

Louisiana Highway Safety Plan

Federal Fiscal Year 2023

prepared for

National Highway Traffic Safety Administration

prepared by

Louisiana Highway Safety Commission

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List of Acronyms

BAC	Blood Alcohol Concentration
CDS	Crash Data System
CTW	Countermeasures That Work
CMV	Commercial Motor Vehicle
CPS	Child Passenger Safety
DOTD	Louisiana Department of Transportation and Development
DPS	Department of Public Safety
DRE	Drug Recognition Expert
DWI	Driving While Intoxicated
FARS	Fatality Analysis Reporting System
FAST Act	Fixing America’s Surface Transportation Act
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
GIS	Geographic Information Systems
HSIP	Highway Safety Improvement Program
ISDS	Information Systems and Decision Sciences (at LSU)
JUDE	Juvenile Underage Drinking Enforcement
LaHEC	Louisiana Higher Education Coalition to Reduce Alcohol, Tobacco, and Other Drugs
LEL	Law Enforcement Liaison
LHSC	Louisiana Highway Safety Commission
LSP	Louisiana State Police
LSU	Louisiana State University
MAC	Motorcycle Awareness Campaign

MADD	Mothers Against Drunk Driving
MAP-21	Moving Ahead for Progress in the 21 st Century
MPO	Metropolitan Planning Organizations
MMUCC	Model Minimum Uniform Crash Criteria
NHTSA	National Highway Traffic Safety Administration
NPSP	National Priority Safety Programs
OLA	Office of Legal Affairs (DPS)
OP	Occupant Protection
P&A	Planning and Administration
PDO	Property Damage Only
PI&E	Public Information and Education
PIO	Public Information Officer
PTS	Police Traffic Services
SCPDC	South Central Planning and Development Commission
SFST	Standardized Field Sobriety Test
SHSP	Strategic Highway Safety Plan
TRCC	Traffic Records Coordinating Committee
VIP	Victim Impact Panels
VIN	Vehicle Identification Number
VMT	Vehicle Miles Traveled

A Message from Lisa Freeman

Governor's Representative for Highway Safety

The human and economic consequences of motor vehicle crashes in Louisiana are unacceptable. The Louisiana Highway Safety Commission (LHSC) recognizes that future improvements can only be attained through increased collaboration and the expansion of partnerships with multiple State and Federal agencies, municipal, parish, and state law enforcement agencies, and nonprofit organizations throughout Louisiana. This Highway Safety Plan serves as our strategic foundation for the upcoming Federal Fiscal Year, and we are pleased to include a host of partners to help carry out this work.

Notably each year from 2012 to 2019, Louisiana exceeded the Strategic Highway Safety Plan (SHSP) goal to halve fatalities by 2030. Unfortunately, over the last two years, traffic fatalities and serious injuries have increased, both in Louisiana and across the nation. Louisiana has seen encouraging improvements in some safety areas, such as a historic high seat belt use rate, a model child safety seat law enacted, a decrease in fatalities among drivers under age 21, and a decrease in motorcyclists' fatalities. However, some areas, such as impaired driving that represent 30 percent of our fatalities, continue to be a safety concern on our roadways. While Louisiana has experienced an overall 10 percent decrease in alcohol-impaired driving fatalities over the last five years, we continue to focus on this critical issue and to address the additional issue of drug-impaired driving. Overall, in 2020 a total of 828 lives were lost on Louisiana roadways, after seeing fatalities decrease to 680 in 2011. In 2020, Louisiana recorded 146 pedestrian fatalities, 82 motorcyclist fatalities, and 34 bicyclist fatalities among these vulnerable road users. In 2020, the motor vehicle fatality crash rate per 100 million vehicle miles traveled (VMT) was 1.61 as compared to the national average of 1.37. Louisiana highway safety partners and stakeholders recognize the need to coordinate activities and resources to achieve safer roadways for all of our state's travelers.

This year the LHSC is continuing to provide virtual educational initiatives and outreach as part of its on-going highway safety program. We have forged new and cultivated existing partnerships with organizations who are dedicated to the traffic safety cause. We have 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 being integrally involved in the five-year update process.

With the preliminary 2021 crash data indicating increases in nearly every area, the LHSC remains committed to working with our partners and stakeholders to identify the State's most serious traffic safety problems and implement the most effective approaches to solve them.

Legislative Summary

The 2022 Regular Session of the Louisiana Legislature was a general session, allowing each legislator to file an unlimited number of bills addressing myriad subject matters. The Louisiana Highway Safety Commission tracked bills that were directly related to traffic safety, as well as bills that tangentially affected traffic safety - including several bills that sought to expand the use of marijuana.

The two bills which had the greatest potential to increase public safety, House Bills 376 and 769, failed to pass through the entire process before the session adjourned.

House Bill 565, sought to prohibit the use of handheld wireless telecommunications devices and other portable electronic devices while driving. The bill passed the House committee and House floor, but was deferred (killed) in Senate committee. Before its deferral, HB 376 was amended numerous times in ways that diminished its strength and expected impact on traffic safety. This was the fifth "hands-free" bill that failed to pass the Louisiana Legislature in as many years.

House Bill 769, was an omnibus ignition interlock bill which sought to strengthen the current interlock law by bringing it into compliance with national standards and best practices. The bill passed one House committee, then was immediately recommitted to another House committee, where it languished until the session adjourned. House Bill 769 was the sixth attempt in as many years to strengthen the state's ignition interlock laws.

The following table portrays a full accounting of the traffic safety bills introduced during the 2022 Louisiana Legislature

2022 Regular Session of the Legislature

WHAT PASSED			
ACT #	Author	Effective	Description
181	Sen. Cathey	08/01/22	Exempts foreign nationals from requirement to take driver's education class, but they still must pass test.
334	Rep. Huval	08/01/22	Requires all persons arrested for DWI be fingerprinted and the fingerprint record be filed in database.
393	Rep. Miller	08/01/22	Removes requirement that LPN can only draw blood with subpoena or court order.
436	Rep. Hughes	08/01/22	Removes automatic DL suspension for offender who fails to appear in court after arrest and requires DPSC to notify offender via certified mail that DL may be suspended if offender fails to pay \$100 within 180 days.
438	Rep. Marino	08/01/22	Authorizes a visitor to LA to obtain medical marijuana from a LA licensed marijuana pharmacy upon producing evidence of his valid medical marijuana registry identification card.
439	Rep. Marino	08/01/22	Provides that visitor obtaining medical marijuana per Act 438 will be immune from prosecution.
444	Rep. T. Johnson	08/01/22	Authorizes nurse practitioners and psychologists to recommend medical marijuana.

478	Rep. Schlegel	08/01/22	Prohibits smoking or vaping marijuana by driver or passenger in motor vehicle while on public road.
498	Rep. Schexnayder	08/01/22	Allows sale of edible hemp with up to .3% THC per package, with no limitation on number of packages sold.
499	Rep. Glover	08/01/22	Excludes devices used for inhalation of medical marijuana from definition of drug paraphernalia.
615	Rep. Marino	08/01/22	Removes the minimum 12-month probation period for defendants enrolled in drug court.
673	Sen. G. Smith	08/01/22	Current law enhances penalty for driving under suspension for manslaughter, vehicular homicide, or negligent homicide. Act adds felony DWI and first degree vehicular negligent injuring, and increases jail time.
WHAT FAILED			
Bill #	Author	Description	
HB 51	Rep. Goudeau	Requires vehicular homicide offender to make payments to the victim's minor child until the child reaches the age of 18, or until the child finishes school or reaches the age of 21, whichever occurs first.	
HB 85	Rep. Hollis	Prohibits local government from authorizing use of automated speed enforcement devices.	
HB 376	Rep. Huval	Prohibits the use of a handheld wireless telecommunications device while driving.	
HB 415	Rep. Marino	Requires arresting officer to attend administrative DL hearing and removes rebuttable presumption in favor of the driver.	
HB 425	Rep. Bagley	Increases from 10 to 20 the number of licenses for pharmacies dispensing medical marijuana.	
HB 518	Rep. R. Carter	Removes the condition in current law that ties mandatory seatbelts on school buses to appropriation of funds, thereby making the law effective.	
HB 676	Rep. E. Jordan	Provides that person convicted of possession of 56 grams or less of marijuana shall not be sentenced as a habitual offender.	
HB 700	Rep. Bagley	Provides penalties for possession of any amount of marijuana for persons under 18.	
HB 767	Rep. Marino	Increases the total number of therapeutic marijuana production facility licenses exclusive of LSU and SU from 1 to 6.	
HB 768	Rep. Marino	Increases from 10 to 25 the total number of therapeutic marijuana pharmacy licenses.	
HB 769	Rep. Wright	Omnibus ignition interlock bill.	
HB 774	Rep. Glover	Provides for expungement of arrest and conviction of misdemeanor offense involving the possession of marijuana and its derivatives after 180 days from the date of conviction.	
HB 221	Sen. Jackson	Allows person sentenced under habitual offender law where basis was previous conviction of marijuana was ≤14g, to file motion for reconsideration of sentence.	

1.0 Louisiana’s Highway Safety Planning Process

1.1 Introduction

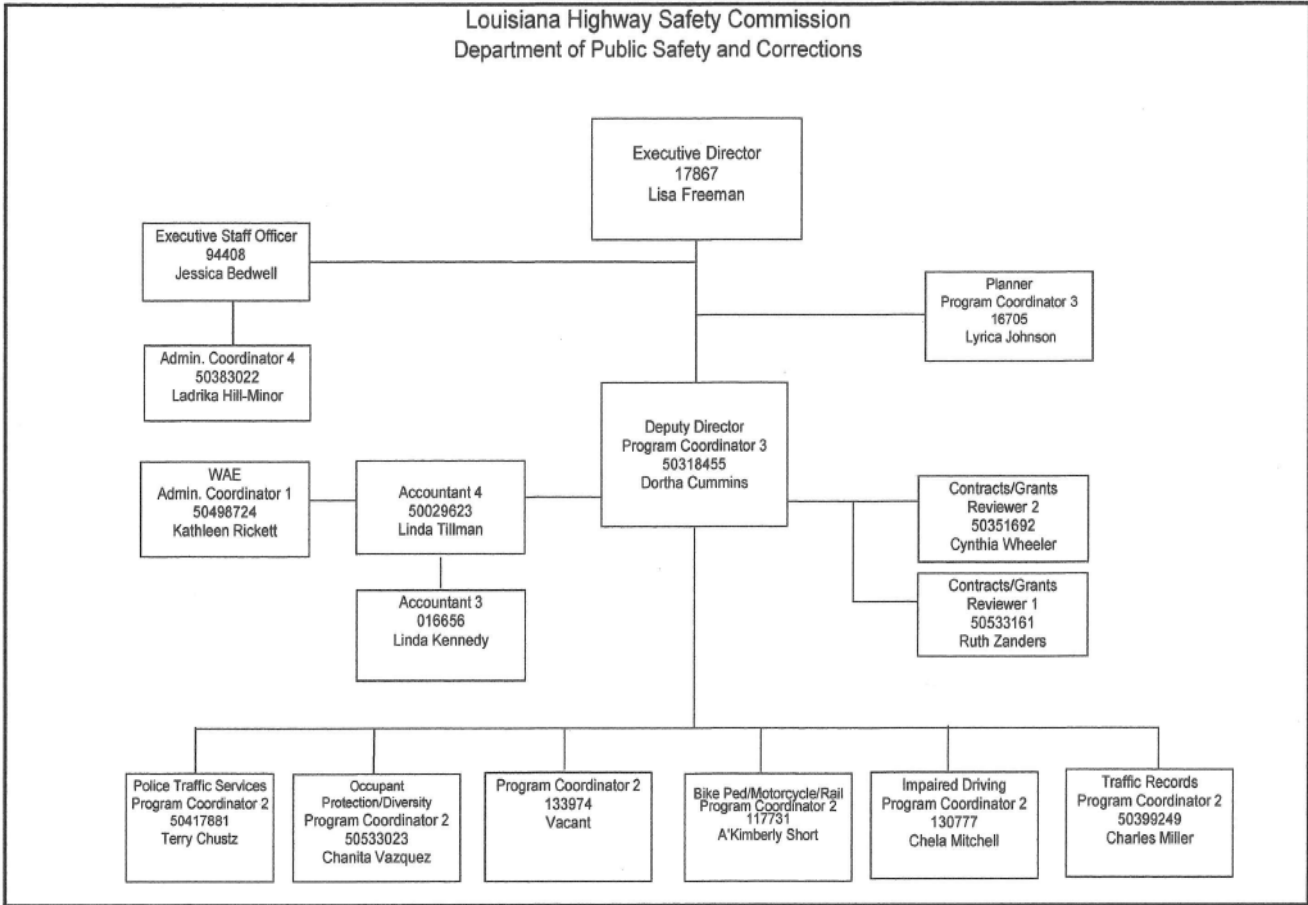
Mission Statement

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

Organization

The following organizational chart provides the working title of each position in the LHSC and its placement within this organization.

Figure 1.1 Organizational Chart



Governor's Appointed Commission

The LHSC is supported by a 21-member Commission appointed by the Governor, which includes:

Chief Jim Craft (Retired), Chairman, 3rd Congressional District;

Lt. Col. Mark Oxley (Retired), Vice-Chairman, 6th Congressional District;

Sheriff Rodney Arbuckle (Retired), 4th Congressional District, At-Large;

Cherie Ausberry, 6th Congressional District, At-Large;

Fabian Blache, Jr., 6th Congressional District, At-Large;

Sheriff Andy Brown, 5th Congressional District;

Kelley Dair, 2nd Congressional District;

Dr. Jeffrey M. Elder, 2nd Congressional District, At-Large;

Karleen Green, 6th Congressional District, At-Large;

Captain Russell Haman (Retired), 3rd Congressional District, At-Large;

Linda C. Hull, 6th Congressional District;

Chief Michael P. Kazerooni, Sr., 5th Congressional District, At-Large;

Captain Alvin Mack (Retired), 6th Congressional District, At-Large;

Jeffery McKneely, 1st Congressional District, At-Large;

Wally McMakin, 6th Congressional District, At-Large;

Sheriff Jimmy Pohlmann, 1st Congressional District;

Major Dustin Reynolds, 4th Congressional District, At-Large;

Mayor Reggie Skains, 4th Congressional District, At-Large;

John Snow, 6th Congressional District, At-Large;

Christopher Tyson, 6th Congressional District, At-Large; and

Vacant, 4th Congressional District.

The LHSC administers projects in accordance with the Highway Safety Act of 1966 (Public Law 89 564) and guidelines promulgated by the NHTSA. Louisiana projects support the National Priority Safety Programs identified by NHTSA and Railroad Safety.

The State of Louisiana operates under the provisions of the Highway Safety Act of 1966, (23 U.S.C. 402). TITLE 23 – HIGHWAYS. Additionally, the State of Louisiana has enacted R.S. 48:1351-1357 to provide guidance for administration, commission terms, meetings, expenses, Executive Director, Executive Committees, powers, and duties.

1.2 Overview of the Planning Process

This HSP contains the performance targets, performance measures, and strategies Louisiana has set for Federal Fiscal Year (FFY) 2023 and is provided as part of the Louisiana application for FFY 2023 Federal highway safety funds.

LHSC staff is integrally involved in Louisiana’s Strategic Highway Safety Plan (SHSP) planning implementation, and update process. Staff serves on the Executive Committee, Implementation Team, Impaired Driving Emphasis Area Team, Young Driver Emphasis Area Team, and co-chairs the Occupant Protection and Distracted Driving Emphasis Area Teams. The LHSC utilizes the various SHSP meetings to obtain partner input and feedback. Additional data analysis, stakeholder meetings, and opportunities for partner feedback occur throughout the year to reassess areas of need and identify potential solutions.

Planning Partners

LHSC collaborates with numerous partners throughout the development and implementation of its highway safety program. LHSC staff regularly participates in local projects whenever possible to learn about program successes or shortcomings, and to identify future programming needs and potential adjustments. Staff also participates in meetings and events throughout the year to collect information on trends and emerging issues, including the SHSP state and regional events. Partners who influence and provide input into the development of the HSP include, but are not limited to the following:

- Acadiana Planning Commission
- Baton Rouge Alcohol and Drug Abuse Council
- Baton Rouge Mayor’s Office
- Baton Rouge Safety Council
- Bayou Classic/NOCCI
- Board of Regents-Council of Student Body Presidents
- Capitol Region Planning Commission
- Department of Health and Hospitals, Office of Behavioral Health
- Louisiana Motor Transport Association
- Louisiana Office of Alcohol and Tobacco Control
- Louisiana Office of the Governor
- Louisiana Office of Motor Vehicles
- Louisiana Police Jury Association
- Louisiana Property and Causality Insurance Commission
- Louisiana Sheriffs Association
- Louisiana Supreme Court

- Department of Insurance
- East Baton Rouge Alcoholic Beverage Control
- East Baton Rouge Parish I CARE
- Faith-Based Communities
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Federal Railroad Administration
- Governor's Highway Safety Association
- Grambling State University
- Imperial Calcasieu Regional Planning and Development Commission
- Legislators
- Louisiana Association of Chiefs of Police
- Louisiana Center for Analytics and Research in Transportation Safety
- Louisiana Legislative Black Caucus Foundation
- Louisiana Department of Transportation and Development
- Louisiana District Attorneys Association
- Louisiana Mothers Against Drunk Driving
- Louisiana State Police
- Louisiana State University
- Louisiana Supreme Court
- Louisiana Traffic Records Coordinating Committee
- Louisiana Technical Assistance Program
- Louisiana Transportation Research Center
- National Organization of Black Law Enforcement Executives
- New Orleans Regional Planning Commission
- New Orleans Safety Council
- Nicholls State University
- North Delta Regional Planning and Development Commission
- Northwest Louisiana Council of Governments
- Northwestern University
- Rapides Area Planning Commission
- Southern University and A&M College
- South Central Planning and Development Commission
- Southern University and A&M College
- Southeastern Louisiana University
- University of Louisiana – Lafayette
- University of Louisiana – Monroe

Data Sources

Louisiana's program is based on a complete and detailed problem analysis that precedes the selection of projects. The LHSC's problem identification method is based on the most current reliable data available that recognizes state, parish, and municipality needs. Motor vehicle crash data, survey data, and other data on traffic safety problems are analyzed. Analysis of problem identification is conducted to determine the priority problem areas. Projected funding allocations are planned to address identified problem areas.

Performance targets for the identified NHTSA Core Performance Measures are established by the LHSC utilizing the most recent available data from the Fatality Analysis Reporting System (FARS) and the Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University (LSU).

Steps in the Planning Process

Project selection begins with a request for proposals process inviting eligible state, parish, and local public and nonprofit agencies, along with organizations involved in traffic safety, to submit project and funding proposals to address the identified problems. The problem identification process is posted on the LHSC website with the call for proposals, and each grant proposal must reference the appropriate problem identification data to support the proposed project. The LHSC program coordinators review the proposals and provide recommendations for funding to a review panel consisting of the Executive Director, Deputy Director, Planner, Fiscal Manager, and other program coordinators. All proposals for highway safety grants must be data driven, address critical safety needs, and utilize proven safety countermeasures to address the identified problems. NHTSA's Countermeasures That Work, Tenth Edition, 2020, DOT HS 813 097 is utilized by LHSC program coordinators to aid in selecting projects. Projects are identified, approved by the Commission, and will be awarded for FFY 2023 project activity following NHTSA's approval of the HSP.

The LHSC utilizes a cyclical planning process that is in constant review, assessment, and modification. The process is reflected in the annual planning calendar in Table 1.1.

Table 1.1 Annual HSP Planning Calendar

Activity	Completion Date	Responsible
Gain information and insight on trends, issues, and future programming needs through regular meetings with planning partners, participation in local projects whenever possible, and participation in SHSP state and regional meetings and events.	Continuous	Program Coordinators/ Planner/Deputy Director/Executive Director
Assigned LHSC program coordinators meet to debrief previous year's programs strategies. Problem identification review. LHSC management set annual performance targets. Make project recommendations to Executive Director for next fiscal year funding.	January/February	LHSC Staff
Solicit requests for proposals via website, email, and newspaper ads.	February	LHSC Staff
Quarterly meeting with Commission	March	Executive Director/LHSC Staff
Assess previous year carry forward and reallocate funds where necessary. Receive proposals from potential contractors. Send proposals to appropriate program coordinator.	March	Fiscal Staff/ LHSC Staff
Proposal review. Determine Federal funding estimates and gain input from partner agencies and stakeholders on program direction to create specific plans and projects within each program area. Assemble funding recommendations for three-day proposal review workshop.	March/April	Fiscal Manager/ Planner/Deputy Director/LHSC Program Coordinators

Activity	Completion Date	Responsible
Three-day Grant Review Workshop held. Coordinators provide an analysis of proposals including problem ID, past performance (if applicable) and funding recommendation. Budgets are assembled per funding source.	April	LHSC Staff/Executive Director
Prepare list of staff recommendations for the June Commission meeting.	May	LHSC Staff
Executive Director meets with Executive Committee of the Commission if requested by Chairman.	May	Executive Director
Draft the Highway Safety Plan.	May/June	Deputy Director/Planner
Project recommendations are made to LHSC Commission for consideration. Staff then send award letters and begin drafting contracts.	June	Executive Director/LHSC Staff
Gain approval for programs and projects from the appropriate officials.	July/August	Planner/Deputy Director/Fiscal Staff/Executive Director
Submit final HSP to NHTSA.	July	Planner/Deputy Director/Executive Director
Negotiate and approve contracts.	August	LHSC Staff/Executive Director
Present traffic crash data report	August/September	Executive Director/Statistician
Quarterly Commission meeting	September	Executive Director/LHSC Staff
Implement programs and projects. Begin work on Annual Report.	October	LHSC Program Coordinators/Planner
Quarterly meeting with Commission	December	Executive Director/LHSC Staff
Process claims as stipulated by contract and conduct desk audits at time of claim processing. Conduct additional project reviews throughout grant period based on the policy and procedures of the LHSC.	Continuous	LHSC Program Coordinators/Deputy Director/Executive Director

Coordination with the Strategic Highway Safety Plan

In 2009, LHSC and the Louisiana Department of Transportation and Development (DOTD) teamed up to identify consistent goals to be adopted by both agencies and to meet regularly to assess progress. The two agencies agreed to adopt the AASHTO goal of halving fatalities by 2030. Furthermore, Louisiana has adopted a strategic vision for reducing traffic-related deaths and severe injuries – Destination Zero Deaths. The vehicle for reaching this destination is the Strategic Highway Safety Plan (SHSP), which uses a comprehensive, data-driven, multidisciplinary approach to identify the State’s most serious traffic safety problems and the most effective approaches to solve them. The Louisiana DOTD, State Police, and the LHSC lead the SHSP. Louisiana’s SHSP, updated in 2017, can be found at [Destination Zero Deaths](#). The required five-year update is currently underway and will be finalized in the Fall of 2022.

In the spring of 2017, the LHSC and DOTD staff met, reviewed data, and discussed aligning the fatality, serious injury, and fatality rate performance targets in the HSP and Highway Safety Improvement Program (HSIP).

Coordination between LHSC and DOTD is further enhanced by use of the same data sources in the development of the targets and performance measures from the CARTS when FARS data are unavailable (e.g., injury data). Additional information on CARTS, examples of the data it provides, and the data users can be found at [LSU/CARTS](#).

Providing oversight of the SHSP process is the Executive Committee and Implementation Team, the LHSC plays a critical role in both groups with the Executive Director serving as an active member of the Executive Committee with leadership from the DOTD, and LSP, and the Implementation Team includes representatives from key Federal, state, and local agencies; private-sector representatives; leaders of the statewide emphasis area teams; and the coordinators of each regional safety coalition. The LHSC is also integrally involved in the SHSP update process that occurs every five years.

SHSP coordination is enhanced by the Regional Traffic Safety Coalitions that includes local governments, local law enforcement, metropolitan planning organizations (MPOs), and other traffic safety advocates who share a common goal of achieving statewide targets at the regional-level utilizing local solutions to improve safety. The Regional Traffic Safety Coalitions focus on the five SHSP emphasis areas, four of which are behavioral (occupant protection, impaired driving, distracted driving, and young drivers). Depending upon the project, the coalitions may receive funding from the LHSC or DOTD. The Regional Traffic Safety Coalitions also share strategies and initiatives for improving safety with LHSC such as Warranted Blood Draw weekends, proactive enforcement to address the identified emphasis areas, and varied educational and outreach programs such as Operation Lifesaver, Sudden Impact, ThinkFirst, and Stroll into Safety to name a few.

1.3 Problem Identification Process

Participants

In addition to gathering input from the partners referenced in Section 1.2, the LHSC also conducts multiple assessments and surveys each year. The Louisiana State University (LSU) Information Systems and Decision Sciences (ISDS) and the CARTS collect and analyze data, host a web-accessible database, and produce the annual Louisiana Traffic Records Data Report. All of these resources are used to determine Louisiana's most serious highway safety problems and develop the problem identification section of the Highway Safety Plan.



Data Sources

The Highway Safety Plan (HSP) is based upon the most recent published data available at CARTS Data Reports, in addition to the most recent FARS data, which is available at [NHTSA FARS](#). The LHSC utilizes the Louisiana Traffic Records Data Report and the STSI website to analyze, down to the parish-level, data on licensed driver populations, and compares crash data to ensure specific programs are being conducted within the identified parishes to address their traffic safety needs.

As an example, Table 1.2 from the Louisiana Traffic Records Data Report provides an overview of Louisiana's vehicle miles traveled, licensed drivers, population, and crash trends from 2006 to 2021. For each category, one-year and five-year differences are also shown.

Per the Louisiana FARS staff, the final number of fatalities in 2021 was 953. This fatality total was reported to NHTSA for updating the 2021 FARS ARF data file, but at the time of this publication, it had not been updated on NHTSA's State Traffic Safety Information (STSI) website.

Table 1.2 Traffic Information Overview

Year	Vehicle Miles Traveled (100 Million Miles)	Licensed Drivers (1,000)	Population (1,000)	Injury Crashes (1,000)	All Injuries (1,000)	Fatal Crashes	Fatalities	Driver Fatalities	Number of Vehicles Involved in Fatal Crashes	Property Damage-Only Crashes (1,000)
2006	454	2,856	4,288	48.8	80.1	890	987	688	1,385	112.5
2007	454	2,838	4,293	48.1	78.9	900	993	662	1,363	110.4
2008	450	2,851	4,300	46.6	76.0	822	917	597	1,217	110.3
2009	449	2,860	4,492	45.4	73.9	729	824	556	1,096	109.9
2010	455	2,869	4,533	42.5	68.8	643	720	469	977	104.6
2011	465	2,902	4,575	43.4	70.4	630	677	468	1,020	105.8
2012	468	2,927	4,602	44.6	72.5	654	724	458	992	108.0
2013	478	2,941	4,625	43.6	70.7	652	704	491	1,003	109.9
2014	483	2,941	4,650	44.8	72.7	665	740	488	994	111.5
2015	482	2,958	4,670	48.4	78.9	698	752	523	1,094	119.5
2016	490	2,972	4,682	49.8	81.5	704	757	492	1,131	123.2
2017	492	2,983	4,684	47.5	76.5	706	771	517	1,113	117.8
2018	500	2,962	4,660	46.0	74.9	719	771	493	1,142	117.1
2019	514	2,968	4,649	44.6	72.5	681	727	477	1,100	114.9
2020	514	3,032	4,649	40.1	64.5	761	827	562	1,214	98.0
2021	514	3,097	4,649	46.6	75.8	868	953	624	1,445	114.4
1-Year	0.0%	2.1%	0.0%	-10.0%	-11.1%	11.9%	13.9%	17.8%	10.5%	-14.7%
5-Year	6.6%	2.5%	-0.4%	-17.1%	-18.3%	9.2%	10.1%	7.5%	11.0%	-18.0%

Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety at Louisiana State University. Accessed May 12, 2023. Note: Injury, Property Damage, and all 2020 Crash Statistics are from [CARTS Data Reports](#).

