

State of Louisiana Highway Safety Program



2007 Annual Report

Prepared for the
U.S. Department of Transportation
National Highway Traffic Safety Administration
by the
Louisiana Highway Safety Commission

Elizabeth "Sue" Johnson, Chairman
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January 17, 2008

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The mission of reducing fatalities and injuries on Louisiana roadways is a passion of the LHSC. Thanks to the pride and dedication of the staff, successful partnerships with traffic safety professionals throughout the state, and the leadership of policy makers, we have made significant strides. We are cognizant of statistical shortfalls and will continue the fervor in data collection and analysis, program development, and community involvement to continue to tackle areas of concern.

James E. Champagne



Executive Summary

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

The following Annual Report reflects **Highway Safety Program Objectives**, which are derived from the **Program Performance Budget Objectives** as required by the State of Louisiana. There was one modification to the FY 2007 Louisiana Highway Safety and Performance Plan and the following report reflects the information provided in the Modification 1 submitted September 24, 2007.

In addition to the Section 402 program, the LHSC expended funding from multiple special grant funds.

- Section 154/164 – Open Container and Repeat Offender Hazardous Elimination Funds
- Section 157 – Incentive
- Section 163 – .08 BAC Incentive
- Section 405a – Occupant Protection Incentive Funds
- Section 406 – Safety Belt Incentive
- Section 408 – Data Program
- Section 410 – Impaired Driving (Programmatic, High Fatality Rate, and High Visibility)
- Section 2010 – Motorcycle
- CVARS – Commercial Vehicle Analysis Reporting System

Additional grant funds were awarded late in FY 2006 and were carried forward to FY 2007 in their entirety.

- Section 406 – Safety Belt Incentive (Awarded September 2007)
- Section 408 – Data Program (Awarded September 2007)
- Section 410 – Impaired Driving (Awarded September 2007)
- Section 2010 – Motorcycle (Awarded September 2007)

The data year used for this annual report is derived from the State of Louisiana Traffic Records Data Report 2006 published data. The LHSC is aware of many national standards, which utilize FARS data. However, the LHSC puts more confidence in the state reported data. It is anticipated that recent changes to the Louisiana FARS program will improve consistencies between the two data sets and that the 2008 HSP and 2008 Annual Report will utilize FARS data. Data used throughout this report is available at <http://lhsc.lsu.edu/Reports/TrafficReports/default.asp>.

These funding areas support Louisiana programs for Planning and Administration, Alcohol, Motorcycle, Occupant Protection, Pedestrian, Bicycle, Police Traffic Services, Traffic Records, Paid Media, Rail Grade, and Safe Communities. Each program area has associated performance goals and the FY 2007 Annual Report will follow the order of the approved 2007 Highway Safety Plan.

The Louisiana Highway Safety Commission's mission is to develop and implement a comprehensive strategy aimed at saving lives and preventing injuries on our highways. We strive to attain our mission through comprehensive statistical analysis, thorough planning, the development of partnerships, supportive implementation, and consistent evaluation and assessments. The 2007 Annual Report reflects on the previous year and highlights success toward many of our goals and targets areas that need additional focus.

Louisiana continues to be impacted by the 2005 hurricanes, and the Louisiana Property and Casualty Insurance Commission states the losses paid via insurance claims as of September 2007 was over \$19 Billion, excluding losses paid by the National Flood Insurance Program. Despite the ongoing challenges, the LHSC maintained the FY 2007 plan for law enforcement and public information campaigns. Our previous year's forecast proved positive as the required local benefit of 40% was met during FY 2007.



Statistical Summary

The performance measures shown here, and illustrated in figures corresponding to each LHSC goal, constitute the national performance measures reported by all states. Although the LHSC goals are similar to most states, they are not identical, specific LHSC goals and progress is indicated within each program area summary.

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	1 year % change
Fatalities (Actual)	901	932	926	951	938	947	914	938	992	965	985	2.1%
Fatality Rate/100 million VMT	2.4	2.4	2.3	2.0	2.1	2.1	1.9	1.9	2.2	1.9	2.2	0.71%
Injuries (Actual)	87,400	86,800	78,200	77,300	79,500	82,800	87,100	82,800	85,100	82,900	80,000	-3.5%
Fatality & Injury Crash Rate/100 million VMT	137	133	117	109	119	118	118	110	113	110	107	-2.59%
Fatality Rate/100K Population	20.7	21.4	21.2	21.8	21	21.2	20.4	20.9	22.1	21.4	23	7.30%
Fatal & Injury Crash Rate/100K population	1197	1183	1078	1031	1080	1090	1137	1084	1115	1098	1135	3.43%
Alcohol Related Fatalities	479	427	437	431	446	446	431	414	451	404	455	12.6%
Proportion of Alcohol Related Fatalities	53%	46%	47%	46%	48%	47%	47%	45%	46%	42%	46%	3.9%
Alcohol Related Fatality Rate/100M VMT	1.26	1.10	1.08	1.05	1.10	1.08	1.00	0.94	1.01	0.90	1.00	10.3%
Percentage of Population Using Safety Belts	59%	64%	66%	68%	68%	68%	69%	74%	75%	78%	75.2%	-3%
Proportion of Motorcycle Related Fatalities		2.25%	3.78%	4.31%	6.08%	6.65%	7.11%	8.74%	8.07%	7.67%	9.54%	1.87%
Proportion of Pedestrian Related Fatalities		14.81%	12.42%	11.25%	10.55%	10.24%	11.49%	9.59%	10.18%	11.19%	10.05%	-1.14%
Proportion of Bicycle Related Fatalities		3.11%	1.94%	2.94%	2.03%	2.32%	2.19%	1.60%	1.11%	2.28%	2.34%	.06%
Proportion of Train Related Fatalities		3.22%	2.70%	1.26%	1.39%	1.27%	1.31%	1.39%	1.92%	1.87%	0.81%	-1.06%

The LHSC is proud of the overall improvements in each area noted above. However, we acknowledge continued concerns in the areas of safety belt restraint use, pedestrian fatalities, and bicycle. Each of these three objectives will continue to be assessed and programs will be evaluated to ensure appropriate outreach and messaging. The LHSC will discuss the development of new programs to implement during FY 2008 and will utilize available information for future fiscal year plans.

Commission Leadership

Erroll C. Babineaux, Jr.	Lafayette Parish	7 th Congressional District
Allen Champagne*	St. Tammany Parish	1 st Congressional District
Laura Curb, Ph. D.	Union Parish	5 th Congressional District
Bobby W. Deen*	Grant Parish	5 th Congressional District
Stephen J. Gremillion	Avoyelles Parish	5 th Congressional District
Orian A. Gulotta	Iberville Parish	5 th Congressional District
Tommy Head*	Caddo Parish	1 st Congressional District
Elizabeth “Sue” Johnson*	East Baton Rouge Parish	6 th Congressional District
Richard J. LeBouef	Vermillion Parish	7 th Congressional District
Henry K. Lee*	St. Mary Parish	3 rd Congressional District
Charles McGowan	East Baton Rouge Parish	6 th Congressional District
Joseph D. Milioto	St. John Parish	3 rd Congressional District
Bette Dee Mule	Jefferson Parish	1 st Congressional District
Bobbie J. Price*	Bossier Parish	4 th Congressional District
Norris P. Rader, Sr.	Iberia Parish	3 rd Congressional District
Irving C. Suire*	Vermillion Parish	7 th Congressional District
Charles W. Tapp	East Baton Rouge Parish	6 th Congressional District
Jimmie P. Thorns, Jr.	Orleans Parish	1 st Congressional District
Godfrey P. Trahan	Vermillion Parish	7 th Congressional District
Carl J. Vicknair	St. James Parish	3 rd Congressional District

*Executive Committee



Planning and Administration

Objectives set in the 2007 HSP

1. Provide staff training throughout FY 2007 to all full time LHSC staff per Louisiana State civil service rules.
2. Ensure planning and administration costs do not exceed the 10% allowance during FY 2007.

The LHSC implemented planning and administration strategies identified in the 2007 HSP.

Status:

1. Staff completed all required training per Louisiana State Civil Service rules, additional courses were completed based on personal interest or need. LHSC staff also participated in a variety of traffic safety conferences.
2. The LHSC cost for planning and administration was 8% for FY 2007.

