

# LOUISIANA HIGHWAY SAFETY PROGRAM

FEDERAL FISCAL YEAR 2020

## 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 2020*

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**National Highway Traffic Safety Administration**

*prepared by*

**Louisiana Highway Safety Commission**  
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*date*

**December 29, 2020**

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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 Improvement;
- Section 405d – Impaired Driving Countermeasures;
- Section 405e – Distracted Driving Grants;
- Section 405f – Motorcyclist Safety;
- Section 405h – Non Motorist Safety.

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, hazard elimination, and planning and administration.

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) 2020 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; 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 designating a LHSC liaison to work directly with the nine SHSP regional coalitions. We continued to use data driven best practices to address our traffic



safety priorities. The most current fatality data show that the LHSC and our many partners were successful in achieving the following:

- Reduced total fatalities from 771 to 727;
- Reduced Passenger Vehicle Occupant Fatalities (All Seating Positions) from 468 to 458;
- Reduced speeding-related fatalities to 140 from 94;
- Reduced Bicyclist Fatalities from 29 to 22;
- Reduced Pedestrian Fatalities from 164 to 118;
- Reduced fatal crashes involving drivers aged 15-20 from 87 to 81;

Louisiana road safety partners and stakeholders recognize the need to coordinate activities and resources to achieve safer transportation conditions. 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 will foster local interest, and our partnerships will continue to flourish while sharing common goals of reducing fatal and injury crashes on our roadways.

## 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:

- Chief Jim Craft, Retired (Chairman);
- Sheriff Rodney Arbuckle, Retired;
- Ms. Cherie M. Ausberry;
- Mr. Fabian Blache, Jr.;
- Sheriff Andy Brown;
- Ms. Karleen Green;
- Mr. Russell Haman;
- Mr. Jeffrey McKneely;
- Mr. Wally McMakin;
- Lt. Col. Mark Oxley, Retired (Vice-Chair);
- Deputy Dennis Pevey;
- Sheriff Jimmy Pohlmann;
- Major Dustin Reynolds;
- Mayor Reggie Skains;
- Mr. John Snow;
- Mr. Chris Tyson;
- Vacant;
- Vacant;
- Vacant;
- Vacant;
- Vacant.

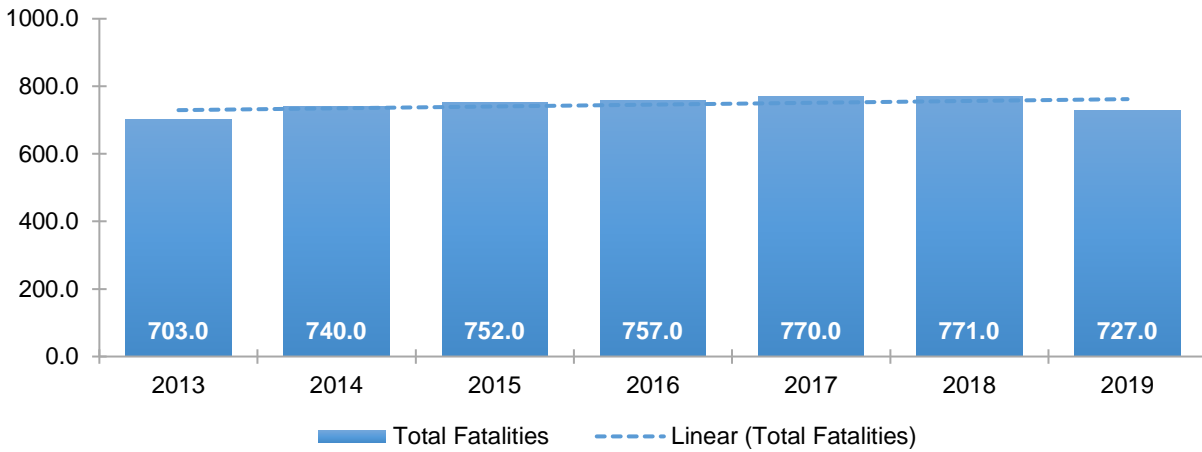
## **2.0 Mission Statement**

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) and Federal Highway Administration (FHWA).

### 3.0 Statistical Summary

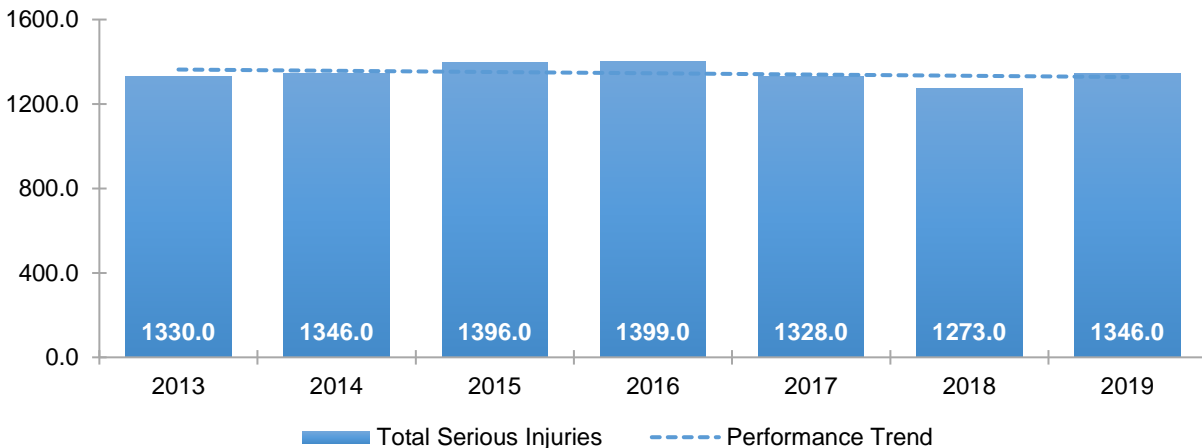
Figures 3.1 through 3.12 show actual numbers and the performance trend line for the core performance measures. Figures 3.13 through 3.15 show the number of citations and arrests issued during seat belt, impaired driving and speeding grant-funded enforcement activities.

**FIGURE 3.1 STATEWIDE FATALITIES**



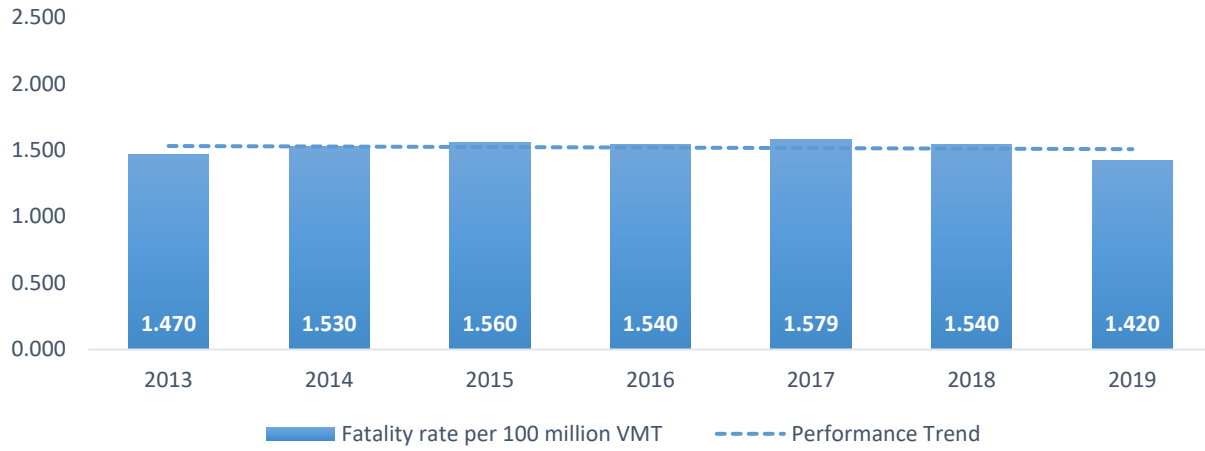
Source: NHTSA STSI/FARS. Accessed November 12, 2020.

**FIGURE 3.2 STATEWIDE SERIOUS INJURIES**



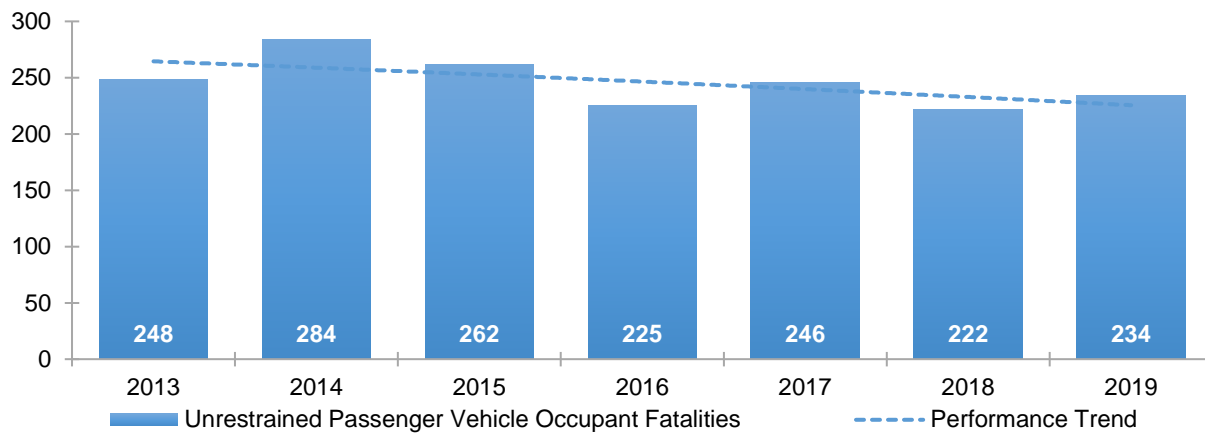
Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 19, 2020.

**FIGURE 3.3 STATEWIDE FATALITY RATE**



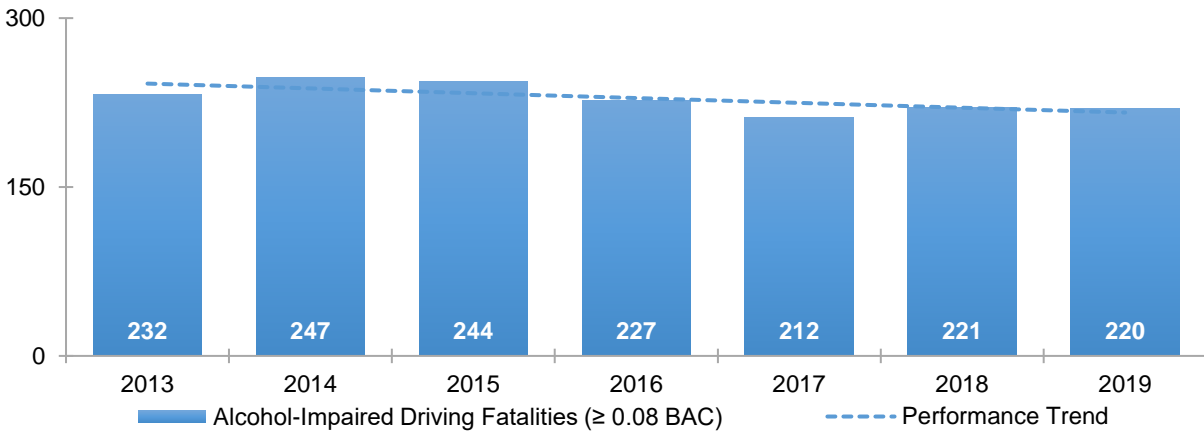
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 12, 2020.

**FIGURE 3.4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES**



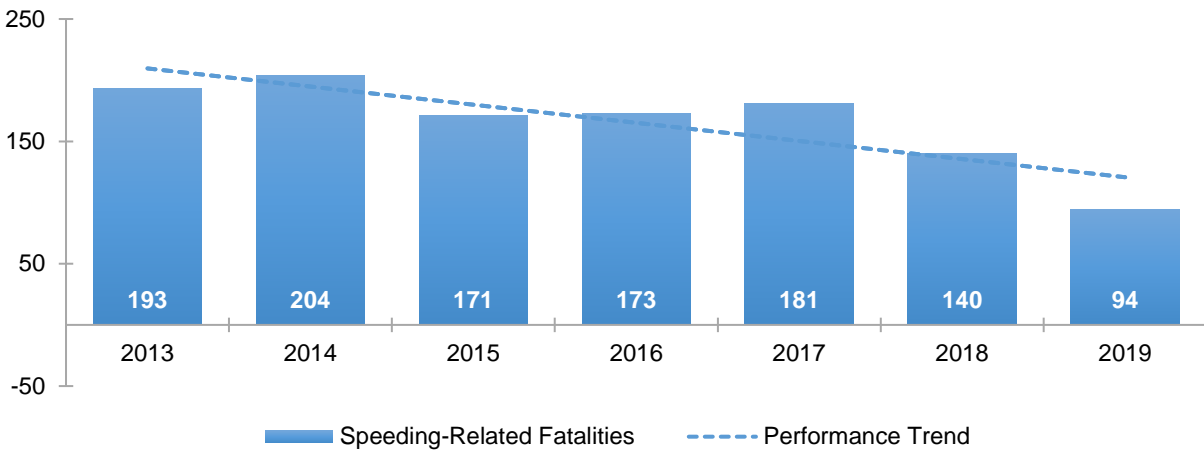
Source: NHTSA STSI/FARS. Accessed November 12, 2020.

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



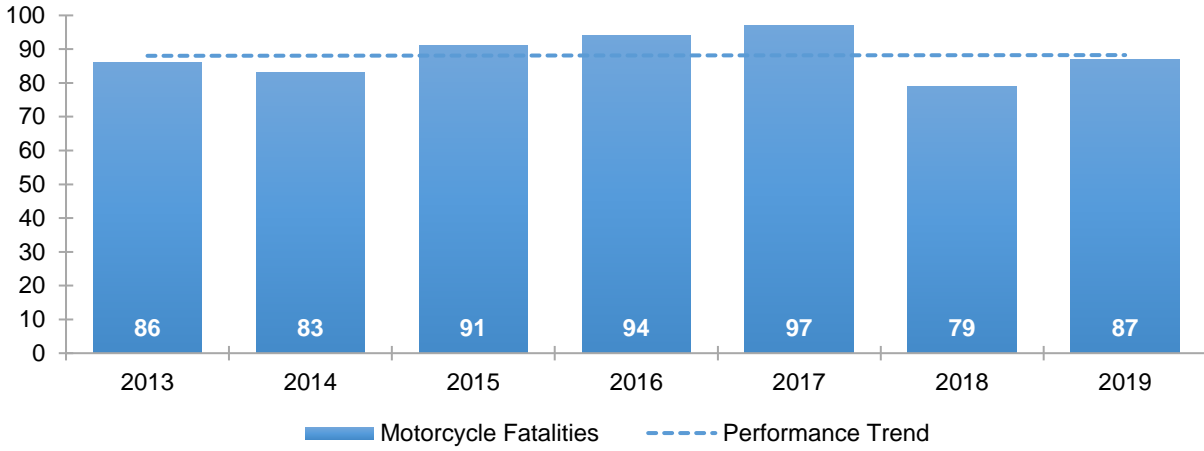
Source: NHTSA STSI/FARS. Accessed November 12, 2020.

