loaned or checked.

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 100 agencies to participate in the statewide mobilizations conducted during the year. 102 agencies signed up to participate. This participation effort included 50 on-site visits with non-step law enforcement agencies. Nine agencies received incentive awards subsequent to the 2006 CIOT Program. They were; Quitman PD, Haskell PD, Rockport PD, Cave City PD, Austin PD, Sharp Co. S.O., Baxter Co. S.O., Clinton PD, and Craighead Co. S.O. The LEL conducted three regional occupant protection summits. The first summit was held in Jonesboro the second was in Little Rock and the third and final summit was in Springdale. The summits were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

The University of Arkansas for Medical Sciences, Department of Pediatrics conducted a Child Passenger Safety Education project for childcare and healthcare professionals with additional emphasis in the Delta Region of the State. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Five NHTSA Standardized CPS training courses were conducted with 66 new technicians receiving certification; 561 childcare professionals were trained in 24 regional workshops. Twelve public checkup events and a permanent fitting station resulted in a total of 1,390 seats being checked or loaned.

“Click It or Ticket” & “Buckle Up In Your Truck” May 2006 Mobilization

Arkansas Paid Media Report

Summary

Supporting the national May 2006 Click It or Ticket mobilization period, May 22 to June 4, 2006, the Arkansas Highway Safety Office (AHSO) worked with their agency of record, Cranford Johnson Robinson Woods (CJRW). CJRW developed a media plan and purchased airtime for the Click It or Ticket mobilization in combination the regional Buckle Up In Your Truck public education campaign. The target audiences for both campaigns were those least likely to buckle up, young men ages 18-34 and pick-up truck drivers.

NHTSA approved a budget of \$170,000 for the Buckle Up in Your Truck media buy and \$365,000 for Click It or Ticket for a two-week schedule of broadcast television, cable and radio media for the May campaigns. The AHSO solicited earned media exposure and planned and pitched follow-up activity.

Evaluation

To measure the effectiveness of the public awareness efforts, the University of Arkansas at Little Rock Institute of Government Survey Research Center conducted pre and post telephone surveys statewide. The biggest changes that occurred between the pre and post surveys were a higher level of awareness of the campaign itself, the Click It or Ticket slogan and the increased law enforcement efforts. NHTSA furnished the services of the Preusser Research Group. The Preusser Research Group coordinated with the Arkansas Department of Motor Vehicles and conducted public awareness surveys in selected OMV state offices. The percentages of respondents who reported having seen information about the increased enforcement effort increased from approximately 40 percent before the campaign to 75 percent after the campaign.

To measure the seat belt use rate, a statewide observational seat belt survey was conducted immediately following the campaign for the AHSO by Peters and Sons Engineering. The survey revealed an increase in belt use from last year’s rate of 68.3 percent to 69.3 percent for this year.

Paid Advertising Period

- Paid advertising for Buckle Up In Your Truck- May 1 through May 14
- Paid advertising for Click It or Ticket- May 15 through May 28

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **Men, 18-34 years of age**
 - Largest demographic that does not wear safety belts

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

Geography

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

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for Click It or Ticket:

- | | |
|----------------|-------------|
| ● Little Rock | ● Jonesboro |
| ● Fort Smith | ● Texarkana |
| ● Fayetteville | ● El Dorado |

Cable markets for Click It or Ticket:

- | | |
|--|-------------|
| ● Little Rock (includes Benton and Maumelle) | ● Jonesboro |
| ● Fort Smith | ● Texarkana |
| ● Fayetteville | ● El Dorado |

Provided additional support in the following Arkansas markets where seat belt surveys would be conducted:

- | | |
|-----------------------------------|-----------------|
| ● Lake Village/Dumas/McDermott | ● Malvern |
| ● Carlisle/Lonoke/Cabot | ● Monticello |
| ● Fairfield Bay/Clinton/Choctaw | ● Mountain Home |
| ● Forrest City/Palestine/Wheatley | ● Sheridan |
| ● Magnolia | |

Also, provided a presence in the Arkansas STEPs/Incentive participant cities:

- Blytheville
- Camden
- Clarksville
- Conway
- Harrison
- Hope
- Newport
- Paragould
- Pine Bluff
- Russellville
- Searcy
- Warren
- West Memphis

The Buckle Up in Your Truck campaign utilized broadcast television only in the Little Rock, Ft. Smith/Fayetteville and Jonesboro DMAs to emphasize the target counties of Pulaski, Saline, Benton, Washington, Sebastian and Craighead. Cable and radio was purchased, but with lower GRP levels, in the same major six DMAs as Click it or Ticket.