The Traffic Records Data Report also provides data on trends, where, when, crash type, roadway elements, age, gender, roadway type, rural and urban data, Interstate, alcohol-related, safety belts, pedestrian, youth involvement, and senior involvement among Louisiana crashes.

The following websites are additional resources utilized by the LHSC throughout the year to identify needs and develop programs:

- <http://www.lahighwaysafety.org/>;
- <https://carts.lsu.edu/>; <http://lacrash.lsu.edu/>;
- <http://www-fars.nhtsa.dot.gov/Main/index.aspx>;
- <http://www.nhtsa.gov/>; and
- http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nca/STSI/22_LA/2014/22_LA_2014.htm.

In addition to the specific data mentioned and these websites, the LHSC utilizes the most current U.S. Census information, Crime Lab's toxicology data (for drugged driving), Computer On-Line Breath Records Archive (COBRA) data (for alcohol-impaired driving), Office of Motor Vehicle's driver's license file data, and grantee performance data from previous years.

The LHSC also conducts multiple assessments and surveys each year. The LHSC has routinely conducted Observational Safety Belt Usage surveys since 1986 and Child Passenger Safety Usage surveys since 1991. Both surveys provide additional data sources for the LHSC to utilize in reviewing progress and setting future objectives. In 2012, 2013, 2015, 2017, 2018, and 2019 the LHSC also conducted Nighttime Adult Seat Belt Observational Usage surveys to better understand the behaviors of high-risk users.

**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 LHSC conducts annual attitudinal surveys to assess self-reported behavior, campaign recognition, and judge effective messaging of various campaigns. These surveys assist the LHSC in determining appropriate messaging for our target demographics and judge effectiveness on the LHSC's ability to affect social marketing of traffic safety issues. These assessments and evaluations can be accessed at the [Louisiana Highway Safety Commission](#).

Steps in the Problem Identification Process

Data analysis is initially completed by the Louisiana State University's ISDS and the CARTS and provided to the LHSC in an annual publication. The Louisiana Traffic Records Data Report provided the basis for additional data analysis by LHSC. Data used by the LHSC staff are subsequently provided to sub grantees during the contract negotiating process. With the exception of the available FARS data for the core performance measures all crash data used

throughout this report reflects state data (provided by the Center for Analytics and Research in Transportation Research at Louisiana State University), unless noted otherwise.

The following steps were used in the problem identification process for the FFY 2023 highway safety programs:

- **Step 1** – The most recent available data (2020 FARS ARF and 2021 state data) were used to compare parishes using total population, total fatal and injury crashes, number of fatalities, urban and rural crash distinction, alcohol-related fatal and injury crashes, pedestrian fatalities, bicycle fatalities, motorcycle fatalities, railroad fatalities, large truck and bus fatalities, youth involved crashes, and costs associated with traffic crashes.
- **Step 2** – Although numerous parishes have specific traffic needs, the LHSC chooses parishes with multiple needs concerning injury crashes, fatal crashes, and total fatalities. Data from the Louisiana Traffic Records Data Report are used to evaluate each parish within population groupings and evaluate a five-year trend in each identified category. A five-year trend analysis, with emphasis on population outreach, assists in determining the selected parishes. The LHSC’s strives to consistently reach 85 percent of the State’s population and to reach a minimum of 70 percent of the State problem in each category.
- **Step 3** – A five-year trend is used for an additional analysis of prominent issues, i.e., motorcycle helmet usage, railroad, and pedestrian issues. Allocations to program areas are based on the magnitude of each problem based on the analysis. Survey results (belt use and public perception) are also analyzed.

Selection Process Steps

The following steps are used to develop evidence-based strategies and select projects for the highway safety program:

- **Step 1** – Assigned LHSC program coordinators discuss each of the expected NHTSA grant awards for the next fiscal year distribution, determine current contractors’ feasibility (including program analysis and fiscal performance), and discuss potential new resources that will further assist the LHSC in attaining set goals. Analysis of anticipated funding amounts for the next fiscal year are reviewed from Sections 402, 405, 154AL, and 164AL, to determine potential funding available.
- **Step 2** – The LHSC program coordinators, through consensus, then recommend performance targets, strategies, and specific projects/programs for funding approval to the Executive Director for consideration. Projects/programs are selected using criteria that include response to identified problems, potential for impacting performance targets, innovation, evidence-based countermeasures, adequate evaluation plans, and input provided by partners.
- **Step 3** – The LHSC Executive Director may present the recommendations to the Executive Committee, if requested, and subsequently presents the recommended projects to the LHSC Commission for approval.

- **Step 4** – Upon Commission approval, the LHSC staff creates contracts and solicits participation from the agency identified in the plan.
- **Step 5** – All approved contract agencies and individuals are contacted to begin the sub grant development phase with a starting date of October 1, 2023 or immediately upon receipt if after that date, subject to the availability of Federal funds.

Statewide Demographics

Louisiana State Demographics

Louisiana covers 43,204 square miles; its capital is Baton Rouge. It can be divided physically into the Mississippi River flood plain and delta, and the low hills of the Gulf of Mexico coastal plain. It is the only U.S. state to be governed under the Napoleonic Code.

Official population estimates for 2021 list Louisiana as having a population of 4,624,047 individuals. Out of this population, over half them reside in urbanized areas while the remainder of the population resides in rural areas. Much of the population is concentrated around major urban centers including New Orleans, Baton Rouge, the Shreveport-Bossier City metropolitan area, Lafayette, and Lake Charles.

The median household income in Louisiana is \$50,800 in contrast with a median income of \$67,521 for the U.S. overall. The State’s poverty rate is 17.8 percent in comparison to a national rate of 11.4 percent.

The majority of Louisiana’s population identifies as White (62.8 percent) while the next largest racial group identifies as Black or African American (32.8 percent) American Indian, Asians, and multiracial people make up the remaining amount of the population in the State.

Table 1.3 Louisiana Population Demographics
2021

Group	Percentage
White	62.8%
Black or African American	32.8%
Hispanic or Latino	5.3%
Asian	1.8%
Persons Reporting Two or More Races	1.8%
American Indian and Alaska Native	0.8%
Native Hawaiian and Other Pacific Islander	0.1%

Source: U.S. Census Bureau, 2021.

Performance Trends and Data

Data for the Highway Safety Plan were extracted from the Louisiana Traffic Records Report for nonfatal injury data as well as fatality data for the year 2021 unless otherwise noted. All other fatality data was extracted from the Fatality Analysis Reporting System (FARS) from 2021 and prior years where noted. The on-line data from Louisiana for 2021 was pulled on May 25, 2022 but may otherwise change throughout the year as crash data are submitted by law enforcement.

Three national activity measures are also noted that track citations issued and arrests made were during grant-funded enforcement activities only. The data below are collected by the Louisiana Highway Safety Commission from annual grant reports. States are required to track, but are not required to set annual performance targets, for these activity measures.

State data shows that in 2020 there were:

- 762 fatal crashes, a 11.9 percent increase from 2019;
- 828 people killed, a 13.9 percent increase from 2019;
- 40,120 injury crashes, which represents a decrease of 10 percent from 2019;
- 64,494 injuries in motor vehicle crashes, a decrease of 11.1 percent from 2019; and
- 98,064 property damage only (PDO) crashes, a decrease of 14.7 percent from 2019.

Of the fatal crashes in 2020:

- The percentage of all unrestrained occupants killed (six years and older) increased by 19.2 percent from 235 in 2019 to 285 in 2020;
- Alcohol-impaired fatalities were 40 percent of all fatalities in 2020;
- Fatal crash rate involving drivers 15- to 17-year olds increased by 17.6 percent from 28.53 in 2019 to 34.00 in 2020;
- Fatal crash rate involving drivers 18- to 20-year olds increased by 22.1 percent from 39.82 in 2019 to 49.67 in 2020;
- 82 fatalities involving a motorcycle, a 5.7 percent decrease from 2019.
- 17.6 percent of fatalities involved pedestrians, a 1 percent increase from 2019.

Table 1.4 shows the performance targets for the FFY 2023 HSP. These targets were established based on reviewing five-year average trends from 2006 to 2020, as well understanding the overall long-term objective of reducing fatalities by half by 2030. Except for core outcome measures C-2 and B-1, all figures reflect the most recent FARS figures as shown on the NHTSA State Traffic Safety Information (STSI) website ([NHTSA STSI](#)).

**Table 1.4 FFY 2023 Louisiana Core Performance Measures
2016 to 2021**

CORE OUTCOME MEASURES			2016	2017	2018	2019	2020	2021
C-1	Traffic Fatalities (FARS)	Annual	757.0	771.0	771.0	727.0	828.0	968.0
		5-Year Moving Average	746.0	758.0	756.0	758.0	771.0	813.0
	Reduce traffic fatalities 1 percent per year from 813.0 (2017-2021 average) to 797.0 in 2023.							
C-2	Serious Injuries ^a in Traffic Crashes (State Crash File)	Annual	1,398.0	1,327.0	1,262.0	1,346.0	1,516.0	1,672.0
		5-Year Moving Average	1,373.0	1,359.0	1,346.0	1,346.0	1,370.0	1,425.0
	Reduce serious traffic injuries 1 percent per year from 1,425.0 (2017-2021 average) to 1,396.0 in 2023.							
C-3	Fatalities/VMT (FARS/FHWA)	Annual	1.545	1.566	1.542	1.417	1.178	1.754
		5-Year Moving Average	1.531	1.530	1.550	1.526	1.558	1.599
	Reduce fatalities rate per 100 MVMT 1 percent per year from 1.599 (2017 to 2021 average) to 1.568 in 2023.							
	Rural Fatalities/VMT	Annual	1.94	1.97	1.56	1.89	2.02	
	Urban Fatalities/VMT	Annual	1.27	1.31	1.53	1.12	1.51	
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	225	246	222	234	285	n/a
		5-Year Moving Average	252	253	248	238	242	
	Reduce unrestrained passenger fatalities by 1 percent from 245 (2016-2020 average) to 240 in 2023.							
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	228	212	221	220	233	n/a
		5-Year Moving Average	237	233	230	224	222	
	Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 222 (2016-2020 average) to 217 in 2023.							
C-6	Speeding-Related Fatalities (FARS)	Annual	173	181	140	94	189	n/a
		5-Year Moving Average	190	184	174	152	155	
	Reduce speeding-related fatalities by 1 percent from 155 (2016-2020 average) to 152 in 2023.							
C-7	Motorcyclist Fatalities (FARS)	Annual	94	97	79	87	82	n/a
		5-Year Moving Average	86	90	89	90	88	
	Reduce motorcyclist fatalities by 1 percent from 87 (2016-2020 average) to 85 in 2023.							
C-8	Unhelmeted Motorcyclist Fatalities (FARS)	Annual	11	13	2	10	15	n/a
		5-Year Moving Average	11	13	10	10	10	

CORE OUTCOME MEASURES			2016	2017	2018	2019	2020	2021	
	Reduce unhelmeted motorcyclist fatalities by 3 percent from 10 (2016-2020 average) to 10 in 2023.								
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Annual	99	88	87	81	95	n/a	
	5-Year Moving Average		89	87	87	87	90		
	Reduce drivers age 20 or younger involved in fatal crashes by 2 percent from 90 (2016-2020 average) to 87 in 2023.								
C-10	Pedestrian Fatalities (FARS)	Annual	127	115	164	118	146	n/a	
	5-Year Moving Average		111	110	123	126	134		
	Reduce pedestrian fatalities by 1 percent from 134 (2016-2020 average) to 131 in 2023.								
C-11	Bicyclist Fatalities (FARS)	Annual	22	23	29	22	34	n/a	
	5-Year Moving Average		21	21	24	26	26		
	Reduce bicyclist fatalities by 3 percent from 26 (2016-2020 average) to 24 in 2023.								
CORE BEHAVIOR MEASURE			2015	2016	2017	2018	2019	2020	2021
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	85.9%	87.8%	87.1%	86.9%	87.5%	87.5%	85.7%
	Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1.1 percent annually from 86.9 percent (2016-2021 average) to 89.1 percent in 2023.								
ACTIVITY MEASURE			2016	2017	2018	2019	2020	2021	
A-1	Seat Belt Citations	Annual	63,012	52,710	51,244	45,537	33,633	3,720	
A-2	Impaired Driving Arrests		3,679	5,529	3,393	2,277	1,280	1,743	
A-3	Speeding Citations		20,263	11,045	13,325	16,469	92,443	4,802	

Source: NHTSA STSI/FARS; Louisiana State University Center for Analytics & Research in Transportation Safety. Accessed June 25, 2021.

^a Serious injuries are comprised of “Code B” injuries, defined as follows:

Suspected Serious Injury “Code B”: A suspected serious injury is any injury other than fatal which results in one or more of the following: • Severe laceration resulting in exposure of underlying tissues/muscle/organs or resulting in significant loss of blood • Broken or distorted extremity(s) (arm or leg) • Crush injuries • Suspected skull, chest, or abdominal injury other than bruises or minor lacerations • Significant burns (second and third degree burns over 10% or more of the body) • Unconsciousness when taken from the crash scene • Paralysis

The 2020 attitudinal survey data provided in Table 1.5 is from the Seat Belts, Speeding, Electronic Device Use, and Impaired Driving Attitudinal Survey conducted for the LHSC by Presseur Research Group. There is a 95 percent certainty that the statistics presented for the results are not more than 3.5 percentage points above or below the figure that would have been obtained if all of the licensed motorists would have been interviewed.

Table 1.5 Seat Belts, Speeding, and Impaired Driving Attitudinal Survey
Louisiana Drivers

	2016	2017	2018	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”	96.0%	94.3%	95.3%	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”	77.2%	74.3%	73.3%	73.9%	67.0%
In the past 30 days, have you read, seen or heard anything about seat belt enforcement by police? “Yes”	28.8%	30.3%	30.5%	34.2%	16.7%
What do you think the chances are of getting a ticket if you drive over the speed limit? “Very Likely” and “Somewhat Likely”	89.1%	85.7%	85.7%	88.9%	84.0%
In the past 30 days, have you read, seen or heard anything about speed enforcement by police? “Yes”	32.3%	35.6%	33.3%	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”	16.3%	17.9%	21.6%	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”	11.2%	14.3%	15.4%	13.2%	16.2%
What do you think the chances are of someone being arrested if they drive after drinking? “Very Likely” and “Somewhat Likely”	84.2%	84.0%	82.8%	84.2%	80.8%
In the past 30 days, have you read, seen or heard anything about drunk driving enforcement? “Yes”	56.0%	56.2%	55.8%	50.8%	99.6%
In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? “None”	67.0%	63.8%	66.4%	57.0%	61.5%

Note: Telephone surveys were of 800 licensed motorists statewide per year.

****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 2022 Attitudinal Survey will be completed in summer 2022.

Louisiana Highway Safety Problem ID Parishes

Like all states, Louisiana has a limited amount of available highway safety funding; therefore, it is necessary to identify problem locations or parishes to dedicate limited resources to the areas of greatest need. Data from the Louisiana Traffic Records Data Report is used to evaluate each parish within population groupings and evaluate a five-year trend. The CARTS provides a list of road fatalities by parish, and most of the parishes with the highest amounts of traffic-related fatalities are also some of the largest by population. Throughout this plan, these parishes will be referred to as the “Problem ID (identification) Parishes”; they include the following parishes:

- | | | | |
|---------------------|---------------|---------------|----------------|
| 1. East Baton Rouge | 5. Tangipahoa | 9. Livingston | 13. Lafourche |
| 2. Orleans | 6. Calcasieu | 10. Lafayette | 14. St. Landry |
| 3. Caddo | 7. Jefferson | 11. Rapides | 15. Terrebonne |
| 4. St. Tammany | 8. Ouachita | 12. Ascension | 16. Iberia |

In 2023, Louisiana’s problem ID parishes account for:

- 70 percent of the State’s total licensed driver population;
- 77 percent of total fatal and injury crashes; and
- 63 percent of motor vehicle crash-related fatalities.

Louisiana identified the 16 parishes that account for the greatest portion of the State’s alcohol-related fatal and injury crashes. In 2020, the 16 parishes below account for 71 percent of all alcohol-related fatal and injury crashes.

- | | | | |
|---------------------|----------------|----------------|----------------|
| 1. Orleans | 5. Calcasieu | 9. Ascension | 13. Bossier |
| 2. East Baton Rouge | 6. Lafayette | 10. Livingston | 14. Terrebonne |
| 3. Jefferson | 7. Ouachita | 11. Rapides | 15. Lafourche |
| 4. Caddo | 8. St. Tammany | 12. Tangipahoa | 16. St. Landry |

Louisiana’s entire problem identification file can be accessed at [LHSC Problem Identification](#).

Highest Priorities for FFY 2023

Based upon the problem identification conducted, the following program areas will be pursued in FFY 2023: impaired driving, occupant protection, traffic records, motorcycle safety, police traffic services (speeding, and aggressive driving), young drivers, community traffic safety programs, distracted driving, and railroad/highway crossing safety.

1.4 Performance Measures and Targets

Overview

The LHSC used the following process to identify realistic and measurable single-year performance targets, and identify performance measures for each program area. The LHSC reviewed actual fatalities and linear trends for five-year periods. Trends were evaluated to determine if a linear target for 2023 was realistic. In most cases, a linear trend-derived target was adopted. In a few cases, maintenance of the most recent low number was selected as the target or another target is chosen. The rationale for the selected targets is included in Table 1.6. The targets will be revised from year to year based on the previous year's accomplishments. While the LHSC reports on three grant activity-based performance measures (i.e., the number of seat belt citations, impaired driving arrests, and speeding citations issued during grant funded enforcement activities) each year, these are not included in Table 1.6 because annual targets are not set for these measures.

Performance Targets

The overall goal of the LHSC is to reduce fatal and serious injury crashes on Louisiana roadways. As mentioned previously, LHSC and the DOTD identified consistent goals to be adopted by both agencies. The two agencies agreed to adopt the AASHTO goal of halving fatalities by 2030. Louisiana's Strategic Highway Safety Plan (SHSP), which the DOTD oversees, reflects this overall goal as well. The LHSC and DOTD have adopted common performance targets for fatalities, fatality rate, and serious injuries. A one percent annual reduction for these three targets, based on the five-year average, was chosen. In setting the one percent reduction target, the LHSC and DOTD considered that recent fatalities have trended upwards. Recent fluctuations in observed seat belt usage rates were considered when establishing the serious injury target. Fluctuations in the VMT and a climbing VMT rate in recent years, plus the passage of no new safety legislation, were considered in setting the fatality rate per 100 MVMT target. It is also important to note that the DOTD is working with the Federal Highway Administration (FHWA) in the methodology for the collecting of VMT; therefore, this performance target may be adjusted when the final methodology is approved.

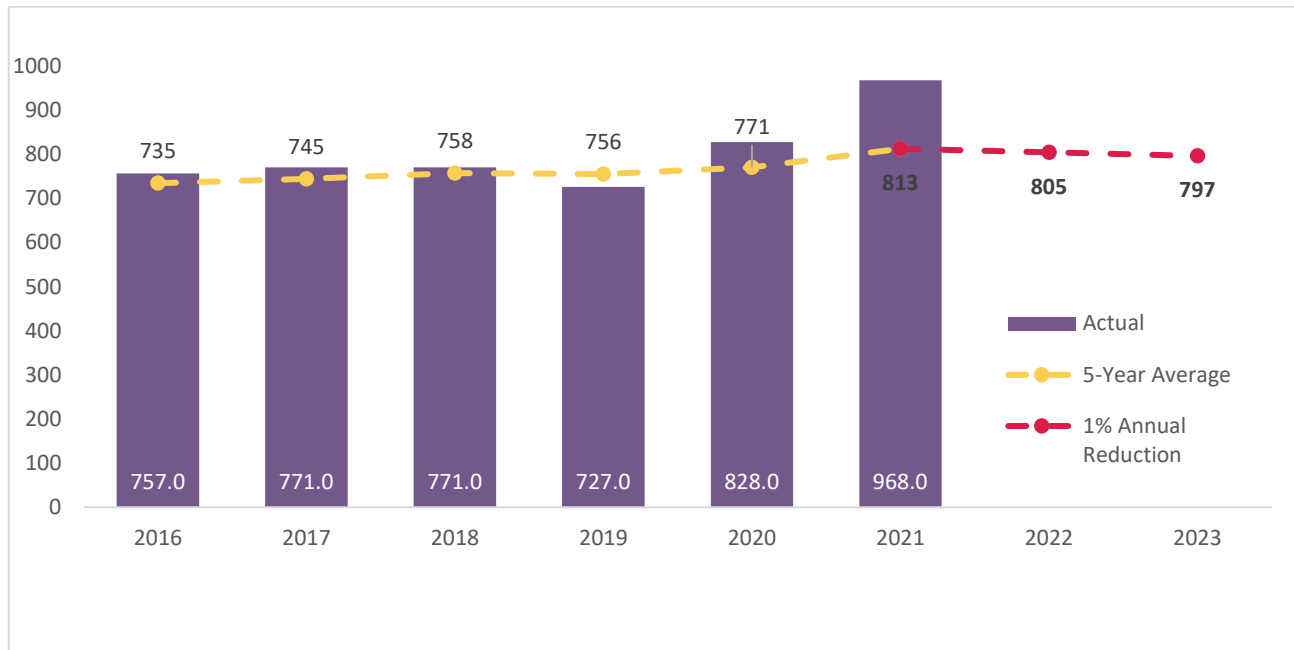
Table 1.6 identifies the program areas that will be emphasized in Louisiana's highway safety program in FFY 2023, with related performance targets and measures.

Table 1.6 Program Area Targets and Performance Measures

Program Area	Performance Targets	Rationale	Performance Measures
Overall	Reduce traffic fatalities 1 percent per year from 813.0 (2017-2021 average) to 797.0 in 2023. (C-1)	1 percent annual reduction based on five-year average, recent upward trends in fatalities.	Number of motor vehicle-related fatalities.
	Reduce serious traffic injuries 1 percent per year from 1,425.0 (2017-2021 average) to 1,396.0 in 2023. (C-2)	1 percent annual reduction based on five-year average and recent fluctuations in observed seat belt usage rates.	Number of motor vehicle-related serious injuries.
	Reduce fatalities rate per 100 MVMT 1 percent per year from 1.599 (2017 to 2021 average) to 1.568 in 2023. (C-3)	1 percent annual reduction based on five-year average, VMT fluctuations in recent years, climbing VMT rate, and no new safety laws implemented.	Fatality rate per 100 million VMT.
Occupant Protection	Reduce unrestrained passenger fatalities by 1 percent from 245 (2016 to 2020 average) to 240 in 2023. (C-4)	1 percent annual reduction based on five-year average.	Number of unrestrained passenger vehicle occupant fatalities, all seating positions.
	Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1.1 percent annually from 86.9 percent (2016-2021 average) to 89.1 percent in 2023. (B-1)	Maintenance of the current linear trend.	Observed seat belt use of front seat outboard occupants.
Alcohol Impaired Driving	Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 222 (2016-2020 average) to 217 in 2023. (C-5)	1 percent annual reduction based on five-year average.	Number of fatalities involving a driver or motorcycle operator with BAC at 0.08 and greater.
Police Traffic Services	Reduce speeding-related fatalities by 1 percent from 155 (2016-2020 average) to 152 in 2023. (C-6)	1 percent annual reduction based on five-year average.	Number of speeding-related fatalities.
Motorcycles	Reduce motorcyclist fatalities by 1 percent from 87 (2016-2020 average) to 58 in 2023. (C-7)	1 percent annual reduction based on five-year average.	Number of motorcyclist fatalities.
	Reduce unhelmeted motorcyclist fatalities by 3 percent from 10 (2016-2020 average) to 9 in 2023. (C-8)	3 percent annual reduction based on five-year average.	Number of unhelmeted motorcyclist fatalities.

Program Area	Performance Targets	Rationale	Performance Measures
Young Drivers	Reduce drivers age 20 or younger involved in fatal crashes by 2 percent from 90 (2016-2020 average) to 87 in 2023. (C-9)	2 percent annual reduction based on five-year average.	Number of drivers age 20 or younger involved in fatal crashes.
Bicycle and Pedestrian	Reduce pedestrian fatalities by 1 percent from 134 (2016-2020 average) to 131 in 2023. (C-10)	1 percent annual reduction based on five-year average.	Number of pedestrian fatalities.
	Reduce bicyclist fatalities by 3 percent from 26 (2016-2020 average) to 24 in 2023. (C-11)	3 percent annual reduction based on five-year average.	Number of bicycle fatalities.
Rail-Highway	Reduce rail-highway fatalities by 3 percent from 3 (2016 to 2020 average) to 3 in 2023.	3 percent annual reduction based on five-year average. Based on maintenance of linear trend downward.	Number of rail-highway fatalities.
Distracted/Inattentive Driving	Reduce distracted and inattentive driving fatalities by 1 percent from 170 (2016 to 2020 average) to 166 in 2023.	1 percent annual reduction based on five-year average.	Number of distracted and inattentive driving related fatalities.