**FIGURE 3.6 SPEEDING-RELATED FATALITIES**



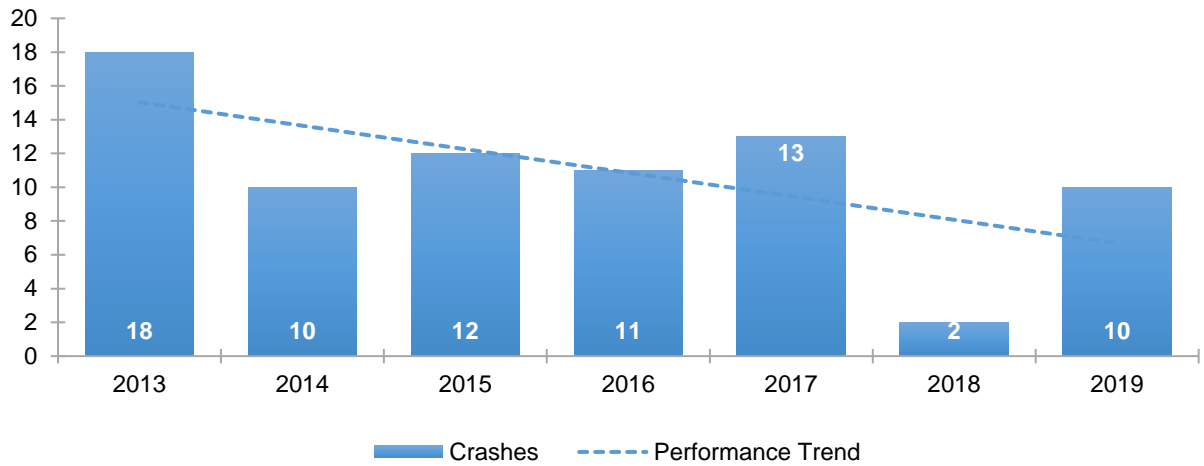
Source: NHTSA STSI/FARS. Accessed November 12, 2020.

**FIGURE 3.7 MOTORCYCLIST FATALITIES**



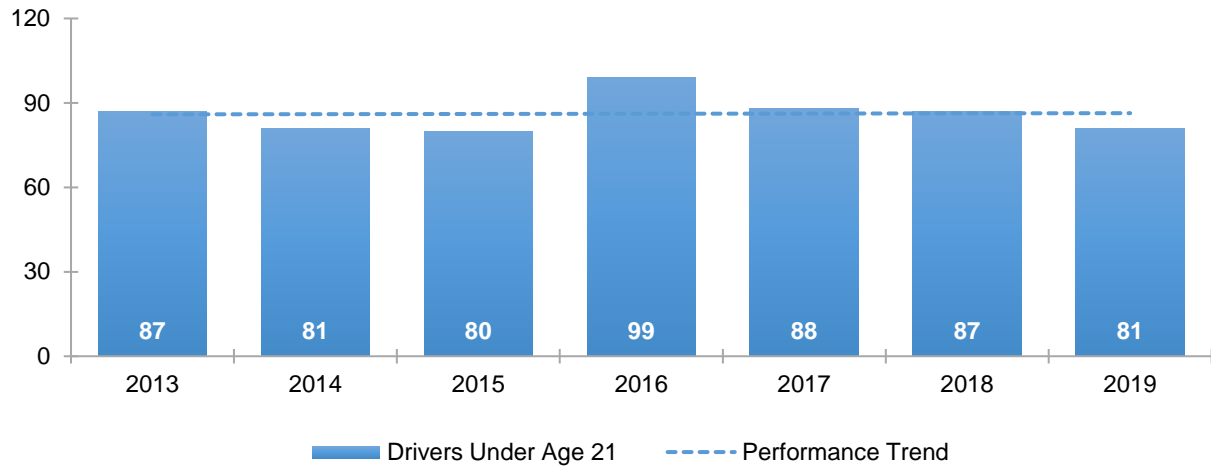
Source: NHTSA STSI/FARS. Accessed November 12, 2020.

**FIGURE 3.8 UNHELMETED MOTORCYCLIST FATALITIES**



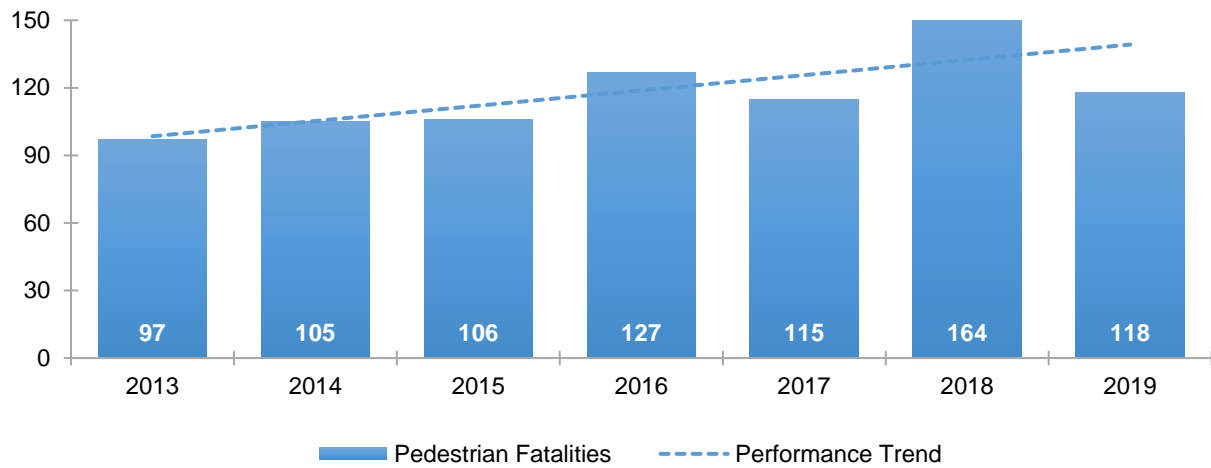
Source: NHTSA STSI/FARS. Accessed November 12, 2020.

**FIGURE 3.9 DRIVERS LESS THAN AGE 21 INVOLVED IN FATAL CRASHES**



Source: NHTSA STSI/FARS. Accessed November 12, 2020.

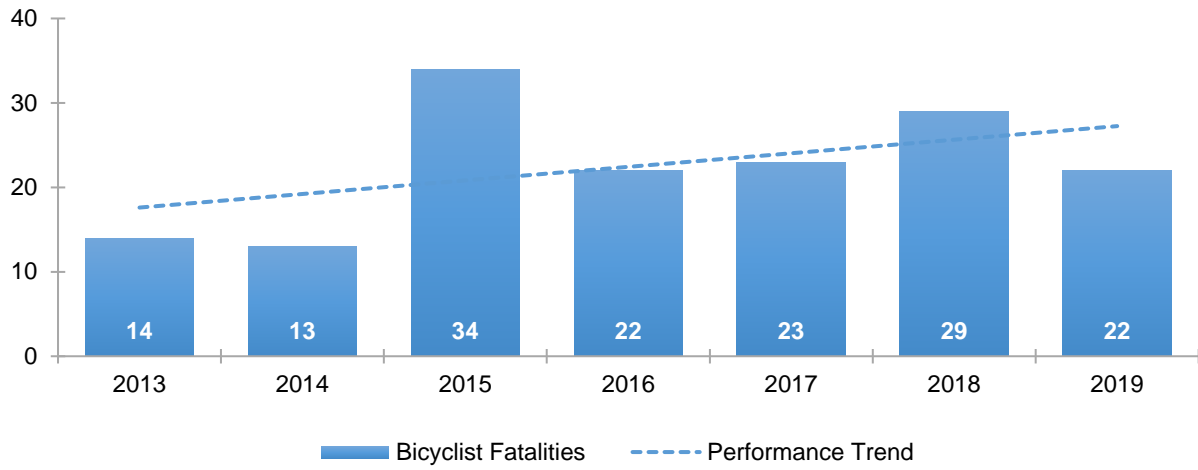
**FIGURE 3.10 PEDESTRIAN FATALITIES**



Source: NHTSA STSI/FARS. Accessed November 12, 2020.

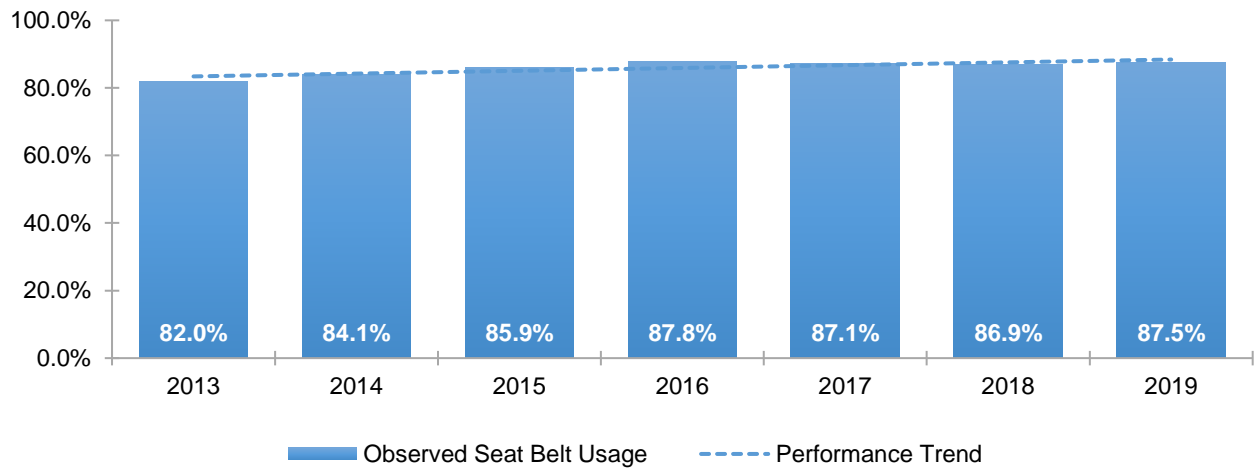


**FIGURE 3.11 BICYCLIST FATALITIES**



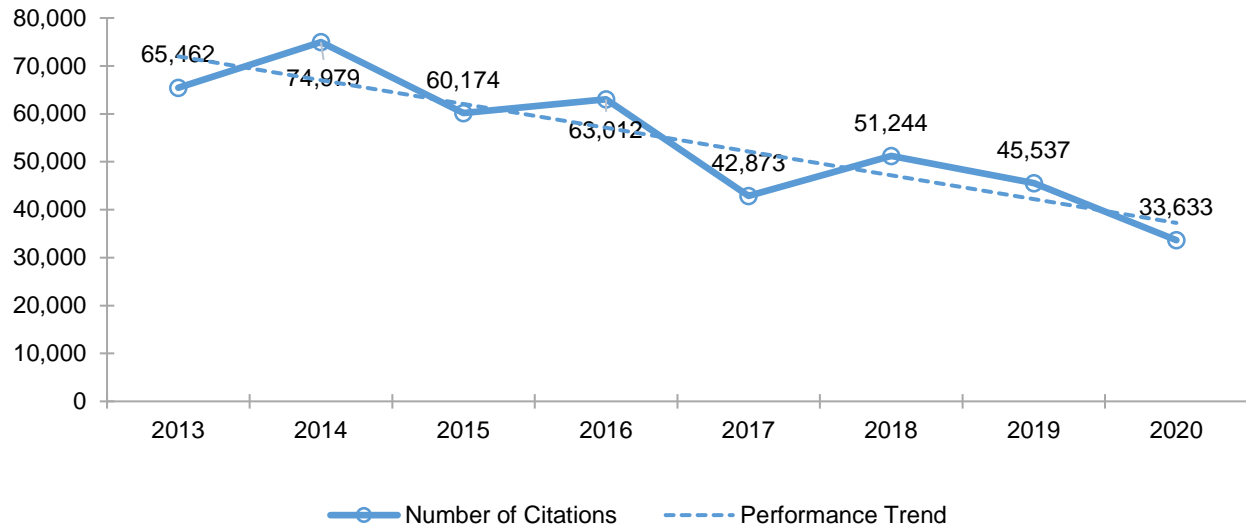
Source: NHTSA STSI/FARS. Accessed November 12, 2020.

**FIGURE 3.12 OBSERVED OCCUPANT SEAT BELT USAGE**



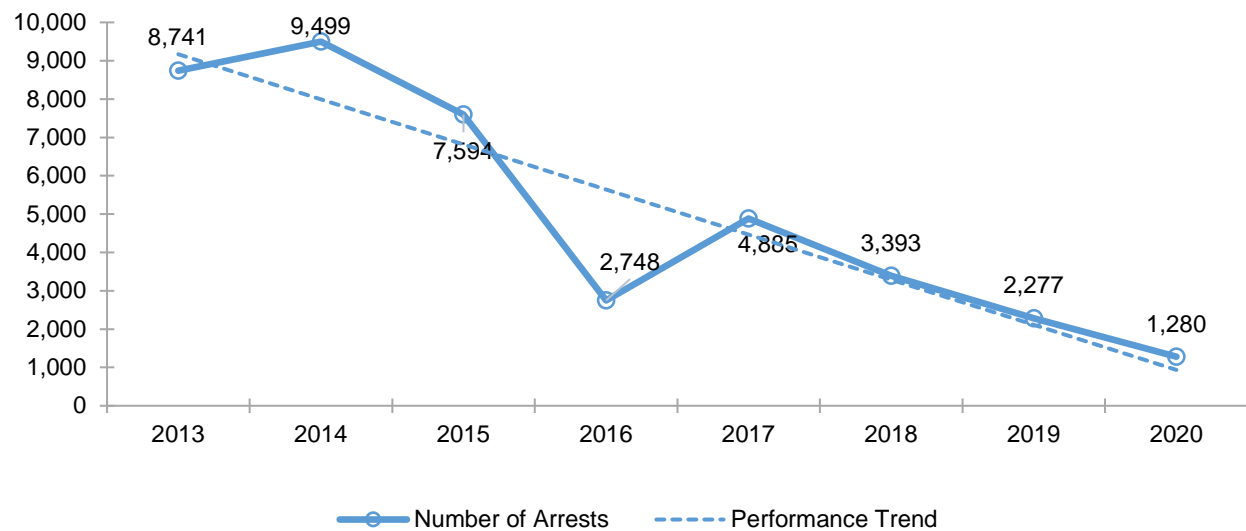
Source: NHTSA STSI/FARS. Accessed November 12, 2020.

