

# Louisiana Annual Grant Application (AGA)

*Federal Fiscal Year (FFY) 2024*



*prepared for*

**National Highway Traffic Safety Administration**

*prepared by*

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## Introduction

On November 15, 2021, the President signed into law the “Infrastructure Investment and Jobs Act” (known also as the Bipartisan Infrastructure Law, or BIL), Public Law 117-58. The BIL provides for a once-in-a-generation investment in highway safety, including a significant increase in the amount of funding available to States under NHTSA’s highway safety grants. It introduced expanded requirements for public and community participation in funding decisions, holding the promise of ensuring better and more equitable use of Federal funds to address highway safety problems in the locations where they occur. The BIL amended the highway safety grant program (23 U.S.C. 402 or Section 402) and the National Priority Safety Program grants (23 U.S.C. 405 or Section 405).

The legislation significantly changed the application structure of the grant programs that were in place under prior DOT authorizations, MAP-21 and the FAST Act. The legislation replaced the current annual Highway Safety Plan (HSP), which serves as both a planning and application document, with a triennial HSP (3HSP) and annual grant application (AGA) and it codified the annual reporting requirement.

Louisiana has submitted their 3HSP for FFY 2024 – 2026. This document is Louisiana’s first AGA. This AGA provides project level information on Louisiana’s highway safety program and the AGA aligns with the 3HSP. Each fiscal year, Louisiana will submit an AGA that includes the following four components:

- 1) Any updates to the 3HSP.
- 2) Project and subgrantee information details.
- 3) Section 405 grant and Section 1906 racial profiling data collection grant applications.
- 4) Certifications and Assurances.

The AGA will be submitted no later than August 1 preceding the fiscal year to which the application applies.

If additional projects or an update is needed to project information previously submitted, or the 3HSP needs to be amended, Louisiana will be able to submit an AGA amendment to NHTSA for approval to address those items. Any amendment must be consistent with the 3HSP and constitute an appropriate use of highway safety funds.

This document is Louisiana’s first AGA submitted as required under BIL. The 3HSP was submitted to NHTSA for approval as a separate document on June 30, 2023.

## 1.0 Updates to the 3HSP

Since the first 3HSP for FFY 2024 – 2026 was submitted in June 2023, no updates to the 3HSP are necessary at this time. There are no adjustments needed for FFY 2024 to the countermeasure strategy for programming funds and no changes are required to the performance plan.

## 2.0 Project and Subgrantee Information

A project template and instructions were developed to capture the project and subgrantee information for the AGA. The project information is organized by the following program areas identified in the 3HSP:

1. Impaired Driving
2. Occupant Protection
3. Traffic Records
4. Motorcycle Safety
5. Police Traffic Services
6. Railroad/Highway Crossing Safety (Roadway Safety)
7. Non-Motorized Safety
8. Teen Traffic Safety Program
9. Distracted Driving
10. Planning and Administration

The AGA includes the following project and subgrantee information for each project receiving traffic safety grant funding from the LHSC during FFY 2024:

- Project name
- Project description
- Federal funding source(s)
- Project agreement number
- Subgrantee(s)
- Organization type
- Amount of Federal funds
- Eligible use of funds
- Planning and Administration costs (if applicable)
- Whether a project is a promised project
- The countermeasure strategy or strategies for programming funds

There are no promised projects for FFY 2024.

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## 2.1 Impaired Driving

### Project and Subgrantee Information

<b>Project name</b>	<b>Tangipahoa Parish Government (TRACC Coalition) No Refusal Support Program</b>
<b>Project description</b>	This regional impaired driving program is designed to support Warranted Blood Draw sobriety enforcement efforts through the use of certified medical technicians who will provide evidence collection (blood draws) to assist in prosecution when search warrants are issued having certified medical personnel readily available reducing the time needed to draw blood.
<b>Federal funding source(s)</b>	Section 154AL
<b>Project agreement number</b>	2024-10-10
<b>Subgrantee(s)</b>	Tangipahoa Parish Government (TRACC) Coalition
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$38,753.00
<b>Eligible use of funds</b>	Alcohol toxicology support
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide support for blood draws, testing and the analysis of results for impaired driving enforcement efforts.

<b>Project name</b>	<b>LHSC Policy Specialist</b>
<b>Project description</b>	The Impaired Driving Policy Specialist operates statewide and will assist LHSC with the implementation of research-based impaired driving policies, programs, and practices aimed at providing court support of high-visibility enforcement efforts and reducing impaired driving and the number of related fatalities. The Impaired Driving Policy Specialist also

	assists with the management and operation of the DWI courts.
<b>Federal funding source(s)</b>	Section 405d and Section 402
<b>Project agreement number</b>	2024-10-11
<b>Subgrantee(s)</b>	Catherine Childers Consulting/Main Street Investments, LLC.
<b>Organization type</b>	Consultant
<b>Amount of Federal funds</b>	\$44,999.00 (405d) and \$4,991.00 (402)
<b>Eligible use of funds</b>	Hiring of impaired driving coordinator
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Monitor current statutes regarding impaired driving and monitor legislative instruments introduced to change or enhance current statutes.  Address repeat offenders through legislation, education, public information, and support of DWI courts.

<b>Project name</b>	<b>Louisiana Judicial Outreach Liaison</b>
<b>Project description</b>	The Judicial Outreach Liaison (JOL) operates statewide and will serve as a liaison between courts and policymakers, provide training and continued education to judges throughout the State, share information, and coordinate with other justice professionals; promote evidence-based and promising practices; and communicate highway safety issues.
<b>Federal funding source(s)</b>	Section 405d
<b>Project agreement number</b>	2024-10-12
<b>Subgrantee(s)</b>	J.D. Edwards
<b>Organization type</b>	Individual
<b>Amount of Federal funds</b>	\$120,000.00

<b>Eligible use of funds</b>	Court support including – training/education of criminal justice professionals to assist them in handling impaired driving cases, hiring traffic safety resource prosecutors, hiring JOLs, and establishing DWI courts
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Fund a Judicial Outreach Liaison (JOL).

<b>Project name</b>	<b>Prosecutor/Law Enforcement Training Program</b>
<b>Project description</b>	Through the Louisiana District Attorneys Association (LDAA), the LHSC provides funding for a Traffic Safety Resource Prosecutor (TSRP) to help law enforcement, prosecutors, and judges align their efforts to prosecute DWI cases. The grant funds will be used to host and facilitate trainings; funding for participants to attend is not included. The LDAA plans to facilitate and present impaired driving courses to a minimum of 250 prosecutors and 100 law enforcement officers during FFY 2024. This training is offered statewide.
<b>Federal funding source(s)</b>	Section 405d
<b>Project agreement number</b>	2024-10-13
<b>Subgrantee(s)</b>	Louisiana District Attorneys Association (LDAA)
<b>Organization type</b>	Governmental
<b>Amount of Federal funds</b>	\$249,999.00
<b>Eligible use of funds</b>	Court support including – training/education of criminal justice professionals to assist them in handling impaired driving cases, hiring traffic safety resource prosecutors, hiring judicial outreach liaisons, and establishing DWI courts
<b>Planning and Administration costs (if applicable)</b>	No

<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Fund a Traffic Safety Resource Prosecutor (TSRP). Provide funding for travel, training, tools, and/or equipment to support impaired driving.

<b>Project name</b>	<b>Screening, Brief Intervention, and Referral to Treatment (SBIRT) Training</b>
<b>Project description</b>	This project aims to provide multiple trainings by nationally registered SBIRT (Screening, Brief Intervention, and Referral to Treatment) trainers to individuals employed by the Southeastern Louisiana University Health Center and Counseling Center. This training will equip the necessary personnel with the tools to screen for alcohol dependency in young drivers and try to motivate a change in their patient's substance usage and any related impaired driving. The project will expand to additional universities and high schools.
<b>Federal funding source(s)</b>	Section 405d
<b>Project agreement number</b>	2024-10-16
<b>Subgrantee(s)</b>	Tangipahoa Parish Government
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$22,572.00
<b>Eligible use of funds</b>	Training on the use of alcohol and drug screening and brief intervention
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Maintain and expand the Screening, Brief Intervention, and Referral to Treatment (SBIRT) project to additional universities and high schools.

<b>Project name</b>	<b>Court Monitoring</b>
<b>Project description</b>	This program monitors courts in East Baton Rouge Parish, Jefferson, St. Tammany, Lafayette, Livingston, Tangipahoa, St. Charles, Bossier, and Ouachita. The Court Monitors attend assigned court(s), observe DWI cases, collect pertinent data to generate trends in handling DWI cases, enter case information into the court monitoring database, train and supervise program volunteers, manage monitor (“watchdog”) calls and cases, compile reports, and complete monthly progress reports.
<b>Federal funding source(s)</b>	Section 405d
<b>Project agreement number</b>	2024-10-17
<b>Subgrantee(s)</b>	Mothers Against Drunk Driving
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$50,000.00
<b>Eligible use of funds</b>	Court support including - training/education of criminal justice professionals to assist them in handling impaired driving cases, hiring TSRPs, hiring JOLs, and establishing DWI courts
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Conduct court monitoring of DWI cases, track information, train volunteers, and report results.

<b>Project name</b>	<b>Forensic Analysis of DWI Cases</b>
<b>Project description</b>	This project, which serves the Northwest portion of Louisiana provides salary and related benefits for one full-time Forensic Analyst in North Louisiana to perform forensic analysis of DWI cases. Having a DWI case specific Forensic Analyst position in the northern region of Louisiana will significantly

	increase the accuracy of the states DWI data collection.
<b>Federal funding source(s)</b>	Section 405d
<b>Project agreement number</b>	2024-10-19
<b>Subgrantee(s)</b>	North Louisiana Criminalists Laboratory
<b>Organization type</b>	Local government
<b>Amount of Federal funds</b>	\$75,000.00
<b>Eligible use of funds</b>	Improving blood alcohol concentration testing and reporting
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide support for blood draws, testing and the analysis of results for impaired driving enforcement efforts.

<b>Project name</b>	<b>DWI Court Management Program</b>
<b>Project description</b>	The Supreme Court Drug Court Office (SCDCO) will provide oversight, administration, and monitoring to five Louisiana DWI Courts (15th JDC Lafayette Parish DWI Court, 22nd JDC St. Tammany Parish DWI Court, 24th JDC Jefferson Parish DWI Court, Baton Rouge City DWI Court, and 27 <sup>th</sup> St. Landry Parish DWI Court). All courts are required to adhere to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. The grant funds pay for 10 percent FTE for Supreme Court oversight of DWI courts, and contractual costs with the six DWI courts for program management, and training programs and supplies.
<b>Federal funding source(s)</b>	Section 405d
<b>Project agreement number</b>	2024-10-20
<b>Subgrantee(s)</b>	Louisiana Supreme Court and Specialty Court Office

<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$834,622.00
<b>Eligible use of funds</b>	Court support including - training/education of criminal justice professionals to assist them in handling impaired driving cases, hiring TSRPs, hiring JOLs, and establishing DWI courts.
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Address repeat offenders through legislation, education, public information, and support of DWI courts.

<b>Project name</b>	<b>14<sup>th</sup> Judicial District Court DWI Court Program</b>
<b>Project description</b>	The 14th Judicial District DWI Court serves Calcasieu Parish and accepts DWI offenders into a minimum 12-month, or maximum 3-year, treatment program in an effort to reduce recidivism. The court adheres to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. This project provides funds for lab testing and counseling services for DWI offenders participating in the DWI court program. This DWI Court is not under the administration of the SCDCO.
<b>Federal funding source(s)</b>	Section 154AL
<b>Project agreement number</b>	2024-10-21
<b>Subgrantee(s)</b>	Calcasieu Parish District Attorney
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$100,000.00
<b>Eligible use of funds</b>	DUI courts and support
<b>Planning and Administration costs (if applicable)</b>	No

<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Address repeat offenders through legislation, education, public information, and support of DWI courts.

<b>Project name</b>	<b>4<sup>th</sup> Judicial District DWI Court Program</b>
<b>Project description</b>	The 4th Judicial District DWI Court serves Ouachita and Morehouse Parishes and accepts third-offense DWI offenders into a minimum 12-month, or maximum 3-year, treatment program in an effort to reduce recidivism. Other DWI offenders may be accepted if it is deemed beneficial to public safety. The court adheres to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. This project provides funds for lab testing (blood and urine), alcohol monitoring services, and counseling services for DWI offenders participating in the DWI court program. This DWI Court is not under the administration of the SCDCO.
<b>Federal funding source(s)</b>	Section 164AL
<b>Project agreement number</b>	2024-10-22
<b>Subgrantee(s)</b>	4 <sup>th</sup> Judicial District Attorney's Office
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$100,000.00
<b>Eligible use of funds</b>	DUI courts and support
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Address repeat offenders through legislation, education, public information, and support of DWI courts.

<b>Project name</b>	<b>Terrebonne Parish DWI Court</b>
<b>Project description</b>	The 32nd Judicial District DWI Court serves Terrebonne Parish and accepts first offenders and second offenders into a minimum 12-month treatment program in an effort to reduce recidivism. DWI offenders receiving a first DWI are placed into a probation program and the charge is dismissed, but if a second first offense is committed, the offender is then accepted into the DWI court. Other DWI offenders may be accepted if it is deemed beneficial to public safety. The court adheres to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. This project provides funds for counseling services and salaries for Treatment Director and DWI Administrator. This DWI Court is not under the administration of the SCDCO.
<b>Federal funding source(s)</b>	Section 164AL
<b>Project agreement number</b>	2024-10-23
<b>Subgrantee(s)</b>	Terrebonne Parish District Attorney's Office
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$100,000.00
<b>Eligible use of funds</b>	DUI courts and support
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Address repeat offenders through legislation, education, public information, and support of DWI courts.