Figure 1.2 Fatalities Trend Line Analysis

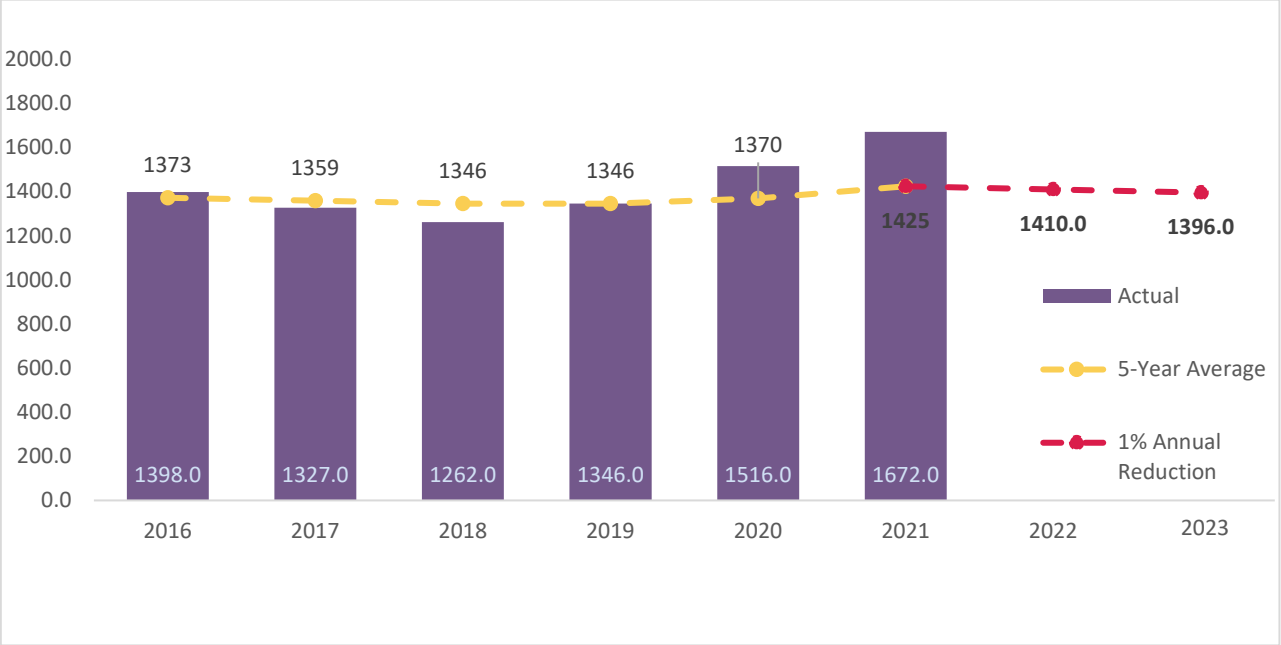


Source: NHTSA, STSI (2016 through 2020 data) and CARTS (2021 data)

The number of fatalities was steady for several years from 757 in 2016 to 771 in 2017 and 2018 to 727 in 2019. Then in 2020 and 2021, the number of fatalities began increasing to 828 and 968, respectively. A five-year average trend line was chosen as the most practical justification for determining the 2023 target based on the upward trend in fatalities. To achieve the 2023 target and reverse the upward trend, fatalities will have to decrease 1 percent from 813.0 (2017 to 2021 average) to 797.0 in 2023.

The 2021 data is considered preliminary State data.

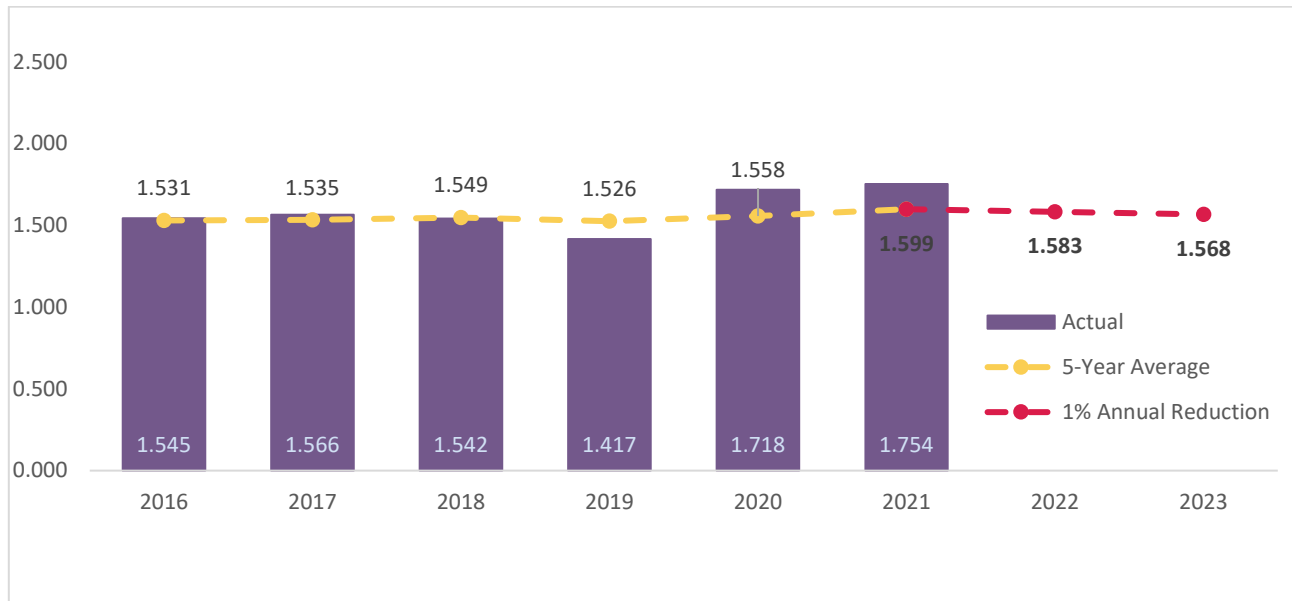
Figure 1.3 Serious Injuries Trend Line Analysis



Source: CARTS

The number of serious injuries had slight decreases from 2016 to 2018. However, in 2019 the number of serious injuries began to increase yearly. A five-year trend line was chosen as the most practical justification for determining the 2023 target based in part on recent decreases in observed seat belt usage rates and current countermeasure programs enacted to address the overall injuries. Louisiana is expecting to see additional changes in the number of serious injuries due to federal compliance criteria that required Louisiana to adopt the Model Minimum Uniform Crash Criteria (MMUCC) 4th Edition definition for suspected serious injuries. Louisiana was deemed compliant in April of 2019. To achieve the 2023 target, serious injuries must be reduced by 1 percent from 1,425.0 (2017 to 2021 average) to 1,396.0 in 2023.

Figure 1.4 Fatality Rate per 100 MVMT Trend Line Analysis

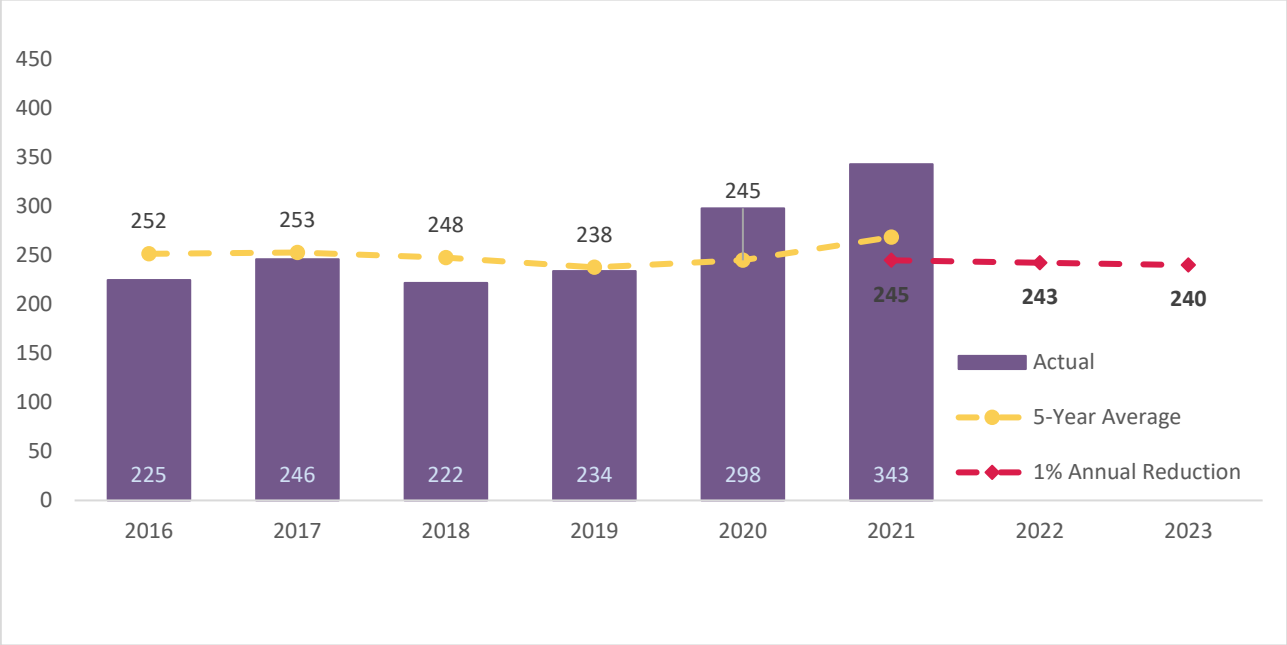


Source: NHTSA, STSI (2016 through 2020 data) and CARTS (2021 data)

The State’s fatality rate per 100 MVMT has remained rather unchanged over the last five years. A five-year trend line was chosen as the most practical justification for determining the 2023 target based on trends, current countermeasure programs being implemented and that fact that no new safety legislation has passed. To achieve the 2023 target, the fatality rate needs to be reduced by 1 percent from 1.599 (2017 to 2021 average) to 1.568 in 2023.

The 2021 data is considered preliminary State data.

Figure 1.5 Unrestrained Fatalities Trend Line Analysis

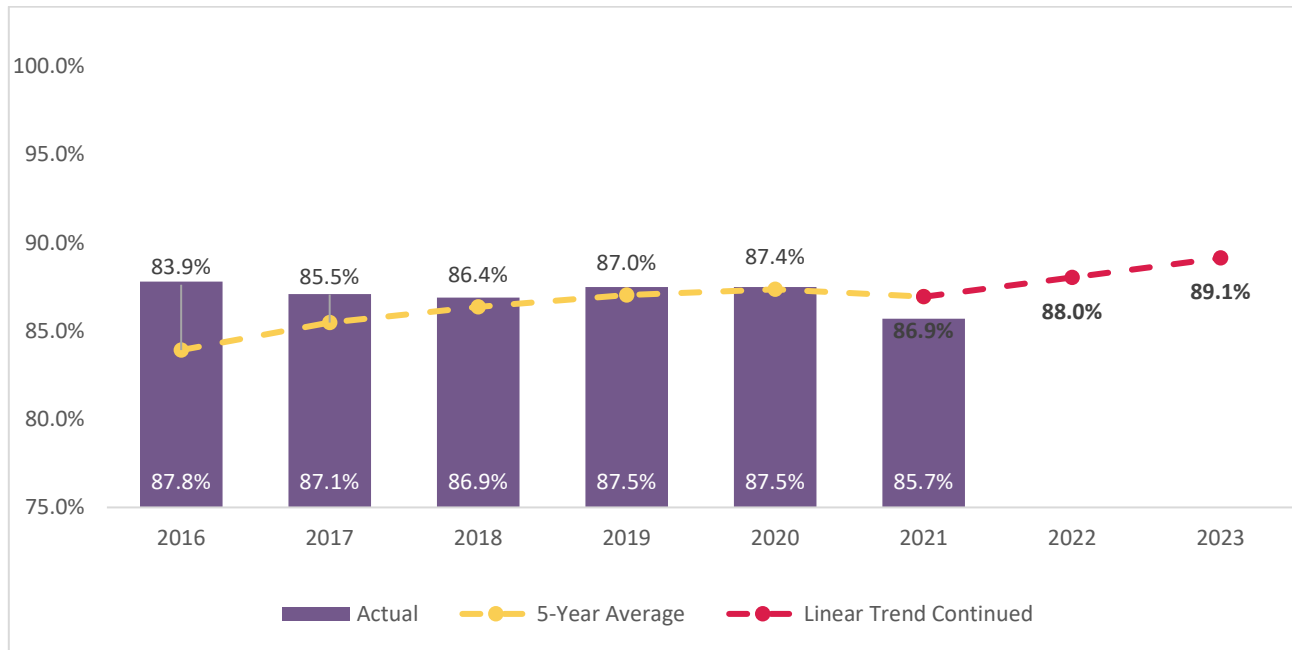


Source: NHTSA, STSI (2016 through 2020 data) and CARTS (2021 data)

Unrestrained fatalities in Louisiana have varied in the last six years with an overall downward trend. However, there was an increase in unrestrained fatalities in 2019 and 2020 preliminary data indicates another increase. A five-year trend line was chosen to fully account for the range of changes and determine the 2023 target based on trends and countermeasure programs implemented to address unrestrained fatalities. To achieve the 2023 target, unrestrained fatalities must be reduced by 1 percent from 245 (2016 to 2020 average) to 240 in 2023.

The 2021 data is considered preliminary State data; it was not considered in target-setting by the LHSC.

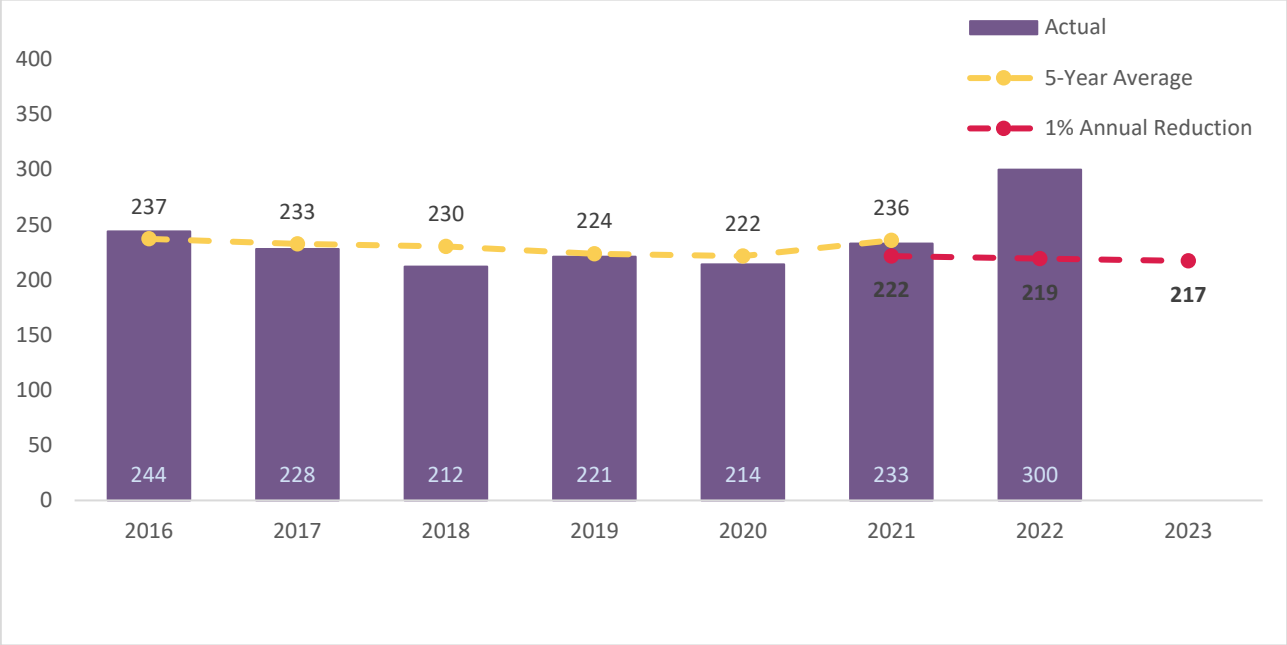
Figure 1.6 Observed Usage Rate Trend Line Analysis



Source: LHSC, 2021

Overall, the observed seat belt usage rate has increased steadily over recent years from 77.7 percent in 2011 to an all-time high of 87.8 percent in 2016. In 2019, Louisiana’s observed seat belt usage rate was 87.5%. 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 observed seat belt usage rate decreased to 85.7% in 2021. The past increases have been in spite of a modest \$50 seat belt fine as a deterrent. In 2019, Louisiana saw legislative success in revising its child passenger safety law to reflect national best practices and removing language from the seat belt law that exempted large pick-up trucks. The goal for 2023 is to maintain the current linear trend through a 1.1 percent yearly increase to 89.1%.

Figure 1.7 Alcohol-Impaired Fatalities Trend Line Analysis

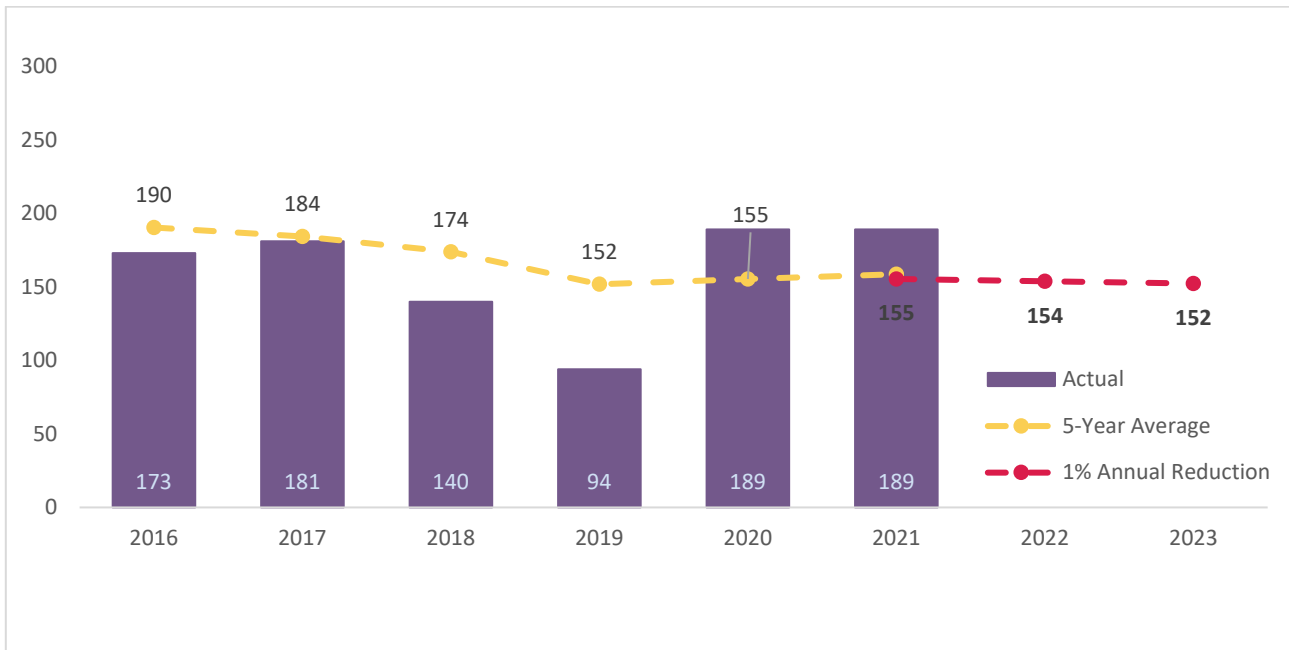


Source: NHTSA, STSI (2016 through 2020 data)

The number of alcohol-impaired fatalities has been on a decreasing trend since 2015, but it has shown slight increases from 2018 to 2020. A five-year trend line was chosen as the most practical justification for determining the 2023 target. To achieve the 2023 target, alcohol-impaired fatalities need to be reduced by 1 percent from 222 (2016 to 2020 average) to 217 in 2023.

The data above is from FARS and is only available through 2020. The 2021 estimate was not used in target-setting by the LHSC. Data from the CARTS website was not used because the state data represents “alcohol-related fatalities” that do not meet NHTSA’s definition of alcohol-impaired (fatalities involving a driver or motorcycle operator with BAC at .08 and greater).

Figure 1.8 Speeding-Related Fatalities Trend Line Analysis

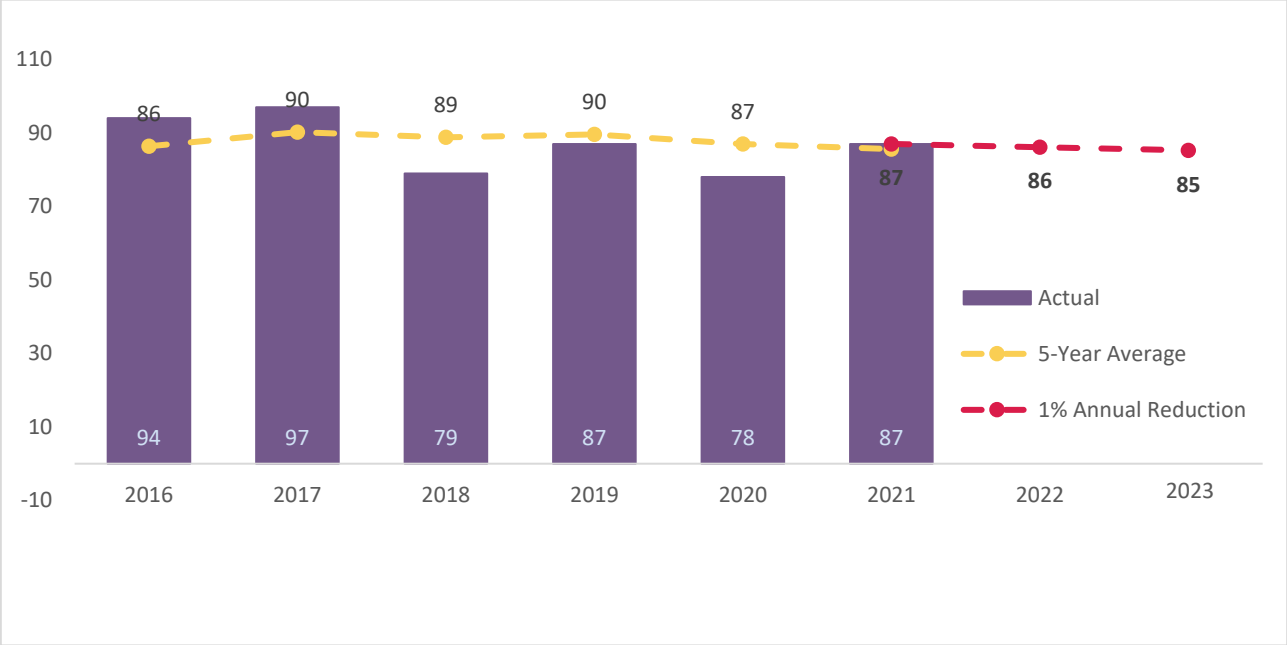


Source: NHTSA, STSI (2016 through 2020 data)

The number of speeding-related fatalities in Louisiana has shown an overall downward trend over the last five years. There were slight increases from 2016 through 2017, yet that number dropped fairly substantially in 2018 and 2019. Data from 2020 indicated a substantial increase in speeding fatalities. A five-year trend line was chosen as the most practical justification for determining the 2023 target based on trends and current countermeasure programs implemented to address speeding-related fatalities. To achieve the 2023 target, speeding-related fatalities need to be reduced by 1 percent from 155 (2016 to 2020 average) to 152 in 2023.

The data above is from FARS and is only available through 2020. Speed-related data is not available from the CARTS. The 2021 data is an estimate; it was not considered in target-setting by the LHSC.

Figure 1.9 Motorcyclist Fatalities Trend Line Analysis

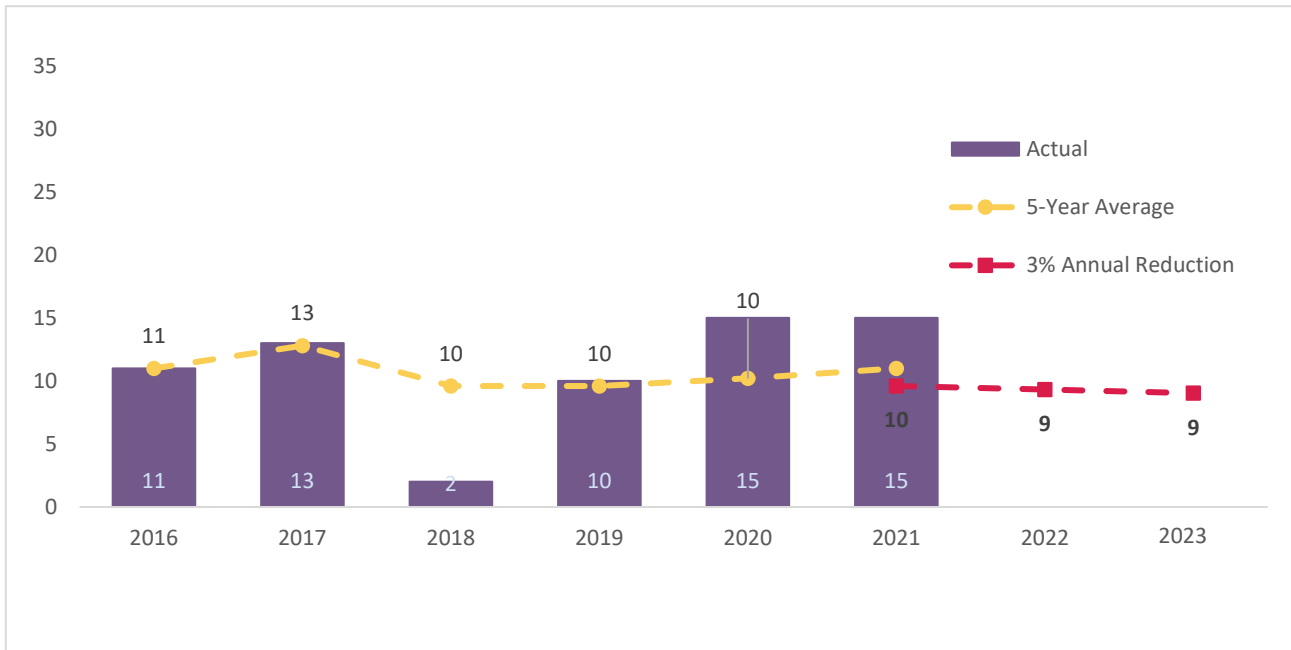


Source: NHTSA, STSI (2016 through 2020 data) and CARTS (2021 data)

The number of motorcycle fatalities has varied over the last five years with a substantial decrease in 2018. Preliminary estimates for 2021 indicate another increase in motorcycle fatalities. In order to account for the ever-changing trends, a five-year trend line was chosen. To achieve the 2023 target, motorcycle-involved fatalities need to be reduced by 1 percent from 87 (2016 to 2020 average) to 85 in 2023.

2021 data is considered preliminary State data; it was not considered in target-setting by the LHSC.

Figure 1.10 Unhelmeted Motorcyclist Fatalities Trend Line Analysis

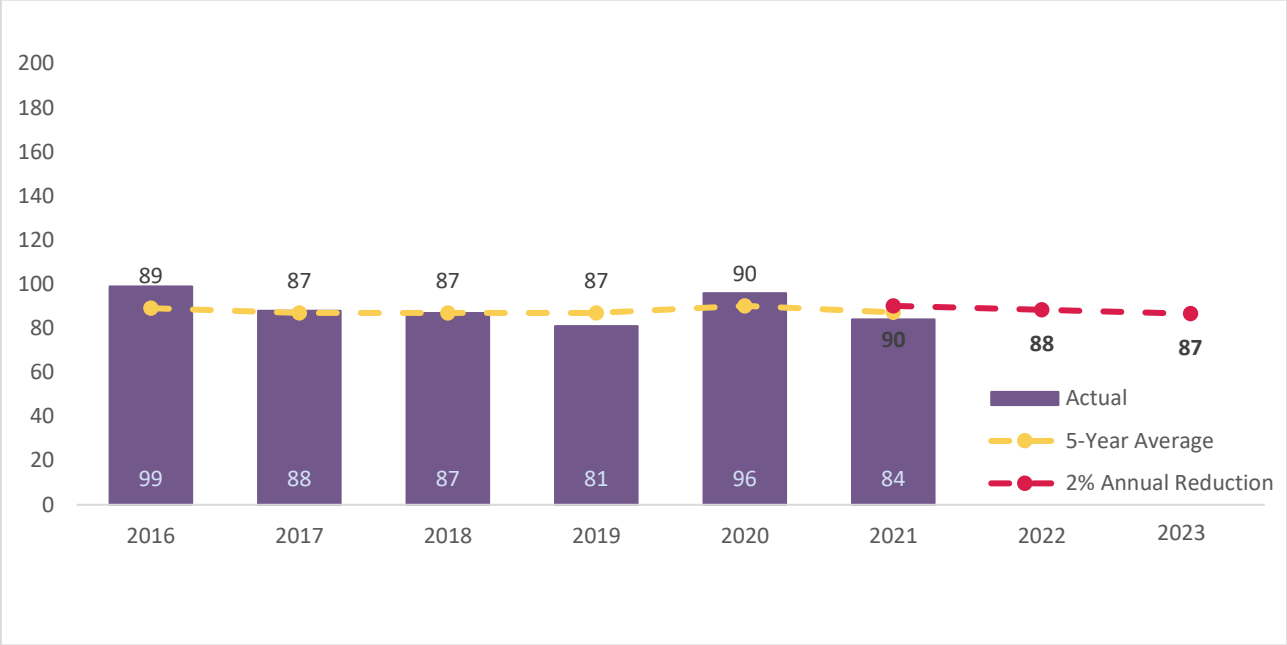


Source: NHTSA, STSI (2016 through 2020 data) and CARTS (2021 data)

The number of unhelmeted motorcyclist fatalities in the State has fluctuated considerably through the years. Since the relative number of unhelmeted fatalities is low, it is challenging to account for fluctuations from one year to the next. Due to the high amount of variance, a five-year trend line was chosen in setting the target for 2023. To achieve this target, unhelmeted motorcyclist fatalities need to be reduced by 3 percent from 10 (2016 to 2020 average) to 9 in 2023.

