

# Louisiana Highway Safety Annual Report

*Federal Fiscal Year (FFY) 2024*



*prepared for*  
**National Highway Traffic Safety Administration**

*prepared by*  
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*For submission by*  
**January 28, 2025**



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## 1.0 Operations & Management Report

The Louisiana Highway Safety Commission (LHSC) has prepared the Louisiana Highway Safety Program Federal Fiscal Year (FFY) 2024 Annual Report for submission to the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation as required by 23 CFR 1300.35 and has respectfully submitted said document to the NHTSA Region 6 Administrator by January 28, 2025.

### 1.1 Introduction

Louisiana Revised Statutes 48:1352-1357 established the Louisiana Highway Safety Commission (LHSC) and designated the agency as the official authority on highway safety issues. As such, the LHSC administers the State's highway safety grant program in accordance with the provisions of the original Highway Safety Act of 1966 (Public Law 89-564) and all amendments thereafter. The Department of Transportation, through the National Highway Traffic Safety Administration (NHTSA), serves as the federal oversight agency for the LHSC's work.

For FFY 2024, the funds awarded to the LHSC by NHTSA include:

- Section 402 – General Traffic Safety;
- Section 405b (Low) – Occupant Protection Funds;
- Section 405c – State Traffic Safety Information System Improvements;
- Section 405d (Mid-Range) – Impaired Driving Countermeasures;
- Section 405e – Distracted Driving Awareness;
- Section 405f – Motorcyclist Safety;
- Section 405g – Non-Motorist Safety;
- Section 405h – Preventing Roadside Deaths; and
- Section 1906 – Racial Profiling Data Collection.

In addition, the Louisiana Department of Transportation and Development agreed to transfer 10 percent of its awarded Section 154 – Open Container and Section 164 – Repeat Offender Hazardous Elimination Funds to the LHSC for FFY 2024.

The funds received from NHTSA support programs in impaired driving, occupant protection including child passenger safety, traffic data systems improvement, motorcycle safety, police traffic services, railroad/highway crossing safety, pedestrian and bicyclist safety, teen drivers safety, distracted driving awareness, and planning and administration of Louisiana's highway safety program.

This Annual Report provides the following information: a general assessment of the State's progress in achieving highway safety performance measure targets identified in Louisiana's Federal Fiscal Year (FFY) 2024-2026 Highway Safety Plan (HSP), a general description of the projects and activities funded and implemented under Louisiana's FFY 2024 Annual Grant Application (AGA), and the amount and source of federal funds allocated to and expended on each project. Further, explanations for any projects not completed are also included in this document.

The Louisiana Highway Safety Commission (LHSC) worked with multiple municipal, state, and federal government agencies; municipal, parish, and state law enforcement agencies; higher education institutions; and nonprofit organizations throughout the State to implement highway safety projects in FFY 2024. Most notably, the LHSC continued its deep commitment to Louisiana's Strategic Highway Safety Plan (SHSP) through our shared traffic safety vision for reducing traffic-related deaths and serious injuries. The LHSC Executive Director continued to serve on the Executive Committee, the Executive Director and

Deputy Director continued to serve on the Implementation Team, and LHSC staff and contractors continued to serve as co-chairs of three of the four Statewide Emphasis Area Teams (Impaired Driving, Distracted Driving, and Occupant Protection). Additionally, LHSC executive and program staff as well as subrecipients attended meetings of the nine regional safety coalitions and actively supported the completion of action plans, when appropriate.

Since before the inception of the Louisiana SHSP, the LHSC has leveraged resources provided through federal 405c Traffic Records funding to ensure selection of strategies and activities to address traffic safety priorities is driven by the most accurate and comprehensive data available. For example, the LHSC has facilitated the coordination of the six core statewide data systems with a focus on improving crash data collection, while serving as the catalyst for adopting eCrash reports and advanced data collection and analysis efforts. In FFY 2024, the LHSC coordinated with SHSP and Traffic Records Coordinating Committee (TRCC) partners to implement an interactive, online tool for law enforcement that provided visual representations of local crash hotspots through charts and maps, and could be filtered by when, where, and how crashes occurred. Also, in FFY 2024, the LHSC worked with SHSP and TRCC partners to significantly improve the capturing of drugged driving data as part of the eCrash report so traffic safety partners can have a much more complete picture of impaired driving-related crashes.

Like the rest of the nation, Louisiana experienced increases in overall traffic fatalities in 2020 and 2021. However, since then, the state has experienced downward trends in total fatalities and other core traffic measures. The latest crash data results reported herein are from 2023 where another reduction in fatalities was observed. The LHSC is hopeful that these trends are a reflection of our strategic and coordinated approach to achieve safer transportation conditions in conjunction with our road safety stakeholders. The LHSC remains committed to working with these partners to embrace the National Roadway Safety Strategy and the Safe System Approach.

We will continue to monitor long-term traffic safety problems and identify emerging traffic safety trends, and address both using proven practices and research-based programs. Our strong support of enforcement agencies will continue, our community outreach and engagement will foster local interest as well as garner broad representation of citizens' needs, and our expanded partnerships will continue to flourish while sharing common goals of reducing fatal and serious injury crashes on our roadways. In FFY 2025, the LHSC will continue its groundbreaking work to reach populations throughout Louisiana that are overrepresented in crash data while being underserved by traffic safety resources and to provide them with relevant, culturally-appropriate traffic safety messaging and timely access to resources.

## **1.2 Mission Statement**

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

## **1.3 Commission Leadership**

Louisiana state law created the LHSC as both a state agency and a board of 21 Governor-appointed Commissioners. The Governor assigns one of his appointed Commissioners as Chairman and the LHSC Executive Director is designated as the secretary to the commission.

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

The 21 Commissioners are:

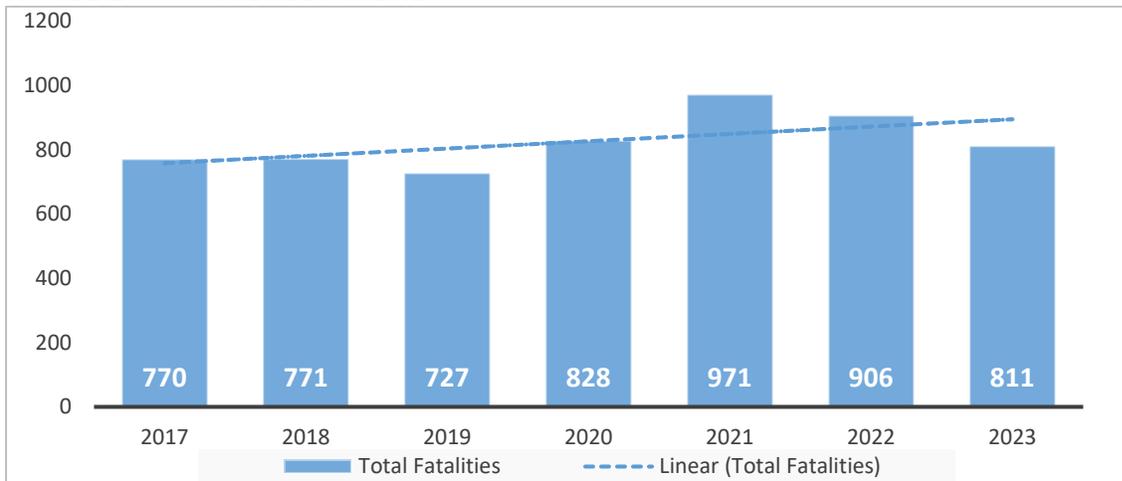
Stephen L. Guidry, Jr.	Chairman
Mark S. Oxley	Vice-Chairman, 6 <sup>th</sup> Congressional District Representative
Jason G. Ard	At-Large Member
Rachelle R. "Shelly" Barrett	At-Large Member
John P. Bascilica Jr.	At-Large Member
Harold W. Baur, III	At-Large Member
Fabian J. Blache, Jr.	At-Large Member
Sanders J. Butler, III	3 <sup>rd</sup> Congressional District Representative
Dayton C. Carlisle	At-Large Member
Logan C. Coulon	At-Large Member
Kelley D. Dair	2 <sup>nd</sup> Congressional District Representative
John C. "Chris" Kay	4 <sup>th</sup> Congressional District Representative
Chad J. Leger	At-Large Member
James C. "Jay" O'Quinn II	At-Large Member
James J. "Jimmy" Pohlmann	1 <sup>st</sup> Congressional District Representative
Ronald R. Pourciau	5 <sup>th</sup> Congressional District Representative
Ravi Sangisetty	At-Large Member
R. Gary Taylor	At-Large Member
Shelby Joe Thomas, Jr.	At-Large Member
Vacant	At-Large Member
Vacant	At-Large Member

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

## 1.4 Statistical Summary

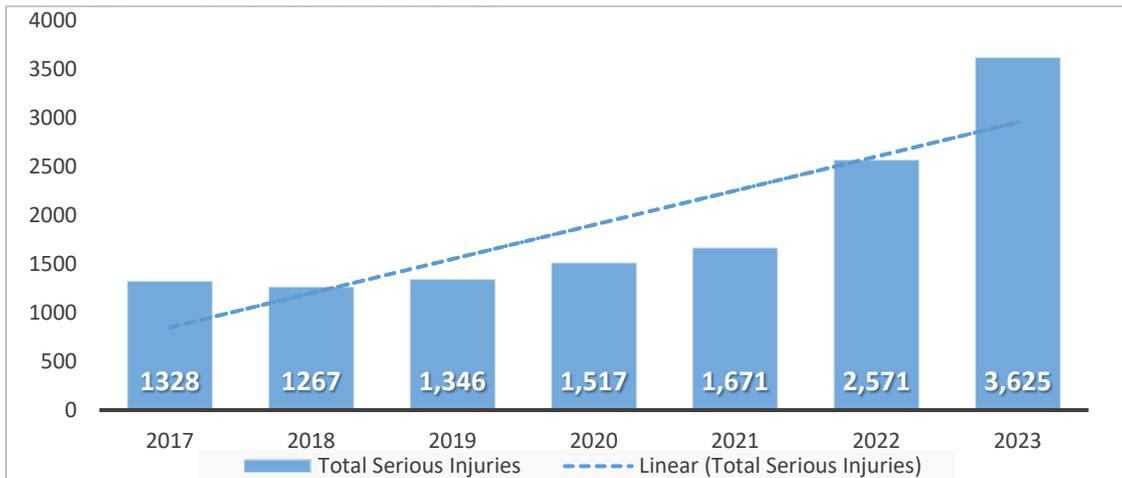
Figures 1.1 through 1.12 show actual numbers and the trend line for the core performance measures. Figures 1.13 through 1.15 show the number of citations and arrests issued during seat belt, impaired driving, and speeding grant-funded enforcement activities.

**FIGURE 1.1 STATEWIDE FATALITIES**



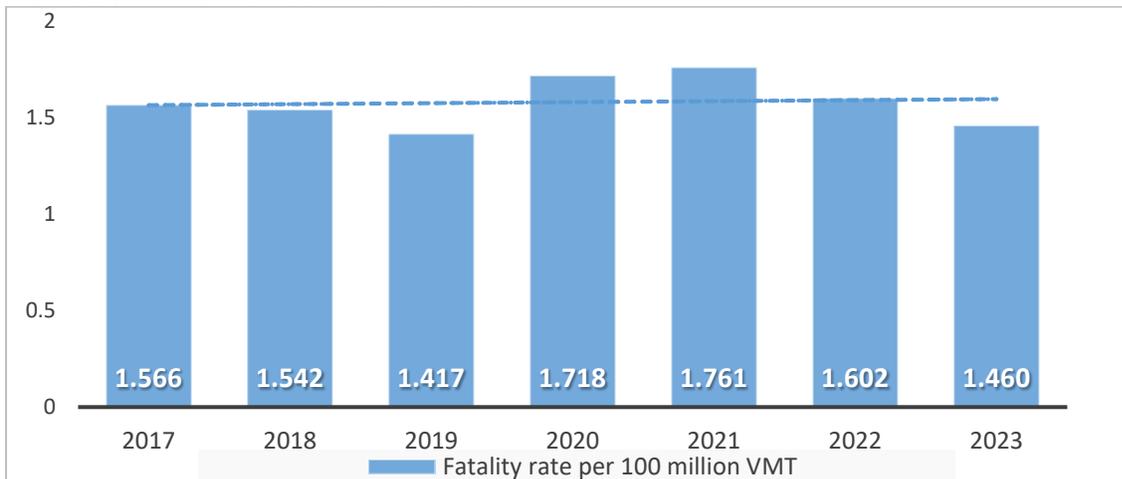
Source: NHTSA STSI/FARS. Accessed January 15, 2025.

**FIGURE 1.2 STATEWIDE SERIOUS INJURIES**



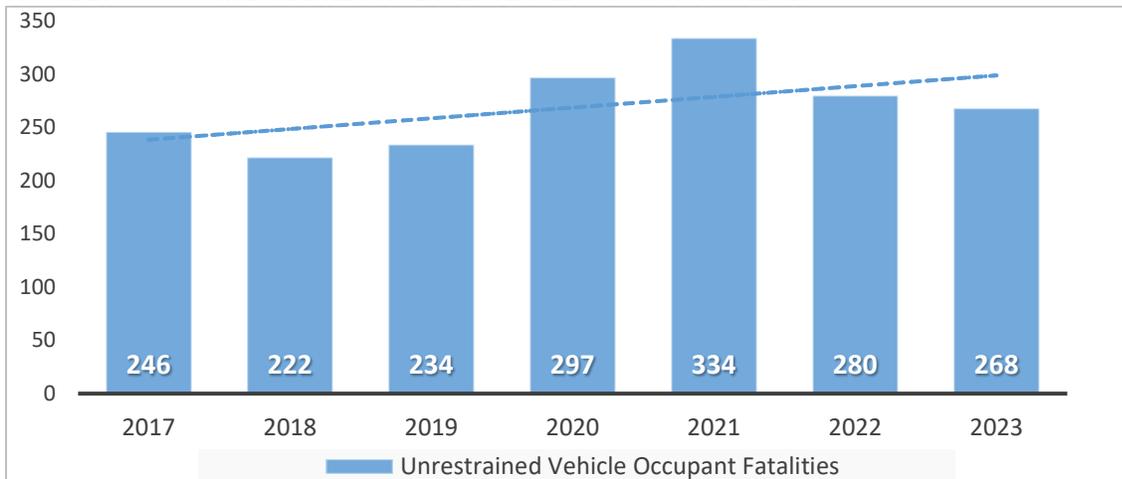
Source: Center for Analytics & Research in Transportation Safety (CARTS) at Louisiana State Univ. Accessed January 11, 2025.

**FIGURE 1.3 STATEWIDE FATALITY RATE**



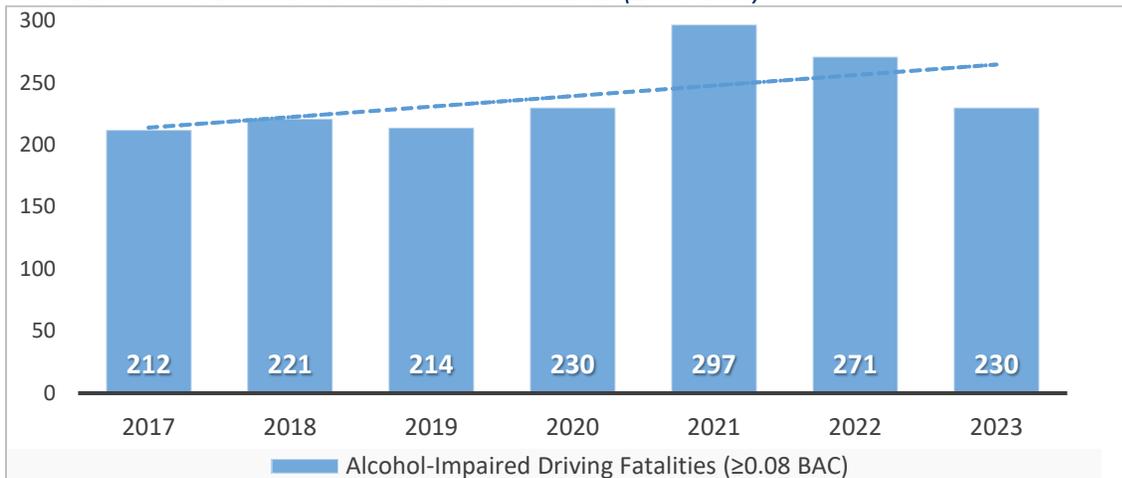
Source: Louisiana Department of Transportation and Development. Accessed January 11, 2025.

**FIGURE 1.4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES**



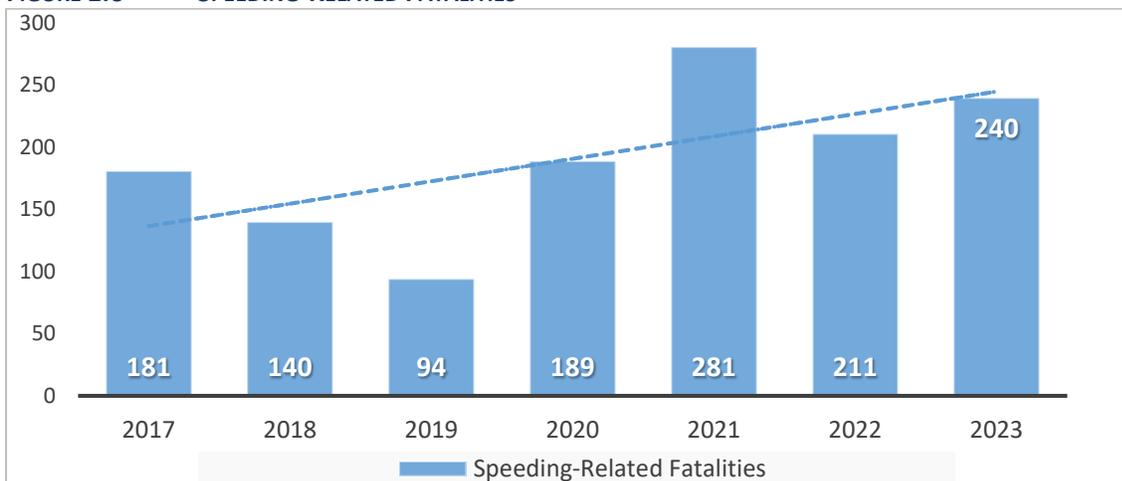
Source: NHTSA STSI/FARS. Accessed January 11, 2025.

**FIGURE 1.5 ALCOHOL-IMPAIRED DRIVING FATALITIES ( $\geq 0.08$  BAC)**



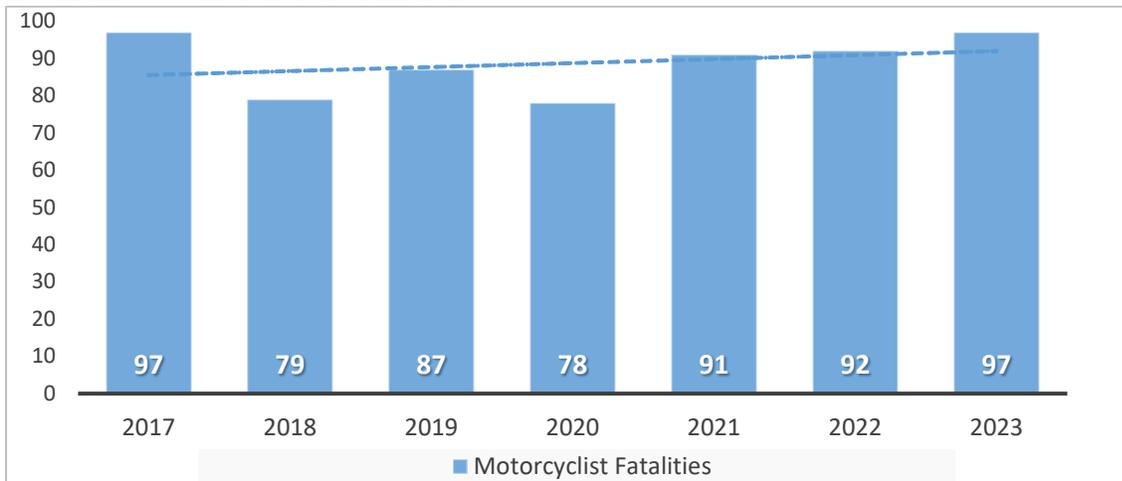
Source: NHTSA STSI/FARS; CARTS at Louisiana State University. Accessed January 11, 2025.

**FIGURE 1.6 SPEEDING-RELATED FATALITIES**



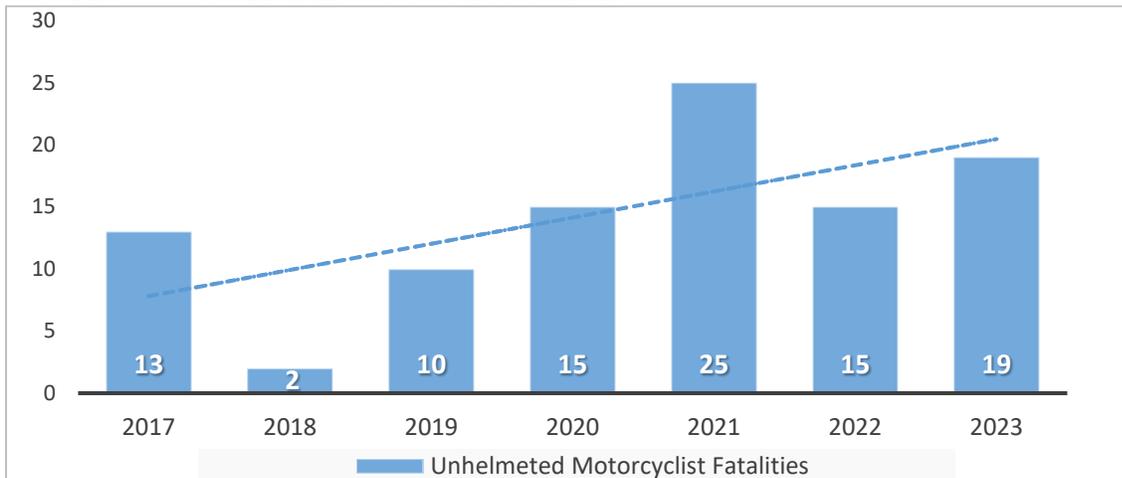
Source: NHTSA STSI/FARS. Accessed January 11, 2025.

**FIGURE 1.7 MOTORCYCLIST FATALITIES**



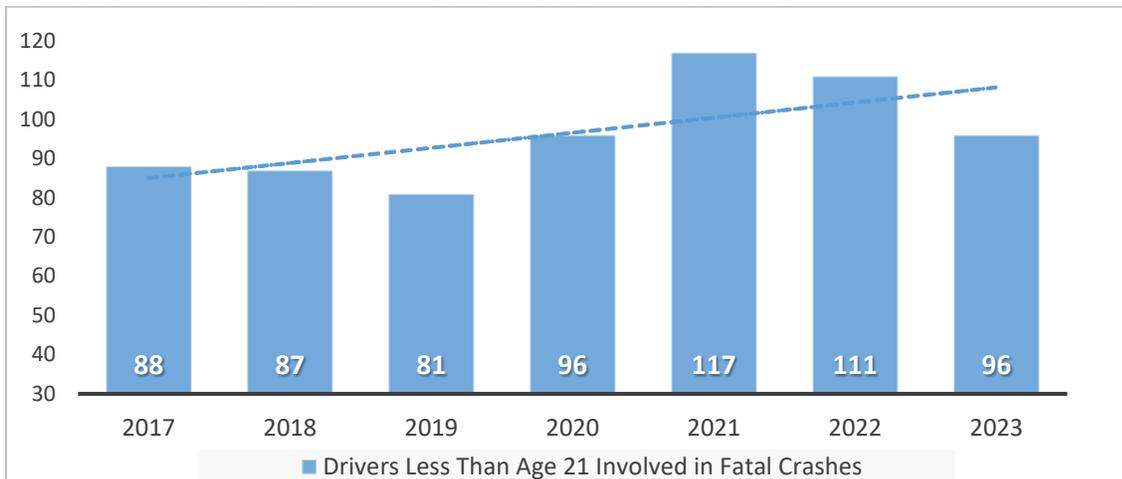
Source: NHTSA STSI/FARS. Accessed January 11, 2025.

