

LOUISIANA HIGHWAY SAFETY PROGRAM

FEDERAL FISCAL YEAR 2023

Annual Report



Prepared for

National Highway Traffic Safety Administration

Prepared by

**Louisiana Highway Safety Commission
7919 Independence Boulevard, Suite 2100
Baton Rouge, LA 70806**

Louisiana Highway Safety Program Annual Report

Federal Fiscal Year 2023

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Date

January 28, 2024

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EXECUTIVE SUMMARY

Louisiana's highway safety program is designed to reduce crashes and the resulting deaths, injuries, and property damage on our roadways. The Louisiana Highway Safety Commission (LHSC) administers the State's highway safety grant program in accordance with the provisions and all amendments of the Highway Safety Act of 1966 (Public Law 89-564).

The Department of Transportation, through the National Highway Traffic Safety Administration (NHTSA), serves as the federal oversight agency. The funds awarded to the LHSC include:

- Section 402 – General Traffic Safety;
- Section 154/164 – Open Container and Repeat Offender Hazardous Elimination Funds;
- Section 405b Low – Occupant Protection Funds;
- Section 405c – State Traffic Safety Information System Improvements;
- Section 405d – Impaired Driving Countermeasures;
- Section 405f – Motorcyclist Safety;
- Section 405h – Non Motorist Safety; and
- Section 1906 – Racial Profiling.

The funding received supports Louisiana programs in impaired driving, occupant protection including child passenger safety, traffic records, motorcycle safety, police traffic services, railroad/highway crossing safety, community traffic safety programs, pedestrian and bicyclist safety, young drivers, and planning and administration of Louisiana's highway safety program.

This Annual Report provides a general assessment of the State's progress in achieving highway safety performance measure targets identified in the Federal Fiscal Year (FFY) 2023 Highway Safety Plan (HSP), a general description of the projects and activities funded and implemented under the Plan, and the amount of federal funds expended on each project.

The Louisiana Highway Safety Commission (LHSC) worked with multiple state and federal agencies; municipal, parish, and state law enforcement; higher education, and nonprofit organizations throughout the State. We also extended our commitment to Louisiana's Strategic Highway Safety Plan (SHSP) and our shared traffic safety vision for reducing traffic-related deaths and serious injuries known as Destination Zero Deaths, by having the executive director serve on the Executive Committee, the executive director and deputy director serve on the Implementation Team and having LHSC staff and contractors serve as co-chairs of the Statewide Impaired

Driving, Distracted Driving, and Occupant Protection Emphasis Areas. Additionally, LHSC executive and program staff attended meetings of the nine regional safety coalitions and supported the completion of their action plans when appropriate. We continued to use data driven best practices to address our traffic safety priorities.

In recent years, Louisiana, like the rest of the nation, has shown increases in overall fatalities as well as in nearly all other areas. However, crash data for 2022 indicates a downward trend in overall fatalities and other core traffic measures. Now, more than ever, Louisiana road safety partners and stakeholders recognize the need to coordinate activities and resources to achieve safer transportation conditions and reduce motor vehicle fatalities and serious injuries. The LHSC is committed to working with our traffic safety partners to embrace the National Roadway Safety Strategy and the Safe System Approach.

We will continue to monitor long-term traffic safety problems and identify emerging traffic safety trends, and address both using proven practices and research-based programs. Our strong support of enforcement agencies will continue, our community outreach engagement will foster local interest, as well as broad representation of citizens, and our expanded partnerships will continue to flourish while sharing common goals of reducing fatal and serious injury crashes on our roadways. In 2023, the LHSC will continue its ground-breaking work to reach diverse populations throughout Louisiana and to provide them with traffic safety messaging and access to resources.

1.0 Commission Leadership

A Governor-appointed board of 21 Commissioners supports the LHSC. The LHSC Executive Director serves as secretary to the commission. As directed in Louisiana Revised Statute 48:1347, the Commission gathers, studies, prepares, evaluates, and distributes statistical compilations and makes recommendations with respect to crashes, injuries, and the related problems. The Commission serves as the coordinating agency for behavioral activities relating to highway safety and prepares such legislation, as it deems necessary to carry out a comprehensive, long-range highway safety program for the state. The Commission makes reports to the Governor, the legislature, and to the proper agencies of the federal government as required by law or as directed.

In addition to the 21-member Commission, the LHSC has a staff of fifteen. Under the leadership of the Commission, the Executive Director and staff manage the day-to-day operations of the LHSC.

The 21 Commissioners are:

- Sheriff Rodney Arbuckle, Retired;
- Ms. Cherie M. Ausberry;
- Mr. Fabian Blache, Jr.;
- Sheriff Andy Brown;
- Chief Jim Craft, Retired (Chairman);
- Ms. Kelley Dair;
- Dr. Jeffrey Elder;
- Ms. Karleen Green;
- Captain Russell Haman, Retired;
- Ms. Linda Hull;
- Chief Michael Kazerooni, Sr.;
- Captain Alvin Mack, Retired;
- Mr. Jeffrey McKneely;
- Mr. Charles McMakin;
- Lt. Col. Mark Oxley, Retired (Vice-Chair);
- Sheriff James Pohlmann;
- Major Dustin Reynolds;
- Mayor Reggie Skains;
- Mr. John Snow;
- Mr. Chris Tyson;
- Vacant.

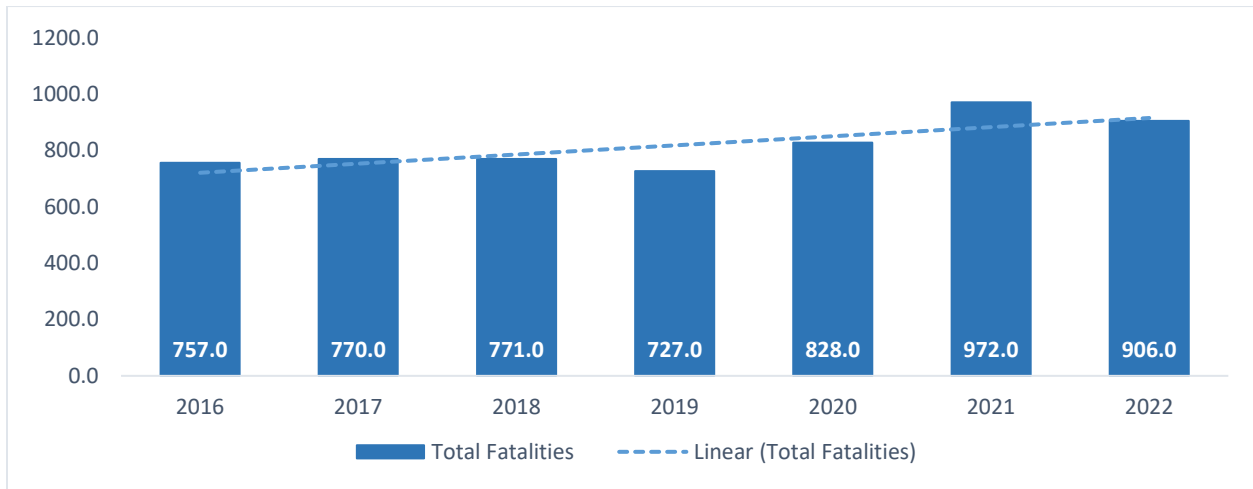
2.0 Mission Statement

The LHSC administers the State’s highway safety grant program that is designed to reduce traffic crashes and the resulting deaths, injuries, and associated property damage. Programs and projects are administered in accordance with uniform guidelines promulgated by the National Highway Traffic Safety Administration (NHTSA).

3.0 Statistical Summary

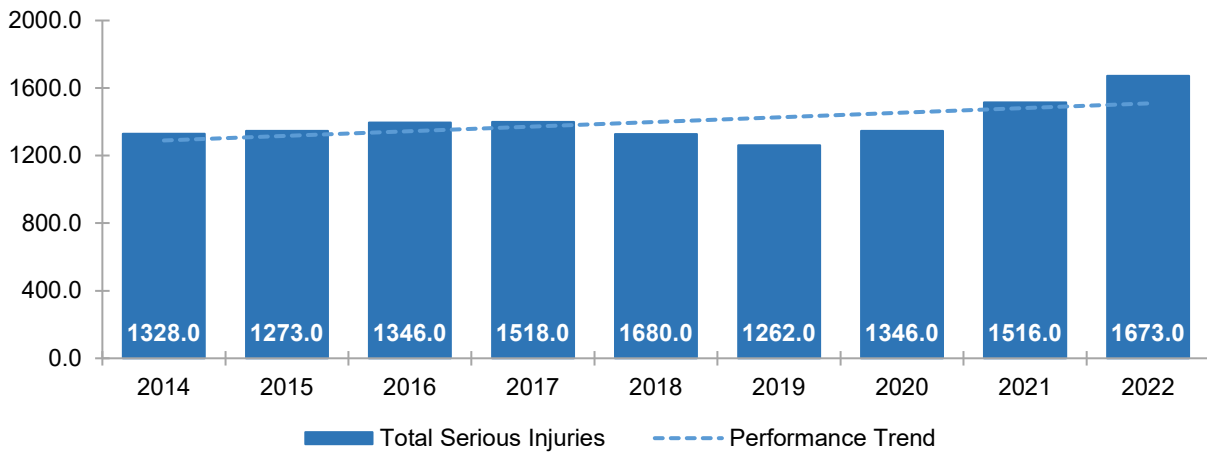
Figures 3.1 through 3.12 show actual numbers and the performance trend line for the core performance measures. Figures 3.13 through 3.15 show the number of citations and arrests issued during seat belt, impaired driving and speeding grant-funded enforcement activities.

FIGURE 3.1 STATEWIDE FATALITIES



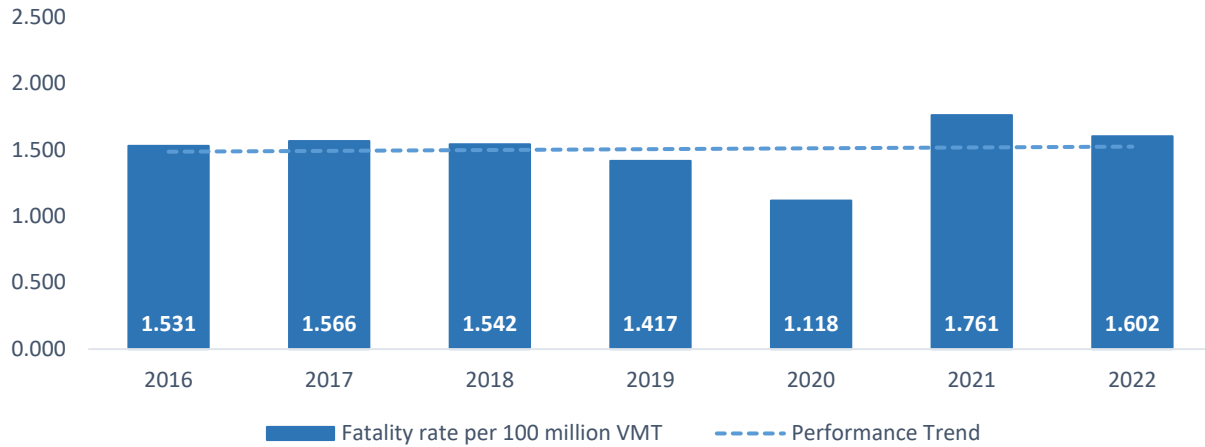
Source: NHTSA STSI/FARS. Accessed January 11, 2024.

FIGURE 3.2 STATEWIDE SERIOUS INJURIES



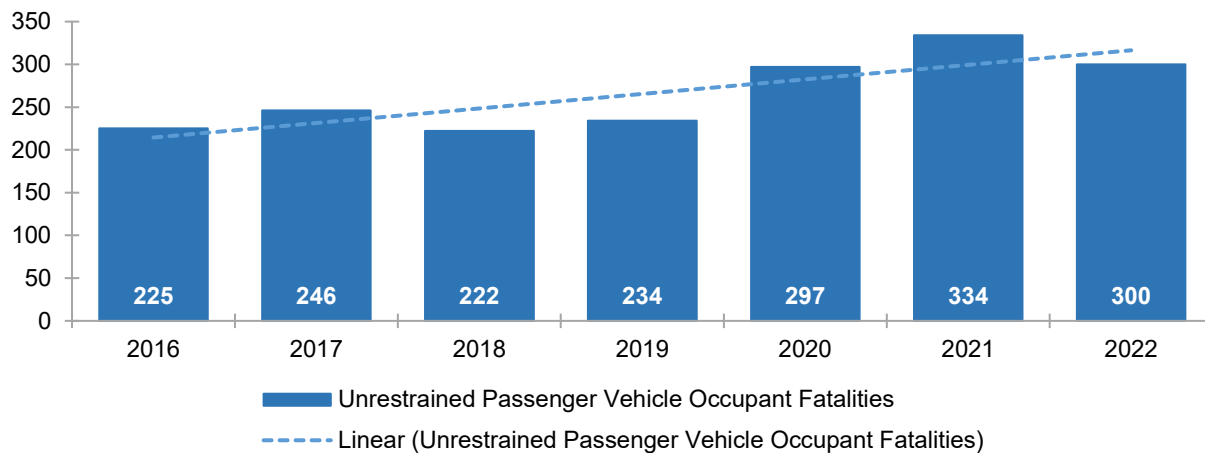
Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 3.3 STATEWIDE FATALITY RATE



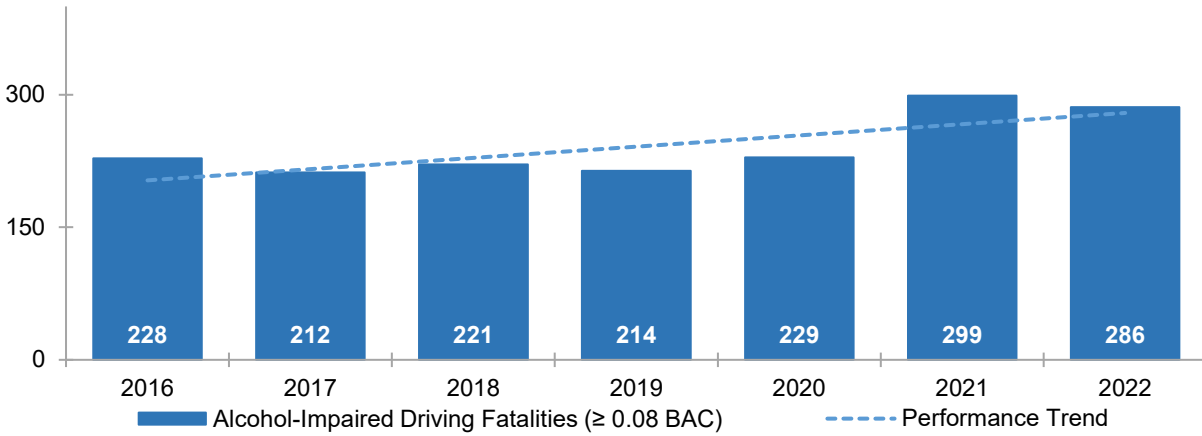
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 3.4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES



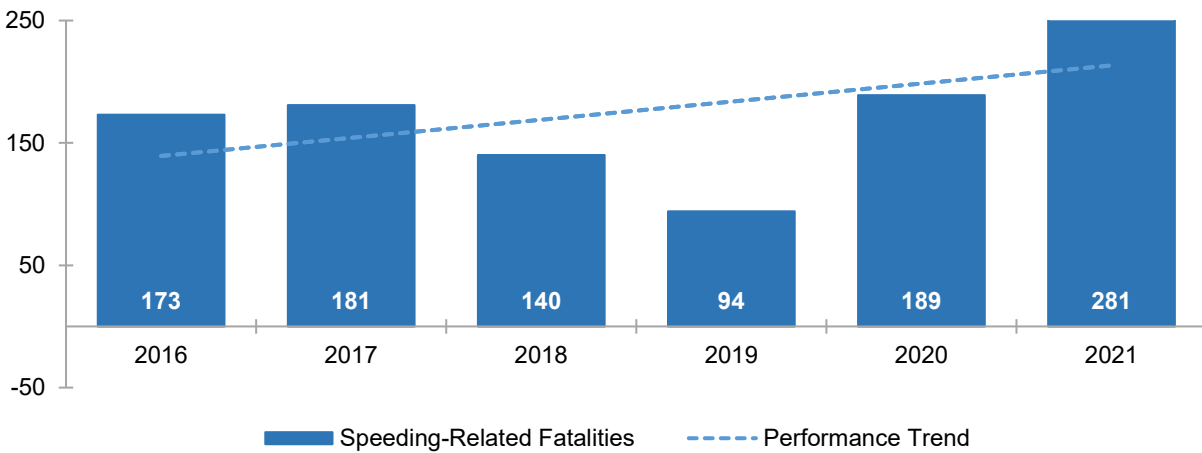
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 3.5 ALCOHOL-IMPAIRED DRIVING FATALITIES
 (≥ 0.08 BAC)



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

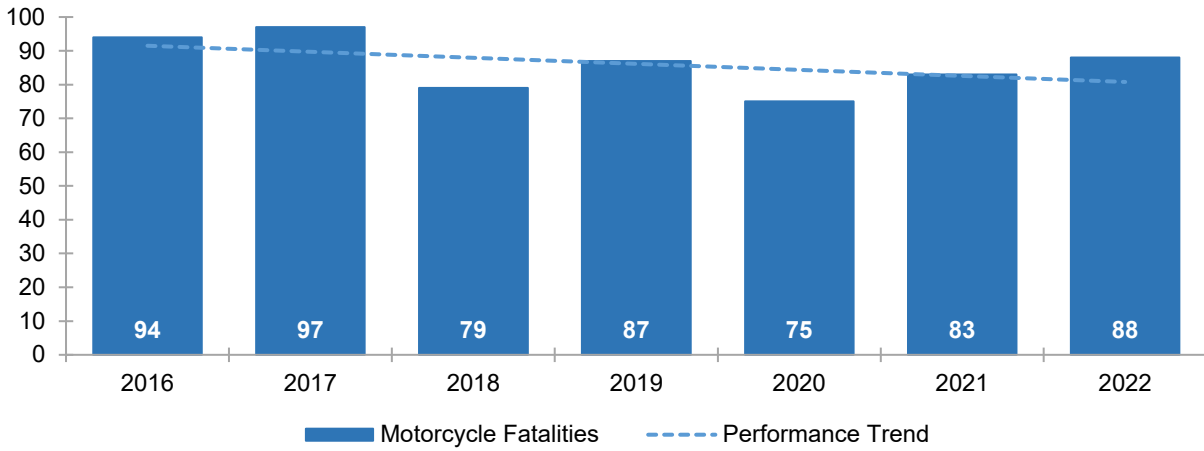
FIGURE 3.6 SPEEDING-RELATED FATALITIES



Source: NHTSA STSI/FARS. Accessed January 11, 2024.

