

LOUISIANA HIGHWAY SAFETY PROGRAM

FEDERAL FISCAL YEAR 2019

Annual Report



prepared for

National Highway Traffic Safety Administration

prepared by

Louisiana Highway Safety Commission

7919 Independence Boulevard, Suite 2100

Baton Rouge, LA 70806

Louisiana Highway Safety Program Annual Report

Federal Fiscal Year 2019

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date

December 31, 2019

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EXECUTIVE SUMMARY

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

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

- Section 402 – General Traffic Safety;
- Section 154/164 – Open Container and Repeat Offender Hazardous Elimination Funds;
- Section 405b Low – Occupant Protection Funds;
- Section 405c – State Traffic Safety Information System Improvement;
- Section 405d – Impaired Driving Countermeasures;
- Section 405e – Distracted Driving Grants;
- Section 405f – Motorcyclist Safety;

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

This Annual Report provides a general assessment of the State's progress in achieving highway safety performance measure targets identified in the Federal Fiscal Year (FFY) 2019 Highway Safety Plan (HSP), a general description of the projects and activities funded and implemented under the Plan, and the amount of federal funds expended on each project.

The Louisiana Highway Safety Commission (LHSC) worked with multiple state and federal agencies; municipal, parish, and state law enforcement; and nonprofit organizations throughout the State. We also extended our commitment to Louisiana's Strategic Highway Safety Plan (SHSP) and our shared traffic safety vision for reducing traffic-related deaths and serious injuries known as Destination Zero Deaths, by designating a LHSC liaison to work directly with the nine SHSP regional coalitions. We continued to use data driven best practices to address our traffic safety priorities. The most current fatality data show that the LHSC and our many partners were successful in achieving the following:

- Achieved an 88 percent observed seat belt use for drivers and front seat motor vehicle passengers in 2019;
- Reduced total fatalities from 770 to 768;
- Reduced total serious injuries from 1328 to 1273;
- Reduced Passenger Vehicle Occupant Fatalities from 246 to 222;
- Reduced speeding-related fatalities to 181 from 136;
- Reduced motorcyclist fatalities from 97 to 79;
- Reduced unhelmeted motorcyclist fatalities from 13 to 2;
- Reduced fatal crashes involving drivers aged 15-20 from 88 to 87;

Louisiana road safety partners and stakeholders recognize the need to coordinate activities and resources to achieve safer transportation conditions. We will continue to monitor long-term traffic safety problems and identify emerging traffic safety trends, and address both using proven practices and research-based programs. Our strong support of enforcement agencies will continue, our community outreach will foster local interest, and our partnerships will continue to flourish while sharing common goals of reducing fatal and injury crashes on our roadways.

1.0 Commission Leadership

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

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

The 21 Commissioners are:

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

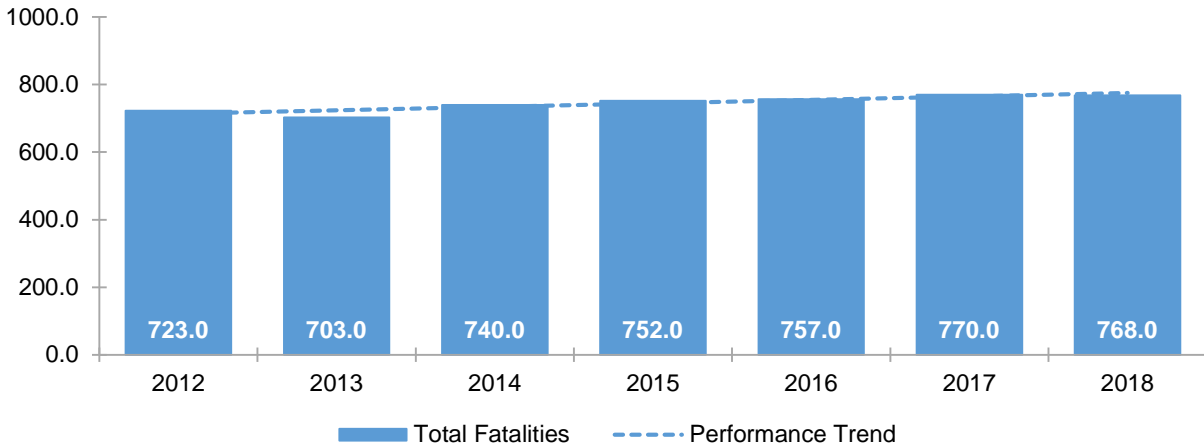
2.0 Mission Statement

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

3.0 Statistical Summary

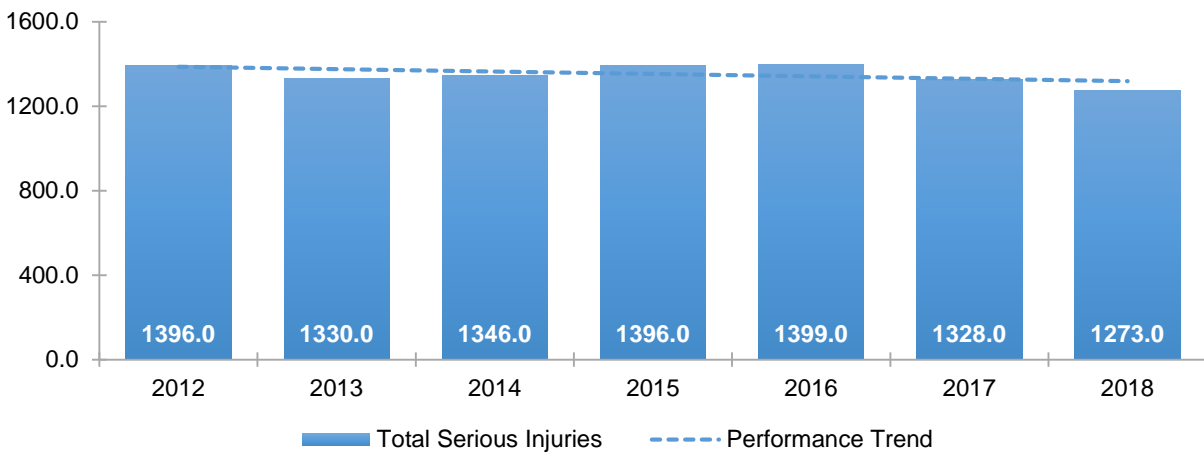
Figures 3.1 through 3.12 show actual numbers and the performance trend line for the core performance measures. Figures 3.13 through 3.15 show the number of citations and arrests issued during seat belt, impaired driving and speeding grant-funded enforcement activities.

FIGURE 3.1 STATEWIDE FATALITIES



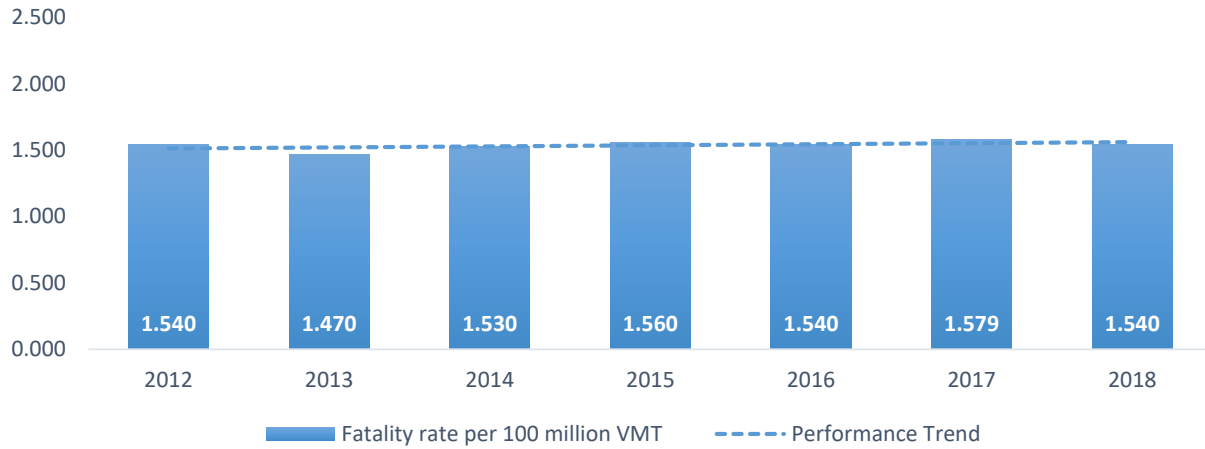
Source: NHTSA STSI/FARS. Accessed December 10, 2019.

FIGURE 3.2 STATEWIDE SERIOUS INJURIES



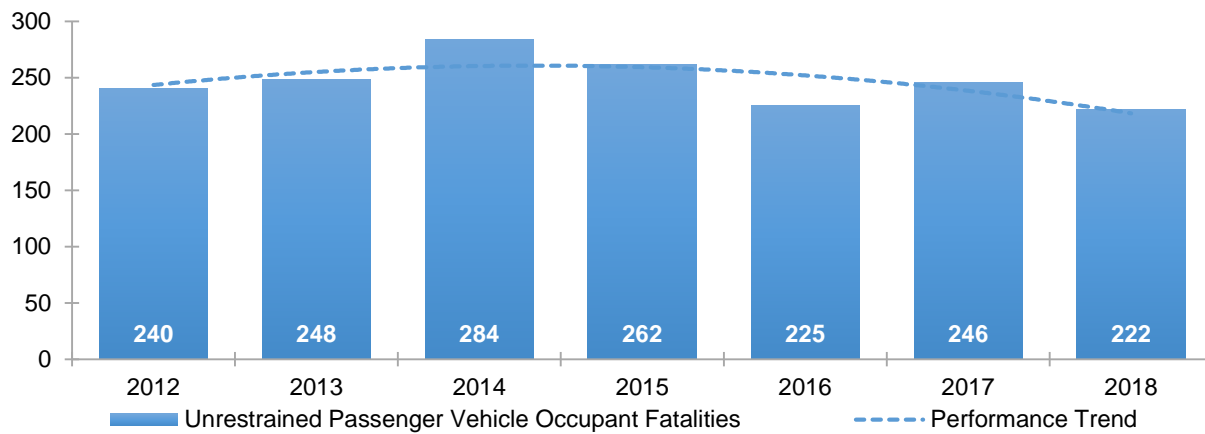
Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2019.

FIGURE 3.3 STATEWIDE FATALITY RATE



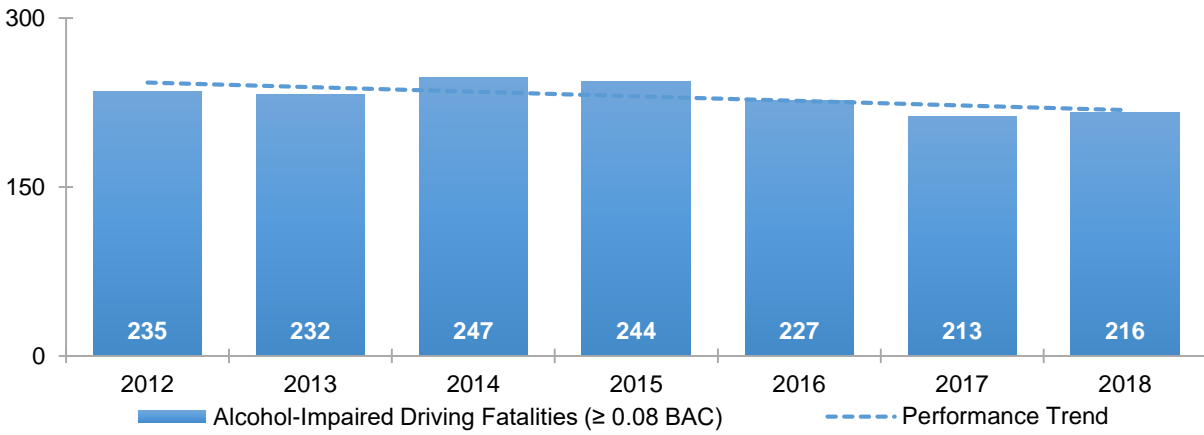
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 27, 2019.

FIGURE 3.4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES



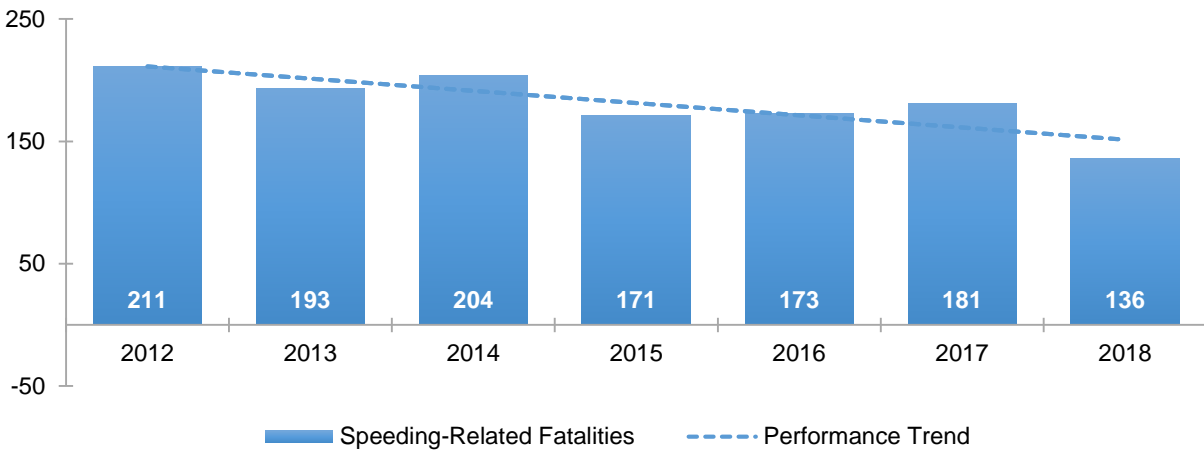
Source: NHTSA STSI/FARS. Accessed December 10, 2019.

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



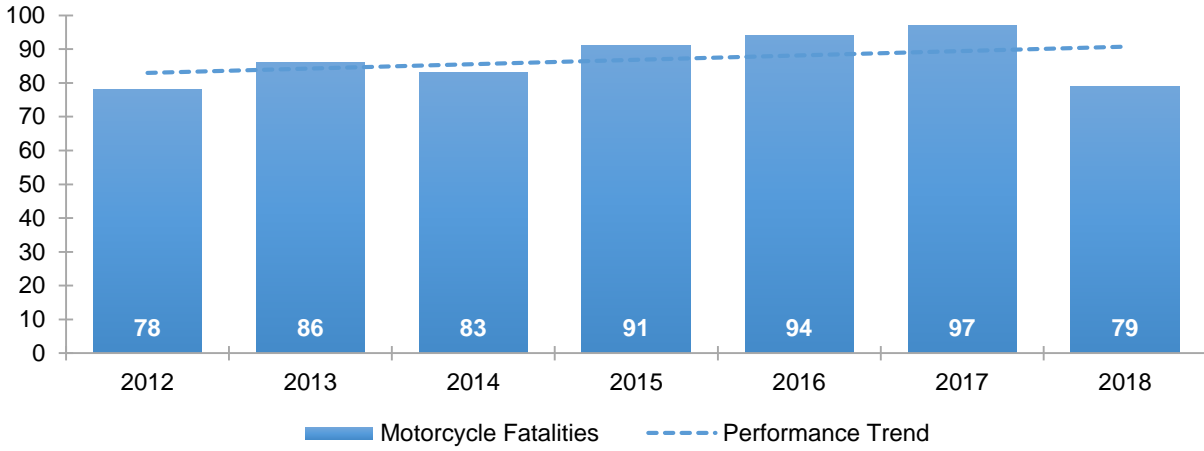
Source: NHTSA STSI/FARS. Accessed December 10, 2019.