<b>Project name</b>	<b>ABC JUDE Task Force</b>
<b>Project description</b>	The J.U.D.E. Task Force attacks underage drinking and impaired driving in East Baton Rouge Parish. The Task Force will work to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering a bar/lounge, or to purchase, possess, and consume

	alcoholic beverages. This project will also work to reduce serving of alcohol to juveniles, reduce the underage purchase of alcohol, and improve compliance checks.
<b>Federal funding source(s)</b>	Section 154AL
<b>Project agreement number</b>	2024-10-30
<b>Subgrantee(s)</b>	East Baton Rouge Parish Alcoholic Beverage Control
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$89,465.00
<b>Eligible use of funds</b>	Alcohol enforcement
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Promote underage drinking enforcement with state and local law enforcement agencies.

<b>Project name</b>	<b>Louisiana Cops in Shops Program</b>
<b>Project description</b>	The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops project utilizes ATC enforcement agents to conduct extensive underage alcohol enforcement efforts. The Cops in Shops project works to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering a bar/lounge, or to purchase, possess, and consume alcoholic beverages statewide.
<b>Federal funding source(s)</b>	Section 154AL
<b>Project agreement number</b>	2024-10-31
<b>Subgrantee(s)</b>	Louisiana Department of Revenue/Louisiana Office of Alcohol and Tobacco Control
<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$139,978.00

<b>Eligible use of funds</b>	Alcohol enforcement
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Promote underage drinking enforcement with state and local law enforcement agencies.

<b>Project name</b>	<b>Capital Region Transportation Safety Coalition – Warranted Blood Draw Support Program</b>
<b>Project description</b>	This regional impaired driving program is designed to support Warranted Blood Draw sobriety enforcement efforts through the use of certified medical technicians who will provide evidence collection (blood draws) when warrants are issued. This project will service the Capital Region of Louisiana.
<b>Federal funding source(s)</b>	Section 154AL
<b>Project agreement number</b>	2024-10-32
<b>Subgrantee(s)</b>	Capital Region Planning Commission
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$41,650.00
<b>Eligible use of funds</b>	Alcohol Toxicology Support
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide support for blood draws, testing and the analysis of results for impaired driving enforcement efforts.

<b>Project name</b>	<b>DWI Enforcement Training</b>
<b>Project description</b>	This contractor will assist LHSC on a statewide basis with additional law enforcement training, specifically LADRIVING, courtroom testimony and other impaired driving issues.
<b>Federal funding source(s)</b>	Section 154AL
<b>Project agreement number</b>	2024-10-34
<b>Subgrantee(s)</b>	Law Enforcement Consulting Group, LLC
<b>Organization type</b>	Individual contractor
<b>Amount of Federal funds</b>	\$48,972.00
<b>Eligible use of funds</b>	Alcohol Law Enforcement Training
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Support and maintain electronic DWI processing system and encourage the use of the system to reduce the time needed to process a DWI arrest.

<b>Project name</b>	<b>Northwestern Louisiana Council of Government No Refusal Support Program</b>
<b>Project description</b>	This regional impaired driving program is designed to support Warranted Blood Draw sobriety enforcement efforts through the use of certified medical technicians who will provide evidence collection (blood draws) when warrants are issued. This project will service the Northwest Region of Louisiana.
<b>Federal funding source(s)</b>	Section 154AL
<b>Project agreement number</b>	2024-10-35
<b>Subgrantee(s)</b>	Northwestern Louisiana Council of Government
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$39,100.00

<b>Eligible use of funds</b>	Alcohol Toxicology Support
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide support for blood draws, testing and the analysis of results for impaired driving enforcement efforts.

<b>Project name</b>	<b>LA Voz de la Comunidad</b>
<b>Project description</b>	The LA Voz de la Comunidad will conduct culturally competent community outreach in the Greater New Orleans and Greater Baton Rouge areas to raise awareness and educate Latinos of the dangers of impaired driving. They will utilize effective local communication strategies incorporating multiple sectors of the Latino community to reduce the number of alcohol-impaired fatalities and injuries in Latino communities. They will also conduct surveys of Latinos regarding impaired driving norms within Latino communities and utilize resulting data to enhance media outreach.
<b>Federal funding source(s)</b>	Section 154AL
<b>Project agreement number</b>	2024-10-44
<b>Subgrantee(s)</b>	Metropolitan Centers for Community Advocacy
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$51,964.00
<b>Eligible use of funds</b>	Alcohol education
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No

<p><b>The countermeasure strategy or strategies for programming funds</b></p>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.</p> <p>Develop new, and strengthen existing, impaired driving prevention networks and associations.</p>
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<p><b>Project name</b></p>	<p><b>Diversity Outreach Program</b></p>
<p><b>Project description</b></p>	<p>This program will provide outreach to African-American community and faith-based leaders in Acadia Parish to reduce the number of serious injury and fatal crashes caused by impaired driving and lack of restraint use. Educational materials promoting traffic safety will be distributed at all traffic safety outreach activities and traffic safety programs. Efforts will be sustained yearlong and will be coordinated with LHSC and NHTSA during state and national campaigns.</p>
<p><b>Federal funding source(s)</b></p>	<p>Section 154AL, Section 402</p>
<p><b>Project agreement number</b></p>	<p>2024-10-45</p>
<p><b>Subgrantee(s)</b></p>	<p>Acts of Love Inc.</p>
<p><b>Organization type</b></p>	<p>Non-profit</p>
<p><b>Amount of Federal funds</b></p>	<p>\$25,000.00 (154AL), \$5,000.00 (402)</p>
<p><b>Eligible use of funds</b></p>	<p>Alcohol education Occupant protection</p>
<p><b>Planning and Administration costs (if applicable)</b></p>	<p>No</p>
<p><b>Whether a project is a promised project</b></p>	<p>No</p>
<p><b>The countermeasure strategy or strategies for programming funds</b></p>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.</p>

	<p>Provide safety belt restraints, child safety seats, safety enforcement information, and education materials to the public.</p> <p>Develop new, and strengthen existing, occupant protection networks and associations.</p>
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<b>Project name</b>	<b>Employer Traffic Safety</b>
<b>Project description</b>	The proposed program aims to perform outreach and education to employees throughout Louisiana on driving risks, change driver behavior, and reduce the number of fatalities and injuries caused by impaired driving on Louisiana roadways.
<b>Federal funding source(s)</b>	Section 154AL
<b>Project agreement number</b>	2024-10-46
<b>Subgrantee(s)</b>	National Safety Council
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$80,000.00
<b>Eligible use of funds</b>	Alcohol Non-Law Enforcement Training Alcohol Education
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.</p> <p>Develop new, and strengthen existing, impaired driving prevention networks and associations.</p>

<b>Project name</b>	<b>Social Research Impaired Driving Project</b>
<b>Project description</b>	SREC (Social Research and Evaluations Center) in the College of Human Sciences and Education at Louisiana State University will conduct a comprehensive review of national literature and research. This review will be

	used to develop a blueprint for addressing marijuana impaired driving that includes best practices.
<b>Federal funding source(s)</b>	Section 405d
<b>Project agreement number</b>	2024-10-47
<b>Subgrantee(s)</b>	Louisiana State University
<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$100,000.00
<b>Eligible use of funds</b>	Other impaired driving activities based on problem identification with advanced approval from NHTSA
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide funding for travel, training, tools and/or equipment to support impaired driving projects and programs.

<b>Project name</b>	<b>Le Sanctuary Traffic Safety Diversity Outreach Program</b>
<b>Project description</b>	This program will provide outreach to clergy, middle and high schools in the African-American community to reduce the number of serious injury and fatal caused by impaired driving. Educational material promoting traffic safety will be distributed in and around diversity outreach activities that will focus on educating minorities on the importance of not drinking and driving. Traffic safety programs will be established in Orleans, Jefferson and St. John Parishes. Efforts will be sustained year-long and will be coordinated with the LHSC and NHTSA during state and national campaigns.
<b>Federal funding source(s)</b>	Section 154AL
<b>Project agreement number</b>	2024-10-49
<b>Subgrantee(s)</b>	Le Sanctuary Book Club, Inc.
<b>Organization type</b>	Non-profit

<b>Amount of Federal funds</b>	\$51,755.00
<b>Eligible use of funds</b>	Alcohol education
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.

<b>Project name</b>	<b>Travel/Training for Impaired Driving</b>
<b>Project description</b>	Funds set aside to send law enforcement and other partners to training and conferences directly related to support planned impaired driving strategies and projects. This training will improve attendees' knowledge of new methods to reduce impaired driving and improve safety on our roadways. Each request will be submitted to the LHSC and must be approved by the Executive Director.
<b>Federal funding source(s)</b>	Section 164AL
<b>Project agreement number</b>	2024-20-10
<b>Subgrantee(s)</b>	TBD
<b>Organization type</b>	TBD
<b>Amount of Federal funds</b>	\$40,000.00
<b>Eligible use of funds</b>	Alcohol Education
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide funding for travel, training, tools and/or equipment to support impaired driving projects and programs.

<b>Project name</b>	<b>Impaired Driving Enforcement Training Consultant</b>
<b>Project description</b>	This contractor will assist LHSC on a statewide basis with additional law enforcement training, specifically phlebotomy and oral fluids.
<b>Federal funding source(s)</b>	Section 164AL
<b>Project agreement number</b>	2024-30-19
<b>Subgrantee(s)</b>	Safety March Consultants, LLC
<b>Organization type</b>	Individual contractor
<b>Amount of Federal funds</b>	\$49,900.00
<b>Eligible use of funds</b>	Alcohol Law Enforcement Training/Drug Law Enforcement Training  Alcohol Toxicology Support/Drug Toxicology Support
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide support for blood draws, testing and analysis of results for impaired driving enforcement efforts.

<b>Project name</b>	<b>High Visibility Traffic Safety Enforcement – Local law Enforcement</b>
<b>Project description</b>	LHSC will provide sub grants to local police departments and sheriffs’ offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of impaired driving, occupant protection, and child passenger safety laws, which will be coordinated with the annual “Drive Sober or Get Pulled Over” (DSGPO) and “Click It or Ticket” (CIOT) national mobilizations in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and adjust throughout the year as needed.

	Agencies will conduct periodic press releases and press events to provide deterrence for enforcement waves throughout the year.
<b>Federal funding source(s)</b>	Sections 405d, 154AL, 164AL (The projects will also be funded with fund sources in other program areas)
<b>Project agreement number</b>	2024-30-10 through 2024-30-77
<b>Subgrantee(s)</b>	<p>Various Local Law Enforcement Agencies</p> <p>                     Abbeville Police Department                      Alexandria Police Department                      Allen Parish Sheriff’s Office                      Baton Rouge Police Department                      Bogalusa Police Department                      Bossier City Police Department                      Bossier Parish Sheriff’s Office                      Breaux Bridge Police Department                      Caddo Parish Sheriff’s Office                      Calcasieu Parish Sheriff’s Office                      Covington Police Department                      Denham Springs Police Department                      East Baton Rouge Sheriff’s Office                      Evangeline Parish Sheriff’s Office                      Franklinton Police Department                      Gonzales Police Department                      Greater New Orleans Expressway Commission                      Greenwood Police Department                      Hammond Police Department                      Houma Police Department                      Iberia Parish Sheriff’s Office                      Iberville Parish Sheriff’s Office                      Jefferson Parish Sheriff’s Office                      Kenner Police Department                      Lafayette Police Department                      Lafourche Parish Sheriff’s Office                      Lake Charles Police Department                      Livingston Parish Sheriff’s Office                      Mandeville Police Department                      Monroe Police Department                      Morgan City Police Department                      Natchitoches Police Department                      New Orleans Police Department                      Pineville Police Department                      Plaquemines Parish Sheriff’s Office                      Pointe Coupee Parish Sheriff’s Office                      Shreveport Police Department                      Slidell Police Department                      Southeastern Louisiana University Police Department                      St. Bernard Parish Sheriff’s Office                      St. Charles Parish Sheriff’s Office                      St. John the Baptist Parish Sheriff’s Office                 </p>

	<p>St. Tammany Parish Sheriff's Office  Tangipahoa Parish Sheriff's Office  Terrebonne Parish Sherriff's Office  Thibodeaux Police Department  Vinton Police Department  Washington Parish Sheriff's Office  West Baton Rouge Sheriff's Office  West Monroe Police Department  Westwego Police Department</p>
<b>Organization type</b>	Law Enforcement Agencies
<b>Amount of Federal funds</b>	<p>154AL - \$15,555.00  164AL - \$729,256.00  405d - \$745,995.00</p>
<b>Eligible use of funds</b>	<p>405d  High visibility enforcement of traffic laws pertaining to impaired driving and underage drinking.</p> <p>Improving blood alcohol and drug concentration screening and testing, detection of potentially impairing drugs (including through oral fluid) and reporting of testing and detection.</p> <p>154AL, 164AL  Alcohol Enforcement  Drug Enforcement</p>
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Impaired Driving</p> <ul style="list-style-type: none"> <li>• Provide sustained enforcement of statutes addressing impaired driving/riding.</li> <li>• Promote underage drinking enforcement with state and local law enforcement agencies.</li> <li>• Provide Drug Recognition Expert (DRE) training to revitalize the DRE program, and conduct SFST Instructor, SFST Training Field Courses.</li> <li>• Provide funding for travel, training, tools and/or equipment to support impaired driving projects and programs.</li> <li>• Conduct enforcement operations to prevent underage drinking.</li> </ul>

<b>Project name</b>	<b>Special Waves Drive Sober Get Pulled Over</b>
<b>Project description</b>	LHSC will provide sub grants to local police departments and sheriffs' offices for high-visibility and sustained enforcement overtime enforcement of traffic safety laws. The agencies will provide enforcement in support of impaired driving to be coordinated with the NHTSA/LHSC annual Drive Sober or Get Pulled Over campaign. Prior to DSGPO, a solicitation will be sent to all law enforcement agencies to announce the availability of small contracts with the LHSC to participate in DSGPO. Interested agencies respond with their overtime rate, and number of hours they can work for each wave.
<b>Federal funding source(s)</b>	Section 164AL
<b>Project agreement number</b>	2024-35-TBD (Projects will be numbered sequentially)
<b>Subgrantee(s)</b>	Various law enforcement agencies
<b>Organization type</b>	Law enforcement
<b>Amount of Federal funds</b>	\$75,000.00
<b>Eligible use of funds</b>	Alcohol Enforcement
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits. Recruit law enforcement agencies, in addition to the agencies participating in LHSC overtime, to support the "Drive Sober or Get Pulled Over" and "Click it or Ticket" campaigns.