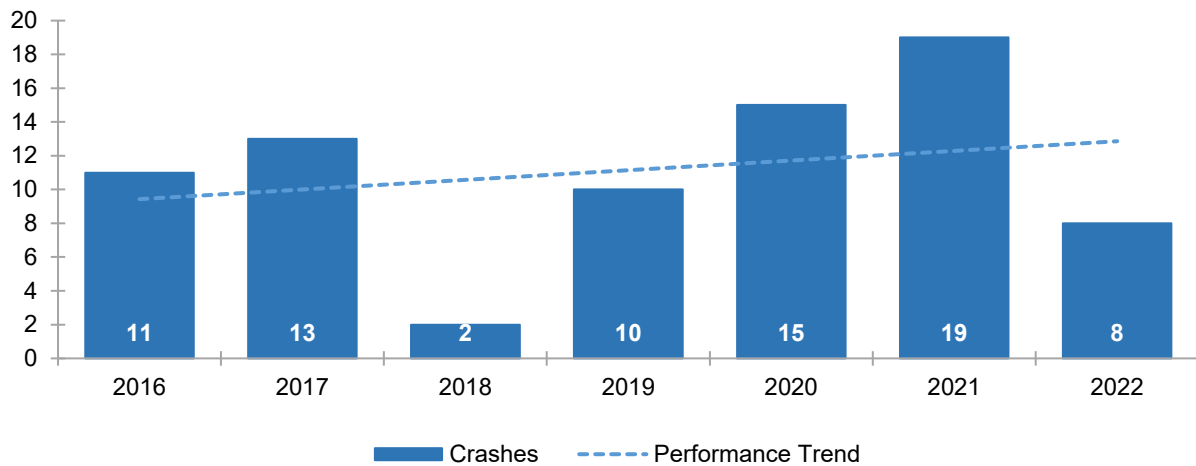
*2022 data not available at time of submission.

FIGURE 3.7 MOTORCYCLIST FATALITIES



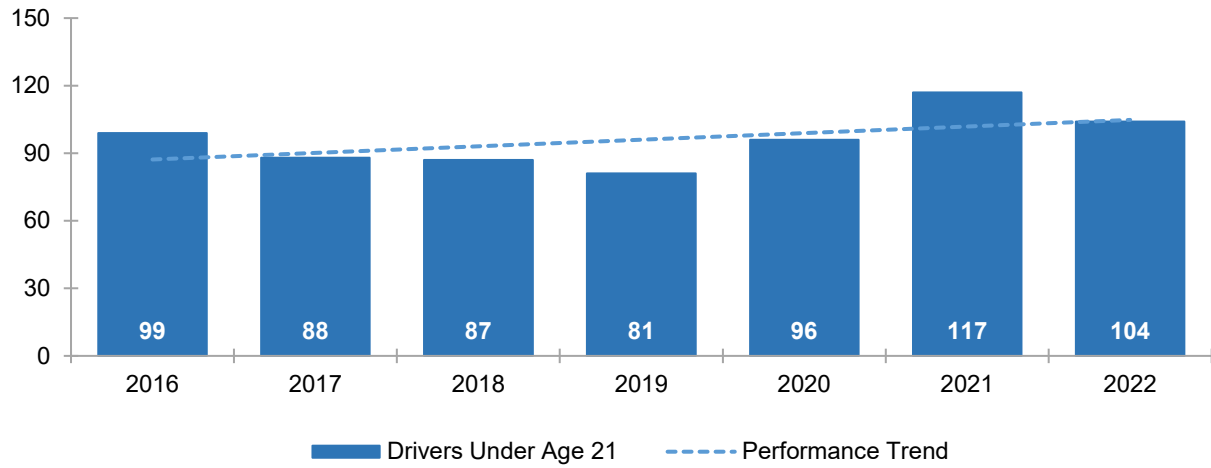
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 3.8 UNHELMETED MOTORCYCLIST FATALITIES



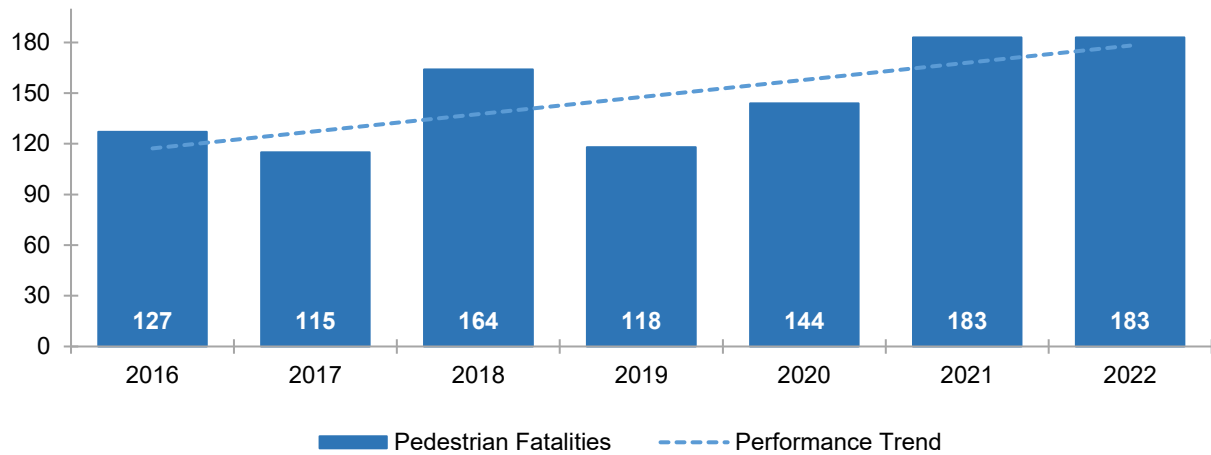
Source: NHTSA STSI/FARS. Accessed January 11, 2024.

FIGURE 3.9 DRIVERS LESS THAN AGE 21 INVOLVED IN FATAL CRASHES



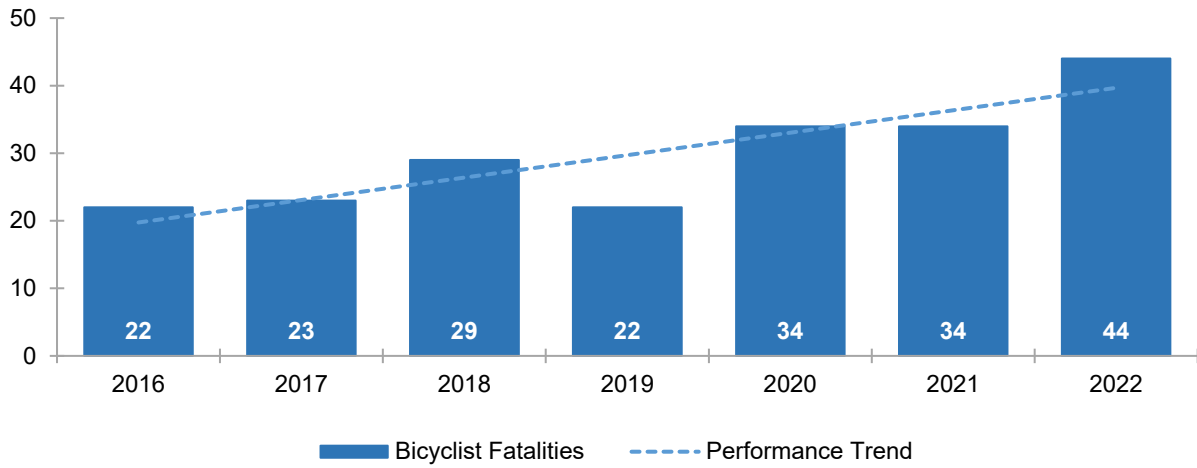
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 3.10 PEDESTRIAN FATALITIES



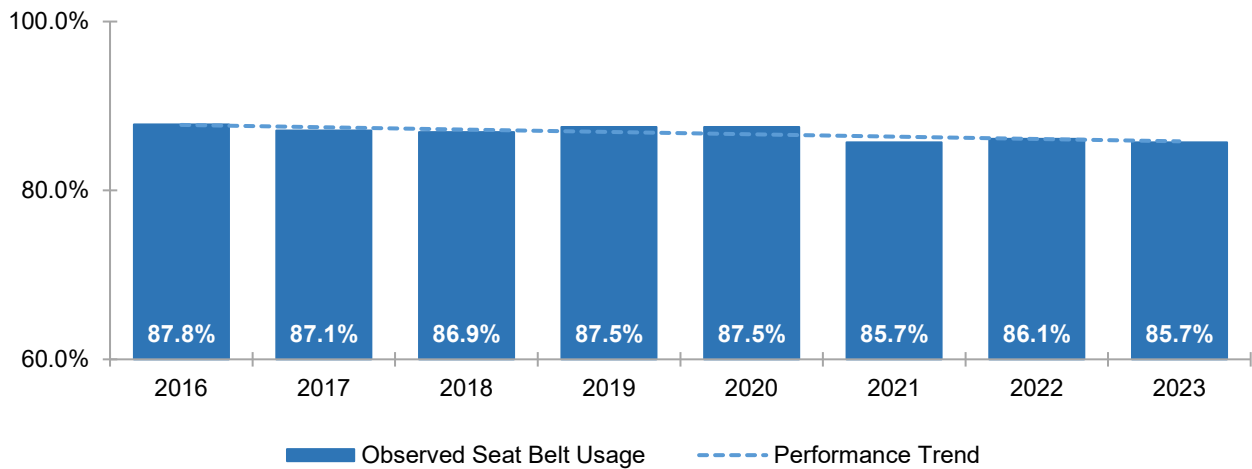
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 3.11 BICYCLIST FATALITIES



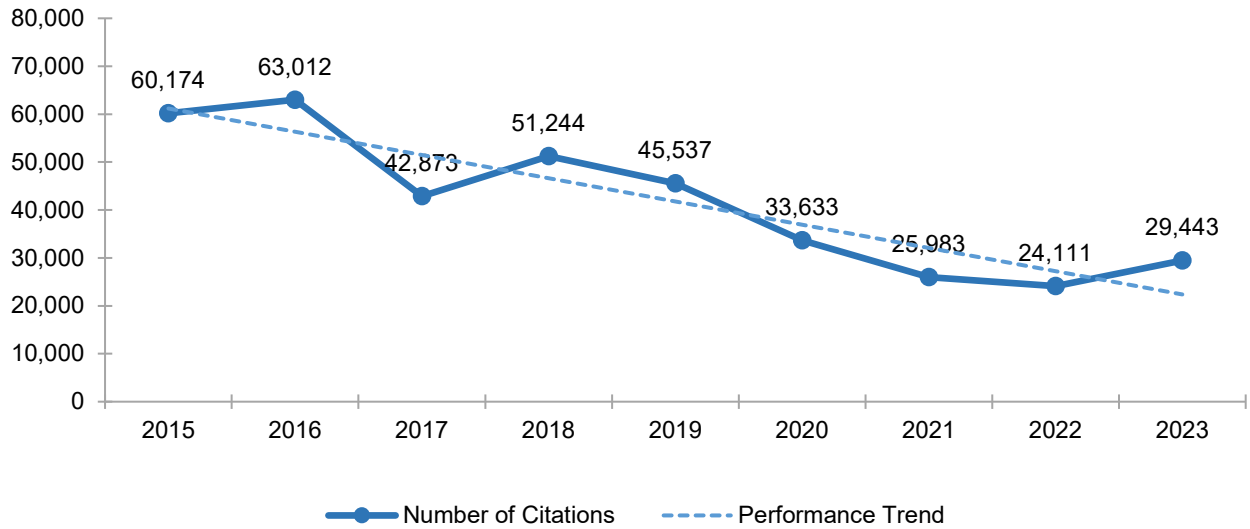
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 3.12 OBSERVED OCCUPANT SEAT BELT USAGE



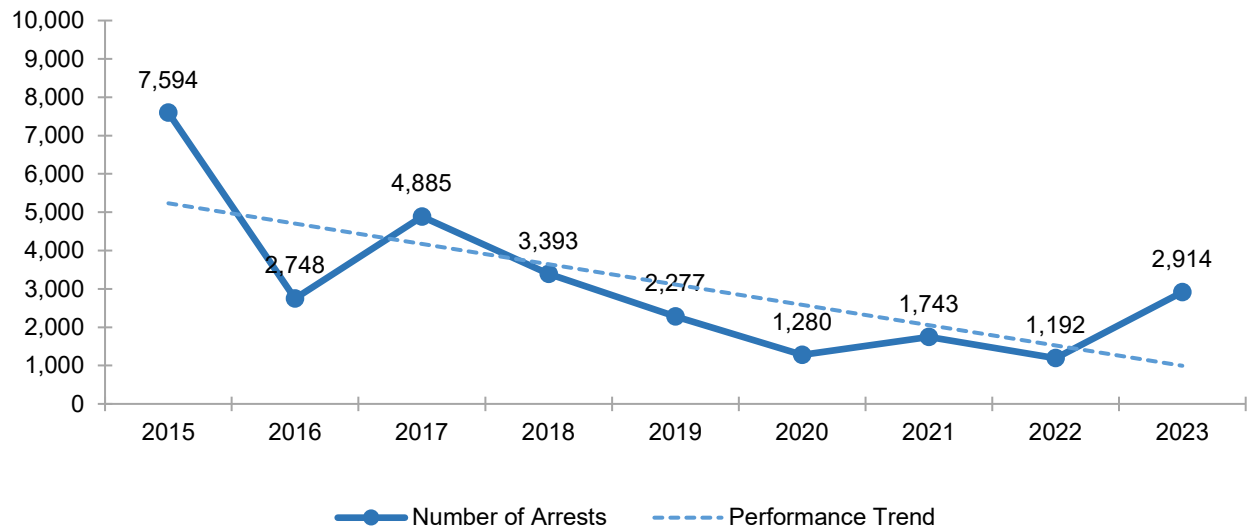
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 3.13 NUMBER OF SEAT BELT CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES



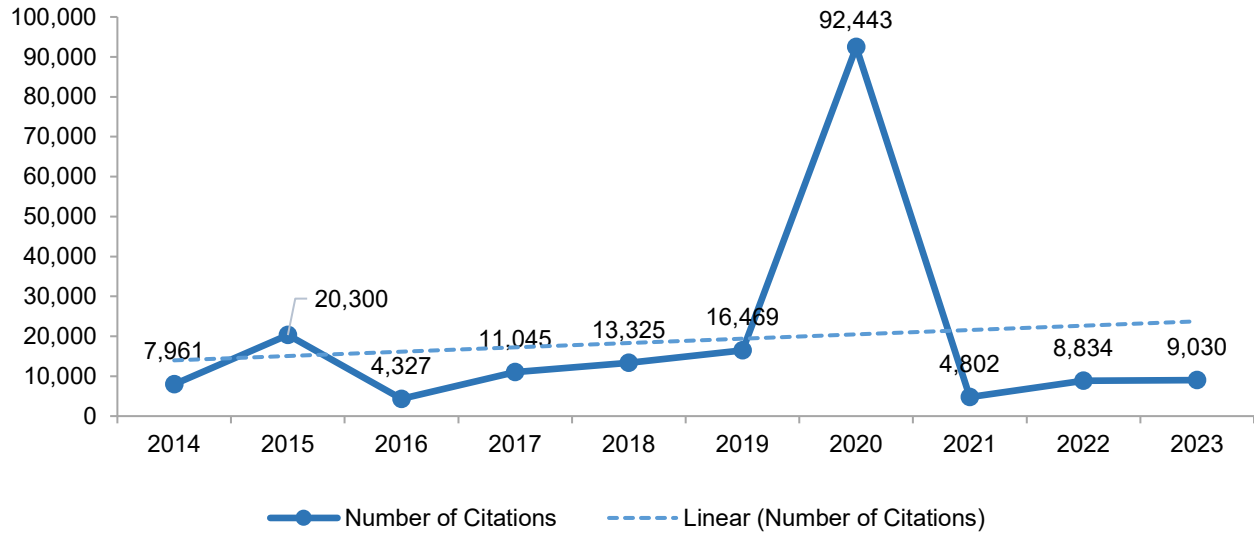
Source: LHSC Data, Accessed January 11, 2024.

FIGURE 3.14 NUMBER OF IMPAIRED DRIVING ARRESTS MADE DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES



Source: LHSC Data, Accessed January 11, 2024.

FIGURE 3.15 NUMBER OF SPEEDING CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES



Source: LHSC Data, Accessed January 11, 2024.

4.0 Statewide Targets and Results

4.1 FFY 2023 Targets

Louisiana's progress in meeting the ten core performance measures and one behavioral measure is shown in Tables 4.1 and 4.2. These performance measures, developed by NHTSA and the GHSA, are documented in the publication: DOT HS 811 025. The performance targets for the 2023 HSP are shown in the column titled "Target Value FY 23 HSP".

During 2023, Louisiana did continue to contend with various challenges such as the lingering damage from natural disasters, the continuing impacts of COVID-19, and the shortage of personnel across the state to provide a full complement of activities and strategies. Each of these challenges affected all aspects of our operation as well as our sub-recipients' ability to fully achieve their deliverables. The LHSC continues to implement project level outcome and performance targets to better evaluate sub-recipient performance and to better assist in achieving overall statewide performance targets. It remains to be seen how COVID-19 will continue to impact the delivery of highway safety programs in Louisiana and around the nation, but the LHSC will continue to review and assess our work and achievements at both the programmatic and operational levels and to make necessary adjustments in order to meet our statewide performance targets.

Unfortunately, it seems that COVID-19 and the many natural disasters experienced in Louisiana in recent years may have lasting impacts on the programmatic and operational levels of the sub-recipients in Louisiana. The recent multiple year increases in fatalities and injuries in all areas is very concerning and the LHSC continues to monitor both the data trends and best practices to determine the most effective methods to achieve identified performance targets. The recent decreases in several of the core performance areas is very promising and the LHSC will continue to monitor and to make any necessary adjustments at the programmatic and operational level to maintain these decreases.

The LHSC will perform the following in the planning, development, review, and update of the FFY 2024-2026 Triennial Highway Safety Plan to better meet the performance targets in future years:

- Review and assess the target setting process and make adjustments as necessary.
- Review and assess evidence-based strategies to reduce driver behavior that contributes to crashes, fatalities, and serious injuries on Louisiana roadways and make adjustments as necessary.