Budget

- Buckle Up in Your Truck - \$170,000
- Click It or Ticket - \$365,000

Media Strategies- Click It or Ticket

A media mix of broadcast television, cable and radio was used to deliver the Click It or Ticket message in the major Arkansas DMAs including the rural STEP participant towns and the areas where surveys would be implemented.

Media Strategy

- Concentrated support in a two-week period to maximize awareness of the “Click It or Ticket” message prior to the survey.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought around the national media schedules to maximize our reach and frequency of exposure of the CIOT message.

Media Mix: The media mix consisted of television and radio only as that is where males 18-34 spend most of their media time.

- Broadcast television generated mass reach and frequency
- Cable provided frequency of exposure in targeted programming and also extended our reach
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, price access and sports programming which reaches our target audiences
- Determined networks and programming based upon Nielsen rating data
- Purchased programming that specifically targets African Americans and Hispanics to the extent available

Cable Television

- Purchased those networks that best target males 18-34 (i.e. ESPN, Comedy Central, MTV, Spike, etc.)
- Placed support from 4p to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)
- Used to penetrate the areas that cannot be reached by Non-Metro radio

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports
- Purchased Live Ad-Libs on high-rated stations to emphasize the Click It or Ticket message
- Bought Traffic Sponsorships where available to serve as a reminder to buckle up to those traveling in vehicles during high-traffic times

Media Budget Allocation

- Broadcast TV: 52 percent
- Cable: 18 percent
- Radio: 26 percent
- Hispanic: 4 percent

Media Strategies- *Buckle Up in your Truck*

The BUIYT budget was much smaller than the CIOT budget, but we were able to efficiently deliver the BUIYT message to the target audience through a mix of broadcast television, cable and radio in the major Arkansas DMAs.

- Concentrated support in a two-week period to maximize awareness of the “Buckle Up in Your Truck” mobilization campaign.
- We purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.

- Bought around the national media schedules to maximize our reach and frequency of exposure of the BUIYT message.

Media Mix: The media mix consisted of broadcast television, cable and radio only as that is where males 18-34 spend most of their media time.

- Broadcast television generates mass reach and frequency
- Cable provided frequency of exposure in targeted programming and also helped extend our reach
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, price access and sports programming which reaches our target audiences
- Determined networks and programming based upon Nielsen rating data
- Purchased programming that specifically targets African Americans and Hispanics to the extent available

Cable Television

- Purchased those networks that best target males 18-34 (i.e. Comedy Central, MTV, ESPN, Spike, etc.)
- Placed support from 6am to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics

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

- Broadcast TV: 47 percent
- Cable: 25 percent
- Radio: 21 percent
- Hispanic: 7 percent

By Market:

Click It or Ticket Actual Expenditures	\$360,882.86
○ Little Rock	\$ 135,926.70
○ Fort Smith/Fayetteville	\$ 98,536.76

○ Jonesboro	\$ 50,393.60
○ Texarkana	\$ 19,715.02
○ El Dorado	\$ 5,574.71
○ Non-Metro areas	\$ 35,860.09
○ Hispanic Advertising	\$ 10,491.68
○ Statewide Radio	\$ 2,560.00
○ Talent Fees	\$ 1,824.30

Buckle Up in Your Truck Actual Expenditures \$168,534.14

○ Little Rock	\$ 66,390.00
○ Fort Smith/Fayetteville	\$ 46,105.13
○ Jonesboro	\$ 30,527.46
○ Texarkana	\$ 10,503.40
○ El Dorado	\$ 4,844.91
○ Hispanic Advertising	\$ 8,563.24
○ Statewide Radio	\$ 1,600.00

Cost per Point - Click It or Ticket

<u>Market</u>	<u>Broadcast TV</u>	<u>Cable TV*</u>	<u>Radio</u>
Little Rock	\$167.35	\$19	\$35.99
Ft. Smith/Fayetteville	\$115.15	\$6	\$19.89
Jonesboro	\$ 97.23	\$8	\$12.58
Texarkana	N/A	\$18	\$16.01
El Dorado	N/A	N/A	N/A
Forrest City	\$0	\$4	\$0
Cabot	\$0	\$5	\$0
Fairfield Bay	\$0	\$3	\$0
Magnolia	\$0	\$4	\$0
Malvern	\$0	\$4	\$0
Sheridan	\$0	\$2	\$0
Lake Village	\$0	\$2	\$0
Mountain Home	\$0	\$4	\$0