FIGURE 3.6 SPEEDING-RELATED FATALITIES



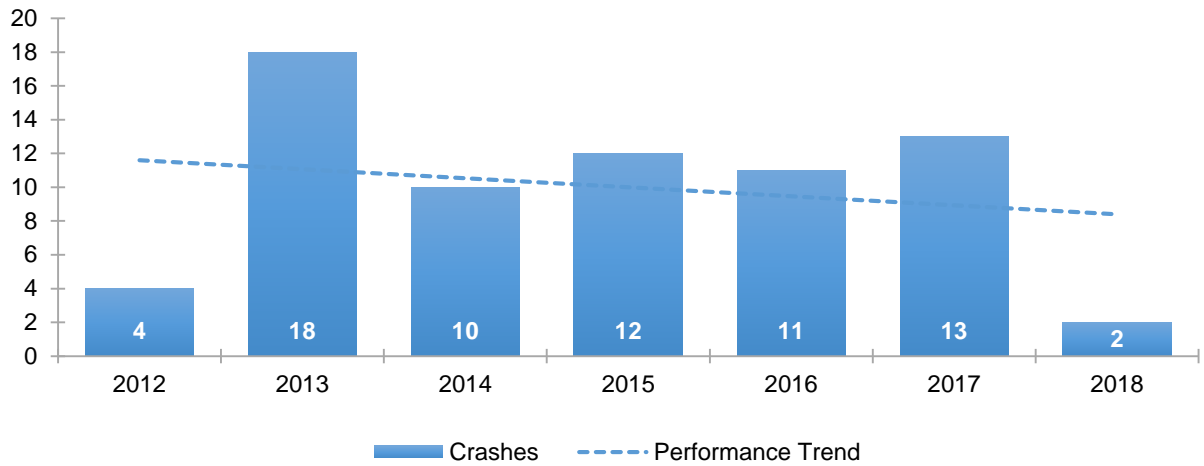
Source: NHTSA STSI/FARS. Accessed December 11, 2019.

FIGURE 3.7 MOTORCYCLIST FATALITIES



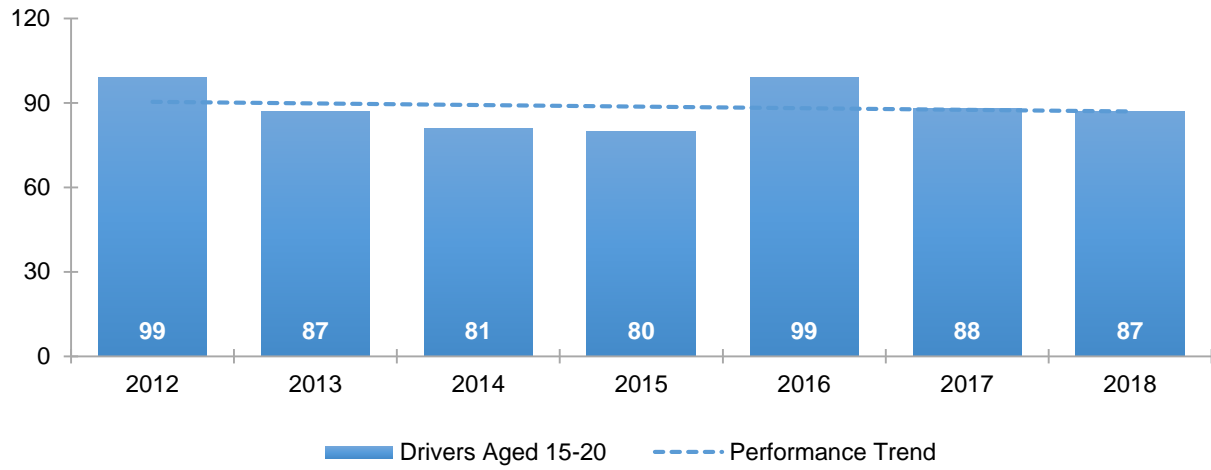
Source: NHTSA STSI/FARS. Accessed December 11, 2019.

FIGURE 3.8 UNHELMETED MOTORCYCLIST FATALITIES



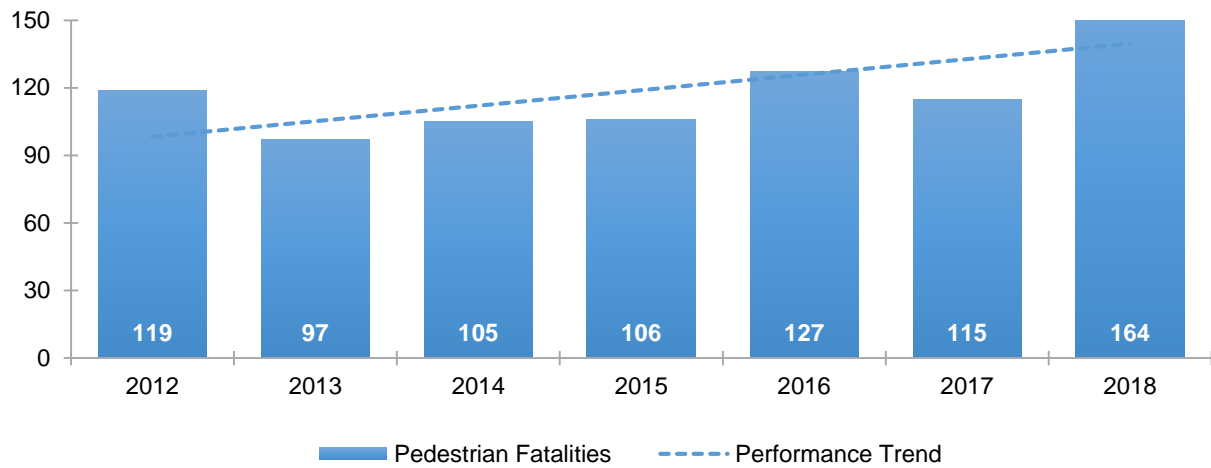
Source: NHTSA STSI/FARS. Accessed December 11, 2019.

FIGURE 3.9 DRIVERS AGED 15-20 INVOLVED IN FATAL CRASHES



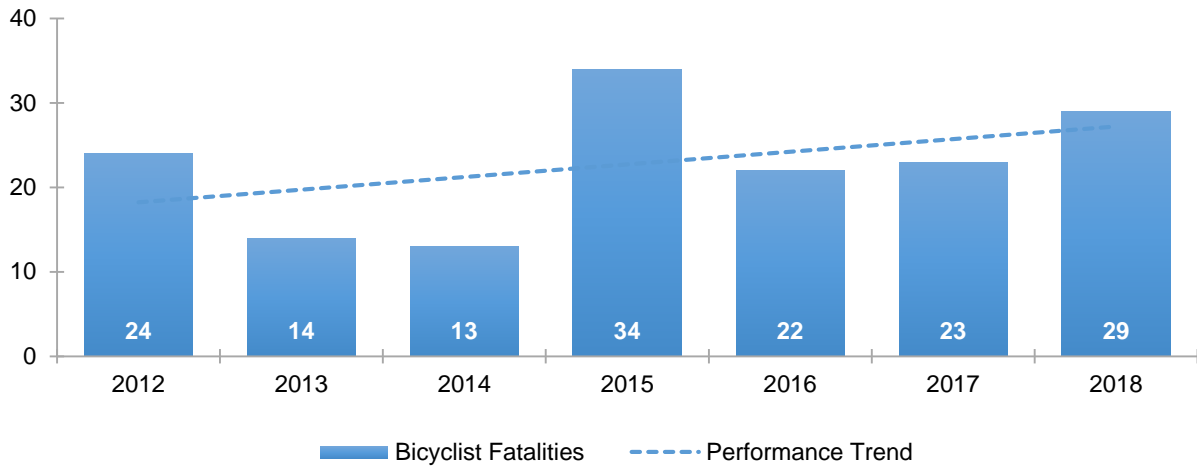
Source: NHTSA STSI/FARS. Accessed December 11, 2019.

FIGURE 3.10 PEDESTRIAN FATALITIES



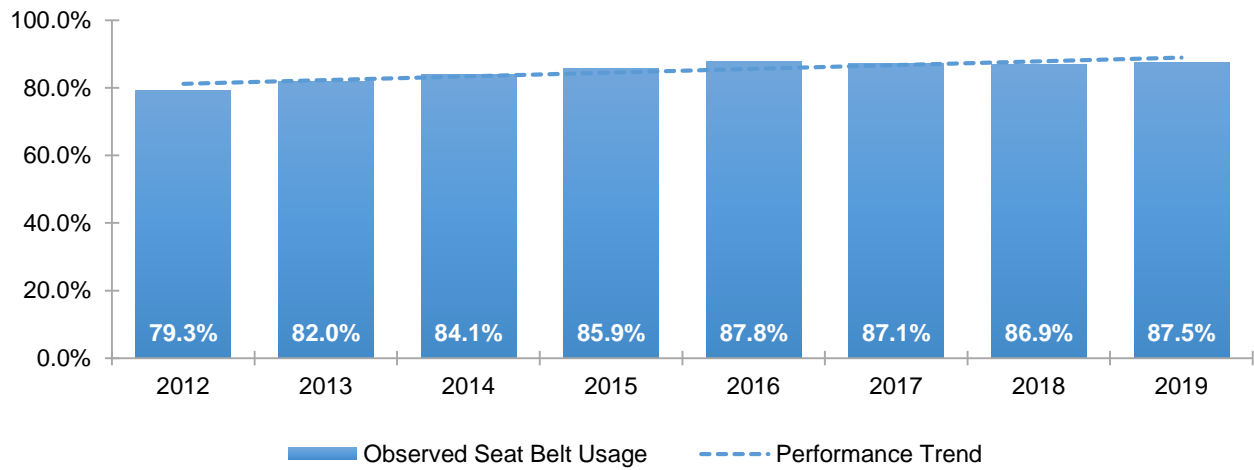
Source: NHTSA STSI/FARS. Accessed December 11, 2019.

FIGURE 3.11 BICYCLIST FATALITIES



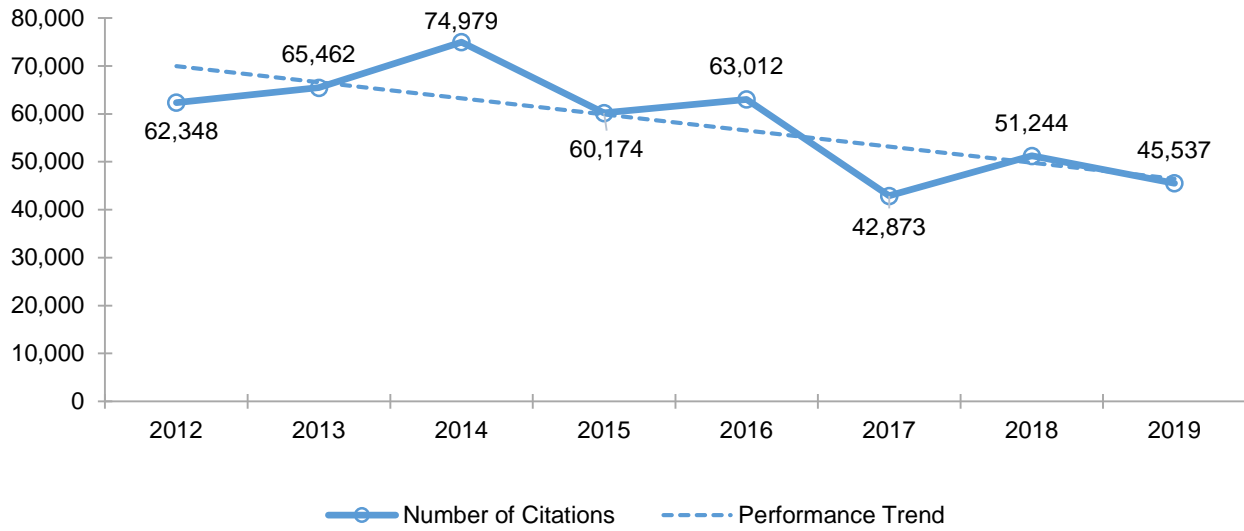
Source: NHTSA STSI/FARS. Accessed December 11, 2019.

FIGURE 3.12 OBSERVED OCCUPANT SEAT BELT USAGE



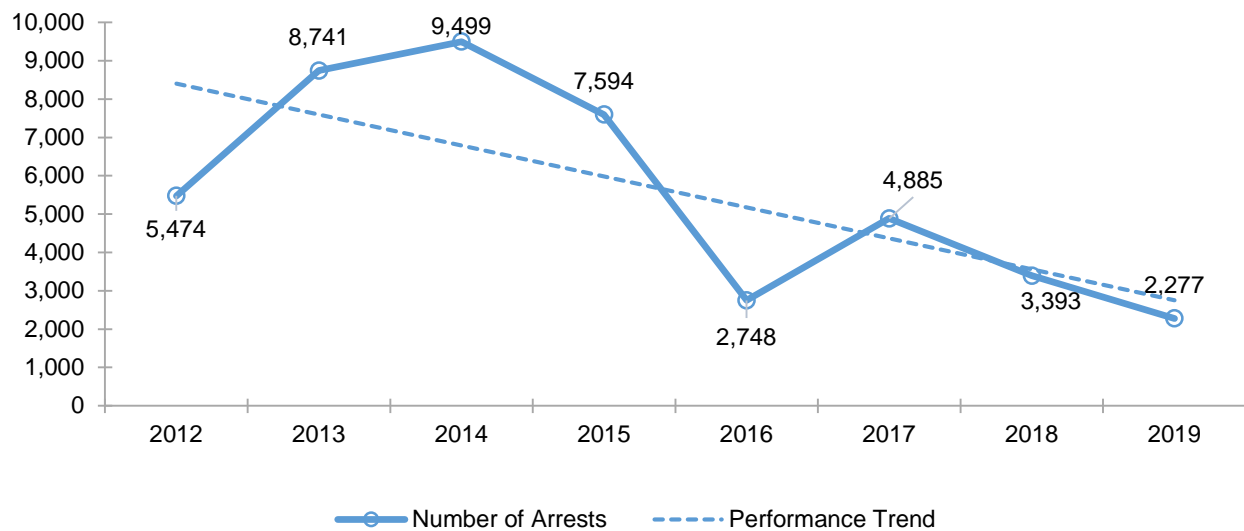
Source: NHTSA STSI/FARS. Accessed December 11, 2019.

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



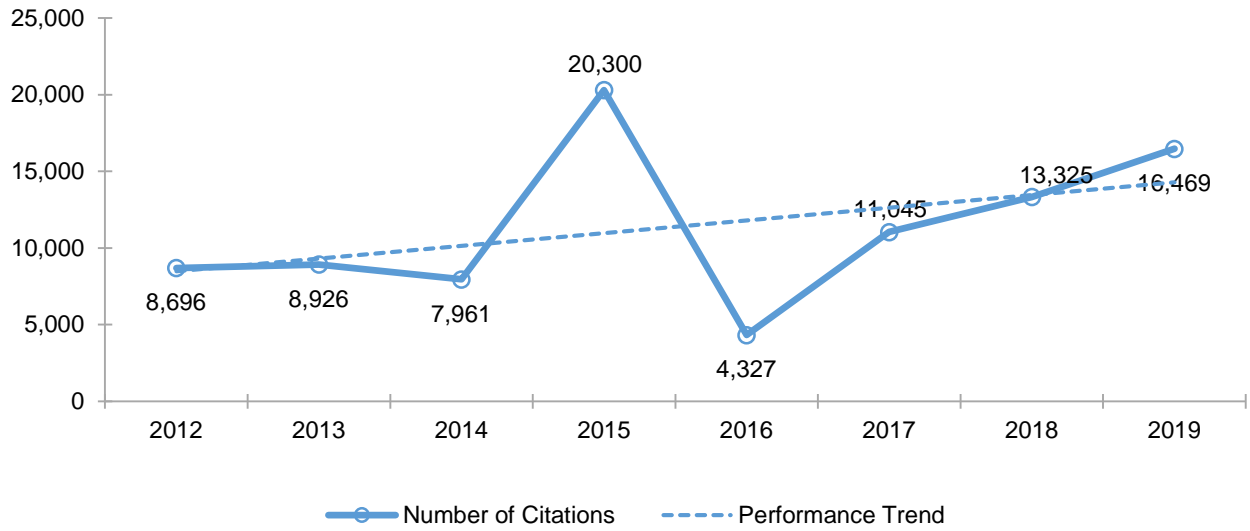
Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 10, 2019.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 10, 2019.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 10, 2019.