2021 data is considered preliminary State data; it was not considered in target-setting by the LHSC.

Figure 1.11 Young Drivers Fatalities Trend Line Analysis

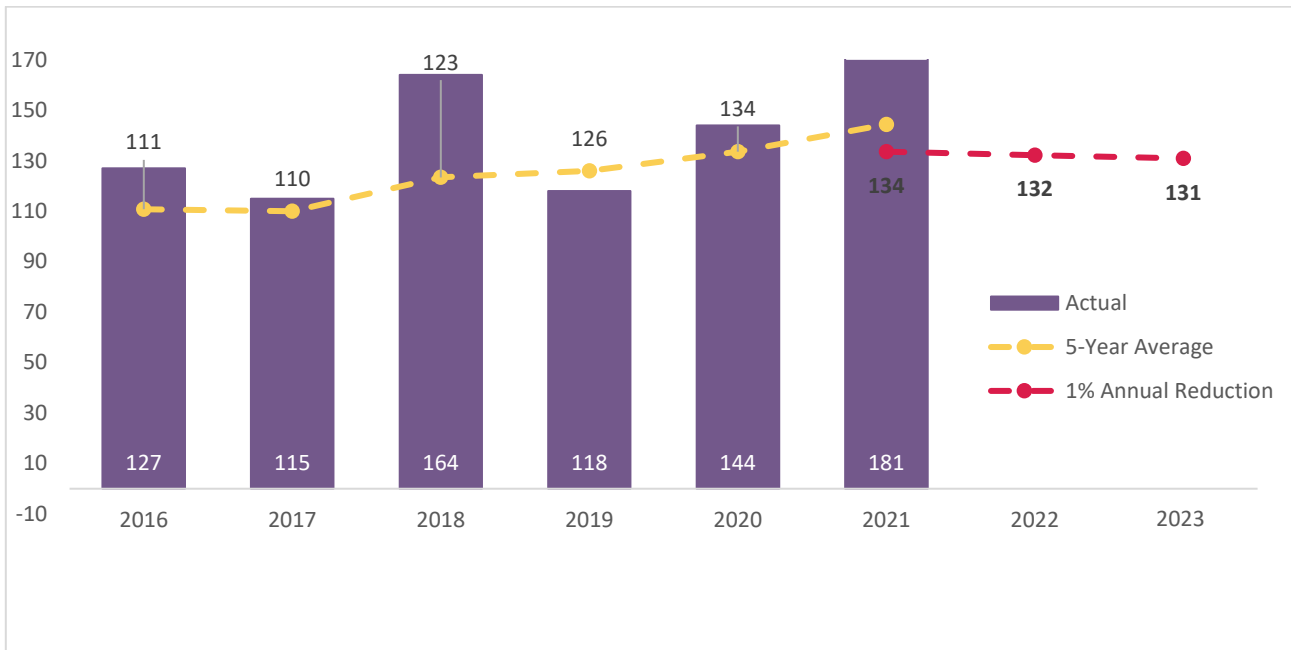


Source: NHTSA, STSI (2016 through 2020 data) and CARTS (2021 data)

Based on historical FARS data, the number of drivers fatally injured in crashes under the age of 21 has generally trended downwards in the past five years. However, 2021 data indicate that this downward trend may be changing. A five-year trend line was selected as the most practical justification for selecting the 2023 target based on trends and current countermeasure programs implemented to address young driver fatalities. To achieve the 2023 target, it is necessary to reduce young driver fatalities by 2 percent from 90 (2016 to 2020 average) to 87 in 2023.

2021 data is preliminary State data; it was not considered in target-setting by the LHSC.

Figure 1.12 Pedestrian Fatalities Trend Line Analysis

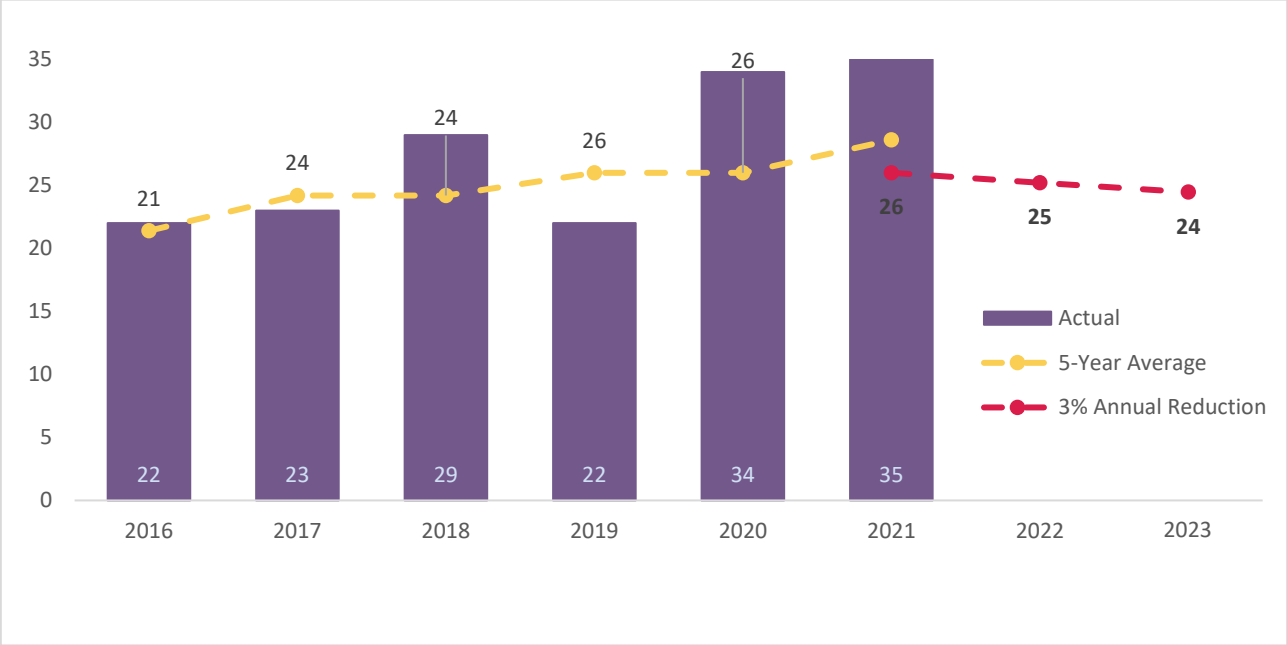


Source: NHTSA, STSI (2016 through 2020 data) and CARTS (2021 data)

The number of pedestrian fatalities has varied significantly over the last ten years with the largest increases in the last five years. To achieve the 2023 target, it is necessary to reduce pedestrian fatalities by 1 percent from 134 (2016 to 2020 average) to 131 in 2023.

2021 data is considered preliminary State data; it was not considered in target-setting by the LHSC.

Figure 1.13 Bicyclist Fatalities Trend Line Analysis

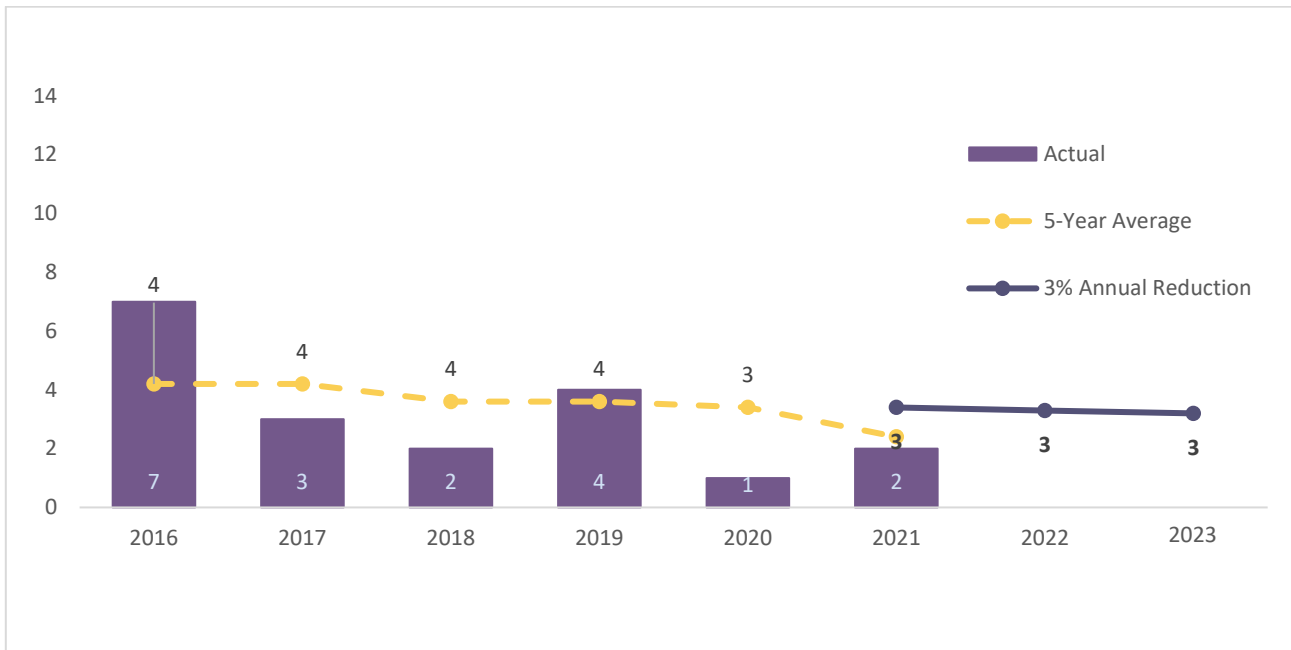


Source: NHTSA, STSI (2016 through 2021 data) and CARTS (2021 data)

Bicyclist fatalities have remained low relative to other modal fatalities and shifts significantly from year to year in most cases. 2020 was the most dangerous year in recent years for bicyclists as evidenced by the jump from 22 fatalities to 34 in 2020. Preliminary data for 2021 indicate another similarly dangerous year for bicyclists. The intermediate years have seen bicyclist fatality numbers range from 22 to 29. Because an annual reduction of one percent is not sufficient in seeing any whole number reduction in fatalities, it is necessary to continue reducing the number of bicyclist fatalities by 3 percent annually with the goal of zero by 2030. To achieve the 2023 target, it is necessary to reduce bicycle fatalities by 3 percent from 26 (2016 to 2020 average) to 24 in 2023.

2021 data is considered preliminary State data; it was not considered in target-setting by the LHSC.

Figure 1.14 Rail-Highway Fatalities Trend Line Analysis



Source: NHTSA, STSI (2016 through 2020 data) and CARTS (2021 data)

Rail-highway fatalities are relatively low to begin with, and so the number of fatalities varies greatly from year to year. Due to these factors, the 2023 target was derived by using a five-year moving average and a three percent annual reduction was chosen as the trajectory to maintain the linear trend. To achieve the 2023 target, rail-highway fatalities need to be decreased by 3 percent from 3 (2016 to 2020 average) to 3 in 2023.

2021 data is not derived from FARS and is considered preliminary State data; it was not considered in target-setting by the LHSC.

Figure 1.15 Distracted Driving Fatalities Trend Line Analysis



Source: CARTS (2016 - 2020 data)

Historical data illustrated that the number of fatalities related to distracted and inattentive driving have fluctuated since 2016 and experienced increases in both 2020 and 2021. A five-year trend line was selected as the most practical justification for determining the 2023 target based on trends, current countermeasures implemented in order to address distracted and inattentive driving fatalities and Louisiana not having a hands free law for all drivers. To achieve the 2023 target, distracted driving fatalities need to be reduced by 1 percent from 170 (2016 to 2020 average) to 166 in 2023.

2021 data is considered preliminary State data; it was not considered in target-setting by the LHSC.

1.5 Evidence-Based Traffic Safety Enforcement Program



The LHSC has developed policies and procedures to ensure that enforcement resources are used efficiently and effectively to support the goals of the State's highway safety program. Louisiana incorporates an evidence-based data-driven approach in its statewide Traffic Safety Enforcement Program (TSEP) through the following components.

Participants Involved

Section 1.2 provides substantial detail regarding the participants involved in the selection process for evidence-based traffic safety countermeasures. The comprehensive and diverse list of participants involved covers a large array of disciplines. The participants involved are further enhanced by the program staff at LHSC.

Data Sources

The statewide problem identification process used in the development of the HSP has been described earlier; the data analyses are designed to identify who is overrepresented in crashes as well as when, where, and why crashes are occurring. Section 1.4 noted how the LHSC identified 16 parishes that account for the State's greatest portion of highway safety problems. These parishes also are the top 16 parishes in terms of population and special emphasis is given to law enforcement agencies in these identified Top Tier parishes to implement proven countermeasures to enhance traffic safety. Data analyses also are conducted to identify high-risk populations that may require additional or alternative responses to address traffic safety concerns. Key results summarizing the problems identified are presented in the statewide and individual program area sections of the HSP.

All enforcement agencies receiving grant funding must also use a data-driven approach to identify the enforcement issues in their jurisdictions. Data are provided to local law enforcement agencies as part of a statewide problem identification. Furthermore, local crash information is available through the CARTS website to law enforcement continuously. The CARTS website provides specific and detailed data such as location, time of day, and day of week crash information that law enforcement uses to identify strategies to improve traffic safety in their communities. Agencies use local data for resource allocation and evidence-based enforcement to address their specific problem(s).

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement evidence-based strategies. The LHSC uses the NHTSA publication *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 as a guide for developing evidenced-based enforcement strategies. The HSP narrative outlines Louisiana's broad approach to address key problem enforcement areas and guides the local jurisdictions to examine local data, or utilize the data provided by CARTS ([CARTS Crash Reports](#)), to develop appropriate countermeasures for their problem areas. Examples of proven strategies include targeted enforcement focusing on specific violations, such as impaired driving, failure to wear seatbelts, and speeding. Additional

strategies deployed include enforcement during specific times of day when more crashes occur; nighttime impaired driving checkpoints, and enforcement of high-risk occupant protection populations, such as at night, with additional focus on occupant protection of pickup truck occupants. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is also required. The Data-Driven Approach to Crime and Traffic Safety (DDACTS) model and other strategies that use data to identify high-crash locations are also proven strategies. By implementing strategies, that research has shown to be effective, more efficient use is made of the available resources and the success of enforcement efforts is enhanced.

Continuous Monitoring

Continuous monitoring of the implementation of enforcement programs is another important element of the enforcement program. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow-up on programs funded by LHSC. The law enforcement agencies receiving grant funding are required to report on the progress of their programs in their activity reports. These reports must include data on the activities conducted, such as the area and times worked and the number of tickets issued. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of the enforcement project.

The LHSC Program Coordinators oversee and manage law enforcement grants. In addition, the LHSC has a staff of nine Law Enforcement Liaisons (LEL) who maintain constant field coordination with their assigned agencies. Contact with enforcement agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Enforcement deployment strategies are continuously evaluated for their impact, effectiveness and modifications are made where warranted.

High Visibility Enforcement Strategies

LHSC will provide sub grants to local police departments and sheriffs' offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of impaired driving, occupant protection, and child passenger safety laws. Participating agencies conduct sobriety checkpoints and saturation patrols which will be coordinated with the annual "Click It or Ticket" (CIOT) and "Drive Sober or Get Pulled Over" (DSGPO) national mobilizations in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and make adjustments throughout the year as needed. LHSC normally contracts with a range of 40 to 125 agencies. The 2023 CIOT enforcement period is May 22 to June 4, 2023 and the DSGPO dates are December 16, 2022 to January 1, 2023 and August 18 to September 4, 2023.

LHSC also will support overtime enforcement for the LSP to work DWI, speed, and occupant protection activities. High fatal and injury crash locations, days, and times will be a priority for enforcement activities; and adjustments will be made throughout the year based on resources and crash analysis.

As required by 23 CFR Part 1300 (d)(5), the projects that collectively are a part of the evidence-based traffic safety enforcement program (TSEP) are identified by the blue badge logo throughout Section 2.0 where they are discussed in more detail.



2.0 Highway Safety Plan

The following sections describe the LHSC's program areas for FFY 2023 and provide details on the program areas, performance targets and measures, strategies, programs, and projects planned for the upcoming year. A comprehensive table of all projects is provided at Table 5.3.

The project descriptions at the end of each program area include citations referencing the performance targets and evidence of effectiveness. The LHSC used the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 as a reference to aid in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 HSP program areas. Evidence of effectiveness citations, which reference CTW, followed by the chapter and related countermeasure section (e.g., CTW, Chapter 2, and Section 2.1), is identified in the project descriptions, and denotes the effectiveness of the related countermeasure strategy where appropriate. Note that CTW is not referenced for projects such as LHSC administrative functions and activities. The 2020 edition of Countermeasures That Work can be viewed in its entirety on the NHTSA website at: [Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices Tenth Edition, 2020](#).

2.1 Impaired Driving

Problem Identification and Analysis

Louisiana's alcohol-related fatal crash percentage fell from 47 percent in 2014 to 40 percent in 2020. The alcohol-impaired fatal crash percentage, .08 and above, decreased from 33 percent in 2014 to 28 percent in 2020. The 2020 FARS data for alcohol-impaired driving fatalities with a BAC 0.08 or greater indicates 233. According to CARTS from 2016 to 2020, there were 1,393 alcohol-involved fatalities and injuries between 6 p.m. and 12 a.m., followed by 1,059 from 12 a.m. to 6 a.m., 409 from 12 p.m. to 6 p.m., and 186 from 6 a.m. to 12 p.m. During this same five-year period, data indicated that Friday, Saturday, and Sunday were the top three days when alcohol-involved fatalities occurred. The 25-34-year-old age group, followed by 35-44 age group together accounted for 44.2 percent of all drivers involved in impaired driving crashes. Nearly 56 percent of the BAC test results during this same five-year period were .08 or above. While impaired driving continues to be a concern, Louisiana continues to rank as a Section 405d midrange state. Driving after drinking continues to be taken too lightly in Louisiana. A cultural

shift toward understanding the realities and consequences of drinking and driving must take place.

The 2022 Legislative Session brought additional changes to the medicinal marijuana laws as well as a statewide decriminalization for possession of small amounts of marijuana. Several legislators introduced bills to allow recreational marijuana; however, these measures failed to pass. With these recent legislative changes and a growing sentiment in support of marijuana legalization, Louisiana’s impaired driving data is showing increasing involvement of marijuana and other impairing substances.

Louisiana has a Zero Tolerance law (0.02 blood alcohol concentration (BAC)) for drivers less than 21 years of age. However, 18- to 20-year olds are allowed to enter bars in Louisiana. According to CARTS, among the drivers age 18 to 20 there were 116 alcohol-involved fatal and injury crashes in Louisiana in 2021. In FFY 2020, Louisiana conducted attitudinal surveys to track driver attitudes and awareness of impaired driving enforcement and found when asked, “What do you think the chances are of someone getting arrested if they drive after drinking?” 80.8 percent of respondents noted ‘Very Likely’ and ‘Somewhat Likely’. However, when asked, “In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?” 61.5 percent of respondents indicated ‘None’.

Impaired driving is not solely limited to alcohol impairment. In Louisiana, drugs also are prominent in the toxicology reports provided by the State Crime Laboratory. Of the traffic impairment reports identified in Table 2.1, over two-thirds of drivers tested had drugs or drug metabolites in their system and, perhaps more alarming, the drivers had an average of three drugs in their system.

Table 2.1 General Statistics

	2017	2018	2019	2020	2021
Total traffic impairment TOX/ BAC reports released ^a	3,797	4,345	4,092	3,650	4,324
BAC reports (BAC >0.08%)	1,818 (47.9%)	1,075 (60.7%)	1,157 (60.2%)	865 (53.0%)	1035 (51.7%)
TOX reports (BAC <0.08%)	1,979 (58.5%)	696 (39.3%)	762 (39.8%)	1732 (47.0%)	966 (48.3%)
Traffic/Impairment Only					
Toxicology reports released	1,815	2,574	2,171	2,011	2,136
Reports that had no drugs of toxicological significance	458 (25.2%)	844 (32.8%)	613 (28.2%)	810 (40.0%)	501 (23.4%)
Reports that had insufficient sample to process	19 (1.0%)	11 (0.4%)	32 (1.0%)	37 (2.0%)	15 (0.6%)
Remaining reports that yielded drugs or drug metabolites	1,341 (73.8%)	1,719 (66.8%)	1,158 (71.7%)	1,164 (58.0%)	1,623 (76.0%)
Drugs or drug metabolites identified	4,331	6,532	5,163	6,635	6,263*
Average drugs per case	3.2	3.8	2.4	2.7	4*

Source: Louisiana State Police Crime Lab, 2022. ^a Total released (coroner, etc.).

According to the Crime Lab, cases may not always fall in one of the above three categories: insufficient, no drugs detected and/or drugs detected. Additionally, there are instances of case overlap, where some cases can be identified no drugs and insufficient OR identified one or more drugs and insufficient.

Table 2.2 details the percentages of all traffic impairment cases in which the driver was at or above the legal limit for alcohol and had at least one drug of impairment in their system. Only 5 to 10 percent of the drivers in the cases reported had no drugs (including alcohol) or an insufficient sample in their system. All data is derived from both blood and urine samples; therefore, no inference of drug impairment can be made.

In 2021, of the 1,639 BAC reports released, 1,035 of them had a BAC of 0.08 g% or higher, that is 51.7% of kits analyzed.

Table 2.2 Traffic Impairment Cases

What percentage of all traffic impairment cases reported?	2018	2019	2020	2021
...at or above the legal limit for alcohol?	60.7%	60.2%	53.0%	51.7%
...at least one drug of impairment?	67.2%	71.7%	58.0 %	76.0 %
...no drugs and/or insufficient sample?	32.8%	29.3%	42.0%	24.0%

Source: Louisiana State Police Crime Lab, 2022.

Table 2.3 provides a breakdown for all results of the top 5 drugs detected in **blood** samples collected in traffic impairment cases and the percent detected of each. The number of reports released per year are as follows: 2018-1,742 reports, 2019-1,429 reports, and 2020-1,707 and 2021-1,880 reports.

Table 2.3 Drugs Detected in Traffic Impairment Cases

Toxicology/Drug	2018		2019		2020		2021	
	Times Detected	Percent	Times Detected	Percent	Times Detected	Percent	Times Detected	Percent
THC – COOH/THC/THC-OH*	845	45.5%	1,212	38.1%	1,351	37.0%	757	40.27%
Diazepam (Valium)	553	29.8%	232	16.2%	97	6.0%		
Carisoprodol	445	24.0%	167	11.7%	17	1.0%		
Methamphetamine	207	11.1%	135	3.7%	135	20.0%	383	20.37%
Cocaine	151	8.1%	106	7.4%	82	5.0%	205	10.9%
Fentanyl							410	21.81%
Alprazolam							264	14.04%

Source: Louisiana State Police Crime Lab, 2022.

*Notes: THC-COOH is the carboxy metabolite of THC, it is the only non-active drug or metabolite LSPCL reports. In July 2018, the LSPCL added THC and THC-H metabolite to their confirmatory list.

Impaired Driving Assessment of Overall Traffic Safety Impact

Louisiana has a comprehensive impaired driving program that incorporates broad-ranging strategies and actions designed to reduce impaired driving fatalities and injuries. The LHSC utilizes data analysis and strategic planning to guide all funding decisions outlined in the HSP with the intention that the comprehensive nature of the impaired driving program will achieve the overall impaired driving goal. The LHSC used input collected throughout the year from planning partners identified in Section 1.0 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 impaired driving program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. Although several of these impaired driving projects address prevention programs for young adults and for underage drinking, they are coordinated by LHSC assigned program coordinators to ensure the projects contribute to the effectiveness of our overall highway safety impaired driving program.

Performance Target

- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 222 (2016-2020 average) to 217 in 2023. (C-5)

Performance Measures

- Number of fatalities involving a driver or motorcycle operator with BAC 0.08 and greater.
- Number of impaired driving arrests issued during grant funded enforcement activities.

Strategies

1. Provide sustained enforcement of statutes addressing impaired driving/riding.
2. Support the National “Drive Sober or Get Pulled Over” campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the impaired driving campaign network buys and evaluate the paid media via attitudinal surveys.
3. Promote Juvenile Underage Drinking Enforcement (JUDE) enforcement with local law enforcement agencies.
4. Identify, fund, and assist in the implementation of impaired driving prevention programs for young adults and underage drinking prevention programs for 15- to 24-year olds.
5. Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.
6. Develop new, and strengthen existing, impaired driving prevention networks and associations.

7. Address repeat offenders through legislation, education, public information, and support of DWI Courts.
8. Streamline the electronic DWI processing system to reduce the time needed to process a DWI arrest.
9. Provide Drug Recognition Expert (DRE) training to revitalize the DRE program, and conduct SFST Instructor, SFST Training Field Courses.
10. Fund a Traffic Safety Resource Prosecutor (TSRP) and Judicial Outreach Liaison (JOL).
11. Expand the Screening, Brief Intervention, and Referral to Treatment (SBIRT) project to additional universities and high schools.

Programs and Projects

Note: Multiple funding sources are provided for some projects listed below. The LHSC will utilize the appropriate funding source as applicable to the program area. Other impaired driving projects are included in other program areas such as Police Traffic Services, Community Traffic Safety Program, and the Teen Traffic Safety Program.