Cost per Point - Buckle Up in Your Truck

<u>Market</u>	<u>Broadcast TV</u>	<u>Cable TV*</u>	<u>Radio</u>
Little Rock	\$163.84	\$19	\$34.42
Ft. Smith	\$89.77	\$5.50	\$15.54
Jonesboro	\$0.00	\$7	\$15.99
Texarkana	\$0.00	\$18	\$17.34
El Dorado	N/A	N/A	N/A

GRP Levels - CLICK IT OR TICKET

Broadcast Television/Cable

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
Little Rock	1,071	2,010	5.5	498.0	90.5%
Ft. Smith/	1,960	1,697	6.0	500.8	83.5%

Fayetteville					
Jonesboro	506	441	5.2	400.4	77.0%
Texarkana	444	137	N/A	N/A	N/A

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
EIDorado	375	371	N/A	N/A	N/A
Hispanic	136	0	N/A	N/A	N/A
Cable Survey Sites	2,952	2,546	N/A	N/A	N/A
STEP Markets	1,535	1,587	N/A	N/A	N/A

*Cable is shown as cost per unit.

Radio/Ad Libs

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
Little Rock	388	533	7.0	499.8	71.4%
Ft. Smith	326	241	6.9	500.0	72.5%
Fayetteville	322	336	6.3	449.4	71.3%
Jonesboro	186	134	7.7	401.6	52.5%
Texarkana	323	307	7.8	528.2	67.7%
EIDorado	190	230	N/A	N/A	N/A
Hispanic	437	379	N/A	N/A	N/A

GRP Levels - BUCKLE UP IN YOUR TRUCK

Broadcast Television/Cable

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
Little Rock	987	8	2.8	222.8	79.6%
Ft. Smith/ Fayetteville	1,548	1,223	3.1	209.2	67.5%
Jonesboro	465	550	3.5	200.2	57.2%
Texarkana	216	72	N/A	N/A	N/A
EIDorado	318	354	N/A	N/A	N/A
Hispanic	110	70	N/A	N/A	N/A

*Cable is shown as cost per unit.

Radio/Ad Libs

<u>Market</u>	<u>Number of Ads</u>	<u>Bonus Ads</u>	<u>Frequency</u>	<u>GRP</u>	<u>Reach</u>
Little Rock	160	152	5.9	339.6	57.6%
Ft. Smith	157	158	5.4	300.0	55.6%
Fayetteville	174	160	5.1	300.6	58.9%
Jonesboro	92	72	8.1	305.2	37.7%
Texarkana	118	54	5.9	302.2	51.2%
EIDorado	180	230	N/A	N/A	N/A
Hispanic	355	294	N/A	N/A	N/A
N/A					

Note: Most bonuses ran during the CIOT campaign due to the political window. In order to reach the smaller markets in Arkansas, we purchased a mix of cable and radio. 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 was purchased in the following areas: Fairfield Bay/Clinton/Choctaw, Forrest City/Palestine/Wheatly, Magnolia, Malvern, Monticello, Mountain Home, Blytheville, Camden, Clarksville, Conway, Harrison, Hope, Newport, Paragould, Pine Bluff, Russellville, Searcy, Warren and West Memphis.

** 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.*

Arkansas Earned Media

To kick off the campaign two media events were held, one in Springdale and one in Little Rock. Colonel Dozier and Dr. Joe Thompson, Arkansas' Chief Health Officer were speakers. Statewide news releases were issued by the AHSO. Dr. Thompson sent a Health Alert to All Arkansas Healthcare Providers about the statewide CIOT campaign asking them to do three things: Make sure all of your family members, employees and co-workers wear their seat belts. Tell every single one of your patients to make sure they wear their seat belts. Call your local police chief and ask how you can help during this campaign.

The Earned Media approach to the 2006 Click It Or Ticket campaign was three-pronged. The AHSO targeted Chambers of Commerce around the state to help promote the campaign and partnered with three fast food chains and a national retail chain to promote the campaign to their customers. Spokespersons appeared on television talk shows to spread the word. A standard value used by many advertising agencies was used to establish the estimated public relations return on investment.

Chambers of Commerce

CJRW contacted 21 Chambers of Commerce around the state and all agreed to promote the 2006 Click It Or Ticket campaign to their members. They were:

Benton	Fort Smith	Newport
Bentonville	Heber Springs	North Little Rock
Bryant	Hot Springs	Rogers/Lowell
Cabot	Jonesboro	Springdale
Camden	Little Rock	Texarkana
Conway	Marianna	Van Buren
Fayetteville	Monticello	West Memphis

The various Chambers promoted the campaign in different ways: messages on their outdoor marquees, e-mail blasts, e-mail newsletters, printed newsletters, radio spots, and announcements at civic clubs. CJRW received verification from 10 Chambers of Commerce that campaign messaging was distributed.

