

Arkansas Highway Safety Office



***FY2015 Performance Plan
and Highway Safety Plan***

TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
Introduction	1
Highway Safety Planning Process	2
Development Schedule	3
Highway Safety Office Organization	4
Mission Statement	4
ASP Organizational Chart	5
Executive Summary	6
Public Awareness Survey	9
Legislative Issues	11
Performance Plan	13
Problem Identification Process	13
Goal Setting and Performance Measures	15
Program/Project Development	16
Goals	18
Overall Program Goals	18
Program Area Goals	21
Alcohol	21
Occupant Protection	21
Speed Enforcement	22
Motorcycle Safety	23
Pedestrian Safety	24
Teen Driver Safety	25
Traffic Records	25
Performance Measures	26
Highway Safety Plan	27
<i>Planning & Administration (P&A)</i>	27
Program Overview	27
Personnel	28
Estimated 402 P&A Costs	29
Estimated 406 P&A Costs	29
<i>Alcohol & Other Drugs Countermeasures Programs (AL)</i>	30
Program Overview	30
Performance Measures	32
Project Strategies	34
Tasks	35

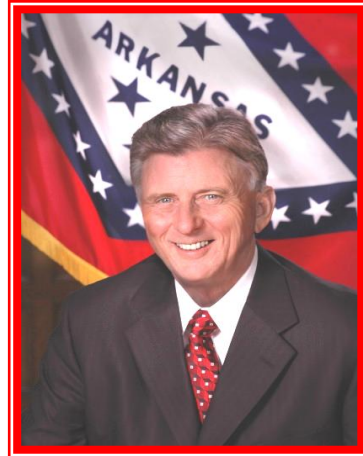
<i>Occupant Protection (OP)</i>	42
Program Overview	42
Performance Measures	46
Project Strategies	46
Tasks	47
<i>Speed Enforcement (SE)</i>	53
Program Overview	53
Performance Measures	53
Project Strategies	53
Tasks	54
<i>Traffic Records (TR)</i>	57
Program Overview	57
Performance Measures	57
Project Strategies	58
Tasks	58
<i>Roadway Safety Program (RH/RS)</i>	61
Program Overview	61
Performance Measures	61
Project Strategies	61
Tasks	61
<i>Motorcycle Safety Program (MC)</i>	62
Program Overview	62
Performance Measures	64
Project Strategies	64
Tasks	64
<i>Pedestrian and Bicycle Safety (PS)</i>	66
Program Overview	66
Performance Measure	66
<i>Distracted Driving</i>	67
<i>Teen Driver Safety</i>	70
Program Overview	70
Performance Measures	70
Project Strategies	70
Tasks	70
<i>Program Cost Summary</i>	72
<i>State Certifications and Assurances</i>	Appendix A

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INTRODUCTION

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

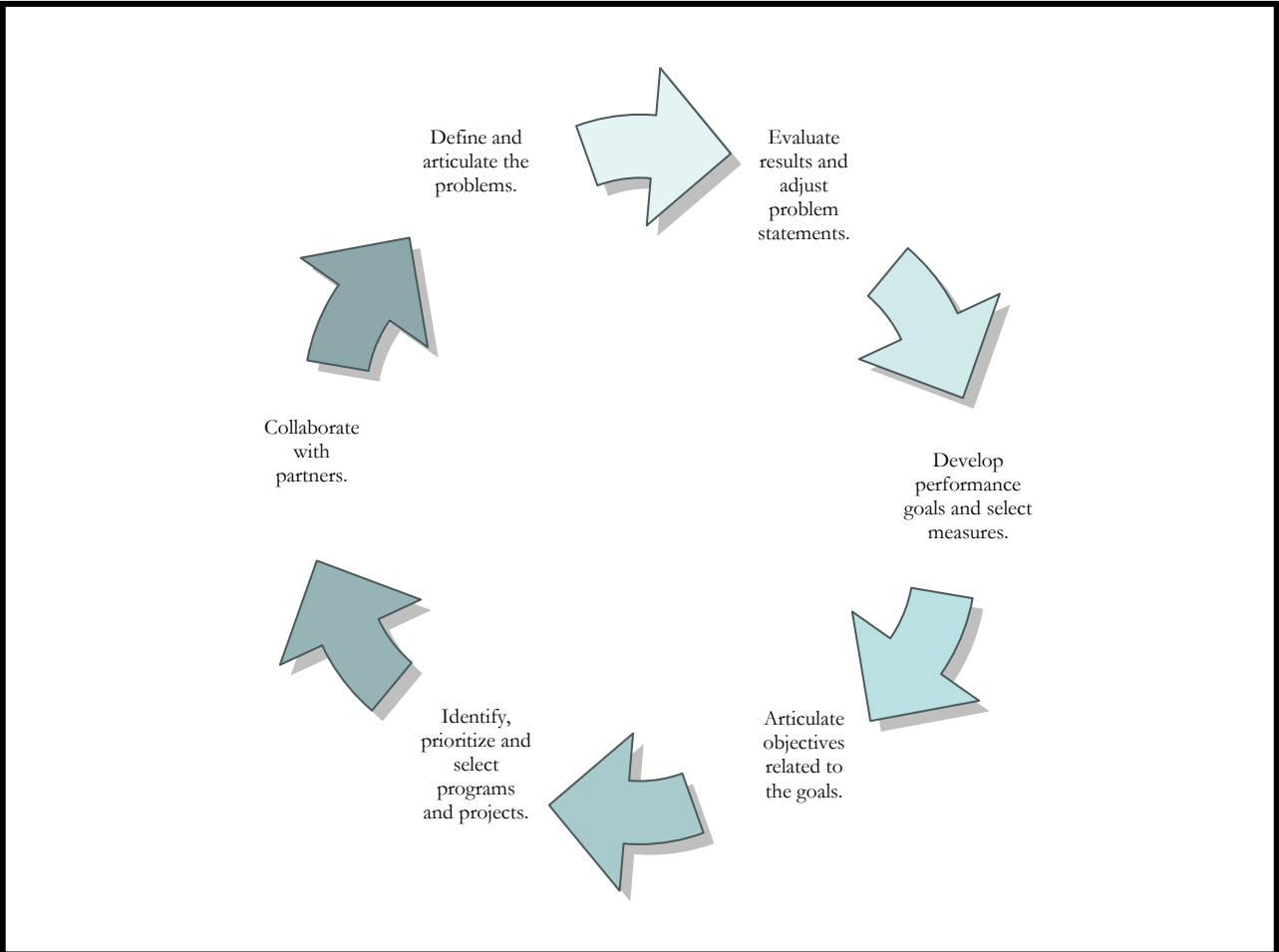
Certain highway safety program areas are designated as National Priority Program Areas, such as Occupant Protection, Impaired Driving, Police Traffic Services, Motorcycle Safety, Bicycle and Pedestrian Safety, Speed Control, Roadway Safety, Emergency Medical Services, and Traffic Records. Other areas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

The Highway Safety Office (AHSO) of the Arkansas State Police (ASP) administers the Section 402 funds and oversees the highway safety program efforts supported by these funds for the State of Arkansas. The Highway Safety Plan developed by the AHSO identifies the traffic related safety problems in Arkansas and recommends programs that are most effective in reducing traffic fatalities, injuries and crashes. The Performance Plan portion of this report presents the process for identifying problems and developing programs to address those problem areas to which Federal (including Section 402), 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 can apply for six different grants under this program. In FY’s 2013 and 2014 Arkansas was awarded funds from Section 405 (b) Occupant Protection, (c) Traffic Records, (d) Impaired Driving, (e) Distracted Driving (FY 2013 only) and (f) Motorcycle Safety. It is anticipated that all of these, except 405 (e) will be awarded in FY 2015. The Program efforts supported by these funds are described in this plan.

In prior years (through FY 2012) there were several highway safety incentive grants available to the States through the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which were earmarked for specific programs. Arkansas received Section 408 Data Improvements Implementation, 2010 Motorcycle Safety, 410 Alcohol Traffic Safety & Drunk Driving Prevention and 405 Occupant Protection grant funds. The program efforts supported by carry forward funds from these incentive grants 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.

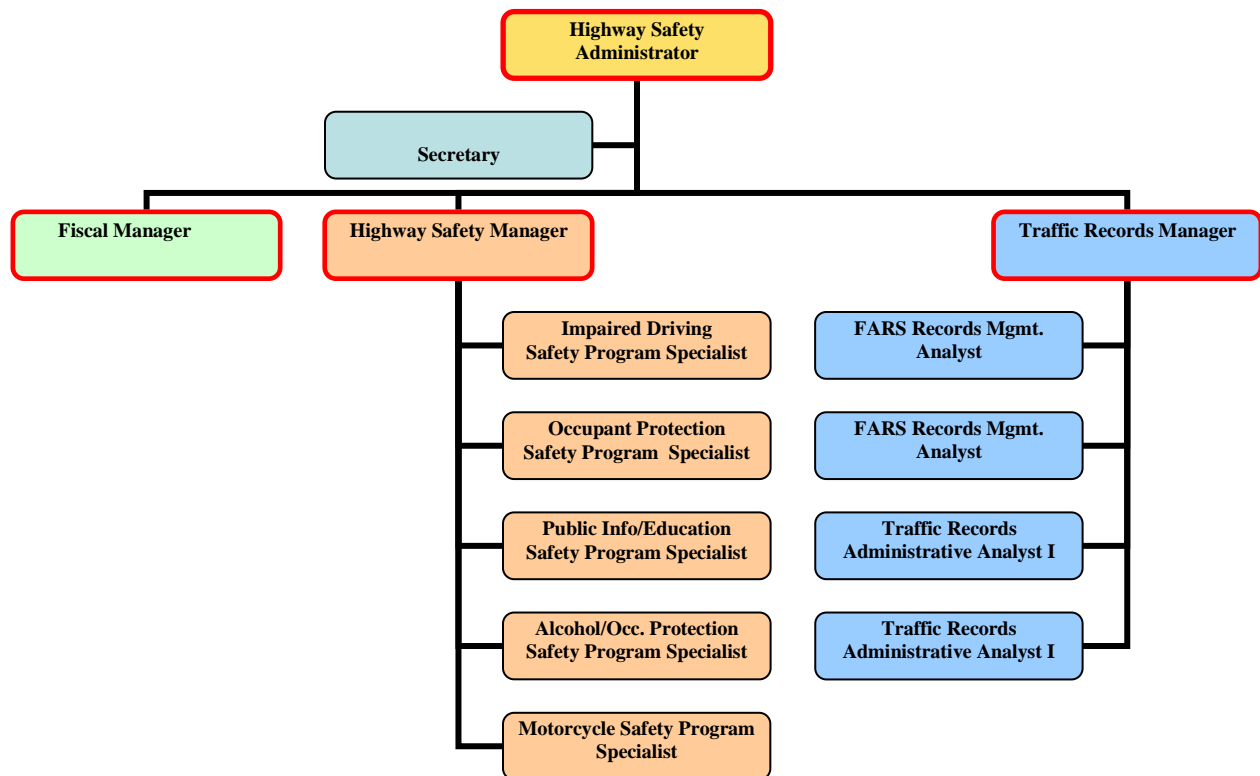
The following page outlines the sequence and timeline schedule that the AHSO has established for the development of the FY 2015 program.

**PERFORMANCE PLAN (PP) AND HIGHWAY SAFETY PLAN (HSP)
DEVELOPMENT SCHEDULE FOR FY 2015 PROGRAM**

<u>Task</u>	<u>Completed By</u>
Begin problem identification:	March
* Collect and analyze data thru March	
* Identify and rank problems	
* Establish goals and objectives	
PMs, HSM and Administrator conduct planning meetings with highway safety partners	March
AHSO request proposals from sub-grantees/contractors	March
Program Managers (PMs) submit charts and tables of program area data to Highway Safety Manager (HSM)	March
PMs meet with HSM and Administrator to review problem identification	March
Deadline for submission of proposals from sub-grantees/contractors	April
PMs submit draft narrative of problem identification, proposed countermeasures and performance measures for HSP	April
PMs select and rank proposed countermeasures (projects) with HSM and Administrator	April
Estimate available funding	May
PMs submit drafts for program areas	May
PMs submit drafts for 405/Incentive grants to HSM	June
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	August
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

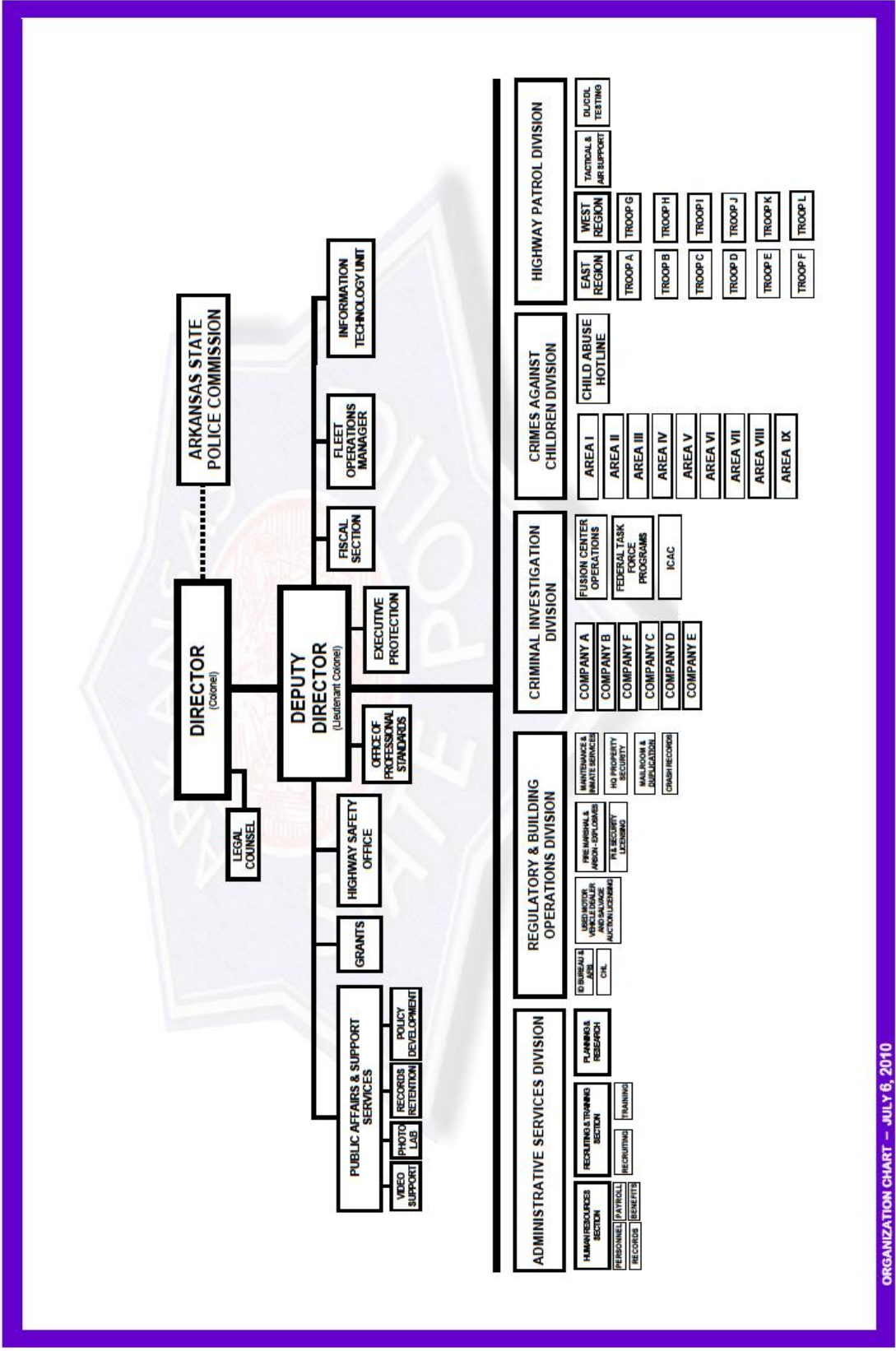
In July of 2002, by virtue of an Agreement of Understanding and the appointment of the Arkansas State Police (ASP) Director as the Governor's Highway Safety Representative, the Arkansas Highway Safety Office (AHSO) was transferred from the Arkansas Highway and Transportation Department to the Arkansas 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

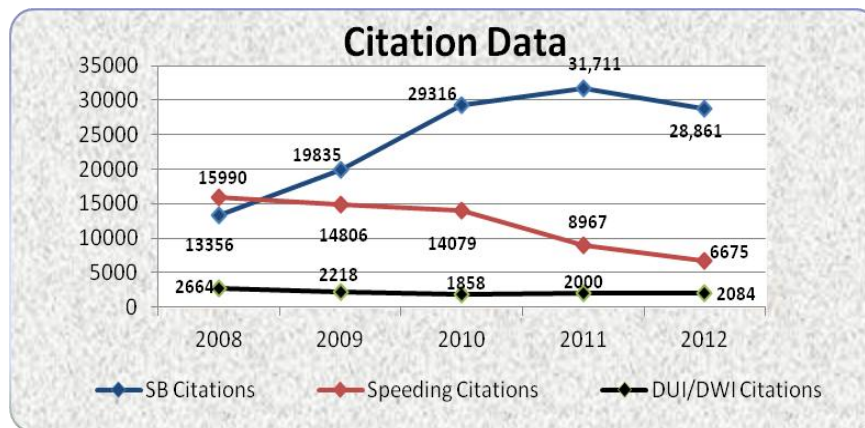


ORGANIZATION CHART - JULY 6, 2010

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* has been developed to reduce injuries and fatalities throughout the State. The plan includes an *analysis of crashes, crash fatalities and injuries* in the following sections: Executive Summary page 6-8; Impaired Driving pages 26-30; Occupant Protection pages 38-41, Speed page 49; Information on the *deployment of resources* is provided in: Impaired Driving pages 31-37; Occupant Protection pages 42-48, and Speed pages 50-52. The process for *continuous follow-up and adjustment* is outlined under Project Development page 17; and information on *high visibility enforcement strategies* is included in the Executive Summary page 6, Impaired Driving page 30, and Occupant Protection page 42.

