

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS

Federal Fiscal Year 2012



Prepared by the:

**Arkansas State Police
Highway Safety Office**

TABLE OF CONTENTS

<u>SECTION</u>	<u>P A G E</u>
Executive Summary	1
Introduction	3
Overall Highway Safety Program	4
Program Results	5
Core Outcome Measures - Five Year	6
Public Awareness Survey	7
Program Areas	9
Alcohol/Other Drug Countermeasures Program	9
Arkansas AL Paid Media/Earned Media Report	14
Occupant Protection Program	31
Occupant Protection Paid Media/Earned Media	34
<i>Speed Enforcement/Police Traffic Services</i>	<i>43</i>
<i>Speed Enforcement Paid Media/Earned Media</i>	<i>44</i>
Traffic Records Program	48
Rail/Highway and Roadway Safety Program	50
Motorcycle Safety Program	52
Motorcycle Safety Paid Media/Earned Media Report	53
Pedestrian Safety	55
Teen Driver	56
Planning and Administration	58
Financial Reports	59
Federal-aid Contracts/Agreements	59
Chart of Highway Safety Plan Expenditures	60
Legislative Actions	61
Noteworthy Accomplishments	63
Looking Toward the Future	64

Highlights

- Traffic fatality rate down from 1.68 in 2010 to 1.63* for 2011
- Total fatalities declined from 571 in 2010 to 549** in 2011
- Alcohol-related fatalities (BAC = .08+) decreased from 173 to 156** in 2011

**2011 Data is Preliminary State Data*

***2011 Preliminary FARS Data*

EXECUTIVE SUMMARY

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

The cooperative and concentrated efforts involving these programs required strong commitment and partnerships critical to the overall success of Arkansas' traffic safety program in FY 2012. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) provide valuable information and assistance to the AHSO. A multitude of state and local agencies/organizations play integral roles in Arkansas' highway traffic safety program. They include, but are not limited to the following:

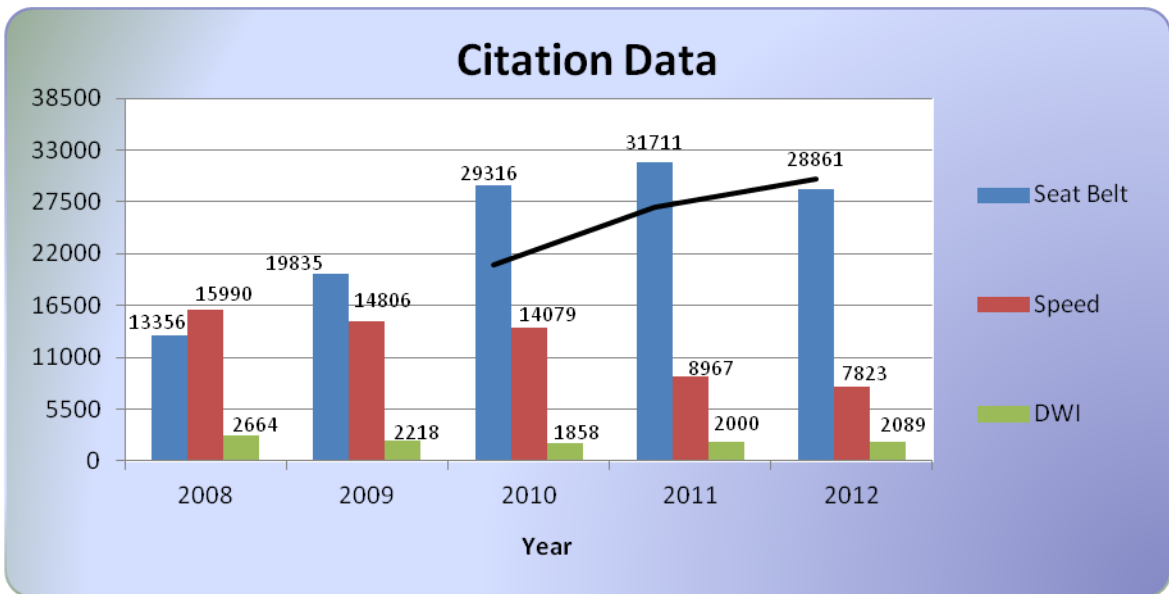
- Criminal Justice Institute
- Arkansas Highway Police
- Arkansas Crime Laboratory
- Arkansas Department of Health
- Local Law Enforcement Agencies
- Arkansas Department of Education
- Arkansas Crime Information Center
- Arkansas Administrative Office of the Courts
- Arkansas Office of the Prosecutor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

The HSO also collaborates with the following groups:

- Arkansas Traffic Records Coordinating Committee
- Strategic Highway Safety Steering Committee
- 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 Coalition
- Arkansas Texting and Driving Coalition
- Mothers Against Drunk Driving (MADD)

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

Particular attention was focused on impaired driving and occupant protection issues through the Selective Traffic Enforcement Projects (STEPS). These projects were emphasized with active participation by 31 Arkansas law enforcement agencies around the State. The following chart shows the citations issued by STEP projects over the last five years.



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

This 2012 AHSO Annual Report provides a specific description of the activities undertaken in the identified traffic safety program areas during FY 2012. The report is broken down into six major sections: Graphs depicting Rates and Trends; a summary of Goals and Objectives; Program Area Summaries; General Area Summaries; Paid Media Summaries; and Financial Summaries.

INTRODUCTION

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

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

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

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year (FY) 2012, the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

- **402** *State and Community Highway Safety Grant*
- **405** *Occupant Protection*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive Grant*
- **406** *Safety Belt Performance Grant*
- **154** *Alcohol Open Container Requirement*
- **408** *State Traffic Safety Information System Improvement Grant*
- **2010** *Motorcycle Safety Incentive Grant*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$13.2 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on page 59. Approximately \$13.8 million in Federal-aid funds were expended for the entire program. A graph on page 60 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 33 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY 2012 Performance Plan, the overall program goals for Arkansas' Highway Safety Program were as follows:

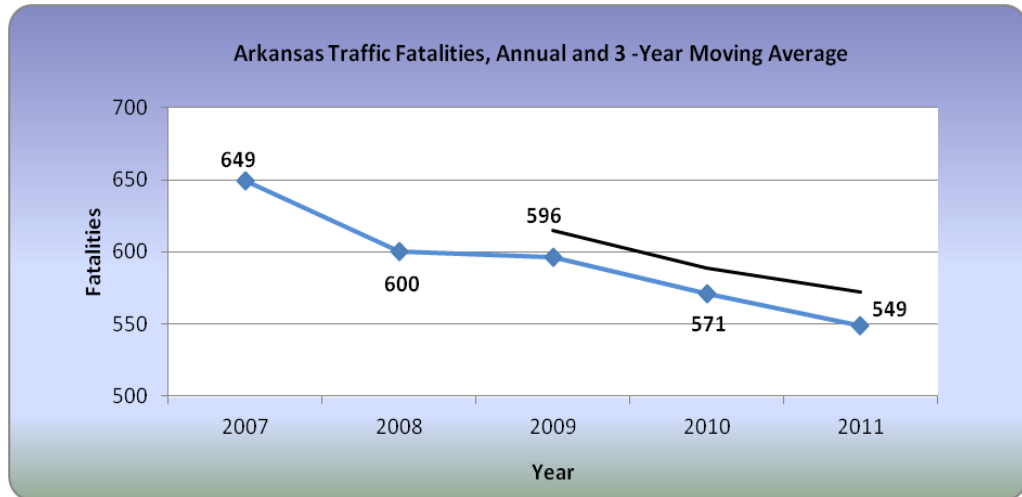
To implement projects and facilitate activities/programs which will contribute toward reducing the following:

- State fatality rate from the 2005-2009 calendar base year average of 1.92 to 1.67 per 100 MVM traveled by 2012.
- Total fatalities in the state from the 2005-2009 calendar base year average of 631 to 570 by 2012.
- Number of serious injuries from the 2005-2009 calendar base year average of 14,416 to 12,346 by 2012.

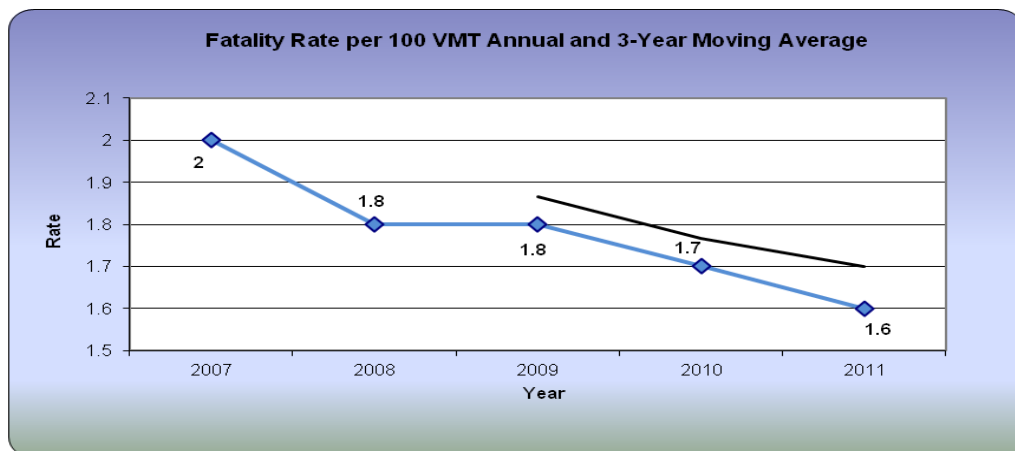
	<u>2010</u>	<u>2011</u>	<u>% Change</u>
Fatalities	571	549	-3.85
Fatality Rate*	1.68	1.63	-2.97
Injuries (2 & 3 only)	13,158	12,175	-7.47
*per 100 Million vehicle miles traveled			
**Injury code 2 is incapacitating injury, code 3 is non-incapacitating injury			

The charts on page 5 show fatalities and injuries for the years 2007 through 2011. The core outcome, behavior and activity measures for the same time period are provided on page 6. A summary of each program area is provided on pages 9 through 58 of this report.

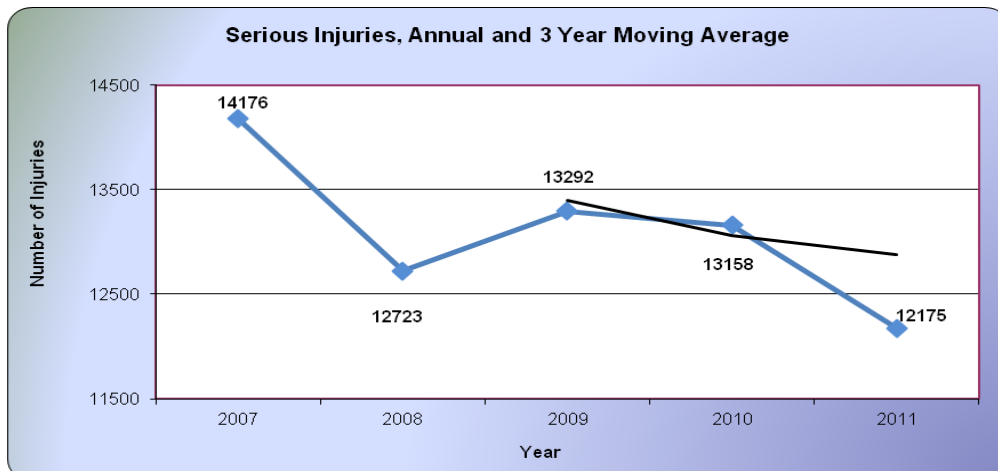
FATALITIES AND RATES Statewide Fatalities



FATALITY RATE (FATALITIES PER 100 MILLION VMT*)



INCAPACITATING AND NON-INCAPACITATING INJURIES



Core Outcome Measures	Calendar Years				
	2007	2008	2009	2010	2011
C-1: Traffic Fatalities (FARS)	649	600	596	571	549
C-2: Serious Traffic Injuries (TARS)	14,176	12,723	13,292	13,158	12,175
C-3: Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.96	1.81	1.79	1.68	1.63
C-3: "Rural" Mileage Death Rate (Rural Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	2.47	2.25	2.52	2.36	
C-3: "Urban" Mileage Death Rate (Urban Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.17	1.17	0.86	.81	
C-4: Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	274	266	253	241	230
C-5: Alcohol Impaired Driving Fatalities (Fatalities involving a driver or a motorcycle operator with a BAC of .08 and above) (FARS)	181	170	173	173	156
C-6: Speeding Related Fatalities (FARS)	64	63	108	108	86
C-7: Motorcyclist Fatalities (FARS)	80	68	71	84	63
C-8: Unhelmeted Motorcyclists Fatalities (FARS)	48	37	34	48	34
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	120	103	91	58	68
C-10: Pedestrian Fatalities (FARS)	45	45	37	37	42
Core Behavior Measure	2008	2009	2010	2011	2012
B-1: Seat Belt Use Rate (statewide Observational surveys for passenger Vehicles, front seat outboard occupants)	70.4	74.4	78.3	78.4	N/A*
Activity Measures	FY2008	FY2009	FY 2010	FY2011	FY2012
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities	13,356	19,835	29,316	31,711	28,861
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities.	2,664	2,218	1,858	2,000	2,089
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities	15,990	14,806	14,079	8,967	7,823

*Not Available

2012 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 2012 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?

92% 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 77% Arkansans said they were aware of some type of impaired or drunk driving enforcement by police in the last 30 days.

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

When respondents were asked what the chances were that someone would get arrested if they drive after drinking, around 25% said this was likely to occur “Half of the time.” This response was followed closely with 34% 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 (93%) 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 5 out of 10 (52%) Arkansans surveyed said they had read, seen, or heard of a special effort by police to ticket drivers in their community for seat belt violations.

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

Around (44%) 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" (20%) or "Rarely" (25%).

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. Four (4) out of 10 (43%) 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 thirty-seven percent (42%) of those surveyed said they have exceeded the speed limit "Rarely." Similarly, around 4 out of 10 (43%) said they "Never" drive faster than 70 miles per hour in this case.

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

Slightly over half (53%) of Arkansans surveyed said they did recall reading, seeing, or hearing anything about speed enforcement efforts by police.

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

Responses 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 (69%) respondents said the likelihood of getting a ticket was either "Most of the time" or "Half of the time."