Project Number: 2023-10-10

Project Title: Tangipahoa Reshaping Attitudes for Community Change (TRACC) Coalition-Warranted Blood Draw Support Program Tangipahoa

Project Description: This regional impaired driving program is designed to support Warranted Blood Draw sobriety enforcement efforts through the use of certified medical technicians who will provide evidence collection (blood draws) to assist in prosecution when search warrants are issued having certified medical personnel readily available reducing the time needed to draw blood. (CTW, Chapter 1, Section 2.3)

Project Budget/Source: \$42,316.500/Section 405d

Project Number: 2023-10-16

Project Title: North Shore Planning Commission (SBIRT Training)

Project Description: This project aims to provide multiple trainings by nationally registered SBIRT (Screening, Brief Intervention, and Referral to Treatment) trainers to individuals employed by the Southeastern Louisiana University Health Center and Counseling Center. This training will equip the necessary personnel with the tools to screen for alcohol dependency in young drivers and try to motivate a change in their patient's substance usage and any related impaired driving. Expand the program to additional universities and high schools. (CTW, Chapter 5: Section 5.1)

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

Project Number: 2023-10-11

Project Title: Impaired Driving Policy Specialist

Project Description: The Impaired Driving Policy Specialist will assist LHSC with the implementation of research-based impaired driving policies, programs, and practices aimed at providing court support of high-visibility enforcement efforts and reducing impaired driving and the number of related fatalities. The Impaired Driving Policy Specialist is also responsible for establishing DWI courts, assisting in management and operation of three of the LHSC-funded DWI Courts (4th JDC, 14th JDC, and Terrebonne DWI Court) and ensuring that new and existing DWI court personnel, such as probation officers, receive the training needed to operate successfully. The Specialist also collaborates with the Louisiana Supreme Court regarding the DWI courts under their management. (CTW, Chapter 1: Section 1.5 and 3.1)

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

Project Number: 2023-10-13

Project Title: Prosecutor/Law Enforcement Training Program

Project Description: Through the Louisiana District Attorneys Association (LDAA), the LHSC provides funding for a Traffic Safety Resource Prosecutor (TSRP) to help law enforcement, prosecutors, and judges align their efforts to prosecute DWI cases. The grant funds will be used to host and facilitate trainings; funding for participants to attend is not included. The LDAA plans to facilitate and present impaired driving courses to a minimum of 250 prosecutors and 100 law enforcement officers during FFY 2023. This training is offered statewide. (CTW, Chapter 1: Section 1.1, 1.3, 1.4, 1.5; Chapter 3: 3.2, 3.4)

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

Project Number: 2023-10-17

Project Title: Mothers Against Drunk Driving – Court Monitoring

Project Description: This program monitors courts in East Baton Rouge Parish, Jefferson, St. Tammany, Lafayette, Livingston, Tangipahoa, St. Charles, Bossier, and Ouachita. The Court Monitors attend assigned court(s), observe DWI cases, collect pertinent data to generate trends in Handling DWI cases, enter case information into the court monitoring database, train and supervise program volunteers, manage monitor (“watchdog”) calls and cases, compile reports, and complete monthly progress reports. (CTW, Chapter 1: Section 3.3)

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

Project Number: 2023-10-12

Project Title: Judicial Outreach Liaison (JOL)

Project Description: The JOL will serve as a liaison between courts and policy-makers, provide training and continued education to judges throughout the State, share information, and coordinate with other justice professionals; promote evidence-based and promising practices; and communicate highway safety issues. (CTW, Chapter 1: Section 3.1)

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

Project Number: 2023-10-19

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

Project Description: This project provides salary and related benefits for one full-time Forensic Analyst in North Louisiana to perform forensic analysis of DWI cases. Having a DWI case specific Forensic Analyst position in the northern region of Louisiana will significantly increase the accuracy of the states DWI data collection. (CTW, Chapter 1, Section 2.3)

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

Project Number: 2023-10-20

Project Title: DWI Court Management Program

Project Description: The Supreme Court Drug Court Office (SCDCO) will provide oversight, administration, and monitoring to six Louisiana DWI Courts (15th JDC Lafayette Parish DWI Court, 16th JDC St. Mary Parish DWI Court, 22nd JDC St. Tammany Parish DWI Court, 24th JDC Jefferson Parish DWI Court, Baton Rouge City DWI Court, and 27th St. Landry Parish DWI Court). All courts are required to adhere to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. The grant funds pay for 10 percent FTE for Supreme Court oversight of DWI courts, and contractual costs with the six DWI courts for program management, and training programs and supplies. (CTW, Chapter 1: Section 3.1)

Project Budget/Source: \$400,000.00/Section 164AL; \$434,622.00/Section 405d

Project Number: 2023-10-21

Project Title: 14th Judicial District DWI Court

Project Description: The 14th Judicial District DWI Court serves Calcasieu Parish and accepts DWI offenders into a minimum 12-month, or maximum 3-year, treatment program in an effort to reduce recidivism. The court adheres to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. This project provides funds for lab testing and counseling services for DWI offenders participating in the DWI court program.

This DWI Court is not under the administration of the SCDCO. (CTW, Chapter 1: Section 3.1)

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

Project Number: 2023-10-22

Project Title: 4th Judicial District DWI Court

Project Description: The 4th Judicial District DWI Court serves Ouachita and Morehouse Parishes and accepts third-offense DWI offenders into a minimum 12-month, or maximum 3-year, treatment program in an effort to reduce recidivism. Other DWI offenders may be accepted if it is deemed beneficial to public safety. The court adheres to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. This project provides funds for lab testing (blood and urine), alcohol monitoring services, and counseling services for DWI offenders participating in the DWI court program. This DWI Court is not under the administration of the SCDCO. (CTW, Chapter 1: Section 3.1)

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

Project Number: 2023-10-23

Project Title: Terrebonne Parish DWI Court

Project Description: The 32nd Judicial District DWI Court serves Terrebonne Parish and accepts first offenders and second offenders into a minimum 12-month treatment program in an effort to reduce recidivism. DWI offenders receiving a first DWI are placed into a probation program and the charge is dismissed, but if a second first offense is committed, the offender is then accepted into the DWI court. Other DWI offenders may be accepted if it is deemed beneficial to public safety. The court adheres to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. This project provides funds for counseling services and salaries for Treatment Director and DWI Administrator. This DWI Court is not under the administration of the SCDCO. (CTW, Chapter 1: Section 3.1)

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

Project Number: 2023-10-30

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

Project Description: The J.U.D.E. Task Force attacks underage drinking and impaired driving in East Baton Rouge Parish. The Task Force will work to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering a bar/lounge, or to purchase, possess, and consume alcoholic beverages. This project will also

work to reduce serving of alcohol to juveniles, reduce the underage purchase of alcohol, and improve compliance checks. (CTW, Chapter 1: Section 6.1, 6.3)

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

Project Number: 2023-10-31

Project Title: Louisiana Cops in Shops Program

Project Description: The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops project utilizes ATC enforcement agents to conduct extensive underage alcohol enforcement efforts. The Cops in Shops project works to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering a bar/lounge, or to purchase, possess, and consume alcoholic beverages statewide. (CTW, Chapter 1: Section 6.1, 6.3)

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

Project Number: 2023-10-32

Project Title: Capital Region Transportation Safety Coalition – Warranted Blood Draw Support Program

Project Description: This regional impaired driving program is designed to support Warranted Blood Draw sobriety enforcement efforts through the use of certified medical technicians who will provide evidence collection (blood draws) when warrants are issued. (CTW, Chapter 1, Section 2.3).

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

Project Number: 2023-10-34

Project Title: DWI Enforcement Training Specialist

Project Description: This enforcement training specialist will assist LHSC in FY 2023 with additional law enforcement training, including LADRIVING, courtroom testimony and other impaired driving issues. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1)

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

Project Number: 2023-20-10

Project Title: Travel/Training Funds for Impaired Driving

Project Description: Funds set aside to send law enforcement and other partners to training and conferences directly related to support planned impaired driving strategies and projects. This training will improve attendees' knowledge of new methods to reduce impaired driving and

improve safety on our roadways. Each request will be submitted to the LHSC and must be approved by the Executive Director.

Project Budget/Source: \$40,000.00/Section 164AL

Project Number: 2023-10-44

Project Title: LA Voz de la Comunidad

Project Description: The LA Voz de la Comunidad will conduct culturally competent community outreach to raise awareness and educate Latinos of the dangers of impaired driving. They will utilize effective local communication strategies incorporating multiple sectors of the Latino community to reduce the number of alcohol-impaired fatalities and injuries in Latino communities. They will also conduct surveys of Latinos regarding impaired driving norms within Latino communities and utilize resulting data to enhance media outreach.

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

Project Number: 2023-30-80

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



Project Description: The project will support LSP overtime enforcement work in DWI, speed, and occupant protection and Public Information Officer (PIO) overtime activities. High fatal and injury crash locations, days, and times will be a priority for enforcement activities; and adjustments will be made throughout the year based on resources and crash analysis.

The LSP will plan and conduct one SFST Instructor Development Course, six Radar Instructor Development Course, one DRE Courses, three SFST Training Field Courses, two DRE training courses, and three ARIDE Field Courses. Officers working the PIO overtime activities will conduct Public Information Presentations. These presentations will be used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics will be publicized through print, TV, and/or radio media throughout the duration of the grant. The two LSP Rollovers will be used at college and high school sporting events, industrial plants, safety fairs, etc., at least twice per month per Rollover.

The LHSC will reimburse the LSP for radio communication overtime activities and clerical overtime activities. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

Project Budget/Source: \$729,198.75/Section 405d; \$36,672.48/Section 402; \$288,322.65.00/Section 405b

Project Number: 2023-30-10 *through* 2023-30-63

Project Title: Overtime Traffic Safety Enforcement – Local Law Enforcement
(Not including State Police)



Project Description: LHSC will provide sub-grants to local police departments and sheriffs’ offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of impaired driving, occupant protection, and child passenger safety laws, which will be coordinated with the annual “Drive Sober or Get Pulled Over” (DSGPO) and “Click It or Ticket” (CIOT) national mobilizations in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and make adjustments throughout the year as needed. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

Following is a list of local law enforcement sub grantee agencies for FFY 2023.

Year Long Law Enforcement Agencies

- Abbeville Police Department
- Alexandria Police Department
- Allen Parish Sheriff’s Office
- Ascension Sheriff’s Office
- Baton Rouge Police Department
- Bogalusa Police Department
- Bossier Sheriff’s Office
- Breaux Bridge Police Department
- Caddo Sheriff’s Office
- Calcasieu Sheriff’s Office
- Denham Springs Police Department
- DeRidder Police Department
- East Baton Rouge Sheriff’s Office
- Evangeline Sheriff’s Office
- Franklinton Police Department
- Gonzales Police Department
- Greater NO Expressway
- 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 Sheriff’s Office
- Livingston Parish Sheriff’s Office
- Mandeville Police Department
- Monroe Police Department
- Morgan City Police Department
- Natchitoches Police Department
- New Orleans Police Department
- Oil City Police Department
- Pineville Police Department

- Plaquemines Parish Sheriff's Office
- Pointe Coupee Sheriff's Office
- Shreveport Police Department
- Slidell Police Department
- St. Bernard Sheriff's Office
- St. Charles Sheriff's Office
- St. Tammany Sheriff's Office
- Southern University and A&M College at New Orleans
- Southeastern Louisiana University
- Springhill Police Department
- Tangipahoa Sheriff's Office
- Terrebonne Sheriff's Office
- Thibodaux Police Department
- Vinton Police Department
- Washington Sheriff's Office
- West Baton Rouge Parish Sheriff's Office
- West Monroe Police Department
- Westwego Police Department
- Zachary Police Department

Project Budget/Source: \$2,875,373.73/Section 402; \$288,322.65/Section 405b; \$1,111,975.75/Section 405d; \$83,954.00/Section 405h; \$555,305.00/Section 154; \$836,889.00/Section 164AL

Project Number: 2023-35-TBD (Projects will be numbered sequentially)

Project Title: Special Waves Enforcement –Drive Sober



Project Description: LHSC will provide sub grants to local police departments and sheriffs' offices for high-visibility and sustained enforcement overtime enforcement of traffic safety laws. The agencies will provide enforcement in support of impaired driving to be coordinated with the NHTSA/LHSC annual Drive Sober or Get Pulled Over campaign. Prior to DSGPO, a solicitation will be sent to all law enforcement agencies to announce the availability of small contracts with the LHSC to participate in DSGPO. Interested agencies respond with their overtime rate, and number of hours they can work for each wave. (CTW, Chapter 1: Sections 2.1, 2.2, 5.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

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

Project Number: 2023-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This is 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 intoxicated and includes information on distracted driving and occupant protection. The program increases knowledge, creates positive attitudes, and influences healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program is a partnership with the Louisiana State

Police, the Trauma Team, and Trauma Victims. Program effectiveness is measured through pre- and post-tests. (CTW, Chapter 1: Section 6.5)

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

Project Number: 2023-55-11

Project Title: Ready, Set, DRIVE!

Project Description: The project will fund the “Ready, Set, DRIVE!” Teen Driver Safety Program in the East Baton Rouge, East Feliciana, Iberville, Point Coupee, and West Baton Rouge parishes. “Ready, Set, DRIVE!” is an educational program focused on traffic laws, driver education, and other strategies. The program teaches participants how to recognize, assess and change their risky driving behaviors, such as driving while impaired, in an effort to decrease the number of teen driver related motor vehicle crashes on our roads. The program measures effectiveness through pre- and post-tests. (CTW, Chapter 1: Sections 6.5 and Chapter 2: Sections 7.1)

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

Project Number: 2023-55-12

Project Title: ThinkFirst for Teens Program

Project Description: This project will provide for coordination and implementation of a minimum of 72 one to two hours ThinkFirst programs on underage drinking and impaired driving for youth and young adults to reduce the number of alcohol-related fatalities. These programs will be conducted through schools, colleges/universities, corporate/community traffic safety programs, churches, DWI classes, Juvenile Court, etc., in Northwest Louisiana. A social media component will reinforce the message of the program. Program participants will have an opportunity to engage with individuals who have significant injuries from being involved in car crashes. This allows the participants first hand knowledge of the dangers and effects of their potential decisions. Program effectiveness is measured through pre- and post-tests. (CTW, Chapter 1: Section 6.5)

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

Project Number: 2023-55-23

Project Title: You Are Worth It, Inc.

Project Description: You Are Worth It works with high school students in Northeast Louisiana to educate young drivers about the negative effects of impaired driving. The program utilizes victim testimonies along with PowerPoint presentations and engaging videos to share the real-life consequences of impaired driving. (CTW, Chapter 1: Section 6.5)

Project Budget/Source: \$10,000/Section 402

Project Number: 2023-70-15

Project Title: Bayou Classic Outreach

Project Description: This project will provide outreach at the largest African-American sporting event within the state of Louisiana. There will be a press event prior to the Bayou Classic focusing on reducing impaired driving and the related serious injury and fatal crashes. Educational material promoting traffic safety will be distributed on game day specific to impaired driving. There will be announcements, traffic safety messaging will be displayed during the sporting event and the traffic safety message will be displayed on the ribbon and message boards during the sporting event.

Project Budget/Source: \$21,000/Section 154AL

Project Number: 2023-80-01

Project Title: Paid Media for Impaired Driving

Project Description: The paid media campaign directly supports the enforcement activities and informs the public about impaired driving high visibility enforcement campaigns and laws. Paid media outreach (television, radio, print, billboards, and sporting events) is based on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. The media outlets utilized may vary slightly by demographic area and campaign in order to reach the targeted audiences. The media contractor will research and develop a year-long media buy plan, implement approved media purchases, and provide all post reporting and affidavits of performance on media purchases. Message recognition will be measured through attitudinal surveys. (CTW, Chapter 1: Section 5.2)

Project Budget/Source: \$592,222.00/Section 154AL

Project Number: 2023-80-03

Project Title: LHSC Earned Media

Project Description: LHSC will contract with a Earned Media 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 will be measured through attitudinal surveys. (CTW, Chapter 1: Section 5.2)

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

Project Number: 2023-80-04

Project Title: Hometown Productions

Project Description: This project will provide the production and distribution of PSA’s focused on educating Louisiana citizens on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSA’s will be implemented through an assessment of current programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and problem identification. (CTW, Chapter 1: Section 5.2)

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

Project Number: 2023-20-10

Project Title: Research and Assessment Surveys

Project Description: Preusser Research Group will conduct observational surveys and provide reports using the data collected as required by NHTSA to determine adult safety belt (daytime and nighttime) and attitudinal surveys to measures licensed drivers attitudes related to impaired driving, seat belts, motorcycles, speeding, and distracted driving. This allows the LHSC to focus on the problematic targeted areas.

Project Budget/Source: \$185,000.00/Section 405b; \$40,000.00/Section 402

2.2 Occupant Protection

Problem Identification and Analysis

Louisiana has a primary seat belt law but still falls below the national average for seat belt use. As shown in Figure 2.1, in 2020, the 21 to 34 age group had the largest percentage of unbelted fatalities of any age group, while those 75 and older tended to have a higher belt use rate. According to CARTS in 2020, 59 percent of all occupants killed were not wearing a seat belt and Friday, Saturday, and Sunday were also shown to be the top three days when unrestrained fatalities occurred. In FFY 2020, Louisiana conducted attitudinal surveys to track driver attitudes and awareness of occupant protection enforcement and communication activities. When asked: “How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick up?”, 94.5 percent of respondents said either ‘Always’ or ‘Nearly Always’. However, when respondents were asked: “What do you think the chances are of getting a ticket if you don’t wear your safety belt?” 67.0 percent noted either ‘Very Likely’ or ‘Somewhat likely’.

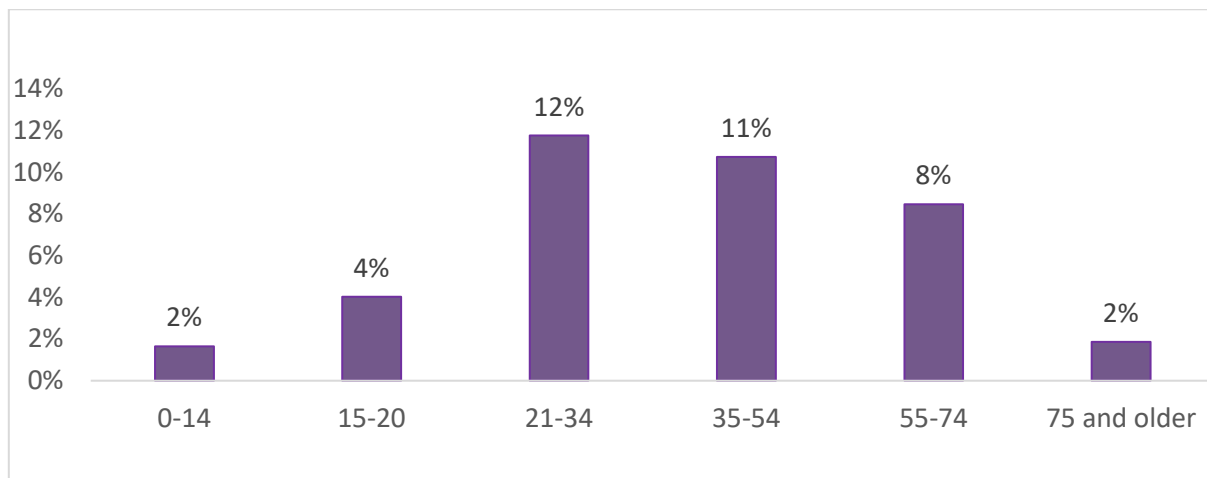
Hispanic/Latino fatalities were approximately 3% of all fatalities from 2014-2018 (most recent available from STSI). From the 2021 Observational seatbelt use study, Hispanic occupants seat belt usage rate is 86.5%.

Occupant Protection Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. To provide the maximum impact and likelihood for increasing

restraint use, the LHSC provides leadership, training, and technical assistance to other state agencies, law enforcement agencies, and to local occupant protection projects. The LHSC conducts problem identification to identify the areas and populations that have the highest rate of unrestrained fatalities and lowest usage rates. Louisiana’s occupant protection program is comprehensive in its geographic coverage, reach to high-risk populations, engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures, and the funding support to ensure success. The LHSC uses input collected throughout the year from planning partners identified in Section 1.0 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 occupant protection program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for occupant protection countermeasures, the likelihood of our strategies reaching our goals increases in reducing unrestrained fatalities. The State considers the recommendations from previous NHTSA assessments and all other assessments when planning legislative and programmatic strategies, based on the State’s priorities, staffing, and other factors.

Figure 2.1 Unbelted Fatalities as a Percentage of Total Fatalities, by Age Group 2021



Source: Center for Analytics & Research in Transportation Safety at Louisiana State University (state data).

Performance Targets

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

Performance Measures

- Number of unrestrained passenger vehicle occupant fatalities, all seating positions.
- Statewide seat belt use, front seat outboard occupants, rate as determined by the 2019 seat belt observation survey.
- Number of seat belt citations issued during grant funded enforcement activities.

Strategies

1. Provide sustained enforcement of statutes addressing occupant protection by contracting with law enforcement agencies for occupant protection enforcement overtime.
2. Support the National seat belt mobilization, “Click It or Ticket,” with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.
3. Provide technical assistance to local, parish, and state agencies, as well as organizations to conduct occupant protection programs.
4. Conduct a comprehensive high-risk countermeasures program to reduce unrestrained fatalities during nighttime hours and to increase occupant protection usage rates in pickup trucks.
5. Conduct a “Buckle Up In Your Truck” campaign with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations.
6. Provide safety belt restraints, child safety seat restraints, safety enforcement information, and educational materials to the public.
7. Provide training opportunities to potential and existing child passenger safety (CPS) technicians and instructors.
8. Provide training opportunity on providing safe travel for children with special needs.
9. Provide training opportunities to potential and existing CarFit instructors and provide CarFit events and education to the public.
10. Maintain a CPS seat distribution program for low-income families.
11. Conduct annual observational surveys on occupant protection usage.

Programs and Projects

Note: Multiple funding sources are provided for some projects listed below. The LHSC will utilize the appropriate funding source as applicable to the program area. Other occupant

protection projects are included in other program areas such as Police Traffic Services, Community Traffic Safety Program, and Young Driver Traffic Safety Program.

Project Number: 2023-20-10

Project Title: Research and Assessment Surveys

Project Description: Preusser Research Group (PRG) conduct observational surveys and provide reports using the data collected as required by NHTSA to determine adult safety belt (daytime and nighttime). This allows the LHSC to focus on the problematic targeted areas.

Project Budget/Source: \$185,000.00/Section 405b; \$40,000.00/Section 402

Project Number: 2023-20-11

Project Title: Louisiana Passenger Safety Task Force

Project Description: The University Medical Center Medical Corporation maintains the Louisiana Passenger Safety Task Force (LPSTF), which will provide a centralized resource for all OP/CPS activities and education, maintain a database of all Louisiana CPS technicians, promote recertification of technicians, conduct quarterly regional meetings, provide five Standardized CPS Instructor/Technician Courses, and support certified fitting stations in each region. The project will also focus on CarFit. CarFit community based program that promotes continued safe driving among older drivers. (CTW, Chapter 2: Sections 3.2, 7.1, 7.2)

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

Project Number: 2023-20-13

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

Project Description: This project will educate 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 will raise awareness through community outreach, partner with the Louisiana Passenger Safety Task Force (LPSTF) to host two car seat events, participate in at least six community events to promote occupant protection, and distribute language appropriate materials targeting specific populations (such as young adults, pregnant moms, churches, and clinics), etc. This project will build upon their existing services to reach additional clients throughout the year. (CTW, Chapter 2: Sections 3.2, 7.2 and Chapter 7: Section 1.2)

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

Project Number: 2023-20-01

Project Title: Travel/Training Funds for Occupant Protection

Project Description: Funds set aside to send law enforcement and other partners to training and conferences directly related to support of planned occupant protection strategies and projects. Each request will be submitted to the LHSC and must be approved by the Director.

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

Project Number: 2023-30-80

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



Project Description: The project will support LSP overtime enforcement work in occupant protection DWI, and speed, and Public Information Officer (PIO) overtime activities. High fatal and injury crash locations, days, and times will be a priority for enforcement activities; and adjustments will be made throughout the year based on resources and crash analysis.

Officers working the PIO overtime activities will conduct Public Information Presentations at college and high school events, industrial plans, safety fairs, etc. These presentations will be used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics will be publicized through print, TV, and/or radio media throughout the duration of the grant.

The LHSC will reimburse the LSP for radio communication overtime activities and clerical overtime activities. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

Project Budget/Source: \$729,198.75/Section 405d; \$36,672.48/Section 402; \$288,322.65/Section 405b

Project Number: 2023-30-10 *through* 2023-30-63

Project Title: Overtime Traffic Safety Enforcement – Local Law Enforcement



Project Description: LHSC will provide sub grants to local police departments and sheriffs' offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of occupant protection and child passenger safety, which will be coordinated with the annual CIOT campaign in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and make adjustments throughout the year as needed. Refer to Table 2.5 (the program area budget table) to identify the budget for this enforcement program. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

For the list of yearlong law enforcement agencies see pages 50 and 51.

Project Budget/Source: \$2,875,373.73/Section 402; \$288,322.65/Section 405b; \$1,111,975.75/Section 405d; \$83,954.00/Section 405h; \$555,305.00/Section 154; \$836,889.00/Section 164AL

Project Number: 2023-35-TBD (Projects will be numbered sequentially)



Project Title: Special Waves Enforcement – CIOT/Buckle Up in Your Truck

Project Description: LHSC will provide sub grants to local police departments and sheriffs' offices for high-visibility and sustained enforcement overtime enforcement of traffic safety laws. The agencies will provide enforcement in support of occupant protection to be coordinated with the NHTSA/LHSC annual CIOT and Buckle Up in Your Truck campaigns. Prior to CIOT, a solicitation will be sent to all law enforcement agencies to announce the availability of small contracts with the LHSC to participate in CIOT and Buckle Up in Your Truck. Interested agencies respond with their overtime rate, and number of hours they can work for each wave. (CTW, Chapter 1: Sections 2.1, 2.2, 5.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

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

Project Number: 2023-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This is a statewide comprehensive injury prevention program for adolescents to decrease the number of unrestrained traffic fatalities and participating in high-risk behavior that accompanies driving unrestrained, driving intoxicated and includes information on distracted driving. The program increases knowledge, creates positive attitudes, and influences healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program is a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness is measured through pre- and post-tests. (CTW, Chapter 1: Section 6.5)

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

Project Number: 2023-55-11

Project Title: Ready, Set, DRIVE!

