

Louisiana Triennial Highway Safety Plan

FFY 2024 – 2026



prepared for

National Highway Traffic Safety Administration

prepared by

Louisiana Highway Safety Commission

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List of Acronyms

3HSP	Triennial Highway Safety Plan
AGA	Annual Grant Application
ARF	Annual Report File
BAC	Blood Alcohol Concentration
BIL	Bipartisan Infrastructure Law
CDS	Crash Data System
CTW	Countermeasures That Work
CMV	Commercial Motor Vehicle
CPS	Child Passenger Safety
DOTD	Louisiana Department of Transportation and Development
DPS	Department of Public Safety
DRE	Drug Recognition Expert
DWI	Driving While Intoxicated
FARS	Fatality Analysis Reporting System
FAST Act	Fixing America’s Surface Transportation Act
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
GIS	Geographic Information Systems
HSIP	Highway Safety Improvement Program
ISDS	Information Systems and Decision Sciences (at LSU)
JUDE	Juvenile Underage Drinking Enforcement
LaHEC	Louisiana Higher Education Coalition to Reduce Alcohol, Tobacco, and Other Drugs
LEL	Law Enforcement Liaison
LHSC	Louisiana Highway Safety Commission
LSP	Louisiana State Police

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

A Message from Lisa Freeman

Governor's Representative for Highway Safety

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

Notably each year from 2012 to 2019, Louisiana exceeded the Strategic Highway Safety Plan (SHSP) goal to halve fatalities by 2030. Unfortunately, traffic fatalities and serious injuries increased in 2020 and 2021 during the pandemic, both in Louisiana and across the nation. Although a small improvement is forecasted for Louisiana in 2022, we have much work to do. In recent years, Louisiana has seen encouraging improvements in some safety areas, such as a historic high seat belt use rate, a model child safety seat law enacted, and a decrease in motorcyclist fatalities. Additionally, two bills passed in the 2023 Regular Session aiming to bring Louisiana's ignition interlock laws into compliance with national standards.

However, some areas, such as impaired driving that represented 31 percent of our traffic fatalities in 2021, continue to be a safety concern on our roadways. We continue to focus on this critical issue and to address the additional issue of drug-impaired driving. Overall, in 2021, a total of 972 lives were lost on Louisiana roadways, after seeing fatalities decrease to 680 in 2011. In 2021, Louisiana recorded 185 pedestrian fatalities, 86 motorcyclist fatalities, and 35 bicyclist fatalities among these vulnerable road users. In 2021 the motor vehicle fatality crash rate per 100 million vehicle miles traveled (VMT) was 1.60 as compared to the national average of 1.37. Louisiana highway safety partners and stakeholders recognize the need to coordinate activities and resources to achieve safer roadways for all of our State's travelers.

The LHSC coordinates in-person and virtual educational initiatives and outreach as part of its on-going highway safety program. We have forged new and cultivated existing partnerships with organizations who are dedicated to the traffic safety cause. We have also extended our commitment to Louisiana's Strategic Highway Safety Plan (SHSP) and our shared traffic safety vision for reducing traffic-related deaths and serious injuries known as Destination Zero Deaths, by being integrally involved in the five-year update process.

With the preliminary 2022 crash data indicating a decrease in fatal injury traffic crashes, the LHSC remains committed to working with our partners and stakeholders to identify the State's most serious traffic safety problems and implement the most effective approaches to solve them. Lastly, our work in community outreach engagement has become known as the blueprint for other state highway safety agencies to emulate. As public servants, we are gratified that our diverse and inclusive traffic safety philosophy is resonating within the borders of the Bayou State and beyond.

Legislative Summary

The 2023 Regular Session of the Louisiana Legislature was a fiscal session, allowing each legislator to file only five non-fiscal bills. The Louisiana Highway Safety Commission (LHSC) tracked bills that were related to traffic safety, as well as bills that tangentially affected traffic safety - including several bills that sought to expand the use of marijuana.

Two bills aimed to bring Louisiana's ignition interlock laws into compliance with national standards and best practices passed the Legislature this session, after seven years of failed attempts. The passage of these bills represented a huge victory for traffic safety advocates and for the LHSC, whom legislators called upon to provide data and testimony several times throughout the legislative process.

House Bill 484 by Representative Rick Edmonds eliminated the waiting period for issuance of a hardship driver's license upon immediate installation of an ignition interlock device. It also reduced the BAC level that triggers enhanced administrative penalties from .20 to .15 BAC. HB 484 passed both houses of the legislature easily, with little opposition and no amendments.

Senate Bill 82 by Senator Mike Fesi eliminated the waiting period for a hardship driver's license upon immediate installation of an ignition interlock device. Additionally, SB 82 required that the ignition interlock device remain on the offender's vehicle for the entirety of the driver's license suspension. The bill also added compliance-based removal and an affordability plan for indigent offenders. SB 82 was heavily debated in both houses, and several harmful amendments were placed on the bill, sending it to a conference committee to work out the differences between the House and Senate versions of the bill. Ultimately, both houses concurred in the conference committee report during the final hours of the legislative session and the bill finally passed.

Two of the bills with great potential to increase public safety, House Bill 580 by Representative Mike Huval and Senate Bill 194 by Senator Beth Mizell, were unsuccessful. House Bill 580 required the use of "hands-free" telecommunications devices by all drivers of motor vehicles. This was the fifth year this type of legislation was introduced, and as in years before, it was unable to survive opposition in the House. The bill passed its initial committee in the House but languished on the House floor where it ultimately died on the calendar.

Senate Bill 194 sought to close the long-standing loophole in Louisiana law, whereby the legal age to enter bars is 18, but the legal age to consume alcohol is 21. The bill was filed in response to a high-profile case in which a 19 year-old female was killed after her four companions, three of whom also were underage, dropped her off in the middle of a busy highway. All five had been drinking at a popular bar near the campus of LSU. SB 194 was met with great opposition and it was ultimately amended by the Senate to remove the age of entry language and replace it with civil liability language. In its amended form, SB 194 passed the Senate, but was subsequently killed in a House committee.

The following table includes traffic safety bills introduced during the 2023 Louisiana Legislature.

2023 Regular Session of the Legislature

WHAT PASSED			
Bill#/ACT #	Author	Effective	Description
House Bill 89 ACT 217	Rep. Marcelle	1/1/24	Requires LA State Police to collect data from traffic stops to include identifying information of drivers stopped, number and type of violations, citations, arrests and/or searches, and contraband seized. Requires collection of information on wireless communications traffic infractions.
House Bill 169 ACT 362	Rep. R. Owen	8/1/23	Provides for safety protocols for elementary school students when being dropped off at and picked up from school.
House Bill 439 ACT 451	Rep. Bryant	8/1/23	Creates the Victims of Vehicular Homicide Crime Fund to cover the pecuniary loss of victims of vehicular homicide when the offender did not have compulsory liability insurance.
House Bill 484 ACT 409	Rep. Edmonds	8/1/23	Reduces from .20 to .15 the BAC level that triggers enhanced penalties; on DWI 2, removes 45 day waiting period for restricted DL upon immediate installation of interlock; on DWI 1, removes 30 day waiting period upon immediate installation of interlock.
House Bill 516 ACT 172	Rep. Kerner	8/1/23	Authorized identification to be placed on the vehicle of persons with autism spectrum disorder and their caregivers.
House Bill 592 ACT 176	Rep. Shamerhorn	6/7/23	Requires that the pre-licensing training course given to a person 18 years of age and older who did not complete a driver's education course be administered by a licensed contractor and allows the "skills test" to be administered prior to the conclusion of the instruction. Creates a web-based electronic application process.
Senate Bill 82 ACT 462	Senator Fesi	8/1/23	On DWI 1, removes 30 day waiting period upon immediate installation of interlock; requires installation of interlock for entire time of DL suspension; implements economic hardship plan for indigent offenders; introduces compliance-based removal.

WHAT PASSED			
Senate Resolution 134	Senator Duplessis	6/6/23	Requests the Louisiana Passenger Safety Task Force to study the feasibility of creating a program to provide education on child passenger safety and distribution of child safety seats to families in need. Requests task force to submit recommendations to LHSC and others by 2/1/24.
Senate Resolution 169	Senator Mizelle	6/7/23	Requests the commissioner of the Office of Alcohol and Tobacco Control to submit a written report concerning the sale or service of alcoholic beverages to underage persons to Senate Judiciary B committee by 9/1/23.
WHAT FAILED			
Bill #	Author	Description	
House Bill 580	Rep. Mike Huval	Prohibits use of wireless telecommunications devices while operating motor vehicle. Exception for hands-free, emergency calls.	
Senate Bill 194	Sen. Beth Mizell	Increases the legal age to enter bars from 18 to 21 and removes exemption for persons employed by or playing music in bars.	
VETOED BY THE GOVERNOR			
Bill #	Author	Description	
House Bill 91	Rep. Jonathan Goudeau	Allows judge to order vehicular homicide offenders to pay restitution to the child(ren) of the victim. Passed by both houses of the legislature. Governor vetoed, citing the bill does not provide clear instruction to the various courts and parties on implementation.	

Bipartisan Infrastructure Law (BIL)

Overview

On November 15, 2021, the President signed into law the “Infrastructure Investment and Jobs Act” (known also as the Bipartisan Infrastructure Law, or BIL), Public Law 117-58. The BIL provides for a once-in-a-generation investment in highway safety, including a significant increase in the amount of funding available to States under NHTSA’s highway safety grants. It introduced expanded requirements for public and community participation in funding decisions, holding the promise of ensuring better and more equitable use of Federal funds to address highway safety problems in the locations where they occur. The BIL amended the highway safety grant program (23 U.S.C. 402 or Section 402) and the National Priority Safety Program grants (23 U.S.C. 405 or Section 405). The legislation significantly changed the application structure of the grant programs that were in place under prior DOT authorizations, MAP-21 and the FAST Act. The legislation replaced the current annual Highway Safety Plan (HSP), which serves as both a planning and application document, with a triennial HSP (3HSP) and annual grant application (AGA) and it codified the annual reporting requirement. The BIL also made the following changes to the Section 405 grant program:

- Maintenance of Effort – Removed the maintenance of effort requirement for the Occupant Protection Grants, State Traffic Safety Information System Improvements Grants, and Impaired Driving Countermeasures Grants;
- Occupant Protection Grants – Expanded allowable uses of funds and specified that at least 10 percent of grant funds must be used to implement child occupant protection programs for low-income and underserved populations;
- State Traffic Safety Information System Improvements Grants – Streamlined application requirements (allows certification to several eligibility requirements and removes assessment requirement) and expanded allowable uses of funds;
- Impaired Driving Countermeasures Grants – Expanded allowable uses of funds;
- Alcohol-Ignition Interlock Law Grants – Added criteria for States to qualify for grants (specifies three ways for a State to qualify) and amended allocation formula;
- 24-7 Sobriety Programs Grants – Amended program definition and allocation formula;
- Distracted Driving Grants – Amended definitions, changed allocation formula, and amended requirements for qualifying laws;
- Motorcyclist Safety Grants – Added an eligibility criterion (helmet law);
- State Graduated Driver Licensing Incentive Grants – Discontinued grant;
- Non-motorized Safety Grants – Amended the definition of non-motorized road user and expanded allowable uses of funds;
- Preventing Roadside Deaths Grants – Established new grant; and
- Driver and Officer Safety Education Grants – Established new grant.

In addition, the BIL amended the racial profiling data collection grant authorized under the “Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users” (SAFETEA-LU), Sec. 1906, Public Law 109-59 (Section 1906), as amended by the FAST Act, to expand the allowable uses of funds and amend the cap on grant award amounts. It also removed the time limit for States to qualify for a grant using assurances.

This document is Louisiana’s first 3HSP. The AGA will be submitted to NHTSA for approval as a separate document as required under BIL.

1.0 Louisiana’s Highway Safety Planning Process and Problem Identification

1.1 Introduction

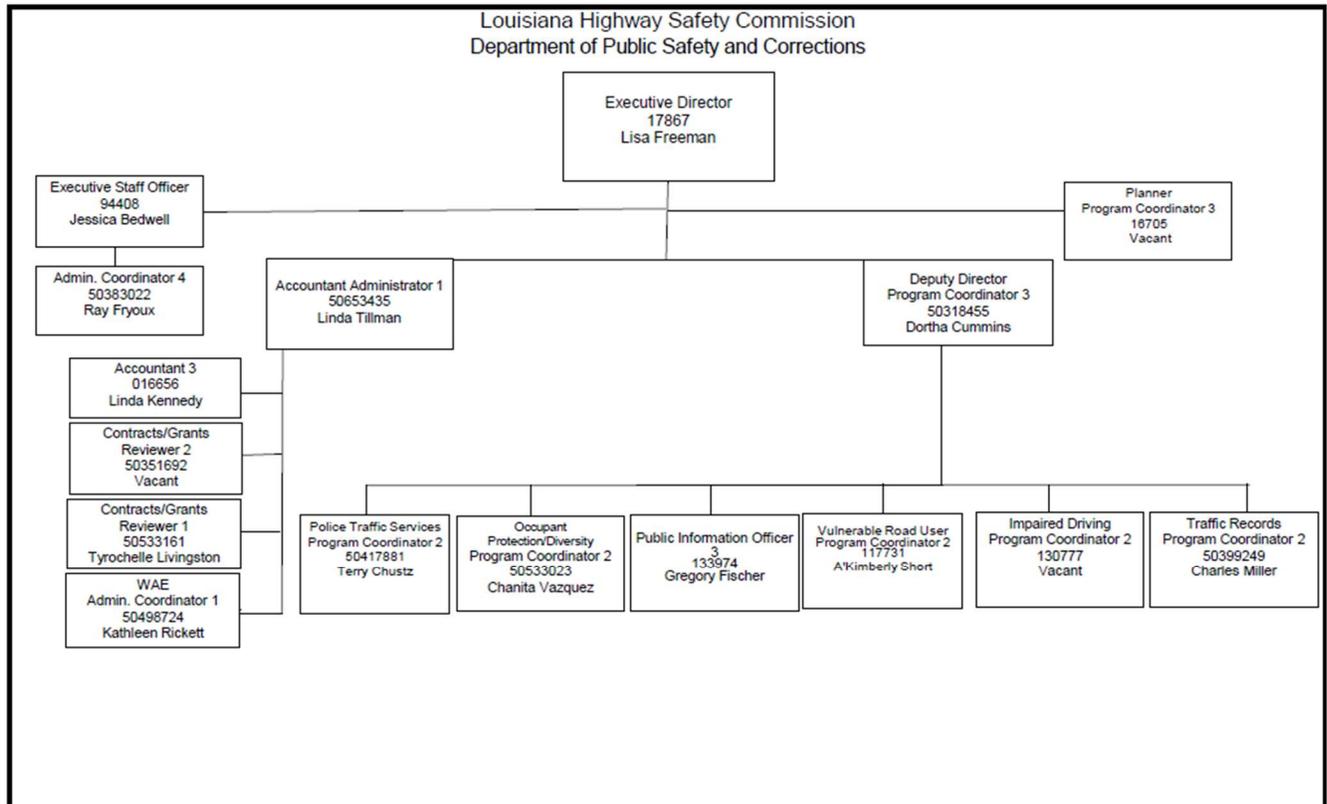
Mission Statement

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

Organization

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

Figure 1.1 Organizational Chart



Effective: 6/26/2023

Governor's Appointed Commission

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

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

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

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

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

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

Sheriff Andy Brown, 5th Congressional District;

Kelley Dair, 2nd Congressional District;

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

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

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

Linda C. Hull, 6th Congressional District;

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

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

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

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

Sheriff Jimmy Pohlmann, 1st Congressional District;

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

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

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

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

Vacant, 4th Congressional District.

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

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

1.2 Overview of the Planning Process

This 3HSP contains the performance targets, performance measures, and countermeasure strategies Louisiana has set for Federal Fiscal Year (FFY) 2024 – 2026 and is provided as part of the Louisiana application for federal highway safety funds.

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

Planning Partners

LHSC collaborates with numerous partners throughout the development and implementation of its highway safety program. It is essential that the LHSC staff continue to collaborate with traffic safety stakeholders to remain current about emerging traffic safety issues. This allows the LHSC to take appropriate action to address any identified problems. LHSC staff regularly participates in local projects whenever possible to learn about program successes or shortcomings, and to identify future programming needs and potential adjustments. Staff also participate in meetings and events throughout the year to collect information on trends and issues, including the SHSP state and regional events. Partners who influence and provide input into the development of the 3HSP include, but are not limited to the following:

- 100 Black Men of Metro Baton Rouge
- 100 Black Men of Greater Lafayette
- Acadiana Planning Commission
- Bayou Classic/NOCCI
- Board of Regents-Council of Student Body Presidents
- Louisiana Municipal Association
- Louisiana Office of Alcohol and Tobacco Control
- Louisiana Office of the Governor
- Louisiana Office of Motor Vehicles
- Louisiana Office of Public Health

- Capital Area Human Services District
- Capital Region Planning Commission
- Consulado de Mexico en Nuevo Orleans
- Consulado General de Honduras of New Orleans
- Catholic Charities Archdiocese of Baton Rouge
- Catholic Charities Archdiocese of New Orleans
- Department of Health and Hospitals, Office of Behavioral Health
- Department of Insurance
- Dillard University
- East Baton Rouge Alcoholic Beverage Control
- East Baton Rouge Parish I CARE
- Essence Festival
- East Baton Rouge Readiness Middle School
- Faith-Based Communities
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Federal Railroad Administration
- Girls on the Run South Louisiana
- Governor's Highway Safety Association
- Grambling State University
- Hispanic Apostolate
- Hispanic Resource Center
- Imperial Calcasieu Regional Planning and Development Commission
- La Voz de La Comunidad
- Legislators
- Louisiana Police Jury Association
- Louisiana Motor Transport Association
- Louisiana Property and Causality Insurance Commission
- Louisiana Sheriffs Association
- Louisiana Supreme Court
- Louisiana Traffic Records Coordinating Committee
- Louisiana Technical Assistance Program
- Louisiana Transportation Research Center
- National Highway Transportation Safety Administration
- National Organization of Black Law Enforcement Executives
- Native American Commission
- Naval Air Station Joint Reserve Base New Orleans Navy Recruiting Command
- New Orleans Regional Planning Commission
- Nicholls State University
- North Delta Regional Planning and Development Commission
- Northwest Louisiana Council of Governments
- Northwestern University
- Outstanding Matured Girlz
- Rapides Area Planning Commission
- Sigma Gamma Rho
- Southern University and A&M College
- South Central Planning and Development Commission
- Southeastern Louisiana University

- LeSanctuary Book Club
- Louisiana Association of Chiefs of Police
- Louisiana Association for the Deaf
- Louisiana Center for Analytics and Research in Transportation Safety
- Louisiana Commission on Law Enforcement
- Louisiana Department of Transportation and Development
- Louisiana District Attorneys Association
- Louisiana Emergency Response Network
- Louisiana Legislative Black Caucus Foundation
- Louisiana Mothers Against Drunk Driving
- Louisiana Passenger Safety Task Force
- Louisiana Rural Ambulance Alliance
- Louisiana State Police
- Louisiana State University
- Louisiana Supreme Court
- Southwestern Athletic Conference Commissioner
- Tangipahoa Parish Government
- The Safety Place
- UMOJA
- University Medical Center
- University of Louisiana – Lafayette
- University of Louisiana – Monroe
- YMCA of Greater New Orleans
- Vietnamese Initiatives in Economic Training
- Westdale Middle Magnet School
- Xavier University

Data Sources

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

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

Steps in the Planning Process

Project selection begins with a request for proposals process inviting eligible state, parish, and local public and nonprofit agencies, along with organizations involved in traffic safety, to submit project and funding proposals to address the identified problems. The LHSC disseminates problem identification information and call for proposals through the newspaper (statewide) and email. A statewide news release announcing the availability of funding is issued each year. The problem identification process is also posted on the LHSC website with the call for proposals, and each grant proposal must reference the appropriate problem identification data to support the proposed project. The LHSC program coordinators review the proposals and provide recommendations for funding to a review panel consisting of the Executive Director, Deputy Director, Planner, Fiscal Manager, and other program coordinators. All proposals for highway safety grants must be data driven, address critical safety needs, and utilize proven safety countermeasures to address the identified problems. NHTSA's Countermeasures That Work, Tenth Edition, 2020, DOT HS 813 097 and NHTSA's Uniform Guidelines for State Highway Safety Programs are utilized by LHSC program coordinators to aid in selecting projects. Projects are identified, approved by the Commission, and are awarded following NHTSA's approval of the 3HSP and the AGA for each fiscal year.

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

Table 1.1 Annual 3HSP Planning Calendar

Activity	Completion Date	Responsible
Gain information and insight on trends, issues, and future programming needs through regular meetings with planning partners, participation in local projects whenever possible, and participation in SHSP state and regional meetings and events.	Continuous	Program Coordinators/ Planner/Deputy Director/Executive Director
Assigned LHSC program coordinators meet to debrief previous year's programs strategies. Problem identification review. LHSC management set annual performance targets. Make project recommendations to Executive Director for next fiscal year funding.	January/February	LHSC Staff
Solicit requests for proposals via website, email, and newspaper ads.	January	LHSC Staff
Review proposals from potential contractors. Send proposals to appropriate program coordinator.	February	Fiscal Staff/ LHSC Staff
Assess previous year carry forward and reallocate funds where necessary.	March	Fiscal Staff
Quarterly meeting with Commission.	March	Executive Director/LHSC Staff
Determine Federal funding estimates and gain input from partner agencies and stakeholders on program direction to create specific plans and projects within each program area. Assemble funding recommendations for three-day proposal review workshop.	March	Fiscal Manager/ Planner/Deputy Director/LHSC Program Coordinators
Three-day Grant Review Workshop held. Coordinators provide an analysis of proposals including problem ID, past performance (if applicable) and funding recommendation. Budgets are assembled per funding source.	March	LHSC Staff/Executive Director
Prepare list of staff recommendations for the June Commission meeting.	April/May	LHSC Staff
Executive Director meets with Executive Committee of the Commission if requested by Chairman.	May	Executive Director
Draft the Triennial Highway Safety Plan (3HSP).	May/June	Deputy Director/Planner
Draft Annual Grant Application (AGA).	June/July	Deputy Director/Planner
Project recommendations are made to LHSC Commission for consideration. Staff then send award letters and begin drafting contracts.	June	Executive Director/LHSC Staff
Gain approval for programs and projects from the appropriate officials.	July/August	Planner/Deputy Director/Fiscal Staff/Executive Director

Activity	Completion Date	Responsible
Submit final 3HSP to NHTSA.	July	Planner/Deputy Director/Executive Director
Submit final AGA to NHTSA.	August	Planner/Deputy Director/Executive Director
Negotiate and approve contracts.	August	LHSC Staff/Executive Director
Present traffic crash data report.	August/September	Executive Director/Statistician
Quarterly Commission meeting.	September	Executive Director/LHSC Staff
Implement programs and projects. Begin work on Annual Report.	October	LHSC Program Coordinators/Planner
Quarterly meeting with Commission.	December	Executive Director/LHSC Staff
Submit Annual Report to NHTSA.	January	Planner/Deputy Director/Executive Director
Process claims as stipulated by contract and conduct desk audits at time of claim processing. Conduct additional project reviews throughout grant period based on the policy and procedures of the LHSC.	Continuous	LHSC Program Coordinators/Deputy Director/Executive Director

Coordination with the Strategic Highway Safety Plan

In 2009, LHSC and the Louisiana Department of Transportation and Development (DOTD) teamed up to identify consistent goals to be adopted by both agencies and to meet regularly to assess progress. The two agencies agreed to adopt the AASHTO goal of halving fatalities by 2030. Furthermore, Louisiana has adopted a strategic vision for reducing traffic-related deaths and severe injuries – Destination Zero Deaths. The vehicle for reaching this destination is the Strategic Highway Safety Plan (SHSP), which uses a statewide comprehensive, data-driven, multidisciplinary approach to identify the State’s most severe traffic safety problems and identifies strategies and tactics with the greatest potential to reduce crash severity. The SHSP guides investment decisions towards strategies and countermeasures with the most potential to save lives and prevent injuries. The Louisiana DOTD, State Police, and the LHSC lead the SHSP.

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

Coordination between LHSC and DOTD is further enhanced by use of the same data sources in the development of the targets and performance measures from the CARTS when FARS data are

unavailable (e.g., injury data). Additional information on CARTS, examples of the data it provides, and the data users can be found at [LSU/CARTS](#).

Providing oversight of the SHSP process is the Executive Committee and Implementation Team, the LHSC plays a critical role in both groups with the Executive Director serving as an active member of the Executive Committee with leadership from the DOTD, and LSP, and the Implementation Team includes representatives from key Federal, state, and local agencies; private-sector representatives; leaders of the statewide emphasis area teams; and the coordinators of each regional safety coalition. The LHSC is also integrally involved in the SHSP update process that occurs every five years. Louisiana’s SHSP, updated in July 2022, can be found at [Destination Zero Deaths](#).

SHSP coordination is enhanced by the nine Regional Traffic Safety Coalitions (see Figure 1.2) collaborating with DOTD District Offices and Highway Safety Section, Metropolitan Planning Organizations (MPOs) and other local governments, law enforcement, public health organizations, education leaders, and other stakeholders and advocacy groups within each of their regions who share a common goal of achieving statewide targets at the regional level utilizing local solutions to improve safety. The Regional Traffic Safety Coalitions focus on the four SHSP emphasis areas, three of which are behavioral (Distracted Driving, Impaired Driving and Occupant Protection). The fourth emphasis area is Infrastructure & Operations. Depending upon the project, the coalitions may receive funding from the LHSC or DOTD. The Regional Traffic Safety Coalitions also share strategies and initiatives for improving safety with LHSC such as Warranted Blood Draw weekends, proactive enforcement to address the identified emphasis areas, and varied educational and outreach programs such as Operation Lifesaver, Sudden Impact, ThinkFirst, and Stroll into Safety to name a few.

Figure 1.2 LA Regional Safety Coalitions



1.3 Problem Identification

Participants

In addition to gathering input from the partners referenced in Section 1.2, the LHSC also conducts multiple assessments and surveys each year. The Louisiana State University (LSU) Information Systems and Decision Sciences (ISDS) and the CARTS collect and analyze data, host a web-accessible database, and produce the annual Louisiana Traffic Records Data Report. These resources are used to determine Louisiana's most serious highway safety problems and develop the problem identification section of the 3HSP.



Data Sources

The 3HSP is based upon the most recent published data available at CARTS Data Reports, in addition to the most recent FARS data, which is available at [NHTSA FARS](#). The LHSC utilizes the Louisiana Traffic Records Data Report and the STSI website to analyze, down to the parish-level, data on licensed driver populations, and compares crash data to ensure specific programs are being conducted within the identified parishes to address their traffic safety needs.

As an example, Table 1.2 from the Louisiana CARTS website provides an overview of Louisiana's vehicle miles traveled, licensed drivers, population, and crash trends from 2017 to 2022. For each category, the difference from previous years is shown.

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

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

<http://www.lahighwaysafety.org/>;

<https://carts.lsu.edu/>; <http://lacrash.lsu.edu/>;

<http://www-fars.nhtsa.dot.gov/Main/index.aspx>;

<http://www.nhtsa.gov/>; and

http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/22_LA/2014/22_LA_2014.htm.

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

The LHSC also conducts multiple assessments and surveys each year. The LHSC has routinely conducted Observational Safety Belt Usage surveys since 1986 and Child Passenger Safety Usage surveys since 1991. Due to COVID-19 restrictions and the issuance of a waiver from the National Highway Traffic Safety Administration (NHTSA), the Statewide observation survey was not conducted in 2020. The Statewide observation survey resumed in December of 2021 and was conducted again in June 2022. Both surveys provide additional data sources for the LHSC to utilize in reviewing progress and setting future objectives. In 2012, 2013, 2015, 2017, 2018, 2019 and 2022 the LHSC also conducted Nighttime Adult Seat Belt Observational Usage surveys to better understand the behaviors of high-risk users.

The LHSC conducts annual attitudinal surveys to assess self-reported behavior, campaign recognition, and judge effective messaging of various campaigns. These surveys assist the LHSC in determining appropriate messaging for our target demographics and judge effectiveness on the LHSC's ability to affect social marketing of traffic safety issues.

Steps in the Problem Identification Process

Data analysis is initially completed by the Louisiana State University's ISDS and the CARTS and provided to the LHSC in an annual publication. The Louisiana Traffic Records Data Report provided the basis for additional data analysis by LHSC. Data used by the LHSC staff are subsequently provided to sub grantees during the contract negotiating process. Except for the available FARS data for the core performance measures all crash data used throughout this report reflects state data (provided by the Center for Analytics and Research in Transportation Research at Louisiana State University), unless noted otherwise.

The following steps were used in the problem identification process for the FFY 2024 - 2026 3HSP:

Step 1 – The most recent available data (2021 FARS ARF and final state data up to 2021, and in some cases, preliminary 2022 state data) were used to compare parishes using total population, total fatal and injury crashes, number of fatalities, urban and rural crash distinction, alcohol-related fatal and injury crashes, pedestrian fatalities, bicycle fatalities, motorcycle fatalities, railroad/highway fatalities, large truck and bus fatalities, youth involved crashes, and costs associated with traffic crashes.

Step 2 – Although numerous parishes have specific traffic needs, the LHSC chooses parishes with multiple needs concerning injury crashes, fatal crashes, and total fatalities. Data from the Louisiana Traffic Records Data Report are used to evaluate each parish within population groupings and evaluate a five-year trend in each identified category. A five-year trend analysis, with emphasis on population outreach, assists in determining the selected parishes. The LHSC's strives to consistently reach 85 percent of the State's population and to reach a minimum of 70 percent of the State problem in each category.

Step 3 – A five-year trend is used for an additional analysis of prominent issues, i.e., motorcycle helmet usage, railroad, and pedestrian issues. Allocations to program areas are based on the magnitude of each problem based on the analysis. Survey results (seat belt use and public perception) are also analyzed.

Selection Process Steps

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

Step 1 – Assigned LHSC program coordinators discuss each of the expected NHTSA grant awards for the next fiscal year distribution, determine current contractors' feasibility (including program analysis and fiscal performance), and discuss potential new resources that will further assist the LHSC in attaining set goals. Analysis of anticipated funding amounts for the next fiscal year are reviewed from Sections 402, 405, 1906, 154AL, and 164AL, to determine potential funding available.

Step 2 – The LHSC program coordinators, through consensus, then recommend performance targets, strategies, and specific projects/programs for funding approval to the Executive Director for consideration. Projects/programs are selected using criteria that include response to identified problems, potential for impacting performance targets, innovation, evidence-based countermeasures, adequate evaluation plans, and input provided by partners.

Step 3 – The LHSC Executive Director may present the recommendations to the Executive Committee, if requested, and subsequently presents the recommended projects to the LHSC Commission for approval.

Step 4 – Upon Commission approval, the LHSC staff creates contracts and solicits participation from the agencies identified in the AGA.

Step 5 – All approved contract agencies and individuals are contacted to begin the sub grant development phase with a starting date of October 1 for each federal fiscal year they are approved, or immediately upon receipt if after that date, subject to the availability of Federal funds.

Statewide Demographics

Louisiana State Demographics

Louisiana covers 43,210 square miles; its capital is Baton Rouge. It can be divided physically into the Mississippi River flood plain and delta, and the low hills of the Gulf of Mexico coastal plain. It is the only U.S. state to be governed under the Napoleonic Code.

Official population estimates for 2022 list Louisiana as having a population of 4,590,241 individuals. Out of this population, over half reside in urbanized areas while the remainder of the population resides in rural areas. Much of the population is concentrated around major urban centers including New Orleans, Baton Rouge, the Shreveport-Bossier City metropolitan area, Lafayette, and Lake Charles.

The median household income in Louisiana is \$53,571 in contrast with a median income of \$69,021 for the U.S. overall. The State’s poverty rate is 19.6 percent in comparison to a national rate of 11.6 percent.

The majority of Louisiana’s population identifies as White alone, not Hispanic or Latino (57.9 percent) while the next largest racial group identifies as Black or African-American alone (33.0 percent). See Table 1.3 for the complete picture of Louisiana population demographics for 2022.

Table 1.3 Louisiana Population Demographics 2022

Group	Percentage
White alone, not Hispanic or Latino	57.9%
Black or African-American alone	33.0%
Hispanic or Latino	5.6%
Asian alone	1.9%
Persons Reporting Two or More Races	1.8%
American Indian and Alaska Native alone	0.8%
Native Hawaiian and Other Pacific Islander alone	0.1%

Source: U.S. Census Bureau, 2022

The following Table 1.4 breaks out the Louisiana traffic fatalities by person type and Race/Hispanic Origin.

Table 1.4 Louisiana Fatalities by Person Type and Race/Hispanic Origin

Louisiana Fatalities by Person Type and Race/Hispanic Origin ¹					
Person Type by Race/Hispanic Origin					
Occupants (All Vehicle Types)	Hispanic	28	24	12	12
	Black, Non-Hispanic	194	193	204	223
	American Indian, Non-				
	Asian, Non-Hispanic/Unknown	6	5	1	4
	All Other Non-Hispanic or Race				
	Unknown Race and Unknown Hispanic	0	2	0	1
	Non-Occupants (Pedestrians, Pedalcyclists and Other/Unknown Non-Occupants)	Hispanic	6	15	2
	White Non-Hispanic				
	Black, Non-Hispanic	56	83	86	89
	American Indian, Non-				
	Asian, Non-Hispanic/Unknown	0	0	0	0
	All Other Non-Hispanic or Race				
	Unknown Race and Unknown Hispanic	0	0	1	0
Total		770	771	727	828
¹ 2021 Race/Hispanic Origin Data is Not Yet Complete The 2021 data will be available on the NHTSA STSI website when the Final File is released					

Source: FARS for Louisiana [NHTSA FARS](#)

Statewide Crash Data

Data for the 3HSP were extracted from the Louisiana Traffic Records Data Report 2021 for fatal and nonfatal injury data. All other fatality data was extracted from the Fatality Analysis Reporting System (FARS) 2017 – 2020 Final and FARS 2021 ARF (see Louisiana data [NHTSA FARS](#)). The preliminary state data from Louisiana for 2022 was pulled on various dates in June 2023 and may change throughout the year as crash data are submitted by law enforcement.

Overview of the 2021 Louisiana Fatal and Injury crashes: Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University (LSU)

In 2021 there were:

- 887 fatal crashes which increased by 16.4% from 2020. 972 persons killed which increased by 17.4% from 2020.
- 1470 vehicles involved in fatal crashes which increased by 21.0% from 2020.
- 46,712 injury traffic crashes which increased by 16.5% from 2020.
- 75,914 injuries in traffic crashes which increased by 17.8% from 2020.
- 114,575 property-damage-only crashes which increased by 16.9% from 2020.