4.0 Statewide Targets and Results

4.1 FFY 2019 Targets

Louisiana's progress in meeting the ten core performance measures and one behavioral measure is shown in Tables 4.1 and 4.2. These performance measures, developed by NHTSA and the GHSA, are documented in the publication: DOT HS 811 025. The performance targets for the FFY 2018 and 2019 HSP are shown in the column titled "Target".

Table 4.1 Progress in Meeting FFY 2019 Performance Targets

Core Performance Measure	Actual						Target	
	2013	2014	2015	2016	2017	2018	2018 HSP	2019 HSP
Traffic Fatalities	703.0	740.0	752.0	757.0	770.0	768.0	721.0	730.0
Serious Injuries ¹	1,330.0	1,346.0	1,396.0	1,399.0	1,328.0	1,273.0	1,344.3	1332.0
Fatality rate per 100 Million VMT	1.470	1.530	1.560	1.540	1.579	1.150	1.493	1.506
Unrestrained Passenger Vehicle Occupant Fatalities	248	284	262	225	246	222	238	244
Alcohol-Impaired Driving Fatalities (≥ 0.08 BAC)	232	247	244	227	213	216	229	236
Speeding-Related Fatalities	193	204	171	173	181	136	181	188
Motorcycle Fatalities	86	83	91	94	97	79	81	85
Unhelmeted Motorcyclist Fatalities	18	10	12	11	13	2	10	10
Drivers Age 15 to 20 Involved in Fatal Crashes	87	81	80	99	88	87	82	87
Pedestrian Fatalities	97	105	106	127	115	164	101	110
Bicyclist Fatalities	14	13	34	22	23	29	14	20

Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 27, 2019.

¹ As of 2016, the definition of "Serious Injury" changed for Louisiana.

Table 4.2 Progress in Observed Seat Belt Use Rate

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

Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 11, 2019.

The Highway Safety Plan also includes projects to improve the quality of Louisiana's traffic records systems. Table 4.3 show the progress made from 2016 to 2019.

Table 4.3 LACRASH Achievements

	2016	2017	2018	2019
Completeness	Percent			
Driver Information - License Number	98%	99%	99%	99%
Driver Information – Name	100%	100%	100%	100%
Crash Information - Location/GPS	96%	96%	96%	96%
Driver Information - License Class	97%	97%	97%	97%
Driver Information - License State	97%	97%	97%	97%
Vehicle Information - License Plate	99%	99%	99%	99%
Vehicle Information - Registered State	99%	99%	99%	99%
Vehicle Information – VIN	99%	99%	99%	100%
Timeliness	2016	2017	2019	2019
All Crashes (<30 days)	95%	96%	97%	97%
All Fatal Crashes (<30 days)	63%	66%	67%	64%
Overall Crash Report Results	2016	2017	2019	2019
% of Reports Submitted Electronically	98%	99%	99%	99%
Average Days to Submit a Report	10	6	6	6

Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 27, 2019.

5.0 Program Results

Evidence-Based Enforcement Program Activities

In FFY 2019, the LHSC continued to support implementation of evidence-based enforcement program activities. A significant portion of Louisiana's highway safety grant funds were awarded to law enforcement agencies as noted in the following programmatic areas. The LHSC has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the targets of the state's highway safety program. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project that are summarized in this section. Louisiana incorporates an evidence-based approach in its statewide enforcement program through three components; participants involved, data sources, and continuous monitoring.

All enforcement grantees who applied for FFY 2019 funding were vetted by a diverse group of participants across an array of disciplines as outlined in detail in the FFY 2019 HSP. The participants focused on the selection of evidence-based traffic safety countermeasure proposals and were further enhanced by the program staff at LHSC.

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

To ensure enforcement resources were deployed effectively, law enforcement agencies were directed to implement evidence-based strategies. The LHSC uses the most current version of the NHTSA publication *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* as a guide for approving proposals with evidenced-based enforcement strategies. In FFY 2019, Louisiana used evidence-based strategies and targeted enforcement to address key problem areas such as impaired driving, failure to utilize seat belts and child seats, and speeding violations. Additional strategies deployed included enforcement during specific times of day when more crashes occur (e.g., nighttime impaired driving checkpoints), and enforcement of high-risk occupant protection populations, such as an additional focus on restraint use of pickup truck occupants and nighttime occupant protection enforcement activities. High-visibility enforcement, including participation in the national seat belt and impaired driving mobilizations were also conducted. By implementing these and other strategies that research has shown to be effective, efficient use was made of the available resources to help improve safety on Louisiana's roadways.

To ensure these law enforcement projects maintained the ability to adjust to any situation, various tracking mechanisms were utilized to enable program managers and law enforcement managers with quick insights into the progress of each project. Contact with enforcement agencies was maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Monthly progress reports were required from each law enforcement agency receiving grant funding to ensure an understanding of the goals and outcomes of each project. These reports included data on the activities conducted, such as the area and times worked and the number of citations issued. This monthly monitoring allowed for subtle or major adjustments within each grantee, leaving sufficient time to make adjustments throughout the year if needed to improve traffic safety in Louisiana.

COMPILATION OF ENFORCEMENT ACTIVITY RESULTS

In FFY 2019, 36 yearlong and 26 special wave law enforcement agencies participated in the national “Click It or Ticket” campaign and in the “Drive Sober or Get Pulled Over” campaign. Collectively, the NHTSA funded law enforcement activities resulted in:

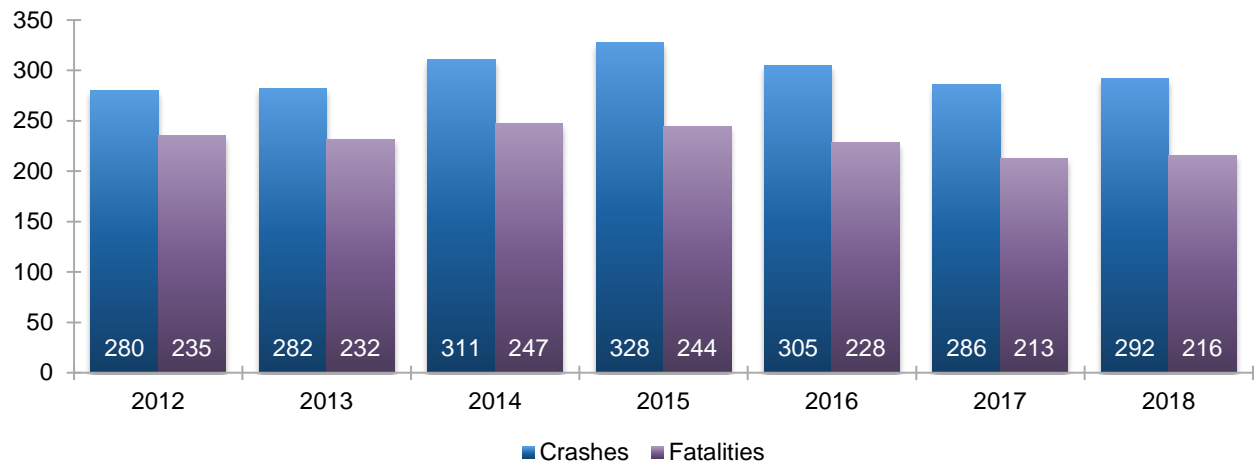
- 45,537 seat belt citations;
- 2,277 impaired driving arrests;
- 16,469 speeding citations;
- 18 new Drug Recognition Expert (DRE) officers trained;
- 256 officers trained in Standardized Field Sobriety Test (SFST);
- 178 officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE); and
- 140 DREs certified across the State.

The following subsections of Section 5.0 present the programs and projects for each program area addressed in the FFY 2019 Highway Safety Plan. The amounts listed after Budget Expended in each project description do not reflect the final expenditures until the final voucher is submitted and approved.

5.1 IMPAIRED DRIVING PROGRAM

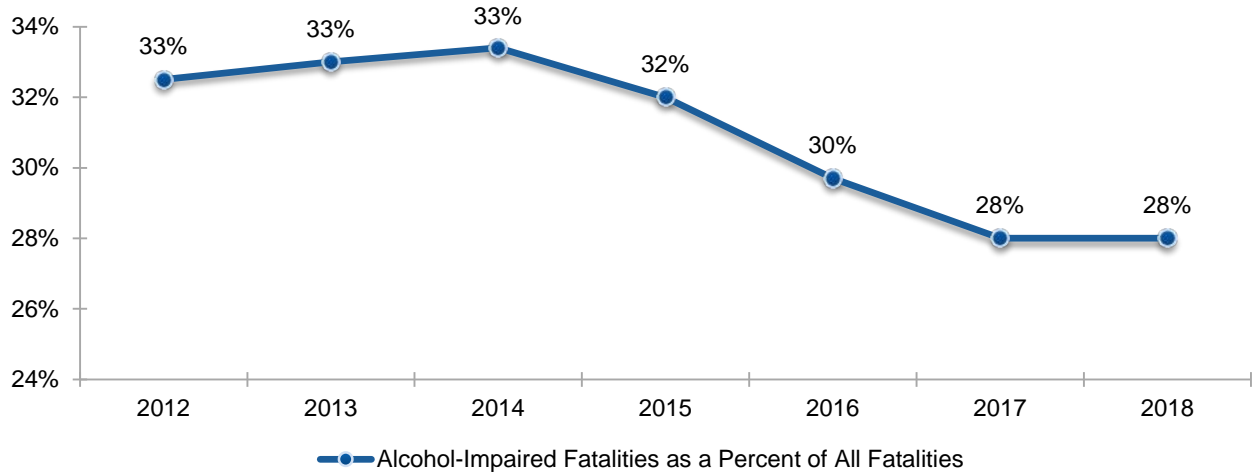
Louisiana's comprehensive impaired driving program used broad-ranging, evidence-based strategies and actions designed to reduce impaired driving fatalities and injuries. Figure 5.1 shows the changes in alcohol-impaired fatalities and alcohol-related fatal crashes from 2012 to 2018. Both alcohol-related fatal crashes and alcohol-impaired fatalities experienced slight increases in 2018. These slight increases reversed the downward trends that started in 2015 for alcohol-related fatal crashes and in 2014 for alcohol-impaired fatalities. Figure 5.2 shows that the percent of alcohol-impaired fatalities as a percent of all the state's motor vehicle fatalities in 2018 maintained the lowest level Louisiana has recorded over the past 6-year period.

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



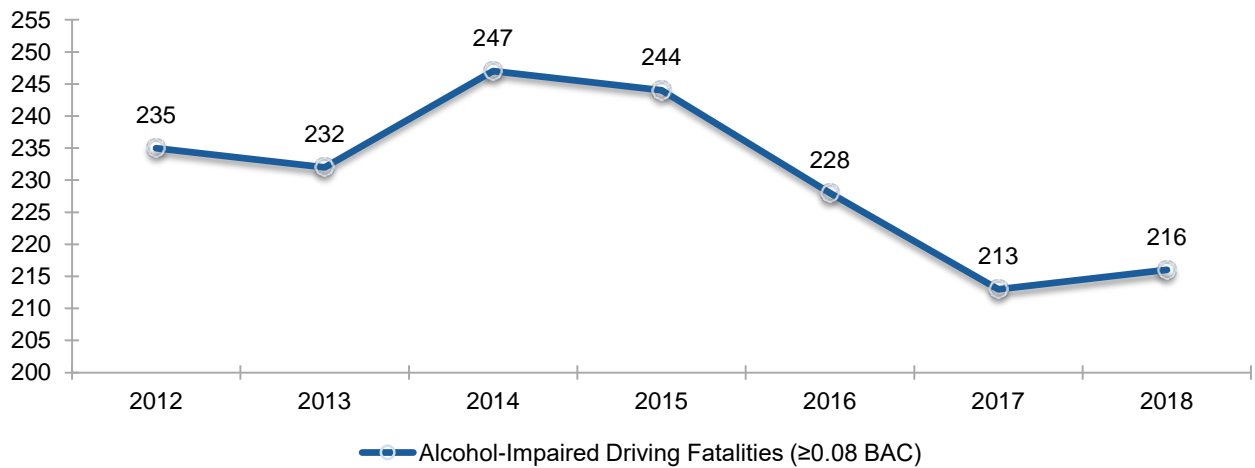
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 10, 2019.

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



Source: NHTSA STSI/FARS. Accessed December 10, 2019.

**FIGURE 5.3 ALCOHOL-IMPAIRED DRIVING FATALITIES
(≥ 0.08 BAC)**



Source: NHTSA STSI/FARS. Accessed December 10, 2019.

PERFORMANCE TARGET

Decrease alcohol impaired driving fatalities 3.0 percent from the average in 2011-2015 of 236 to 229 by December 31, 2019.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-10-10

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

Project Description: The No Refusal impaired driving program was designed to support “No Refusal” sobriety enforcement efforts through the use of certified medical technicians who provided evidence collection (blood draws) when warrants were issued. Certified medical technicians were made available at scheduled “no refusal” enforcement efforts and assisted with evidence collection after 8 warrants were issued and 93 arrests for DWI were reported. Additionally, the program provided training for law enforcement on best practices for “No Refusal” enforcement including SFST and court room testimony.

Project Budget/Source: \$46,400/Section 164AL

Budget Expended: \$43,543.78/Section 164AL

PROJECT NUMBER: 2019-10-12

Project Title: Slidell No Refusal Pilot Program

Project Description: Project was not executed (city council did not sign off on sub grant)

Project Budget/Source: \$19,300.00/Section 154AL

Budget Expended: \$0

PROJECT NUMBER: 2019-10-32

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

Project Description: This regional impaired driving program supported ‘No Refusal’ sobriety enforcement efforts in the Capital Region through the use of certified medical technicians who

provided evidence collection (blood draws) when warrants were issued. Certified medical personnel were made available at scheduled “no refusal” enforcement efforts and assisted with evidence collection after 38 warrants were issued.

Project Budget/Source: \$36,000.00/Section 405d; \$5,580.00 Section 164AL

Budget Expended: \$35,396.63/Section 405d; \$937.96 Section 164AL

PROJECT NUMBER: 2019-10-11

Project Title: Impaired Driving Policy Specialist

Project Description: The Impaired Driving Policy Specialist assisted LHSC with the implementation of research-based policies, programs, and practices aimed at reducing impaired driving and the number of related fatalities and injuries. The Impaired Driving Policy Specialist also assisted in the management of three of the LHSC-funded DWI courts and assisted with the proper operation of these courts. The Impaired Driving Policy Specialist ensured new and existing DWI courts received the training needed to operate successfully. This person also collaborated with the Louisiana Supreme Court in reference to the DWI courts under their management.

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

Budget Expended: \$47,215.36/Section 405d

PROJECT NUMBER: 2019-10-13

Project Title: Prosecutor/ Law Enforcement Training Program

Project Description: Through the Louisiana District Attorneys Association (LDAA), the LHSC provided funding for a full-time Traffic Safety Resource Prosecutor (TSRP) to help law enforcement, prosecutors, and judges align their efforts to prosecute DWI cases. LDAA conducted eight impaired driving training courses in 2019, reaching 395 prosecutors and 455 law enforcement officers. The courses were offered statewide.

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

Budget Expended: \$246,481.27/Section 405d

PROJECT NUMBER: 2019-10-15

Project Title: Louisiana Impaired Driving Assessment Coordinator

Project Description: The Impaired Driving Assessment Coordinator implemented the priority recommendations of the 2009 and 2013 Impaired Driving Assessment Report, and included activities to address the enforcement and adjudication of laws regarding driving while impaired. The contractor worked in conjunction with the many agencies throughout Louisiana who share a similar mission to reduce impaired driving fatalities and injuries.

Project Budget/Source: \$33,214.42/Section 405d; \$16,685.38/Section 402

Budget Expended: \$25,573.34 Section 405d; \$4,318.20/Section 402

PROJECT NUMBER: 2019-10-17

Project Title: Mothers Against Drunk Driving – Court Monitoring

Project Description: This program monitored DWI cases throughout the prosecution process in several court jurisdictions. Courts in Baton Rouge City and the 19th Judicial District Courts in East Baton Rouge Parish were monitored on a weekly basis. In addition, courts in Ascension, St. Tammany, Lafayette, Livingston, Tangipahoa, Iberville, St. Charles, West Baton Rouge, Bossier, Caddo, Ouachita, Rapides, Natchitoches, and Lincoln parishes were randomly monitored. Court Monitors visited assigned courts/logged into court docket databases, observed DWI cases, collected pertinent data, entered case information into the court monitoring database, trained and supervised program volunteers, managed and monitored “watchdog” calls, and compiled reports on specific data elements as requested. MADD monitored 2,343 impaired driving cases in FFY 2019.