Alcohol

Objectives set in the 2007 HSP

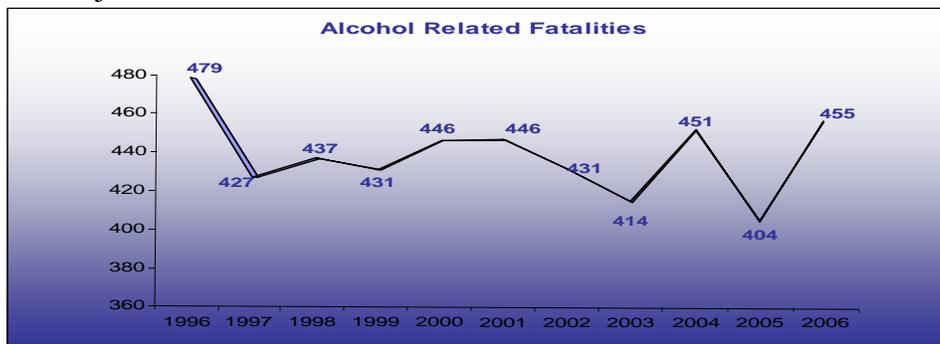
1. Reduce the number of alcohol related fatalities from 451 in 2004 to 430 in 2007.
2. Reduce the percentage of alcohol related traffic fatalities as a proportion to all fatalities from 46% in 2004 to 42% in 2007.
3. Reduce the alcohol related fatality rate per VMT from 1.01 in 2004 to 0.95 in 2007.

The LHSC implemented alcohol strategies identified in the 2007 HSP.

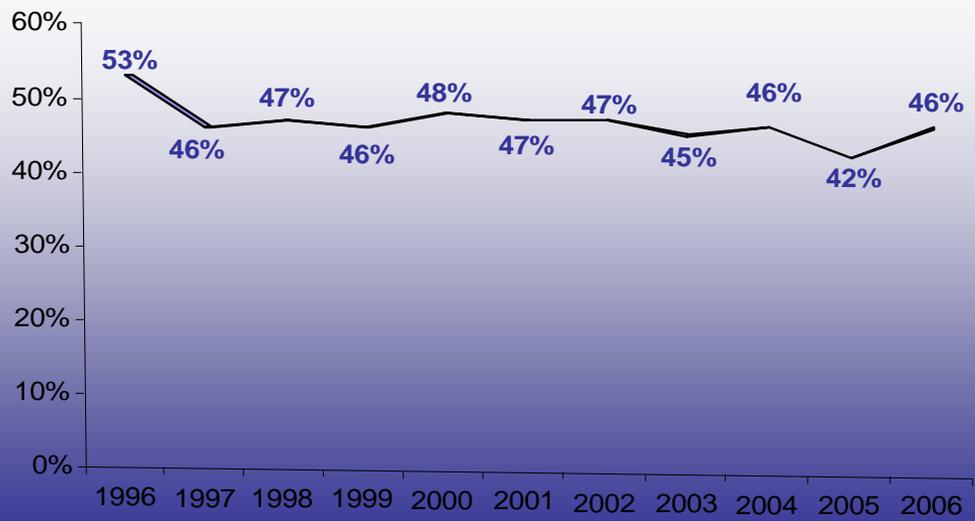
Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The number of alcohol related fatalities increased from 451 in 2004 to 455 in 2006.
2. The percentage of alcohol related traffic fatalities as a proportion to all fatalities remained the same, 46% in 2004 and 46% in 2006.
3. The alcohol related fatality rate per VMT decreased from 1.01 in 2004 to 1.00 in 2006.

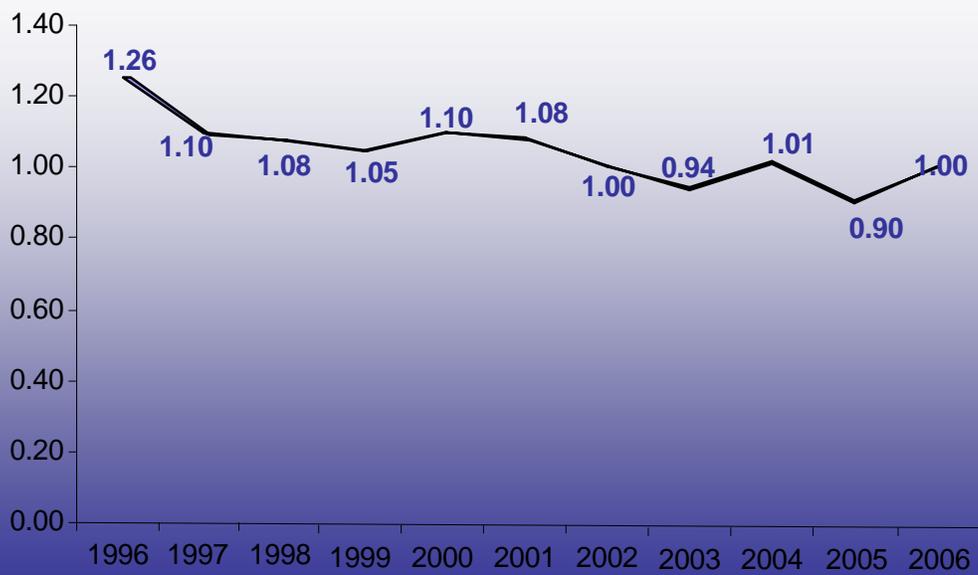
Final 2007 data on alcohol related fatalities will be available late Summer 2008. We are continuing to collect and analyze statistics from all law enforcement agencies. Due to this delay, we do not yet know if our 2007 objectives were met.



Alcohol Related Fatalities as a Proportion of all Fatalities



Alcohol Related Fatality Rate per VMT



Alcohol Narrative

The LHSC contracted with 55 law enforcement agencies and the Louisiana State Police to conduct impaired driving overtime enforcement throughout the 12 months of FY 2007. These agencies worked a combined 16,574 overtime hours, resulting in 1,854 DWI arrests.



The LHSC conducted media events throughout Louisiana to support the Drunk Driving. Over the Limit. Under Arrest. campaign and partnered with the NHTSA contractor to make a paid media buy in the Louisiana market. Local and state government, various enforcement agencies, and medical personnel participated in the press events and public information campaigns. In addition, Louisiana Youth Prevention Service, educators, business and industry, students, victims and citizens have planned, participated in, and attended many media related events, training seminars, and public information events during the DWI mobilizations.

During FY07 \$711,012,80 was spent on impaired driving paid media resulting in 8,337 radio spots and 3,770 television spots, with additional spots donated, and 133,596 print ads.



Pre and Post attitudinal surveys were implemented to assess message recall, determine public perception of impaired driving, and measure the impact of change as a result of the campaign. The overall margin of error for the 400 licensed drivers polled is +/- 4.9 with a 95% confidence level. In simple terms, there is a 95% certainty that the statistics presented, according to the results obtained from this survey, are not more than 4.5% above or below the figure that would have been obtained if all licensed motorists in the state had been interviewed. A general trend was noted, that licensed drivers had heard about campaign efforts and enforcement. Most significantly there was a 20.3% increase in respondents having seen or heard a television or radio commercial regarding impaired driving.

Table 1 provides alcohol related crash data, and analysis shows an increase in the alcohol related crash rate, for all licensed drivers ages 15 to 24, from 92 in 2004 to 94 in 2006, Table 1 column D.

TABLE 1

A	B	C	D	E	F	G
	Fatal	Fatal	Fatal	Injury	Injury	Injury
Year	Ages 18-20	Ages 21-24	All ages (15-24)	Ages 18-20	Ages 21-24	All ages (15-24)
2002	34	31	84	572	582	1431
2003	31	35	82	507	534	1321
2004	29	39	92	475	521	1194
2005	33	34	93	450	441	1192
2006	36	38	94	445	468	1090

Table 2 depicts the decline in alcohol related crashes, fatalities, injury crashes, percent alcohol related fatal and injury crashes, and property damage only alcohol related crashes.

TABLE 2

A	B	C	D	E	F	G	H
Year	Percent Alcohol Related Crashes	Alcohol Related Fatalities	Alcohol Related Fatalities per 100M VMT	Alcohol Related Injury Crashes (1,000)	Percent Alcohol Related Injury Crashes	Alcohol Related PDO Crashes (1,000)	Percent Alcohol Related PDO Crashes
2002	47%	431	1.00	5.4	10.6%	6.8	5.9%
2003	44%	414	0.94	4.9	10.0%	6.4	5.7%
2004	45%	451	1.01	4.7	9.3%	6.1	5.4%
2005	42%	404	0.90	4.3	8.7%	4.5	4.1%
2006	46%	455	1.00	4.4	8.9%	4.5	4.0%
1 year	4.3%	12.6%	10.3%	1.3%	0.3%	-0.3%	-0.1%
5 years	-0.9%	2.0%	-7.5%	-16.5%	-1.8%	-19.4%	-1.3%

Enforcement, public information, education, and paid media are critical factors in improving impaired driving issues in Louisiana, but we would be neglectful not to also attribute Louisiana's successes in reducing impaired driving crashes to the partners and stakeholders of the LHSC. A complete list of stakeholders is provided in Appendix A.