PROGRAM AREAS

ALCOHOL COUNTERMEASURES PROGRAM

Program Area Goal

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

- 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 a three-year (2007-2009) average of 173 to 161 alcohol-related fatalities by 2012.

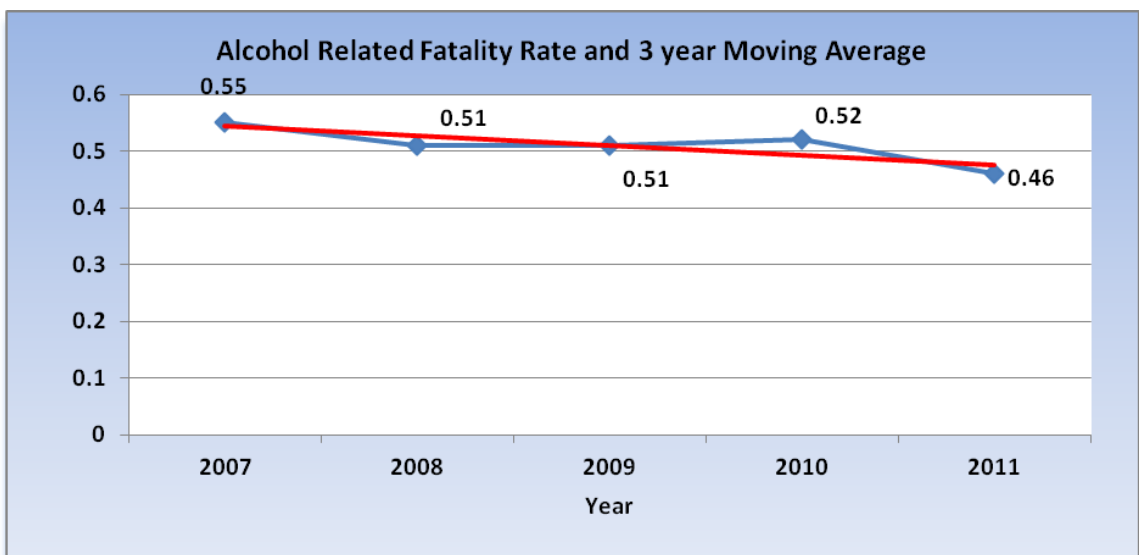
Program Area Results

In 2007 alcohol-related fatalities were at 181. This decreased to 173 in 2009 and 2010. Preliminary figures for 2011 show this number at 156. The charts on this page and page 10 show the trend of Arkansas' alcohol-related fatalities and the fatality rate per 100 Million VMT over a five-year period. Arkansas alcohol related fatalities are currently at 28% compared to the National percentage 31%. The preliminary alcohol-related fatality rate is estimated at .46 per 100 MVMT for 2011.

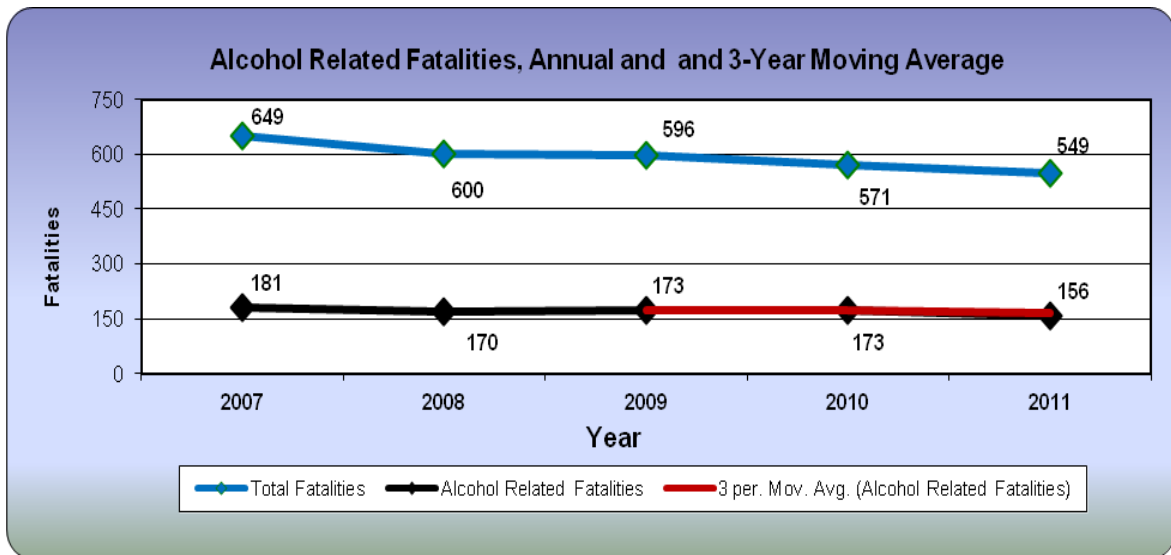
The AHSO will continue to employ strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State along with a DWI Court initiative involving 10 District Courts. Continued analysis of crash data and project evaluations will be used to target areas and concentrate resources and strategies to address and reduce alcohol-related fatalities.

ALCOHOL RELATED FATALITIES AND RATES

ALCOHOL-RELATED FATALITIES



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



Project Results

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all occupant protection laws. 433 law enforcement officers completed the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curriculum during the project. In addition to the officers trained in the full SFST/TOPS courses, 89 law enforcement officers received SFST Refresher training. CJI hosted a statewide Drug Recognition Expert training that 100 officers attended. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 90 prosecutors and law enforcement officers. A DRE Instructor Development course was offered with 6 officers completing the process. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 30 officers completing those courses.

The Administrative Office of the Courts of the Supreme Court of Arkansas (AOC) provided a three day training seminar September 20-22, 2012, in Hot Springs, Arkansas to approximately 85 Arkansas district court judges. The course title was "Impaired Driving Case Essentials for Arkansas" and was taught by faculty from the National Judicial College. Lecture topics and breakout sessions included the latest developments in traffic law as well as scientific evidence of the effects of drugs on traffic safety.

The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT) provided travel, meals, lodging and registration to send two OAT staff to attend the 5-day annual conference of the International Association for Chemical Testing (IACT) in Nashville, Tennessee, April 15-19, 2012. This training was designed to

deal with various aspects of alcohol testing, highway safety, and other issues involving forensic testing for alcohol and other drugs.

The project provided travel, meals, lodging and registration to send a new Chemist to the Basic Maintenance Class for the Intoximeter EC/IR II in St. Louis, Missouri, February 13-16, 2012. This training dealt with calibration theory, basic maintenance and the science of sensor technology, as well as the role the Intoximeter plays in forensic testing for alcohol to enforce highway safety laws .

The project provided travel, meals, lodging and registration to send two OAT staff to attend the Law Enforcement User's Meeting for the Intoximeter EC/IR II in Wilmington, North Carolina, August 12-15, 2012. The instruction covered user maintenance.

The project hosted a two day Law Enforcement Conference in Little Rock, Arkansas, August 1-2, 2012, attended by approximately 150 law enforcement officers from around the state. Topics included Instrument/Software Training Update; Refusal/Warrant Cases; DWI Detection; Crime Lab Update and Toxicology and BAT Mobile Usage in Arkansas.

The project purchased components of blood testing kits used by law enforcement agencies throughout the State of Arkansas.

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,041,963, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of almost 14 times the contract amount of \$75,000.

Thirty year long **Selective Traffic Enforcement Projects (STEPs)**, which emphasized the enforcement of DWI/DUI laws, were conducted utilizing both Section 410 funds. These projects conducted sustained enforcement throughout the year as well as participated in four State and the national Labor Day "Drive Sober or Get Pulled Over" crackdowns. The projects had the goal of either maintaining or reducing the number of alcohol related fatalities. The primary objectives of the projects were to achieve one DWI/DUI arrest per eight hours of enforcement for municipal STEP's and one DWI/DUI arrest per twelve hours for County STEP's. The contracted projects completed the year with the results documented in the chart on the following page.

AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	2012 AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED FATALITIES	
		2010	2011
Baxter County Sheriff's Office	0.00	8	1
Benton County Sheriff's Office	10.88	11	1
Benton Police Department	11.48	4	1
Bentonville Police Department	6.57	1	0
Bryant Police Department	6.64	0	0
Camden Police Department	35.00	3	0
Conway Police Department	9.25	3	0
Fayetteville Police Department	4.56	1	4
Fort Smith Police Department	7.97	8	0
Greenwood Police Department	6.84	0	5
Harrison Police Department	5.82	1	0
Hope Police Department	10.50	2	0
Hot Springs Police Department	7.08	8	0
Jacksonville Police Department	17.20	1	1
Jonesboro Police Department	8.38	1	2
Little Rock Police Department	7.38	13	10
Marion Police Department	10.69	0	0
Mountain Home Police Department	7.05	0	0
North Little Rock Police Department	11.38	6	3
Osceola Police Department	29.00	0	0
Paragould Police Department	6.05	1	0
Pulaski County Sheriff's Office	5.42	20	16
Searcy Police Department	11.06	4	0
Sherwood Police Department	5.44	0	0
Springdale Police Department	4.67	2	4
Texarkana Police Department	5.93	3	2
University of Central Arkansas	11.25	0	0
Van Buren Police Department	9.42	0	1
Washington County Sheriff's Office	12.88	10	9
West Memphis Police Department	8.38	2	0

** New Project Data N/A

The **Arkansas State Police (ASP)** participated in the National "Drive Sober or Get Pulled Over" campaigns as well as the state campaigns conducted during 2012.

The ASP purchased portable breath testing equipment to facilitate detection and removal of impaired drivers from highways. This table documents the year long Performance Indicators of the ASP

2012 ASP DWI ENFORCEMENT	
DWI/DUI Arrests	682
Seatbelt Citations	770
Speed Citations	982
Total hours worked	4,878

DWI enforcement efforts for STEP outside of mobilization efforts.

The HSO provided funding for staff, training, testing supplies, and equipment for three pilot DWI Courts: **Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court**. Each team completed continuing education training successfully and was fully operational in 2012. The HSO provided federal funds to pay for salaries, fringe benefits, in-state and out-of state travel and training, maintenance and operations, printing and administration expenses associated with start-up costs. Six additional courts were trained in FY 11 and two more jurisdictions (**North Lonoke County DWI Court and Craighead County**) completed training in 2012, bringing the total to 11 formally trained and AOC recognized DWI courts. The implementation of these courts is Arkansas' effort towards establishing a statewide DWI Court System.

The HSO provided 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 Pocahtontas, AR.

The BAT Sobriety Checkpoint Mobile Training Project offered law enforcement attendee's (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During fiscal year 2012, the project trained 265 law enforcement officers. The BAT mobile was utilized in 36 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints as an extension of the BAT Project's public information and education campaign to raise awareness regarding the crime of impaired driving. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The BAT Mobile conducted eight public school events and made several public relations appearances on various news outlets throughout the state. The BAT Instructor was a guest speaker at the 2012 Arkansas Association of Chiefs Conference in Rogers and the DWI Convention in Little Rock.

ALCOHOL AND OTHER DRUG COUNTERMEASURES

Drive Sober or Get Pulled Over Media Reports

Overview

To generate high awareness of enforcement efforts regarding impaired driving and make sure drivers understand that if they get behind the wheel after having too much to drink, their chances of being caught by law enforcement are higher than ever, Arkansas' sustained FY 2012 DWI enforcement efforts were publicized using the national taglines throughout the year. A total of five DWI mobilizations for impaired driving were supported by paid and earned media:

1. December Holiday DWI Mobilization
2. March Teen DUI Underage Drinking Mobilization
3. April Teen DUI Underage Drinking Mobilization
4. Fourth of July DWI Mobilization
5. Labor Day DWI/OP Mobilization

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

Supporting the mobilization periods, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the mobilizations based on available data, budget and NHTSA recommendations. Media buys were designed to negotiate for a minimum of a one for one bonus for each ad purchased. The AHSO used previously produced television closed-captioned and radio ads in both English and Spanish, each airing during a mobilization. Each ad contained a strong enforcement theme to coincide with the mobilizations.

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

December 2011 Holiday DWI Mobilization Drive Sober or Get Pulled Over

Paid Media Report

Summary

The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DSOGPO message. The total advertising budget utilized was \$147,578 with an added value received in bonus ads of \$95,783.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising DSOGPO – December 19 through December 25, 2011 and December 26 through January 1, 2012.

Geography

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

Budget

- Drive Sober or Get Pulled Over - \$147,578 total paid media budget
- Broadcast television \$54,440 (37 percent)
- Cable television \$31,433 (21 percent)
- Radio \$38,016 (26 percent)
- Online \$3,255 (2 percent)
- Outdoor \$8,059 (6 percent)
- Out-of-Home \$12,375 (8 percent)

Media Strategy

- Concentrated support to maximize awareness of the holiday DSOGPO message.
- Purchased strong GRP levels to break through ad clutter and deliver our message to males 18-34.
- Bought around the national holiday media schedules to maximize our reach and frequency of exposure of the DSOGPO message.
- Purchased Thursday through Saturday to reach the target demographic when they are most likely to consume alcohol.

Media Mix: The media mix consisted of broadcast television, cable, radio and supplemental out-of-home (online) media.

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

Broadcast Television

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

Cable Television

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

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.
- Included stations that specifically target African Americans and Hispanics.
- Bought traffic sponsorships in the Little Rock metro area top serve as a reminder of the DSOGPO enforcement period to those traveling in vehicles during high-traffic times.

Supplemental Out-of-Home (Online) Media

- Running on-line banners to Web sites heavily targeted to males 18-34 is another supplemental medium used for this campaign. Highly targeted Facebook flyer ads were used to effectively reach the target audience as well.