<b>Project name</b>	<b>Louisiana State Police (LSP) Crash Reduction Grant</b>
<b>Project description</b>	The project will operate on a statewide basis and support LSP overtime enforcement work in DWI, speed, and occupant protection and Public Information Officer (PIO) overtime activities. High fatal and injury crash locations, days, and times will be a priority for enforcement activities; and adjustments will be made throughout the year based on resources and crash analysis. The LSP will plan and conduct one SFST

	Instructor Development Course, four Radar Instructor Development Course, two DRE Courses, two DRE training courses, and two ARIDE Field Courses. Officers working the PIO overtime activities will conduct Public Information Presentations. These presentations will be used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics will be publicized through print, TV, and/or radio media throughout the duration of the grant. The LHSC will reimburse the LSP for radio communication overtime activities and clerical overtime activities.
<b>Federal funding source(s)</b>	Section 405d (The project will also be funded with fund sources in other program areas)
<b>Project agreement number</b>	2024-30-80
<b>Subgrantee(s)</b>	Louisiana State Police
<b>Organization type</b>	Law enforcement
<b>Amount of Federal funds</b>	\$747,559.69 (405d)
<b>Eligible use of funds</b>	High visibility enforcement  Alcohol ignition interlock programs  Improving blood alcohol concentration testing and reporting
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide sustained enforcement of statutes addressing impaired driving/riding, occupant protection, and driving in excess of posted speed limits.  Support NHTSA campaigns: "Drive Sober or Get Pulled Over" and "Click it or Ticket" with specific overtime enforcement and paid media outreach based on data-driven demographic and geographic locations. The enforcement contracts will include impaired driving, occupant protection, and speed overtime hours.  Contract with Louisiana State Police to conduct traffic safety law enforcement training for local, parish and state law enforcement offices.  Conduct SFST Instructor, SFST Training Field Courses, radar-LIDAR instructor courses, ARIDE field courses, and DRE Courses.

<b>Project name</b>	<b>Sudden Impact</b>
<b>Project description</b>	Sudden Impact is a statewide, hospital-based teen injury prevention program that teaches young drivers and their parents about the consequences of negative driving behaviors, such as impaired driving and lack of proper seat belt use.
<b>Federal funding source(s)</b>	Section 402, Section 164AL
<b>Project agreement number</b>	2024-55-10
<b>Subgrantee(s)</b>	University Medical Center Management Corporation
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$74,000.00 (402), \$111,000.00 (164AL)
<b>Eligible use of funds</b>	Teen Safety Program/Alcohol and Drug Education
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with drug use and impaired driving, distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>Ready, Set, DRIVE!</b>
<b>Project description</b>	Ready, Set, DRIVE! is a school-based program that educates young drivers in the Greater Baton Rouge area about the negative effects of distracted driving, impaired driving, and lack of proper seat belt use.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-11
<b>Subgrantee(s)</b>	The Safety Place
<b>Organization type</b>	Non-profit

<b>Amount of Federal funds</b>	\$18,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with impaired driving and distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>ThinkFirst</b>
<b>Project description</b>	ThinkFirst shares stories of VIPs (Voices for Injury Prevention) to educate young drivers in the parishes of Northwest Louisiana on the lifelong consequences of traumatic brain and spinal cord injuries sustained as a result of poor choices behind the wheel of a vehicle.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-12
<b>Subgrantee(s)</b>	ThinkFirst of Ark-La-Tex, Inc.
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$120,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with drug use and impaired driving, distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>B.R.A.K.E.S.</b>
<b>Project description</b>	B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe) is a school-based program that teaches young drivers in Tangipahoa Parish about the dangers associated with distracted driving, impaired driving, and lack of proper seat belt usage.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-14
<b>Subgrantee(s)</b>	Tangipahoa Parish Government – TRACC
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$10,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with impaired driving and distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>UMOJA – Traffic Safety Diversity Outreach Program</b>
<b>Project description</b>	This program will provide outreach to African-American community and faith-based leaders, HBCU campuses in East Baton Rouge, Caddo, and Lincoln Parishes to reduce the number of serious injury and fatal crashes caused by impaired driving and lack of restraint use. Educational materials promoting traffic safety will be distributed at all traffic safety outreach activities and traffic safety programs will be established on HBCU campuses in Lincoln Parish and East Baton Rouge Parishes. Efforts will be sustained year-long and will be coordinated with LHSC and NHTSA during state and national campaigns.

<b>Federal funding source(s)</b>	Section 154AL, Section 402
<b>Project agreement number</b>	2024-70-11
<b>Subgrantee(s)</b>	UMOJA, Inc.
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$41,755.50 (154AL), \$10,000.00 (402)
<b>Eligible use of funds</b>	Alcohol education Occupant protection
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.</p> <p>Provide safety belt restraints, child safety seats, safety enforcement information, and education materials to the public.</p> <p>Develop new, and strengthen existing, occupant protection networks and associations.</p>

<b>Project name</b>	<b>Graham Group</b>
<b>Project description</b>	<p>Develop and implement paid media campaigns that directly support enforcement activities and public information about occupant protection and impaired driving high visibility enforcement campaigns and laws. Additionally, the company will develop advertising materials and campaigns providing information to prevent racial profiling, to educate the public on prescription drugs and impairment, to education the public on state laws regarding non-motorized safety, and to prevent roadside deaths. Paid media outreach (television, radio, print, and billboards) is based on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. The media outlets utilized may vary</p>

	slightly by demographic area and campaign in order to reach the targeted audiences. The media contractor will research and develop a year-long media buy plan, implement approved media purchases, and provide all post reporting and affidavits of performance on media purchases. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402, Section 1906, Section 164AL, Section 405d, Section 405h
<b>Project agreement number</b>	2024-80-01
<b>Subgrantee(s)</b>	The Graham Group
<b>Organization type</b>	For-profit
<b>Amount of Federal funds</b>	\$580,000.00 (402), \$1,150,000.00 (1906), \$500,000.00 (164AL), \$1,550,000.00 (405d), \$725,000.00 (405h) for a total of \$4,505,000.00
<b>Eligible use of funds</b>	<p>402 Paid Advertising</p> <p>405d Paid and earned media in support of HVE of impaired driving laws</p> <p>405h (2023 BIL funds) Enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to pedestrian and bicycle safety</p> <p>405h (2024 BIL funds) Educate the public regarding the safety of vehicles and individuals stopped at the roadside in the State through public information campaigns</p> <p>1906 Developing and implementing public outreach to reduce the impact of traffic stops</p>
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Support the National “Drive Sober or Get Pulled Over” campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the impaired driving campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Support the National seat belt mobilization, “Click It or Ticket,” with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will</p>

	<p>measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a “Buckle Up In Your Truck” campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Fund a paid media campaign focused on non-motorized safety related education of state laws.</p> <p>Develop and implement effective programs to prevent death and injury from crashes involving motor vehicles striking other vehicles and individuals stopped at the roadside.</p>
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<b>Project name</b>	<b>LHSC Earned Media</b>
<b>Project description</b>	LHSC will contract with an Earned Media firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on Impaired Driving, Occupant Protection, and the topics of the National Priority Safety Programs. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-80-03
<b>Subgrantee(s)</b>	Lambert Media LLC
<b>Organization type</b>	Consulting Services
<b>Amount of Federal funds</b>	\$45,000.00
<b>Eligible use of funds</b>	Paid Advertising
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.

	<p>Support the National seat belt mobilization, "Click It or Ticket," with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a "Buckle Up In Your Truck" campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.</p> <p>Support the National "Drive Sober or Get Pulled Over" campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations.</p> <p>Expand use of social and earned media to provide educational outreach to improve bicycle and pedestrian safety.</p>
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<b>Project name</b>	<b>Hometown Productions</b>
<b>Project description</b>	This project will operate statewide and will partner with the NAACP to educate the African-American population on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSA's will be implemented through an assessment of current programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and problem identification.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-80-04
<b>Subgrantee(s)</b>	Hometown Productions
<b>Organization type</b>	For-profit
<b>Amount of Federal funds</b>	\$41,750.00

<b>Eligible use of funds</b>	Impaired driving, safety belts, distracted driving
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking, lack of seat belt use, distracted driving.</p> <p>Identify, fund, and assist in the implementation of impaired driving prevention programs for young adults and underage drinking prevention programs for 15 to 24-year-olds.</p>

## 2.2 Occupant Protection

### Project and Subgrantee Information

<b>Project name</b>	<b>Diversity Outreach Program</b>
<b>Project description</b>	This program will provide outreach to African-American community and faith-based leaders in Acadia Parish to reduce the number of serious injury and fatal crashes caused by impaired driving and lack of restraint use. Educational materials promoting traffic safety will be distributed at all traffic safety outreach activities and traffic safety programs. Efforts will be sustained yearlong and will be coordinated with LHSC and NHTSA during state and national campaigns.
<b>Federal funding source(s)</b>	Section 154AL, Section 402
<b>Project agreement number</b>	2024-10-45
<b>Subgrantee(s)</b>	Acts of Love Inc.
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$25,000.00 (154AL), \$5,000.00 (402)
<b>Eligible use of funds</b>	Alcohol education

	Occupant protection
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.</p> <p>Develop new, and strengthen existing, impaired driving prevention networks and associations.</p> <p>Provide safety belt restraints, child safety seats, safety enforcement information, and education materials to the public.</p> <p>Develop new, and strengthen existing, occupant protection networks and associations.</p>

<b>Project name</b>	<b>Research and Assessment Programs</b>
<b>Project description</b>	Preusser Research Group will conduct observational surveys and provide reports using the data collected as required by NHTSA to determine adult safety belt (daytime and nighttime) and attitudinal surveys to measures licensed drivers' attitudes related to impaired driving, seat belts, motorcycles, speeding, and distracted driving. This allows the LHSC to focus on the problematic targeted areas.
<b>Federal funding source(s)</b>	Section 402, Section 405b
<b>Project agreement number</b>	2024-20-10
<b>Subgrantee(s)</b>	Preusser Research Group
<b>Organization type</b>	For-profit
<b>Amount of Federal funds</b>	\$40,900.00 (402), \$182,200.00 (405b)
<b>Eligible use of funds</b>	Traffic Enforcement Services

	To establish and maintain information systems containing data about occupant protection, including the collection and administration of child passenger safety and occupant protection surveys
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Conduct an annual attitudinal telephone/computer-based survey which includes questions and behaviors related to impaired driving, occupant protection, distracted driving, speeding, motorcycle safety.</p> <p>Conduct annual observational surveys on occupant protection usage.</p>

<b>Project name</b>	<b>Louisiana Passenger Safety Task Force</b>
<b>Project description</b>	The University Medical Center Medical Corporation maintains the Louisiana Passenger Safety Task Force (LPSTF), which will provide a centralized resource for all OP/CPS activities and education (including heatstroke/unattended passenger), maintain a database of all Louisiana CPS technicians, promote recertification of technicians, conduct quarterly regional meetings, provide five (5) Standardized CPS Instructor/Technician Courses, and support certified fitting stations in each region. The project will also focus on CarFit. CarFit is a community based program that promotes continued safe driving among older drivers.
<b>Federal funding source(s)</b>	Section 405b
<b>Project agreement number</b>	2024-20-11
<b>Subgrantee(s)</b>	University Medical Center Management Corporation
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$249,000.00
<b>Eligible use of funds</b>	Train occupant protection safety professionals, police officers, fire and emergency medical personnel,

	<p>educators, and parents concerning all aspects of the use of child restraints and occupant protection.</p> <p>Educate the public concerning the proper use and installation of child restraints, including related equipment and information systems.</p> <p>Provide community child passenger safety services, including programs about proper seating positions for children and how to reduce the improper use of child restraints.</p> <p>To purchase and distribute child restraints to low-income families.</p> <p>Heatstroke/Unattended passenger education program.</p>
<p><b>Planning and Administration costs (if applicable)</b></p>	<p>No</p>
<p><b>Whether a project is a promised project</b></p>	<p>No</p>
<p><b>The countermeasure strategy or strategies for programming funds</b></p>	<p>Develop new, and strengthen existing, occupant protection networks and associations.</p> <p>Provide safety belt restraints, child safety seats, safety enforcement information, and educational materials to the public.</p> <p>Provide training opportunities to potential and existing child passenger safety (CPS) technicians and instructors.</p> <p>Provide training opportunity on providing safe travel for children with special needs.</p> <p>Provide training opportunities to potential and existing CarFit instructors and provide CarFit events and education to the public.</p> <p>Maintain a CPS seat distribution program for families in need.</p> <p>Carry out a program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator.</p>

<b>Project name</b>	<b>Travel/Training for Occupant Protection</b>
<b>Project description</b>	Provide funding to send law enforcement and other partners to training and conferences directly related to support planned occupant protection strategies and projects. Each request will be submitted to the LHSC and must be approved by the Director.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-20-01
<b>Subgrantee(s)</b>	TBD
<b>Organization type</b>	TBD
<b>Amount of Federal funds</b>	\$20,000.00
<b>Eligible use of funds</b>	Safety Belts
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide funding for travel, training, tools and/or equipment to support occupant protection projects and programs.