Motorcycle

Objective in the 2007 HSP

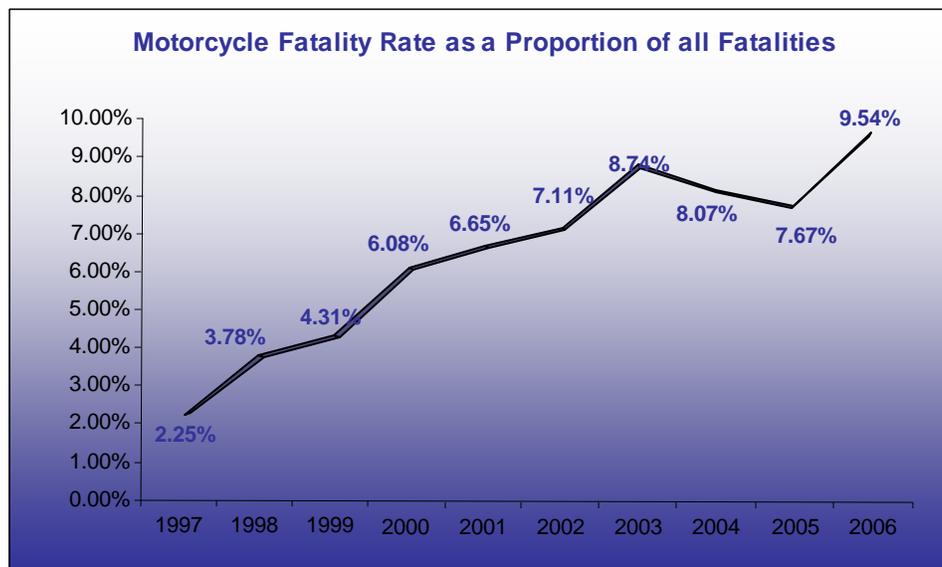
1. Reduce the percentage of motorcycle related fatalities as a proportion to all fatalities from 8.07% in 2004 to 7.78% in 2007.

The LHSC implemented motorcycle strategies identified in the 2007 HSP.

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The percentage of motorcycle related fatalities as a proportion to all fatalities increased from 8.07% in 2004 to 9.54% in 2006.

Final 2007 data on motorcycle related fatalities will be available late Summer 2008. We are continuing to collect and analyze statistics from all law enforcement agencies. Due to this delay, we do not yet know if our 2007 objectives were met.



Motorcycle Narrative

A crucial factor in Louisiana's slight increase in motorcycle fatalities is attributed to the increasing number of older and inexperienced motorcycle riders who no longer have the same physical skills as when they were younger. Additionally, the LHSC participates in a monthly motorcycle safety meeting to promote safety and awareness of motorcyclists. Members are comprised of riders, leaders among motorcycle enthusiast groups, Department of Education, the Louisiana Highway Safety Commission, and the Department of Transportation and Development. This group will continue to meet in upcoming fiscal years and will promote safety and create programming to encourage a decrease in motorcycle fatalities. The group, the Louisiana Motorcyclist Safety & Awareness Committee, held an extremely successful 1st Annual Motorcycle Safety Summit in Baton Rouge, with over 250 people attending.

A paid media effort was conducted during May 2007 in conjunction with Motorcycle Awareness month. The campaign provided billboard media at high incident crash locations and radio coverage.

Occupant Protection

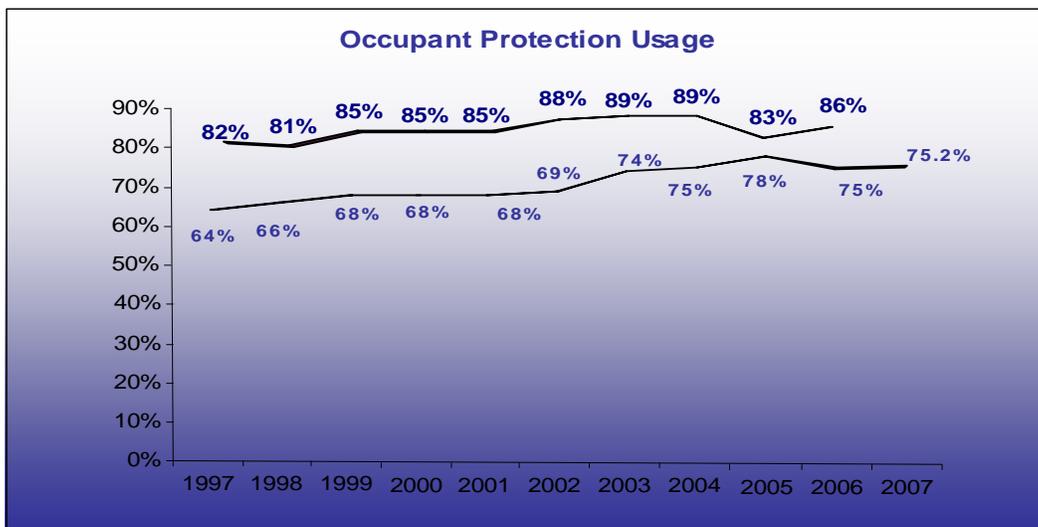
Objectives in the 2007 HSP

1. Increase the percentage of population using safety belts from 75% in 2004 to 77% in 2007.

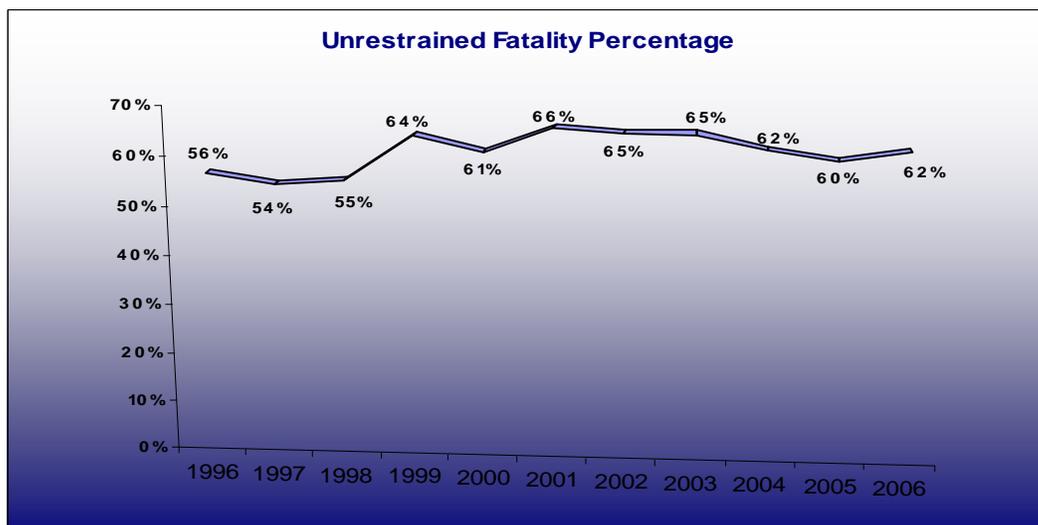
The LHSC implemented occupant protection strategies identified in the 2007 HSP.

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The percentage of population using safety belts increased from 75% in 2004 to 75.2% in 2007.



In the chart above the top curve indicates the National seat belt use rate and the bottom curve indicates Louisiana's seat belt use rate.



The chart above shows Louisiana's unrestrained fatality percentage from 1996 to 2006.

Occupant Protection Narrative

The LHSC contracted with 55 law enforcement agencies and the Louisiana State Police to conduct safety belt overtime enforcement throughout the 12 months of FY 2007 to support the Click It Or Ticket campaign. These agencies worked a combined 16,589 overtime hours, resulting in 32,512 citations, compared to 16,218 hours in 2006 and 33,450 citations. There were 53,254 OP citations issued during regular patrol hours in FY 2007.

The LHSC conducted media events throughout Louisiana and partnered with the NHTSA contractor to make a paid media buy in the Louisiana market. Local and state government, various enforcement agencies, medical personnel, educators, business and industry, students, victims and citizens participated in the press events and public information campaigns.

The observational survey is conducted each summer utilizing a NHTSA approved design. Louisiana had a decline in usage that was consistent for all vehicle types and all but one region. Several factors contribute to the decline.

1. Hurricanes Katrina and Rita may have affected the behavior of drivers, especially in the New Orleans and Lake Charles regions.
2. The level of enforcement in the New Orleans and Lake Charles regions declined by over 30% in the year post hurricanes.
3. The law of diminishing returns suggests that an increase in safety belt usage is more difficult to attain the higher the observed usage.



Table 3 shows the safety belt usage, by region, since 2001.

TABLE 3

Region	2001	2002	2003	2004	2005	2006	2007
	All Vehicles						
1-New Orleans	66.3%	67.1%	74.8%	73.0%	77.1%	71.2%	73.1%
2-Baton Rouge	65.5%	68.2%	70.6%	72.0%	75.6%	73.8%	76.4%
3-Houma	77.1%	80.0%	77.1%	81.0%	81.3%	79.0%	78.1%
4-Lafayette	65.7%	69.3%	69.1%	74.0%	77.7%	78.2%	78.6%
5-Lake Charles	62.9%	66.3%	76.9%	77.0%	79.4%	73.3%	71.3%
6-Alexandria	73.7%	71.0%	78.1%	76.0%	77.7%	71.5%	72.6%
7-Shreveport	73.6%	68.9%	75.7%	77.0%	78.4%	77.8%	76.0%
8-Monroe	65.6%	64.4%	74.6%	74.0%	77.1%	73.2%	72.5%
State	68.1%	68.6%	73.8%	75.0%	77.7%	74.8%	75.2%

Pre and Post attitudinal surveys were implemented to assess message recall, determine public perception of using seat belts and the enforcement of safety belt use, and to measure the impact of change as a result of the campaign. The overall margin of error is +/- 4.9 with a 95% confidence level. The results of these surveys indicate several significant changes.