Of the 972 fatalities in 2021:

- 185 were killed as pedestrians which increased by 26.7% from 2020.
- 629 were killed as drivers of vehicles which increased by 11.9% from 2020.
- 86 motorcyclists were killed which increased by 4.9% from 2020. Of the 86 motorcyclists killed, 2 were passengers.
- 35 were killed on bicycles which increased by 2.9% from 2020.
- Louisiana's 2021 mileage fatality rate was 1.76 per 100 million miles travelled, which increased by 9.1% from 2020.
- Louisiana's 2021 mileage fatality rate was 20.91 per 100,000 population which increased by 17.39% from 2020.
- Louisiana's 2021 mileage fatality rate was 31.39 per 100,000 licensed drivers.

Of the fatal crashes in 2021:

- Fatal crash rate involving drivers 15- to 17-years-old decreased from 34.0 in 2020 to 33.8 in 2021.
- Fatal crash rate involving drivers 18- to 20-years-old increased by 20.0 percent from 49.67 in 2020 to 59.6 in 2021.

The 2021 injury rates were:

- 137.4 injuries per 100 million miles traveled which increased by 9.5% from 2020.
- 1,633 injuries per 100,000 population which increased by 17.8% from 2020.
- 2,452 injuries per 100,000 licensed drivers which increased by 15.3% from 2020.

MOTORCYCLES:

- Motorcycle fatalities increased by 4.9% from 2020 to 2021.
- Motorcycle injuries decreased by 3.3% from 2020 to 2021.
- There were 5.6 deaths of motorcycle drivers per 100 motorcycles in crashes for 2021 as compared to 5.3 in 2020.
- Helmet use in motorcycle crashes was 82% in 2021.

- There were 1,169 known drivers/occupants using helmets in 1,504 motorcycles involved in crashes (fatal, injury, and PDO crashes) in 2021.

INTERSTATES:

- Interstate fatalities increased by 48.7% from 2020 to 2021.
- Interstate fatal crashes increased by 44.7% from 2020 to 2021.
- Interstates account for 17% of the fatal crashes and 18% of the fatalities in 2021.
- Fatal crashes on elevated interstates increased by 133% from 2020 to 2021.
- Injury crashes on elevated interstates increased by 36% from 2020 to 2021.
- The number of fatalities per 100 million miles traveled was 1.21 on interstates in 2021 compared to 1.8 for Louisiana as a whole.

ALCOHOL:

- In 2021, 404 (42%) of traffic fatalities were estimated to be alcohol related.
- 367 fatal crashes (41.4%) were estimated to be alcohol related which increased by 21.93% from 2020.
- 3,038 (6.5%) of the 46,712 injury crashes involved alcohol.
- Of the 114,575 property-damage-only crashes in 2021, 4,273 PDO crashes (3.7%) involved alcohol.

OCCUPANT PROTECTION (Where safety belt usage was known):

- 59% of drivers killed were not wearing a safety belt.
- 64% of passengers ages 6 and older who were killed were not wearing a safety belt.
- 78% of children below age 6 who were killed were not properly seated in a child seat.
- The number of all unrestrained occupants killed (six years and older) increased by 18.7 percent from 285 in 2020 to 337 in 2021.

PEDESTRIANS:

- Pedestrians accounted for 19.0% of all traffic fatalities which increased by 1% from 2020.
- 1,146 pedestrians were injured in 2021 which increased by 2.0% from 2020.

VEHICLE TYPE:

- In Louisiana, large trucks (gross vehicle weight rating greater than 10,000 pounds) were involved in 8.2% of all fatal crashes in 2021, a 1.2% increase from 2020.
- 37.6% of persons killed in motor vehicles in 2021 were occupants (drivers or passengers) of passenger cars, a 0.2% decrease from 2020.
- 42.3% of occupants killed (drivers or passengers) of vehicles were in light trucks, vans, or SUVs in 2021, a 1.7% increase from 2020.
- 2.2% of occupants killed were in large trucks in 2021, a 0.5% increase from 2020.

According to the CARTS, the four major contributing factors to Louisiana’s fatal crashes are: alcohol, distraction, seat belt and aggressive driving. Aggressive driving is defined as either:

- Exceeding stated speed limit
- Exceeding safe speed limit
- Failure to yield
- Following too closely
- Improper passing
- Disregarded traffic control
- Careless operation

The 5-year average indicates 78% of fatal crashes involves at least one of the four major contributing factors listed above.

Figure 1.3 shows the distribution of all 2021 traffic fatalities by role, i.e., driver occupant, or pedestrian. Figure 1.4 displays the percent of all traffic fatalities by gender.

Figure 1.3 Fatalities by Role

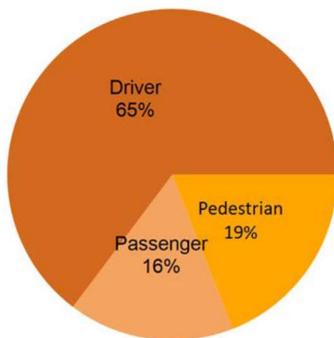
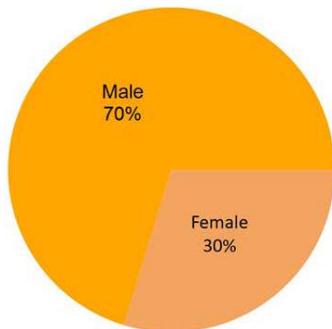


Figure 1.4 Fatalities by Gender



Source: Figures 1.3 and 1.4 are from the CARTS Louisiana Traffic Records Data Report 2021

The following Table 1.5 provides a breakout of fatalities by person type and shows the type of vehicle the person was in or if they were a motorcyclist, pedestrian or bicyclist.

Table 1.5 Louisiana Fatalities by Person Type

Person Type		2017		2018		2019		2020		2021	
		#	%*	#	%*	#	%*	#	%*	#	%*
Occupants	Passenger Car	258	34	242	31	238	33	252	30	293	30
	Light Truck - Pickup	145	19	128	17	121	17	160	19	185	19
	Light Truck - Utility	75	10	80	10	84	12	108	13	139	14
	Light Truck - Van	14	2	16	2	13	2	13	2	11	1
	Light Truck - Other	0	0	2	0	2	0	0	0	0	0
	Large Truck	30	4	17	2	20	3	12	1	23	2
	Bus	0	0	1	0	1	0	1	0	0	0
	Other/Unknown Occupants	11	1	11	1	15	2	25	3	18	2
	Total Occupants	533	69	497	64	494	68	571	69	669	69
Motorcyclists	Total Motorcyclists	97	13	79	10	87	12	75	9	83	9
Nonoccupants	Pedestrian	115	15	164	21	118	16	144	17	184	19
	Bicyclist and Other Cyclist	23	3	29	4	22	3	34	4	34	3
	Other/Unknown Nonoccupants	2	0	2	0	6	1	4	0	2	0
	Total Nonoccupants	140	18	195	25	146	20	182	22	220	23
Total	Total	770	100	771	100	727	100	828	100	972	100
*Sum of Percents May Not = 100 Due to Individual Cell Rounding											

Source: FARS for Louisiana [NHTSA FARS](#)

Louisiana Highway Safety Problem ID Parishes

Like all states, Louisiana has a limited amount of available highway safety funding; therefore, it is necessary to identify problem locations or parishes to dedicate limited resources to the areas of greatest need. Louisiana is divided into 64 parishes, which are analogous to counties in other states. Data from the Louisiana Traffic Records Data Report is used to evaluate each parish within population groupings and evaluate a five-year trend. The CARTS provides a list of road fatalities by parish, and most of the parishes with the highest amounts of traffic-related fatalities are also some of the largest by population. Throughout this 3HSP, the following 16 parishes will be referred to as the “Problem ID (identification) Parishes”:

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

In 2021, Louisiana’s problem ID parishes account for:

- 71.4 percent of the State’s total licensed driver population;
- 65.6 percent of the total number of traffic fatalities; and
- 79.0 percent of total fatal and injury crashes.

Louisiana identified the 16 parishes that account for the greatest portion of the State’s alcohol-related fatal and injury crashes. In 2021, the 16 parishes below account for 75.8 percent of all alcohol-related fatal and injury crashes:

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

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

Table 1.6 provides information on traffic fatalities for the top 10 Louisiana Parishes from 2017 to 2021 using FARS data.

Table 1.6 Louisiana Top 10 Parishes Traffic Fatalities

5 Year Trend For The Top 10 Counties of 2021 - Fatalities Year to Year Percent Change										
Louisiana Counties by 2021 Ranking		Fatalities					Percent Change From Previous Year			
		2017	2018	2019	2020	2021	2018	2019	2020	2021
1	East Baton Rouge Parish	69	66	59	89	104	-4	-11	51	17
2	Orleans Parish	45	41	44	51	69	-9	7	16	35
3	Calcasieu Parish	38	35	35	32	56	-8	0	-9	75
4	Caddo Parish	34	51	36	40	47	50	-29	11	18
5	Jefferson Parish	28	28	37	30	45	0	32	-19	50
6	Rapides Parish	13	26	21	25	40	100	-19	19	60
7	Lafayette Parish	18	18	21	26	35	0	17	24	35
8	Ouachita Parish	28	24	25	30	35	-14	4	20	17
9	Lafourche Parish	23	12	15	19	30	-48	25	27	58
10	Ascension Parish	27	32	16	23	29	19	-50	44	26
Sub Total 1.*	Top Ten Counties	361	369	351	398	490	2	-5	13	23
Sub Total 2.**	All Other Counties	409	402	376	430	482	-2	-6	14	12
Total	All Counties	770	771	727	828	972	0	-6	14	17
*This Sub Total is the Total for the Top Ten Counties										
**This Sub Total is the Total for all Counties Outside the Top Ten										

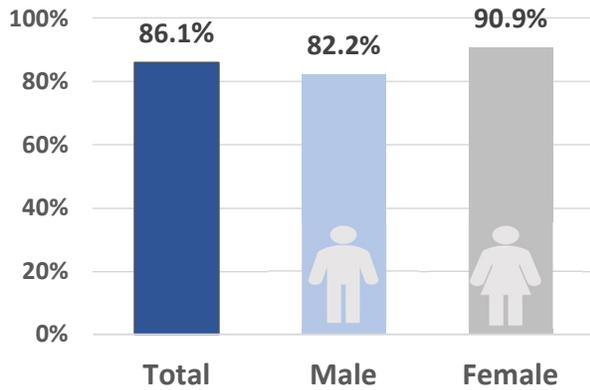
Source: FARS for Louisiana [NHTSA FARS](#)

Seat Belt Observation Survey Results

Louisiana's statewide belt usage rate for 2022 is 86.1%. The 2022 statewide use rate is 0.4 percentage points above the most recent rate of 87.7% measured in December of 2021, and 1.7 percentage points below the historic high measured in December 2016 (87.8%). The increase from 2021 to 2022 is not statistically significant (at $p = 0.05$).

The 2022 survey included additional information such as: occupant sex, race/ethnicity, and vehicle type. Figure 1.5 shows that belt use among male occupants was 8.7 percentage points lower compared to female usage (82.2% vs. 90.9%), which is about the same as the gap of 8.6 percentage points in 2021.

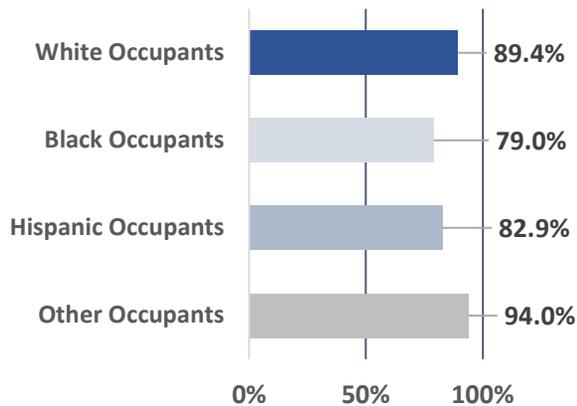
Figure 1.5 2022 Seat Belt Use Rate by Occupant Sex



Source: 2022 Louisiana Seat Belt Observation Survey Results

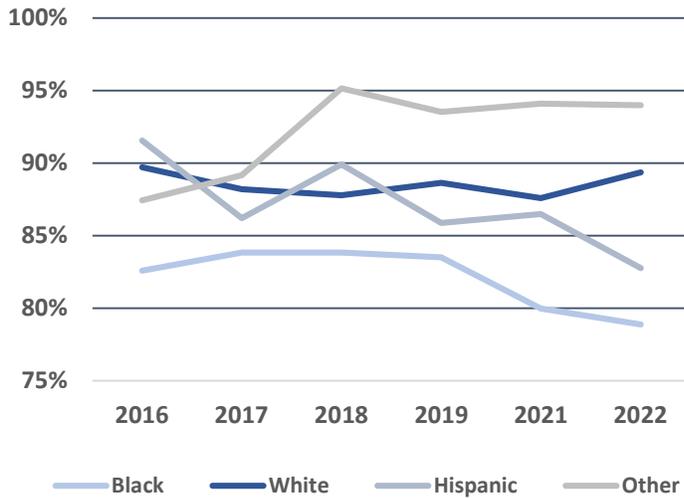
Belt usage has historically differed by occupant race/ethnicity. Most notably, Black occupants are less likely to wear a seat belt compared to other races/ethnicities. This has been the case for each year of this survey. LHSC directed resources in the recent past towards improving minority belt use while working to improve overall belt usage. The gap in usage between Black occupants and the other races/ethnicities has increased in 2022 compared to 2019 and 2021. For instance, belt usage among Black front seat occupants was 7.6 percentage points lower than white front seat occupants in 2021 and this gap increased to 10.4 percentage points in 2022. Please note that Hispanic and Other/Unknown occupant usage rates have large swings from year-to-year, largely due to small sample sizes. (See Figures 1.6 and 1.7)

Figure 1.6 2022 Seat Belt Use Rate by Race/Ethnicity



Source: 2022 Louisiana Seat Belt Observation Survey Results

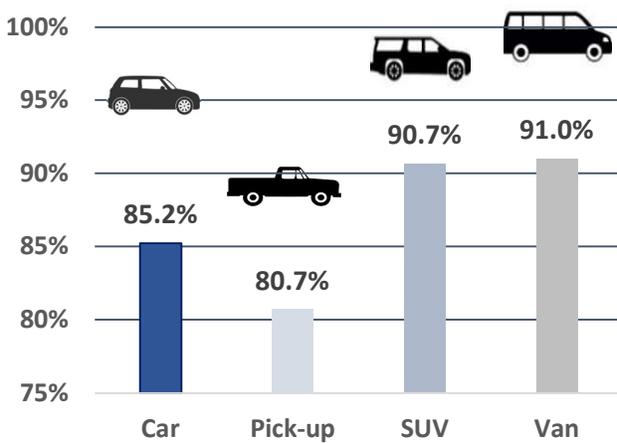
Figure 1.7 Seat Belt Usage by Race/Ethnicity: 2016 - 2022



Source: 2022 Louisiana Seat Belt Observation Survey Results

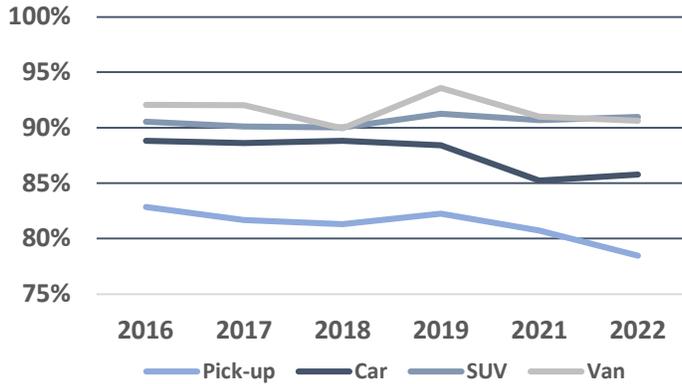
Vehicle type also makes a difference in belt usage (See Figures 1.8 and 1.9). Operators and passengers in pickup trucks use seat belts less often than occupants in other vehicle types. A large portion of the sample (over one-quarter) from year-to-year includes pickup trucks and that drags the overall statewide average downward. This has been the case every year of the survey. Belt use has not changed much in all vehicle types over the past five years and the wide gap in usage between occupants in pickup trucks and other vehicle types remains largely unchanged. There was, however, a drop of -2.3 percentage points in seat belt use among pickup truck occupants in 2022, although it was not statistically significant at 0.05.

Figure 1.8 2022 Seat Belt Use Rate by Vehicle Type



Source: 2022 Louisiana Seat Belt Observation Survey Results

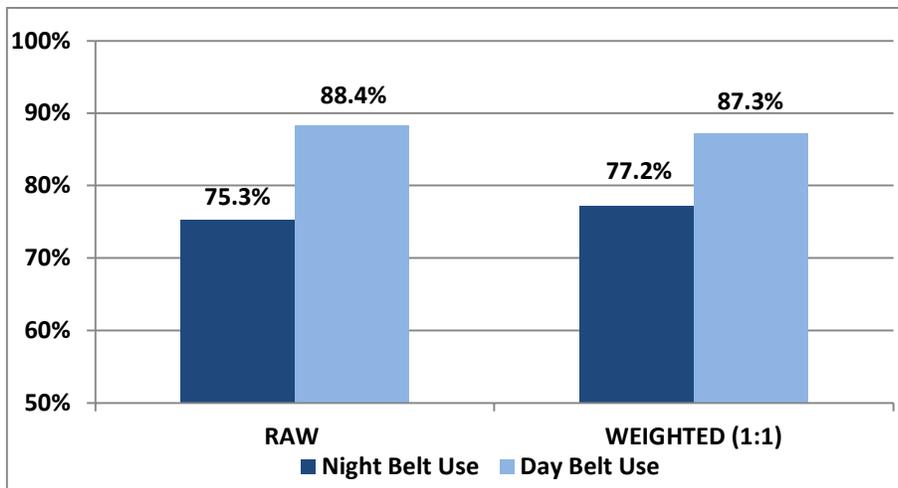
Figure 1.9 Seat Belt Usage by Vehicle Type: 2016 - 2022



Source: 2022 Louisiana Seat Belt Observation Survey Results

Figure 1.10 displays overall nighttime and daytime survey results. The November/December 2022 nighttime seat belt observations conducted by Preusser Research Group, Inc. indicated a 75.3 percent use rate, based on raw data counts. The May/June 2022 daytime use rate on the same roadways, also based on raw data counts, was 88.4 percent. Because the number of observed occupants varied among the survey sites, PRG averaged the use rates for all 40 observation sites to control for disproportionate weighting of some sites over others due to volume. Equally weighting the sites (1:1) estimated the nighttime use rate at 77.2 percent. Weighting the daytime survey data (1:1) resulted in an 87.3 percent use rate across these same observation sites during daylight hours.

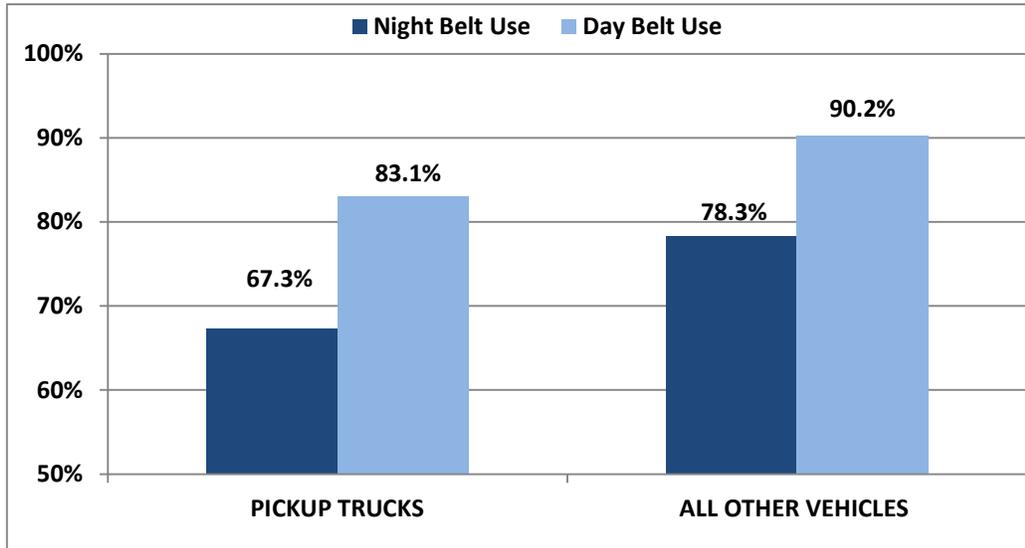
Figure 1.10 2022 Seat Belt Use at Nighttime & Daytime Across 40 Observation Sites in Louisiana



Source: 2022 Louisiana Nighttime Adult Seat Belt Observation Survey Results

Figure 1.11 shows the seat belt use rate among pickup truck occupants compared to all other vehicle types. Observations found seat belt use was lower at night among occupants in all types of vehicles. Belt use measured particularly low among occupants in pickup trucks regardless of time of day, but even more so at nighttime (67.3%).

Figure 1.11 2022 Difference in Seat Belt Use at Night & Day by Vehicle Type



Source: Louisiana Nighttime Adult Seat Belt Observation Survey Results

Pedestrian fatalities in Louisiana were at an all-time high of 185 in 2021 (State data). Pedestrian fatalities were 44.5% above the past 5-year average. Table 1.7 displays pedestrian injuries, fatalities and pedestrian fatalities involving alcohol use of the pedestrian.

Table 1.7 Pedestrian Injuries and Fatalities

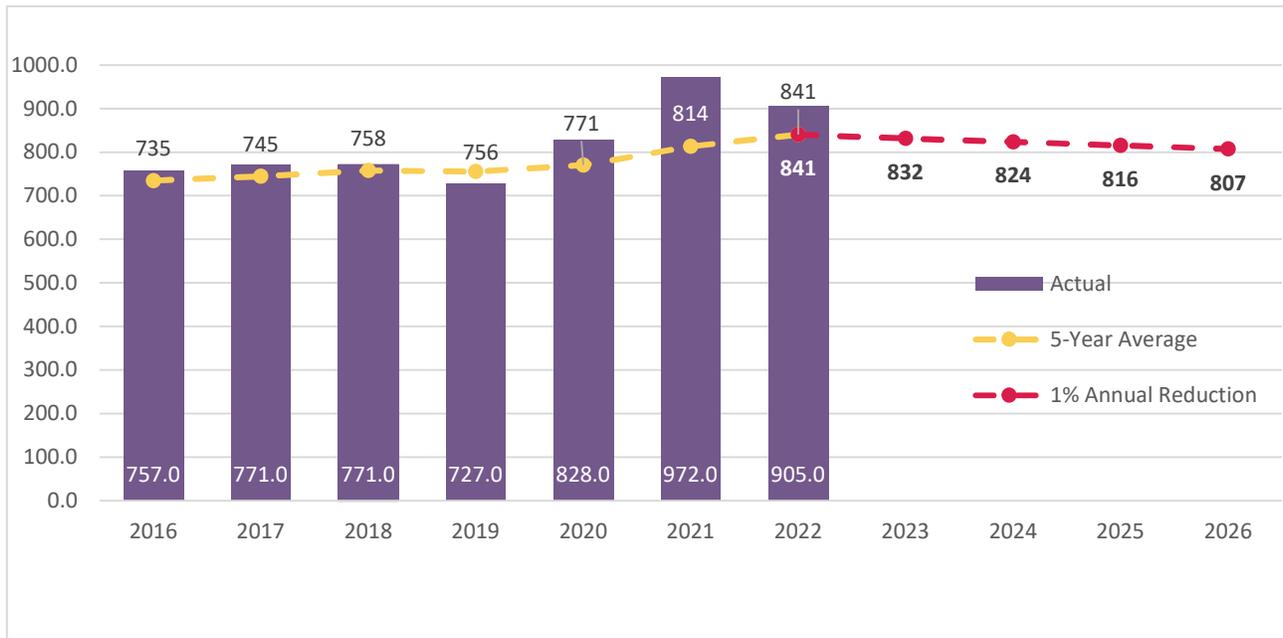
YEAR	PEDESTRIAN		ALCOHOL INVOLVED		PENDING OR NOT TESTED		
	INJURIES	FATALITIES	FATALITIES	PERCENT	PENDING	NOT TESTED OR UNKNOWN	PERCENT PENDING
2016	1,464	128	78	60.9%	2	31	1.6%
2017	1,491	117	51	43.6%	3	38	2.6%
2018	1,470	165	68	41.2%	0	38	0.0%
2019	1,399	122	52	42.6%	0	25	0.0%
2020	1,124	146	46	31.5%	0	41	0.0%
2021	1,146	185	59	31.9%	0	51	0.0%
DIFFERENCE							
1 YEAR	2.0%	26.7%	28.3%	0.4%	NaN	24.4%	0.0%
5 YEAR	-21.7%	44.5%	-24.4%	-29.0%	-100.0%	64.5%	-1.6%
AVERAGE	-17.5%	36.4%	0.0%	-12.1%	-100.0%	47.4%	-0.8%

Source: Louisiana Traffic Records Data Report 2021

Figures 1.12 through 1.25 on the following pages provide additional data to show the traffic safety problems identified and provides further justification for the program areas, programs and projects included in the Louisiana 3HSP and the AGA.

Based on all the data analyzed, the LHSC has established data-driven quantifiable and measurable triennial performance targets that demonstrate improved performance over the three-year period and they align with the program areas included in the 3HSP. The performance measures and targets will be addressed in detail in the Performance Plan section of the 3HSP.

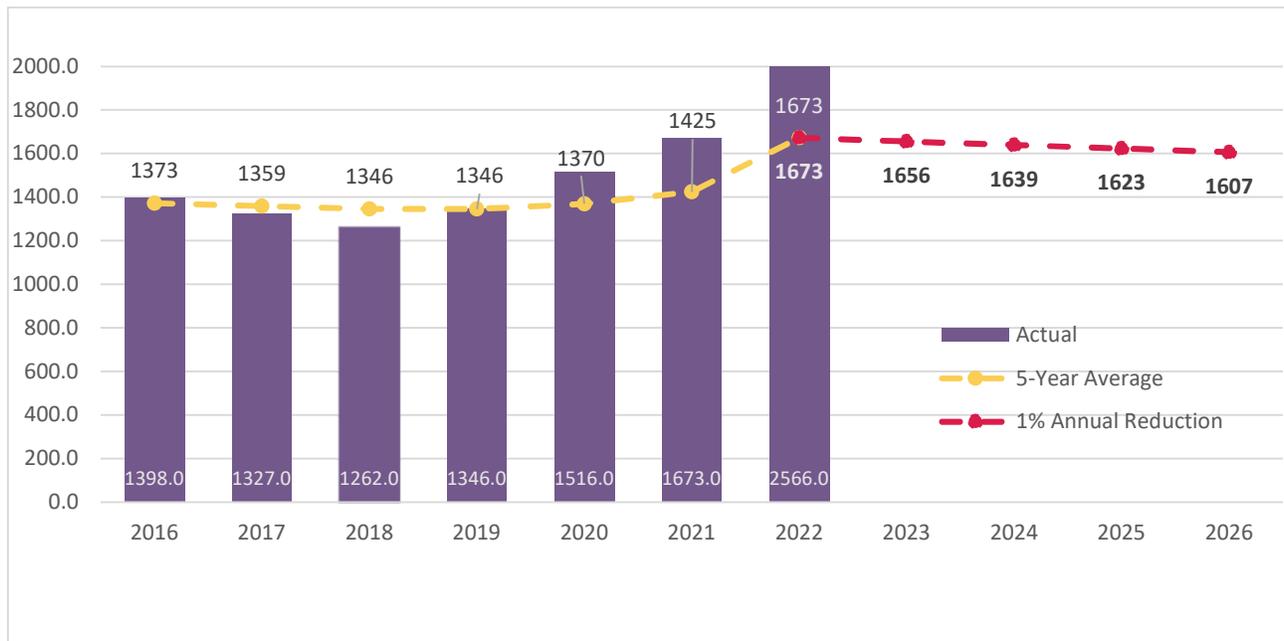
Figure 1.12 C-1 Total Fatalities Trend Line Analysis



Source: NHTSA, STSI (2016 through 2021 data) and CARTS (2022 data)

The number of fatalities did not change a lot from 2016 to 2018 and then a decrease was seen in 2019. Then in 2020 and 2021, the number of fatalities began increasing drastically to 828 and 972, respectively. The preliminary numbers for 2022 indicate a downward trend. A five-year average trend line was chosen as the most practical justification for determining the 2024 - 2026 targets based on the upward trend in fatalities. To establish the 2024 - 2026 targets, the most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.

The 2022 data is considered preliminary State data.

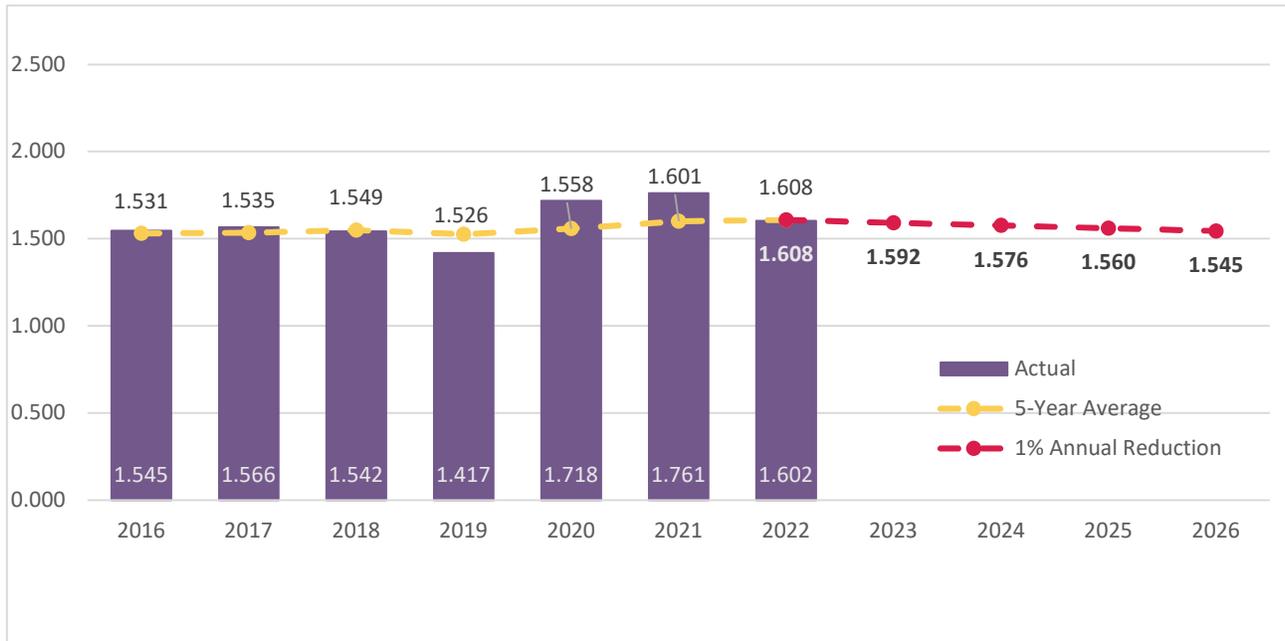
Figure 1.13 C-2 Total Serious Injuries Trend Line Analysis

Source: CARTS

The number of serious injuries decreased from 2016 to 2018. However, since 2019 the number of serious injuries began to increase yearly. A five-year trend line was chosen as the most practical justification for determining the 2024 - 2026 targets based in part on recent decreases in observed seat belt usage rates and current countermeasure programs enacted to address the overall injuries. Louisiana is expecting to see additional changes in the number of serious injuries due to federal compliance criteria that required Louisiana to adopt the Model Minimum Uniform Crash Criteria (MMUCC) 4th Edition definition for suspected serious injuries. Louisiana was deemed compliant in April of 2019. To establish the 2024 - 2026 targets, the most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.

The 2022 data is considered preliminary State data.

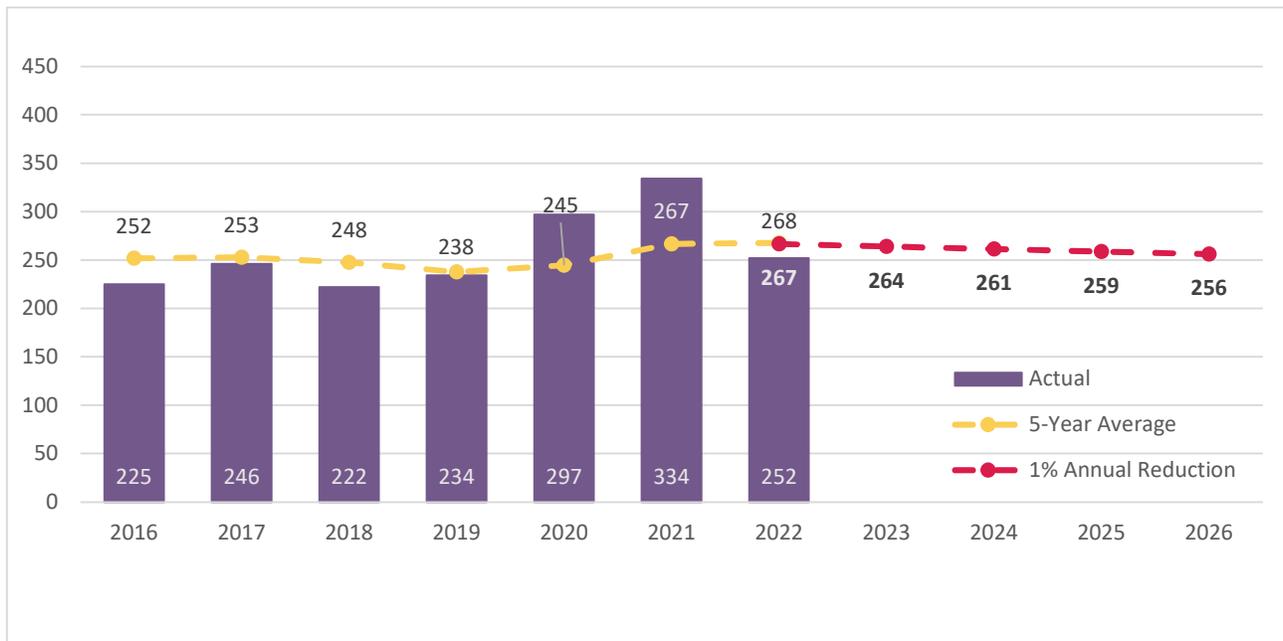
Figure 1.14 C-3 Fatality Rate per 100 MVMT Trend Line Analysis



Source: NHTSA, STSI (2016 through 2021 data) and CARTS (2022 data)

The State’s fatality rate per 100 MVMT has remained fairly constant over the last five years. A five-year trend line was chosen as the most practical justification for determining the 2024 - 2026 targets based on trends, current countermeasure programs being implemented and the fact that no major safety legislation has passed in recent years with the exception of the new ignition interlock laws passed in 2023 to bring Louisiana’s laws into compliance with national standards and best practices. To establish the 2024 - 2026 targets, the most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.