**FIGURE 1.8 UNHELMETED MOTORCYCLIST FATALITIES**



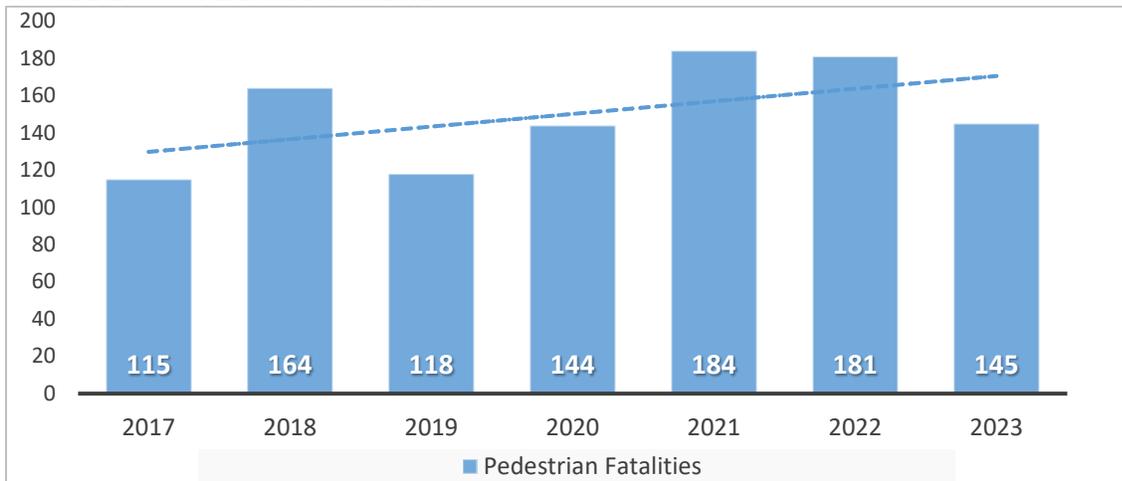
Source: NHTSA STSI/FARS. Accessed January 11, 2025.

**FIGURE 1.9 DRIVERS LESS THAN AGE 21 INVOLVED IN FATAL CRASHES**



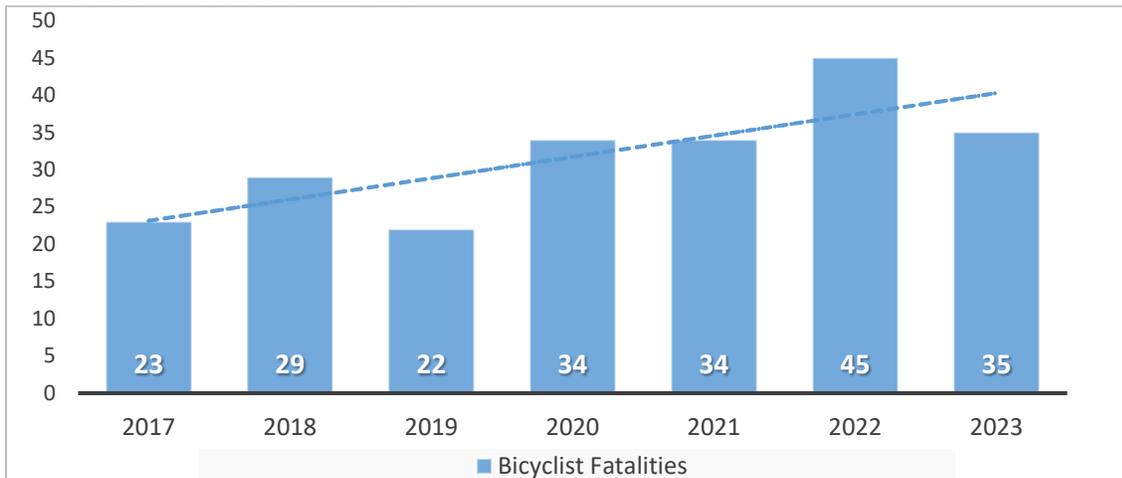
Source: NHTSA STSI/FARS. Accessed January 11, 2025.

**FIGURE 1.10 PEDESTRIAN FATALITIES**



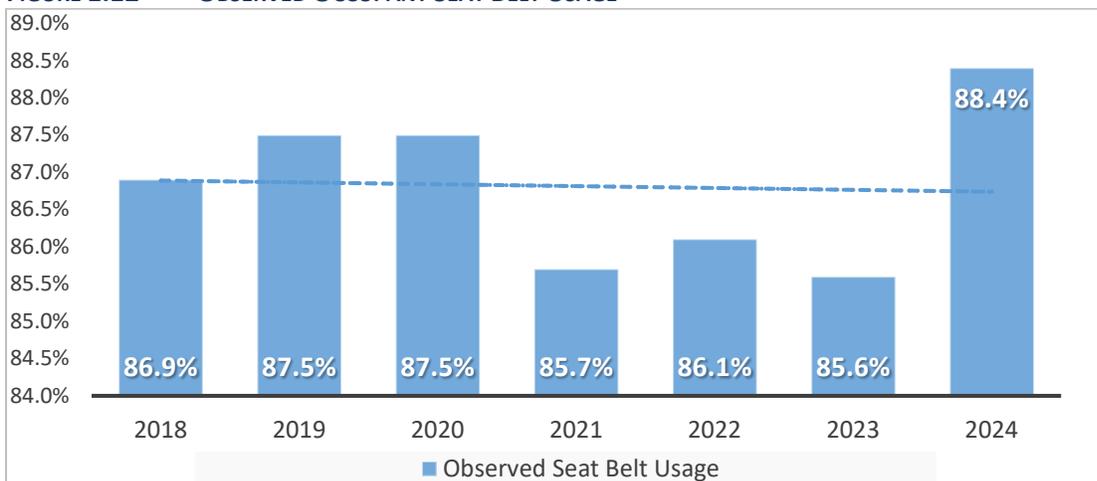
Source: NHTSA STSI/FARS. Accessed January 11, 2025.

**FIGURE 1.11 BICYCLIST FATALITIES**



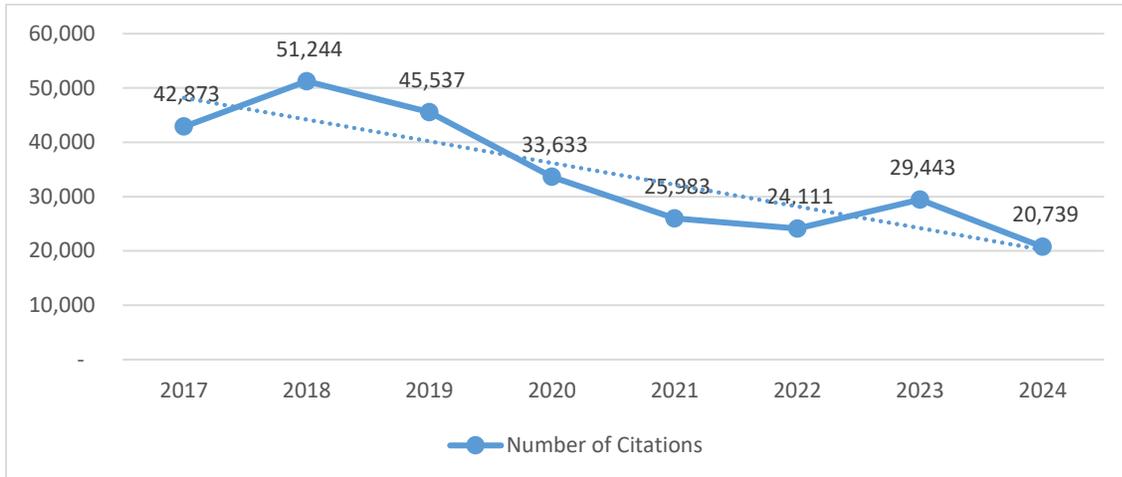
Source: CARTS at Louisiana State University. Accessed January 11, 2025.

**FIGURE 1.12 OBSERVED OCCUPANT SEAT BELT USAGE**



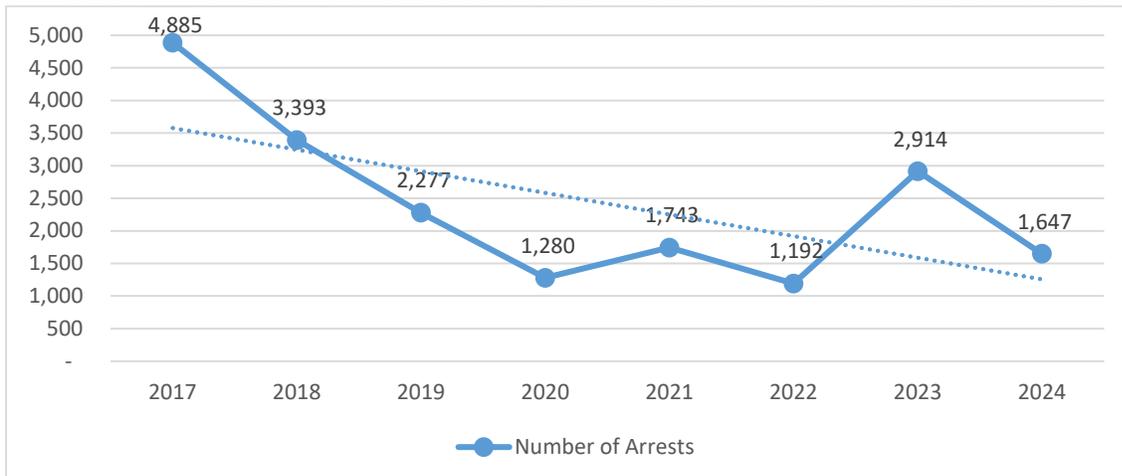
Source: CARTS at Louisiana State University. Accessed January 11, 2025.

**FIGURE 1.13 NUMBER OF SEAT BELT CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES**



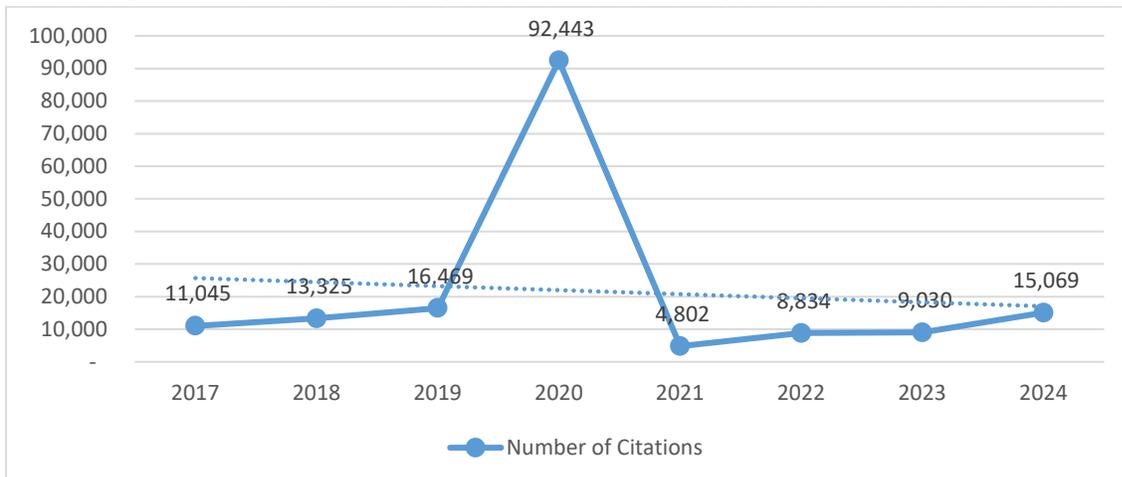
Source: LHSC Data, Accessed January 11, 2025.

**FIGURE 1.14 NUMBER OF IMPAIRED DRIVING ARRESTS MADE DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES**



Source: LHSC Data, Accessed January 11, 2025.

**FIGURE 1.15 NUMBER OF SPEEDING CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES**



Source: LHSC Data, Accessed January 11, 2025.

## 2.0 Performance Report

### 2.1 Progress in Meeting FFY 2024 Targets

Louisiana’s progress in meeting the ten core performance measures and one behavioral measure during FFY 2024 is shown in Tables 2.1 and 2.2. These performance measures, developed by NHTSA and the GHSA, are documented in the publication, *DOT HS 811 025*. The performance targets for the 2024-2026 Triennial HSP are shown in the column titled “Benchmark Value for FFY 24 listed in 3HSP”.

**TABLE 2.1 PROGRESS IN MEETING FFY 2024 PERFORMANCE TARGETS**

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FFY 24 listed in 3HSP	Data Source/ FFY 24 Progress Results	On Track to Meet FFY 24 Benchmark: YES/NO/In-Progress (Must Include Narrative)
C-1) Total Traffic Fatalities	5 year	2018-22	824	FARS & State Crash Data/811	YES. Fatality numbers are decreasing and expected to continue this trend.
C-2) Serious Injuries in Traffic Crashes	5 year	2018-22	1,639	FARS & State Crash Data/3,625	NO. Updated “Serious Injury” definition and revised crash report led to more accurate reporting of this measure.
C-3) Fatalities/VMT	5 year	2018-22	1.576	FARS & State Crash Data/1.460	YES. DOTD projects Fatality Rate as a rolling average which updates VMT and rates annually.
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2017-21	261	FARS & State Crash Data/268	NO. Numbers decreased for second consecutive year and are expected to continue, just not as quickly as projected targets.
C-5) Alcohol-Impaired Driving Fatalities	5 year	2017-21	230	FARS & State Crash Data/230	YES. Target was met. Numbers decreased for second consecutive year and are expected to continue this trend.
C-6) Speeding-Related Fatalities	5 year	2017-21	173	FARS/240	NO. Numbers increased from last year and are expected to continue this trend.
C-7) Motorcyclist Fatalities	5 year	2017-21	83	FARS & State Crash Data/97	NO. Second consecutive year increase and are expected to continue this trend.
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2017-21	10	FARS & State Crash Data/19	NO. Single year increase occurred.
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2017-21	90	FARS & State Crash Data/96	NO. Numbers decreased for second consecutive year and are expected to continue.

C-10) Pedestrian Fatalities	5 year	2017-21	142	FARS & State Crash Data/145	NO. Numbers decreased for second consecutive year and are expected to continue, just not as quickly as projected targets.
C-11) Bicyclist Fatalities		2017-21	27	FARS & State Crash Data/35	NO. Single year decrease occurred, but trend line continues upward.
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2017-22	88.9%	NHTSA Certified State Survey/88.4%	IN-PROGRESS. This is the highest observed usage rate ever recorded for Louisiana.
Rail-Highway Crossing Fatalities	5 year	2017-21	2	State Crash Data/1	YES. Relatively low number that varies greatly from year to year.
Distracted/Inattentive Driving Fatalities	5 year	2017-21	331	State Crash Data/178	YES. Internal conversations resulted in major changes to how data is calculated from e-crash reports, resulting in more accurate counts of distracted/inattentive fatalities.

**TABLE 2.2 PROGRESS IN OBSERVED SEAT BELT USE RATE**

Behavioral Measure	2016	2017	2018	2019	2020*	2021	2022	2023	2024
<b>Statewide Observed Seat Belt Use</b>	88.0%	87.1%	86.9%	87.5%	-	85.7%	86.1%	85.7%	88.4%
<b>Target</b>	86.1%	87.6%	90.0%	90.0%	87.9%	89.2%	89.2%	89.1%	88.9%

Source: CARTS at Louisiana State University. Accessed January 5, 2025.

\*Due to COVID-19 restrictions and the issuance of a waiver from the NHTSA, the Statewide Observation Survey was not conducted in 2020.

## 2.2 Activities' Contributions to Meeting FFY 2024 Targets

Based on 2023 crash data, Louisiana is optimistic that it has turned a corner, with lasting impacts of COVID-19 and consecutive years of multiple natural disasters in the rearview mirror. For most of the LHSC's core performance measures, the state experienced a second year of decreases, or third year in some cases, even if the FFY 2024 performance result did not fall below the target value. These shifts resulted in Louisiana exceeding performance in three of the ten core performance measures; reaching the highest usage rate every for its one behavioral measure and missing the target by less than one percent; and exceeding performance in its two optional performance measures.

### Some highlights from Louisiana's 2023 crash data:

#### Changes from 2022 to 2023

- In 2023, there were 811 persons killed which decreased by 10.49% from 2022.
- In 2023, there were 60,334 persons injured which decreased by 11.27% from 2022.

#### Louisiana fatality rates for 2023 were:

- 1.46 deaths per 100 million miles traveled which decreased by 8.96% from 2022.
- 17.68 deaths per 100,000 population which decreased by 10.45% from 2022.

**Injury rates in Louisiana for 2023 were:**

- 108.59 injuries per 100 million miles traveled which decreased by 09.75% from 2022.
- 1,315.04 injuries per 100,000 population which decreased by 11.23% from 2022.

**Vulnerable Road Users**

- The number of pedestrians killed was 147, which decreased by 19.67% from 2022.
- In 2023, 35 persons were killed on bicycles which decreased by 20.45% from 2022.
- Known helmets use versus not used on all motorcycles in crashes was 88.65% in 2023 as compared to 86.34% in 2022.

For FFY 2024, the LHSC continued to implement project-level outcome and performance targets and held subrecipients accountable to achieve their targets. This was achieved through the development of quantifiable deliverables and monthly tracking and reporting of progress towards completion.

**2.3 Plans for Strategy Adjustment for Future Years**

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

- Review and assess the target setting process and make adjustments as necessary.
- Review and assess evidence-based countermeasure strategies outlined in the 3HSP and associated activities to reduce driver behavior that contributes to crashes, fatalities, and serious injuries on Louisiana roadways and make adjustments as necessary.

## 3.0 Activity Report

### 3.1 Projects Not Implemented

For Federal Fiscal Year 2024, the LHSC funded 152 subgrants – 102 enforcement projects and 50 non-enforcement projects – for a total of \$27,479,853.78. Of the total projects, only 6 (or 3.9%) were either not implemented at all or only partially implemented.

The following two projects listed in the FY 2024 AGA were awarded to individual contractors: Judicial Outreach Liaison (PN: 2024-10-12) and Law Enforcement Liaison – Troop A (PN: 2024-30-99). Both individuals passed away due to natural causes before the end of their project periods. Some work was conducted, but neither project was fully completed.

The following project listed in the FY 2024 AGA, Impaired Driving Enforcement Training Consultant (PN: 2024-30-19), was not awarded because LHSC was not able to identify an individual to fulfill the scope of services. Therefore, no work was conducted for this project.

The following three projects listed in the FY 2024 AGA were awarded to agencies: Iberville Parish Sheriff's Office (PN: 2024-30-77), Safe Paths to Schools (PN: 2024-10-18), and Front Yard Bikes (PN: 2024-65-16). Authorizing officials at all three contracting agencies requested stop action on these projects before the subgrant agreements were fully executed. No work was conducted.

### 3.2 Public Participation & Engagement Activities

In 2019, the LHSC made a significant internal decision to create a Diversity Outreach Coordinator position. The work of this coordinator has allowed the LHSC to implement projects and initiatives, based on data, identifying communities and populations that have been absent or underrepresented in highway safety discussions. This decision allowed the LHSC to pivot quickly as the expectation to foster meaningful public engagement that seeks full representation from communities, consider public comments and feedback, and incorporate that feedback into a project, program and decision making became clearer as a part of the Bipartisan Infrastructure Law, which was signed in November 2021.

For example, utilizing a wide variety of data sources, its extensive network of stakeholders, and early victories by the Diversity Outreach Coordinator, the LHSC was well poised to develop and articulate a robust plan of PP&E activities in the FY 2024-2026 Louisiana Triennial Highway Safety Plan. Ultimately, the LHSC funded projects and/or conducted SHSO-sponsored activities to reach the following overrepresented and underserved communities:

- African-American Community
- Bicyclists and Pedestrians
- Active Military Community
- Native American Community
- Deaf/Hard of Hearing Community and Visually Impaired Community
- Vietnamese Community
- Mature Drivers
- Teen/Young Drivers
- Hispanic Community

A similar version of Table 3.1 below with information about planned PP&E activities by affected community was included in Louisiana's 3HSP, which was approved by NHTSA on August 25, 2023. The LHSC made excellent and deliberate progress implementing many of these activities during FFY 2024. Next to each activity is a notation as to whether activities were implemented and completed in FFY 2024 (C);

implementation began, but was not completed by fiscal-year-end so efforts are ongoing (O); have been deferred for implementation until FFY 2025 or 2026 (D); or have been marked for removal from the PP&E Master Plan (R). The LHSC has included brief descriptions of notable achievements in activity implementation immediately below Table 3.1.

**TABLE 3.1 PROGRESS IN IMPLEMENTING PP&E ACTIVITIES DURING FFY 2024**

Affected Community	Summary of public participation and engagement activities included in the 3HSP with progress notations for FFY 2024 denoted after each activity. <i>C = Implemented &amp; Completed in FY 2024; O = Implementation Began in FY 2024 With Work Ongoing; D = Deferred to FFY 2025/2026; R = Removed from PP&amp;E Master Plan</i>
African-American	Black History Month Activation (O); Outreach during Essence Festival, Juneteenth, and Bayou Classic (O); Southern University and Grambling State University Homecoming Outreach (C); Community bicycle events (D); Fraternities And Sororities outreach events (C); Working Together to Achieve Success in Traffic Safety Diversity Forums (C); CPS events to targeted populations (C); Barber Shop and Beauty Shop outreach (D); Faith-Based outreach (C); Expanded outreach using <i>Now Click</i> Song by Cupid (Recording Artist) (D); Partnering with 100 Black Men organizations across Louisiana (D); Traffic safety contest with NAACP (D); perform education and outreach with established religious and civic organizations (O)
Military	Transportation safety education presentations expanded to all armed forces branches including Louisiana National Guard (O); Create bicycle and pedestrian PSAs featuring military members (O)
Hispanic	Hispanic Heritage Month (O); Occupant protection presentations at the Mexican and Honduran Consulates (C); CPS events (C); Impaired Driving and Occupant engagements at community events (C); Develop and implement partnerships with Hispanic news outlets including print, radio, and television media (C); Expanded partnership and outreach with Hispanic community in Greater Baton Rouge area (O)
Vietnamese	Asian and Pacific Islander Heritage Month (O); CPS events (C); and Community outreach events (C)
Native American	Tribal-focused driving schools (D); Tribal motorcycle education (D); Tribal Summit (D); Native American Heritage Month (D); Native American Awareness Day (D); Engagement with Tribal Leaders Council of Elders Meeting and Pow Wows (D); Create traffic safety PSAs featuring Tribal members (D)
Young Drivers	4-H Partnerships (O); Expanded SBIRT screenings at 2-year and 4-year Institutions of Higher Education (R); Presentations at driving schools with a focus on rural areas (D); Prom and high school graduation presentations and outreach (D); Family Career and Community Leaders of America (FCCLA) (R); Recording Artist Against Drunk Driving (RADD) (R)
Mature Drivers	CarFit Technician Certification classes and community events (C); Older Driver Safety Awareness Week (C); Partnerships with parish Councils on Aging for outreach (C); and Seniors and Law Enforcement Together (SALT) partnerships (C)
Deaf and Hard of Hearing and Visually Impaired	Driving Schools for the Deaf and Hard of Hearing (D); CPS classes in American Sign Language (ASL) (D); CPS events (D); PSAs featuring Deaf and Hard of Hearing community members (D)
Bicyclists and Pedestrians	<i>1 Million Steps 2 Safety</i> Run (C); Outreach in rural areas (D); Bike/Ped Forums (D); Community bicycling events for low income vulnerable road users (D)

Affected Community	Summary of public participation and engagement activities included in the 3HSP with progress notations for FFY 2024 denoted after each activity. <i>C = Implemented &amp; Completed in FY 2024; O = Implementation Began in FY 2024 With Work Ongoing; D = Deferred to FFY 2025/2026; R = Removed from PP&amp;E Master Plan</i>
Miscellaneous	Ask Listen Learn at elementary and middle schools for predominately African-American and Hispanic children (R); Transportation Safety Ambassador program for high schools and colleges with large African-American and Hispanic populations (C); Expanded railroad safety outreach in rural areas (R); Partnering with agricultural community for traffic safety outreach (D); Secure translation services for all languages with NHTSA support (O); National Safety Council engagement at plants (O); Engagement at Vocational and Technical Institutes (R); Check to Protect for the general audience with a focus on lower socio-economic groups operating older vehicles (O); Engagement with established civic organizations (O); Facilitate community traffic safety concerns through traffic safety podcasts (O)
Child Safety	Emma Bell Foundation “Safe Path to School” (R); CPS Technician Class and CPS events for Children with Special Needs (C); Women, Infants, and Children Outreach (C); Child safety education outreach at Louisiana Welcome Centers and State Museums (O); and Hot Car prevention through education (C)

#### NOTABLE ACHIEVEMENTS IN PP&E DURING FFY 2024

**Working Together to Achieve Success in Traffic Safety Diversity Forums:** According to Louisiana’s crash data, African-Americans have been and continue to be overrepresented in the number of serious injuries and fatalities with the major contributing factors of alcohol impairment and the lack of seat belt usage as the most prevalent causes. Utilizing parish-level crash rates by ethnicity, the LHSC and UMOJA, Inc., a community-based non-profit organization and subrecipient, identified three parishes strategically located in different regions of the state where traffic safety-themed diversity forums were hosted. Billed as *Working Together to Achieve Success in Traffic Safety*, the goal of each forum was to gather together leaders, influencers, and regular individuals within a specific community in order to identify and dissect the communities’ transportation safety needs and prioritize potential action items to reduce the number of serious injuries and fatalities.