<b>Project name</b>	<b>YMCA Highway Safety Initiative: Hispanic Outreach Occupant Protection Program</b>
<b>Project description</b>	This project will educate the Hispanic population in the Greater New Orleans area to raise awareness of the importance of properly wearing a seat belt and using child passenger safety restraints. The YMCA will raise awareness through community outreach, partner with the Louisiana Passenger Safety Task Force (LPSTF) to host two car seat events, participate in at least six community events to promote occupant protection, and distribute language appropriate materials targeting specific populations (such as young adults, pregnant moms, churches, and clinics), etc. This project will build upon their existing services to reach additional clients throughout the year.

<b>Federal funding source(s)</b>	Section 405b
<b>Project agreement number</b>	2024-20-13
<b>Subgrantee(s)</b>	YMCA of Greater New Orleans
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$83,966.54
<b>Eligible use of funds</b>	<p>Educate the public concerning the proper use and installation of child restraints, including related equipment and information systems.</p> <p>Provide community child passenger safety services, including programs about proper seating positions for children and how to reduce the improper use of child restraints.</p> <p>To purchase and distribute child restraints to low-income families.</p>
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Provide safety belt restraints, child safety seats, safety enforcement information, and educational materials to the public.</p> <p>Maintain a CPS seat distribution program for families in need.</p>

<b>Project name</b>	<b>High Visibility Traffic Safety Enforcement – Local law Enforcement</b>
<b>Project description</b>	<p>LHSC will provide sub grants to local police departments and sheriffs’ offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of impaired driving, occupant protection, and child passenger safety laws, which will be coordinated with the annual “Drive Sober or Get Pulled Over” (DSGPO) and “Click It or Ticket” (CIOT) national mobilizations in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies</p>

	conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and adjust throughout the year as needed. Agencies will conduct periodic press releases and press events to provide deterrence for enforcement waves throughout the year.
<b>Federal funding source(s)</b>	Section 402 (The projects will also be funded with fund sources in other program areas)
<b>Project agreement number</b>	2024-30-10 through 2024-30-77
<b>Subgrantee(s)</b>	<p>Various Local Law Enforcement Agencies</p> <p>Alexandria Police Department            Allen Parish Sheriff's Office            Baton Rouge Police Department            Bogalusa Police Department            Bossier City Police Department            Breaux Bridge Police Department            Caddo Parish Sheriff's Office            Calcasieu Parish Sheriff's Office            Covington Police Department            Denham Springs Police Department            East Baton Rouge Sheriff's Office            Evangeline Parish Sheriff's Office            Franklinton Police Department            Gonzales Police Department            Greater New Orleans Expressway Commission            Greenwood Police Department            Hammond Police Department            Houma Police Department            Iberia Parish Sheriff's Office            Iberville Parish Sheriff's Office            Jefferson Parish Sheriff's Office            Kenner Police Department            Lafayette Police Department            Lafourche Parish Sheriff's Office            Lake Charles Police Department            Livingston Parish Sheriff's Office            Mandeville Police Department            Monroe Police Department            Morgan City Police Department            Natchitoches Police Department            New Orleans Police Department            Pineville Police Department            Pointe Coupee Parish Sheriff's Office            Shreveport Police Department            Slidell Police Department            Southeastern Louisiana University Police Department            St. Bernard Parish Sheriff's Office            St. Charles Parish Sheriff's Office            St. John the Baptist Parish Sheriff's Office</p>

	<p>St. Tammany Parish Sheriff’s Office  Tangipahoa Parish Sheriff’s Office  Terrebonne Parish Sherriff’s Office  Thibodeaux Police Department  Vinton Police Department  Washington Parish Sheriff’s Office  West Baton Rouge Sheriff’s Office  West Monroe Police Department  Westwego Police Department  Zachary Police Department</p>
<b>Organization type</b>	Law Enforcement Agencies
<b>Amount of Federal funds</b>	\$2,359,068.00
<b>Eligible use of funds</b>	Police Traffic Services Occupant Protection
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Occupant Protection</p> <ul style="list-style-type: none"> <li>• Provide sustained enforcement of statutes addressing occupant protection by contracting with law enforcement agencies for occupant protection enforcement overtime.</li> <li>• Support the National seat belt mobilization, “Click It or Ticket,” with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</li> <li>• Conduct a comprehensive high-risk countermeasures program to reduce unrestrained fatalities during nighttime hours and to increase occupant protection usage rates in pickup trucks.</li> <li>• Conduct a “Buckle Up In Your Truck” campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</li> <li>• Provide safety belt restraints, child safety seats, safety enforcement information, and educational materials to the public.</li> <li>• Encourage nighttime occupant protection enforcement for both contracted (15 percent minimum required by LHSC) and non-contracted law enforcement agencies.</li> </ul>

<b>Project name</b>	<b>Special Wave Click It or Ticket</b>
<b>Project description</b>	LHSC will provide sub grants to local police departments and sheriffs' offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of occupant protection and child passenger safety, which will be coordinated with the annual CIOT campaign in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and adjust throughout the year as needed.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-35-TBD (Projects will be numbered sequentially)
<b>Subgrantee(s)</b>	Various law enforcement agencies
<b>Organization type</b>	Law enforcement
<b>Amount of Federal funds</b>	\$75,000.00
<b>Eligible use of funds</b>	Police Traffic Services
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits.  Recruit law enforcement agencies, in addition to the agencies participating in LHSC overtime, to support the "Drive Sober or Get Pulled Over" and "Click it or Ticket" campaigns.

<b>Project name</b>	<b>Louisiana State Police (LSP) Crash Reduction Grant</b>
<b>Project description</b>	The project will operate on a statewide basis and support LSP overtime enforcement work in DWI,

	<p>speed, and occupant protection and Public Information Officer (PIO) overtime activities. High fatal and injury crash locations, days, and times will be a priority for enforcement activities; and adjustments will be made throughout the year based on resources and crash analysis. The LSP will plan and conduct one SFST Instructor Development Course, four Radar Instructor Development Course, two DRE Courses, two DRE training courses, and two ARIDE Field Courses. Officers working the PIO overtime activities will conduct Public Information Presentations. These presentations will be used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics will be publicized through print, TV, and/or radio media throughout the duration of the grant. The LHSC will reimburse the LSP for radio communication overtime activities and clerical overtime activities.</p>
<b>Federal funding source(s)</b>	Section 405b (The project will also be funded with federal fund sources in other program areas)
<b>Project agreement number</b>	2024-30-80
<b>Subgrantee(s)</b>	Louisiana State Police
<b>Organization type</b>	Law enforcement
<b>Amount of Federal funds</b>	\$308,000.00
<b>Eligible use of funds</b>	<p>Support high-visibility enforcement mobilizations, including paid media that emphasizes publicity for the program, and law enforcement.</p> <p>Educate the public concerning the proper use and installation of child restraints, including related equipment and information systems.</p> <p>Provide community child passenger safety services, including programs about proper seating positions for children and how to reduce the improper use of child restraints.</p>
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Provide sustained enforcement of statutes addressing impaired driving/riding, occupant protection, and driving in excess of posted speed limits.</p> <p>Support NHTSA campaigns: "Drive Sober or Get Pulled Over" and "Click it or Ticket" with specific overtime enforcement and paid media outreach based</p>

	<p>on data-driven demographic and geographic locations. The enforcement contracts will include impaired driving, occupant protection, and speed overtime hours.</p> <p>Encourage nighttime occupant protection enforcement for both contracted (15 percent minimum required by LHSC) and non-contracted law enforcement agencies.</p> <p>Contract with Louisiana State Police to conduct traffic safety law enforcement training for local, parish and state law enforcement offices.</p>
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<b>Project name</b>	<b>Sudden Impact</b>
<b>Project description</b>	Sudden Impact is a statewide, hospital-based teen injury prevention program that teaches young drivers and their parents about the consequences of negative driving behaviors, such as impaired driving and lack of proper seat belt use.
<b>Federal funding source(s)</b>	Section 402, Section 164AL
<b>Project agreement number</b>	2024-55-10
<b>Subgrantee(s)</b>	University Medical Center Management Corporation
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$74,000.00 (402), \$111,000.00 (164AL)
<b>Eligible use of funds</b>	Teen Safety Program/Alcohol and Drug Education
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with drug use and impaired driving, distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>Ready, Set, DRIVE!</b>
<b>Project description</b>	Ready, Set, DRIVE! is a school-based program that educates young drivers in the Greater Baton Rouge area about the negative effects of distracted driving, impaired driving, and lack of proper seat belt use.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-11
<b>Subgrantee(s)</b>	The Safety Place
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$18,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with impaired driving and distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>ThinkFirst</b>
<b>Project description</b>	ThinkFirst shares stories of VIPs (Voices for Injury Prevention) to educate young drivers in the parishes of Northwest Louisiana on the lifelong consequences of traumatic brain and spinal cord injuries sustained as a result of poor choices behind the wheel of a vehicle.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-12
<b>Subgrantee(s)</b>	ThinkFirst of Ark-La-Tex, Inc.
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$120,000.00
<b>Eligible use of funds</b>	Teen Safety Program

<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with drug use and impaired driving, distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>B.R.A.K.E.S.</b>
<b>Project description</b>	B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe) is a school-based program that teaches young drivers in Tangipahoa Parish about the dangers associated with distracted driving, impaired driving, and lack of proper seat belt usage.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-14
<b>Subgrantee(s)</b>	Tangipahoa Parish Government – TRACC
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$10,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with impaired driving and distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>UMOJA – Traffic Safety Diversity Outreach Program</b>
<b>Project description</b>	This program will provide outreach to African-American community and faith-based leaders, HBCU campuses in East Baton Rouge, Caddo, and Lincoln Parishes to reduce the number of serious injury and fatal crashes caused by impaired driving and lack of restraint use. Educational materials promoting traffic safety will be distributed at all traffic safety outreach activities and traffic safety programs will be established on HBCU campuses in Lincoln Parish and East Baton Rouge Parishes. Efforts will be sustained year-long and will be coordinated with LHSC and NHTSA during state and national campaigns.
<b>Federal funding source(s)</b>	Section 154AL, Section 402
<b>Project agreement number</b>	2024-70-11
<b>Subgrantee(s)</b>	UMOJA, Inc.
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$41,755.50 (154AL), \$10,000.00 (402)
<b>Eligible use of funds</b>	Alcohol education Occupant protection
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.  Provide safety belt restraints, child safety seats, safety enforcement information, and education materials to the public.  Develop new, and strengthen existing, occupant protection networks and associations.

<b>Project name</b>	<b>Bayou Classic Outreach</b>
<b>Project description</b>	NOCCI will promote occupant protection awareness among diverse participants at the 49th Annual Bayou Classic football game over Thanksgiving weekend in New Orleans by providing education and outreach on the importance of seat belt safety.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-70-15
<b>Subgrantee(s)</b>	NOCCI
<b>Organization type</b>	Consulting
<b>Amount of Federal funds</b>	\$21,000.00
<b>Eligible use of funds</b>	Occupant protection
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide safety belt restraints, child safety seats, safety enforcement information, and education materials to the public.  Develop new, and strengthen existing, occupant protection networks and associations.

<b>Project name</b>	<b>Graham Group</b>
<b>Project description</b>	Develop and implement paid media campaigns that directly support enforcement activities and public information about occupant protection and impaired driving high visibility enforcement campaigns and laws. Additionally, the company will develop advertising materials and campaigns providing information to prevent racial profiling, to educate the public on prescription drugs and impairment, to education the public on state laws regarding non-motorized safety, and to prevent roadside deaths. Paid media outreach (television, radio, print, and billboards) is based on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. The media outlets utilized may vary slightly by demographic area and campaign in order to

	reach the targeted audiences. The media contractor will research and develop a year-long media buy plan, implement approved media purchases, and provide all post reporting and affidavits of performance on media purchases. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402, Section 1906, Section 164AL, Section 405d, Section 405h
<b>Project agreement number</b>	2024-80-01
<b>Subgrantee(s)</b>	The Graham Group
<b>Organization type</b>	For-profit
<b>Amount of Federal funds</b>	\$580,000.00 (402), \$1,150,000.00 (1906), \$500,000.00 (164AL), \$1,550,000.00 (405d), \$725,000.00 (405h) for a total of \$4,505,000.00
<b>Eligible use of funds</b>	<p>402 Paid Advertising</p> <p>405d Paid and earned media in support of HVE of impaired driving laws</p> <p>405h (2023 BIL funds) Enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to pedestrian and bicycle safety</p> <p>405h (2024 BIL funds) Educate the public regarding the safety of vehicles and individuals stopped at the roadside in the State through public information campaigns</p> <p>1906 Developing and implementing public outreach to reduce the impact of traffic stops</p>
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Support the National “Drive Sober or Get Pulled Over” campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the impaired driving campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Support the National seat belt mobilization, “Click It or Ticket,” with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the</p>

	<p>occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a “Buckle Up In Your Truck” campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Fund a paid media campaign focused on non-motorized safety related education of state laws.</p> <p>Develop and implement effective programs to prevent death and injury from crashes involving motor vehicles striking other vehicles and individuals stopped at the roadside.</p>
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<b>Project name</b>	<b>LHSC Earned Media</b>
<b>Project description</b>	LHSC will contract with an Earned Media firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on Impaired Driving, Occupant Protection, and the topics of the National Priority Safety Programs. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-80-03
<b>Subgrantee(s)</b>	Lambert Media LLC
<b>Organization type</b>	Consulting Services
<b>Amount of Federal funds</b>	\$45,000.00
<b>Eligible use of funds</b>	Paid Advertising
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.