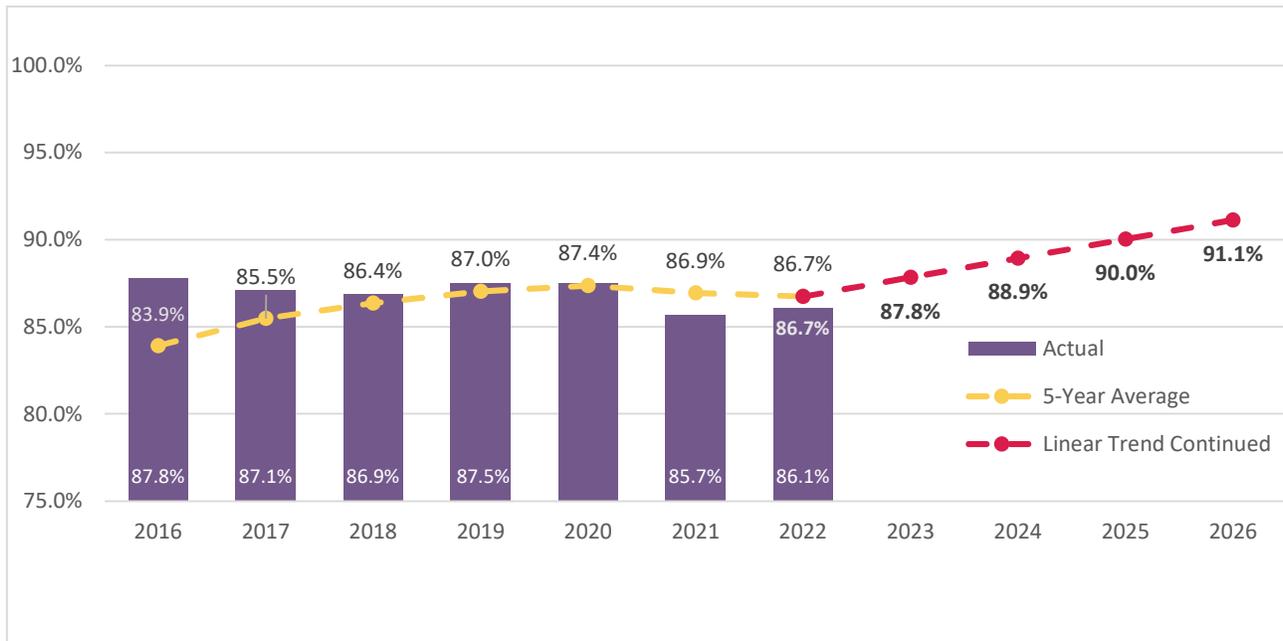
The 2022 data is considered preliminary State data.

Figure 1.15 C-4 Unrestrained Fatalities Trend Line Analysis

Source: NHTSA, STSI (2016 through 2021 data) and CARTS (2022 data)

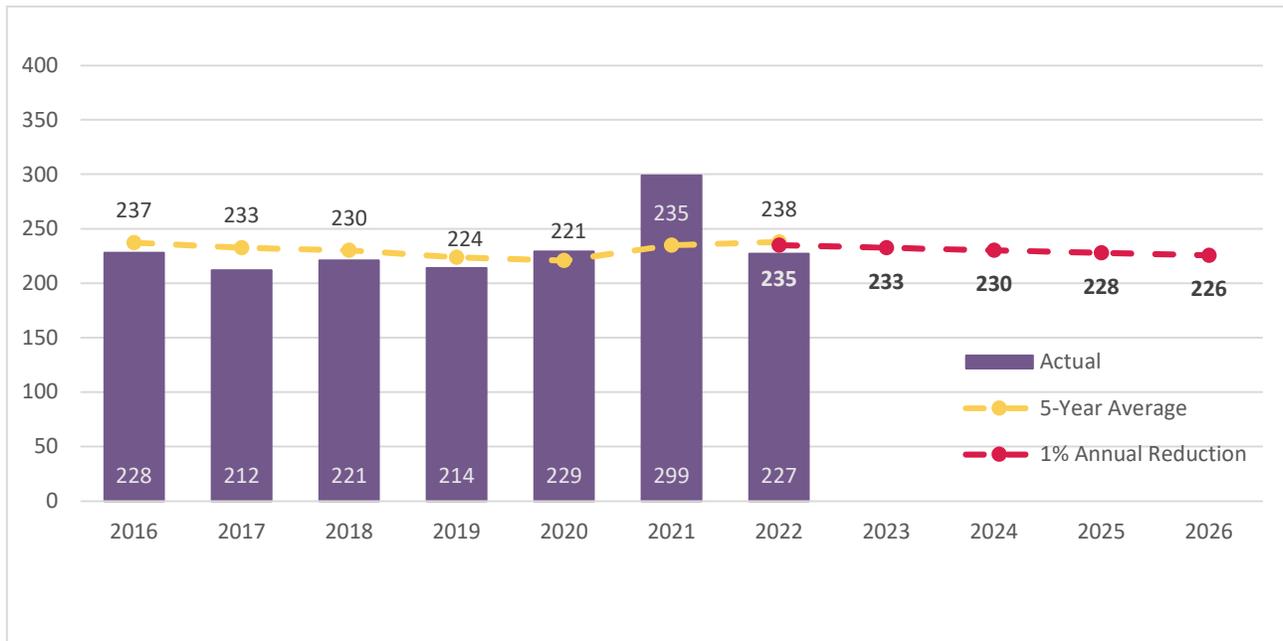
Unrestrained fatalities in Louisiana have varied up and down the last six years. There was a substantial increase between 2019 and 2020 and another significant increase between 2020 and 2021. Preliminary numbers for 2022 indicate a downward trend. A five-year trend line was chosen to fully account for the range of changes and determine the 2024 – 2026 targets based on trends and countermeasure programs implemented to address unrestrained fatalities. To establish the 2024 - 2026 targets, the most recent 5-year moving average result (2017 – 2021) was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.

The 2022 data is considered preliminary State data and was not considered in target-setting by the LHSC.

Figure 1.16 B-1 Observed Usage Rate Trend Line Analysis

Source: LHSC, 2022

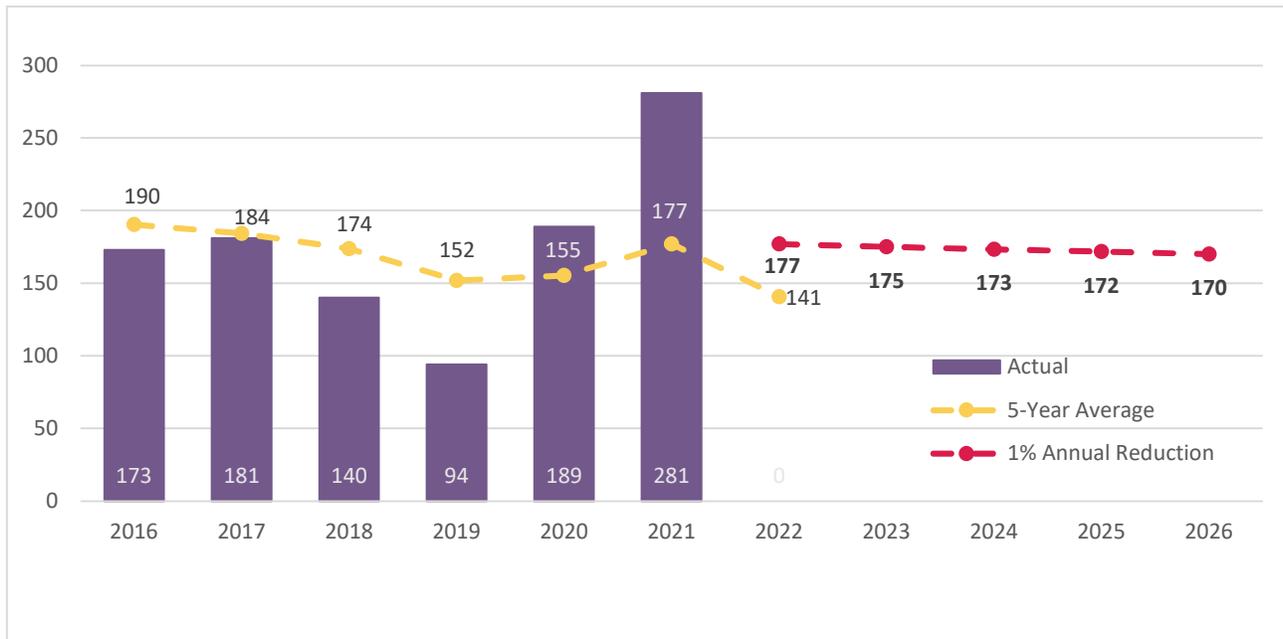
Overall, the observed seat belt usage rate had increased steadily over recent years from 77.7 percent in 2011 to an all-time high of 87.8 percent in 2016. Due to COVID-19 restrictions and the issuance of a waiver from the National Highway Traffic Safety Administration (NHTSA), the Statewide observation survey was not conducted in 2020. The Statewide observation survey resumed in December of 2021 and was conducted again in June 2022. The observed seat belt usage rate decreased to 85.7% in 2021 but increased to 86.1% in 2022. The past increases have been despite a modest \$50 seat belt fine as a deterrent. In 2019, Louisiana saw legislative success in revising its child passenger safety law to reflect national best practices and removing language from the seat belt law that exempted large pick-up trucks. The most recent 5-year average result (2017 – 2022) was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and adding a 1.1 percentage point seat belt use increase each year from the prior year.

Figure 1.17 C-5 Alcohol-Impaired Fatalities (≥ 0.08) Trend Line Analysis

Source: NHTSA, STSI (2016 through 2021 data)

The number of alcohol-impaired fatalities had decreased between 2016 and 2019, but there was a slight increase from 2019 to 2020 and a significant increase between 2020 and 2021. The preliminary numbers for 2022 indicate a downward trend. A five-year trend line was chosen as the most practical justification for determining the 2024 -2026 targets. To establish the 2024 -2026 targets, the most recent 5-year moving average result (2017 - 2021) was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.

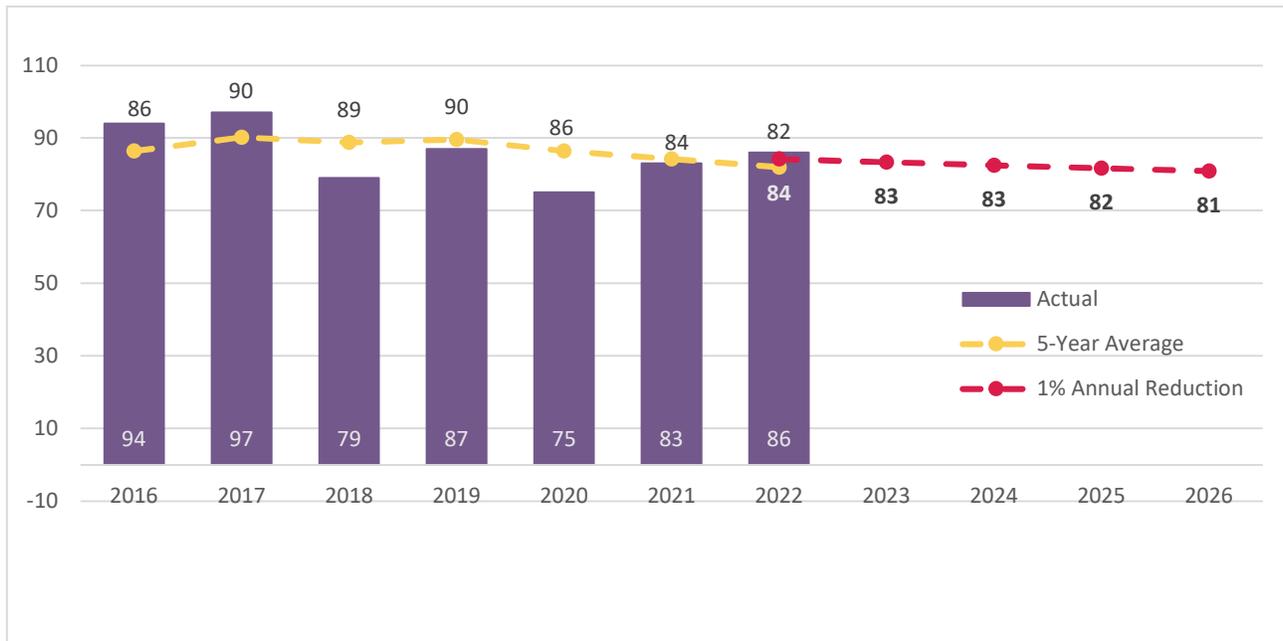
The data above is from FARS and is only available through 2021. The 2022 estimate was not used in target-setting by the LHSC. Data from the CARTS website was not used because the state data represents "alcohol-related fatalities" that do not meet NHTSA's definition of alcohol-impaired (fatalities involving a driver or motorcycle operator with BAC at .08 and greater).

Figure 1.18 C-6 Speeding-Related Fatalities Trend Line Analysis

Source: NHTSA, STSI (2016 through 2021 data)

There was a slight increase in speeding-related fatalities from 2016 to 2017, yet that number dropped substantially from 2017 to 2018 and then again from 2018 to 2019. Data from 2020 and 2021 show significant increases in speeding fatalities each year. A five-year trend line was chosen as the most practical justification for determining the 2024 - 2026 targets based on trends and current countermeasure programs implemented to address speeding-related fatalities. To establish the 2024 - 2026 targets, the most recent 5-year moving average result (2017 - 2021) was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.

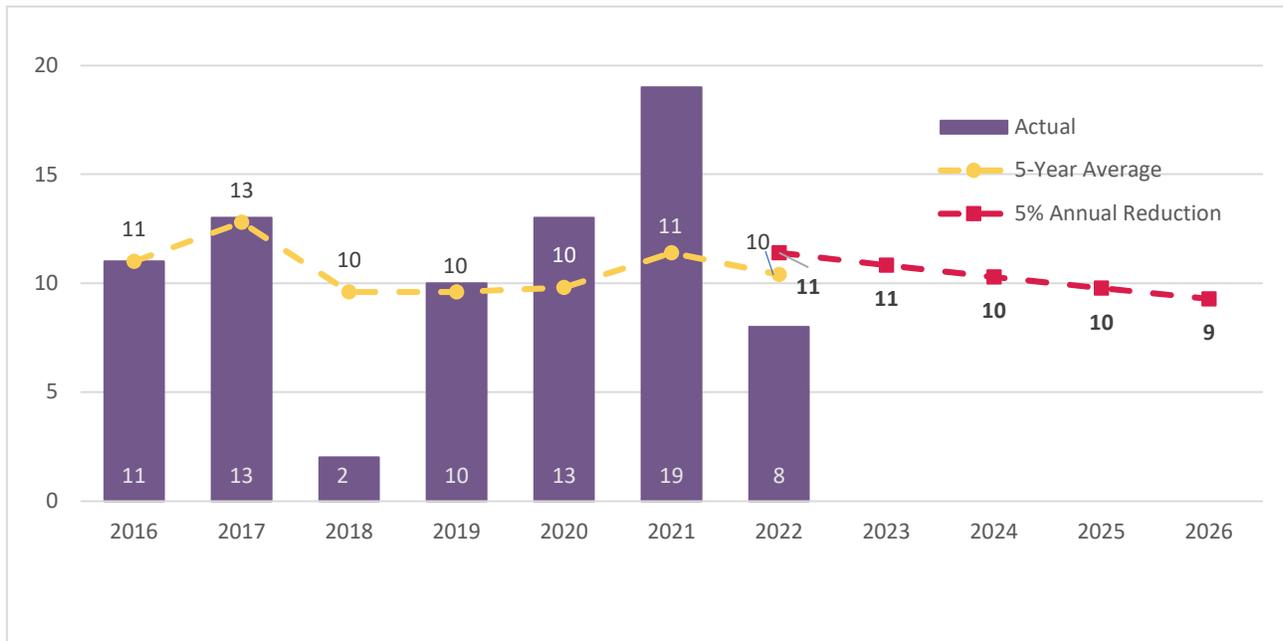
The data above is from FARS and is only available through 2021. Speed-related data is not available from CARTS.

Figure 1.19 C-7 Motorcyclist Fatalities Trend Line Analysis

Source: NHTSA, STSI (2016 through 2021 data) and CARTS (2022 data)

The number of motorcycle fatalities has varied over the last five years with decreases in 2018 and 2020. Preliminary estimates for 2022 indicate another a slight increase in motorcycle fatalities. To account for the ever-changing trends, a five-year trend line was chosen. To establish the 2024 - 2026 targets, the most recent 5-year moving average result (2017 - 2021) was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.

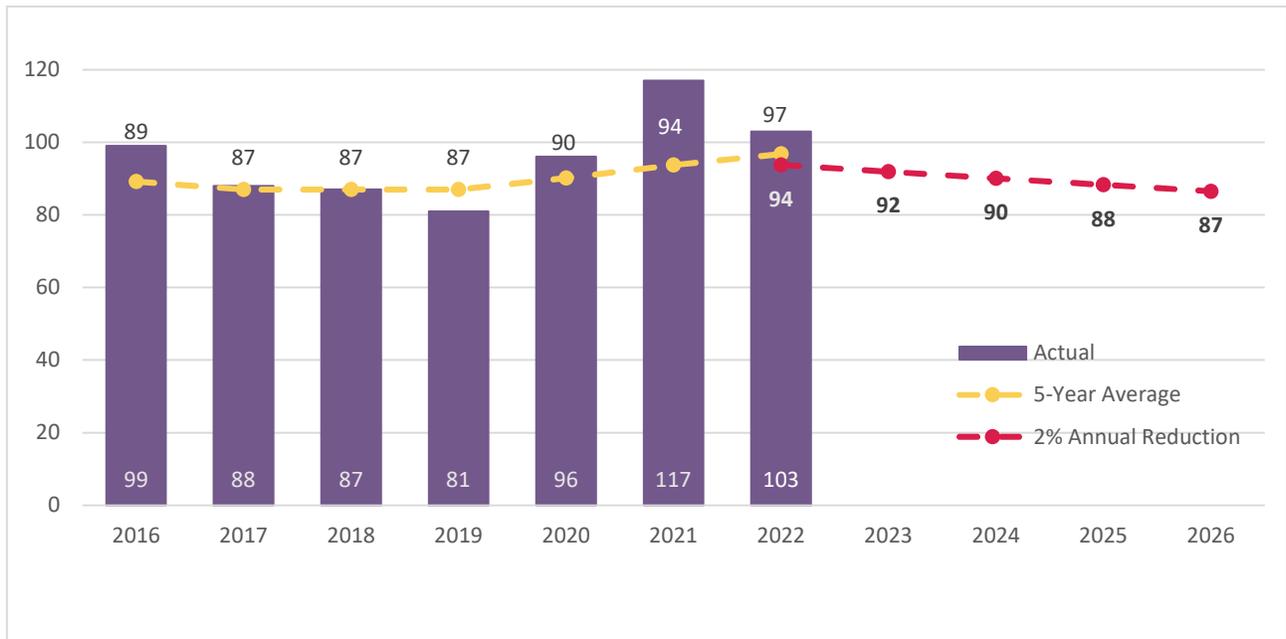
2022 data is considered preliminary State data and was not considered in target-setting by the LHSC.

Figure 1.20 C-8 Unhelmeted Motorcyclist Fatalities Trend Line Analysis

Source: NHTSA, STSI (2016 through 2021 data) and CARTS (2022 data)

The number of unhelmeted motorcyclist fatalities in the State has fluctuated through the years. Since the relative number of unhelmeted fatalities is low, it is challenging to account for fluctuations from one year to the next. Due to the high amount of variance, a five-year trend line was chosen in setting the targets for 2024 - 2026. To establish the 2024 - 2026 targets, the most recent 5-year moving average result (2017 - 2021) was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 5% reduction in the number from the prior year.

2022 data is considered preliminary State data and was not considered in target-setting by the LHSC.

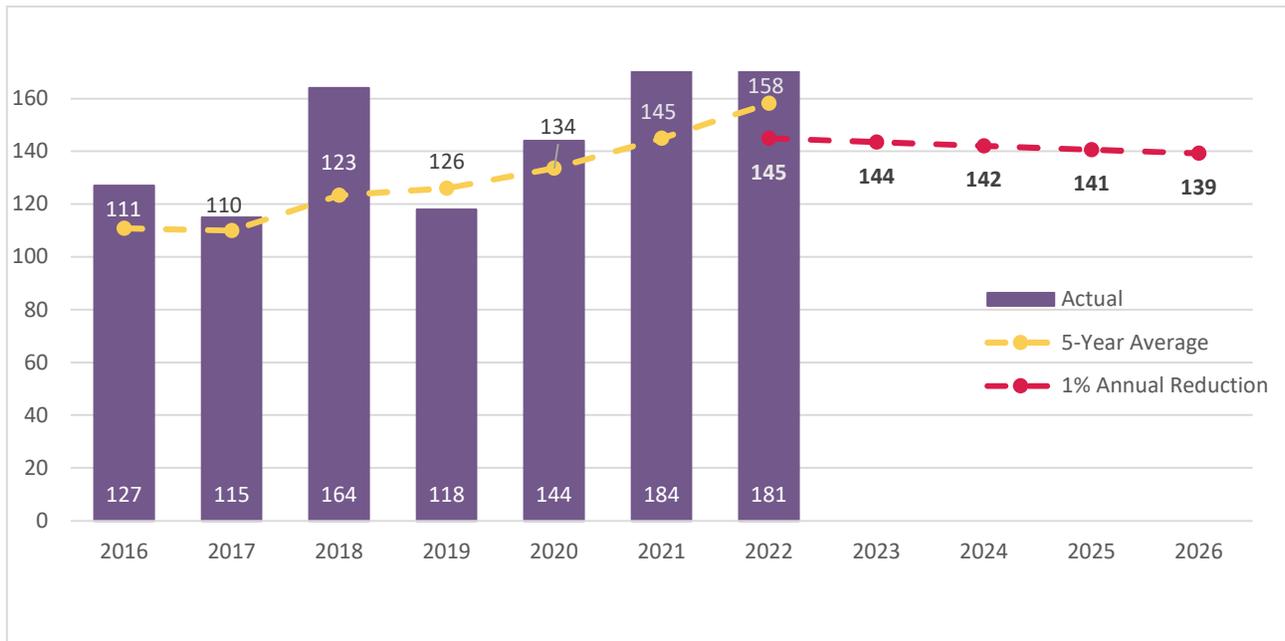
Figure 1.21 C-9 Young Drivers Fatalities Trend Line Analysis

Source: NHTSA, STSI (2016 through 2021 data) and CARTS (2022 data)

Based on historical FARS data, the number of drivers fatally injured in crashes under the age of 21 trended downwards between 2016 and 2019. However, 2020 and 2021 data started on an upward trend. Preliminary numbers for 2022 indicate a reduction in fatalities from 2021. A five-year trend line was selected as the most practical justification for selecting the 2024 - 2026 targets based on trends and current countermeasure programs implemented to address young driver fatalities. To establish the 2024 - 2026 targets, the most recent 5-year moving average result (2017 - 2021) was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 2% reduction in the number from the prior year.

2022 data is preliminary State data and was not considered in target-setting by the LHSC.

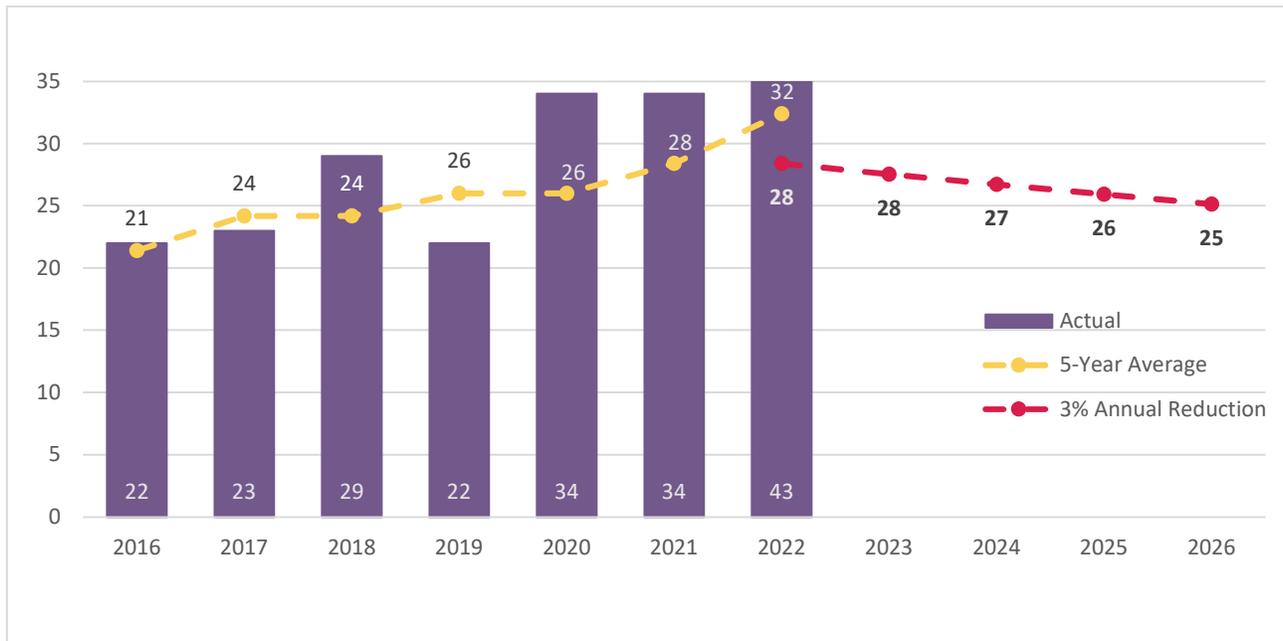
Figure 1.22 C-10 Pedestrian Fatalities Trend Line Analysis



Source: NHTSA, STSI (2016 through 2021 data) and CARTS (2022 data)

The number of pedestrian fatalities has varied significantly over the last ten years with the largest increases in the last five years. To establish the 2024 - 2026 targets, the most recent 5-year moving average result (2017 - 2021) was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.

2022 data is considered preliminary State data and was not considered in target-setting by the LHSC.

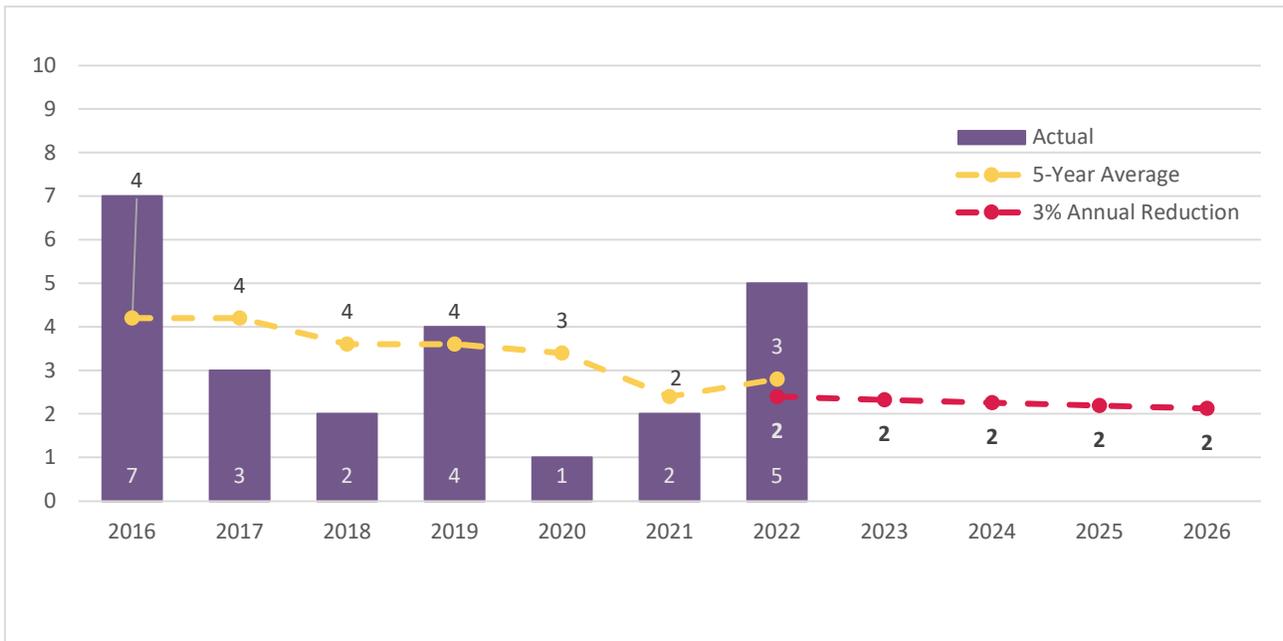
Figure 1.23 C-11 Bicyclist Fatalities Trend Line Analysis

Source: NHTSA, STSI (2016 through 2021 data) and CARTS (2022 data)

Bicyclist fatalities have remained low relative to other modal fatalities and shift significantly from year to year in most cases. The 2020 data shows bicycle fatalities jumping from 22 fatalities to 34 in 2020. The number of fatalities stayed at 34 in 2021 and preliminary data for 2022 indicates an increase to 43 bicycle fatalities. Because an annual reduction of one percent is not sufficient in seeing any whole number reduction in fatalities, it is necessary to continue reducing the number of bicyclist fatalities by 3 percent annually. To establish the 2024 - 2026 targets, the most recent 5-year moving average result (2017 - 2021) was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 3% reduction in the number from the prior year.

2022 data is considered preliminary State data and was not considered in target-setting by the LHSC.

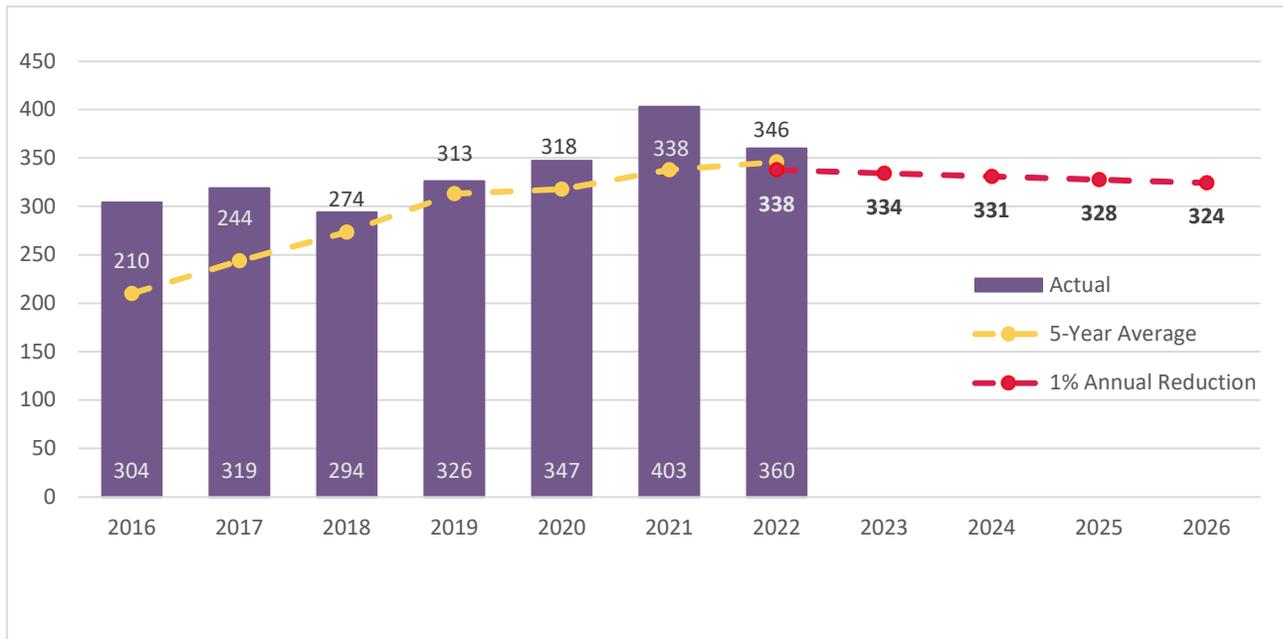
Figure 1.24 Rail/Highway Fatalities Trend Line Analysis



Source: NHTSA, STSI (2016 through 2021 data) and CARTS (2022 data)

Rail/highway fatalities are low to begin with, and so the number of fatalities can vary from year to year. The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were established to keep rail-highway fatalities constant.

2022 data is not derived from FARS and is considered preliminary State data and was not considered in target-setting by the LHSC.

Figure 1.25 Distracted Driving Fatalities Trend Line Analysis

Source: CARTS (2016 - 2020 data)

Historical data illustrated that the number of fatalities related to distracted and inattentive driving have fluctuated since 2016. A five-year trend line was selected as the most practical justification for determining the 2024 - 2026 targets based on trends, current countermeasures implemented to address distracted and inattentive driving fatalities and Louisiana not having a hands-free law for all drivers. To establish the 2024 - 2026 targets, the most recent 5-year moving average result (2017 - 2021) was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.

2022 data is considered preliminary State data and was not considered in target-setting by the LHSC.

1.4 Evidence-Based Traffic Safety Enforcement Program



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

Participants Involved

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

Data Sources

The statewide problem identification process used in the development of the 3HSP has been described earlier in Section 1.3; the data analyses are designed to identify who is overrepresented in crashes as well as when, where, and why crashes are occurring. Section 1.3 noted how the LHSC identified 16 parishes that account for the State's greatest portion of highway safety problems. For alcohol-related fatal and injury crashes, these parishes also are the top 16 parishes in terms of population and special emphasis is given to law enforcement agencies in these identified Top Tier parishes to implement proven countermeasures to enhance traffic safety. Data analyses also are conducted to identify high-risk populations that may require additional or alternative responses to address traffic safety concerns. Key results summarizing the problems identified are presented in the statewide crash data section of Section 1.3 and in the program area sections of the Countermeasure Strategy for Programming Funds section of the 3HSP.

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

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement evidence-based strategies. The LHSC uses the NHTSA publication Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 as a guide for developing evidenced-based enforcement strategies. The LHSC also uses the NHTSA Uniform Guidelines for State Highway Safety Programs. The 3HSP

outlines Louisiana’s broad approach to address key problem enforcement areas and guides the local jurisdictions to examine local data, or utilize the data provided by CARTS ([CARTS Crash Reports](#)), to develop appropriate countermeasures for their problem areas. Examples of proven strategies include targeted enforcement focusing on specific violations, such as impaired driving, failure to wear seatbelts, and speeding. Additional strategies deployed include enforcement during specific times of day when more crashes occur; nighttime impaired driving checkpoints, and enforcement of high-risk occupant protection populations, such as at night, with additional focus on occupant protection of pickup truck occupants. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is also required. The Data-Driven Approach to Crime and Traffic Safety (DDACTS) model and other strategies that use data to identify high-crash locations are also proven strategies. By implementing strategies that research has shown to be effective, more efficient use is made of the available resources and the success of enforcement efforts is enhanced.