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



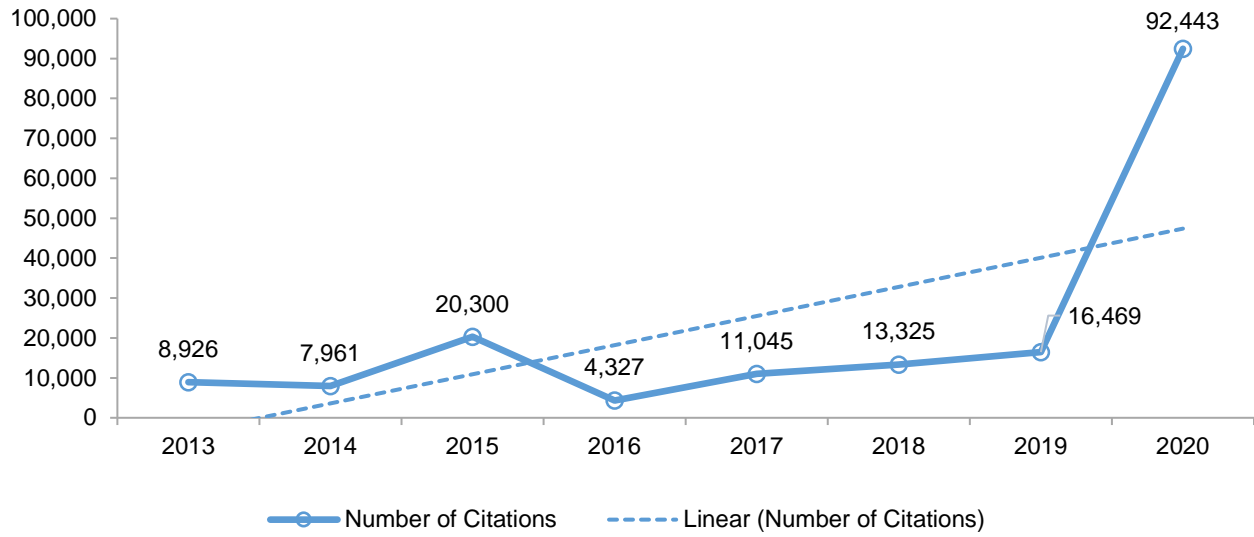
Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 18, 2020.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 18, 2020.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 18, 2020.

## 4.0 Statewide Targets and Results

### 4.1 FFY 2020 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 FFY 2019 and 2020 HSP are shown in the column titled "Target".

The LHSC will perform the following in the planning and development of the FY 2022 HSP 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 2020 Performance Targets

Core Performance Measure	Actual						Target		Met
	2014	2015	2016	2017	2018	2019	2019 HSP	2020 HSP	Y/N
Traffic Fatalities	740.0	752.0	757.0	770.0	771.0	727.0	730.0	743.0	N
5 Year Average	713.0	720.0	735.0	746.0	758.0	756.0			
Serious Injuries <sup>1</sup>	1,346.0	1,396.0	1,399.0	1,328.0	1,273.0	1,346.0	1,332.0	1,319.0	N
5 Year Average	1,386.0	1,377.0	1,373.0	1,359.0	1,346.0	1,346.0			
Fatality rate per 100 Million VMT	1.530	1.560	1.540	1.579	1.540	1.420	1.506	1.518	N
5 Year Average	1.520	1.510	1.530	1.530	1.550	1.526			
Unrestrained Passenger Vehicle Occupant Fatalities	284	262	225	246	222	234	244	231	N
5 Year Average	265	261	252	253	248	238			
Alcohol-Impaired Driving Fatalities ( $\geq .08$ BAC)	247	244	228	212	221	220	236	225	Y
5 Year Average	232	235	237	233	230	225			
Speeding-Related Fatalities	204	171	173	181	140	94	188	178	Y
5 Year Average	212	199	190	184	174	152			
Motorcycle Fatalities	83	91	94	97	79	87	85	87	N
5 Year Average	80	84	86	90	89	90			
Unhelmeted Motorcycle Fatalities	10	12	11	13	2	10	10	11	Y
5 Year Average	11	12	11	13	10	10			
Drivers Age 15 to 20 Involved In Fatal Crashes	81	80	99	88	87	81	87	82	N
5 Year Average	94	88	89	87	87	87			
Pedestrian Fatalities	105	106	127	115	164	118	110	106	N
5 Year Average	98	103	111	110	123	126			
Bicyclist Fatalities	13	34	22	23	29	22	20	19	N
5 Year Average	16	21	21	21	24	26			

Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 24, 2020.

<sup>1</sup> In April 2020, the Louisiana definition of "Serious Injury" was changed to be in compliance with the required federal definition.

**Table 4.2 Progress in Observed Seat Belt Use Rate**

Behavioral Measure	2013	2014	2015	2016	2017	2018	2019	2020
Statewide Observed Seat belt Use	83.0%	84.0%	86.0%	88.0%	87.1%	86.9%	87.5%	-
Target	79.7%	81.3%	84.5%	86.1%	87.6%	90.0%	90.0%	87.9%

Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University.  
Accessed November 24, 2020.

\*\*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.

The Highway Safety Plan also includes projects to improve the quality of Louisiana's traffic records systems. Table 4.3 show the progress made from 2017 to 2020.

**Table 4.3 LACRASH Achievements**

	2017	2018	2019	2020
<b>Completeness</b>	<b>Percent</b>			
Driver Information - License Number	99%	99%	99%	98%
Driver Information – Name	100%	100%	100%	100%
Crash Information - Location/GPS	96%	96%	96%	96%
Driver Information - License Class	97%	97%	97%	96%
Driver Information - License State	97%	97%	97%	96%
Vehicle Information - License Plate	99%	99%	99%	99%
Vehicle Information - Registered State	99%	99%	99%	99%
Vehicle Information – VIN	99%	99%	100%	99%
<b>Timeliness</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
All Crashes (<30 days)	96%	97%	97%	93%
All Fatal Crashes (<30 days)	66%	67%	64%	65%
<b>Overall Crash Report Results</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
% of Reports Submitted Electronically	99%	99%	99%	99%
Average Days to Submit a Report	6	6	6	7

Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University.  
Accessed October 29, 2020.

## 5.0 Program Results

### Evidence-Based Enforcement Program Activities

In FFY 2020, 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 that are 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 subrecipients that applied for FFY 2020 funding were vetted by a diverse group of participants across an array of disciplines as outlined in detail in the FFY 2020 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 who is overrepresented in crashes as well as when, where, and why crashes are 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 jurisdiction's identified problem(s).

To ensure enforcement resources were deployed effectively, law enforcement agencies were directed to implement evidence-based strategies. The LHSC uses 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 2020, 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 and nighttime occupant protection enforcement activities. 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 enable 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 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 subrecipient, leaving sufficient time to make adjustments throughout the year if needed to improve traffic safety in Louisiana.

## COMPILATION OF ENFORCEMENT ACTIVITY RESULTS

In FFY 2020, 41 yearlong law enforcement agencies were funded to participate in the national “Click It or Ticket” campaign and in the “Drive Sober or Get Pulled Over” campaign. However, due to COVID-19 restrictions and the cancellation of the national “Click It or Ticket” campaign not all agencies participated in this enforcement campaign. Collectively, the NHTSA funded law enforcement activities resulted in:

- 33,633 seat belt citations;
- 1,280 impaired driving arrests;
- 92,443 speeding citations;
- 206 officers trained in Standardized Field Sobriety Test (SFST);
- 96 officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE); and
- 124 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 2020 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.

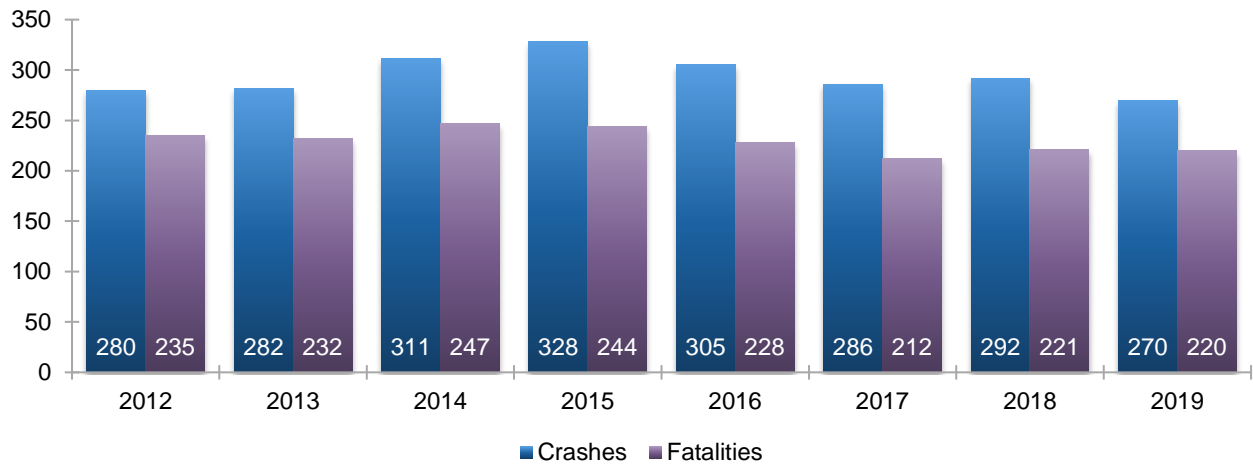
### 5.1 IMPAIRED DRIVING PROGRAM

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 2012 to 2019. Both alcohol-related fatal crashes and alcohol-impaired fatalities experienced slight decreases in



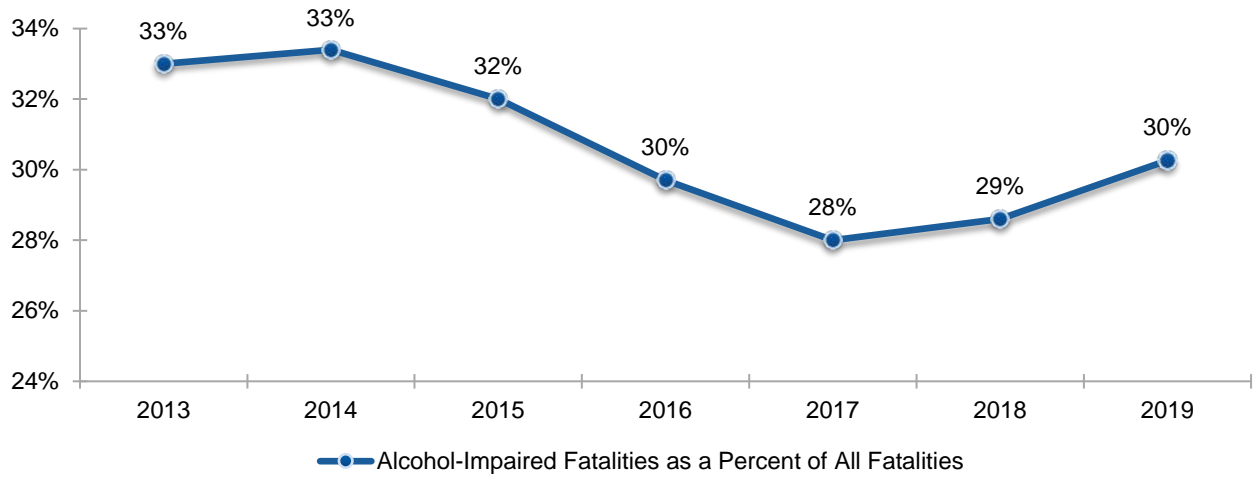
2019. Figure 5.2 shows that the 2019 percent of alcohol-impaired fatalities as a percent of all the state’s motor vehicle fatalities increased slightly, reversing the downward trend that started in 2015 and continued until 2017. This increase marks the second year of increases in the percent of alcohol-impaired fatalities as a percent of all the state’s motor vehicle fatalities.

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



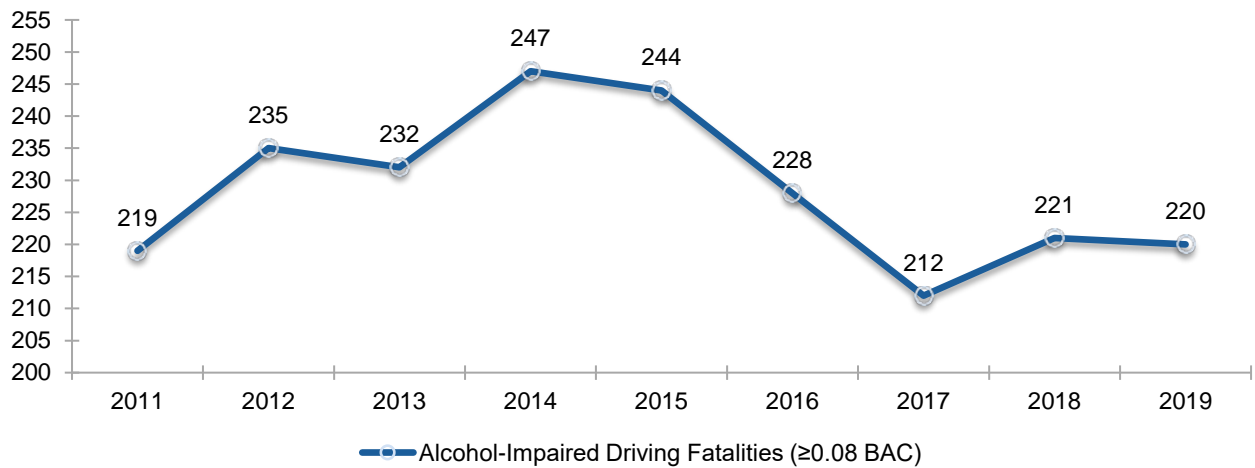
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 24, 2020.

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



Source: NHTSA STSI/FARS. Accessed November 24, 2020.

**FIGURE 5.3 ALCOHOL-IMPAIRED DRIVING FATALITIES**



Source: NHTSA STSI/FARS. Accessed November 24, 2020.

## PERFORMANCE TARGET

Decrease alcohol-impaired driving fatalities 1.0 percent from 232 (2013-2017 average) to 225 in 2020. (C-5)

## PROGRAMS AND PROJECTS

---

### *PROJECT NUMBER: 2020-10-10*

---

**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 to assist with evidence collection after warrants were issued. Additionally, the program provided training for law enforcement on best practices for “No Refusal” enforcement including SFST and court room testimony.

The project was drastically impacted due to COVID-19 pandemic, the jail has restricted all outside personnel from entering, therefore, blood draws for the “No Refusal” program was suspended.