Table 4.1 Progress in Meeting FFY 2023 Performance Targets

Performance Measure:	Target Period	Target Year(s)	Target Value FY 23 HSP	Data Source/ FY 23 Progress Results	On Track to Meet FY 23 Target: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 year	2017-2021	797.0	FARS & State Crash Data /906.0	In-Progress – fatality numbers are beginning to decrease and are expected to continue this trend
C-2) Serious Injuries in Traffic Crashes	5 year	2017-2021	1,396.0	FARS & State Crash Data /2,566.0	NO – updated serious injury definition and revised crash report led to more accurate reporting of serious injuries
C-3) Fatalities/VMT	5 year	2017-2021	1.568	FARS & State Crash Data /1.602	In-Progress – DOTD revised 2020 VMT on HPMS which updated VMT and rates
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2016-2020	240	FARS & State Crash Data /300	NO – numbers are beginning to decrease and expected to continue this trend
C-5) Alcohol-Impaired Driving Fatalities	5 year	2016-2020	217	FARS & State Crash Data/286	NO - numbers are beginning to decrease and expected to continue this trend
C-6) Speeding-Related Fatalities	5 year	2016-2020	152	FARS/ N/A at time of report	NO – numbers are increasing and expected to continue this trend
C-7) Motorcyclist Fatalities	5 year	2016-2020	85	FARS & State Crash Data/88	NO – single year increase but five-year average decreased
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2016-2020	10	FARS & State Crash Data/8	YES – target was met
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2016-2020	87	FARS & State Crash Data/104	NO - numbers are beginning to decrease and expected to continue this trend

C-10) Pedestrian Fatalities	5 year	2016-2020	131	FARS & State Crash Data/183	NO – pedestrian fatalities continue to increase
C-11) Bicyclist Fatalities	5 year	2016-2020	24	FARS & State Crash Data/44	NO – another annual increase in bicycle fatalities occurred
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2016-2020	89.1%	NHTSA Certified State Observational Survey/85.7%	NO – State seat belt rate did not increase
Rail-Highway	5 year	2016-2020	3	State Crash Data/4	NO – relatively low number that varies greatly from year to year
Distracted/Inattentive Driving	5 year	2016-2020	166	State Crash Data/333	NO - revised crash report led to more accurate reporting of distracted/inattentive driving

Table 4.2 Progress in Observed Seat Belt Use Rate

Behavioral Measure	2016	2017	2018	2019	2020	2021	2022	2023
Statewide Observed Seat belt Use	88.0%	87.1%	86.9%	87.5%	-	85.7%	86.1%	85.7%
Target	86.1%	87.6%	90.0%	90.0%	87.9%	89.2%	89.2%	89.1%

Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

**Due to COVID-19 restrictions and the issuance of a waiver from the National Highway Traffic Safety Administration (NHTSA), the Statewide Observation Survey was not conducted in 2020.

5.0 Program Results

Evidence-Based Enforcement Program Activities

In FFY 2023, the LHSC continued to support implementation of evidence-based enforcement program activities. A significant portion of Louisiana’s highway safety grant funds were awarded to law enforcement agencies as noted in the following programmatic areas. The LHSC has policies and procedures in place to ensure enforcement resources are used efficiently and

effectively to support the targets of the state's highway safety program. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project as summarized in this section. Louisiana incorporates an evidence-based approach in its statewide enforcement program through three components; participants involved, data sources, and continuous monitoring.

All enforcement sub-recipients that applied for FFY 2023 funding were vetted by a diverse group of participants across an array of disciplines as outlined in detail in the FFY 2023 HSP. The participants focused on the selection of evidence-based traffic safety countermeasure proposals and were further enhanced by the program staff at LHSC.

Various data sources were used by LHSC to identify the populations overrepresented in crashes as well as when, where, and why crashes were occurring. Data analyses was conducted to identify high-risk populations that may require additional or alternative responses to address traffic safety concerns. All enforcement agencies who received grant funding used a data-driven approach to identify the enforcement issues in their jurisdictions. Data was provided to local law enforcement agencies as part of the statewide problem identification effort. Agencies also used local data for resource allocation and evidence-based enforcement to address their jurisdictions' identified problem(s).

To ensure enforcement resources were deployed effectively, law enforcement agencies were directed to implement evidence-based strategies. The LHSC used the most current version of the NHTSA publication *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* as a guide for approving proposals with evidenced-based enforcement strategies. In FFY 2023, Louisiana used evidence-based strategies and targeted enforcement to address key problem areas such as impaired driving, failure to utilize seat belts and child seats, and speeding violations. Additional strategies deployed included enforcement during specific times of day when more crashes occur (e.g., nighttime impaired driving checkpoints), and enforcement of high-risk occupant protection populations, such as an additional focus on restraint use of pickup truck occupants, nighttime occupant protection enforcement activities, and additional focus on occupant protection use in rural areas. High-visibility enforcement, including participation in the national seat belt and impaired driving mobilizations were also conducted. By implementing these and other strategies that research has shown to be effective, efficient use was made of the available resources to help improve safety on Louisiana's roadways.

To ensure these law enforcement projects maintained the ability to adjust to any situation, various tracking mechanisms were utilized to assist program managers and law enforcement managers with quick insights into the progress of each project. Contact with enforcement agencies was maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Monthly progress reports were required from each law enforcement agency receiving grant funding to ensure an understanding, as well as progress, of the goals and outcomes of each project. These reports included data on the activities conducted, such as the area and times

worked and the number of citations issued. This monthly monitoring allowed for subtle or major adjustments within each sub-recipient, leaving sufficient time to make adjustments throughout the year if needed to improve traffic safety in Louisiana.

COMPILATION OF ENFORCEMENT ACTIVITY RESULTS

In FFY 2023, 51 law enforcement agencies were funded to participate in year-long activities that included the national “Click It or Ticket” campaign and the “Drive Sober or Get Pulled Over” campaign. Collectively, the NHTSA funded law enforcement and training activities resulted in:

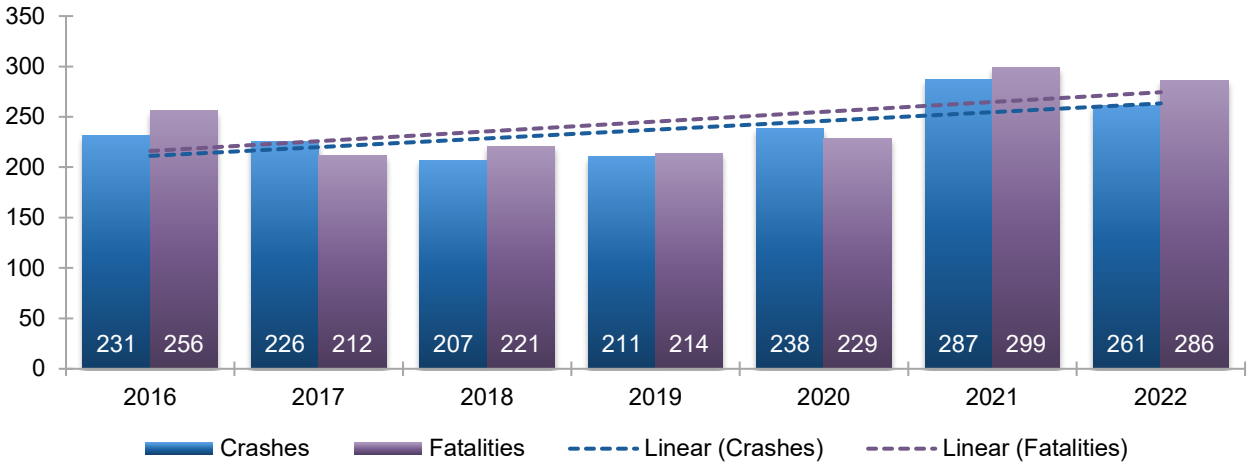
- 29,443 seat belt citations;
- 2,914 impaired driving arrests;
- 9,030 speeding citations;
- 254 officers trained in Standardized Field Sobriety Test (SFST);
- 86 officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE); and
- 117 DREs certified across the State.

The following subsections of Section 5.0 present the programs and projects for each program area addressed in the FFY 2023 Highway Safety Plan. The amounts listed after Budget Expended in each project description do not reflect the final expenditures until the final voucher is submitted and approved in the Grants Tracking System (GTS).

5.1 IMPAIRED DRIVING PROGRAM

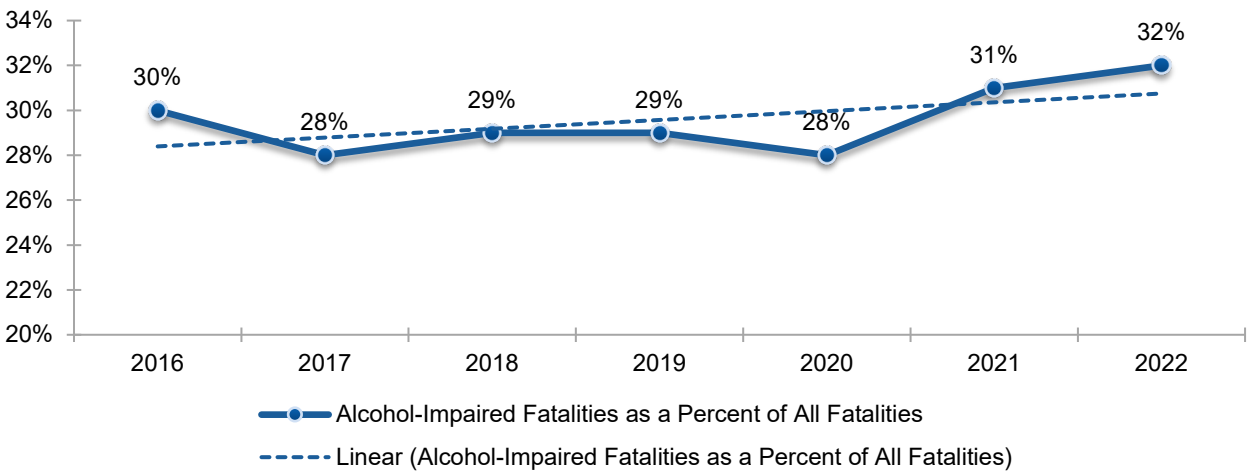
Louisiana’s comprehensive impaired driving program used broad-ranging, evidence-based strategies and actions designed to reduce impaired driving fatalities and injuries. Figure 5.1 shows the changes in alcohol-impaired fatalities and alcohol-related fatal crashes from 2016 to 2022. Despite single year decrease, both alcohol-related fatal crashes and alcohol-impaired driving fatalities are still trending upward. Figure 5.2 shows that the 2022 percent of alcohol-impaired fatalities as a percent of all the state’s motor vehicle fatalities increased, which is also an overall upward trend. Figure 5.3 shows an overall increasing trend line for alcohol-impaired driving fatalities. These trend lines are most likely indicative of the increasing amount of poly-substance impaired driving and related motor vehicle crashes and fatalities that other data is indicating.

FIGURE 5.1 ALCOHOL-IMPAIRED FATALITIES AND ALCOHOL-RELATED FATAL CRASHES



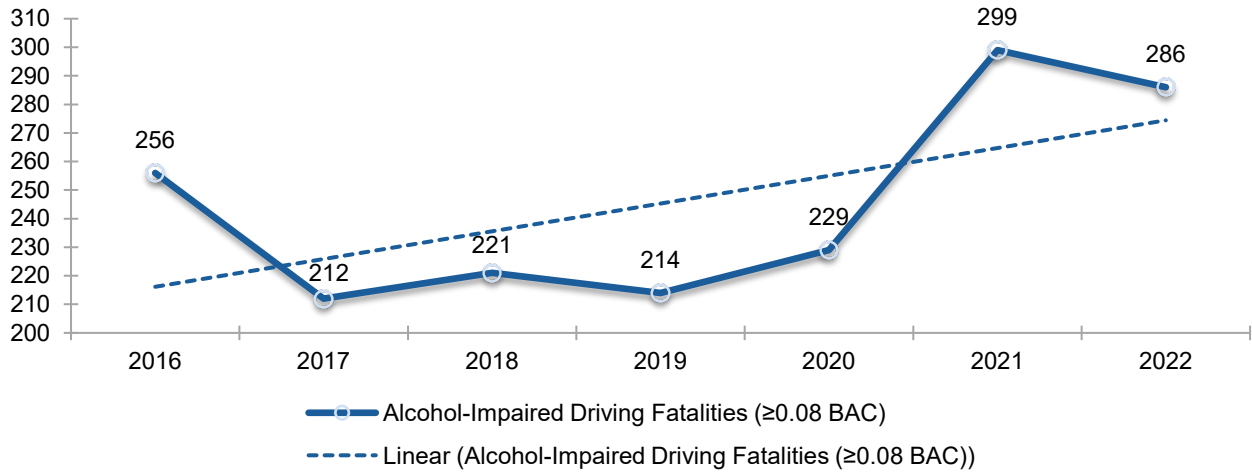
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 5.2 ALCOHOL-IMPAIRED FATALITIES AS A PERCENT OF ALL FATALITIES



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 5.3 ALCOHOL-IMPAIRED DRIVING FATALITIES



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

PERFORMANCE TARGET

Decrease alcohol-impaired driving fatalities 1.0 percent from 222 (2016-2020 average) to 217 in 2023. (C-5)

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2023-10-10

Project Title: Tangipahoa Reshaping Attitudes for Community Change (TRACC) Coalition

Project Description: The No Refusal impaired driving program was designed to support “No Refusal” sobriety enforcement efforts through the use of certified medical technicians who provided evidence collection (blood draws) when warrants were issued. Certified medical technicians were made available at scheduled “no refusal” enforcement efforts and assisted with evidence collection after 1 warrants were issued, 1 blood draw consent, and 2 arrests for DWI were reported. Additionally, the program provided training for law enforcement on best practices for “No Refusal” enforcement including SFST and courtroom testimony.

Project Budget/Source: \$42,316.49/Section 405d

Budget Expended/Source: \$8,890.73/Section 405d

PROJECT NUMBER: 2023-10-11

Project Title: LHSC Policy Specialist

Project Description: The LHSC Policy Specialist assisted LHSC with the implementation of research-based policies, programs, and practices aimed at reducing impaired driving and the number of related fatalities and injuries as well as assisted the LHSC Executive Director with the planning and coordinating of the Governor’s DWI Task Force meetings and other highway safety related initiatives as needed. The LHSC Policy Specialist also assisted in the management of the LHSC-funded DWI courts and assisted with the proper operation of these courts. The LHSC Policy Specialist ensured new and existing DWI courts received the training needed to operate successfully. This person also collaborated with the Louisiana Supreme Court in reference to the DWI courts under their management. The LHSC Policy Specialist coordinated with LHSC Staff to provide guidance and technical assistance to the state Judicial Outreach Liaison. The LHSC Policy Specialist assisted LHSC with implementing the recommendations of the Strategic Highway Safety Plan (SHSP) Impaired Driving Plan.

Project Budget/Source: \$44,999.00/Section 405d; \$4,991.00/Section 402

Budget Expended: \$44,999.00/Section 405d; \$4,303.00/Section 402

PROJECT NUMBER: 2023-10-12

Project Title: Judicial Outreach Liaison (JOL)

Project Description: This project served as a liaison between courts and policy-makers and provided training and continuing education to judges within the State. The JOL coordinated with other justice professionals; promoted evidence-based and promising practices; and communicated highway safety issues focused on reducing impaired driving motor vehicle fatalities and injuries. The JOL participated in regularly scheduled meetings and correspondence with the regional JOL and other state JOLs and provided leadership and information on priority programs and initiatives, including warranted blood draws, and Drug Recognition Experts, DWI Courts, Law Enforcement Phlebotomy, 24/7 Court Programs, evidence-based sentencing practices, and other programs as identified by the LHSC.

Project Budget/Source: \$120,000.00/Section 405d

Budget Expended: \$95,068.95/Section 405d

PROJECT NUMBER: 2023-10-13

Project Title: Prosecutor/ Law Enforcement Training Program

Project Description: Through the Louisiana District Attorneys Association (LDAA), the LHSC provided funding for a full-time Traffic Safety Resource Prosecutor (TSRP) to assist law enforcement, prosecutors, and judges align their efforts to prosecute DWI cases. LDAA conducted eight impaired driving training courses in 2023, reaching 332 prosecutors and 134 law enforcement officers, 3 judges, and numerous other highway safety stakeholders. The courses were offered statewide.

Project Budget/Source: \$249,999.00/Section 405d

Budget Expended: \$201,678.26/Section 405d

PROJECT NUMBER: 2023-10-16

Project Title: Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany, and Tangipahoa Parishes SBIRT Training

Project Description: This program was to provide trainings by nationally registered SBIRT (Screening, Brief Intervention, and Referral to Treatment) trainers to individuals employed at Southeastern Louisiana University Health Center and Counseling Center.

Due to restructuring of the sub-grantees organization, they alerted LHSC that they could no longer continue to work on the SBIRT grant.

Project Budget/Source: \$10,372.00/Section 154 AL

Budget Expended/Source: \$0

PROJECT NUMBER: 2023-10-17

Project Title: Mothers Against Drunk Driving – Court Monitoring

Project Description: This program monitored DWI cases throughout the prosecution process in several court jurisdictions. Courts in Baton Rouge City and the 19th Judicial District Courts in East Baton Rouge Parish were monitored on a weekly basis. In addition; courts in Orleans, Jefferson, Caddo Parishes were randomly monitored. Court Monitors visited assigned

courts/logged into court docket databases, observed DWI cases, collected pertinent data, entered case information into the court monitoring database, trained and supervised program volunteers, managed and monitored “watchdog” calls, and compiled reports on specific data elements as requested. MADD monitored 1,619 impaired driving cases in FFY 2023.

Project Budget/Source: \$50,000.00/ Section 164 AL

Budget Expended: \$47,151.56/Section 164 AL

PROJECT NUMBER: 2023-10-19

Project Title: Forensic Analysis of DWI Cases- North Louisiana Criminalistics Laboratory

Project Description: The North Louisiana Crime Lab project funded a full-time Forensic Analyst. The Forensic Analyst aided in increasing forensic support to law enforcement partners in communities across 29 parishes in northern Louisiana. The position was dedicated 100 percent to traffic safety and responsible for conducting blood and urine alcohol and drug testing on traffic related crashes and DWI cases. The Forensic Analyst processed 318 blood specimen collection kits in 2023. The Forensic Analyst provided expert testimony one time during this project year.

Project Budget/Source: \$75,000.00/Section 402

Budget Expended: \$75,000.00/Section 402

PROJECT NUMBER: 2023-10-20

Project Title: DWI Court Management Program

Project Description: The Supreme Court Drug Court Office (SCDCO) provided oversight, administration (fiscal and programmatic), and monitoring to five Louisiana DWI Courts. All courts were required to adhere to the 10 Guiding Principles for DWI Courts set forth by the National Center for DWI Courts. The SCDCO also provided a DWI Court Operational Tune Up training for all existing DWI Courts in Louisiana that were able to attend.

Project Budget/Source: \$834,622.00/Section 402

Budget Expended: \$530,796.40/Section 402

PROJECT NUMBER: 2023-10-21

Project Title: 14th Judicial District DWI Court

Project Description: The 14th Judicial District DWI Court served Calcasieu Parish and accepted DWI offenders into a minimum 12 months, or maximum 3 year, treatment program. The court adhered to the 10 Guiding Principles for DWI Courts set forth by the National Center for DWI Courts.