Continuous Monitoring

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

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

High Visibility Enforcement (HVE) Strategies

LHSC will provide sub grants to local police departments and sheriffs’ offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency will provide enforcement in support of impaired driving, occupant protection, and child passenger safety laws. Participating agencies conduct sobriety checkpoints and saturation patrols which will be coordinated with the annual “Click It or Ticket” (CIOT) and “Drive Sober or Get Pulled Over” (DSGPO) national mobilizations in addition to other identified state enforcement waves. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and adjust throughout the year as needed. LHSC normally contracts with 40 to 125 law enforcement agencies. For FFY 2024, the

CIOT enforcement period is May 20 to June 2, 2024, and the DSGPO dates are December 15, 2023, to January 1, 2024, and August 16 to September 2, 2024. For FFY 2025, the CIOT enforcement period is May 19 to June 1, 2025. The DSGPO enforcement dates for the FFY 2025 holiday period is December 13, 2024, to January 1, 2025. Dates for the Labor Day FFY 2025 Impaired Driving HVE Campaign and for the FFY 2026 CIOT and DSGPO mobilizations will be released later.

Louisiana's statewide belt usage rate for 2022 was 86.1% per Preusser Research Group. The seat belt survey indicated that seat belt use by pickup trucks is significantly lower than other vehicle types (see Figures 1.8 and 1.9). The survey also showed lower seatbelt use in rural parishes of the state of Louisiana.

LHSC has traditionally required Louisiana State Police (LSP) to focus on Tier 1 and 2 parishes to concentrate all HVE efforts.

Based on the seat belt survey data, the LHSC asked LSP to conduct high visibility occupant protection enforcement efforts in the Tier 3 parishes beginning with the 2023 contract year. A performance target was established in their contract to reduce unrestrained related fatal crashes by 5% in rural parishes. The LHSC also created a data collection page to track the efforts. With these newly concentrated efforts, the goal is to increase occupant protection awareness in rural parts of the state and to realize a reduction in unrestrained fatal crashes.

Regarding the LHSC's evidence-based traffic safety enforcement program, the Annual Report each year will require the following information regarding enforcement efforts:

§ 1300.35 Annual Report

- (3) A description of the State's evidence-based enforcement program activities, including discussion of community collaboration efforts and efforts to support data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities; and
- (4) Submission of information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, citation information, paid and earned media information).

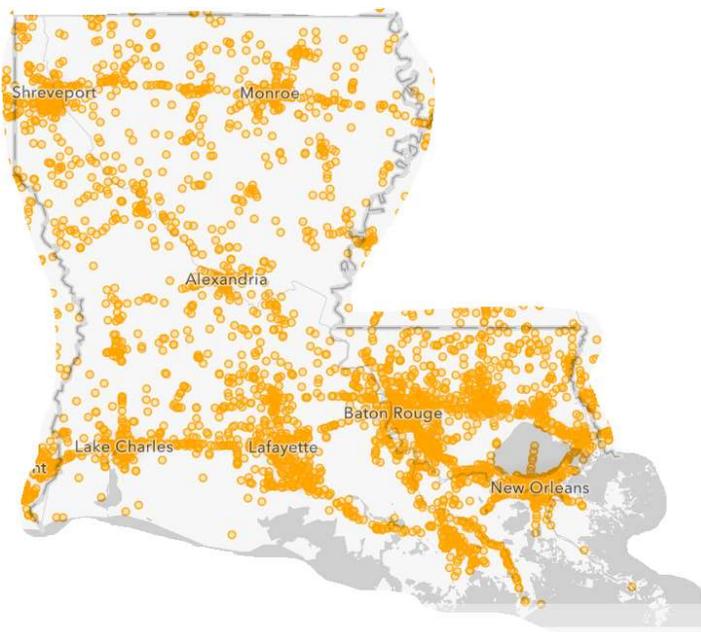
2.0 Public Participation and Engagement

The LHSC’s goal is to have meaningful public engagement that seeks full representation from communities, considers public comments and feedback, and incorporates that feedback into a project, program and decision making.

The LHSC does not direct its focus to a singular metric of diversity, such as race or ethnicity. Instead, we subscribe to the broadest possible definition of “diversity and inclusion,” and so, for optimum outreach, we have implemented projects and initiatives which target communities and populations that may have been previously absent or underrepresented in highway safety discussions. The data that continues to stream in points to the same identifiable populations as being very relevant, and perhaps, determinative in reducing overall fatalities, especially because these diverse populations are overrepresented in those fatality statistics.

The United States Department of Transportation (US DOT) National Roadway Safety Strategy (NRSS) outlines a comprehensive approach to significantly serious injuries and deaths on our Nation’s highways, roads, and streets. The key paradigm to the NRSS is the Safe System Approach and its five objectives: safer people, safer roads, safer vehicles, safer speeds, and post-crash care. The LHSC is committed to applying both the NRSS and the Safe System Approach throughout all countermeasure strategies. The US DOT provided The Roadway Safety Problem ArcGIS data to assist states in visualizing their problem. Below is a visual depiction of all fatal crashes in Louisiana from 2016-2020 (Figure 2.1). It is clear that fatal crashes are a widespread issue for our state and as such the LHSC must undertake various approaches to address the underlying communities and causes.

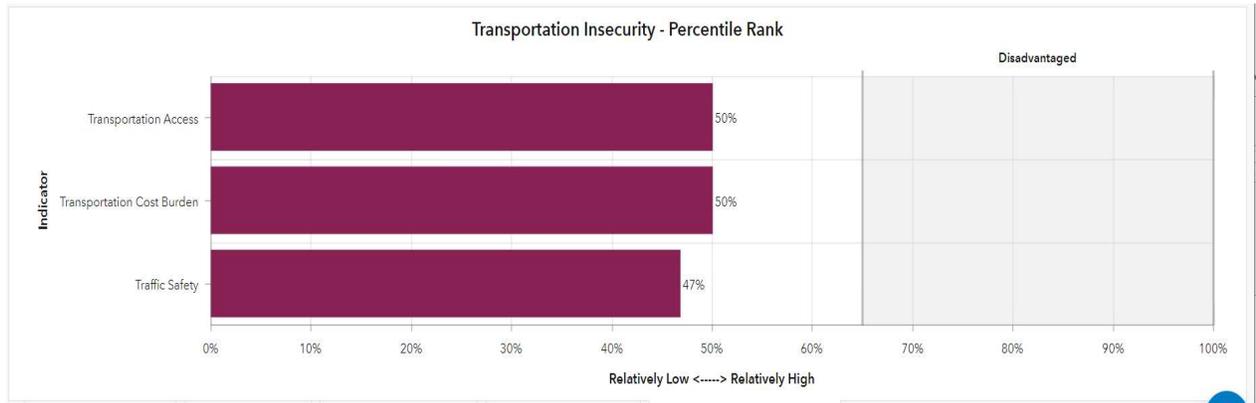
Figure 2.1 Fatal Crashes in Louisiana (2016 – 2020)



Source: The Roadway Safety Problem, USDOT

Additional data from the USDOT Equitable Transportation Community (ETC) Explorer (Figure 2.2), indicates that 47% of Louisiana residents have transportation insecurities specifically related to traffic safety.

Figure 2.2 Transportation Insecurity



Source: USDOT ETC

The LHSC uses a variety of the best available data sources to identify the affected and potentially affected underserved and/or overrepresented communities.

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 may have been absent or underrepresented in highway safety discussions. We only see the work of this position growing and reaching more diverse populations.

2.1 Data Analysis

The following data analysis helped the LHSC identify the affected communities to reach out and engage with.

Affected community: African-American Community

Data:

- One-third of population of Louisiana (US Census), Table 2.1

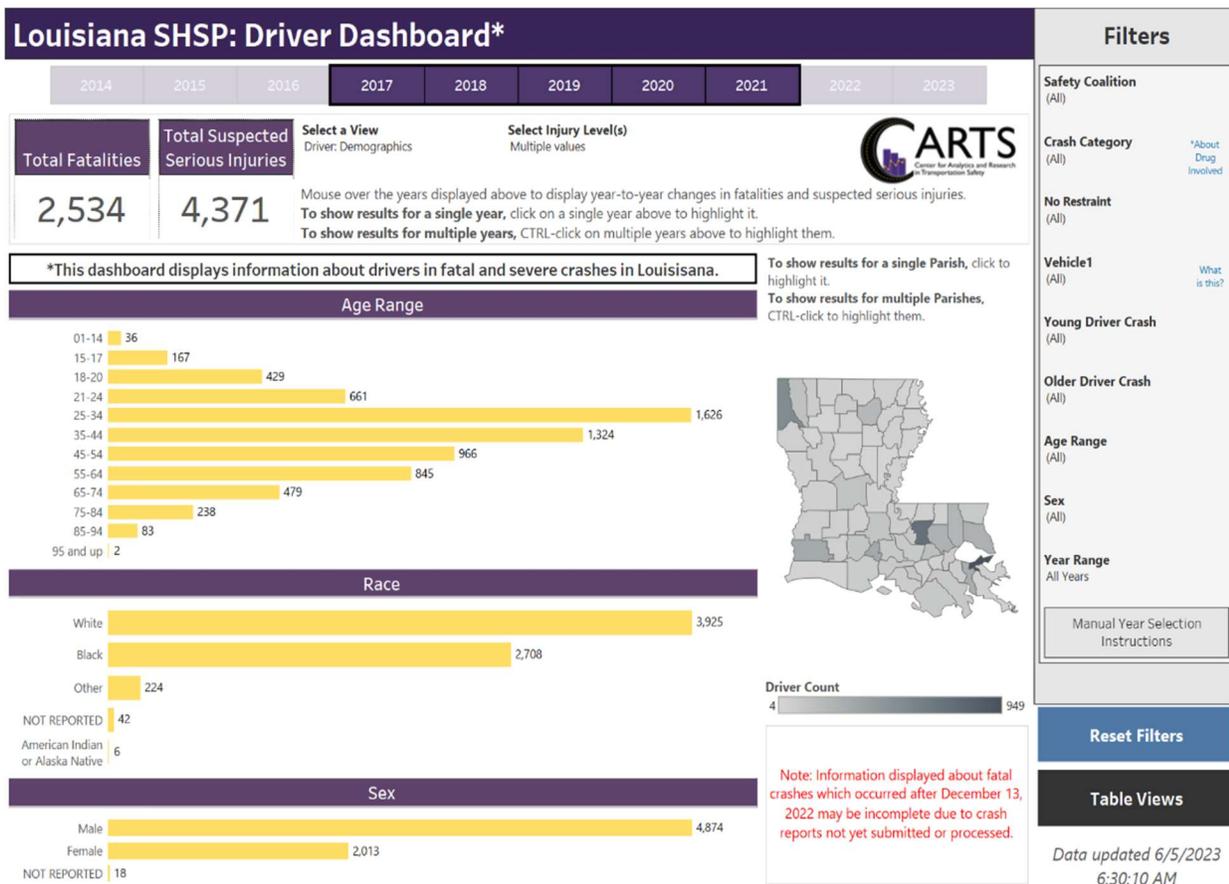
Table 2.1 Louisiana Population Demographics 2022

Group	Percentage
White alone, not Hispanic or Latino	57.9%
Black or African-American alone	33.0%
Hispanic or Latino	5.6%
Asian alone	1.9%
Persons Reporting Two or More Races	1.8%
American Indian and Alaska Native alone	0.8%
Native Hawaiian and Other Pacific Islander alone	0.1%

Source: U.S. Census Bureau, 2022

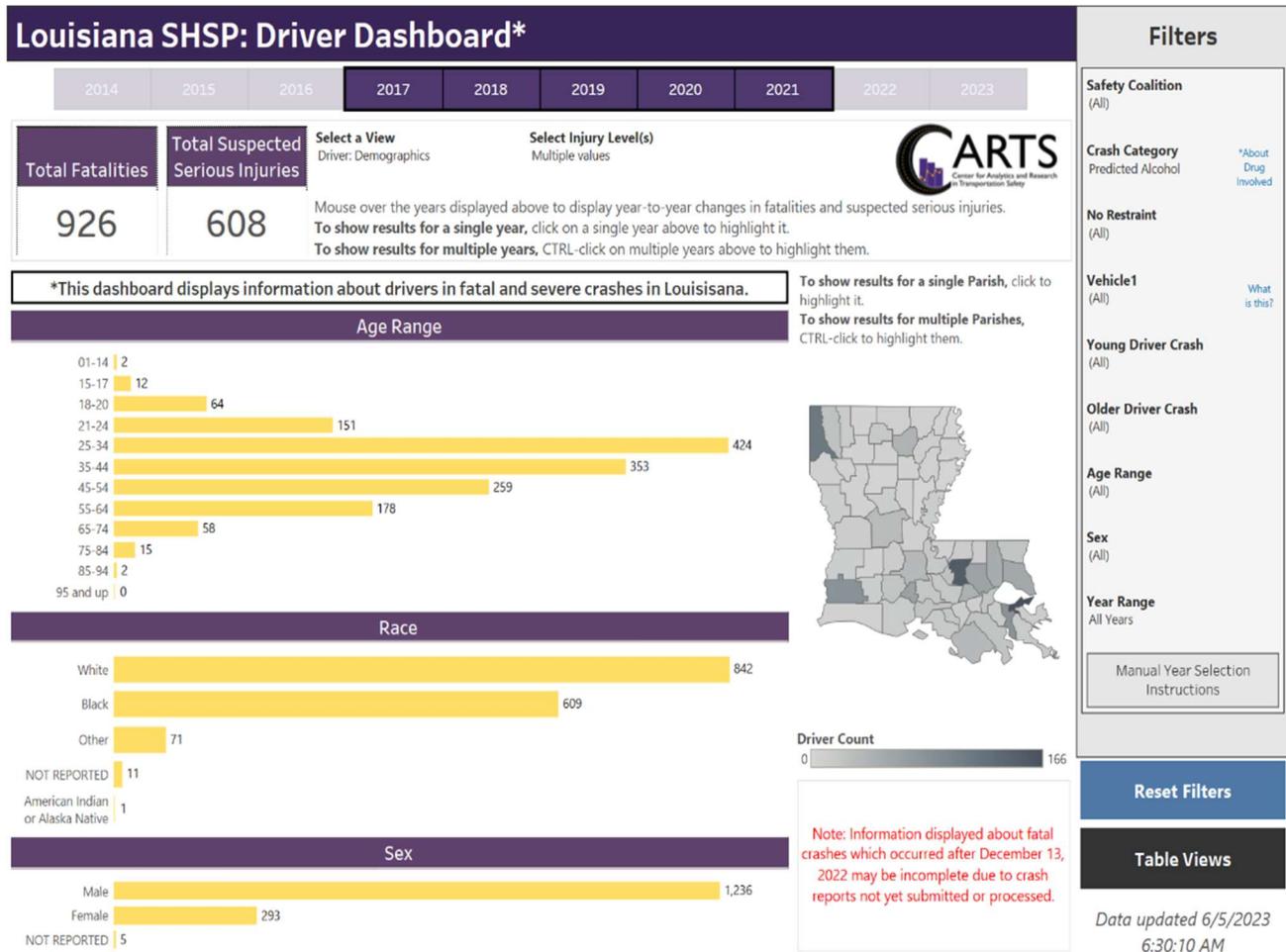
- Forty percent of all fatal and serious injury traffic crashes (Center for Analytics and Research for Traffic Safety at LSU), Figure 2.3

Figure 2.3 LA Fatal and Serious Injury Crashes (2017 - 2021)



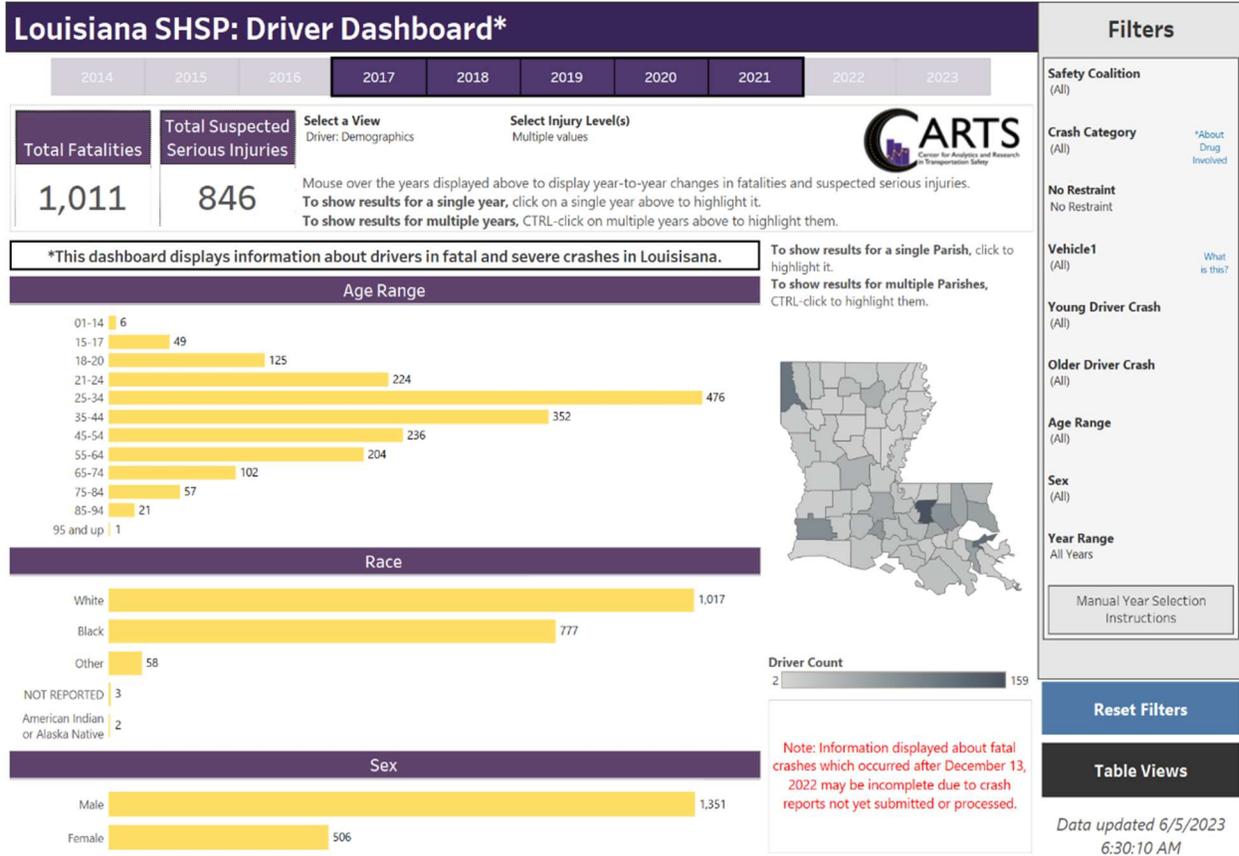
- Forty percent of alcohol-related fatal and serious injury crashes (Center for Analytics and Research for Traffic Safety at LSU), Figure 2.4

Figure 2.4 LA Alcohol-Related Fatal and Serious Injury Crashes (2017 – 2021)



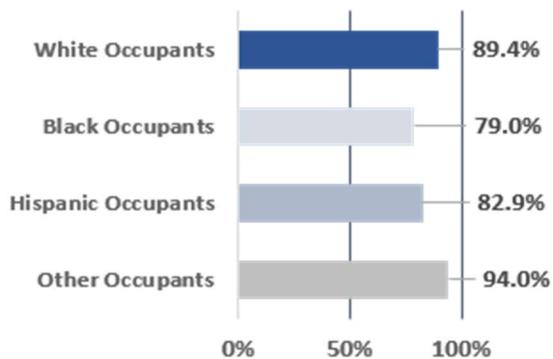
- Forty-two percent of unrestrained fatal and serious injury crashes (Center for Analytics and Research for Traffic Safety at LSU), Figure 2.5

Figure 2.5 LA Unrestrained Fatal and Serious Injury Crashes (2017 – 2021)



- African-American front seat belt usage measures 10.4 percentage points lower than White front seat occupants (2022 Seat Belt Observation Survey), Figure 2.6

Figure 2.6 2022 Seat Belt Use Rate by Race/Ethnicity



Source: 2022 Louisiana Seat Belt Observation Survey Results

- Program area/issue – impaired driving and occupant protection/CPS

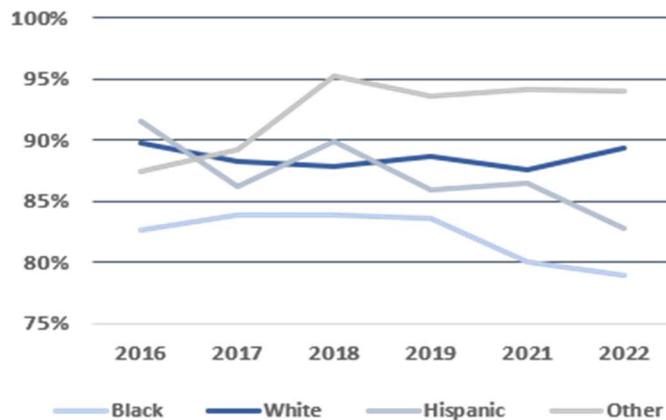
Overrepresented and/or underserved: yes/no

Affected community: Hispanic Community

Data:

- 5.6% of Louisiana population (US Census), **See Table 2.1 Louisiana Population Demographics 2022 (Hispanic or Latino)**
- Hispanic front seat belt usage measures 6.5 percentage points lower than White front seat occupants (2022 Seat Belt Observation Survey), Figure 2.7

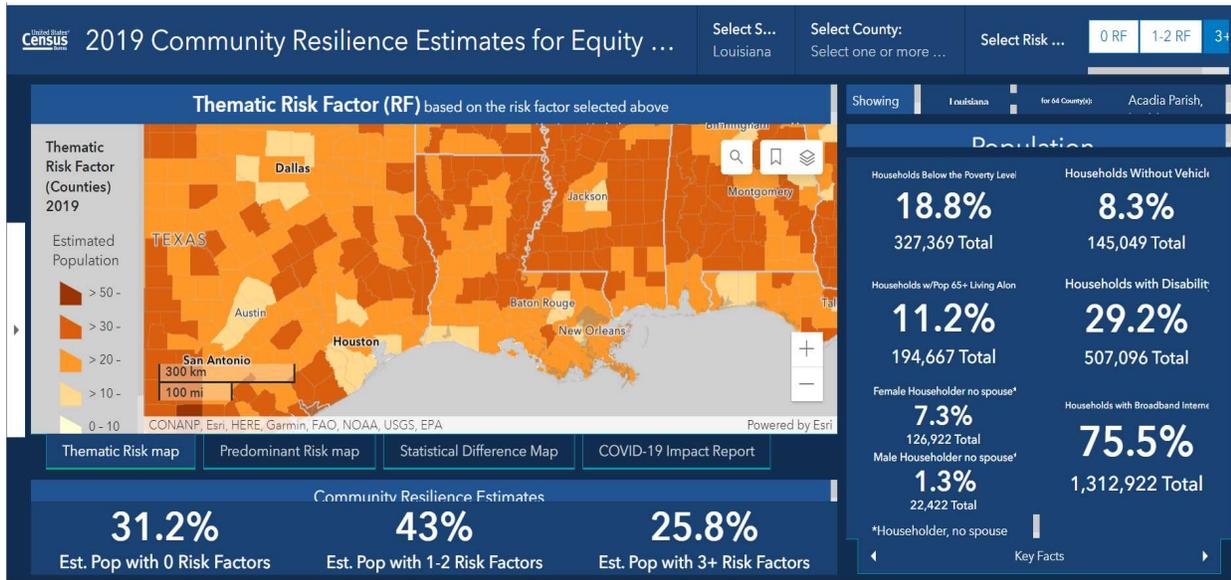
Figure 2.7 Seat Belt Usage by Race/Ethnicity: 2016-2022



Source: 2022 Louisiana Seat Belt Observation Survey Results

- According to the 2019 Community Estimates for Resilience, 18.8% of Louisiana households were below the poverty level, Figure 2.8

Figure 2.8 Community Resilience Estimates for Equity 2019



Source: US Census Bureau

- Program area/issue – Occupant protection/CPS
- Other theme/factors – Limited resources and language barriers

Overrepresented and/or underserved: yes/no

Affected community: Vietnamese Community

Data:

- 1.9% of Louisiana population (US Census), **See Table 2.1 Louisiana Population Demographics 2022 (Asian)**
- According to the 2019 Community Estimates for Resilience, 18.8% of Louisiana households were below the poverty level. **See Figure 2.8 Community Resilience Estimates for Equity 2019**
- Program area/issue – Occupant protection/CPS
- Other theme/factors – Limited resources and language barriers

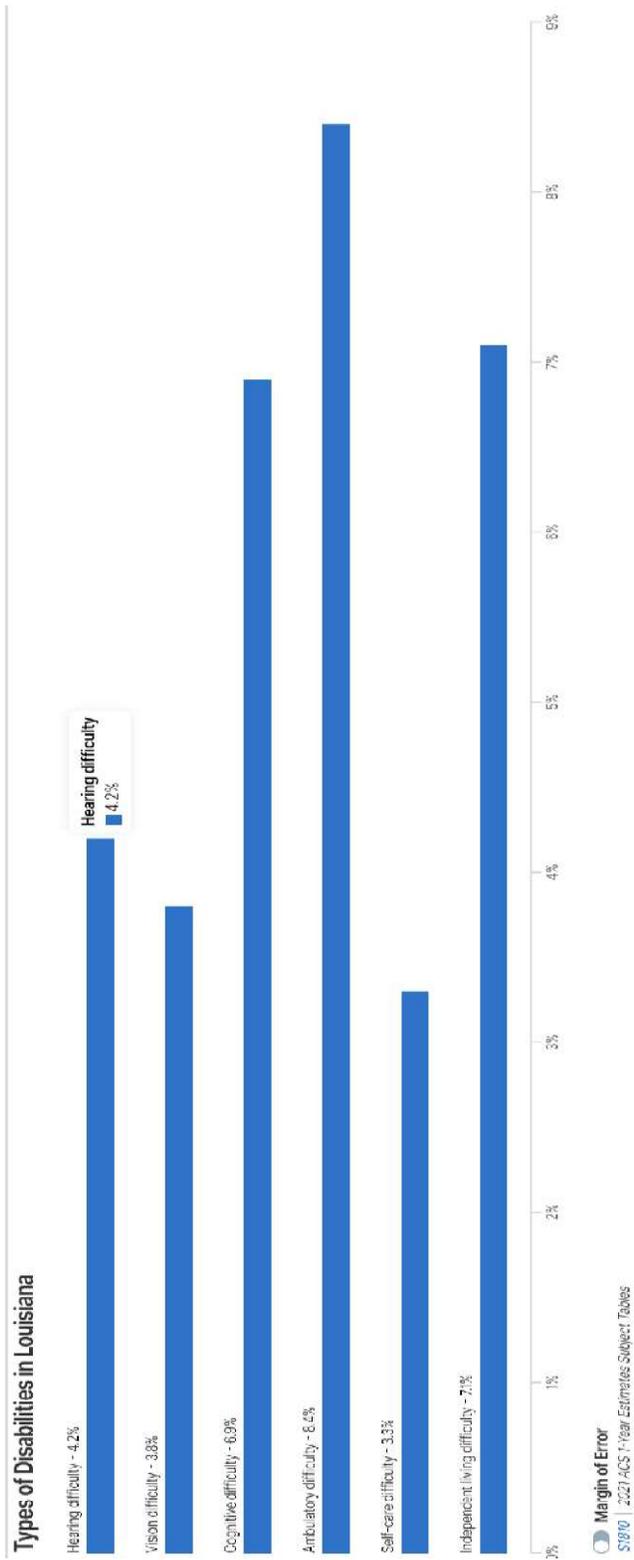
Overrepresented and/or underserved: yes/no

Affected community: Deaf and Hard of Hearing Community

Data:

- 4.2% of Louisiana population have hearing difficulty (US Census), Figure 2.9

Figure 2.9 Types of Disabilities in Louisiana



- Deaf and hard of hearing community is diverse with various levels of hearing, communication methods, and cultural identity.
- Program area/issue – Impaired driving, occupant protection/CPS, distracted driving, pedestrian, and young driver

Overrepresented and/or underserved: **yes/no**

Affected community: Young drivers (ages 15-24)

Data:

- 619,695 Louisiana citizens age 15-24 (US Census)
- 411,937 (13.6%) of licensed drivers (Center for Analytics and Research in Transportation Safety at LSU), Table 2.2

Table 2.2 LA Licensed Drivers by Age Range and Gender 2021

Section G - Driver Information							
G1: Licensed Drivers by Age Range and Gender 2021							
Choose Your Report				Parish	Year		
G1: Licensed Drivers by Age Range and Gender				State of Louisiana	2021		
	Female		Male		Grand Total		Choose Your Section
	Licensed Drivers	% of Total Licensed Drivers along Table (Down)	Licensed Drivers	% of Total Licensed Drivers along Table (Down)	Licensed Drivers	% of Total Licensed Drivers along Table (Down)	
15-17	38,637	2.44%	37,841	2.62%	76,478	2.52%	A - Traffic Overview
18-20	69,614	4.39%	69,310	4.80%	138,924	4.58%	B - Fatal
21-24	99,444	6.27%	96,091	6.65%	195,535	6.45%	C - Injury
25-34	263,820	16.63%	239,064	16.55%	502,884	16.59%	D - Where
35-44	261,100	16.46%	236,882	16.40%	497,982	16.43%	E - When
45-54	242,137	15.26%	223,502	15.48%	465,639	15.36%	F - How
55-64	275,441	17.36%	249,959	17.31%	525,400	17.34%	G - Driver
65-74	212,526	13.40%	189,941	13.15%	402,467	13.28%	H - Vehicle
75-84	97,970	6.18%	81,719	5.66%	179,689	5.93%	I - State Routes
85-94	24,768	1.56%	19,169	1.33%	43,937	1.45%	J - Alcohol
95 and up	971	0.06%	765	0.05%	1,736	0.06%	K - Seatbelt Use
Grand Total	1,586,428	100.00%	1,444,243	100.00%	3,030,671	100.00%	L - Pedestrian
Data displayed is at the state level. This table can not be filtered by parish.							

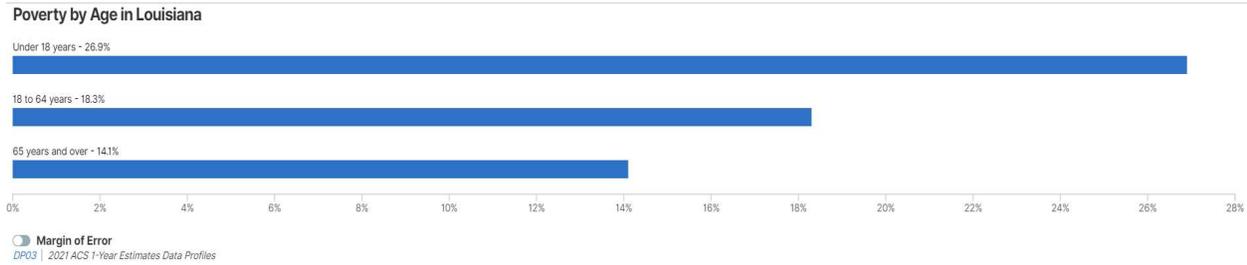


Data Updated
6/5/2023 6:11:50 AM

Choose Your Section
A - Traffic Overview
B - Fatal
C - Injury
D - Where
E - When
F - How
G - Driver
H - Vehicle
I - State Routes
J - Alcohol
K - Seatbelt Use
L - Pedestrian
M - Youth Drivers
N - Senior Drivers

- 18.2 percent of all fatal and injury crashes (Center for Analytics and Research in Transportation Safety at LSU), **See Figure 2.3 LA Fatal and Serious Injury Crashes (2017 – 2021)**
- US Census data indicate that nearly 27 percent of Louisiana’s under 18 population is living in poverty, Figure 2.10

Figure 2.10 Poverty by Age in Louisiana



- Program/Issue: Impaired driving, occupant protection, and distracted driving

Overrepresented and/or underserved: yes/no

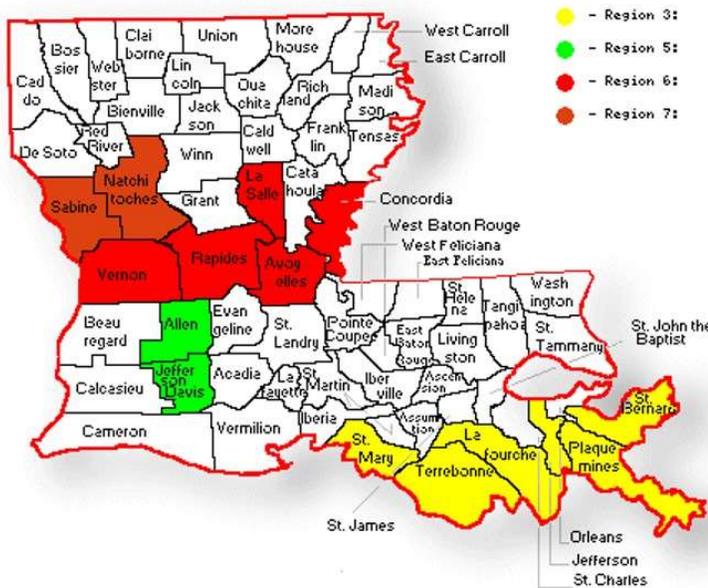
Affected community: Native American community

Data: Louisiana has 15 Federal and State recognized tribes

- 0.8% of Louisiana population (US Census), **See Table 2.1 Louisiana Population Demographics 2022 (American Indian)**
- Recognized Native American communities are in parishes across Louisiana experiencing high numbers of fatal and serious injury crashes, Figure 2.11

Figure 2.11 Federally & State Recognized Tribes in Louisiana

Louisiana Federally & State Recognized Tribes- Regional Map



- According to the 2019 Community Estimates for Resilience (**See Figure 2.8**), 18.8% of Louisiana households were below the poverty level.