	<p>Support the National seat belt mobilization, "Click It or Ticket," with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a "Buckle Up In Your Truck" campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.</p> <p>Support the National "Drive Sober or Get Pulled Over" campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations.</p> <p>Expand use of social and earned media to provide educational outreach to improve bicycle and pedestrian safety.</p>
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<b>Project name</b>	<b>Hometown Productions</b>
<b>Project description</b>	This project will operate statewide and will partner with the NAACP to educate the African-American population on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSA's will be implemented through an assessment of current programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and problem identification.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-80-04
<b>Subgrantee(s)</b>	Hometown Productions
<b>Organization type</b>	For-profit
<b>Amount of Federal funds</b>	\$41,750.00
<b>Eligible use of funds</b>	Impaired driving, safety belts, distracted driving

<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking, lack of seat belt use, distracted driving  Identify, fund, and assist in the implementation of impaired driving prevention programs for young adults and underage drinking prevention programs for 15 to 24-year-olds.

## 2.3 Traffic Records

### Project and Subgrantee Information

<b>Project name</b>	<b>LHSC Statistical Analysis</b>
<b>Project description</b>	This contractor operates on a statewide basis and provides statistical analysis on the seat belt survey results to traffic safety stakeholders from around the state. In addition, the contractor prepares several ad hoc reports for the LHSC Executive Director and staff regarding highway safety issues that arise during the year, particularly during the Legislative session, and prepares and delivers (on-line) a report on the previous year's traffic crash.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-40-10
<b>Subgrantee(s)</b>	H & M Consulting
<b>Organization type</b>	Individual contractor
<b>Amount of Federal funds</b>	\$49,900.00
<b>Eligible use of funds</b>	Traffic Records
<b>Planning and Administration costs (if applicable)</b>	No

<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Analysis of annual observational survey on occupant protection.</p> <p>Continue to support the collection and submission of accurate traffic crash data to Fatality Analysis Reporting System (FARS).</p>

<b>Project name</b>	<b>CARTS Traffic Records Support</b>
<b>Project description</b>	<p>The Center for Analytics and Research in Transportation Safety (CARTS) at LSU will support state law enforcement agencies with electronic crash reporting software, used by the agencies to submit crash data to the State. Louisiana is receiving virtually ALL crash data electronically (as of June 2023), which enables the CARTS data quality team to switch their primary focus from electronic crash reporting to accuracy and completeness of the data. These projects increase quality of the crash data the State uses to report crash-related information, used for research and to improve the dissemination of crash data to decision-makers. This project also provides funding for the TRCC Coordinator and TRCC meetings.</p>
<b>Federal funding source(s)</b>	Section 405c
<b>Project agreement number</b>	2024-40-11
<b>Subgrantee(s)</b>	LSU Office of Sponsored Programs
<b>Organization type</b>	University
<b>Amount of Federal funds</b>	\$838,156.00
<b>Eligible use of funds</b>	Make quantifiable, measurable improvements in the accuracy, timeliness, uniformity, accessibility or integration of data in a core highway safety database.
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No

<p><b>The countermeasure strategy or strategies for programming funds</b></p>	<p>Maintain membership in the Louisiana TRCC Executive Committee, Technical Committee and Working Groups.</p> <p>Support TRCC and its data custodians as they implement projects which support the identified performance measures.</p> <p>Continue to support the collection and submission of accurate crash data to FARS.</p> <p>Identify and implement traffic records stakeholder training as needed.</p>
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<p><b>Project name</b></p>	<p><b>Correcting State Pointer Exchange Service (SPEXS)</b></p>
<p><b>Project description</b></p>	<p>This project operates on a statewide basis and will provide overtime to assist Office of Motor Vehicles (OMV) to input data that would prevent duplication of driver records through the State Pointer Exchange Service (SPEX). SPEX is associated with non-commercial drivers and provides information to state’s drivers’ licensing agencies during the issuance of and/or transfer of driver’s licenses. SPEX are shared between State agencies in the AAMVA sponsored State-to-State Verification Service to ensure that one record is maintained for each individual driver.</p>
<p><b>Federal funding source(s)</b></p>	<p>Section 405c</p>
<p><b>Project agreement number</b></p>	<p>2024-40-12</p>
<p><b>Subgrantee(s)</b></p>	<p>Office of Motor Vehicles</p>
<p><b>Organization type</b></p>	<p>State Government</p>
<p><b>Amount of Federal funds</b></p>	<p>\$70,950.00</p>
<p><b>Eligible use of funds</b></p>	<p>Make quantifiable, measurable improvements in the accuracy, completeness, timeliness, uniformity or integration of data in a core highway safety database.</p>
<p><b>Planning and Administration costs (if applicable)</b></p>	<p>No</p>
<p><b>Whether a project is a promised project</b></p>	<p>No</p>

<b>The countermeasure strategy or strategies for programming funds</b>	Support TRCC and its data custodians as they implement projects which support the identified performance measures.
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<b>Project name</b>	<b>LERN Training</b>
<b>Project description</b>	This project, which operates on a statewide basis, will fund a training class for ambulance personnel around the state. The class will consist of the Comprehensive Trauma Specific IDC-10 Course. This project is geared toward the continued education and quality control of the NEMSIS injury surveillance data being collected from traffic crashes in Louisiana.
<b>Federal funding source(s)</b>	Section 405c
<b>Project agreement number</b>	2024-40-14
<b>Subgrantee(s)</b>	Louisiana Department of Health/LA Emergency Response Network (LERN)
<b>Organization type</b>	State Health Department
<b>Amount of Federal funds</b>	\$30,000.00
<b>Eligible use of funds</b>	Make quantifiable, measurable improvements in the accuracy, completeness, timeliness, uniformity or integration of data in a core highway safety database.
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Support the TRCC and its data custodians as they implement projects which support the identified performance measures.

<b>Project name</b>	<b>LERN Contractor</b>
<b>Project description</b>	This project, which operates on a statewide basis, will fund a contract with an individual to recruit and educate ambulance providers in the state to submit

	electronic injury surveillance data to LERN on a regular basis. This third-party contract or agreement shall be submitted to LHSC for review and approval prior to any work being performed. The project shall coordinate with the Louisiana Ambulance Alliance, who represents the majority of the ambulance providers in the state. A NEMESIS-compliant database shall be maintained with pertinent crash injury data elements obtained from the ambulance providers.
<b>Federal funding source(s)</b>	Section 405c
<b>Project agreement number</b>	2024-40-15
<b>Subgrantee(s)</b>	Louisiana Department of Health/LA Emergency Response Network (LERN)
<b>Organization type</b>	State Health Department
<b>Amount of Federal funds</b>	\$39,900.00
<b>Eligible use of funds</b>	Make quantifiable, measureable improvements in the accuracy, completeness, timeliness, uniformity or integration of data in a core highway safety database.
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Support the TRCC and its data custodians as they implement projects which support the identified performance measures.

<b>Project name</b>	<b>Crash Reconstruction Training</b>
<b>Project description</b>	<p>This training series will consist of eleven different primary and advanced crash investigation classes, which will be available to police officers statewide:–</p> <p>Crash Investigation I &amp; II, Vehicle Dynamics, Crash Reconstruction I &amp; II, CDR Operator, CDR Analysis &amp; Application, Biomechanical Injury Analysis, Excel for Crash Investigator, Forensic Truck Inspection for Crash Investigation and Heavy Vehicle Reconstruction. This training is critical so that serious and injury crashes can be investigated with a high level of competence</p>

	which collectively account for one third of all crashes of the statewide total. (All on statewide basis)
<b>Federal funding source(s)</b>	Section 405c
<b>Project agreement number</b>	2024-40-16
<b>Subgrantee(s)</b>	Northwestern University Center for Public Safety
<b>Organization type</b>	University
<b>Amount of Federal funds</b>	\$287,450.00
<b>Eligible use of funds</b>	Make quantifiable, measurable improvements in the accuracy, completeness, timeliness, uniformity or integration of data in a core highway safety database.
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Identify and implement traffic records stakeholders training as needed.

<b>Project name</b>	<b>TRCC Travel Training</b>
<b>Project description</b>	Funds set aside for law enforcement, TRCC Committee members and other partners to attend traffic records conferences and training (such as ATSIP Traffic Records Forum). These requests are submitted and approved by the LHSC Executive Director, the exact number of which are unknown until the requests are received. (All on statewide basis)
<b>Federal funding source(s)</b>	Section 405c
<b>Project agreement number</b>	2024-40-20
<b>Subgrantee(s)</b>	In-house
<b>Organization type</b>	N/A
<b>Amount of Federal funds</b>	\$40,000.00

<b>Eligible use of funds</b>	Make quantifiable, measurable improvements in the accuracy, completeness, timeliness, uniformity or integration of data in a core highway safety database.
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Identify and implement traffic records stakeholders training as needed.

## 2.4 Motorcycle Safety

### Project and Subgrantee Information

<b>Project name</b>	<b>MAC (Motorcycle Awareness Campaign)</b>
<b>Project description</b>	The Motorcycle Awareness Committee (MAC) goal is to continue increasing statewide chapter participation in FFY 2024. MAC will continue to produce informational materials and conduct motorcycle awareness activities that promote a "Share the Road" message focused on raising the awareness of all motorists to watch for motorcyclists. MAC's efforts will be focused on the parishes with the highest number of motor vehicle/motorcycle crashes in the state. The campaign will: Promote motorcycle safety and awareness; educate motorist to be aware of motorcycles on the highway; and educate motorcyclists on safe operation and how to make themselves more visible to motorists.
<b>Federal funding source(s)</b>	Section 405f
<b>Project agreement number</b>	2024-50-11
<b>Subgrantee(s)</b>	Motorcycle Awareness Committee
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$49,900.00
<b>Eligible use of funds</b>	Conduct education programs and seminars, distribute educational materials including brochures, signs, audio and video public service announcements, demonstrations, and public appearances.

<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.</p> <p>Develop new, and strengthen existing, motorcycle safety networks and associations.</p> <p>Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.</p>

<b>Project name</b>	<b>LHSC Earned Media</b>
<b>Project description</b>	LHSC will contract with an Earned Media firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on Impaired Driving, Occupant Protection, and the topics of the National Priority Safety Programs. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-80-03
<b>Subgrantee(s)</b>	Lambert Media LLC
<b>Organization type</b>	Consulting Services
<b>Amount of Federal funds</b>	\$45,000.00
<b>Eligible use of funds</b>	Paid Advertising
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid

	<p>media outreach for state-planned impaired driving education.</p> <p>Support the National seat belt mobilization, "Click It or Ticket," with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a "Buckle Up In Your Truck" campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.</p> <p>Support the National "Drive Sober or Get Pulled Over" campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations.</p> <p>Expand use of social and earned media to provide educational outreach to improve bicycle and pedestrian safety.</p>
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## 2.5 Police Traffic Services

### Project and Subgrantee Information

<b>Project name</b>	<b>Research and Assessment Programs</b>
<b>Project description</b>	Preusser Research Group will conduct observational surveys and provide reports using the data collected as required by NHTSA to determine adult safety belt (daytime and nighttime) and attitudinal surveys to measures licensed drivers' attitudes related to impaired driving, seat belts, motorcycles, speeding, and distracted driving. This allows the LHSC to focus on the problematic targeted areas.
<b>Federal funding source(s)</b>	Section 402, Section 405b
<b>Project agreement number</b>	2024-20-10

<b>Subgrantee(s)</b>	Preusser Research Group
<b>Organization type</b>	For-profit
<b>Amount of Federal funds</b>	\$40,900.00 (402), \$182,200.00 (405b)
<b>Eligible use of funds</b>	Traffic Enforcement Services  To establish and maintain information systems containing data about occupant protection, including the collection and administration of child passenger safety and occupant protection surveys
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Conduct an annual attitudinal telephone/computer-based survey which includes questions and behaviors related to impaired driving, occupant protection, distracted driving, speeding, motorcycle safety.  Conduct annual observational surveys on occupant protection usage.

<b>Project name</b>	<b>Traffic Safety Consultant</b>
<b>Project description</b>	This individual operates on a statewide basis and is responsible for providing expert opinions on traffic safety issues and maintaining a database of traffic enforcement activities used in completing the NHTSA-required Triennial Highway Safety Plan and Annual Report.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-30-09
<b>Subgrantee(s)</b>	Robert R. Breland
<b>Organization type</b>	Individual contractor
<b>Amount of Federal funds</b>	\$49,900.00
<b>Eligible use of funds</b>	Police Traffic Services

<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Collect and maintain enforcement data for all contracting police agencies.