Particular attention is being focused on continued participation in impaired driving, occupant protection and speed issues through Selective Traffic Enforcement Projects (STEPS). This program is stressed and sponsors active participation by approximately 40 Arkansas law enforcement agencies around the state. The following charts show the citations issued over the last five years.



Law Enforcement projects will include high visibility sustained enforcement of impaired driving, occupant protection and speed limit laws. The national mobilizations of “Click it or Ticket” (CIOT) and “Drive Sober or Get Pulled Over” have benefited from the greater participation of local agencies and targeted media campaigns. The targeted media included paid television, radio, billboard advertisements and internet.

FARS data for Arkansas shows that the number of fatalities declined from 649 in 2007 to 551 in 2011. Preliminary FARS data for 2012 shows fatalities at 552. The fatality rate, per 100 MVMT, for the most current period available (2007-2011) shows a decrease from 1.96 to 1.67. Serious injuries (2’s only) declined from 3,471 in 2008 to 3,239 in 2011 and continue to decline at 3,226 in 2012.

While these figures do indicate decreases in fatal and injury crashes, (based on the 5-year period 2008-2012) an average of 574 motorists lose their lives and another 3,392 are seriously injured each year on Arkansas’s roadways. In 2012, there were 552 total traffic fatalities compared to 551 the previous year. Over the past five years, alcohol-related fatalities averaged 164 per year. In 2012, there were 143 alcohol-related (involving a driver or motorcycle operator at .08 BAC or above)

fatalities reported compared to 154 in 2011. Arkansas' alcohol-related fatalities in 2012 stood at 26% of the total fatalities.

A major area of concern is occupant protection where in 2012, 41 percent of the recorded vehicle occupant fatalities were unrestrained. Arkansas passed a primary enforcement safety belt law which took effect June 30, 2009. Immediately after the law took effect, 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.

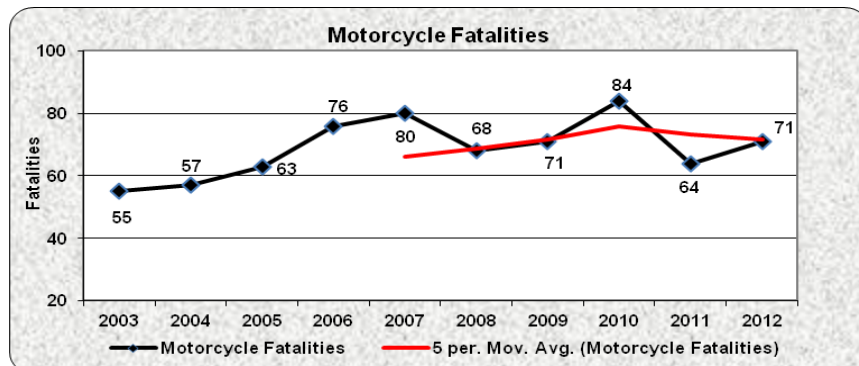
In 2012 Arkansas contracted with the University of Arkansas' civil engineering department to develop and implement a new survey protocol in conjunction with the guidelines mandated by NHTSA. The results from the 2012 survey showed the use rate at 71.9%. Whether the decline was the result of the new survey protocol which reduced the number of counties surveyed and added a number of rural sites is unclear. In 2013 the use rate increased to 76.7%. The AHSO is working to improve this rate through the assessment of programming outcomes and implementation of adjustments or changes where necessary. After analyzing project performance and comparing citations issued with conviction records from Driver Services, it was discovered that although the number of seat belt citations issued during STEP activities almost doubled over the last five years, citations issued outside of STEP have fallen. Current efforts include an emphasis on increasing enforcement and citation numbers both inside and outside of STEP.

	35,139	43,521	53,377	45,371	42,405
	13,356	19,385	29,316	31,711	28,800
	21,783	23,686	24,061	13,660	13,605
	38%	46%	55%	70%	68%

Discussions have been initiated with State Police and other law enforcement agencies to step up enforcement efforts, increase citation numbers and expand participation in mobilizations.

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 to approximately \$90. Efforts to educate the motoring public on the new law and the consequences of non-compliance continue along with increased emphasis on sustained enforcement.

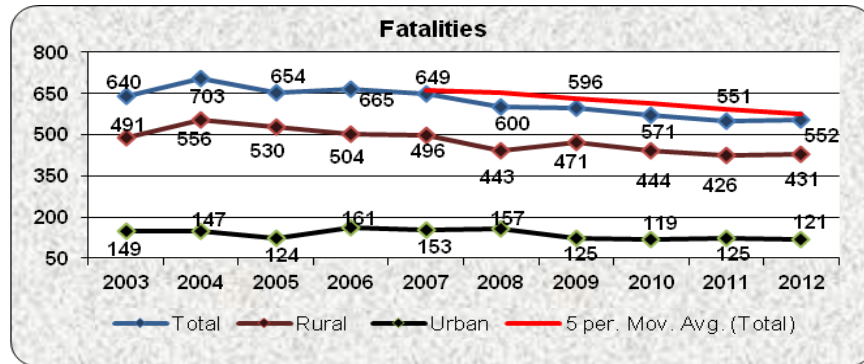
The AHSO also recognizes the significance and impact that motorcycle related crashes are having on the overall fatality picture in this State. Arkansas reported 68 motorcycle related fatalities in 2008. This was a significant increase from the 37 motorcycle fatalities reported in 2002. In 2010 fatalities were at 84. In 2011 the number decreased to 64 but increased again to 71 for 2012. Motorcycle fatalities account for approximately 13 percent of Arkansas' total traffic fatalities. There were 358 motorcycle involved traffic fatalities in Arkansas during the 5-year period 2008-2012.



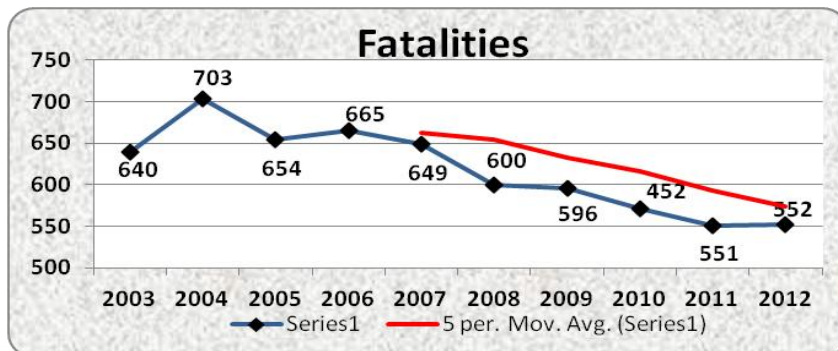
Targeted and identified projects are best undertaken on a statewide approach. This is the direction taken for selective traffic enforcement programs and training, occupant protection strategies, public information and education. The long-term goal for each geographical area is to develop a comprehensive traffic safety program that is or becomes self-sufficient. Initiating a project in selective traffic enforcement has the potential to build a local commitment to improving the traffic safety problems. Another possibility is communities with successful traffic safety projects will develop an inherent desire to develop a comprehensive and ongoing project. Towards this end, the AHSO is collaborating with the Arkansas Department of Health to work through their statewide Hometown Health coalitions on an occupant protection program. These coalitions will identify community specific high risk populations, develop relevant information materials and implement evidence based prevention activities.

The Arkansas Highway Safety Office will issue sub-grants to approximately 50 different agencies 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.

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 2003 to 2012, 78 percent of fatalities occurred in rural areas of the state.



The statewide projects listed above will utilize their resources to combat this problem. Over the past 10 years crash fatalities averaged 618 per year. Fatality numbers were at 640 in 2003, but this number decreased to 551 in 2011 and rose slightly to 552 for 2012. (See chart below)



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 the reduction of impaired driving, and a significantly increased occupant protection use rate. Therefore our emphasis on creating aggressive, innovative and well publicized enforcement and education programs will continue with an increased focus on citations and arrests.

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 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?

88% 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 78% 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 25% said this was likely to occur “Half of the time.” This response was followed closely with 33% 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 (92%) of those interviewed said they wear their seat belt “Always” or “Most of the time” while driving.

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

Around 6 out of 10 (60%) Arkansans surveyed said they had not read, seen, or heard of any 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” (21%) or “Rarely” (20%).

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. Over four (4) out of 10 (42%) 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-two percent (39%) of those surveyed said they have exceeded the speed limit “Rarely.” Similarly, around 48% 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 something 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 were mixed when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit. Nearly 7 out of 10 (67%) respondents said the likelihood of getting a ticket was either “Most of the time” or “Half of the time.”

LEGISLATIVE ISSUES

The 89th General Assembly of the State of Arkansas, Legislative Session began on January 14, 2013 and adjourned on May 17, 2013. During this session a number of bills were passed that impact highway safety issues in Arkansas. A legislative session scheduled for February 2014 was held to discuss fiscal issues only. However, one piece of legislation significant to Highway Safety was passed during this session. The next regular session is scheduled to begin in January of 2015. Relevant legislative activity that took place during the 89th General Assembly was as follows:

BILLS THAT WERE SIGNED IN TO LAW/ACTS:

89th Regular Session of 2013

Act 579 REQUIRES DRIVERS APPROACHING AN AUTHORIZED VEHICLE STOPPED ON A ROAD, STREET, OR HIGHWAY TO USE CAUTION, MOVE TO THE FARTHEST POSSIBLE LANE OR POSITION FROM THE AUTHORIZED VEHICLE, AND REMAIN IN THAT LANE UNTIL IT HAS PASSED THE AUTHORIZED VEHICLE, OR IF THE DRIVER IS UNABLE TO CHANGE LANES, THEN THE DRIVER SHALL REDUCE SPEED AND USE CAUTION THROUGH THE AREA WHERE THE AUTHORIZED VEHICLE IS STOPPED

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act579.pdf>

Act 224 PROVIDES THAT ALL PASSENGER VEHICLES NOT OPERATED FOR HIRE ARE REQUIRED TO COMPLY WITH CHILD SAFETY RESTRAINT LAWS.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act224.pdf>

Act 282 PROVIDES FUNDING FOR COURTS AND COURT-RELATED SERVICES BY AMENDING CERTAIN FEES AND FINES ASSESSED BY THE COURTS. THE ACT ALSO AMENDS THE ASSESSMENT, COLLECTION, AND REMITTANCE OF FUNDING FOR THE STATE ADMINISTRATION OF JUSTICE FUND. THE ACT DECLARES AN EMERGENCY AND IS EFFECTIVE ON AND AFTER MARCH 6, 2013. (ADDS \$25.00 IN COURT COSTS TO MANDATORY SEAT BELT LAW)

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act282.pdf>

Act 965 AMENDS THE LAW REGARDING WHEN A PERSON MAY DRIVE IN THE LEFT LANE OF A ROADWAY. THE ACT ALSO AUTHORIZES THE ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPARTMENT TO PROHIBIT CONTINUOUS DRIVING IN THE LEFT LANE ON CERTAIN DESIGNATED HIGHWAYS OR PORTIONS OF MULTILANE HIGHWAYS.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act965.pdf>

Act 361 PROVIDES ADDITIONAL, SALIVA CHEMICAL TESTS TO SHOW THAT A PERSON WAS DRIVING WHILE INTOXICATED, OPERATING A MOTORBOAT WHILE INTOXICATED, OPERATING OR NAVIGATING AN AIRCRAFT WHILE INTOXICATED, OR DRIVING UNDER THE INFLUENCE WHILE UNDERAGE. THE ACT ALSO PROVIDES THE ADDITIONAL CHEMICAL TESTS TO BE USED REGARDING COMMERCIAL DRIVER'S LICENSES, DRIVER'S LICENSES, AND HUNTING LICENSES.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act361.pdf>

Act 479 PROVIDES THAT A RESTRICTED DRIVER'S LICENSE SHALL BE AVAILABLE IMMEDIATELY TO A PERSON WHO HAS BEEN CHARGED WITH DRIVING WHILE INTOXICATED IF HE OR SHE IS ALLOWED TO USE AN IGNITION INTERLOCK DEVICE.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act479.pdf>

Act 412 INCREASES THE LOOK-BACK PERIOD ALLOWABLE FOR THE SEIZURE OF A PERSON'S MOTOR VEHICLE WHEN HE OR SHE IS CONVICTED OF A FOURTH OFFENSE OF DRIVING WHILE INTOXICATED.

<http://www.arkleg.state.ar.us/assembly/2013/2013R/Acts/Act412.pdf>

89th Fiscal Session of 2014

Act 277 AN ACT FOR THE ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPARTMENT APPROPRIATION FOR THE 2014-2015 FISCAL YEAR. SPECIAL LANGUAGE. ARKANSAS CODE 5-65-118 (G) CONCERNING EXEMPTIONS FROM IGNITION INTERLOCK REQUIREMENTS, IS AMENDED TO ADD AN ADDITIONAL SUBDIVISION. (REMOVED THE EMPLOYMENT EXEMPTION FOR REPEAT OFFENDERS)

<http://www.arkleg.state.ar.us/assembly/2013/2014F/Acts/Act277.pdf>

PROBLEM IDENTIFICATION PROCESS

The program management staff of the AHSO analyzes crash data for preceding years 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 for each of the five most recent available calendar years. (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 rates is evaluated as well.

The AHSO coordinates with 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 State Highway and Transportation Department
- 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 Motorcycle Safety Advisory Committee
- Arkansas Task Force for Safe Senior Driving
- Arkansas Texting and Driving Coalition
- Arkansas Center for Health Improvement

Data together with other pertinent information are discussed, reviewed, analyzed, and evaluated among the 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. Short-term goals were set in these areas for the end of 2015. The goals are based on information derived from 5 year moving and linear averages, advice provided by NHTSA contractor, TransAnalytic, LLC, meetings with collaborating agencies, input from staff at the Arkansas Highway Transportation Department and the recommendations of Arkansas Highway Safety Office staff .

GOAL SETTING AND PERFORMANCE MEASURES

NHTSA and the Governors Highway Safety Association (GHSA) have agreed on a minimum set of performance measures to be used in the development and implementation of behavioral highway safety plans. Goals have been set for each of the outcome measures and 1 behavior measure.