- Program/Issue – Traffic fatalities, impaired driving, occupant protection/CPS, distracted driving, and pedestrian
- Other themes/factors – Jurisdictional concerns and limited resources

Overrepresented and/or underserved: yes/no

Affected community: Mature Drivers

Data:

- 748,574 Louisiana citizens aged 65 and older (US Census)
- 627,829 (20.7%) of licensed drivers (Center for Analytics and Research in Transportation Safety at LSU), **See Table 2.2 LA Drivers by Age Range and Gender 2021**
- 11.6 percent of all fatal and injury crashes (Center for Analytics and Research in Transportation Safety at LSU), **Figure 2.3 LA Fatal and Serious Injury Crashes (2017 – 2021)**
- US Census data indicate that over 14 percent of Louisiana’s mature population is living in poverty. **See Figure 2.10 Poverty by Age in Louisiana**
- Program/Issue: Impaired driving, occupant protection, and distracted driving

Overrepresented and/or underserved: yes/no

Affected community: Bicyclists and Pedestrians

Data:

- Increase in pedestrian fatalities and serious injuries (Center for Analytics and Research in Transportation Safety at LSU), Figure 2.12 and Figure 2.13

Figure 2.12 Pedestrian Fatalities (2017 – 2021)

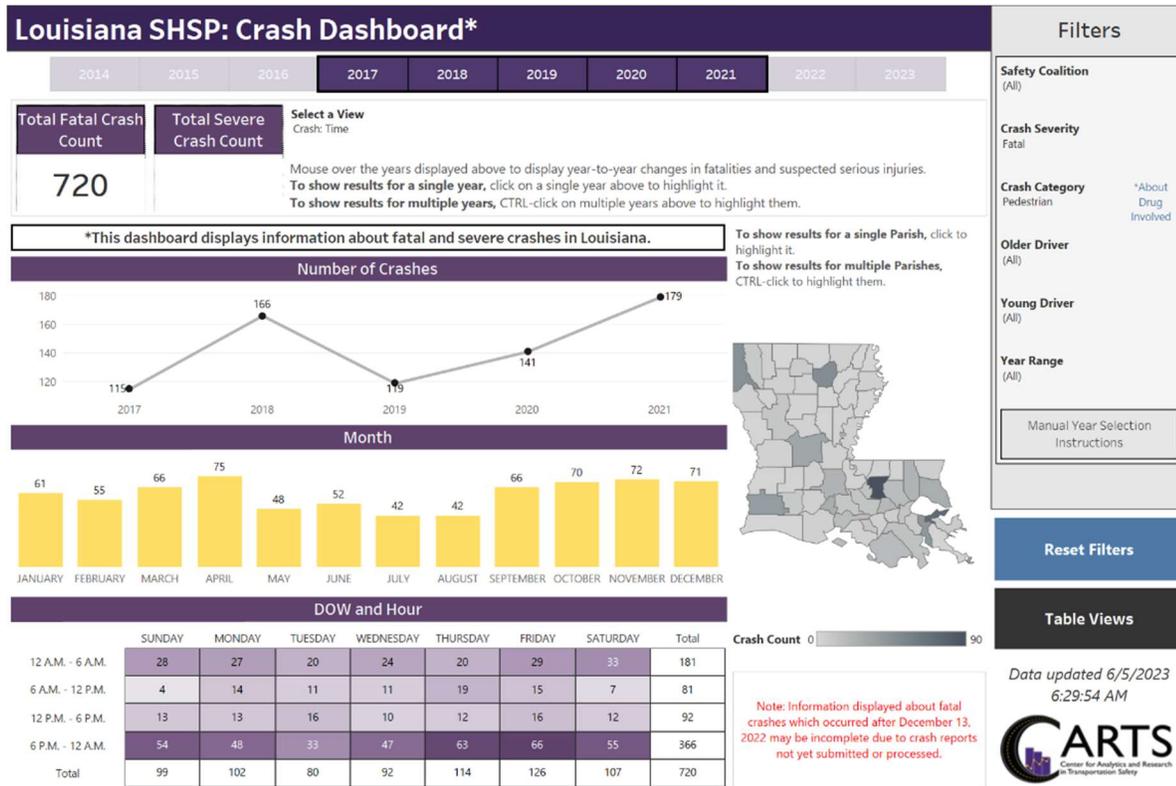
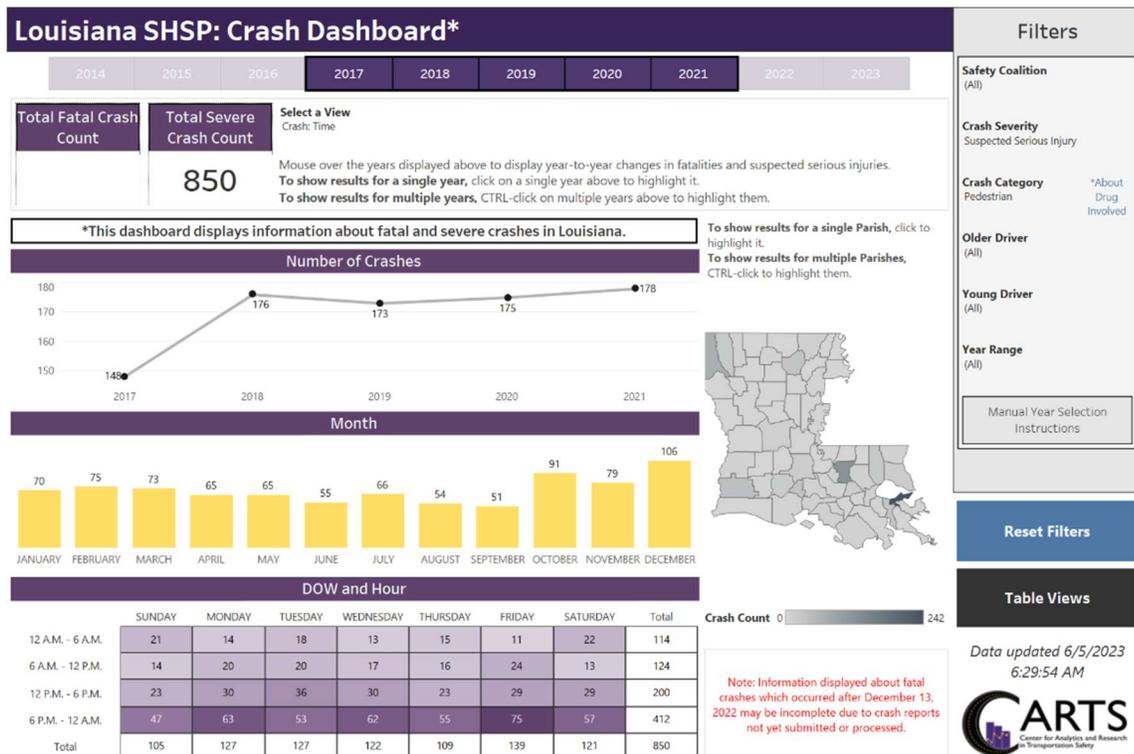


Figure 2.13 Pedestrian Serious Injuries (2017 – 2021)



- Increase in bicyclist fatalities and serious injuries (Center for Analytics and Research in Transportation Safety at LSU), Figure 2.14 and 2.15

Figure 2.14 Bicyclist Fatalities (2017 – 2021)

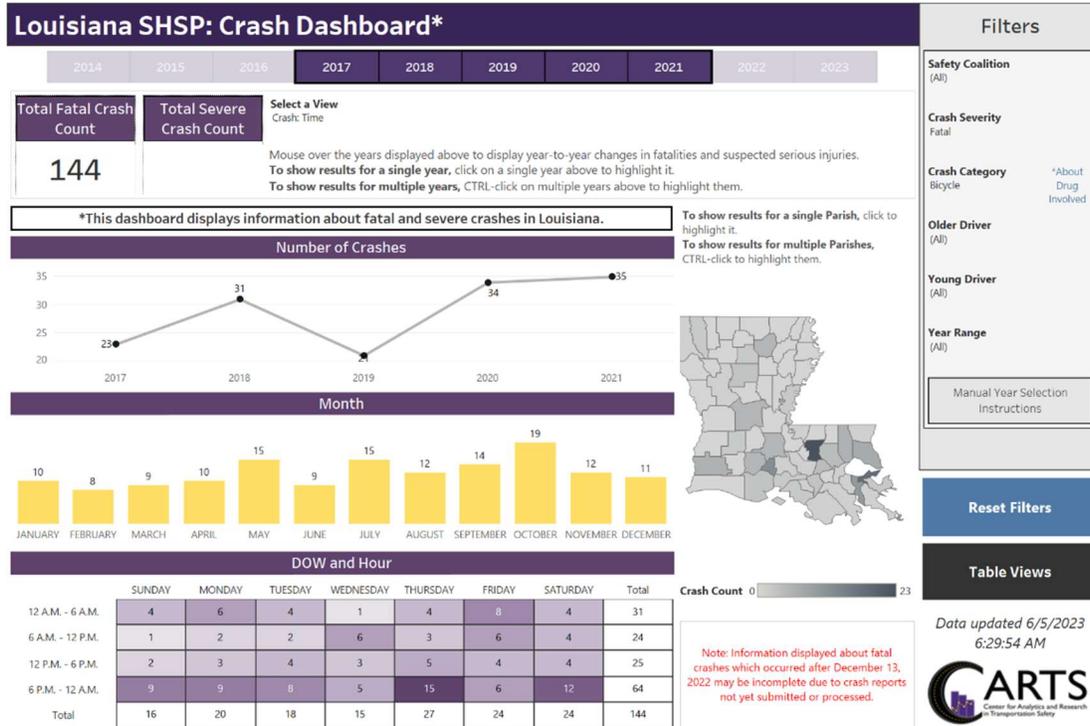
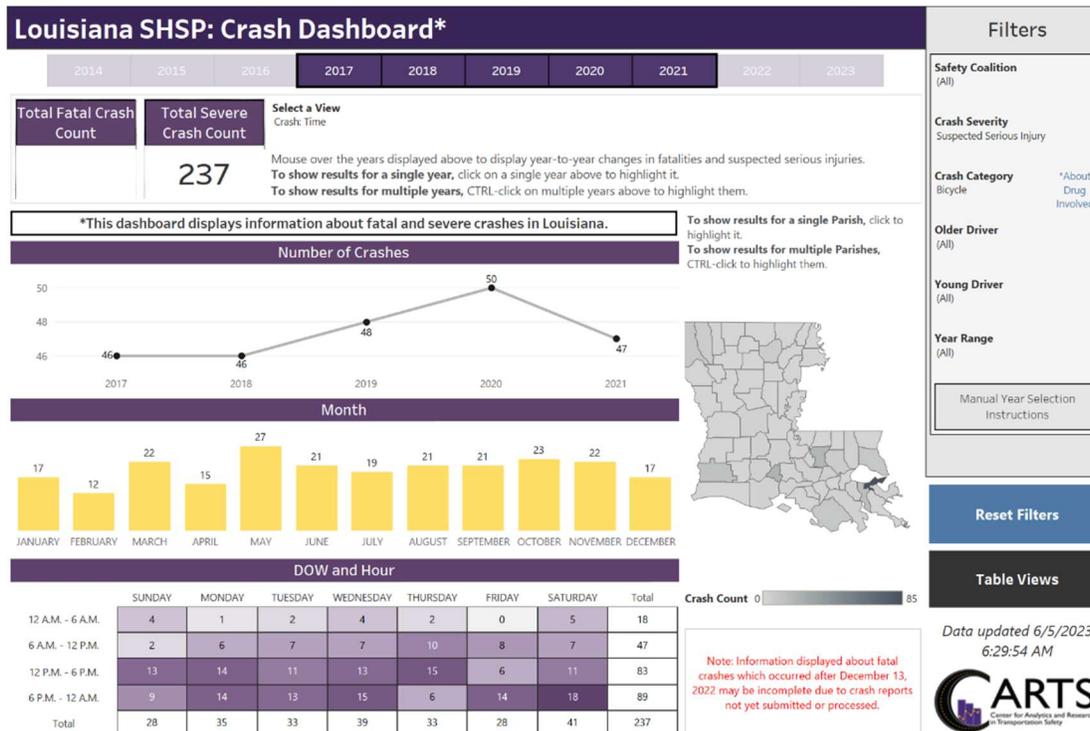


Figure 2.15 Bicyclist Serious Injuries (2017 – 2021)



- Program/Issue – Pedestrian
- Other themes/factors – Limited pedestrian and bicyclists’ infrastructure

Overrepresented and/or underserved: yes/no

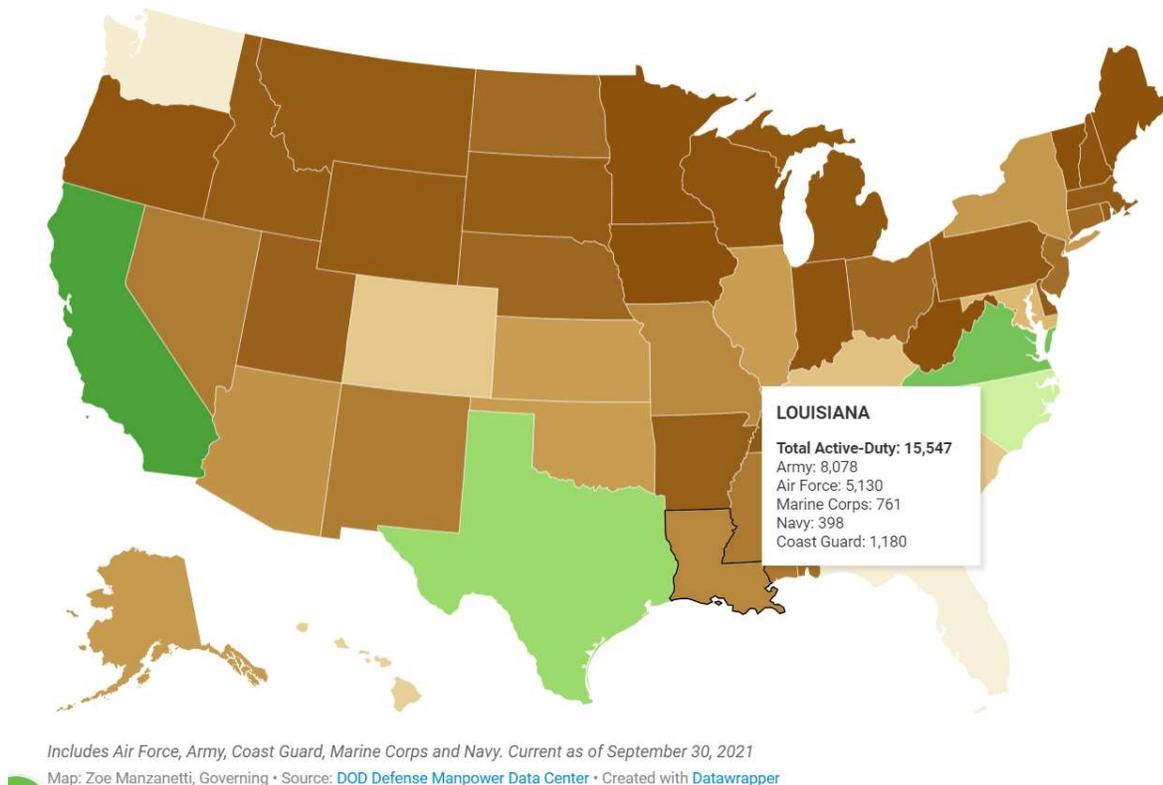
Affected community: Military Service Members Stationed in Louisiana

Data:

- Louisiana currently has 15,547 active duty service members, 16,994 reserve military service members, and 6,087 military civilians, Figure 2.16

Figure 2.16 Active- Duty Military

Active-Duty Military by State, 2021. Louisiana



Includes Air Force, Army, Coast Guard, Marine Corps and Navy. Current as of September 30, 2021

Map: Zoe Manzanetti, Governing • Source: DOD Defense Manpower Data Center • Created with Datawrapper

Source: <https://www.governing.com/now/2021-military-active-duty-personnel-civilians-by-state>)

- Program area/issue – Impaired driving, occupant protection/CPS, motorcyclist safety, distracted driving, and pedestrian

Overrepresented and/or underserved: yes/no

After reviewing and analyzing various related data sets, the LHSC has been engaging with communities across Louisiana to “meet them where they are” because our data analysis showed that not all communities would have the resources to come to the LHSC for engagement. The LHSC has undertaken various projects and actions in targeting the following demographics:

- African-American Community
- Bicyclists and Pedestrians
- Military Outreach
- Native American Community
- Hispanic Community
- Vietnamese Community
- Mature Drivers
- Young Drivers
- Hearing Impaired Community and the Visually Impaired Community

The following section describes the LHSC’s public participation and engagement goals and outcomes.

2.2 Goals and Outcomes for Public Engagement Efforts

As a result of the data analysis, the LHSC has established the following goals for public engagement efforts. After each goal, a summary of the engagement activities conducted is provided.

Goal 1:

The LHSC will engage with the African-American populations in Louisiana on impaired driving and occupant protection including child passenger safety. Engaging these groups will assist the LHSC determine countermeasures that are most culturally relevant to each community and identify potential projects to support impaired driving and occupant protection. Census data show that the African-American population constitutes one-third of Louisiana’s population. However, state crash data indicates that this population are overrepresented in traffic crashes. According to state crash data this community makes up forty percent of all fatal and serious injury traffic crashes. Data indicates that they make up forty percent of alcohol-related fatal and serious injury crashes. African-American observational front seat belt usage measures 10.4 percentage points lower than White front seat occupants. The LHSC will leverage our partnerships and create new partnerships in these parishes to engage with the affected communities and adjust our impaired driving and occupant protection countermeasures based on their feedback.

Goal 1 Outcomes – Engagement Opportunities

Engagement opportunity conducted: Working Together to Achieve Success in Transportation Safety Diversity Forums

- Why strategy chosen/how designed to reach community
 - The LHSC executed a sub grant with a diversity outreach person to conduct forums in specified parishes in Louisiana on the topics of occupant protection and impaired driving because various data indicated that African-Americans in Louisiana are overrepresented in impaired driving and unrestrained crashes.
- Event(s) held
 - Conducted seven African-American Diversity Outreach Forums titles “Working Together to Achieve Success in Transportation Safety”. They were conducted in East Baton Rouge, Calcasieu, Lafayette, and Lincoln Parishes.
- Accessibility measures taken
 - Offered both in-person and virtual attendance options; all locations were ADA compliant.
- Description of attendees
 - Attendees included educators, state and local law enforcement, mayors, police juror members, community members, LHSC Law Enforcement Liaisons, SHSP Regional Coalition members, clergy members, LHSC Diversity Outreach Coordinator, civic organizations, service clubs, philanthropic foundations, fraternities and sororities.
 - 90% of the attendees of each forum were representatives of the affected parish; the other 10% were state representatives or unknown.
- Summary of issues covered
 - Attendees discussed various impaired driving and occupant protection issues in the affected parishes; each forum included small group sessions where the attendees were able to discuss and develop action items for follow-up.
- How comments and views have been incorporated into development of the 3HSP
 - LHSC reviewed all items discussed, feedback received, and all action items following the Diversity Forums and the comments and views of the affected community have been used to inform LHSC’s project selection for the 3HSP and were incorporated into the development of the 3HSP through a variety of mechanisms including revisiting the program's goals, strategies, and countermeasure approaches to ensure alignment with the public's concerns and needs. These Forums provided a mechanism to maintain and develop additional partnerships with leaders and decision makers in the African-American community in each parish where they were conducted. Based on the positive

feedback received from the forum participants, Diversity Forums are planned for the new FFY.

Engagement opportunity conducted: Seatbelt Outreach at Bayou Classic and Fan Fest

- Why strategy chosen/how designed to reach community
 - The LHSC conducted education and outreach activities focused on seat belts at the Annual Bayou Classic Football Game and Fan Fest because both crash data and survey data indicated that African-Americans utilize their seat belts at a lower rate than other vehicle occupants.
- Event(s) held
 - The LHSC held a press conference the day before the Bayou Classic game with a message of "Seat Belts Look Good On You". We also distributed educational cards with the same message at the Coach's luncheon before the game so they would communicate this message to their players and staff. We played public service announcements during the Bayou Classic game also reminding the importance of seatbelts by messaging "Now Click". Then, we conducted additional education and outreach at Fan Fest where we engaged with attendees and surveyed them on their attitudes and knowledge about seatbelt laws and seatbelt use.
- Accessibility measures taken
 - The survey at Fan Fest was available on paper and electronically; All locations at the Bayou Classic were ADA compliant.
- Description of attendees
 - Attendees included over 80,000 African-Americans.
- Summary of issues covered
 - The LHSC covered the overrepresentation of African-Americans in unrestrained fatalities, laws related to seat belts, CPS, and self-reported behaviors regarding seat belt use.
- How comments and views have been incorporated into development of the 3HSP
 - The LHSC utilized the data gathered from the surveys collected at the Bayou Classic to inform the selection of projects for the 3HSP. The comments and views of the affected community have been incorporated into the development of the 3HSP through reviewing resource allocations, prioritizing initiatives, and shaping specific interventions through the Bayou Classic project within the 3HSP. As a result of the survey evaluations received, the LHSC maintained and developed additional partnerships with Louisiana's six Historically Black Colleges and Universities (HBCUs) in Louisiana (Grambling State University, Southern University and A&M College, Southern University at Shreveport, Southern University at New Orleans, Dillard University, and Xavier University of Louisiana). The LHSC expanded partnerships with Sigma Gamma Rho and Le Sanctuary, Inc.

The LHSC has committed to participate in future Bayou Classic engagement opportunities as a result of the successful outreach event. The LHSC will contract with an African-American diversity outreach person for the new FFY to continue the engagement opportunities with the Bayou Classic event.

Engagement opportunity conducted: Education and Outreach on Seat Belt Safety and CarFit

- Why strategy chosen/how designed to reach community
 - The LHSC performed education and outreach on seat belt safety and CarFit in partnership with the Most Worshipful Prince Hall Grand Lodge Annual Grand Session.
- Event(s) held
 - Conference of the members of the Most Venerable Grand Council of Pythagoras and Esther Grand Chapter Order of Eastern Star Prince Hall.
- Accessibility measures taken
 - Location was ADA compliant.
- Description of attendees
 - Over 1,000 attendees were all members of the Grand Council and were African-American males and female.
- Summary of issues covered
 - The LHSC Diversity Outreach Coordinator delivered a presentation to attendees on seat belt safety and CarFit.
- How comments and views have been incorporated into development of the 3HSP
 - Attendees provided written feedback to the LHSC Diversity Outreach Coordinator on the seat belt safety and CarFit topics covered during the presentations. The participant feedback was reviewed and utilized to inform the project selection process for the occupant protection program area in the 3HSP. The comments and views of the affected communities have been incorporated into the development of the 3HSP through reviewing program goals, strategies, and countermeasure approaches to ensure alignment with the public's comments. The participant's feedback was also used to maintain and develop additional partnerships with the Most Worshipful Prince Hall Grand Lodge of Louisiana and to plan engagement opportunities with African-American communities for the new FFY.

Goal 2:

The LHSC will engage with the non-motorized safety decision makers and stakeholders in the Greater New Orleans area on pedestrian and bicycle safety. Engaging this group will help us increase partnerships, determine countermeasures that are most relevant to this community, and identify potential projects to support non-motorist safety in this area. FHWA has identified New Orleans as a pedestrian focus city. State crash data indicate that this area continues to be overrepresented in the number of pedestrian and bicyclist fatalities and serious injuries. It is critical that the LHSC engage with community partners in this area to better understand the need and the critical risk factors so that we can reduce this trend.

Goal 2 Outcomes – Engagement Opportunities

Engagement opportunity conducted: 1 Million Steps 2 Safety Virtual Bike, Walk, and Run

- Why strategy chosen/how designed to reach community
 - The LHSC conducted a virtual walk focused on pedestrian and bicycle safety during Pedestrian Safety Month to bring attention to the increasing number of pedestrian fatalities and serious injuries.
- Event(s) held
 - Conducted Third Annual Virtual Walkathon during Pedestrian Safety Month in partnership with the Governor’s Council on Physical Fitness and Sports Office, with targeted outreach to approximately 44,000 state employees.
- Accessibility measures taken
 - Event was conducted virtually to allow for access to attendees across Louisiana and beyond.
- Description of attendees
 - Attendees included the targeted outreach of approximately 44,000 state employees.
- Summary of issues covered
 - Pedestrian and bicycle safety
- How comments and views have been incorporated into development of the 3HSP
 - Lessons learned, comments, and feedback shared on the virtual platform during the virtual event were utilized to inform the LHSC’s project selection process for the 3HSP. The comments and views of the affected communities have been incorporated into the development of the 3HSP through reviewing resource allocations and prioritizing pedestrian and bicycle safety within the 3HSP. As a result of the successful partnership and event, the LHSC committed to continue the partnership with the Governor’s Council on Physical Fitness and Sports Office

to promote pedestrian and bicycle safety and to plan and conduct the Walkathon in the new FFY. The virtual and/or in-person Walkathon will be conducted during Pedestrian Safety Month.

Engagement opportunity conducted: “Can You See Me Now?” Bike and Pedestrian Safety Forum

- Why strategy chosen/how designed to reach community
 - The LHSC chose to fund a bike and pedestrian safety forum in the New Orleans area because of the increasing number of bike and pedestrian fatalities and serious injuries, as well as New Orleans being identified as a focus city for this issue by the FHWA.
- Event(s) held
 - “Can You See Me Now?” Bike and Pedestrian Safety Forum
- Accessibility measures taken
 - Location was ADA accessible.
- Description of attendees
 - Attendees included local leaders, pedestrian safety groups, bicycle safety groups, SHSP coalition members, and other community members.
- Summary of issues covered
 - Forum covered fatal and serious injury crash data, related laws, and possible solutions.
- How comments and views have been incorporated into development of the 3HSP
 - Comments and ideas shared during the Bike and Pedestrian Forum were utilized to inform the selection process for pedestrian and bicycle projects and engagement opportunities for the new 3HSP. The comments and views of the affected communities have been incorporated into the development of the 3HSP through adjusting funding priorities to address comments received. The Forum provided the opportunity to maintain existing partnerships and develop additional partnerships within the bicycle and pedestrian safety communities in New Orleans.

Goal 3:

The LHSC will engage with the military service member community at military installations in Louisiana on impaired driving, occupant protection, pedestrian safety, and motorcycle safety. Engaging this group will help us increase partnerships, determine countermeasures that are most relevant to this community, and identify potential projects to support these behavioral safety issues. Louisiana has over 15,000 active military members and nearly 17,000 reserve

military members in the state currently. The military installations are in both urban and rural areas. Therefore, it is critical to engage with this population to better understand the need and the critical risk factors so we can ensure their safety while traveling throughout our state and to adjust our current traffic safety countermeasures based on their feedback.

Goal 3 Outcomes – Engagement Opportunities

Engagement opportunity conducted: Military Education and Outreach

- Why strategy chosen/how designed to reach community
 - The LHSC chose to conduct education and outreach to military communities due to the number of military members in Louisiana and the fact that they are underserved when it comes to traffic safety messaging.
- Event(s) held
 - Conducted multiple on-base presentations during Safety Stand downs on topics of Occupant Protection, Impaired Driving Prevention, Distracted Driving, Teen Driver Safety, Bicycle/Pedestrian Safety, Motorcycle Safety and Rail Safety.
- Accessibility measures taken
 - All locations were ADA compliant
- Description of attendees
 - 100% of attendees were members of the military.
- Summary of issues covered
 - Presentations covered traffic safety data and issues relating to occupant protection, impaired driving, distracted driving, teen driver safety, bicycle/pedestrian safety, motorcycle safety, and rail safety.
- How comments and views have been incorporated into development of the 3HSP
 - Comments and feedback received during the on-base military presentations were utilized to inform the LHSC's project selection process for the 3HSP. The comments and views of the military communities have been incorporated into the development of the 3HSP through considering new strategies as proposed by the affected communities. The presentations allowed the LHSC to maintain existing military based partnerships and identify additional military bases to work with in the new FFY. The feedback from the presentations helped identify traffic safety topics to focus on during the military engagement efforts for the new FFY.

Goal 4:

The LHSC will engage with the Native American community both through the Native American Commission and the Chitimacha Tribe and the Jena Band of Choctaw. Engagement efforts with the Native American Commission will focus on building a partnership and providing education and outreach on all traffic safety topics while the engagement efforts with the Chitimacha Tribe

and the Jena Band of Choctaw will focus on occupant protection specifically child passenger safety. Louisiana has 15 tribal communities in the state that are in primarily rural areas. They are 0.8 percent of Louisiana's population. They are underserved with respect to traffic safety awareness so it is critical that we engage with them to better understand the need and the critical risk factors. This engagement will assist us in identifying countermeasures and strategies to address these needs and critical risk factors and to adjust our current CPS safety countermeasures based on their feedback.

Goal 4 Outcomes – Engagement Opportunities

Engagement opportunity conducted: Chitimacha Tribe Car Seat Event

- Why strategy chosen/how designed to reach community
 - The LHSC funded a car seat event through the Louisiana Passenger Safety Task Force and in partnership with the Tribal Police to serve the Chitimacha Tribal Community.
- Event(s) held
 - Car Seat Event
- Accessibility measures taken
 - Held the event at the Chitimacha Tribe for easy access for their tribal police and tribal members.
- Description of attendees
 - 85% were Tribal police and tribal members; 10% of attendees were LPSTF instructors; 5% were unknown.
- Summary of issues covered
 - Child passenger safety
- How comments and views have been incorporated into development of the 3HSP
 - Feedback from the car seat event was utilized to inform LHSC's project selection process for the 3HSP and was used to develop additional and continued partnerships within the Chitimacha Tribe, the Native American Community, and the Louisiana Native American Commission. The comments and views of the affected communities have been incorporated into the development of the 3HSP through considering new strategies as proposed by the communities. These new partnerships have led to additional meetings and plans for additional engagement opportunities within the Chitimacha Tribe and other tribal communities in Louisiana for the new FFY. LHSC identified the need to conduct further data analysis of Native American crash data and review other traffic safety topic areas to address with the Tribes.

Goal 5:

The LHSC will engage with the Hispanic community in the Greater New Orleans area on occupant protection and child passenger safety. We will partner with the Mexican Consulate of New Orleans, the YMCA of Greater New Orleans, and the Hispanic Resource Center. Engaging these groups will help us determine countermeasures that are most culturally relevant to this community and identify potential projects to support occupant protection safety in the Hispanic community in Greater New Orleans. This community comprises 5.6 percent of Louisiana's population. Hispanic observed front seat belt usage measures 6.5 percentage points lower than White front seat occupants. They are underserved with respect to traffic safety and occupant protection awareness due to language barriers so it is critical that we engage with them to better understand the need and the critical risk factors. This engagement will assist us in identifying countermeasure strategies to address these needs and critical risk factors and adjust our current occupant protection and CPS safety countermeasures based on their feedback.

Goal 5 Outcomes – Engagement Opportunities

Engagement opportunity conducted: Occupant Protection Education and Outreach

- Why strategy chosen/how designed to reach community
 - The LHSC delivered occupant protection presentations in partnership with the Consulado General de Honduras en New Orleans and the Consulado de Mexico in Nueva Orleans.
- Event(s) held
 - Conducted presentations and individual interviews on proper use of car safety seats and Louisiana seat belt laws.
- Accessibility measures taken
 - The presentation and documents distributed were in Spanish and English; interpreters and bi-lingual partners were on-site.
- Description of attendees
 - Attendees included non-English speaking individuals of Hispanic or Latin descent living in the Greater New Orleans area.
- Summary of issues covered
 - Occupant protection, child passenger safety and related state laws
- How comments and views have been incorporated into development of the 3HSP
 - Information received during individual interviews led to one-on-one car seat distribution and installations within the Hispanic communities in the New Orleans area. The feedback and comments received were utilized to inform the occupant protection project selection process for the 3HSP and develop and implement additional seat belt and child passenger safety partnerships within the New Orleans Hispanic communities. The comments and views of the affected

communities have been incorporated into the development of the 3HSP through reviewing resource allocations and considering new strategies as proposed by the communities. The LHSC partnered with the Consulates of Mexico and Dominican Republic to establish resources to aide newly residing immigrants on child passenger safety information, such as where to get assistance with child passenger safety seats that are age appropriate, how to securely and properly install car seats and where they might obtain a car seat at no cost. The Consulates of Mexico and Dominican Republic of New Orleans also cover the surrounding states like Georgia, Tennessee, Mississippi, Alabama and Arkansas who do not have Consulates of their own to work with the driving population. The Consulates utilize the traffic safety materials developed for Louisiana in the other states.

Engagement opportunity conducted: Occupant Protection Video in Multiple Languages

- Why strategy chosen/how designed to reach community
 - The LHSC, in partnership with the YMCA of New Orleans and the Hispanic Resource Center, developed a video titled, “How Do You Say Click?”, in multiple languages – Spanish, Vietnamese, Tagalog, Arabic, and others.
- Event(s) held
 - Video was distributed via LHSC social media channels, partner social media channels and websites.
- Accessibility measures taken
 - Video has subtitles.
- Description of attendees
 - Video includes LHSC staff and partners saying “Buckle Up” in their native language.
- Summary of issues covered
 - Occupant protection
- How comments and views have been incorporated into development of the 3HSP
 - Feedback and comments received via social media and other methods regarding the new seat belt videos were utilized to inform the project selection process for the 3HSP and to develop additional partnerships with the Hispanic communities. The comments and views of the affected communities have been incorporated into the development of the 3HSP through considering new strategies as proposed by the communities. The feedback from the engagement effort resulted in the LHSC identifying the need to expand their social media outreach in additional languages, including Spanish, for the new FFY.

Goal 6:

The LHSC will engage with the Vietnamese community in Greater New Orleans on occupant protection and child passenger safety. We will partner with the YMCA of Greater New Orleans and the Vietnamese Initiative in Economic Training. Engaging these groups will help us determine countermeasures that are most culturally relevant to this community and identify potential projects to support occupant protection safety in the Vietnamese community in Greater New Orleans. This community is part of the Asian 1.9 percentage of Louisiana's population; however, they are underserved with respect to traffic safety and occupant protection awareness due to language barriers so it is critical that we engage with them to better understand the need and the critical risk factors. This engagement will assist us in identifying countermeasure strategies to address these needs and critical risk factors and adjust our current occupant protection and CPS safety countermeasures based on their feedback.

Goal 6 Outcomes – Engagement Opportunities

(NOTE: the following engagement opportunity is also listed under goal 5)

Engagement opportunity conducted: Occupant Protection Video in Multiple Languages

- Why strategy chosen/how designed to reach community
 - The LHSC, in partnership with the YMCA of New Orleans and the Hispanic Resource Center, developed a video titled, "How Do You Say Click?", in multiple languages – Spanish, Vietnamese, Tagalog, Arabic, and others.
- Event(s) held
 - Video was distributed via LHSC social media channels, partner social media channels and websites.
- Accessibility measures taken
 - Video has subtitles.
- Description of attendees
 - Video includes LHSC staff and partners saying "Buckle Up" in their native language.
- Summary of issues covered
 - Occupant protection
- How comments and views have been incorporated into development of the 3HSP
 - Feedback and comments received via social media and other methods regarding the new seat belt videos were utilized to inform the project selection process for the 3HSP and to develop additional partnerships with the Vietnamese communities. The comments and views of the affected communities have been incorporated into the development of the 3HSP through considering new strategies as proposed by the communities. The feedback from the engagement

effort resulted in the LHSC identifying the need to expand their social media outreach in additional languages, including Vietnamese, for the new FFY.