**Project Budget/Source:** \$40,000/Section 164AL

**Budget Expended:** \$4,448.40/Section 164AL

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### *PROJECT NUMBER: 2020-10-12*

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**Project Title:** Slidell No Refusal Pilot Program

**Project Description:** Project was not executed due to the city council not executing the subgrant agreement.

**Project Budget/Source:** \$10,900.00/Section 164AL

**Budget Expended:** \$0

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**PROJECT NUMBER: 2020-10-11**

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**Project Title:** Impaired Driving Policy Specialist

**Project Description:** The Impaired Driving 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. The Impaired Driving Policy Specialist also assisted in the management of three of the LHSC-funded DWI courts and assisted with the proper operation of these courts. The Impaired Driving 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.

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

**Budget Expended:** \$36,853.45/Section 405d

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**PROJECT NUMBER: 2020-10-13**

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**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 help law enforcement, prosecutors, and judges align their efforts to prosecute DWI cases. LDAA conducted eight impaired driving training courses in 2020, reaching 562 prosecutors and 337 law enforcement officers. The courses were offered statewide through a virtual platform due to COVID-19.

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

**Budget Expended:** \$210,448.23/Section 405d

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**PROJECT NUMBER: 2020-10-15**

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**Project Title:** Louisiana Impaired Driving Assessment Coordinator

**Project Description:** The Impaired Driving Assessment Coordinator implemented the priority recommendations of the 2009 and 2013 Impaired Driving Assessment Report, and included activities to address the enforcement and adjudication of laws regarding driving while impaired.

The contractor worked in conjunction with the many agencies throughout Louisiana who share a similar mission to reduce impaired driving fatalities and injuries.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$49,899.20/Section 40d

**Budget Expended:** \$13,626.32 Section 405d

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**PROJECT NUMBER: 2020-10-16**

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**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 provided 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. There were two SBIRT trainings provided and 24 participants to the staff at Southeastern University Health and Counseling Center. The participants conducted 21 interviews 19 of which resulted in alcohol education.

The project was drastically impacted due to COVID-19 pandemic. Training sessions were implemented; however, the individuals at Southeastern University Health and Counseling Center that were trained last year provided services that were needed.

**Project Budget/Source:** \$5,870.00/Section 164AL

**Budget Expended:** \$0.00/Section 164AL

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**PROJECT NUMBER: 2020-10-17**

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**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 Ascension, St. Tammany, Lafayette, Livingston, Tangipahoa, Iberville, St. Charles, West Baton Rouge, Bossier, Caddo, Ouachita, Rapides, Natchitoches, and Lincoln 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 2,757 impaired driving cases in FFY 2020.

**Project Budget/Source:** \$110,112.00/ Section 164AL

**Budget Expended:** \$93,322.73/Section 164AL

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**PROJECT NUMBER: 2020-10-18**

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**Project Title:** Judicial Outreach Liaison (JOL)

**Project Description:** Project was not executed due to lack of candidate for position.

**Project Budget/Source:** \$121,035.00/Section 405d

**Budget Expended:** \$0

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**PROJECT NUMBER: 2020-10-19**

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**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 89 blood specimen collection kits in 2020.

**Project Budget/Source:** \$43,475.53/Section 405d; \$34,764.47/Section 402

**Budget Expended:** \$43,475.53/Section 405d; \$34,764.47/Section 402

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**PROJECT NUMBER: 2020-10-20**

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**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.

**Project Budget/Source:** \$641,223.69/Section 402

**Budget Expended:** \$416,972.05 /Section 402

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**PROJECT NUMBER: 2020-10-21**

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**Project Title:** 14<sup>th</sup> 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.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 and the two major hurricanes that impacted Southwest Louisiana thwarted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$75,000.00/Section 405d

**Budget Expended:** \$17,601.61/Section 405d

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**PROJECT NUMBER: 2020-10-22**

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**Project Title:** 4<sup>th</sup> 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:** \$75,000.00/Section 405d

**Budget Expended:** \$75,000.00/Section 405d

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**PROJECT NUMBER: 2020-10-23**

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**Project Title:** Terrebonne Parish DWI Court

**Project Description:** The 32nd Judicial District DWI Court served Terrebonne Parish and accepted first and second 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:** \$75,000.00/Section 405d

**Budget Expended:** \$75,000.00/Section 405d

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**PROJECT NUMBER: 2020-10-30**

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**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 also 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 1,916 overtime enforcement hours in 2020, performed 1,116 compliance checks, made 367 arrests and issued 199 citations while working overtime hours.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$97,516.64/Section 154AL

**Budget Expended:** \$51,921.40 Section 154AL



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**PROJECT NUMBER: 2020-10-31**

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**Project Title:** Louisiana Cops in Shops Program

**Project Description:** The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops Program 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 and injuries. The ATC agents worked 1,642 overtime enforcement hours performed 2,820 compliance checks, and issued 165 citations.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$165,402.00/Section 154AL

**Budget Expended:** \$71,326.30/Section 154AL

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**PROJECT NUMBER: 2020-10-32**

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**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 7 warrants were issued.

**Project Budget/Source:** \$38,820.00/Section 154AL

**Budget Expended:** \$31,551.76/Section 154AL

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**PROJECT NUMBER: 2020-10-34**

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**Project Title:** DWI Enforcement Training Specialist

**Project Description:** The contracted Training Specialist assisted LHSC in FFY 2020 with additional law enforcement training, including LADRIVING, courtroom testimony, and other impaired driving issues. In 2020, the Training Specialist conducted 42 training sessions for 119

police officers, troopers, and deputies from 79 agencies. At many of these training sessions, city and district prosecutors were in attendance to learn about the electronic arrest files they were to receive. The Training Specialist also conducted numerous webinar training sessions with agency TAC, and law enforcement officers, as well as judicial district court, LSP Applied Tech Section, TTEC and ARIDE through LSP.

**Project Budget/Source:** \$49,879.00/Section 154AL

**Budget Expended:** \$49,879.00/Section 154AL

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**PROJECT NUMBER: 2020-10-35**

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**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.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant and no travel was requested.

**Project Budget/Source:** \$15,000.00/Section 164AL

**Budget Expended:** \$0

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**PROJECT NUMBER: 2020-10-42**

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**Project Title:** LADRIVING DWI Automation Project

**Project Description:** This project funded an intradepartmental agreement with DPS Information Technology Section to provide implementation, oversight, and supervision of the Electronic DWI Arrest Report Project (known as LADRIVING).

**Project Budget/Source:** \$188,760.00/Section 154AL; \$20,870.93/Section 164AL

**Budget Expended:** \$136,782.10/Section 154AL; \$0/Section 164AL

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**PROJECT NUMBER: 2020-10-44**

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**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:** \$25,000.00/Section 164AL

**Budget Expended:** \$21,325.47/Section 164AL

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**PROJECT NUMBER: 2020-10-49**

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**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 at the Bayou Classic with 68,000 participants. Alcohol awareness public service announcements were produced receiving 800 impressions as well as conducted a virtual diversity forum with 78 participants.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$49,900/Section 164AL

**Budget Expended:** \$16,365.48/Section 164AL

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**PROJECT NUMBER: 2020-30-80**

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

**Project Description:** The LSP conducted DWI enforcement throughout Louisiana, making 182 impaired driving arrests while working 2,451 hours of overtime impaired driving 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 402 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: two SFST Certification/Practicum (52 students), six SFST Training Field Courses (158 students), two ARIDE Courses (52 students), two ARIDE Field Courses (40 students).

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant. The LSP conducted impaired driving checkpoints and/or patrols based on their evidence-based enforcement plan, deployed resources based on crash analysis, and made adjustments throughout the year as needed during COVID-19 restrictions. Many of the planned Impaired Driving enforcement classes were cancelled due to the disruptions caused by COVID-19 travel restrictions.

**Project Budget/Source:** \$279,480.30/Section 402; \$657,593.83/Section 405d; \$90,624.38/Section 405e

**Budget Expended:** \$226,337.24/Section 402; \$232,282.50/Section 405d; \$68,040.90/Section 405e

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**PROJECT NUMBER: 2020-30-10 THROUGH 2020-30-63**

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**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 41 local police departments and sheriff's offices that were located in the 16 Tier One Alcohol Problem ID Parishes. Participating agencies conducted 43 sobriety checkpoints, and worked 2,132 checkpoint hours and 16,578 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, and made adjustments throughout the year as needed during COVID-19 restrictions. Law enforcement agencies that participated in this targeted DWI overtime enforcement program included:

- 
- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| • Abbeville Police Department;       | • Livingston Parish Sheriff's Office; |
| • Alexandria Police Department;      | • Mandeville Police Department;       |
| • Allen Parish Sheriff's Office;     | • Monroe Police Department;           |
| • Ascension Parish Sheriff's Office; | • New Orleans Police Department;      |
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- Baton Rouge Police Department;
  - Bogalusa Police Department;
  - Bossier City Police Department;
  - Bossier Parish Sheriff's Office;
  - Caddo Parish Sheriff's Office;
  - Calcasieu Parish Sheriff's Office;
  - Denham Springs Police Department;
  - E. Baton Rouge 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;
  - Pineville Police Department;
  - Shreveport Police Department;
  - Slidell Police Department;
  - Southeastern Louisiana University Police Dept.;
  - St. Bernard Parish Sheriff's Office;
  - St. Charles Parish Sheriff's Office;
  - St. Tammany Parish Sheriff's Office;
  - Tangipahoa Parish Sheriff's Office;
  - Thibodaux Police Department;
  - Washington Parish Sheriff's Office;
  - West Baton Rouge Parish Sheriff's Office;
  - W. Monroe Police Department;
  - Westwego Police Department.
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**Project Budget/Source:** \$1,780,640.30/Section 402; \$281,045.52 /Section 405b; \$1,196,206.35/Section 405d; \$428,708.39/Section 154AL; \$1,365,035.00/Section 164AL; \$35,000.00/Section 405h; \$90,624.38/Section 405e

**Budget Expended:** \$1,394,281.55/Section 402; \$136,386.83 /Section 405b; \$525,624.02/Section 405d; \$160,261.62/Section 154AL; \$723,533.69/Section 164AL; \$10,378.68/Section 405h; \$68,040.90/Section 405e

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**PROJECT NUMBER: 2020-35-01 THROUGH 2020-35-51**

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

**Project Description:** This project provided funds that were allocated for local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies were to conduct sobriety checkpoints and saturation patrols in support of the "Drive Sober or Get Pulled Over" mobilizations. Due to the COVID-19 restrictions, this enforcement campaign was cancelled and no contracts were executed.

**Project Budget/Source:** \$90,634.79/Section 154AL

**Budget Expended:** \$0

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**PROJECT NUMBER: 2020-55-09**

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**Project Title:** Northwestern State University - Impaired Driving Prevention

**Project Description:** This contract was not executed due to the COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020.

**Project Budget/Source:** \$1,500.00/Section 154AL

**Budget Expended:** \$0

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**PROJECT NUMBER: 2020-55-10**

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**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 2020, 6,715 students attended hospital based and on-site school presentations, 1,869 students viewed Mock Crashes, 235 students viewed Mock Trials, and 395 students participated in Senior Sessions and 313 parents attended eight Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$35,000.00/Section 402; \$140,000.00/Section 154AL

**Budget Expended:** \$21,536.39/Section 402; \$86,145.39/Section 154AL

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**PROJECT NUMBER: 2020-55-11**

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**Project Title:** Ready, Set, DRIVE!

**Project Description:** This project funded the “Ready, Set, DRIVE!” Teen Driver Safety Program in East Baton Rouge, Livingston, Ascension, and West Baton Rouge 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 2020, 1,092 participants attended Ready, Set, DRIVE! activities, which included 53 classroom or virtual presentations 36 and driving simulations.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$29,820.00/Section 402

**Budget Expended:** \$29,622.57/Section 402

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**PROJECT NUMBER: 2020-55-12**

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**Project Title:** ThinkFirst for Teens Program

**Project Description:** ThinkFirst of the ArkLaTex coordinated and implemented 51 ThinkFirst programs (one to two hours) 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, churches, DWI classes, Juvenile Court, etc., in Northwest Louisiana. Fifty presentations were specifically related to alcohol impaired driving. In FFY 2020, 2,745 students and 525 young adults participated in ThinkFirst. The program effectiveness was measured by pre/post-tests, which showed increased knowledge at 16 percent for distracted driving, 18 percent for seat belt safety, and 21 percent for underage drinking/impaired driving.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$50,000.00/Section 402; \$50,000.00/Section 154AL

**Budget Expended:** \$47,785.01/Section 402; \$47,284.88/Section 154AL

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**PROJECT NUMBER: 2020-55-14**

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**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 was measured by pre- and post-tests.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$33,300.00/Section 402

**Budget Expended:** \$4,817.70/Section 402

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*PROJECT NUMBER: 2020-55-15*

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**Project Title:** Social Norms and Marketing Project (SNAP)

**Project Description:** The Social Norms and Marketing Project (SNAP) combined social norms and social marketing theory to reduce alcohol-impaired fatal traffic fatalities at five high schools in alcohol-impaired Tier 1 parishes in southwest Louisiana. The project evaluation consisted of both process and outcome measures. Pre and post-tests showed that nearly 90% of participating students do not approve of drinking and driving. There were 2,846 high school students reached through peer-to-peer campaigns. Four Louisiana universities were selected to receive “Stall Seat Journals” these messages were delivered to students through the internal communications system of each university that reached 29,989 college students.

**Project Budget/Source:** \$175,000.00/Section 154AL

**Budget Expended:** \$159,217.16/Section 154AL

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*PROJECT NUMBER: 2020-55-20*

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**Project Title:** Lafourche SADD

**Project Description:** Bayou Council Behavioral Services, Inc. utilized the Students Against Destructive Decisions (SADD) model to implement a peer-to-peer campaign against impaired



driving in one Lafourche Parish high school that educated the students about the dangers of driving while impaired. In FFY 2020, there were 88 eleventh grade students that completed the pre and post-tests, which showed increases in knowledge of Louisiana's DWI laws and how alcohol affects the brain. Of the students surveyed 95% indicated that they would create a plan for alternative transportation, rather than ride with an impaired driver.

**Project Budget/Source:** \$5,000.00/Section 154AL

**Budget Expended:** \$1,351.29/Section 154AL

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**PROJECT NUMBER: 2020-55-22**

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**Project Title:** Take The Wheel - Mothers Against Drunk Driving (MADD)

**Project Description:** This project conducted "Power of Parents" and "Power of You(th)" presentations that influenced parenting behavior, prevented underage drinking, and continued the mission of ending drunk driving. The program also supported the victims of these violent crimes, and prevented underage drinking by educating and equipping parents to talk with their teens about alcohol. In FFY 2020, MADD was able to coordinate and implement twenty-three "Power of You(th)" presentations and one "Power of Parents" presentation. There were two community outreach events that educated 79 individuals. Many of the planned activities within Louisiana high schools were cancelled due to COVID-19 restrictions, however, MADD continued to provide presentations virtually and through privately owned driving schools.