Core Outcome Measures	Calendar Years					Projections		
	2008	2009	2010	2011	2012	2013	2014	2015
C-1: Traffic Fatalities (FARS)	600	596	571	551	552	484	479	475
C-2: Serious Traffic Injuries (TARS)	3471	3693	3331	3239	3226	3084	2949	2810
C-3: Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.81	1.80	1.70	1.67	1.65	1.60	1.53	1.49
C-3: "Rural" Mileage Death Rate (Rural Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	2.25	2.52	2.36	2.31	2.35			
C-3: "Urban" Mileage Death Rate (Urban Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.17	0.86	.81	.86	.80			
C-4: Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	266	253	244	220	226	209	193	187
C-5: Alcohol Impaired Driving Fatalities (Fatalities involving a driver or a motorcycle operator with a BAC of .08 and above) (FARS)	170	173	178	154	143	139	135	131
C-6: Speeding Related Fatalities (FARS)	63	108	108	86	76	73	66	61
C-7: Motorcyclist Fatalities (FARS)	68	71	84	64	71	70	72	68
C-8: Unhelmeted Motorcyclists Fatalities (FARS)	37	34	48	35	42	38	37	36
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	103	91	58	68	68	63	54	44
C-10: Pedestrian Fatalities (FARS)	45	37	38	42	44	45	42	38
Suppl: Bicyclist Fatalities	5	3	2	6	6	4	3	3
Core Behavior Measure			2010	2011	2012	2013	2014	2015
B-1: Seat Belt Use Rate (statewide Observational surveys for passenger Vehicles, front seat outboard occupants)			78.3	78.4	71.9	76.7	78.1	79.2
Activity Measures	Federal Fiscal Year (Oct. 1- Sept. 30)							
A-1: Seat Belt Citations Issued During Grant funded Enforcement Activities	See chart on page 6							
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities.								
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities								

PROGRAM DEVELOPMENT

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 2015, the projects presented in the HSP include new and continuing STEP and other projects that target identified problem areas.

The process of developing the Performance Plan and HSP begins early in the preceding federal fiscal year. A Performance Plan and HSP Development Schedule (shown on page 4) 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 also involves planning meetings 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 Motorcycle Safety Advisory Committee 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 managers for review. Along with reviewing the proposals, the AHSO staff analyzes traffic safety data and other information available. These data sources are used to identify emerging problem areas, as well as to verify the problems identified by the agencies that have submitted proposals for funding consideration.

After completing their analysis, the AHSO program management staff develops funding recommendations for presentation to the AHSO Manager and the Administrator. Following the determination of funding priorities, a draft plan is prepared and submitted to ASP management 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
- Conduct pre-agreement meeting between AHSO staff and sub-grantee/contractor
- 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 the progress of each project continuously throughout the year. A minimum of two on-site monitoring visits are conducted for each year-long project. 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 evolved 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 Traffic Safety Administration.

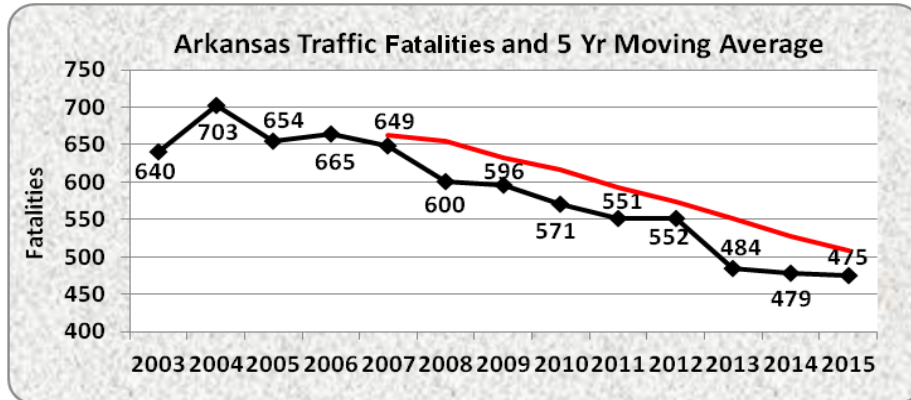
Using the experience and expertise of the AHSO and AHTD professional staff, FARS and state crash data, appropriate overall statewide performance goals and performance measures for selected emphasis areas have been established. Projections are based on 5 year moving and linear averages and consideration of recommendations from AHTD 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 (AHTD), Federal Highways Administration (FHWA) and Arkansas Highway Safety Office (AHSO) participated in a webinar conducted by NHTSA contractor TransAnalytics, LLC. The webinar offered advice to Arkansas in setting 2015 targets. Following the webinar, staff from these agencies met and adopted the goals outlined in this FY15 HSP.

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 based upon a sustained level of activity and additional activities targeting identified problems.

OVERALL PROGRAM GOALS

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

- **Reduce total traffic fatalities by 17.2% from 574 (2008-2012 average) to 475 in 2015**



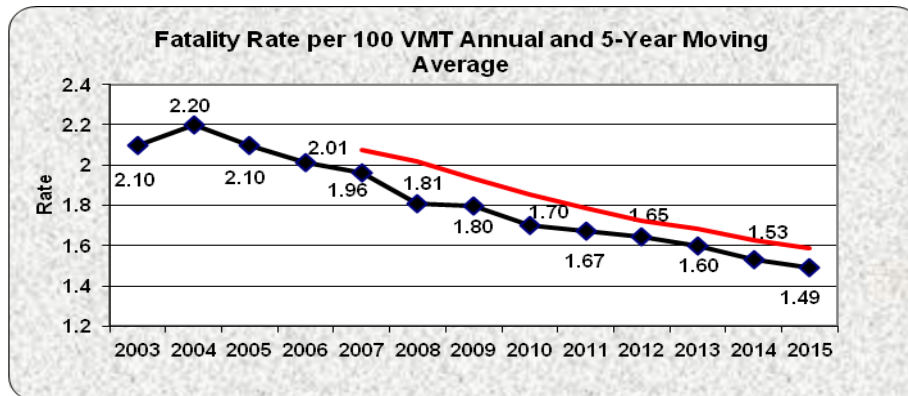
Justification for target:

The average percent change in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been a reduction of 14.1% across the three most recent years.

<u>BASELINE</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 662.2	(2010) 571	- 13.8%
(2004-2008 avg.) 654.2	(2011) 551	- 15.8%
(2005-2009 avg.) 632.8	(2012) 552	- 12.8%

Both the 4- and 5-year trend analyses reflect a very good fit of the linear models to the recent years' data. The estimate derived using the alternate (5-yr avg) base-line calculation is slightly more aggressive, but is in close agreement with the trend analysis projections. A value toward this estimate should be achievable, based on 2013 preliminary data. Based on current information and a fatality rate that continues to fall, a choice was made to set the target of **475** for **2015**.

- **Reduce fatality rate per VMT by 13.7% from 1.73 (2008-2012 average) to 1.49 in 2015.**



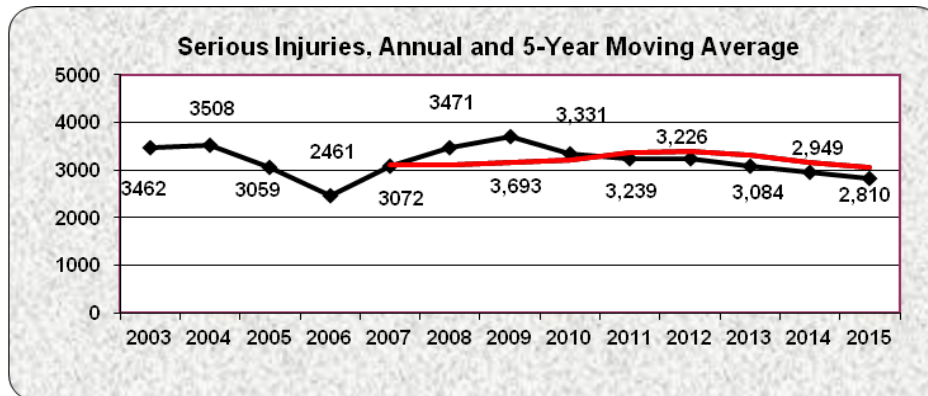
Justification for target:

The average percent change in fatality rates in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year base-line period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change in rates, as per the figures below, has been a reduction of 16.3% across the three most recent years. If a total reduction of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality rate for the period 2008-2012 (1.726), the rate of fatalities per 100M VMT in 2015 would be about **1.445**.

<u>BASELINE RATES</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 2.066	(2010) 1.704	- 17.5%
(2004-2008 avg.) 2.010	(2011) 1.672	- 16.8%
(2005-2009 avg.) 1.925	(2012) 1.647	- 14.5%

The linear models fit the recent years' data quite well, lending confidence to the 4- and 5-year trend analysis projections. The estimate derived using the alternate (5-yr avg) baseline calculation is more aggressive, as there was a sharper pace of improvement in earlier years. A choice was made to go with a more reasonable target of **1.490** for **2015**.

- **Reduce serious injuries by 17.1% from 3,392 (2008-2012 average) to 2810 in 2015.**



Justification for target:

The average percent change in 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been an *increase* of 2.3% across the three most recent years.

<u>BASELINE</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 3,112.4	(2010) 3,331	+ 7.0%
(2004-2008 avg.) 3,114.2	(2011) 3,239	+ 4.0%
(2005-2009 avg.) 3,361.2	(2012) 3,226	- 4.0%

The 4- and 5- year linear trend projections provide a good fit to the recent years' data, and point towards a more optimistic goal for serious traffic injuries in 2015 compared to the estimate derived from the alternate (5-yr avg) baseline calculation, which weights mid-decade gains more strongly.

A choice was made to split the difference between the 4- and 5-year linear models and set a target of **2,810** serious injuries for **2015**.

PROGRAM AREA GOALSAlcohol and Other Drugs Countermeasures

- Reduce alcohol-impaired fatalities by 19.9% from 163.6 (2008-2012 avg) to 131 in 2015.

Justification for target:

The average percent change in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been a reduction of 14.9% across the three most recent years. If a total reduction of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for the period 2008-2012 (163.6), the fatality count expected in 2015 would be about 139.

<u>BASELINE</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 190.4	(2010) 178	- 6.5%
(2004-2008 avg.) 186.4	(2011) 154	- 17.4%
(2005-2009 avg.) 180.8	(2012) 143	- 20.9%

The projections from the 5-year (127) , and 4-year trend analysis (111) were driven by the steep improvements in the most recent years. The estimate calculated using the alternate (5-yr avg) baseline reflects, more mixed performance levels. A choice was made to go with an intermediate target of **131** that allows for some leveling off of recent gains while still showing clear improvement

Occupant Protection

- Increase observed seat belt use rate by 8% from 74.7 (2008-2012 average) to 79.2% in 2015.

Justification for target:

The average percent change in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been an increase of 11.2% across the three most recent years. If an increase of this same magnitude is realized through 2015, compared to a baseline of the observed seat belt use rate average during the period 2008-2012 (74.7%), the expected use rate in 2015 would be 83.1%.

<u>BASELINE</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 66.9	(2010) 78.3	+ 17.0%
(2004-2008 avg.) 68.4	(2011) 78.4	+ 14.6%
(2005-2009 avg.) 70.5	(2012) 71.9	+ 2.0%

The projection from the 4-year trend analysis (72.4%) is most strongly influenced by the downturn in 2012, and therefore most pessimistic. The estimate based on the alternate (3-yr avg) baseline calculation (weights earlier gains more heavily, and is more positive). The projection from the 5-year trend analysis suggests an intermediate target (78.2%). In keeping with the sustained gains over the past decade, a choice was made to go with a somewhat more optimistic goal of **79.2%**.

Occupant Protection cont'd

- Reduce unrestrained passenger vehicle occupant fatalities by 22.7% from 241.8 (2008-2012 average) to 187 in 2015.

Justification for target:

The average percent change in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been a reduction of 22.7% across the three most recent years. If a total reduction of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for the period 2008-2012 (241.8), the fatality count expected in 2015 would be about 187.

<u>BASELINE</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 310.8	(2010) 244	- 21.5%
(2004-2008 avg.) 300.6	(2011) 220	- 26.8%
(2005-2009 avg.) 281.6	(2012) 226	- 19.7%

The 4-year (189) and 5-year (185) linear trend analysis projections and the estimate derived using the alternate 5-yr avg (187) baseline calculation are in close agreement. A choice was made to set the target at **187**.

Speed

- Reduce speeding related fatalities by 30.8% from 88.2 (2008-2012 average) to 61 in 2015.

Justification for target:

The average percent change in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been a net decrease of 1.1% across the three most recent years. If a total reduction of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for the period 2008-2012 (88.2), the fatality count expected in 2015 would be about **87**.

<u>BASELINE</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 97.8	(2010) 108	+ 10.4%
(2004-2008 avg.) 86.6	(2011) 86	- 0.7%
(2005-2009 avg.) 87.4	(2012) 76	- 13.0%

There is a conflict between the 4-year trend analysis projection (41) and both the 5-year trend analysis projection (90) and the estimate calculated using the alternate (5-yr avg) baseline (87), which are in reasonably close agreement. This is because the former model excludes the '08-'09 spike in deaths. Given the good fit to the recent years' data provided by this model, and acknowledging that future gains may proceed at a slower pace the choice was to set the goal at **61**.

Motorcycle Safety

- Reduce motorcyclist fatalities by 5.2% from 71.6 (2008-2012 average) to 68 in 2015.

Justification for target:

The average percent change in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been an increase of 6.2% across the three most recent years. If a total increase of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for the period 2008-2012 (71.6), the fatality count expected in 2015 would be about **76**.

<u>BASELINE</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 66.4	(2010) 84	+ 26.5%
(2004-2008 avg.) 68.8	(2011) 64	- 7.0%
(2005-2009 avg.) 71.6	(2012) 71	- 0.8%

While the projection from the 5-year trend analysis (71) and the estimate using the alternate 5-yr avg baseline calculation (76) are more pessimistic, the 4-year trend analysis projection (64) is more strongly influenced by recent improvements. Given recent variability, a choice was made to go with a more aggressive but realistic goal of **68** to approach earlier performance levels.

- Reduce un-helmeted motorcyclist fatalities by 8.2% from 39.2 (2008-2012 average) to 36 in 2015.

Justification for target:

The average percent change in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been an increase of 1.7% across the three most recent years. If a total increase of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for the period 2008-2012 (39.2), the fatality count expected in 2015 would be about 40.

<u>BASELINE</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 40.8	(2010) 48	+ 17.6%
(2004-2008 avg.) 41.2	(2011) 35	- 15.0%
(2005-2009 avg.) 41.0	(2012) 42	+ 2.4%

The pessimistic 4-year (45) and 5-year (45) linear analysis projections for un-helmeted motorcyclist fatalities reflect the rise in two of the three most recent years. The more positive estimate based on the alternate 5-yr avg baseline (40) takes earlier gains into account, but still fails to suggest a safety improvement. While high variability calls all models into question, historical data suggest improvement is possible. With a goal of simply returning to earlier performance levels, a choice was made to set this target at **36**.

Pedestrian Safety

- Reduce pedestrian fatalities by 7.8% from 41.2 (2008-2012) to 38 in 2015.

Justification for target:

The average percent change in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been an increase of 8.5% across the three most recent years. If a total increase of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for the period 2008-2012 (41.2), the fatality count expected in 2015 would be about **45**.

<u>BASELINE</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 37.2	(2010) 38	+ 2.2%
(2004-2008 avg.) 38.0	(2011) 42	+ 10.5%
(2005-2009 avg.) 39.0	(2012) 44	+ 12.8%

The pessimistic pedestrian fatality projection defined by the 4-year trend analysis (52) ignores the gain from '08-'09, while the 5-year trend analysis projection (43) and the estimate arrived at using the alternate 5-yr avg base-line calculation (45) take this (and earlier gains) into account. Even so, a 2015 goal that represents a safety improvement over the baseline period can only be justified in terms of historical performance. Seeking to approach past levels for this measure, a choice was made to set this target at **38**.

Bicyclist Safety

- Reduce the number of bicyclist fatalities by 37.5% from 4.8 (2008-2012 average) to 3 in 2015.

Justification for target:

The average percent change in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been an increase of 37.1% across the three most recent years. If a total increase of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for the period 2008-2012 (4.8), the fatality count expected in 2015 would be about 7.