Project Budget/Source: \$100,000.00/Section 154 AL

Budget Expended: \$92,467.73/Section 154 AL

PROJECT NUMBER: 2023-10-22

Project Title: 4th Judicial District DWI Court

Project Description: The 4th Judicial District DWI Court served Ouachita and Morehouse Parishes and accepted third-offense DWI offenders into a minimum 12 months, or maximum 3 year, treatment program. Other DWI offenders were considered for acceptance if it was deemed beneficial to public safety. The court adhered to the 10 Guiding Principles for DWI Courts set forth by the National Center for DWI Courts.

Project Budget/Source: \$100,000.00/Section 164 AL

Budget Expended: \$99,999.55/Section 164 AL

PROJECT NUMBER: 2023-10-23

Project Title: Terrebonne Parish DWI Court

Project Description: The 32nd Judicial District DWI Court served Terrebonne Parish and accepted first and second offense and felony DWI offenders into a minimum 12-month treatment program. DWI offenders receiving a first DWI were placed into a probation program and the charge was dismissed, but if a second first offense was committed, the offender was then accepted into the DWI court. Other DWI offenders may be accepted if it is deemed beneficial to public safety. The court adhered to the 10 Guiding Principles for DWI Courts set forth by the National Center for DWI Courts.

Project Budget/Source: \$100,000.00/Section 164 AL

Budget Expended: \$99,998.31/Section 164 AL

PROJECT NUMBER: 2023-10-30

Project Title: Alcohol Beverage Control Juvenile Underage Drinking Enforcement (J.U.D.E.) Task Force

Project Description: The Juvenile Underage Drinking Enforcement (J.U.D.E.) Task Force addressed the problem of underage drinking in an effort to deter impaired driving in East Baton Rouge (EBR) Parish. The Task Force worked to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for entering a bar/lounge, or to purchase, possess and consume alcoholic beverages. The EBR ABC Agents worked 1,815 overtime enforcement hours in 2023, performed 4,835 compliance checks, made 391 arrests and issued 342 citations while working overtime hours.

Project Budget/Source: \$89,465.00/Section 154 AL

Budget Expended: \$64,464.74/Section 154 AL

PROJECT NUMBER: 2023-10-31

Project Title: Louisiana Cops in Shops Program

Project Description: The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops Project utilized ATC enforcement agents to conduct additional extensive underage alcohol enforcement efforts statewide on an overtime basis. These efforts reduce the incidence of underage alcohol procurement, thereby reducing alcohol-impaired fatalities. The ATC agents worked 2,325 overtime enforcement hours performed 3,642 compliance checks, and issued 102 citations.

Project Budget/Source: \$136,650.00/Section 154 AL

Budget Expended: \$125,756.18/Section 154 AL

PROJECT NUMBER: 2023-10-32

Project Title: Capital Region Transportation Safety Coalition – No Refusal Support Program

Project Description: This regional impaired driving program supported ‘No Refusal’ sobriety enforcement efforts in the Capital Region through the use of certified medical technicians who provided evidence collection (blood draws) when warrants were issued. Certified medical personnel were made available at scheduled “no refusal” enforcement efforts and assisted with evidence collection after 23 warrants were issued.

Project Budget/Source: \$39,020.00/Section 154 AL

Budget Expended/Source: \$34,485.00/Section 154 AL

PROJECT NUMBER: 2023-10-34

Project Title: DWI Enforcement Training Specialist

Project Description: The contracted Training Specialist assisted LHSC in FFY 2023 with additional law enforcement training, including LADRIVING, courtroom testimony, and other impaired driving issues. In 2023, the Training Specialist conducted 18 training sessions for 240 police officers, troopers, and deputies from 92 agencies. At many of these training sessions, city and district prosecutors were in attendance to learn about the electronic arrest files they were going to receive. The Training Specialist also conducted one-on-one training sessions with agency TAC and law enforcement officers, as well as judicial district court, LSP Applied Technology Section, TTEC and ARIDE through LSP.

Project Budget/Source: \$49,972.00/Section 154 AL

Budget Expended: \$49,882.30/Section 154 AL

PROJECT NUMBER: 2023-10-01

Project Title: Travel/Training Funds for Impaired Driving

Project Description: Funds were allocated to send law enforcement and other partners to training and conferences directly related to support planned impaired driving strategies and projects.

Funds were utilized to send the DWI Court team from the 14th Judicial District to the Operational Tune-Up Training in Lafayette, Louisiana. Additionally, funds were utilized to bring experts from the Arizona Law Enforcement Phlebotomy Program to Louisiana to provide training to the Louisiana Law Enforcement Phlebotomy Committee members.

Project Budget/Source: \$40,000.00/Section 154 AL

Budget Expended: \$5,289.72/Section 154 AL

PROJECT NUMBER: 2023-10-44

Project Title: LA Voz de la Comunidad

Project Description: This project conducted monthly-impaired driving educational campaigns to the Latino community to promote awareness and distributed educational material regarding the dangers of driving while impaired. The project also promoted alcohol campaigns using radio and social media messaging in Latino markets in Greater New Orleans area.

Project Budget/Source: \$24,877.50/Section 154 AL

Budget Expended/Source: \$22,819.44/Section 154 AL

PROJECT NUMBER: 2023-10-49

Project Title: Le Sanctuary Traffic Safety Diversity Outreach Program

Project Description: This program provided outreach to clergy, driving schools, and middle and high schools to reduce the number of serious injury and fatal crashes specific to impaired driving. Educational material promoting traffic safety were distributed in and around diversity outreach activities that focused on educating minorities on the importance of not drinking and driving. This project conducted large-scale diversity outreach activities and a press conference at the Bayou Classic focusing on seatbelt safety awareness.

Project Budget/Source: \$49,043.50/Section 402

Budget Expended/Source: \$14,814.51/Section 402

PROJECT NUMBER: 2023-30-80

Project Title: Louisiana State Police (LSP) Crash Reduction Grant

Project Description: The LSP conducted DWI enforcement throughout Louisiana, making 232 impaired driving arrests while working 4,667 hours of impaired driving overtime enforcement. High fatality and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. Enforcement was coupled with Public Information Officers conducting 307 education and outreach activities. The LSP also

conducted various training courses that were made available to local law enforcement agencies statewide. The LSP subcontracted with nationally recognized law enforcement training agencies to conduct specific training courses. These training courses included one (1) SFST Instructor Development Course (22 students), ten (10) SFST Certification/Practicum (254 students), seven (7) ARIDE Courses (86 students), two (2) DRE Certification Course (14 students).

Project Budget/Source: \$33,590.70/Section 402 and \$732,275.53/Section 405d

Budget Expended: \$23,103.28/Section 402 and \$535,638.49/Section 405d

PROJECT NUMBER: 2023-30-10 THROUGH 2023-30-63

Project Title: Overtime Traffic Safety Enforcement - Local Law Enforcement

Project Description: Research indicates that high visibility and sustained enforcement continues to be the most effective countermeasure in reducing impaired driving related crashes and fatalities. This project provided funding for DWI overtime enforcement to 51 local police departments and sheriff's offices that were located in the 16 Tier One Alcohol Problem ID Parishes. Participating agencies conducted 92 sobriety checkpoints, worked 1,959 checkpoint hours, and 20,179 saturation patrol hours. This yearlong enforcement corresponded with the national "Drive Sober or Get Pulled Over" campaign and state mobilizations. All law enforcement agencies participating in this targeted overtime enforcement program utilized data to identify areas, and vehicle types (e.g., pickup trucks, motorcycles), of critical need. The local agencies conducted impaired driving checkpoints and/or patrols based on their evidence-based enforcement plan, deployed resources based on crash analysis. Law enforcement agencies that participated in this targeted DWI overtime enforcement program included:

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- | | |
|---|---|
| • Abbeville Police Department; | • Mandeville Police Department; |
| • Alexandria Police Department; | • Monroe Police Department; |
| • Allen Parish Sheriff's Office; | • Morgan City Police Department; |
| • Baton Rouge Police Department; | • Natchitoches Police Department; |
| • Bogalusa Police Department; | • New Orleans Police Department; |
| • Bossier Parish Sheriff's Office; | • Oil City Police Department; |
| • Breaux Bridge Police Department; | • Pineville Police Department; |
| • Caddo Parish Sheriff's Office; | • Plaquemines Parish Sheriff's Office; |
| • Calcasieu Parish Sheriff's Office; | • Pointe Coupee Parish Sheriff's Office; |
| • Denham Springs Police Department; | • Shreveport Police Department; |
| • DeRidder Police Department; | • Slidell Police Department; |
| • East Baton Rouge Parish Sheriff's Office; | • Southeastern Louisiana University Police Dept.; |
| • Evangeline Parish Sheriff's Office; | • Springhill Police Department; |
| • Franklinton Police Department; | • St. Bernard Parish Sheriff's Office; |
| • Gonzales Police Department; | • St. Charles Parish Sheriff's Office; |
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- Greater N.O. Expressway Commission;
- Greenwood Police Department;
- Hammond Police Department;
- Houma Police Department;
- Iberia Parish Sheriff's Office;
- Jefferson Parish Sheriff's Office;
- Kenner Police Department;
- Lafayette Police Department;
- Lafourche Parish Sheriff's Office;
- Lake Charles Police Department;
- Livingston Parish Sheriff's Office;
- St. Tammany Parish Sheriff's Office;
- Tangipahoa Parish Sheriff's Office;
- Terrebonne Parish Sheriff's Office;
- Thibodaux Police Department;
- Vinton Police Department;
- Washington Parish Sheriff's Office;
- West Baton Rouge Parish Sheriff's Office;
- West Monroe Police Department;
- Westwego Police Department; and
- Zachary Police Department.

Project Budget/Source: \$2,248,754.10/Section 402; \$555,271.00/Section 154 AL; \$853,847.00/Section 164 AL; \$418,959.00/Section 405d; \$83,934.00/Section 405h

Budget Expended: \$1,655,142.36/Section 402; \$486,711.63/Section 154 AL; \$529,485.88/Section 164 AL; \$263,506.72/Section 405d; \$31,669.03/Section 405h

PROJECT NUMBER: 2023-35-05 THROUGH 2023-35-51

Project Title: Special Waves Enforcement – Drive Sober or Get Pulled Over

Project Description: LHSC provided sub-grants to local police departments and sheriff's offices for high-visibility and sustained enforcement overtime enforcement of traffic safety laws. The agencies provided enforcement in support of impaired driving/riding that was coordinated with the NHTSA/LHSC "Drive Sober or Get Pulled Over" campaign. Agencies conducted sobriety checkpoints and saturation patrols in support of the National mobilization. Impaired driving activities included enforcement of impaired motorcycle operators.

This project provided grants to a combination of 25 local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted sobriety checkpoints and saturation patrols in support of the national "Drive Sober or Get Pulled Over" mobilization. Enforcement activities for "Drive Sober or Get Pulled Over" Special Waves agencies resulted in 42 DWI arrests, 1,102 contacts with 1,168 total hours worked by all participating agencies.

Project Budget/Source: \$63,562.16/Section 154 AL

Budget Expended: \$34,562.92/Section 154 AL

PROJECT NUMBER: 2023-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated and included information on distracted driving and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2023, 5,795 students attended 215 hospital-based presentations, 5,294 students viewed Mock Crashes, 2,477 students viewed Mock Trials, 153 participants attended Senior Sessions, and 242 parents attended Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions. Pre- and post-tests showed an increase of 22.4% in participant knowledge, which is an increase from the previous federal fiscal year.

Project Budget/Source: \$74,000.00/Section 402 and \$111,000.00/Section 164 AL

Budget Expended/Source: \$39,845.59/Section 402 and \$59,768.52/Section 164 AL

PROJECT NUMBER: 2023-55-11

Project Title: Ready, Set, DRIVE!

Project Description: This project funded the "Ready, Set, DRIVE!" Teen Driver Safety Program in East Baton Rouge and Tangipahoa parishes. The "Ready, Set, DRIVE!" educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol impaired driving, in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness was measured through pre- and post-tests. In FFY 2023, 1,097 participants attended Ready, Set, DRIVE! presentations. Due to staffing shortages at various times throughout the year, only 18% of program participants were tested. The tests collected showed an 82% increase in knowledge regarding risky driving behaviors and the associated consequences.

Project Budget/Source: \$21,000.00/Section 402

Budget Expended/Source: \$18,477.70/Section 402

PROJECT NUMBER: 2023-55-12

Project Title: ThinkFirst for Teens Program

Project Description: ThinkFirst of the ArkLaTex coordinated and implemented 77 ThinkFirst programs that covered various driving behaviors, such as impaired driving with drugs and/or alcohol, occupant protection, and distracted driving for youth and young adults to reduce the overall number of fatal and traumatic brain and spinal cord injuries sustained in vehicle crashes. These programs were conducted through schools, colleges/universities, corporate/community traffic safety programs, privately-owned driving schools, DWI classes, Juvenile Court, etc., in Northeast, Northwest, and Central Louisiana. In FFY 2023, 1,806 students and 292 young adults participated in ThinkFirst. The program effectiveness was measured by pre/post-tests, which showed increased knowledge at 19% percent for distracted driving, 22% percent for seat belt safety, and 18% percent for underage drinking/impaired driving.

Project Budget/Source: \$120,000.00/Section 402

Budget Expended/Source: \$118,975.00/Section 402

PROJECT NUMBER: 2023-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition - BRAKES

Project Description: The local government of Tangipahoa Parish Government worked with the TRACC Coalition to create a safe community with positive attitudes for teen drivers regarding traffic safety. The B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) Program addressed the problems of occupant protection, distracted driving, and impaired driving for young drivers. Presentations were conducted at two Tangipahoa Parish high schools. Program effectiveness and knowledge gain were measured by pre- and post-tests.

Project Budget/Source: \$10,000.00/Section 402

Budget Expended: \$5,965.10/Section 402

PROJECT NUMBER: 2023-55-23

Project Title: You Are Worth It, Inc.

Project Description: You Are Worth It, Inc. was contracted to work with high school administrators in Northeast Louisiana and scheduled presentations to educate young drivers about the negative effects of alcohol-impaired driving. The program was designed to utilize victim testimonies along with PowerPoint presentations and videos that shared the real-life consequences of alcohol-impaired driving. Unfortunately, this program was not implemented in FFY 2023 due to the Project Director's development of significant health issues.

Project Budget/Source: \$10,000.00/Section 402

Budget Expended/Source: \$0

PROJECT NUMBER: 2023-70-11

Project Title: UMOJA Traffic Safety Diversity Outreach Program

Project Description: This program provided outreach to community leaders, on HBCU campuses in Lincoln and East Baton Rouge Parishes to reduce the number of serious injury and fatal crashes caused by impaired driving. Educational materials promoting traffic safety were distributed at all of the traffic safety outreach activities. Traffic safety programs were established on HBCU campuses in Lincoln Parish. Transportation safety diversity forums were conducted in Baton Rouge, Lafayette, Lake Charles, and Grambling with a total of 175 participants.

Project Budget/Source: \$39,868.40/Section 154 AL and \$9,967.10/Section 402

Budget Expended/Source: \$30,047.80/Section 154 AL and \$9,668.05/Section 402

PROJECT NUMBER: 2023-80-01

Project Title: Paid Media for Impaired Driving

Project Description: This contract focused on reducing impaired driving through a “Drive Sober or Get Pulled Over” media buy plan during the national mobilization. All paid media was implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. A total of 5,499 radio spots were purchased and 5,344 added value radio spots were included for a total of 10,843. The television buy included traditional and streaming TV. Television purchased spots included 2,206 spots and an additional 2,811 added value spots for a total of 5,017 television spots. A total of 474,586 impressions were delivered by streaming television. On-line media placement delivered 6,606 clicks and an estimated 11,075,070 impressions. A total of 143 billboards and 10 bonus billboards were placed. Message recognition was measured through attitudinal surveys.

Project Budget/Source: \$600,000.00/Section 164 AL

Budget Expended: \$592,246.12/Section 164 AL

PROJECT NUMBER: 2023-80-03

Project Title: LHSC Public Relations

Project Description: LHSC contracted with a media firm to produce and distribute press releases, announcements, PSAs, social media, and overall support of the earned and paid media and the national mobilizations on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software, as well as social media distribution software and analytics. Lambert Media LLC produced 21 news releases and distributed a total of 22 news releases. Additionally, the partner produced and distributed a regular cadence of social media messaging across channels Facebook, X (formerly Twitter), Instagram, Pinterest, and YouTube, including 10 “Safety Minute” video PSAs.

Project Budget/Source: \$49,900.00/Section 402

Budget Expended: \$49,650.00/Section 402

PROJECT NUMBER: 2023-80-04

Project Title: Hometown Productions

Project Description: Due to the long-awaited hiring of the LHSC Public Information Officer (PIO), this contract was not executed.

Project Budget/Source: \$40,000.00/Section 402

Budget Expended: \$0

5.2 OCCUPANT PROTECTION PROGRAM

Louisiana achieved its highest occupant protection rate of 88 percent in 2019. During FFY 2023, the LHSC provided leadership, training, and technical assistance to other state and law enforcement agencies, and local occupant protection projects to deliver the maximum impact and likelihood for increasing restraint use. Due to COVID-19 restrictions and the issuance of a waiver from the National Highway Traffic Safety Administration (NHTSA), the statewide observation survey was not conducted in 2020. In 2021, Louisiana experienced a slight decrease in the observed seatbelt use rate with the rate measured at 85.7%. The 2022 rate increased to 86.1% and in 2023, Louisiana saw the observed seatbelt usage rate decrease back to the 2021 rate of 85.7%. Table 5.1 shows observed seat belt usage by region from 2016 through 2023.