Project Description: The project will fund the “Ready, Set, DRIVE!” Teen Driver Safety Program in the East Baton Rouge, East Feliciana, Iberville, Point Coupee, and West Baton Rouge parishes. “Ready, Set, DRIVE!” is an educational program focused on traffic laws, driver education, and other strategies. The program teaches participants how to recognize, assess and change their risky driving behaviors, such as driving without a seat belt and driving while impaired, in an effort to decrease the number of teen driver related motor vehicle crashes on our roads. The program measures effectiveness through pre- and post-tests. (CTW, Chapter 1: Sections 6.5 and Chapter 2: Sections 7.1)

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

Project Number: 2023-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition – BRAKES

Project Description: The Tangipahoa Parish Government – TRACC Coalition will work to create a safer community by encouraging positive attitudes and behavior among teen drivers regarding traffic safety. The BRAKES (Be Responsible and Keep Everyone Safe) Program addresses occupant protection, distracted driving, speed, and impaired driving for young drivers. Program effectiveness and knowledge gain will be measured by pre- and post-tests. (CTW Chapter 1: Section 6.5)

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

Project Number: 2023-55-16

Project Title: Students Against Destructive Decisions (SADD)

Project Description: SADD provide education to high schools, middle schools and elementary schools in select parishes across Louisiana specific to the importance of proper seat belt usage. Students will be exposed to occupant protection PSAs, posters, flyers, participate in occupant safety contests, and contribute to occupant safety social media campaigns. The Program will measure effectiveness with pre- and post-tests and observational seat belt surveys. The State has funds and will consider expanding this local project into other parishes through the regional safety coalitions if schools want to offer the program. The project and any expansion are coordinated through LHSC's youth project coordinator to ensure consistency across the program area. (CTW, Chapter 2: Sections 3.2, 7.1)

Project Budget/Source: \$124,000.00/Section 402

Project Number: 2023-80-01

Project Title: Paid Media for Occupant Protection

Project Description: The paid media campaign directly supports the enforcement activities and informs the public about occupant protection high visibility enforcement and laws. Paid media outreach (television, radio, print, billboards, and sporting events) is based on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. The media outlets utilized may vary slightly by demographic area and campaign in order to reach the targeted audiences. The media contractor will research and develop a year-long media buy plan, implement approved media purchases, and provide all post reporting and affidavits of performance on media purchases. Message recognition will be measured through attitudinal surveys. (CTW, Chapter 1: Section 5.2)

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

Project Number: 2023-80-03

Project Title: LHSC Earned Media

Project Description: LHSC will contract with a Earned Media firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on occupant protection, impaired driving, and the topics of the National Priority Safety Programs. Message recognition will be measured through attitudinal surveys. (CTW, Chapter 1: Section 5.2)

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

Project Number: 2023-80-04

Project Title: Hometown Productions

Project Description: This project will provide the production and distribution of PSA's focused on educating Louisiana citizens on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSA's will be implemented through an assessment of current programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and problem identification. (CTW, Chapter 1: Section 5.2)

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

2.3 Traffic Records

Overview

The Department of Public Safety (DPS) is responsible under state statute to receive all crash reports from investigating agencies. The DPS, via the LHSC, has entered into an interagency agreement with the Louisiana Department of Transportation and Development (DOTD) to capture traffic crash data. The DOTD is the repository of all Motor Vehicle Crash data in the State of Louisiana. LSU, via a contract with the DOTD, administers the crash database. The LHSC is a partner and user of this data.

The Traffic Safety Information System Strategic Plan is the guiding document for the statewide Traffic Records Coordinating Committee (TRCC), a body composed of members from the different data owners, and stakeholders involved in collecting and using data related to highway safety. Section 405c funds provide guidance for traffic records projects planned, implemented, and managed by the TRCC. The Plan is based on expert recommendations from the last traffic records assessment conducted in Louisiana. By following the assessment recommendations many of the planned strategies will help achieve our goals. The plan is the committee's charter, and provides guidance and monitors progress. In Louisiana, the TRCC is chaired by the LHSC Deputy Director.

Traffic Records Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. The LHSC will continue to partner with the TRCC to address areas like timeliness, accuracy, completeness, and accessibility because traffic records impacts all areas of safety programming. The performance targets and performance measures noted below support the State's Section 405c grant application. The projects identified for FFY 2023 were chosen to support the Traffic Safety Information System Strategic Plan strategies, strengthen Louisiana traffic records information systems, and improve the quality of data used by partners and stakeholders to make safety investment decisions and safety improvements. In turn, these strategies and projects will combine to improve the quality and accessibility of traffic records throughout Louisiana. All proposed strategies will aid in the identification of traffic safety problem areas in the State and help in the development of countermeasures to address them.

Performance Targets

- Increase the completeness of latitude and longitude fields on crash reports submitted electronically from 82.1% on March 31, 2022, to 85% by April 1, 2023. (Completeness)
- Increase the accuracy of latitude and longitude measured as the number of crashes located within 150 feet of a road from 72.7% on March 31, 2022, to 74% by April 1, 2023. (Accuracy)
- Develop performance measure(s) for OMV Pointer System Project and will submit this measure(s) and baseline numbers on or before September 30, 2022. (Accuracy)
- Increase the percentage records that are entered within 10 days or less of days from the date of disposition/conviction to entry into the driver database for commercial drivers (CDL) from 44.5% on March 31, 2022, to 45% by April 1, 2023. (Timeliness)
- Increase the number of "active" courts reporting the disposition of traffic related cases from 94 courts on March 31, 2022, to 95 courts by April 1, 2023. (Completeness)
- Decrease the percentage of conviction records missing the identified critical data element (Driver License Class) from 24.5% on March 31, 2022, to 23% by April 1, 2023. (Completeness)
- Increase the percentage of EMS agencies reporting electronically the State Registry from 73% (44 agencies reporting out of 60) on March 31, 2022, by April 1, 2023. (Completeness)
- Increase the percentage of EMS reports submitted to the State Registry that are NEMSIS 3.5 compliant from a baseline of 0% on March 31, 2022, to 5% by April 1, 2023. (Accuracy)

Performance Measures

- Timeliness of the citation/adjudication system.
- Completeness of the citation/adjudication system.
- Completeness of the Injury Surveillance/EMS system
- Completeness of the Crash system
- Accuracy of the Crash System

Strategies

- Maintain membership in the Louisiana TRCC Executive Committee, Technical Committee, and Working Groups.
- Support the TRCC and its data custodians as they implement projects, which support the identified performance measures.
- Recommend legislative changes as needed to support an improved traffic records information system.
- Continue to support the collection and submission of accurate traffic crash data to Fatality Analysis Reporting System (FARS).
- Identify and implement traffic records stakeholder training as needed.

Programs and Initiatives

Project Number: 2023-40-11

Project Title: Center for Analytics & Research in Transportation Safety Programming

Project Description: The Center for Analytics & Research in Transportation Safety (CARTS) at Louisiana State University will support state law enforcement agencies with electronic crash reporting software installation and support, used by the agencies to submit crash data to the State. Louisiana is receiving over 95% of the crash data electronically, which enables the CARTS data quality team to switch their primary focus from electronic crash reporting to accuracy and completeness of the data. These projects increase the quality of crash data the State uses to report crash-related information, which is used for research and to improve the dissemination of crash data to decision-makers.

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

Project Number: 2023-40-15

Project Title: Louisiana Emergency Response Network (LERN) Contractor

Project Description: This project will provide for a contract with an individual to recruit and educate ambulance providers in the state to submit electronic injury surveillance data to

LERN on a regular basis. This third-party contract or agreement shall be submitted to LHSC for review and approval prior to any work being performed. This project shall coordinate with the LA Ambulance Alliance, who represents the majority of the ambulance providers in the state. A NEMSIS – compliant database shall be maintained with pertinent crash injury data elements obtained from the ambulance providers. (Timeliness, completeness, and accuracy)

Project Budget/Source: \$39,900.00/Section 405c

Project Number: 2023-40-16

Project Title: Northwestern University Center for Public Safety – NCPS Crash Reconstruction Training

Project Description: This will consist of the final section for in the Northwestern University Traffic Institute (NUTI) Crash Investigation series – Vehicle Dynamics and Reconstruction 1 and 2. These classes will train local law enforcement officers from around the state who have successfully completed the first two portions of the NUTI series – Crash Investigation 1 and 2. This training is critical due to the ever-necessary need to spread this training to law enforcement so that serious injury and fatal crashes especially can be investigated with a high level of competence (these crashes account for one third of the statewide total). (Accuracy and completeness)

Project Budget/Source: \$298,900.00/Section 405c

Project Number: 2023-40-20

Project Title: Travel/Training for Traffic Records

Project Description: Funds set aside to law enforcement, Traffic Records Coordinating Committee members and other partners to attend traffic records conferences and training (such as the ATSIP Traffic Records Forum). This serves to directly support planned strategies and projects. These requests are submitted and approved by the LHSC Executive Director. The number of conferences and training opportunities are unknown until the requests are received.

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

Project Number: 2023-40-21

Project Title: Department of Public Safety: Office of Motor Vehicles

Project Description: This project will provide overtime to assist motor vehicle analysts to input data that would prevent duplication of driver records through the State Pointer Exchange Service (SPEX). SPEX is associated with non-commercial drivers and provides information to state driver’s licensing agencies (SDLA) during the issuance and/or transfer of driver’s licenses. SPEX are shared between SDLAs in the AAMVA sponsored State-to-State Verification Service to ensure that one record is maintained for each individual driver.

Project Budget/Source: \$147,455.00/Section 405c

2.4 Motorcycle Safety

Problem Identification and Analysis

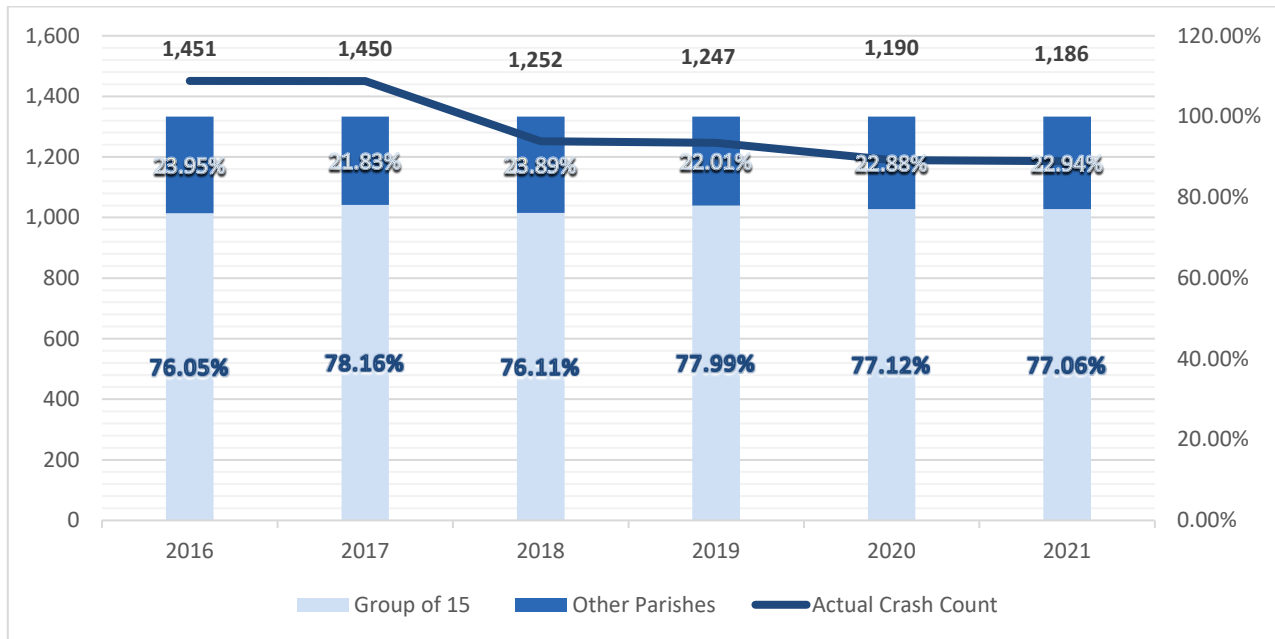
Overall, motorcycle crashes in Louisiana decreased 2.9 percent to 1,543 in 2020 from 1,589 in 2019. From 2016 to 2020, motorcycle fatalities decreased 10.9 percent, and 2020 data indicate another decrease of 5.7 percent in these fatalities from 2019. Motorcyclist injuries have continued to decrease each year since 2013. The most recent five-year reduction indicated a decrease of 22.5 percent. Thirty-seven and thirty-three percent of motorcyclist fatalities involved alcohol in 2019 and 2020, respectively, a one-year decrease of 3.9 percent.

According to FARS data, unhelmeted motorcyclist fatalities increased from 10 in 2019 to 15 in 2020. Louisiana’s helmet law has changed several times over the years. The state’s first universal (all rider) motorcycle helmet law became effective in 1968. That law was amended in 1976 to require helmet use only by riders under the age of 18 and followed by reenactment of the universal helmet law again in 1982. In 1999, the law was amended to require helmet use only by riders under the age of 18 and riders over 18 who did not have at least \$10,000 in medical insurance coverage. In 2004, the universal helmet law was enacted again for all motorcyclists. Louisiana maintained its universal motorcycle helmet law in the 2022 legislative session. Safety stakeholders will likely need to sustain the same vigorous educational and informational efforts again in FFY 2023.

Multi-vehicle crashes that involve a motorcycle have remained relatively steady over the last five years (Figure 2.2) and averaged 1,265 over this time period. Seventy-seven percent of these crashes occurred in the following 15 parishes in 2022.

- | | | |
|---------------------|----------------|----------------|
| 1. Orleans | 6. Calcasieu | 11. Tangipahoa |
| 2. East Baton Rouge | 7. Livingston | 12. Ascension |
| 3. Lafayette | 8. Ouachita | 13. Terrebonne |
| 4. Jefferson | 9. St. Tammany | 14. Bossier |
| 5. Caddo | 10. Rapides | 15. Lafourche |

Figure 2.2 Motorcycle/Motor Vehicle Crashes



Source: Center for Analytics and Research in Transportation Safety at LSU

Motorcycle Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. The LHSC continues to support strategies, which are cornerstones for improving motorcyclist safety and reducing crashes, including support of the motorcycle helmet law, rider training, educating motorists about sharing the roadway with motorcycles, and reducing impaired riding. The LHSC assesses motorcycle crash data to identify parishes with a high number of motorcycle crashes by crash type in problem identification and focuses resources to those parishes to address the particular motorcyclist or motorist population. The LHSC uses input collected throughout the year from planning partners identified in Section 1.0 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 motorcycle safety program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for motorcycle safety countermeasures, the likelihood of our strategies reaching our goals increases. All proposed strategies are evidence-based and have been shown to be effective measures for impacting and reducing the number of motorcycle crashes.

Performance Targets

- Reduce motorcyclist fatalities by 1 percent from 87 (2016-2020 average) to 85 in 2023. (C-7)

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

Performance Measures

- Number of motorcyclist fatalities.
- Number of unhelmeted motorcyclist fatalities.
- Number of fatalities involving a motorcycle operator with BAC of 0.08 and greater.

Strategies

- Support the Department of Public Safety, Louisiana State Police in administration of the motorcycle operator-training program.
- Support and promote the existing universal motorcycle helmet law.
- Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.
- Provide sustained enforcement of statutes addressing impaired driving/riding.
- Support the National “Drive Sober or Get Pulled Over” campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations.

Programs and Projects

Note: Although not replicated here in their entirety, the following impaired driving sub grants will also address impaired riding: 2023-30-80, Louisiana State Police (LSP) Crash Reduction Grant; 2023-30-10 through 2023-30-63 Local Law Enforcement; and 2023-35-TBD, Special Waves Enforcement.

Project Number: 2023-50-11

Project Title: Motorcycle Awareness Campaign

Project Description: The Motorcycle Awareness Committee (MAC) has new leadership (President and other board members) whose goal is to reach statewide chapter participation in FFY 2023. MAC will continue to produce informational materials and conduct motorcycle awareness activities that promote a “Share the Road” message focused on raising the awareness of all motorists to watch for motorcyclists. MAC’s efforts will be focused on the parishes with the highest number of motor vehicle/motorcycle crashes in the state. (CTW, Chapter 5: Sections 2.2, 4.1, 4.2)

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

2.5 Police Traffic Services

Problem Identification and Analysis

In FFY 2023, Police Traffic Services (PTS) will be funded under Sections 402, 405, and Section 154/164 for overtime enforcement related to occupant protection, speeding, and alcohol-impaired driving. According to CARTS, in 2020, 63.0 percent of passengers six years of age and older killed in crashes were not restrained. In 2020, 332 alcohol-impaired driving fatal crashes occurred in the state. In 2020, there were 189 speeding-related fatal crashes. According to CARTS most fatal crashes involving speed occurred where roadways had a speed limit of at least 70 MPH (63 fatalities) versus 38 fatalities on roads with a speed limit less than 70 MPH in 2017. However, for injury related crashes the opposite was true, 3,294 injuries were seen on roadways with a speed limit less than 70 MPH versus 2,244 injuries on roadways with a speed limit of at least 70 MPH.

Data from the Center for Analytics & 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 (18 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 may be interpreted by law enforcement to include speeding. Outreach to law enforcement, possibly through the State’s TRCC or Strategic Highway Safety Plan Management Team, of which LHSC is a member and the deputy director serves as chair, should be conducted to determine how better to identify and/or report speed involvement in Louisiana crashes.

According to the FARS, Louisiana continues to fall below the U.S. average for fatalities involving speed, however, due to the information above, improvements to data collection regarding speed may result in significant changes to these statistics. In FY 2020, Louisiana conducted attitudinal surveys to track driver attitudes and awareness of enforcement and communication activities. When asked: “What do you think the chances are of getting a ticket if you drive over the speed limit?” 84.0 percent of respondents indicated that it was ‘Very Likely’ or ‘Somewhat Likely’. When respondents were asked: “On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour?” 22.5 percent of respondents indicated that it was ‘Always’ or ‘Nearly Always’.

Police Traffic Services Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. Louisiana's Police Traffic Services Program is an evidence-based effort that begins with an analysis of relevant data to form problem identification; deployment of proven countermeasures targeted at the problems identified during the analysis; and continuous follow-up and necessary adjustments to programs and projects. The LHSC uses input collected throughout the year from planning partners identified in Section 1.0 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 Police Traffic Services program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for Police Traffic Services countermeasures, the likelihood of our strategies reaching our goals increases. Enforcement efforts for impaired driving, non-restraint use, and speeding are based on available data and focused on problem locations. In addition, after enforcement waves are completed, crash-reduction data is analyzed to understand enforcement's effectiveness and enhance future campaigns. The projects in this section identified with a blue badge align with the requirements of 23 CFR Part 1300 (d)(5) and are collectively a part of our state's evidence-based traffic safety enforcement program (TSEP).



Performance Targets

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

Performance Measures

- Number of speeding-related fatalities.
- Number of fatalities involving a driver or motorcycle operator with BAC of 0.08 or greater.
- Number of unrestrained fatalities all seating positions.
- Number of speeding citations issued during grant funded enforcement activities.

- Number of impaired driving arrests issued during grant funded enforcement activities.
- Number of seat belt citations issued during grant funded enforcement activities.

Strategies

- Provide sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits.
- Support NHTSA campaigns: “Drive Sober or Get Pulled Over” and “Click it or Ticket” with specific overtime enforcement and paid media outreach based on data-driven demographic and geographic locations. The enforcement contracts will include impaired driving, occupant protection, and speed overtime hours.
- The LHSC will contract with the expectation that each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the year.
- Encourage nighttime occupant protection enforcement for both contracted (15 percent minimum required by LHSC) and non-contracted law enforcement agencies.
- Recruit law enforcement agencies, in addition to the agencies participating in LHSC overtime, to support the “Drive Sober or Get Pulled Over” and “Click it or Ticket” campaigns.
- Contract with the Louisiana State Police and other law enforcement agencies to conduct speed enforcement.
- Conduct enforcement operations to prevent underage drinking.
- Contract with Louisiana State Police to conduct traffic safety law enforcement training for local, parish and state law enforcement offices.
- Conduct one SFST Instructor, three SFST Training Field Courses, six radar-LIDAR instructor courses, three ARIDE field courses, and two DRE Courses.
- Assess the paid media outreach via attitudinal surveys using the NHTSA/GHSA questions as a guide for speeding enforcement program.

Programs and Projects

Note: Multiple funding sources are provided for some projects listed below. The LHSC will utilize the appropriate funding source as applicable to the program area.

Project Number: 2023-30-09

Project Title: Traffic Safety Consultant

Project Description: This individual is responsible for providing expert opinions of traffic safety issues, as well as maintaining a database of traffic enforcement activities used in completing the NHTSA required tracking system. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1)

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

Project Number: 2023-30-10 *through* 2023-30-63

Project Title: Overtime Traffic Safety Enforcement – Local Law Enforcement



Project Description: LHSC will provide sub grants to local police departments and sheriffs' offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of occupant protection and child passenger safety, which will be coordinated with the annual CIOT campaign in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and make adjustments throughout the year as needed. Refer to Table 2.5 (the program area budget table) to identify the budget for this enforcement program. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

For the list of year-long law enforcement agencies see pages 51 and 52.

Project Budget/Source: \$2,875,373.73/Section 402; \$288,322.65/Section 405b; \$1,111,975.75/Section 405d; \$83,954.00/Section 405h; \$555,305.00/Section 154; \$836,889.00/Section 164AL

Project Number: 2023-30-80

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



Project Description: The project will support LSP overtime enforcement work in DWI, speed, and occupant protection and Public Information Officer (PIO) overtime activities. High fatal and injury crash locations, days, and times will be a priority for enforcement activities; and adjustments will be made throughout the year based on resources and crash analysis.

The LSP will plan and conduct one SFST Instructor Development Course, six Radar-LIDAR Instructor Development Course, one DRE Courses, three SFST Training Field Courses, and three ARIDE Field Courses. Officers working the PIO overtime activities will conduct Public Information Presentations. These presentations will be used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics will be publicized through print, TV, and/or radio media throughout the duration of the grant.

The LHSC will reimburse the LSP for radio communication overtime activities and clerical overtime activities. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

Project Budget/Source: \$729,198.75/Section 405d; \$36,672.48/Section 402; \$288,322.65/Section 405b

Project Number: 2023-30-89 and 2023-30-91

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



Project Description: The Police Traffic Safety Contract Program Coordinators will oversee and manage PTS grants in the Troops B and L and Troops C, D, E, and I areas. Duties will include the following, oversight of LELs in those assigned areas, and ensure they perform all LHSC assigned duties; manage law enforcement agency contracts and encourage them to fulfill requirements of their contracts; process monthly claims; work with other agencies in their enforcement efforts; attend and participate in required traffic safety programs, conferences, and meetings; and provide technical assistance to law enforcement agencies to so they can effectively participate in all NHTSA/LHSC sponsored traffic safety enforcement mobilization periods and provide required data and documentation. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1)

Project Budget/Source: \$49,900.00/Section 402 (per Contractor)

Project Number: 2023-30-88 and 2023-30-92 through 2023-30-99

Project Title: Law Enforcement Liaison (LEL)



Project Description: LELs will assist all law enforcement agencies in the Troop A, B, C, D, E, F, G, I, and L areas with top priority given to LHSC law enforcement agency sub grantees. These nine LELs will attend national, State, and regional LEL and traffic safety program meetings, as well as monthly SHSP coalition meetings in the relevant geographical area, as directed by LHSC; gather and compile traffic safety statistics from law enforcement agencies and assist with analysis of this data; conduct 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; perform contract monitoring as assigned by LHSC management; and promote No Refusal weekends. (Highway Safety Program Guidelines No. 20)

Project Budget/Source: \$49,900.00/Section 402 (per Contractor)

Project Number: 2023-35-TBD (Projects will be numbered sequentially)

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



Project Description: LHSC will provide sub grants to local police departments and sheriffs' offices for high-visibility and sustained enforcement overtime enforcement of traffic safety laws. The agencies will provide enforcement in support of impaired driving and occupant protection to be coordinated with the NHTSA/LHSC annual DSGPO and CIOT campaigns.

Participating agencies conduct sobriety checkpoints and saturation patrols in support of the two National mobilizations. Prior to CIOT, a solicitation will be sent to all law enforcement agencies to announce the availability contracts with the LHSC to participate in CIOT and DSGPO. Interested agencies respond with their overtime rate, and number of hours they can work for each wave. (CTW, Chapter 1: Sections 2.1, 2.2, 5.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

Project Budget/Source: \$100,000.00/Section 402; \$100,000.00/Section 164AL

2.6 Railroad/Highway Crossings

Problem Identification and Analysis

Between 2016 and 2021, a total of 19 railroad/highway crossing fatalities and 159 injuries were reported involving a train in Louisiana. Although on average, the number of railroad traffic fatalities equate less than one percent of all traffic fatalities in any given year, they still must be addressed if Louisiana is to reach Destination Zero Deaths. According to CARTS the parishes with the most train-vehicle crashes in 2021 were East Baton Rouge (10), Jefferson Davis (6), St. John the Baptist (4), Jefferson (3), Ouachita (3), Iberia (3), St. Charles (3), and St. Bernard (3). Even with the combined number of incidents, injuries, and fatalities related to highway rail crossings have declined since 1981, due in large part to the effective education and awareness programs led by Louisiana Operation Lifesaver (LOL). The LOL team tracks railroad/highway crossing deaths and injuries each year, and targets education efforts by Parish based upon the problem identification analysis.

Railroad Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. The Railroad/Highway Crossings program is an evidence-based effort that begins with an analysis of relevant data to form problem identification; deployment of proven countermeasures targeted at the problems identified during the analysis; and continuous follow-up and necessary adjustments to programs and projects. The LHSC uses input collected throughout the year from planning partners identified in Section 1.0 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 Railroad/Highway Crossings program area. LHSC also works closely with Louisiana Operation Lifesaver to implement new evidence-based strategies. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for Railroad/Highway Crossing countermeasures, the likelihood of our strategies reaching our goals increases. Enforcement efforts are based on available data and focused on problem locations. In addition, after enforcement waves are completed, crash-reduction data is analyzed to understand enforcement's effectiveness and enhance future campaigns. All proposed strategies are evidence-based, and have been shown to be effective measures for impacting and reducing the number of railroad/highway crossing crashes.

Performance Target

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

Performance Measures

- Number of railroad/highway-crossing fatalities.

Strategies

- Support Louisiana Operation Lifesaver.
- Provide sustained enforcement of statutes addressing highway-railgrade and trespassing statutes.
- Conduct highway-rail at-grade crossing public education programs.
- Conduct highway-rail at-grade crossing officer training programs.
- Support Officer on a train educational program.
- Encourage strict enforcement of rail crossing violations.

Programs and Projects

Project Number: 2023-60-10

Project Title: Louisiana Operation Lifesaver

Project Description: The Louisiana Operation Lifesaver (LOL) seeks to save lives, reduce crashes and injuries at rail grade crossing and railroad's rights-of-way. This will be done through safety education presentations to individuals of all ages. The program will plan, organize, and conduct meetings, workshops, and presentations to support rail-grade safety; maintain, and utilize the LOL "presenters" database; coordinate the maintenance of the LOL website; train volunteers; and promote Operation Lifesaver programs in parishes with high railroad-grade collision rates. (<http://www.oli.org>, CTW, Section 1: 6.5)

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

2.7 Community Traffic Safety Program

Problem Identification and Analysis

Louisiana has a robust Strategic Highway Safety Plan (SHSP) infrastructure comprised of leadership committees, state-level emphasis areas teams, and regional coalitions, which provide local support to the plan's implementation. In working with local partners, LHSC will have greater impact at local levels in developing the most effective approaches to improving traffic safety issues. Two of the emphasis areas noted in the SHSP that are also priorities for

the HSP are occupant protection and impaired driving, both previously noted. Another priority of the SHSP is vulnerable users, which for purposes of the HSP are generally considered bicycles and pedestrians.

In 2020, pedestrian fatalities accounted for 17.6 percent of all fatalities on Louisiana roadways. Of those fatalities 54 percent occurred during the evening hours between 6 p.m. and 12 a.m., while 29 percent occurred during the early morning hours of 12 a.m. to 6 a.m. Twelve percent occurred during the afternoon hours between 12 p.m. to 6 p.m., and the remaining five percent occurred during the morning hours of 6 a.m. to 12 p.m.