Project Budget/Source: \$205,000.00/ Section 164AL

Budget Expended: \$168,468.77/Section 164AL

PROJECT NUMBER: 2019-10-18

Project Title: Judicial Outreach Liaison (JOL)

Project Description: This project served as a liaison between courts and policy-makers and provided training and continuing education to judges within the State. The JOL coordinated with other

justice professionals; promoted evidence-based and promising practices; and communicated highway safety issues.

Project Budget/Source: \$150,000.00/Section 164AL

Budget Expended: \$62,666.83/Section 164AL

PROJECT NUMBER: 2019-10-19

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

Project Description: The North Louisiana Crime Lab project funded a full-time Forensic Analyst. The Forensic Analyst aided in increasing forensic support to law enforcement partners in communities across 29 parishes in northern Louisiana. The position was dedicated 100 percent to traffic safety and responsible for conducting blood and urine alcohol and drug testing on traffic related crashes and DWI cases. The Forensic Analyst processed 69 blood specimen collection kits in 2019.

Project Budget/Source: \$78,240.00/Section 405d

Budget Expended: \$77,883.71/Section 405d

PROJECT NUMBER: 2019-10-20

Project Title: DWI Court Management Program

Project Description: The Supreme Court Drug Court Office (SCDCO) provided oversight, administration (fiscal and programmatic), and monitoring to five Louisiana DWI Courts. All courts were required to adhere to the 10 Guiding Principles for DWI Courts set forth by the National Center for DWI Courts.

Project Budget/Source: \$471,050.00/Section 164AL

Budget Expended: \$418,801.96/Section 164AL

PROJECT NUMBER: 2019-10-21

Project Title: 14th Judicial District DWI Court

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

Project Budget/Source: \$75,000.00/Section 154AL

Budget Expended: \$57,731.71/Section 154AL

PROJECT NUMBER: 2019-10-22

Project Title: 4th Judicial District DWI Court

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

Project Budget/Source: \$75,000.00/Section 154AL

Budget Expended: \$72,416.00/Section 154AL

PROJECT NUMBER: 2019-10-23

Project Title: Terrebonne Parish DWI Court

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

Project Budget/Source: \$75,000.00/Section 154AL

Budget Expended: \$75,000.00/Section 154AL

PROJECT NUMBER: 2019-10-30

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

Project Description: The Juvenile Underage Drinking Enforcement (J.U.D.E.) Task Force addressed the problem of underage drinking in an effort to deter impaired driving in East Baton Rouge (EBR) Parish. The Task Force also worked to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for entering a bar/lounge, or to purchase, possess and consume alcoholic beverages. The EBR ABC Agents worked 1,713 overtime enforcement hours in 2019, performed 517 compliance checks, made 499 arrests and issued 140 citations while working overtime hours.

Project Budget/Source: \$97,530.00/Section 154AL

Budget Expended: \$56,163.54/Section 154AL

PROJECT NUMBER: 2019-10-31

Project Title: Louisiana Cops in Shops Program

Project Description: The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops Program utilized ATC enforcement agents to conduct additional extensive underage alcohol enforcement efforts statewide on an overtime basis. These efforts reduce the incidence of underage alcohol procurement, thereby reducing alcohol-impaired fatalities and injuries. The ATC agents worked 3,933 overtime enforcement hours performed 6,374 compliance checks, and issued 475 citations.

Project Budget/Source: \$166,000.00/Section 154AL

Budget Expended: \$165,759.81/Section 154AL

PROJECT NUMBER: 2019-10-34

Project Title: DWI Enforcement Training Specialist

Project Description: The contracted Training Specialist assisted LHSC in FFY 2019 with additional law enforcement training, including LADRIVING, courtroom testimony, and other impaired driving issues. In 2019, the Training Specialist conducted 65 training sessions for 350

police officers, troopers, and deputies from 95 agencies. At many of these training sessions, city and district prosecutors were in attendance to learn about the electronic arrest files they were to receive. The Training Specialist also conducted numerous one-on-one training sessions with agency TAC, and law enforcement officers, as well as judicial district court and Probation and Parole personnel. In addition, four presentations were made to LSU's Center for Analytics and Research in Transportation Safety personnel, in New Orleans and Baton Rouge, where law enforcement was also in attendance.

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

Budget Expended: \$49,887.11/Section 154AL

PROJECT NUMBER: 2019-10-35

Project Title: Travel/Training Funds for Impaired Driving

Project Description: Funds were allocated to send law enforcement and other partners to training and conferences directly related to support planned impaired driving strategies and projects. Each request was submitted to the LHSC and approved by the Executive Director.

Project Budget/Source: \$15,000.00/Section 154AL

Budget Expended: \$5,781.79/Section 154AL

PROJECT NUMBER: 2019-10-42

Project Title: LADRIVING DWI Automation Project

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

Project Budget/Source: \$518,000.00/Section 154AL

Budget Expended: \$168,354.05/Section 154AL

PROJECT NUMBER: 2019-30-80

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

Project Description: The LSP conducted DWI enforcement throughout Louisiana, making 269 impaired driving arrests while working 3,365 hours of overtime impaired driving enforcement. High fatality and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. Enforcement was coupled with Public Information Officers conducting 308 education and outreach activities. The LSP also conducted various training courses that were made available to local law enforcement agencies statewide. The LSP subcontracted with nationally recognized law enforcement training agencies to conduct specific training courses. These training courses included: one SFST Instructor Development Course (20 students), one DRE Certification Courses (18 students), two SFST Certification/Practicum (52 students), thirteen SFST Training Field Courses (256 students), three ARIDE Course (59 students), and eight ARIDE Field Courses (119 students).

Project Budget/Source: \$35,027.00/Section 402; \$629,717.00/Section 405d; \$324,141.00/Section 405b

Budget Expended: \$7,065.81/Section 402; \$385,987.47/Section 405d; \$286,612.06/Section 405b

PROJECT NUMBER: 2019-30-10 THROUGH 2019-30-59

Project Title: Overtime Traffic Safety Enforcement - Local Law Enforcement

Project Description: Research indicates that high visibility and sustained enforcement continues to be the most effective countermeasure in reducing impaired driving related crashes and fatalities. This project provided funding for DWI overtime enforcement to 36 local police departments and sheriff's offices that were located in the 16 Tier One Alcohol Problem ID Parishes. Participating agencies conducted 110 sobriety checkpoints, and worked 7,840 checkpoint hours and 23,118 saturation patrol hours. This yearlong enforcement corresponded with the national "Drive Sober or Get Pulled Over" campaign and state mobilizations. All law enforcement agencies participating in this targeted overtime enforcement program utilized data to identify areas, and vehicle types (e.g., pickup trucks, motorcycles), of critical need. The local agencies conducted impaired driving checkpoints and/or patrols based on their evidence-based enforcement plan, deployed resources based on crash analysis, and made adjustments throughout the year as needed. Law enforcement agencies that participated in this targeted DWI overtime enforcement program included:

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|--------------------------------------|---------------------------------------|
| • Alexandria Police Department; | • Livingston Parish Sheriff's Office; |
| • Baton Rouge Police Department; | • Mandeville Police Department; |
| • Bogalusa Police Department; | • Monroe Police Department; |
| • Bossier Police Department; | • New Orleans Police Department; |
| • Bossier Sheriff's Office; | • Pineville Police Department; |
| • Caddo Parish Sheriff's Office; | • Shreveport Police Department; |
| • Calcasieu Parish Sheriff's Office; | • Slidell Police Department; |
-

- Denham Springs Police Department;
- E. Baton Rouge Parish Sheriff's Office;
- Franklinton Police Department;
- Greater N.O. Expressway Commission;
- Greenwood Police Department;
- Hammond Police Department;
- Houma Police Department;
- Jefferson Parish Sheriff's Office;
- Kenner Police Department;
- Lafayette Police Department;
- Lafourche Parish Sheriff's Office;
- Lake Charles Police Department;
- St. Bernard Parish Sheriff's Office;
- St. Charles Parish Sheriff's Office;
- St. Tammany Parish Sheriff's Office;
- Tangipahoa Parish Sheriff's Office;
- Terrebonne Parish Sheriff's Office;
- Thibodaux Police Department;
- Washington Parish Sheriff's Office;
- West Baton Rouge Parish Sheriff's Office;
- W. Monroe Police Department;
- Westwego Police Department.

Project Budget/Source: \$1,457,527.89/Section 402; \$443,767.25 /Section 405b; \$1,746,024.79/Section 405d; \$97,530.00/Section 154AL; \$159,950.00/Section 164AL; \$35,000.00/Section 405h

Budget Expended: \$1,357,606.48/Section 402; \$303,210.16 /Section 405b; \$1,484,337.77/Section 405d; \$56,163.54/Section 154AL; \$105,892.84/Section 164AL; \$10,686.40/Section 405h

PROJECT NUMBER: 2019-35-01 THROUGH 2019-35-51

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

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

This project provided grants to a combination of 26 local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted sobriety checkpoints and saturation patrols in support of the two national "Click It or Ticket" and "Drive Sober or Get Pulled Over" mobilizations. Total enforcement activities for "Drive Sober or Get Pulled Over" resulted in 246 DWI arrests with 3,554 total hours worked by all participating agencies. Law enforcement agencies that participated in the two National mobilizations included:

- Abbeville Police Department;
- Allen Parish Sheriff's Office;
- Berwick Police Department;
- Breaux Bridge Police Department;
- Carencro Police Department;
- Church Point Police Department;
- Livingston Police Department;
- Minden Police Department;
- Port Vincent Police Department;
- Rapides Sheriff's Office;
- Rayne Police Department;
- Southern University New Orleans Police Department;

- Covington Police Department;
- DeRidder City Police Department;
- Erath Police Department;
- Franklin Police Department;
- Harahan Police Department;
- Haughton Police Department;
- Lake Arthur Police Department;
- Leonville Police Department;
- St. Mary Police Department;
- Village of Dixie Inn Police Department;
- Walker Police Department;
- Webster Parish Sheriff's Office;
- Welsh Police Department;
- West Feliciana SO.

Project Budget/Source: \$150,000.00/Section 402; \$150,000.00/Section 154AL

Budget Expended: \$81,778.65/Section 402; \$78,852.21/Section 154AL

PROJECT NUMBER: 2019-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participation in high-risk behavior that accompanies driving while intoxicated and included information on distracted driving and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2019, 8,584 students attended hospital based and on-site school presentations, 5,011 students viewed Mock Crashes, 2,270 students viewed Mock Trials, and 218 students participated in Senior Sessions and 679 parents attended presentations to learn about their teen driver's Graduated Driving Licensing restrictions. Sudden Impact pre/post-testing indicated a 20.8% overall increase in knowledge for students attending hospital presentations while Senior Session testing indicated that 94% of students had not driven while impaired since attending the Sophomore level hospital presentation and 95% of those students credited Sudden Impact for influencing their decisions regarding driver behavior.

Project Budget/Source: \$107,080.00/Section 402; \$107,080.00/Section 154AL

Budget Expended: \$87,095.28/Section 402; \$87,095.28/Section 154AL

PROJECT NUMBER: 2019-55-11

Project Title: Ready, Set, DRIVE!

Project Description: This project funded the “Ready, Set, DRIVE!” Teen Driver Safety Program in East Baton Rouge, Livingston, Ascension, and West Baton Rouge Parishes. The “Ready, Set, DRIVE!” educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol impaired driving, in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness was measured through pre- and post-tests. In FFY 2019, 1,477 participants attended classroom presentations, 7,599 participants participated in activities conducted with the driving simulator, 12,530 individuals were reached through community outreach events.

Project Budget/Source: \$41,000.00/Section 402

Budget Expended: \$36,154.13/Section 402

PROJECT NUMBER: 2019-55-12

Project Title: ThinkFirst for Teens Program

Project Description: ThinkFirst of the ArkLaTex coordinated and implemented 88 ThinkFirst programs (one to two hours) on underage drinking and impaired driving for youth and young adults to reduce the overall number of alcohol-related fatalities and included information on distracted driving and occupant protection. These programs were conducted through schools, colleges/universities, corporate/community traffic safety programs, churches, DWI classes, Juvenile Court, etc., in Northwest Louisiana. In FFY 2019, 7,097 students and young adults participated in ThinkFirst and program effectiveness was measured by pre/post-tests.

Project Budget/Source: \$68,280.12/Section 154AL; \$45,954.88/Section 402

Budget Expended: \$70,560.56/Section 154AL; \$43,169.85/Section 402

PROJECT NUMBER: 2019-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition - BRAKES

Project Description: The local government of Tangipahoa Parish Government worked with the TRACC Coalition to create a safe community with positive attitudes for teen drivers regarding traffic safety. The B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) Program addressed the problems of occupant protection, distracted driving, and impaired driving for young drivers. Presentations were conducted within four Tangipahoa Parish high schools to reach a total of 276 students. Program effectiveness and knowledge gain was measured by pre- and post-tests.

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

Budget Expended: \$10,683.10/Section 402

PROJECT NUMBER: 2019-55-15

Project Title: Social Norms and Marketing Project (SNAP)

Project Description: The Social Norms and Marketing Project combined social norms and social marketing theory to reduce alcohol-impaired fatal traffic fatalities at five high schools in alcohol-impaired Tier 1 parishes in southwest Louisiana. The project evaluation consisted of both process and outcome measures. Pre and post-test showed that nearly 97% of participating students do not approve of drinking and driving. There were eight high schools reached through peer to peer campaigns.

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

Budget Expended: \$161,565.35/Section 154AL

PROJECT NUMBER: 2019-80-01

Project Title: Paid Media for Impaired Driving

Project Description: This contract focused on reducing impaired driving through a “Drive Sober or Get Pulled Over” media buy plan during the national mobilization. All paid media was implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. A total of 6,722 radio spots and 10,452 television spots were placed. A total of 1,161,778 streaming television impressions were delivered. On-line media placement delivered an estimated 15,685,861 impressions. Message recognition was measured through attitudinal surveys

Project Budget/Source: \$550,000.00/Section 405d

Budget Expended: \$540,138.45/Section 405d

PROJECT NUMBER: 2019-80-03

Project Title: LHSC Public Relations

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

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

Budget Expended: \$49,900.00/Section 402

5.2 OCCUPANT PROTECTION PROGRAM

Louisiana's seat belt use was 87.5 percent in 2019. The state achieved a rate of 88 percent in 2019. The LHSC provided leadership, training, and technical assistance to other state and law enforcement agencies, and local occupant protection projects to deliver the maximum impact and likelihood for increasing restraint use. Table 5.1 shows observed seat belt usage by region from 2012 through 2019.