1. A significant increase (20.3 percentage points) in the recall of having heard or seen anything recently concerning seat belts was recorded from 50.5% to 70.8%. Compare this to the previous year's recordings of 59.0% to 69.3% in 2006.
2. The proportion of motorists recalling a seat belt message increased by 18.7%.

3. There was a 4.5% increase of respondents saying it was “very likely” that a driver not wearing a seat belt would be stopped and ticketed.”



Enforcement, public information, education, and paid media are critical factors in improving the use of safety restraints in Louisiana. The LHSC values the partners and stakeholders who continue to work toward increasing safety restraint usage. A complete list of stakeholders is in Appendix A.



Pedestrian

Objectives in the 2007 HSP

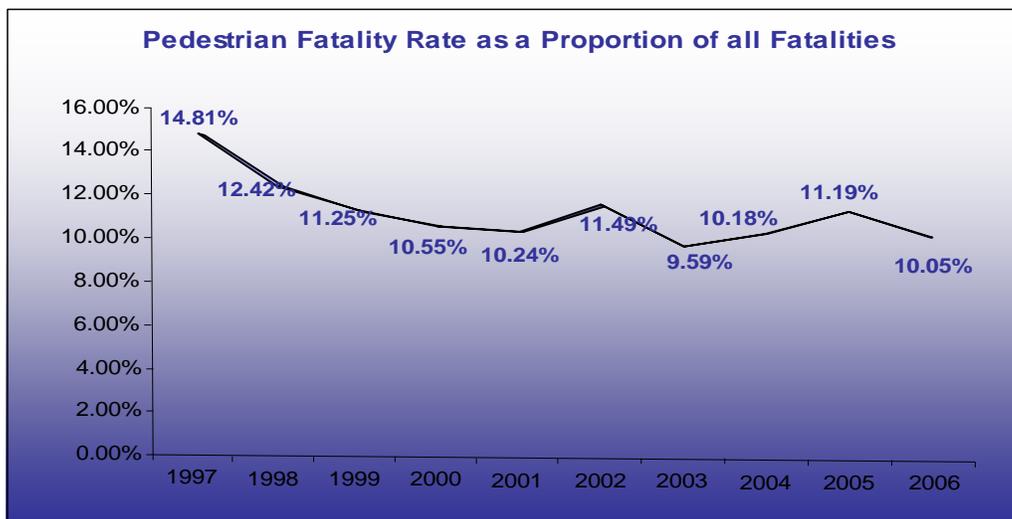
1. Reduce the percentage of pedestrian related fatalities as a proportion to all fatalities from 10.18% in 2004 to 9.5% in 2007.

The LHSC implemented pedestrian strategies identified in the 2007 HSP.

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The percentage of pedestrian related fatalities as a proportion to all fatalities decreased from 10.18% in 2004 to 10.05% in 2006.

Final 2007 data on pedestrian related fatalities will be available late Summer 2008. We are continuing to collect and analyze statistics from all law enforcement agencies. Due to this delay, we do not yet know if our 2007 objectives were met.



Pedestrian Narrative

The LHSC recognizes pedestrian fatalities are trending upward and has researched data to further identify more specific target populations, geographic locations, and potential outreach methods. The 99 pedestrian fatalities in 2006 occurred in 33 parishes and the highest representation was in Jefferson, St. Tammany, and Calcasieu Parishes. Demographic data show that 37.4% of pedestrian fatalities were alcohol related. The adult population ages 21 – 54 were more often pedestrian fatalities than other age groups, representing 65% of all pedestrian fatalities. 25.3% of pedestrian fatalities occurred from 12 am to 6 am and 62.6% occurred from 6 pm to 12 am. The pedestrian fatalities were evenly spread throughout the year with the majority, 12.1% occurring in February. The varying factors provide for a very challenging outreach program. Program research and development will continue throughout FY 2008 to address the ongoing problem. The Louisiana DOTD has been the primary provider of pedestrian programming, and the LHSC will continue partnerships with the DOTD and the Federal Highway Administration.

Bicycle

Objectives in the 2007 HSP

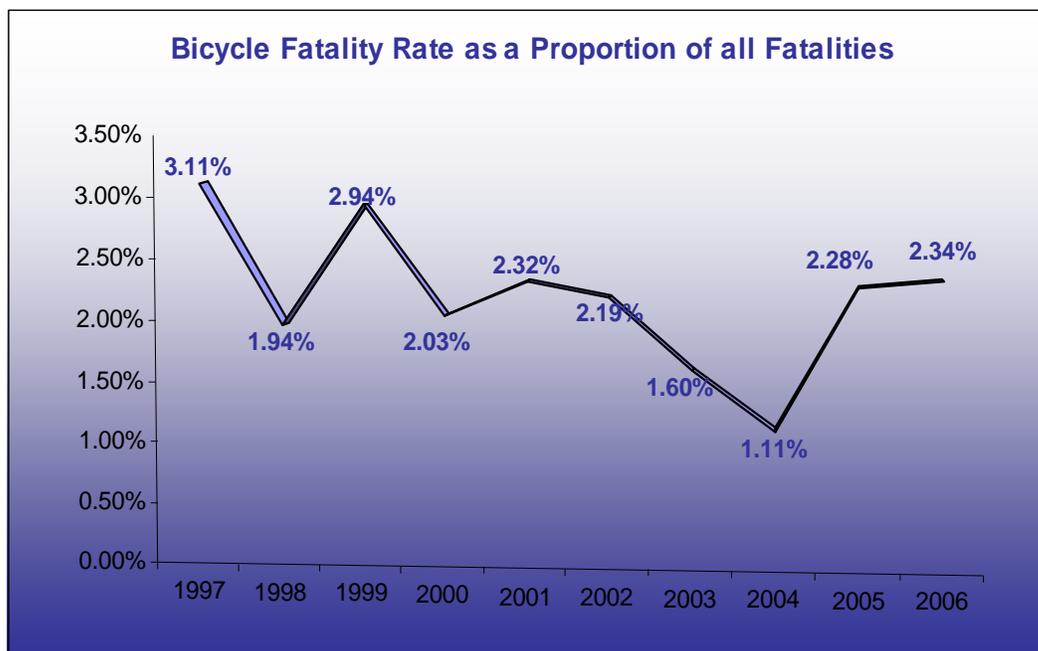
1. Reduce the percentage of bicycle related fatalities as a proportion of all fatalities from 1.11% in 2004 to 1.05% in 2007.

The LHSC implemented bicycle strategies identified in the 2007 HSP. The Louisiana Highway Safety Commission will not directly fund bicycle education programs under the NHTSA funding.

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure)*:

1. The percentage of bicycle related fatalities as a proportion of all fatalities increased from 1.11% in 2004 to 2.34% in 2006.

Final 2007 data on bicycle related fatalities will be available late Summer 2008. We are continuing to collect and analyze statistics from all law enforcement agencies. Due to this delay, we do not yet know if our 2007 objectives were met.



Bicycle Narrative

The LHSC had observed a four-year decline in the number of bicycle fatalities as a proportion of all fatalities and recognizes the 2005 and 2006 increase as a point of concern. The two-year increase may be an anomaly, but will be monitored in future years. 35% of the 23 bicycle fatalities in 2006 involved alcohol. Overall there were 756 bicycle crashes in 2006. Statistics will continue to be monitored and the LHSC will continue to participate in partnerships and planning meetings with various groups concerned with bicycle safety.

Police Traffic Services

Objectives in the 2007 HSP

1. Reduce the number of fatalities from 992 in 2004 to 960 in 2007.
2. Reduce the fatality rate per 100 million VMT from 2.2 in 2004 to 2.0 in 2007.
3. Reduce injuries from 85,100 in 2004 to 83,300 in 2007.
4. Reduce the fatal and injury rate per 100 million VMT from 113 in 2004 to 105 in 2007.
5. Reduce the fatality rate per 100K population from 22.1 in 2004 to 21.1 in 2007.
6. Reduce the fatal and injury crash rate per 100K population from 1,115 in 2004 to 1,075 in 2007.
7. Reduce the number of alcohol related fatalities from 451 in 2004 to 430 in 2007.
8. Reduce the number of alcohol related fatalities as a proportion to all fatalities from 46% in 2004 to 42% in 2007.
9. Reduce the alcohol related fatality rate per VMT from 1.01 in 2004 to 0.95 in 2007.
10. Increase the percent of population using safety belts from 75% in 2004 to 77% in 2007.