The following Chambers have submitted written or verbal confirmation:

1. North Little Rock Chamber of Commerce
Posted on jumbotron during the entire month of May
(Based on 2,000 people seeing the 24-hour rotating message board over a period of 30 days . . . 500 per day)
Value: \$15,000
2. Bryant Chamber of Commerce
Distributed newsletter to 300 members
Value: \$300
3. Benton Chamber of Commerce
Distributed e-newsletter to 279 members
Value: \$279
4. Newport Chamber of Commerce
Distributed e-newsletter to 221 members
Value: \$221
5. West Memphis Chamber of Commerce
Distributed newsletter to 519 members
Value: \$519
6. Marianna Chamber of Commerce
Distributed newsletter to 200 members
Value: \$200
7. Monticello Chamber of Commerce
Mentioned on local radio address for two weeks (listening audience approximately 10,000) and announced at three civic club meetings (75 people)
Value: \$5,000 (radio audience) + \$75 (civic clubs) = \$5,075
8. Camden Chamber of Commerce
Distributed e-mail and fax to 400 members
Value: \$400
9. Van Buren Chamber of Commerce
Distributed newsletter to 300 members
Value: \$300
10. Bentonville Chamber of Commerce
Distributed newsletter to 2,200 businesses and individuals
Values: \$2,200

TOTAL VALUE: \$24,494

Value Calculations:

Newsletter - audience x \$1

Jumbotron - audience x \$1

Radio - audience x \$.50

Fast Food Partnerships

CJRW obtained the agreement of Sonic (statewide), Wendy's (statewide) and Popeye's (Central Arkansas) to promote Click It Or Ticket during the two-week campaign period by placing window clings on their drive-through windows or on entrance doors and by putting stickers on "to go orders."

Sonic has 88 locations in Arkansas. Wendy's has 48 stores in the state, and Central Arkansas Popeye's has eight restaurants. Each organization provided CJRW with the average number of "to go" orders they have in a week. Using those figures, it was calculated that 668,000 "to go" orders would be sold during the two-week period of the Click It Or Ticket campaign at the 144 fast food locations.

TOTAL VALUE: \$650,000

Value calculations:

Sticker - audience x \$1

Window cling - audience x \$1

National Retailer Partnership

In 2006, a partnership was established with Wal-Mart Stores, Inc., to help promote the Click It Or Ticket and Buckle Up In Your Truck message. Through that partnership, the following actions were accomplished.

In-Store

NATIONWIDE, the Wal-Mart in-store television and radio networks ran spots May 22 through June 4. The spots, "Rollover" in English and Spanish were featured on the television network, and "Friendly Cop" and "Andy Pettitte" were featured on the radio network.

Reach: These channels reach both employees and customers in stores nationwide. Roughly 130 million customers visit Wal-Mart each week, and the company has 1.3 million associates in the United States.

Fleet Outreach

An article supporting the Buckle Up In Your Truck message ran in the private fleet newsletter. A segment about Buckle Up In Your Truck was recorded for the fleet radio program.

Reach: Both of these channels reach 6,000 drivers across the country.

With an investment only in the window clings, stickers and a radio spot, both the fast food chains and the national retailer reached our target demographic, a broad stroke of Arkansans and was a huge success for the "Click It or Ticket" campaign.

Total Value: \$125,000,000

Value calculations:

In-store radio spots - audience x \$1

News Stories

TV News Stories Aired 35 news stories
• Coverage appeared on 10 television stations throughout the state
Total broadcast value of television coverage \$36,015

Print Stories 76 news stories
• There were a total of 76 news stories written during the campaign.
Total estimated value of print coverage \$14,927

Media Relations (This does not include news conference news coverage.)

CJRW arranged for child safety seat experts to appear on several daytime talk shows.

Virginia Lancaster, child safety seat coordinator at UAMS, appeared on “THV This Morning” on KTHV on Tuesday, May 23.

Value: \$9,240

Scott Allen, director of community outreach at Arkansas Children’s Hospital, appeared on “Good Morning Arkansas” on KATV on Monday, May 29.

Value: \$7,800

Col. Craig Stout with the Community Policing Division of the Fayetteville Police Department will appear on “KNWA Today” in Fayetteville on Monday, June 12.

Value: TBD

TOTAL VALUE: \$17,040 + June 12 appearance

Value calculations:

Length of segment in seconds x the 30-second ad rate for the program x six since the story featured live interviews.