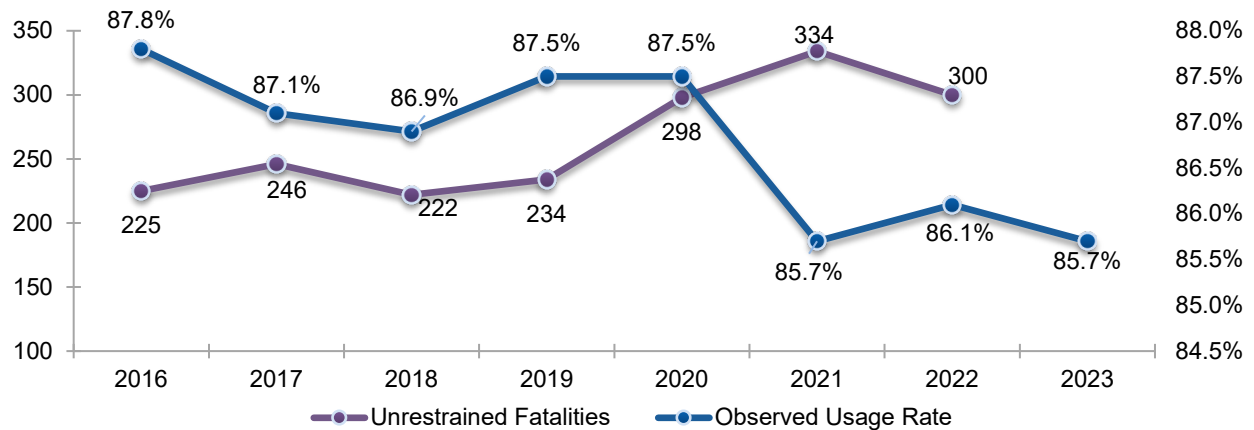
Table 5.1 Adult Observed Seat Belt Usage, All Vehicles and All Locations

Region	2016	2017	2018	2019	2020	2021	2022	2023
1- New Orleans	86.6%	90.3%	91.3%	88.7%	-	88.1%	88.3%	88.4%
2- Baton Rouge	84.0%	85.1%	87.7%	86.2%	-	83.2%	82.4%	80.5%
3- Houma	91.6%	88.0%	89.3%	89.7%	-	87.5%	86.1%	88.0%
4- Lafayette	86.4%	86.3%	88.4%	91.1%	-	86.6%	84.5%	88.5%
5- Lake Charles	91.7%	92.2%	89.2%	87.6%	-	87.0%	85.7%	90.1%
6- Alexandria	80.8%	82.7%	81.3%	83.5%	-	78.9%	73.7%	77.0%
7- Shreveport	91.1%	85.8%	83.8%	84.9%	-	84.6%	87.8%	85.1%
8- Monroe	84.2%	87.1%	85.4%	90.5%	-	89.1%	88.3%	79.2%
Louisiana	87.8%	87.1%	86.9%	87.5%	-	85.7%	86.1%	85.7%

Source: Preusser Research Group, 2016-2023

Figure 5.4 shows the correlation between observed seat belt use and unrestrained fatalities. In recent years, unrestrained fatalities have increased with a downward trend beginning in 2022. Due to COVID-19 restrictions and the issuance of a waiver from the National Highway Traffic Safety Administration (NHTSA), the statewide observation survey was not conducted in 2020; however, Louisiana began again conducting the observation survey in 2021 and the following years.

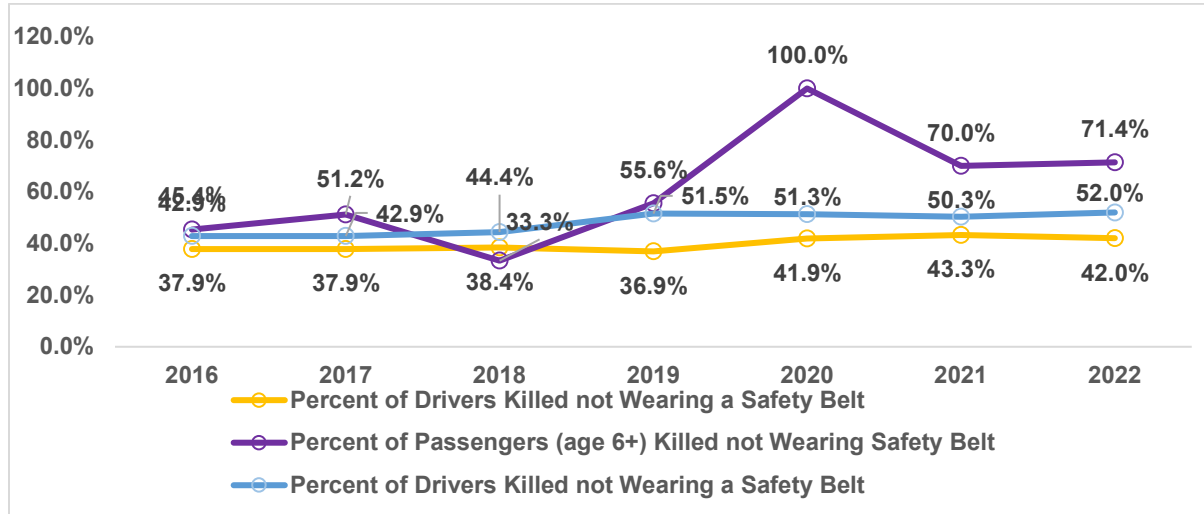
FIGURE 5.4 OBSERVED SEAT BELT USE AND UNRESTRAINED FATALITIES



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

Figure 5.5 shows the percent of unrestrained fatalities since 2016 for drivers, passengers over 6 years of age, and children under six years old.

FIGURE 5.5 PERCENT OF UNRESTRAINED FATALITIES: DRIVERS, PASSENGERS AGE 6+, AND CHILDREN UNDER 6



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

PERFORMANCE TARGETS

- Reduce unrestrained passenger fatalities by 1 percent from 245 (2016-2020 average) to 240 in 2023. (C-4)
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1.1 percentage point annually from 86.9 percent (2016 to 2021 average) to 89.1 percent in 2023. (B-1)

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2023-20-10

Project Title: Research and Assessment Surveys (Preusser Research Group)

Project Description: This project conducted the statewide observational surveys to determine adult seat belt usage, a nighttime seatbelt observational survey, and the statewide attitudinal survey to measure licensed drivers' attitudes regarding speed, impaired driving, seat belts, and other

behaviors. Funds were provided for the personnel, materials, administrative and logistical support to complete these surveys.

Project Budget/Source: \$141,800.00/Section 405b and \$81,300.00/Section 402

Budget Expended: \$141,800.00/Section 405b and \$81,300.00/Section 402

PROJECT NUMBER: 2023-80-01

Project Title: Paid Media for Occupant Protection

Project Description: This contract focused on a occupant protection paid media buy plan for the “Click It or Ticket” national mobilization. All paid media were implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. Message recognition were measured through attitudinal surveys. Paid media placement for occupant protection included 3,346 purchased radio spots and 3,447 added value spots for a total of 6,793 radio spots. On-line streaming audio placement delivered 310 clicks and an estimated 811,748 impressions. Digital outdoor included the placement of 75 billboards that delivered a total of 25,544,647 impressions. The contract also provided funding for an occupant protection social norming campaign to increase seatbelt compliance. Paid media placement included 4,137 radio spots and 4,150 added value spots for a total of 8,287 radio spots. On-line streaming audio placement included 470,588 impressions and an added value of 3,910 impressions for a total delivery of 482,785 impressions.

Project Budget/Source: \$430,000.00/Section 402

Budget Expended: \$425,862.59/Section 402

PROJECT NUMBER: 2023-80-03

Project Title: LHSC Earned Media

Project Description: LHSC contracted with a media firm to produce and distribute press releases, announcements, PSAs, social media, and overall support of the earned and paid media and the national mobilizations on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software, as well as social media distribution software and analytics. Lambert Media LLC produced 21 news releases for LHSC in 2022–23 and distributed a total of 22 news releases. Additionally, the partner produced and distributed a regular cadence of social media messaging

across channels Facebook, X (formerly Twitter), Instagram, Pinterest, and YouTube, including 10 “Safety Minute” video PSAs.

Project Budget/Source: \$49,900.00/Section 402

Budget Expended: \$49,650.00.00/Section 402

PROJECT NUMBER: 2023-80-04

Project Title: Hometown Productions

Project Description: Due to the long-awaited hiring of the LHSC Public Information Officer (PIO), this contract was not executed.

Project Budget/Source: \$40,000.00/Section 402

Budget Expended: \$0

PROJECT NUMBER: 2023-20-11

Project Title: Louisiana Passenger Safety Task Force

Project Description: University Medical Center (UMC) New Orleans maintained the Louisiana Passenger Safety Task Force (LPSTF), the state coalition, and centralized resource for all OP/CPS activities and education, consisting of 631 certified child passenger safety technicians, 22 instructors, several with over 20 years’ experience, providing true subject matter expertise, 11 Regional Coordinators, a Statewide Coordinator and a Director. Through the state resources, the infrastructure of the task force has maintained a database of all Louisiana CPS technicians, promoting the education and recertification of technicians, conducted quarterly regional meetings to promote leadership within the field, provided Standardized CPS Technician Courses, hosted a 200 person state conference for the promotion and recertification of child passenger safety education, and supported fitting stations in each region. Concentrated efforts were made to increase the number of fitting stations in rural areas and to increase the number of certified technicians from the medical field. Despite challenges from a pandemic, over 3,850 children were assisted by certified technicians in Louisiana during FFY 2023 and 86 seats were distributed to families in need during National Child Passenger Safety Week. University Medical Center New Orleans continues to manage the education and supplies for the fitting stations, as well as the funding available for child safety seats for families in need. To accompany the child passenger safety efforts, the Louisiana Passenger Safety Task Force provides the training and infrastructure for the CarFit program. Three technician courses were held this year, followed by 1 event coordinator course. There are 48 CarFit technicians in Louisiana, 17 event coordinators and 3

instructors. A total of 916 seats were checked at events, including Click or Ticket, National Seat Check Saturday, and technician courses.

Project Budget/Source: \$232,436.16/Section 405b

Budget Expended: \$219,335.81/Section 405b

PROJECT NUMBER: 2023-20-13

Project Title: YMCA Highway Safety Initiative: Hispanic Outreach Occupant Protection Program (New Orleans area)

Project Description: This project educated the Hispanic population in the Greater New Orleans area to raise awareness of the importance of wearing a seat belt and using child passenger safety restraints. The YMCA accomplishments included raising awareness through community outreach, partnering with the Louisiana Passenger Safety Task Force (LPSTF) hosted 15 car seat events in which 100 car seats were distributed, participated in 38 community events to promote occupant protection, and distributed language appropriate materials targeting specific populations (such as young adults, pregnant moms, churches, clinics), etc. The YMCA successfully established partnerships with the Consulate of México in New Orleans, Consulate of Honduras in New Orleans, General Consulate of Dominican Republic in New Orleans, and General Consulate of Panama in New Orleans. This partnerships resulted in 24 in person seat belt safety presentations with a total of 2,037 participants. This project has built upon their existing services to reach additional clients throughout the year.

Project Budget/Source: \$74,296.26/Section 405b

Budget Expended/Source: \$74,296.25/Section 405b

PROJECT NUMBER: 2023-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated and included information on distracted driving and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2023, 5,795 students attended 215 hospital-based presentations,

5,294 students viewed Mock Crashes, 2,477 students viewed Mock Trials, 153 participants attended Senior Sessions, and 242 parents attended Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions. Pre- and post-tests showed an increase of 22.4% in participant knowledge, which is an increase from the previous federal fiscal year.

Project Budget/Source: \$74,000.00/Section 402 and \$111,000.00/Section 164 AL

Budget Expended/Source: \$39,845.59/Section 402 and \$59,768.52/Section 164 AL

PROJECT NUMBER: 2023-20-01

Project Title: Travel/Training Funds for Occupant Protection

Project Description: Funds would have been allocated to send law enforcement and other partners to training and conferences directly related to support planned occupant protection strategies and projects.

No travel was requested.

Project Budget/Source: \$15,000.00/Section 402

Budget Expended: \$0

PROJECT NUMBER: 2023-30-80

Project Title: Louisiana State Police (LSP) Crash Reduction Grant

Project Description: The LSP conducted occupant protection enforcement throughout Louisiana, including conducting three occupant protection checkpoints and issuing 4,775 seat belt and child passenger citations while working 3,703 hours of overtime occupant protection enforcement. Enforcement was coupled with public information officers conducting education and outreach activities. High fatality and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. LSP Public Information Officers conducted 105 occupant protection related outreach events. Presentations were used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics were publicized through print, TV, and/or radio media throughout the duration of the grant.

Project Budget/Source: \$288,326.50/Section 405b

Budget Expended: \$217,512.83/Section 405b

PROJECT NUMBER: 2023-30-10 THROUGH 2023-30-63

Project Title: Overtime Traffic Safety Enforcement - Local Law Enforcement

Project Description: Local law enforcement agencies conducted overtime enforcement of traffic safety laws using checkpoints and saturation patrols throughout FFY 2023 and during state and national enforcement periods. All overtime enforcement programs were data driven to reduce the number of alcohol-impaired fatalities, unrestrained fatalities, and speeding fatalities in the areas most at risk. In 2023, 51 law enforcement agencies participated in this program across Louisiana.

Research shows that high visibility and sustained enforcement continues to be the most effective countermeasure in increasing seat belt usage. This project provided funding to 51 local police departments and sheriff's offices for occupant protection overtime enforcement. All law enforcement agencies participating in this targeted occupant protection enforcement program utilized data to identify areas, and vehicle types (e.g., pickup trucks, motorcycles), of critical need and focused on areas with known lower seat belt usage. Agencies deployed resources based on crash analysis and their evidence-based enforcement plans and made adjustments throughout the year. Participating agencies conducted checkpoints, saturation patrols, and yearlong enforcement to correspond with state "Click It or Ticket" campaign mobilizations and made adjustments as necessary. Law enforcement agencies worked 14,592 hours of saturation patrols and 2,403 hours at seat belt checkpoints, issuing 17,950 adult seat belt citations and 1,819 child passenger seat citations. Law enforcement agencies that participated in this targeted occupant protection overtime enforcement program included:

-
- | | |
|---|---|
| • Abbeville Police Department; | • Mandeville Police Department; |
| • Alexandria Police Department; | • Monroe Police Department; |
| • Allen Parish Sheriff's Office; | • Morgan City Police Department; |
| • Baton Rouge Police Department; | • Natchitoches Police Department; |
| • Bogalusa Police Department; | • New Orleans Police Department; |
| • Bossier Parish Sheriff's Office; | • Oil City Police Department; |
| • Breaux Bridge Police Department; | • Pineville Police Department; |
| • Caddo Parish Sheriff's Office; | • Plaquemines Parish Sheriff's Office; |
| • Calcasieu Parish Sheriff's Office; | • Pointe Coupee Parish Sheriff's Office; |
| • Denham Springs Police Department; | • Shreveport Police Department; |
| • DeRidder Police Department; | • Slidell Police Department; |
| • East Baton Rouge Parish Sheriff's Office; | • Southeastern Louisiana University Police Dept.; |
| • Evangeline Parish Sheriff's Office; | • Springhill Police Department; |
| • Franklinton Police Department; | • St. Bernard Parish Sheriff's Office; |
| • Gonzales Police Department; | • St. Charles Parish Sheriff's Office; |
| • Greater N.O. Expressway Commission; | • St. Tammany Parish Sheriff's Office; |
-

- Greenwood Police Department;
 - Hammond Police Department;
 - Houma Police Department;
 - Iberia Parish Sheriff's Office;
 - Jefferson Parish Sheriff's Office;
 - Kenner Police Department;
 - Lafayette Police Department;
 - Lafourche Parish Sheriff's Office;
 - Lake Charles Police Department;
 - Livingston Parish Sheriff's Office;
 - Tangipahoa Parish Sheriff's Office;
 - Terrebonne Parish Sheriff's Office;
 - Thibodaux Police Department;
 - Vinton Police Department;
 - Washington Parish Sheriff's Office;
 - West Baton Rouge Parish Sheriff's Office;
 - West Monroe Police Department;
 - Westwego Police Department; and
 - Zachary Police Department.
-

Project Budget/Source: \$2,248,748.10/Section 402

Budget Expended: \$1,141,132.55/Section 402

PROJECT NUMBER: 2023-35-05 THROUGH 2023-35-51

Project Title: Special Waves Enforcement (“Click It or Ticket”)

Project Description: This project provided funds that were allocated for 25 local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted checkpoints and saturation patrols in support of the national “Click It or Ticket” mobilization. Total enforcement activities for “Click It or Ticket” Special Waves agencies resulted in 1,447 safety belt citations and 1,762 enforcement hours by all participating agencies.

Project Budget/Source: \$70,949.86/Section 402

Budget Expended: \$53,850.46/Section 402

PROJECT NUMBER: 2023-55-11

Project Title: Ready, Set, DRIVE!

Project Description: This project funded the “Ready, Set, DRIVE!” Teen Driver Safety Program in East Baton Rouge and Tangipahoa parishes. The “Ready, Set, DRIVE!” educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol impaired driving, in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness was measured through pre- and post-tests. In FFY 2023, 1,097 participants attended Ready, Set, DRIVE! presentations. Due to staffing shortages at various times throughout the year, only 18% of program participants were tested.

The tests collected showed an 82% increase in knowledge regarding risky driving behaviors and the associated consequences.

Project Budget/Source: \$21,000.00/Section 402

Budget Expended/Source: \$18,477.70/Section 402

PROJECT NUMBER: 2023-55-12

Project Title: ThinkFirst for Teens Program

Project Description: ThinkFirst of the ArkLaTex coordinated and implemented 77 ThinkFirst programs that covered various driving behaviors, such as impaired driving with drugs and/or alcohol, occupant protection, and distracted driving for youth and young adults to reduce the overall number of fatal and traumatic brain and spinal cord injuries sustained in vehicle crashes. These programs were conducted through schools, colleges/universities, corporate/community traffic safety programs, privately-owned driving schools, DWI classes, Juvenile Court, etc., in Northeast, Northwest, and Central Louisiana. In FFY 2023, 1,806 students and 292 young adults participated in ThinkFirst. The program effectiveness was measured by pre/post-tests, which showed increased knowledge at 19% percent for distracted driving, 22% percent for seat belt safety, and 18% percent for underage drinking/impaired driving.

Project Budget/Source: \$120,000.00/Section 402

Budget Expended/Source: \$118,975.00/Section 402

PROJECT NUMBER: 2023-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition - BRAKES

Project Description: The local government of Tangipahoa Parish Government worked with the TRACC Coalition to create a safe community with positive attitudes for teen drivers regarding traffic safety. The B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) Program addressed the problems of occupant protection, distracted driving, and impaired driving for young drivers. Presentations were conducted at two Tangipahoa Parish high schools. Program effectiveness and knowledge gain were measured by pre- and post-tests.

Project Budget/Source: \$10,000.00/Section 402

Budget Expended: \$5,965.10/Section 402

PROJECT NUMBER: 2023-55-16

Project Title: Students Against Destructive Decisions (SADD) - Rock the Belt

Project Description: Eight high schools within Bienville, Caddo, Calcasieu, Jefferson, Lafayette, Lafourche, Livingston, Natchitoches, Ouachita, and St. Tammany parishes participated in SADD's "Comprehensive Approach to Reducing Teen Crashes – Rock the Belt" program. The program measured effectiveness with pre- and post-tests that were administered to all program participants. SADD was able to reach 4,555 students through school-based presentations. SADD also implemented 467 "Quick Click Challenges" with 1,802 student participants. The program concluded in May 2023 due to the elimination of SADD's Louisiana Statewide Coordinator position. As of May 2023, pre- and post-tests showed that participating students' knowledge of dangers associated with improper seat belt usage increased 75.61%. The same tests also showed a 10% increase in anticipated seat belt usage following program implementation.