In FY 2024, the LHSC and UMOJA, Inc. targeted the cities of Bossier City (NW LA), Lafayette (SW LA), and Mandeville (SE LA). The LHSC and UMOJA, Inc. developed brief, location-specific educational presentations containing African-American-focused data. After conducting the data presentations, facilitators comprised of the LHSC and UMOJA, Inc. team members conducted small group and whole group discussions to identify transportation safety concerns and brainstorm possible solutions. Information gathered from each forum was compiled and provided to the LHSC for consideration in future planning of programs, activities, policies, and priority areas. In addition, follow-up activities were planned and implemented in each community. In Bossier City, Stonewall Baptist Church placed impaired driving safety messages on the church’s message board which faces a major highway running through predominately African-American neighborhoods. In Lafayette, two impaired driving and seat belt safety presentations were delivered in conjunction with a Juneteenth celebration and a back-to-school event within the African-American community. In Mandeville, community leaders identified five action items to tackle based on identified problems. Unfortunately, due to various circumstances none of the action items were executed in FY 2024. The LHSC will conduct follow-up with the attendees in 2025 to offer assistance.

In 2025, the LHSC and UMOJA will make contact with Forum attendees from all forums to gauge progress toward addressing community transportation safety needs. Further, the diversity forums were included in UMOJA’s contract to assist the LHSC with continued two-way communication with the African-American community in the above-mentioned cities as well as other parishes.

**Occupant Protection Initiatives with the Mexican Consulate and Consulate General of Honduras in New Orleans:** According to U.S. Census data, the City of New Orleans houses a large number of individuals from various Latin American countries. In particular, the Mexican and Honduran consulates located in New Orleans conduct significant outreach to immigrants who have moved to the city. During their outreach efforts, the consulate staff became aware of cultural challenges regarding seat belt and child safety seat usage. The consulates reached out to the LHSC to request occupant protection safety material. With an LHSC subrecipient already tasked to conduct occupant protection education to underserved and low-income individuals across New Orleans for FY 2024, the LHSC partnered with the YMCA of Greater New Orleans to present seat belt safety awareness presentations in Spanish at the respective consulates on a monthly basis. Each meeting averaged 90-120 Mexican and Honduran community members. The presentations provided an overview of occupant protection safety facts, tips, and the Louisiana seat belt laws. At the end of the presentation, each family had a one-on-one counseling session with a facilitator to determine their seat belt safety knowledge and needs, including those who needed child car safety seats.

The engagement activities were repeatedly requested by both consulates and will continue to be implemented on a monthly basis in 2025. Data from the 2024 seat belt observation survey showed an 8.24% increase in seat belt usage among the Hispanic community from 2023. This program was included in the YMCA of Greater New Orleans contract with the expectation to expand partnerships with additional consulates in the New Orleans area.

**Transportation Safety Presentations and Video for Service Members at Navy Reserve Center New Orleans:** The Navy Reserve Center New Orleans formed a transportation safety team to assess the safety needs of both active duty and reserve members of the Navy. The team's goal was to collaborate and identify the most effective strategies for polling sailors about their knowledge, attitudes, and behaviors toward transportation safety. With the information collected, it was decided that Sailors needed education on the dangers of impaired driving and not wearing seat belts, particularly during the holiday season.

The transportation safety team decided to produce a series of video messages. A script was created, and a video was produced featuring various service members and civilians from different occupations and ranks. The video was approved, then distributed via email to all service members and civilians in the command, as well as posted on the command's social media platforms. This engagement is part of an ongoing effort that has led to the opportunity to present during the command staff's safety briefs and to plan future video campaigns focused on bike and pedestrian safety.

In preparation for creating the FFY 2025 AGA, the LHSC Executive Director, Deputy Director, Planner, and Diversity Outreach Coordinator participated in two assessment and strategy sessions to consider the target communities, associated engagement efforts, and stated outcomes for the nine identified communities. Ultimately, the LHSC decided to remove 2 target communities from its public engagement efforts: mature drivers and hearing impaired and visually impaired communities. There was consensus that these communities have been heard, consulted, and changes to LHSC's highway safety program have been adopted. Consequently, the LHSC concluded that it will continue efforts to provide education and outreach to reach the mature drivers and hearing impaired and visually impaired target communities, but these activities do not align with the expectations of PP&E.

### 3.3 Evidence-Based Enforcement Program Activities

In FFY 2024, the LHSC continued to support implementation of evidence-based enforcement program activities. A significant portion of Louisiana's highway safety grant funds were awarded to local law enforcement agencies as well as the Louisiana State Police as noted in the following project listing by program area. The LHSC has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the targets of the state's highway safety program.

#### DATA-DRIVEN DECISION MAKING

The LHSC expected every enforcement project to use data to identify problem areas and allocate resources. The LHSC began by providing crash data by parish to local law enforcement agencies as part of the statewide problem identification effort. Then, agencies were encouraged to refer to more localized data resources, when available. For example, in FFY 2024, the LHSC and CARTS announced the implementation of the Law Enforcement Analysis Program (LEAP) to enhance data-driven policing. LEAP can be accessed by any law enforcement agency using eCrash reporting to provide their agency with spatial data allowing them to analyze patterns, identify high-risk areas, and develop targeted strategies to improve road safety. By mapping crash locations, agencies can visualize crash hotspots and allocate resources more effectively. This proactive approach not only aids in enforcing traffic laws more efficiently but also helps in the planning of preventative measures.

In addition to crash data, the LHSC used its seat belt observation survey to identify and target high-risk populations that may require additional or force multiplying responses to address traffic safety concerns. Then, the LHSC collaborated with law enforcement agencies to deploy targeted strategies to ensure enforcement during specific times of day when more crashes occur (e.g., nighttime impaired driving checkpoints), and enforcement of high-risk occupant protection populations, such as an additional focus on restraint use of pickup truck occupants, nighttime occupant protection enforcement activities, and additional focus on occupant protection use in rural areas. For example, for the past three years, including FFY 2024, the LHSC stipulated in the contract with Louisiana State Police that 20% of its occupant protection overtime enforcement activities would be conducted in Tier 3 parishes. These represent Louisiana's most rural parishes; data shows that drivers in rural parishes utilized their seat belts at lower rates. High-visibility enforcement during the national seat belt and impaired driving mobilizations were also conducted. By implementing these and other strategies that research has shown to be effective, efficient use was made of the available resources to help improve safety on Louisiana's roadways.

#### RESEARCH-BASED COUNTERMEASURES

Research indicates that high visibility and sustained enforcement continues to be a highly effective approach in reducing crashes and fatalities so law enforcement subgrantees were expected to employ these countermeasures in FFY 2024. Further, law enforcement agencies were directed to identify and implement complementary evidence-based enforcement and deterrence strategies to address the other key problem areas for which funding was awarded. The LHSC used the most current version of the NHTSA publication *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* as a guide for approving enforcement projects.

#### MENTORING AND MONITORING

The LHSC's evidence-based enforcement activities benefited greatly from the continued implementation of a robust Law Enforcement Liaison (LEL) program. The team of nine regional assigned contractors, all with law enforcement experience, provided almost daily guidance to law enforcement agencies on any number of topics, including evidence-based countermeasures, data analysis and interpretation, and

strategic planning of enforcement activities. In FFY 2024, the LHSC experienced vacancies in a few LEL positions; those efforts were taken over by a PTS Program Coordinator until another contractor could be identified.

Some accomplishments of note for the LEL program in FFY 2024 include:

- *Number of agencies visited: 2819.* LEL's are required to visit subrecipients twice a month and non-LHSC-funded agencies once a month.
- *Number of requests for service: 530.* During LEL visits, subrecipients routinely requested guidance and recommendations on various traffic safety issues.
- *Number of Regional Safety Coalition meetings attended: 113.* LELs are requested to attend meetings of Louisiana's SHSP regional safety coalitions in their respective areas.
- *Number of Regional Safety Coalition requests for service: 126.* In addition to being viewed as subject matter experts by subrecipients, LELs regularly responded to requests from Regional Coalition Coordinators regarding law enforcement-related traffic matters.
- *Number of training sessions attended: 58.* LELs attended various traffic related training sessions targeted to law enforcement throughout the year.
- *Number of non-traffic related issues not pertaining to traffic: 60.* Because of their vast knowledge of law enforcement and numerous contacts in their field, LELs were frequently asked questions about law enforcement issues that were not directly related to traffic. If these matters could be handled without too much effort, LELs assisted. Usually, responses consisted of referring the agency to someone else who can resolve the issue. Many smaller agencies were simply asking for resources to meet needs, such as training.
- *Number of safety presentations conducted: 7.* Several LELs were asked to make safety presentations regarding traffic safety and helped represent the LHSC.
- *Number of monitoring sessions conducted: 61.* LELs were required to assist with programmatic and fiscal monitoring of law enforcement subrecipients. This number represents sessions conducted in person only.

In addition, one LEL was awarded the Cheryl Klein Champion for Change Award for his participation in the Tangipahoa Parish TRACC Coalition. He has been the catalyst that led joint law enforcement agency checkpoints and other multi-agency traffic taskforce operations.

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

#### **COMMUNITY/LAW ENFORCEMENT COLLABORATION**

The LHSC has a long history of employing former law enforcement officers as full-time staff, part-time staff, and individual contractor roles. The intent was not just because the LHSC funds many overtime enforcement projects, but rather, the LHSC has been strategic to identify former enforcement professionals with experience in staff and project management and public affairs as well as experience in

traffic safety. This strategic approach has resulted in a well-rounded police traffic services program area focused as much on community relationship building as it is on sustained enforcement of traffic safety laws.

In addition, due to its high rates of underage drinking and excessive alcohol consumption among adults as a result of its collective laissez-faire life philosophy, Louisiana has a robust network of community-based anti-drug coalitions and regional traffic safety coalitions, all with significant involvement from local law enforcement officials. These community collaboratives have worked hard to emphasize the important role of police as consistent and uniform enforcers of laws while also ensuring that community members get to know them as fellow residents and respect their full complement of contributions in their communities. Thus, in communities all across Louisiana, including many that are LHSC subrecipients, events such as National Night Out Against Crime, Coffee with a Cop, Donuts With Detectives, and Sundaes with the Sheriff have been and continue to be hosted with regularity. Further, Louisiana has a strong network of School Resource Officers (SRO) with the Louisiana Commission on Law Enforcement offering both basic and advanced courses for those certified peace officers who have been assigned as SROs. In addition, the D.A.R.E program is well-funded in Louisiana, providing 77 law enforcement agencies across the state with a total of 191 DARE officers. For over 20 years, the SRO and DARE programs have been instrumental in facilitating deep and lasting connections between Louisiana's elementary and high school students and law enforcement officers all across the state. These connections have carried on into adulthood, generating ongoing feelings of esteem and neighborly love of police who are seen as important resources to their communities.

Many of these long-standing community/law enforcement connections have existed for years without involvement by the LHSC. However, in recent years, the LHSC has utilized its network of LELs to provide training and guidance to local enforcement agencies to make these efforts much more intentional, and to ensure that these connections bring traffic safety-related issues to the forefront, and not just focus on "big ticket" felony crime problems. Some examples of intentional law enforcement/community collaborations carried out by LHSC subrecipients include:

- The Tangipahoa Parish Government houses the Tangipahoa–Reshaping Attitudes for Community Change (TRACC) Coalition which has an active Law Enforcement Task Force comprised of members of the Hammond Police Department, Southeastern Louisiana University (SLU) Police Department, and Tangipahoa Parish Sheriff's Office. The TRACC Coalition is a subrecipient for a project called the BRAKES ("Be Responsible And Keep Everyone Safe") program. This project focused on addressing distracted driving, impaired driving, speeding, and lack of seat belt use for young drivers aged 15-24. One major activity of the project was to have law enforcement officers conduct "traffic stops" at 2 high schools and the four-year university in Tangipahoa Parish. These traffic stops were conducted during morning rush hour as young drivers arrived on campus. However, instead of issuing citations for traffic infractions, officers issued 'supertations' for abiding by traffic laws, mostly wearing a seat belt. During these traffic stops, law enforcement officers also talked to these young drivers about not driving while impaired on alcohol or other drugs and not driving distracted. They also asked about other related issues of importance to high school and college students, such as bullying, campus safety, and dating violence.
- For the last five years, including during FFY 2024, Chad Leger, Chief of Police for the City of Scott, LA, has organized "No Tickets, Just T-Shirts" giveaways during federal and state seat belt safety mobilizations. Chief Leger and his officers use local crash data to identify hotspots for crash fatalities and injuries due to not being properly restrained. Then, periodically throughout the year, the officers will conduct high visibility checkpoints in those areas. However, instead of giving out tickets during

these periods, officers handed out t-shirts to drivers, who had their children buckled up. While the adult drivers are commended for their own belted behavior, they are rewarded for properly securing their children in seat belts and/or child safety seats.

- The Louisiana Passenger Safety Task Force (LPSTF), the statewide passenger safety technician network funded by the LHSC, has worked closely with Louisiana State Police (LSP) and local law enforcement agencies across the state to provide them with another tool in their toolbox to address child restraint problems by training willing officers to be certified passenger safety technicians. In serving as technicians, law enforcement officers can quickly pivot from issuing seat belt citations as a deterrence strategy to educator and caring professional by providing information about consequences of not wearing a seat belt. Further, officers who are trained as technicians have connections with the LPSTF to locate free child safety seats for low-income families. Sometimes, however, officers cannot serve as both enforcers and educators. During those times, LPSTF deploys to checkpoints to provide education and child safety seats and proper installation free of cost. During the national Click It or Ticket mobilization campaign in FFY 2024, the LPSTF assisted 165 caregivers/children with free child safety seat services. Forty-four (44) unrestrained children travelling on Louisiana’s roadways were provided a child safety seat and a one-on-one tutorial from a Louisiana nationally certified child passenger safety technician.

#### **COMPILATION OF ENFORCEMENT ACTIVITY RESULTS**

In FFY 2024, 1 state-level and 51 parish and local-level law enforcement agencies were funded to participate in year-long, sustained activities; these agencies were encouraged to participate in the national mobilization campaigns. In addition, the LHSC funded 32 agencies for “Click It or Ticket” enforcement activities and 20 agencies for “Drive Sober or Get Pulled Over” enforcement only. Collectively, the NHTSA-funded law enforcement and training activities during year-long project implementation resulted in:

- 20,739 adult and child passenger seat belt citations;
- 1,647 impaired driving arrests;
- 15,069 speeding citations;
- 223 officers trained in Standardized Field Sobriety Test (SFST);
- 51 officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE); and
- 10 newly certified DREs in FY 2024 for a total of 106 certified DREs across the State.

The state and local enforcement agencies funded by the LHSC continue to exhibit their commitment to traffic safety during non-overtime enforcement hours as well. For example, the local law enforcement agencies that received funds for impaired driving overtime enforcement actually made slightly more impaired driving arrests during non-OT hours than during OT hours. The Louisiana State Police issued slightly more seat belt citation during non-OT hours than during OT hours. These trends support the LHSC’s approach that enforcement overtime funding is expected to complement, not substitute for the enforcement of traffic safety laws at all times.

### **3.4 Support for National Mobilization Campaigns**

#### **ENFORCEMENT ACTIVITIES**

For FFY 2024, the “Click It or Ticket” (CIOT) national mobilization enforcement period was May 20 to June 2, 2024, and the two “Drive Sober or Get Pulled Over” (DSGPO) national mobilization periods were December 15, 2023, to January 1, 2024, and August 16 to September 2, 2024. The LHSC continued to operate a highly successful funding program for “High Visibility Special Wave” projects.

All local law enforcement agencies that received sustained year-long enforcement overtime funding for impaired driving were encouraged to participate in the special enforcement waves for all national mobilizations. In FFY 2024, 51 agencies received sustained enforcement funding. In addition, LHSC provided subgrants to 20 local law enforcement for high-visibility overtime enforcement of traffic safety laws, specifically impaired driving laws, in coordination with the NHTSA/LHSC DSGPO campaign only. Total enforcement activities for DSGPO special wave only agencies include 8,190 overtime hours worked, 14,173 contacts made during saturation patrols and sobriety checkpoints, and 285 DWI arrests made.

Further, in FFY 2024, 49 agencies received sustained enforcement funding for occupant protection overtime hours. In addition, LHSC provided subgrants to 32 local police departments and sheriffs' offices for high-visibility overtime enforcement of traffic safety laws, specifically occupant protection laws, in coordination with the NHTSA/LHSC CIOT campaign only. Total enforcement activities for CIOT special wave agencies only resulted in 1,684 adult seat belt citations and 85 child passenger citations during the 12,982 enforcement hours worked by all participating agencies

#### **MEDIA ACTIVITIES**

**PAID MEDIA:** The LHSC's DSGPO media buy plan executed by its paid media contractor during the national mobilizations was implemented utilizing the following tactics: Traditional Radio, Gas Station TV, Streaming Radio, Social Media, YouTube, Gas Station Pump Toppers, Gas Station Pump Nozzles, Convenience Store Case Clings, Transit Buses, and Outdoor Displays. The paid media contractor budgeted \$580,050 for the campaigns and was able to secure \$142,967.83 in added value advertising for LHSC.

<b>DSGPO CAMPAIGN SUMMARY</b>			
<b>Medium</b>	<b>Purchased Inventory</b>	<b>Added Value</b>	<b>Total Delivered</b>
Radio	5,257	5,423	10,680
Gas Station TV	877,158	TBD	877,158
Streaming Audio	1,392,590	178,653	1,571,243
Social Media	1,681,999	N/A	1,681,999
YouTube	243,265	251,165	494,430
Gas Station Pump Toppers	162	N/A	162
Gas Station Pump Nozzles	128	19	147
C-Store Case Clings	162	2	164
Transit Buses	5	N/A	5
Static Outdoor Poster	141	9	150
<b>TOTAL:</b>	<b>4,200,867</b>	<b>435,271</b>	<b>4,636,138</b>

The LHSC's CIOT media buy plan executed by its paid media contractor during the national mobilizations was implemented utilizing the following tactics: Traditional Radio, Gas Station TV, Streaming Radio, Social Media, YouTube, Gas Station Pump Nozzles, and Outdoor Displays. The paid media contractor budgeted \$550,050 for the campaigns and was able to secure \$185,356.40 in added value advertising for LHSC.

CIOT CAMPAIGN SUMMARY			
Medium	Purchased Inventory	Added Value	Total Delivered
Radio	10,143	10,207	20,710
Gas Station TV	1,111,067	163,355	1,274,401
Streaming Audio	894,080	61,426	955,506
Spotify	506,646	84,229	590,875
YouTube	191,921	265,925	457,846
Social Media	1,971,059	N/A	1,971,059
Gas Station Pump Nozzles	128	1	129
Static Outdoor Poster	140	8	148
<b>TOTAL:</b>	<b>4,685,184</b>	<b>585,151</b>	<b>5,270,674</b>

**EARNED MEDIA:** In addition to enforcement and paid media activities, during the special wave periods, all law enforcement agencies were expected to issue at least one press release, and/or participate in at least one public press event (examples: radio and television interviews, press conferences, etc.) related to receipt of their grant and participation in the NHTSA/LHSC national mobilization for which the agency was funded. Of the local agencies that participated in the DSGPO campaign during FFY 2024, 92 media releases were issued and 21 press events were held. And, of the local agencies that participated in the CIOT campaign, 43 media releases were issued and 7 press events were held.

### 3.5 Report of Activities to Support 23 U.S.C. 402, 23 U.S.C. 405, and 1906 Grants

#### CONFIRMATION OF COMPLIANCE WITH FEDERAL REGULATIONS

The LHSC certifies and assures NHTSA that all federal statutes, regulations, and conditions were adhered to during the execution of activities in support of the State's highway safety program applications.

Specifically, the LHSC confirms that, in FFY 2024, it upheld all certifications and assurances outlined in *Appendix A to Part 1300-Certifications and Assurances for Highway Safety Grants* which contains all general and specific assurances as well as all Section 402 requirements including but not limited to use of a portion of the State's Section 402 funds to meet the unattended passenger program requirements, such as conducting heatstroke prevention activities. In FFY 2024, the LHSC's pediatric heatstroke prevention activities included:

- A news conference on Wednesday, May 1, 2024 which included the NHTSA Region 6 Administrator, the Governor's Highway Safety Representative and Executive Director of the Louisiana Highway Safety Commission, the Vice-Chair of the Louisiana Highway Safety Commission's Board of Commissioners, the Superintendent of Louisiana State Police, the Louisiana Deputy Attorney General, a pediatrician who also serves as Chair of the State Child Death Review Panel, and President of Safe Kids Worldwide. The LHSC used an oversized thermometer (courtesy of Safe Kids Worldwide) to demonstrate how quickly temperatures can rise in a parked vehicle.
- An Official Proclamation issued by Governor Jeff Landry which declared May 1, 2024 as Child Heatstroke Prevention Day in Louisiana.
- Educational materials provided by the Louisiana Passenger Safety Task Force at all child seat fitting stations during the months of May-August.
- Adoption of pediatric heatstroke prevention as an action step for 2024 by the Louisiana SHSP Statewide Occupant Protection Emphasis Area Team.

- A paid media campaign in the amount of \$10,000 from May-August that consisted of Social Media (Facebook & Instagram) ads to raise awareness of the dangers of leaving infants and children in vehicles unattended or forgotten.

In addition, the LHSC confirms that, in FFY 2024, it upheld all certifications and assurances associated with the execution of activities used to qualify for Section 405 incentive funding eligibility.

Finally, the LHSC confirms that, in FFY 2024, it upheld all certifications and assurances associated with the execution of activities used to qualify for Section 1906 incentive funding eligibility.