By Market

Actual Expenditures \$147,578

• Little Rock	\$ 54,686.82
• Fort Smith / Fayetteville	\$ 30,724.50
• Jonesboro	\$ 18,442.00
• Texarkana	\$ 7,480.00
• El Dorado	\$ 3,987.00
• Conway	\$ 2,685.00
• Helena/West Helena	\$ 1,482.32
• Hot Springs	\$ 4,810.00
• Hispanic	\$ 7,649.84
• Online (Statewide)	\$ 3,255.36
• Out-of-Home (Statewide)	\$ 12,375.30

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 119.14	\$38.06	\$ 34.44
Ft. Smith	\$ 79.32	\$ 8.18	\$ 13.01
Fayetteville	\$ 74.17	\$ 19.84	\$ 26.86
Jonesboro	\$ 104.34	\$15.02	\$ 19.45
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	351	355	2.7	199.6	73.9%
Ft Smith/Fayette.	541	1,867	3.0	198.7	66.2%
Jonesboro	271	974	2.3	103.7	43.2%
Texarkana	262	280	N/A	N/A	N/A
Conway	198	0	N/A	N/A	N/A
El Dorado	201	539	N/A	N/A	N/A
Hot Springs	199	540	N/A	N/A	N/A
Hispanic	54	56	N/A	N/A	N/A

*For broadcast television, Fort Smith and Fayetteville are reported together.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	208	202	5.2	320.6	61.7%
Ft. Smith	146	146	3.9	234.4	60.1%
Fayetteville	120	120	4.3	218.8	50.9%
Jonesboro	196	196	4.0	199.6	49.9%
Texarkana	144	144	5.6	252	45.0%
El Dorado	102	102	N/A	N/A	N/A
Hot Springs	86	86	5.2	207.6	39.9%
Conway	36	36			
Helena/West Helena	28	84			
Hispanic	214	214	N/A	N/A	N/A

Earned Media Report - \$205,438

Media Relations

A news release concerning the Holiday DDOLUA mobilization was distributed to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$2,938.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the DSOGPO message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$202,500.

March 2012 Teen DUI Underage Drinking Underage Drinking – Zero Tolerance

Paid Media Report

Summary

The target audience for the campaign was underage drivers, teens ages 15 - 20. Thirty-second radio and television announcements were produced in both English and in Spanish with the Underage Drinking Zero Tolerance message and aired during the campaign. The total advertising budget utilized was \$89,667 and an additional amount of \$58,237 in bonus ads.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for Underage Drinking – Zero Tolerance - March 9 through March 18, 2012

Geography

- This was a multi-media campaign to provide exposure across the state.

The seven radio DMAs for Underage Drinking – Zero Tolerance:

1. Little Rock
2. Fort Smith
3. Fayetteville
4. Jonesboro
5. Texarkana
6. El Dorado
7. Hot Springs

The nine cable television markets for Underage Drinking – Zero Tolerance:

1. Little Rock (includes Benton and Maumelle)
2. Fort Smith
3. Fayetteville
4. Jonesboro
5. Texarkana
6. El Dorado
7. Hot Springs
8. Pine Bluff
9. Conway

Budget

- Underage Drinking – Zero Tolerance - \$89,667 total paid media budget
- Cable television budget \$38,163 (43 percent)
- Radio budget \$24,399 (27 percent)
- Other media budget \$27,105 (30 percent)

Media Strategy

This electronic campaign consisted of cable television, radio. Channel One and highly targeted Facebook flyer ads.

- Concentrated support to maximize awareness of the underage drinking-zero tolerance message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to the audience – teens, 15-20.

Media Mix: The media mix consisted of cable television, radio, Facebook advertising and the Channel One Network.

- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental out of home (Channel One Network in high schools statewide and Facebook) media continued to build reach and frequency.

Cable Television

- Purchased those networks that best target teens 15-20 (i.e MTV, E!, Scifi, USA, Comedy, Toon, BET, ABC Family, VH1, CMT.).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET, Galavision and Univision).

Radio

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

Supplemental Out-of-Home Media

- Channel One News is the leading television news network for teens nationwide. The dynamic 12-minute news broadcast is delivered daily to 140 schools throughout the state of Arkansas and the estimated viewers per spot are 61,817 (P12-17). AHSO spot ran on Channel One network 5x per week during each flight.

For our on-line campaign, we ran highly targeted ads on Facebook. During the campaign, there were 397,760 teens 15-19 in Arkansas registered on Facebook.

By Market

Actual Expenditures \$89,667

- Little Rock \$ 21,587
- Fort Smith \$ 4,908
- Fayetteville \$ 9,084
- Jonesboro \$ 5,722
- Texarkana \$ 6,200
- El Dorado \$ 3,484
- Hot Springs \$ 3,141
- Conway \$ 2,438
- Pine Bluff \$ 1,485
- Helena \$ 1,271
- Hispanic \$ 3,242
- Channel One \$ 19,706
- Online (Statewide) \$ 7,399

Cost per Point and GRP Levels – Underage Drinking – Zero Tolerance.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$ 43.19	\$ 33.68
Ft. Smith	No broadcast TV	\$ 10.23	\$ 12.31
Fayetteville	No broadcast TV	\$ 18.59	\$ 23.64
Jonesboro	No broadcast TV	\$ 13.05	\$ 16.78
Texarkana	No broadcast TV	\$ 9.37	\$ 21.71
El Dorado	No broadcast TV	\$ 9.55	N/A
Conway	No broadcast TV	\$ 10.09	N/A
Hot Springs	No broadcast TV	\$ 9.21	\$ 17.28
Pine Bluff	No broadcast TV	\$ 7.66	N/A

*Cable is shown as cost per unit.

Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	373	372	N/A	N/A	N/A
Ft. Smith	294	207	N/A	N/A	N/A
Fayetteville	298	323	N/A	N/A	N/A
Jonesboro	245	427	N/A	N/A	N/A
Texarkana	308	308	N/A	N/A	N/A
El Dorado	200	200	N/A	N/A	N/A
Conway	198	227	N/A	N/A	N/A
Hot Springs	173	297	N/A	N/A	N/A
Pine Bluff	122	199	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	122	121	3.3	153.5	48.8%
Ft. Smith	105	105	3.3	150.3	46.5%
Fayetteville	100	100	3.0	152.3	49.4%
Jonesboro	103	84	3.6	151.5	42.3%
Texarkana	70	95	4.0	151.5	38.7%
El Dorado	75	75	N/A	N/A	N/A
Hot Springs	60	126	3.1	104.3	30.0%
Conway	24	0	N/A	N/A	N/A
Pine Bluff	22	22	N/A	N/A	N/A
Helena	24	72			
Hispanic	152	152	N/A	N/A	N/A

Earned Media Report - \$137,160

Media Relations

A news release concerning the March and April Teen Underage Drinking – Zero Tolerance mobilizations was distributed to news media statewide resulting in 10 newspaper clippings with an ad equivalency of \$2,160.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the Underage Drinking – Zero Tolerance message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of

the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The approximate earned media generated for this contribution is \$135,000.

April 2012 Teen DUI Underage Drinking Underage Drinking – Zero Tolerance

Paid Media Report

Summary

The target audience for the campaign was underage drivers, teens ages 15 - 20. Thirty-second radio and television announcements were aired in both English and in Spanish with the Underage Drinking – Zero Tolerance message during the campaign. The total advertising budget utilized was \$94,621 and an additional amount of \$57,085.52 in bonus advertising.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for Underage Drinking – Zero Tolerance - April 13 through April 22, 2012.

Geography

- This was a multi-media campaign to provide exposure across the state.

The nine radio DMAs for Underage Drinking-Zero Tolerance:

1. Little Rock
2. Fort Smith
3. Fayetteville
4. Jonesboro
5. Texarkana
6. El Dorado
7. Hot Springs
8. Conway
9. Pine Bluff

The nine cable television markets for Underage Drinking-Zero Tolerance:

1. Little Rock (includes Benton and Maumelle)
2. Fort Smith
3. Fayetteville
4. Jonesboro
5. Texarkana
6. El Dorado
7. Hot Springs
8. Pine Bluff
9. Conway

Budget

- Underage Drinking-Zero Tolerance - \$94,621 total paid media budget
- Cable television budget \$43,917 (46 percent)
- Radio budget \$26,143 (28 percent)
- Other media budget \$24,561 (26 percent)

Media Strategies- Underage Drinking – Zero Tolerance

This electronic campaign consisted of cable television, radio., Channel One and highly targeted Facebook flyer ads.

Media Strategy

- Concentrated support in a one-week period to maximize awareness of the underage drinking zero tolerance message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to the audience – teens, 15-20.

Media Mix: The media mix consisted of cable television, radio, Facebook advertising and the Channel One Network.

- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental out of home (Channel One Network in high schools statewide and Facebook) media continued to build reach and frequency.

Cable Television

- Purchased those networks that best target teens 15-20 (i.e MTV, E!, Scifi, USA, Comedy, Toon, BET, ABC Family, VH1, CMT.).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET, Galavision and Univision).

Radio

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

Supplemental Out-of-Home Media

- Channel One News is a dynamic 12-minute news broadcast is delivered daily to 140 schools throughout the state of Arkansas and the estimated viewers per spot are 61,817 (P12-17). AHSO spot ran on Channel One network 3x per week during each flight.

For our on-line campaign, we ran highly targeted ads on Facebook. During the campaign, there were 397,760 teens 15-19 in Arkansas registered on Facebook.

By Market

Actual Expenditures \$94,621

- Little Rock \$ 26,836
- Fort Smith \$ 6,280
- Fayetteville \$ 9,050
- Jonesboro \$ 6,038
- Texarkana \$ 6,200
- El Dorado \$ 3,554
- Hot Springs \$ 3,241
- Pine Bluff \$ 1,604
- Conway \$ 2,438
- Helena \$ 1,211
- Hispanic \$ 3,607
- Channel One \$ 15,765
- Online (Statewide)\$ 8,797
-

Cost per Point and GRP Levels – Underage Drinking – Zero Tolerance.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	No broadcast TV	\$ 44.65	\$ 36.65
Ft. Smith	No broadcast TV	\$ 10.59	\$ 12.31
Fayetteville	No broadcast TV	\$ 18.61	\$ 23.64
Jonesboro	No broadcast TV	\$ 14.06	\$ 16.78
Texarkana	No broadcast TV	\$ 9.37	\$ 21.71
El Dorado	No broadcast TV	\$ 9.65	N/A
Hot Springs	No broadcast TV	\$ 9.67	\$ 17.28
Pine Bluff	No broadcast TV	\$ 8.23	N/A
Conway	No broadcast TV	\$ 10.09	N/A
Helena	No broadcast TV	No cable TV	N/A
Hispanic	No broadcast TV	N/A	N/A

*Cable is shown as cost per unit.

Cable Television

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	395	514	1.2	N/A	5.2%
Ft. Smith	297	239	1.1	N/A	3.8%
Fayetteville	296	166	N/A	N/A	N/A
Jonesboro	250	430	N/A	N/A	N/A
Texarkana	308	314	N/A	N/A	N/A
El Dorado	205	200	N/A	N/A	N/A
Hot Springs	175	301	N/A	N/A	N/A
Pine Bluff	128	214	N/A	N/A	N/A
Conway	198	0	N/A	N/A	N/A
Hispanic	49	42	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	166	156	3.7	153.5	53.2%
Ft. Smith	105	105	3.3	150.3	46.5%
Fayetteville	100	100	3.0	152.3	49.4%
Jonesboro	103	84	3.6	151.5	42.3%
Texarkana	70	95	4.0	151.5	38.7%
El Dorado	75	75	N/A	N/A	N/A
Hot Springs	60	93	3.1	104.3	30.0%
Pine Bluff	22	22	N/A	N/A	N/A
Conway	24	25	N/A	N/A	N/A
Hispanic	154	154	N/A	N/A	N/A

Earned Media Report - \$135,000

Media Relations

A news release concerning both the March and upcoming April Teen Underage Drinking – Zero Tolerance mobilization dates was distributed to news media statewide. (Estimated earned media value is calculated in March mobilization report).

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the Underage Drinking – Zero Tolerance message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$135,000.

2012 Fourth of July DWI Drive Sober or Get Pulled Over

Paid Media Report

Summary

To maximize the paid media budget, the media plan focused on the counties in Arkansas that have the highest concentration of impaired driving crashes and where the highest population of people would be celebrating the Fourth of July holiday – Benton, Garland, Craighead, Faulkner, Phillips, Miller, Pulaski, Sebastian, Union and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio announcements in both English and in Spanish with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$84,016 and an additional amount of \$37,694 in bonus advertising.

Paid Advertising Period

- Paid radio and broadcast and cable television advertising for DSOGPO – June 29 – July 7, 2012.

Geography

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

Budget

- Drive Sober or Get Pulled Over - \$84,016 total paid media budget
- Approved radio budget \$ 45,918 (55 percent)
- Approved online budget \$ 14,921 (18 percent)
- Approved outdoor budget \$ 19,294 (23 percent)
- Approved out-of-home media \$ 3,883 (4 percent)

Media Strategies- Drive Sober Or Get Pulled Over.

A media mix of radio, online and outdoor was used to deliver the DSOGPO message in the major Arkansas DMAs.

Media Strategy

- Concentrated support to maximize awareness of the 4th of July holiday DSOGPO message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought media in the top counties in Arkansas where the majority of the impaired driving crashes occur.

Media Mix: The media mix consisted of radio, online and outdoor.

- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental online media continues to build reach and frequency.

Radio

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

Supplemental Out-of-Home Media

- On-line banners to Web sites heavily targeted to males 18-34 was used for this campaign. For this campaign, Facebook Flyer ads were utilized.

By Market

Actual Expenditures \$84,016

• Little Rock	\$ 23,668	• Hot Springs	\$ 1,869
• Fort Smith	\$ 2,182	• Helena	\$ 1,153
• Fayetteville	\$ 12,476	• Hispanic	\$ 2,655
• Texarkana	\$ 3,837	• Online (Statewide)	\$ 14,921
• Jonesboro	\$ 6,922	• Out-of-home (Statewide)	\$ 3,882
• El Dorado	\$ 1,533	• Radio (Statewide)	\$ 8,450
• Conway	\$ 468		

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

Market	Broadcast TV	Cable TV*	Radio
Little Rock	N/A	N/A	\$ 34.91
Ft. Smith	N/A	N/A	\$ 10.78
Fayetteville	N/A	N/A	\$ 32.84

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

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	335	135	4.1	206.9	50.9%
Ft. Smith	128	186	3.8	202.5	53.4%
Fayetteville	144	150	3.9	200.8	51.4%
Jonesboro	257	217	3.6	199.7	56.1%
Texarkana	114	114	4.1	200.9	49.6%
El Dorado	84	84	N/A	N/A	N/A
Hot Springs	76	121	3.6	150.3	42.0%
Conway	25	50	N/A	N/A	N/A
Helena	20	20	N/A	N/A	N/A
Hispanic	173	187	N/A	N/A	N/A
Rural	1,120	1,120	N/A	N/A	N/A
Statewide Sports	6	6	N/A	N/A	N/A

Earned Media Report - \$124,169

Media Relations

A news release concerning the Fourth of July DSOGPO mobilization was distributed to news media statewide resulting in 12 newspaper clippings with an ad equivalency of \$1,719.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a DSOGPO message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$123,219.