<u>BASELINE</u>	<u>RECENT YEAR</u>	<u>% CHANGE</u>
(2003-2007 avg.) 2.6	(2010) 2	- 23.1%
(2004-2008 avg.) 3.4	(2011) 6	+ 76.5%
(2005-2009 avg.) 3.8	(2012) 6	+ 57.9%

The small numbers for this measure, together with their variability, render all models used in these analyses of questionable value. Historical data may be the best guide in goal-setting. The often very substantial gains demonstrated in past years, in the context of the many recent reversals for this measure, suggest that future gains that at least approach earlier safety levels should be attainable. With that in mind, the choice was made to set this target at **3**.

Teen Driver Safety

- Reduce the number of drivers age 20 or younger involved in fatal crashes by 43.3% from 77.6 (2008-2012 average) to 44 in 2015

Justification for target:

The average percent change in the three most recent years, 2010, 2011, and 2012, in relation to a 5-year baseline period that precedes each of these years by three years provides a basis for extrapolating the average for the 5-year period 2008–2012 to a target date three years out, i.e., 2015. That average percent change, as reflected in the figures below, has been a reduction of 44.8% across the three most recent years. If a total reduction of this same magnitude is realized through 2015, compared to a baseline of the average annual number of involvements for the period 2008-2012 (77.6), the involvements expected in 2015 would be about 43.

<u>BASELINE</u>		<u>RECENT YEAR</u>	<u>% CHANGE</u>	
(2003-2007 avg.)	122.0	(2010)	58	- 52.5%
(2004-2008 avg.)	119.6	(2011)	68	- 43.1%
(2005-2009 avg.)	111.2	(2012)	68	- 38.8%

For these data, the linear models do not provide a particularly good fit. The estimate derived using the alternate (5-yr avg) baseline calculation – which happens to agree close with the 5-year trend analysis projection – is likely more reliable. This indicates that future gains may be anticipated; but, these may not reflect as sharp a rate of improvement as seen at the end of the last decade. The suggested target is to: Reduce the number of drivers age 20 or younger involved in fatal crashes by 43.3 percent from 77.6 (2008-2012 average) to 44 by 2015.

Traffic Records

- Reduce the backlog of crash reports to be manually entered into the TARS system from a 9.2 month backlog as of November 2013 to 2 month backlog by November 2015.
- Increase the # of courts using Contexte (real-time) from 42 in 2014 to 55 in 2015.

Justification for target:

A variety of issues resulted in an increase in the backlog of crash reports and the time required for submission of citations to the court system during this period. Although the time required for submission to the courts went up to 9.9 days, the number of citations submitted also increased to 9,065. One of the primary issues related to the crash reports backlog is the lack of adequate locators at the Arkansas Highway Transportation Department (AHTD). Efforts are underway to resolve this and a reduction to acceptable levels for both the crash backlog and the time required for submission of citations to the courts is anticipated through the implementation of eCite and eCrash and increasing the number of courts using context.

PERFORMANCE MEASURES

- Number of traffic fatalities
- Traffic fatality rate per 100M VMT
- Number of serious injuries
- Number of traffic alcohol-related fatalities
- State seat belt use rate as determined through observational surveys
- Number of unrestrained passenger vehicle occupant fatalities
- Number of speeding fatalities
- Number of motorcycle fatalities
- Number of un-helmeted motorcycle fatalities
- Number of pedestrian fatalities
- Number of bicyclist fatalities
- Number of teen fatalities
- Time from crash to entry into the system
- Increase number of courts using Contexte

PLANNING AND ADMINISTRATION

I. 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 28. 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 one full-time position and a portion of the salaries and benefits for three full-time positions, fulfilling management and fiscal 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 will be developed, operated, and maintained through a contractor (University of Alabama-Center for Advanced Public Safety). Also, Arkansas will host the 1 1/2 day NHTSA Region 7 state partners regional meeting in FY 2015. Meeting expenses will be provided under this component. The location is to be determined.

PERSONNEL: POSITION AND PERCENT 402 FUNDING DISTRIBUTION

POSITION	AL	OP	TR	MC	P&A	FARS	STATE
GOVERNOR'S REPRESENTATIVE							100
ADMINISTRATOR					50		50
HIGHWAY SAFETY MANAGER					90		10
FISCAL MANAGER					50		50
SECRETARY					100		
SAFETY PROGRAM SPECIALIST	60	40					
SAFETY PROGRAM SPECIALIST	50	50					
SAFETY PROGRAM SPECIALIST	50	50					
SAFETY PROGRAM SPECIALIST	25	75					
SAFETY PROGRAM SPECIALIST							100
TRAFFIC RECORDS SPECIALIST							100
ADMINISTRATIVE SPECIALIST I (2) (TARS)							100
RECORDS MANAGEMENT ANALYST I (2) (FARS)							100

Arkansas State Police-AHSO Estimated 402 P&A Costs – FY2015			
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	Federal	State	Total
Salaries			
Salaries	\$ 140,100	\$ 109,600	\$ 249,700
Sub-Total	\$ 140,100	\$ 109,600	\$ 249,700
Benefits			
Payroll Additive (23.0%)	\$ 32,300	\$ 25,200	\$ 57,500
Insurance	\$ 14,300	\$ 5,400	\$ 19,700
Sub-Total	\$ 46,600	\$ 30,600	\$ 77,200
Travel			
Travel & Subsistence	\$ 12,000		\$ 12,000
Sub-Total	\$ 12,000		\$ 12,000
Operating Expenses			
Operating Expenses	\$ 27,400	\$ 85,900	\$ 113,300
Sub-Total	\$ 27,400	\$ 85,900	\$ 113,300
TOTALS	\$ 226,100	\$ 226,100	\$ 452,200

Federal P&A costs are 13% or less of total estimated new 402 funds available (+\$2,848,431).

13% of 402 funds = \$370,296

Federal P&A costs are 50% or less of total P&A (452,200).

50% of P&A = \$226,100

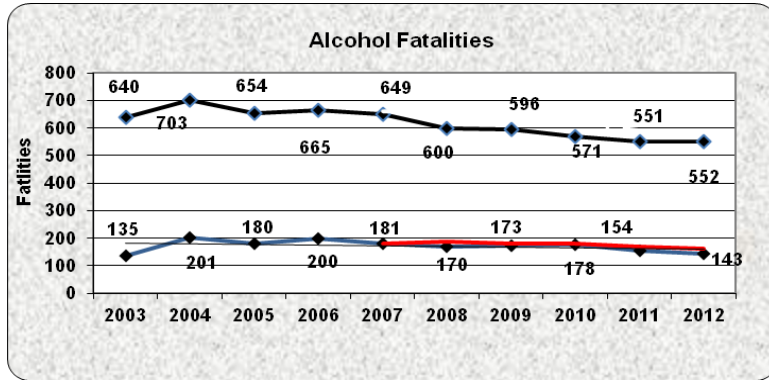
Arkansas State Police-AHSO Estimated 406 P&A Costs – FY2015		
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	Federal	State	Total
Grants Mgmt System (U of AL-CAPS)	\$ 279,000		\$ 279,000
Other Operating Expenses	\$ 13,000		\$ 13,000
NHTSA Regional Meeting	\$ 15,000		\$ 15,000
Sub-Total	\$ 307,000		\$ 307,000
TOTAL	\$ 307,000		\$ 307,000

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.

ALCOHOL AND OTHER DRUGS COUNTERMEASURES PROGRAMS

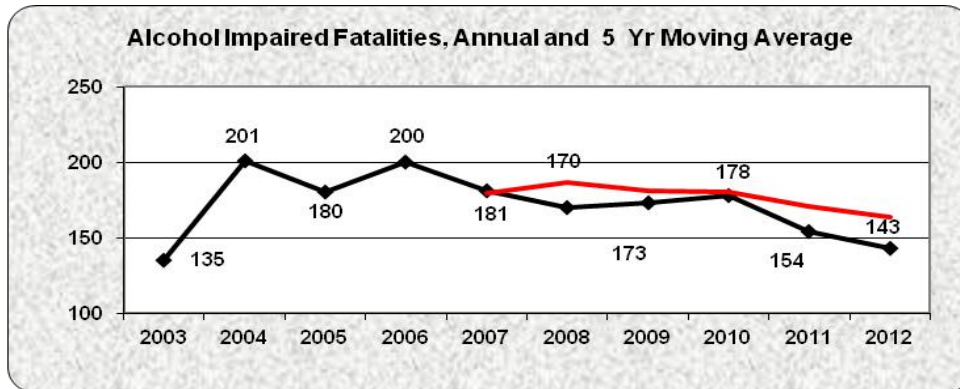
I. Program Overview



During the period from 2008 through 2012 the percentage of impaired driving fatalities, as a percentage of the total were at 31 percent. Fatalities for 2008 were at 600 but declined to 552 in 2012.

Alcohol related fatalities have declined from 2008 through 2012. The State has experienced a decrease from 170 in 2008 to 143 in 2012. A chart showing the number

of alcohol related fatalities by county for 2008-2012 is shown on page 33.



In 2012, the Arkansas Crime Information Center (ACIC) reported 9,720 driving while intoxicated (DWI)/ driving under the influence (DUI) arrests. The 2013 preliminary data shows 7,927 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
2008	11956	7214	19170
2009	11815	7701	19516
2010	10735	8410	19145
2011	9902	7386	17288
2012	9720	6883	16603
2013	7927	6052	13979

*NOTE: ITEMS IN RED FONT INDICATE PRELIMINARY COUNTS. THE ACIC IS STILL COLLECTING NIBRS DATA FOR 2013 AND THE TOTALS WILL CHANGE.

According to the Drug Enforcement Administration's 2014 report for Arkansas, the drug threat to the state of Arkansas covers the full spectrum of all types of drugs trafficked and abused, trafficking modalities and types of criminal organizations. In addition to the geographical location, other factors include the industrial, cultural and economic diversity within the area. These elements influence drug-related crimes and social problems within the state. 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 availability and rate of drug abuse in Arkansas remains high, coinciding with the smuggling of methamphetamine, cocaine, and marijuana for local consumption and further distribution. Though smuggling methods involve all forms of transportation, the largest quantities of drugs are seized on the highways via interdiction efforts. Each year, tens of thousands of pounds of marijuana, hundreds of kilograms of cocaine, and multiple pounds of methamphetamine are seized on Arkansas' interstates, particularly Interstates 40, 30 and 55.

Diverted Pharmaceuticals continue to be a major issue in Arkansas. They have in many instances, become the initial drug of abuse by teenagers. With the signing into law of a Prescription Drug Monitoring Program (PDMP) in 2011, and its implementation in mid-year 2013, Arkansas gained a crucial tool to deter, identify, and reduce doctor-shopping, pharmacy-shopping, prescription forgery and the diversion of prescription medication. However, Arkansas continues to experience an unacceptable rate of pharmaceutical-related overdoses and overdose deaths. Oxycodone and Methadone, in combination with other drugs such as Soma, Xanax, and/or alcohol are major contributors to this alarming trend.

Cocaine, as well as its base derivative crack, remain readily available and are a significant drug threat to the state. Law enforcement agencies in Arkansas continue to report the demand for and availability of cocaine as high.

Marijuana is the most widely abused and most widely available drug within the state. Marijuana availability is fueled by both the abundance of Mexico-produced as well as locally grown marijuana. The abuse of marijuana traverses all age, racial and economic boundaries. In 2012, Arkansas voters, (by a narrow 51 percent majority), defeated a ballot measure that would have made Arkansas the first state in the South to legalize medical marijuana.

The introduction of new synthetic drugs including Cannabinoids and Cathinones is also a major concern for law enforcement. These drugs were introduced primarily through the internet, as well as "head shops" and via word of mouth as "legal drugs" which lent a sense of legitimacy to what is a very problematic industry. The Arkansas legislature acted quickly and decisively on the relatively new drug threat posed by Synthetic Cathinones. They are now a Schedule I substance, recognized by law as having no legitimate medicinal use and are illegal to possess or sell. Synthetic Cannabinoids were added as a Schedule IV substance, as was Salvia Divinorum.

In Arkansas the percentage of fatally injured drivers testing positive for drugs fluctuated between 13.2% and 20.4% from 2008 to 2012, according to data from the Fatality Analysis Reporting System (FARS). The average was 17% per year. Also during that five year period the number of fatally injured drivers not tested for drugs decreased significantly from 77.7% in 2008 to 44.3% in 2012. This can be attributed in part to the increase in the number of Drug Recognition Experts (DRE) in Arkansas. The drugs tested for included both illegal substances as well as over-the counter and prescription medications, (which may or may not have been misused). According to information

obtained from the DRE Data System, in Arkansas during the year 2012, the most detected substances during DRE evaluations were depressants, followed by narcotics, then cannabis.

Arkansas created a statewide impaired driving task force in July 2013. The Task Force was established under authority of the State of Arkansas and meets at least quarterly throughout the year. The Task Force includes stakeholders from the Arkansas Highway Safety Office, the law enforcement community and the criminal justice system (prosecution, adjudication and probation). 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 plan developed by this task force was submitted to NHTSA in August 2013. The plan outlines a comprehensive strategy for preventing and reducing impaired driving behavior.

To date the Task Force has reviewed the goals set forth in the plan and is conducting research into policy priorities for the 2015 Arkansas Legislative Session. Members have also reviewed several other informational documents including the FY14 Highway Safety Plan and Performance Measures, Traffic Safety Facts Arkansas 2008 - 2012 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. The Task Force Chair presented an overview of the Plan at the Annual DWI STEP/Prosecutor Coordinator Training and provided each participant with a copy of the Plan.

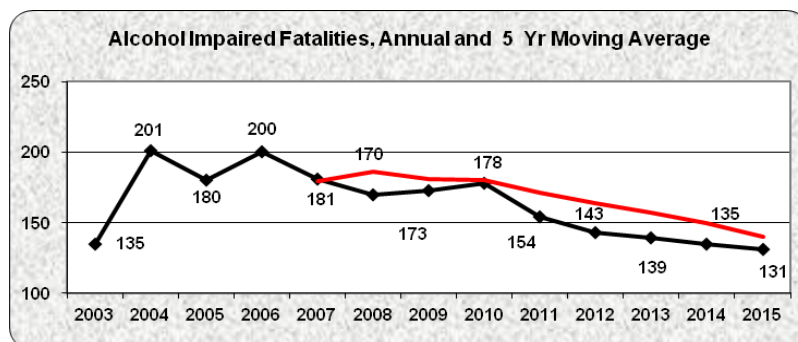
Going forward, the Task Force will conduct a comprehensive review of the Plan goals, expand membership and form sub-committees to work on assigned tasks in pursuit of the Plan goals. Members have already been designated to discuss Section D (Prosecution) with elected prosecutors and Section E (Adjudication) with members of the Judiciary. Driver Control will be asked for input on Section F (Administrative Sanctions and Drivers licensing). Part 5 has been deferred for future review. Discussions continue regarding potential new Task Force members from disciplines not currently represented. There is also a need to have some additional state-level partners at the table. ABC Enforcement, DASEP and Driver Control have been requested to participate on the Task Force. The plan will be adjusted as necessary based on outcomes of the activities and strategies that are implemented.

II. Performance Measure - Goal

Program Goal

The goal of projects funded in the Alcohol and Other Drugs Countermeasures Program is:

- Reduce alcohol-impaired driving fatalities by 19.9% from 163.6 (2008-2012 average) to 131 in 2015.