#### **ACTIVITIES BY PROGRAM AREA**

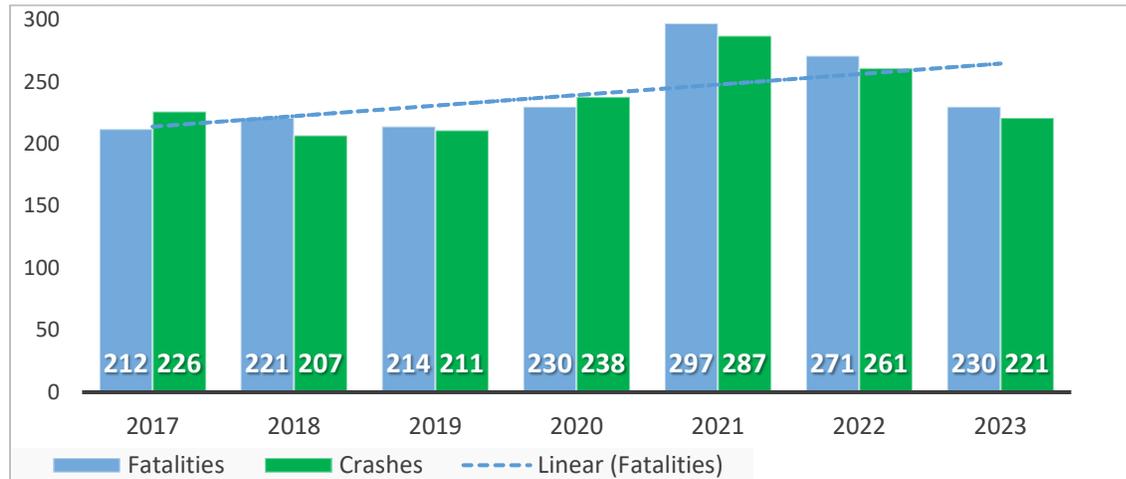
The following subsections of Section 3.5 present the specific programs and projects by program area addressed in the FFY 2024-2026 Triennial Highway Safety Plan and the FFY 2024 Annual Grant Application. The amounts listed after Budget Expended in each project description do not reflect the final expenditures until the final voucher is submitted and approved in the Grants Tracking System (GTS).

- 3.5.1 Impaired Driving Program
- 3.5.2 Occupant Protection Program
- 3.5.3 Traffic Records Improvement Program
- 3.5.4 Motorcycle Safety Program
- 3.5.5 Police Traffic Services Program
- 3.5.6 Railroad/Highway Crossing (Roadway) Safety Program
- 3.5.7 Non-Motorized Safety Program
- 3.5.8 Teen Traffic Safety Program
- 3.5.9 Distracted Driving Program
- 3.5.10 Planning and Administration

### 3.5.1 IMPAIRED DRIVING PROGRAM

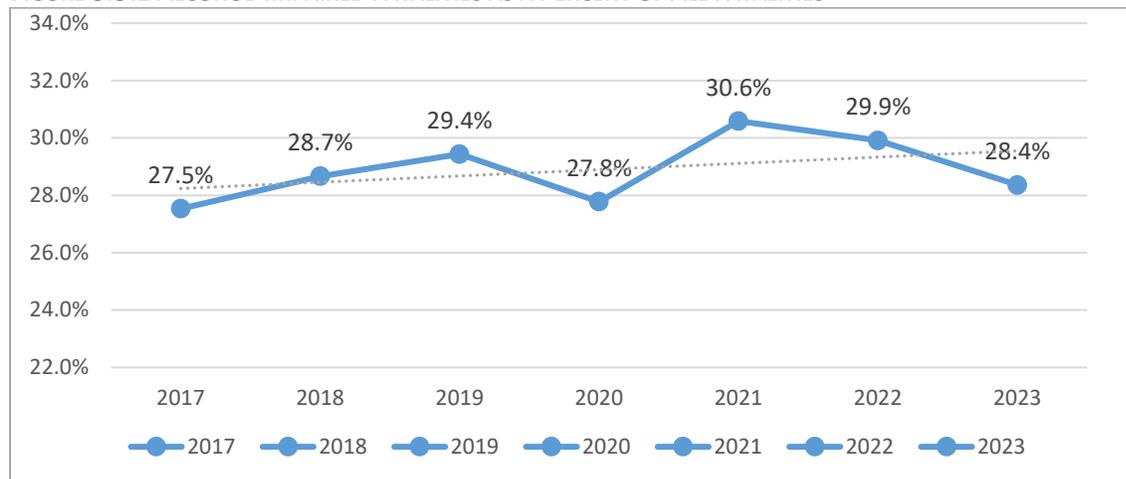
Louisiana’s comprehensive impaired driving program used broad-ranging, evidence-based strategies and actions designed to reduce impaired driving fatalities and injuries. Figure 3.5.1 shows the changes in alcohol-impaired fatalities and alcohol-related fatal crashes from 2017 to 2023. Despite single year decreases in 2022 and 2023, both alcohol-related fatal crashes and alcohol-impaired driving fatalities are still trending upward. Figure 3.5.2 shows a three-year reduction in the alcohol-impaired fatalities as a percent of all the state’s motor vehicle fatalities, while the trend line is relatively flat. Figure 3.5.3 also shows a recent three-year decrease in alcohol-impaired driving fatalities though the trend line is still going upward. These trend lines are most likely indicative of the increasing amount of poly-substance impaired driving and related motor vehicle crashes and fatalities that other data is indicating.

**FIGURE 3.5.1 ALCOHOL-IMPAIRED FATALITIES AND ALCOHOL-RELATED FATAL CRASHES**

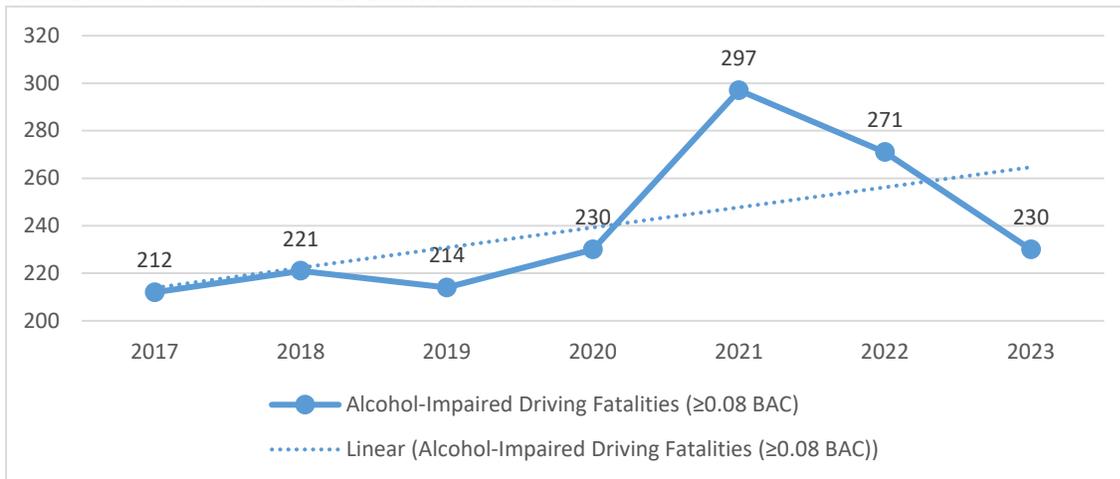


Source: NHTSA STSI/FARS; CARTS at Louisiana State University. Accessed January 15, 2025.

**FIGURE 3.5.2 ALCOHOL-IMPAIRED FATALITIES AS A PERCENT OF ALL FATALITIES**



Source: NHTSA STSI/FARS. Accessed January 15, 2025.

**FIGURE 3.5.3 ALCOHOL-IMPAIRED DRIVING FATALITIES**

Source: NHTSA STSI/FARS. Accessed January 15, 2025.

#### PERFORMANCE TARGET

Decrease alcohol-impaired driving fatalities 1.0 percent from 235 (2017-2021 average) to 230 in 2024. (C-5)

#### PROGRAMS AND PROJECTS

##### PROJECT NUMBER: 2024-10-01

Project name	Travel/Training for Impaired Driving
Project description	Funds were set aside to send law enforcement and other partners to training and conferences to improve attendees' knowledge of new methods to reduce impaired driving and improve safety on our roadways. No funds were requested and expended in FFY 2024.
Project budget allocated/source	\$40,000.00/Section 164AL
Amount of budget expended/source	\$0.00/Section 164AL

##### PROJECT NUMBER: 2024-10-10

Project name	Tangipahoa Parish Government No Refusal Support Program
Project description	Facilitated by the TRACC Coalition, this project supported impaired driving enforcement efforts through the use of certified medical technicians who provided evidence collection (blood draws) to assist in prosecution when search warrants were issued. Certified medical technicians available for scheduled "no refusal" enforcement efforts assisting with evidence collection after 2 warrants were issued, 1 blood draw consent, and 3 arrests for DWI were reported.
Project budget allocated/source	\$38,753.00/Section 154AL
Amount of budget expended/source	\$11,438.57/Section 154AL

**PROJECT NUMBER: 2024-10-11**

<b>Project name</b>	<b>LHSC Policy Specialist</b>
Project description	This individual operated statewide and assisted LHSC with the implementation of research-based impaired driving policies, programs, and practices such as providing court support of high-visibility enforcement efforts, strengthening ignition interlock laws, and community acceptance of drug-impaired driving detection strategies. The Impaired Driving Policy Specialist also assisted with management of DWI court subgrantees and assisted the LHSC Executive Director with the planning and coordinating of the Governor's DWI Task Force meetings. This individual coordinated with the LHSC Staff to provide guidance and technical assistance to the state Judicial Outreach Liaison. This individual assisted LHSC with implementing the recommendations of the Strategic Highway Safety Plan (SHSP) Impaired Driving Plan.
Project budget allocated/source	\$44,999.00 (405d); \$4,991.00 (402)/Section 405d; Section 402
Amount of budget expended/source	\$44,999.00 (405d); \$3,439.54 (402)/Section 405d; Section 402

**PROJECT NUMBER: 2024-10-12**

<b>Project name</b>	<b>Louisiana Judicial Outreach Liaison</b>
Project description	This individual operated statewide and served as a liaison between courts and policymakers, provided training and continued education to judges throughout the State, shared case law information, and coordinated with other justice professionals. This individual participated in regularly scheduled meetings and correspondence with the regional JOL and other state JOLs. He provided leadership on priority evidence-based initiatives such as warranted blood draws, Law Enforcement Phlebotomy, 24/7 Court Programs, and evidence-based sentencing practices.
Project budget allocated/source	\$120,000.00/Section 405d
Amount of budget expended/source	\$97,445.40/Section 405d
Reason project was not fully executed	The contractor, Judge Jules Edwards, passed away unexpectedly before the end of the project period.

**PROJECT NUMBER: 2024-10-13**

<b>Project name</b>	<b>Prosecutor/Law Enforcement Training Program</b>
Project description	Through the Louisiana District Attorneys Association, this project provided funding for a Traffic Safety Resource Prosecutor (TSRP) to help law enforcement, prosecutors, and judges align their efforts to prosecute DWI cases. The TSRP conducted or facilitated 6 impaired driving training courses reaching 430 prosecutors and 140 law enforcement officers, and numerous other highway safety stakeholders across the state during FFY 2024.
Project budget allocated/source	\$249,999.00/Section 405d
Amount of budget expended/source	\$246,032.23/Section 405d

**PROJECT NUMBER: 2024-10-16**

<b>Project name</b>	<b>Screening, Brief Intervention, and Referral to Treatment (SBIRT) Training</b>
Project description	This project provided 3 trainings by nationally registered SBIRT (Screening, Brief Intervention, and Referral to Treatment) trainers to 37 individuals employed with local city courts & the Judicial District Court, SLU, and community colleges. The training equipped personnel with the tools to screen for alcohol dependency in young drivers and tried to motivate a change in their patient's substance usage and any related impaired driving.
Project budget allocated/source	\$22,572.00/Section 405d
Amount of budget expended/source	\$7,204.59/Section 405d

**PROJECT NUMBER: 2024-10-17**

<b>Project name</b>	<b>MADD Court Monitoring Program</b>
Project description	This program monitored courts in East Baton Rouge, Jefferson, Orleans, Caddo, and Calcasieu parishes. Court Monitors attended assigned court(s), observed DWI case proceedings, collected pertinent data to inform strict and uniform handling of DWI cases, entered case information into the court monitoring database, trained and supervised program volunteers, managed monitor ("watchdog") calls, and compiled summary reports. MADD monitored 895 impaired driving cases in FY 2024.
Project budget allocated/source	\$50,000.00/Section 405d
Amount of budget expended/source	\$30,293.65/Section 405d

**PROJECT NUMBER: 2024-10-19**

<b>Project name</b>	<b>Forensic Analysis of DWI Cases</b>
Project description	This project was implemented by the North Louisiana Criminalistics Laboratory by providing salary and related benefits for 1 full-time Forensic Analyst to perform forensic analysis of DWI cases across 29 parishes in northern Louisiana. The Forensic Analyst processed 1664 blood specimen collection kits and provided expert testimony 1 time in FY 2024.
Project budget allocated/source	\$75,000.00/Section 405d
Amount of budget expended/source	\$75,000.00/Section 405d

**PROJECT NUMBER: 2024-10-20**

<b>Project name</b>	<b>DWI Court Management Program</b>
Project description	The Supreme Court Drug Court Office (SCDCO) provided oversight, administration, and monitoring to 5 Louisiana DWI Courts (15 <sup>th</sup> JDC Lafayette Parish DWI Court, 22 <sup>nd</sup> JDC St. Tammany Parish DWI Court, 24 <sup>th</sup> JDC Jefferson Parish DWI Court, Baton Rouge City DWI Court, and 27 <sup>th</sup> JDC St. Landry Parish DWI Court). All courts were required to adhere to the 10 Guiding Principles for DWI Courts as set forth by the National Center for DWI Courts. The grant funded contractual costs at the DWI courts for program management, training programs, and supplies.
Project budget allocated/source	\$834,622.00/Section 405d
Amount of budget expended/source	\$555,096.72/Section 405d

**PROJECT NUMBER: 2024-10-21**

<b>Project name</b>	<b>14<sup>th</sup> Judicial District Court DWI Court Program</b>
Project description	The 14 <sup>th</sup> JDC DWI Court served Calcasieu Parish and accepted DWI offenders into a minimum 12-month, or maximum 3-year, treatment program in an effort to reduce recidivism. The court adhered to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. This project provided funds for lab testing and counseling services for DWI offenders participating in the court program. This court had an average monthly clientele of 12 and 10 graduates of the program during FY 2024. This DWI Court was not under the administration of the SCDCO for FY 2024.
Project budget allocated/source	\$100,000.00/Section 154AL
Amount of budget expended/source	\$93,000.00/Section 154AL

**PROJECT NUMBER: 2024-10-22**

<b>Project name</b>	<b>4<sup>th</sup> Judicial District DWI Court Program</b>
Project description	The 4 <sup>th</sup> JDC DWI Court served Ouachita and Morehouse Parishes and accepted third-offense DWI offenders into a minimum 12-month, or maximum 3-year, treatment program in an effort to reduce recidivism. Other DWI offenders were accepted because it was deemed beneficial to public safety. The court adhered to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. This project provided funds for lab testing (blood and urine), alcohol monitoring services, and counseling services for DWI offenders participating in the program. This court had an average monthly clientele of 6 and 1 graduates of the program during FY 2024. This DWI Court was not under the administration of the SCDCO for FY 2024.
Project budget allocated/source	\$100,000.00/Section 164AL
Amount of budget expended/source	\$100,000.00/Section 164AL

**PROJECT NUMBER: 2024-10-23**

<b>Project name</b>	<b>32<sup>nd</sup> Judicial District DWI Court Program</b>
Project description	The 32 <sup>nd</sup> JDC DWI Court served Terrebonne Parish and accepted first-time and second-time offenders into a minimum 12-month treatment program in an effort to reduce recidivism. The DWI offenders who received their first DWIs were placed into a probation program with the charges being dismissed upon completion, but if a second first offense was committed, the offender was then accepted into the DWI court. DWI offenders were accepted because it was deemed beneficial to public safety. The court adhered to the 10 Guiding Principles for DWI Courts, set forth by the National Center for DWI Courts. This project provided funds for counseling services and salaries for the Treatment Director and DWI Administrator. This court had an average monthly clientele of 12 and 4 graduates of the program during FY 2024. This DWI Court was not under the administration of the SCDCO for FY 2024.
Project budget allocated/source	\$100,000.00/Section 164AL
Amount of budget expended/source	\$100,000.00/Section 164AL

**PROJECT NUMBER: 2024-10-30**

<b>Project name</b>	<b>East Baton Rouge Parish ABC JUDE Task Force</b>
Project description	The Alcohol Beverage Control Office is the municipal-level licensing and enforcement entity for alcohol outlets in East Baton Rouge Parish. Its juvenile underage drinking enforcement (JUDE) Task Force attacked underage drinking and impaired driving across the parish by reducing the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering on-site alcohol outlets. This project also worked to reduce service of alcohol to juveniles at on-site outlets. At off-site alcohol outlets, the Task Force worked to reduce the underage purchase of alcohol and improve compliance of managers and clerks to check IDs and prevent underage purchase. The EBR ABC JUDE Task Force reported 2328 overtime enforcement hours with a breakdown of 2361 compliance checks performed, 460 arrests made, and 486 citations issued while working overtime hours in FY 2024.
Project budget allocated/source	\$89,465.00/Section 154AL
Amount of budget expended/source	\$89,433.86/Section 154AL

**PROJECT NUMBER: 2024-10-31**

<b>Project name</b>	<b>Louisiana Cops in Shops Program</b>
Project description	The Louisiana Office of Alcohol Tobacco Control (ATC) project utilized its enforcement agents to conduct extensive underage alcohol enforcement efforts statewide by reducing the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering an on-site alcohol outlet,

	or to purchase, possess, and consume alcoholic beverages. These efforts reduced the incidences of underage alcohol procurement and consumption, thereby reducing possible impaired driving instances. ATC agents worked 3209 overtime enforcement hours with a breakdown of 4767 compliance checks performed and 51 citations issued.
Project budget allocated/source	\$139,978.00/Section 154AL
Amount of budget expended/source	\$139,957.87/Section 154AL

**PROJECT NUMBER: 2024-10-32**

<b>Project name</b>	<b>Capital Region Warranted Blood Draw Support Program</b>
Project description	Facilitated by the Capital Region Transportation Safety Coalition, this project supported impaired driving enforcement efforts through the use of certified medical technicians who provided evidence collection (blood draws) to assist in prosecution when search warrants were issued. Certified medical technicians available for scheduled “no refusal” enforcement efforts assisting with evidence collection after 38 warrants were issued.
Project budget allocated/source	\$41,650.00/Section 154AL
Amount of budget expended/source	\$41,226.47/Section 154AL

**PROJECT NUMBER: 2024-10-34**

<b>Project name</b>	<b>DWI Enforcement Training</b>
Project description	This contractor was expected to assist LHSC on a statewide basis with providing law enforcement training, specifically on LADRIVING, courtroom testimony, and other impaired driving issues.
Project budget allocated/source	\$48,972.00/Section 154AL
Amount of budget expended/source	\$0.00/Section 154AL
Reason project was not fully executed	After project was approved and submitted in the FY 2024 AGA, this scope of work for this project was combined with the scope of work for the Law Enforcement Liaison – Troop A scope and the contractor was employed to perform both roles. The project number for the combined scope became 2024-30-99. See the Police Traffic Services section for information.

**PROJECT NUMBER: 2024-10-35**

<b>Project name</b>	<b>Northwestern Louisiana No Refusal Support Program</b>
Project description	Facilitated by the Northwest Louisiana Transportation Safety Coalition, this project supported impaired driving enforcement efforts through the use of certified medical technicians who provided evidence collection (blood draws) to assist in prosecution when search warrants were issued. Certified medical technicians available for scheduled “no refusal” enforcement efforts assisting with evidence collection after 15 warrants were issued.
Project budget allocated/source	\$39,100.00/Section 154AL
Amount of budget expended/source	\$38,722.63/Section 154AL

**PROJECT NUMBER: 2024-10-44**

<b>Project name</b>	<b>LA Voz de la Comunidad</b>
Project description	The organization, LA Voz, conducted 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 utilize effective communication strategies that reached multiple sectors of the Latino community to reduce the number of alcohol-impaired fatalities and injuries among Latino residents. They also conducted surveys of Latinos regarding impaired driving norms within Latino communities and utilized resulting data to enhance their media outreach.
Project budget allocated/source	\$51,964.00/Section 154AL
Amount of budget expended/source	\$47,381.34/Section 154AL

**PROJECT NUMBER: 2024-10-45**

<b>Project name</b>	<b>Acts of Love Diversity Outreach Program</b>
Project description	This program provided 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 were distributed at all traffic safety outreach activities and traffic safety programs. Efforts were sustained yearlong and were coordinated with LHSC and NHTSA’s state and national campaigns.
Project budget allocated/source	\$25,000.00 (154AL); \$5,000.00 (402)/Section 154AL; Section 402
Amount of budget expended/source	\$14,933.13 (154AL); \$4,977.71 (402)/Section 154AL; Section 402

**PROJECT NUMBER: 2024-10-46**

<b>Project name</b>	<b>Employer Traffic Safety</b>
Project description	This program, customized by the National Safety Council, performed 24 outreach and education activities to a total of 431 employers and employees throughout Louisiana on driving risks, changing driver behavior, and reducing the number of fatalities and injuries caused by impaired driving on Louisiana roadways. Types of activities included both virtual and in-person presentations, webinars, exhibits, and trainings.
Project budget allocated/source	\$80,000.00/Section 154AL
Amount of budget expended/source	\$68,086.09/Section 154AL

**PROJECT NUMBER: 2024-10-47**

<b>Project name</b>	<b>Social Research Impaired Driving Project</b>
Project description	The Social Research and Evaluation Center at Louisiana State University conducted a comprehensive review of literature and research on recreational cannabis's impact on motor vehicle crashes for LHSC to use as a blueprint for addressing marijuana impaired driving that includes best practices. A 95-page document titled <i>Recreational Cannabis in Louisiana: Anticipating Potential Risks for Motor Vehicle Safety in the Short and Long Term</i> was produced for future reference.
Project budget allocated/source	\$99,981.00/Section 405d
Amount of budget expended/source	\$95,475.74/Section 405d

**PROJECT NUMBER: 2024-10-49**

<b>Project name</b>	<b>Le Sanctuary Traffic Safety Diversity Outreach Program</b>
Project description	This program provided outreach to clergy as well as middle and high schools in the African-American community to reduce the number of serious injury and fatal caused by impaired driving. Educational materials promoting traffic safety were distributed in and around diversity outreach activities with a focus on educating minorities on the importance of not drinking and driving. Traffic safety programs were established in Orleans and Jefferson Parishes. Efforts were sustained year-long and were coordinated with LHSC and NHTSA's state and national campaigns.
Project budget allocated/source	\$47,293.00(154AL) \$4,462.00 (402)/Section 154AL; Section 402
Amount of budget expended/source	\$22,967.03 (154AL); \$3,399.66 (402)/Section 154AL; Section 402

**PROJECT NUMBER: 2024-30-19**

<b>Project name</b>	<b>Impaired Driving Enforcement Consultant</b>
Project description	This individual was expected to assist LHSC on a statewide basis with additional law enforcement training, specifically phlebotomy and oral fluids.
Project budget allocated/source	\$49,900.00/Section 164AL
Amount of budget expended/source	\$0.00/Section 164AL
Reason project was not fully executed	LHSC was not able to identify a suitable contractor to fulfill the scope of services. No work was conducted.