Engagement opportunity conducted: Occupant Protection Education and Outreach

- Why strategy chosen/how designed to reach community
 - The LHSC delivered occupant protection education and outreach in partnership with YMCA of Greater New Orleans and Vietnamese Initiatives in Economic Training for members of the Vietnamese community in Greater New Orleans.
- Event(s) held
 - Conducted education and individual interviews on proper use of car safety seats and Louisiana seat belt laws for Vietnamese community members.
- Accessibility measures taken
 - The presentation and documents distributed were in Vietnamese and English; interpreters and bi-lingual partners were on-site.
- Description of attendees
 - Attendees included non-English speaking individuals of Vietnamese descent living in the Greater New Orleans area.
- Summary of issues covered
 - Occupant protection, child passenger safety and related state laws
- How comments and views have been incorporated into development of the 3HSP
 - Information received during individual interviews led to one-on-one car seat distribution and installations. The feedback and comments received were utilized to inform the LHSC's project selection decisions to support the occupant protection program area in the 3HSP, to develop additional partnerships with the YMCA, and to plan engagement opportunities with the Vietnamese communities. The comments and views of the affected communities have been incorporated into the development of the 3HSP through considering new strategies as proposed by the communities. As a result of the outreach efforts and interviews, the LHSC identified the need to conduct further crash data analysis to determine where additional public participation and engagement outreach efforts with Vietnamese communities should be conducted and determine which traffic safety topics to focus on.

Goal 7:

The LHSC will engage with the Mature Driver community in Louisiana on CarFit. Engaging this group will help us determine countermeasures that are most relevant to this community and identify potential projects to support mature driver safety across Louisiana. Mature drivers ages

65 and older make up 20.7 percent of Louisiana licensed driving population. State crash data indicate that represent 11.6 percent of the fatal and injury crashes. Mature drivers are more likely to be killed or seriously injured when a crash occurs due to the fragility of their aging bodies (NHTSA). It is critical that the LHSC engage with this community to better understand the need and the critical risk factors. This engagement will assist us in identifying countermeasure strategies to address these needs and critical risk factors and adjust our current occupant protection countermeasures based on their feedback.

Goal 7 Outcomes – Engagement Opportunities

Engagement opportunity conducted: CarFit Program

- Why strategy chosen/how designed to reach community
 - The LHSC conducts the CarFit Program in Louisiana because mature drivers are at increased risk for injury if they are involved in a crash. Therefore, it is critical that they know how to properly wear their seat belt, adjust their seat and mirrors for their safety.
- Event(s) held
 - CarFit program in each of the nine regions of the state.
- Accessibility measures taken
 - All events are held at ADA compliant locations.
- Description of attendees
 - All attendees are members of the 65 and older driver population.
- Summary of issues covered
 - Seat belt safety, child passenger safety, traffic safety
- How comments and views have been incorporated into development of the 3HSP
 - Comments and feedback received from attendees during CarFit programs were considered in the development of the CarFit project for the 3HSP. The comments and views of the affected communities have been incorporated into the development of the 3HSP through reviewing resource allocations and shaping the project within the 3HSP. The CarFit engagement events helped identify locations where CarFit events are needed for the new FFY and to determine appropriate resources to provide to attendees.

Goal 8:

The LHSC will engage with the young driver community in Louisiana on impaired driving, occupant protection, and distracted driving. Engaging this group will help us determine countermeasures that are most relevant to this community and identify potential projects to support young driver safety across Louisiana. Young drivers ages 15 to 24 years of age make up

13.6 percent of Louisiana licensed driving population. State crash data indicate that they represent 18.2 percent of the fatal and injury crashes. Young drivers are overrepresented in the state crash data. It is critical that the LHSC engage with this community to better understand the need and the critical risk factors that are involved so that we can identify potential projects and reduce this trend. This engagement will assist us in identifying countermeasure strategies to address these needs and critical risk factors and adjust our current impaired driving, occupant protection, and distracted driving safety countermeasures based on their feedback.

Goal 8 Outcomes – Engagement Opportunities

Engagement opportunity conducted: Traffic Safety Ambassador Program

- Why strategy chosen/how designed to reach community
 - The LHSC chose to engage with middle school students as traffic safety ambassadors to begin early education efforts on traffic safety.
- Event(s) held
 - Training session with middle school students to discuss program and their role.
- Accessibility measures taken
 - Location was ADA compliant.
- Description of attendees
 - 65% of attendees were African-American and 25% of attendees were Hispanic; and 10% of attendees were either unknown or other.
- Summary of issues covered
 - Multiple traffic safety topics including seat belt safety, distracted driving, impaired driving, rail safety and related laws
- How comments and views have been incorporated into development of the 3HSP
 - Feedback and comments received from the Traffic Safety Ambassador Program were utilized to inform the project selection process for the 3HSP. The comments and views of the affected communities have been incorporated into the development of the 3HSP through adjusting funding priorities to address comments received and by considering new strategies. Additional partnerships with predominately African-American and Hispanic middle schools and middle school students were identified as a result of the training sessions. The Ambassador Program provided the opportunity to plan on-going engagement opportunities with targeted middle schools for the new FFY. With the success of the middle school Ambassador Program, the engagement opportunity will be expanded to high schools in the 3HSP.

Engagement opportunity conducted: Sudden Impact Program

- Why strategy chosen/how designed to reach community
 - The LHSC chose to engage with high school students in each region of Louisiana on the issues of impaired driving, occupant protection, and distracted driving and the resulting consequences through this hospital based educational program.
- Event(s) held
 - Educational sessions are held at both the high school and trauma room settings to provide student attendees with real world education and potential consequences of poor decisions.
- Accessibility measures taken
 - All locations are ADA compliant
- Description of attendees
 - 95% of attendees are high school students (young drivers); 5% of attendees are Sudden Impact instructors (nurses and law enforcement)
- Summary of issues covered
 - Multiple traffic safety topics including seat belt safety, distracted driving, and impaired driving
- How comments and views have been incorporated into development of the 3HSP
 - The program conducts a structured evaluation to obtain feedback for each program. Feedback and comments were also received from the participants during and after the programs were conducted. Both sets of feedback were considered and utilized to inform the project selection process for the Teen Traffic Safety program area for the 3HSP. The comments and views of the affected communities have been incorporated into the development of the 3HSP through reviewing resource allocations and shaping the project included in the 3HSP. The feedback also helped the LHSC to focus on the traffic safety topics that need to be addressed with teens.

Goal 9:

The LHSC will engage with the Hearing Impaired and Hard of Hearing community in Louisiana on occupant protection and distracted driving. Engaging this group will help us determine countermeasures that are culturally relevant to this community and identify potential projects to support occupant protection and distracted driving safety across Louisiana. This community comprises 4.2 percent of Louisiana's population. They are underserved due to the language barriers and lack of outreach provided specifically to this community. It is critical that the LHSC engage with this community to better understand the need and the critical risk factors that are involved so that we can identify potential projects and reduce this trend. This engagement will assist us in identifying countermeasure strategies to address these needs and critical risk factors

and adjust our current occupant protection and distracted driving safety countermeasures based on their feedback.

Goal 9 Outcomes – Engagement Opportunities

Engagement opportunity conducted: Partnered with High School Class

- Why strategy chosen/how designed to reach community
 - The LHSC collaborated with high school students to promote outreach and education for American Sign Language (ASL) night.
- Event(s) held
 - Collaborated with students to promote “ASL Night,” and developed an educational video for the deaf and hard of hearing community on the topics of occupant protection and distracted driving.
- Accessibility measures taken
 - Developed an educational resource for the deaf and hard of hearing community that included English subtitles, voiceover, and ASL.
- Description of attendees
 - High school students, local deaf advocacy organization, Louisiana School for the Deaf, and members of deaf and hard of hearing community.
- Summary of issues covered
 - Seat belt safety, distracted driving and related data
- How comments and views have been incorporated into development of the 3HSP
 - All comments received during creation of video and during distribution were utilized to inform the project selection process for the 3HSP. The comments and views of the affected communities have been incorporated into the development of the 3HSP through considering new strategies as proposed by the communities, reviewing resource allocations and shaping the project included within the 3HSP. The engagement effort established a partnership with the Louisiana Commission for the Deaf. The traffic safety video is being used to educate and train the deaf and hard of hearing community to help reduce crashes, fatalities and injuries with this population. Engagement opportunities with the deaf and hard of hearing community have been identified for the new FFY.

2.3 Ongoing Engagement Planning

The LHSC uses a variety of metrics such as public engagement events and meetings, surveys, crash data analysis, administrative and impact evaluations, and seat belt observations to evaluate the impact and effectiveness of traffic safety projects and programs. The information

collected is used to guide the development of the 3HSP countermeasures strategies for programming funds.

Surveys can provide valuable information from drivers or the general public that cannot be obtained any other way. The LHSC conducts annual attitudinal surveys to assess views on the priorities of various traffic safety issues and on potential law or policy changes, knowledge of laws and penalties, awareness of recent enforcement and media campaigns, perceptions of enforcement, and self-reported behavior. These surveys assist the LHSC in determining appropriate messaging for our target demographics and judge effectiveness on the LHSC's ability to affect social marketing of traffic safety issues.

The 2022 attitudinal survey data provided in Table 2.3 shows some of the seat belt, speeding, electronic device use, and impaired driving questions and responses from the "Highway Safety Issues Attitudinal Survey For Louisiana Drivers" conducted for the LHSC by Passeur Research Group. There is a 95 percent certainty that the statistics presented for the results are not more than 3.5 percentage points above or below the figure that would have been obtained if all the licensed motorists had been interviewed.

Table 2.3 Seat Belts, Speeding, and Impaired Driving Attitudinal Survey
Louisiana Drivers 2022

	2017	2018	2019	2020	2022
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"	94.3%	95.3%	95.8%	94.5%	93.4%
What do you think the chances are of getting a ticket if you do not wear your safety belt? "Very likely" and "Somewhat likely"	74.3%	73.3%	73.9%	67.0%	66.0%
In the past 30 days, have you read, seen or heard anything about seat belt enforcement by police? "Yes"	30.3%	30.5%	34.2%	16.7%	22.5%
What do you think the chances are of getting a ticket if you drive over the speed limit? "Very Likely" and "Somewhat Likely"	85.7%	85.7%	88.9%	84.0%	82.0%
In the past 30 days, have you read, seen or heard anything about speed enforcement by police? "Yes"	35.6%	33.3%	32.5%	22.3%	36.2%
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"	17.9%	21.6%	15.2%	22.5%	23.9%
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"	14.3%	15.4%	13.2%	16.2%	16.1%
What do you think the chances are of someone being arrested if they drive after drinking? "Very Likely" and "Somewhat Likely"	84.0%	82.8%	84.2%	80.8%	78.6%
In the past 30 days, have you read, seen or heard anything about drunk driving enforcement? "Yes"	56.2%	55.8%	50.8%	36.7%	43.8%
In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? "None"	63.8%	66.4%	57.0%	61.5%	47.1%

Note: Telephone surveys were of 800 licensed motorists statewide per year. The 2022 Attitudinal Survey was completed in July and August 2022.

The following is a comparison of frequency responses from drivers completing the survey from 2017 to 2022 to the following question:

How would you describe your race or ethnic background?

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2022</u>
WHITE.....	62.4	68.8	66.2	67.5	63.9
BLACK.....	29.1	23.0	28.5	27.8	27.7
HISPANIC.....	1.0	2.1	1.5	0.4	3.4
NATIVE AMERICAN.....	2.6	2.4	1.3	0.7	2.4
ASIAN.....	1.3	0.8	1.7	0.8	1.0
OTHER (SPECIFY).....	3.6	2.9	0.8	2.8	1.7
(WON'T SAY).....	0.0	0.0	0.0	0.0	0.0
(Combined Race Responses)	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2022</u>
WHITE.....	62.4	68.8	66.2	67.5	63.9
BLACK.....	29.1	23.0	28.5	27.8	27.7
OTHER.....	8.5	8.2	5.4	4.7	8.5
WON'T SAY.....	0.0	0.0	0.0	0.0	0.0

The Presseur Research Group used a methodology to ensure nominal representation by sex, race, area, and age category. The LHSC will continue this important attitudinal survey each year of the 3HSP to gather vital public feedback for the decision-making process. We will continue to use the survey results to determine countermeasures and project activities.

In FFY 2023 the LHSC identified the need to have a full-time public information officer (PIO) for the highway safety program versus utilizing the DPS PIO. Having a full-time PIO will provide the opportunity to do more detailed research to identify groups to reach out to. The PIO will help with developing tools and resources to help educate, train, and collaborate with affected communities. The PIO will also help reach out to media outlets across the state to assist with engaging identified target groups and communities. For example, the PIO recently contacted a Spanish newspaper, and a traffic safety story was translated to Spanish for the publication. The new LHSC PIO staff position will be a key staff member helping engage with affected communities throughout the 3HSP cycle.

Our intention is to continue to build on our ongoing outreach efforts and to amplify our social media presence in additional languages beyond English, Spanish, Vietnamese and ASL – specifically in Arabic and French, and to make inroads in the tribal pockets of the state since our data demonstrates a true need for safety services. We recognize the unacceptable levels of

pedestrian deaths and are strategizing responses – which may also include serving what is usually a significant non-motorized population – i.e., those who are home insecure.

We are investigating the viability of podcasts and how this medium might aid our engagement efforts. Additionally, we continue to investigate ways to incorporate timely, meaningful, and accessible feedback methods into our on-going engagement efforts.

Our plan is to begin engagement with our law enforcement partners and communities to discuss meaningful traffic safety enforcement. At our June 5, 2023, Commission meeting, the Commission members unanimously requested that we begin these conversations with our law enforcement partners. We will work with our law enforcement partners to ensure we have a data-based traffic safety enforcement program that fosters effective community collaboration to increase public safety, data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures and activities.

We will continue to conduct public participation and engagement activities with our identified affected communities throughout the entire triennial period as noted in Table 2.4.

Table 2.4 Ongoing Public Participation and Engagement Planned Activities

Affected Community	Summary of ongoing public participation and engagement planned activities for the 3HSP
African-American	Black History Month Activation, Outreach during Essence Festival, Juneteenth, and Bayou Classic, Southern University and Grambling State University Homecoming Outreach, community bicycle events, Fraternities And Sororities outreach events, Working Together to Achieve Success in Traffic Safety Diversity Forums, CPS events, Barber Shop and Beauty Shop outreach, Faith-Based outreach, Expanded outreach using Now Click Song by Cupid American Artist, partnering with 100 Black Men organizations across Louisiana, traffic safety contest with NAACP, perform education and outreach with established religious and civic organizations.
Military	Transportation safety education presentations expanded to all armed forces branches including Louisiana National Guard, create bicycle and pedestrian PSAs featuring military members.
Hispanic	Hispanic Heritage Month, Occupant Protection presentations at the Mexican and Honduran Consulates, CPS events, Impaired Driving and Occupant engagements at community events, and develop and implement partnerships with Hispanic news outlets including print, radio, and television media, expanded partnership and outreach with Hispanic community in Greater Baton Rouge area.
Vietnamese	Asian and Pacific Islander Heritage Month, CPS events, and community outreach events.
Native American	Tribal driving schools, Tribal motorcycle education, Tribal Summit, Native American Heritage Month, Native American Awareness Day, Engagement with Tribal Leaders Council of Elders Meeting and Pow Wows, create traffic safety PSAs featuring Tribal members.
Young Drivers	4-H Partnerships, expanded SBIRT screenings at 2-year and 4-year Institutions of Higher Education, presentations at driving schools with a focus on rural areas, prom and high school graduation presentations and outreach, Family Career and Community Leaders of America (FCCLA), Recording Artist Against Drunk Driving (RADD).

Affected Community	Summary of ongoing public participation and engagement planned activities for the 3HSP
Mature Drivers	CarFit Technician Certification Classes and community events, Older Driver Safety Awareness Week, partnerships with parish Councils on Aging for outreach, and Seniors and Law Enforcement Together (SALT) partnerships.
Deaf and Hard of Hearing and Visually Impaired	Driving Schools for the Deaf and Hard of Hearing, CPS classes in American Sign Language (ASL), CPS events, and PSAs featuring Deaf and Hard of Hearing community members.
Bicyclists and Pedestrians	1 Million Steps 2 Safety – Virtual Run, Walk & Bike, outreach in rural areas, Bike/Ped Forums, and community bicycling events for low income vulnerable road users.
Miscellaneous	Ask Listen Learn at elementary and middle schools for predominately African-American and Hispanic children, Transportation Safety Ambassador program for middle and high schools with large African-American and Hispanic populations, expanded railroad safety outreach in rural areas, partnering with agricultural community for traffic safety outreach, secure translation services for all languages with NHTSA support, National Safety Council engagement at plants, engagement at Vocational and Technical Institutes, Check to Protect for the general audience with a focus on lower socio-economic groups operating older vehicles, engagement with established civic organizations, facilitate community traffic safety concerns through traffic safety podcasts.
Child Safety	Emma Bell Foundation “Safe Path to School”, CPS Technician Class and CPS events for Children with Special Needs, Women Infants and Children Outreach, child safety education outreach at Louisiana Welcome Centers and State Museums, and Hot Car Prevention through education.

We will also continue to evaluate our engagement efforts to determine if we need to adjust our starting goals. There are several factors that could influence adjusting our starting goals:

- Outcomes of previous conducted engagement
- Anticipated shifts in environmental, social, political trends, e.g., legislative session hot topics
- Additional data analysis.

We will be conducting additional data analysis which could result in new problem areas, new communities identified and/or new or different groups we need to reach out to. We will be expanding our data analysis to assist us with our engagement efforts with the Hispanic and Vietnamese communities.

We will analyze the results of our public engagement efforts as they are conducted to determine how the feedback can be used to improve our program. Going into years 2 and 3 of the 3HSP, we will utilize the Annual Report to analyze and identify adjustments. We will use the subsequent AGA update process to put any adjustments into action.

We will continue to partner with the SHSP State Partners and the nine Regional Transportation Safety Coalitions to reach all areas of the state and to consider ways to increase our public engagement efforts to additional communities of need. The SHSP Regional Safety Coalitions

provide a valuable network to not only promote future activities but to identify communities that are overrepresented or underserved.

The following are planned steps to reach and engage identified communities moving forward:

Reach:

- Promote activity through various communication channels
- Include partner organizations and work with trusted community leaders

Examples of where engagement efforts will occur:

- Partner or community meetings
- Sporting events
- Training and education classes
- CarFit events
- Child passenger safety check-up events
- School environment (middle and high school students)
- Youth leadership functions
- Community organization locations
- Virtual opportunities

We will closely look at the following accessibility measures to maximize participation at each planned public engagement in the future:

- Location
- Time
- Date
- Language access
- Virtual option
- ADA

The LHSC will incorporate the comments and views from the affected communities into the decision making process in selecting projects and allocating funding for the 3HSP.

3.0 Performance Plan

Performance Measures and Targets

Overview

Performance management is a strategic and outcome-based approach that uses system information to inform investment and policy decisions. Core outcome measures are used to set state targets, allocate resources, and measure overall progress. Behavioral measures provide a link between specific activities and outcomes by assessing whether the activities have influenced behavior. Activity measures document program implementation and measure specific actions taken to reduce crashes, injuries and fatalities. The LHSC carefully identified realistic and measurable single-year performance measures and targets during the planning and problem identification process. Fifteen core performance measures developed by NHTSA, in collaboration with the Governors Highway Safety Association (GHSA), will be used as measures in developing the performance targets for the 3HSP. These fifteen core performance measures include eleven outcome measures, one behavior measure, and three activity measures. All performance measures are reported annually.

Performance measures and targets are developed for all program areas that receive funding. Performance measures contain:

- Documentation of current safety levels, based on the most currently available data
- Quantifiable performance targets with annual benchmarks that show improved performance, and
- Justification for each performance target that explains why the target is data-driven and the factors that influenced the target selection.

The LHSC reviewed fatalities and linear trends for five-year periods. The performance plan is based on the data available at the time the 3HSP was prepared. Trends were evaluated to determine if linear targets for 2024 – 2026 were realistic. The LHSC decided to use a five-year moving average methodology to establish performance measure targets for 2024 - 2026. The rationale for targets established for each year of the 3HSP is included on the following page under the Louisiana Core Performance Measures and Targets section and in Table 3.1. While the LHSC reports on three grant activity-based performance measures (i.e., the number of seat belt citations, impaired driving arrests, and speeding citations issued during grant funded enforcement activities) each year, these are not included in Table 3.1. States are required to track, but are not required to set annual performance targets, for these three activity measures.

The overall goal of the LHSC is to reduce fatal and serious injury crashes on Louisiana roadways. As mentioned previously, LHSC and the DOTD identified consistent goals to be adopted by both agencies. The two agencies agreed to adopt the AASHTO goal of halving fatalities by 2030. Louisiana’s SHSP, which the DOTD oversees, reflects this overall goal as well. The LHSC and DOTD have adopted common performance targets for fatalities, fatality rate, and serious injuries.

A one percent annual reduction for these three targets, based on the five-year average, was chosen. In setting the one percent reduction target, the LHSC and DOTD considered that recent fatalities have trended upwards. Recent fluctuations in observed seat belt usage rates were considered when establishing the serious injury target. Fluctuations in the VMT and a climbing VMT rate in recent years were considered in setting the fatality rate per 100 MVMT target

State and local agencies, as well as public and private organizations, then develop projects to support and implement the program's strategies.

FFY 2024 – 2026 Louisiana Core Performance Measures and Targets

The following data-driven quantifiable and measurable triennial performance targets demonstrate improved performance over the three-year period of the 3HSP and are based on program areas identified during the planning process:

The FFY 2024 – 2026 projections (targets) for the following performance measures C-1 to C-11 and B-1 were calculated as follows:

- For all Core Performance Measures except B-1, C-8, C-9 and C11, the most recent 5-year moving average results were used for the baselines and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.
- For Core Performance Measure C-8 the most recent 5-year moving average results were used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 5% reduction in the number from the prior year. The 5% reduction allows for constant or improving targets.
- For Core Performance Measure for C-9, the most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 2% reduction in the number from the prior year.
- For Core Performance Measures C-11, the most recent 5-year moving average results were used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 3% reduction in the number from the prior year.
- For Core Performance Measure B-1, the most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and adding a 1.1 percentage point seat belt use increase each year from the prior year. Note: Due to COVID-19 restrictions and the issuance of a waiver from NHTSA, the statewide seat belt observation survey was not conducted in 2020, so that year is excluded from the average.

Data Sources: NHTSA STSI/FARS; Louisiana State University Center for Analytics & Research in Transportation Safety (CARTS).

Annual Core Outcome Measures:**C-1 Traffic Fatalities (FARS):**

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2018-22	2023	2024	2025	2026
771	771	727	828	972	905	841	797	824	816	807

C-2 Serious Injuries^a in Traffic Crashes (State Crash File)

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2018-22	2023	2024	2025	2026
1,327	1,262	1,346	1,516	1,673	2,566	1,673	1,396	1,639	1,623	1,607

Serious injuries are comprised of "Code B" injuries, defined as follows:

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

C-3 Fatalities/VMT (FARS/FHWA)

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2018-22	2023	2024	2025	2026
1.566	1.542	1.417	1.118 *	1.761	1.602	1.608	1.568	1.576	1.560	1.545

*Louisiana DOTD Revised 2020 VMT based on HPMS submittal after 8/15/2021, and therefore, updated VMT and rates are not reflected in 2021 HSIP Annual Report or HSP

C-3 Rural Fatalities/VMT (FARS/FHWA)**

Actual						5-year Avg
2017	2018	2019	2020	2021	2022	2017-21
1.97	1.56	1.89	2.02	1.94	n/a	1.88

C-3 Urban Fatalities/VMT (FARS/FHWA)**

Actual						5-year Avg
2017	2018	2019	2020	2021	2022	2017-21
1.31	1.53	1.12	1.51	1.67	n/a	1.43

** For C-3, Rural and Urban Fatalities/VMT, the data is tracked, but projected targets are not set.

C-4 Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2017-21	2023	2024	2025	2026
246	222	234	297	334	n/a	267	240	261	259	256

C-5 Alcohol-Impaired Driving Fatalities (FARS)

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2017-21	2023	2024	2025	2026
212	221	214	229	299	n/a	235	217	230	228	226

C-6 Speed-Related Fatalities (FARS)

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2017-21	2023	2024	2025	2026
181	140	94	189	281	n/a	177	152	173	172	170

C-7 Motorcyclist Fatalities (FARS)

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2017-21	2023	2024	2025	2026
97	79	87	75	83	n/a	84	85	83	82	81

C-8 Unhelmeted Motorcyclists Fatalities (FARS)

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2017-21	2023	2024	2025	2026
13	2	10	13	19	n/a	11	10	10	10	9

C-9 Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2017-21	2023	2024	2025	2026
88	87	81	96	117	n/a	94	87	90	88	87

C-10 Pedestrian Fatalities (FARS)

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2017-21	2023	2024	2025	2026
115	164	118	144	184	n/a	145	131	142	141	139

C-11 Bicyclist Fatalities (FARS)

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2017-21	2023	2024	2025	2026
23	29	22	34	34	n/a	28	24	27	26	25

Annual Core Behavior Measure:**B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)**

Actual						5-year Avg	In Progress	Projections (Targets)		
2017	2018	2019	2020	2021	2022	2017-22	2023	2024	2025	2026
87.1%	86.9%	87.5%	n/a	85.7%	86.1%	86.7%	89.1%	88.9%	90.0%	91.1%

Annual Activity Measures:**A-1 Seat Belt Citations**

Actual					
2017	2018	2019	2020	2021	2022
52,710	51,244	45,537	33,633	3,720	24,111

A-2 Impaired Driving Arrests

Actual					
2017	2018	2019	2020	2021	2022
5,529	3,393	2,277	1,280	1,743	1,192

A-3 Speeding Citations

Actual					
2017	2018	2019	2020	2021	2022
11,045	13,325	16,469	92,443	4,801	8,834

Table 3.1 identifies the program areas that will be emphasized in Louisiana’s highway safety program in FFY 2024 – 2026, along with related performance targets and measures and the rationale on how the performance targets were set.

Table 3.1 Program Area Performance Measures and Targets

Program Area	Performance Measure and Core Performance Measure Number, if applicable	Performance Targets	Rationale
Overall	Number of motor vehicle-related fatalities (C-1)	Reduce traffic fatalities from 841 (2018-2022 average) to: 2024: 824 2025: 816 2026: 807	The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year. Upward trends in fatalities.
	Number of motor vehicle-related serious injuries (C-2)	Reduce serious traffic injuries from 1,673 (2018-2022 average) to: 2024: 1,639 2025: 1,623 2026: 1,607	The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year. The seat belt usage rate has declined from 3-5 years ago and upward trends in injuries.
	Fatality rate per 100 million VMT (C-3)	Reduce fatalities rate per 100 MVMT from 1.608 (2018 to 2022 average) to: 2024: 1.576	The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were

Program Area	Performance Measure and Core Performance Measure Number, if applicable	Performance Targets	Rationale
		2025: 1.560 2026: 1.545	calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year. VMT fluctuations in recent years, climbing VMT rate.
Occupant Protection	Number of unrestrained passenger vehicle occupant fatalities, all seating positions (C-4)	Reduce unrestrained passenger fatalities from 267 (2017 to 2021) to: 2024: 261 2025: 259 2026: 256	The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year. The seat belt usage rate has declined from 3-5 years ago and unrestrained occupant fatalities have increased each year since 2018.
	Observed seat belt use of front seat outboard occupants (B-1)	Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1.1 percentage points annually from 86.7 percent (2017-2022 average) to: 2024: 88.9% 2025: 90.0% 2026: 91.1%	The most recent 5-year average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and adding a 1.1 percentage point seat belt use increase each year from the prior year. The seat belt usage rate has declined from 3-5 years ago.

Program Area	Performance Measure and Core Performance Measure Number, if applicable	Performance Targets	Rationale
Impaired Driving	Number of fatalities involving a driver or motorcycle operator with BAC at 0.08 and greater (C-5)	Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities from 235 (2017-2021 average) to: 2024: 230 2025: 228 2026: 226	<p>The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.</p> <p>Alcohol-related fatalities increased each year since 2018 and increased significantly from 2018 to 2021.</p>
Police Traffic Services	Number of speeding-related fatalities (C-6)	Reduce speeding-related fatalities from 177 (2017-2021 average) to: 2024: 173 2025: 172 2026: 170	<p>The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.</p> <p>Speed-related fatalities in 2021 were almost triple the number from 2019.</p>
Motorcycle Safety	Number of motorcyclist fatalities (C-7)	Reduce motorcyclist fatalities from 84 (2017-2021 average) to: 2024: 83 2025: 82 2026: 81	<p>The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a</p>

Program Area	Performance Measure and Core Performance Measure Number, if applicable	Performance Targets	Rationale
	Number of unhelmeted motorcyclist fatalities (C-8)	Reduce or maintain unhelmeted motorcyclist fatalities from 11 (2017-2021 average) to: 2024: 10 2025: 10 2026: 9	<p>1% reduction in the number from the prior year.</p> <p>Motorcycle fatalities have gone up and down in the past 5 years. These targets start a downward trend in the numbers.</p> <p>The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 5% reduction in the number from the prior year. This allows for constant or improving targets.</p> <p>Unhelmeted motorcyclist fatalities have increased each year since 2018.</p>
Teen Traffic Safety Program	Number of drivers age 20 or younger involved in fatal crashes (C-9)	Reduce drivers age 20 or younger involved in fatal crashes from 94 (2017-2021 average) to: 2024: 90 2025: 88 2026: 87	The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 2% reduction in the number from the prior year.

Program Area	Performance Measure and Core Performance Measure Number, if applicable	Performance Targets	Rationale
			The number of drivers age 20 or younger involved in fatal crashes has increased every year since 2019.
Non-Motorized Safety (Bicycle and Pedestrian Safety)	Number of pedestrian fatalities (C-10)	Reduce pedestrian fatalities from 145 (2017-2021 average) to: 2024: 142 2025: 141 2026: 139	The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year. 184 pedestrian fatalities in 2021 was the highest number of pedestrian fatalities in Louisiana history. Pedestrian fatalities represent 19% of total fatalities.
	Number of bicycle fatalities (C-11)	Reduce bicyclist fatalities from 28 (2017-2021 average) to: 2024: 27 2025: 26 2026: 25	The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 3% reduction in the number from the prior year. Bicycle fatalities remained constant in 2020 and 2021. These projected targets start reducing those numbers.

Program Area	Performance Measure and Core Performance Measure Number, if applicable	Performance Targets	Rationale
Rail/Highway Crossing Safety (Roadway Safety)	Number of rail-highway fatalities	Keep rail-highway fatalities constant at 2 (2017 to 2021 average) in: 2024: 2 2025: 2 2026: 2	<p>The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were established to keep rail-highway fatalities constant.</p> <p>Even though the fatality number is low, rail-highway crashes must be addressed if Louisiana is to reach Destination Zero Deaths. Between 2016 and 2021, there were 159 railroad/highway crossing injuries in Louisiana. These injuries could easily have been fatalities due to the severity of train crashes.</p>
Distracted Driving	Number of distracted and inattentive driving related fatalities	Reduce distracted and inattentive driving fatalities by 1 percent from 338 (2017 to 2021 average) to: 2024: 331 2025: 328 2026: 324	<p>The most recent 5-year moving average result was used for the baseline and then projected targets for 2024, 2025 and 2026 were calculated starting from the baseline figure and applying a 1% reduction in the number from the prior year.</p> <p>Distracted driving is one of four major contributing factors to Louisiana's fatal crashes.</p>

4.0 Countermeasure Strategy for Programming Funds

The LHSC planning process involves a multitude of Stakeholder meetings, data analysis workshops, and processes for partner feedback occur throughout the year. In preparation for each fiscal year, the LHSC facilitates a series of Community Briefings designed to provide current information on traffic safety issues in Louisiana and solicit local leaders, citizens, law enforcement, and other traffic safety partners input on future needs and potential programs. Additional meetings are held to assess data improvements and reassess areas of need. The LHSC staff provides guidance and recommendations to the Deputy director as to ongoing programming and the accountant and planner discuss estimated grant carry forward, potential grant awards, and existing contractual agreements. Projects are identified and awarded to local agencies, law enforcement, non-profits, governmental agencies, and other entities with the consideration of all discussions listed above. Please also see section 1.2, Overview of the Planning Process, including the Steps in the Planning Process, for more information on the proposal process. These processes are effectively used to determine which projects are funded each year.

Based upon the problems identified during the planning process, the following program areas were selected as the highest priorities for FFY 2024 – 2026 to address the specific performance measures and targets identified in the 3HSP: impaired driving, occupant protection, traffic records, motorcycle safety, police traffic services (speeding and aggressive driving), railroad/highway crossing safety (roadway safety), non-motorized safety, teen traffic safety program, and distracted driving.

The performance targets for each program area in this section indicate which core performance measure they are addressing.

The countermeasure strategies included in the program areas will guide Louisiana’s program implementation and annual project selection to achieve the performance targets.

The countermeasure strategies section for each program area lists the estimated FFY 2024 funding. The FFY 2025 and FFY 2026 funding amounts are estimated funding for the strategy countermeasures based on a one percent increase over the preceding year.

4.1 Impaired Driving

Problem Identification and Analysis

Louisiana’s alcohol-related fatal crash percentage fell from 47 percent in 2014 to 41.6 percent in 2021. The alcohol-impaired fatal crash percentage, .08 and above, decreased from 33 percent in 2014 to 25.39 percent in 2021. The 2021 FARS data shows there were 299 alcohol-impaired

driving fatalities with a BAC 0.08 or greater. According to CARTS from 2017 to 2022, there were 1,347 alcohol-involved fatalities and injuries between 6 p.m. and 12 a.m., followed by 995 from 12 a.m. to 6 a.m., 390 from 12 p.m. to 6 p.m., and 135 from 6 a.m. to 12 p.m. During this same five-year period, data indicated that Friday, Saturday, and Sunday were the top three days when alcohol-involved fatalities occurred. The 25-34-year-old age group, followed by 35-44 age group together accounted for 45.9 percent of all drivers involved in fatal and suspected serious injury impaired driving crashes. While impaired driving continues to be a concern, Louisiana continues to rank as a Section 405d mid-range state. Driving after drinking continues to be taken too lightly in Louisiana. A cultural shift toward understanding the realities and consequences of drinking and driving must take place.

The 2022 Legislative Session brought additional changes to the medicinal marijuana laws as well as a statewide decriminalization for possession of small amounts of marijuana. With these recent legislative changes and a growing sentiment in support of marijuana legalization, Louisiana's impaired driving data is showing increasing involvement of marijuana and other impairing substances.

Louisiana has a Zero Tolerance law (0.02 blood alcohol concentration (BAC) for drivers less than 21 years of age. However, 18 to 20-year-olds are allowed to enter bars in Louisiana. According to CARTS, among the drivers age 18 to 20 there were 114 alcohol-involved fatalities and suspected serious injuries from 2017-2021. In FFY 2022, Louisiana conducted attitudinal surveys to track driver attitudes and awareness of impaired driving enforcement and found when asked, "What do you think the chances are of someone getting arrested if they drive after drinking?" 78.6 percent of respondents noted 'Very Likely' and 'Somewhat Likely'. When asked, "In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking?" 47.1 percent of respondents indicated 'None'.