**Project Budget/Source:** \$95,300.00/Section 154AL

**Budget Expended:** \$10,762.45/Section 154AL

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**PROJECT NUMBER: 2020-55-23**

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**Project Title:** You Are Worth It, Inc.

**Project Description:** You Are Worth It, Inc. worked 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.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$8,000.00/Section 402154AL

**Budget Expended:** \$743.19/Section 154AL

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**PROJECT NUMBER: 2020-70-12**

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**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 impaired driving message. Educational material specific to impaired driving were distributed on game day. There were Public Address (PA) announcements, impaired driving 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:** \$20,000.00/Section 154AL

**Budget Expended:** \$20,000.00/Section 154AL

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**PROJECT NUMBER: 2020-80-01**

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**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 9,186 radio spots and 13,934 television spots were placed. A total of 1,072,363 streaming television impressions were delivered. On-line media placement delivered an estimated 13,657,279 impressions. Message recognition was measured through attitudinal surveys

**Project Budget/Source:** \$375,283.59/Section 405d; \$328,239.00/Section 154AL

**Budget Expended:** \$230,761.00/Section 405d; \$250,482.60/Section 154AL; \$51,915.52/Section 402

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**PROJECT NUMBER: 2020-80-03**

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**Project Title:** LHSC Public Relations

**Project Description:** LHSC contracted with a Public Relations firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on impaired driving, occupant protection, and the topics of the National Priority Safety Programs. Message recognition was measured through attitudinal surveys.

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

**Budget Expended:** \$37,850.00/Section 402

## 5.2 OCCUPANT PROTECTION PROGRAM

Louisiana's seat belt use was 87.5 percent in 2019. The state achieved a rate of 88 percent in 2019. 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. Table 5.1 shows observed seat belt usage by region from 2012 through 2019.

\*\*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.

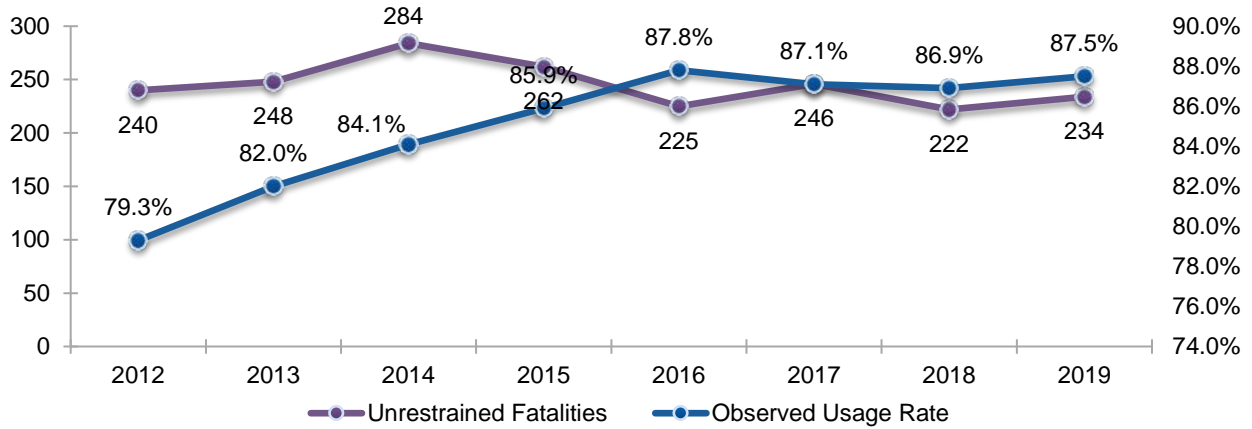
**Table 5.1 Adult Observed Seat Belt Usage, All Vehicles and All Locations**

Region	2013	2014	2015	2016	2017	2018	2019	2020
1- New Orleans	78.1%	81.0%	82.4%	86.6%	90.3%	91.3%	88.7%	-
2- Baton Rouge	62.7%	84.4%	83.0%	84.0%	85.1%	87.7%	86.2%	-
3- Houma	85.5%	87.7%	91.2%	91.6%	88.0%	89.3%	89.7%	-
4- Lafayette	81.7%	85.0%	82.5%	86.4%	86.3%	88.4%	91.1%	-
5- Lake Charles	91.0%	89.9%	85.6%	91.7%	92.2%	89.2%	87.6%	-
6- Alexandria	83.4%	70.9%	87.3%	80.8%	82.7%	81.3%	83.5%	-
7- Shreveport	83.6%	87.9%	89.4%	91.1%	85.8%	83.8%	84.9%	-
8- Monroe	81.0%	74.8%	84.2%	83.2%	87.1%	85.4%	90.5%	-
Louisiana	82.5%	84.1%	85.9%	87.8%	87.1%	86.9%	87.5%	-

Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 18, 2020.

Figure 5.4 shows the correlation between observed seat belt use and unrestrained fatalities. In 2019, unrestrained fatalities increased and 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. Therefore, seat belt use remained at 88 percent.

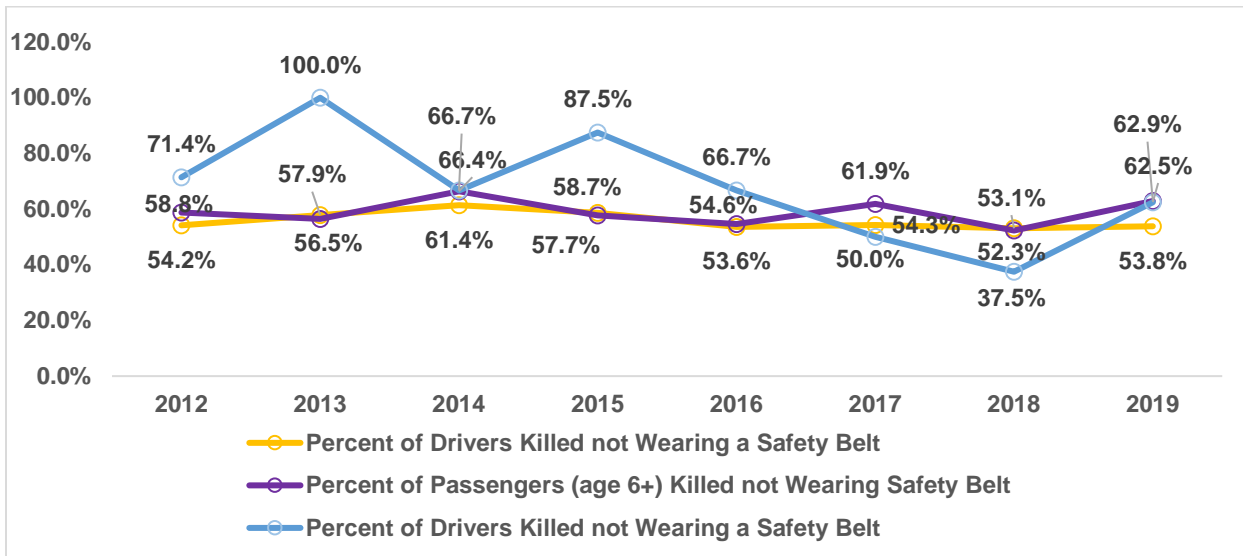
**FIGURE 5.4 OBSERVED SEAT BELT USE AND UNRESTRAINED FATALITIES**



Source: NHTSA STSI/FARS. Accessed November 24, 2020.

Figure 5.5 shows the percent of unrestrained fatalities since 2012 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 December 18, 2020.

## PERFORMANCE TARGETS

- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 3.0 percent from 253 (2013-2017 average) to 231 in 2020. (C-4)
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1 percentage points from 86.9 percent in 2018 to 88.9 percent in 2020. (B-1)

## PROGRAMS AND PROJECTS

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*PROJECT NUMBER: 2020-20-10-01*

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**Project Title:** LHSC Occupant Protection Survey

**Project Description:** Due to COVID restrictions, the cancellation of the Click It or Ticket Enforcement campaign, and the issuance of a waiver from the National Highway Traffic Safety Administration (NHTSA), the Statewide observational survey was not conducted. The vendor conducted the Nighttime Occupant Protection Survey in November of 2019 and the Attitudinal Survey in the summer of 2020. Funds were provided for the personnel, materials, administrative and logistical support to complete these surveys. Upon completion of the data collection, the selected vendor entered, tabulated, and processed the data and developed a final report of the surveys. The vendor for this project was selected through a competitive Request for Proposal process.

**Project Budget/Source:** \$220,632.00/Section 402

**Budget Expended:** \$78,912.00/Section 402

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*PROJECT NUMBER: 2020-80-01*

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**Project Title:** Paid Media for Occupant Protection

**Project Description:** Due to COVID restrictions, the cancellation of the Click It or Ticket Enforcement campaign, and the issuance of a waiver from the National Highway Traffic Safety Administration (NHTSA), this paid media buy plan was not conducted.

**Project Budget/Source:** \$45,000.00/Section 402

**Budget Expended:** \$0/Section 402

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**PROJECT NUMBER: 2020-20-11**

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**Project Title:** Louisiana Passenger Safety Task Force

**Project Description:** The University Medical Center (UMC) New Orleans maintained the Louisiana Passenger Safety Task Force (LPSTF), which provided a centralized resource for all OP/CPS activities and education, maintained a database of all Louisiana CPS technicians, promoted recertification of technicians, conducted quarterly regional meetings, provided six Standardized CPS Instructor/Technician Courses, and supported certified fitting stations in each region. Over 6,000 children were assisted at community fitting stations. Those children are now properly restrained while transported in a motor vehicle. This year, more than 6,000 seats were checked at CPS events. University Medical Center New Orleans and Louisiana Sonic Franchises partnered to sell 2020 “Tot Calendars.” 100 percent of the proceeds from the calendar sales benefitted Louisiana families in need and allowed for the purchase of 900 child safety seats. Seats were distributed in 9 regions of the State during National Child Passenger Safety Week. During the 2019-20 school year, UMC hosted the STOP program that reached 1,414 elementary school students.

**Project Budget/Source:** \$173,447.63/Section 405b; \$51,052.37/Section 402

**Budget Expended:** \$99,641.35/Section 405b; \$51,052.37/Section 402

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**PROJECT NUMBER: 2020-20-13**

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**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) and the New Orleans Police Department (NOPD) and hosted seventeen car seat events in which 161 car seats were distributed, participated in twenty community events to promote occupant protection, and distributed language appropriate materials targeting specific populations (such as young adults, pregnant moms, churches, clinics), etc. This project has built upon their existing services to reach additional clients throughout the year.

**Project Budget/Source:** \$53,900.00/Section 402

**Budget Expended:** \$53,900.00/Section 402

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**PROJECT NUMBER: 2020-55-10**

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**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 2020, 6,715 students attended hospital based and on-site school presentations, 1,869 students viewed Mock Crashes, 235 students viewed Mock Trials, and 395 students participated in Senior Sessions and 313 parents attended eight Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$35,000.00/Section 402; \$140,000.00/Section 154AL

**Budget Expended:** \$21,536.39/Section 402; \$86,145.39/Section 154AL

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**PROJECT NUMBER: 2020-20-35**

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**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.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant and no travel was requested.

**Project Budget/Source:** \$15,000.00/Section 405b

**Budget Expended:** \$0

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**PROJECT NUMBER: 2020-30-80**

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

**Project Description:** The LSP conducted occupant protection enforcement throughout Louisiana, including conducting four occupant protection checkpoints and issuing 5,353 seat belt and child passenger citations while working 3,231 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 132 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.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant. The LSP conducted impaired driving checkpoints and/or patrols based on their evidence-based enforcement plan, deployed resources based on crash analysis, and made adjustments throughout the year as needed during COVID-19 restrictions.

**Project Budget/Source:** \$279,480.30/Section 402

**Budget Expended:** \$226,337.24/Section 402

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**PROJECT NUMBER: 2020-30-10 THROUGH 2020-30-63**

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**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 2020 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 2020, 40 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 39 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,



made adjustments throughout the year as needed and worked when able despite on-going COVID-19 restrictions and the cancellation of the national “Click It or Ticket” wave. Participating agencies conducted checkpoints, saturation patrols, and yearlong enforcement to correspond with state “Click It or Ticket” campaign mobilizations. Law enforcement agencies worked 21,502 hours of saturation patrols and 2,847 hours at seat belt checkpoints, issuing 20,248 adult seat belt citations and 1,147 child passenger seat citations. Law enforcement agencies that participated in this targeted occupant protection overtime enforcement program included:

- 
- Abbeville Police Department;
  - Alexandria Police Department;
  - Allen Police Department;
  - Ascension Parish Sheriff’s Office;
  - Baton Rouge Police Department;
  - Bogalusa Police Department;
  - Caddo Parish Sheriff’s Office;
  - Calcasieu Parish Sheriff’s Office;
  - Denham Springs Police Department;
  - E. Baton Rouge 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;
  - New Orleans Police Department;
  - Pineville Police Department;
  - Shreveport Police Department;
  - Slidell Police Department;
  - Southeastern Louisiana University Police Dept.;
  - Southern University at New Orleans Police Dept.;
  - St. Bernard Parish Sheriff’s Office;
  - St. Charles Parish Sheriff’s Office;
  - St. Tammany Parish Sheriff’s Office;
  - Tangipahoa Parish Sheriff’s Office;
  - Thibodaux Police Department;
  - Washington Parish Sheriff’s Office;
  - West Baton Rouge Parish Sheriff’s Office;
  - W. Monroe Police Department; and
  - Westwego Police Department.
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**Project Budget/Source:** \$1,780,640.30/Section 402; \$281,045.52 /Section 405b

**Budget Expended:** \$1,394,281.55/Section 402; \$136,386.83 /Section 405b

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**PROJECT NUMBER: 2020-35-01 THROUGH 2020-35-51**

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**Project Title:** Special Waves Enforcement (“Click It or Ticket” /”Buckle Up in Your Truck”)

**Project Description:** This project provided funds that were allocated for local police departments and sheriff’s offices for overtime enforcement of traffic safety laws. Specifically, agencies were to conduct sobriety checkpoints and saturation patrols in support of the national “Click It or Ticket” mobilizations

and the states Buckle Up in Your Truck campaign. Due to the COVID-19 restrictions, the Click It or Ticket / “Buckle Up in Your Truck” Enforcement campaigns were cancelled so no contracts were executed.

**Project Budget/Source:** \$50,000.00/Section 402

**Budget Expended:** \$0

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**PROJECT NUMBER: 2020-55-11**

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**Project Title:** Ready, Set, DRIVE!