**PROJECT NUMBER: 2024-30-10 THROUGH 2024-30-77**

<b>Project name</b>	<b>High Visibility Sustained Impaired Driving Traffic Safety Enforcement – Local Law Enforcement</b>
Project description	<p>Research indicates that high visibility and sustained enforcement continues to be the most effective countermeasure in reducing impaired driving-related crashes and fatalities. LHSC provided subgrants to 50 local police departments and sheriffs’ offices for high-visibility and sustained overtime enforcement of traffic safety laws, specifically impaired driving laws using the federal funding sources listed below.</p> <p>Participating agencies conducted 47 sobriety checkpoints and worked 1,894 checkpoint hours which resulted in 59 arrests during checkpoint hours. Participating agencies worked 20,578 saturation patrol hours which resulted in 1,179 impaired driving arrests made. Many participating agencies conducted juvenile underage drinking enforcement (JUDE) efforts as well. JUDE efforts resulted in 11,148 overtime hours worked with 990 citations issued.</p> <p>The yearlong enforcement activities were coordinated with the annual “Drive Sober or Get Pulled Over” (DSGPO) national mobilizations in addition to other identified state enforcement waves. All participating agencies utilized data to identify areas of critical need. Agencies conducted patrols based on their evidence-based enforcement plan, deployed resources based on crash analysis, and adjusted throughout the year as needed. Agencies issued press releases and conducted press events to provide deterrence for enforcement waves throughout the year.</p> <p>Law enforcement agencies that participated in this targeted DWI overtime enforcement program included:</p> <ul style="list-style-type: none"> <li>• Abbeville Police Department</li> <li>• Alexandria Police Department</li> <li>• Allen Parish Sheriff’s Office</li> <li>• Baton Rouge Police Department</li> <li>• Bogalusa Police Department</li> <li>• Mandeville Police Department</li> <li>• Monroe Police Department</li> <li>• Morgan City Police Department</li> <li>• Natchitoches Police Department</li> </ul>

	<ul style="list-style-type: none"> <li>• Bossier City Police Department</li> <li>• Bossier Parish Sheriff's Office</li> <li>• Breaux Bridge Police Department</li> <li>• Caddo Parish Sheriff's Office</li> <li>• Calcasieu Parish Sheriff's Office</li> <li>• Covington Police Department</li> <li>• Denham Springs Police Department</li> <li>• East Baton Rouge Sheriff's Office</li> <li>• Evangeline Parish Sheriff's Office</li> <li>• Franklinton Police Department</li> <li>• Gonzales Police Department</li> <li>• Greater New Orleans Expressway Commission</li> <li>• Greenwood Police Department</li> <li>• Hammond Police Department</li> <li>• Houma Police Department</li> <li>• Iberia Parish Sheriff's Office</li> <li>• Jefferson Parish Sheriff's Office</li> <li>• Kenner Police Department</li> <li>• Lafayette Police Department</li> <li>• Lafourche Parish Sheriff's Ofc</li> <li>• Lake Charles Police Department</li> <li>• Livingston Parish Sheriff's Office</li> <li>• Pineville Police Department</li> </ul>	<ul style="list-style-type: none"> <li>• New Orleans Police Department</li> <li>• Plaquemines Parish Sheriff's Office</li> <li>• Pointe Coupee Parish Sheriff's Office</li> <li>• Shreveport Police Department</li> <li>• Slidell Police Department</li> <li>• Southeastern Louisiana University Police Department</li> <li>• St. Bernard Parish Sheriff's Office</li> <li>• St. Charles Parish Sheriff's Office</li> <li>• St. John the Baptist Parish Sheriff's Office</li> <li>• St. Tammany Parish Sheriff's Office</li> <li>• Tangipahoa Parish Sheriff's Office</li> <li>• Terrebonne Parish Sherriff's Office</li> <li>• Thibodaux Police Department</li> <li>• Vinton Police Department</li> <li>• Washington Parish Sheriff's Office</li> <li>• West Baton Rouge Sheriff's Office</li> <li>• West Monroe Police Department</li> <li>• Westwego Police Department</li> </ul>
Project budget allocated/source	\$15,555.00 (154AL); \$729,256.00 (164AL); \$745,995.00 (405d)/Sections 405d, 154AL, and 164AL (Some projects were also awarded from other program funding sources.)	
Amount of budget expended/source	\$510,889.45 (154AL); \$557,268.74 (164AL); \$532,542.22 (405d)/Sections 405d, 154AL, and 164 AL	
Reason project was not executed	One project, 2024-30-77 Iberville Sheriff's Office, was not executed. Applicant requested stop action on project after contract was issued by LHSC. Agency did not sign contract and no work was conducted.	

**PROJECT NUMBER: 2024-30-80**

<b>Project name</b>	<b>Louisiana State Police (LSP) Crash Reduction Grant (Impaired Driving only)</b>
Project description	The project supported LSP overtime enforcement work in DWI, speed, and occupant protection. The project also supported Public Information Officer (PIO) overtime activities, radio communication, and clerical overtime activities. With 405d funds, LSP conducted 10 sobriety checkpoints and

	<p>worked 162 checkpoint hours which resulted in 10 arrests. LSP worked 2,471 saturation patrol hours which resulted in 119 impaired driving arrests made. Enforcement was coupled with PIOs conducting 170 impaired driving-related outreach events. Pre- and post-enforcement efforts and statistics were publicized through print, TV, and/or radio media throughout the duration of the grant. LSP also planned and conducted various training courses which were made available to local law enforcement agencies statewide.</p> <p>LSP subcontracted with nationally recognized law enforcement training professionals to conduct specific training courses. These courses included 0 SFST Instructor Development Course, 1 Radar Instructor Development Course, 1 DRE Course, 1 DRE training course, and 4 ARIDE Field Courses.</p>
Project budget allocated/source	\$747,559.69/Section 405d (This project was also funded with fund sources in other program areas.)
Amount of budget expended/source	\$525,618.75/Section 405d

**PROJECT NUMBER: 2024-35-03 THROUGH 2024-35-60**

<b>Project name</b>	<b>High Visibility Special Wave “Drive Sober Get Pulled Over” (DSGPO) Enforcement – Local Law Enforcement</b>
Project description	<p>All law enforcement agencies that receive sustained year-long enforcement overtime funding for impaired driving are expected to participate in special waves for DSGPO. In FY 2024, 50 agencies received sustained enforcement funding. In addition in FY 2024, LHSC provided subgrants to 20 local law enforcement for high-visibility overtime enforcement of traffic safety laws, specifically impaired driving laws, in coordinating with NHTSA/LHSC annual Drive Sober or Get Pulled Over campaigns only. Total enforcement activities for DSGPO Special Wave only agencies include 8,209 overtime hours worked, 14,173 contacts made during saturation patrols and sobriety checkpoints, and 285 DWI arrests made.</p> <p>Law enforcement agencies that participated in this targeted DWI special waves overtime enforcement program included:</p> <ul style="list-style-type: none"> <li>• Walker Police Department</li> <li>• Webster Sheriff’s Office</li> <li>• Assumption Parish Sheriff’s Ofc</li> <li>• Patterson Police Department</li> <li>• Eunice Police Department</li> <li>• Many Police Department</li> <li>• Minden Police Department</li> <li>• St. Mary Parish Sheriff’s Office</li> <li>• Lake Arthur Police Department</li> <li>• Berwick Police Department</li> <li>• Carencro Police Department</li> <li>• Pearl River Police Department</li> <li>• Beauregard Parish Sheriff’s Ofc</li> <li>• New Llano Police Department</li> <li>• Chitimacha Tribe Police Department</li> <li>• Leesville Police Department</li> <li>• Church Point Police Department</li> <li>• Winnfield Police Department</li> <li>• Lafayette Parish Sheriff’s Office</li> <li>• Franklin Police Department</li> </ul>
Project budget allocated/source	\$75,000.00/Section 164AL
Amount of budget expended/source	\$56,967.29/Section 164AL

**PROJECT NUMBER: 2024-55-10**

<b>Project name</b>	<b>Sudden Impact</b>
Project description	This project was a statewide, hospital-based teen injury prevention program that taught young drivers and their parents about the consequences of negative driving behaviors, such as impaired driving and lack of proper seat belt use. The program received commitment from 86 schools to implement the program. Sudden Impact partnered with 14 hospitals where 223 presentations occurred reaching 5,794 students. In addition, 14 mock crashes occurred reaching a total of 3,861 juniors and seniors. A total of 733 junior- and senior-level students participated in 4 mock trials based on the mock crashes. Mock trial sites also included 4 senior-only sessions reaching 195 students. Sudden Impact expanded to provide the required parent session for driving schools; 3 sessions occurred reaching 405 parents. Pre- and post-tests showed an increase of 29.0% in participant knowledge, which represents the third year of increases from the previous federal fiscal year.
Project budget allocated/source	\$74,000.00 (402); \$111,000.00 (164AL)/Section 402; Section 164AL
Amount of budget expended/source	\$56,779.65 (402); \$85,169.47 (164AL)/Section 402; Section 164AL

**PROJECT NUMBER: 2024-55-11**

<b>Project name</b>	<b>Ready, Set, DRIVE!</b>
Project description	This project was a school-based program that educated young drivers in the Greater Baton Rouge area about the negative effects of distracted driving, impaired driving, and lack of proper seat belt use. In FY 2024, 66 RSD presentations were conducted, reaching 1,546 participants.
Project budget allocated/source	\$18,000.00/Section 402
Amount of budget expended/source	\$18,000.00/Section 402

**PROJECT NUMBER: 2024-55-12**

<b>Project name</b>	<b>ThinkFirst Program for Teens</b>
Project description	This project utilized stories from volunteers called 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. In FY 2024, ThinkFirst of Ark-La-Tex implemented 82 programs at high schools, community programs, and privately-owned driving schools in North and Central Louisiana. 1,465 students between the ages of 14 and 18 participated. Program effectiveness was measured by pre- and post-tests, which showed increased knowledge of 19% for distracted driving, 20% for seat belt safety, and 18% for underage drinking/impaired driving.
Project budget allocated/source	\$120,000.00/Section 402
Amount of budget expended/source	\$118,356.09/Section 402

**PROJECT NUMBER: 2024-55-14**

<b>Project name</b>	<b>B.R.A.K.E.S. Program</b>
Project description	The TRACC Coalition, supported by the local parish government agency, created this program to teach young drivers in Tangipahoa Parish about the dangers associated with distracted driving, impaired driving, and lack of proper seat belt usage. Presentations were conducted at 2 high schools and participated in 15 community outreach events where youth and young adults were expected to be present.
Project budget allocated/source	\$10,000.00/Section 402
Amount of budget expended/source	\$6,129.09/Section 402

**PROJECT NUMBER: 2024-70-11**

<b>Project name</b>	<b>UMOJA Traffic Safety Diversity Outreach Program</b>
Project description	This program provided outreach to African-American community and faith-based leaders as well as HBCU campuses in East Baton Rouge, Bossier, St. Tammany, and Lincoln Parishes to reduce the number of serious injury and fatal crashes caused by impaired driving and lack of restraint use. Traffic safety educational materials were distributed at all 3 diversity forums/outreach activities. The forums were conducted Bossier City, Lafayette, and Mandeville Parishes. Efforts were sustained year-long and were coordinated with LHSC and NHTSA's campaigns.
Project budget allocated/source	\$41,755.50 (154AL); \$10,000.00 (402)/Section 154AL; Section 402
Amount of budget expended/source	\$30,167.33(154AL); \$10,000.00 (402)/Section 154AL; Section 402

**PROJECT NUMBER: 2024-80-01**

<b>Project name</b>	<b>LHSC Paid Media (Impaired Driving Only)</b>
Project description	<p>The selected contractor developed and implemented paid media campaigns that directly supported enforcement activities and public information about occupant protection and impaired driving high visibility enforcement campaigns and laws. Additionally, they developed advertising materials and campaigns to educate the public on prescription drugs and impairment, to educate the public on state laws regarding non-motorized safety, and to prevent roadside deaths. The media contractor researched and developed a year-long media buy plan, implemented approved media purchases, and provided all post reporting and affidavits of performance on media purchases.</p> <p>Utilizing the federal funds denoted below, the contractor focused on reducing impaired driving through the DSGPO media buy plan during the national mobilization, as well as a statewide Prescription Drug Campaign. All paid media was implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, as assessment of</p>

	appropriate messaging, and experience with markets that performed to expected gross rating points. A total of 6,011 radio spots were purchased and 6,177 added-value radio spots were included for a total of 12,188. A total of 1,392,590 streaming audio spots such as Spotify were purchased and 178,653 added-value streaming audio spots were included for a total of 1,571,243. The television buy included traditional and streaming TV. Television purchased spots included 6,182 spots and an additional 6,663 added-value spots for a total of 12,845. A total of 2,885,554 impressions were delivered by streaming television. Online media placement delivered 12,987 clicks and an estimated 3,048,572 impressions. A total of 141 billboards and 9 bonus billboards were placed. Additional mediums utilized for impaired driving messaging included gas station TV (2,212,777 purchased impressions), pump toppers (162) and nozzles (147), convenient store case clings (164), transit buses (5), branded pharmacy bags (226 locations), and physician office/clinic posters (331 locations).
Project budget allocated/source	\$519,950.00 (164AL); \$1,530,050.00 (405d)/Section 164AL; Section 405d (This project was also funded with fund sources in other program areas.)
Amount of budget expended/source	\$518,307.74 (164AL); \$1,505,433.04 (405d)/Section 164AL; Section 405d

**PROJECT NUMBER: 2024-80-03**

<b>Project name</b>	<b>LHSC Earned Media</b>
Project description	<p>The contractor provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs.</p> <p>Message recognition was measured through email distribution software and analytics. The contractor produced 20 news releases, managed coordination for 2 major news events, and produced several "Safety Minute" video PSAs that reached 794,091 people. Additionally, the contractor produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, and Pinterest. A total of 918 posts were published and our total social media following across all platforms reached 23,344 followers.</p>
Project budget allocated/source	\$45,000.00/Section 402
Amount of budget expended/source	\$45,000.00/Section 402

**PROJECT NUMBER: 2024-80-04**

<b>Project name</b>	<b>Hometown Productions</b>
Project description	This project operated statewide by partnering with the NAACP to educate the African-American population on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSAs were created and implemented through an assessment of current programs as well as demographic needs, reach and frequency goals.
Project budget allocated/source	\$35,750.00/Section 402
Amount of budget expended/source	\$34,000.00/Section 402

### 3.5.2 OCCUPANT PROTECTION PROGRAM

During FFY 2024, the LHSC provided leadership, training, and technical assistance to other state and law enforcement agencies, and local occupant protection projects to deliver the maximum impact and likelihood for increasing restraint use. For example, the LHSC continued to support the State's network of child restraint inspection stations as well as its extensive cadre of child passenger safety technicians through funded projects. Though these projects also function as stand-alone education, outreach, and prevention activities, the Louisiana Passenger Safety Task Force (LPSTF) deployed to checkpoints to provide education and child safety seats and proper installation free of cost to individuals upon request from law enforcement agencies. Specifically, LPSTF mobilized during the FFY 2024 Click it or Ticket enforcement period where it assisted 165 caregivers/children with free services. Forty-four (44) unrestrained children were provided a child safety seat and a one-on-one tutorial from a Louisiana nationally certified child passenger safety technician on proper seat installation.

Louisiana achieved its highest occupant protection rate in 2024 with an 88.4 percent of observed persons using seat belts. Due to COVID-19 restrictions and the issuance of a waiver from the NHTSA, the statewide observation survey was not conducted in 2020. For the following three years, the rate was a bit erratic with a decrease in 2021, followed by an increase in 2022, and another decrease in 2023. LHSC is hopeful that the 2024 seat belt usage rate is indicative of a sustained shift in behaviors. Table 3.5.1 shows observed seat belt usage by region from 2016 through 2024.

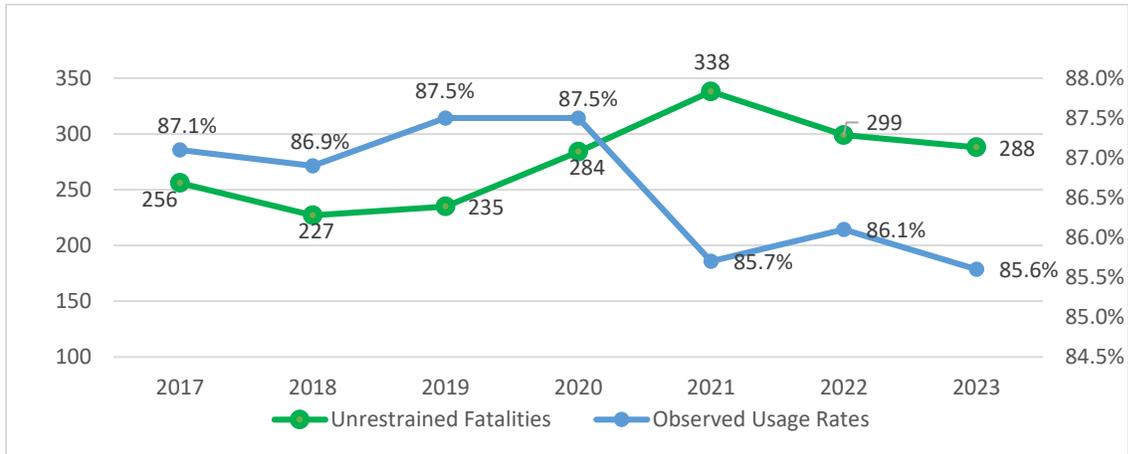
**TABLE 3.5.1 ADULT OBSERVED SEAT BELT USAGE, ALL VEHICLES AND ALL LOCATIONS**

Region	2016	2017	2018	2019	2020	2021	2022	2023	2024
1- New Orleans	86.6%	90.3%	91.3%	88.7%	-	88.1%	88.3%	88.4%	91.2%
2- Baton Rouge	84.0%	85.1%	87.7%	86.2%	-	83.2%	82.4%	80.5%	82.8%
3- Houma	91.6%	88.0%	89.3%	89.7%	-	87.5%	86.1%	88.0%	85.9%
4- Lafayette	86.4%	86.3%	88.4%	91.1%	-	86.6%	84.5%	88.5%	85.2%
5- Lake Charles	91.7%	92.2%	89.2%	87.6%	-	87.0%	85.7%	90.1%	95.7%
6- Alexandria	80.8%	82.7%	81.3%	83.5%	-	78.9%	73.7%	77.0%	70.5%
7- Shreveport	91.1%	85.8%	83.8%	84.9%	-	84.6%	87.8%	85.1%	94.2%
8- Monroe	84.2%	87.1%	85.4%	90.5%	-	89.1%	88.3%	79.2%	88.4%
9- North Shore									94.4%
Louisiana	87.8%	87.1%	86.9%	87.5%	-	85.7%	86.1%	85.7%	88.4%

Source: Preusser Research Group, 2016-2024

Figure 3.5.4 shows the correlation between observed seat belt use and unrestrained fatalities.

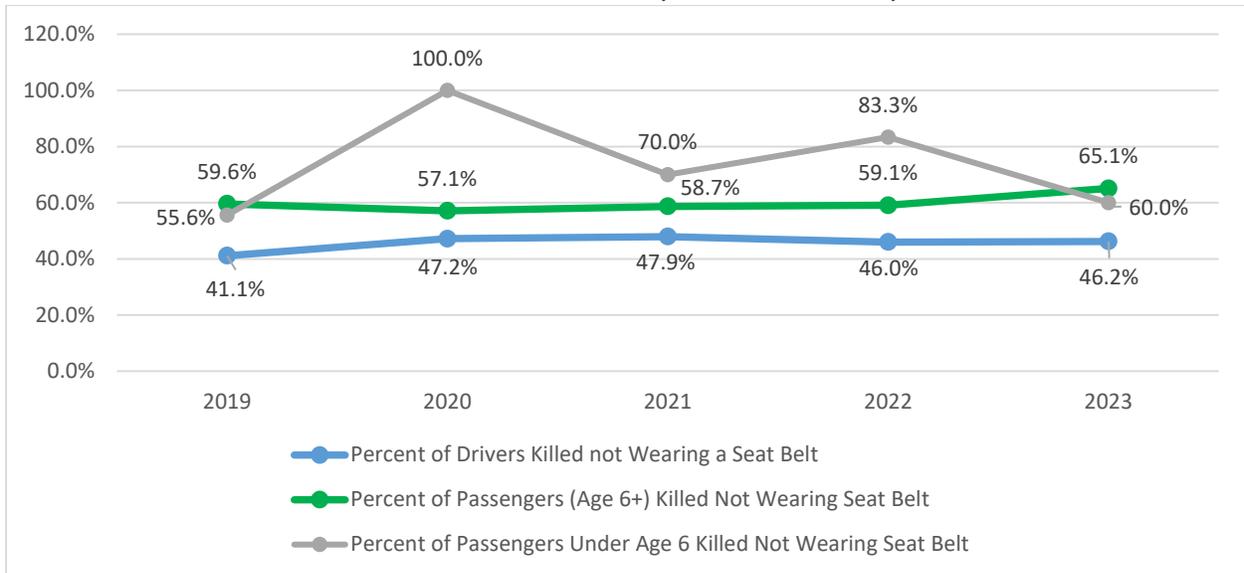
**FIGURE 3.5.4 OBSERVED SEAT BELT USE AND UNRESTRAINED FATALITIES**



Source: NHTSA STSI/FARS; CARTS at Louisiana State University. Accessed January 11, 2025.

Figure 3.5.5 shows the percent of unrestrained fatalities since 2019 for drivers, passengers over 6 years of age, and children under six years old.

**FIGURE 3.5.5 PERCENT OF UNRESTRAINED FATALITIES: DRIVERS, PASSENGERS AGE 6+, AND CHILDREN UNDER 6**



Source: NHTSA STSI/FARS; CARTS at Louisiana State University. Accessed January 11, 2025.