Impaired driving is not solely limited to alcohol impairment. In Louisiana, other drugs also are prominent in the toxicology reports provided by the State Crime Laboratory. Of the traffic impairment reports identified in Table 4.1 in 2022, over two-thirds of drivers tested had drugs or drug metabolites in their system and, perhaps more alarming, the drivers had an average of four drugs in their system.

Table 4.1 General Statistics

	2017	2018	2019	2020	2021	2022
Total traffic impairment TOX/BAC reports released^a	3,797	4,345	4,092	3,650	4,324	3712
BAC reports (BAC >0.08%)	1,818 (47.9%)	1,075 (60.7%)	1,157 (60.2%)	865 (53.0%)	1035 (51.7%)	1066 (535%)
TOX reports (BAC <0.08%)	1,979 (58.5%)	696 (39.3%)	762 (39.8%)	1732 (47.0%)	966 (48.3%)	966 (46.5%)
Traffic/Impairment Only						
Toxicology reports released	1,815	2,574	2,171	2,011	2,136	1720
Reports that had no drugs of toxicological significance	458 (25.2%)	844 (32.8%)	613 (28.2%)	810 (40.0%)	501 (23.4%)	410 (23.8%)
Reports that had insufficient sample to process	19 (1.0%)	11 (0.4%)	32 (1.0%)	37 (2.0%)	15 (0.6%)	14 (0.8%)
Remaining reports that yielded drugs or drug metabolites	1,341 (73.8%)	1,719 (66.8%)	1,158 (71.7%)	1,164 (58.0%)	1,623 (76.0%)	1296 (75.4%)
Drugs or drug metabolites identified	4,331	6,532	5,163	6,635	6,263	5180
Average drugs per case	3.2	3.8	2.4	2.7	4	4

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

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

Table 4.2 details the percentages of all traffic impairment cases in which the driver was at or above the legal limit for alcohol and had at least one drug of impairment in their system. Only 5 to 10 percent of the drivers in the cases reported had no drugs (including alcohol) or an insufficient sample in their system. All data is derived from both blood and urine samples; therefore, no inference of drug impairment can be made.

In 2022, of the 1,992 BAC reports released, 1,066 of them had a BAC of 0.08 g% or higher, that is 53.5% of kits analyzed.

Table 4.2 Traffic Impairment Cases

What percentage of all traffic impairment cases reported?	2018	2019	2020	2021	2022
...at or above the legal limit for alcohol?	60.7%	60.2%	53.0%	51.7%	53.5%
...at least one drug of impairment?	67.2%	71.7%	58.0%	76.0%	75.4%
...no drugs and/or insufficient sample?	32.8%	29.3%	42.0%	24.0%	24.6%

Source: Louisiana State Police Crime Lab, 2022

Table 4.3 provides a breakdown for all results of the top five drugs detected in **blood** samples collected in traffic impairment cases and the percent detected of each. The number of reports released per year are as follows:

2018 - 1,742 reports

2019 - 1,429 reports

2020 - 1,707 reports

2021 - 1,880 reports

2022 - 1,517 reports

Table 4.3 Drugs Detected in Traffic Impairment Cases

Toxicology/Drug	2018		2019		2020		2021		2022	
	Times Detected	Percent								
THC – COOH/THC/ THC-OH*	845	45.5%	1,212	38.1%	1,351	37.0%	757	40.27%	606	39.94%
Diazepam (Valium)	553	29.8%	232	16.2%	97	6.0%				
Carisoprodol (Soma)	445	24.0%	167	11.7%	17	1.0%				
Methamphetamine	207	11.1%	135	317	135	20.0%	383	20.37%	286	18.82%
Cocaine	151	8.1%	106	7.4%	82	5.0%	205	10.9%	148	9.74%
Fentanyl							410	21.81%	345	22.76%
Alprazolam (Xanax)							264	14.04%	209	13.75%

Source: Louisiana State Police Crime Lab, 2022

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

Impaired Driving Assessment of Overall Traffic Safety Impact

Louisiana has a comprehensive impaired driving program that incorporates broad-ranging strategies and actions designed to reduce impaired driving fatalities and injuries. The LHSC utilizes data analysis and strategic planning to guide all funding decisions outlined in the 3HSP with the intention that the comprehensive nature of the impaired driving program will achieve the overall impaired driving goal. The LHSC used input collected throughout the year from planning partners identified in Section 1.2 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2024 - 2026 impaired driving program area. Whenever possible, the most effective proven strategies, such as those with three stars or greater, are selected and implemented. By using these evidence-based strategies for impaired driving projects and programs, the likelihood of reaching the performance targets increases. Although several of these impaired driving projects address prevention programs for young adults and for underage drinking, they are coordinated by LHSC assigned program coordinators to ensure the projects contribute to the effectiveness of the overall highway safety impaired driving program. This 3HSP contains elements in compliance with NHTSA Uniform Guidelines for State Highway Safety Programs No. 8 – Impaired Driving.

Performance Target (for C-5)

- (C-5) Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities from 235 (2017-2021 average) to:
 2024: 230
 2025: 228
 2026: 226

Performance Measures

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

Countermeasure Strategies

Estimated funding allocation for the Impaired Driving Program Area Countermeasure Strategies	
FFY 2024	\$16,525,380.89
FFY 2025	\$16,690,634.70
FFY 2026	\$16,857,541.05

Program Management Strategy Countermeasures:

- Support and maintain the electronic DWI processing system and encourage use of the system to reduce the time needed to process a DWI arrest. (Uniform Guidelines, No. 8 - Impaired Driving: Program Management and Strategic Planning)
- Monitor current statutes regarding impaired driving and monitor legislative instruments introduced to change or enhance current statutes. (CTW, Chapter 1: Section 1.5; Uniform Guidelines, No. 8 - Impaired Driving: Laws)

Enforcement Strategy Countermeasures:

- Provide sustained enforcement of statutes addressing impaired driving/riding. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1; Uniform Guidelines, No. 8 - Impaired Driving: Enforcement)
- Promote underage drinking enforcement with state and local law enforcement agencies. (CTW, Chapter 1: Sections 6.1, 6.3; Uniform Guidelines, No. 8 - Impaired Driving: Enforcement and Communications Program)
- Support the National "Drive Sober or Get Pulled Over" campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the impaired driving campaign network buys and evaluate the paid media via attitudinal surveys. (CTW, Chapter 1: Sections 2.1, 2.2, 5.2, 6.1, 7.1; Uniform Guidelines, No. 8 - Impaired Driving: Enforcement)

Education, Prevention and Outreach Strategy Countermeasures:

- Identify, fund, and assist in the implementation of impaired driving prevention programs for young adults and underage drinking prevention programs for 15 to 24-year-olds. (CTW, Chapter 1: Sections 5.2, 6.1, 6.3, 6.5; Uniform Guidelines, No. 8 - Impaired Driving: Prevention)
- Produce and distribute public information and educational materials to combat impaired driving/riding and underage drinking and provide paid media outreach for state-planned impaired driving education. (CTW, Chapter 1: Sections 5.2, 6.5; Uniform Guidelines, No. 8 - Impaired Driving: Communication Program)
- Develop new, and strengthen existing, impaired driving prevention networks and associations. (Uniform Guidelines, No. 8 - Impaired Driving: Prevention)

Training Strategy Countermeasure:

- Provide Drug Recognition Expert (DRE) training to revitalize the DRE program, and conduct SFST Instructor, SFST Training Field Courses. (CTW, Chapter 1: Sections 2.1, 2.2, 7.1; Uniform Guidelines, No. 8 - Impaired Driving: Enforcement)

Blood Draws, Testing, Analysis, Travel, Tools, and/or Equipment Strategy Countermeasure:

- Provide support for blood draws, testing and the analysis of results for impaired driving enforcement efforts. (CTW, Chapter 1, Section 2.3; Uniform Guidelines, No. 8 – Impaired Driving: Program Management and Strategic Planning, and Program Evaluation and Data)
- Provide funding for travel, training, tools and/or equipment to support impaired driving projects and programs. (CTW, Chapter 1, Section 2.3, 4.2; Uniform Guidelines, No. 8 – Impaired Driving: Enforcement and Program Management and Strategic Planning)

Adjudication, Monitoring and Treatment Strategy Countermeasures:

- Address repeat offenders through legislation, education, public information, and support of DWI Courts. (CTW, Chapter 1: Sections 1.5, 3.1, 4.5, 5.1, 5.2; Uniform Guidelines, No. 8 - Impaired Driving: Laws, Adjudication, Alcohol and Other Drug Misuse: Screening, Assessment, Treatment and Rehabilitation)
- Fund a Traffic Safety Resource Prosecutor (TSRP) and Judicial Outreach Liaison (JOL). (CTW, Chapter 1: Section 3.1; Uniform Guidelines, No. 8 - Impaired Driving: Prosecution and Adjudication)
- Maintain and expand the Screening, Brief Intervention, and Referral to Treatment (SBIRT) project to additional universities and high schools. (CTW, Chapter 1: Sections 4.1, 5.1; Uniform Guidelines, No. 8 - Impaired Driving: Alcohol and Other Drug Misuse: Screening, Assessment, Treatment and Rehabilitation)
- Conduct court monitoring of DWI cases, track information, train volunteers, and report results. (CTW, Chapter 1, Section 3.3)

Evaluation Strategy Countermeasure:

- Conduct an annual statewide attitudinal telephone/computer-based survey which includes questions regarding attitudes and behaviors related to impaired driving. (Uniform Guidelines, No. 8 - Impaired Driving: Program Evaluation and Data)

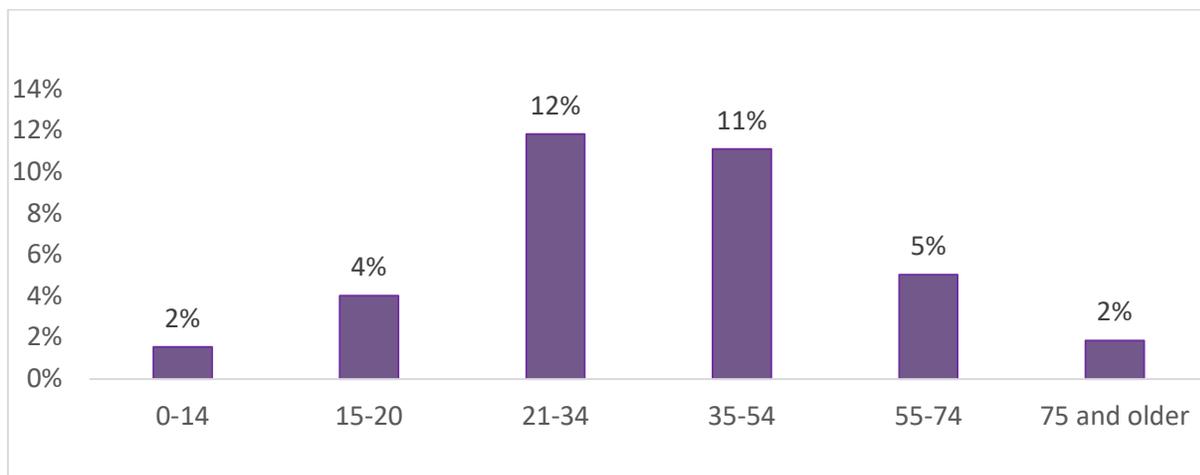
4.2 Occupant Protection

Problem Identification and Analysis

Louisiana has a primary seat belt law but still falls below the national average for seat belt use. As shown in Figure 4.1, in 2021, the 21 to 34 age group had the largest percentage of unbelted fatalities of any age group, while those 75 and older tended to have a higher belt use rate. According to CARTS in 2021, 60.4 percent of all occupants killed were not wearing a seat belt and Friday, Saturday, and Sunday were also shown to be the top three days when unrestrained fatalities occurred. In FFY 2022, Louisiana conducted attitudinal surveys to track driver attitudes and awareness of occupant protection enforcement and communication activities. When asked: “How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick up?”, 93.4 percent of respondents said either ‘Always’ or ‘Nearly Always.’ However, when respondents were asked: What do you think the chances are of getting a ticket if you don’t wear your safety belt?” 66.0 percent noted either ‘Very Likely’ or ‘Somewhat likely’.

Black people or African-Americans, represent 33 percent of the Louisiana population. Data show they are less likely to wear a seat belt compared to other races/ethnicities. In 2022, the Black occupants seat belt usage rate was 79.0%. Hispanic/Latino fatalities were approximately 3% of all fatalities from 2017-2020 (most recent available from STSI). From the 2022 Louisiana seat belt observation survey, Hispanic occupants seat belt usage rate is 82.9%. The overall statewide seat belt usage rate for 2022 was 86.1%.

Figure 4.1 Unbelted Fatalities as a Percentage of Total Fatalities, by Age Group for 2022



Source: CARTS (state data)

Occupant Protection Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2 and 1.3, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. To provide the maximum impact and likelihood for increasing restraint use, the LHSC provides leadership, training, and technical assistance to other state agencies, law enforcement agencies, and to local occupant protection projects. The LHSC conducts problem identification to identify the areas and populations that have the highest rate of unrestrained fatalities and lowest usage rates. Louisiana's occupant protection program is comprehensive in its geographic coverage, reach to high-risk populations, engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures, and the funding support to ensure success. The LHSC uses input collected throughout the year from planning partners identified in Section 1.2 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2024 - 2026 occupant protection program area. Whenever possible, the most effective proven strategies, such as those with three stars or greater, are selected and implemented. By using these evidence-based strategies for occupant protection projects and programs, the likelihood of reaching the performance targets increases. The State considers the recommendations from previous NHTSA assessments and all other assessments when planning legislative and programmatic strategies, based on the State's priorities, staffing, and other factors. This 3HSP contains elements in compliance with NHTSA Uniform Guidelines for State Highway Safety Programs No. 13 – Older Driver Safety and No. 20 – Occupant Protection.

Performance Targets (for C-4 and B-1)

- (C-4) Reduce unrestrained passenger fatalities from 267 (2017 to 2021) to:
2024: 261
2025: 259
2026: 256
- (B-1) Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1.1 percentage points annually from 86.7 percent (2017-2022 average) to:
2024: 88.9%
2025: 90.0%
2026: 91.1%

Performance Measures

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

Countermeasure Strategies

Estimated funding allocation for the Occupant Protection Program Area Countermeasure Strategies	
FFY 2024	\$3,027,428.54
FFY 2025	\$3,057,702.83
FFY 2026	\$3,088,279.86

Program Management Strategy Countermeasures:

- Provide technical assistance to local, parish, and state agencies, as well as organizations to conduct occupant protection programs. (Uniform Guidelines, No. 20 - Occupant Protection: Program Management and Outreach)
- Monitor current statutes regarding occupant protection and monitor legislative instruments introduced to change or enhance current statutes. (CTW, Chapter 2: Section 2.1; Uniform Guidelines, No. 20 - Occupant Protection: Legislation, Regulation and Policy)

Enforcement Strategy Countermeasures:

- Provide sustained enforcement of statutes addressing occupant protection by contracting with law enforcement agencies for occupant protection enforcement overtime. (CTW, Chapter 2: Sections 2.1, 2.2, 5.1; Uniform Guidelines, No. 20 - Occupant Protection: Enforcement Program)
- Support the National seat belt mobilization, "Click It or Ticket," with specific overtime enforcement, and paid and earned media outreach based on data-driven demographic and geographic locations. LHSC will measure the Gross Rating Point average for the occupant protection campaign network buys and evaluate the paid media via attitudinal surveys. (CTW, Chapter 2: Sections 2.1, 2.2, 3.1, 5.1; Uniform Guidelines, No. 20 - Occupant Protection: Enforcement Program)

Education, Prevention and Outreach Strategy Countermeasures:

- Conduct a "Buckle Up In Your Truck" campaign with specific overtime enforcement and paid and earned media outreach based on data-driven demographic and geographic locations. (CTW, Chapter 2: Sections 2.1, 2.2, 3.1, 3.2, 5.1; Uniform Guidelines, No. 20 - Occupant Protection: Enforcement Program, Communications, and Outreach)
- Provide safety belt restraints, child safety seats, safety enforcement information, and educational materials to the public. (CTW, Chapter 2: Sections 3.1, 3.2, 6.1, 6.2, 7.1, 7.2; Uniform Guidelines, No. 20 - Occupant Protection: Communications and Outreach)

- Develop new, and strengthen existing, occupant protection networks and associations. (CTW, Chapter 2: Sections 3.2, 6.1, 6.2, 7.1, 7.2; Uniform Guidelines, No. 20 - Occupant Protection: Program Management and Outreach)
- Conduct a comprehensive high-risk countermeasures program to reduce unrestrained fatalities during nighttime hours and to increase occupant protection usage rates in pickup trucks. (CTW, Chapter 2: Sections 2.1, 2.2, 3.1, 3.2; Uniform Guidelines, No. 20 - Occupant Protection: Enforcement Program)
- Maintain a CPS seat distribution program for families in need. (CTW, Chapter 2: Section 7.2; Uniform Guidelines, No. 20 - Occupant Protection: Occupant Protection for Children Program)
- Carry out a program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator. (Uniform Guidelines, No. 20 - Occupant Protection: Communication Program, Occupant Protection for Children Program, and Outreach Program)

Training Strategy Countermeasures:

- Provide training opportunities to potential and existing child passenger safety (CPS) technicians and instructors. (CTW, Chapter 2: Sections 3.2, 7.2; Uniform Guidelines, No. 20 - Occupant Protection: Occupant Protection for Children Program)
- Provide training opportunity on providing safe travel for children with special needs. (CTW, Chapter 2: Section 7.2; Uniform Guidelines, No. 20 - Occupant Protection: Occupant Protection for Children Program)
- Provide training opportunities to potential and existing CarFit instructors and provide CarFit events and education to the public. (CTW, Chapter 7: Section 1.1, 1.2; Uniform Guidelines, No. 13 - Older Driver Safety: Communications Program)

Evaluation Strategy Countermeasures:

- Conduct annual observational surveys on occupant protection usage. (Uniform Guidelines, No. 20 - Occupant Protection: Data and Evaluation Program)
- Conduct an annual statewide attitudinal telephone and computer-based survey which includes questions regarding attitudes and behaviors related to occupant protection. (Uniform Guidelines, No. 20 - Occupant Protection: Data and Evaluation Program)

4.3 Traffic Records

Overview

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

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

Traffic Records Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2 and 1.3, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. The LHSC will continue to partner with the TRCC to address areas like timeliness, accuracy, completeness, and accessibility because traffic records impacts all areas of safety programming. The performance targets and performance measures noted below support the State's Section 405c grant application. The projects identified for FFY 2024 - 2026 will support the Traffic Safety Information System Strategic Plan strategies, strengthen Louisiana traffic records information systems, and improve the quality of data used by partners and stakeholders to make safety investment decisions and safety improvements. In turn, these strategies and projects will combine to improve the quality and accessibility of traffic records throughout Louisiana. All proposed strategies will aid in the identification of traffic safety problem areas in the State and help in the development of countermeasures to address them. This 3HSP contains elements in compliance with NHTSA Uniform Guidelines for State Highway Safety Programs No. 10 – Traffic Records.

Performance Targets

- 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.

- To 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% by March 31, 2024.
- Increase the number of driver records with no broken pointers from 99.57% on April 15, 2023, to 99.82% by March 31, 2024.
- Increase the number of driver records with no missing pointers from 99.38% on April 15, 2023, to 99.63% by March 31, 2024.
- Increase the **uniformity** of EMS reports submitted to the State Registry that are NEMSIS 3.5 compliant from 2.7% on April 1, 2023, to 10% on March 31, 2024.

Note: Since the targets listed above require information from a specific time frame each year, the FFY 2025 targets will be established during FFY 2024 and the FFY 2026 targets will be set during FFY 2025. The FFY 2025 and 2026 targets will be included as updates to the 3HSP as part of the AGA submission for the appropriate year.

Performance Measures

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

Countermeasure Strategies

Estimated funding allocation for the Traffic Records Program Area Countermeasure Strategies	
FFY 2024	\$2,057,134.01
FFY 2025	\$2,077,705.35
FFY 2026	\$2,098,482.40

Program Management Strategy Countermeasures:

- Maintain membership in the Louisiana TRCC Executive Committee, Technical Committee, and Working Groups. (Uniform Guidelines, No. 10 – Traffic Records: Traffic Records System Management)
- Support the TRCC and its data custodians as they implement projects, which support the identified performance measures. (Uniform Guidelines, No. 10 – Traffic Records: Traffic Records System Management)

- Recommend legislative changes as needed to support an improved traffic records information system. (Uniform Guidelines, No. 10 – Traffic Records: Traffic Records System Management)
- Continue to support the collection and submission of accurate traffic crash data to Fatality Analysis Reporting System (FARS). (Uniform Guidelines, No. 10 – Traffic Records: Traffic Records System Information Quality)
- Identify and implement traffic records stakeholder training as needed. (Uniform Guidelines, No. 10 – Traffic Records: Traffic Records System Management)

4.4 Motorcycle Safety

Problem Identification and Analysis

Overall, motorcycle crashes in Louisiana decreased slightly from 1,543 in 2020 to 1540 in 2021. From 2017 to 2021, motorcycle fatalities decreased 14.4 percent, however 2021 data indicate an increase of 10.7 percent in these fatalities from 2020. Motorcyclist serious injuries decreased from 162 in 2020 to 156 in 2021, a 3.7 percent decrease. Thirty-three and thirty-six percent of motorcyclist fatalities involved alcohol in 2020 and 2021, respectively, a one-year increase of 9 percent.

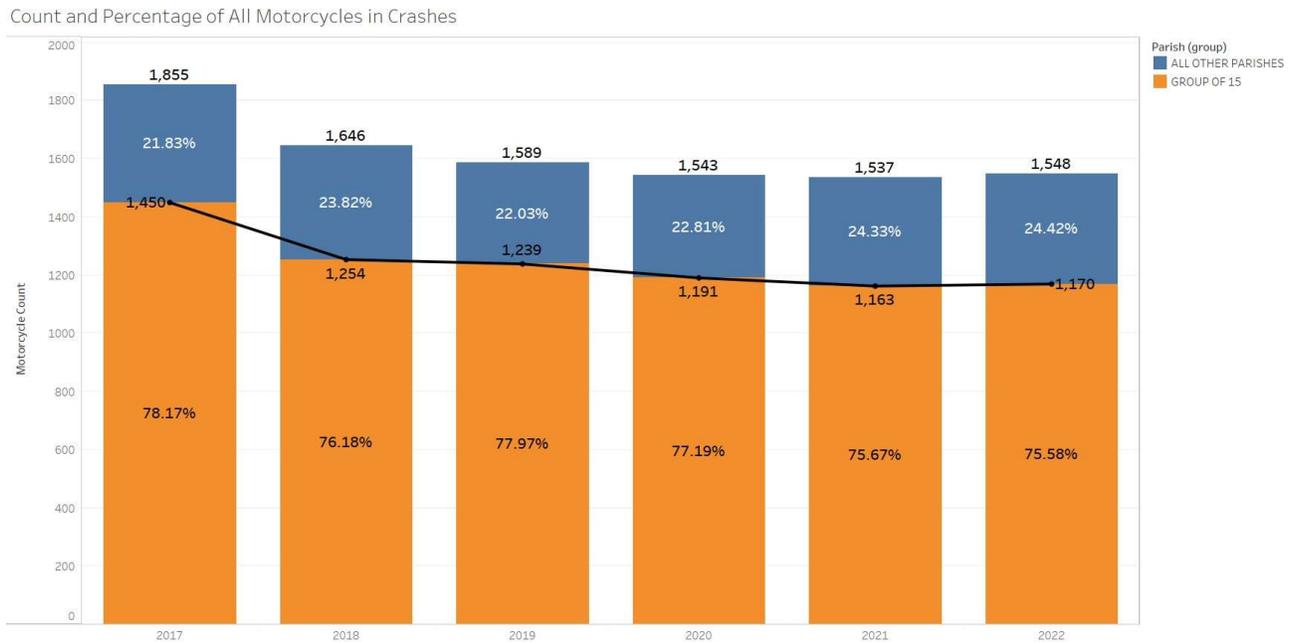
According to FARS data, unhelmeted motorcyclist fatalities increased from 10 in 2019 to 13 in 2020 and then to 19 in 2021. Louisiana’s helmet law has changed several times over the years. The state’s first universal (all rider) motorcycle helmet law became effective in 1968. That law was amended in 1976 to require helmet use only by riders under the age of 18 and followed by reenactment of the universal helmet law again in 1982. In 1999, the law was amended to require helmet use only by riders under the age of 18 and riders over 18 who did not have at least \$10,000 in medical insurance coverage. In 2004, the universal helmet law was enacted again for all motorcyclists. Louisiana maintained its universal motorcycle helmet law in the 2023 legislative session. Safety stakeholders will need to sustain the same vigorous educational and informational efforts for future legislative sessions.

Seventy-three percent of motorcycle fatal crashes occurred in the following 16 parishes in 2021:

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

Multi-vehicle crashes that involve a motorcycle have remained relatively steady over the last five years. Figure 4.2 displays the count and percentages of motorcycles in crashes for each year from 2017 - 2022. Motorcycles include vehicles listed in crash reports with body types of "2-Wheeled Motorcycle", "3-Wheeled Motorcycle", or "Autocycle." The group of 15 Parishes in Figure 4.2 includes Jefferson, East Baton Rouge, Orleans, St. Tammany, Lafayette, Caddo, Calcasieu, Ouachita, Livingston, Rapides, Ascension, Tangipahoa, Bossier, Terrebonne, and Lafourche.

Figure 4.2 Count and Percentage of All Motorcycles in Crashes



Source: CARTS at LSU

Motorcycle Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2 and 1.3, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. The LHSC continues to support strategies, which are cornerstones for improving motorcyclist safety and reducing crashes, including support of the motorcycle helmet law, rider training, educating motorists about sharing the roadway with motorcycles, and reducing impaired riding. The LHSC assesses motorcycle crash data to identify parishes with a high number of motorcycle crashes by crash type in problem identification and focuses resources to those parishes to address the motorcyclist or motorist population. The LHSC uses input collected throughout the year from planning partners identified in Section 1.2 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2024 -2026 motorcycle safety program area. Whenever possible, the most effective proven strategies, such as those with three stars or greater, are

selected and implemented. By using these evidence-based selection strategies for motorcycle safety projects and programs, the likelihood of reaching the performance targets increases. All proposed strategies are evidence-based and have been shown to be effective measures for impacting and reducing the number of motorcycle crashes. This 3HSP contains elements in compliance with NHTSA Uniform Guidelines for State Highway Safety Programs No. 3 – Motorcycle Safety.

Performance Targets (for C-5, C-7, and C-8)

- C-5) Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities from 235 (2017-2021 average) to:
 2024: 230
 2025: 228
 2026: 226
- (C-7) Reduce motorcyclist fatalities from 84 (2017-2021 average) to:
 2024: 83
 2025: 82
 2026: 81
- (C-8) Reduce or maintain unhelmeted motorcyclist fatalities from 11 (2017-2021 average) to:
 2024: 10
 2025: 10
 2026: 9

Performance Measures

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

Countermeasure Strategies

Estimated funding allocation for the Motorcycle Safety Program Area Countermeasure Strategies	
FFY 2024	\$264,210.34
FFY 2025	\$266,852.44
FFY 2026	\$269,520.96

Program Management Strategy Countermeasures:

- Support and promote the existing universal motorcycle helmet law. (CTW – Chapter 5, Sections 1.1, 1.2; Uniform Guidelines, No.3 - Motorcycle Safety: Legislation and Regulations)
- Develop new, and strengthen existing, motorcycle safety networks and associations. (Uniform Guidelines, No. 3 - Motorcycle Safety: Program Management)
- Monitor current statutes regarding motorcycle safety and monitor legislative instruments introduced to change or enhance current statutes. (CTW, Chapter 5: Section 1.1; Uniform Guidelines, No. 3 - Motorcycle Safety: Legislation and Regulations)

Enforcement Strategy Countermeasures:

- Provide sustained enforcement of statutes addressing impaired driving/riding. (CTW – Chapter 1: Sections 2.1, 2.2, 6.1, 7.1 and Chapter 5: Section 2.1; Uniform Guidelines, No. 3 - Motorcycle Safety: Motorcycle Operation Under the Influence of Alcohol or Other Drugs and Law Enforcement)
- Support the National “Drive Sober or Get Pulled Over” campaign with specific overtime enforcement and paid media based on data-driven demographic and geographic locations. (CTW, Chapter 1: Sections 2.1, 2.2, 5.2, 6.1, 7.1; Uniform Guidelines, No. 3 – Motorcycle Safety: Motorcycle Operation Under the Influence of Alcohol or Other Drugs and Law Enforcement)

Education, Prevention and Outreach Strategy Countermeasure:

- Provide a public information and education program to raise awareness of motorcycle riders by the motoring public and prevent impaired riding by motorcyclists. (CTW – Chapter 1, Section 5.2 and Chapter 5, Sections 1.2, 2.2 4.1, 4.2; Uniform Guidelines, No. 3 - Motorcycle Safety: Motorcycle Operation Under the Influence of Alcohol or Other Drugs, Motorcycle Rider Conspicuity and Motorist Awareness Programs, and Communication Program)

Training Strategy Countermeasure:

- Support the Department of Public Safety, Louisiana State Police in administration of the motorcycle operator-training program. (CTW – Chapter 5, Section 3.2, Uniform Guidelines, No. 3 - Motorcycle Safety: Rider Education and Training)

Evaluation Strategy Countermeasure:

- Conduct an annual statewide attitudinal telephone/computer-based survey which includes attitudes and behaviors related to motorcycle safety. (Uniform Guidelines, No. 3 - Motorcycle Safety: Program Evaluation and Data)

4.5 Police Traffic Services

Problem Identification and Analysis

Police Traffic Services (PTS) will be funded under Sections 402, 405, and Section 154/164 for overtime enforcement related to occupant protection, speeding, and impaired driving. According to CARTS, in 2021, 64 percent of passengers six years of age and older killed in crashes were not restrained. In 2021, 367 alcohol-impaired driving fatal crashes occurred in the state. In 2021, there were 281 speeding-related fatal crashes. According to CARTS most fatal crashes involving speed occurred where roadways had a speed limit of at least 70 MPH (62 fatalities) and 87 fatalities on roads with a speed limit less than 70 MPH in 2021. For injury related crashes there were 4,706 injuries were seen on roadways with a speed limit less than 70 MPH and 1,484 injuries on roadways with a speed limit of at least 70 MPH.

Data from the Center for Analytics & Research in Transportation Safety (CARTS) at LSU reveal very few fatal or injury crashes include a violation for “over safe speed limit” or “over stated speed limit.” The majority of violations reported in injury (13 percent) and fatal (16 percent) crashes in 2021, however, are for “careless driving.” Careless driving is defined by LRS 32:58 as: “Any person operating a motor vehicle on the public roads of this State shall drive in a careful and prudent manner, so as not to endanger the life, limb, or property of any person. Failure to drive in such a manner shall constitute careless operation.” This may be interpreted by law enforcement to include speeding. Outreach to law enforcement, possibly through the State’s TRCC or Strategic Highway Safety Plan Management Team, of which LHSC is a member and the deputy director serves as chair, should be conducted to determine how to better identify and/or report speed involvement in Louisiana crashes.

In FY 2022, Louisiana conducted attitudinal surveys to track driver attitudes and awareness of enforcement and communication activities. When asked: “What do you think the chances are of getting a ticket if you drive over the speed limit?” 82.0 percent of respondents indicated that it was ‘Very Likely’ or ‘Somewhat Likely.’ When respondents were asked: “On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour?” 23.9 percent of respondents indicated that it was ‘Always’ or ‘Nearly Always’

Police Traffic Services Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2 and 1.3, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety

planning will lead toward safer roadways. Louisiana’s Police Traffic Services Program is an evidence-based effort that begins with an analysis of relevant data to form problem identification; deployment of proven countermeasures targeted at the problems identified during the analysis; and continuous follow-up and necessary adjustments to programs and projects. The LHSC uses input collected throughout the year from planning partners identified in Section 1.2 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2024 - 2026 Police Traffic Services program area. Whenever possible, the most effective proven strategies, such as those with three stars or greater, are selected and implemented. By using these evidence-based selection strategies for Police Traffic Services projects and programs, the likelihood of reaching the performance targets increases. Enforcement efforts for impaired driving, non-restraint use, and speeding are based on available data and focused on problem locations. In addition, after enforcement waves are completed, crash-reduction data is analyzed to understand enforcement’s effectiveness and enhance future campaigns. The projects in the Police Traffic Services program area align with the requirements of 23 CFR Part 1300 Appendix A, Certifications and Assurances, Section 402 Requirements, number 5, which reads: “As part of a comprehensive program, the State will support a data-based traffic safety enforcement program that fosters effective community collaboration to increase public safety, and data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities. This 3HSP contains elements in compliance with NHTSA Uniform Guidelines for State Highway Safety Programs No. 8 – Impaired Driving, No. 15 – Traffic Enforcement Service, No. 19 – Speed Management, and No. 20 – Occupant Protection.