The LHSC implemented police traffic services strategies identified in the 2007 HSP.

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The number of fatalities decreased from 992 in 2004 to 985 in 2006.
2. The fatality rate per 100 million VMT increased from 2.0 in 2004 to 2.2 in 2006.
3. The number of injuries decreased from 85,100 in 2004 to 80,000 in 2006.
4. The fatal and injury crash rate per 100 million VMT decreased from 113 in 2004 to 107 in 2006.
5. The fatality rate per 100K population increased from 22.1 in 2004 to 23 in 2006.
6. The fatal and injury crash rate per 100K population increased from 1,115 in 2004 to 1,135 in 2006.
7. The number of alcohol related fatalities increased from 451 in 2004 to 455 in 2006.
8. The percentage of alcohol related fatalities as a proportion to all fatalities remained the same, 46% in 2004 and 46% in 2006.
9. The alcohol related fatality rate per VMT decreased slightly from 1.01 in 2004 to 1.00 in 2006.
10. The percentage of the population using safety belts increased from 75% in 2004 to 75.2% in 2006.

Final 2007 data on Police Traffic Services will be available late Summer 2008. We are continuing to collect and analyze statistics from all law enforcement agencies. Due to this delay, we do not yet know if our 2007 objectives were met.



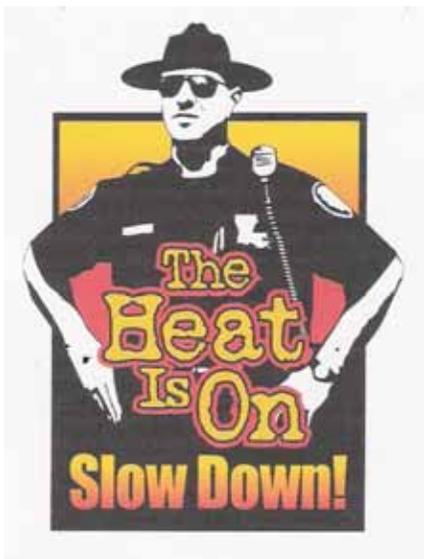
Police Traffic Services Narrative

The LHSC contracted with the Louisiana State Police, 19 Sheriff's Departments, and 25 municipal agencies to conduct three primary types of enforcement. Impaired Driving, Occupant Protection, and Speed are the leading causes of traffic fatalities and injuries, and law enforcement efforts have historically been a critical component to addressing each issue.

The LHSC contracted with 55 law enforcement agencies and the Louisiana State Police to conduct impaired driving overtime throughout the 12 months of FY 2007. These agencies worked a combined 16,574 overtime hours, resulting in 1,854 DWI arrests. Occupant protection overtime enforcement was conducted throughout the 12 months of FY 2007, with the same law enforcement agencies, to support the Click It Or Ticket campaign. These agencies worked a combined 16,589 overtime hours, resulting in 32,512 citations. Both campaigns utilized an increase of overtime during the corresponding national campaigns and supportive paid media campaigns.



To combat speed, a third enforcement effort was used in FY 2007. The primary effort was "The Heat is On!" campaign during the summer of 2007. Summertime speed overtime was incorporated into all 55 of the LHSC yearlong enforcement contracts resulting in 3280 overtime hours worked and 3838 speed citations. The summer campaign was marketed as "The Heat is On!" and included paid and earned media in the model of previously successful impaired driving and occupant protection campaigns. Also throughout 2007 contracted law enforcement agencies worked 13,504 overtime hours on speed and issued 30,567 speed citations, averaging 2.26 citations per hour.



Numerous editorials were written in response to the stepped up enforcement and many citizen reports of appreciation for the raised awareness and enforcement. The campaign is planned to continue during the summer of 2008.

Traffic Records

Objectives in the 2007 HSP

1. Implement an effective, comprehensive systems approach for improving road user behavior.
2. Use a systems approach in engineering to strike a balance between single unique locations and addressing the safety of the road network.
3. Develop a comprehensive, timely, and accurate information and decision support system.
4. Develop a comprehensive, data driven legislative agenda that all partners actively support and implement.

The LHSC implemented traffic records strategies identified in the 2007 HSP.

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. An effective, comprehensive, systems approach for improving road user behavior was implemented.
2. A systems approach in engineering to strike a balance between single unique locations and addressing the safety of the road network was developed.
3. A comprehensive, timely, and accurate information and decision support system was developed.
4. A comprehensive, data driven legislative agenda that all partners actively supported and implemented was developed.

Traffic Records Narrative

The Traffic Records Coordinating Committee (TRCC) has sole authority to expend TRCC funding. The TRCC Chair is a DOTD employee. The LHSC is only a member of the TRCC, but serves as the fiscal agent for TRCC approved projects. The TRCC continued efforts to work on establishing a network that links crash files with roadway files, GIS data, EMS data, driver licensing and vehicle registration data, prosecution and courts. The LHSC continues to monitor crash data and provide feedback to local law enforcement with the goal to improve data quality, timelines and crash investigations. The TRCC worked closely with municipal and parish law enforcement agencies, providing training and computer equipment.

The Commercial Vehicle Analysis Reporting System (CVARS) project continues to work toward improving the quality and quantity of data collected from crash reports of commercial vehicles. The CVARS staff also participated in the revision of the Louisiana Uniform Motor Vehicle Traffic Crash Report.

Paid Media

Objectives in the 2007 HSP

1. Provide a comprehensive paid media campaign statewide in 2007.

The LHSC implemented paid media strategies identified in the 2007 HSP.

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. An RFP was awarded to the Louisiana Safety First Consortium who provided the LHSC a comprehensive statewide paid media campaign in 2007.

Paid Media Narrative

Using the FY2006 RFP, in FY2007 we worked with a single media contractor who had the capability to provide media analysis, develop a comprehensive marketing and communications plan, and provide strategic paid media placement based on target populations. The primary themes of the LHSC 2007 paid media campaign were occupant protection and impaired driving, with smaller components for railroad safety, motorcycle safety, and speed.

Table 4 provides a summary of paid media time for 6 OP TV PSAs, 1 Motorcycle TV PSA, 1 Impaired Driving PSA, and billboard space for 1 Drag Racing billboard and 1 Left Lane Passing billboard. The total paid media effort for FY 2007 was \$2.4 million and resulted in 51,145 television and radio spots, which were placed statewide with more concentration in the seven media markets, Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, New Orleans, and Shreveport.

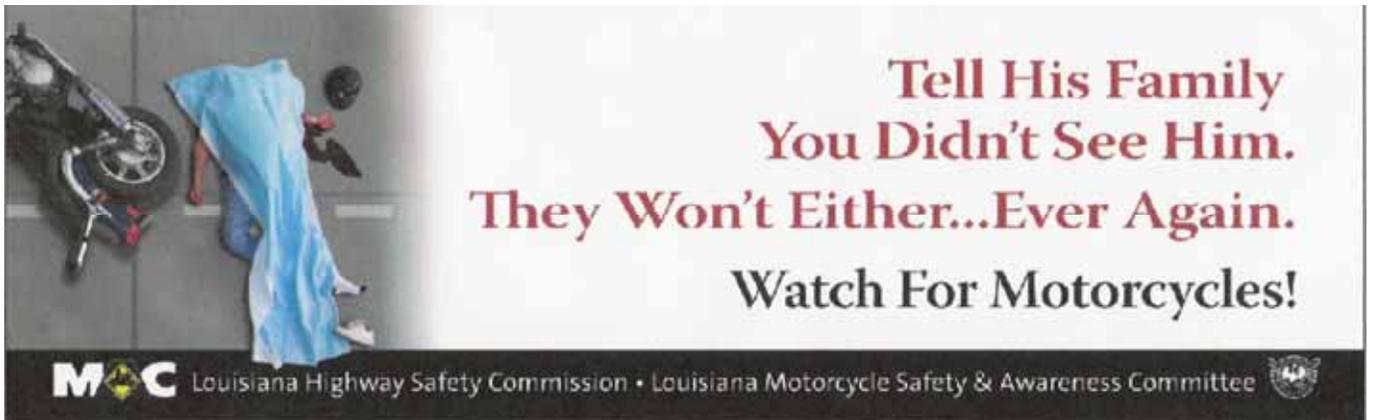
**TABLE 4
SUMMARY OF PAID MEDIA AIR TIME EXPENDITURES DURING FY 2007**

Adult OP Soul TV PSA	Child OP Soul TV PSA	Motorcycle Safety TV PSA	Underage Impaired Driving PSA	Seatbelt TV PSA and 2 billboards*	2 OP Safe Road Home TV PSAs with state leaders	OP TV PSA with Les Miles	Total for Billboard Space and Air Time
\$44,990.00	\$44,688.00	\$30,000.00	\$39,958.75	\$48,000.00	\$49,500.00	\$45,000.00	\$302,136.75

*The two billboards were for Drag Racing and Left Lane Passing.