**PERFORMANCE TARGETS**

- Reduce unrestrained passenger fatalities by 1 percent from 267 (2017-2021 average) to 261 in 2024. (C-4)
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1.1 percentage point annually from 86.7 percent (2017 to 2022 average) to 88.9 percent in 2024. (B-1)

## PROGRAMS AND PROJECTS

**PROJECT NUMBER: 2024-10-45**

<b>Project name</b>	<b>Acts of Love Diversity Outreach Program</b>
Project description	This program provided outreach to African-American community and faith-based leaders in Lafayette, St. Landry, Jefferson Davis, and Pointe Coupee 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 were distributed at all traffic safety outreach activities and traffic safety programs. Efforts were sustained yearlong and were coordinated with LHSC and NHTSA's state and national campaigns.
Project budget allocated/source	\$25,000.00 (154AL); \$5,000.00 (402)/Section 154AL; Section 402
Amount of budget expended/source	\$14,933.13 (154AL); \$4,977.71 (402)/Section 154AL; Section 402

**PROJECT NUMBER: 2024-20-01**

<b>Project name</b>	<b>Travel/Training for Occupant Protection</b>
Project description	Funds were set aside to send law enforcement and other partners to training and conferences directly related to support planned occupant protection strategies and projects. No funds were requested or expended in FY 2024.
Project budget allocated/source	\$20,000.00/Section 402
Amount of budget expended/source	\$0.00/Section 402

**PROJECT NUMBER: 2024-20-10**

<b>Project name</b>	<b>Research and Assessment Program</b>
Project description	Preusser Research Group conducted observational surveys and provided reports using the data collected as required by NHTSA to determine adult daytime safety belt usage and attitudinal surveys to measures licensed drivers' attitudes related to impaired driving, seat belts, motorcycles, speeding, and distracted driving so LHSC could ensure grant-funded projects were selected to focus on the most problematic targeted areas.
Project budget allocated/source	\$40,400.00 (402); \$141,800.00 (405b)/Section 402; Section 405b
Amount of budget expended/source	\$40,400.00 (402); \$141,800.00 (405b)/Section 402; Section 405b

**PROJECT NUMBER: 2024-20-11**

<b>Project name</b>	<b>Louisiana Passenger Safety Task Force</b>
Project description	The University Medical Center Medical Corporation in New Orleans maintained the statewide coalition which served as a centralized resource for all OP/CPS activities and education (including heatstroke/ unattended passenger), The Task Force maintained a database of 553 child passenger safety technicians, 24 instructors (several with over 20 years' experience), and 12 Regional Coordinators. All managed by a Statewide Coordinator and a Director. The Task Force promoted the education and recertification of technicians, conducted quarterly regional meetings, provided 5 Standardized CPS Technician Courses, hosted a 220-person state conference for the promotion and recertification of child passenger safety educators, and supported 115 fitting stations across all nine LA State Police regions. In FY 2024, 233 children were assisted by certified technicians and 122 seats were distributed to families in need during National Child Passenger Safety Week. In total, 4,499 seats were checked at events, including Click It or Ticket, National Seat Check Saturday, and through technician courses. To accompany the child passenger safety efforts, the Task Force provided the training and infrastructure for the CarFit program. Nine (9) technician courses were held this year. There were 136 CarFit technicians, 32 event coordinators, and 3 instructors.
Project budget allocated/source	\$249,000.00/Section 405b
Amount of budget expended/source	\$233,531.93/Section 405b

**PROJECT NUMBER: 2024-20-13**

<b>Project name</b>	<b>YMCA Highway Safety Initiative: Hispanic Outreach Occupant Protection Program</b>
Project description	This project educated 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 raised awareness through community outreach, partnered with the Louisiana Passenger Safety Task Force (LPSTF) to host 17 car seat events that resulted in 139 car seats being distributed, participated in 53 community events to promote occupant protection, and distributed language appropriate materials targeting specific populations (such as young adults, pregnant moms, churches, and clinics), etc. The YMCA successfully established partnerships with the Consulate of Mexico and General Consulate of Panama, both in New Orleans. The partnership resulted in 24 in-person seat belt safety presentations with a total of 2,423 participants.
Project budget allocated/source	\$83,966.54/Section 405b
Amount of budget expended/source	\$83,966.54/Section 405b

**PROJECT NUMBER: 2024-30-10 THROUGH 2024-30-77**

<b>Project name</b>	<b>High Visibility Sustained Occupant Protection Traffic Safety Enforcement – Local Law Enforcement</b>
Project description	<p>LHSC provided subgrants to 49 local police departments and sheriffs’ offices for high-visibility and sustained overtime enforcement of traffic safety laws, specifically occupant protection laws, using evidence-based countermeasures such as checkpoints and saturation patrols throughout the year. Additionally, subgrantees coordinated efforts with the annual “Click It Or Ticket” (CIOT) national mobilizations in addition to other identified state enforcement waves. All participating agencies utilized data to identify areas of critical need. Agencies conducted patrols based on their evidence-based enforcement plan, deployed resources based on crash analysis, and adjusted throughout the year as needed. Agencies issued press releases and conducted press events to provide deterrence for enforcement waves throughout the year.</p> <p>Using the federal funding sources listed below, law enforcement agencies worked 16,509 hours of occupant protection saturation patrols and 11,286 hours at seat belt checkpoints, issuing 15,934 adult seat belt citations and 668 child passenger seat citations.</p> <p>Law enforcement agencies that participated in this targeted occupant protection overtime enforcement program included:</p> <ul style="list-style-type: none"> <li>• Abbeville Police Department</li> <li>• Alexandria Police Department</li> <li>• Allen Parish Sheriff’s Office</li> <li>• Baton Rouge Police Department</li> <li>• Bogalusa Police Department</li> <li>• Bossier City Police Department</li> <li>• Breaux Bridge Police Department</li> <li>• Caddo Parish Sheriff’s Office</li> <li>• Calcasieu Parish Sheriff’s Office</li> <li>• Covington Police Department</li> <li>• Denham Springs Police Department</li> <li>• East Baton Rouge Sheriff’s Office</li> <li>• Evangeline Parish Sheriff’s Office</li> <li>• Franklinton Police Department</li> <li>• Gonzales Police Department</li> <li>• Greater New Orleans Expressway Commission</li> <li>• Greenwood Police Department</li> <li>• Hammond Police Department</li> <li>• Monroe Police Department</li> <li>• Morgan City Police Department</li> <li>• Natchitoches Police Department</li> <li>• New Orleans Police Department</li> <li>• Pineville Police Department</li> <li>• Pointe Coupee Parish Sheriff’s Office</li> <li>• Shreveport Police Department</li> <li>• Slidell Police Department</li> <li>• Southeastern Louisiana University Police Department</li> <li>• St. Bernard Parish Sheriff’s Office</li> <li>• St. Charles Parish Sheriff’s Office</li> <li>• St. John the Baptist Parish Sheriff’s Office</li> <li>• St. Tammany Parish Sheriff’s Office</li> <li>• Tangipahoa Parish Sheriff’s Office</li> <li>• Terrebonne Parish Sherriff’s</li> </ul>

	<ul style="list-style-type: none"> <li>• Houma Police Department Office</li> <li>• Iberia Parish Sheriff's Office</li> <li>• Jefferson Parish Sheriff's Office</li> <li>• Kenner Police Department</li> <li>• Lafayette Police Department</li> <li>• Lafourche Parish Sheriff's Office</li> <li>• Lake Charles Police Department</li> <li>• Livingston Parish Sheriff's Office</li> <li>• Mandeville Police Department</li> <li>• Thibodaux Police Department</li> <li>• Vinton Police Department</li> <li>• Washington Parish Sheriff's Office</li> <li>• West Baton Rouge Sheriff's Office</li> <li>• West Monroe Police Department</li> <li>• Westwego Police Department</li> <li>• Zachary Police Department</li> </ul>
Project budget allocated/source	\$2,359,068.00/Section 402 (Some projects were also awarded from other program funding sources.)
Amount of budget expended/source	\$1,926,287.38 (402 OP)/Section 402
Reason project was not executed	One project, 2024-30-77 Iberville Sheriff's Office, was not executed. Applicant requested stop action on project after funding decision was made and contract was issued by LHSC. Agency did not sign contract and no work was conducted.

**PROJECT NUMBER: 2024-30-80**

<b>Project name</b>	<b>Louisiana State Police (LSP) Crash Reduction Grant (Occupant Protection Only)</b>
Project description	<p>The project operated on a statewide basis and supported LSP overtime enforcement work in DWI, speed, and occupant protection and Public Information Officer (PIO) overtime activities. The project also supported radio communication overtime activities and clerical overtime activities.</p> <p>With 405b funds, LSP conducted multiple saturation patrols and 2 dedicated occupant protection checkpoints. During these activities, LSP issued 2,299 adult seat belt and 69 child passenger citations while working 1,723 hours of overtime OP enforcement. Enforcement was coupled with Public Information Officers conducting 31 occupant protection-related outreach events. Pre- and post-enforcement efforts and statistics were publicized through print, TV, and/or radio media throughout the duration of the grant.</p>
Project budget allocated/source	\$308,000.00/Section 405b (This project was also funded with fund sources in other program areas.)
Amount of budget expended/source	\$192,320.80/Section 405b

**PROJECT NUMBER: 2024-35-03 THROUGH 2024-35-60**

<b>Project name</b>	<b>High Visibility Special Waves “Click It Or Ticket” (CIOT) Enforcement – Local Law Enforcement</b>
Project description	<p>All law enforcement agencies that receive sustained year-long enforcement overtime funding for occupant protection are expected to participate in special waves for CIOT. In FY 2024, 49 agencies received sustained enforcement funding. In addition in FY 2024, LHSC provided subgrants to 32 local police departments and sheriffs’ offices for high-visibility overtime enforcement of traffic safety laws, specifically occupant protection laws, in coordinating with NHTSA/LHSC annual Click It or Ticket campaigns only. Total enforcement activities for CIOT Special Wave agencies only resulted in 1,684 adult seat belt citations and 85 child passenger citations during the 12,982 enforcement hours worked by all participating agencies.</p> <p>Participating agencies in the CIOT special waves enforcement efforts include:</p> <ul style="list-style-type: none"> <li>• Walker Police Department</li> <li>• Webster Sheriff’s Office</li> <li>• Assumption Parish Sheriff’s Office</li> <li>• Patterson Police Department</li> <li>• Eunice Police Department</li> <li>• Albany Police Department</li> <li>• Many Police Department</li> <li>• Minden Police Department</li> <li>• St. Mary Parish Sheriff’s Office</li> <li>• Lake Arthur Police Department</li> <li>• Berwick Police Department</li> <li>• Erath Police Department</li> <li>• Plaquemine Police Department</li> <li>• Carencro Police Department</li> <li>• Southern Univ. New Orleans Police Department</li> <li>• Pearl River Police Department</li> <li>• Vidalia Police Department</li> <li>• Beaugard Parish Sheriff’s Office</li> <li>• McNeese State Univ. Police Department</li> <li>• Broussard Police Department</li> <li>• Marksville Police Department</li> <li>• Ville Platte Marshal’s Office</li> <li>• Lockport Police Department</li> <li>• Sterlington Police Department</li> <li>• Eunice City Marshal’s Office</li> <li>• New Llano Police Department</li> <li>• Chitimacha Tribe Police Department</li> <li>• Leesville Police Department</li> <li>• Church Point Police Department</li> <li>• Winnfield Police Department</li> <li>• Lafayette Parish Sheriff’s Office</li> <li>• Franklin Police Department</li> </ul>
Project budget allocated/source	\$75,000.00/Section 402
Amount of budget expended/source	\$63,123.87/Section 402

**PROJECT NUMBER: 2024-55-10**

<b>Project name</b>	<b>Sudden Impact</b>
Project description	This project was a statewide, hospital-based teen injury prevention program that taught young drivers and their parents about the consequences of negative driving behaviors, such as impaired driving and lack of proper seat belt use. The program received commitment from 86 schools to implement the program. Sudden Impact partnered with 14 hospitals where 223 presentations occurred reaching 5,794 students. In addition, 14 mock crashes occurred reaching a total of 3,861 juniors and seniors. A total of 733 junior- and senior-level students participated in 4 mock trials based on the mock crashes. Mock trial sites also included 4 senior-only sessions reaching 195 students. Sudden Impact expanded to provide the required parent session for driving schools; 3 sessions occurred reaching 405 parents. Pre- and post-tests showed an increase of 29.0% in participant knowledge, which represents the third year of increases from the previous federal fiscal year.
Project budget allocated/source	\$74,000.00 (402); \$111,000.00 (164AL)/Section 402; Section 164AL
Amount of budget expended/source	\$56,779.65 (402); \$85,169.47 (164AL)/Section 402; Section 164AL

**PROJECT NUMBER: 2024-55-11**

<b>Project name</b>	<b>Ready, Set, DRIVE!</b>
Project description	This project was a school-based program that educated young drivers in the Greater Baton Rouge area about the negative effects of distracted driving, impaired driving, and lack of proper seat belt use. In FY 2024, 66 RSD presentations were conducted, reaching 1,546 participants.
Project budget allocated/source	\$18,000.00/Section 402
Amount of budget expended/source	\$18,000.00/Section 402

**PROJECT NUMBER: 2024-55-12**

<b>Project name</b>	<b>ThinkFirst Program for Teens</b>
Project description	This project utilized stories from volunteers, 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. In FY 2024, this project implemented 82 programs at middle and high schools and privately-owned driving schools in Northeast, Northwest, and Central Louisiana. 1,465 students between the ages of 14 and 18 participated. Program effectiveness was measured by pre- and post-tests, which showed increased knowledge of 19% for distracted driving, 20% for seat belt safety, and 18% for underage drinking/impaired driving.
Project budget allocated/source	\$120,000.00/Section 402
Amount of budget expended/source	\$118,356.09/Section 402

**PROJECT NUMBER: 2024-55-14**

<b>Project name</b>	<b>B.R.A.K.E.S. Program</b>
Project description	The TRACC Coalition, supported by the local parish government agency, created this program to teach young drivers in Tangipahoa Parish about the dangers associated with distracted driving, impaired driving, and lack of proper seat belt usage. Presentations were conducted at 2 high schools and participated in 15 community outreach events where youth and young adults were expected to be presented.
Project budget allocated/source	\$10,000.00/Section 402
Amount of budget expended/source	\$6,129.09/Section 402

**PROJECT NUMBER: 2024-70-11**

<b>Project name</b>	<b>UMOJA Traffic Safety Diversity Outreach Program</b>
Project description	This program provided outreach to African-American community and faith-based leaders as well as HBCU campuses in East Baton Rouge, Bossier, St. Tammany, and Lincoln Parishes to reduce the number of serious injury and fatal crashes caused by impaired driving and lack of restraint use. Traffic safety educational materials were distributed at all 3 diversity forums/outreach activities. The forums were conducted Bossier City, Lafayette, and Mandeville Parishes. Efforts were sustained year-long and were coordinated with LHSC and NHTSA's campaigns.
Project budget allocated/source	\$41,755.50 (154AL); \$10,000.00 (402)/Section 154AL; Section 402
Amount of budget expended/source	\$30,167.33 (154AL); \$10,000.00 (402)/Section 154AL; Section 402

**PROJECT NUMBER: 2024-70-15**

<b>Project name</b>	<b>Bayou Classic Outreach</b>
Project description	This project provided outreach at the largest African-American sporting event within the state of Louisiana – the Bayou Classic football game between Southern University and Grambling State University. A press conference involving state and local safety partners was conducted prior to the game during which occupant protection messages were promoted. Educational materials specifically promoting seat belt and proper child safety seat usage were distributed on game day through public address announcements, traffic safety commercials during the event, and the inclusion of the LHSC logo with a traffic safety message displayed on the ribbon and message boards.
Project budget allocated/source	\$21,000.00/Section 402
Amount of budget expended/source	\$21,000.00/Section 402

**PROJECT NUMBER: 2024-80-01**

<b>Project name</b>	<b>LHSC Paid Media (Occupant Protection and Pediatric Heatstroke)</b>
Project description	<p>The selected contractor developed and implemented paid media campaigns that directly supported enforcement activities and public information about occupant protection and impaired driving high visibility enforcement campaigns and laws. Additionally, they developed advertising materials and campaigns to educate the public on prescription drugs and impairment, to educate the public on state laws regarding non-motorized safety, and to prevent roadside deaths. The media contractor researched and developed a year-long media buy plan, implemented approved media purchases, and provided all post reporting and affidavits of performance on media purchases.</p> <p>Utilizing the federal funds referenced below, this contractor focused on an occupant protection paid media buy plan for the CIOT national mobilization. All paid media were implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets that performed to expected gross rating points. Paid media placement for occupant protection included 10,143 purchased radio spots and 10,207 value-added sports for a total of 20,710 radio spots. Online streaming placement delivered 957 clicks and an estimated 3,975,286 impressions. Digital outdoor included the placement of 148 billboards and 129 gas pump nozzles that delivered a total of 41,663,480 impressions.</p> <p>The contract also provided \$10,000 in funding for an online Pediatric Heatstroke campaign to increase awareness of children left in hot cars. Paid media placement included social media placement (Facebook and Instagram) that delivered 3,395,709 impressions and a reach of 1,062,978 with 23,675 clicks.</p>
Project budget allocated/source	\$580,000.00/Section 402 (This project was also funded with fund sources in other program areas.)
Amount of budget expended/source	\$579,951.50/Section 402

**PROJECT NUMBER: 2024-80-03**

<b>Project name</b>	<b>LHSC Earned Media</b>
Project description	<p>The contractor provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs.</p> <p>Message recognition was measured through email distribution software and analytics. The contractor produced 20 news releases, managed coordination for 2 major news events, and produced several "Safety Minute" video PSAs that reached 794,091 people. Additionally, the contractor produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, and Pinterest. A total of 918 posts were published and our total social media following across all platforms reached 23,344 followers.</p>
Project budget allocated/source	\$45,000.00/Section 402
Amount of budget expended/source	\$45,000.00/Section 402

**PROJECT NUMBER: 2024-80-04**

<b>Project name</b>	<b>Hometown Productions</b>
Project description	<p>This project operated statewide by partnering with the NAACP to educate the African-American population on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSAs were created and implemented through an assessment of current programs as well as demographic needs, reach and frequency goals.</p>
Project budget allocated/source	\$35,750.00/Section 402
Amount of budget expended/source	\$34,000.00/Section 402

### 3.5.3 TRAFFIC RECORDS IMPROVEMENT PROGRAM

The LHSC continued to partner with the Traffic Records Coordinating Committee (TRCC) to improve the state's traffic records information systems. In FFY 2024, the TRCC focused on improvements to the EMS/injury surveillance and driver record systems. The following performance targets were met or exceeded in FFY 2024:

#### PERFORMANCE TARGETS AND RESULTS

##### Crash System targets

- Target: To increase the completeness of latitude and longitude fields on crash reports submitted electronically from 89.1% on April 1, 2023, to 95% by March 31, 2024. (Completeness)

##### Performance Target **Met** in FFY 2024:

The completeness of latitude and longitude fields on crash reports submitted electronically increased from 89.1% on April 1, 2023, to 95.0% by March 31, 2024.

- Target: Increase the accuracy of latitude and longitude measured as the number of crashes located within 150 feet of a road from 84.4% on April 1, 2023, to 90.0% by March 31, 2024. (Accuracy)

##### Performance Target **Met** in FFY 2024:

The accuracy of latitude and longitude measured as the number of crashes located within 150 feet of a road from increased to 98.7% by March 31, 2024.

##### Driver System Targets

- Target: Develop performance measure(s) for OMV Pointer System Project and will submit this measure(s) and baseline numbers on or before September 30, 2023. (Accuracy)

##### Performance Target of Developing Performance Measures **Met** in FFY 2024:

Compared to the 2023 baseline, the number of records with broker pointers decreased by .24; and the number of records with missing pointers decreased by .41.

##### Injury Surveillance System Targets

- Target: Increase the uniformity of EMS reports submitted to the State Registry by ensuring agencies are submitting version NEMSIS 3.5 compliant data from 2.7% on April 1, 2023, to 10% on March 31, 2024.

##### Performance Target **Met** in FFY 2024:

The percentage of EMS agencies reporting NEMSIS 3.5 compliant data electronically increased from 84% on April 1, 2023, to 86% (43 agencies out of 50) on March 31, 2024.

## PROGRAMS AND PROJECTS

**PROJECT NUMBER: 2024-40-10**

<b>Project name</b>	<b>LHSC Statistical Analysis</b>
Project description	This contractor operated on a statewide basis. He collaborated with the LHSC-identified contractor who fielded the 2024 observation seat belt survey to provide statistical analysis results and develop a final report to deliver to LHSC and other traffic safety stakeholders from around the state. In addition, the contractor prepared ad hoc reports upon request by the LHSC Executive Director and staff regarding highway safety issues. Finally, this contractor prepared a formal report and, on September 4, 2024, delivered a presentation of the state of the traffic crash data based on 2023 statistics.
Project budget allocated/source	\$49,900.00/Section 402
Amount of budget expended/source	\$49,900.00/Section 402

**PROJECT NUMBER: 2024-40-11**

<b>Project name</b>	<b>CARTS Traffic Records Support</b>
Project description	The Center for Analytics and Research in Transportation Safety (CARTS) at LSU serves as the state's crash data and information systems management entity. In this capacity, CARTS supports state and local 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 has enabled the CARTS data quality team to switch their primary focus from electronic crash reporting to accuracy and completeness of the data. In FY 2024, LHSC funded two projects at CARTS that were designed to increase the timeliness, completeness, accuracy, uniformity, and accessibility of the crash data as well as the ability for the crash system to integrate with the other five core traffic records systems. This project also funded a full-time TRCC Coordinator and other expenses necessary to support TRCC activities, projects, and reporting. The TRCC Coordinator planned and facilitated 3 TRCC Executive meetings (October 11, 2023; January 31, 2024; and May 7, 2024) and performed other related business.
Project budget allocated/source	\$838,156.00/Section 405c
Amount of budget expended/source	\$482,340.94/Section 405c

**PROJECT NUMBER: 2024-40-12**

<b>Project name</b>	<b>Correcting State Pointer Exchange Service (SPEXS) Driver Pointers</b>
Project description	This project operated on a statewide basis and provided 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. In FY 2024, 8 analysts worked a total of 2,214.85 overtime hours and corrected 21,291 pointers.
Project budget allocated/source	\$70,950.00/Section 405c
Amount of budget expended/source	\$70,950.00/Section 405c

**PROJECT NUMBER: 2024-40-14**

<b>Project name</b>	<b>LERN Training</b>
Project description	This project, which operated on a statewide basis, funded a two-day training class for 31 trauma registrars and trauma managers from across the state which was delivered by the Association for the Advancement of Automotive Medicine (AAAM). The class consisted of the Comprehensive Trauma Specific IDC-10 Course and was geared toward the continued education and quality control of the NEMSIS injury surveillance data being collected from traffic crashes in Louisiana.
Project budget allocated/source	\$30,000.00/Section 405c
Amount of budget expended/source	\$26,748.66/Section 405c

**PROJECT NUMBER: 2024-40-15**

<b>Project name</b>	<b>LERN Contractor</b>
Project description	This project, which operated on a statewide basis, funded an individual contractor who recruited and educated ambulance providers across the state to submit electronic injury surveillance data to LERN on a regular basis. The project coordinated with the Louisiana Ambulance Alliance, who represents the majority of the ambulance providers in the state. The NEMSIS-compliant database was maintained with pertinent crash injury data elements obtained from the ambulance providers.
Project budget allocated/source	\$39,900.00/Section 405c
Amount of budget expended/source	\$33,940.50/Section 405c

**PROJECT NUMBER: 2024-40-16**

<b>Project name</b>	<b>NCPs Crash Reconstruction Training</b>
Project description	The location of the training facility was Baton Rouge, but the training series provided intensive training to law enforcement officers from all across the state. The series consisted of 9 different primary and advanced crash investigation classes: Traffic Crash Investigation I & II, Traffic Crash Reconstruction I & II, Vehicle Dynamics, CDR Operator, CDR Analysis & Application, Injury Biomechanics and Traffic Crash Reconstruction, and Heavy Vehicle Forensic Mechanical Inspection for Crash Investigators. This training was critical so that serious and injury crashes can be investigated with a high level of competence because they collective account for one third of all crashes statewide.
Project budget allocated/source	\$287,450.00/Section 405c
Amount of budget expended/source	\$226,450.00/Section 405c

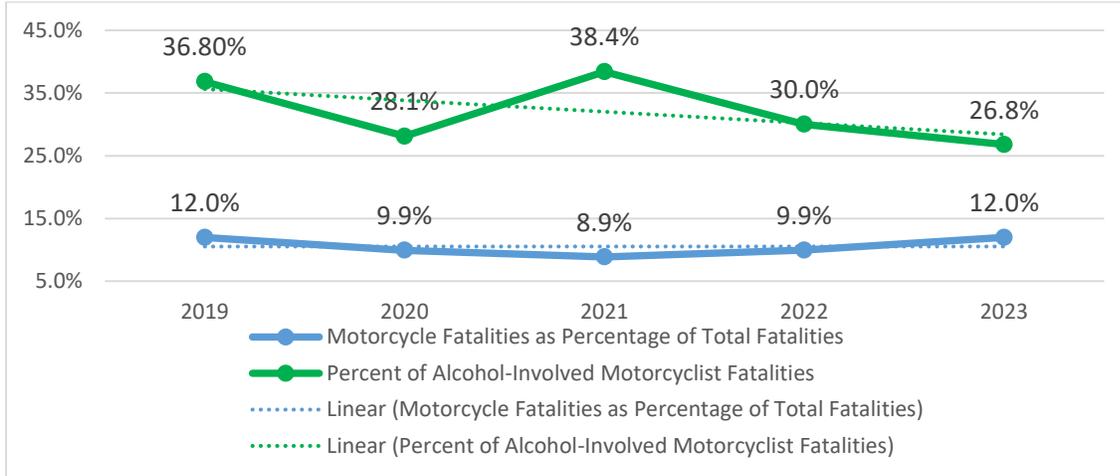
**PROJECT NUMBER: 2024-40-20**

<b>Project name</b>	<b>TRCC Travel Funds for Training</b>
Project description	Funds were set aside for law enforcement, TRCC Committee members, and other partners to attend traffic records conferences and training. Six (6) requests by individuals representing TRCC participating agencies were submitted to attend the ATSIP Traffic Records Forum; all were approved by the LHSC Executive Director.
Project budget allocated/source	\$30,000.00/Section 405c
Amount of budget expended/source	\$10,958.04/Section 405c

### 3.5.4 MOTORCYCLE SAFETY PROGRAM

In FFY 2024, LHSC focused on reducing the overall number of motorcyclist<sup>1</sup> fatalities, as well as the number of motorcyclist fatalities that were alcohol-impaired (BAC of 0.08 or above) or not wearing a helmet. Figure 3.5.6 shows motorcyclist fatalities as a percent of all motor vehicle fatalities and the percent of motorcyclist fatalities that were alcohol-impaired.