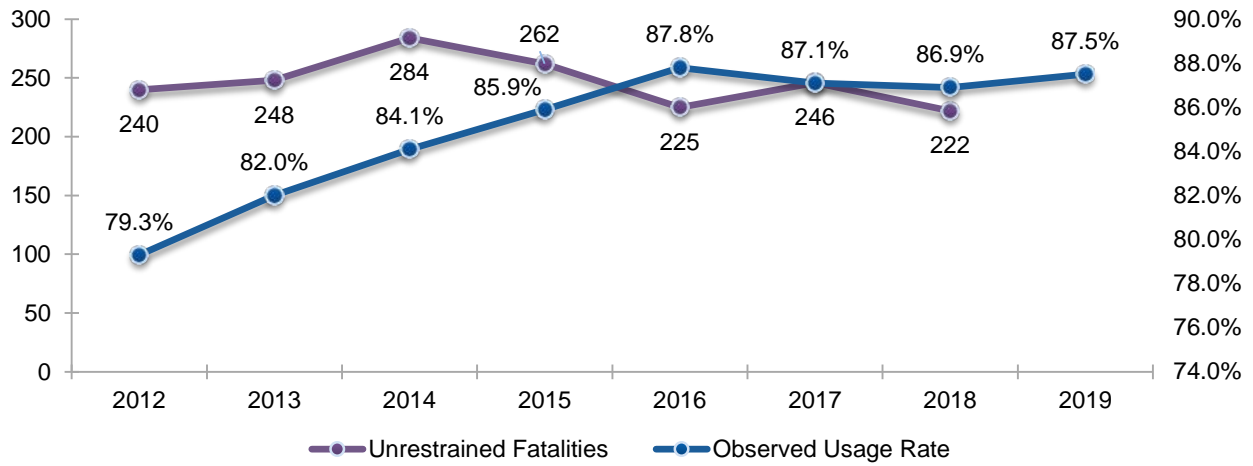
Table 5.1 Adult Observed Seat Belt Usage, All Vehicles and All Locations

Region	2012	2013	2014	2015	2016	2017	2018	2019
1- New Orleans	81.2%	78.1%	81.0%	82.4%	86.6%	90.3%	91.3%	88.7%
2- Baton Rouge	73.5%	62.7%	84.4%	83.0%	84.0%	85.1%	87.7%	86.2%
3- Houma	80.4%	85.5%	87.7%	91.2%	91.6%	88.0%	89.3%	89.7%
4- Lafayette	83.7%	81.7%	85.0%	82.5%	86.4%	86.3%	88.4%	91.1%
5- Lake Charles	85.6%	91.0%	89.9%	85.6%	91.7%	92.2%	89.2%	87.6%
6- Alexandria	72.8%	83.4%	70.9%	87.3%	80.8%	82.7%	81.3%	83.5%
7- Shreveport	79.8%	83.6%	87.9%	89.4%	91.1%	85.8%	83.8%	84.9%
8- Monroe	62.5%	81.0%	74.8%	84.2%	83.2%	87.1%	85.4%	90.5%
Louisiana	79.3%	82.5%	84.1%	85.9%	87.8%	87.1%	86.9%	87.5%

Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University.
Accessed December 10, 2019.

Figure 5.4 shows the correlation between observed seat belt use and unrestrained fatalities. In 2018, unrestrained fatalities reached the lowest level in recent years while seat belt use experienced a slight increase to again reach 88 percent.

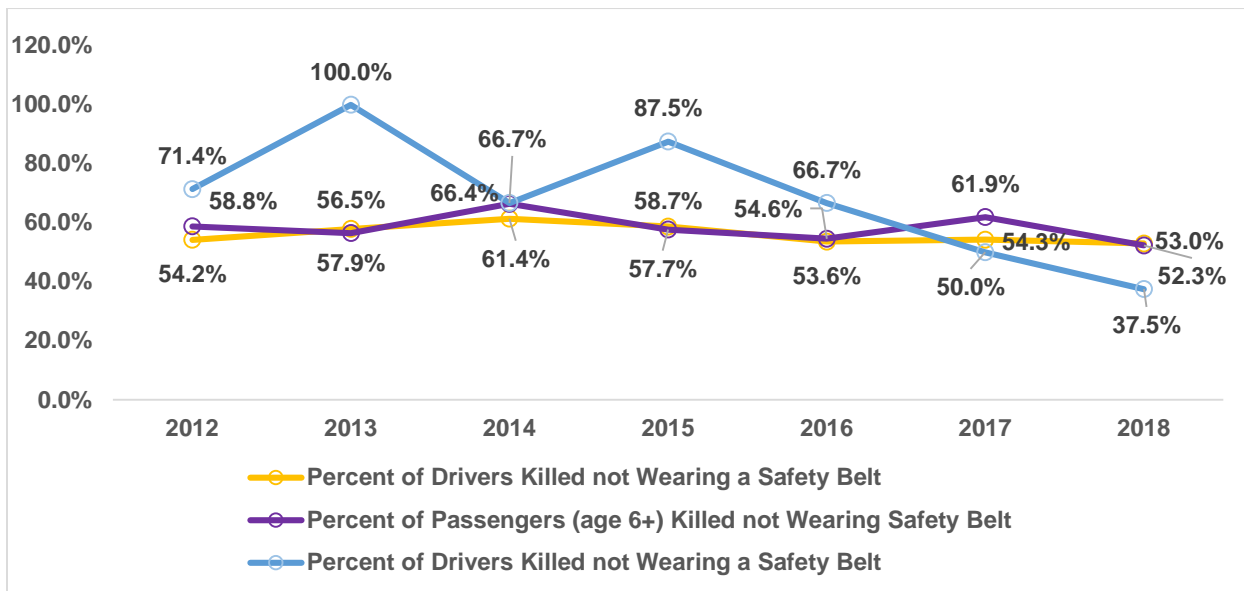
FIGURE 5.4 OBSERVED SEAT BELT USE AND UNRESTRAINED FATALITIES



Source: NHTSA STSI/FARS. Accessed December 10, 2019.

Figure 5.5 shows the percent of unrestrained fatalities since 2012 for drivers, passengers over 6 years of age, and children under six years old.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 16, 2019.

PERFORMANCE TARGETS

- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 8.8 percent from the average in 2011-2015 of 261 to 238 by December 31, 2019.
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 2.2 percentage points from 87.8 percent in 2016 to 90 percent in 2019.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-20-10

Project Title: LHSC Occupant Protection Survey

Project Description: Statewide observational surveys were conducted to determine adult seat belt usage including a nighttime observational survey. Funds were provided for the personnel, materials, administrative and logistical support to complete these surveys. Upon completion of the data collection, the selected vendor entered, tabulated, and processed the data and developed a final report of the surveys. The vendor for this project was selected through a competitive Request for Proposal process.

Project Budget/Source: \$277,014.00/Section 402

Budget Expended: \$277,014.00/Section 402

PROJECT NUMBER: 2019-80-01

Project Title: Paid Media for Occupant Protection

Project Description: This contract focused on a occupant protection paid media buy plan for the “Click It or Ticket” national mobilization. All paid media was implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. Message recognition was measured through attitudinal surveys. Paid media placement for occupant protection included a total of 5,024 radio spots. In addition, in-line media placement delivered an estimated 3,938,000 impressions.

Project Budget/Source: \$45,000.00/Section 402 and \$45,000.00/Section 405b

Budget Expended: \$44,940.20/Section 402; \$45,000.00/Section 405b

PROJECT NUMBER: 2019-10-44

Project Title: LA Voz de la Comunidad

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

Project Budget/Source: \$6,902.90/Section 402; \$23,448.02/Section 164AL

Budget Expended: \$5,654.91/Section 402; \$20,687.07/Section 164AL

PROJECT NUMBER: 2019-10-49

Project Title: Le Sanctuary Traffic Safety Diversity Outreach Program

Project Description: This program provided outreach to clergy, driving schools, and middle and high schools to reduce the number of serious injury and fatal crashes specific to impaired driving, occupant protection, and distracted driving. Educational material promoting traffic safety were distributed in and around diversity outreach activities that focused on educating minorities on the importance of not drinking and driving, not being distracted while operating a motor vehicle, and wearing a seat belt. This project conducted large-scale diversity outreach activities at the Bayou Classic and Essence Festival and traffic safety workshops for 70,000 participants. A diversity conference was conducted in New Orleans with 51 people in attendance. Efforts were sustained year-long and were coordinated with the LHSC and NHTSA during national campaigns.

Project Budget/Source: \$22,400.00/Section 402; \$22,400.00/Section 164AL

Budget Expended: \$22,400.00/Section 402; \$21,622.93/Section 164AL

PROJECT NUMBER: 2019-20-11

Project Title: Louisiana Passenger Safety Task Force

Project Description: The University Medical Center (UMC) New Orleans maintained the Louisiana Passenger Safety Task Force (LPSTF), which provided a centralized resource for all

OP/CPS activities and education, maintained a database of all Louisiana CPS technicians, promoted recertification of technicians, conducted quarterly regional meetings, provided six Standardized CPS Instructor/Technician Courses, and supported certified fitting stations in each region. Over 4,875 children were assisted at community fitting stations. Those children are now properly restrained while transported in a motor vehicle. This year, more than 611 seats were checked at CPS events. University Medical Center New Orleans and Louisiana Sonic Franchises partnered to sell 2019 “Tot Calendars.” 100 percent of the proceeds from the calendar sales benefitted Louisiana families in need and allowed for the purchase of 900 child safety seats. Seats were distributed in 9 regions of the State during National Child Passenger Safety Week. During the 2018-19 school year, UMC hosted the STOP program that reached 2,671 elementary school students.

Project Budget/Source: \$224,996.72/Section 402

Budget Expended: \$198,934.88/Section 402

PROJECT NUMBER: 2019-20-13

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

Project Description: This project educated the Hispanic population in the Greater New Orleans area to raise awareness of the importance of wearing a seat belt and using child passenger safety restraints. The YMCA accomplishments included raising awareness through community outreach, partnering with the Louisiana Passenger Safety Task Force (LPSTF) and the New Orleans Police Department (NOPD) and hosted eight car seat events in which 176 car seats were distributed, participated in thirty community events to promote occupant protection, and distributed language appropriate materials targeting specific populations (such as young adults, pregnant moms, churches, clinics), etc. This project has built upon their existing services to reach additional clients throughout the year.

Project Budget/Source: \$53,619.77/Section 405b

Budget Expended: \$53,619.77/Section 405b

PROJECT NUMBER: 2019-20-35

Project Title: Travel/Training Funds for Occupant Protection

Project Description: Funds would have been allocated to send law enforcement and other partners to training and conferences directly related to support planned occupant protection strategies and projects. Requests are submitted to the LHSC and approved by the Executive Director.

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

Budget Expended: \$0

PROJECT NUMBER: 2019-30-80

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

Project Description: The LSP conducted occupant protection enforcement throughout Louisiana, including conducting four occupant protection checkpoints and issuing 7,666 seat belt and child passenger citations while working 5,618 hours of overtime occupant protection enforcement. Enforcement was coupled with public information officers conducting education and outreach activities. High fatality and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. LSP Public Information Officers conducted 249 occupant protection related outreach events. Presentations were used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics were publicized through print, TV, and/or radio media throughout the duration of the grant.

Project Budget/Source: \$35,027.00/Section 402; \$629,717.00/Section 405d; \$324,141.00/Section 405b

Budget Expended: \$7,065.81/Section 402; \$385,987.47/Section 405d; \$286,612.06/Section 405b

PROJECT NUMBER: 2019-30-10 THROUGH 2019-30-59

Project Title: Overtime Traffic Safety Enforcement - Local Law Enforcement

Project Description: Local law enforcement agencies conducted overtime enforcement of traffic safety laws using checkpoints and saturation patrols throughout FFY 2019 and during state and national enforcement periods. All overtime enforcement programs were data driven to reduce the number of alcohol-impaired fatalities, unrestrained fatalities, and speeding fatalities in the areas most at risk. In 2019, 34 law enforcement agencies participated in this program across Louisiana.

Research shows that high visibility and sustained enforcement continues to be the most effective countermeasure in increasing seat belt usage. This project provided funding to 34 local police departments and sheriff’s offices for occupant protection overtime enforcement. All law enforcement agencies participating in this targeted occupant protection enforcement program utilized data to identify areas, and vehicle types (e.g., pickup trucks, motorcycles), of critical need and focused on areas with known lower seat belt usage. Agencies deployed resources based on crash analysis and made adjustments throughout the year as needed. Participating agencies conducted checkpoints, saturation patrols, and yearlong enforcement to correspond with the national “Click It or Ticket” campaign and state mobilizations. Law enforcement agencies worked 39,919 hours of saturation patrols and 9,738 hours at seat belt checkpoints, issuing 37,659 adult seat belt citations and 2,260 child passenger seat citations. Law enforcement agencies that participated in this targeted occupant protection overtime enforcement program included:

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- Alexandria Police Department;
 - Baton Rouge Police Department;
 - Bogalusa Police Department;
 - Caddo Parish Sheriff’s Office;
 - Calcasieu Parish Sheriff’s Office;
 - Denham Springs Police Department;
 - E. Baton Rouge Parish Sheriff’s Office;
 - Franklinton Police Department;
 - Greater N.O. Expressway Commission;
 - Greenwood Police Department;
 - Hammond Police Department;
 - Houma Police Department;
 - Jefferson Parish Sheriff’s Office;
 - Kenner Police Department;
 - Lafayette Police Department;
 - Lafourche Parish Sheriff’s Office;
 - Lake Charles Police Department;
 - Livingston Parish Sheriff’s Office;
 - Mandeville Police Department;
 - Monroe Police Department;
 - New Orleans Police Department;
 - Pineville Police Department;
 - Shreveport Police Department;
 - Slidell Police Department;
 - St. Bernard Parish Sheriff’s Office;
 - St. Charles Parish Sheriff’s Office;
 - St. Tammany Parish Sheriff’s Office;
 - Tangipahoa Parish Sheriff’s Office;
 - Terrebonne Parish Sheriff’s Office;
 - Thibodaux Police Department;
 - Washington Parish Sheriff’s Office;
 - West Baton Rouge Parish Sheriff’s Office;
 - W. Monroe Police Department; and
 - Westwego Police Department.
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Project Budget/Source: \$1,457,527.89/Section 402; \$443,767.25 /Section 405b; \$1,746,024.79/Section 405d; \$97,530.00/Section 154AL; \$159,950.00/Section 164AL; \$35,000.00/Section 405h

Budget Expended: \$1,357,606.48/Section 402; \$303,210.16 /Section 405b; \$1,484,337.77/Section 405d; \$56,163.54/Section 154AL; \$105,892.84/Section 164AL; \$10,686.40/Section 405h

PROJECT NUMBER: 2019-35-01 THROUGH 2019-35-51

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

Project Description: This project provided funds to local police departments and sheriff’s offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted sobriety checkpoints and saturation patrols in support of the two national “Click It or Ticket” and “Drive Sober or Get Pulled Over” mobilizations. In 2019, 26 local law enforcement agencies participated in this project. Total enforcement activities for “Click It or Ticket” resulted in 8,196 safety belt citations and 8,564 enforcement hours by all participating agencies. Law enforcement agencies that participated in the two national mobilizations included:

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|------------------------------------|--|
| • Abbeville Police Department; | • Leonville Police Department; |
| • Allen Parish Sheriff’s Office; | • Livingston Police Department; |
| • Berwick Police Department; | • Minden Police Department; |
| • Breaux Bridge Police Department; | • Port Vincent Police Department; |
| • Carencro Police Department | • Rapides Sheriff’s Office; |
| • Church Point Police Department; | • Rayne Police Department; |
| • Covington Police Department; | • Southern University New Orleans Police Department; |
| • DeRidder City Police Department; | • St. Mary Parish Sheriff’s Office; |
| • Erath Police Department; | • Village of Dixie Inn Police Department; |
| • Franklin Police Department; | • Walker Police Department; |
| • Harahan Police Department; | • Webster Parish Sheriff’s Office; |
| • Haughton Police Department; | • Welsh Police Department; |
| • Lake Arthur Police Department; | • West Feliciana Parish Sheriff’s Office; |
-

Project Budget/Source: \$150,000.00/Section 402; \$150,000.00/Section 154AL

Budget Expended: \$81,778.65/Section 402; \$78,852.21/Section 154AL

PROJECT NUMBER: 2019-55-17

Project Title: Rock the Belt

Project Description: Thirty-two high schools and elementary schools within Livingston and Ascension Parish participated in Rock the Belt for the 2018-2019 school year. Students were exposed to occupant protection PSAs, posters, flyers, participated in occupant safety contests, and contributed to occupant safety social media campaigns. The program measured effectiveness with pre- and post-tests along with observational seat belt surveys. In total, there

were 238 presentations conducted, which reached 9,355 students. In Livingston and Ascension Parishes, every high school that participated in the Rock the Belt Relay saw an increase in seat belt usage through observational surveys conducted on campus.

Project Budget/Source: \$91,530.00/Section 402

Budget Expended: \$68,228.11/Section 402

PROJECT NUMBER: 2019-70-12

Project Title: Bayou Classic Outreach NOCCI

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

Project Budget/Source: \$6,750.00/Section 402, \$8,250.00/Section 164AL

Budget Expended: \$6,750.00/Section 402; \$8,250.00/Section 164AL

5.3 TRAFFIC RECORDS IMPROVEMENT PROGRAM

The LHSC continued to partner with the Traffic Records Coordinating Committee (TRCC) to improve the state's traffic records information systems. In FFY 2019, the TRCC focused on improvements to the EMS/injury surveillance and citation/adjudication systems. The following performance targets were met or exceeded in FFY 2019:

PERFORMANCE TARGETS AND RESULTS

- Increase the percentage of days from the date of disposition/conviction to entry into the driver database entered within 10 days or less for commercial drivers from 22 percent on March 31, 2017 to 24 percent by April 1, 2018. (Timeliness).
 - From April 1, 2018 to March 31, 2019 the percentage of days from the date of disposition/conviction to entry into the driver database entered within 10 days or less for commercial drivers increased to 40%.