Project Budget/Source: \$99,000.00/Section 402

Budget Expended/Source: \$65,966.28/Section 402

PROJECT NUMBER: 2023-70-12

Project Title: Bayou Classic Outreach - NOCCI

Project Description: This project provided outreach at the largest African American sporting event within the state of Louisiana. A press conference involving state and local safety partners was conducted prior to the Bayou Classic promoting the occupant protection message. Educational material promoting traffic safety was distributed on game day specific to occupant protection. There were Public Address (PA) announcements, traffic safety commercials that were displayed during the sporting event and the LHSC logo with a traffic safety message that displayed on the ribbon and message boards during the sporting event.

Project Budget/Source: \$21,000.00/Section 402

Budget Expended/Source: \$21,000.00/Section 402

5.3 TRAFFIC RECORDS IMPROVEMENT PROGRAM

The LHSC continued to partner with the Traffic Records Coordinating Committee (TRCC) to improve the state's traffic records information systems. In FFY 2023, the TRCC focused on

improvements to the EMS/injury surveillance and citation/adjudication systems. The following performance targets were met or exceeded in FFY 2023:

PERFORMANCE TARGETS AND RESULTS

- Increase the completeness of latitude and longitude fields on crash reports submitted electronically from 82.1% on March 31, 2022, to 85% by April 1, 2023. (Completeness)

Performance Target **Met** in FFY 2023:

The Completeness of latitude and longitude fields on crash reports submitted electronically increased from 82.1% on April 1, 2022, to 89.1% by March 31, 2023.

- Increase the accuracy of latitude and longitude measured as the number of crashes located within 150 feet of a road from 72.7% on March 31, 2022, to 74% by April 1, 2023. (Accuracy)

Performance Target **Met** in FFY 2023:

The Accuracy of latitude and longitude measured as the number of crashes located within 150 feet of a road from increased from 72.7% on April 1, 2022, to 84.4% by March 30, 2023.

- Develop performance measure(s) for OMV Pointer System Project and will submit this measure(s) and baseline numbers on or before September 30, 2022. (Accuracy)

Performance Target of Developing Performance **Met** in FFY 2023:

The correction of the missing or broken pointers will result in a decrease in the number of driver records with a missing or broken pointer of .25%. (The number of total driver records without a broken or missing SPEX pointer will increase by .25% or more)

- Increase the percentage records that are entered within 10 days or less of days from the date of disposition/conviction to entry into the driver database for commercial drivers (CDL) from 44.5% on March 31, 2022, to 45% by April 1, 2023. (Timeliness)

Performance Target **Not Met** in FFY 2023:

No data response from the Louisiana Supreme Court

- Increase the number of “active” courts reporting the disposition of traffic related cases from 94 courts on March 31, 2022, to 95 courts by April 1, 2023. (Completeness)

Performance Target **Not Met** in FFY 2023:

No data response from the Louisiana Supreme Court

- Decrease the percentage of conviction records missing the identified critical data element (Driver License Class) from 24.5% on March 31, 2022, to 23% by April 1, 2023. (Completeness)

Performance Target **Not Met** in FFY 2023:

No data response from the Louisiana Supreme Court

- Increase the percentage of EMS agencies reporting electronically to the State Registry from 80% (44 agencies reporting out of 55) on March 31, 2022, to 82% by April 1, 2023. (Completeness).

Performance Target **Met** in FFY 2023:

The percentage of EMS agencies reporting electronically increased from 80% April 1, 2022, to 84% (44 agencies out of 55) on March 31, 2023.

- Increase the percentage of EMS reports submitted to the State Registry that are NEMSIS 3.5 compliant from a baseline of 0% on March 31, 2022, to 5% by April 1, 2023. (Accuracy)

Performance Target **Improved but Not Met** in FFY 2023:

The number of EMS Agencies submitting data to the State Registry that are NEMSIS 3 compliant from increased from 0% on April 1, 2022, to 2.7% by March 31, 2023.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2023-40-10

Project Title: LHSC Statistical Analysis

Project Description: This project funds a statistical analysis consultant, who provides expertise and guidance on traffic records, legislative, DWI, Occupant Protection and other LHSC projects, including the NHTSA-required statewide occupant protection observational survey. In addition, on September 27, 2023, a comprehensive on-line presentation was made to LHSC partners and stakeholders on the 2022 statewide traffic crash data.

Project Budget/Source: \$49,900.00/Section 402

Budget Expended: \$49,900.00/Section 402

PROJECT NUMBER: 2023-40-11

Project Title: Center for Analytics, Research and Transportation Safety (CARTS)

Project Description: Under this project, the CARTS employed a full-time TRCC Coordinator who planned, coordinated, and supported TRCC activities, projects, and reporting; a Computer Support Analyst; a Data Quality Research Associate who supported the crash data quality and the LACRASH application; and, a Graduate Assistant to assist with updating the LACRASH User Manual. The TRCC coordinated and conducted 4 TRCC Executive Committee meetings (November 30, 2022; March 3, 2023; June 6, 2023 and September 11, 2023); and, numerous Working Group and other TRCC related meetings to conduct TRCC-related business and to develop and revise the TRCC Strategic Plan.

Project Budget/Source: \$489,000.00/Section 405c

Budget Expended: \$409,973.43/Section 405c

PROJECT NUMBER: 2023-40-12

Project Title: OMV Correcting State Pointer Exchange Service (SPEXS)

Project Description: This project funded overtime for Office of Motor Vehicle (OMV) employees to correct missing and/or erroneous SPEXS pointers in the drivers' license database. Correcting these issues contributed to more accurate and complete driver data. Throughout the year, there were a total of 23,499 pointers corrected.

Project Budget/Source: \$147,500.00/Section 405c

Budget Expended: \$55,645.56/Section 405c

PROJECT NUMBER: 2023-40-15

Project Title: Louisiana Emergency Response Network (LERN) Contractor

Project Description: The project allowed for individuals to be recruited and to educate ambulance providers in the state on the importance of submitting accurate electronic injury surveillance data to LERN on a regular basis. This project coordinated with the Louisiana Ambulance Alliance, which represents the majority of the ambulance providers in the state. A NEMSIS – compliant database was maintained with pertinent crash injury data elements obtained

from the ambulance providers. Agency report cards were provided to each ambulance provider. Throughout the year, this contractor worked with and/or recruited 32 different agencies/providers.

Project Budget/Source: \$39,000.00/Section 405c

Budget Expended: \$33,780.00/Section 405c

PROJECT NUMBER: 2023-40-16

Project Title: NCPS Crash Reconstruction Training

Project Description: Through this project, Northwestern University Center for Public Safety (NCPS) conducted the following courses: 1 Crash Investigation I Course, 1 Crash Investigation II Course, 1 Vehicle Dynamics Course, 1 Crash Reconstruction I Course, 1 Crash Data Analysis, 1 Crash Data Retrieval, 1 Drone Pilot Course, 1 Crash Investigation and Reconstruction Aerial Photogrammetrist Course, 1 Motorcycle Traffic Crash Reconstruction Course, 1 Pedestrian/Bicycle Crash Reconstruction Course, and 1 Advanced Crash Reconstruction Utilizing Human Factors Research Course. There were 285 law enforcement officers, selected by the TRCC Training Committee from throughout Louisiana, completed the courses.

Project Budget/Source: \$289,900.00/Section 405c

Budget Expended: \$289,900.00/Section 405c

PROJECT NUMBER: 2023-40-20

Project Title: Travel/Training Funds for Traffic Records

Project Description: Funds were allocated for individuals to attend trainings and conferences to support planned traffic records strategies. Twelve (11) participants representing TRCC member agencies attended the annual Association of Traffic Safety Information Professionals Traffic Records Forum and one (1) participant attended the annual FARS Training.

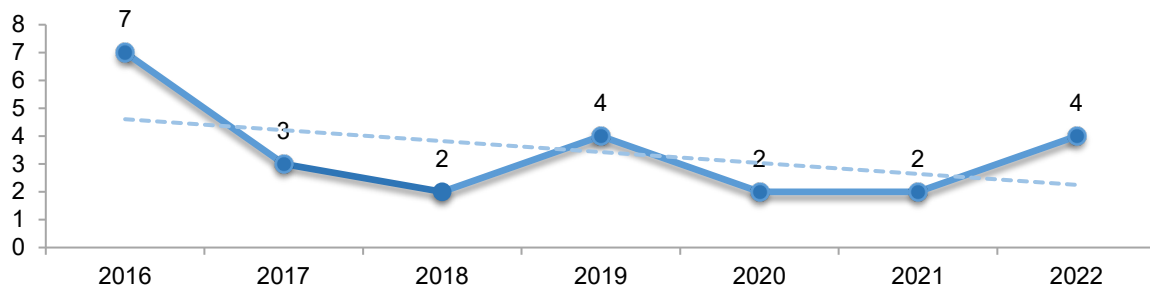
Project Budget/Source: \$30,000.00/Section 405c

Budget Expended: \$15,140.98/Section 405c

5.4 RAILROAD/ HIGHWAY CROSSINGS PROGRAM

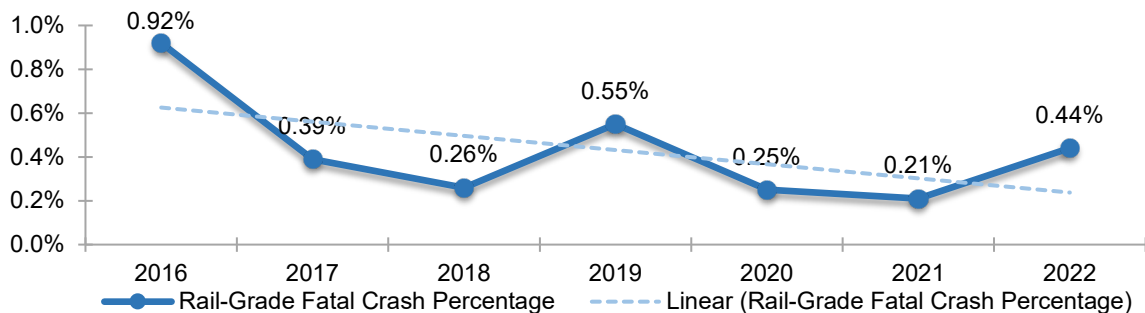
The Railroad/Highway Crossings program is an evidence-based effort that uses proven countermeasures to promote rail grade safety in parishes with high railroad-grade collision rates. Figure 5.6 shows the number of fatalities at rail grade crossings from 2016 through 2022 and Figure 5.7 shows these fatalities as a percent of all motor vehicle fatalities for this same period. Both figures illustrate the variable nature of these fatalities in fatal crashes at rail grade crossings and rail grade fatal crashes as a percent of total fatal crashes.

FIGURE 5.6 FATAL CRASHES AT RAIL GRADE CROSSINGS



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

FIGURE 5.7 RAIL GRADE FATAL CRASHES AS A PERCENT OF TOTAL FATAL CRASHES



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

PERFORMANCE TARGET

- Reduce rail-highway fatalities by 3 percent from 3 (2016 to 2020 average) to 3 in 2023.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2023-60-10

Project Title: Operation Lifesaver Coordinator – Railroad Crossings

Project Description: This project supported the Louisiana Operation Lifesaver (LOL) Coordinator with funds for a portion of salary, travel, and training. The LOL Coordinator updated the Operation Lifesaver Action Plan for FY 2023; updated existing LOL plans in the first quarter of 2023; planned, organized, and conducted meetings, workshops, and 520 presentations to support rail grade safety; maintained, and utilized the LOL “presenters” database; coordinated the maintenance of the LOL web site; conducted 7 training classes which resulted in 5 new LOL volunteers and promoted LOL and Operation Lifesaver programs in the 8 high-risk parishes with high railroad-grade collision rates. The Operation Lifesaver volunteers made 499 presentations that reached 13,439 attendees. The presentations were presented to a variety of schools (Pre-K, K-8 and High School), driver’s education classes, law enforcement, firefighters, school bus drivers, professional drivers, corporations, and other organizations. The volunteers also reached 21,370 people by working 48 special events.

Project Budget/Source: \$49,000.00/Section 402

Budget Expended: \$44,595.49/Section 402

PROJECT NUMBER: 2023-80-03

Project Title: LHSC Public Relations

Project Description: LHSC contracted with a media firm to produce and distribute press releases, announcements, PSAs, social media, and overall support of the earned and paid media and the national mobilizations on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software, as well as social media distribution software and analytics. Lambert Media LLC produced 21 news releases and distributed a total of 22 news releases. Additionally, the partner produced and distributed a regular cadence of social media messaging across channels Facebook, X (formerly Twitter), Instagram, Pinterest, and YouTube, including 10 “Safety Minute” video PSAs.

Project Budget/Source: \$49,900.00/Section 402

Budget Expended: \$49,650.00/Section 402

5.5 PEDESTRIANS/ BICYCLE SAFETY

Louisiana uses a multifaceted approach to pedestrian and bicyclist safety to provide the maximum impact and likelihood for increasing pedestrian and bicyclist safety and reducing the resulting fatalities and serious injuries. The LHSC provides leadership, training, data, public education, and technical assistance to other state agencies, law enforcement agencies, community groups, and to local pedestrian and bicyclist safety projects. The LHSC program identified the areas and populations with the highest rate of pedestrian and bicyclist crashes. The program is comprehensive in its geographic coverage, reach to high-risk populations, and engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures.

- Reduce pedestrian fatalities by 1 percent from 134 (2016-2020 average) to 131 in 2023. (C-10)
- Reduce bicyclist fatalities by 3 percent from 26 (2016-2020 average) to 24 in 2023. (C-11)

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2023-65-10

Project Title: Stroll into Safety

Project Description: The Stroll into Safety program educated children, caregivers, and community members about the importance of pedestrian and bicyclist skills, the rules of the road, and personal safety. This program was designed to bring attention to bike and pedestrian issues that surround the Greater Baton Rouge Area, in an effort to create safer, more bike/pedestrian-friendly communities. In FFY 2023, The Safety Place participated in 15 Stroll into Safety presentations, 7 safety towns and bicycle rodeos. There were 9,961 individuals reached through 39 community outreach events, 1 bike to school event, 1 walk to school event, 1 bike to work day event, and 5 community bike rides. A total of 450 students were surveyed through pre/post-tests with a 68% increase in knowledge gain.

Project Budget/Source: \$50,424.00/Section 402

Budget Expended: \$37,526.51/Section 402

PROJECT NUMBER: 2023-65-12

Project Title: Metro Bicycle Coalition (DBA Bike Easy)

Project Description: The Bike Easy outreach initiative focused on young road users, including young motorists, pedestrians, and bicycle riders. The program taught each participant skills to keep themselves safe, as well as ensuring that young motorists were aware of their responsibilities to other road users. 17 community bicycle workshops, 4 community bike rides 3 Traffic Skills 101 classes, 21 outreach interventions, 1 legal clinic on bicycle and pedestrian laws, 2 multimodal youth safety trainings, 2 Road Riding 101 Programs, and 7 youth bicycle and pedestrian rodeos were conducted. At these events, Bicycle Map and Commuter Guides, League of America Bicyclists Quick Guide to Smart Cycling educational materials were distributed.

Project Budget/Source: \$49,335.00 /Section 402

Budget Expended: \$43,795.83/Section 402

PROJECT NUMBER: 2023-65-13

Project Title: YMCA Bike Safety Initiative

Project Description: The YMCA Bike Safety initiative educated 150 third through fifth graders in Jefferson Parish on the best practices as it relates to bicycle safety. The program trained the students via monthly enrichment activities during the school year. Students engaged in interactive presentations by participating in both classroom and on the bike training.

Project Budget/Source: \$7,800.00 /Section 402

Budget Expended: \$4,005.88/Section 402

PROJECT NUMBER: 2023-65-15

Project Title: Title 32: New Perspectives

Project Description: The Title 32: New Perspectives initiative educated law enforcement officers on what the law says versus how the law is often interpreted with special emphasis on safe operations, principles of traffic law for bicyclist and pedestrians. The program taught law enforcement officers in a classroom setting that allowed the officers to engage in interactive presentations.

Project Budget/Source: \$10,076.00 /Section 405h

Budget Expended: \$1,899.65/Section 405h

PROJECT NUMBER: 2023-65-16

Project Title: Front Yard Bikes

Project Description: Agency canceled contract late in contract year due to other interests.

Project Budget/Source: \$10,188.75/Section 402

Budget Expended: \$0

PROJECT NUMBER: 2023-80-01

Project Title: Paid Media Non-Motorized Safety

Project Description: This contract provided funding for a non-motorized safety paid media buy plan to educate citizens on the select state pedestrian laws. All paid media was implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. Message recognition was measured through attitudinal surveys. Paid media placement for the two-week non-motorized campaign included 9,144 purchased spots and 9,224 bonus spots for a total of 18,368 radio spots. A total of 115 digital billboards were placed. On-line media placement delivered an estimated 7,254,180 impressions. Message recognition was measured through attitudinal surveys.

Project Budget/Source: \$675,000.00/Section 405h

Budget Expended: \$669,239.89/Section 405h

PROJECT NUMBER: 2023-80-03

Project Title: LHSC Public Relations

Project Description: LHSC contracted with a media firm to produce and distribute press releases, announcements, PSAs, social media, and overall support of the earned and paid media and the national mobilizations on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software, as well as social media distribution software and analytics. Lambert Media LLC produced 21 news releases and distributed a total of 22 news releases. Additionally, the partner produced and distributed a regular cadence of social media messaging across channels

Facebook, X (formerly Twitter), Instagram, Pinterest, and YouTube, including 10 “Safety Minute” video PSAs.

Project Budget/Source: \$49,900.00/Section 402

Budget Expended: \$49,650.00/Section 402

5.6 COMMUNITY TRAFFIC SAFETY PROGRAMS

In FFY 2023, the LHSC continued its commitment to Louisiana’s Strategic Highway Safety Plan (SHSP) and our shared traffic safety vision for reducing traffic-related fatalities and serious injuries known as Destination Zero Deaths through statewide and regional leadership. Louisiana’s SHSP is implemented through a robust infrastructure comprised of leadership committees, state-level emphasis areas teams, and nine multidisciplinary regional coalitions that collectively support program implementation at the community level. The SHSP regional coalitions have all developed regional data-driven action plans that are consistent with the SHSP’s emphasis areas and address their region’s most serious traffic safety problems. Through the LHSC’s commitment to and role in the SHSP, we identified and funded pertinent statewide and regional projects to address community traffic safety issues.

PERFORMANCE TARGETS

- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 222 (2016-2020 average) to 217 in 2023. (C-5)
- Reduce unrestrained passenger fatalities by 1 percent from 245 (2016-2020 average) to 240 in 2023. (C-4)
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1 percentage point annually from 86.9 percent (2016 to 2019 average) to 89.1 percent in 2023. (B-1)
- Reduce pedestrian fatalities by 1 percent from 134 (2016-2020 average) to 131 in 2023. (C-10)
- Reduce bicyclist fatalities by 3 percent from 26 (2016-2020 average) to 24 in 2023. (C-11)

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2023-10-44

Project Title: LA Voz de la Comunidad

Project Description: This project conducted monthly-impaired driving educational campaigns to the Latino community to promote awareness and distributed educational material regarding the dangers of driving while impaired. The project also promoted alcohol campaigns using radio and social media messaging in Latino markets in Greater New Orleans area.