**FIGURE 3.5.6 MOTORCYCLIST FATALITIES AS A PERCENT OF TOTAL FATALITIES, AND ALCOHOL-IMPAIRED FATALITIES**



Source: CARTS at Louisiana State University. Accessed January 15, 2025.

#### PERFORMANCE TARGETS

- Reduce motorcyclist fatalities by 1 percent from 84 (2017-2021 average) to 83 in 2024. (C-7)
- Reduce unhelmeted motorcyclist fatalities by 3 percent from 11 (2017-2021 average) to 10 in 2024. (C-8)
- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 235 (2017-2021 average) to 230 in 2024. (C-5)

#### PROGRAMS AND PROJECTS

**PROJECT NUMBER: 2024-50-11**

Project name	Motorcycle Awareness Campaign (MAC)
Project description	This project produced informational materials and conducted awareness activities that promoted a “Share the Road” message focused on raising awareness of all motorists to watch for motorcyclists. Efforts were focused on parishes with the highest number of motor vehicle/motorcycle crashes in the state. The project also created social media posts, produced a bi-weekly podcast, and authored a blog to increase its online presence.
Project budget allocated/source	\$49,900.00/Section 405f
Amount of budget expended/source	\$47,831.16/Section 405f

<sup>1</sup> NHTSA and the LHSC use the term motorcyclist to refer to both the motorcycle operator and motorcycle passenger.

**PROJECT NUMBER: 2024-80-03**

<b>Project name</b>	<b>LHSC Earned Media</b>
Project description	<p>The contractor provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs.</p> <p>Message recognition was measured through email distribution software and analytics. The contractor produced 20 news releases, managed coordination for 2 major news events, and produced several "Safety Minute" video PSAs that reached 794,091 people. Additionally, the contractor produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, and Pinterest. A total of 918 posts were published and our total social media following across all platforms reached 23,344 followers.</p>
Project budget allocated/source	\$45,000.00/Section 402
Amount of budget expended/source	\$45,000.00/Section 402

### 3.5.5 POLICE TRAFFIC SERVICES PROGRAM

In FFY 2024, funding for Police Traffic Services (PTS) supported overtime enforcement related to occupant protection, speeding, distracted driving, rail/highway grade safety, bicycle and pedestrian safety, and impaired driving. Data from the Center for Analytics and Research in Transportation Safety (CARTS) at LSU reveal very few fatal or injury crashes include a violation for “over safe speed limit” or “over stated speed limit”. The majority of violations reported in injury (13 percent) and fatal (17 percent) crashes in 2023, however, are for “careless driving”. Careless driving is defined by LRS 32:58 as: “Any person operating a motor vehicle on the public roads of this State shall drive in a careful and prudent manner, so as not to endanger the life, limb, or property of any person. Failure to drive in such a manner shall constitute careless operation.” This statute may be interpreted by law enforcement to include speeding.

#### PERFORMANCE TARGETS

- Reduce speeding-related fatalities by 1 percent from 177 (2017-2021 average) to 173 in 2024. (C-6)
- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 235 (2017-2021 average) to 230 in 2024. (C-5)
- Reduce unrestrained passenger fatalities by 1 percent from 267 (2017-2021 average) to 261 in 2024. (C-4)

#### PROGRAMS AND PROJECTS

##### PROJECT NUMBER: 2024-10-30

Project name	East Baton Rouge Parish JUDE Task Force
Project description	The Alcohol Beverage Control Office is the municipal-level licensing and enforcement entity for alcohol outlets in East Baton Rouge Parish. Its Juvenile Underage Drinking Enforcement (JUDE) Task Force attacked underage drinking and impaired driving across the parish by reducing the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering on-site alcohol outlets. This project also worked to reduce service of alcohol to juveniles at on-site outlets. At off-site alcohol outlets, the Task Force worked to reduce the underage purchase of alcohol and improve compliance of managers and clerks to check IDs and prevent underage purchase. The EBR ABC JUDE Task Force reported 2328 overtime enforcement hours with a breakdown of 2361 compliance checks performed, 460 arrests made, and 486 citations issued while working overtime hours in FY 2024.
Project budget allocated/source	\$89,465.00/Section 154AL
Amount of budget expended/source	\$89,433.86/Section 154AL

**PROJECT NUMBER: 2024-10-31**

<b>Project name</b>	<b>Louisiana Cops in Shops Program</b>
Project description	The Louisiana Office of Alcohol Tobacco Control (ATC) project utilized its enforcement agents to conduct extensive underage alcohol enforcement efforts statewide by reducing the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering an on-site alcohol outlet, or to purchase, possess, and consume alcoholic beverages. These efforts reduced the incidences of underage alcohol procurement and consumption, thereby reducing possible impaired driving instances. ATC agents worked 3209 overtime enforcement hours with a breakdown of 4767 compliance checks performed and 51 citations issued.
Project budget allocated/source	\$139,978.00/Section 154AL
Amount of budget expended/source	\$139,957.87/Section 154AL

**PROJECT NUMBER: 2024-30-09**

<b>Project name</b>	<b>Traffic Safety Consultant</b>
Project description	This contractor was responsible for providing expert opinions on traffic safety issues. He also maintained a database of traffic enforcement activities that was used in monthly monitoring, tracking of national mobilization and special wave activities, and annual reporting. completing the NHTSA required tracking system.
Project budget allocated/source	\$49,900.00/Section 402
Amount of budget expended/source	\$41,276.00/Section 402

**PROJECT NUMBER: 2024-30-19**

<b>Project name</b>	<b>Impaired Driving Enforcement Consultant</b>
Project description	This individual was expected to assist LHSC on a statewide basis with additional law enforcement training, specifically phlebotomy and oral fluids.
Project budget allocated/source	\$49,900.00/Section 164AL
Amount of budget expended/source	\$0.00/Section 164AL
Reason project was not fully executed	LHSC was not able to identify a suitable contractor to fulfill the scope of services. No work was conducted.

**PROJECT NUMBER: 2024-30-10 THROUGH 2024-30-77**

<b>Project name</b>	<b>High Visibility Sustained All Traffic Safety Enforcement – Local Law Enforcement</b>
Project description	<p>Research indicates that high visibility and sustained enforcement continues to be the most effective countermeasure in reducing impaired driving-related crashes and fatalities. LHSC provided subgrants to 50 local police departments and sheriffs’ offices for high-visibility sustained overtime enforcement of all traffic safety laws, including impaired driving, occupant protection, speed, motorcycle helmet use, bicycle and pedestrian safety, railroad/highway grad crossing, and distracted driving.</p> <p>Participating agencies worked a total of 57,980 overtime hours enforcing traffic safety laws for one or more issue listed above. During that time, a total of 26,858 citations were issued.</p> <p>The following law enforcement agencies received funding for overtime enforcement in one or more traffic safety problem areas:</p> <ul style="list-style-type: none"> <li>• Abbeville Police Department</li> <li>• Alexandria Police Department</li> <li>• Allen Parish Sheriff’s Office</li> <li>• Baton Rouge Police Department</li> <li>• Bogalusa Police Department</li> <li>• Bossier City Police Department</li> <li>• Bossier Parish Sheriff’s Office</li> <li>• Breaux Bridge Police Department</li> <li>• Caddo Parish Sheriff’s Office</li> <li>• Calcasieu Parish Sheriff’s Office</li> <li>• Covington Police Department</li> <li>• Denham Springs Police Department</li> <li>• East Baton Rouge Sheriff’s Office</li> <li>• Evangeline Parish Sheriff’s Office</li> <li>• Franklinton Police Department</li> <li>• Gonzales Police Department</li> <li>• Greater New Orleans Expressway Commission</li> <li>• Greenwood Police Department</li> <li>• Hammond Police Department</li> <li>• Houma Police Department</li> <li>• Iberia Parish Sheriff’s Office</li> <li>• Jefferson Parish Sheriff’s Office</li> <li>• Kenner Police Department</li> <li>• Lafayette Police Department</li> <li>• Mandeville Police Department</li> <li>• Monroe Police Department</li> <li>• Morgan City Police Department</li> <li>• Natchitoches Police Department</li> <li>• New Orleans Police Department</li> <li>• Plaquemines Parish Sheriff’s Office</li> <li>• Pointe Coupee Parish Sheriff’s Office</li> <li>• Shreveport Police Department</li> <li>• Slidell Police Department</li> <li>• Southeastern Louisiana University Police Department</li> <li>• St. Bernard Parish Sheriff’s Office</li> <li>• St. Charles Parish Sheriff’s Office</li> <li>• St. John the Baptist Parish Sheriff’s Office</li> <li>• St. Tammany Parish Sheriff’s Office</li> <li>• Tangipahoa Parish Sheriff’s Office</li> <li>• Terrebonne Parish Sherriff’s Office</li> <li>• Thibodaux Police Department</li> <li>• Vinton Police Department</li> <li>• Washington Parish Sheriff’s</li> </ul>

	<ul style="list-style-type: none"> <li>• Lafourche Parish Sheriff's Office</li> <li>• Lake Charles Police Department</li> <li>• Livingston Parish Sheriff's Office</li> <li>• Pineville Police Department</li> </ul>	<ul style="list-style-type: none"> <li>• Office</li> <li>• West Baton Rouge Sheriff's Office</li> <li>• West Monroe Police Department</li> <li>• Westwego Police Department</li> </ul>
Project budget allocated/source	\$2,359,068.00 (402 OP); \$33,300.00 (402 RR); \$745,995.00 (405d); \$73,820.00 (405e); \$64,204.00 (405h); \$15,555.00 (154AL); \$729,256.00 (164AL)/ Sections 402, 405d, 405e, 405h, 154AL, and 164AL (Some projects were also awarded from other program funding sources.)	
Amount of budget expended/source	\$1,926,287.38 (402 OP); \$27,877.42 (402RR); \$532,542.22 (405d); \$49,106.20 (405e); \$46,770.04 (405h); \$510,889.45 (154AL); \$557,268.74 (164AL)/Sections 402, 405d, 405e, 405h, 154AL, and 164AL	

**PROJECT NUMBER: 2024-30-80**

<b>Project name</b>	<b>Louisiana State Police (LSP) Crash Reduction Grant (All Activities)</b>
Project description	The project operated on a statewide basis and supported LSP overtime enforcement work in DWI, speed, and occupant protection and Public Information Officer (PIO) overtime activities. The project also supported radio communication overtime activities and clerical overtime activities.  With 405b and 405d funds, LSP worked a total of 4,356 overtime hours and issued 2,492 citations to violators of impaired driving or occupant protection laws. Enforcement was coupled with PIOs conducting 201 outreach events.
Project budget allocated/source	\$308,000.00 (405b); \$747,559.69 (405d)/Section 405b; Section 405d (This project was also funded with fund sources in other program areas.)
Amount of budget expended/source	\$192,320.80 (405b); \$525,618.75 (405d)/Section 405b; Section 405d

**PROJECT NUMBER: 2024-30-89 and 2024-30-91**

<b>Project name</b>	<b>Police Traffic Services Contract Program Coordinators</b>
Project description	Two (2) individuals were contracted to assist the full-time Police Traffic Services Program Coordinator with oversight and management of enforcement subgrantees in LSP Troop B and L and Troop C, D, E, and I areas. Duties included oversight of LELs in those assigned areas; management of subgrantee contracts in assigned areas; provision of guidance to ensure subgrant requirements were achieved; processing of monthly claims; participation in required traffic safety programs, conferences, and meetings; and provision of technical assistance to law enforcement agencies to effectively participate in all NHTSA/LHSC sponsored traffic safety enforcement

	mobilization periods and provide required data and documentation.
Project budget allocated/source	\$99,800.00/Section 402
Amount of budget expended/source	\$87,233.56/Section 402

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**PROJECT NUMBER: 2024-30-88 and 2024-30-92 through 2024-30-99**

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<b>Project name</b>	<b>Law Enforcement Liaison (LEL)</b>
Project description	Nine (9) individuals were contracted to provide on-the-ground support to all local law enforcements agencies in LSP Troops A, B, C, D, E, F, G, I, and L, with priority given to LHSC sustained and special wave overtime enforcement subgrantees. They attended regional LEL meetings, SHSP regional coalitions meetings, statewide SHSP meetings, and other state and national meetings as directed by LHSC. They gather and compiled traffic safety statistics from their respective region’s law enforcement agencies and assisted with analysis of that data. They conducted at least two site visits with LHSC subgrantees and provided technical support on project management and evidence-based enforcement strategies to address impaired driving, occupant protection, and other traffic safety issues.
Project budget allocated/source	\$449,100.00/Section 402
Amount of budget expended/source	\$342,627.26/Section 402
Reason project was not fully executed	After the FY 2024 AGA was submitted, the contractor for PN 2024-10-34 (Cory Reech) was asked to combine that scope of work with the LEL-Troop A (PN: 2024-30-99) and deliver both scopes under PN 2024-30-99. The contractor passed away unexpectedly before the end of the contract period.

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**PROJECT NUMBER: 2024-35-03 THROUGH 2024-35-60**

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<b>Project name</b>	<b>High Visibility Special Waves Traffic Safety Enforcement – Local Law Enforcement (All Activities)</b>
Project description	<p>LHSC provided subgrants to 32 local police departments and sheriffs’ offices for high-visibility overtime enforcement of traffic safety laws, in coordination with NHTSA/LHSC annual “Drive Sober or Get Pulled Over” and/or “Click It or Ticket” campaigns only. Total enforcement activities for both special wave campaigns resulted in 2,054 citations issued while working 21,172 enforcement hours across all participating agencies.</p> <p>Participating agencies in one or both special wave enforcement efforts include:</p> <ul style="list-style-type: none"> <li>• Walker Police Department</li> <li>• Webster Sheriff’s Office</li> <li>• Assumption Parish Sheriff’s Office</li> <li>• Patterson Police Department</li> <li>• Eunice Police Department</li> <li>• Albany Police Department</li> <li>• Beauregard Parish Sheriff’s Office</li> <li>• McNeese State Univ. Police Department</li> <li>• Broussard Police Department</li> <li>• Marksville Police Department</li> <li>• Ville Platte Marshal’s Office</li> </ul>

	<ul style="list-style-type: none"> <li>• Many Police Department</li> <li>• Minden Police Department</li> <li>• St. Mary Parish Sheriff’s Office</li> <li>• Lake Arthur Police Department</li> <li>• Berwick Police Department</li> <li>• Erath Police Department</li> <li>• Plaquemine Police Department</li> <li>• Carencro Police Department</li> <li>• Southern Univ. New Orleans Police Department</li> <li>• Pearl River Police Department</li> <li>• Vidalia Police Department</li> </ul>	<ul style="list-style-type: none"> <li>• Lockport Police Department</li> <li>• Sterlington Police Department</li> <li>• Eunice City Marshal’s Office</li> <li>• New Llano Police Department</li> <li>• Chitimacha Tribe Police Department</li> <li>• Leesville Police Department</li> <li>• Church Point Police Department</li> <li>• Winnfield Police Department</li> <li>• Lafayette Parish Sheriff’s Office</li> <li>• Franklin Police Department</li> </ul>
Project budget allocated/source	\$150,000.00/Section 402	
Amount of budget expended/source	\$120,091.16/Section 402	

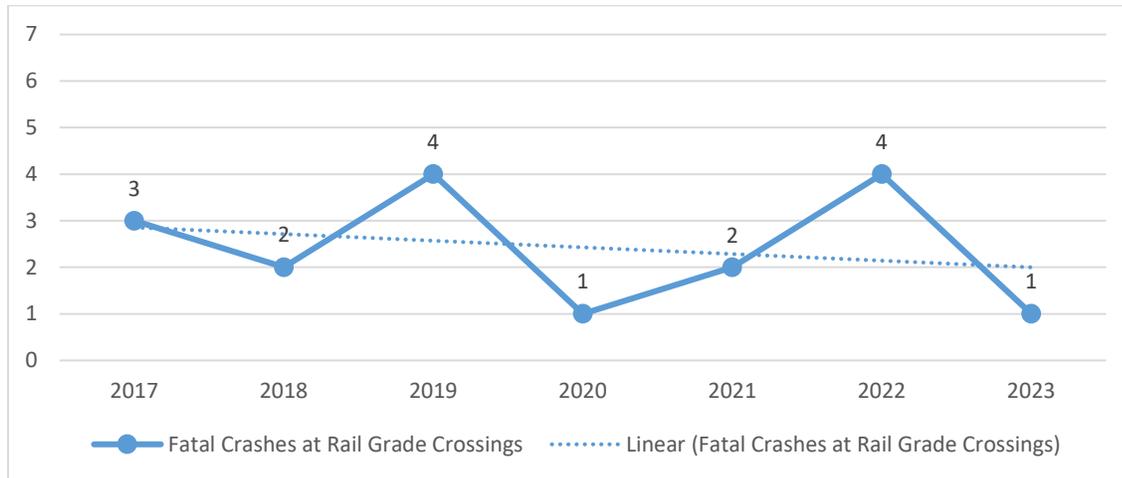
**PROJECT NUMBER: 2024-80-03**

<b>Project name</b>	<b>LHSC Earned Media</b>
Project description	<p>The contractor provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs.</p> <p>Message recognition was measured through email distribution software and analytics. The contractor produced 20 news releases, managed coordination for 2 major news events, and produced several “Safety Minute” video PSAs that reached 794,091 people. Additionally, the contractor produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, and Pinterest. A total of 918 posts were published and our total social media following across all platforms reached 23,344 followers.</p>
Project budget allocated/source	\$45,000.00/Section 402
Amount of budget expended/source	\$45,000.00/Section 402

### 3.5.6 RAILROAD/HIGHWAY CROSSING (ROADWAY) SAFETY PROGRAM

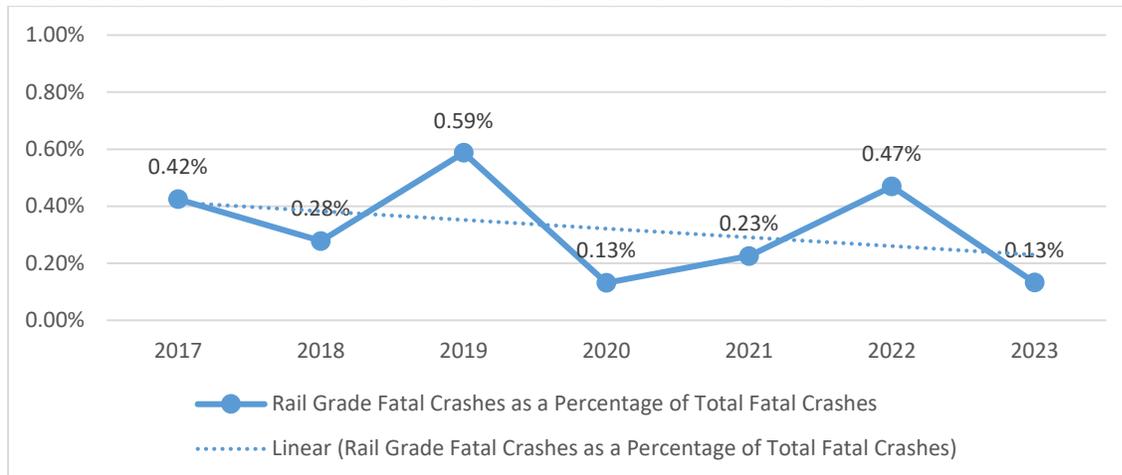
The Railroad/Highway Crossings program is an evidence-based effort that uses proven countermeasures to promote rail grade safety in parishes with high railroad-grade collision rates. Figure 3.5.7 shows the number of fatalities at rail grade crossings from 2017 through 2023 and Figure 3.5.8 shows these fatalities as a percent of all motor vehicle fatalities for this same period. Both figures illustrate the variable nature of these fatalities in fatal crashes at rail grade crossings and rail grade fatal crashes as a percent of total fatal crashes.

**FIGURE 3.5.7 FATAL CRASHES AT RAIL GRADE CROSSINGS**



Source: CARTS at Louisiana State University. Accessed January 11, 2025.

**FIGURE 3.5.8 RAIL GRADE FATAL CRASHES AS A PERCENT OF TOTAL FATAL CRASHES**



Source: CARTS at Louisiana State University. Accessed January 11, 2025.

#### PERFORMANCE TARGET

- Keep rail-highway fatalities constant at 2 (2017 to 2021 average) in 2024.

## PROGRAMS AND PROJECTS

**PROJECT NUMBER: 2024-30-18, 2024-30-31, AND 2024-30-51**

<b>Project name</b>	<b>High Visibility Sustained Rail Crossing Traffic Safety Enforcement – Local Law Enforcement</b>
Project description	<p>Of the 50 local police departments and sheriffs' offices that were provided high-visibility sustained overtime enforcement of traffic safety laws by LHSC, 3 agencies specifically requested federal funds to address the high rates of railroad and highway grade crossing crashes in their areas. A total of 292 overtime hours were worked on rail grade enforcement which resulted in 316 citations issued.</p> <p>Law enforcement agencies that participated in rail crossing-related overtime enforcement included:</p> <ul style="list-style-type: none"> <li>• East Baton Rouge Sheriff's Office</li> <li>• Kenner Police Department</li> <li>• St. Charles Parish Sheriff's Office</li> </ul>
Project budget allocated/source	\$33,300.00/Section 402 (All projects were also awarded from other program funding sources.)
Amount of budget expended/source	\$27,877.42/Section 402

**PROJECT NUMBER: 2024-60-10**

<b>Project name</b>	<b>Louisiana Operation Lifesaver</b>
Project description	<p>This project supported a statewide effort to save lives by reducing the number of crashes and injuries at rail grade crossing and railroad's rights-of-way and educating the public about the dangers of walking, playing, or staging photo shoots and other activities on railroad tracks. This was done by support partial salary travel, and training for 1 full-time Director. The Director and cadre of volunteers conducted safety education presentations and workshops. In addition, the Director recruited and trained additional volunteers, coordinated the maintenance of the LOL website; identified opportunities for collaboration with railroad companies to amplify messages; and promoted Operation Lifesaver programs in parishes with high railroad-grade collision rates.</p>
Project budget allocated/source	\$49,900.00/Section 402
Amount of budget expended/source	\$40,133.54/Section 402

**PROJECT NUMBER: 2024-80-03**

<b>Project name</b>	<b>LHSC Earned Media</b>
Project description	<p>The contractor provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs.</p> <p>Message recognition was measured through email distribution software and analytics. The contractor produced 20 news releases, managed coordination for 2 major news events, and produced several "Safety Minute" video PSAs that reached 794,091 people. Additionally, the contractor produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, and Pinterest. A total of 918 posts were published and our total social media following across all platforms reached 23,344 followers.</p>
Project budget allocated/source	\$45,000.00/Section 402
Amount of budget expended/source	\$45,000.00/Section 402

### 3.5.7 NON-MOTORIZED SAFETY PROGRAM

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

#### PERFORMANCE TARGET

- Reduce pedestrian fatalities by 1 percent from 145 (2017-2021 average) to 142 in 2024. (C-10)
- Reduce bicyclist fatalities by 3 percent from 28 (2017-2021 average) to 27 in 2024. (C-11)

#### PROGRAMS AND PROJECTS

##### PROJECT NUMBER: 2024-10-18

Project name	Safe Paths to Schools
Project description	This project was allocated funding with the intent to educate 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.
Project budget allocated/source	\$15,000.00/Section 402
Amount of budget expended/source	\$0.00/Section 402
Reason project was not executed	Applicant requested stop action on project after funding decision was made, but before contract was issued. Financial officer at subgrantee was unsure about appropriate processes to accept grant funds and could not establish a procedure in sufficient time prior to October 1.