Alcohol Related Fatalities By County For 2008-2012

COUNTY	2008	2009	2010	2011	2012	TOTAL	COUNTY	2008	2009	2010	2011	2012	TOTAL
ARKANSAS	0	0	3	0	0	3	LEE	2	2	0	0	1	5
ASHLEY	2	1	1	0	5	9	LINCOLN	0	2	1	0	0	3
BAXTER	1	2	0	1	2	6	LITTLE RIVER	3	1	0	1	0	5
BENTON	7	4	10	4	9	34	LOGAN	4	0	4	0	1	9
BOONE	1	7	3	0	1	12	LONOKE	4	5	3	3	1	16
BRADLEY	0	0	2	4	1	7	MADISON	1	3	1	3	0	8
CALHOUN	0	1	0	1	1	3	MARION	2	0	0	1	0	3
CARROLL	1	5	5	6	0	17	MILLER	4	3	4	5	2	18
CHICOT	2	2	0	3	1	8	MISSISSIPPI	1	2	4	1	4	12
CLARK	0	2	2	0	1	5	MONROE	2	1	2	1	0	6
CLAY	0	0	1	0	1	2	MONTGOMERY	1	0	0	0	0	1
CLEBURNE	1	1	3	9	4	18	NEVADA	0	0	1	1	5	7
CLEVELAND	0	0	1	0	1	2	NEWTON	0	2	0	0	0	2
COLUMBIA	1	1	2	1	4	9	OUACHITA	2	0	2	2	1	7
CONWAY	0	1	3	1	3	8	PERRY	0	5	3	0	0	8
CRAIGHEAD	6	3	3	5	7	24	PHILLIPS	3	5	1	1	0	10
CRAWFORD	3	1	1	2	1	8	PIKE	0	2	0	3	0	5
CRITTENDEN	1	4	6	4	3	18	POINSETT	4	1	0	1	2	8
CROSS	2	3	1	0	0	6	POLK	5	1	0	0	0	6
DALLAS	0	1	0	0	1	2	POPE	2	3	3	3	8	19
DESHA	0	0	0	0	0	0	PRAIRIE	2	2	0	3	1	8
DREW	1	1	1	1	0	4	PULASKI	24	16	17	20	20	97
FAULKNER	7	3	5	4	5	24	RANDOLPH	3	2	2	3	1	11
FRANKLIN	3	2	1	1	2	9	ST FRANCIS	4	3	1	3	0	11
FULTON	2	1	0	1	1	5	SALINE	3	6	6	4	2	21
GARLAND	5	4	5	4	4	22	SCOTT	3	0	4	0	1	8
GRANT	0	0	1	0	2	3	SEARCY	0	2	0	1	2	5
GREENE	2	1	2	2	2	9	SEBASTIAN	3	8	7	0	3	21
HEMPSTEAD	3	2	4	4	1	14	SEVIER	0	1	0	0	0	1
HOT SPRING	2	1	1	0	1	5	SHARP	0	0	1	1	1	3
HOWARD	0	1	2	1	0	4	STONE	1	0	2	1	0	4
INDEPENDENCE	1	4	5	4	1	15	UNION	2	4	1	2	3	12
IZARD	0	0	0	0	2	2	VAN BUREN	0	0	5	2	3	10
JACKSON	1	5	1	1	2	10	WASHINGTON	10	7	6	11	4	38
JEFFERSON	7	7	5	4	6	29	WHITE	4	8	4	3	4	23
JOHNSON	1	1	1	4	2	9	WOODRUFF	0	2	0	0	1	3
LAFAYETTE	0	3	2	1	2	8	YELL	4	0	3	2	1	10
LAWRENCE	0	2	3	0	0	5	Total	170	173	178	154	143	818

III. Project Strategies

The objectives of projects funded in the Alcohol and Other Drugs Countermeasures Program are:

- To provide DWI adjudication training to approximately 90 municipal judges
- To provide a Statewide DRE training conference for Arkansas certified DREs
- To provide SFST and TOPS practitioner training to 400 Arkansas law enforcement officers
- To provide ARIDE Training to approximately 100 law enforcement officers
- To provide SFST refresher training to 200 Arkansas law enforcement officers
- To conduct a minimum of two Drug Recognition Expert (DRE) training classes for a total of approximately 50 law enforcement officers
- To provide SFST instructor development to 24 law enforcement officers
- To provide DRE instructor development to 12 law enforcement officers
- To provide a DWI seminar for a minimum of 40 prosecutors and 40 law enforcement officers 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 purchase incentive equipment for STEP and other law enforcement agencies which participate in mobilizations.
- 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
- 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

IV. TasksTask 1 - Judicial Training

This task is a continuing training activity that provides adjudication training to district court judges and other court officers in the State. The primary objective is to provide education to approximately 90 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. The faculty will be selected from district judges, substance abuse professionals, law enforcement officers, law professors and judges from other states who routinely teach traffic programs in their home state and at the national level.

This task will:

- Fund a three-day judicial training program for approximately 90 State traffic court judges in late September 2015 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.
- Funding will reimburse in-state and out-of-state travel, tuition, meals and lodging.

ADMINISTRATIVE OFFICE OF THE COURTS (AOC)

(AL) \$76,300

Task 2 - Law Enforcement and Prosecutor Training Project

This task will:

- Provide DWI and standardized field sobriety test (SFST)/traffic occupant protection strategies (TOPS) training and education for approximately 400 law enforcement officers.
- Provide SFST refresher training to 200 law enforcement officers.
- Provide drug recognition expert (DRE) training/education to approximately 24 law enforcement officers.
- Provide instructor development training to 24 SFST/TOPS officers and 12 DRE officers.
- Fund a training conference for approximately 80 prosecutor/law enforcement officer participants specific to the prosecution of DWI cases.
- Fund a training conference for the State’s certified Drug Recognition Experts.

- Conduct Advanced Roadside Impaired Driving (ARIDE) 16-hour training program created by NHTSA to address the gap in training between the Standardized Field Sobriety Testing (SFS) and the Drug Evaluation and Classification (DEC) Program by providing officers with general knowledge related to drug impairment and by promoting the use of DREs. Provide this training to approximately 100 officers.
- Fund an awards ceremony in conjunction with the prosecutor-training seminar, to recognize officers who have displayed exemplary performance while working STEP. Additional recognition will be afforded at this ceremony to projects that meet and/or surpass project objectives by presenting them with equipment that can aid in the detection and arrest of errant drivers.

This task will also provide for professional development (specified training) for law enforcement officers and/or other personnel in matters of alcohol and other drugs programs. Funding will provide for personnel, travel/training, supplies, meeting room expenses, speaker honorariums, operating expenses, printing, transparency and video tape reproduction.

CRIMINAL JUSTICE INSTITUTE	AL	\$ 448,000
CRIMINAL JUSTICE INSTITUTE	M5TR	\$ 50,000

Task 3 – Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program

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.

ARKANSAS BROADCASTERS ASSOCIATION	(AL)	\$37,500
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Task 4 – State-Funded Alcohol Safety Education Programs

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.

AR DEPT. OF HUMAN SERVICES–ADAP	AL(STATE)	\$1,000,000
AR DEPT. OF HUMAN SERVICES–ADAP	K8FR (STATE)	\$2,700,000

Task 5 – Statewide Public Information and Education (PI&E)

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 promotional 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 “DSGPO”, 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 and 410 funding could also provide for PSA creation and production, PI&E materials creation and production, and meeting expenses including meals and/or promotional items.

CRANFORD JOHNSON ROBINSON WOODS (CJRW)	(AL)	\$ 20,000
CJRW	(M5X)	\$ 100,000
CJRW	(K8HV)	\$ 600,000
CJRW	(M5HVE)	\$ 600,000

Task 6a - Selective Traffic Enforcement Projects (STEPS)

This task provides funding for selected cities and counties to conduct selective traffic enforcement projects. The project emphasis will be the sustained enforcement of DWI/DUI laws throughout the year (Section 405(d)) funding can only be used for alcohol and other drug related countermeasures). A PI&E campaign will supplement enforcement. The primary objective of these projects is to achieve one DWI/DUI arrest per eight/twelve hours during project enforcement periods. Participating agencies will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will also conduct checkpoints and/or saturation patrols for state impaired driving campaigns during the year. A media blitz will be associated with the mobilizations.

Section 405(d) funding will provide for selective enforcement pay (compensation at a rate of no more than one and one half of an officer’s regular hourly pay), applicable payroll matching, out-of-state travel (AHSO approved conferences only) and traffic enforcement related equipment costing less than \$5,000 each, including but not limited to portable breath testing devices, passive alcohol sensors, and in-car cameras. A list of the city and county agencies are shown on the next page.

Cities/Counties		Funding Source	Federal Funds	Local Match
1	Baxter Co. Sheriff's Office	M5X	4,000	
2	Benton Co. Sheriff's Office	M5X	35,000	35,000
3	Benton Police Dept.	M5X	24,000	24,000
4	Bentonville Police Dept.	M5X	10,000	10,000
5	Bryant Police Dept.	M5X	15,500	15,500
6	Camden Police Dept.	M5X	14,000	14,000
7	Carroll Co. Sheriff's Office	M5X	20,000	
8	Conway Police Dept.	M5X4	24,100	24,100
9	Crittenden Co. Sheriff's Office	M5X	10,000	
10	Fayetteville Police Dept.	M5X	39,500	39,500
11	Fort Smith Police Dept.	M5X	25,000	25,000
12	Harrison Police Dept.	M5X	18,000	18,000
13	Hope Police Dept.	M5X	13,100	13,100
14	Hot Springs Police Dept.	M5X	25,000	25,000
15	Jacksonville Police Dept.	M5X	10,000	10,000
16	Jonesboro Police Dept.	M5X	7,100	7,100
17	Little Rock Police Dept.	M5X	15,000	15,000
18	Marion Police Dept.	M5X	3,500	3,500
19	Miller Co. Sheriff's Office	M5X	14,000	
20	Mountain Home P.D.	M5X	11,000	11,000
21	North Little Rock Police Dept.	M5X	1,500	1,500
22	Osceola Police Dept.	M5X	6,700	6,700
23	Paragould Police Dept.	M5X	5,000	5,000
24	Pulaski Co. Sheriff's Office	M5X	22,000	22,000
25	Rogers Police Dept.	M5X	40,000	
26	Searcy Police Dept.	M5X	8,000	
27	Sherwood Police Dept.	M5X	11,500	11,500
28	Springdale Police Dept.	M5X	15,000	15,000
29	Texarkana Police Dept.	M5X	41,500	41,500
30	Trumann Police Dept.	M5X	2,000	
31	Van Buren Police Dept.	M5X	18,000	18,000
32	Washington Co. Sheriff's Office	M5X	2,500	2,500
33	Additional Cities Counties (TBD)	M8X	1,000,000	250,000
		Total 405 (d)	1,511,500	667,500

Task 6b – Statewide Selective Traffic Enforcement Project

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.

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. \$600,000) will provide for administration, vehicle expense, in-car cameras, services and supplies.

ARKANSAS STATE POLICE**(K8FR) \$425,000**Task 6c – Statewide In-Car Camera and Video Storage System

To aid apprehension and prosecution of DWI/DUI violators, this task will provide 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 the trooper's ability to testify in court and increase drunk driver conviction rates. The storage system will be linked to and share data with eCite (Task 5 – Electronic Citation System page 59). Federal funds will purchase the following equipment costing \$5,000 or more: Approximately 100 in-car cameras at a cost of approximately \$7,000 each.

ARKANSAS STATE POLICE**(154AL) \$716,800**Task 7 – BAC DataMaster and Blood Testing Training Project

This task will provide for:

- 2 OAT personnel to attend International Association for Chemical Testing conference (IACT) in April 2015 in Newport, RI.
- 2 OAT personnel of the Association of Ignition Interlock Program Administrators(AIIPA) conference in May 2015 location TBD.
- 2 OAT personnel to Lifesavers National Conference on Highway Safety Priorities in 2015 (date and location TBD).
- Two-day DWI conference in Little Rock, AR, for law enforcement and other personnel involved in alcohol testing.
- 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

ARKANSAS DEPARTMENT OF HEALTH – OAT**(M5BAC) \$52,600**

Task 8 – Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training

This task provides funding for a mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint, support and training project with the Black River Technical College, Law Enforcement Training Academy in Pocahontas, AR. The 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.

The BAT Sobriety Checkpoint Mobile Training Project will offer 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. Upon request the BAT mobile will be

made available and delivered to agencies in areas of the State where sobriety checkpoints are or will be conducted. A technical advisor/instructor will accompany the BAT mobile to monitor all aspects of the sobriety checkpoint(s). The BAT mobile will be present at public events such as county fairs and local festivals to aid in the promotion of highway safety and to deter impaired driving.

Agency	Federal Funds (M5TR)
Black River Tech. ALETA	\$ 177,400

A Breath Alcohol Testing (BAT) Mobile, purchased in 2009, will provide law enforcement officers and agencies with a mobile platform that will allow on-site processing of impaired driving suspects. This will reduce transport time thereby reducing officer down-time and increase public awareness of enforcement activities. Included with this package is a new generation breath testing instrument for mobile units, interior video recording system, floodlights, hydraulic leveling jacks, roof air conditioner with generator upgrade, digital signal processing camera, vehicle seating and miscellaneous supplies. FY2015 purchases will include two mobile LED sobriety checkpoint signs at a cost of approximately \$2,000 ea.

Task 9 – DWI Courts

This task works with court jurisdictions statewide to improve the adjudication of traffic laws related to impaired driving. Activities include soliciting and generating interest statewide for the development and implementation of additional DWI Courts. There are 3 pilot DWI courts in Arkansas. An additional 6 courts completed a 4-day training program in 2011 and implemented their DWI courts in 2012 by accepting participants. A 10th court completed training mid-2012 and an 11th court is scheduled to receive training in the summer of 2014. This Task will provide funding to maintain the operations for three pilot DWI courts and assist with training costs for new courts. AHSO will provide funding for initial and enhanced DWI Court Trainings offered through NHTSA/NDICI. Federal funds provide for salaries, fringe benefits, in-state and out-of state travel, meeting expenses, maintenance and operations, printing and administration. State/local funds will provide additional administrative costs at approximately \$550,000. Current DWI Courts are listed on next page.

INDEPENDENCE COUNTY	(M5CS) \$ 24,000
GARLAND COUNTY	(M5CS) \$ 55,400
SHERWOOD	(M5CS) \$ 15,000
NORTH LONOKE COUNTY	(M5CS) \$ 15,000
CRAIGHEAD COUNTY	(M5CS) \$ 15,000
BENTON COUNTY	(M5CS) \$ 15,000
ADDITIONAL DWI COURTS TBD	(M5CS) \$1,600,000

Task 10 – Statewide Law Enforcement Liaison (LEL)

This task will provide for two LEL's who will solicit cooperation of law enforcement agencies statewide to conduct enforcement of traffic laws with primary emphasis on impaired driving laws. LEL's will solicit participation of law enforcement agencies to conduct enforcement of DWI/DUI laws. LEL(s) will coordinate law enforcement summits/conferences to encourage agencies to support and participate in selective traffic enforcement. LEL's will also help law enforcement agencies plan and coordinate media events announcing increased enforcement, and implement an incentive program to encourage non-STEP agencies to participate in the DSGPO enforcement mobilizations. Federal funds will pay for salaries, fringe benefits, travel, speaker honorariums, meeting expenses, maintenance/operations, printing, incentive items(traffic safety-related equipment \$5,000 or less) and administration.

CRIMINAL JUSTICE INSTITUTE	(K8FR) \$ 260,200
CRIMINAL JUSTICE INSTITUTE	(K8HV) \$ 375,000
CRIMINAL JUSTICE INSTITUTE	(M5HVE) \$1,000,000

Task 11 – Courtroom Monitoring Program (MADD)

The Court Monitoring program will follow DWI/DUI cases throughout the court process to identify gaps in prosecutorial, judicial, and law enforcement training that contribute to declining enforcement numbers and close loopholes in the judicial implementation of Arkansas's all convicted offender ignition interlock law. It will initially be implemented in 15 judicial circuits with emphasis on counties ranking highest for alcohol/drug related crashes involving fatalities or injuries.

MADD	(AL) \$115,000
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Task 12 - Alcohol and Other Drugs Countermeasures Program Management

This task will provide program management for projects within the Alcohol and Other Drugs Countermeasures program area and proper administration for projects within this program area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. It will also provide program related materials that are also essential components of program management. Funding is designated for personnel, (see page 28 for positions funded under AL) travel/training and PI&E materials.