**2012 Labor Day DWI/OP
Drive Sober or Get Pulled Over/Click It or Ticket**

Paid Media Report

Summary

This mobilization paired the DWI message with Click It or Ticket for a dual messaging campaign. The target audience for the campaign was those most likely to drive impaired and less likely to buckle up, young men ages 18-34. Thirty-second radio and television announcements were aired in both English and in Spanish. The total advertising budget utilized was \$294,117 with bonus television, cable, online and radio ads totaling \$132,912.

Paid Advertising Period

- Paid radio, broadcast and cable television advertising for DSOGPO and CIOT ran with messages alternating equally in three, five-day flights: August 15-19, August 22 – 26 and August 29 – September 3, 2012.

Geography

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

Budget

\$294,116 total paid media budget

- Broadcast television budget \$124,185 (42 percent)
- Cable television budget \$70,199 (24 percent)
- Radio budget \$61,334 (21 percent)
- Other radio budget \$4,526 (2 percent)
- Online budget \$17,695 (6 percent)
- Sports marketing \$16,177 (5 percent)

Media Strategies

A media mix of broadcast television, cable, radio, outdoor advertising, online advertising and sports marketing was used to deliver the DSOGPO and CIOT messages in the major Arkansas DMAs.

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

Media Mix: The media mix consisted of broadcast television, cable, radio, online and sports marketing.

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

Broadcast Television

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

Cable Television

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

Radio

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

Online

- Purchased banner ads and pre-roll video geo-targeted to Males 21-34 in Arkansas. Additionally we purchased banner ads on the following Web sites: Hogville.net, ArkansasRaorbacks.com, ArkansasSports360.com and also ran highly targeted ads on Facebook.

Sports Marketing

- Sports marketing was integrated into the media plan as sports is a primary interest of our target audience - Men 21-34. The Arkansas Travelers, a minor league baseball team, are the most popular sports team in Central AR. We are also purchased three tv spots in the September 1st Arkansas Razorback football game on pay-per-view.

By Market

Actual Expenditures \$294,116

- Little Rock \$103,620
- Fort Smith \$ 33,082
- Fayetteville \$ 45,153
- Jonesboro \$ 29,809
- Texarkana \$ 16,473
- El Dorado \$ 6,938
- Hot Springs \$ 7,826
- Conway \$ 5,076
- Helena/Delta \$ 3,644
- Hispanic \$ 8,623
- Online (Statewide) \$17,695
- Sports Marketing \$ 16,177

Cost per Point and GRP Levels – Drive Sober or Get Pulled Over/ Click it or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$119.05	\$ 34.69	\$ 35.36
Ft. Smith/Fayetteville	\$ 80.18	\$ 14.44	\$ 20.13
Jonesboro	\$ 85.87	\$ 14.85	\$ 13.02
Texarkana	No broadcast TV	\$ 14.90	\$ 15.87
Hot Springs	No broadcast TV	\$ 11.28	\$ 12.33
El Dorado	No broadcast TV	\$ 9.92	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit. *For broadcast television, Fort Smith and Fayetteville are reported together.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	905	2,920	6.2	528.6	85.9%
Ft.Smith/Fayetteville	1,377	1,152	6.3	536.8	85.3%
Jonesboro	515	962	4.6	190	41.7%
Texarkana	600	600	N/A	N/A	N/A
El Dorado	346	375	N/A	N/A	N/A
Hot Springs	400	787	N/A	N/A	N/A
Conway	387	725	N/A	N/A	N/A
Hispanic	77	80	N/A	N/A	N/A

*For broadcast television, Fort Smith and Fayetteville are reported together

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	299	306	8.3	460	56.3%
Ft. Smith	288	285	7.6	477.3	64.0%
Fayetteville	286	291	7.4	470.3	63.3%
Jonesboro	390	536	8.6	553.3	65.3%
Texarkana	230	230	8.0	474.8	59.6%
El Dorado	192	192	N/A	N/A	N/A
Hot Springs	138	164	7.4	307.1	42.1%
Helena/Delta	45	105	N/A	N/A	N/A
Conway	47	47	N/A	N/A	N/A
Statewide Sports	14	15	N/A	N/A	N/A
Hispanic	335	336	N/A	N/A	N/A

Earned Media Report – \$216,908

The 2012 Drive Sober or Get Pulled Over/Click It or Ticket Campaign focused on news media statewide and television news programs to promote the program. A statewide news release was issued resulting in 6 newspaper clippings and with a total ad equivalency of \$1,040.

Highway Safety Night at Travelers Baseball

The AHSO sponsored a Highway Safety Night at Clunker Car Night at the Travelers baseball park. As fans entered the stadium, stress balls in the shape of a baseball and clickers both branded with the Click It or Ticket and Drive Sober or Get Pulled Over. logos were distributed. A 30-second CIOT and DSOGPO ad was aired on the ballpark's giant electronic scoreboard and an ad in the program was purchased.

As added value, a Dizzy Bat Game and a Seat Belt Relay Race were conducted during two of the innings and public address announcements delivered the two enforcement messages to fans throughout the baseball game. Estimated earned media value calculated by using \$1 per person with a crowd of 5,953. The total media value for this is \$5,953.

Partnership with the Arkansas State Highway and Transportation Department

The AHSO partnered with the Arkansas Highway and Transportation Department to run the DSOGPO and CIOT messages on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the holiday law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly we multiplied this total by 6 to receive our total earned media value. The total earned media generated for this contribution is \$202,500.

OCCUPANT PROTECTION PROGRAM

Program Area Goals

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

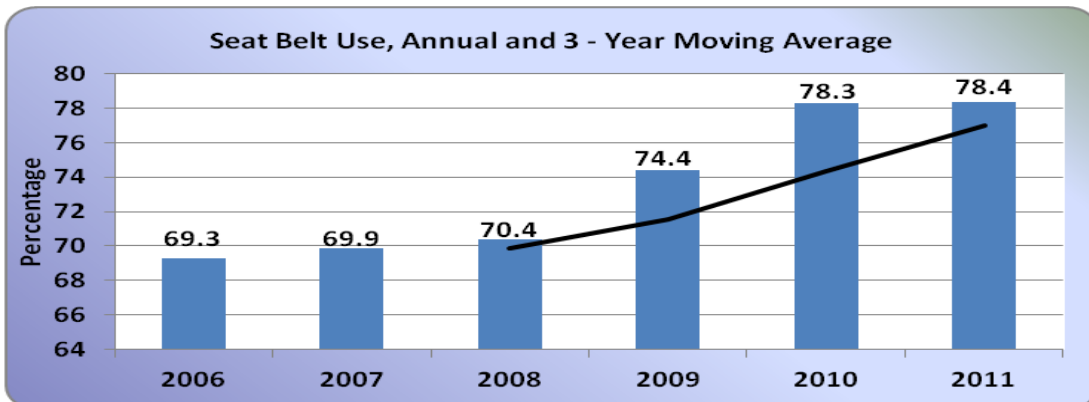
- Increase the overall seat belt use rate from a five-year (2006-2010) average of 72.5 to 79.0 percent by 2012.
- Decrease the number of unrestrained passenger vehicle occupant fatalities from a five-year (2005-2009) average of 280 to 239 by 2012.

Program Area Results

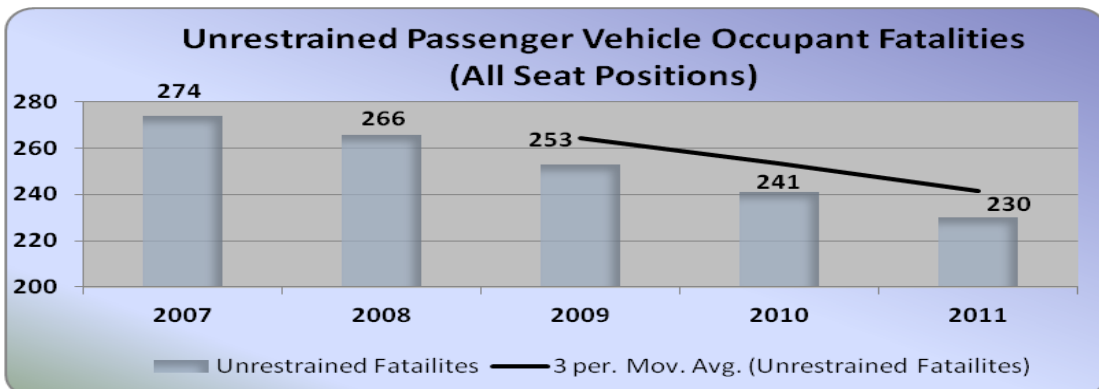
An observational seat belt use survey was conducted in 2012 using a new survey design which included additional rural areas. At this time a final 2012 usage rate has not been determined.

Arkansas' unrestrained passenger fatalities decreased from 274 in 2007 to 230 in 2011.

SEAT BELT USE RATES (From Observational Use Survey*)



UNRESTRAINED PASSENGER OCCUPANT FATALITIES (All Seat Positions)



Project Results

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

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

City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
<i>Baxter County</i>	76	77	<i>North Little Rock</i>	83	83
<i>Benton</i>	74	73	<i>Osceola</i>	59	69
<i>Benton County</i>	83	76	<i>Paragould</i>	87	80
<i>Bentonville</i>	84	87	<i>Pulaski County</i>	80	83
<i>Bryant</i>	78	81	<i>Searcy</i>	64	72
<i>Camden</i>	65	58	<i>Sherwood</i>	81	81
<i>Conway</i>	74	74	<i>Springdale</i>	77	89
<i>Fayetteville</i>	87	89	<i>Texarkana</i>	89	89
<i>Fort Smith</i>	83	80	<i>UCA</i>	74	74
<i>Greenwood</i>	75	82	<i>Van Buren</i>	83	84
<i>Harrison</i>	80	79	<i>Washington Co.</i>	81	88
<i>Hope</i>	70	75	<i>West Memphis</i>	77	79
<i>Hot Springs</i>	70	72			
<i>Jacksonville</i>	81	85			
<i>Jonesboro</i>	75	81			
<i>Little Rock</i>	81	81			
<i>Marion</i>	61	62			
<i>Mountain Home</i>	76	87			

Arkansas State Police (ASP) worked 6,766 hours of safety belt enforcement from October 2011 through September 2012.

The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2012 issuing 1,805 seat belt citations and 253 child restraint citations. A total of 5,405 citations were issued during the campaign. DWI arrests totaled 373. The ASP also participated in the November state campaign issuing 770 seat belt citations and 89 Child Seat citations. Their participation in the “Belts and Booze” campaign conducted in August-September 2012 resulted in 2,440 seat belt and 181 child restraint citations in addition to 393 DWI arrests.

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

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	10,082
Child restraint citations	287
Speed citations	3,740
Total hours worked	6,766

outside of mobilizations.

Dimensions, Incorporated conducted a Traffic Safety/Injury Prevention Program in Northeast Arkansas with an emphasis on child passenger protection. The project conducted child safety seat training and clinics. Thirty five people were certified as technicians and two people as instructors in training events hosted by Dimensions. Seventeen clinics were conducted and a total of 2,008 seats were loaned or checked.

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. The goal was to solicit 200 agencies to participate in the statewide mobilizations conducted during the year. 213 agencies signed up to participate. This participation effort included 256 on-site visits with non-step law enforcement agencies. The LEL conducted three occupant protection summits in conjunction with law enforcement association meetings. The summits were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

The University of Arkansas for Medical Sciences, Department of Pediatrics conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Seven NHTSA Standardized CPS training courses were conducted with 69 new technicians receiving certification; 771 childcare professionals were trained in 24 regional workshops. Twenty one public checkup events and a permanent fitting station resulted in a total of 1,100 seats being checked or loaned.

Thanksgiving 2011 Occupant Protection Mobilization Media Report

Click It or Ticket

Paid Media Report

Summary

Supporting the national Thanksgiving 2011 Click It or Ticket mobilization period, November 14 – November 27, 2011, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The primary target audience for the “Click It or Ticket, Day & Night” campaign was Adults 25- 54 and the secondary audience was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$50,000 for a two-week schedule of previously produced radio and digital outdoor boards. The bonus ads received totaled an additional \$46,874 in airtime.

Paid Advertising Period

- Paid advertising Thanksgiving Click It or Ticket-November 14 – November 27

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **Adults 25 - 54**
 - Target the general population during this holiday that does not wear safety belts
 - Primarily views and listens to comedy, sports and top 40 entertainment
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Men, 18-34 years of age**
 - Largest segment that doesn't wear their safety belt
 - Heavy listeners of sports and rock oriented stations
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a safety belt*
 - **African American Men, 18-34 years of age**
 - One out of every four African Americans still do not buckle up on every trip
 - Reached through traditional media, however, strong loyalty to certain urban channels

Geography

The seven radio DMAs for Click It or Ticket:

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- Hot Springs
- El Dorado
- Conway
- Pine Bluff
- Helena

Budget

- Thanksgiving Click It or Ticket - \$48,993

Media Strategies- Click It or Ticket

A media mix of radio and online was used to deliver the Click It or Ticket message in the major Arkansas DMAs. A minimum of a one for one bonus was negotiated with media purchases.

Media Strategy

- Concentrated support in a two-week period to maximize awareness of the “Click It or Ticket” message prior to the survey.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to both audiences – adults 25–54 and males 18-34.
- Bought around the national media schedules to maximize our reach and frequency of exposure of the CIOT message.

Media Mix: The media mix consisted of radio and digital outdoor boards.

- Radio allowed us to extend both reach and frequency and target both adults and young males when they are actually in their vehicles.
- Digital outdoor boards are supplemental out-of-home media used to continue reach and build frequency. The boards will feature the CIOT message on five digital boards in the Little Rock metro area for two weeks. The average combined DEC is 157,888.