- Increase the percentage of EMS patient care reports not missing one or more critical data elements (i.e., vehicular injury indicator, primary impression, position of patient, use of occupant safety equipment) from 90 percent complete on March 31, 2017 to 92 percent complete on April 1, 2018. (Completeness).
 - From April 1, 2018 to March 31, 2019, the percentage of EMS patient care reports not missing one or more critical data elements (i.e., vehicular injury indicator, primary impression, position of patient, use of occupant safety equipment) were 97% Complete.
- Increase the percentage of EMS Agencies extracting, analyzing, and utilizing patient care reports/patient care data submitted to LERN and integrated with LACrash data from zero percent on March 31, 2017 to 10 percent by April 1, 2018. (Accessibility).
 - LERN has developed and sent agency report cards out to the EMS providers throughout the year. The providers receive the reports and are asked and reminded to use the system to extract reports.
- Completeness of the latitude and longitude fields in the crash report remains at 78%. Although there has not been an improvement, CARTS will continue to monitor this performance goal to see if the introduction of a map with LaCrash will increase the number of complete latitudes and longitudes.
- Increase the number of courts reporting the disposition of traffic related cases. (Completeness).
 - The Louisiana Supreme Court had 96 courts submitting electronic data by April 2019.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-40-11

Project Title: Highway Safety Research Group (HSRG) Programming

Project Description: Under this project, the HSRG employed a full-time TRCC Coordinator who planned, coordinated, and supported TRCC activities, projects, and reporting; a Computer Support Analyst; a Data Quality Research Associate who supported the crash data quality and the LACRASH application; and a Graduate Assistant to assist with updating the LACRASH User Manual. In addition, the HSRG purchased the Scene PD Pro Software and began utilizing it to develop crash diagram templates for intersections. The TRCC coordinated and hosted four TRCC Executive Committee meetings (November 27, 2018, February 12, 2019; May 7, 2019, and August 20, 2019); and, numerous Working Group and other TRCC related meetings.

Project Budget/Source: \$252,884.00/Section 405c

Budget Expended: \$223,273.87/Section 405c

PROJECT NUMBER: 2019-40-15

Project Title: Louisiana Emergency Response Network (LERN) Contractor

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

Project Budget/Source: \$40,000.00/Section 405c

Budget Expended: \$32,910.00/Section 405c

PROJECT NUMBER: 2019-40-16

Project Title: NCPS Crash Reconstruction Training

Project Description: Northwestern University Center for Public Safety (NCPS) conducted a Crash Investigation I Course in June, a Crash Investigation II Course in July, a Vehicle Dynamics Course in August and a Crash Reconstruction I Course in September. There were 42 non-State Police law enforcement officers that were selected by the TRCC Training Committee from throughout Louisiana that completed the courses.

Project Budget/Source: \$141,750.00/Section 405c

Budget Expended: \$141,750.00/Section 405c

PROJECT NUMBER: 2019-40-17

Project Title: LSP LACRASH Transition

Project Description: This was the second year of a three-year project to facilitate the transition of the State Police crash reporting software from Kologik to the LSU/Highway Safety Research

Group's LACRASH software. However, this project was terminated at the end of June when the LSP decided to retain Kologik until their new CAD system was operational, and transition to LACRASH at that time.

Project Budget/Source: \$10,000.00/Section 405c

Budget Expended: \$5,400.00/Section 405c

PROJECT NUMBER: 2019-40-20

Project Title: Travel/Training for Traffic Records

Project Description: Funds were allocated for individuals to attend trainings and conferences to support planned traffic records strategies. Twelve (12) participants representing TRCC member agencies attended FARS training, TRCC peer exchange in Connecticut and the ATSIP Traffic Records Forum in Texas.

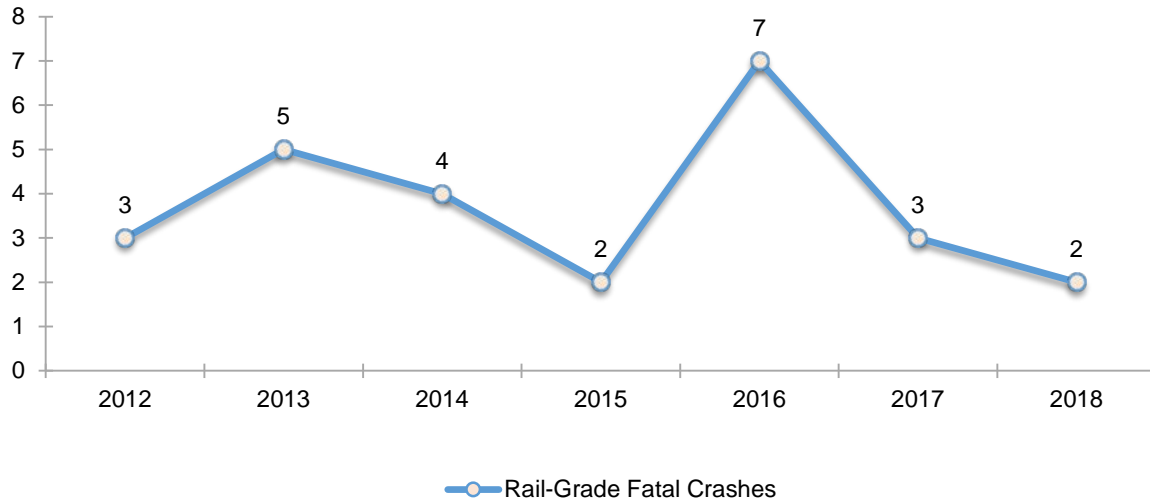
Project Budget/Source: \$30,000/Section 405c

Budget Expended: \$18,477.06/Section 405c

5.4 RAILROAD/ HIGHWAY CROSSINGS PROGRAM

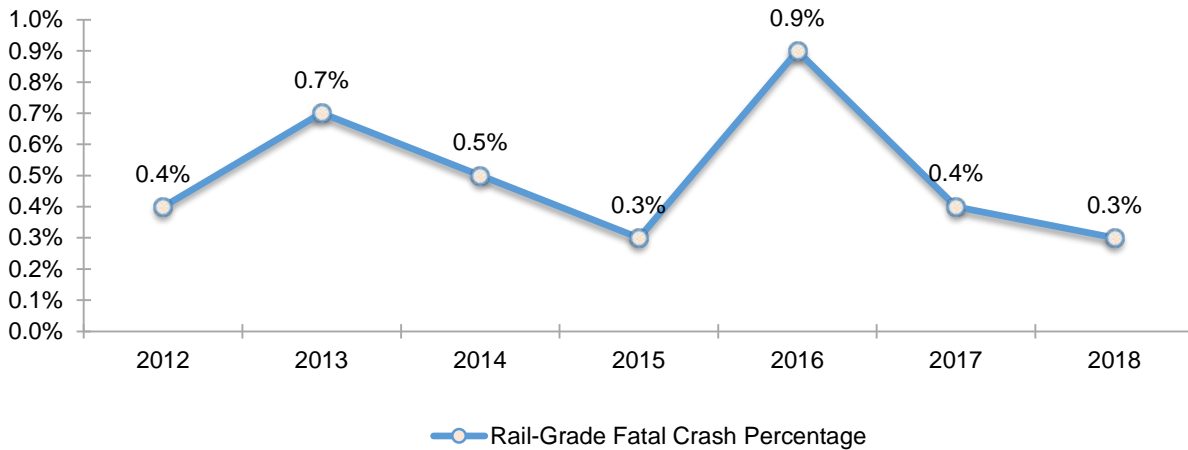
The Railroad/Highway Crossings program is an evidence-based effort that uses proven countermeasures to promote rail grade safety in parishes with high railroad-grade collision rates. Figure 5.6 shows the number of fatalities at rail grade crossings from 2012 through 2018 and Figure 5.7 shows these fatalities as a percent of all motor vehicle fatalities for this same period.

FIGURE 5.6 FATAL CRASHES AT RAIL GRADE CROSSINGS



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 11, 2019.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 11, 2019.

PERFORMANCE TARGET

- Reduce rail-highway fatalities by 60 percent from 5 (2011 to 2015 average) to 2 in 2019.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-60-10

Project Title: Operation Lifesaver Coordinator – Railroad Crossings

Project Description: This project supported the Louisiana Operation Lifesaver (LOL) Coordinator with funds for a portion of salary, travel, and training. The LOL Coordinator updated the Operation Lifesaver Action Plan for FY 2019; updated existing LOL plans in the first quarter of 2019; planned, organized, and conducted meetings, workshops, and 1,177 presentations to support rail grade safety; maintained, and utilized the LOL “presenters” database; coordinated the maintenance of the LOL web site; conducted five training classes which resulted in 18 new LOL volunteers; oversaw the training of First Responders during 22 Grade Crossing Collision Investigation (GCCl) classes with 488 attendees; and promoted LOL and Operation Lifesaver programs in the 14 high-risk parishes with high railroad-grade collision rates. The Operation Lifesaver volunteers made 416 presentations that reached 11,794 attendees. The presentations were presented to a variety of schools (Pre-K, K-8 and High School), driver’s education classes, law enforcement, firefighters, school bus drivers, professional drivers, corporations, and other organizations. The volunteers also reached 35,711 people by working 72 special events, including the State and Parish Fairs, and annual conferences.

Project Budget/Source: \$38,160.00/Section 402

Budget Expended: \$38,130.49/Section 402

5.5 PEDESTRIANS/ BICYCLE SAFETY

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

PERFORMANCE TARGETS

- Decrease pedestrian fatalities 2.9 percent from the average in 2011-2015 of 104 to 101 by December 31, 2019.
- Decrease bicyclist fatalities 1 percent from the average in 2011-2015 of 20 to 19 by December 31, 2019.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-65-10

Project Title: Stroll into Safety

Project Description: The Stroll into Safety program educated children, caregivers, and community members about the importance of pedestrian and bicyclist skills, the rules of the road, and personal safety. This program was designed to bring attention to bike and pedestrian issues that surround the Greater Baton Rouge Area, in an effort to create safer, more bike/pedestrian-friendly communities. In FFY 2019, 2,139 participated in 98 Stroll Into Safety presentations, 10 Safety Town events, 5 walk-a-thons, 12 bicycle rodeos. There were 17,504 individuals reached through community outreach events. A total of 766 students were surveyed through pre/post-tests.

Project Budget/Source: \$45,980.00/Section 402

Budget Expended: \$41,978.49/Section 402

PROJECT NUMBER: 2019-65-12

Project Title: Metro Bicycle Coalition (DBA Bike Easy)

Project Description: The Bike Easy outreach initiative focused on young road users, including young motorists, pedestrians, and bicycle riders. The program taught each participant skills to keep themselves safe, as well as ensuring that young motorists were aware of their responsibilities to other road users. Twenty-five community bicycle workshops, five community bike rides, four Traffic Skills 101 classes, thirty-one outreach interventions, one League Cycling Instructor Training, five multimodal youth safety trainings, three Road Riding 101 Programs, and nine youth bicycle and pedestrian rodeos were conducted. At these events, Bicycle Map and Commuter Guides, League of America Bicyclists Quick Guide to Smart Cycling educational materials were distributed.

Project Budget/Source: \$66,830.73/Section 402

Budget Expended: \$66,545.91/Section 402

PROJECT NUMBER: 2019-65-14

Project Title: Walking and Driving Safely Video Series

Project Description: The Regional Planning Commission for Jefferson, Plaquemines, St. Bernard, St. Charles and St. John developed three short videos on the topics of walking and driving safety for distribution within their respective parishes.

Project Budget/Source: \$14,850.00/Section 402

Budget Expended: \$14,850.00/Section 402

PROJECT NUMBER: 2019-65-15

Project Title: New Orleans Bicycle Map and Guide to Safe Cycling

Project Description: The Regional Planning Commission for Jefferson, Plaquemines, St. Bernard, St. Charles and St. John updated the existing New Orleans Bicycle Map and Guide to Safe Cycling to reflect the bicycle network conditions as of 2019. This update was applied to the English, Spanish, and Vietnamese language versions.

Project Budget/Source: \$14,850.00/Section 402

Budget Expended: \$13,249.75/Section 402

PROJECT NUMBER: 2019-70-10

Project Title: School Travel Project

Project Description: Did not execute (Sub grantee cancelled)

Project Budget/Source: \$37,252.00

Budget Expended: \$0

PROJECT NUMBER: 2019-20-18

Project Title: Charles R. Kelly: Seniors & Teens Educational Outreach

Project Description: This project educated senior citizens and teens on the importance of wearing seatbelts, provided training and literature on current laws and best practices specific to bicycle and pedestrian safety, and operated as a child passenger fitting station. The program conducted two educational sessions for a total of 16 participants, provided bicycle and pedestrian safety training and best practices to 16 participants through Camp Expose, and

participated in community outreach events. Program effectiveness was measured through pre- and post-test assessments.

Project Budget/Source: \$24,300.00/Section 402

Budget Expended: \$1,510.45/Section 402

5.6 COMMUNITY TRAFFIC SAFETY PROGRAMS

Louisiana's Strategic Highway Safety Plan (SHSP) is implemented through a robust infrastructure comprised of leadership committees, state-level emphasis areas teams, and nine multidisciplinary regional coalitions that collectively support program implementation at the local level. The SHSP regional coalitions have all developed regional data-driven action plans that are consistent with the SHSP's emphasis areas and address their region's most serious traffic safety problems. In FFY 2019, the LHSC funded pertinent statewide and regional projects to address community traffic safety issues.

PERFORMANCE TARGETS

- Decrease alcohol impaired driving fatalities 3.0 percent from the average in 2011-2015 of 236 to 229 by December 31, 2019.
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 8.8 percent from the average in 2011-2015 of 261 to 238 by December 31, 2019.
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 2.2 percentage points from 87.8 percent in 2016 to 90 percent in 2019.
- Decrease pedestrian fatalities 2.9 percent from the average in 2011-2015 of 104 to 101 by December 31, 2019.
- Decrease bicyclist fatalities 1 percent from the 2011 calendar base year average of 20 to 19 by December 31, 2019.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-10-44

Project Title: LA Voz de la Comunidad

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

Project Budget/Source: \$6,902.90/Section 402; \$23,448.02/Section 164AL

Budget Expended: \$5,654.91/Section 402; \$20,687.07/Section 164AL

PROJECT NUMBER: 2019-70-02

Project Title: North Louisiana – Traffic Safety Diversity Outreach Program

Project Description: Project was not executed

Project Budget/Source: \$20,000.00/Section 402; \$20,000.00/Section 164AL

Budget Expended: \$0/Section 402; \$0/Section 164AL

PROJECT NUMBER: 2019-70-10

Project Title: School Travel Project

Project Description: Did not executed (Sub grantee cancelled)

Project Budget/Source: \$37,252.00/Section 402

Budget Expended: \$0

PROJECT NUMBER: 2019-10-49

Project Title: Le Sanctuary Traffic Safety Diversity Outreach Program

Project Description: This program provided outreach to clergy, driving schools, and middle and high schools to reduce the number of serious injury and fatal crashes specific to impaired driving, occupant protection, and distracted driving. Educational material promoting traffic safety were distributed in and around diversity outreach activities that focused on educating minorities on the importance of not drinking and driving, not being distracted while operating a motor vehicle, and wearing a seat belt. This project conducted large-scale diversity outreach activities at the Bayou Classic and Essence Festival and traffic safety workshops for 70,000 participants. A diversity conference was conducted in New Orleans with 51 people in attendance. Efforts were sustained year-long and were coordinated with the LHSC and NHTSA during national campaigns.