Between 2016 and 2020 an average of 26 bicycle fatalities occurred every year. During this same time, an average of 5.9 percent of all bicycle fatalities was alcohol-related. Also between 2016 and 2020 the average number of injuries involving a bicycle was 687.

Community Traffic Safety Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. The programs and projects identified by the SHSP Regional Traffic Safety Coalitions are chosen through a data-driven, collaborative approach. Each coalition consists of local representation from the 4Es of safety planning, the FHWA Division Office, Department of Transportation and Development (DOTD) safety staff, and LHSC. Together, crash data and proven countermeasures are reviewed to determine the most effective programs to be implemented in each region for the chosen emphasis areas. The LHSC uses input collected throughout the year from planning partners identified in Section 1.0 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 Community Traffic Safety program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for Community Traffic Safety countermeasures, the likelihood of our strategies reaching our goals increases. Any behavioral programs or projects not proven effective according to the NHTSA Countermeasures That Work or DOTD must include a pre/post evaluation plan to be eligible for funding. All proposed strategies are evidence-based and have been shown to be effective measures for impacting and reducing the number of crashes statewide.

This section also contains DOTD pedestrian safety activities that are critical to achieving the LHSC pedestrian and bicycle safety performance targets.

Performance Targets

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

- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 2 percentage points from 85.7 percent in 2021 to 89.7 percent in 2023. (B-1)
- Reduce pedestrian fatalities by 1 percent from 134 (2016-2020 average) to 131 in 2023. (C-10)
- Reduce bicyclist fatalities by 3 percent from 26 (2016-2020 average) to 24 in 2023. (C-11)

Performance Measures

- Number of fatalities involving a driver or motorcycle operator with BAC at 0.08 or greater.
- Number of unrestrained passenger vehicle occupant fatalities, all seating positions.
- Observed seat belt use of front seat outboard occupants.
- Number of pedestrian fatalities.
- Number of bicycle fatalities.

Strategies

1. Assess and fund eligible projects that support the FFY 2023 HSP performance targets and strategies.
2. Provide for sustained enforcement of statutes addressing non-motorist laws.
3. Expand use of social and earned media to provide educational outreach to improve traffic safety.
4. Fund a paid media campaign focused on non-motorist safety related education of state laws.

Programs and Projects

Note: Multiple funding sources are provided for some projects listed below. The LHSC will utilize the appropriate funding source as applicable to the program area.

Project Number: 2023-10-44

Project Title: LA Voz de la Comunidad

Project Description: The LA Voz de la Comunidad will conduct culturally competent community outreach to raise awareness and educate Latinos of the dangers of impaired driving. They will utilize effective local communication strategies incorporating multiple sectors of the Latino community to reduce the number of alcohol-impaired fatalities and injuries in Latino communities. They will also conduct surveys of Latinos regarding impaired driving norms within Latino communities and utilize resulting data to enhance media outreach. (CTW: Chapter 5: Section 5.2)

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

Project Number: 2023-70-11

Project Title: UMOJA – Traffic Safety Diversity Outreach Program

Project Description: This program will provide outreach to African-American community and faith-based leaders, 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 will be distributed at all traffic safety outreach activities traffic safety programs will be established on HBCU campuses in Lincoln Parish and East Baton Rouge Parishes. Efforts will be sustained year-long and will be coordinated with LHSC and NHTSA during national campaigns. (CTW, Chapter 1: Section 6.5)

Project Budget/Source: \$39,868.40/Section 154AL; \$9,978.89/Section 402

Project Number: 2023-70-15

Project Title: Bayou Classic Outreach

Project Description: This project will provide outreach at the largest African-American sporting event within the state of Louisiana. There will be a press event prior to the Bayou Classic focusing on reducing impaired driving and the related serious injury and fatal crashes. Educational material promoting traffic safety will be distributed on game day specific to impaired driving. There will be announcements, traffic safety messaging will be displayed during the sporting event and the traffic safety message will be displayed on the ribbon and message boards during the sporting event. (CTW: Chapter 1: Section 6.5)

Project Budget/Source: \$21,000/Section 154AL

Project Number: 2023-10-49

Project Title: LeSanctuary Traffic Safety Diversity Outreach Program

Project Description: This program will provide outreach to clergy, and middle and high schools in the African-American community to reduce the number of serious injury and fatal crashes specific to impaired driving. Educational material promoting traffic safety will be distributed in and around diversity outreach activities that will focus on educating minorities on the importance of not drinking and driving. Traffic safety programs will be established in, Orleans, Jefferson and St. John Parishes. Efforts will be sustained year-long and will be coordinated with the LHSC and NHTSA during national campaigns. This project will also educate the citizens on the current bicycle laws and best practices as it relates to bicycle safety. (CTW, Chapter 1: Section 6.5, Chapter 9: Section 1.4 and 2.2)

Project Budget/Source: \$44,139.15/Section 164AL; \$4,904.35/Section 402

Project Number: 2023-65-12

Project Title: Metro Bicycle Coalition (DBA Bike Easy)

Project Description: The Bike Easy outreach initiative is a public education and awareness program that focuses on young road users, including young motorists, pedestrians, and bike riders, teaching each participant applicable traffic laws to ensure they are aware of their responsibilities regarding non-motorized road users. The purpose of the Orleans Parish project is to decrease young road users' involvement in motor vehicle crashes. (CTW, Chapter 8: Sections 4.5, Chapter 9: Section 1.4 and 2.2)

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

Project Number: 2023-65-13

Project Title: YMCA Bike Safety Initiative

Project Description: The YMCA Bike Safety initiative will educate third through fifth graders in Jefferson Parish on the best practices as it relates to bicycle safety. The program will train the students via monthly enrichment activities during the school year. Students will engage in interactive presentations by participating in both classroom and on the bike training. (CTW, Chapter 9: Section 1.3 and 1.4)

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

Project Number: 2023-65-15

Project Title: Title 32: New Perspectives

Project Description: The Title 32: New Perspectives initiative will educate law enforcement officers on what the law says versus how the law is often interpreted. Emphasis on safe operations, principles of traffic law for bicyclist and pedestrians. The program will be taught to law enforcement officers in a classroom setting that will allow the officers to engage in interactive presentations. (CTW, Chapter 8: Sections 4.4, and Chapter 9: Section 3.3)

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

2.8 Non-motorized Safety

Problem Identification and Analysis

For FY 2023 LHSC is utilizing Section 402 funding to address pedestrian and bicyclist safety. The Community Traffic Safety Program Problem Identification previously noted some data in this area from CARTS. According to FARS, in 2020, Louisiana saw 144 pedestrian fatalities and 34 cyclist fatalities. Louisiana is also addressing pedestrian safety in a number of ways that do not include NHTSA funding. The Louisiana DOTD continues to manage various comprehensive pedestrian safety programs through the Metropolitan Planning Organizations

in New Orleans, Baton Rouge, and Lafayette. These projects includes awareness and education activities and public service announcements. The other major project is the FHWA Safe Routes to Public Places for approximately \$2.5 million involving education, awareness, and sidewalk construction. Safe Routes to Public Places also impacts younger bicyclists' safety. The DOTD's Complete Streets Policy is also a big part of the agency's emerging focus on pedestrian safety and incorporates pedestrian and bicycle facility improvements where warranted on a wide range of state projects that would not have been done even a few years ago. Additionally, the LHSC serves on the project team for a study where DOTD has engaged CARTS to conduct the *Louisiana Pedestrian Crash Study – An Analysis of Pedestrian Crashes on State Owned Highways in Louisiana from 2015-2019*. This report and its associated outputs will help prioritize the implementation of engineering and other countermeasures related to reducing the number of pedestrian crashes on state-owned highways.

Pedestrian and Bicyclist Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. 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 conducts problem identification to identify the areas and populations that have the highest rate of pedestrian and bicyclist crashes. Louisiana's pedestrian and bicyclist safety program is comprehensive in its geographic coverage, reach to high-risk populations, engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures, and the funding support to ensure success. The LHSC uses input collected throughout the year from planning partners identified in Section 1.0 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 pedestrian and bicyclist safety program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for pedestrian and bicyclist safety countermeasures, the likelihood of our strategies reaching our goals increase in reducing pedestrian and bicyclist fatalities and injuries.

Performance Targets

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

Performance Measures

- Number of pedestrian fatalities.
- Number of bicyclist fatalities.

Performance Strategies

1. Support educational and outreach activities that promote safer bicycle and pedestrian communities.
2. Assess and fund other eligible coalition-based projects that support the FFY 2023 HSP performance targets and strategies to improve bicycle and pedestrian safety.
3. Expand use of social and earned media to provide educational outreach to improve bicycle and pedestrian safety.
4. Fund a paid media campaign focused on non-motorized safety related education of state laws.

Programs and Projects

Project Number: 2023-65-10

Project Title: Stroll into Safety

Project Description: The Stroll into Safety program educates children, caregivers and community members about the importance of pedestrian and bicyclist skills, the rules of the road and personal safety. This program is designed to bring attention to bike and pedestrian issues that surround the Greater Baton Rouge Area, in an effort to reduce non-motorized/motor vehicle crashes and create safer, more bike/pedestrian-friendly communities. (CTW, Chapter 8: Section 1.2 and 4.1, Chapter 9: Section 1.3 and 2.2)

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

Project Number: 2023-65-16

Project Title: Front Yard Bikes

Project Description: This project will educate the citizens of East Baton Rouge Parish on the current bicycle laws and best practices as it relates to bicycle safety. The program will reach the intended audience via monthly enrichment activities. Participants will engage in interactive presentations by participating in weekly community bicycle rides to gain an understanding of best practices. (CTW, Chapter 8: Section 1.2 and 4.1, Chapter 9: Section 1.3 and 2.2)

Project Budget/Source: \$10,189.00/Section 402

Project Number: 2023-65-12

Project Title: Metro Bicycle Coalition (DBA Bike Easy)

Project Description: The Bike Easy outreach initiative is a public education and awareness program that focuses on young road users, including young motorists, pedestrians, and bike riders, teaching each participant applicable traffic laws to ensure they are aware of their

responsibilities regarding non-motorized road users. The purpose of the Orleans Parish project is to decrease young road users' involvement in motor vehicle crashes. (CTW, Chapter 8: Sections 4.5, Chapter 9: Section 1.4 and 2.2)

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

Project Number: 2023-65-13

Project Title: YMCA Bike Safety Initiative

Project Description: The YMCA Bike Safety initiative will educate third through fifth graders in Jefferson Parish on the best practices as it relates to bicycle safety. The program will train the students via monthly enrichment activities during the school year. Students will engage in interactive presentations by participating in both classroom and on the bike training. (CTW, Chapter 9: Section 1.3 and 1.4)

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

Project Number: 2023-65-15

Project Title: Title 32: New Perspectives

Project Description: The Title 32: New Perspectives initiative will educate law enforcement officers on what the law says versus how the law is often interpreted. Emphasis on safe operations, principles of traffic law for bicyclist and pedestrians. The program will be taught to law enforcement officers in a classroom setting that will allow the officers to engage in interactive presentations. (CTW, Chapter 8: Sections 4.4, and Chapter 9: Section 3.3)

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

Project Number: 2023-80-01

Project Title: Paid Media for Non-Motorist

Project Description: The paid media campaign directly supports non-motorist activities. Paid media outreach (television, radio, print, and billboards) is based on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. The media outlets utilized may vary slightly by demographic area and campaign in order to reach the targeted audiences. The media contractor will research and develop a year-long media buy plan, implement approved media purchases, and provide all post reporting and affidavits of performance on media purchases. Message recognition will be measured through attitudinal surveys. (CTW, Chapter 1: Section 5.2)

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

2.9 Teen Traffic Safety Program

Problem Identification and Analysis

According to CARTS, of fatal crashes in 2020, nearly 8 percent of the drivers involved were young drivers (age 20 or younger). This is significant, because drivers age 15 to 20 make up 7 percent of all licensed drivers in the State so they are closer to having a normal representation in crashes again in 2020 as they were in 2019 after being highly overrepresented in crashes in previous years. Of the fatal crashes involving drivers age 15 to 20 that were tested, 15 percent were alcohol involved. Novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While many teens crash because of risk-taking, most crashes occur because the teen behind the wheel does not have the skills or experience needed to recognize a hazard and take corrective action.

Under the State's graduated driver's license program (GDL), teens 17 years of age or younger must satisfy the Office of Motor Vehicles (OMV) requirements to obtain a driver's license. Eligibility for a learner's permit requires the teen be at least 15 years old, present a driver's education completion certificate (proving completion of 8 hours of behind the wheel and 30 hours of classroom instruction), present a school certificate of required attendance or a home study approval notification letter, and pass a vision exam and a written exam. Learner's permit holders must hold the permit for a minimum of 180 days, complete at least 50 hours of supervised driving of which 15 hours must be at night. In addition, learner's permit holders can drive only when accompanied by a licensed adult at least 21 years of age, or an 18-year-old or older sibling who is also licensed.

To progress from the learner's to provisional (unsupervised) stage of Louisiana's GDL, the teen must be at least 16 years of age; have held the learner's permit for at least 180 days; submit a signed statement confirming completion of 50 hours supervised driving, including 15 hours completed at night, with a licensed parent, legal guardian or adult 21 or older; and pass an on-road test. After passing the on-road test, the teen must present a school certificate of required attendance or a home study approval notification letter and pass a vision exam. Provisional license holders can drive unsupervised between 5 a.m. and 11 p.m. or at any hour if accompanied by a licensed adult. Between 6 p.m. and 5 a.m., the provisional license holder may carry no more than one passenger under 21 unless they are immediate family members, except when accompanied by a licensed adult.

To progress to a full, unrestricted license the teen must be 17 years old and present the intermediate driver's license and a school certificate of required attendance or a home study approval notification letter at the OMV.

Teen Traffic Safety Program Assessment of Overall Impact

As mentioned previously in Section 1.2, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. The youth-based programs statewide efforts that include

peer-to-peer education and prevention strategies funded for FFY 2023 are targeted towards novice drivers, under 20, who are the most likely to take risks on the road, including drinking and driving. The LHSC uses the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 young driver program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for young driver countermeasures, the likelihood of our strategies reaching our goals increases. With a highly effective GDL law in place in Louisiana, these evidence-based education programs were chosen to compliment and support the law that will lead to fewer young driver crashes.

Performance Targets

- Reduce fatal crashes involving drivers age 20 or younger by 2 percent from 90 (2016-2020 average) to 87 in 2023. (C-9)
- Reduce distracted and inattentive driving fatalities by 1 percent from 170 (2016 to 2020 average) to 166 in 2023.
- Reduce unrestrained passenger fatalities by 1 percent from 245 (2016-2020 average) to 240 in 2023. (C-4)
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1.1 percent annually from 86.9 percent (2016-2021 average) to 89.1 percent in 2023. (B-1)
- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 222 (2016-2020 average) to 217 in 2023. (C-5)

Performance Measures

- Number of drivers age 20 or younger involved in fatal crashes.
- Number of fatalities involving a distracted driver.
- Number of unrestrained passenger vehicle occupant fatalities, all seating positions.
- Observed seat belt use of front seat outboard occupants.
- Number of fatalities involving a driver or motorcycle operator with BAC at 0.08 or greater.

Strategies

- Assess and fund eligible youth-based projects that support the FFY 2023 HSP performance targets and strategies.
- Assess and fund eligible youth-based projects that provide education, outreach, and enforcement to counter underage drinking.

Programs and Projects

Note: Multiple funding sources are provided for some projects listed on the following pages. The LHSC will utilize the appropriate funding source as applicable to the program area.

Project Number: 2023-10-30

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

Project Description: The J.U.D.E. Task Force attacks underage drinking and impaired driving in East Baton Rouge Parish. The Task Force will work to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering a bar/lounge, or to purchase, possess, and consume alcoholic beverages. This project will also work to reduce serving of alcohol to juveniles, reduce the underage purchase of alcohol, and improve compliance checks. (CTW, Chapter 1: Section 6.1, 6.3)

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

Project Number: 2023-10-31

Project Title: Louisiana Cops in Shops Program

Project Description: The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops project utilizes ATC enforcement agents to conduct extensive underage alcohol enforcement efforts. The Cops in Shops project works to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering a bar/lounge, or to purchase, possess, and consume alcoholic beverages statewide. (CTW, Chapter 1: Section 6.1, 6.3)

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

Project Number: 2023-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This is 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 intoxicated and includes information on distracted driving and occupant protection. The program increases knowledge, creates positive attitudes, and influences healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program is a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness is measured through pre- and post-tests. (CTW, Chapter 1: Section 6.5)

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

Project Number: 2023-55-11

Project Title: Ready Set DRIVE!

Project Description: **Project Description:** The project will fund the “Ready, Set, DRIVE!” Teen Driver Safety Program in the East Baton Rouge, East Feliciana, Iberville, Point Coupee, and West Baton Rouge parishes. “Ready, Set, DRIVE!” is an educational program focused on traffic laws, driver education, and other strategies. The program teaches participants how to recognize, assess and change their risky driving behaviors, such as driving while impaired, in an effort to decrease the number of teen driver related motor vehicle crashes on our roads. The program measures effectiveness through pre- and post-tests. (CTW, Chapter 1: Sections 6.5 and Chapter 2: Sections 7.1)

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

Project Number: 2023-55-12

Project Title: ThinkFirst for Teens Program

Project Description: This project will provide for coordination and implementation of a minimum of 72 one to two hours ThinkFirst programs on underage drinking and impaired driving for youth and young adults to reduce the number of alcohol-related fatalities. These programs will be conducted through schools, colleges/universities, corporate/community traffic safety programs, churches, DWI classes, Juvenile Court, etc., in Northwest Louisiana. A social media component will reinforce the message of the program. Program participants will have an opportunity to engage with individuals who have significant injuries from being involved in car crashes. This allows the participants first hand knowledge of the dangers and effects of their potential decisions. Program effectiveness is measured through pre- and post-tests. (CTW, Chapter 1: Section 6.5)

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

Project Number: 2023-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition – BRAKES

Project Description: The Tangipahoa Parish Government – TRACC Coalition will work to create a safer community by encouraging positive attitudes and behavior among teen drivers regarding traffic safety. The BRAKES (Be Responsible and Keep Everyone Safe) Program addresses occupant protection, distracted driving, speed, and impaired driving for young drivers. Program effectiveness and knowledge gain will be measured by pre- and post-tests. (CTW Chapter 1: Section 6.5)

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

Project Number: 2023-55-16

Project Title: Students Against Destructive Decisions (SADD)

Project Description: SADD provide education to high schools, middle schools and elementary schools in select parishes across Louisiana specific to the importance of proper seat belt usage. Students will be exposed to occupant protection PSAs, posters, flyers, participate in occupant safety contests, and contribute to occupant safety social media campaigns. The Program will measure effectiveness with pre- and post-tests and observational seat belt surveys. The State has funds and will consider expanding this local project into other parishes through the regional safety coalitions if schools want to offer the program. The project and any expansion are coordinated through LHSC's youth project coordinator to ensure consistency across the program area. (CTW, Chapter 2: Sections 3.2, 7.1)

Project Budget/Source: \$124,000.00/Section 402

Project Number: 2023-65-12

Project Title: Metro Bicycle Coalition (DBA Bike Easy)

Project Description: The Bike Easy outreach initiative is a public education and awareness program that focuses on young road users, including young motorists, pedestrians, and bike riders, teaching each participant applicable traffic laws to ensure they are aware of their responsibilities regarding non-motorized road users. The purpose of the Orleans Parish project is to decrease young road users' involvement in motor vehicle crashes. (CTW, Chapter 8: Sections 4.5, Chapter 9: Section 1.4 and 2.2)

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

Project Number: 2023-30-10 *through* 2023-30-63

Project Title: Overtime Traffic Safety Enforcement – Local Law Enforcement



Project Description: LHSC will provide sub grants to local police departments and sheriffs' offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of occupant protection and child passenger safety, which will be coordinated with the annual CIOT campaign in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and make adjustments throughout the year as needed. Refer to Table 2.5 (the program area budget table) to identify the budget for this enforcement program. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

For the list of yearlong law enforcement agencies see pages 50 and 51.

Project Budget/Source: \$2,875,373.73/Section 402; \$288,322.65/Section 405b; \$1,111,975.75/Section 405d; \$83,954.00/Section 405h; \$555,305.00/Section 154; \$836,889.00/Section 164AL

Project Number: 2023-30-80

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



Project Description: The project will support LSP overtime enforcement work in DWI, speed, and occupant protection and Public Information Officer (PIO) overtime activities. High fatal and injury crash locations, days, and times will be a priority for enforcement activities; and adjustments will be made throughout the year based on resources and crash analysis.

The LSP will plan and conduct two SFST Instructor Development Course, one Radar-LIDAR Instructor Development Course, one DRE Courses, three SFST Training Field Courses, and three ARIDE Field Courses. Officers working the PIO overtime activities will conduct Public Information Presentations. These presentations will be used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics will be publicized through print, TV, and/or radio media throughout the duration of the grant. The two LSP Rollovers will be used at college and high school sporting events, industrial plants, safety fairs, etc., at least twice per month per Rollover.

The LHSC will reimburse the LSP for radio communication overtime activities and clerical overtime activities. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1)

Project Budget/Source: \$729,198.75/Section 405d; \$36,672.48/Section 402; \$288,322.65/Section 405b

2.10 Distracted Driving

Problem Identification and Analysis

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. Despite numerous tries at the legislature, Louisiana has been unable to enact a hands-free law.

Distracted Driving Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2, Louisiana utilizes data driven decision-making and input collected throughout the year from planning partners identified in Section 1.0 to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. Taking into account Louisiana's available data and laws regarding distracted driving, a multi-pronged approach for developing the problem identification and analysis is being utilized. For example, looking at distractions that occurred in the vehicle

versus those that occurred outside the vehicle. These data are looked at along with crash reports that also note the “Condition of Driver/Ped” as inattentive, distracted, fatigued, and apparently asleep. From analysis of these data such as that seen in Table 2.4 and Table 2.5 below, strategies and locations of needed enforcement and infrastructure to address distracted driving are considered.

Table 2.4 Number of Vehicles Involved in Fatal, Injury or Property Damage Crash Due to Most Common Distraction Types

Year	Cell Phone	Other Electronic device	Other Inside Vehicle	Other Outside Vehicle
2015	2,343	636	7,272	6,852
2016	2,404	763	7,583	6,722
2017	2,406	703	6,983	6,619
2018	2,174	660	6,857	6,970
2019	2,277	610	6,740	6,696
2020	2,185	502	5,455	5,384
2021	2,525	574	6,253	6,183
Total	16,030	4,530	48,118	46,133

Source: Center for Analytics & Research in Transportation Safety’s Data Reporting Querying Tool, Section F Number of Vehicles Involved in Fatal, Injury, or Property Damage Crash Due to Most Common Distraction Types; [CARTS Data Reports](#).

Table 2.5 Related Factors for Drivers Involved in Fatal Crashes

Year	Failure to Keep in Proper Lane	Distracted (phone, talking, eating, object, etc.)	Drowsy, Asleep, Fatigued, Ill or Blackout	Total Drivers
2014	59/ 6.3%	116/ 12.4%	19/ 2.0%	194/ 20.7%
2015	59/ 5.8%	251/ 24.9%	0/ 0.0%	310/ 30.8%
2016	77/ 7.2%	125/ 11.7%	32/ 3.0%	234/ 21.9%
2017	42/ 4.0%	139/ 13.1%	27/ 2.6%	208/ 19.7%
2018	57/5.3%	109/10.2%	24/2.2%	190/17.7%
2019	65/6.4%	123/12.1%	34/3.4%	222/21.9%

Source: NHTSA FARS Encyclopedia; [NHTSA FARS People/Drivers](#) and NHTSA FARS 2019 ARF.

In addition, the Highway Safety Issues Attitudinal Telephone Survey was reviewed to provide a breakdown of the respondents' answers by region of the state, vehicle type, age, sex, and race. Specific enforcement and educational efforts to address these groups can be developed. For example, respondents age 25 and under are more prone to texting while driving (see Table 2.6). Further, by law it may not be legal for some of these drivers to drive and talk on the phone if they are a new driver. A preponderance of this behavior in the young driver age group led to LHSC providing leadership to inform and award projects to counter distracted driving using educational efforts to address the behavior.

The LHSC uses the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 distracted driving program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for distracted driving countermeasures, the likelihood of our strategies reaching our goals increase in reducing distracted driving fatalities and injuries.

Table 2.6 Age Breakdown Responding to “How often do you text while driving?”

Age	Always	Nearly Always	Sometimes	Seldom	Never
Under 25	5.5%	0.0%	22.0%	34.1%	38.5%
25-34	1.5%	0.0%	19.1%	33.1%	46.3%
35-49	3.0%	0.5%	17.0%	29.0%	50.0%
50-64	1.0%	1.0%	7.4%	23.2%	67.0%
65 or over	0.6%	0.0%	0.6%	3.6%	94.6%

Source: Highway Safety Issues Attitudinal Survey Louisiana Drivers 2020.

Performance Targets

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

Performance Measures

- Number of fatalities involving a distracted driver.

Strategies

1. Support training and educational resources, as well as contracting to organizations, to increase understanding of the dangers of distracted driving.
2. Assess and fund eligible projects to improve distracted driving as appropriate.
3. Conduct an annual statewide attitudinal telephone survey and observational survey on distracted driving.

Programs and Projects

Note: Multiple funding sources are provided for some projects listed below. The LHSC will utilize the appropriate funding source as applicable to the program area.

Project Number: 2023-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This is 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 intoxicated and includes information on distracted driving and occupant protection. The program increases knowledge, creates positive attitudes, and influences healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program is a partnership with the Louisiana State

Police, the Trauma Team, and Trauma Victims. Program effectiveness is measured through pre- and post-tests. (CTW, Chapter 1: Section 6.5)

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

Project Number: 2023-55-11

Project Title: Ready, Set, DRIVE!

Project Description: **Project Description:** The project will fund the “Ready, Set, DRIVE!” Teen Driver Safety Program in the East Baton Rouge, East Feliciana, Iberville, Point Coupee, and West Baton Rouge parishes. “Ready, Set, DRIVE!” is an educational program focused on traffic laws, driver education, and other strategies. The program teaches participants how to recognize, assess and change their risky driving behaviors, such as driving while impaired, in an effort to decrease the number of teen driver related motor vehicle crashes on our roads. The program measures effectiveness through pre- and post-tests. (CTW, Chapter 1: Sections 6.5 and Chapter 2: Sections 7.1)

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

Project Number: 2023-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition – BRAKES

Project Description: The Tangipahoa Parish Government – TRACC Coalition will work to create a safer community by encouraging positive attitudes and behavior among teen drivers regarding traffic safety. The BRAKES (Be Responsible and Keep Everyone Safe) Program addresses occupant protection, distracted driving, speed, and impaired driving for young drivers. Program effectiveness and knowledge gain will be measured by pre- and post-tests. (CTW Chapter 1: Section 6.5)

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

2.11 Planning and Administration

Overview

Planning and Administration (P&A) costs are direct and indirect expenses that are attributable to the overall management of the LHSC State and Community Highway Safety Grant Program. Costs include salaries and related personnel benefits for the Governor’s Representative and for other technical, administrative, and clerical staff in the LHSC, as shown in Table 2.7. P&A costs also include office expenses such as travel, equipment, supplies, rent, and utilities necessary to carry out the functions of the LHSC.