GRAND TOTAL EARNED MEDIA: \$125,742.476.00

Noteworthy Accomplishments

Law Enforcement Summits

During the week of March 27 – 31, 2006 three significant law enforcement summits were held. The locations were Jonesboro, Little Rock and Springdale. A total of 450 invitations were sent to law enforcement agencies statewide to attend these summits. The purpose of these summits was to garner support from law enforcement agencies in these areas, where usage rates have dropped in past. Representatives from State, Municipal and County law enforcement agencies, from these Arkansas areas, attended the three summits. Informative presentations were made by Richard Davis, Manager of the Arkansas State Police Highway Safety Office, Van Dyer, Arkansas OP Law Enforcement Liaison. Mr. Luther Perry and Mr. Tommie Buchanan from the NHTSA South Central Regional Office also offered excellent information to each group.

Incentive Program

The incentive program generated interest in its first year of implementation in 2005 with a total of eight agencies participating. The number of agencies increased to over 40 in 2006, for the CIOT and 36 for the DDOLUA. This year more than one hundred agencies signed up to participate in the Click It or Ticket Mobilization and the Drunk Driving, Over the Limit, Under Arrest campaign. This year, nine agencies received an incentive award of \$2,000.00 each, towards the purchase of traffic enforcement related equipment for their respective agencies.

TRAFFIC RECORDS PROGRAM

Program Area Goals

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

- To reduce the backlog of crash reports to be entered into the TARS from a twelve-month backlog as recorded July 2005 to a nine-month backlog by July 2006.

Program Area Results

Carryforward Section 163 grant funds were used to continue the services of a firm to input crash data in a timely manner. International Data Processing of America, Incorporated (IDP) has been retained for these services since October 1, 1999. Since then the backlog of reports that were being entered into the TARS has fluctuated between twelve months to four months, based on various factors that involved personnel assigned and office movement. During 2006, it was determined that by not having the IDP personnel centralized and supervised that the process was not as effective and efficient as it needed to be. Adjustments were made that created a more centralized and controlled environment for those working on the backlog. Since this change, the backlog of crash reports to be entered into the TARS has been reduced from twelve months to a nine month backlog by July 31, 2006 with a further anticipated reduction to be realized in the very near future.

The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System is progressing. For the HSO and ASP to implement the Traffic Accident and Citation System (TraCS), equipment and software has been purchased that will capture the crash data at the scene and house the data at the ASP Headquarters. There are three full-time staff devoted to, and currently working on the TraCS project continuously and statewide. There are plans to hire additional staff to assist in installation and full implementation of this project system. The Arkansas State Police did not meet its goal of statewide implementation, however the project has begun pilot crash reporting, data collection and wireless transmittal of data to a central server. ASP expects to meet the full implementation goal within the next year. Currently all troopers and four local law enforcement agencies are participating in the project. Plans include completing the process for full ASP implementation, wireless collection and transmission of crash data, storage and electronic access to crash data. It is the goal of this project to enable crash data uploads from the trooper and local officer at the end of the shift to the central data bank at ASP headquarters within 24 hours of the crash.

Section 408 Traffic Safety Information System Improvement Grant funds were awarded at the end of FY2006. These funds will be utilized in 2007 to further reduce the backlog of crash reports to be entered into TARS, further implement TraCS, to revise the crash report form to include additional MMUCC elements, and to established NEMSIS compliance.