Radio

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

Media Budget Allocation: In order to achieve our communications goals and deliver the general, 18 – 34 year old Men and African American targets, the budget spent \$48,993, was allocated as follows:

- Radio \$ 37,237 (76 percent)
- Hispanic and Other Radio \$ 6,580 (13 percent)
- Outdoor \$ 5,176 (11 percent)

By Market:

Click It or Ticket Actual Expenditures	\$48,993
---	-----------------

○ Little Rock	\$ 17,055
○ Fort Smith	\$ 4,330
○ Fayetteville	\$ 8,888
○ Jonesboro	\$ 3,414

- Texarkana \$ 4,376
- Hot Springs \$ 2,082
- El Dorado \$ 2,268
- Conway \$ 680
- Pine Bluff \$ 850
- Helena/West Helena \$ 1,800
- Hispanic \$ 3,250

Cost per Point - Click It or Ticket

<u>Market</u>	<u>Radio</u>
Little Rock	\$37.73
Ft. Smith	\$14.51
Fayetteville	\$29.31
Jonesboro	\$13.57
Texarkana	\$17.19
El Dorado	N/A
Hot Springs	\$13.73
Helena/West Helena	N/A
Hispanic	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	264	214	6.1	307.6	51.9%
Ft. Smith	208	208	5.0	301.7	60.1%
Fayetteville	190	190	5.5	299	55.1%
Jonesboro	204	204	5.0	303.2	50.3%
Texarkana	123	123	5.5	301.2	46.3%
El Dorado	108	108	N/A	N/A	N/A
Hot Springs	68	79	5.2	187.8	29.2%
Conway	36	60	N/A	N/A	N/A
Pine Bluff	34	34	N/A	N/A	N/A
Helena	34	34	N/A	N/A	N/A
Hispanic	214	216	N/A	N/A	N/A

Earned Media - \$192,916

Media Relations

A news release concerning the Thanksgiving mobilization was distributed to news media statewide resulting in 21 newspaper clippings with an ad equivalency of \$3,916.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Click It or Ticket campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state.

Lastly, we multiplied this total by 6 to receive our total earned media value. The earned media generated for this contribution is \$189,000.

Memorial Day May 2012 Occupant Protection Mobilization Click It or Ticket

Paid Media Report

Summary

Supporting the national May 2012 Click It or Ticket Memorial Day mobilization period, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the "Click It or Ticket, Day & Night" campaign was those least likely to buckle up, young men ages 18-34.

NHTSA approved a budget of \$293,140 for a two-week schedule of previously produced broadcast television, cable, radio, sports marketing and on-line media for the May campaign. The bonus television and radio ads received totaled an additional \$103,125 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Click It or Ticket-May 14 through May 28, 2012

Audience Segment Profiles

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

Geography

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

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The seven radio DMAs for Click It or Ticket:

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- Hot Springs
- El Dorado

Cable markets for Click It or Ticket:

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

Provided additional support in the following Arkansas markets

- Camden
- Forrest City
- Harrison
- Hot Springs
- Mt. Home
- Fairfield Bay
- Stuttgart

Budget

- Click It or Ticket - \$293,140

Media Strategies- Click It or Ticket

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

Media Strategy

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

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

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

Broadcast Television

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

Cable Television

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

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports

Supplemental Out-of-Home Media

- Running online banner ads to websites heavily targeted to males 18-34 is another supplemental medium used for this campaign. For our online campaign, we purchased banner ads on the following websites: ArkansasTimes.com, ArkansasMatters.com, Hogsville.net, ARSports360.com and Hooten's.com. We also sent out an email blast on ArkansasMatters.com, which was distributed to 48,000 people in the state of Arkansas. In addition, on Facebook ads were placed targeting Men 18-34 in Arkansas.
- Ran six digital outdoor locations in the Little Rock metro and in 3 digital locations in Northwest Arkansas. The Daily Effective Circulation (DEC) for the Little Rock boards was 138,300. The DEC for the Northwest Arkansas boards was 66,400. We also included digital media signage on LCD screens in high traffic restaurants, bars and fitness gyms in Little Rock, Conway, Hot Springs, Ft. Smith and Fayetteville that will reach our target with the CIOT message.
- Sports marketing was integrated into the media plan, as sports are a primary interest of our target audience – Men 18-34. The Arkansas Travelers (minor league baseball) are one of the most popular sports team in Central Arkansas and ASHO participated in a partnership with the Traveler's again for 2012. A two-page spread ad was also purchased in *Hooten's Arkansas Football*, an annual publication that covers all the football teams (high school and college) in the state of Arkansas as well as *Arkansas Sports 360 Football Preview*.

Media Budget Allocation: In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget spent \$293,140 was allocated as follows:

- Broadcast TV: \$95,330 (33 percent)
- Cable: \$89,760 (31 percent)
- Radio: \$50,292 (17 percent)
- Online: \$25,131 (9 percent)
- Outdoor: \$9,141 (3 percent)
- Other media: \$23,486 (7 percent)

By Market:

Click It or Ticket Actual Expenditures \$293,140

○	Little Rock	\$ 97,382
○	Fort Smith	\$ 23,201
○	Fayetteville	\$ 36,486
○	Jonesboro	\$ 29,265
○	Texarkana	\$ 15,270
○	El Dorado	\$ 5,845
○	Helena/West Helena	\$ 1,730
○	Conway	\$ 3,424
○	Hot Springs	\$ 2,740
○	Hispanic Advertising	\$ 5,831
○	Statewide Cable & Radio (STEP & Survey Markets)	\$ 22,599
○	Online (Statewide)	\$ 25,131
○	Sports Marketing	\$ 24,236

Cost per Point and GRP Levels – Click It or Ticket

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 128.39	\$ 43.73	\$ 40.71
Ft. Smith/Fayette	\$ 94.36	\$ 14.57	\$ 22.37
Jonesboro	\$ 91.71	\$ 16.59	\$ 18.86
Texarkana	No broadcast TV	\$ 14.61	\$ 22.57
El Dorado	No broadcast TV	\$ 9.10	N/A
Hot Springs	No broadcast TV	\$ 11.93	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit. *For broadcast television, Fort Smith and Fayetteville are reported together.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,719	1,173	4.6	399.1	95.1%
Ft. Smith/Fayetteville	1,161	165	3.9	349.4	90.0%
Jonesboro	625	885	2.5	149	59.9%
Texarkana	698	700	N/A	N/A	N/A
El Dorado	400	400	N/A	N/A	N/A
Conway	250	0			
Survey Market Cable	1,938	3,279	N/A	N/A	N/A
Hispanic	52	52	N/A	N/A	N/A

*For broadcast television, Fort Smith and Fayetteville are reported together.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	184	174	5.7	310.4	61.7%
Ft. Smith	130	152	6.2	302.2	64.0%
Fayetteville	186	186	6.2	300.2	61.4%
Jonesboro	364	322	5.4	299.2	56.2%
Texarkana	182	170	5.6	301.8	41.6%
El Dorado	140	105	N/A	N/A	N/A
Hot Springs	75	98	4.6	200.2	35.2%
Conway	34	34	N/A	N/A	N/A
STEP Markets	390	390	N/A	N/A	N/A
Helena	30	90	N/A	N/A	N/A
Hispanic	222	222	N/A	N/A	N/A
Sports Marketing	10	9	N/A	N/A	N/A

Note: In order to reach the smaller STEP markets in Arkansas, we purchased radio and cable. In addition to the six major radio DMAs, we purchased non-metro radio stations, which are in unrated markets, so the CPP is not available. Non-metro radio and cable was purchased in the following areas: Camden, Fairfield Bay, Forrest City, Harrison, Mountain Home, Stuttgart, Wynne, Pochahontas, Perryville and Conway.

** We do not buy cable based upon ratings. We purchase it based upon a number of spots per week. The cable systems can't provide us with local ratings. Therefore, we have assumed a 1.0 rating for each spot that runs and have based the cost-per-point off of that.*

Earned Media - \$404,473

Media Relations

A news release concerning the Memorial Day Click It or Ticket mobilization was distributed to news media statewide resulting in 56 newspaper clippings resulted in an ad equivalency of \$8,623.

Fast Food Partnerships

We added two Chick-Fil-A restaurants to the fast food partnership program this year. Participating fast-food chains included:

Sonic (statewide)

Wendy's (statewide)

Popeye's (Little Rock, Central Arkansas, Pine Bluff, Conway, Searcy, Benton, White Hall, Cabot and Russellville)

Taco Bell (Monticello, El Dorado, Magnolia, Crossett, White Hall and Pine Bluff)

Eureka Pizza (Fayetteville, Springdale, Bentonville, Rogers, Siloam Springs and Fort Smith)

O.W. Pizza (Little Rock)

Little Caesar's Pizza (Central Arkansas)

Domino's Pizza (Little Rock, Bryant, North Little Rock, Conway and Maumelle)

Eureka Pizza (Northwest Arkansas)

Chick-Fil-A (Fayetteville and Bentonville)

The restaurants displayed Click It or Ticket window clings signs on their drive-through windows and placed stickers on "to-go" orders. Free-drink coupons were given to the

first 100 drivers who went through the drive-through windows on Friday, May 25 at the following participating restaurants: Sonic statewide, Popeye's in Central Arkansas and the two Chick-Fil-A restaurants. Coupons were redeemable through June 30, 2012.

The estimated earned media value was calculated in the following manner:

- \$1.00 for every drive-thru window cling distributed - \$250
- \$.50 for every bag sticker distributed - \$187,500
- \$.50 for every free drink coupon distributed - \$5,600

A total of \$193,350 in earned media was generated by the fast food partnership for this campaign.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run a message on 30 digital message boards on highways and interstates around the state during the mobilization period. The Click It or Ticket campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. When calculating the earned media generated for these boards, we used the rate of the digital outdoor board located on I-630 and multiplied the board rate times 30, since that is the number of digital boards located throughout the state. Lastly, we multiplied this total by 6 to receive our total earned media value. The approximate earned media generated for this contribution is \$202,500.

Labor Day 2012

**Click It or Ticket/Drive Sober or Get Pulled Over Combined Mobilization
(See pages 28-32 for media report)**

SPEED ENFORCEMENT/POLICE TRAFFIC SERVICES

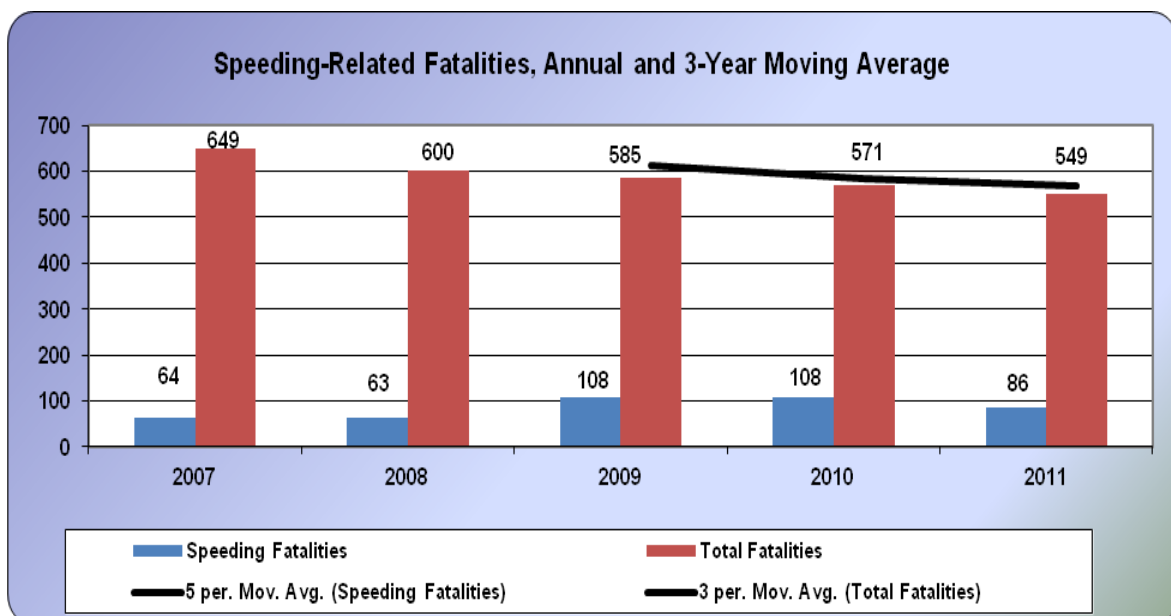
Program Area Goal

The goal of the projects funded in the Speed Enforcement/Police Traffic Services Program Area was as follows:

- To maintain the number of speeding related fatalities at the five year (2005-2009) average of 87 through 2012.

Program Area Results

During the five-year period from 2007 through 2011 speed related fatalities have gone from a low of 63 in 2008 to a high of 108 in 2009 and 2010. In 2011 the number of speed related fatalities declined to 86.



Project Results

Thirty Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY2012. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, an additional emphasis was placed on speed violations during 2012. A total of 7,823 speed citations were issued during STEP.

A speed mobilization using the campaign slogan “Obey the Sign or Pay the Fine” was conducted in July 2012. The details of the media campaign are outlined on pages 44-47.

2012 July Speed Campaign Obey The Sign or Pay The Fine

Paid Media Report

Summary

Supporting the July 2012 Speed “Obey the Sign or Pay the Fine” mobilization, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media. The target audience for the “Obey the Sign or Pay the Fine” campaign was those most likely to exceed the speed limit, men ages 18-54.

NHTSA approved a budget of \$98,598 for a one-week schedule of previously produced ads on broadcast television, cable, radio, outdoor and on-line media. The bonus television and radio ads received totaled an additional \$53,025 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period

- Paid advertising for Obey the Sign or Pay the Fine-July 8 – July 14, 2012

Audience Segment Profiles

- Primary Segment – *To influence segment to always obey the speed limit*
 - **Men, 18-54 years of age**
 - Largest demographic that exceeds the speed limit
 - Primarily views and listens to comedy, sports and top 40 entertainment
- Secondary Segment – *To raise awareness and influence segment to always obey the speed limit*
 - **Newly arrived immigrant Latino Men, 18-54 years of age**
 - Hispanic drivers have lower safety belt use rates than non-Hispanic whites and higher fatality rates
 - Primarily views and listens to Spanish language media
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always obey the speed limit*
 - **African American Men, 18-54 years of age**
 - Primarily listens to Urban radio formats
 - Reached through traditional media, however, strong loyalty to certain urban channels

Geography

This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for Obey the Sign or Pay the Fine were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for Obey the Sign or Pay the Fine:

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- Hot Springs
- El Dorado

Cable markets for Obey the Sign or Pay the Fine:

- Little Rock (includes Benton and Maumelle)
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- El Dorado
- Conway
- Hot Springs

Budget

- Obey the Sign or Pay the Fine - \$98,598

Media Strategies- Obey the Sign or Pay the Fine

A media mix of broadcast television, cable, radio and supplemental out-of-home was used to deliver the Obey the Sign or Pay the Fine message in the major Arkansas DMAs. A minimum of a one for one bonus was negotiated with media purchases.