Project Budget/Source: \$22,400.00/Section 402; \$22,400.00/Section 164AL

Budget Expended: \$22,400.00/Section 402; \$21,622.93/Section 164AL

PROJECT NUMBER: 2019-10-50

Project Title: North Shore Regional Safety Coalition University SBIRT Training

Project Description: This program provided trainings by nationally registered SBIRT (Screening, Brief Intervention, and Referral to Treatment) trainers to individuals employed at Southeastern Louisiana University Health Center and Counseling Center. There were two SBIRT trainings provided to the staff at Southeastern University Health and Counseling Center.

Project Budget/Source: \$5,900.00/Section 405d

Budget Expended: \$3,556.10/Section 405d

PROJECT NUMBER: 2019-70-14

Project Title: Lafourche SADD

Project Description: Bayou Council Behavioral Services, Inc. utilized the Students Against Destructive Decisions (SADD) model to implement a peer-to-peer campaign against impaired driving in one Lafourche Parish high school that educated the students about the dangers of

driving while impaired. In FFY 2019 there were 300 students reached during the peer-to-peer campaign.

Project Budget/Source: \$2,000.00/Section 154AL

Budget Expended: \$2,000.00/Section 154AL

PROJECT NUMBER: 2019-20-18

Project Title: Charles R. Kelly: Seniors & Teens Educational Outreach

Project Description: This project educated senior citizens and teens on the importance of wearing seatbelts, provided training and literature on current laws and best practices specific to bicycle and pedestrian safety, and operated as a child passenger fitting station. The program conducted two educational sessions for a total of 16 participants, provided bicycle and pedestrian safety training and best practices to 16 participants through Camp Expose, and participated in community outreach events. Program effectiveness was measured through pre- and post-test assessments.

Project Budget/Source: \$24,300.00/Section 402

Budget Expended: \$1,510.45/Section 402

PROJECT NUMBER: 2019-70-12

Project Title: Bayou Classic Outreach NOCCI

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

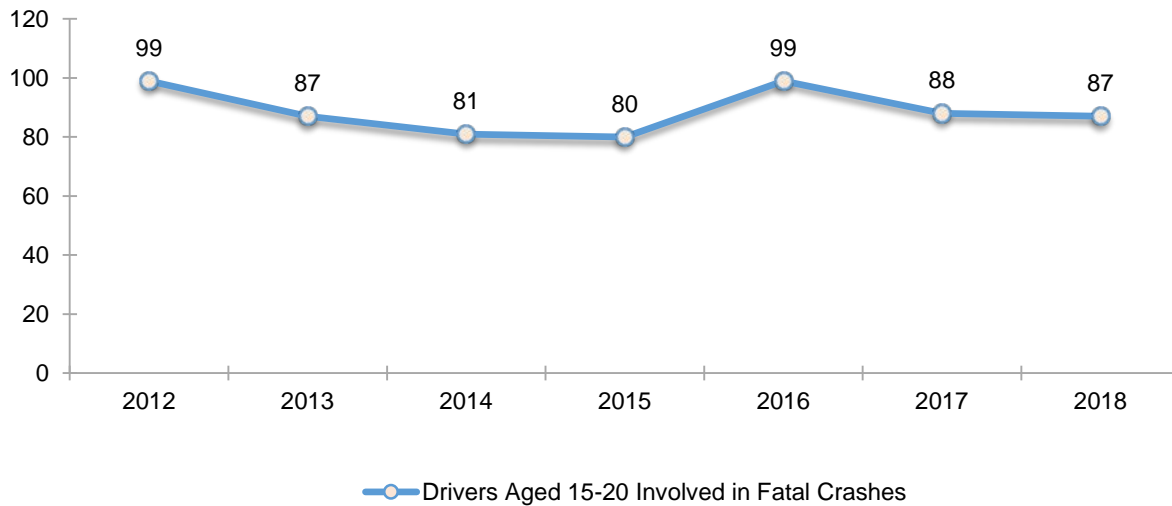
Project Budget/Source: \$6,750.00/Section 402, \$8,250.00/Section 164AL

Budget Expended: \$6,750.00/Section 402; \$8,250.00/Section 164AL

5.7 YOUNG DRIVER TRAFFIC SAFETY PROGRAM

In FFY 2019, LHSC funded youth-based programs that included peer-to-peer education and prevention strategies targeted towards novice drivers under 20 who are the most likely to take risks on the road, including drinking and driving. These evidence-based education programs were chosen to compliment and support Louisiana's highly effective GDL law.

FIGURE 5.8 DRIVERS AGE 15-20 INVOLVED IN FATAL CRASHES



Source: NHTSA STSI/FARS. Accessed December 11, 2019.

PERFORMANCE TARGET

- Decrease drivers age 20 or younger involved in fatal crashes 5.7 percent from the average in 2011-2015 of 87 to 82 by December 31, 2019.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-10-30

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

Project Description: The Juvenile Underage Drinking Enforcement (J.U.D.E.) Task Force addressed the problem of underage drinking in an effort to deter impaired driving in East Baton Rouge (EBR) Parish. The Task Force worked to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for entering a bar/lounge, or to purchase, possess and consume alcoholic beverages. The EBR ABC Agents worked 1,713 overtime enforcement hours in 2019, performed 517 compliance checks, made 499 arrests and issued 140 citations while working overtime hours.

Project Budget/Source: \$97,530.00/Section 154AL

Budget Expended: \$56,163.54/Section 154AL

PROJECT NUMBER: 2019-10-31

Project Title: Louisiana Cops in Shops Program

Project Description: The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops Project utilized ATC enforcement agents to conduct additional extensive underage alcohol enforcement efforts statewide on an overtime basis. These efforts reduce the incidence of underage alcohol procurement, thereby reducing alcohol-impaired fatalities and injuries. The ATC agents worked 3,933 overtime enforcement hours performed 6,374 compliance checks, and issued 475 citations.

Project Budget/Source: \$166,000.00/Section 154AL

Budget Expended: \$165,759.81/Section 154AL

PROJECT NUMBER: 2019-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated and included information on distracted driving and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2019, 8,584 students attended hospital based and on-site school presentations, 5,011 students viewed Mock Crashes, 2,270 students viewed Mock Trials, and

218 students participated in Senior Sessions and 679 parents attended presentations to learn about their teen driver's Graduated Driving Licensing restrictions. Sudden Impact pre/post-testing indicated a 20.8% overall increase in knowledge for students attending hospital presentations while Senior Session testing indicated that 94% of students had not driven while impaired since attending the Sophomore level hospital presentation and 95% of those students credited Sudden Impact for influencing their decisions regarding driver behavior.

Project Budget/Source: \$107,080.00/Section 402; \$107,080.00/Section 154AL

Budget Expended: \$87,095.28/Section 402; \$87,095.28/Section 154AL

PROJECT NUMBER: 2019-55-11

Project Title: Ready, Set, DRIVE!

Project Description: This project funded the "Ready, Set, DRIVE!" Teen Driver Safety Program in East Baton Rouge, Livingston, Ascension, and West Baton Rouge Parishes. The "Ready, Set, DRIVE!" educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol impaired driving, in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness was measured through pre- and post-tests. In FFY 2019, 1,477 participants attended classroom presentations, 7,599 participants participated in activities conducted with the driving simulator, 12,530 individuals were reached through community outreach events.

Project Budget/Source: \$41,000.00/Section 402

Budget Expended: \$36,154.13/Section 402

PROJECT NUMBER: 2019-55-12

Project Title: ThinkFirst for Teens Program

Project Description: ThinkFirst of the ArkLaTex coordinated and implemented 88 ThinkFirst programs (one to two hours) on underage drinking and impaired driving for youth and young adults to reduce the overall number of alcohol-related fatalities and included information on distracted driving and occupant protection. These programs were conducted through schools, colleges/universities, corporate/community traffic safety programs, churches, DWI classes, Juvenile Court, etc., in Northwest Louisiana. In FFY 2019, 7,097 students and young adults participated in ThinkFirst and program effectiveness was measured by pre/post-tests.

Project Budget/Source: \$68,280.12/Section 154AL; \$45,954.88/Section 402

Budget Expended: \$70,560.56/Section 154AL; \$43,169.85/Section 402

PROJECT NUMBER: 2019-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition - BRAKES

Project Description: The local government of Tangipahoa Parish Government worked with the TRACC Coalition to create a safe community with positive attitudes for teen drivers regarding traffic safety. The B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) Program addressed the problems of occupant protection, distracted driving, and impaired driving for young drivers. Presentations were conducted within four Tangipahoa Parish high schools to reach a total of 276 students. Program effectiveness and knowledge gain was measured by pre- and post-tests.

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

Budget Expended: \$10,683.10/Section 402

PROJECT NUMBER: 2019-55-15

Project Title: Social Norms and Marketing Project (SNAP)

Project Description: The Social Norms and Marketing Project combined social norms and social marketing theory to reduce alcohol-impaired fatal traffic fatalities at five high schools in alcohol-impaired Tier 1 parishes in southwest Louisiana. The project evaluation consisted of both process and outcome measures. Pre and post-test showed that nearly 97% of participating students do not approve of drinking and driving. There were eight high schools reached through peer to peer campaigns.

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

Budget Expended: \$161,565.35/Section 154AL

PROJECT NUMBER: 2019-55-17

Project Title: Rock the Belt

Project Description: Thirty-two high schools and elementary schools within Livingston and Ascension Parish participated in Rock the Belt for the 2018-2019 school year. Students were exposed to occupant protection PSAs, posters, flyers, participated in occupant safety contests, and contributed to occupant safety social media campaigns. The program measured effectiveness with pre- and post-tests along with observational seat belt surveys. In total, there were 238 presentations conducted, which reached 9,355 students. In Livingston and Ascension Parishes, every high school that participated in the Rock the Belt Relay saw an increase in seat belt usage through observational surveys conducted on campus.

Project Budget/Source: \$91,530.00/Section 402

Budget Expended: \$68,228.11/Section 402

PROJECT NUMBER: 2019-55-19

Project Title: iDrive Teen Driver Safety Initiative

Project Description: Did not execute due to contract not being returned to the LHSC.

Project Budget/Source: \$22,500.12/Section 164AL; \$14,999.88/Section 402

Budget Expended: \$0

PROJECT NUMBER: 2019-55-21

Project Title: Make an Impact

Project Description: Louisiana Youth Advisors utilized *Impact Teen Drivers'* curriculum to educate young drivers, aged 15 to 18 years old, within St. Tammany Parish high schools that would have educated the students about the dangers of driving while distracted. In FFY 2019 the project did not achieve any activity beyond selecting a high school due to staffing issues.

Project Budget/Source: \$16,600.00/Section 402

Budget Expended: \$930.51/Section 402

PROJECT NUMBER: 2019-65-12

Project Title: Metro Bicycle Coalition (DBA Bike Easy)

Project Description: The Bike Easy outreach initiative focused on young road users, including young motorists, pedestrians, and bicycle riders. The program taught each participant skills to keep themselves safe, as well as ensuring that young motorists were aware of their responsibilities to other road users. Twenty-five community bicycle workshops, five community bike rides, four Traffic Skills 101 classes, thirty-one outreach interventions, one League Cycling Instructor Training, five multimodal youth safety trainings, three Road Riding 101 Programs, and nine youth bicycle and pedestrian rodeos were conducted. At these events, Bicycle Map and Commuter Guides, League of America Bicyclists Quick Guide to Smart Cycling educational materials were distributed.

Project Budget/Source: \$66,830.73/Section 402

Budget Expended: \$66,545.91/Section 402

5.8 DISTRACTED DRIVING

Louisiana's current distracted driving law consists of a hand held ban for drivers with a learner or intermediate license regardless of age, a primary cell phone ban for bus drivers, a primary cell phone ban for novice drivers during their first year of licensure, and a primary texting ban on all drivers.

PERFORMANCE TARGET

- Decrease distracted driving fatalities 3.2 percent from the average in 2011-2015 of 158 to 153 by December 31, 2019.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated and included information on distracted driving and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a

multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2019, 8,584 students attended hospital based and on-site school presentations, 5,011 students viewed Mock Crashes, 2,270 students viewed Mock Trials, and 218 students participated in Senior Sessions and 679 parents attended presentations to learn about their teen driver's Graduated Driving Licensing restrictions. Sudden Impact pre/post-testing indicated a 20.8% overall increase in knowledge for students attending hospital presentations while Senior Session testing indicated that 94% of students had not driven while impaired since attending the Sophomore level hospital presentation and 95% of those students credited Sudden Impact for influencing their decisions regarding driver behavior.

Project Budget/Source: \$107,080.00/Section 402; \$107,080.00/Section 154AL

Budget Expended: \$87,095.28/Section 402; \$87,095.28/Section 154AL

PROJECT NUMBER: 2019-55-11

Project Title: Ready, Set, DRIVE!

Project Description: This project funded the "Ready, Set, DRIVE!" Teen Driver Safety Program in East Baton Rouge, Livingston, Ascension, and West Baton Rouge Parishes. The "Ready, Set, DRIVE!" educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol impaired driving, in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness was measured through pre- and post-tests. In FFY 2019, 1,477 participants attended classroom presentations, 7,599 participants participated in activities conducted with the driving simulator, 12,530 individuals were reached through community outreach events.

Project Budget/Source: \$41,000.00/Section 402

Budget Expended: \$36,154.13/Section 402

PROJECT NUMBER: 2019-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition - BRAKES

Project Description: The local government of Tangipahoa Parish Government worked with the TRACC Coalition to create a safe community with positive attitudes for teen drivers regarding traffic safety. The B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) Program addressed

the problems of occupant protection, distracted driving, and impaired driving for young drivers. Presentations were conducted within four Tangipahoa Parish high schools to reach a total of 276 students. Program effectiveness and knowledge gain was measured by pre- and post-tests.

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

Budget Expended: \$10,683.10/Section 402

PROJECT NUMBER: 2019-55-21

Project Title: Make an Impact

Project Description: Louisiana Youth Advisors utilized *Impact Teen Drivers'* curriculum to educate young drivers, aged 15 to 18 years old, within St. Tammany Parish high schools that would have educated the students about the dangers of driving while distracted. In FFY 2019 the project did not achieve any activity beyond selecting a high school due to staffing issues.

Project Budget/Source: \$16,600.00/Section 402

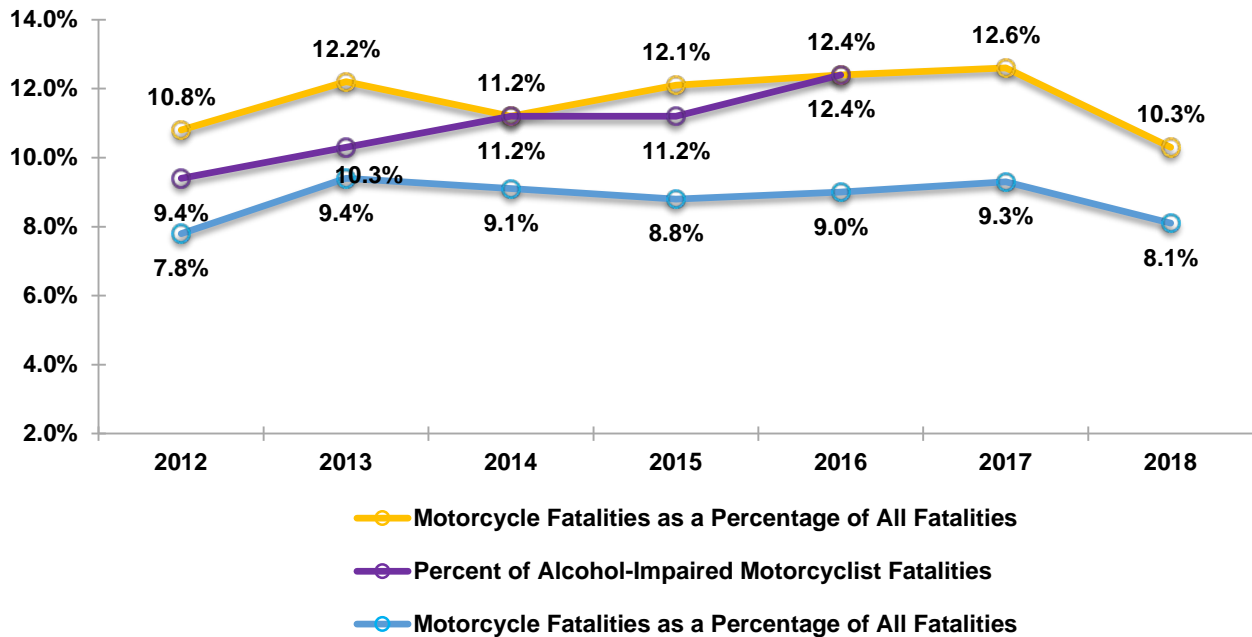
Budget Expended: \$930.51/Section 402

5.9 MOTORCYCLE SAFETY PROGRAM

In FFY 2019, LHSC focused on reducing the overall number of motorcyclist¹ fatalities, as well as the number of motorcyclist fatalities that were alcohol-impaired (BAC of 0.08 or above) or not wearing a helmet. Figure 5.9 shows motorcyclist fatalities as a percent of all motor vehicle fatalities, the percent of motorcyclist fatalities that were alcohol-impaired and the percent of motorcyclist fatalities that were single vehicle crashes.