<b>Project name</b>	<b>High Visibility Traffic Safety Enforcement – Local law Enforcement</b>
<b>Project description</b>	LHSC will provide sub grants to local police departments and sheriffs’ offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of impaired driving, occupant protection, and child passenger safety laws, which will be coordinated with the annual “Drive Sober or Get Pulled Over” (DSGPO) and “Click It or Ticket” (CIOT) national mobilizations in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and adjust throughout the year as needed. Agencies will conduct periodic press releases and press events to provide deterrence for enforcement waves throughout the year.
<b>Federal funding source(s)</b>	Sections 154AL, 164AL, 402, 405d, 405e, 405h
<b>Project agreement number</b>	2024-30-10 through 2024-30-77
<b>Subgrantee(s)</b>	Various Local Law Enforcement Agencies  Abbeville Police Department Alexandria Police Department Allen Parish Sheriff’s Office Baton Rouge Police Department Bogalusa Police Department Bossier City Police Department Bossier Parish Sheriff’s Office Breaux Bridge Police Department Caddo Parish Sheriff’s Office Calcasieu Parish Sheriff’s Office Covington Police Department

	<p>Denham Springs Police Department                  East Baton Rouge Sheriff's Office                  Evangeline Parish Sheriff's Office                  Franklinton Police Department                  Gonzales Police Department                  Greater New Orleans Expressway Commission                  Greenwood Police Department                  Hammond Police Department                  Houma Police Department                  Iberia Parish Sheriff's Office                  Iberville Parish Sheriff's Office                  Jefferson Parish Sheriff's Office                  Kenner Police Department                  Lafayette Police Department                  Lafourche Parish Sheriff's Office                  Lake Charles Police Department                  Livingston Parish Sheriff's Office                  Mandeville Police Department                  Monroe Police Department                  Morgan City Police Department                  Natchitoches Police Department                  New Orleans Police Department                  Pineville Police Department                  Plaquemines Parish Sheriff's Office                  Pointe Coupee Parish Sheriff's Office                  Shreveport Police Department                  Slidell Police Department                  Southeastern Louisiana University Police Department                  St. Bernard Parish Sheriff's Office                  St. Charles Parish Sheriff's Office                  St. John the Baptist Parish Sheriff's Office                  St. Tammany Parish Sheriff's Office                  Tangipahoa Parish Sheriff's Office                  Terrebonne Parish Sheriff's Office                  Thibodeaux Police Department                  Vinton Police Department                  Washington Parish Sheriff's Office                  West Baton Rouge Sheriff's Office                  West Monroe Police Department                  Westwego Police Department                  Zachary Police Department</p>
<b>Organization type</b>	Law Enforcement Agencies
<b>Amount of Federal funds</b>	<p>154AL - \$15,555.00                  164AL - \$729,256.00                  402 - \$2,359,068.00                  405d - \$745,995.00                  405e - \$73,820.00                  405h - \$62,204.00</p>
<b>Eligible use of funds</b>	<p>402                  Police Traffic Services</p>

	<p>Speed Management Roadway Safety Occupant Protection</p> <p>405b Support high-visibility enforcement mobilizations, including paid media that emphasizes publicity for the program, and law enforcement.</p> <p>Educate the public concerning the proper use and installation of child restraints, including related equipment and information systems.</p> <p>405d High visibility enforcement of traffic laws pertaining to impaired driving and underage drinking.</p> <p>Improving blood alcohol and drug concentration screening and testing, detection of potentially impairing drugs (including through oral fluid) and reporting of testing and detection.</p> <p>154AL, 164AL Alcohol Enforcement Drug Enforcement</p> <p>405e Educate the public through advertising that contains information about the dangers of texting or using a cell phone while driving.</p> <p>405h Enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to pedestrian and bicycle safety.</p>
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Impaired Driving</p> <ul style="list-style-type: none"> <li>• Provide sustained enforcement of statutes addressing impaired driving/riding.</li> <li>• Promote underage drinking enforcement with state and local law enforcement agencies.</li> <li>• Provide Drug Recognition Expert (DRE) training to revitalize the DRE program, and conduct SFST Instructor, SFST Training Field Courses.</li> <li>• Provide funding for travel, training, tools and/or equipment to support impaired driving projects and programs.</li> </ul>

	<ul style="list-style-type: none"> <li>• Conduct enforcement operations to prevent underage drinking.</li> </ul> <p>Occupant Protection</p> <ul style="list-style-type: none"> <li>• Provide sustained enforcement of statutes addressing occupant protection by contracting with law enforcement agencies for occupant protection enforcement overtime.</li> <li>• Support the National seat belt mobilization, "Click It or Ticket," with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</li> <li>• Conduct a comprehensive high-risk countermeasures program to reduce unrestrained fatalities during nighttime hours and to increase occupant protection usage rates in pickup trucks.</li> <li>• Conduct a "Buckle Up In Your Truck" campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</li> <li>• Provide safety belt restraints, child safety seats, safety enforcement information, and educational materials to the public.</li> <li>• Encourage nighttime occupant protection enforcement for both contracted (15 percent minimum required by LHSC) and non-contracted law enforcement agencies.</li> </ul> <p>Railroad/Highway Crossing Safety (Roadway Safety)</p> <ul style="list-style-type: none"> <li>• Support Louisiana Operation Lifesaver.</li> <li>• Provide sustained enforcement of statutes addressing highway-rail grade and trespassing statutes.</li> <li>• Conduct highway-rail at-grade crossing officer training programs.</li> <li>• Support Officer on a train educational program.</li> <li>• Encourage strict enforcement of rail crossing violations.</li> </ul> <p>Non-Motorized Safety</p> <ul style="list-style-type: none"> <li>• Assess and fund law enforcement officer training on the state laws and local ordinances related to non-motorized safety.</li> </ul>
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	<ul style="list-style-type: none"> <li>Develop and implement effective programs to prevent death and injury from crashes involving motor vehicles striking other vehicles and individuals stopped at the roadside.</li> </ul> <p>Distracted Driving</p> <ul style="list-style-type: none"> <li>Support training and educational resources to increase understanding of the dangers of distracted driving.</li> <li>Assess and fund eligible projects to improve distracted driving as appropriate.</li> <li>Develop new, and strengthen existing, distracted driving prevention networks and associations.</li> </ul>
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<b>Project name</b>	<b>Louisiana State Police (LSP) Crash Reduction Grant</b>
<b>Project description</b>	The project will operate on a statewide basis and support LSP overtime enforcement work in DWI, speed, and occupant protection and Public Information Officer (PIO) overtime activities. High fatal and injury crash locations, days, and times will be a priority for enforcement activities; and adjustments will be made throughout the year based on resources and crash analysis. The LSP will plan and conduct one SFST Instructor Development Course, four Radar Instructor Development Course, two DRE Courses, two DRE training courses, and two ARIDE Field Courses. Officers working the PIO overtime activities will conduct Public Information Presentations. These presentations will be used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics will be publicized through print, TV, and/or radio media throughout the duration of the grant. The LHSC will reimburse the LSP for radio communication overtime activities and clerical overtime activities.
<b>Federal funding source(s)</b>	Section 402 (The project will also be funded with fund sources in other program areas)
<b>Project agreement number</b>	2024-30-80
<b>Subgrantee(s)</b>	Louisiana State Police
<b>Organization type</b>	Law enforcement
<b>Amount of Federal funds</b>	\$444,790.91 (402), \$308,000.00 (405b), \$747,559.69 (405d) for total of \$1,100,350.60

<b>Eligible use of funds</b>	Police Traffic Services Speed Management
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Provide sustained enforcement of statutes addressing impaired driving/riding, occupant protection, and driving in excess of posted speed limits.</p> <p>Support NHTSA campaigns: "Drive Sober or Get Pulled Over" and "Click it or Ticket" with specific overtime enforcement and paid media outreach based on data-driven demographic and geographic locations. The enforcement contracts will include impaired driving, occupant protection, and speed overtime hours.</p> <p>Encourage nighttime occupant protection enforcement for both contracted (15 percent minimum required by LHSC) and non-contracted law enforcement agencies.</p> <p>Contract with Louisiana State Police to conduct traffic safety law enforcement training for local, parish and state law enforcement offices.</p> <p>Conduct SFST Instructor, SFST Training Field Courses, radar-LIDAR instructor courses, ARIDE field courses, and DRE Courses.</p>

<b>Project name</b>	<b>Law Enforcement Liaison (LEL)</b>
<b>Project description</b>	<p>LELs will assist all law enforcement agencies in the Troop A, B, C, D, E, F, G, I, and L areas with top priority given to LHSC law enforcement agency sub grantees. These nine LELs will attend national, State, and regional LEL and traffic safety program meetings, as well as monthly SHSP coalition meetings in the relevant geographical area, as directed by LHSC; gather and compile traffic safety statistics from law enforcement agencies and assist with analysis of this data; conduct at least two site visits to assigned law enforcement agencies each month to educate the agency on the impaired driving and occupant protection mobilizations and campaigns and other NHTSA/LHSC traffic safety programs; perform</p>

	contract monitoring as assigned by LHSC management; and promote No Refusal weekends.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-30-88 and 2024-30-92 through 2024-30-99
<b>Subgrantee(s)</b>	Aaron Chabaud, Brad McGlothren, Levy Firmin, Mitch Fontenot, Robert Guilbeau Jr., Terry Thompson, Larkin Ted Riser, Troop A LEL vacant, Troop C LEL vacant
<b>Organization type</b>	Individual Contractors
<b>Amount of Federal funds</b>	\$449,100.00
<b>Eligible use of funds</b>	Police Traffic Services
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Support NHTSA campaigns: "Drive Sober or Get Pulled Over" and "Click it or Ticket" with specific overtime enforcement and paid media outreach based on data-driven demographic and geographic locations. The enforcement contracts will include impaired driving, occupant protection, and speed overtime hours.</p> <p>The LHSC will contract with the expectation that each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the year.</p> <p>Encourage nighttime occupant protection enforcement for both contracted (15 percent minimum required by LHSC) and non-contracted law enforcement agencies.</p> <p>Recruit regional and local law enforcement agencies, in addition to the agencies participating in LHSC overtime, to support the "Drive Sober or Get Pulled Over" and "Click it or Ticket" campaigns.</p>

<b>Project name</b>	<b>Police Traffic Safety Contract Program Coordinators – Troops B and L and Troops C, D, E, and I</b>
<b>Project description</b>	The Police Traffic Safety Contract Program Coordinators will oversee and manage PTS grants in the Troops B and L and Troops C, D, E, and I areas. Duties will include the following, oversight of LELs in those assigned areas, and ensure they perform all LHSC assigned duties; manage law enforcement agency contracts and encourage them to fulfill requirements of their contracts; process monthly claims; work with other agencies in their enforcement efforts; attend and participate in required traffic safety programs, conferences, and meetings; and provide technical assistance to law enforcement agencies to so they can effectively participate in all NHTSA/LHSC sponsored traffic safety enforcement mobilization periods and provide required data and documentation.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-30-89 and 2024-30-91
<b>Subgrantee(s)</b>	Kenneth Williams and Cedina Benton
<b>Organization type</b>	Individual Contractors
<b>Amount of Federal funds</b>	\$99,800
<b>Eligible use of funds</b>	Police Traffic Services
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Support NHTSA campaigns: “Drive Sober or Get Pulled Over” and “Click it or Ticket” with specific overtime enforcement and paid media outreach based on data-driven demographic and geographic locations. The enforcement contracts will include impaired driving, occupant protection, and speed overtime hours.</p> <p>The LHSC will contract with the expectation that each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the year.</p>

	<p>Encourage nighttime occupant protection enforcement for both contracted (15 percent minimum required by LHSC) and non-contracted law enforcement agencies.</p> <p>Recruit regional and local law enforcement agencies, in addition to the agencies participating in LHSC overtime, to support the "Drive Sober or Get Pulled Over" and "Click it or Ticket" campaigns.</p>
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<b>Project name</b>	<b>Graham Group</b>
<b>Project description</b>	Develop and implement paid media campaigns that directly support enforcement activities and public information about occupant protection and impaired driving high visibility enforcement campaigns and laws. Additionally, the company will develop advertising materials and campaigns providing information to prevent racial profiling, to educate the public on prescription drugs and impairment, to education the public on state laws regarding non-motorized safety, and to prevent roadside deaths. Paid media outreach (television, radio, print, and billboards) is based on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. The media outlets utilized may vary slightly by demographic area and campaign in order to reach the targeted audiences. The media contractor will research and develop a year-long media buy plan, implement approved media purchases, and provide all post reporting and affidavits of performance on media purchases. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402, Section 1906, Section 164AL, Section 405d, Section 405h
<b>Project agreement number</b>	2024-80-01
<b>Subgrantee(s)</b>	The Graham Group
<b>Organization type</b>	For-profit
<b>Amount of Federal funds</b>	\$580,000.00 (402), \$1,150,000.00 (1906), \$500,000.00 (164AL), \$1,550,000.00 (405d), \$725,000.00 (405h) for a total of \$4,505,000.00
<b>Eligible use of funds</b>	402 Paid Advertising  405d Paid and earned media in support of HVE of impaired driving laws

	<p>405h (2023 BIL funds) Enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to pedestrian and bicycle safety</p> <p>405h (2024 BIL funds) Educate the public regarding the safety of vehicles and individuals stopped at the roadside in the State through public information campaigns</p> <p>1906 Developing and implementing public outreach to reduce the impact of traffic stops</p>
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Support the National “Drive Sober or Get Pulled Over” campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the impaired driving campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Support the National seat belt mobilization, “Click It or Ticket,” with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a “Buckle Up In Your Truck” campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Fund a paid media campaign focused on non-motorized safety related education of state laws.</p> <p>Develop and implement effective programs to prevent death and injury from crashes involving motor vehicles striking other vehicles and individuals stopped at the roadside.</p>

<b>Project name</b>	<b>LHSC Earned Media</b>
<b>Project description</b>	LHSC will contract with an Earned Media firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on Impaired Driving, Occupant Protection, and the topics of the National Priority Safety Programs. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-80-03
<b>Subgrantee(s)</b>	Lambert Media LLC
<b>Organization type</b>	Consulting Services
<b>Amount of Federal funds</b>	\$45,000.00
<b>Eligible use of funds</b>	Paid Advertising
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.</p> <p>Support the National seat belt mobilization, "Click It or Ticket," with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a "Buckle Up In Your Truck" campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.</p> <p>Support the National "Drive Sober or Get Pulled Over" campaign with specific overtime enforcement and paid</p>