Media Strategy

- Concentrated support in a one-week period to maximize awareness of the “Obey the Sign or Pay the Fine” message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-54.

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

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

Broadcast Television

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

Cable Television

- Purchased those networks that best target males 18-54 (i.e. ESPN, Comedy Central, History Channel, CNN, Fox News, MTV, Spike, etc.)
- Placed support from 4pm to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports

Supplemental Out-of-Home Media

- Online ran a mix of mobile banners and pre-roll video
- We utilized the following publishers to reach our target of men 18-54 years old:
 - Undertone – banners and pre-roll video
 - Pandora Internet Radio – mobile banners and audio
 - Hogville.net (homepage banner)
 - AR Times – leaderboard and banner ads
 - Arkansas Sports 360 – banner ads
 - Facebook (flyer program)

Media Budget Allocation: In order to achieve our communications goals the budget spent \$98,598 was allocated as follows:

- Broadcast TV: \$28,885 (29 percent)
- Cable: \$31,768 (32 percent)
- Radio: \$22,429 (23 percent)
- Other radio: \$1,810 (2 percent)
- Online: \$13,706 (14 percent)

By Market:

Obey the Sign or Pay the Fine Actual Expenditures **\$98,598**

○ Little Rock	\$ 30,375
○ Fort Smith	\$ 9,635
○ Fayetteville	\$ 15,611
○ Jonesboro	\$ 8,982
○ Texarkana	\$ 6,329
○ El Dorado	\$ 3,260
○ Hot Springs	\$ 3,531
○ Conway	\$ 2,068
○ Helena/West Helena	\$ 1,095
○ Hispanic Advertising	\$ 3,631
○ Sports Radio	\$ 375
○ Online (Statewide)	\$ 13,706

Cost per Point and GRP Levels – Obey the Sign or Pay the Fine.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 88.40	\$ 25.96	39.54
Ft. Smith/Fayette	\$ 72.05	\$ 15.16	\$ 21.63
Jonesboro	\$ 34.19	\$ 15.51	\$ 21.69
Texarkana	No broadcast TV	\$ 14.55	\$ 16.64
El Dorado	No broadcast TV	\$ 8.96	N/A
Hot Springs	No broadcast TV	\$ 11.66	\$ 11.20
Conway	No broadcast TV	\$ 10.67	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit. *For broadcast television, Fort Smith and Fayetteville are reported together.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	469	333	2.9	153.9	55.2%
Ft. Smith/Fayetteville	558	498	3.0	150.1	50.3%
Jonesboro	261	559	1.7	85.4	49.1%
Texarkana	251	251	N/A	N/A	N/A
El Dorado	201	199	N/A	N/A	N/A
Hot Springs	202	313	N/A	N/A	N/A
Conway	290	128	N/A	N/A	N/A
Hispanic	28	30	N/A	N/A	N/A

*For broadcast television, Fort Smith and Fayetteville are reported together.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	97	97	3.8	151	39.2%
Ft. Smith	106	158	3.9	153.6	39.7%
Fayetteville	122	121	3.2	160.8	50.9%
Jonesboro	135	91	2.6	100.7	38.7%
Texarkana	84	84	3.8	160.9	42.5%
El Dorado	80	80	N/A	N/A	N/A
Hot Springs	48	100	3.5	104.9	29.9%
Conway	18	18	N/A	N/A	N/A
Helena	19	19	N/A	N/A	N/A
Hispanic	136	144	N/A	N/A	N/A
Statewide Sports	5	5			

Earned Media - \$94,500

Media Relations

A news release concerning the July speed mobilization and the Fourth of July mobilization was distributed to news media statewide. See Fourth of July report for earned media results.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the Obey the Sign or Pay the Fine message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. The approximate earned media generated for this contribution is \$94,500.

TRAFFIC RECORDS PROGRAM

Program Area Goal

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

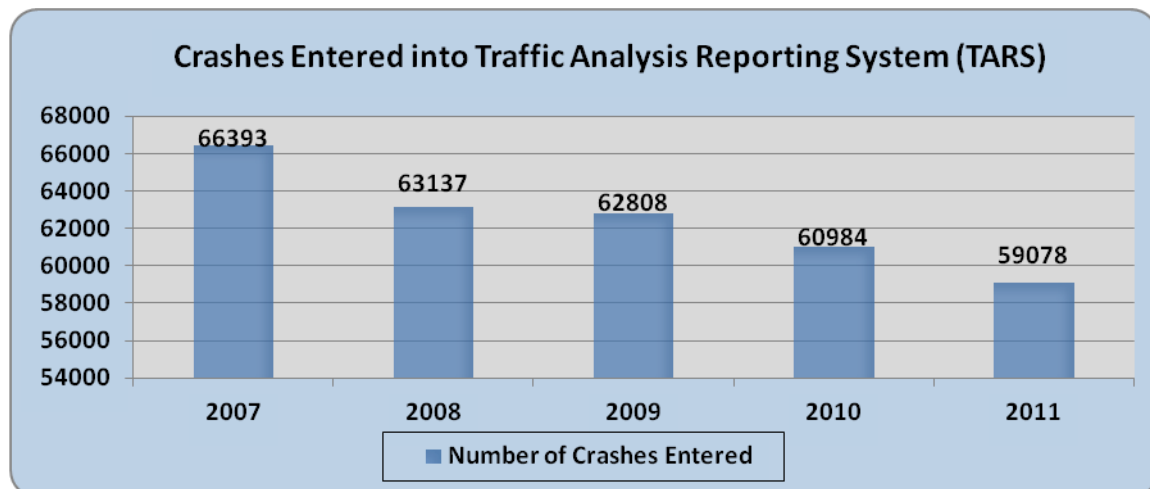
- Reduce the backlog of crash reports to be manually entered into the TARS from a 4-5 month backlog as recorded in November 2011 to a 2 month backlog by November 2012.

Program Area Results

The last Traffic Records Assessment was conducted for the State of Arkansas in 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.

Federal funds were used to continue the services of a firm to input crash data in a timely manner. SourceCorp has been retained for these services since April 1, 2009. Since then the backlog of reports being entered manually into the Traffic Analysis Reporting System (TARS) has fluctuated between nine-months to three-months, based on various factors. As of November 2012 there was a 3 month backlog.

The following chart shows the number of crashes in the TARS annually for the past five years.



The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System is progressing. For the HSO and ASP to implement the Traffic and Criminal Software (TraCS), equipment and software has been purchased that currently capture the crash data at the scene and house the data at the ASP Headquarters. There is one full-time person devoted to, and currently working on the TraCS project continuously and statewide. The Arkansas State Police has met its goal of statewide implementation to all troops, data collection and wireless transmittal of data to a central server. Currently all troopers and 15 local law

enforcement agencies are participating in the project. It is the goal of this project to enable crash data uploads from the trooper and local officer at the end of the shift to the central data bank at ASP headquarters within 24 hours of the crash. ASP will be transitioning from TraCs to eCrash and currently has a contract with University of Alabama to meet this goal. Implementation of eCrash is projected to begin in 2013.

Section 408 Traffic Safety Information System Improvement Grant funds awarded in FYs 2009 through 2012 were utilized to further reduce the backlog of crash reports to be manually entered into TARS, further implement TraCS, and to continue maintenance of NEMSIS compliance.

Project Results

SourceCorp provided data entry services to input crash data into the TARS. The Contractor also provided personnel to review crash reports and make corrections (annotations) before the reports were entered into the TARS. During the year, 46,886 of the 59,078 reports for calendar year 2011 were manually entered by the contractor into TARS.

Department of Health-Office of EMS and Trauma Systems continued the EMS Data Injury Surveillance Continuation Project. The project provided maintenance of the data elements necessary for NEMSIS compliance. The state system currently maintains a silver compliance level.

The Arkansas State Police continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is currently the Traffic and Criminal Software (TraCS) developed by the State of Iowa. During FY2012 the project was in phase VII of operation. There were 12,192 crashes processed through ASP TraCS for calendar year 2012.

Arkansas State Police continued progress during 2012 towards implementation of an electronic citation system (eCite) which will electronically capture and submit the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the violator and capture of citation data for timely reporting to various entities. The system allows for submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and the Office of Driver Services. A data schema has been finalized which will allow Administrative Office of the Courts (AOC) to implement eCite support into the court case management system. eCite is currently being used either in a test or live setting by close to 30 troopers. Full implementation of eCite in all troops will be completed in 2013.

RAIL/HIGHWAY AND ROADWAY SAFETY PROGRAM

Program Area Goals

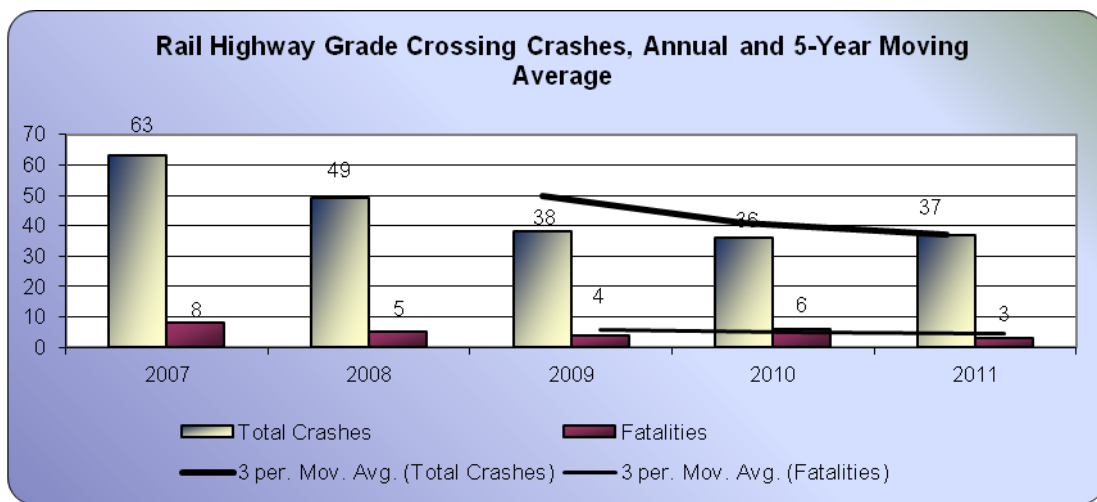
The goals of the projects funded in the Rail/Highway Safety and Roadway Safety Program Areas were as follows:

- Reduce the number of rail-highway grade crossing crashes from a five-year (2005-2009) average of 59 to 40 by 2012.
- Reduce the number of work zone fatalities from a five-year average (2005-2009) of 29 to 23 by 2012.

Program Area Results

There were 37 rail-highway grade crossing crashes recorded in 2011, which is a slight increase from 36 in 2010.

RAILWAY CROSSING CRASHES



Project Results

Arkansas Operation Lifesaver

No trainings were offered during FY2012. Due to personnel shortages, law enforcement agencies have been reluctant to release officers for the 2 day grade crossing trainings. Operation Lifesaver and the Highway Safety Office have been working to address this lack of participation. Plans are to increase the number of trainings and offer them at additional locations to reduce travel requirements. Outreach efforts will be expanded to provide information on training opportunities at the Chief of Police and Sheriff's Association meetings.

Program Area Results

There were 1,887 work zone crashes and 17 fatalities reported in 2011.

Year	Work Zone Crashes	Work Zone Fatalities
2007	2,206	24
2008	1,932	19
2009	1,851	23
2010	1,793	16
2011	1,887	17

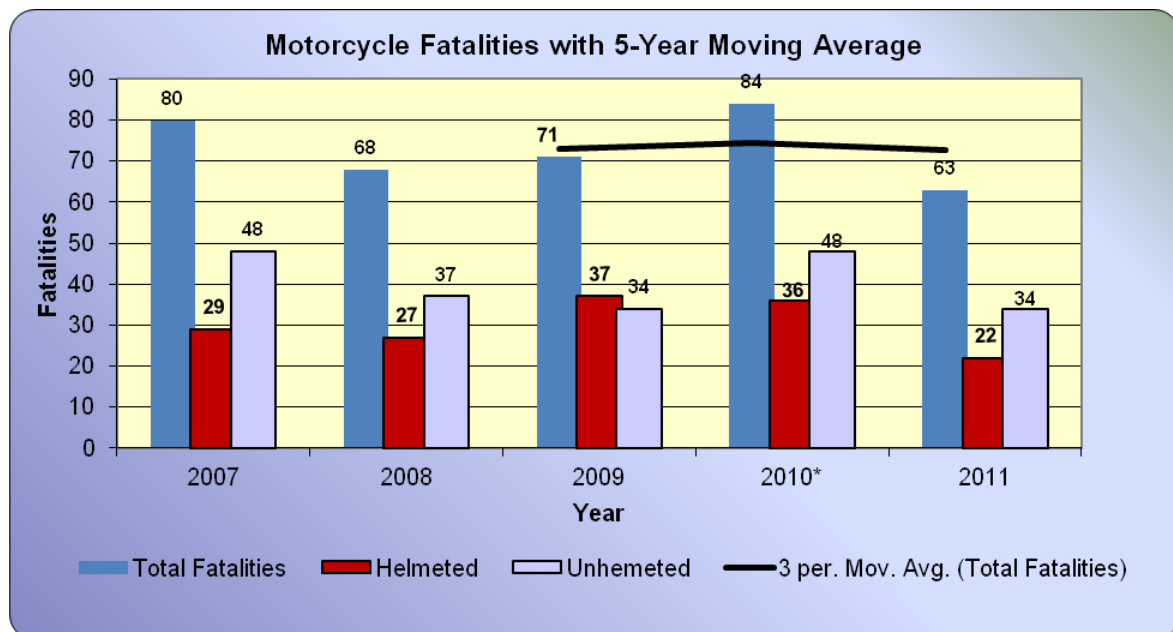
The Arkansas State Highway and Transportation Department will continue to provide motorists with information on construction activities and the Arkansas State Police will continue traffic enforcement in and surrounding construction work zone areas.