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

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



Source: NHTSA STSI/FARS. Accessed December 11, 2019.

PERFORMANCE TARGETS

- Decrease motorcyclist fatalities 3.6 percent from the average in 2011-2015 of 84 to 81 by December 31, 2019.
- Decrease unhelmeted motorcyclist fatalities 16.7 percent from the average in 2011-2015 of 12 to 10 by December 31, 2019.
- Decrease multi-vehicle crashes involving motorcycles 3 percent from the 1,284 (2011 to 2015 average) to 1,246 by December 31, 2019.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-50-11

Project Title: Motorcycle Awareness Campaign

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

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

Budget Expended: \$36,728.10/Section 405f

5.10 POLICE TRAFFIC SERVICES PROGRAM

In FFY 2019, funding for Police Traffic Services (PTS) supported overtime enforcement related to occupant protection, speeding, and alcohol-impaired driving. Data from the Highway Safety Research Group at LSU reveal very few fatal or injury crashes include a violation for “over safe speed limit” or “over stated speed limit”. The majority of violations reported in injury (16 percent) and fatal (16 percent) crashes in 2019, however, are for “careless driving”. Careless driving is defined by LRS 32:58 as: “Any person operating a motor vehicle on the public roads of this State shall drive in a careful and prudent manner, so as not to endanger the life, limb, or property of any person. Failure to drive in such a manner shall constitute careless operation.” This statute may be interpreted by law enforcement to include speeding

PERFORMANCE TARGETS

- Decrease speeding-related fatalities 2.5 percent from the 2011 calendar base year average of 197 to 192 by December 31, 2019.
- Decrease alcohol impaired driving fatalities 3.0 percent from the average in 2011-2015 of 236 to 229 by December 31, 2019.
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 8.8 percent from the 2011 calendar base year average of 261 to 238 by December 31, 2019.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-30-09

Project Title: Traffic Safety Consultant

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

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

Budget Expended: \$46,551.84/Section 402

PROJECT NUMBER: 2019-30-80

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

Project Description: The LSP conducted DWI, occupant protection, and speed enforcement throughout Louisiana. The LSP worked 5,618 hours of overtime occupant protection enforcement and 3,365 hours of overtime impaired driving enforcement. High fatal and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. During 2019, the LSP conducted four occupant protection checkpoints, issued 7,666 seat belt and child passenger citations, and made 269 impaired driving arrests.

Enforcement was coupled with public information officers conducting education and outreach activities. LSP Public Information Officers (PIO) conducted 249 occupant protection related and 308 impaired driving related outreach events which included public information presentations. These presentations were used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics were publicized through print, TV, and/or radio media throughout the duration of the grant.

In addition, LSP planned and conducted various training courses that were made available to local law enforcement agencies statewide. The LSP subcontracted with nationally recognized law enforcement training agencies to conduct specific training courses. These training courses included: one SFST Instructor Development Course (20 students), one DRE Certification Course (18 students), two SFST Certification/Practicum (52 students), thirteen SFST Training Field Courses (256 students), three ARIDE Courses (59 students), eight ARIDE Field Courses (119 students).

Project Budget/Source: \$35,027.00/Section 402; \$629,717.00/Section 405d; \$324,141.00/Section 405b

Budget Expended: \$7,065.81/Section 402; \$385,987.47/Section 405d; \$286,612.06/Section 405b

PROJECT NUMBER: 2019-30-10 THROUGH 2019-30-59

Project Title: Overtime Traffic Safety Enforcement - Local Law Enforcement

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

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

Participating agencies conducted checkpoints, saturation patrols, and yearlong enforcement to correspond with the two national “Click It or Ticket” and “Drive Sober or Get Pulled Over” and state mobilizations. Law enforcement agencies worked 39,919 hours of occupant protection saturation patrols and 9,738 hours at seatbelt checkpoints, issuing 37,659 adult seat belt citations and 2,260 child passenger seat citations, worked 23,118 impaired driving saturation patrol hours, conducted 110 sobriety checkpoints, and worked 7,840 checkpoint hours. Agencies deployed resources based on crash analysis and made adjustments throughout the year as needed. Thirty-six (36) law enforcement agencies participated in this targeted overtime enforcement program including:

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- Alexandria Police Department;
 - Baton Rouge Police Department;
 - Bogalusa Police Department;
 - Bossier City Police Department;
 - Bossier Parish Sheriff’s Office;
 - Caddo Parish Sheriff’s Office;
 - Calcasieu Parish Sheriff’s Office;
 - Denham Springs Police Department;
 - E. Baton Rouge Parish Sheriff’s Office;
 - Franklinton Police Department;
 - Greater N.O. Expressway Commission;
 - Greenwood Police Department;
 - Hammond Police Department;
 - Houma Police Department;
 - Jefferson Parish Sheriff’s Office;
 - Kenner Police Department;
 - Lafayette Police Department;
 - Lafourche Parish Sheriff’s Office;
 - Lake Charles Police Department;
 - Livingston Parish Sheriff’s Office;
 - Mandeville Police Department;
 - Monroe Police Department;
 - New Orleans Police Department;
 - Pineville Police Department;
 - Shreveport Police Department;
 - Slidell Police Department;
 - St. Bernard Parish Sheriff’s Office;
 - St. Charles Parish Sheriff’s Office;
 - St. Tammany Parish Sheriff’s Office;
 - Tangipahoa Parish Sheriff’s Office;
 - Terrebonne Parish Sheriff’s Office;
 - Thibodaux Police Department;
 - Washington Parish Sheriff’s Office;
 - West Baton Rouge Parish Sheriff’s Office;
 - W. Monroe Police Department; and
 - Westwego Police Department.
-

Project Budget/Source: \$1,457,527.89/Section 402; \$443,767.25 /Section 405b; \$1,746,024.79/Section 405d; \$97,530.00/Section 154AL; \$159,950.00/Section 164AL; \$35,000.00/Section 405h

Budget Expended: \$1,357,606.48/Section 402; \$303,210.16 /Section 405b; \$1,484,337.77/Section 405d; \$56,163.54/Section 154AL; \$105,892.84/Section 164AL; \$10,686.40/Section 405h

PROJECT NUMBER: 2019-35-01 THROUGH 2019-35-51

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

Project Description: This project provided funds to local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted sobriety checkpoints and saturation patrols in support of the two national "Click It or Ticket" and "Drive Sober or Get Pulled Over" mobilizations. In 2019, 26 local law enforcement agencies participated in this project. Total enforcement activities for "Click It or Ticket" resulted in 8,196 safety belt citations and 8,564 enforcement hours by all participating agencies; "Drive Sober or Get Pulled Over" resulted in 3,554 total hours worked by all participating agencies and 246 DWI arrests. Law enforcement agencies that participated in the two national mobilizations included:

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- Abbeville Police Department;
 - Allen Parish Sheriff's Office;
 - Berwick Police Department;
 - Breaux Bridge Police Department;
 - Carencro Police Department;
 - Church Point Police Department;
 - Covington Police Department;
 - DeRidder City Police Department;
 - Erath Police Department;
 - Franklin Police Department;
 - Harahan Police Department;
 - Haughton Police Department;
 - Lake Arthur Police Department;
 - Leonville Police Department;
 - Livingston Police Department;
 - Minden Police Department;
 - Port Vincent Police Department;
 - Rapides Sheriff's Office;
 - Rayne Police Department;
 - Southern University New Orleans Police Department;
 - St. Mary Parish Sheriff's Office;
 - Village of Dixie Inn Police Department;
 - Walker Police Department;
 - Webster Parish Sheriff's Office;
 - Welsh Police Department;
 - West Feliciana Sheriff's Office

Project Budget/Source: \$150,000.00/Section 402; \$150,000.00/Section 154AL

Budget Expended: \$81,778.65/Section 402; \$78,852.21/Section 154AL

PROJECT NUMBER: 2019-30-90 AND 2019-30-91

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

Project Description: The Police Traffic Safety Contract Program Coordinators managed PTS grants in the Troop D, E, Troop I, and Troops B, C and L areas. Duties included oversight of LELs in their assigned areas, ensuring they performed all LHSC assigned duties; managed law enforcement agency contracts and encouraged them to fulfill requirements of their contracts; processed monthly claims; worked with other agencies in their enforcement efforts; attended and participated in required traffic safety programs, conferences, and meetings; and provided technical assistance to law enforcement agencies so they could effectively participate in all NHTSA/LHSC sponsored traffic safety enforcement mobilization periods and provided required data and documentation

Project Budget/Source: \$49,900.00 per Contractor/Section 402 (total funding was \$99,800.00)

Budget Expended: \$66,416.85/Section 402

PROJECT NUMBER: 2019-30-92 THROUGH 2019-30-99

Project Title: Law Enforcement Liaison (LEL)

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

Project Budget/Source: \$49,900.00 (9) and (1) \$24,950.00LEL/Section 402 (total funding was \$424,100.00)

Budget Expended: \$266,490.14/Section 402

5.11 HAZARD ELIMINATION/HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP)

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

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2019-90-00

Project Title: Hazard Elimination

Project Description: Did not execute due to ongoing discussion with NHTSA Headquarters.

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

Budget Expended: \$0

5.12 PLANNING AND ADMINISTRATION

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

The table below the projects funded under P&A in 2019, the project number, funding source, description and amounts expended.

Table 5.2 Program Support Projects

Project Number	Funding Source	Project Name	Description	Funded/ Expended
2019-01-10	402	H&M Consulting	Provided statistical analysis of identified traffic safety needs	\$49,000.00/ \$49,000.00
2019-01-11	402/State	GHSA Consultancy	Assist with revision of current management practices and recommend revisions based on national best practices	\$16,000.00/Section 420; \$16,000.00/State \$14,772.28/Section 402; \$14,772.77/State
2019-20-10	402	Attitudinal/ MC and Other Surveys	Provided attitudinal survey on impaired driving, occupant protection, speed and other traffic safety issues	\$277,014.00/ \$277,014.00

6.0 Safety Communications

6.1 PAID/ EARNED MEDIA

Paid media flights were planned based on a strategic assessment of crash statistics, driver and passenger demographics, planned enforcement periods, available messaging, and funds to determine the most effective marketing and communication plan. Table 6.1 summarizes paid media expenditures in FFY 2019.

Table 6.1 Summary of FFY 2019 Paid Media Air Time Expenditures

Campaign Name	Television Airings	Radio Spots	Total TV and Radio Impressions	Total Online Impressions	Earned/Donated Space for TV and Radio	Billed Amount
Click It or Ticket-Memorial Day	0	2,522	3,938,000	0	2,502	\$89,940.20
Drive Sober or Get Pulled Over – Labor Day	5,122	3,378	1,178,952	15,685,861	8,700	\$540,138.45
Paid Media Totals	5,122	5,900	5,116,952	15,685,861	11,202	\$630,078.65

A number of earned media initiatives were completed in FFY 2019. The news releases, letters, and columns Lambert Media issued were published hundreds of times by print publications in Louisiana. In addition, thousands of social media postings were made, and many of these were reposted by others. Social media efforts yielded a 60 percent growth in the LHSC’s Facebook audience as measured by the number of “likes” the page received and a 15 percent growth in Twitter followers. Table 6.2 presents a listing of these earned media value of these items.

TABLE 6.2 Earned Media Calculated Value

Focus Area	Calculated AD Value	Number ADS
Fiscal Year 2019		
Impaired Driving		
Print Value	N/A	\$349.00
Television Value	\$385,173.00	989
Radio Value	N/A	N/A
Online Value	\$2,117,475.00	4,834
Occupant Protection		
Print Value	N/A	428
Television Value	\$348,057.00	1,479
Radio Value	N/A	N/A
Online Value	\$1,717,115.00	3,021
Distracted Driving		
Print Value	N/A	20
Television Value	\$144,124.00	280

Focus Area	Calculated AD Value	Number ADS
Radio Value	N/A	N/A
Online Value	\$134,557.00	359

*The Louisiana Highway Safety Commission did not track earned media monthly in 2019 data was only collected on a yearly basis.

MEDIA MONITORING SERVICE

LHSC contracted with a media monitoring service to monitor articles relating to impaired driving, occupant protection, distracted driving, teen drivers, and a number of other topics of interest to LHSC and provide an estimated value. According to the information submitted by the service, the estimated value of earned media coverage of highway safety issues was \$12,512,453.17 for FY 2019, this includes:

- \$4,633,872.11.00 in coverage for impaired driving;
- \$6,961,284.44 in coverage for occupant protection; and
- \$917,296.61 in coverage for motorcycle safety.

Lambert Media has developed a process that gives a more realistic value of earned-media activities – specifically, distribution of news releases – by applying other relevant variables. These variables consist of the average number of open emailed news releases and an “interest factor” based on “unique opens” vs. “all opens” to develop a “unique open value” that is specific to each news release.

Many of the stories in the general highway safety issues category also included occupant protection and impaired driving issues but may not have been specifically categorized as such.

6.2 Attitudinal and Awareness Survey Results

The attitudinal survey results shown in Table 6.3 are for 2018 and 2019 only, while Table 6.3 shows the percent of respondents’ answers to distracted driving questions from the statewide telephone surveys conducted in 2015 through 2019.

TABLE 6.3 Attitudinal Survey of Louisiana Drivers

	2018	2019
How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick up? "Always" and "Nearly Always"	95.3%	95.8%
What do you think the chances are of getting a ticket if you do not wear your safety belt? "Very likely" and "Somewhat likely"	73.3%	73.9%
In the past 30 days, have you read, seen or heard anything about seat belt enforcement by police? "Yes"	30.5%	34.2%
Do you recall having heard or read any ads or announcements recently with the slogan: "Click it or Ticket"? "Yes"	83.6%	80.0%
What do you think the chances are of getting a ticket if you drive over the speed limit? "Very Likely" and "Somewhat Likely"	85.7%	88.9%
In the past 30 days, have you read, seen or heard anything about speed enforcement by police? "Yes"	33.3%	32.5%
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"	21.6%	15.2%
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"	15.4%	13.2%
What do you think the chances are of someone being arrested if the drive after drinking? "Very Likely" and "Somewhat Likely"	82.8%	84.2%
In the past 30 days, have you read, seen or heard anything about drunk driving enforcement? "Yes"	55.8%	50.8%
In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? "None"	66.4%	57.0%
Do you recall having heard or read any ads or announcements recently with the slogan: "Drive Sober or Get Pulled Over"? "Yes"	74.1%	73.3%
Would you favor or oppose a new state law which prohibits using a hand-held cell phone while driving? "Favor"	65.2%	64.1%
In your opinion, should Louisiana's motorcycle helmet law be repealed? "No"	81.5%	76.7%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2018 and 2019.

Table 6.4 Selection of Distracted Driving Questions from Telephone Survey

Year	Always, Nearly Always, or Sometimes Text while driving	Know there is a texting ban while driving	Know there is a ban on accessing social media while driving	Favor a new state law prohibiting hand-held phone while driving	Favor a new state law prohibiting using hands-free phone while driving
2015	11.6%	91.4%	67.4%	62.7%	32.7%
2016	11.4%	89.9%	67.5%	63.6%	32.2%
2017	12.9%	90.8%	71.3%	64.7%	35.2%
2018	13%	91.4%	72.4%	65.2%	33.3%
2019	12.2%	91%	71.9%	64.1%	31.5%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2015-2019.