**Project Description:** This project funded the “Ready, Set, DRIVE!” Teen Driver Safety Program in East Baton Rouge, Livingston, Ascension, and West Baton Rouge 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 2020, 1,092 participants attended Ready, Set, DRIVE! activities, which included 53 classroom or virtual presentations 36 and driving simulations.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$29,820.00/Section 402

**Budget Expended:** \$29,622.57/Section 402

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**PROJECT NUMBER: 2020-55-12**

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**Project Title:** ThinkFirst for Teens Program

**Project Description:** ThinkFirst of the ArkLaTex coordinated and implemented 51 ThinkFirst programs (one to two hours) 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, churches, DWI classes, Juvenile Court, etc., in Northwest Louisiana. Fifty presentations were specifically related to alcohol impaired driving. In FFY 2020, 2,745 students and 525 young adults participated in ThinkFirst. The program effectiveness was measured by pre/post-tests, which showed increased knowledge at 16 percent

for distracted driving, 18 percent for seat belt safety, and 21 percent for underage drinking/impaired driving.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$50,000.00/Section 402; \$50,000.00/Section 154AL

**Budget Expended:** \$47,785.01/Section 402; \$47,284.88/Section 154AL

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**PROJECT NUMBER: 2020-55-14**

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**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 was measured by pre- and post-tests.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$33,300.00/Section 402

**Budget Expended:** \$4,817.70/Section 402

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**PROJECT NUMBER: 2020-55-16**

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

**Project Description:** Five high schools within Caddo, Ouachita, and Tangipahoa parishes participated in SADD's "Comprehensive Approach to Reducing Teen Crashes – Rock the Belt" program. Students were exposed to occupant protection PSAs, posters, flyers, and contributed to social media campaigns. The program measured effectiveness with pre- and post-tests that was administered to 189 program participants that showed an overall 84% increase in knowledge. There was also an observational seat belt surveys that was conducted at Huntington High School that showed an increase from 78% to 80.41%. SADD was able to reach 3,006 students through on-site activities, but transitioned to a virtual platform once COVID-19 restrictions were enacted and reached an additional 93,891 individuals.

**Project Budget/Source:** \$100,000.00/Section 402

**Budget Expended:** \$85,553.70/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 2020, the TRCC focused on improvements to the EMS/injury surveillance and citation/adjudication systems. The following performance targets were met or exceeded in FFY 2020:

### PERFORMANCE TARGETS AND RESULTS

- 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 40 percent on March 31, 2019 to 41 percent by April 1, 2020. (Timeliness).
  - The percentage of 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 40% on March 31, 2019 to 50% by April 1, 2020.
- Increase the percentage of EMS Agencies submitting data to the State Registry that are NEMSIS 3 compliant from 41% on March 31, 2019 to 43% on April 1, 2020. (Completeness).
  - LERN reports that 100% of all EMS agencies repowering to the State Registry are NEMSIS 3 compliant from April 1, 2019 to March 31, 2020.
- Increase the accuracy of latitude and longitude measured as the number of crashes located within 150 feet of a road from 69% on March 31, 2019 to 70% by April 1, 2020. (Accuracy).
  - The accuracy of latitude and longitude measured as the number of crashes located within 150 feet of a road from 69% on March 1, 2019 to 70.5% by April 1, 2020.
- Increase the number of courts reporting the disposition of traffic related cases. (Completeness).
  - The Louisiana Supreme Court had 98 courts submitting electronic data by April 2020.

### PROGRAMS AND PROJECTS

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**PROJECT NUMBER: 2020-40-02**

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**Project Title:** Office of Technology Services Support

**Project Description:** Under this project, technical support was provided at the Data Center (OTS) for data programming needs to link records and enhance accessibility of records within DPS.

**Project Budget/Source:** \$35,000.00/Section 405c

**Budget Expended:** \$35,000.00/Section 405c

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**PROJECT NUMBER: 2020-40-11**

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**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 hosted four TRCC Executive Committee meetings (November 5, 2019, February 4, 2020; May 26, 2020, and August 25, 2020); and, numerous Working Group and other TRCC related meetings.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$549,598.49/Section 405c

**Budget Expended:** \$540,709.45/Section 405c

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**PROJECT NUMBER: 2020-40-14**

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**Project Title:** Louisiana Emergency Response Network (LERN) Injury Coding

**Project Description:** LERN conducted a two-day trauma-grading course for trauma registrars and trauma managers from various ambulance providers in the state, which was sponsored by the Association for the Advancement of Automotive Medicine (AAAM). This course was recommended by the American College of Surgeons (ACS), of which Louisiana is party to with respect to training requirements. The National Highway Traffic Safety Administration (NHTSA)

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recommended advanced training such as this in order to achieve an effective evaluation of injuries sustained in traffic crashes.

**Project Budget/Source:** \$27,800.00/Section 405c

**Budget Expended:** \$27,799.90/Section 405c

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**PROJECT NUMBER: 2020-40-15**

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**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 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.

**Project Budget/Source:** \$39,990.00/Section 405c

**Budget Expended:** \$29,775.00/Section 405c

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**PROJECT NUMBER: 2020-40-16**

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**Project Title:** NCPS Crash Reconstruction Training

**Project Description:** Northwestern University Center for Public Safety (NCPS) provided an on-site training to 42 police officers from around the state in the use of Crash Data Retrieval (CDR) technology. This technology provided investigators with detailed analysis of the vehicle movement immediately prior to the crash, and assisted in the final determination of culpability in the crash. This becomes vital evidence in not only the reconstruction of the crash, but also in criminal prosecution. A Crash Investigation I Course was conducted in June. There were 31 non-State Police law enforcement officers that were selected by the TRCC Training Committee from throughout Louisiana that completed the courses.

Due to COVID, the entire Reconstruction Series was cancelled after one week into the Crash II Investigation Course. Crash I Investigation was the only class completed.

**Project Budget/Source:** \$172,200.00/Section 405c

**Budget Expended:** \$26,550.00/Section 405c

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**PROJECT NUMBER: 2020-40-22**

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**Project Title:** ULL Police Computer

**Project Description:** This project assisted the University of Louisiana at Lafayette Police Department in improving the timeliness, completeness, and accuracy of crash data by submitting data electronically to LSU CARTS utilizing the LACRASH software. One desktop computer was purchased for law enforcement officers. Training and technical support in LACRASH was offered on the software as needed and as identified by CARTS review of the completed crash reports.

**Project Budget/Source:** \$1,125.00/Section 405c

**Budget Expended:** \$1,095.00/Section 405c

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**PROJECT NUMBER: 2020-40-20**

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**Project Title:** Travel/Training for Traffic Records

**Project Description:** Funds were allocated for individuals to attend trainings and conferences to support planned traffic records strategies. Funds were allocated to send a DOTD contractor to FARS training. All other planned conferences were cancelled due the COVID-19 pandemic.

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

**Budget Expended:** \$2,447.11/Section 405c

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**PROJECT NUMBER: 2020-40-24**

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**Project Title:** TRCC Statewide Data Management

**Project Description:** This was project was not implemented due to COVID-19 restrictions.

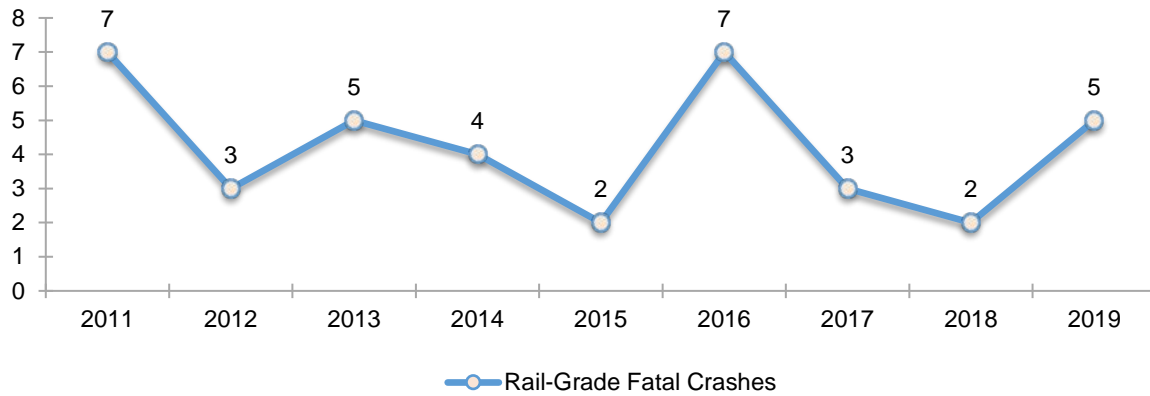
**Project Budget/Source:** \$100,000.00/Section 405c

**Budget Expended:** \$0/Section 405c

## 5.4 RAILROAD/ HIGHWAY CROSSINGS PROGRAM

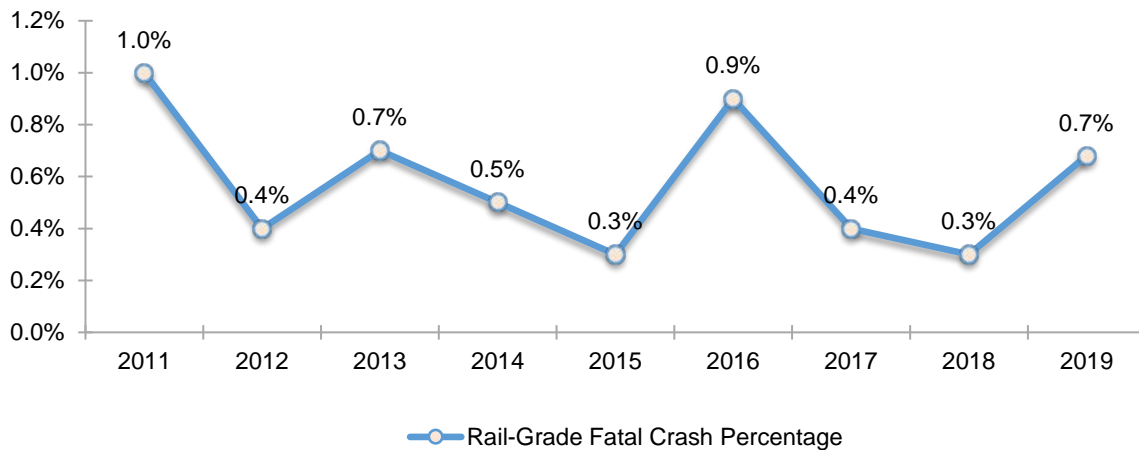
The Railroad/Highway Crossings program is an evidence-based effort that uses proven countermeasures to promote rail grade safety in parishes with high railroad-grade collision rates. Figure 5.6 shows the number of fatalities at rail grade crossings from 2011 through 2019 and Figure 5.7 shows these fatalities as a percent of all motor vehicle fatalities for this same period.

**FIGURE 5.6 FATAL CRASHES AT RAIL GRADE CROSSINGS**



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 14, 2020.

**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 December 14, 2020.



## PERFORMANCE TARGET

- Reduce rail-highway fatalities by 24 percent from 4 (2013 to 2017 average) to 1 in 2020.

## PROGRAMS AND PROJECTS

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*PROJECT NUMBER: 2020-60-10*

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**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 2020; updated existing LOL plans in the first quarter of 2020; planned, organized, and conducted meetings, workshops, and 132 presentations to support rail grade safety; maintained, and utilized the LOL “presenters” database; coordinated the maintenance of the LOL web site; conducted four training classes which resulted in 7 new LOL volunteers and promoted LOL and Operation Lifesaver programs in the 13 high-risk parishes with high railroad-grade collision rates. The Operation Lifesaver volunteers made 802 presentations that reached 17,345 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 54,782 people by working 58 special events.

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

**Budget Expended:** \$40,000.00/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. The LHSC provides leadership, training, data, and technical assistance to other state agencies, law enforcement agencies, 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.

## PERFORMANCE TARGETS

- Reduce pedestrian fatalities by 1.0 percent from 109 (2013-2017 average) to 106 in 2020. (C-10)
- Reduce bicyclist fatalities 3 percent from 21 (2013-2017 average) to 19 in 2020. (C-11)

## PROGRAMS AND PROJECTS

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### *PROJECT NUMBER: 2020-65-10*

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**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 2020, 1,106 participated in 55 Stroll Into Safety presentations, 2 bicycle rodeos. There were 3,819 individuals reached through community outreach events. A total of 1,106 students were surveyed through pre/post-tests.

**Project Budget/Source:** \$45,000.00/Section 402

**Budget Expended:** \$40,592.48/Section 402

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### *PROJECT NUMBER: 2020-65-12*

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**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. Nineteen community bicycle workshops, three community bike rides, one Traffic Skills 101 classes, nineteen outreach interventions, one legal clinic on bicycle and pedestrian laws, two multimodal youth safety trainings, four Road Riding 101 Programs, and two 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:** \$50,000.00 /Section 402

**Budget Expended:** \$44,040.60/Section 402

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**PROJECT NUMBER: 2020-65-16**

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**Project Title:** Front Yard Bikes

**Project Description:** Front Yard Bikes engaged the community with classes teaching bike safety and safe riding practices. This program coordinated weekly bike rides to teach bike safety and safe riding practices. The program educated 170 community members on the importance of bike safety as it relates to bicycle laws within the state of Louisiana. It also shared bike/pedestrian safe routes alternatives to 170 citizens. Forty-five bike safety classes were conducted.

**Project Budget/Source:** \$19,992.72 /Section 402

**Budget Expended:** \$18,524.33/Section 402

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**PROJECT NUMBER: 2020-80-01**

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**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 and bicycle 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 3,845 purchased spots and 3,880 bonus spots for a total of 7,725 radio spots. A total of 57 digital billboards were placed. On-line media placement delivered an estimated 2,792,619 impressions. Message recognition was measured through attitudinal surveys.

**Project Budget/Source:** \$500,000.00/Section 405h

**Budget Expended:** \$214,185.55/Section 405h

## 5.6 COMMUNITY TRAFFIC SAFETY PROGRAMS

Louisiana's Strategic Highway Safety Plan (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 local 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. In

FFY 2020, the LHSC funded pertinent statewide and regional projects to address community traffic safety issues.