ROADWAY SAFETY PROGRAM

Program Area Goal

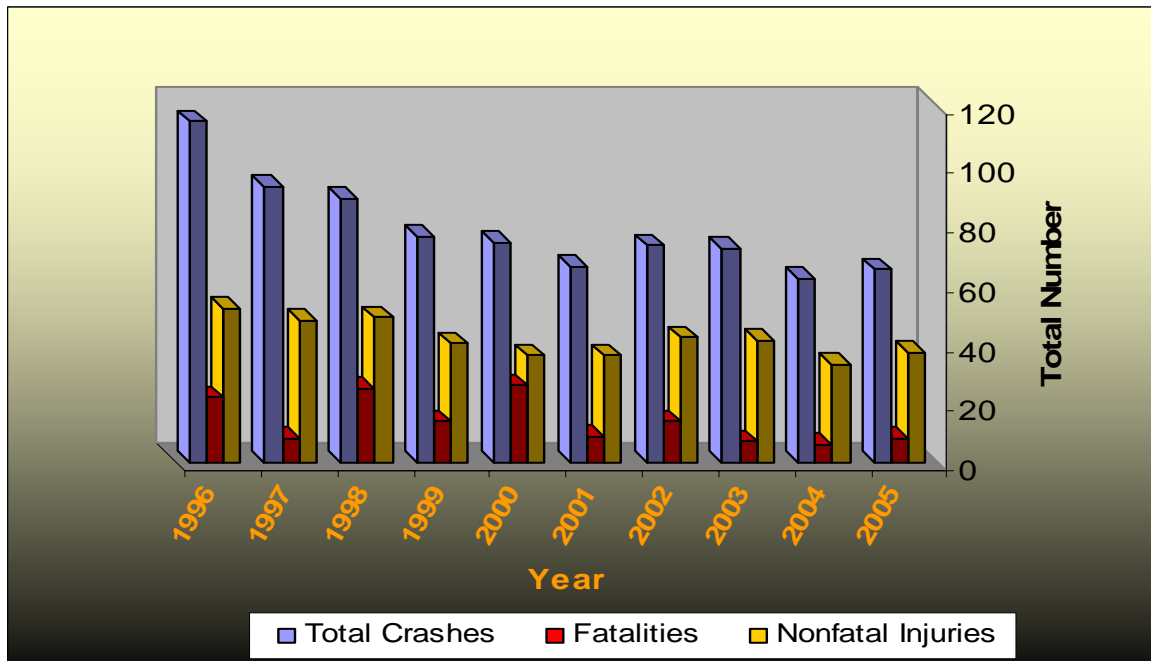
The goal of the projects funded in the Roadway Safety Program Area was as follows:

- To maintain the number of rail-highway grade crossing crashes at or below 80 crashes through 2006.

Program Area Results

In 2004 there were 62 rail-highway grade crossing crashes (crashes involving a vehicle and a train). In 2005 there were 65 rail-highway grade crossing crashes.

RAILWAY CROSSING CRASHES



Railway Crossing Crashes - Ten year trend			
Year	Total Crashes	Fatalities	Nonfatal Injuries
1996	115	22	52
1997	93	8	48
1998	89	25	49
1999	76	14	40
2000	74	26	36
2001	66	9	36
2002	73	14	42
2003	72	7	41
2004	62	6	33
2005	65	8	37

Project Results

Arkansas Operation Lifesaver contracted with the AHSO in FY06. Although two Grade Crossing Collision Investigation courses were planned, only one was conducted. There were twenty-four law enforcement officials that attended the one course that was offered.

PLANNING AND ADMINISTRATION (P&A) PROGRAM

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

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

Program Area Results

During FY 2006, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for five management, 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 ten percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 2006 P&A expenditures equaled only 3.8 percent of total 402 expenditures and were matched 52 percent with State funds.