ASP	(AL) \$189,700
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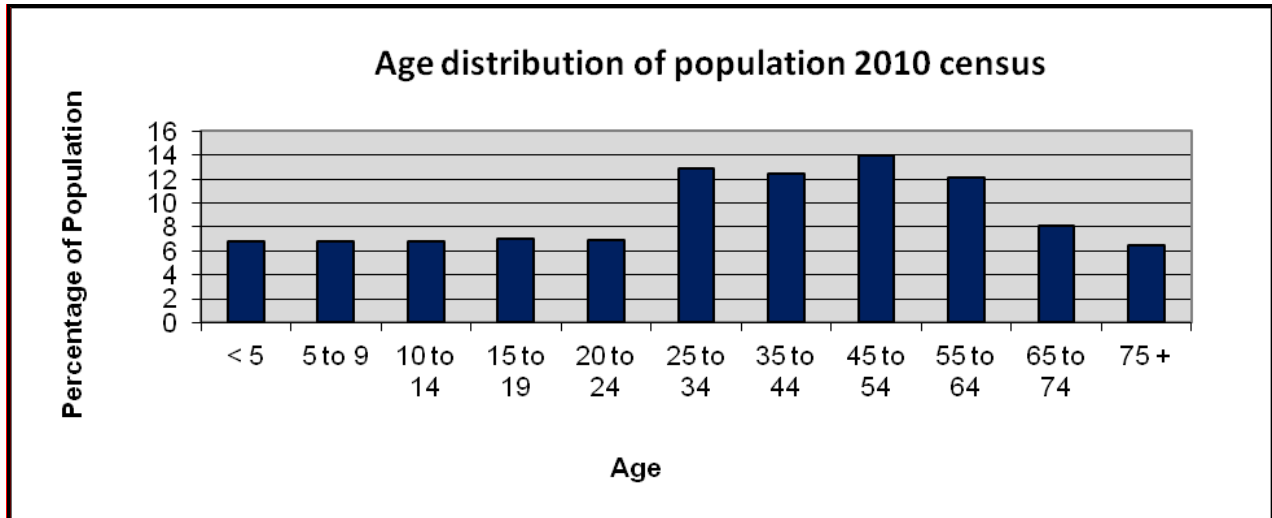
OCCUPANT PROTECTION**I. Program Overview**

From 2008-2012 Arkansas had 2,870 fatalities. Of these fatalities 2,275 or 79.3 percent were vehicle occupants where use of a seat belt was a factor in the outcome of the crash.

Seat belt use has been proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and 60 percent for light-truck occupants. In 2013, Arkansas' weighted seat belt usage rate was 76.7 percent while the national usage rate was 86 percent.

Fatalities by Person Type											
Person Type		2008		2009		2010		2011		2012	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Occupants	Passenger Car	221	37	211	35	209	37	179	33	211	38
	Light Truck – Pickup	128	21	125	21	108	19	115	21	102	18
	Light Truck – Utility	76	13	95	16	71	13	76	16	75	14
	Light Truck – Van and Light Truck Other	21	4	24	4	19	3	20	4	10	2
	Large Truck –	19	3	14	2	21	4	23	4	16	3
	Bus	0	0	0	0	2	0	0	0	0	0
	Other/Unknown Occupants	16	3	11	2	10	2	12	2	16	3
	Total Occupants	481	80	480	81	446	78	436	79	430	78
Motorcyclists	Total Motorcyclists	68	11	71	12	84	15	64	12	71	13
Nonoccupants	Pedestrian	45	8	37	6	37	7	42	8	44	8
	Bicyclist and Other Cyclist	5	1	5	1	1	0	6	1	6	1
	Other/Unknown Nonoccupants	1	0	3	1	1	0	1	0	1	0
	Total Nonoccupants	51	9	45	8	39	7	49	9	51	9
Total	Total	600	100	596	100	571	100	549	100	552	100

The graphs that follow portray the distribution of Arkansas' population and the number of passenger vehicle fatalities by age group.



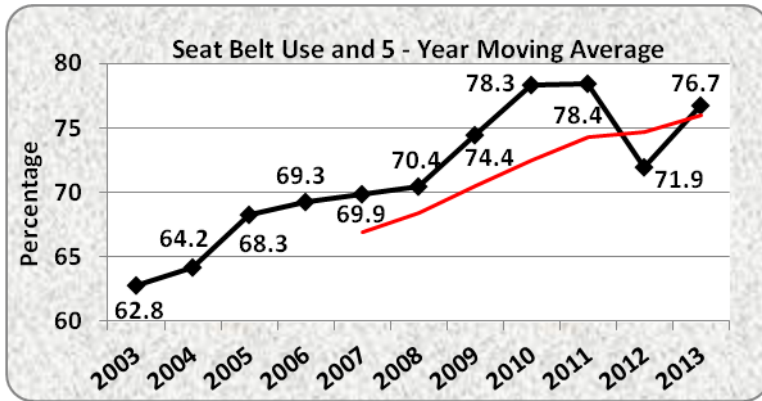
Young drivers from age 16 to age 30 and particularly those between 16 and 25 make up a higher percentage of fatalities versus their percentage of the overall population.

Men are over represented in vehicle fatalities. Men represented 65.7 percent of the fatalities but they are only 49.1 percent of the population.

White's are 77 percent of the population and 80.3 percent of the vehicle fatalities. African Americans are 15.4 percent of the population and 14.2 percent of the vehicle fatalities.

The following table depicts a ranking of counties for 2008 -2012 in terms of motor vehicle occupant fatalities.

County	Fatalities	Rank	County	Fatalities	Rank
Pulaski	234	1	Jackson	24	39
Benton	108	2	Johnson	24	40
Garland	95	3	Madison	24	41
Craighead	78	4	Ashley	23	42
Lonoke	75	5	Columbia	22	43
White	71	6	Phillips	22	44
Washington	68	7	Arkansas	21	45
Faulkner	62	8	Fulton	21	46
Mississippi	62	9	Randolph	21	47
Jefferson	59	10	Hempstead	20	48
Saline	58	11	Perry	20	49
Miller	51	12	Prairie	20	50
Hot Spring	50	13	Nevada	18	51
Independence	48	14	Clay	17	52
Poinsett	48	15	Grant	17	53
Sebastian	48	16	Searcy	17	54
Crittenden	46	17	Polk	16	55
Baxter	44	18	Stone	16	56
Pope	42	19	Chicot	15	57
Carroll	40	20	Cleveland	15	58
Cleburne	40	21	Scott	15	59
Crawford	39	22	Bradley	14	60
Greene	38	23	Desha	14	61
Union	37	24	Lincoln	14	62
St. Francis	33	25	Montgomery	14	63
Lawrence	31	26	Franklin	13	64
Drew	28	27	Little River	13	65
Sevier	28	28	Marion	12	66
Yell	28	29	Pike	12	67
Sharp	27	30	Woodruff	12	68
Logan	26	31	Dallas	11	69
Monroe	26	32	Howard	11	70
Ouachita	26	33	Lee	11	71
Van Buren	26	34	Calhoun	10	72
Boone	25	35	Lafayette	8	73
Conway	25	36	Izard	7	74
Cross	25	37	Newton	6	75
Clark	24	38			



Act 562 of the 1991 Arkansas General Assembly provided for a mandatory seat belt use law and in June of 2009 Arkansas’ newly enacted primary safety belt law went into effect. 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. Results for the 2013 survey show the weighted use rate at 76.7%. The AHSO has placed increased emphasis on enforcement efforts in an attempt to improve this rate.

Arkansas is for the most part a rural state. Data from Arkansas’ Statewide Seat Belt Use Survey, quarterly surveys conducted by the Highway Safety Office, and local surveys done by law enforcement, show that the counties outside of the larger metropolitan areas have lower seat belt use rates.

Comparison of Arkansas Rural and Urban Seat Belt Rates

	2009	2010	2011	2012	2013
Urban	78.6%	81.1%	80.2%	80.0%	82.1%
Rural	67.2%	71.8%	71.1%	67.5%	70.3%
Overall	76.1%	73.6%	76.0%	74.0%	76.7%

The Highway Safety Program has a sub grant with the Criminal Justice Institute of the University of Arkansas for law enforcement liaison (LEL) services. The LEL(s) conducts recruitment of non-step agencies statewide. Since most of the larger cities have an existing STEP grant, this is 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 in these rural counties will be targeted for participation in CIOT through an LEL incentive program.

In FY 2015 plans are to implement a new project, in collaboration with the Arkansas Department of Health’s (ADH) Injury Prevention and Control Branch. This project will work with the ADH network of statewide coalitions to mobilize communities in developing strategies and implementing activities to raise seat belt use rates. It will initially target five of the counties with the lowest belt usage rates

The AHSO will continue to contract with an advertising/public relations firm to provide high-visibility public information campaigns. Other projects continue to educate young drivers about seat belts; to educate the public about child passenger safety (CPS); to 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 FY 2015. The primary emphasis of these projects is the enforcement of seat belt and child restraint laws. A PI&E component will supplement these projects.

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 fell from an all time high of 255 agencies in 2012 to 110 agencies in 2013. The loss of an LEL position during this period of time was a major factor in the reduction of participating agencies. This position has been filled and 248 agencies were recruited to participate in 2014.

The projects mentioned above, along with the CIOT program, are an integral part of the FY 2015 Highway Safety Plan. Current efforts are being expanded to include an emphasis on increasing enforcement efforts both inside and outside of STEP. Discussions have been initiated with State Police and other law enforcement agencies to further increase participation in mobilizations.

The communities selected for Selective Traffic Enforcement Projects fall within the top 50 ranked counties. Law Enforcement Agencies in counties determined to have the greatest need for an occupant protection project were identified and recruited to be a part of this effort. (See chart on previous page.) Smaller agencies that are unable to support a STEP project will be recruited to participate in mobilizations and work with the ADH coalitions on strategies to improve belt use in their areas. The ASP provides additional coverage for high-risk areas without local STEP projects.

II. Performance Measures – Goals

Program Goals

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

- Increase the observed seat belt use rate by 8% from 74.7% (2008-2012 average) to 79.2% in 2015.
- Reduce unrestrained passenger vehicle occupant fatalities by 22.7% from 241.8 (2008-2012 average) to 187 in 2015.

III. 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 at least 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 six 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 and education and enforcement campaign that will emphasize occupant restraint laws, such as CIOT.
- 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, child restraint and motorcycle helmet use

IV. Tasks

Task 1 – Comprehensive Occupant Protection/Injury Prevention Program

This task provides funding to increase usage of occupant protection systems and decrease the number of pedestrian/bicyclist fatalities and injuries by providing presentations, materials and technical assistance to businesses and civic groups, community service organizations, the news media, health professionals, law enforcement agencies and the general public. An important component of these projects will be an ongoing PI&E campaign with special emphasis on child restraint usage. These projects may also provide child safety seat technician and instructor training and one-day child safety seat training for law enforcement officers. In addition to the community occupant protection activities, this task will include a comprehensive community injury prevention effort. These projects will continue to assist Safe Communities coalitions in Craighead, 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 projects will provide traffic safety expertise and tactical support to the coalitions. Funding will provide for salaries and benefits for part-time personnel, travel, printing materials, meeting expenses, instructor honorariums, child safety seats, and operating expenses. These projects will be funded from Occupant Protection (OP), Safe Communities (SA), and State Child Passenger Protection Funds (CPPF). Funding details are contained in the chart on the next page.

Comprehensive Occupant Protection/Injury Prevention Program Project Funding Details			
	 FY 2015	FY 2015	FY 2015
	<u>Federal Share</u>	<u>State Share (CPPF)</u>	<u>Local Share</u>
Dimensions, Inc.	\$136,000 (OP)	\$ 50,000	\$86,000
U of A – Fayetteville	\$ 20,300 (SA)	\$ 5,000	\$15,300
Total (OP)	\$136,000	\$ 55,000	\$86,000
Total (SA)	\$ 20,300		\$15,300

Task 2a – Selective Traffic Enforcement Projects (STEPS)

This task 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 (CIOT) 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; and State child passenger protection funds will provide for child safety seats. **A list of the city and county agencies are shown on the next page.**

Cities/Counties		Funding Source OP	State Funds	Local Funds
1	Baxter Co. Sheriff's Office	8,000		
2	Benton Co. Sheriff's Office	35,000	17,000	18,000
3	Benton Police Dept.	25,000	9,000	16,000
4	Bentonville Police Dept.	21,000	2,500	18,500
5	Bryant Police Dept.	10,000	3,000	7,000
6	Camden Police Dept.	10,000	3,000	7,000
7	Carroll Co. Sheriff's Office	20,000	6,000	
8	Conway Police Dept.	29,100		29,100
9	Crittenden Co. Sheriff's Office	9,000		
10	Fayetteville Police Dept.	49,700	15,000	34,700
11	Fort Smith Police Dept.	56,000	8,000	48,000
12	Harrison Police Dept.	23,200	4,000	19,200
13	Hope Police Dept.	9,800	3,500	6,300
14	Hot Springs Police Dept.	29,000		29,000
15	Jacksonville Police Dept.	17,000	2,000	15,000
16	Jonesboro Police Dept.	66,400	10,000	56,400
17	Little Rock Police Dept.	30,000		30,000
18	Marion Police Dept.	15,000		15,000
19	Miller Co. Sheriff's Office	1,700		
20	Mountain Home Police Dept.	14,500	5,000	9,500
21	North Little Rock Police Dept.	45,000	10,000	35,000
22	Osceola Police Dept.	16,500	4,000	12,500
23	Paragould Police Dept.	16,000	8,000	8,000
24	Pulaski Co. Sheriff's Office	21,000		21,000
25	Rogers Police Dept.	20,000	2,000	
26	Searcy Police Dept.	10,000		
27	Sherwood Police Dept.	11,000	5,000	6,000
28	Springdale Police Dept.	32,000	9,000	23,000
29	Texarkana Police Dept.	7,000		7,000
30	Trumann Police Dept.	15,000	1,500	
31	Van Buren Police Dept.	36,000	9,000	27,000
32	Washington Co. Sheriff's Office	7,500	5,000	2,500
33	Additional Cities/Counties (OP)	10,000		10,000
	Additional Cities/Counties (M2)	1,000,000		250,000
Total OP		726,400	141,500	530,700
Total M2HVE		1,000,000		250,000

Task 2b – Statewide Selective Traffic Enforcement Project

This task provides funding for a statewide selective traffic enforcement project. The primary emphasis will be sustained seat belt/child restraint enforcement throughout the year. A 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 periods (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. Also, 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 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 observational surveys) and applicable fringe benefits, other personnel costs, in-state and out-of-state travel (approved highway safety conferences/training), traffic safety-related equipment costing less than \$5,000 each and state match (approximately \$170,300) will provide for administration, vehicle expense, and supplies.

Project Details

Arkansas State Police	\$ 510,900 (OP)	402
Arkansas State Police	\$ 500,000 (M2HVE)	405 (b)

Task 3 – Traffic Safety Non-Commercial Sustaining Announcement Evaluation Program

There is a continuous need to 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.

ARKANSAS BROADCASTERS ASSOCIATION (OP) \$37,500

Task 4 – Statewide Law Enforcement Liaison (LEL)

This task will provide for a LEL who will solicit the cooperation of law enforcement agencies statewide to conduct enforcement of traffic laws with primary emphasis on seat belt and child restraint laws. The LEL’s activities may be expanded to solicit participation of law enforcement agencies to conduct enforcement of DWI/DUI laws. The LEL will coordinate law enforcement summits/conferences to encourage agencies to support and participate in promoting increased seat belt usage and to conduct selective traffic enforcement. The LEL will also help law enforcement agencies plan and coordinate media events to announce increased enforcement, implement an incentive program to encourage non-STEP agencies to participate in enforcement mobilizations such as the CIOT and DSGPO campaigns. Federal funds will pay for salaries, fringe benefits, travel, speaker honorariums, meeting expenses, maintenance and operations, printing, incentive items (traffic safety-related equipment costing less than \$5,000 each) and administration.

CRIMINAL JUSTICE INSTITUTE (OP) \$260,200
CRIMINAL JUSTICE INSTITUTE (M2HVE) \$400,000

Task 5 – Statewide Observational Survey

This task will provide for the FY 2015 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.

UNIVERSITY OF ARKANSAS - CIVIL ENGINEERING DEPT. (OP) \$60,000

Task 6 – Statewide Public Information and Education (PI&E)

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, Thanksgiving and Labor Day holidays targeting messages to young persons 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 (PSAs), and/or corresponding promotional 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, promotional 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.

CRANFORD JOHNSON ROBINSON & WOODS (CJRW)	(OP)	\$100,000
UALR	(K4PA)	\$13,000
CJRW	(PM)	\$200,000
CJRW	(M2HVE)	\$300,000

Task 7 – Statewide Child Passenger Protection Education Project

This task will provide 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. At a minimum, this public education 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. 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.