## PERFORMANCE TARGETS

- Decrease alcohol-impaired driving fatalities by 1.0 percent from 232 (2013-2017 average) to 225 in 2020. (C-5)
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 3.0 percent from 253 (2013-2017 average) to 231 in 2020. (C-4)
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1 percentage points from 86.9 percent in 2018 to 88.9 percent in 2020. (B-1)
- Reduce pedestrian fatalities by 1.0 percent from 109 (2013-2017 average) to 106 in 2020. (C-10)
- Reduce bicyclist fatalities 3 percent from 21 (2013-2017 average) to 19 in 2020. (C-11)

## PROGRAMS AND PROJECTS

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### *PROJECT NUMBER: 2020-10-44*

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**Project Title:** LA Voz de la Comunidad

**Project Description:** This project conducted monthly occupant protection and 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:** \$25,000.00/Section 164AL

**Budget Expended:** \$21,325.47/Section 164AL

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### *PROJECT NUMBER: 2020-70-11*

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**Project Title:** North Louisiana – Traffic Safety Diversity Outreach Program

**Project Description:** This program provided outreach to community leaders, on HBCU campuses in East Baton Rouge, Caddo, and Lincoln 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 and East Baton Rouge Parishes. A virtual diversity forum was conducted with 58 participants.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$49,900.00/Section 154AL

**Budget Expended:** \$5,164.54/Section 154AL

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**PROJECT NUMBER: 2020-10-49**

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**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 at the Bayou Classic with 68,000 participants. Alcohol awareness public service announcements were produced receiving 800 impressions as well as conducted a virtual diversity forum with 78 participants.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$49,900/Section 164AL

**Budget Expended:** \$16,365.48/Section 164AL

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**PROJECT NUMBER: 2020-10-16**

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**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 provided 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. There were two SBIRT trainings provided and 24 participants to the staff at Southeastern University Health and Counseling Center. The participants conducted 21 interviews 19 of which resulted in alcohol education.

The project was drastically impacted due to COVID-19 pandemic. Training sessions were implemented; however, the individuals at Southeastern University Health and Counseling Center that were trained last year provided services that were needed.

**Project Budget/Source:** \$5,870.00/Section 164AL

**Budget Expended:** \$0.00/Section 164AL

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**PROJECT NUMBER: 2020-55-09**

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**Project Title:** Northwestern State University (NSU) - Impaired Driving Prevention

**Project Description:** This contract was not executed due to the COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020.

**Project Budget/Source:** \$1,500.00/Section 154AL

**Budget Expended:** \$0

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**PROJECT NUMBER: 2020-55-20**

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**Project Title:** Lafourche SADD

**Project Description:** Bayou Council Behavioral Services, Inc. utilized the Students Against Destructive Decisions (SADD) model to implement a peer-to-peer campaign against impaired driving in one Lafourche Parish high school that educated the students about the dangers of driving while impaired. In FFY 2020 there were 88 eleventh grade students that completed the pre and post-tests, which showed increases in knowledge of Louisiana's DWI laws and how alcohol affects the brain. Of the students surveyed 95% indicated that they would create a plan for alternative transportation, rather than ride with an impaired driver.

**Project Budget/Source:** \$5,000.00/Section 154AL

**Budget Expended:** \$1,351.59/Section 154AL

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**PROJECT NUMBER: 2020-65-12**

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**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. Nineteen community bicycle workshops, three community bike rides, one Traffic Skills 101 classes, nineteen outreach interventions, one legal clinic on bicycle and pedestrian laws, two multimodal youth safety trainings, four Road Riding 101 Programs, and two 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:** \$53,900.00 /Section 402

**Budget Expended:** \$44,040.60/Section 402

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**PROJECT NUMBER: 2020-65-16**

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**Project Title:** Front Yard Bikes

**Project Description:** Front Yard Bikes engaged the community with classes teaching bike safety and safe riding practices. This program coordinated weekly bike rides to teach bike safety and safe riding practices. The program educated 170 community members on the importance of bike safety as it relates to bicycle laws within the state of Louisiana. It also shared bike/pedestrian safe routes alternatives to 170 citizens. Forty-five bike safety classes were conducted.

**Project Budget/Source:** \$19,992.72 /Section 402

**Budget Expended:** \$18,524.33/Section 402

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**PROJECT NUMBER: 2020-70-12**

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**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 impaired driving message. Educational material promoting traffic safety was distributed on game day specific to impaired driving. 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:** \$20,000.00/Section 154AL

**Budget Expended:** \$20,000.00/Section 154AL

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**PROJECT NUMBER: 2020-80-01**

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**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 and bicycle 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 3,845 purchased spots and 3,880 bonus spots for a total of 7,725 radio spots. A total of 57 digital billboards were placed. On-line media placement delivered an estimated 2,792,619 impressions. Message recognition was measured through attitudinal surveys.

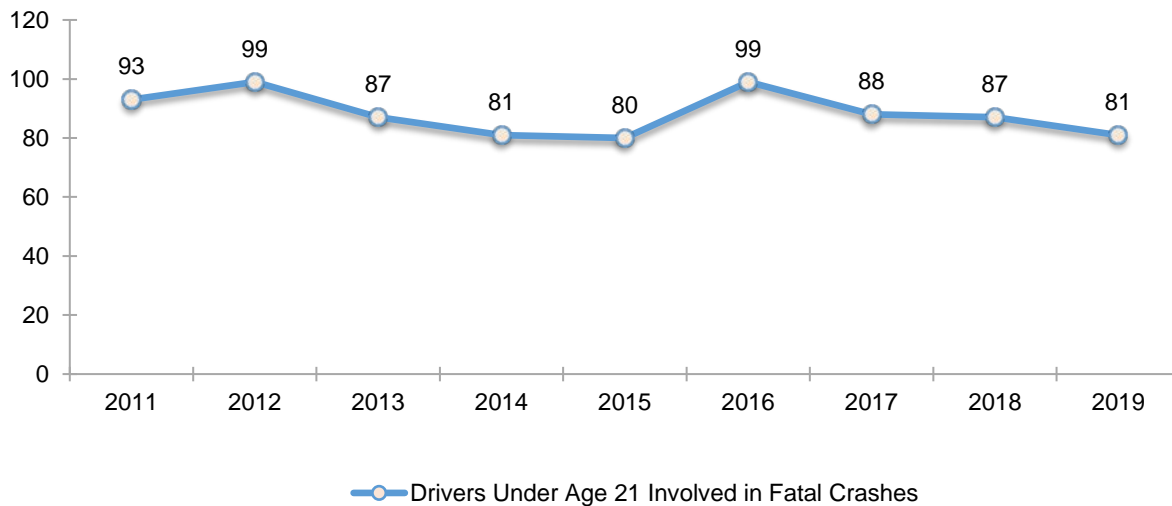
**Project Budget/Source:** \$500,000.00/Section 405h

**Budget Expended:** \$214,185.55/Section 405h

## 5.7 YOUNG DRIVER TRAFFIC SAFETY PROGRAM

In FFY 2020, 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. These evidence-based education programs were chosen to compliment and support Louisiana's highly effective GDL law.



**FIGURE 5.8 DRIVERS UNDER AGE 21 INVOLVED IN FATAL CRASHES**

Source: NHTSA STSI/FARS. Accessed November 24, 2020.

## PERFORMANCE TARGET

- Decrease drivers age 20 or younger involved in fatal crashes by 2.0 percent from 87 (2013-2017) to 82 in 2020. (C-9)

## PROGRAMS AND PROJECTS

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### *PROJECT NUMBER: 2020-10-30*

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**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 1,916 overtime enforcement hours in 2020, performed 1,116 compliance checks, made 367 arrests and issued 199 citations while working overtime hours.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$97,516.64/Section 154AL

**Budget Expended:** \$51,921.40 Section 154AL

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**PROJECT NUMBER: 2020-10-31**

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**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 and injuries. The ATC agents worked 1,642 overtime enforcement hours performed 2,820 compliance checks, and issued 165 citations.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$165,402.00/Section 154AL

**Budget Expended:** \$71,326.30/Section 154AL

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**PROJECT NUMBER: 2020-55-09**

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**Project Title:** Northwestern State University - Impaired Driving Prevention

**Project Description:** This contract was not executed due to the COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020.

**Project Budget/Source:** \$1,500.00/Section 154AL

**Budget Expended:** \$0

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**PROJECT NUMBER: 2020-55-10**

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**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 2020, 6,715 students attended hospital based and on-site school presentations, 1,869 students viewed Mock Crashes, 235 students viewed Mock Trials, and 395 students participated in Senior Sessions and 313 parents attended eight Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$35,000.00/Section 402; \$140,000.00/Section 154AL

**Budget Expended:** \$21,536.39/Section 402; \$86,145.39/Section 154AL

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**PROJECT NUMBER: 2020-55-11**

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**Project Title:** Ready, Set, DRIVE!

**Project Description:** This project funded the "Ready, Set, DRIVE!" Teen Driver Safety Program in East Baton Rouge, Livingston, Ascension, and West Baton Rouge 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 2020, 1,092 participants attended Ready, Set, DRIVE! activities, which included 53 classroom or virtual presentations 36 and driving simulations.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$29,820.00/Section 402

**Budget Expended:** \$29,622.57/Section 402

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**PROJECT NUMBER: 2020-55-12**

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**Project Title:** ThinkFirst for Teens Program

**Project Description:** ThinkFirst of the ArkLaTex coordinated and implemented 51 ThinkFirst programs (one to two hours) 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, churches, DWI classes, Juvenile Court, etc., in Northwest Louisiana. Fifty presentations were specifically related to alcohol impaired driving. In FFY 2020, 2,745 students and 525 young adults participated in ThinkFirst. The program effectiveness was measured by pre/post-tests, which showed increased knowledge at 16 percent for distracted driving, 18 percent for seat belt safety, and 21 percent for underage drinking/impaired driving.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$50,000.00/Section 402; \$50,000.00/Section 154AL

**Budget Expended:** \$47,785.01/Section 402; \$47,284.88/Section 154AL

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**PROJECT NUMBER: 2020-55-14**

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**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 was measured by pre- and post-tests.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$33,300.00/Section 402

**Budget Expended:** \$4,817.70/Section 402

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**PROJECT NUMBER: 2020-55-15**

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**Project Title:** Social Norms and Marketing Project (SNAP)

**Project Description:** The Social Norms and Marketing Project (SNAP) combined social norms and social marketing theory to reduce alcohol-impaired fatal traffic fatalities at five high schools in alcohol-impaired Tier 1 parishes in southwest Louisiana. The project evaluation consisted of both process and outcome measures. Pre and post-test showed that nearly 90% of participating students do not approve of drinking and driving. There were 2,846 high school students reached through peer to peer campaigns. Four Louisiana universities were selected to receive “Stall Seat Journals” these messages were delivered to students through the internal communications system of each university that reached 29,989 college students.

**Project Budget/Source:** \$175,000.00/Section 154AL

**Budget Expended:** \$159,217.16/Section 154AL

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**PROJECT NUMBER: 2020-55-16**

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

**Project Description:** Five high schools within Caddo, Ouachita, and Tangipahoa parishes participated in SADD’s “Comprehensive Approach to Reducing Teen Crashes – Rock the Belt” program. Students were exposed to occupant protection PSAs, posters, flyers, and contributed to social media campaigns. The program measured effectiveness with pre- and post-tests that was administered to 189 program participants that showed an overall 84% increase in knowledge. There was also an observational seat belt surveys that was conducted at Huntington High School that showed an increase from 78% to 80.41%. SADD was able to reach 3,006 students through on-site activities, but transitioned to a virtual platform once COVID-19 restrictions were enacted and reached an additional 93,891 individuals.

**Project Budget/Source:** \$100,000.00/Section 402

**Budget Expended:** \$85,553.70/Section 402

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**PROJECT NUMBER: 2020-55-22**

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**Project Title:** Take The Wheel - Mothers Against Drunk Driving (MADD)

**Project Description:** This project conducted “Power of Parents” and “Power of You(th)” presentations that influenced parenting behavior, prevented underage drinking, and continued the mission of ending drunk driving. The program also supported the victims of these violent crimes, and prevented underage drinking by educating and equipping parents to talk with their teens about alcohol. In FFY 2020, MADD was able to coordinate and implement twenty-three “Power of You(th)” presentations and one “Power of Parents” presentation. There were two community outreach events that educated 79 individuals. Many of the planned activities within Louisiana high schools were cancelled due to COVID-19 restrictions, however, MADD continued to provide presentations virtually and through privately owned driving schools.

**Project Budget/Source:** \$95,300.00/Section 154AL

**Budget Expended:** \$10,762.45/Section 154AL

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**PROJECT NUMBER: 2020-55-23**

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**Project Title:** You Are Worth It, Inc.

**Project Description:** You Are Worth It, Inc. worked 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.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$8,000.00/Section 402154AL

**Budget Expended:** \$743.19/Section 154AL

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**PROJECT NUMBER: 2020-65-12**

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**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. Nineteen community bicycle workshops, three community bike rides, one Traffic Skills 101 classes, nineteen outreach interventions, one legal clinic on bicycle and pedestrian laws, two multimodal youth safety trainings, four Road Riding 101 Programs, and two 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:** \$50,000.00/Section 402

**Budget Expended:** \$44,040.60/Section 402

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**PROJECT NUMBER: 2020-65-16**

---

**Project Title:** Front Yard Bikes

**Project Description:** Front Yard Bikes engaged the community with classes teaching bike safety and safe riding practices. This program coordinated weekly bike rides to teach bike safety and safe riding practices. The program educated 170 community members on the importance of bike safety as it relates to bicycle laws within the state of Louisiana. It also shared bike/pedestrian safe routes alternatives to 170 citizens. Forty-five bike safety classes were conducted.

**Project Budget/Source:** \$19,992.72 /Section 402

**Budget Expended:** \$18,524.33/Section 402

## 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, and a primary texting ban on all drivers.

## PERFORMANCE TARGET

- Decrease distracted driving fatalities by 1.0 percent from 159 (2013-2017 average) to 154 in 2020.

## PROGRAMS AND PROJECTS

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### *PROJECT NUMBER: 2020-55-10*

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**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 2020, 6,715 students attended hospital based and on-site school presentations, 1,869 students viewed Mock Crashes, 235 students viewed Mock Trials, and 395 students participated in Senior Sessions and 313 parents attended eight Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$35,000.00/Section 402; \$140,000.00/Section 154AL

**Budget Expended:** \$21,536.39/Section 402; \$86,145.39/Section 154AL

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### *PROJECT NUMBER: 2020-55-11*

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**Project Title:** Ready, Set, DRIVE!