Performance Targets (for C-4, C5, and C-6)

- (C-4) Reduce unrestrained passenger fatalities from 267 (2017 to 2021) to:
2024: 261
2025: 259
2026: 256
- (C-5) Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities from 235 (2017-2021 average) to:
2024: 230
2025: 228
2026: 226
- (C-6) Reduce speeding-related fatalities from 177 (2017-2021 average) to:
2024: 173
2025: 172
2026: 170

Performance Measures

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

Countermeasure Strategies

Estimated funding allocation for the Police Traffic Services Program Area Countermeasure Strategies	
FFY 2024	\$2,463,354.71
FFY 2025	\$2,487,988.26
FFY 2026	\$2,512,868.14

Enforcement Strategy Countermeasures:

- Provide sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1, and Chapter 2: Sections 2.1, 2.2, 5.1, and Chapter 3, Section 2.2; Uniform Guidelines, No. 15 - Traffic Enforcement Service: Traffic Law Enforcement and No. 19 - Speed Management: Enforcement Countermeasures)
- Support NHTSA campaigns: "Drive Sober or Get Pulled Over" and "Click it or Ticket" with specific overtime enforcement and paid media outreach based on data-driven demographic and geographic locations. The enforcement contracts will include impaired driving, occupant protection, and speed overtime hours. (CTW, Chapter 1: Sections 2.1, 2.2, 5.2, 6.1, 7.1 and Chapter 2: Sections 2.1, 3.1; Uniform Guidelines, No. 15 - Traffic Enforcement Service: Traffic Law Enforcement and Communication Program)
- The LHSC will contract with the expectation that each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the year. (CTW, Chapter 1, Sections 2.1, 2.2; Uniform Guidelines, No. 8 - Impaired Driving: Enforcement)
- Encourage nighttime occupant protection enforcement for both contracted (15 percent minimum required by LHSC) and non-contracted law enforcement agencies. (CTW,

Chapter 2, Section 2.2; Uniform Guidelines, No. 20 - Occupant Protection: Enforcement Program)

- Recruit regional and local law enforcement agencies, in addition to the agencies participating in LHSC overtime, to support the “Drive Sober or Get Pulled Over” and “Click it or Ticket” campaigns. (CTW, Chapter 1: Sections 2.1, 2.2, 6.1, 7.1 and Chapter 2: Sections 2.1, 2.2, 5.1; Uniform Guidelines, No. 15 - Traffic Enforcement Service: Traffic Law Enforcement)
- Contract with the Louisiana State Police and other law enforcement agencies to conduct speed enforcement. (CTW, Chapter 3, Section 2.2; Uniform Guidelines, No. 15 - Traffic Enforcement Service: Traffic Law Enforcement and No. 19 – Speed Management: Enforcement Countermeasures)
- Conduct enforcement operations to prevent underage drinking. (CTW, Chapter 1, Sections 6.2, 6.3, 6.4; Uniform Guidelines, No. 8 - Impaired Driving: Enforcement)

Education, Prevention and Outreach Strategy Countermeasures:

- Maintain and allow public inspection of statistical information on the race and ethnicity of the driver for motor vehicle stops on all public roads except those classified as local or minor rural roads and develop and implement programs, public outreach, and training to reduce the impact of race and ethnicity in traffic stops. (Uniform Guidelines, No. 15 - Traffic Enforcement Service: Training, Communications Program, Traffic Law Enforcement, and Data and Program Evaluation)
- Implement programs that include certain information on law enforcement practices during traffic stops in driver education and training courses or peace officer training programs. (Uniform Guidelines, No. 15 - Traffic Enforcement Service: Training, Communications Program, and Traffic Law Enforcement)

Training Strategy Countermeasures:

- Contract with Louisiana State Police to conduct traffic safety law enforcement training for local, parish and state law enforcement offices. (Uniform Guidelines, No. 15 - Traffic Enforcement Service: Training)
- Conduct SFST Instructor, SFST Training Field Courses, radar-LIDAR instructor courses, ARIDE field courses, and DRE Courses. (Uniform Guidelines, No. 15 - Traffic Enforcement Service: Training)

Evaluation Strategy Countermeasure:

- Assess the paid media outreach via attitudinal surveys using the NHTSA/GHSA questions as a guide for enforcement programs. (CTW, Chapter 1, Section 5.1, and Chapter 2,

Section 3.1, and Chapter 3, Section 4.1; Uniform Guidelines, No. 15 - Traffic Enforcement Service: Traffic Law Enforcement Data and Evaluation Program)

4.6 Railroad/Highway Crossing Safety (Roadway Safety)

Problem Identification and Analysis

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

Railroad Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2 and 1.3, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. The Railroad/Highway Crossing Safety (Roadway Safety) program is an evidence-based effort that begins with an analysis of relevant data to form problem identification; deployment of proven countermeasures targeted at the problems identified during the analysis; and continuous follow-up and necessary adjustments to programs and projects. The LHSC uses input collected throughout the year from planning partners identified in Section 1.2 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices in the selection of effective, evidence-based countermeasure strategies for the FFY 2024 -2026 Railroad/Highway Crossing Safety (Roadway Safety) program area. LHSC also works closely with Louisiana Operation Lifesaver to implement new evidence-based strategies. Whenever possible, the most effective proven strategies, such as those with three stars or greater, are selected and implemented. By using these evidence-based selection strategies for Railroad/Highway Crossing Safety (Roadway Safety) projects and programs, the likelihood of reaching the performance targets increases. Enforcement efforts are based on available data and focused on problem locations. In addition, after enforcement waves are completed, crash-reduction data is analyzed to understand enforcement's effectiveness and enhance future campaigns. All proposed strategies are evidence-based and have been shown to be effective measures for impacting and reducing the number of railroad/highway crossing crashes. This 3HSP contains elements in compliance with

NHTSA Uniform Guidelines for State Highway Safety Programs No. 4 - Driver Education, No. 6 – Codes and Laws, and No. 15 – Traffic Enforcement Service.

Performance Target

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

2024: 2

2025: 2

2026: 2

Performance Measures

- Number of railroad/highway-crossing fatalities.

Countermeasure Strategies

Estimated funding allocation for the Railroad/Highway Crossing Safety (Roadway Safety) Program Area Countermeasure Strategies	
FFY 2024	\$174,450.00
FFY 2025	\$176,194.50
FFY 2026	\$177,956.45

Program Management Strategy Countermeasure:

- Monitor current statutes regarding railroad safety and trespassing and monitor legislative instruments introduced to change or enhance current statutes. (Uniform Guidelines, No. 6 - Codes and Laws)

Enforcement Strategy Countermeasures:

- Provide sustained enforcement of statutes addressing highway-rail grade and trespassing statutes. (Uniform Guidelines, No. 15 – Traffic Enforcement Services: Traffic Law Enforcement)
- Encourage strict enforcement of rail crossing violations. (Uniform Guidelines, No. 15 – Traffic Enforcement Service: Traffic Law Enforcement)

Education, Prevention and Outreach Strategy Countermeasures:

- Support Louisiana Operation Lifesaver. (CTW, Chapter 1, Section 6.5; Uniform Guidelines, No. 4, Driver Education: Communication Program)

- Conduct highway-rail at-grade crossing public education programs. (Uniform Guidelines, No. 4, Driver Education: Communication Program)
- Support Officer on a Train educational program. (Uniform Guidelines, No. 15 - Traffic Enforcement Service: Training and Communication Program)

Training Strategy Countermeasure:

- Conduct highway-rail at-grade crossing officer training programs. (Uniform Guidelines, No. 15 - Traffic Enforcement Service: Training)

4.7 Non-Motorized Safety

Problem Identification and Analysis

According to FARS, in 2021, Louisiana saw 184 pedestrian fatalities and 34 bicyclist fatalities. The 184 pedestrian fatalities was unfortunately a new record-high number for the state. Louisiana is also addressing pedestrian safety in numerous ways that do not include NHTSA funding. The Louisiana DOTD continues to manage various comprehensive pedestrian safety programs through the Metropolitan Planning Organizations in New Orleans, Baton Rouge, and Lafayette. These projects include awareness and education activities and public service announcements. The other major project is the FHWA Safe Routes to Public Places for approximately \$2.5 million involving education, awareness, and sidewalk construction. Safe Routes to Public Places also impacts younger bicyclists' safety. The DOTD's Complete Streets Policy is also a big part of the agency's emerging focus on pedestrian safety and incorporates pedestrian and bicycle facility improvements where warranted on a wide range of state projects that would not have been done even a few years ago. Additionally, the LHSC served on the project team for a study where DOTD engaged CARTS to conduct the *Louisiana Pedestrian Crash Study – An Analysis of Pedestrian Crashes on State Owned Highways in Louisiana from 2015-2019*. This report has been released and the results will help prioritize the implementation of engineering and other countermeasures related to reducing the number of pedestrian crashes on state-owned highways. The LHSC will partner with DOTD on the public awareness component.

Pedestrian and Bicyclist Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2 and 1.3, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. To provide the maximum impact and likelihood for increasing pedestrian and bicyclist safety, the LHSC provides leadership, training, data, and technical assistance to other state agencies, law enforcement agencies, and to local pedestrian and bicyclist safety projects. The LHSC conducts problem identification to identify the areas and populations that have the highest rate of pedestrian and bicyclist crashes. Louisiana's pedestrian

and bicyclist safety program is comprehensive in its geographic coverage, reach to high-risk populations, engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures, and the funding support to ensure success. The LHSC uses input collected throughout the year from planning partners identified in Section 1.2 and the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2024 – 2026 pedestrian and bicyclist safety program area. Whenever possible the most effective proven strategies, such as those with three stars or greater, are selected and implemented. By using these evidence-based countermeasure strategies for pedestrian and bicyclist safety projects and programs, the likelihood of reaching our performance targets increases. This 3HSP contains elements in compliance with NHTSA Uniform Guidelines for State Highway Safety Programs No. 14 – Pedestrian and Bicycle Safety and No. 17 – Pupil Transportation Safety.

Performance Targets (for C-10 and C-11)

- (C-10) Reduce pedestrian fatalities from 145 (2017-2021 average) to:
 2024: 142
 2025: 141
 2026: 139

- (C-11) Reduce bicyclist fatalities from 28 (2017-2021 average) to:
 2024: 27
 2025: 26
 2026: 25

Performance Measures

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

Countermeasure Strategies

Estimated funding allocation for the Non-Motorized Safety Program Area Countermeasure Strategies	
FFY 2024	\$1,445,329.93
FFY 2025	\$1,459,783.23
FFY 2026	\$1,474,381.06

Program Management Strategy Countermeasures:

- Assess and fund other eligible coalition-based projects that support the 3HSP performance targets and strategies to improve bicycle and pedestrian safety. (Uniform Guidelines, No. 14 - Pedestrian and Bicycle Safety: Program Management and Outreach)
- Develop new, and strengthen existing, non-motorized safety networks and associations. (Uniform Guidelines, No. 14 - Pedestrian and Bicycle Safety: Program Management and Outreach Program)
- Monitor current statutes regarding non-motorized safety and monitor legislative instruments introduced to change or enhance current statutes. (CTW: Chapter 9, Sections 1.1, 2.1, 3.4; Uniform Guidelines, No. 14 - Pedestrian and Bicycle Safety: Legislation, Regulation and Policy)

Education, Prevention and Outreach Strategy Countermeasures:

- Support educational and outreach activities that promote safer bicycle and pedestrian communities. (CTW, Chapter 8, Sections 2.1, 3.1, 4.7 and Chapter 9, Sections 1.2, 1.3, 1.4, 2.2, 3.2, 4.2; Uniform Guidelines, No. 14 – Pedestrian and Bicycle Safety: Communication Program and Outreach)
- Expand use of social and earned media to provide educational outreach to improve bicycle and pedestrian safety. (CTW, Chapter 8, Section 3.1; Uniform Guidelines, No.14 - Pedestrian and Bicycle Safety: Communication Program)
- Fund a paid media campaign focused on non-motorized safety related education of state laws. (Uniform Guidelines, No. 14 - Pedestrian and Bicycle Safety: Communication Program)
- Conduct an education program for students regarding safety around school zones including entering and exiting vehicles while being dropped off and picked up. (CTW, Chapter 8, Section 2.1; Uniform Guidelines, No. 14 - Pedestrian and Bicycle Safety: Communication Program and Outreach Program; and Uniform Guidelines, No. 17 – Pupil Transportation Safety: Other Elements of Pupil Transportation Safety)
- Develop and implement effective programs to prevent death and injury from crashes involving motor vehicles striking other vehicles and individuals stopped at the roadside. (Uniform Guidelines, No. 14 - Pedestrian and Bicycle Safety: Communication Program and Outreach Program)

Training Strategy Countermeasure:

- Assess and fund law enforcement officer training on the state laws and local ordinances related to non-motorized safety. (Uniform Guidelines, No. 14 - Pedestrian and Bicycle Safety: Law Enforcement)

4.8 Teen Traffic Safety Program

Problem Identification and Analysis

According to CARTS, of fatal crashes in 2021, 7.4 percent of the drivers involved were young drivers (age 20 or younger). Drivers age 15 to 20 make up 7.4 percent of all licensed drivers in the State, so they had a normal representation in crashes during 2021. The numbers were also close in 2019 and 2020 after being highly overrepresented in crashes in previous years. Of the fatal crashes involving drivers age 15 to 20 that were tested, 12 percent were alcohol involved. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While many teens crash because of risk-taking, most crashes occur because the teen behind the wheel does not have the skills or experience needed to recognize a hazard and take corrective action.

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

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

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

Teen Traffic Safety Program Assessment of Overall Impact

As mentioned previously in Section 1.2 and 1.3, Louisiana utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. The youth-based programs statewide efforts that include peer-to-peer education and prevention strategies are targeted towards novice drivers under 20, who are the most likely to take risks on the road, including drinking and driving. The LHSC uses the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices in the selection of effective, evidence-based countermeasure strategies for the FFY 2024 – 2026 young driver program area. Whenever possible, the most effective proven strategies, such as those with three stars or greater, are selected and implemented. By using these evidence-based countermeasure strategies for young driver projects and programs, the likelihood of reaching the performance targets increases. With a highly effective GDL law in place in Louisiana, these evidence-based education programs were chosen to complement and support the law that will lead to fewer young driver crashes. This 3HSP contains elements in compliance with NHTSA Uniform Guidelines for State Highway Safety Programs No. 4 - Driver Education, No. 8 - Impaired Driving, and No. 20 – Occupant Protection)

Performance Targets (for C-4, C-5, C-9 and B-1)

- (C-4) Reduce unrestrained passenger fatalities from 267 (2017 to 2021) to:
2024: 261
2025: 259
2026: 256
- (C-5) Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities from 235 (2017-2021 average) to:
2024: 230
2025: 228
2026: 226
- (C-9) Reduce drivers age 20 or younger involved in fatal crashes from 94 (2017-2021 average) to:
2024: 90
2025: 88
2026: 87

- Reduce distracted and inattentive driving fatalities by 1 percent from 338 (2017 to 2021 average) to:
2024: 331
2025: 328
2026: 324
- (B-1) Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1.1 percentage points annually from 86.7 percent (2017-2022 average) to:
2024: 88.9%
2025: 90.0%
2026: 91.1%

Performance Measures

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

Countermeasure Strategies

Estimated funding allocation for the Teen Traffic Safety Program - Program Area Countermeasure Strategies	
FFY 2024	\$283,250.00
FFY 2025	\$286,082.50
FFY 2026	\$288,943.33

Program Management Strategy Countermeasures:

- Assess and fund eligible youth-based projects that support the 3HSP performance targets and strategies. (CTW, Chapter 1, Section 6.5; Uniform Guidelines, No. 4 - Driver Education: Communications Program).
- Develop new, and strengthen existing, teen traffic safety networks and associations. (CTW, Chapter 1, 6.5; Uniform Guidelines, No. 8 – Impaired Driving: Prevention; No. 20 – Occupant Protection: Outreach Program)
- Monitor current statutes regarding teen traffic safety and monitor legislative instruments introduced to change or enhance current statutes. (CTW, Chapter 6, 1.1, 1.2, 1.3, 1.4,

1.5, 1.6, 1.7 and Chapter 4, Section 1.1, 1.2, 1.4; Uniform Guidelines, No. 4 - Driver Education: Legislation, Regulation and Policy).

Education, Prevention and Outreach Strategy Countermeasure:

- Assess and fund eligible youth-based projects that provide education, outreach, and enforcement to counter underage drinking. (CTW, Chapter 1, Section 6.5; Uniform Guidelines, No. 4 - Driver Education: Communications Program).

4.9 Distracted Driving

Problem Identification and Analysis

Louisiana’s current distracted driving law consists of a handheld ban for drivers with a learner or intermediate license regardless of age, a primary cell phone ban for bus drivers, a primary cell phone ban for novice drivers during their first year of licensure, and a primary texting ban on all drivers. Despite numerous tries at the legislature, Louisiana has been unable to enact a hands-free law.

Distracted Driving Assessment of Overall Traffic Safety Impact

As mentioned previously in Section 1.2 and 1.3, Louisiana utilizes data driven decision-making and input collected throughout the year from planning partners identified in Section 1.2 to select, assess, and monitor projects that in combination with the totality of our safety planning will lead toward safer roadways. Considering Louisiana’s available data and laws regarding distracted driving, a multi-pronged approach for developing the problem identification and analysis is being utilized. For example, looking at distractions that occurred in the vehicle versus those that occurred outside the vehicle. The data is looked at along with crash reports that also note the “Condition of Driver/Ped” as inattentive, distracted, fatigued, and apparently asleep. From analysis of these data such as that seen in Table 4.4 and Table 4.5, strategies and locations of needed enforcement and infrastructure to address distracted driving are considered.

Table 4.4 Number of Vehicles Involved in Fatal, Injury or Property Damage Crashes Due to Most Common Distraction Types

Year	Cell Phone	Other Electronic device	Other Inside Vehicle	Other Outside Vehicle
2015	2,343	636	7,272	6,852
2016	2,404	763	7,583	6,722
2017	2,406	703	6,983	6,619
2018	2,174	660	6,857	6,970
2019	2,277	610	6,740	6,696
2020	2,185	502	5,455	5,384
2021	2,525	574	6,253	6,186
Total	16,314	4,448	47,143	45,429

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

Table 4.5 Related Factors for Drivers Involved in Fatal Crashes

Year	Failure to Keep in Proper Lane	Distracted (phone, talking, eating, object, etc.)	Drowsy, Asleep, Fatigued, Ill or Blackout	Total Drivers
2014	59/ 6.3%	116/ 12.4%	19/ 2.0%	194/ 20.7%
2015	59/ 5.8%	251/ 24.9%	0/ 0.0%	310/ 30.8%
2016	77/ 7.2%	125/ 11.7%	32/ 3.0%	234/ 21.9%
2017	42/ 4.0%	139/ 13.1%	27/ 2.6%	208/ 19.7%
2018	57/5.3%	109/10.2%	24/2.2%	190/17.7%
2019	65/6.4%	123/12.1%	34/3.4%	222/21.9%
2020	37/3.3%	153/13.7%	35/3.1%	225/20.2%

Source: NHTSA FARS Encyclopedia; [NHTSA FARS People/Drivers](#) and NHTSA FARS 2020 Final.

In addition, the Highway Safety Issues Attitudinal Telephone Survey for 2022 was reviewed to provide a breakdown of the respondents' answers by region of the state, vehicle type, age, sex, and race. Specific enforcement and educational efforts to address these groups can be developed. For example, respondents age 25 and under are more prone to texting while driving (see Table 4.6). Further, by law it may not be legal for some of these drivers to drive and talk on the phone if they are a new driver. A preponderance of this behavior in the young driver age group led to LHSC providing leadership to inform and award projects to counter distracted driving using educational efforts to address the behavior.

The LHSC uses the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2024 – 2026 distracted driving program area. Whenever possible, the most effective proven strategies, such as those with three stars or greater, are selected and implemented. By using these evidence-based countermeasure strategies for distracted driving projects and programs, the likelihood of reaching the performance targets increases. This 3HSP contains elements in compliance with NHTSA Uniform Guidelines for State Highway Safety Programs No. 6 – Codes and Laws.

Table 4.6 Age Breakdown Responding to “How often do you text while driving?”

Age	Always	Nearly Always	Sometimes	Seldom	Never
Under 25	7.4%	3.7%	17.3%	38.3%	33.3%
25-34	1.6%	1.6%	17.2%	34.4%	44.5%
35-49	3.0%	0.5%	15.8%	31.0%	49.8%
50-64	1.0%	0.5%	9.5%	19.5%	69.0%
65 or over	0.0%	0.5%	2.2%	3.2%	93.5%

Source: Highway Safety Issues Attitudinal Survey Louisiana Drivers - 2022.

Performance Target

- Reduce distracted and inattentive driving fatalities by 1 percent from 338 (2017 to 2021 average) to:
 2024: 331
 2025: 328
 2026: 324

Performance Measures

- Number of fatalities involving a distracted driver.

Countermeasure Strategies

Estimated funding allocation for the Distracted Driving Program Area Countermeasure Strategies	
FFY 2024	\$100,000.00
FFY 2025	\$101,000.00
FFY 2026	\$102,010.00

Program Management Strategy Countermeasures:

- Assess and fund eligible projects to improve distracted driving as appropriate. (CTW, Chapter 4, Sections 2.1, 3.1)
- Develop new, and strengthen existing, distracted driving prevention networks and associations. (CTW, Chapter 4, Section 2.1)

- Monitor current statutes regarding distracted driving and monitor legislative instruments introduced to change or enhance current statutes. (CTW, Chapter 4, Sections 1.1, 1.2, 1.4; Uniform Guidelines, No. 6, Codes and Laws)

Education, Prevention and Outreach Strategy Countermeasure:

- Support training and educational resources to increase understanding of the dangers of distracted driving. (CTW, Chapter 4, Sections 2.1, 3.1)

Evaluation Strategy Countermeasure:

- Conduct an annual statewide attitudinal telephone/computer-based survey which includes questions regarding attitudes and behaviors related to distracted driving. (CTW, Chapter 4, Section 2.1)

4.10 Planning and Administration

Overview

Planning and Administration (P&A) costs are direct and indirect expenses that are attributable to the overall management of the LHSC State and Community Highway Safety Grant Program. Costs include salaries and related personnel benefits for the Governor’s Representative and for other technical, administrative, and clerical staff in the LHSC, as shown in Table 4.7. P&A costs also include office expenses such as travel, equipment, supplies, rent, and utilities necessary to carry out the functions of the LHSC.

Table 4.7 Positions and Funding Source

Position	Current Staff		Federal	State	AL	OP	PT	TR	MC	PS	RS	NM	TSP	DD
Executive Director	Lisa Freeman	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Deputy Director	Dortha Cummins	Planning & Admn & Prog Mgmt	75%	25%	14%	13%	9%	6%	1%	3%	1%	-	3%	-
Accountant Administrator 1	Linda Tillman	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Accountant 3	Linda Kennedy	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Program Coordinator 2	Greg Fischer	Program Management	100%	-	53%	27	-	-	-	-	-	19%	-	1%
Program Coordinator 2	A'Kimberly Short	Program Management	100%	-	-	-	-	-	54%	31%	12%	3%	-	-
Program Coordinator 2	Terry Chustz	Program Management	100%	-	-	-	100%	-	-	-	-	-	-	-
Program Coordinator 2	Chuck Miller	Program Management	100%	-	17%	-	3%	80%	-	-	-	-	-	-
Executive Staff Officer	Jessica Bedwell	Planning & Admn & Prog Mgmt	75%	25%	16%	2%	-	-	-	-	-	2%	32%	-
Program Coordinator 2	Vacant	Program Management	100%	-	100%	-	-	-	-	-	-	-	-	-
Program Coordinator 3	Vacant	Program Management	100%	-	5%	5%	-	-	-	-	-	20%	70%	-
Program Coordinator 2	Chanita Vazquez	Program Management	100%	-	44%	53%	-	-	-	-	3%	-	-	-
Administrative Coordinator 4	Ray Fryoux	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Grants/Reviewer 2 ^a	Vacant	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Grants/Reviewer 1 ^a	Tyrochelle Livingston	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-
Administrative Coordinator (WAE)	Kathleen Rickett	Planning and Administration	50%	50%	-	-	-	-	-	-	-	-	-	-

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

A program cost summary for all program areas can be found in Section 4.11 Program Funding. All costs identified are allowable and match comes from State self-generated funds. In FFY 2024 – 2026, the LHSC is not proposing to fund any equipment purchases.

Performance Target

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

Performance Measures

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

Countermeasure Strategies

Estimated funding allocation for the Planning and Administration Program Area Countermeasure Strategies	
FFY 2024	\$1,139,315.36
FFY 2025	\$1,150,708.51
FFY 2026	\$1,162,215.60

Program Management Strategy Countermeasures:

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

4.11 Program Funding

Available Funding Resources

The State of Louisiana draws from all available resources to fund and operate a Comprehensive 3HSP. Multiple sources of funding are identified and those funds allow the LHSC to establish, maintain, and improve highway safety programming. Available funding resources include:

- Federal Funds to be awarded under BIL 402, 405(b), 405(c), 405(d), 405(e)*, 405(f), 405(g), 405(h)*, 405(i)*, 154, 164, 1906 (* = New funding applications in FFY 2024)
- State funding

Table 4.8 provides a summary of anticipated funding available for FFY 2024 and projected FFY 2025 and 2026 funding.

Table 4.8 Summary of Available Funding

FUND	Program Area	FFY 2023 Carryforward	Anticipated FFY 2024 Funds	Total Projection 2024	Total Planned 2024	Projected 2025	Projected 2026
BIL SECTION 402		\$621,000.00	\$5,162,511.64	\$5,783,511.64			
SUPPLEMENTAL BIL SECTION 402		\$284,750.00	\$287,594.48	\$572,344.48			
		\$905,750.00	\$5,450,106.12	\$6,355,856.12			
	Planning and Administration	\$120,000.00	\$1,019,315.36	\$1,139,315.36	\$1,139,315.36		
	Program Management	\$110,750.00	\$769,250.00	\$880,000.00	\$880,000.00		
	Other Program Area Projects	\$675,000.00	\$3,661,540.76	\$4,336,540.76	\$4,336,540.76		
		\$905,750.00	\$5,450,106.12	\$6,355,856.12	\$6,355,856.12	\$6,419,414.68	\$6,483,608.83
BIL SECTION 405B	Occupant Protection	\$65,312.87	\$672,837.02	\$738,149.89	\$738,149.89		
SUPPLEMENTAL BIL SECTION 405B	Occupant Protection	\$42,296.84	\$42,719.81	\$85,016.65	\$85,016.65		
		\$107,609.71	\$715,556.83	\$823,166.54	\$823,166.54	\$831,398.21	\$839,712.19
1906 Prohibit Racial Profiling	Prohibit Racial Profiling	\$575,000.00	\$575,000.00	\$1,150,000.00	\$1,150,000.00	\$1,161,500.00	\$1,173,115.00
BIL SECTION 405C	Traffic Records/Data	\$976,083.90	\$739,221.38	\$1,715,305.28	\$1,715,305.28		
SUPPLEMENTAL BIL SECTION 405C	Traffic Records/Data	\$95,774.69	\$47,404.04	\$143,178.73	\$143,178.73		
		\$1,071,858.59	\$786,625.42	\$1,858,484.01	\$1,858,484.01	\$1,877,068.85	\$1,895,839.54
BIL SECTION 405D	Impaired Driving	\$4,311,951.91	\$2,659,551.79	\$6,971,503.70	\$6,971,503.70		
SUPPLEMENTAL BIL SECTION 405D	Impaired Driving	\$335,607.94	\$169,325.83	\$504,933.77	\$504,933.77		
		\$4,647,559.85	\$2,828,877.62	\$7,476,437.47	\$7,476,437.47	\$7,551,201.84	\$7,626,713.86
BIL SECTION 405F	Motorcycle	\$131,998.34	\$81,660.43	\$213,658.77	\$213,658.77		
SUPPLEMENTAL BIL SECTION 405F	Motorcycle	\$10,366.79	\$5,184.78	\$15,551.57	\$15,551.57		
		\$142,365.13	\$86,845.21	\$229,210.34	\$229,210.34	\$231,502.45	\$233,817.47
BIL SECTION 405H	Non-Motorist	\$767,117.00		\$767,117.00	\$767,117.00		
SUPPLEMENTAL BIL SECTION 405H	Non-Motorist	\$49,043.06	\$24,399.74	\$73,442.80	\$73,442.80		
SECTION 405G (2024) BGX	Non-Motorist		\$386,296.08	\$386,296.08	\$386,296.08		
		\$816,160.06	\$410,695.82	\$1,226,855.88	\$1,226,855.88	\$1,239,124.44	\$1,251,515.68
BIL 154 TRANSER FUNDS	Alcohol	\$2,725,633.00	\$1,763,600.39	\$4,489,233.39	\$4,489,233.39	\$4,534,125.72	\$4,579,466.98
BIL 164 TRANSER FUNDS	Alcohol	\$1,957,009.64	\$1,763,600.39	\$3,720,610.03	\$3,720,610.03	\$3,757,816.13	\$3,795,394.29
Totals		\$12,948,945.98	\$13,805,907.80	\$27,329,853.78	\$27,329,853.78	\$27,603,152.32	\$27,879,183.85
New Applications:							
SECTION 405E BSADDLE	Distracted Driving		100,000.00	\$100,000.00	\$100,000.00	\$101,000.00	\$102,010.00
SECTION 405I	Driver and Officer Safety		50,000.00	\$50,000.00	\$50,000.00	\$50,500.00	\$51,005.00
				\$27,479,853.78	\$27,479,853.78	\$27,754,652.32	\$28,032,198.85

Table 4.9 displays how the FFY 2024 funding is allocated by program areas.

Table 4.9 FFY 2024 Funding Distribution by Program Area

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

The actual FFY 2025 and 2026 funding allocations by program area will be included as updates to the 3HSP as part of the AGA submission for the appropriate year.

5.0 Performance Report

As noted in Louisiana’s Strategic Highway Safety Plan updated in 2022, Louisiana has had historic success reducing fatalities and serious injuries on its roadways. In recent years, however, travel patterns and driver behavior have changed (including the impacts of the COVID-19 pandemic). As a result, past effective strategies and tactics need to be re-evaluated and determined if they are still applicable to the crash trends observed or if they need to be revisited and retailored to meet Louisiana’s current needs.

The 2021 Louisiana Traffic Records Data Report prepared by CARTS indicates the following occurrence rates for 2021:

- 887 fatal crashes
- 972 fatalities
- 75.9 thousand injuries
- 114.6 thousand property-damage-only crashes.

In 2021, an average of three people were killed and five people were seriously injured every day in Louisiana by driving, walking, or biking on their way to play, home, work, or to run errands.

According to CARTS, in 2021 the economic impact of crash costs in the state totaled more than \$9.6 billion per year, an increase of 20.1% from 2020. That is an estimated cost of \$3,107 for every licensed driver in Louisiana, an increase of 17.5% from 2020.

The main contributing factors to Louisiana’s 2021 traffic fatalities were alcohol and a low-percentage use of seat belts. The traffic-record data show the relationship of each contributing factor to fatalities:

- 41.6% of traffic fatalities were alcohol related.
- 60.4% of all occupants who died in a crash did not use a seat belt in cases where seat belt use is known.

Louisiana’s progress in meeting the HSP 11 core performance measures and one behavioral measure is shown in Table 5.1. These performance measures, developed by NHTSA and the GHSA, are documented in the publication: DOT HS 811 025. Performance targets for FFY 2016 through 2021 are shown under the actual number for each performance measure; FFY 2022 and 2023 targets are shown in the “Targets” columns.

Table 5.1 Progress in Meeting FFY 2023 Performance Targets

Core Performance Measure	Actual						Targets		5-yr moving avg	Met
	2016	2017	2018	2019	2020	2021	2022	2023	2018-2022	Y/N
	Traffic Fatalities <i>2017 through 2021 targets</i>	757 735	771 746	771 739	727 730	828 743	972 763	755	797	841
Serious Injuries^a <i>2017 through 2021 targets</i>	1,398 1,372	1,327 1,361	1,262 1,347	1,346 1,332	1,516 1,319	1,672 1,319	1,343	1,396	1,693	N
Fatalities/VMT <i>2017 through 2021 targets</i>	1.545 1.52	1.566 1.538	1.542 1.493	1.417 1.506	1.672 1.518	1.754 1.496	1.506	1.599	1.608	N
									2017-2021	
Unrestrained Passenger Vehicle Occupant Fatalities All Seating Positions <i>2016 through 2020 targets</i>	225 250	246 256	222 247	234 244	298 231	334 233	233	240	267	N
Alcohol-Impaired Driving Fatalities (BAC = 0.08+)^b <i>2016 through 2020 targets</i>	228 233	212 238	221 237	220 236	233 225	299 225	221	217	235	N
Speeding-Related Fatalities <i>2016 through 2020 targets</i>	173 195	181 190	140 189	94 188	189 178	281 170	149	152	177	N
Motorcyclist Fatalities <i>2016 through 2020 targets</i>	94 86	97 86	79 85	87 87	78 87	83 87	88	85	84	Y
Unhelmeted Motorcyclist Fatalities <i>2016 through 2020 targets</i>	11 11	13 11	2 10	10 10	15 11	19 9	9	10	11	N
Drivers Age 20 or Younger Involved in Fatal Crashes <i>2016 through 2020 targets</i>	99 89	88 88	87 88	81 87	96 82	117 84	84	87	94	N
Pedestrian Fatalities <i>2016 through 2020 targets</i>	127 111	115 109	164 110	118 110	144 106	184 121	123	131	145	N
Bicyclist Fatalities <i>2016 through 2020 targets</i>	22 21	23 21	29 20	22 20	34 19	34 23	24	24	28	N

^a Serious injury data are from CARTS at Louisiana State University (state data).

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

Note that up to and including FFY 2017, serious injuries were “B” and “C” injuries. To conform to the FAST Act, serious injuries after FFY 2017 consist solely of “B” injuries. Targets included in Table 5.1 are current as of FFY 2017, hence the large difference between targets and actual numbers. Beginning in 2019, federal compliance criteria required Louisiana to adopt the Model Minimum Uniform Crash Criteria (MMUCC) 4th Edition definition of suspected serious injury. This broader definition is expected to lead to increased numbers of serious injuries.

When comparing the targets against the most recent 5-year moving averages for each Core Performance Measure, the only target currently being met was for motorcyclist fatalities. From 2012 to 2019, Louisiana exceeded the Destination Zero Deaths goal to halve fatalities by 2030. Unfortunately, serious injuries began increasing in 2019 and fatalities began increasing sharply in 2020.

The one behavioral measure, observed seat belt use (front seat outboard occupants), is collected annually from observational surveys. The statewide observational seat belt use data is from studies conducted for the Louisiana Highway Safety Commission. The numbers in Table 5.2 below represent the actual observed rate and the performance targets for FFY 2015 to FFY 2022.

Table 5.2 Progress in Statewide Observed Seat Belt Use

Behavioral Measure	2015	2016	2017	2018	2019	2020*	2021	2022
Observed Seat Belt Use	85.9%	87.8%	87.1%	86.9%	87.5%	*	85.7%	86.1%
2015 to 2022 Target	84.5%	86.2%	87.6%	90.0%	88.5%	88.9%	89.2%	89.2%

* Due to COVID-19 restrictions and the issuance of a waiver from the National Highway Traffic Safety Administration (NHTSA), the Statewide observation survey was not conducted in 2020. The Statewide observation survey resumed in December of 2021 and was conducted again in June 2022.

For the behavioral target of observed seat belt use rate Louisiana exceeded that target every year from 2012 to 2016, which led to an all-time high observed usage rate of 87.8 percent in 2016. Since 2016, the usage rates declined below that record rate but showed an increase from 2021 to 2022. Increasing seat belt use among motorists is one of the most effective tools to reduce fatalities and LHSC remains committed to continuing this trend with our countermeasure strategies. Louisiana will continue working to increase the seat belt use rate among motorists, especially considering the increasing number of unrestrained fatalities.

The priority areas detailed in the FFY 2024 – 2026 3HSP and past HSPs align with NHTSA’s priorities. Data supporting these problem areas are consistent throughout Louisiana so the LHSC will continue to address them statewide through a multi-faceted approach of enforcement, education, and training. Louisiana is setting performance targets to show continued improvements in all traffic safety priority areas in an effort to reach Destination Zero Deaths,

which is outlined and planned for in the Louisiana SHSP. The 3HSP will be a key part in achieving the zero deaths goal.

Given Louisiana's inability to reduce the planned performance targets in all core performance measures except for motorcyclist fatalities, the LHSC will work more closely with program partners, the SHSP Regional Coalitions, and the Implementation Team to conduct and review programs in their area to develop strategies to reduce serious injuries and fatalities in their region. In addition, the LHSC continues to be committed to including distracted driving in the FFY 2024 - 2026 3HSP to use as another countermeasure to address traffic crashes, fatalities, and injuries.