Project Budget/Source: \$24,877.50/Section 154 AL

Budget Expended/Source: \$22,819.44/Section 154 AL

PROJECT NUMBER: 2023-70-11

Project Title: UMOJA Traffic Safety Diversity Outreach Program

Project Description: This program provided outreach to community leaders, on HBCU campuses in Lincoln and East Baton Rouge Parishes to reduce the number of serious injury and fatal crashes caused by impaired driving. Educational materials promoting traffic safety were distributed at all of the traffic safety outreach activities. Traffic safety programs were established on HBCU campuses in Lincoln Parish. Transportation safety diversity forums were conducted in Baton Rouge, Lafayette, Lake Charles, and Grambling with a total of 175 participants.

Project Budget/Source: \$39,868.40/Section 154 AL and \$9,967.10/Section 402

Budget Expended/Source: \$30,047.80/Section 154 AL and \$9,668.05/Section 402

PROJECT NUMBER: 2023-10-49

Project Title: Le Sanctuary Traffic Safety Diversity Outreach Program

Project Description: This program provided outreach to clergy, driving schools, and middle and high schools to reduce the number of serious injury and fatal crashes specific to impaired driving. Educational material promoting traffic safety were distributed in and around diversity outreach activities that focused on educating minorities on the importance of not drinking and driving. This project conducted large-scale diversity outreach activities and a press conference at the Bayou Classic focusing on seatbelt safety awareness.

Project Budget/Source: \$49,043.50/Section 402

Budget Expended/Source: \$14,814.51/Section 402

PROJECT NUMBER: 2023-10-16

Project Title: Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany, and Tangipahoa Parishes SBIRT Training

Project Description: This program was to provide trainings by nationally registered SBIRT (Screening, Brief Intervention, and Referral to Treatment) trainers to individuals employed at Southeastern Louisiana University Health Center and Counseling Center.

Due to restructuring of the sub-grantees organization, they alerted LHSC that they could no longer continue to work on the SBIRT grant.

Project Budget/Source: \$10,372.00/Section 154 AL

Budget Expended/Source: \$0

PROJECT NUMBER: 2023-65-12

Project Title: Metro Bicycle Coalition (DBA Bike Easy)

Project Description: The Bike Easy outreach initiative focused on young road users, including young motorists, pedestrians, and bicycle riders. The program taught each participant skills to keep themselves safe, as well as ensuring that young motorists were aware of their responsibilities to other road users. 17 community bicycle workshops, 4 community bike rides 3 Traffic Skills 101 classes, 21 outreach interventions, 1 legal clinic on bicycle and pedestrian laws, 2 multimodal youth safety trainings, 2 Road Riding 101 Programs, and 7 youth bicycle and pedestrian rodeos were conducted. At these events, Bicycle Map and Commuter Guides, League of America Bicyclists Quick Guide to Smart Cycling educational materials were distributed.

Project Budget/Source: \$49,335.00 /Section 402

Budget Expended: \$43,795.83/Section 402

PROJECT NUMBER: 2023-65-13

Project Title: YMCA Bike Safety Initiative

Project Description: The YMCA Bike Safety initiative educated 150 third through fifth graders in Jefferson Parish on the best practices as it relates to bicycle safety. The program trained the students

via monthly enrichment activities during the school year. Students engaged in interactive presentations by participating in both classroom and on the bike training.

Project Budget/Source: \$7,800.00 /Section 402

Budget Expended: \$4,005.88/Section 402

PROJECT NUMBER: 2023-65-15

Project Title: Title 32: New Perspectives

Project Description: The Title 32: New Perspectives initiative educated law enforcement officers on what the law says versus how the law is often interpreted with special emphasis on safe operations, principles of traffic law for bicyclist and pedestrians. The program taught law enforcement officers in a classroom setting that allowed the officers to engage in interactive presentations.

Project Budget/Source: \$10,076.00 /Section 405h

Budget Expended: \$1,899.65/Section 405h

PROJECT NUMBER: 2023-65-16

Project Title: Front Yard Bikes

Project Description: Agency canceled contract late in contract year due to other interests.

Project Budget/Source: \$10,188.75/Section 402

Budget Expended: \$0

PROJECT NUMBER: 2023-70-12

Project Title: Bayou Classic Outreach - NOCCI

Project Description: This project provided outreach at the largest African American sporting event within the state of Louisiana. A press conference involving state and local safety partners was conducted prior to the Bayou Classic promoting the occupant protection message. Educational material promoting traffic safety was distributed on game day specific to occupant protection. There were Public Address (PA) announcements, traffic safety commercials that were

displayed during the sporting event and the LHSC logo with a traffic safety message that displayed on the ribbon and message boards during the sporting event.

Project Budget/Source: \$21,000.00/Section 402

Budget Expended/Source: \$21,000.00/Section 402

PROJECT NUMBER: 2023-80-01

Project Title: Paid Media Non-Motorized Safety

Project Description: This contract provided funding for a non-motorized safety paid media buy plan to educate citizens on the select state pedestrian laws. All paid media was implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. Message recognition was measured through attitudinal surveys. Paid media placement for the two-week non-motorized campaign included 9,144 purchased spots and 9,224 bonus spots for a total of 18,368 radio spots. A total of 115 digital billboards were placed. On-line media placement delivered an estimated 7,254,180 impressions. Message recognition was measured through attitudinal surveys.

Project Budget/Source: \$675,000.00/Section 405h

Budget Expended: \$669,239.89/Section 405h

PROJECT NUMBER: 2023-80-04

Project Title: Hometown Productions

Project Description: Due to the long-awaited hiring of the LHSC Public Information Officer (PIO), this contract was not executed.

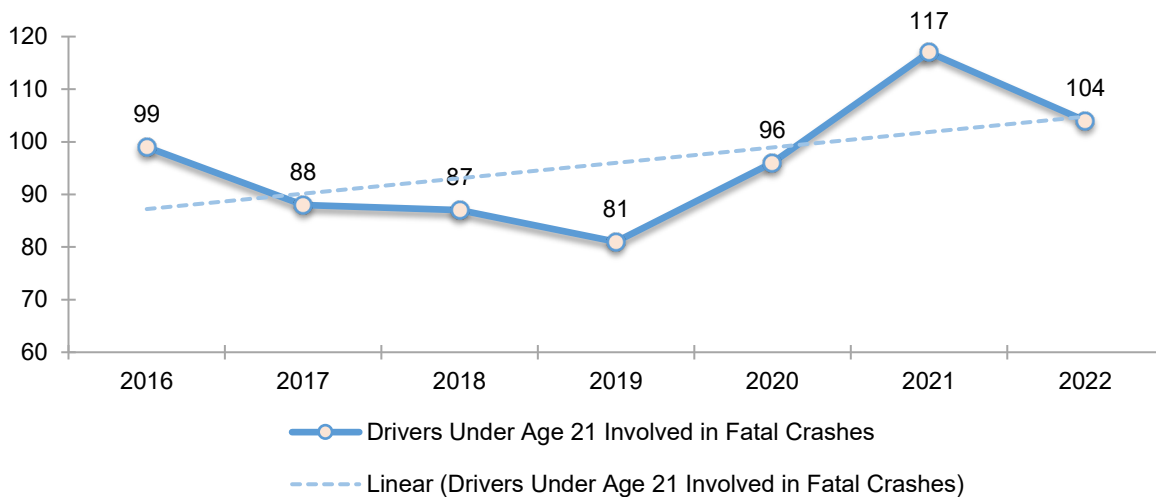
Project Budget/Source: \$40,000.00/Section 402

Budget Expended: \$0

5.7 YOUNG DRIVER TRAFFIC SAFETY PROGRAM

In FFY 2023, LHSC funded youth-based programs that included peer-to-peer education and prevention strategies targeted towards novice drivers under 20 who are the most likely to take risks on the road, including drinking and driving, not utilizing seat belts, and driving distracted. These evidence-based education programs were chosen to compliment and support Louisiana's highly effective GDL law. Despite several years of decreases, recent data indicate that the recent several year upward trend of fatal crashes involving drivers under age 21 may be beginning to decline.

FIGURE 5.8 DRIVERS UNDER AGE 21 INVOLVED IN FATAL CRASHES



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

PERFORMANCE TARGET

- Decrease drivers age 20 or younger involved in fatal crashes by 2 percent from 90 (2016-2020) to 87 in 2023. (C-9)

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2023-10-30

Project Title: Alcohol Beverage Control Juvenile Underage Drinking Enforcement (J.U.D.E.) Task Force

Project Description: The Juvenile Underage Drinking Enforcement (J.U.D.E.) Task Force addressed the problem of underage drinking in an effort to deter impaired driving in East Baton Rouge (EBR) Parish. The Task Force worked to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for entering a bar/lounge, or to purchase, possess and consume alcoholic beverages. The EBR ABC Agents worked 1,815 overtime enforcement hours in 2023, performed 4,835 compliance checks, made 391 arrests and issued 342 citations while working overtime hours.

Project Budget/Source: \$89,465.00/Section 154 AL

Budget Expended: \$64,464.74/Section 154 AL

PROJECT NUMBER: 2023-10-31

Project Title: Louisiana Cops in Shops Program

Project Description: The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops Project utilized ATC enforcement agents to conduct additional extensive underage alcohol enforcement efforts statewide on an overtime basis. These efforts reduce the incidence of underage alcohol procurement, thereby reducing alcohol-impaired fatalities. The ATC agents worked 2,325 overtime enforcement hours performed 3,642 compliance checks, and issued 102 citations.

Project Budget/Source: \$136,650.00/Section 154 AL

Budget Expended: \$125,756.18/Section 154 AL

PROJECT NUMBER: 2023-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated and included information on distracted driving and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2023, 5,795 students attended 215 hospital-based presentations, 5,294 students viewed Mock Crashes, 2,477 students viewed Mock Trials, 153 participants

attended Senior Sessions, and 242 parents attended Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions. Pre- and post-tests showed an increase of 22.4% in participant knowledge, which is an increase from the previous federal fiscal year.

Project Budget/Source: \$74,000.00 Section 402 / \$111,000.00 Section 164 AL

Budget Expended/Source: \$39,845.59 Section 402 / \$59,768.52 Section 164 AL

PROJECT NUMBER: 2023-55-11

Project Title: Ready, Set, DRIVE!

Project Description: This project funded the "Ready, Set, DRIVE!" Teen Driver Safety Program in East Baton Rouge and Tangipahoa parishes. The "Ready, Set, DRIVE!" educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol impaired driving, in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness was measured through pre- and post-tests. In FFY 2023, 1,097 participants attended Ready, Set, DRIVE! presentations. Due to staffing shortages at various times throughout the year, only 18% of program participants were tested. The tests collected showed an 82% increase in knowledge regarding risky driving behaviors and the associated consequences.

Project Budget/Source: \$21,000.00/Section 402

Budget Expended/Source: \$18,477.70/Section 402

PROJECT NUMBER: 2023-55-12

Project Title: ThinkFirst for Teens Program

Project Description: ThinkFirst of the ArkLaTex coordinated and implemented 77 ThinkFirst programs that covered various driving behaviors, such as impaired driving with drugs and/or alcohol, occupant protection, and distracted driving for youth and young adults to reduce the overall number of fatal and traumatic brain and spinal cord injuries sustained in vehicle crashes. These programs were conducted through schools, colleges/universities, corporate/community traffic safety programs, privately-owned driving schools, DWI classes, Juvenile Court, etc., in Northeast, Northwest, and Central Louisiana. In FFY 2023, 1,806 students and 292 young adults

participated in ThinkFirst. The program effectiveness was measured by pre/post-tests, which showed increased knowledge at 19% percent for distracted driving, 22% percent for seat belt safety, and 18% percent for underage drinking/impaired driving.

Project Budget/Source: \$120,000.00/Section 402

Budget Expended/Source: \$118,975.00/Section 402

PROJECT NUMBER: 2023-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition - BRAKES

Project Description: The local government of Tangipahoa Parish Government worked with the TRACC Coalition to create a safe community with positive attitudes for teen drivers regarding traffic safety. The B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) Program addressed the problems of occupant protection, distracted driving, and impaired driving for young drivers. Presentations were conducted at two Tangipahoa Parish high schools. Program effectiveness and knowledge gain were measured by pre- and post-tests.

Project Budget/Source: \$10,000.00/Section 402

Budget Expended: \$5,965.10/Section 402

PROJECT NUMBER: 2023-55-16

Project Title: Students Against Destructive Decisions (SADD) - Rock the Belt

Project Description: Eight high schools within Bienville, Caddo, Calcasieu, Jefferson, Lafayette, Lafourche, Livingston, Natchitoches, Ouachita, and St. Tammany parishes participated in SADD's "Comprehensive Approach to Reducing Teen Crashes – Rock the Belt" program. The program measured effectiveness with pre- and post-tests that were administered to all program participants. SADD was able to reach 4,555 students through school-based presentations. SADD also implemented 467 "Quick Click Challenges" with 1,802 student participants. The program concluded in May 2023 due to the elimination of SADD's Louisiana Statewide Coordinator position. As of May 2023, pre- and post-tests showed that participating students' knowledge of dangers associated with improper seat belt usage increased 75.61%. The same tests also showed a 10% increase in anticipated seat belt usage following program implementation.

Project Budget/Source: \$99,000.00/Section 402

Budget Expended/Source: \$65,966.28/Section 402

PROJECT NUMBER: 2023-55-23

Project Title: You Are Worth It, Inc.

Project Description: You Are Worth It, Inc. was contracted to work with high school administrators in Northeast Louisiana and scheduled presentations to educate young drivers about the negative effects of alcohol-impaired driving. The program was designed to utilize victim testimonies along with PowerPoint presentations and videos that shared the real-life consequences of alcohol-impaired driving. Unfortunately, this program was not implemented in FFY 2023 due to the Project Director's development of significant health issues.

Project Budget/Source: \$10,000.00/Section 402

Budget Expended/Source: \$0

PROJECT NUMBER: 2023-65-12

Project Title: Metro Bicycle Coalition (DBA Bike Easy)

Project Description: The Bike Easy outreach initiative focused on young road users, including young motorists, pedestrians, and bicycle riders. The program taught each participant skills to keep themselves safe, as well as ensuring that young motorists were aware of their responsibilities to other road users. 17 community bicycle workshops, 4 community bike rides 3 Traffic Skills 101 classes, 21 outreach interventions, 1 legal clinic on bicycle and pedestrian laws, 2 multimodal youth safety trainings, 2 Road Riding 101 Programs, and 7 youth bicycle and pedestrian rodeos were conducted. At these events, Bicycle Map and Commuter Guides, League of America Bicyclists Quick Guide to Smart Cycling educational materials were distributed.

Project Budget/Source: \$49,335.00 /Section 402

Budget Expended: \$43,795.83/Section 402

PROJECT NUMBER: 2023-65-13

Project Title: YMCA Bike Safety Initiative

Project Description: The YMCA Bike Safety initiative educated 150 third through fifth graders in Jefferson Parish on the best practices as it relates to bicycle safety. The program trained the students via monthly enrichment activities during the school year. Students engaged in interactive presentations by participating in both classroom and on the bike training.

Project Budget/Source: \$7,800.00 /Section 402

Budget Expended: \$4,005.88/Section 402

PROJECT NUMBER: 2023-65-16

Project Title: Front Yard Bikes

Project Description: Agency canceled contract late in contract year due to other competing interests.

Project Budget/Source: \$10,188.75/Section 402

Budget Expended: \$0

5.8 DISTRACTED DRIVING

Louisiana's current distracted driving law consists of a hand held ban for drivers with a learner or intermediate license regardless of age, a primary cell phone ban for bus drivers, a primary cell phone ban for novice drivers during their first year of licensure, a primary texting ban on all drivers, and a hand-held ban for all drivers in school zones with posted signage. Attempts to update the current Louisiana law to hands-free for all drivers have not been successful.

PERFORMANCE TARGET

- Decrease distracted and inattentive driving fatalities by 1 percent from 170 (2016-2020 average) to 166 in 2023.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2023-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated and included information on distracted

driving and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2023, 5,795 students attended 215 hospital-based presentations, 5,294 students viewed Mock Crashes, 2,477 students viewed Mock Trials, 153 participants attended Senior Sessions, and 242 parents attended Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions. Pre- and post-tests showed an increase of 22.4% in participant knowledge, which is an increase from the previous federal fiscal year.

Project Budget/Source: \$74,000.00/Section 402 and \$111,000.00/Section 164 AL

Budget Expended/Source: \$39,845.59/Section 402 and \$59,768.52/Section 164 AL

PROJECT NUMBER: 2023-55-11

Project Title: Ready, Set, DRIVE!

Project Description: This project funded the “Ready, Set, DRIVE!” Teen Driver Safety Program in East Baton Rouge and Tangipahoa parishes. The “Ready, Set, DRIVE!” educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol impaired driving, in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness was measured through pre- and post-tests. In FFY 2023, 1,097 participants attended Ready, Set, DRIVE! presentations. Due to staffing shortages at various times throughout the year, only 18% of program participants were tested. The tests collected showed an 82% increase in knowledge regarding risky driving behaviors and the associated consequences.

Project Budget/Source: \$21,000.00/Section 402

Budget Expended/Source: \$18,477.70/Section 402

PROJECT NUMBER: 2023-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition - BRAKES

Project Description: The local government of Tangipahoa Parish Government worked with the TRACC Coalition to create a safe community with positive attitudes for teen drivers regarding

traffic safety. The B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) Program addressed the problems of occupant protection, distracted driving, and impaired driving for young drivers. Presentations were conducted at two Tangipahoa Parish high schools. Program effectiveness and knowledge gain were measured by pre- and post-tests.