Project Details		
Agency	Federal Funds	
	M2CPS	State Match
University of Arkansas for Medical Sciences	\$128,700	\$33,100

Task 8 - Motor Vehicle Crash (MVC) Community/Coalition-based Prevention Initiative

This project will conduct a statewide Motor Vehicle Crash (MVC) Prevention collaboration of community-level, coalition-based tasks, activities, strategies and interventions to affect measurable individual and community-level change that will result in the reduction of motor vehicle crash incidents, injury and death.

The goal of this project is to increase occupant restraint use by mobilizing the Arkansas Department of Health’s Hometown Health Initiative (HHI) to conduct evidence-based strategies to reduce injuries and deaths as a result of motor vehicle crashes. These strategies will promote increased compliance with occupant protection laws, community level changes in attitudes and awareness and cooperation among stakeholder groups increased outreach to law enforcement agencies to participate in enforcement campaigns and increased multicultural outreach through community/coalition based activities. Funding will provide for salaries, benefits, training, in/out of state travel, printing and operating expenses.

ARKANSAS DEPARTMENT OF HEALTH (OP) \$100,000

Task 9 – Occupant Protection Program Management

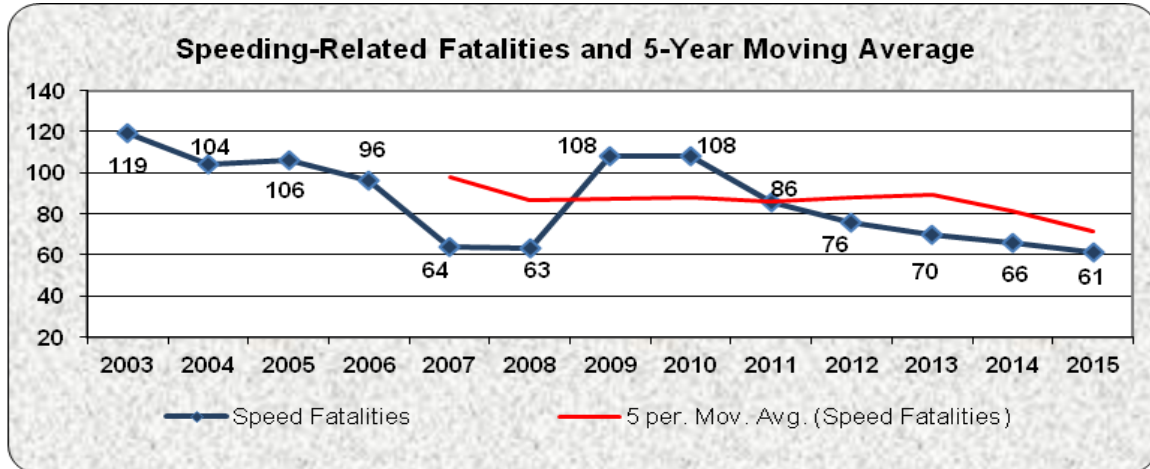
This task will provide program management for projects within the Occupant Protection program area. This task will provide proper administration of projects within this program area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. This task 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 24) for positions funded under OP), travel/training, and PI&E materials.

ASP (OP) \$189,700

SPEED ENFORCEMENT /POLICE TRAFFIC SERVICES

I. Program Overview

From 2007 through 2011 speed related fatalities were on the rise. Total fatalities rose to 108 in 2009 and 2010 but dropped to 86 in 2011 and 76 in 2012. Speed enforcement is included in the STEP project enforcement criteria for 2015.



II. Performance Measure - Goal

Program Goal

Reduce speeding related fatalities by 30.8 percent from 88.2 (2008-2012 average) to 61 in 2015.

III. Project Strategies

The strategies of projects for the speeding component are:

- 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.

IV. Tasks**Task 1a—Selective Traffic Enforcement Projects (STEPS)**

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). **A list of the city and county agencies are shown on the next page.**

Task 1b – Statewide Selective Traffic Enforcement Project (STEP)

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).

ARKANSAS STATE POLICE**(SE) \$ 55,000**

Cities/Counties	Funding Source	Federal Funds	Local Match	
1	Baxter Co. Sheriff's Office	SE	500	
2	Benton Co. Sheriff's Office	SE	3,000	3,000
3	Benton Police Dept.	SE	3,200	3,200
4	Bentonville Police Dept.	SE	7,800	7,800
5	Bryant Police Dept.	SE	1,500	1,500
6	Camden Police Dept.	SE	1,500	1,500
7	Carroll Co. Sheriff's Office	SE	2,500	
8	Conway Police Dept.	SE	7,100	7,100
9	Crittenden Co. Sheriff's Office	SE	1,000	
10	Fayetteville Police Dept.	SE	7,700	7,700
11	Fort Smith Police Dept.	SE	5,000	
12	Harrison Police Dept.	SE	9,200	9,200
13	Hope Police Dept.	SE	3,000	3,000
14	Hot Springs Police Dept.	SE	1,000	1,000
15	Jacksonville Police Dept.	SE	1,000	1,000
16	Jonesboro Police Dept.	SE	5,400	5,400
17	Little Rock Police Dept.		8,500	8,500
18	Marion Police Dept.	SE	2,000	2,000
19	Miller Co. Sheriff's Office	SE	1,000	
20	Mountain Home Police Dept.	SE	2,000	2,000
21	North Little Rock Police Dept.	SE	1,000	1,000
22	Osceola Police Dept.		4,100	4,100
23	Paragould Police Dept.	SE	2,000	2,000
24	Pulaski Co. Sheriff's Office	SE	1,000	1,000
25	Rogers Police Dept.	SE	1,200	
26	Searcy Police Dept.	SE	1,500	
27	Sherwood Police Dept.	SE	1,000	1,000
28	Springdale Police Dept.	SE	3,000	3,000
29	Texarkana Police Dept.	SE	3,500	3,500
30	Trumann Police Dept.	SE	1,000	
31	Van Buren Police Dept.	SE	1,500	1,500
32	Washington Co. Sherriff's Office	SE	2,500	2,500
Total SE			97,200	83,500

Task 2 – Statewide Public Information and Education (PI&E)

This task will provide 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 promotional 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, promotional 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 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.

CRANFORD JOHNSON ROBINSON & WOODS (CJRW) (PM) \$ 100,000

TRAFFIC RECORDS PROGRAM

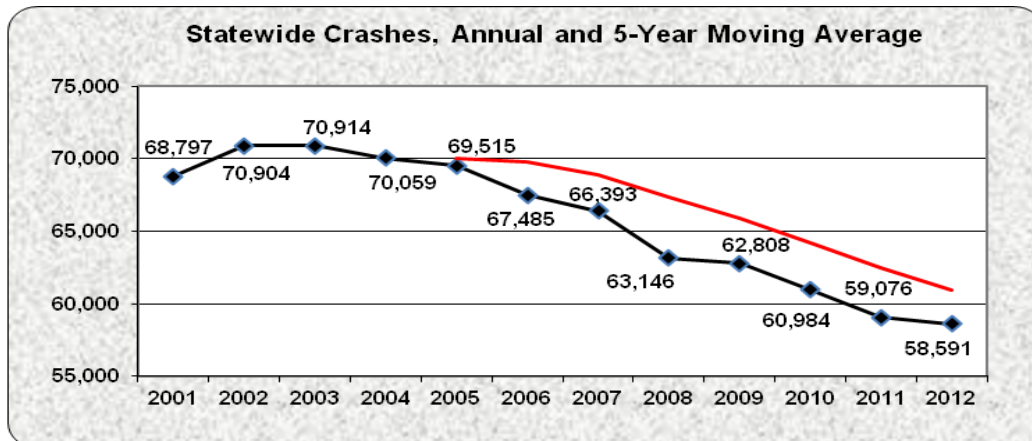
I. Program Overview

A Traffic Records Assessment was conducted for the State of Arkansas March 6 – 11, 2011 by the National Highway Traffic Safety Administration’s assessment team. The findings and recommendations of this team, together with input from the TRCC, are the basis for Arkansas’ 2011-2015 Traffic Records Strategic Plan submitted to NHTSA June 15, 2011. In conjunction with the strategic plan, the goals of the Traffic Records Program are to reduce the backlog of crash report data to be entered into the Traffic Analysis Reporting System (TARS) and improve the accuracy of data.

The Program will continue efforts to reduce the backlog and improve the accuracy of data. This will be accomplished through two projects. One will continue the paperless system by using a computer image of the crash report for review and data entry. Another project will continue capturing a portion of the data that is uploaded by the troopers and other law enforcement officers through the TraCS system.

An additional project will incorporate the E-Crash system from the University of Alabama which will be used to transition from TraCS. The transition from the TraCS system will further streamline the entry of crashes by ASP and local law enforcement agencies. E-Crash will also be used to enter data from paper reports. This will increase the amount of data captured and create uniform data to be merged into the database further decreasing the backlog of reports. It was anticipated that E-Crash pilot test would be in 2013. Although we did not make that goal, a beta test of the E-Crash system was released March 14, 2014.

The Arkansas State Police (ASP) logged 61,301 crash reports in 2012, of which 58,591 were entered into the TARS database. The total logged by the ASP for 2013 was 62,286, the number to be entered is yet to be determined. Reports entered into TARS do not include duplicate, private property or parking lot crashes



II. Performance Measure—Goal

Program Goal

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

- Reduce the backlog of crash reports to be manually entered into the TARS system from a 9.2 month backlog as of November 2013 to 2 month backlog by November 2015.
- Increase the # of courts using Contexte (real-time) from 42 in 2014 to 55 in 2015

III. 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 additional computer hardware, software and peripherals as needed for TARS TraCS, and e-Crash improvements.
- To modify computer software that will allow the ASP 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 required data elements for MMUCC compliance.
- Implementation of an electronic citation system statewide in all ASP Troops and some local departments.

IV. Tasks

Task 1 – Program Operation

This task provides for the operation of the TARS by the ASP. The data entry staff time, hardware and software maintenance and data processing charges needed to carry out the daily work are covered by this task. This task will also provide for retaining the services of a qualified firm to input crash data in a timely manner.

ASP	TR	\$141,800
ASP	TR (STATE)	\$141,800
SOURCECORP	K9	\$200,000
SOURCECORP	M3DA	\$200,000

Task 2 – TARS Improvement Project

This task provides for the acquisition of computer hardware, software, and peripherals needed for TARS improvements. This includes continuation of paperless processing of crash reports through TARS. Improvements also include the purchase of the following equipment to enhance the efficiency and effectiveness of TARS. Federal funds will provide for equipment purchases less than \$5,000 each.

ASP	M3DA	\$60,000
ASP	M3DA (STATE)	\$15,000

Task 3 – Electronic Traffic Crash Record Entry System Project

This task will continue the project for the modification of computer software applications (TraCS or E-Crash) for the ASP to enter crash data at the troop level within a few hours of the crash. The end result of the project allows the AHSO to integrate the data directly into its database without reentering the data. This task provides for the purchase of computer hardware to continue the transition between TraCS and e-Crash projects. 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. TraCS or E-Crash also uses GPS receivers to accurately locate the crash via longitude and latitude readings. TraCS or E-Crash will continue to be expanded to local agencies. To accomplish this expansion, this task may provide for a technician/liaison position. 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.

ASP	K4TR	\$500,000
ASP	K9 (STATE)	\$200,000
ASP	M3DA	\$700,000
ASP	M3DA (STATE)	\$200,000

Task 4 – EMS Data Injury Surveillance Continuation Project

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.

DOH – Office of EMS and Trauma Systems	M3DA	\$ 35,000
DOH - EMS	(STATE)	\$ 8,800

Task 5—Electronic Citation System

This task will provide 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.

ASP	K4TR	\$2,300,000
ASP	M3DA	\$ 710,000
ASP	M3DA (STATE)	\$ 125,000

Task 6—Traffic Records Professional Development

This task provides for specified training to law enforcement and other highway safety professionals in matters of traffic records. May involve continued crash investigation and reconstruction training courses.

ASP	(K4TR)	\$ 25,000
ASP/AHTD	(TR)	\$ 3,000

Task 7 – Traffic Records Program Management

This task 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 28 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.

ASP	(TR)	\$ 81,900
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ROADWAY SAFETY PROGRAM**I. 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.

II. 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

III. Tasks**Task 1 – Professional Development**

This task 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.

AHTD**(RS/RH) \$3,000****Task 3 – Section 154 Transfer Program**

This task will provide 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.

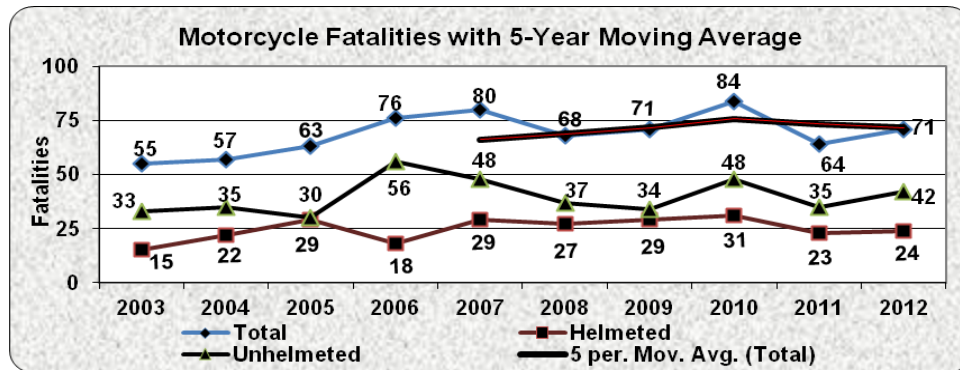
AHTD**(154HE) \$18,100,000**

MOTORCYCLE SAFETY PROGRAM

I. Program Overview

The Arkansas Highway Safety Office (AHSO) is developing a statewide plan of action and has initiated components for a motorcycle safety program to increase public awareness, support rider education and through enforcement and PI&E efforts reduce the number of motorcycle fatalities and injuries. Arkansas is one of three states that does not have a statewide motorcycle safety program. The AHSO, in order to address the increase in motorcycle crashes and fatalities, received authorization from the Governor to designate the AHSO as the State authority having jurisdiction over motorcyclist safety issues. This was the first and most important step towards Arkansas’ efforts to focus on and develop a statewide motorcycle safety program.

Arkansas reported 64 motorcycle related fatalities in 2011. This number rose to 71 for 2012. This number is increased from the 63 motorcycle fatalities reported in 2008. Motorcycle fatalities currently account for approximately 13 percent of Arkansas’ total traffic fatalities.



The 5-year moving average shows the trend in motorcycle fatalities with a decrease in 2011 but increasing to 71 in 2012. There were 358 motorcycle involved traffic fatalities in Arkansas during the 5-year period from 2008-2012. 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. Arkansas reported 991 motorcycle involved crashes for 2012.

The table on the next page provides a ranking of the top twenty-five counties in order, from highest to lowest of the number of motorcycle crashes in 2012.

Motorcycle Crashes Top 25 Counties 2012

Rank	County	Crashes	Rank	County	Crashes
1	PULASKI	157	14	JEFFERSON	22
2	WASHINGTON	124	15	BAXTER	18
3	BENTON	106	16	CRAWFORD	18
4	SEBASTIAN	78	17	MILLER	16
5	GARLAND	69	18	LONOKE	15
6	SALINE	36	19	UNION	15
7	CRAIGHEAD	33	20	INDEPENDENCE	13
8	FAULKNER	27	21	YELL	10
9	POPE	26	22	FRANKLIN	8
10	CARROLL	23	23	MISSISSIPPI	8
11	WHITE	23	24	BOONE	7
12	GREENE	22	25	CRITTENDEN	7
13	JEFFERSON	22	26	POLK	7

*Arkansas had a total of 991 motorcycle involved crashes in 2012.

2012 Alcohol Related Motorcycle Crashes by County

Ranking	County	Crashes	Ranking	County	Crashes
1	WASHINGTON	20	9	JEFFERSON	2
2	BENTON	15	10	MILLER	2
3	SEBASTIAN	12	11	OUACHITA	2
4	PULASKI	11	12	POPE	2
5	GARLAND	7	13	UNION	2
6	CARROLL	5	14	CRITTENDEN	1
7	BAXTER	3	15	FAULKNER	1
8	CRAIGHEAD	3	16	HOT SPRING	1

*Arkansas had a total of 101 alcohol related motorcycle crashes in 2012.