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Project	Recipient/Contractor	Fed. HSP AMT	Fed. Expenditures	
1	AL	Criminal Justice Institute	\$ 310,800.00	\$ 249,977.40
2	AL	Mothers Against Drunk Driving	\$ 88,600.00	\$ 53,848.66
3	AL	Crowley's Ridge Development	\$ 16,000.00	\$ 156,56.93
4	AL	AR Spinal Cord Commission	\$ 15,100.00	\$ 9,466.80
5	AL/OP	Arkansas Broadcasters Association	\$ 75,750.00	\$ 75,750.00
6	AL	Harrison Police Department	\$ 26,200.00	\$ 26,202.02
7	AL	Hope Police Department	\$ 17,000.00	\$ 16,857.14
8	AL	Maumelle Police Department	\$ 25,000.00	\$ 19,945.43
9	OP/157OP	Dimensions, Inc.	\$ 87,500.00	\$ 86,335.28
10	OP/J8	Benton County Sheriff's Office	\$ 40,000.00	\$ 29,125.76
11	OP	Bentonville Police Department	\$ 12,000.00	\$ 6,297.60
12	OP	Blytheville Police Department	\$ 20,000.00	\$ 14,741.45
13	OP	Van Buren Police Department	\$ 40,000.00	\$ 40,000.00
14	OP	Jonesboro Police Department	\$ 62,000.00	\$ 21,687.17
15	OP/J8	Little Rock Police Department	\$ 101,500.00	\$ 85,323.12
16	OP	Marion Police Department	\$ 15,000.00	\$ 12,025.02
17	OP/J8	North Little Rock Police Department	\$ 69,600.00	\$ 19,969.64
18	OP	Osceola Police Department	\$ 12,000.00	\$ 10,630.96
19	OP	Paragould Police Department	\$ 15,000.00	\$ 14,407.76
20	OP	Sherwood Police Department	\$ 15,500.00	\$ 15,222.69
21	OP	Springdale Police Department	\$ 35,000.00	\$ 27,290.27
22	OP	Criminal Justice Institute	\$ 145,000.00	\$ 112,672.25
23	OP	Peters and Associates	\$ 40,000.00	\$ 40,000.00
24	163	Arkansas State Police - TRACS	\$ 988,900.00	\$ 819,356.51
25	SA	U of A - Fayetteville	\$ 31,400.00	\$ 25,237.80
26	TR/RS	AHTD - Professional Development	\$ 4,000.00	\$ 1,468.30
27	RH	Arkansas Operation Lifesavers, Inc.	\$ 6,000.00	\$ 3,469.69
28	J8/163	Faulkner County Sheriffs Office	\$ 51,500.00	\$ 39,007.12
29	J8	Administrative Office of the Courts	\$ 115,600.00	\$ 77,931.75
30	J8	AR Dept. of Health Human Ser - OAT	\$ 127,000.00	\$ 71,130.42
31	J8	Parks & Tourism	\$ 30,000.00	\$ 28,315.00
32	J8/OP	Benton Police Department	\$ 35,500.00	\$ 33,781.20
33	J8/OP	Bryant Police Department	\$ 25,000.00	\$ 15,886.70
34	J8/OP	Conway Police Department	\$ 73,800.00	\$ 37,835.51
35	J8/OP	Fayetteville Police Department	\$ 45,000.00	\$ 42,185.82
36	J8/OP	Fort Smith Police Department	\$ 110,000.00	\$ 83,334.41
37	J8/OP	Hot Springs Police Department	\$ 71,500.00	\$ 35,271.44
38	J8/OP	Mountain Home Police Department	\$ 13,000.00	\$ 12,342.84
39	J8/OP	Pulaski County Sheriff's Office	\$ 131,800.00	\$ 79,689.59
40	J8/OP	Russellville Police Department	\$ 80,300.00	\$ 72,564.11
41	J8/OP	Saline County Sheriff's Department	\$ 55,000.00	\$ 53,694.65
42	J8/OP	Searcy Police Department	\$ 6,000.00	\$ 32,48.92
43	J8/OP	Texarkana Police Department	\$ 227,800.00	\$ 213,133.44
44	J8/OP	Washington County Sheriffs Office	\$ 29,600.00	\$ 28,535.68
45	J8/OP	West Memphis Police Department	\$ 134,000.00	\$ 88,541.33
46	J8/157OP	Camden Police Department	\$ 34,200.00	\$ 10,396.62
47	J8/157OP	Monticello Police Department	\$ 24,000.00	\$ 21,760.43
48	157OP	UAMS	\$ 200,000.00	\$ 196,384.27
49	157OP	Forrest City Police Department	\$ 15,000.00	\$ 4,597.33
50	157OP	Rogers Police Department	\$ 30,000.00	\$ 22,098.60
51	154HE	AHTD - 154HE	\$ 29,543,800.00	\$ 9,540,777.55
52	OP/J8/163	Arkansas State Police - Enforcement	\$ 920,000.00	\$ 646,505.99
53	OP/AL/J8/163	Cranford,Johnson,Robinson & Woods	\$ 1,230,200.00	\$ 1,068,198.36
54	163	International Data Processing	\$ 250,000.00	\$ 212,603.50
TOTAL		\$ 35,924,450.00	\$ 14,573,812.38	