**Project Description:** This project funded the "Ready, Set, DRIVE!" Teen Driver Safety Program in East Baton Rouge, Livingston, Ascension, and West Baton Rouge 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 2020, 1,092 participants attended Ready, Set, DRIVE! activities, which included 53 classroom or virtual presentations 36 and driving simulations.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$29,820.00/Section 402

**Budget Expended:** \$29,622.57/Section 402

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**PROJECT NUMBER: 2020-55-14**

---

**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 was measured by pre- and post-tests.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$33,300.00/Section 402

**Budget Expended:** \$4,817.70/Section 402

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**PROJECT NUMBER: 2020-80-01**

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**Project Title:** Paid Media for Distracted Driving

**Project Description:** Due to COVID-19 restrictions, the paid media buy plan for distracted driving was not conducted.

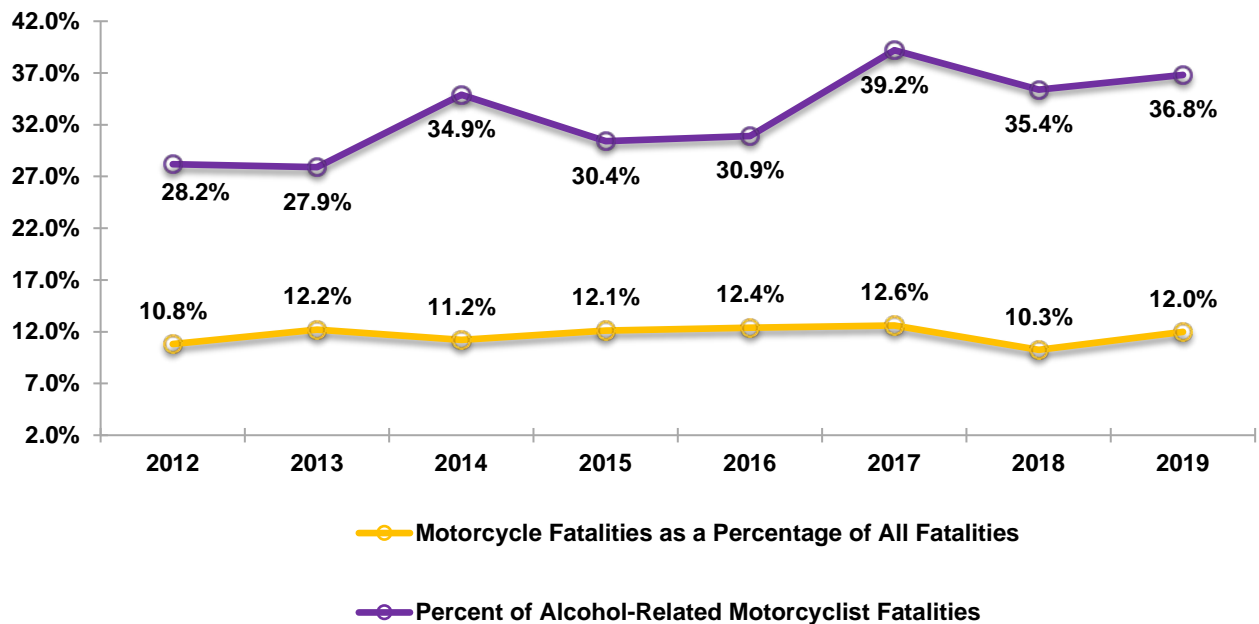
**Project Budget/Source:** \$45,000.00/Section 402

**Budget Expended:** \$0/Section 402

## 5.9 MOTORCYCLE SAFETY PROGRAM

In FFY 2020, LHSC focused on reducing the overall number of motorcyclist<sup>2</sup> 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, the percent of motorcyclist fatalities that were alcohol-impaired and the percent of motorcyclist fatalities that were single vehicle crashes.

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



Source: NHTSA STSI/FARS. Accessed December 18, 2020.

### PERFORMANCE TARGETS

- Decrease motorcyclist fatalities by 1.0 percent from 90 (2013-2017 average) to 87 in 2020. (C-7)
- Decrease unhelmeted motorcyclist fatalities by 5.0 percent from 13 (2013-2017 average) to 11 in 2020. (C-8)

<sup>2</sup> NHTSA and the LHSC use the term motorcyclist to refer to both the motorcycle operator and motorcycle passenger.

## PROGRAMS AND PROJECTS

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### PROJECT NUMBER: 2020-50-11

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**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 motorists’ awareness of motorcyclists on the road.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant.

**Project Budget/Source:** \$48,000.00/Section 405f

**Budget Expended:** \$28,886.94/Section 405f

## 5.10 POLICE TRAFFIC SERVICES PROGRAM

In FFY 2020, funding for Police Traffic Services (PTS) supported overtime enforcement related to occupant protection, speeding, and alcohol-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 (16 percent) crashes in 2020, 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

- Decrease speeding-related fatalities by 1.0 percent from 184 (2013-2017 average) to 178 in 2020. (C-6)
- Decrease alcohol impaired driving fatalities by 1.0 percent from 232 (2013-2017 average) to 225 in 2020. (C-5)
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 3.0 percent from 231 (2013-2017 average) to 253 in 2020. (C-4)

## PROGRAMS AND PROJECTS

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**PROJECT NUMBER: 2020-30-09**

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**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:** \$49,899.70/Section 402

**Budget Expended:** \$40,797.77/Section 402

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**PROJECT NUMBER: 2020-30-80**

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**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 3,231 hours of overtime occupant protection enforcement and 2,451 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 2020, the LSP conducted four occupant protection checkpoints, issued 5,353 seat belt and child passenger citations, and made 182 impaired driving arrests.

Enforcement was coupled with public information officers conducting education and outreach activities. LSP Public Information Officers (PIO) conducted 132 occupant protection related and 402 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: two SFST Certification/Practicum (52 students), six SFST Training Field Courses (158 students), two ARIDE Courses (52 students), two ARIDE Field Courses (40 students).

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within this subgrant. The LSP conducted impaired driving checkpoints and/or patrols based on their evidence-based enforcement plan,

deployed resources based on crash analysis, and made adjustments throughout the year as needed during COVID-19 restrictions. Many of the planned Impaired Driving enforcement classes were cancelled due to the disruptions caused by COVID-19 travel restrictions.

**Project Budget/Source:** \$279,480.30/Section 402; \$657,593.83/Section 405d; \$90,624.38/Section 405e

**Budget Expended:** \$226,337.24/Section 402; \$232,282.50/Section 405d; \$68,040.90/Section 405e

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**PROJECT NUMBER: 2020-30-10 THROUGH 2020-30-63**

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**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 21,502 hours of occupant protection saturation patrols and 2,847 hours at seatbelt checkpoints, issuing 20,248 adult seat belt citations and 1,147 child passenger seat citations, worked 16,578 impaired driving saturation patrol hours, conducted 43 sobriety checkpoints, and worked 2,132 checkpoint hours. Agencies deployed resources based on crash analysis, made adjustments throughout the year as needed and worked when able despite on-going COVID-19 restrictions and the cancellation of the national "Click It or Ticket" wave. Forty-three (43) law enforcement agencies participated in this targeted overtime enforcement program including:

- 
- |                                      |  |
|--------------------------------------|--|
| • Abbeville Police Department;       | • Livingston Parish Sheriff's Office;              |
| • Alexandria Police Department;      | • Mandeville Police Department;                    |
| • Allen Parish Sheriff's Office;     | • Monroe Police Department;                        |
| • Ascension Parish Sheriff's Office; | • New Orleans Police Department;                   |
| • Baton Rouge Police Department;     | • Pineville Police Department;                     |
| • Bogalusa Police Department;        | • Shreveport Police Department;                    |
| • Bossier City Police Department;    | • Slidell Police Department;                       |
| • Bossier Parish Sheriff's Office;   | • Southeastern Louisiana University Police Dept.;  |
| • Caddo Parish Sheriff's Office;     | • Southern University at New Orleans Police Dept.; |
| • Calcasieu Parish Sheriff's Office; | • St. Bernard Parish Sheriff's Office;             |
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- Denham Springs Police Department;
  - E. Baton Rouge 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;
  - St. Charles Parish Sheriff's Office;
  - St. Tammany Parish Sheriff's Office;
  - Tangipahoa Parish Sheriff's Office;
  - Thibodaux Police Department;
  - University of Louisiana at Lafayette Police Department;
  - Washington Parish Sheriff's Office;
  - West Baton Rouge Parish Sheriff's Office;
  - W. Monroe Police Department; and
  - Westwego Police Department.
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**Project Budget/Source:** \$1,780,640.30/Section 402; \$281,045.52 /Section 405b; \$1,196,206.35/Section 405d; \$428,708.39/Section 154AL; \$1,365,035.00/Section 164AL; \$35,000.00/Section 405h; \$90,624.38/Section 405e

**Budget Expended:** \$1,394,281.55/Section 402; \$136,386.83 /Section 405b; \$525,624.02/Section 405d; \$160,261.62/Section 154AL; \$723,533.69/Section 164AL; \$10,378.68/Section 405h; \$68,040.90/Section 405e

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**PROJECT NUMBER: 2020-35-01 THROUGH 2020-35-51**

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

**Project Description:** This project provided funds that were allocated for local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies were to conduct sobriety checkpoints and saturation patrols in support of the Click It or Ticket / "Drive Sober or Get Pulled Over" mobilizations. Due to the COVID-19 restrictions, each special wave enforcement campaign was cancelled and no contracts were executed.

**Project Budget/Source:** \$50,000.00/Section 402; \$90,634.79/Section 154AL

**Budget Expended:** \$0

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**PROJECT NUMBER: 2020-30-90 AND 2020-30-91**

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**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; 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; and 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:** \$23,750.00 /Section 402; \$24,950.00 Section/154AL (total funding was \$97,400.00)

**Budget Expended:** \$66,416.85/Section 402

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**PROJECT NUMBER: 2020-30-92 THROUGH 2020-30-99**

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**Project Title:** Law Enforcement Liaison (LEL)

**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 subrecipients. The nine (9) LELs attended national, State, and regional LEL and traffic safety program meetings, as well as monthly or quarterly SHSP coalition meetings in their assigned geographical area as directed by LHSC; gathered and compiled traffic safety statistics from law enforcement agencies and assisted with analysis of this data; 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; performed contract monitoring as assigned by LHSC management; and promoted No Refusal weekends.

The COVID-19 restrictions that were implemented by the Governor of Louisiana on March 13, 2020 impacted the deliverables that were outlined within these subgrants.

**Project Budget/Source:** \$23,750.00 /Section 402; \$24,950/Section 154AL (per contractor total funding was \$438,300.00)

**Budget Expended:** \$266,490.14/Section 402

## **5.11 HAZARD ELIMINATION/HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP)**

The Louisiana DOTD manages the State's Hazard Elimination/Highway Safety Improvement Program, not the LHSC. The LHSC Executive Director does serve as a member of the project selection committee.

## PROGRAMS AND PROJECTS

### PROJECT NUMBER: 2020-90-00

**Project Title:** Hazard Elimination

**Project Description:** This contract was not executed due to ongoing discussion with NHTSA Headquarters.

**Project Budget/Source:** \$7,643,477.15/Section 154HE; \$7,643,824.30/ Section 164HE

**Budget Expended:** \$0

## 5.12 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 2020, the project number, funding source, description and amounts expended.

**Table 5.2 Program Support Projects**

Project Number	Funding Source	Project Name	Description	Funded/ Expended
2020-01-10	402	H&M Consulting	Provided statistical analysis of identified traffic safety needs	\$49,000.00/ \$49,000.00
2020-20-10-01	402	Attitudinal/ MC and Other Surveys	Provided attitudinal survey on impaired driving, occupant protection, speed and other traffic safety issues	\$220,632.00/ \$78,912.00



## 6.0 Safety Communications

### 6.1 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. Due to COVID restrictions, the cancellation of the national “Click It or Ticket” Enforcement campaign, and the issuance of a waiver from the National Highway Traffic Safety Administration (NHTSA), this paid media buy plan was not conducted. Table 6.1 summarizes paid media expenditures in FFY 2020.

**Table 6.1 Summary of FFY 2020 Paid Media Air Time Expenditures**

<b>Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Total TV and Radio Impressions</b>	<b>Total Online Impressions</b>	<b>Earned/Donated Space for TV and Radio</b>	<b>Billed Amount</b>
Click It or Ticket-Memorial Day	0	0	0	0	0	0
Drive Sober or Get Pulled Over – Labor Day	5,122	3,378	1,178,952	15,685,861	8,700	\$540,138.45
<b>Paid Media Totals</b>	<b>5,122</b>	<b>3,378</b>	<b>1,178,952</b>	<b>15,685,861</b>	<b>8,700</b>	<b>\$540,138.45</b>

A number of earned media initiatives were completed in FFY 2020. 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. Social media efforts yielded a 24 percent growth in the LHSC’s Facebook audience as measured by the number of followers and a 2.6 percent growth in Twitter followers. Table 6.2 presents a listing of these earned media value of these items.

TABLE 6.2 Earned Media Calculated Value

Focus Area	Calculated AD Value	Number ADS
<b>Fiscal Year 2020</b>		
<b>Impaired Driving</b>		
Print Value	N/A	114
Television Value	\$125,593.00	398
Radio Value	N/A	N/A
Online Value	\$673,001.00	2,425
<b>Occupant Protection</b>		
Print Value	N/A	137
Television Value	\$82,321.00	417
Radio Value	N/A	N/A
Online Value	\$276,789.00	1,116
<b>Distracted Driving</b>		
Print Value	N/A	15
Television Value	\$17,519.00	26
Radio Value	N/A	N/A
Online Value	\$426,693.00	141

\*The Louisiana Highway Safety Commission did not track earned media monthly in 2020 data was only collected on a yearly basis.

## 6.2 Attitudinal and Awareness Survey Results

The attitudinal survey results shown in Table 6.3 are for 2019 and 2020 only, while Table 6.4 shows the percent of respondents' answers to distracted driving questions from the statewide telephone surveys conducted in 2015 through 2020.

TABLE 6.3 Attitudinal Survey of Louisiana Drivers

	2019	2020
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"	95.8%	94.5%
What do you think the chances are of getting a ticket if you do not wear your safety belt? "Very likely" and "Somewhat likely"	73.9%	67.0%
In the past 30 days, have you read, seen or heard anything about seat belt enforcement by police? "Yes"	34.2%	16.7%
Do you recall having heard or read any ads or announcements recently with the slogan: "Click it or Ticket"? "Yes"	80.0%	75.8%

	2019	2020
What do you think the chances are of getting a ticket if you drive over the speed limit? "Very Likely" and "Somewhat Likely"	88.9%	84.0%
In the past 30 days, have you read, seen or heard anything about speed enforcement by police? "Yes"	32.5%	22.3%
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"	15.2%	22.5%
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"	13.2%	16.2%
What do you think the chances are of someone being arrested if the drive after drinking? "Very Likely" and "Somewhat Likely"	84.2%	80.8%
In the past 30 days, have you read, seen or heard anything about drunk driving enforcement? "Yes"	50.8%	36.7%
In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? "None"	57.0%	61.5%
Do you recall having heard or read any ads or announcements recently with the slogan: "Drive Sober or Get Pulled Over"? "Yes"	73.3%	75.4%
Would you favor or oppose a new state law which prohibits using a hand-held cell phone while driving? "Favor"	64.1%	66.1%
In your opinion, should Louisiana's motorcycle helmet law be repealed? "No"	76.7%	77.0%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2019 and 2020.

**Table 6.4 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
2015	11.6%	91.4%	67.4%	62.7%	32.7%
2016	11.4%	89.9%	67.5%	63.6%	32.2%
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%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2015-2020.