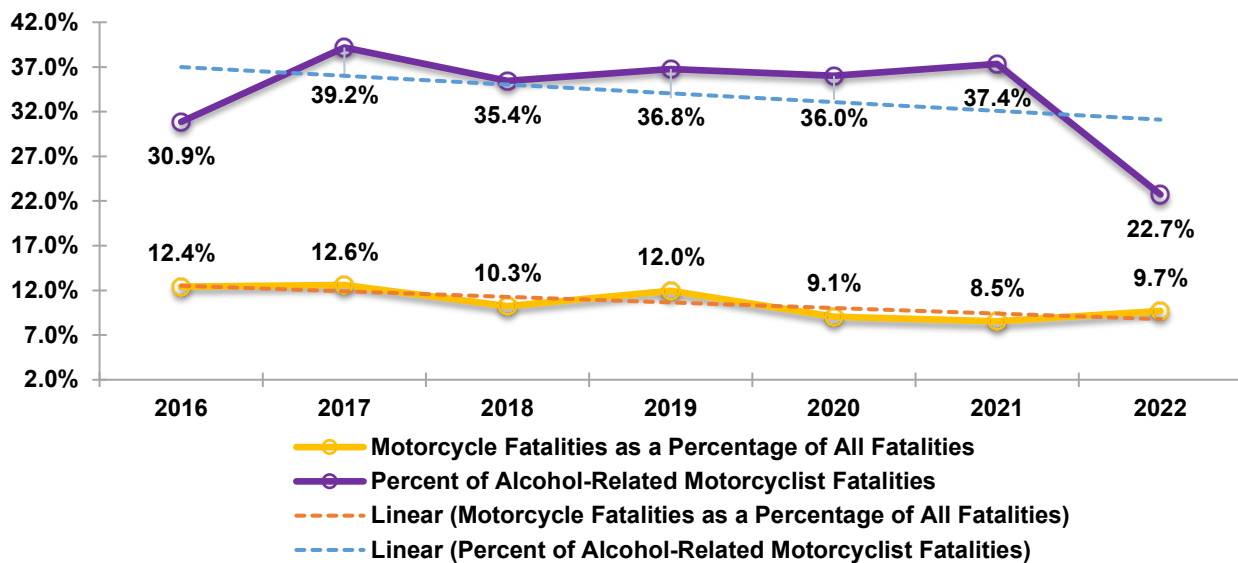
Project Budget/Source: \$10,000.00/Section 402

Budget Expended: \$5,965.10/Section 402

5.9 MOTORCYCLE SAFETY PROGRAM

In FFY 2023, LHSC focused on reducing the overall number of motorcyclist¹ fatalities, as well as the number of motorcyclist fatalities that were alcohol-impaired (BAC of 0.08 or above) or not wearing a helmet. Figure 5.9 shows motorcyclist fatalities as a percent of all motor vehicle fatalities and the percent of motorcyclist fatalities that were alcohol-impaired.

FIGURE 5.9 MOTORCYCLIST FATALITIES AS A PERCENT OF TOTAL FATALITIES, AND ALCOHOL-IMPAIRED FATALITIES



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed January 11, 2024.

¹ NHTSA and the LHSC use the term motorcyclist to refer to both the motorcycle operator and motorcycle passenger.

PERFORMANCE TARGETS

- Reduce motorcyclist fatalities by 1 percent from 87 (2016-2020 average) to 85 in 2023. (C-7)
- Reduce unhelmeted motorcyclist fatalities by 3 percent from 10 (2016-2020 average) to 9 in 2023. (C-8)
- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 222 (2016-2020 average) to 217 in 2023. (C-5)

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2023-50-11

Project Title: Motorcycle Awareness Campaign

Project Description: The Motorcycle Awareness Committee (MAC) produced informational materials that promoted a “Watch for Motorcycles” message focused on raising the awareness of all motorists to be attentive of motorcyclists on the road.

Project Budget/Source: \$49,900.00/Section 405f

Budget Expended: \$48,630.25/Section 405f

PROJECT NUMBER: 2023-80-03

Project Title: LHSC Public Relations

Project Description: LHSC contracted with a media firm to produce and distribute press releases, announcements, PSAs, social media, and overall support of the earned and paid media and the national mobilizations on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software, as well as social media distribution software and analytics. Lambert Media LLC produced 21 news releases and distributed a total of 22 news releases. Additionally, the partner produced and distributed a regular cadence of social media messaging across channels Facebook, X (formerly Twitter), Instagram, Pinterest, and YouTube, including 10 “Safety Minute” video PSAs.

Project Budget/Source: \$49,900.00/Section 402

Budget Expended: \$49,650.00/Section 402

5.10 POLICE TRAFFIC SERVICES PROGRAM

In FFY 2023, funding for Police Traffic Services (PTS) supported overtime enforcement related to occupant protection, speeding, and impaired driving. Data from the Center for Analytics and Research in Transportation Safety (CARTS) at LSU reveal very few fatal or injury crashes include a violation for “over safe speed limit” or “over stated speed limit”. The majority of violations reported in injury (16 percent) and fatal (13 percent) crashes in 2022, however, are for “careless driving”. Careless driving is defined by LRS 32:58 as: “Any person operating a motor vehicle on the public roads of this State shall drive in a careful and prudent manner, so as not to endanger the life, limb, or property of any person. Failure to drive in such a manner shall constitute careless operation.” This statute may be interpreted by law enforcement to include speeding.

PERFORMANCE TARGETS

- Reduce speeding-related fatalities by 1 percent from 155 (2016-2020 average) to 152 in 2023. (C-6)
- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 222 (2016-2020 average) to 217 in 2023. (C-5)
- Reduce unrestrained passenger fatalities by 1 percent from 245 (2016-2020 average) to 240 in 2023. (C-4)

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2023-30-09

Project Title: Traffic Safety Consultant

Project Description: The Traffic Safety Consultant was responsible for providing expert opinions of traffic safety issues, as well as maintenance of a database of traffic enforcement activities that was used in completing the NHTSA required tracking system.

Project Budget/Source: \$49,900.00/Section 402

Budget Expended: \$42,306.00/Section 402

PROJECT NUMBER: 2023-30-80

Project Title: Louisiana State Police (LSP) Crash Reduction Grant

Project Description: The LSP conducted DWI, occupant protection, and speed enforcement throughout Louisiana. The LSP worked 3,703 hours of overtime occupant protection enforcement and 4,667 hours of overtime impaired driving enforcement. High fatal and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. During 2023, the LSP conducted occupant protection checkpoints, issued 4,775 seat belt and child passenger citations, and made 290 impaired driving arrests.

Enforcement was coupled with public information officers conducting education and outreach activities. LSP Public Information Officers (PIO) conducted 105 occupant protection related and 307 impaired driving related outreach events which included public information presentations. These presentations were used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics were publicized through print, TV, and/or radio media throughout the duration of the grant.

In addition, LSP planned and conducted various training courses that were made available to local law enforcement agencies statewide. The LSP subcontracted with nationally recognized law enforcement training agencies to conduct specific training courses. These training courses included one (1) SFST Instructor Development Course (22 students), ten (10) SFST Certification/Practicum (254 students), seven (7) ARIDE Courses (86 students), two (2) DRE Certification Course (14 students).

Project Budget/Source: \$33,590.70/Section 402; \$732,275.53/Section 405d; \$288,326.50/Section 405b

Budget Expended: \$23,103.28/Section 402; \$535,638.49/Section 405d; \$217,512.83/Section 405b

PROJECT NUMBER: 2023-30-10 THROUGH 2023-30-63

Project Title: Overtime Traffic Safety Enforcement - Local Law Enforcement

Project Description: LHSC provided funding to local police departments and sheriff's offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency provided enforcement, which coordinated with the annual campaigns as appropriate, in addition to other identified state enforcement waves. All law enforcement agencies that participated in this targeted overtime enforcement program utilized data to identify areas of critical needs. The local agencies

conducted patrols based on their evidence-based enforcement plan, deployed resources based on crash analysis, and make adjustments throughout the year as needed.

Participating agencies conducted checkpoints, saturation patrols, and yearlong enforcement to correspond with the two national “Click It or Ticket” and “Drive Sober or Get Pulled Over” and state mobilizations. Law enforcement agencies worked 14,592 hours of occupant protection saturation patrols and 2,403 hours at seatbelt checkpoints, issuing 17,950 adult seat belt citations and 1,819 child passenger seat citations. Participating agencies conducted 92 sobriety checkpoints, worked 1,959 checkpoint hours, and 20,179 saturation patrol hours. Fifty-One (51) law enforcement agencies participated in this targeted overtime enforcement program including:

-
- Abbeville Police Department;
 - Alexandria Police Department;
 - Allen Parish Sheriff’s Office;
 - Baton Rouge Police Department;
 - Bogalusa Police Department;
 - Bossier Parish Sheriff’s Office;
 - Breaux Bridge Police Department;
 - Caddo Parish Sheriff’s Office;
 - Calcasieu Parish Sheriff’s Office;
 - Denham Springs Police Department;
 - DeRidder Police Department;
 - East Baton Rouge Parish Sheriff’s Office;
 - Evangeline Parish Sheriff’s Office;
 - Franklinton Police Department;
 - Gonzales Police Department;
 - Greater N.O. Expressway Commission;
 - Greenwood Police Department;
 - Hammond Police Department;
 - Houma Police Department;
 - Iberia Parish Sheriff’s Office;
 - Jefferson Parish Sheriff’s Office;
 - Kenner Police Department;
 - Lafayette Police Department;
 - Lafourche Parish Sheriff’s Office;
 - Lake Charles Police Department;
 - Livingston Parish Sheriff’s Office;
 - Mandeville Police Department;
 - Monroe Police Department;
 - Morgan City Police Department;
 - Natchitoches Police Department;
 - New Orleans Police Department;
 - Oil City Police Department;
 - Pineville Police Department;
 - Plaquemines Parish Sheriff’s Office;
 - Pointe Coupee Parish Sheriff’s Office;
 - Shreveport Police Department;
 - Slidell Police Department;
 - Southeastern Louisiana University Police Dept.;
 - Springhill Police Department;
 - St. Bernard Parish Sheriff’s Office;
 - St. Charles Parish Sheriff’s Office;
 - St. Tammany Parish Sheriff’s Office;
 - Tangipahoa Parish Sheriff’s Office;
 - Terrebonne Parish Sheriff’s Office;
 - Thibodaux Police Department;
 - Vinton Police Department;
 - Washington Parish Sheriff’s Office;
 - West Baton Rouge Parish Sheriff’s Office;
 - West Monroe Police Department;
 - Westwego Police Department; and
 - Zachary Police Department.
-

Project Budget/Source: \$2,248,754.10/Section 402; \$555,271.00/Section 154 AL; \$853,847.00/Section 164 AL; \$418,959.00/Section 405d; \$83,934.00/Section 405h

Budget Expended: \$1,655,142.36/Section 402; \$486,711.63/Section 154 AL; \$529,485.88/Section 164 AL; \$263,506.72/Section 405d; \$31,669.03/Section 405h

PROJECT NUMBER: 2023-35-05 THROUGH 2023-35-39

Project Title: Special Waves Enforcement – Drive Sober or Get Pulled Over and Click It or Ticket

Project Description: This project provided funds to local police departments and sheriff’s offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted sobriety checkpoints and saturation patrols in support of the two national “Click It or Ticket” and “Drive Sober or Get Pulled Over” mobilizations. In 2023, 25 local law enforcement agencies participated in this project. Total enforcement activities for “Click It or Ticket” resulted in 1,447 safety belt citations and 1,762 enforcement hours by all participating agencies; “Drive Sober or Get Pulled Over” resulted in 1,168 total hours worked by all participating agencies and 42 DWI arrests. Law enforcement agencies that participated in the two national mobilizations included:

-
- | | |
|--|--|
| • Albany Police Department; | • Lake Charles Ward 3 Police Department; |
| • Ascension Parish Sheriff’s Office; | • Leonville Police Department; |
| • Assumption Sheriff’s Office; | • Many Police Department; |
| • Berwick Police Department; | • Minden Police Department; |
| • Concordia Police Department | • Olla Police Department; |
| • Covington Police Department; | • Patterson Police Department; |
| • Erath Police Department; | • Plaquemine Police Department; |
| • Eunice City Marshall’s Office; | • St. James Parish Sheriff’s Office; |
| • Eunice Police Department; | • St. Mary Parish Sheriff’s Office; |
| • Grambling City Police Department; | • Vidalia Police Department; |
| • Harahan Police Department; | • Walker Police Department; and |
| • Lafourche Port Commission Police Department; | • Webster Parish Sheriff’s Office. |
| • Lake Arthur Police Department; | |
-

Project Budget/Source: \$70,949.86/Section 402 and \$63,562.16/Section 154 AL

Budget Expended: \$53,850.46/Section 402 and \$34,562.92/Section 154 AL

PROJECT NUMBER: 2023-30-90 AND 2023-30-91

Project Title: Police Traffic Safety Contract Program Coordinators – Troops D, E and I and Troops B, C and L

Project Description: The Police Traffic Safety Contract Program Coordinators managed PTS grants in the Troop D, E, Troop I, and Troops B, C and L areas. Duties included oversight of LELs in their assigned areas, ensuring they performed all LHSC assigned duties. The PTS Coordinators managed law enforcement agency contracts and encouraged them to fulfill requirements of their contracts; processed monthly claims; worked with other agencies in their enforcement efforts;

attended and participated in required traffic safety programs, conferences, and meetings. They also provided technical assistance to law enforcement agencies so they could effectively participate in all NHTSA/LHSC sponsored traffic safety enforcement mobilization periods and provided required data and documentation.

Project Budget/Source: \$99,766.80/Section 402

Budget Expended: \$76,057.22/Section 402

PROJECT NUMBER: 2023-30-92 THROUGH 2023-30-99

Project Title: Law Enforcement Liaisons (LELs)

Project Description: LELs assisted all law enforcement agencies in the Troop A, B, C, D, E, F, G, I, and L areas with top priority given to LHSC law enforcement agency sub-recipients. The nine (9) LELs attended national, State, and regional LEL and traffic safety program meetings. The LEL's participated in monthly or quarterly SHSP coalition meetings in their assigned geographical area as directed by LHSC. The LEL's gathered and compiled traffic safety statistics from law enforcement agencies and assisted with analysis of this data and conducted at least two site visits to assigned law enforcement agencies each month to educate the agency on the impaired driving and occupant protection mobilizations and campaigns and other NHTSA/LHSC traffic safety programs. They performed contract monitoring as assigned by LHSC management; and promoted No Refusal weekends.

Project Budget/Source: \$441,025.45/Section 402

Budget Expended: \$350,398.85/Section 402

5.11 PLANNING AND ADMINISTRATION

Planning and Administration (P&A) costs are direct and indirect expenses attributed to the overall management of the LHSC State and Community Highway Safety Grant Program. Costs included salaries and related personnel benefits for the LHSC Governor's Representative (Executive Director) and for other LHSC technical, administrative, and clerical staff. P&A costs also included office expenses such as travel, equipment, supplies, rent, and utilities necessary to carry out the functions of the LHSC.

The table below the projects funded under P&A in FY 2023, the project number, funding source, description and amounts expended.

Table 5.2 Program Support Projects

Project Number	Funding Source	Project Name	Description	Funded/ Expended
2023-01-01	402	GHSA Planning	Provided consultant to develop 3HSP and AGA	\$49,869.41/ \$48,429.89
2023-40-01	402	H&M Consulting	Provided statistical analysis of identified traffic safety needs	\$49,900.00/ \$49,900.00
2023-20-10	402; 405b	Attitudinal/ MC and Other Surveys	Provided attitudinal survey on impaired driving, occupant protection, speed and other traffic safety issues	\$223,100.00/ \$223,100.00

6.0 PAID/ EARNED MEDIA

Paid media flights were planned based on a strategic assessment of crash statistics, driver and passenger demographics, planned enforcement periods, available messaging, and funds to determine the most effective marketing and communication plan. Table 6.0 summarizes paid media expenditures in FFY 2023.

Table 6.1 Summary of FFY 2023 Paid Media Air Time Expenditures

Campaign Name	Television Airings	Radio Spots	Total TV and Radio Impressions	Total Online Impressions	Earned/Donated Space for TV and Radio	Billed Amount
Click It or Ticket-Memorial Day	-	3,346	3,346	26,356,395	3,447	\$263,627.50
Drive Sober or Get Pulled Over – Labor Day	252,206	476,087	7,705	11,560,499	126,561	\$588,905.00
Non-motorist Safety	-	1,879,320	1,879,320	9,228,705	1,820,412	\$590,025.00
Click It or Ticket-Social Norming	-	474,725	474,725	482,785	8,060	\$153,854.56
Paid Media Totals	252,206	2,833,478	2,365,096	47,628,384	1,958,480	\$1,596,412.06

A number of earned media initiatives were completed in FFY 2023. The news releases, letters, and columns Lambert Media issued were published hundreds of times by print publications in Louisiana. In addition, thousands of social media postings were made, and many of these were reposted by others.

6.1 Attitudinal and Awareness Survey Results

The attitudinal survey results shown in Table 6.2 are for 2022 and 2023 only, while Table 6.3 shows the percent of respondents' answers to distracted driving questions from the statewide telephone surveys conducted in 2017 through 2023. Due to the state procurement process, no attitudinal survey was conducted in 2021.

TABLE 6.2 Attitudinal Survey of Louisiana Drivers

	2022	2023
How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick up? "Always" and "Nearly Always"	93.4%	95.2%
What do you think the chances are of getting a ticket if you do not wear your safety belt? "Very likely" and "Somewhat likely"	66.0%	69.4%
In the past 30 days, have you read, seen or heard anything about seat belt enforcement by police? "Yes"	22.4%	34.1%
Do you recall having heard or read any ads or announcements recently with the slogan: "Click it or Ticket"? "Yes"	72.5%	84.0%
What do you think the chances are of getting a ticket if you drive over the speed limit? "Very Likely" and "Somewhat Likely"	81.8%	83.2%
In the past 30 days, have you read, seen or heard anything about speed enforcement by police? "Yes"	36.4%	46.3%
On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour? "Always" and "Nearly Always"	24.0%	23.6%
On a road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour? "Always" and "Nearly Always"	16.1%	21.9%
What do you think the chances are of someone being arrested if the drive after drinking? "Very Likely" and "Somewhat Likely"	78.7%	83.1%
In the past 30 days, have you read, seen or heard anything about drunk driving enforcement? "Yes"	43.8%	57.4%
In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? "None"	47.1%	23.5%
Do you recall having heard or read any ads or announcements recently with the slogan: "Drive Sober or Get Pulled Over"? "Yes"	68.4%	79.0%
Would you favor or oppose a new state law which prohibits using a hand-held cell phone while driving? "Favor"	54.8%	68.5%
In your opinion, should Louisiana's motorcycle helmet law be repealed? "No"	73.3%	68.7%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2022 and 2023.

Table 6.3 Selection of Distracted Driving Questions from Telephone Survey

Year	Always, Nearly Always, or Sometimes Text while driving	Know there is a texting ban while driving	Know there is a ban on accessing social media while driving	Favor a new state law prohibiting hand-held phone while driving	Favor a new state law prohibiting using hands-free phone while driving
2017	12.9%	90.8%	71.3%	64.7%	35.2%
2018	13%	91.4%	72.4%	65.2%	33.3%
2019	12.2%	91%	71.9%	64.1%	31.5%
2020	14.3%	91.6%	68.7%	66.1%	27.8%
2021	-	-	-	-	-
2022	14.5%	91.2%	73.5%	54.8%	27.4%
2023	19.7%	86.8%	67.3%	68.5%	31.2%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2017-2023.