Section 163 Funds

Fiscal Year 2006

Arkansas

AMOUNTS

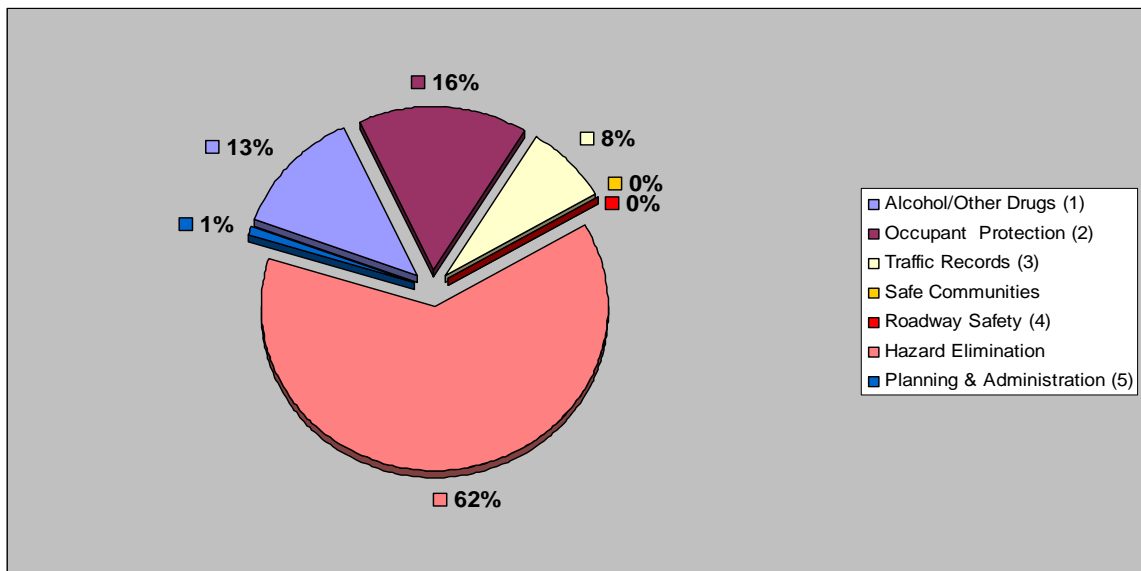
NHTSA	Amount			
Program Areas	Planned	Obligated	Expended	To Local
Planning & Administration*	\$40,100.00	\$40,100.00	\$12,125.42	
Occupant Protection*	30,000.00 400,000.00 103,950.00	30,000.00 400,000.00 103,922.68	20,499.95 193,925.87 16,720.00	20,499.95 96,962.94 8,360.00
Traffic Records**	250,000.00 988,900.00 10,750	250,000.00 988,900.00 10,737.00	212,603.50 819,356.51 0.00	
Totals	\$1,823,700.00	\$1,823,569.68	\$1,275,231.25	\$125,822.89

*Funds used as Section 402

**Funds used as Section 411

FISCAL YEAR 2006 HIGHWAY SAFETY PLAN EXPENDITURES

Alcohol/Other Drugs (1)	\$ 1,896,574.00
Occupant Protection (2)	\$ 2,375,561.92
Traffic Records (3)	\$ 1,174,286.57
Safe Communities	\$ 25,237.80
Roadway Safety (4)	\$ 3,469.69
Hazard Elimination	\$ 9,540,777.55
Planning & Administration (5)	\$ 114,651.98
Total	\$ 15,130,559.51



- (1) Alcohol/Other Drugs Program includes Sections 402 and 410 expenditures.
- (2) Occupant Protection Program includes Sections 402, 157 (incentive & innovative) and 163 expenses.
- (3) Traffic Records Program includes Sections 402 and 163 expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
- (5) Planning and Administration includes 402 and 163 expenditures.

LEGISLATIVE PRIORITIES/INITIATIVES

The 85th General Assembly of the Arkansas State Legislature adjourned on May 13, 2005. The 86th General Assembly is scheduled to convene on January 8, 2007.

Arkansas 86th General Assembly

LEGISLATIVE PRIORITIES

- **Primary Seat Belt Law**

The Director of the Arkansas State Police, Colonel Steve Dozier, has joined forces with lawmakers, the Arkansas Surgeon General, the medical community and other important public and private support groups to sponsor legislation for a primary seat belt law. The bill is being prepared for filing and consideration during the upcoming legislative session.

- **Graduated Licensing**

Enhancements to the current graduated driver's license law that includes restrictions on carrying certain passengers and nighttime driving hours.

OTHER LEGISLATION BEING CONSIDERED

- **SB6** - To require a driver of a motor vehicle to possess a hands-free device while driving.
- **SB7** - To require a driver of a motor vehicle to use a hands-free cellular telephone device while driving on a public highway.

Note: These bills have been pre-filed

LOOKING TOWARD THE FUTURE

In an effort to address the areas of concern by the Highway Safety Office, several innovative methods or approaches are being considered for implementation, including the following:

- Adding additional “mini STEP” programs during mobilizations.
- Conducting a total of four (4) “Drunk Driving. Over the Limit, Under Arrest” statewide mobilizations, with increased support and participation from State, Municipal and County law enforcement agencies.
- Revising alcohol-related data goal to fatality rate per jurisdiction.
- Revision of the Arkansas State crash report form to include capturing additional MMUCC elements to assist in identifying problem area(s). The revised form is to take effect in January 2007.
- Increasing opportunities and encouraging agencies to organize and participate in Sobriety Checkpoints.
- Soliciting and encouraging new partners to become Certified Child Passenger Safety Technicians, such as local firefighters.
- Providing funding for liaison positions that include an Alcohol Program Law Enforcement Liaison, a Judicial Liaison and a Traffic Resource Prosecutor.
- New Public Information and Education motorcycle safety information, incorporated into the impaired driving campaigns.