The impaired driving and occupant protection campaigns focused primarily on television and radio outlets. University outreach for both campaigns included live reads at football games, static signage at multiple University sporting events, and allowed for the opportunity for live broadcast interviews.

Louisiana's interest in motorcycle riding, safety, and legislative issues have recently been on the rise, just as the rest of the Nation. The LHSC identified a specific component of the marketing and communications plan to address motorcycle safety and motorist awareness of motorcycles. \$70,000.00 was used to provide television and radio outreach.



The LHSC maintains affidavits of performance on all paid media buys and implements a more extensive assessment to measure target audience reaction for paid media campaigns that exceed \$100,000.00. The LHSC has implemented telephone attitudinal surveys to assess how the target audience's knowledge, attitude, and actions were affected by the impaired driving and occupant protection messages.

In addition to paid media, the LHSC contracted for specific earned media efforts to supplement the paid campaigns. The LHSC issued 12 news releases and columns, hosted 12 news events, and arranged for numerous television and radio appearances for the Governor's Highway Safety Representative.

Rail Grade

Objectives in the 2007 HSP

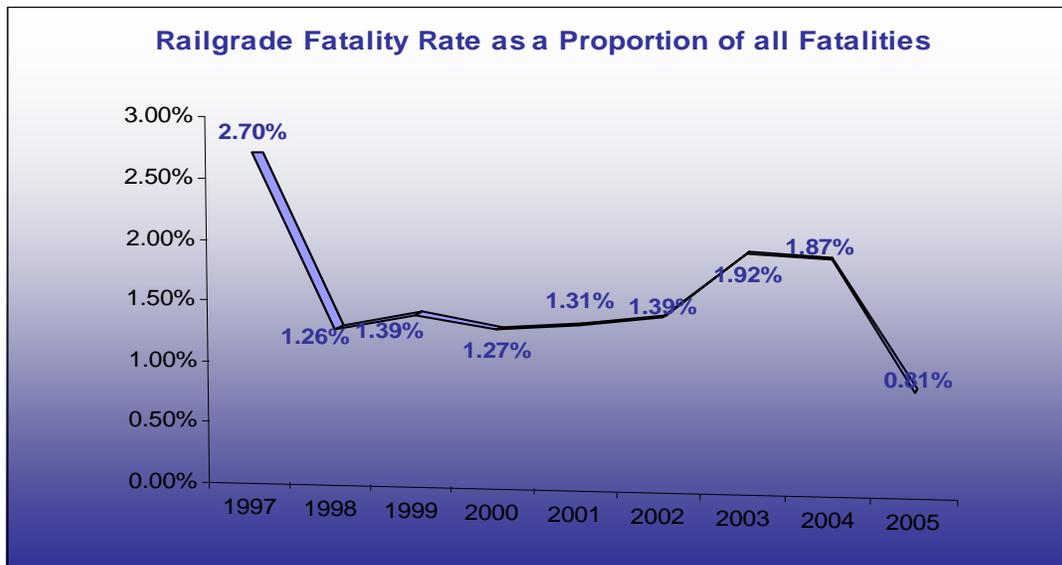
1. Reduce the number of rail grade crashes as a proportion to all fatalities from 1.92% in 2004 to 1.80% in 2007.

The LHSC implemented rail grade strategies identified in the 2007 HSP.

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The number of rail grade related fatalities as a proportion to all fatalities decreased from 1.92% in 2004 to 0.81% in 2006.

Final 2007 data on rail grade crashes will be available late Summer 2008. We are continuing to collect and analyze statistics from all law enforcement agencies. Due to this delay, we do not yet know if our 2007 objectives were met.



Rail Grade Narrative

Louisiana Operation Lifesaver continues to be partially funded by the LHSC. Partnerships with the railroad industry, preventative legislation on clearings, and on-going public information and education programs make the Louisiana program a National model. Rail traffic continues to increase and many crossings in rural areas, lead to the unfortunate number of crashes in the state.

The Operation Lifesaver campaign conducted nearly 400 school and community education programs and had an approximate reach of 16,000 people and has developed a new school bus module. Officer training programs and the Officer on a Train program continues to be supported by the LHSC, and law enforcement agencies are encouraged to participate in the Operation Lifesaver

Railroad program. The Louisiana Operation Lifesaver Director serves on the National Operation Lifesaver, Inc. "National Program Development Council".

Safe Communities

Objectives in the 2007 HSP

1. Increase the Safe Community activities in Louisiana through an increase in mini grant funding during FY 2007.

The LHSC implemented safe communities strategies identified in the 2007 HSP.

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. Safe Community mini grant funding increased from \$49,800 in 2005 to \$67,000 in 2007. Safe Communities activities increased as well.

Safe Communities Narrative

The LHSC is involved in multiple Safe Community programs. Programs under the Safe Community model include, South Central Planning and Development Commission, Lafayette Metropolitan Planning Organization, Southeast Louisiana DWI Task Force, the North Central Partners in Prevention, Louisiana Youth Prevention Services, Baton Rouge Traffic Committee, and Louisiana Passenger Safety Task Force.

Each of these safe community programs has a different connection with the LHSC. Three were funded directly through a LHSC sub-grant, some receive supplemental assistance from LHSC and its partners, and the LHSC holds board positions with many of the organizations. Many of the safe community efforts that exist in Louisiana have a specific focus within traffic safety. However, all of the organizations strive to include a diverse population of professional, advocates, community leaders, and other interested persons.

The highlight of the LHSC safe communities continues to be the South Central Planning and Development Commission. This organization has been nationally recognized as a model Safe Community program and assisted with new program development in Louisiana.

The safe communities concept continues to be shared with existing contractors and explained to potential new contractors. The LHSC facilitates community events that provide the opportunity for local community leaders, traffic safety professionals, and advocates to focus on local traffic safety. These events provide a forum for local participants to develop partnerships with other interested parties and learn more about the mission of the LHSC and the Safe Communities program.

Section 154 and Section 164
Open Container Transfer Funds and Repeat Offender Transfer Funds

Funds Transferred to the Section 402 program pursuant to this section of law were administered, by mutual agreement, by the Louisiana Department of Transportation and Development (La. DOTD) in their Hazard Elimination program. The LHSC participates in the project selection process of the Hazard Elimination.

Section 163
.08

Fiscal Year 2007 was the fourth year Louisiana expended funds under Section 163. \$196,424.11 was expended through FHWA and Louisiana DOTD. The following list is based on the “Section 163 (.08) Funds Accounting Guidance – Amended”. 100% of Section 163 funds expended as Section 402 funds went to local benefit.

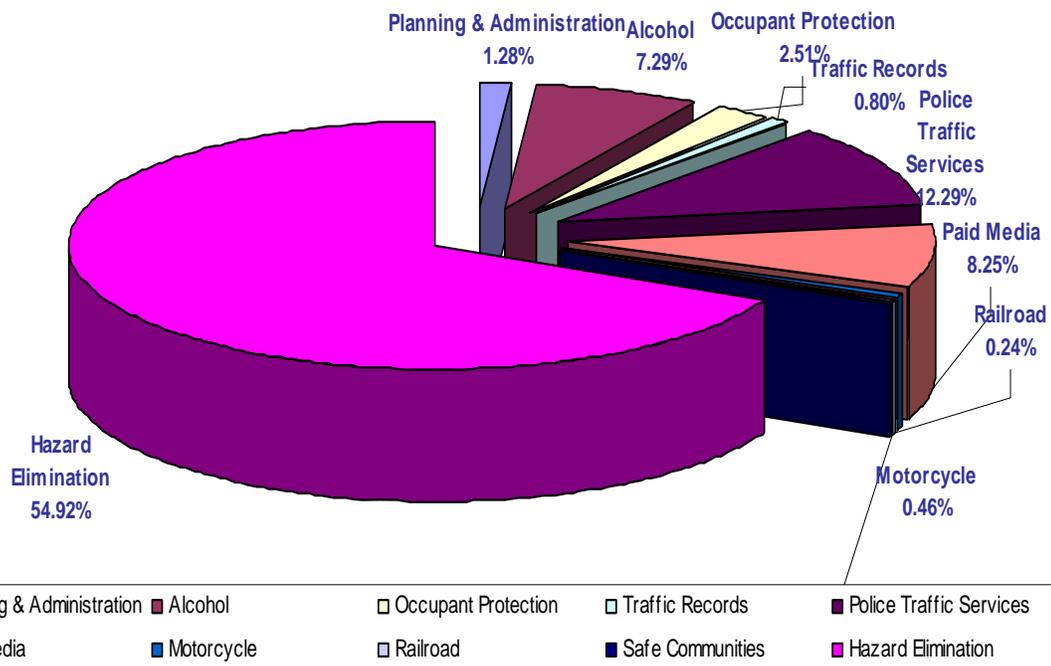
Program Area	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds
Section 163 Used as 405a			\$ 125,778.15	\$ 125,778.15
Section 163 Used as 402 PT			\$ 70,645.96	\$ 70,645.96
Percent Local Benefit			100%	
Total Section 163 Funds			\$ 196,424.11	\$ 196,424.11