	<p>media based on data-driven demographic and geographic locations.</p> <p>Expand use of social and earned media to provide educational outreach to improve bicycle and pedestrian safety.</p>
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## 2.6 Railroad/Highway Crossing Safety (Roadway Safety)

### Project and Subgrantee Information

<b>Project name</b>	<b>High Visibility Traffic Safety Enforcement – Local law Enforcement</b>
<b>Project description</b>	<p>LHSC will provide sub grants to local police departments and sheriffs’ offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of impaired driving, occupant protection, and child passenger safety laws, which will be coordinated with the annual “Drive Sober or Get Pulled Over” (DSGPO) and “Click It or Ticket” (CIOT) national mobilizations in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and adjust throughout the year as needed. Agencies will conduct periodic press releases and press events to provide deterrence for enforcement waves throughout the year.</p>
<b>Federal funding source(s)</b>	402 (The projects will also be funded with fund sources in other program areas)
<b>Project agreement number</b>	2024-30-10 through 2024-30-77
<b>Subgrantee(s)</b>	<p>Various Local Law Enforcement Agencies</p> <p>East Baton Rouge Sheriff’s Office Kenner Police Department St. Charles Parish Sheriff’s Office</p>
<b>Organization type</b>	Law Enforcement Agencies
<b>Amount of Federal funds</b>	\$33,300.00
<b>Eligible use of funds</b>	Roadway Safety

<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Railroad/Highway Crossing Safety (Roadway Safety)</p> <ul style="list-style-type: none"> <li>• Support Louisiana Operation Lifesaver.</li> <li>• Provide sustained enforcement of statutes addressing highway-rail grade and trespassing statutes.</li> <li>• Conduct highway-rail at-grade crossing officer training programs.</li> <li>• Support Officer on a train educational program. Encourage strict enforcement of rail crossing violations.</li> </ul>

<b>Project name</b>	<b>Louisiana Operation Lifesaver</b>
<b>Project description</b>	The Louisiana Operation Lifesaver (LOL) seeks to save lives, reduce crashes and injuries at rail grade crossing and railroad’s rights-of-way. This will be done through safety education presentations throughout the state to individuals of all ages. The program will plan, organize, and conduct meetings, workshops, and presentations to support rail-grade safety; maintain, and utilize the LOL “presenters” database; coordinate the maintenance of the LOL website; train volunteers; and promote Operation Lifesaver programs in parishes with high railroad-grade collision rates.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-60-10
<b>Subgrantee(s)</b>	Louisiana Operation Lifesaver
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$49,900.00
<b>Eligible use of funds</b>	Roadway safety
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No

<p><b>The countermeasure strategy or strategies for programming funds</b></p>	<p>Support Louisiana Operation Lifesaver.</p> <p>Conduct highway-rail at-grade crossing public education programs.</p> <p>Conduct highway-rail at-grade crossing officer training programs.</p> <p>Encourage strict enforcement of rail crossing violations.</p>
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<p><b>Project name</b></p>	<p><b>LHSC Earned Media</b></p>
<p><b>Project description</b></p>	<p>LHSC will contract with an Earned Media firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on Impaired Driving, Occupant Protection, and the topics of the National Priority Safety Programs. Message recognition will be measured through attitudinal surveys.</p>
<p><b>Federal funding source(s)</b></p>	<p>Section 402</p>
<p><b>Project agreement number</b></p>	<p>2024-80-03</p>
<p><b>Subgrantee(s)</b></p>	<p>Lambert Media LLC</p>
<p><b>Organization type</b></p>	<p>Consulting Services</p>
<p><b>Amount of Federal funds</b></p>	<p>\$45,000.00</p>
<p><b>Eligible use of funds</b></p>	<p>Paid Advertising</p>
<p><b>Planning and Administration costs (if applicable)</b></p>	<p>No</p>
<p><b>Whether a project is a promised project</b></p>	<p>No</p>
<p><b>The countermeasure strategy or strategies for programming funds</b></p>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.</p> <p>Support the National seat belt mobilization, "Click It or Ticket," with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the</p>

	<p>occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a “Buckle Up In Your Truck” campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.</p> <p>Support the National “Drive Sober or Get Pulled Over” campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations.</p> <p>Expand use of social and earned media to provide educational outreach to improve bicycle and pedestrian safety.</p>
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## 2.7 Non-Motorized Safety

### Project and Subgrantee Information

<b>Project name</b>	<b>High Visibility Traffic Safety Enforcement – Local law Enforcement</b>
<b>Project description</b>	<p>LHSC will provide sub grants to local police departments and sheriffs’ offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of impaired driving, occupant protection, and child passenger safety laws, which will be coordinated with the annual “Drive Sober or Get Pulled Over” (DSGPO) and “Click It or Ticket” (CIOT) national mobilizations in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and adjust throughout the year as needed. Agencies will conduct periodic press releases and press events to provide deterrence for enforcement waves throughout the year.</p>
<b>Federal funding source(s)</b>	405h (The projects will also be funded with fund sources in other program areas)

<b>Project agreement number</b>	2024-30-18, 2024-30-31, 2024-30-42, and 2024-30-47
<b>Subgrantee(s)</b>	Various Local Law Enforcement Agencies  East Baton Rouge Sheriff's Office Kenner Police Department New Orleans Police Department Southeastern Louisiana University Police Department
<b>Organization type</b>	Law Enforcement Agencies
<b>Amount of Federal funds</b>	\$62,204.00
<b>Eligible use of funds</b>	Enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to pedestrian and bicycle safety.
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Non-Motorized Safety <ul style="list-style-type: none"> <li>Assess and fund law enforcement officer training on the state laws and local ordinances related to non-motorized safety.</li> <li>Develop and implement effective programs to prevent death and injury from crashes involving motor vehicles striking other vehicles and individuals stopped at the roadside.</li> </ul>

<b>Project name</b>	<b>Safe Paths to School</b>
<b>Project description</b>	Safe Paths to School will education elementary school aged children in St. Tammany Parish about safety around school zones, including entering and exiting vehicles while being dropped off and picked up, as well as general pedestrian safety practices.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-10-18
<b>Subgrantee(s)</b>	Slidell Memorial Hospital Foundation
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$15,000.00

<b>Eligible use of funds</b>	Pupil Transportation Safety
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Conduct an educational program for students regarding safety around school zones, including entering and exiting vehicles while being dropped off and picked up.

<b>Project name</b>	<b>Stroll into Safety</b>
<b>Project description</b>	The Stroll into Safety Program educates children, caregivers and community members in the East Baton Rouge Parish about the importance of pedestrian and bicyclist skills; the rules of the road; personal safety, improving health and environmental conditions. This program is designed to bring attention to bike and pedestrian safety issues in the Greater Baton Rouge Area to create safer, and more bike/pedestrian friendly communities. The program offers classroom presentations, bike ROADeos, safety towns, community education events, community bike rides and bike/pedestrian school events.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-65-10
<b>Subgrantee(s)</b>	The Safety Place
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$55,000.00
<b>Eligible use of funds</b>	Pedestrian/Bicycle Safety
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Support educational and outreach activities that promote safer bicycle and pedestrian communities.

<b>Project name</b>	<b>Biking and Walking Towards Safe Roads for All</b>
<b>Project description</b>	Bike Easy’s highly trained instructors apply national best practices and proven curricula to educate local youth and adults who ride, teens and adults who drive, and everyone who walks about their roles and responsibilities on the roadways to ensure safety for all. Community partnerships with a wide array of organizations ensure diverse and equitable participation and improved safety outcomes. Bike Easy’s safety education programming in Greater New Orleans is a crucial component of reaching Destination Zero Deaths in Louisiana.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-65-12
<b>Subgrantee(s)</b>	Metro Bicycle Coalition of New Orleans (Bike Easy)
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$48,335.00
<b>Eligible use of funds</b>	Pedestrian/Bicycle Safety
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Support educational and outreach activities that promote safer bicycle and pedestrian communities.  Develop new, and strengthen existing, non-motorized safety networks and associations.

<b>Project name</b>	<b>YMCA Bike Safety Initiative</b>
<b>Project description</b>	Through Cycles & Safety, the YMCA will outreach to and educate children on bike safety, conduct community outreach, and provide helmets to children in need. The YMCA will also participate in bike safety and advocacy related events such as National Bike Month and will participate in community events to distribute bike safety educational materials to attendees.
<b>Federal funding source(s)</b>	Section 402

<b>Project agreement number</b>	2024-65-13
<b>Subgrantee(s)</b>	YMCA of New Orleans
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$9,319.05
<b>Eligible use of funds</b>	Pedestrian/Bicycle Safety
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Support educational and outreach activities that promote safer bicycle and pedestrian communities.

<b>Project name</b>	<b>Title 32: New Perspectives</b>
<b>Project description</b>	The Title 32: New Perspectives initiative will educate law enforcement officers across Louisiana on state laws applicable to bicycle and pedestrian safety through training classes. Emphasis on safe operations, principles of traffic law for bicyclist and pedestrians. The program will be taught to law enforcement officers in a classroom setting that will allow the officers to engage in interactive presentations.
<b>Federal funding source(s)</b>	Section 405h
<b>Project agreement number</b>	2024-65-15
<b>Subgrantee(s)</b>	These Guys, LLC
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$10,971.00
<b>Eligible use of funds</b>	Training of law enforcement officials on State laws applicable to pedestrian and bicycle safety.
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No

<b>The countermeasure strategy or strategies for programming funds</b>	Assess and fund law enforcement officer training on the state laws and local ordinances related to non-motorized safety.
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<b>Project name</b>	<b>Front Yard Bikes</b>
<b>Project description</b>	This project will educate the citizens of East Baton Rouge Parish on the current bicycle laws and best practices as it relates to bicycle safety. The program will reach the intended audience via monthly enrichment activities. Participants will engage in interactive presentations by participating in weekly community bicycle rides to gain an understanding of best practices.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-65-16
<b>Subgrantee(s)</b>	Front Yard Bikes
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$20,000.00
<b>Eligible use of funds</b>	Pedestrian/Bicycle Safety
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Support educational and outreach activities that promote safer bicycle and pedestrian communities.

<b>Project name</b>	<b>Graham Group</b>
<b>Project description</b>	Develop and implement paid media campaigns that directly support enforcement activities and public information about occupant protection and impaired driving high visibility enforcement campaigns and laws. Additionally, the company will develop advertising materials and campaigns providing information to prevent racial profiling, to educate the public on prescription drugs and impairment, to

	education the public on state laws regarding non-motorized safety, and to prevent roadside deaths. Paid media outreach (television, radio, print, and billboards) is based on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. The media outlets utilized may vary slightly by demographic area and campaign in order to reach the targeted audiences. The media contractor will research and develop a year-long media buy plan, implement approved media purchases, and provide all post reporting and affidavits of performance on media purchases. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402, Section 1906, Section 164AL, Section 405d, Section 405h
<b>Project agreement number</b>	2024-80-01
<b>Subgrantee(s)</b>	The Graham Group
<b>Organization type</b>	For-profit
<b>Amount of Federal funds</b>	\$580,000.00 (402), \$1,150,000.00 (1906), \$500,000.00 (164AL), \$1,550,000.00 (405d), \$725,000.00 (405h) for a total of \$4,505,000.00
<b>Eligible use of funds</b>	<p>402 Paid Advertising</p> <p>405d Paid and earned media in support of HVE of impaired driving laws</p> <p>405h (2023 BIL funds) Enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to pedestrian and bicycle safety</p> <p>405h (2024 BIL funds) Educate the public regarding the safety of vehicles and individuals stopped at the roadside in the State through public information campaigns</p> <p>1906 Developing and implementing public outreach to reduce the impact of traffic stops</p>
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No

<p><b>The countermeasure strategy or strategies for programming funds</b></p>	<p>Support the National “Drive Sober or Get Pulled Over” campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the impaired driving campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Support the National seat belt mobilization, “Click It or Ticket,” with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a “Buckle Up In Your Truck” campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Fund a paid media campaign focused on non-motorized safety related education of state laws.</p> <p>Develop and implement effective programs to prevent death and injury from crashes involving motor vehicles striking other vehicles and individuals stopped at the roadside.</p>
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<b>Project name</b>	<b>LHSC Earned Media</b>
<b>Project description</b>	LHSC will contract with an Earned Media firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on Impaired Driving, Occupant Protection, and the topics of the National Priority Safety Programs. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-80-03
<b>Subgrantee(s)</b>	Lambert Media LLC
<b>Organization type</b>	Consulting Services
<b>Amount of Federal funds</b>	\$45,000.00

<b>Eligible use of funds</b>	Paid Advertising
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.</p> <p>Support the National seat belt mobilization, "Click It or Ticket," with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a "Buckle Up In Your Truck" campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.</p> <p>Support the National "Drive Sober or Get Pulled Over" campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations.</p> <p>Expand use of social and earned media to provide educational outreach to improve bicycle and pedestrian safety.</p>

## 2.8 Teen Traffic Safety Program

### Project and Subgrantee Information

<b>Project name</b>	<b>Sudden Impact</b>
<b>Project description</b>	Sudden Impact is a statewide, hospital-based teen injury prevention program that teaches young drivers and their parents about the consequences of negative driving behaviors, such as impaired driving and lack of proper seat belt use.
<b>Federal funding source(s)</b>	Section 402, Section 164AL
<b>Project agreement number</b>	2024-55-10
<b>Subgrantee(s)</b>	University Medical Center Management Corporation
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$74,000.00 (402), \$111,000.00 (164AL)
<b>Eligible use of funds</b>	Teen Safety Program/Alcohol and Drug Education
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with drug use and impaired driving, distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>Ready, Set, DRIVE!</b>
<b>Project description</b>	Ready, Set, DRIVE! is a school-based program that educates young drivers in the Greater Baton Rouge area about the negative effects of distracted driving, impaired driving, and lack of proper seat belt use.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-11
<b>Subgrantee(s)</b>	The Safety Place