MOTORCYCLE SAFETY PROGRAM

Program Area Goal

The goals of the projects funded in the Motorcycle Safety Program Area were as follows:

- Reduce the total number of motorcycle fatalities from a five-year (2005-2009) average of 71 to 68 by 2012.
- Reduce the number of un-helmeted motorcycle fatalities from a five-year (2005-2009) average of 41 to 36 by 2012.



Program Area Results

In 2008 there were 68 motorcycle crash fatalities. The number of fatalities increased to 71 in 2009 and 84 in 2010. In 2011 fatalities declined to 63.

In 2009, the AHSO and the Arkansas Motorcycle Safety Program adopted the MSF Motorcycle Operators Manual currently in use in 27 other states across the country. The Manual was approved for use and distribution by the Arkansas State Police (ASP) as the official study guide for motorcycle rider testing in the state. The manual was released for distribution in November 2009.

A communication plan is in effect that allows for the purchase of educational materials and promotional items concerning motorcycle safety. These items were used across the State to educate and inform the public on motorcycle safety issues. Major motorcycle safety themes/slogans from the Motorcycle Safety Foundation (MSF) and the National Highway Traffic Safety Administration (NHTSA) were used to enhance the program.

The Motorcycle Safety Program Manager, on behalf of AMSAC and AHSO, made numerous presentations to public civic organizations, motorcycle rallies and Air Force and National Guard troops across the state promoting motorcycle safety. These presentations will continue.

The five counties in Arkansas with the largest number of motorcycle crashes for 2011 include Pulaski (166), Sebastian (106), Washington (110), Benton (87) and Garland (79). These five counties accounted for a total of 548 motorcycle involved crashes.

Motorcycle safety advocates, rider training programs and supporters were provided with educational and awareness materials to attend motorcycle rallies and other events to educate the public on motorcycle safety. Motorcycle dealerships were encouraged to distribute motorcycle safety education pamphlets as part of the literature accompanying the sale of motorcycles. This campaign to increase public awareness was utilized along with other promotional items to inform the public.

Arkansas Motorcycle Safety Awareness 2012 Share the Road Campaign

Paid Media Report

Summary

The vision of the Arkansas State Police Highway Safety Office (AHSO) and the Arkansas Motorcycle Safety Advisory Committee is to improve and maintain a safe motoring experience for everyone traveling Arkansas's roadways. As part of this statewide communication plan to educate motorists to "Share The Road" with motorcycles and for motorcyclists to ride unimpaired, AHSO worked with Cranford Johnson Robinson Woods (CJRW) to develop a campaign featuring outdoor and radio advertising. The media plan focused on scenic highways frequently traveled by motorists and motorcyclist alike in Arkansas with the highest concentration of motorcycle crashes: Benton, Garland, Pulaski and Washington counties. The target audience for the campaign was motorists (Adults 25+) and motorcyclists. A total of eight outdoor boards were posted to run for four months. Half the boards featured the "Look Twice for Motorcycles" message and the other half featured "Drink, Ride, Lose."

To boost awareness of motorcyclists during the fall peak riding period, a one-week radio campaign ran in Little Rock, Fort Smith/Fayetteville, Jonesboro, Texarkana, Hot Springs and El Dorado.

Paid Advertising Period

- Paid outdoor boards ran from July through September

Budget

- Arkansas Motorcycle Share the Road Campaign - \$61,894 total paid media budget.

Geography

- The “Look Twice for Motorcycles” board locations and their Daily Effective Circulation (DEC) were as follows:
 - 13080 N. Hwy. 71 in Bentonville. DEC is 33,120
 - 1-540 E/S, At MM 3, 2406 Co-op Drive, Van Buren. DEC is 31,000.
 - 112 North Main, Centerton. DEC is 11,000.
 - 125 N. Bloomington in Lowell. DEC is 16,600.
 - US 71 S, .3 miles S/O Zero Street in Fort Smith. DEC is 5,857.
- The “Drink. Ride. Lose” board locations and their Daily Effective Circulation (DEC) were as follows:
 - US Hwy 412 in Siloam Springs. DEC is 12,420.
 - Emma Street in Springdale. DEC is 3,786
 - Grand Avenue. 100 feet W/O 12th Street in Fort Smith. DEC is 3,014.

Total Daily Effective Circulation (DEC) 116,617.

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	134	132	4.1	186	46.4%
Ft. Smith	114	114	3.1	160.8	51.7%
Fayetteville	113	113	3.6	179.6	50.7%
Jonesboro	47	97	3.4	152.9	35.9%
Texarkana	76	56	3.5	301.8	45.5%
El Dorado	88	48	N/A	N/A	N/A
Hot Springs	68	88	4.5	160.4	35.9%

Bonus

A total of \$26,354 bonus radio spots were provided for the motorcycle campaign.

Earned Media

A total of 5,000 car magnets, 1,000 removable stickers and pens were produced featuring the “Share The Road” message and distributed to motorcycle dealers and the general public.

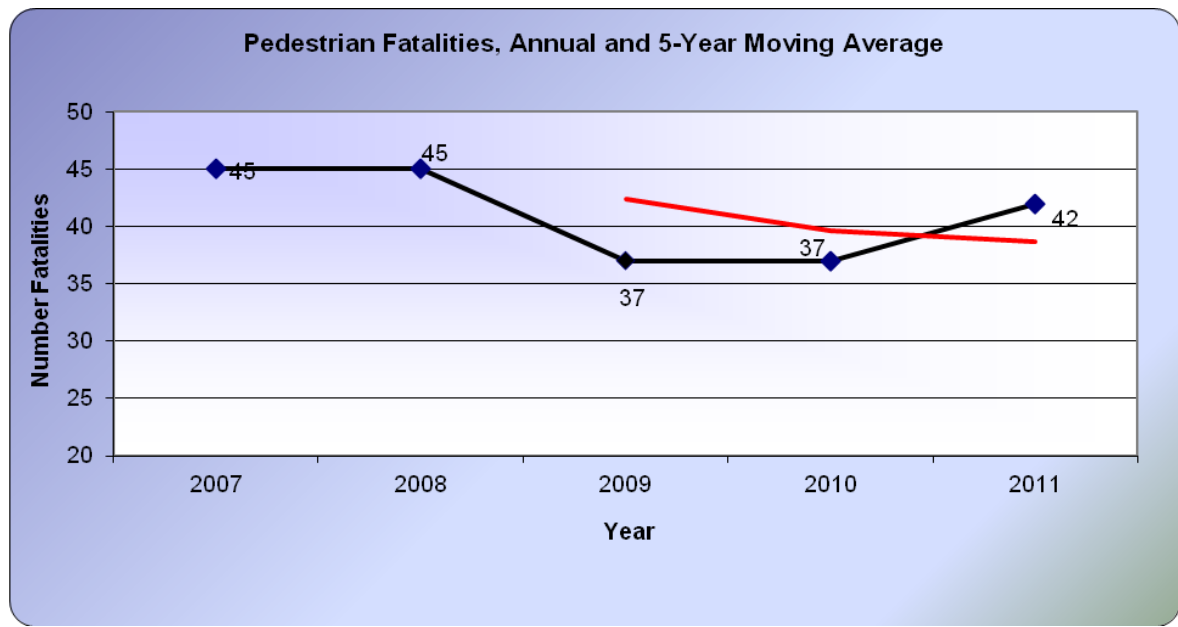
The Arkansas Motorcycle Program Coordinator attended motorcycle rallies during this period distributing educational materials and demonstrating the new motorcycle simulator to the audiences.

PEDESTRIAN SAFETY PROGRAM AREA

Program Area Goal

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

- Reduce the number of pedestrian fatalities from a five-year (2005-2009) average of 39 to 32 by 2012.



Program Area Results

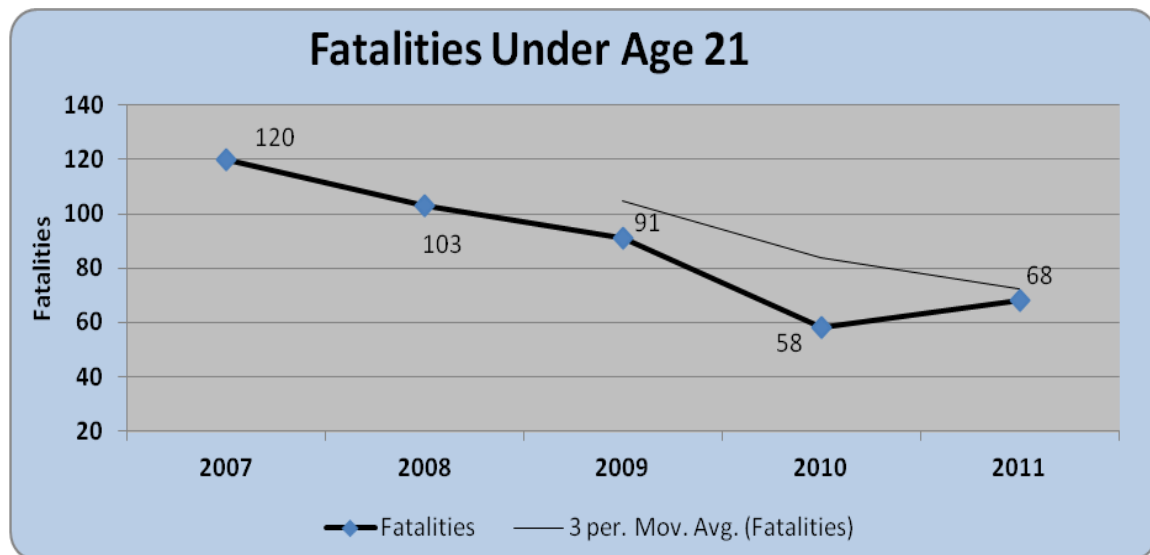
Pedestrian fatalities in the state reached a high of 45 in 2008 falling to 37 in 2010 but are on the rise again at 42 in 2011. This represents 7.6 percent of all motor vehicle fatalities for 2011. Information on pedestrian and bicycle safety will be presented as part of several occupant protection projects.

TEEN DRIVER SAFETY PROGRAM

Program Area Goal

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

- To reduce the number of drivers age 20 or younger involved in fatal crashes from a 3-year (2007-2009) average of 101 to 76 in 2012.



Program Area Results

In 2011 there were 68 fatalities of drivers under age 21. This is down from 103 in 2008 (before GDL) but up from 58 in 2010. The new Graduated Driver Licensing (GDL) law has assisted by helping new drivers gain experience in lower-risk conditions. The AHSO worked with the Arkansas Children's Hospital Injury Prevention Center, the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids to expand the "Building Consensus for Safer Teen Driving Project", facilitate teen driver education, increase physician influence of motor vehicle safety for teen drivers and passengers, increase the use of graduated driving principles within families of young drivers, and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. A press conference was held addressing texting issues among teens and informing the public about the effectiveness of the GDL law.

An analysis reported in a study by the Arkansas Center for Health Improvement demonstrated the rates of teen driver crashes and crash-related fatalities during the year prior to GDL (2008) compared to the year after GDL was passed (2010). Findings indicate that there were significant reductions in crashes and crash-related fatalities. This is especially true for the youngest drivers who obtained their intermediate license to drive for the first time without an adult. This translates into an estimated 32 lives that were saved during that time period. Similar reductions in crashes or fatalities were not found for the adult population during this same time frame. These findings provide strong support for proponents of the GDL for Arkansas teen drivers.

Project Results

The **University of Arkansas for Medical Science** Safer Teen Driving Project conducted a coalition meeting in Pulaski County with 65 members involved; classroom presentations to 4,372 students in Pulaski County; facilitated 214 student leaders who conducted 3,635 seat belt observations; conducted presentations to 131 participants in Southeast Arkansas; developed surveys and evaluation forms; distributed 34,122 educational materials to coalitions, professionals and the general public; conducted educational presentations to 465 parents and community leaders; and GDL train the trainer presentations to 106 law enforcement officers and 113 medical students. An Arkansas specific safer teen driving website was also created and maintained.

PLANNING AND ADMINISTRATION (P&A) PROGRAM

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

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

Program Area Results

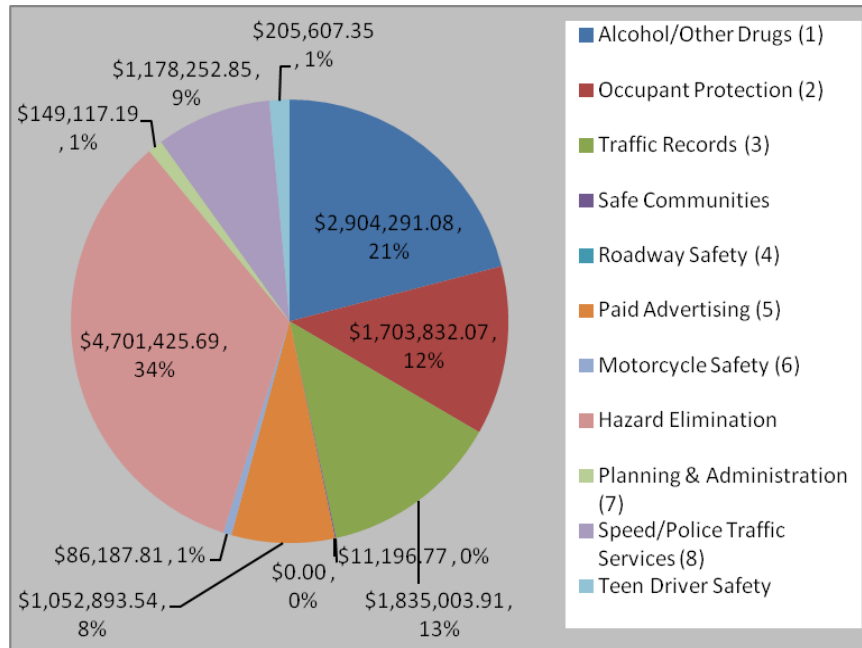
During FY 2012, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for four full-time managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

According to Highway Safety Program Funding Policy, P&A costs are not to exceed ten percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 2012 P&A expenditures equaled only 5% percent of total 402 expenditures and were matched 56 percent with State funds.