Total LHSC 2007 Program Funding

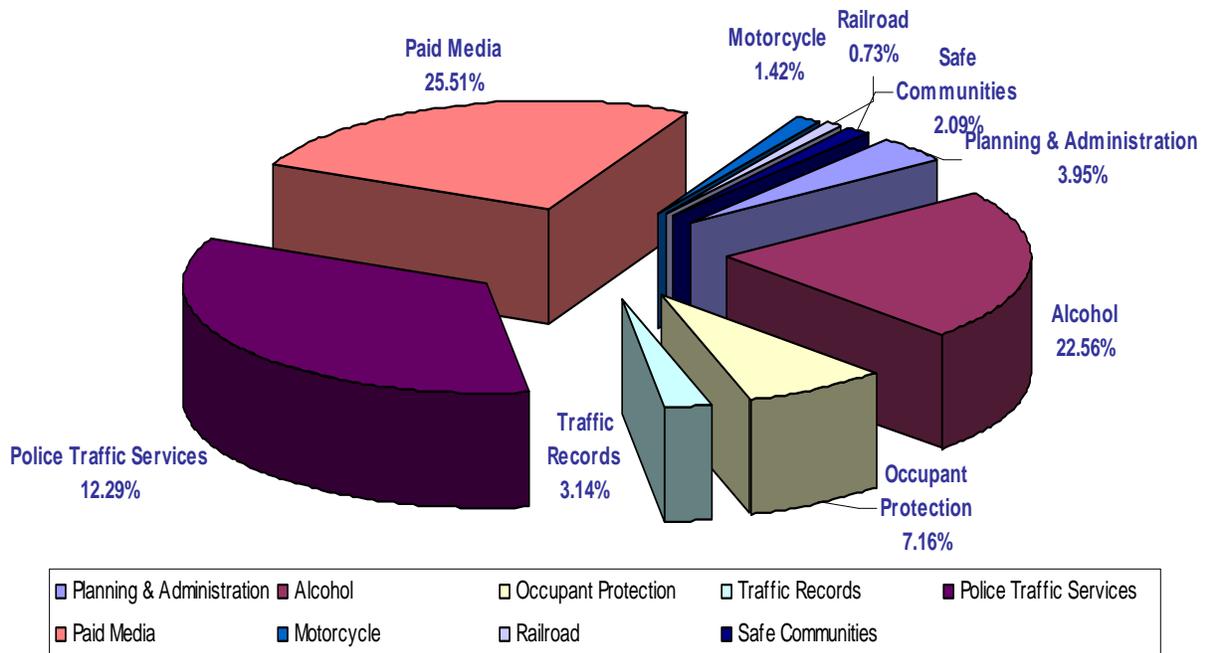
Total LHSC 2007 Program Funding				
Fund Name		Federal Funds	Match%	Overall
Section 402				
Planning and Administration	PA	\$327,337.98		
Alcohol	AL	\$335,354.29		
Motorcycle Safety	MC	\$17,238.20		
Occupant Protection	OP	\$310,725.48		
Police Traffic Services	PT	\$2,199,756.52		
Traffic Records	TR	\$204,183.21		
Safe Communities	SA	\$106,064.08		
Paid Advertising	PM	\$142,500.00		
		\$3,643,159.76		20%
Section 402 State Match		\$923,727.68	20%	
Section 402 Local Benefit		\$1,654,173.12	45%	
Section 405a				
Section 405a (OP) TEA-21	J2PM	\$148,604.24		
Section 405a (OP) SAFETEA-LU	K2	\$3,421.41		
Section 405a (OP) Paid Media	K2PM	\$441,073.76		
		\$444,495.17		2%
Section 405 J2 State Match		\$445,812.72	75%	
Section 405 K2 State Match		\$444,495.17	50%	
406 Safety Belts Paid Media	PM	\$629,057.42		
406 Alcohol	AL	\$92,916.79		
406 Occupant Protection	OP	\$178,897.63		
406 Police Traffic Services	PT	\$624,481.91		
406 Railroad/Highway Crossings	RH	\$60,820.05		
		\$1,586,173.80		9%
408 Data Program Incentive	K9	\$123,491.39		1%
Section 408 State Match		\$49,515.22	29%	
Section 410 Alcohol				
New 410 Alcohol TEA-21	J8	\$278,904.81		2%
410 Alcohol SAFETEA-LU	K8	\$539,874.42		

410 Alcohol SAFETEA-LU Paid Media	K8PM	\$898,915.72		
		\$1,438,790.14		8%
Section 410 Alcohol TEA-21 State Match		\$836,714.43	75%	
Section 410 Alcohol SAFETEA-LU State Match		\$479,548.75	25%	
410 High Visibility Total	K8HV	\$465,696.60		4%
Section 410 High Visibility State Match		\$155,216.68	25%	
2010 Motorcycle Safety Incentive	K6	\$100,000.00		
157 Incentive used as 405a	157J2	\$6,349.78		
154 Hazard Elimination Total	154HE	\$5,065,681.32		27%
164 Hazard Elimination Total	164HE	\$5,065,681.34		27%
TOTAL LHSC EXPENDITURES		\$18,367,028.35		100%

2007 Louisiana Financial Summary (Including Hazard Elimination)



2007 Louisiana Financial Summary (Excluding Hazard Elimination)



APPENDIX A

LHSC Stakeholders

AAA	LHSC Diversity Coordinators
Administrative License Hearing Office	LHSC Youth Advisors (21)
African American Sororities	Louisiana Passenger Safety Task Force
All Major Railroads	Louisiana State Police
Applied Technology Inc.	Louisiana State University
Attorney Generals Office	Louisiana Supreme Court
Baton Rouge Alcohol & Drug Abuse Council	LSU Medical Center
Baton Rouge Alcohol Beverage Control	MADD
Baton Rouge Collegiate Alliance	Mayors
Baton Rouge Mayor's Office	Metropolitan Planning Offices
Baton Rouge Rape Crisis Center	New Orleans Alcohol & Drug Abuse Council
Baton Rouge Safety Council	New Orleans Charity Hospital
Coroners Association	NHTSA
Crime Labs	Office of Motor Vehicles
Department of Education / Motorcycle Program	Office of Public Health
Department of Health and Hospitals	Office of Risk Management
Department of Insurance	Operation Lifesaver
Department of Transportation and Development	Partners in Prevention
District Attorneys Association	Police Juries
DRE/SFST Instructors	Pride of St. Tammany
Driving Schools	SADD
East Baton Rouge Parish I CARE	Safe & Drug Free Schools
EMS	Safe Communities
Faith Based Communities	Safe Kids
Federal Highway Administration	Safety Councils
Fire Departments	School Boards
Governor's DWI Task Force	State Alcohol Beverage & Tobacco Control
Hospitals	State Risk Management
Houma Alcohol & Drug Abuse Council	Tangipahoa Alcohol & Drug Abuse Council
Jefferson Parish Courts, 1 st & 2 nd	Terrebonne General Hospital
Law Enforcement	Traffic Court Judges
Legislators	Universities
LHSC Law Enforcement Liaisons	