<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$18,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with impaired driving and distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>ThinkFirst</b>
<b>Project description</b>	ThinkFirst shares stories of VIPs (Voices for Injury Prevention) to educate young drivers in the parishes of Northwest Louisiana on the lifelong consequences of traumatic brain and spinal cord injuries sustained as a result of poor choices behind the wheel of a vehicle.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-12
<b>Subgrantee(s)</b>	ThinkFirst of Ark-La-Tex, Inc.
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$120,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with drug use and impaired driving, distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>B.R.A.K.E.S.</b>
<b>Project description</b>	B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe) is a school-based program that teaches young drivers in Tangipahoa Parish about the dangers associated with distracted driving, impaired driving, and lack of proper seat belt usage.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-14
<b>Subgrantee(s)</b>	Tangipahoa Parish Government – TRACC
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$10,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with impaired driving and distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>LHSC Earned Media</b>
<b>Project description</b>	LHSC will contract with an Earned Media firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on Impaired Driving, Occupant Protection, and the topics of the National Priority Safety Programs. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-80-03
<b>Subgrantee(s)</b>	Lambert Media LLC
<b>Organization type</b>	Consulting Services

<b>Amount of Federal funds</b>	\$45,000.00
<b>Eligible use of funds</b>	Paid Advertising
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.</p> <p>Support the National seat belt mobilization, "Click It or Ticket," with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a "Buckle Up In Your Truck" campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.</p> <p>Support the National "Drive Sober or Get Pulled Over" campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations.</p> <p>Expand use of social and earned media to provide educational outreach to improve bicycle and pedestrian safety.</p>

## 2.9 Distracted Driving

### Project and Subgrantee Information

<b>Project name</b>	<b>High Visibility Traffic Safety Enforcement – Local law Enforcement</b>
<b>Project description</b>	LHSC will provide sub grants to local police departments and sheriffs’ offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of impaired driving, occupant protection, and child passenger safety laws, which will be coordinated with the annual “Drive Sober or Get Pulled Over” (DSGPO) and “Click It or Ticket” (CIOT) national mobilizations in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and adjust throughout the year as needed. Agencies will conduct periodic press releases and press events to provide deterrence for enforcement waves throughout the year.
<b>Federal funding source(s)</b>	405e (The projects will also be funded with fund sources in other program areas)
<b>Project agreement number</b>	2024-30-18, 2024-30-26, 2024-30-31, 2024-30-57, 2024-30-62, and 2024-30-63
<b>Subgrantee(s)</b>	Various Local Law Enforcement Agencies  Allen Parish Sheriff’s Office East Baton Rouge Sheriff’s Office Gonzales Police Department Houma Police Department Kenner Police Department West Baton Rouge Sheriff’s Office
<b>Organization type</b>	Law Enforcement Agencies
<b>Amount of Federal funds</b>	\$73,820.00
<b>Eligible use of funds</b>	Educate the public through advertising that contains information about the dangers of texting or using a cell phone while driving.
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No

<b>The countermeasure strategy or strategies for programming funds</b>	Distracted Driving <ul style="list-style-type: none"> <li>• Support training and educational resources to increase understanding of the dangers of distracted driving.</li> <li>• Assess and fund eligible projects to improve distracted driving as appropriate.</li> <li>• Develop new, and strengthen existing, distracted driving prevention networks and associations.</li> </ul>
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<b>Project name</b>	<b>Sudden Impact</b>
<b>Project description</b>	Sudden Impact is a statewide, hospital-based teen injury prevention program that teaches young drivers and their parents about the consequences of negative driving behaviors, such as impaired driving and lack of proper seat belt use.
<b>Federal funding source(s)</b>	Section 402, Section 164AL
<b>Project agreement number</b>	2024-55-10
<b>Subgrantee(s)</b>	University Medical Center Management Corporation
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$74,000.00 (402), \$111,000.00 (164AL)
<b>Eligible use of funds</b>	Teen Safety Program/Alcohol and Drug Education
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with drug use and impaired driving, distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>Ready, Set, DRIVE!</b>
<b>Project description</b>	Ready, Set, DRIVE! is a school-based program that educates young drivers in the Greater Baton Rouge

	area about the negative effects of distracted driving, impaired driving, and lack of proper seat belt use.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-11
<b>Subgrantee(s)</b>	The Safety Place
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$18,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with impaired driving and distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>ThinkFirst</b>
<b>Project description</b>	ThinkFirst shares stories of VIPs (Voices for Injury Prevention) to educate young drivers in the parishes of Northwest Louisiana on the lifelong consequences of traumatic brain and spinal cord injuries sustained as a result of poor choices behind the wheel of a vehicle.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-12
<b>Subgrantee(s)</b>	ThinkFirst of Ark-La-Tex, Inc.
<b>Organization type</b>	Non-profit
<b>Amount of Federal funds</b>	\$120,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No

<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with drug use and impaired driving, distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>B.R.A.K.E.S.</b>
<b>Project description</b>	B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe) is a school-based program that teaches young drivers in Tangipahoa Parish about the dangers associated with distracted driving, impaired driving, and lack of proper seat belt usage.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-14
<b>Subgrantee(s)</b>	Tangipahoa Parish Government – TRACC
<b>Organization type</b>	Local Government
<b>Amount of Federal funds</b>	\$10,000.00
<b>Eligible use of funds</b>	Teen Safety Program
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provides education to counter underage drinking and increase awareness of the dangers associated with impaired driving and distracted driving, and to increase occupant protection usage rates across Louisiana.

<b>Project name</b>	<b>LHSC Earned Media</b>
<b>Project description</b>	LHSC will contract with an Earned Media firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on Impaired

	Driving, Occupant Protection, and the topics of the National Priority Safety Programs. Message recognition will be measured through attitudinal surveys.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-80-03
<b>Subgrantee(s)</b>	Lambert Media LLC
<b>Organization type</b>	Consulting Services
<b>Amount of Federal funds</b>	\$45,000.00
<b>Eligible use of funds</b>	Paid Advertising
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	<p>Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education.</p> <p>Support the National seat belt mobilization, "Click It or Ticket," with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys.</p> <p>Conduct a "Buckle Up In Your Truck" campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations.</p> <p>Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists.</p> <p>Support the National "Drive Sober or Get Pulled Over" campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations.</p> <p>Expand use of social and earned media to provide educational outreach to improve bicycle and pedestrian safety.</p>

<b>Project name</b>	<b>Hometown Productions</b>
<b>Project description</b>	This project will operate statewide and will partner with the NAACP to educate the African-American population on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSA's will be implemented through an assessment of current programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and problem identification.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-80-04
<b>Subgrantee(s)</b>	Hometown Productions
<b>Organization type</b>	For-profit
<b>Amount of Federal funds</b>	\$41,750.00
<b>Eligible use of funds</b>	Impaired driving, safety belts, distracted driving
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking, lack of seat belt use, distracted driving  Identify, fund, and assist in the implementation of impaired driving prevention programs for young adults and underage drinking prevention programs for 15 to 24-year-olds.

## 2.10 Planning and Administration

### Project and Subgrantee Information

<b>Project name</b>	<b>Planning and Administration</b>
<b>Project description</b>	Funds for administration of LHSC.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-01-00
<b>Subgrantee(s)</b>	In-house
<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$1,139,315.36
<b>Eligible use of funds</b>	Planning and Administration
<b>Planning and Administration costs (if applicable)</b>	Yes
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	Provide staff with the opportunity to receive training and attend various traffic safety conferences to improve skills and knowledge.  Follow guidance provide by the LHSC Fiscal Manager to limit planning and administration cost.

<b>Project name</b>	<b>Program Management – Impaired Driving</b>
<b>Project description</b>	Funds to manage to LHSC’s impaired driving program.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-10-00
<b>Subgrantee(s)</b>	In-house
<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$275,625.00
<b>Eligible use of funds</b>	Program Management
<b>Planning and Administration costs (if applicable)</b>	No

<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	To manage and oversee the LHSC’s impaired driving program.

<b>Project name</b>	<b>Program Management – Occupant Protection</b>
<b>Project description</b>	Funds to manage to LHSC’s occupant protection program.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-20-00
<b>Subgrantee(s)</b>	In-house
<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$88,125.00
<b>Eligible use of funds</b>	Program Management
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	To manage and oversee the LHSC’s occupant protection program.

<b>Project name</b>	<b>Program Management – Police Traffic Services</b>
<b>Project description</b>	Funds to manage to LHSC’s police traffic services program.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-30-00
<b>Subgrantee(s)</b>	In-house
<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$175,000.00

<b>Eligible use of funds</b>	Program Management
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	To manage and oversee the LHSC’s police traffic services program.

<b>Project name</b>	<b>Program Management – Traffic Records</b>
<b>Project description</b>	Funds to manage to LHSC’s traffic records program.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-40-00
<b>Subgrantee(s)</b>	In-house
<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$148,750.00
<b>Eligible use of funds</b>	Program Management
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	To manage and oversee the LHSC’s traffic records program.

<b>Project name</b>	<b>Program Management – Motorcycle</b>
<b>Project description</b>	Funds to manage to LHSC’s motorcycle safety program.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-50-00
<b>Subgrantee(s)</b>	In-house

<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$35,000.00
<b>Eligible use of funds</b>	Program Management
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	To manage and oversee the LHSC’s motorcycle safety program.

<b>Project name</b>	<b>Program Management – Teen Traffic Safety</b>
<b>Project description</b>	Funds to manage to LHSC’s teen traffic safety program.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-55-00
<b>Subgrantee(s)</b>	In-house
<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$61,250.00
<b>Eligible use of funds</b>	Program Management
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	To manage and oversee the LHSC’s teen traffic safety program.

<b>Project name</b>	<b>Program Management – Railroad Highway (Roadway Safety)</b>
<b>Project description</b>	Funds to manage to LHSC’s railroad highway (roadway safety) program.
<b>Federal funding source(s)</b>	Section 402

<b>Project agreement number</b>	2024-60-00
<b>Subgrantee(s)</b>	In-house
<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$26,250.00
<b>Eligible use of funds</b>	Program Management
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	To manage and oversee the LHSC’s railroad highway (roadway safety) program.

<b>Project name</b>	<b>Program Management – Pedestrian/Bicycle</b>
<b>Project description</b>	Funds to manage to LHSC’s non-motorist safety program.
<b>Federal funding source(s)</b>	Section 402
<b>Project agreement number</b>	2024-65-00
<b>Subgrantee(s)</b>	In-house
<b>Organization type</b>	State Government
<b>Amount of Federal funds</b>	\$70,000.00
<b>Eligible use of funds</b>	Program Management
<b>Planning and Administration costs (if applicable)</b>	No
<b>Whether a project is a promised project</b>	No
<b>The countermeasure strategy or strategies for programming funds</b>	To manage and oversee the LHSC’s non-motorist safety program.

### 3.0 FFY 2024 Funding by Program Areas

Table 3.1 displays how the FFY 2024 funding is allocated by program areas to support the projects included in the AGA.

**Table 3.1 FFY 2024 Funding Distribution by Program Area**

<b>Program Area</b>	<b>Allocation of FFY 2024 Funds</b>
<b>Impaired Driving</b>	\$16,525,380.89
<b>Occupant Protection</b>	\$3,027,428.54
<b>Traffic Records</b>	\$2,057,134.01
<b>Motorcycle Safety</b>	\$264,210.34
<b>Police Traffic Services</b>	\$2,463,354.71
<b>Rail/Highway Crossing Safety (Roadway Safety)</b>	\$174,450.00
<b>Non-Motorized Safety</b>	\$1,445,329.93
<b>Teen Traffic Safety Program</b>	\$283,250.00
<b>Distracted Driving</b>	\$100,000.00
<b>Planning and Administration</b>	\$1,139,315.36
<b>All funds</b>	<b>\$27,479,853.78</b>

## 4.0 Certifications and Assurances

The Certifications and Assurances certify the AGA contents and provide assurances that Louisiana will comply with applicable laws and financial and programmatic requirements

### 4.1 Appendix A to Part 1300 – Certifications and Assurances for Highway Safety Grants (Attached)

## 5.0 Section 405 grant and Section 1906 racial profiling data collection grant applications

Louisiana is applying for the following national priority safety program grants for FFY 2024:

- 405(b) Occupant Protection Grant
- 405(c) State Traffic Safety Information System Improvement Grant
- 405(d) Impaired Driving Countermeasures Grant
- 405(e) Distracted Driving Grant\*
- 405(f) Motorcyclist Safety Grant
- 405(g) Non-motorized Safety Grant
- 405(h) Preventing Roadside Deaths Grant\*
- 405(i) Driver and Officer Safety Education Grant\*

\* = New funding applications in FFY 2024

In addition, Louisiana is applying for the Section 1906 Racial Profiling Data Collection Grant.

Receiving these additional fund sources will be critical to assist Louisiana in addressing the traffic safety problems identified in the 3HSP and will ultimately be a key part of reducing crashes, fatalities and injuries on Louisiana's roadways.

### 5.1 Appendix B to Part 1300 – Application Requirements for Section 405 and Section 1906 Grants (Attached)

The attachments to Appendix B are listed on the following page and are attached.

## List of Appendix B Attachments

- 5.1.1 405b Attachment 1
- 5.1.2 405c Attachment 2
- 5.1.3 405e Attachment 3
- 5.1.4 405f Attachment 4
- 5.1.5 405h Attachment 5
- 5.1.6 1906 Attachment 6