A program cost summary for all program areas can be found in Table 10 at the end of this section. All costs identified are allowable and match comes from State self-generated funds. In FY 2023, the LHSC is not proposing to fund any equipment purchases.

Performance Target

- Provide management, supervision, and support services for the activities necessary to operate the State and Community Highway Safety Grant Program and other state- and Federal-funded highway safety programs.

Performance Measures

- Quality and timeliness of annual programs, plans, and evaluation reports.
- Develop, coordinate, and monitor traffic safety projects identified in this plan.

Strategies

- Provide staff the opportunity to receive training and attend various traffic safety conferences to improve skills and knowledge.
- Follow guidance provided by the LHSC Fiscal Manager to limit planning and administration costs.

Programs and Projects

Project Number: 2023-01-00

Project Title: Planning and Administration

Project Description: Program provides for the management of the LHSC programs, including employment of personnel to manage programs, associated travel, conference fees, operating expenses, and the expenses of Commission meetings and travel associated with Commission members. Also includes a project to initiate development of an electronic grants tracking system.

Project Budget/Source: \$ 598,500.00/ Section 402

Project Number: 2023-10-00

Project Title: Program Management (Alcohol)

Project Description: Provides for salaries, benefits, travel, operation, and supplies for administration of the LHSC impaired driving program.

Project Budget/Source: \$ 240,500.00/ Section 402

Project Number: 2023-20-00

Project Title: Program Management (Occupant Protection)

Project Description: Provides for salaries, benefits, travel, operation, and supplies for administration of the LHSC occupant protection program.

Project Budget/Source: \$ 70,000.00/ Section 402

Project Number: 2023-30-00

Project Title: Program Management (Police Traffic Services)

Project Description: Provides for salaries, benefits, travel, operation, and supplies for administration of the LHSC police traffic services program.

Project Budget/Source: \$ 116,250.00/ Section 402

Project Number: 2023-40-00

Project Title: Program Management (Traffic Records)

Project Description: Provides for salaries, benefits, travel, operation, and supplies for administration of the LHSC traffic records program.

Project Budget/Source: \$ 155,500.00/Section 402

Project Number: 2023-40-03

Project Title: TRCC Statewide Data Management

Project Description: Provides for salaries, benefits, travel, operation, and supplies for administration of the LHSC traffic records program.

Project Budget/Source: \$465,319.50/Section 405c

Project Number: 2023-50-00

Project Title: Program Management (Motorcycle)

Project Description: Provides for salaries, benefits, travel, operation, and supplies for administration of the LHSC motorcycle program.

Project Budget/Source: \$ 12,300.00/ Section 402

Project Number: 2023-55-00

Project Title: Program Management (Teen Safety Program)

Project Description: Provides for salaries, benefits, travel, operation, and supplies for administration of the LHSC teen safety program

Project Budget/Source: \$ 57,000.00/ Section 402

Project Number: 2023-60-00

Project Title: Program Management (Railroad/Highways)

Project Description: Provides for salaries, benefits, travel, operation, and supplies for administration of the LHSC railroads/highway program.

Project Budget/Source: \$ 23,000.00/ Section 402

Project Number: 2023-65-00

Project Title: Program Management (Pedestrian Safety Program)

Project Description: Provides for salaries, benefits, travel, operation, and supplies for administration of the LHSC community traffic safety programs.

Project Budget/Source: \$ 65,500.00/ Section 402

Project Number: 2023-70-00

Project Title: Program Management (Community Safety Program)

Project Description: Provides for salaries, benefits, travel, operation, and supplies for administration of the LHSC community traffic safety programs.

Project Budget/Source: \$ 1,500.00/ Section 402

Project Number: 2023-01-00

Project Title: H & M Consulting

Project Description: This contractor provides statistical analysis on the seat belt survey results to traffic safety stakeholders from around the state of Louisiana. In addition, the contractor prepares several ad hoc reports for the LHSC executive director and staff regarding highway safety issues that arise during the year, particularly during the legislative session.

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

Table 2.7 Positions and Funding Source

Position	Current Staff		Federal	State	AL	OP	PT	TR	MC	PS	RH	CP	TSP	DD
Executive Director	Lisa Freeman	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Deputy Director	Dortha Cummins	Planning and Administration	35%	35%	14%	14%	-	2%	-	-	-	-	-	-
Accountant 4	Linda Tillman	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Accountant 3	Linda Kennedy	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Program Coordinator 3	Lyrice C. Johnson	Planning and Administration	35%	35%	-	-	-	-	-	-	-	30%	-	-
Program Coordinator 2	A'Kimberly Short	Program Management	100%	-	-	-	-	-	23%	60%	17%	-	-	-
Program Coordinator 2	Terry Chustz	Program Management	100%	-	-	-	100%	-	-	-	-	-	-	-
Program Coordinator 2	Chuck Miller	Program Management	100%	-	5%	-	5%	90%	-	-	-	-	-	-
Executive Staff Officer	Jessica Bedwell	Planning and Administration	35%	35%	-	-	-	-	-	-	-	30%	-	-
Program Coordinator 2	Chela Mitchell	Section 405(d)	100%	-	100%	-	-	-	-	-	-	-	-	-
Program Coordinator 2	Vacant	Program Management	100%	-	5%	5%	-	-	-	-	-	20%	70%	-
Program Coordinator 2	Chanita Vazquez	Program Management	100%	-	40%	60%	-	-	-	-	-	-	-	-
Administrative Coordinator 4	Ladricka Hill Minor	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Grants/Reviewer 2 ^a	Cindy Wheeler	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Grants/Reviewer 1 ^a	Ruth Zanders	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Administrative Coordinator (WAE)	Kathleen Rickett	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-

Percentages are based on all LHSC projects – these positions support all LHSC projects. Projects will be monitored and adjustments made to percentages if necessary.

3.0 Performance Report

Louisiana’s progress in meeting the 11 core performance measures and one behavioral measure is shown in Table 3.1. These performance measures, developed by NHTSA and the GHSA, are documented in the publication: DOT HS 811 025. Performance targets for FFY 2016 thru 2020 are shown under the actual number for each performance measure; FFY 2021 and 2022 targets are shown in the “Target” column.

Table 3.1 Progress in Meeting FFY 2022 Performance Targets

Core Performance Measure	Actual					Target		Met
	2016	2017	2018	2019	2020	2021	2022	Y/N
Traffic Fatalities	757	771	771	727	828			
<i>2016 through 2020 targets</i>	<i>735</i>	<i>746</i>	<i>739</i>	<i>730.0</i>	<i>743.0</i>	763.0	755.0	N
Serious Injuries ^a	1,398	1,327	1,262	1,346	1,516			
<i>2016 through 2020 targets</i>	<i>1,372</i>	<i>1,361</i>	<i>1,347</i>	<i>1,332.0</i>	<i>1,319.0</i>	1,319.0	1,343.0	N
Fatalities/VMT	1.545	1.566	1.542	1.417	1.672			
<i>2016 through 2020 targets</i>	<i>1.52</i>	<i>1.538</i>	<i>1.493</i>	<i>1.506</i>	<i>1.518</i>	1.496	1.506	N
Unrestrained Passenger Vehicle Occupant Fatalities All Seating Positions	225	246	222	234	298			
<i>2016 through 2020 targets</i>	<i>250</i>	<i>256</i>	<i>247</i>	<i>244</i>	<i>231</i>	233	233	N
Alcohol-Impaired Driving Fatalities (BAC = 0.08+) ^b +	228	212	221	220	233			
<i>2016 through 2020 targets</i>	<i>233</i>	<i>238</i>	<i>237</i>	<i>236</i>	<i>225</i>	225	221	N
Speeding-Related Fatalities	173	181	140	94	189			
<i>2016 through 2020 targets</i>	<i>195</i>	<i>190</i>	<i>189</i>	<i>188</i>	<i>178</i>	170	149	N
Motorcyclist Fatalities	94	97	79	87	78			
<i>2016 through 2020 targets</i>	<i>86</i>	<i>86</i>	<i>85</i>	<i>87</i>	<i>87</i>	87	88	Y
Unhelmeted Motorcyclist Fatalities	11	13	2	10	15			
<i>2016 through 2020 targets</i>	<i>11</i>	<i>11</i>	<i>10</i>	<i>10</i>	<i>11</i>	9	9	N
Drivers Age 20 or Younger Involved in Fatal Crashes	99	88	87	81	96			
<i>2016 through 2020 targets</i>	<i>89</i>	<i>88</i>	<i>88</i>	<i>87</i>	<i>82</i>	84	84	N
Pedestrian Fatalities	127	115	164	118	144			
<i>2016 through 2020 targets</i>	<i>111</i>	<i>109</i>	<i>110</i>	<i>110</i>	<i>106</i>	121	123	N
Bicyclist Fatalities	22	23	29	22	34			
<i>2016 through 2020 targets</i>	<i>21</i>	<i>21</i>	<i>20</i>	<i>20</i>	<i>19</i>	23	24	N

^a Serious injury data are from Center for Research and Analytics and Research in Transportation Safety at Louisiana State University (state data).

^b Based on the BAC of all involved drivers and motorcycle operators only.

Note that up to and including FFY 2017, serious injuries were “B” and “C” injuries. To conform to the FAST Act, serious injuries after FFY 2017 consist solely of “B” injuries. Targets included in Table 3.1 are current as of FFY 2017, hence the large difference between targets and actual numbers. The 2015 number for serious injuries is much lower than for the other years because CARTS computed 2015 using the new definition and 1,388 was the only available data at the time of this report. Beginning in 2019, federal compliance criteria required Louisiana to adopt the Model Minimum Uniform Crash Criteria (MMUCC) 4th Edition definition of suspected serious injury. This broader definition is expected to lead to increased numbers of serious injuries.

The one national behavioral measure, observed seat belt use (front seat outboard occupants), is collected annually from observational surveys. The statewide observational seat belt use data is from studies conducted for the Louisiana Highway Safety Commission. The numbers below represent the actual observed rate for each year and the performance targets for FFY 2014 to 2021.

Table 3.2 Progress in Statewide Observed Seat Belt Use Rate

Behavioral Measure	2014	2015	2016	2017	2018	2019	2020	2021
Observed Seat Belt Use	84.1%	85.9%	87.8%	87.1%	86.9%	87.5%	-	85.7%
2014 to 2021 Target	81.3%	84.5%	86.2%	87.6%	90.0%	88.5%	89.5%	89.2%

**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.

When comparing the targets against the actual FARS numbers for 2020, Louisiana exceeded the targets set for motorcyclist fatalities. Notably each year 2012 to 2019, Louisiana exceeded the Strategic Highway Safety Plan (SHSP) goal to halve fatalities by 2030. For the behavioral target of observed seat belt use rate Louisiana has exceeded that target every year from 2012 to 2016, which has led to an all-time high observed usage rate of 87.8 percent. Due to COVID-19 restrictions and the issuance of a waiver from NHTSA, the statewide observational survey was not conducted in 2020. Unfortunately, in 2021, Louisiana saw a decrease in seat belt use with a 85.7% use rate. Increasing seat belt use among motorists is one of the most effective tools to reduce fatalities and LHSC remains committed to continuing this trend with our countermeasure strategies. Louisiana will continue working to increase our seat belt use rate among motorists especially in light of the increasing number of unrestrained fatalities.

The priority areas detailed in the FFY 2023 and past HSPs align with NHTSA’s priorities. Data supports that these problem areas are consistent throughout Louisiana so we will continue to address them statewide through a multi-faceted approach of enforcement and education. Louisiana has consistently set aspirational targets in all priority areas in an effort to reach Destination Zero Deaths, which is outlined and planned for in our SHSP, and the HSP plays a strong part in achieving. Given Louisiana’s inability to maintain the planned targets for fatalities, serious injuries, fatalities VMT, unrestrained fatalities, alcohol-impaired fatalities, and unhelmeted motorcycle fatalities LHSC will work more closely with our program partners, the SHSP Regional Coalitions, and Implementation Team to conduct and review programs in their

area to develop strategies that will reduce serious injuries and fatalities in their region. In addition, LHSC has continued our commitment to address distracted driving in the FFY 2023 HSP to use as another countermeasure to address fatalities and injuries on our roadways.

4.0 Program Funding

4.1 FFY 2023 Available Funding

Table 4.1 Available Funding

Grant Program	FY 2021 Anticipated CF	FY 2023 Anticipated New Appropriation	FY 2023 Total Planned Funds
BIL Section 402	\$1,044,112.00	\$ 5,243,481.00	\$ 6,2587,593.00
BIL Section 154	\$1,779,494.00	\$ 1,779,494.00	\$ 3,558,988.00
Section 164	\$322,106.00	\$0.00	\$322,106.00
BIL Section 164	\$1,779,494.00	\$ 1,779,494.00	\$3,558,988.00
BIL Section 405b	\$330,943.00	\$689,246.00	\$1,020,189.00
BIL SUPP 405b	\$42,297.00	\$42,297.00	\$84,594.00
FAST Act 405c	\$305,793.00	\$0.00	\$305,763.00
BIL Section 405c	\$747,030.00	\$747,030.00	\$1,494,060.00
BIL SUPP 405c	\$48,840.00	\$48,840.00	\$97,680.00
BIL Section 405d Mid	\$2,009,234.00	\$2,561,732.00	\$4,570,966.00
BIL SUPP 405d	\$167,959.00	\$167,959.00	\$335,918.00
FAST Act Section 405f	\$5,196.00	\$0.00	5,196.00
BIL Section 405f	\$80,046.00	\$80,046.00	\$160,092.00
BIL SUPP 405f	\$5,233.00	\$5,233.00	\$10,466.00
FAST Act Section 405h	\$670,029.00	\$0.00	\$670,029.00
BIL Section 405h	\$380,626.00	\$380,626.00	\$761,252.00
BIL SUPP 405h	\$24,885.00	\$24,885.00	\$49,770.00
Total	\$ 9,743,287.00	\$ 13,550,363.00	\$ 23,293,650.00

CF = Carryforward from prior fiscal year.

4.2 FFY 2023 Funding Distribution by Program Area

Table 4.2 Available Funding

Funding Source	Allocation of Funds
Planning and Administration	\$786,522.00
Alcohol/Impaired Driving	\$9,691,670.00
Occupant Protection	\$1,760,347.00
Police Traffic Services	\$6,382,459.00
Traffic Records	\$2,082,403.00
Motorcycle Safety	\$205,755.00
Teen Safety Program	\$663,650.00
Railroad/Highway Safety	\$72,000.00
Pedestrian/Bicycle Safety	\$193,324.00
Community Traffic Safety Program	\$65,000.00
Non-Motorist	\$1,387,020.00
All Funds	\$23,293,650.00

4.3 FFY 2023 Match / Local Benefit / MOE

Table 4.3 State Match/ Local Benefit/ MOE

Project Number	Project Title	FUND	State Match	Local Benefit	MOE
2023-01-00	Planning and Administration State Match	402			
2023-10-19	Forensic Analysis of DWI Cases	402		\$75,000.00	
2023-30-10	Overtime Traffic Safety Enforcement	402		\$7,490.00	
2023-30-11	Overtime Traffic Safety Enforcement	402		\$16,000.00	
2023-30-12	Overtime Traffic Safety Enforcement	402		\$25,000.00	
2023-30-13	Overtime Traffic Safety Enforcement	402		\$692,010.00	
2023-30-14	Overtime Traffic Safety Enforcement	402		\$18,000.00	
2023-30-16	Overtime Traffic Safety Enforcement	402		\$9,600.00	
2023-30-17	Overtime Traffic Safety Enforcement	402		\$44,000.00	
2023-30-18	Overtime Traffic Safety Enforcement	402		\$169,380.00	
2023-30-20	Overtime Traffic Safety Enforcement	402		\$6,048.00	
2023-30-21	Overtime Traffic Safety Enforcement	402		\$17,316.00	
2023-30-24	Overtime Traffic safety Enforcement	402		\$51,210.00	
2023-30-25	Overtime Traffic safety Enforcement	402		\$19,680.00	
2023-30-26	Overtime Traffic Safety Enforcement	402		\$27,000.00	
2023-30-28	Overtime Traffic Safety Enforcement	402		\$6,500.00	

2023-30-30	Overtime Traffic Safety Enforcement	402	\$98,032.00
2023-30-31	Overtime Traffic Safety Enforcement	402	\$31,000.00
2023-30-33	Overtime Traffic Safety Enforcement	402	\$163,248.00
2023-30-34	Overtime Traffic Safety Enforcement	402	\$52,255.00
2023-30-35	Overtime Traffic Safety Enforcement	402	\$20,178.00
2023-30-37	Overtime Traffic Safety Enforcement	402	\$63,990.00
2023-30-39	Overtime Traffic Safety Enforcement	402	\$30,000.00
2023-30-40	Overtime Traffic Safety Enforcement	402	\$19,000.00
2023-30-42	Overtime Traffic Safety Enforcement	402	\$211,985.00
2023-30-45	Overtime Traffic Safety Enforcement	402	\$17,600.00
2023-30-47	Overtime Traffic Safety Enforcement	402	\$10,005.00
2023-30-48	Overtime Traffic Safety Enforcement	402	\$71,643.00
2023-30-49	Overtime Traffic Safety Enforcement	402	\$25,000.00
2023-30-50	Overtime Traffic Safety Enforcement	402	\$14,010.00
2023-30-51	Overtime Traffic Safety Enforcement	402	\$17,500.00
2023-30-52	Overtime Traffic Safety Enforcement	402	\$53,250.00
2023-30-53	Overtime Traffic Safety Enforcement	402	\$29,000.00
2023-30-55	Overtime Traffic Safety Enforcement	402	\$23,985.00

2023-30-56	Overtime Traffic Safety Enforcement	402	\$12,600.00
2023-30-57	Overtime Traffic Safety Enforcement	402	\$3,000.00
2023-30-58	Overtime Traffic Safety Enforcement	402	\$48,020.00
2023-30-59	Overtime Traffic Safety Enforcement	402	\$18,450.00
2023-30-60	Overtime Traffic Safety Enforcement	402	\$5,010.00
2023-60-61	Overtime Traffic Safety Enforcement	402	\$10,005.00
2023-30-62	Overtime Traffic Safety Enforcement	402	\$6,494.00
2023-30-63	Overtime Traffic Safety Enforcement	402	\$15,480.00
2023-30-64	Overtime Traffic Safety Enforcement	402	\$5,017.00
2023-30-65	Overtime Traffic Safety Enforcement	402	\$5,000.00
2023-30-66	Overtime Traffic Safety Enforcement	402	\$10,000.00
2023-30-67	Overtime Traffic Safety Enforcement	402	\$7,490.00
2023-30-68	Overtime Traffic Safety Enforcement	402	\$7,520.00
2023-30-69	Overtime Traffic Safety Enforcement	402	\$4,200.00
2023-30-70	Overtime Traffic Safety Enforcement	402	\$8,010.00
2023-30-73	Overtime Traffic Safety Enforcement	402	\$19,000.00
2023-30-74	Overtime Traffic Safety Enforcement	402	\$10,000.00
2023-30-76	Overtime Traffic Safety Enforcement	402	\$10,000.00

2023-30-77	Overtime Traffic Safety Enforcement	402		\$11,993.75	
2023-35-##	Special Waves Total - OP	402		\$100,000.00	
Project Number	Project Title	FUND	State Match	Local Benefit	MOE
2023-55-10	Sudden Impact	402		\$74,000.00	
2023-55-12	ThinkFirst of Ark-La-Tex	402		\$120,000.00	
2023-55-14	B.R.A.K.E.S. Program	402		\$10,000.00	
2023-65-10	The Safety Place	402		\$50,424.00	
2023-55-11	Ready, Set, DRIVE!	402		\$21,000.00	
2023-65-12	Bike Easy	402		\$49,335.00	
		402 Total		\$2,812,060.25	
2023-10-16	North Shore Planning Commission (SBIRT)	154AL		\$10,372.00	
2023-10-21	14th Judicial District DWI Court Program	154AL		\$100,000.00	
2023-10-30	ABC JUDE Task Force	154AL		\$89,465.00	
2023-10-32	Capital Region Planning Commission No Refusal	154AL		\$39,020.00	
2023-30-10	Overtime Traffic Safety Enforcement	154AL		\$7,140.00	
2023-30-18	Overtime Traffic Safety Enforcement	154AL		\$183,150.00	
2023-30-30	Overtime Traffic Safety Enforcement	154AL		\$100,004.00	

2023-30-34	Overtime Traffic Safety Enforcement	154AL		\$117,250.00
2023-30-55	Overtime Traffic Safety Enforcement	154AL		\$25,020.00
2023-30-62	Overtime Traffic Safety Enforcement	154AL		\$6,494.00
2023-30-64	Overtime Traffic Safety Enforcement	154AL		\$5,017.00
2023-30-66	Overtime Traffic Safety Enforcement	154AL		\$10,000.00
2023-30-67	Overtime Traffic Safety Enforcement	154AL		\$7,490.00
2023-30-68	Overtime Traffic Safety Enforcement	154AL		\$7,520.00
2023-30-69	Overtime Traffic Safety Enforcement	154AL		\$4,200.00
2023-30-70	Overtime Traffic Safety Enforcement	154AL		\$12,000.00
		154AL Total	\$0.00	\$724,142.00
2023-10-22	4th Judicial District DWI Court Program	164AL		\$100,000.00
2023-10-23	Terrebonne Parish District DWI Court Program	164AL		\$100,000.00
2023-30-12	Overtime Traffic Safety Enforcement	164AL		\$25,000.00
2023-30-17	Overtime Traffic Safety Enforcement	164AL		\$44,000.00
2023-30-21	Overtime Traffic Safety Enforcement	164AL		\$26,496.00
2023-30-25	Overtime Traffic Safety Enforcement	164AL		\$25,320.00
2023-30-26	Overtime Traffic Safety Enforcement	164AL		\$50,940.00
2023-30-28	Overtime Traffic Safety Enforcement	164AL		\$15,000.00

2023-30-31	Overtime Traffic Safety Enforcement	164AL	\$16,000.00
2023-30-39	Overtime Traffic Safety Enforcement	164AL	\$38,750.00
2023-30-45	Overtime Traffic Safety Enforcement	164AL	\$20,192.00
2023-30-42	Overtime Traffic Safety Enforcement	164AL	\$152,950.00
2023-30-47	Overtime Traffic Safety Enforcement	164AL	\$8,351.00
2023-30-49	Overtime Traffic Safety Enforcement	164AL	\$182,000.00
2023-30-52	Overtime Traffic Safety Enforcement	164AL	\$125,000.00
2023-30-56	Overtime Traffic Safety Enforcement	164AL	\$22,890.00
2023-30-57	Overtime Traffic Safety Enforcement	164AL	\$20,000.00
2023-30-58	Overtime Traffic Safety Enforcement	164AL	\$80,010.00
2023-30-59	Overtime Traffic Safety Enforcement	164AL	\$15,000.00
2023-30-65	Overtime Traffic Safety Enforcement	164AL	\$5,000.00
2023-30-73	Overtime Traffic Safety Enforcement	164AL	\$20,000.00
2023-30-74	Overtime Traffic Safety Enforcement	164AL	\$2,000.00
2023-30-76	Overtime Traffic Safety Enforcement	164AL	\$5,000.00
2023-35-##	Overtime Traffic Safety Enforcement	164AL	\$100,000.00
		164AL Total	\$1,227,889.00
		Grand Total	\$4,764,091.25

Project Number	Title	FUND	State Match
2023-01-00	Planning and Administration State Match	402	Cash Back Office \$586,522.00 \$200,000.00
2023-99-00	LSP State Match		
	BIL Section	402	\$1,571,898.25
	BIL Section	154	\$889,747.00
	Section	164AL	\$80,526.50
	BIL Section	164	\$889,747.00
	BIL Section	405b	\$225,047.25
	BIL SUPP	405b	\$21,148.50
	FAST Act	405c	\$76,440.75
	BIL Section	405c	\$373,515.00
	BIL SUPP	405c	\$24,420.00
	BIL Section	405d Mid	\$1,142,741.50
	BIL SUPP	405d	\$83,979.50
	FAST Act	405f	\$1,299.00
	BIL Section	405f	\$40,023.00
	BIL SUPP	405f	\$2,616.50
	FAST Act	405h	\$167,507.25

BIL Section	405h	\$190,313.00
BIL SUPP	405h	\$12,442.50
	Total	\$5,823,412.50

5.0 State Certifications and Assurances

5.1 Appendix A to Part 1300 – Certification and Assurances for Highway Safety Grants

APPENDIX A TO PART 1300 – CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59, AS AMENDED BY SEC. 4011, PUB. L. 114-94) begins on the next page.

6.0 State Certifications and Assurances

6.1 Appendix B to Part 1300 – Application Requirements for Section 405 and Section 1906 Grants

For FFY 2023, Louisiana is applying for the following 405-incentive grants programs:

- Occupant Protection (23 CFR 1300.21);
- State Traffic Safety Information System Improvements (23 CFR 1300.22);
- Impaired Driving Countermeasures (23 CFR 1300.23);
- Alcohol-Ignition Interlock Law (23 CFR 1300.23(G));
- Distracted Driving (23 CFR 1300.24);
- Motorcycle Safety (23 CFR 1300.25);
- Non-motorized Safety (23 CFR 1300.27); and
- Racial Profiling Data Collection (23 CFR 1300.28).

APPENDIX B TO PART 1300 – APPLICATION REQUIREMENTS FOR SECTION 405 AND SECTION 1906 GRANTS that is signed by Louisiana’s Governor’s Representative for Highway Safety begins on the next page.

6.2 Appendix C to Part 1300 – Assurances for Teen Traffic Safety Program (23 CFR 1300.11(e))

State: **Louisiana**

Fiscal Year: **2023**

The State has elected to implement a Teen Traffic Safety Program—a statewide program to improve traffic safety for teen drivers—in accordance with 23 U.S.C. 402(m).

In my capacity as the Governor’s Representative for Highway Safety, I have verified that:

The Teen Traffic Safety Program is a separately described Program Area in the Highway Safety Plan, including a specific description of the strategies and projects, and appears in HSP page number(s) 83-88 as required under 23 U.S.C. 402(m), the statewide efforts described in the pages identified above include peer-to-peer education and prevention strategies the State will use in schools and communities that are designed to:

- Increase seat belt use;
- Reduce speeding;
- Reduce impaired and distracted driving;
- Reduce underage drinking; and
- Reduce other behaviors by teen drivers that lead to injuries and fatalities.

The logo features a stylized blue outline of the state of Louisiana on the left, with a vertical yellow and white stripe on its left side. To the right of the map, the letters 'HSC' are written in a large, bold, blue sans-serif font. Below the map and 'HSC', the full name 'Louisiana Highway Safety Commission' is written in a smaller, blue sans-serif font.

HSC
Louisiana Highway Safety Commission

Changing Behaviors, Saving Lives





Louisiana Highway Safety Commission

Changing Behavior, Saving Lives