		Project	Recipient/Contractor	Fed. HSP AMT	Fed. Expenditures
F I N A N C I A L R E P O R T	1	AL/OP/K2/K8FR	Criminal Justice Institute	\$ 939,700.00	\$ 556,900.51
	2	K8	Sherwood – Pilot DWI Court	\$ 22,500.00	\$ 2,529.48
	3	AL	Administrative Office of the Courts	\$ 55,300.00	\$ 52,068.93
	4	AL/OP	Arkansas Broadcasters Association	\$ 75,000.00	\$ 75,000.00
	5	K2/OP/K8/SE	Harrison Police Department	\$ 35,000.00	\$ 19,879.17
	6	K2/OP/K8/SE	Greenwood Police Department	\$ 28,100.00	\$ 18,244.08
	7	OP	Dimensions, Inc.	\$ 109,300.00	\$ 107,285.47
	8	K2/OP/K8/SE	Benton County Sheriff's Office	\$ 78,050.00	\$ 60,241.87
	9	K2/OP/K8/SE	Bentonville Police Department	\$ 24,000.00	\$ 22,623.95
	10	K2/OP/K8/SE	Baxter County Sheriff's Office	\$ 19,000.00	\$ 1,909.56
	11	K2/OP/K8/SE	Van Buren Police Department	\$ 54,500.00	\$ 54,183.07
	12	K2/OP/K8/SE	Jonesboro Police Department	\$ 69,300.00	\$ 65,178.35
	13	K2/OP/K8/SE	Little Rock Police Department	\$ 130,600.00	\$ 73,085.73
	14	K2/OP/K8/SE	Marion Police Department	\$ 11,000.00	\$ 9,758.56
	15	K2/OP/K8/SE	North Little Rock Police Department	\$ 60,000.00	\$ 51,404.45
	16	K2/OP/K8/SE	Osceola Police Department	\$ 12,000.00	\$ 11,671.79
	17	K2/OP/K8/SE	Paragould Police Department	\$ 20,000.00	\$ 16,146.28
	18	K2/OP/K8/SE	Sherwood Police Department	\$ 21,500.00	\$ 12,931.49
	19	K2/OP/K8/SE	Springdale Police Department	\$ 46,000.00	\$ 28,024.24
	20	K9	SourceCorp	\$ 300,000.00	\$ 141,331.70
	21	K9	AR Department of Health - EMS	\$ 30,000.00	\$ 22,000.00
	22	K9/K4TR	Arkansas State Police – TRACS/E-Crash	\$ 1,422,300.00	\$ 269,896.12
	23	K4TR	Arkansas State Police – E-Citation	\$ 4,331,100.00	\$ 1,189,101.53
	24	SA/OP	U of A – Fayetteville	\$ 87,200.00	\$ 67,126.55
	25	RH	Arkansas Operation Lifesavers, Inc.	\$ 5,000.00	\$ 0.00
	26	K8	Lonoke County – DWI Court	\$ 30,000.00	\$ 3,797.68
	27	K8	AR Dept. of Health Human Ser - OAT	\$ 59,300.00	\$ 36,664.62
	28	K2/K8/OP/SE	Benton Police Department	\$ 54,200.00	\$ 53,015.10
	29	K2/K8/OP/SE	Bryant Police Department	\$ 24,200.00	\$ 19,292.71
	30	K2/K8/OP/SE	Conway Police Department	\$ 52,000.00	\$ 36,686.15
	31	K2/K8/OP/SE	Fayetteville Police Department	\$ 104,200.00	\$ 104,200.00
	32	K2/K8/OP/SE	Fort Smith Police Department	\$ 95,000.00	\$ 80,768.70
	33	K2/K8/OP/SE	Hot Springs Police Department	\$ 56,700.00	\$ 46,269.04
	34	OP/K6/K8/PM/K4PM/K4/K2PM/K8PM/K8HV	Cranford,Johnson,Robinson & Woods	\$ 3,256,000.00	\$ 1,296,274.68
	35	K2/K8/OP/SE	Mountain Home Police Department	\$ 26,100.00	\$ 25,780.90
	36	K2/K8/OP/SE	Pulaski County Sheriff's Office	\$ 49,000.00	\$ 11,093.01
	37	K2/K8/OP/SE	Searcy Police Department	\$ 25,000.00	\$ 22,309.72
	38	K2/K8/OP/SE	Texarkana Police Department	\$ 80,000.00	\$ 62,664.85
	39	K2/K8/OP/SE	Washington County Sheriff's Office	\$ 15,000.00	\$ 7,705.46
	40	K2/K8/OP/SE	West Memphis Police Department	\$ 35,000.00	\$ 24,300.96
	41	K2/K8/OP/SE	Camden Police Department	\$ 16,000.00	\$ 3,966.24
	42	K8	Black River Technical College	\$ 110,000.00	\$ 78,632.49
	43	K2/K8/OP/SE	Hope Police Department	\$ 21,500.00	\$ 18,288.81
	44	K4TR	ASP – Crash Reconstruction Training	\$ 150,000.00	\$ 80,905.19
	45	K8	Garland County – Pilot DWI Court	\$ 126,600.00	\$ 106,768.94
	46	K8	Independence County–Pilot DWI Court	\$ 96,600.00	\$ 49,404.77
	47	K2/K8/OP/SE	Univ. of Central AR Police Department	\$ 4,400.00	\$ 3,083.04
	48	K4/K4PA	University of Arkansas at Little Rock	\$ 33,000.00	\$ 11,230.00
	49	K2/K8/OP/SE	Jacksonville Police Department	\$ 40,100.00	\$ 32,684.36
	50	OP/K4	UAMS	\$ 412,000.00	\$ 387,900.96
	51	154HE	AHTD – 154HE	\$ 40,105,700.00	\$ 4,701,425.69
	52	K2/OP/K8/SE/K4PT K4SE/K8FR	Arkansas State Police - Enforcement	\$ 3,914,400.00	\$ 2,991,168.06
TOTAL				\$ 56,978,450.00	\$ 13,224,805.01

FISCAL YEAR 2012 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$ 2,904,291.08
Occupant Protection (2)	\$ 1,703,832.07
Traffic Records (3)	\$ 1,835,003.91
Safe Communities	\$ 11,196.77
Roadway Safety (4)	\$ 0.00
Paid Advertising (5)	\$ 1,052,893.54
Motorcycle Safety (6)	\$ 86,187.81
Hazard Elimination	\$ 4,701,425.69
Planning & Administration (7)	\$ 149,117.19
Speed/Police Traffic Services (8)	\$ 1,178,252.85
Teen Driver Safety	\$ 205,607.35
Total	\$ 13,827,808.26



- (1) Alcohol/Other Drugs Program includes Sections 402, 406 and 410 expenditures.
- (2) Occupant Protection Program includes Sections 402, 405 and 406 expenditures.
- (3) Traffic Records Program includes Sections 402, 406 and 408 expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
- (5) Paid Advertising includes Sections 402, 405, 406 and 410 expenditures.
- (6) Motorcycle Safety Program includes Sections 402 and 2010 expenditures.
- (7) Planning and Administration includes Sections 402 and 406 expenditures.
- (8) Speed/Police Traffic Services includes Section 402 and 406 expenditures.

LEGISLATIVE PRIORITIES/INITIATIVES

The 88th General Assembly of the State of Arkansas, Legislative Session began on January 10, 2011 and adjourned on April 27, 2011. During this session a number of bills were passed that impact highway safety issues in Arkansas. The next regular session is scheduled to begin in January of 2013. A legislative session was held in February 2012 to discuss fiscal issues only. The 89th General Assembly of the State of Arkansas, Legislative Session will begin January 14, 2013. Relevant legislative activity that took place during the 88th General Assembly was as follows:

BILLS THAT WERE SIGNED IN TO LAW/ACTS:

Act 37 AN ACT TO IMPROVE THE SAFETY OF HIGHWAYS AND ROADS BY PROHIBITING WIRELESS TELEPHONE USE IN SCHOOL ZONES AND HIGHWAY WORK ZONES; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act37.pdf>

Act 194 AN ACT TO AMEND THE STATUTES REGARDING THE SUSPENSION OR REVOCATION OF A DRIVER'S LICENSE; TO AMEND THE STATUTE REGARDING THE PENALTIES FOR UNLAWFUL USE OF A LICENSE; TO MAKE TECHNICAL CORRECTIONS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act194.pdf>

Act 352 AN ACT TO AMEND THE ARKANSAS UNIFORM COMMERCIAL DRIVER LICENSE ACT TO COMPLY WITH FEDERAL COMMERCIAL DRIVER LICENSE REGULATIONS; TO MAKE TECHNICAL CORRECTIONS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act352.pdf>

AMEND THE DEFINITION OF ALL-TERRAIN VEHICLES; TO DEFINE RECREATIONAL OFF-HIGHWAY VEHICLES; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act583.pdf>

Act 601 AN ACT TO AUTHORIZE A MEDICAL EXEMPTION DESIGNATION FOR SEAT BELT USE TO BE PLACED ON A DRIVERS LICENSE OR IDENTIFICATION CARD; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act601.pdf>

Act 759 AN ACT TO REQUIRE MOTORCYCLES TO HAVE TURN SIGNALS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act759.pdf>

Act 876 AN ACT TO REINSTATE THE PENALTIES THAT WERE IN EFFECT FROM 1991 TO 2009 FOR A PERSON WHO DRIVES AN UNREGISTERED MOTOR VEHICLE; TO MAKE LEGISLATIVE CORRECTION; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act876.pdf>

Act 908 AN ACT TO AUTHORIZE ELECTRONIC TRAFFIC TICKETS; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act908.pdf>

Act 1046 AN ACT TO ALLOW LAW ENFORCEMENT TO IMPOUND A MOTOR VEHICLE THAT DOES NOT HAVE THE MINIMUM LIABILITY INSURANCE REQUIRED BY LAW OR A CERTIFICATE OF SELF-INSURANCE; AND FOR OTHER PURPOSES.

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act1046.pdf>

Act 1221 AN ACT TO RAISE THE AGE REQUIREMENT FOR A PERSON TO OBTAIN A MOTORIZED BICYCLE CERTIFICATE; AND FOR OTHER PURPOSES

<http://www.arklegstate.ar.us/assembly/2011/2011R/Acts/Act1221.pdf>

Act 1240 AN ACT TO ALLOW AN AUXILIARY LAW ENFORCEMENT OFFICER APPOINTED AS A RESERVE LAW ENFORCEMENT OFFICER TO ADMINISTER BLOOD ALCOHOL TESTS AND TO OPERATE A DEVICE TO DETECT EXCESSIVE SPEEDING; AND FOR OTHER PURPOSES

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Acts/Act1240.pdf>

Noteworthy Accomplishments

Incentive Program

An incentive program conducted by the LEL's at the Criminal Justice Institute garnered the support of 209 agencies to participate in CIOT and DDOLUA. The program solicits the participation of non-STEP agencies to participate in mobilizations. Eighteen agencies that successfully participated and reported activities were awarded lap-top computers to be used in advancing traffic safety efforts. Other agencies received flashlights and mini lapel video cameras for signing up to participate and submitting their mobilization reports.

DWI Courts/Training

The HSO provided funding for staff, training, testing supplies, and equipment for three pilot DWI Courts: **Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court**. Six additional courts were trained in FY 11 and two other jurisdictions (**North Lonoke County DWI Court and Craighead County**) completed training in 2012. Arkansas has a total of 11 formally trained and AOC recognized DWI courts.

Teen Program

The AHSO continued work with the Arkansas Children's Hospital Injury Prevention Center, the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids to expand the "Building Consensus for Safer Teen Driving Project". Coalitions were formed and activities implemented which facilitate teen driver education, increase physician influence of motor vehicle safety for teen drivers and passengers, increase the use of graduated driving principles within families of young drivers, and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers.

Arkansas Parks and Tourism Partnership

The AHSO, working with their ad agency of record, Cranford Johnson Robinson Woods, continued their partnership with the Arkansas Parks and Tourism (AP&T) to distribute traffic safety social norming messages to the motoring public. Traffic safety messages such as "Buckle Up. Every Trip. Every Time;" "Drive Safe and Sober;" and "Look Twice. Save a Life. Share the Road with Motorcycles" were incorporated into thousands of AP&T's printed publications, on the website and on video production to be developed and featured at the 13 Welcome Centers throughout the state.

E-Cite

Progress towards the implementation of an electronic citation system (e Cite) continued. Computerized electronic citations, warnings and motorist assists forms have been created and tested by Troopers in every county of our state. The first "live" citations have been sent to the server and can be retrieved via a secure web site in paper format until the Courts finish their improvements and update with the Contexte Court Case Management System. Once this is complete, court clerks will be able to receive the citations in data form eliminating the complexity of manually recopying the data onto a paper form.

LOOKING TOWARD THE FUTURE

In an effort to address the areas of concern by the Highway Safety Office, several methods and approaches are being utilized, including the following:

- Conducting a total of eight statewide mobilizations, four “Drive sober or Get Pulled Over”, two “Click It or Ticket”, a combined campaign over the Labor Day Holiday to include both Seat Belt and DWI enforcement, and one mobilization focused specifically on speed. Additional support and participation from State, Municipal and County law enforcement agencies is being solicited.
- Increasing opportunities and encouraging agencies to participate in sobriety and seatbelt checkpoints through an expanded and improved incentive program administered through the Criminal Justice Institute.
- Continued expansion of the DWI Court System in Arkansas with the training and implementation of new DWI courts.
- Continued availability and expansion of the BAT Mobile Sobriety Checkpoints through partnerships with local law enforcement agencies.
- Working with Arkansas Parks and Tourism to increase the distribution of safety messages and increase public awareness.
- Full implementation of the e Cite system to electronically capture and submit traffic citations issued by state and local law enforcement.
- Transitioning from TraCs to eCrash to better suit Arkansas’ needs. eCrash like eCite is a component of the Mobile Officer Virtual Environment (MOVE) developed by the University of Alabama and will utilize the same scanning of license and registration information to populate that data onto a crash report.