##### PROJECT NUMBER: 2024-30-18, 2024-30-31, 2024-30-42, AND 2024-30-47

Project name	High Visibility Sustained Bike and Pedestrian Traffic Safety Enforcement – Local Law Enforcement
Project description	<p>Of the 50 local police departments and sheriffs' offices that were provided high-visibility sustained overtime enforcement of traffic safety laws by LHSC, 4 agencies specifically requested federal funds to address the high rates of bicycle rider and pedestrian fatalities and injuries in their areas. A total of 802 overtime hours were worked on bicycle enforcement which results in 11 bicycle/non-motorized citations issued.</p> <p>Law enforcement agencies that participated in this overtime enforcement effort included:</p> <ul style="list-style-type: none"> <li>• East Baton Rouge Sheriff's Office</li> <li>• Kenner Police Department</li> <li>• New Orleans Police Department</li> </ul>

	<ul style="list-style-type: none"> <li>Southeastern Louisiana University Police Department</li> </ul>
Project budget allocated/source	\$64,204.00/Section 405h (All projects were also awarded from other program funding sources.)
Amount of budget expended/source	\$46,770.04/Section 405h

**PROJECT NUMBER: 2024-65-10**

<b>Project name</b>	<b>Stroll Into Safety</b>
Project description	This project educated elementary school 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. In FY 2024, the project completed 49 classroom presentations, conducted 46 bike ROADeOs and safety towns, completed 17 community education events, hosted 2 community bike rides, hosted 2 Walk to School Days, hosted 1 Bike to Work Day, and held 2 bike/pedestrian safety contests for K-5 kids.
Project budget allocated/source	\$55,000.00/Section 402
Amount of budget expended/source	\$54,835.04/Section 402

**PROJECT NUMBER: 2024-65-12**

<b>Project name</b>	<b>Biking and Walking Towards Safer Roads for All</b>
Project description	This project utilized highly trained instructors who applied 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 were maintained and strengthened to ensure diverse and equitable participation and improve safety outcomes. This project focused its programming in Greater New Orleans which is considered an FHWA focus area to non-motorized road user deaths. In FY 2024, this project completed 7 community bike safety workshops, 4 community bike rides, 4 teen multimodal classes, 21 bike/walk safety interventions, 7 people-friendly driving workshops, 1 smart biking training session, 1 bicycle/pedestrian legal clinic, 2 Road Riding 101 programs, 4 after-school bike clubs, and 7 youth bike safety roadeos.
Project budget allocated/source	\$48,335.00/Section 402
Amount of budget expended/source	\$42,929.66/Section 402

**PROJECT NUMBER: 2024-65-13**

<b>Project name</b>	<b>YMCA Bike Safety Initiative</b>
Project description	This project conducted outreach and education to children on bike safety and provided bike helmets to children in need. The project team participated in bike safety advocacy related events such as National Bike Month and attended community events where they distributed bike safety educational materials to attendees. This project focused its programming in Orleans and Jefferson parish which is considered an FHWA focus area to non-motorized road user deaths. In FY 2024, this project educated 769 youth on bike safety and the proper use of bike helmets, distributed 54 bike safety helmets to underserved youth, and attended 8 community outreach events to education the public on bike safety.
Project budget allocated/source	\$9,139.05/Section 402
Amount of budget expended/source	\$6,445.99/Section 402

**PROJECT NUMBER: 2024-65-15**

<b>Project name</b>	<b>Title 32: New Perspectives</b>
Project description	This project aimed to educate law enforcement officers across Louisiana on those state laws in Criminal Code: Title 32 that are applicable to bicycle and pedestrian safety through training classes. Emphasis was placed on safe operations by non-motorized road users and the principles of how traffic laws should apply for bicyclist and pedestrians. The project used law enforcement officers to serve as classroom instructors to allow the officers in attendance to more fully embrace the lessons and engage in interactive presentations. This project conducted 1 day-long regional training for law enforcement.
Project budget allocated/source	\$10,971.00/Section 405h
Amount of budget expended/source	\$3,063.38/Section 405h

**PROJECT NUMBER: 2024-65-16**

<b>Project name</b>	<b>Front Yard Bikes</b>
Project description	This project was approved to educate the citizens of East Baton Rouge Parish on the current bicycle laws and best practices as it relates to bicycle safety. The program was expected to deliver interactive presentations and host weekly community bicycle rides.
Project budget allocated/source	\$20,000.00/Section 402
Amount of budget expended/source	\$0.00/Section 402
Reason project was not executed	Subgrantee declined project after funding decision was made, but before contract was issued.

**PROJECT NUMBER: 2024-80-01**

Project name	LHSC Paid Media (Non-Motorized Only)
Project description	<p>The selected contractor developed and implemented paid media campaigns that directly supported enforcement activities and public information about occupant protection and impaired driving high visibility enforcement campaigns and laws. Additionally, they developed advertising materials and campaigns to educate the public on prescription drugs and impairment, to educate the public on state laws regarding non-motorized safety, and to prevent roadside deaths. The media contractor researched and developed a year-long media buy plan, implemented approved media purchases, and provided all post reporting and affidavits of performance on media purchases.</p> <p>Utilizing the federal funds referenced below, this contractor focused on a non-motorized paid media buy to educate citizens on state pedestrian laws. All paid media were implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets that performed to expected gross rating points. Message recognition was measured through attitudinal surveys. Paid media placement for the non-motorized campaign included 10,241 purchased radio spots and 10,340 value-added sports for a total of 20,581 radio spots. A total of 150 outdoor signs were placed delivering 43,757,056 impressions. Online media placement delivered an estimated 2,674,702 impressions. Additionally, 2,674,702 streaming audio impressions were delivered, 180 gas pump toppers were purchased, and 4 transit buses were wrapped delivering 38,610,620 impressions.</p>
Project budget allocated/source	\$725,000.00/Section 405h (This project was also funded with fund sources in other program areas.)
Amount of budget expended/source	\$646,414.90/Section 405h

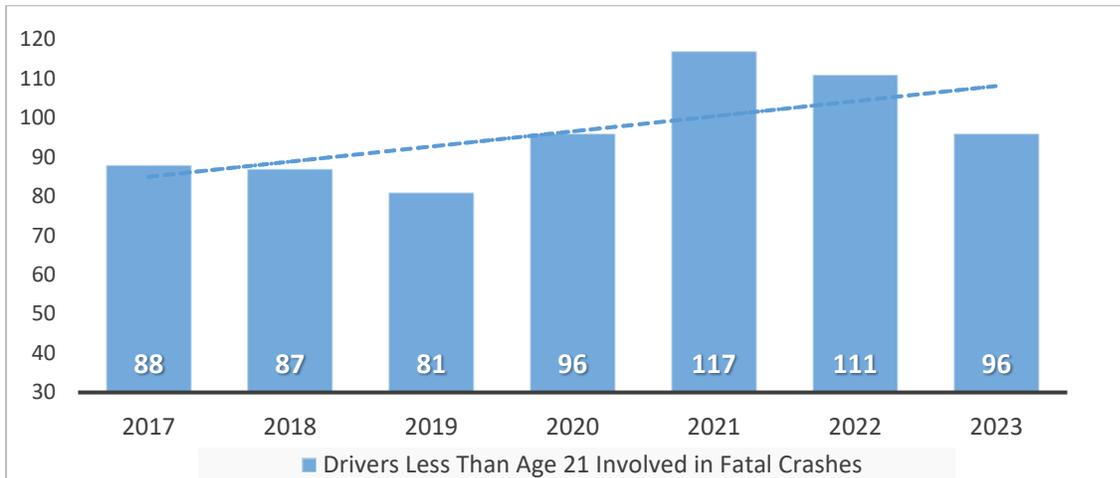
**PROJECT NUMBER: 2024-80-03**

Project name	LHSC Earned Media
Project description	<p>The contractor provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs.</p> <p>Message recognition was measured through email distribution software and analytics. The contractor produced 20 news releases, managed coordination for 2 major news events, and produced several "Safety Minute" video PSAs that reached 794,091 people. Additionally, the contractor produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, and Pinterest. A total of 918 posts were published and our total social media following across all platforms reached 23,344 followers.</p>
Project budget allocated/source	\$45,000.00/Section 402
Amount of budget expended/source	\$45,000.00/Section 402

### 3.5.8 TEEN TRAFFIC SAFETY PROGRAM

In FFY 2024, the LHSC funded youth- and young adult-based programs that included peer-to-peer education and prevention strategies targeted towards novice drivers under 20 who are the most likely to take risks on the road, including drinking and driving, not utilizing seat belts, and driving distracted. These evidence-based education programs were chosen to compliment and support Louisiana’s highly effective GDL law. Data from 2023 shows a second consecutive decline in fatal crashes among drivers 20 and younger despite the continued upward trend line. The LHSC remains hopeful the reverse will continue.

**FIGURE 3.5.9 DRIVERS UNDER AGE 21 INVOLVED IN FATAL CRASHES**



Source: NHTSA STSI/FARS; CARTS at Louisiana State University. Accessed January 11, 2025.

#### PERFORMANCE TARGET

- Decrease drivers age 20 or younger involved in fatal crashes by 2 percent from 94 (2017-2021) to 90 in 2024. (C-9)

#### PROGRAMS AND PROJECTS

##### PROJECT NUMBER: 2024-55-10

Project name	Sudden Impact
Project description	This project was a statewide, hospital-based teen injury prevention program that taught young drivers and their parents about the consequences of negative driving behaviors, such as impaired driving and lack of proper seat belt use. The program received commitment from 86 schools to implement the program. Sudden Impact partnered with 14 hospitals where 223 presentations occurred reaching 5,794 students. In addition, 14 mock crashes occurred reaching a total of 3,861 juniors and seniors. A total of 733 junior- and senior-level students participated in 4 mock trials based on the mock crashes. Mock trial sites also included 4 senior-only sessions reaching 195 students. Sudden Impact expanded to provide the required parent session for driving schools; 3 sessions occurred reaching 405 parents. Pre- and post-tests showed an increase of 29.0% in participant knowledge, which represents the third year of increases from the previous federal fiscal year.
Project budget allocated/source	\$74,000.00 (402); \$111,000.00 (164AL)/Section 402; Section 164AL

Amount of budget expended/source	\$56,779.65 (402); \$85,169.47 (164AL)/Section 402; Section 164AL
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**PROJECT NUMBER: 2024-55-11**

<b>Project name</b>	<b>Ready, Set, DRIVE!</b>
Project description	This project was a school-based program that educated young drivers in the Greater Baton Rouge area about the negative effects of distracted driving, impaired driving, and lack of proper seat belt use. In FY 2024, 66 RSD presentations were conducted, reaching 1,546 participants.
Project budget allocated/source	\$18,000.00/Section 402
Amount of budget expended/source	\$18,000.00/Section 402

**PROJECT NUMBER: 2024-55-12**

<b>Project name</b>	<b>ThinkFirst Program for Teens</b>
Project description	This project utilized stories from volunteers called 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. In FY 2024, ThinkFirst of Ark-La-Tex coordinated and implemented 82 programs at middle and high schools, community safety programs, and privately-owned driving schools in Northeast, Northwest, and Central Louisiana. 1,465 students between the ages of 14 and 18 participated. Program effectiveness was measured by pre- and post-tests, which showed increased knowledge of 19% for distracted driving, 20% for seat belt safety, and 18% for underage drinking/impaired driving.
Project budget allocated/source	\$120,000.00/Section 402
Amount of budget expended/source	\$118,356.09/Section 402

**PROJECT NUMBER: 2024-55-14**

<b>Project name</b>	<b>B.R.A.K.E.S. Program</b>
Project description	The TRACC Coalition, supported by the local parish government agency, created this program to teach young drivers in Tangipahoa Parish about the dangers associated with distracted driving, impaired driving, and lack of proper seat belt usage. Presentations were conducted at 2 high schools and participated in 15 community outreach events where youth and young adults were expected to be presented.
Project budget allocated/source	\$10,000.00/Section 402
Amount of budget expended/source	\$6,129.09/Section 402

**PROJECT NUMBER: 2024-80-03**

<b>Project name</b>	<b>LHSC Earned Media</b>
Project description	<p>The contractor provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs.</p> <p>Message recognition was measured through email distribution software and analytics. The contractor produced 20 news releases, managed coordination for 2 major news events, and produced several "Safety Minute" video PSAs that reached 794,091 people. Additionally, the contractor produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, and Pinterest. A total of 918 posts were published and our total social media following across all platforms reached 23,344 followers.</p>
Project budget allocated/source	\$45,000.00/Section 402
Amount of budget expended/source	\$45,000.00/Section 402

### 3.5.9 DISTRACTED DRIVING PROGRAM

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

#### PERFORMANCE TARGET

- Decrease distracted and inattentive driving fatalities by 1 percent from 338 (2017-2021 average) to 331 in 2024.

#### PROGRAMS AND PROJECTS

**PROJECT NUMBER: 2024-30-18, 2024-30-26, 2024-30-31, 2024-30-57, 2024-30-62, AND 2024-30-63**

Project name	High Visibility Sustained Distracted Driving Traffic Safety Enforcement – Local Law Enforcement
Project description	<p>Of the 50 local police departments and sheriffs’ offices that were provided high-visibility sustained overtime enforcement of traffic safety laws by LHSC, 6 agencies specifically requested federal funds to address distracted and inattentive driving in their areas. A total of 529 overtime hours were worked on distracted driving enforcement patrols which resulted in 344 citations issued.</p> <p>Law enforcement agencies that participated in this overtime enforcement effort included:</p> <ul style="list-style-type: none"> <li>• Allen Parish Sheriff’s Office</li> <li>• East Baton Rouge Sheriff’s Office</li> <li>• Gonzales Police Department</li> <li>• Houma Police Department</li> <li>• Kenner Police Department</li> <li>• West Baton Rouge Parish Sheriff’s Office</li> </ul>
Project budget allocated/source	\$73,820.00/Section 405e (All projects were also awarded from other program funding sources.)
Amount of budget expended/source	\$49,106.20/Section 405e

**PROJECT NUMBER: 2024-55-10**

<b>Project name</b>	<b>Sudden Impact</b>
Project description	This project was a statewide, hospital-based teen injury prevention program that taught young drivers and their parents about the consequences of negative driving behaviors, such as impaired driving and lack of proper seat belt use. The program received commitment from 86 schools to implement the program. Sudden Impact partnered with 14 hospitals where 223 presentations occurred reaching 5,794 students. In addition, 14 mock crashes occurred reaching a total of 3,861 juniors and seniors. A total of 733 junior- and senior-level students participated in 4 mock trials based on the mock crashes. Mock trial sites also included 4 senior-only sessions reaching 195 students. Sudden Impact expanded to provide the required parent session for driving schools; 3 sessions occurred reaching 405 parents. Pre- and post-tests showed an increase of 29.0% in participant knowledge, which represents the third year of increases from the previous federal fiscal years.
Project budget allocated/source	\$74,000.00 (402); \$111,000.00 (164AL)/Section 402; Section 164AL
Amount of budget expended/source	\$56,779.65 (402); \$85,169.47 (164AL)/Section 402; Section 164AL

**PROJECT NUMBER: 2024-55-11**

<b>Project name</b>	<b>Ready, Set, DRIVE!</b>
Project description	This project was a school-based program that educated young drivers in the Greater Baton Rouge area about the negative effects of distracted driving, impaired driving, and lack of proper seat belt use. In FY 2024, 66 RSD presentations were conducted, reaching 1,546 participants.
Project budget allocated/source	\$18,000.00/Section 402
Amount of budget expended/source	\$18,000.00/Section 402

**PROJECT NUMBER: 2024-55-12**

<b>Project name</b>	<b>ThinkFirst Program for Teens</b>
Project description	This project utilized stories from volunteers called 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. In FY 2024, ThinkFirst of Ark-La-Tex coordinated and implemented 82 programs at middle and high schools, community safety programs, and privately-owned driving schools in Northeast, Northwest, and Central Louisiana. 1,465 students between the ages of 14 and 18 participated. Program effectiveness was measured by pre- and post-tests, which showed increased knowledge of 19% for distracted driving, 20% for seat belt safety, and 18% for underage drinking/impaired driving.
Project budget allocated/source	\$120,000.00/Section 402

Amount of budget expended/source	\$118,356.09/Section 402
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**PROJECT NUMBER: 2024-55-14**

<b>Project name</b>	<b>B.R.A.K.E.S. Program</b>
Project description	The TRACC Coalition, supported by the local parish government agency, created this program to teach young drivers in Tangipahoa Parish about the dangers associated with distracted driving, impaired driving, and lack of proper seat belt usage. Presentations were conducted at 2 high schools and participated in 15 community outreach events where youth and young adults were expected to be presented.
Project budget allocated/source	\$10,000.00/Section 402
Amount of budget expended/source	\$6,129.09/Section 402

**PROJECT NUMBER: 2024-80-03**

<b>Project name</b>	<b>LHSC Earned Media</b>
Project description	<p>The contractor provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs.</p> <p>Message recognition was measured through email distribution software and analytics. The contractor produced 20 news releases, managed coordination for 2 major news events, and produced several "Safety Minute" video PSAs that reached 794,091 people. Additionally, the contractor produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, and Pinterest. A total of 918 posts were published and our total social media following across all platforms reached 23,344 followers.</p>
Project budget allocated/source	\$45,000.00/Section 402
Amount of budget expended/source	\$45,000.00/Section 402

**PROJECT NUMBER: 2024-80-04**

<b>Project name</b>	<b>Hometown Productions</b>
Project description	This project operated statewide by partnering with the NAACP to educate the African-American population on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSAs were created and implemented through an assessment of current programs as well as demographic needs, reach and frequency goals.
Project budget allocated/source	\$35,750.00/Section 402
Amount of budget expended/source	\$34,000.00/Section 402

### 3.5.10 PLANNING AND ADMINISTRATION

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

The table below the projects funded under P&A in FY 2024, the project number, funding source, description and amounts expended.

**TABLE 3.5.2 PROGRAM SUPPORT PROJECTS**

Project Number	Funding Source	Project Name	Description	Funded/ Expended
2024-01-01	402	GHSA Consultant Project	Provided consulting services to amend Louisiana’s FFY 2024 and co-develop the FFY 2025 Annual Grant Application	\$29,668.70/ \$19,122.87
2024-40-01	402	H&M Consulting	Provided statistical analysis of identified traffic safety needs	\$49,900.00/ \$49,900.00
2024-20-10	402; 405b	Attitudinal/ MC and Other Surveys	Provided attitudinal survey on impaired driving, occupant protection, speed and other traffic safety issues	\$182,200.00/ \$182,200.00

## 4.0 Paid/Earned Media

### 4.1 Paid Media

Paid media flights were planned based on a strategic assessment of crash statistics, driver and passenger demographics, planned enforcement periods, available messaging, and funds to determine the most effective marketing and communication plan. Table 4.0 summarizes paid media expenditures in FFY 2024.

**TABLE 4.1 SUMMARY OF PAID MEDIA AIR TIME EXPENDITURES FOR FFY 2024**

	<b>Click It or Ticket</b>	<b>Drive Sober or Get Pulled Over</b>	<b>Non-Motorist Safety</b>	<b>Pediatric Heatstroke Prevention</b>	<b>Prescription Drugged Driving Awareness</b>
<b>TV Airings</b>	1,274,401 impressions (gas station TV)	877,158 spots (gas station TV)	--	--	1,335,619 impressions (gas station TV)
<b>Radio Spots</b>	20,710 spots	12,188 spots	20,581 spots	--	--
<b>Total Online Impressions</b>	3,975,286 impressions	3,747,672 impressions	2,674,702 impressions	1,062,978 people reached	872,143 impressions
<b>Outdoor</b>	41,663,480	40,449,260 (outdoor)/ 39,373,120 (transit busses)	--	--	--
<b>Gas Station Pump Nozzles</b>	129 locations	147 locations (+ pump toppers @ 162 locations)	--	--	--
<b>Branded Pharmacy Bags &amp; Medical Facility Posters</b>	--	--	--	--	226 locations/331 locations
<b>Purchased Inventory/Value of Purchased Space</b>	4,685,184 units/ \$550,050	4,200,867 units/ \$580,050	2,441,593 units/ \$550,050	3,395,709 impressions purchased/ \$10,000	2,563,054 units/ \$500,000
<b>Earned Inventory /Value of Earned Space</b>	585,151 units/ \$185,356.40	435,271 units/ \$142,967.83	254,024 units/ \$199,960.98	--	2,543,665 units/ \$489,924.79

### 4.2 Earned Media

A number of earned media initiatives were completed in FFY 2024. The press releases, letters, and columns issued by the earned media contractor were published hundreds of times by print publications in Louisiana. Message recognition was measured through email distribution software and analytics.

Specifically, the contractor produced 20 news releases, managed coordination for 2 major news events, and produced several "Safety Minute" video PSAs that reached 794,091 people. Additionally, the contractor produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, and Pinterest. A total of 918 posts were published and our total social media following across all platforms reached 23,344 followers.

### 4.3 Attitudinal and Awareness Survey Results

The attitudinal survey results shown in Table 4.2 are for 2023 and 2024 only, while Table 4.3 shows the percent of respondents' answers to distracted driving questions from the statewide telephone surveys conducted in 2018 through 2024. Due to the state procurement process, no attitudinal survey was conducted in 2021.

**TABLE 4.2 ATTITUDINAL SURVEY OF LOUISIANA DRIVERS**

	2023	2024
How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick up? "Always" and "Nearly Always"	95.2%	96.2%
What do you think the chances are of getting a ticket if you do not wear your safety belt? "Very likely" and "Somewhat likely"	69.4%	62.4%
In the past 30 days, have you read, seen or heard anything about seat belt enforcement by police? "Yes"	34.1%	28.0%
Do you recall having heard or read any ads or announcements recently with the slogan: "Click it or Ticket"? "Yes"	84.0%	83.2%
What do you think the chances are of getting a ticket if you drive over the speed limit? "Very Likely" and "Somewhat Likely"	83.2%	84.7%
In the past 30 days, have you read, seen or heard anything about speed enforcement by police? "Yes"	46.3%	45.8%
On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour? "Always" and "Nearly Always"	23.6%	18.4%
On a road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour? "Always" and "Nearly Always"	21.9%	20.3%
What do you think the chances are of someone being arrested if the drive after drinking? "Very Likely" and "Somewhat Likely"	83.1%	81.4%
In the past 30 days, have you read, seen or heard anything about drunk driving enforcement? "Yes"	57.4%	53.6%
In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? "None"	23.5%	22.5%
Do you recall having heard or read any ads or announcements recently with the slogan: "Drive Sober or Get Pulled Over"? "Yes"	79.0%	77.4%
Would you favor or oppose a new state law which prohibits using a hand-held cell phone while driving? "Favor"	68.5%	69.6%
In your opinion, should Louisiana's motorcycle helmet law be repealed? "No"	68.7%	62.4%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2023 and 2024.

**TABLE 4.3 SELECTION OF DISTRACTED DRIVING QUESTIONS FROM TELEPHONE SURVEY**

Year	Always, Nearly Always, or Sometimes Text while driving	Know there is a texting ban while driving	Know there is a ban on accessing social media while driving	Favor a new state law prohibiting hand-held phone while driving	Favor a new state law prohibiting using hands-free phone while driving
<b>2018</b>	13%	91.4%	72.4%	65.2%	33.3%
<b>2019</b>	12.2%	91%	71.9%	64.1%	31.5%
<b>2020</b>	14.3%	91.6%	68.7%	66.1%	27.8%
<b>2021</b>	-	-	-	-	-
<b>2022</b>	14.5%	91.2%	73.5%	54.8%	27.4%
<b>2023</b>	19.7%	86.8%	67.3%	68.5%	31.2%
<b>2024</b>	19.5%	88.1%	71.1%	69.6%	30.6%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2018-2024.