2012 Alcohol Related Fatal Motorcycle Crashes by County

County	Crashes
BAXTER	1
BENTON	4
FAULKNER	1
INDEPENDENCE	1
IZARD	1
LAFAYETTE	1
LONOKE	1
MILLER	1

County	Crashes
MISSISSIPPI	1
OUACHITA	1
POPE	1
PRAIRIE	1
PULASKI	2
SALINE	1
MISSISSIPPI	2
WASHINGTON	1

*There were a total of 21 alcohol related fatal motorcycle crashes in 2012.

II. Performance Measure - Goal

Program Goal

The goals of this program are:

- Reduce motorcyclist fatalities by 9.2 percent from 71.6 (2008-2012 average) to 65 in 2015.
- Reduce unhelmeted motorcyclist fatalities by 8.2 percent from 39.2 (2008-2012 average) to 36 in 2015.

III. 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.

IV. Tasks

Task 1 – Public Information and Education

This task will provide funding to purchase items promoting motorcycle safety activities. Items that will be produced and purchased are educational pamphlets, posters, and other items as appropriate to promote the program.

CJRW
CJRW

(K6) \$ 25,000
(M9MA) \$ 175,000

Task 2 – Motorcycle Safety Professional Development

These funds will be used to support Motorcycle safety program statewide. Funds can be used to reimburse the ASP or local law enforcement agencies for operating expenses, overtime at safety events and purchases of necessary equipment to support the statewide communications program. These funds will be used in accordance with both State and Federal rules and regulations.

ASP

(MC) \$ 3,000

Task 3 – State Advisory Committee for Motorcycle Safety

This task will provide meeting expense and in-state travel funding for a State Motorcycle Safety Administrator and the State Advisory Committee for Motorcycle Safety to work in collaboration with other agencies and organizations to develop motorcycle safety plans and programs to address issues specific to Arkansas.

ASP

(MC) \$ 2,000

Task 4 – Motorcycle Safety Program Management

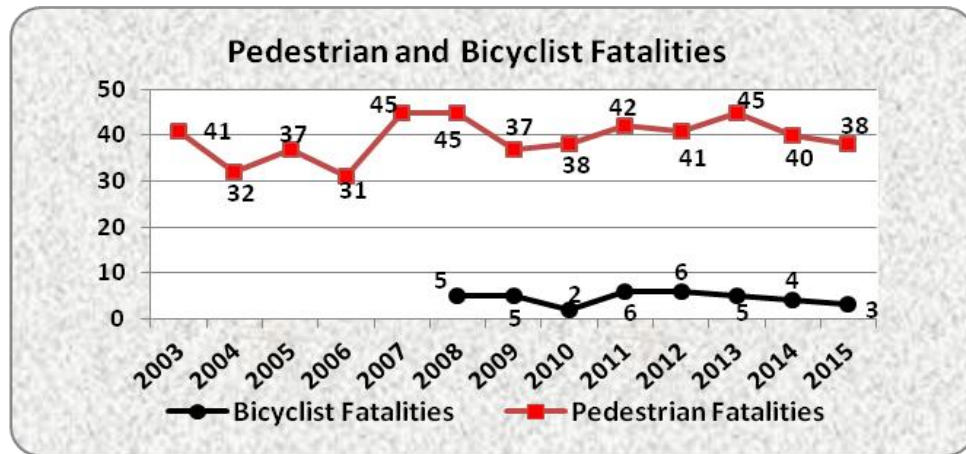
This task will provide program management for projects within the Motorcycle Safety program area. This task will provide development and proper administration of projects within this program area through program planning, oversight/monitoring, evaluation, coordination and staff education and development. 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, travel/training and PI&E materials.

ASP

(MC) \$53,500

PEDESTRIAN/BICYCLIST SAFETY PROGRAM AREA**I. Program Overview**

- a. During 2012 there were 44 pedestrian. These fatalities represent 8 percent of all motor vehicle fatalities for this period. There were also 6 bicyclist fatalities during the same period. No Section 402 funds will be used solely for pedestrian/bicyclist safety in FY 2015. Information on pedestrian and bicycle safety will be presented as part of other injury prevention projects (See Safe Communities and PI&E projects pages 44 and 48 under Occupant Protection Section).

**II. Performance Measure - Goal****Program Goal**

The goals of this program are:

Pedestrian

- Reduce pedestrian fatalities by 7.8 percent from 41.2 (2008-2012 average) to 38 in 2015.

Bicyclist

- Reduce the number of bicyclist fatalities by 37.5% from 4.8 (2008-2012 average) to 3 in 2015.

DISTRACTED DRIVING**I. 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 Safe Communities' and PI&E pages 44 and 48 under Occupant Protection Section). STEP projects will participate and other law enforcement agencies will be recruited for a statewide Distracted Driving Mobilization to be conducted in April of 2015.

II. Tasks**Task 1a—Selective Traffic Enforcement Projects (CITIES AND COUNTIES)**

This task provides funding for selected cities and counties to conduct sustained selective traffic enforcement projects. Distracted Driving 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) and applicable fringe benefits. **A list of the city and county agencies are shown on the next page.**

Task 1b – Statewide Selective Traffic Enforcement Project (STATEWIDE)

This task provides funding for a statewide selective traffic enforcement project. The primary emphasis will be distracted driving 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) and applicable fringe benefits.

ASP**(M8DDLE) \$ 50,000**

Cities/Counties		Funding Source 405-M8DDLE	State Funds	Local Funds
1	Baxter Co. Sheriff's Office	500		
2	Benton Co. Sheriff's Office	3000		3,000
3	Benton Police Dept.	1200		1,200
4	Bentonville Police Dept.	4800		4,800
5	Bryant Police Dept.	1500		1,500
6	Camden Police Dept.	2000		2,000
7	Carroll Co. Sheriff's Office	2500		
8	Conway Police Dept.	800		800
9	Crittenden Co. Sheriff's Office	500		
10	Fayetteville Police Dept.	5000		5,000
11	Fort Smith Police Dept.	5000		5,000
12	Harrison Police Dept.	500		500
13	Hope Police Dept.	800		800
14	Hot Springs Police Dept.	1000		1,000
15	Jacksonville Police Dept.	1,000		1,000
16	Jonesboro Police Dept.	2,000		2,000
17	Little Rock Police Dept.	2500		2,500
18	Marion Police Dept.	500		500
19	Miller Co. Sheriff's Office	500		
20	Mountain Home Police Dept.	1,000		1,000
21	North Little Rock Police Dept.	500		500
22	Osceola Police Dept.	500		500
23	Paragould Police Dept.	500		500
24	Pulaski Co. Sheriff's Office	1000		1,000
25	Rogers Police Dept.	1200		
26	Searcy Police Dept.	500		
27	Sherwood Police Dept.	500		500
28	Springdale Police Dept.	1000		1,000
29	Texarkana Police Dept.	1000		1,000
30	Trumann Police Dept.	500		
31	Van Buren Police Dept.	500		500
32	Washington Co. Sheriff's Office	1500		1,500
33	Additional Cities/Counties	2000		2,000
Total M8DDLE		58,300		41,600

Task 2 – Statewide Public Information and Education (PI&E)

This task will provide 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), and/or corresponding promotional 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, promotional 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 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.

CRANFORD JOHNSON ROBINSON & WOODS (CJRW) (M8PE) \$125,000

TEEN DRIVER SAFETY PROGRAM

I. Program Overview

In 2012 there were 49 fatalities of drivers ages 15 to 20 in Arkansas. Motor vehicles crashes are the #1 cause of death among teenagers (NHTSA). In Arkansas, the fatality and injury rates of teen drivers are twice the national rate. Specifically, nearly 1,647 teenagers were killed or injured in 2012.

According to FARS, of those 49 drivers ages 15 to 20 who died in car crashes, 30 were occupants in passenger vehicles. Of that number 67 percent or 20 were not 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 develop a peer to peer education project in the high schools of each of these counties by working with the school nurses of the ADH's hometown health coalitions. This year round intervention project will be modeled after NHTSA's evidence based Battle of the Belt program.

Other contributing factors to teen crash statistics include inexperience, easy distractibility, and driving at night. 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.

II. Performance Measure – Goal

Program Goal

The goal of the project funded in the Teen Driver Safety Program is:

- Reduce the number of drivers age 20 or younger involved in fatal crashes by 43.3 percent from 77.6 (2008-2012 average) to 44 by 2015.

III. Project Strategies

- Develop a Teen Driver Safety Project

IV. Tasks

Task 1—Teen Driver Safety Project

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. Federal funds will provide for meeting expenses, travel, training, materials, supplies, salaries, and benefits for additional personnel.

UAMS

M8*OP \$186,100

D. Performance Report

I. 2014 Goals and Outcomes

Traffic Fatalities

- To decrease the total fatalities in the state from **549** in 2011 to **510** in 2014. **(FY 2012) 552**

Fatalities per VMT

- To decrease the State fatality rate from of 1.67 per MVM traveled in 2011 to **1.53** in 2014. **(FY 2012) 1.65**

Serious Injuries

To decrease the number of serious injuries from 3,239 in 2011 to 3,000 in 2014. **(FY 2012) 3,226**

Alcohol and Other Drugs Countermeasures

- Reduce the number of alcohol-related fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher from 156 in 2011 to **153** in 2014. **(FY 2012) 143**

Occupant Protection

- Increase the overall weighted seat belt use rate for 2012 from 71.9 percent to **77.0** percent in 2014. **(FY 2013) 76.7%**
- Decrease the number of unrestrained passenger vehicle occupant fatalities from 220 in 2011 to **185** in 2014. **(FY 2012) 226**

Speed

- Reduce the number of speeding related fatalities from 86 in 2011 to **82** in 2014. **(FY 2012) 76**

Motorcycle Safety

- Based on the current trend, an increase is predicted in the total number of motorcyclist fatalities from 64 in 2011 to **72** in 2014. **(FY 2012) 72**
- Based on the current trend, hold the number of un-helmeted motorcyclist fatalities to **35** in 2014. **(FY 2012) 35**

Pedestrian Safety

- Reduce the number of pedestrian fatalities from 42 in 2011 to **39** in 2014. **(FY 2012) 38**

Teen Driver Safety

- Reduce the number of drivers age 20 or younger involved in fatal crashes from 68 in 2011 to **60** in 2014. **(FY 2012) 68**

Traffic Records

- Reduce the backlog of crash reports to be manually entered into the TARS system from a 4 month backlog as of November 2012 to **2 month backlog** by November 2014. **(November 2013) 9.2 month backlog**
- Reduce the time required for citation submittal to the court system to less than the **6.29** days recorded in May 31, 2012 by June 2014. **(June 2013) 9.9 days**

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

State: Arkansas

Highway Safety Plan Cost Summary

Page: 1 of 2

2015-HSP-1

Report Date: 06/27/2014

For Approval

Program Area	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
Planning and Administration	\$0.00	\$226,100.00	\$0.00	\$226,100.00	\$226,100.00	\$0.00
Alcohol	\$0.00	\$1,000,000.00	\$0.00	\$886,500.00	\$886,500.00	\$412,300.00
Motorcycle Safety	\$0.00	\$0.00	\$0.00	\$58,500.00	\$58,500.00	\$0.00
Occupant Protection	\$0.00	\$1,261,500.00	\$0.00	\$2,120,700.00	\$2,120,700.00	\$1,222,600.00
Traffic Records	\$0.00	\$141,800.00	\$0.00	\$226,700.00	\$226,700.00	\$0.00
Railroad/Highway Crossings	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$0.00
Roadway Safety	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$0.00
Safe Comm.	\$0.00	\$15,300.00	\$0.00	\$20,300.00	\$20,300.00	\$20,300.00
Speed Enforcement	\$0.00	\$102,300.00	\$0.00	\$152,200.00	\$152,200.00	\$97,200.00
Paid Advertising	\$0.00	\$300,000.00	\$0.00	\$300,000.00	\$300,000.00	\$150,000.00
NHTSA 402 Total	\$0.00	\$3,047,000.00	\$0.00	\$3,994,000.00	\$3,994,000.00	\$1,902,400.00
406 P&A	\$0.00	\$0.00	\$0.00	\$307,000.00	\$307,000.00	\$0.00
406 Traffic Records	\$0.00	\$0.00	\$0.00	\$2,825,000.00	\$2,825,000.00	\$0.00
NHTSA 406 Total	\$0.00	\$0.00	\$0.00	\$3,132,000.00	\$3,132,000.00	\$0.00
408 Data Program	\$0.00	\$200,000.00	\$0.00	\$200,000.00	\$200,000.00	\$0.00
408 Data Program Total	\$0.00	\$200,000.00	\$0.00	\$200,000.00	\$200,000.00	\$0.00
410 High Fatality Rate Total	\$0.00	\$3,300,000.00	\$0.00	\$685,200.00	\$685,200.00	\$260,200.00
410 High Visibility Total	\$0.00	\$2,925,000.00	\$0.00	\$975,000.00	\$975,000.00	\$0.00
2010 Motorcycle Safety Incentive	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$0.00
2010 Motorcycle Safety Total	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$0.00

154 Alcohol	\$.00	\$.00	\$.00	\$ 716,800.00	\$ 716,800.00	\$ 286,800.00
154 Hazard Elim	\$.00	\$.00	\$.00	\$ 18,100,000.00	\$ 18,100,000.00	\$.00
154 Transfer Funds Total	\$.00	\$.00	\$.00	\$ 18,816,800.00	\$ 18,816,800.00	\$ 286,800.00
405b Low HVE	\$.00	\$ 675,000.00	\$.00	\$ 2,200,000.00	\$ 2,200,000.00	\$ 1,550,000.00
405b Low Community CPS	\$.00	\$ 33,100.00	\$.00	\$ 128,700.00	\$ 128,700.00	\$ 64,400.00
MAP 21 405b OP Low Total	\$.00	\$ 708,100.00	\$.00	\$ 2,328,700.00	\$ 2,328,700.00	\$ 1,614,400.00
405c Data	\$.00	\$ 348,800.00	\$.00	\$ 1,705,000.00	\$ 1,705,000.00	\$.00
MAP 21 405c Data Program Total	\$.00	\$ 348,800.00	\$.00	\$ 1,705,000.00	\$ 1,705,000.00	\$.00
405d Mid HVE	\$.00	\$ 600,000.00	\$.00	\$ 1,600,000.00	\$ 1,600,000.00	\$ 1,300,000.00
405d Mid Court Support	\$.00	\$ 526,200.00	\$.00	\$ 1,739,400.00	\$ 1,739,400.00	\$ 1,739,400.00
405d Mid BAC Testing/Reporting	\$.00	\$.00	\$.00	\$ 52,600.00	\$ 52,600.00	\$.00
405d Mid Training	\$.00	\$.00	\$.00	\$ 227,400.00	\$ 227,400.00	\$ 202,400.00
405d Impaired Driving Mid	\$.00	\$ 663,500.00	\$.00	\$ 1,611,500.00	\$ 1,611,500.00	\$ 1,511,500.00
MAP 21 405d Impaired Driving Mid Total	\$.00	\$ 1,789,700.00	\$.00	\$ 5,230,900.00	\$ 5,230,900.00	\$ 4,753,300.00
405e Public Education	\$.00	\$ 125,000.00	\$.00	\$ 125,000.00	\$ 125,000.00	\$ 125,000.00
405e DD Law Enforcement	\$.00	\$ 54,100.00	\$.00	\$ 97,800.00	\$ 97,800.00	\$ 47,800.00
405e Occupant Protection	\$.00	\$ 46,600.00	\$.00	\$ 186,100.00	\$ 186,100.00	\$ 93,100.00
MAP 21 405e Distracted Driving Total	\$.00	\$ 225,700.00	\$.00	\$ 408,900.00	\$ 408,900.00	\$ 265,900.00
405f Motorcyclist Awareness	\$.00	\$.00	\$.00	\$ 175,000.00	\$ 175,000.00	\$.00
MAP 21 405f Motorcycle	\$.00	\$.00	\$.00	\$ 175,000.00	\$ 175,000.00	\$.00
NHTSA Total	\$.00	\$ 12,544,300.00	\$.00	\$ 37,676,500.00	\$ 37,676,500.00	\$ 9,083,000.00