2007 Contract Number	Program Area	Project Name	Project Summary	Amount
Section 402 Funded Programs				
Planning and Administration				
PA 07-00-00	PA	Planning and Administration	Provides for the management of the LHSC programs; including employment of personnel to manage programs, associated travel, operating expenses, and the expense of Commission meetings and associated travel.	\$275,000.00
AL 07-00-00	AL	Program Management		\$295,230.00
OP 07-00-00	OP	Program Management		\$295,230.00
PT 07-00-00	PT	Program Management		\$235,320.00
TR 07-00-00	TR	Program Management		\$235,320.00
Municipal (23), Parish (31), and Causeway (1) Law Enforcement Agencies within the 33 problem ID parishes				
PT 07-02-00	PT	Ascension Parish Sheriff's Office	Allows for OP, DWI, and Speed overtime enforcement and some equipment needed for OP, DWI, and Speed enforcement.	\$22,000.00
PT 07-03-00	PT	Gonzales Police Dept.	Same as above	\$32,000.00
PT 07-05-00	PT	Beauregard Parish Sheriff's Office	Same as above	\$12,000.00
PT 07-06-00	PT	DeRidder Police Dept.	Same as above	\$32,000.00
PT 07-08-00	PT	Bossier City Police Dept.	Same as above	\$34,500.00
PT 07-09-00	PT	Caddo Parish Sheriff's Office	Same as above	\$28,000.00
PT 07-10-00	PT	Shreveport Police Dept.	Same as above	\$82,000.00
PT 07-11-00	PT	Calcasieu Parish Sheriff's Office	Same as above	\$28,000.00
PT 07-12-00	PT	Lake Charles Police Dept.	Same as above	\$57,000.00
PT 07-13-00	PT	East Baton Rouge Parish Sheriff's Office	Same as above	\$26,000.00
PT 07-14-00	PT	Baton Rouge Police Dept.	Same as above	\$82,000.00
PT 07-15-00	PT	Zachary Police Dept.	Same as above	\$32,000.00
PT 07-17-00	PT	Iberia Parish Sheriff's Office	Same as above	\$12,000.00
PT 07-18-00	PT	Jefferson Parish Sheriff's Office	Same as above	\$28,000.00
PT 07-19-00	PT	Kenner Police Dept.	Same as above	\$57,000.00
PT 07-20-00	PT	Opelousas Police Dept.	Same as above	\$43,431.63
PT 07-21-00	PT	Lafayette Parish Sheriff's Office	Same as above	\$28,000.00
PT 07-22-00	PT	Lafayette Police Dept.	Same as above	\$82,000.00
PT 07-23-00	PT	Lafourche Parish Sheriff's Office	Same as above	\$22,000.00
PT 07-24-00	PT	Lincoln Parish Sheriff's Office	Same as above	\$12,000.00
PT 07-25-00	PT	Ruston Police Dept.	Same as above	\$47,000.00
PT 07-26-00	PT	Livingston Parish Sheriff's Office	Same as above	\$22,000.00
PT 07-27-00	PT	Denham Springs Police Dept.	Same as above	\$47,000.00
PT 07-28-00	PT	Merryville Police Dept.	Same as above	\$7,270.00
PT 07-29-00	PT	Natchitoches Police Dept.	Same as above	\$47,000.00
PT 07-31-00	PT	Monroe Police Dept.	Same as above	\$47,000.00
PT 07-32-00	PT	West Monroe Police Dept.	Same as above	\$47,000.00
PT 07-33-00	PT	New Orleans Police Dept.	Same as above	\$82,000.00
PT 07-34-00	PT	Rapides Parish Sheriff's Office	Same as above	\$13,000.00
PT 07-35-00	PT	Alexandria Police Dept.	Same as above	\$57,000.00
PT 07-36-00	PT	Pineville Police Dept.	Same as above	\$47,000.00
PT 07-37-00	PT	St. Bernard Parish Sheriff's Office	Same as above	\$12,000.00
PT 07-38-00	PT	St. Charles Parish Sheriff's Office	Same as above	\$12,000.00
PT 07-39-00	PT	St. John the Baptist Parish Sheriff's Office	Same as above	\$22,000.00
PT 07-40-00	PT	St. Landry Parish Sheriff's Office	Same as above	\$22,000.00

PT 07-41-00	PT	St. Mary Parish Sheriff's Office	Allows for OP, DWI, and Speed overtime enforcement and some equipment needed for OP, DWI, and Speed enforcement.	\$12,000.00
PT 07-43-00	PT	St. Tammany Parish Sheriff's Office	Same as above	\$47,470.00
PT 07-44-00	PT	Slidell Police Dept.	Same as above	\$47,000.00
PT 07-45-00	PT	Tangipahoa Parish Sheriff's Office	Same as above	\$22,000.00
PT 07-46-00	PT	Hammond Police Dept.	Same as above	\$47,000.00
PT 07-47-00	PT	Terrebonne Parish Sheriff's Office	Same as above	\$22,000.00
PT 07-48-00	PT	Houma Police Dept.	Same as above	\$47,000.00
PT 07-50-00	PT	Abbeville Police Dept.	Same as above	\$47,000.00
PT 07-51-00	PT	Mangham Police Dept.	Same as above	\$6,190.00
PT 07-52-00	PT	Rosepine Police Dept.	Same as above	\$32,000.00
PT 07-53-00	PT	Village of Forest Hill Police Dept.	Same as above	\$10,780.00
PT 07-54-00	PT	Bogalusa Police Dept.	Same as above	\$47,000.00
PT 07-55-00	PT	West Feliciana Sheriff's Office	Same as above	\$14,000.00
PT 07-56-00	PT	Causeway Police Dept.	Same as above	\$12,000.00
Subtotal for Contracted Law Enforcement Agencies				\$1,746,970.00
PT 07-60-00	PT	Pete Stout/Law Enforcement Liaison	LELs promote program objectives and assist with the implementation of law enforcement traffic safety initiatives introduced at the national and regional law enforcement meetings. Includes \$8000 of contract related travel expense.	\$40,500.00
PT 07-61-00	PT	Marc Ducote/Law Enforcement Liaison	Same as above	\$40,500.00
PT 07-62-00	PT	Fred Teurlin/Law Enforcement Liaison	Same as above	\$40,500.00
PT 07-63-00	PT	Brad Stewart/Law Enforcement Liaison	Same as above	\$40,500.00
PT 07-64-00	PT	Ted Riser/Law Enforcement Liaison	Same as above	\$40,500.00
PT 07-65-00	PT	Bobby Potter/Law Enforcement Liaison	Same as above	\$40,500.00
AL 07-01-00	AL	LYP Services	Coordination of youth programs- Taking Action Youth Advisory Board, Courage to Live. Provides statewide coordination of all youth programs.	\$149,500.00
PT 07-58-00	PT	Linden Claybrook: Safe Drive Louisiana	Provides for the delivery of seat belt and alcohol educational materials through presentations, display booths, personal contacts in the industry, and safety associations.	\$28,450.00
OP 07-02-00	OP	Louisiana Safe Kids Coalition	Provides bicycle safety education and helmets to school age children in Southeast Louisiana, and the purchase and distribution of approximately 25 booster seats to support LHSC's child passenger safety program.	\$21,000.00
OP 07-03-00	OP	Think First	A safety program for the delivery of OP education and information to school age children in Northwest Louisiana.	\$49,000.00

SA 07-01-00	SA	Robert Canfield	Provides for a contractor to facilitate Safe Community involvement, produce a quarterly traffic safety newsletter, and provide traffic engineering support where applicable. Includes \$2000 for contract related travel.	\$19,000.00
PT 07-68-00	PT	Bobby Breland	Traffic safety programs contractor.	\$41,000.00
PT 07-67-00	PT	Ronnie Jones	Public Information and Education Training for Law Enforcement.	\$12,900.00
MC 07-02-00	MC	American Iron Works	Design and general maintenance of the Motorcycle Awareness Committee website.	\$7,240.00
MC 07-04-00	MC	Louisiana ABATE	Provides motorcycle safety training to driving age high school students in the New Orleans area.	\$5,000.00
MC 07-05-00	MC	MAC-Motorcycle Awareness Campaign	Provides for creating and distribution of motorcycle and driver safety public awareness materials.	\$5,000.00
PM 07-01-01	PM	Lighthouse Media CIOT	Creation of a CIOT media message.	\$48,000.00
PM 07-01-02	PM	Jordan Leasing/Safe Road Home	Provides for media messaging.	\$49,500.00
PM 07-01-03	PM	Samuel Advertising	Provides for media messaging.	\$45,000.00
SA 07-04-00	SA	Lincoln Parish Safe Community	Conducts safe community activities in the Lincoln Parish area.	\$16,034.93
SA 07-05-00	SA	St. Martin Parish Safe Community	Conducts safe communities activities in the St. Martin Parish area.	\$40,805.85
P3 SA 07-01-00	SA	Lafayette Metropolitan Planning Office	Provides for planning and coordination of a variety of traffic safety activities in the Planning Area of Lafayette City Government. Activities include the development of a Safe Communities Action Plan; create a multi-jurisdictional law enforcement task force.	\$70,000.00
P3 SA 07-03-00	SA	Caddo/Bossier/Webster Safe Community Partnership	Caddo Parish Sheriff's Safety Town, to teach area 2 nd graders traffic safety skills in a fantastic, fabricated child-size town.	\$26,000.00
P3 AL 07-02-00	AL	Conference Coordinator	Program to combine all traffic safety conferences into two 2-day events where all issues are addressed at each event. Includes costs associated with hosting such as meeting space, food, speakers' travel, AV equipment, materials, and the hourly cost of the coordinator's fee.	\$45,000.00
P3 J2 07-01-00	OP	Charity Hospital of Louisiana	Provides for the operation of a statewide occupant protection/child passenger safety coalition. The Task Force operates in the nine corresponding State Police Troop Areas. It is composed of representatives from a wide variety of disciplines.	\$139,000.00

K2 07-03-00	OP	Dinnika Lawrence	Provides for an Administrative Assistant for the Louisiana Passenger Safety Task Force and coordinator for the South East Louisiana DWI Task Force.	\$41,000.00
K4 PT 07-01-00	PT	Public Information and Education	Used to support planned activities under 402; items such as flyers, informational publications, and commodities are purchased and distributed among contractors and at traffic safety events.	\$64,335.00
			2006 Carry forward (estimated)	\$600,000.00
			2007 Award	\$3,178,495.00
			Section 402 Total Available Funds (estimate)	\$3,778,495.00
			Planned Expenditures	\$3,778,495.00
			Balance of Funds	\$0
			Total local benefit required (40% of 402 funds)	\$1,551,398.00
			Obligated Local Benefit (46.23%)	\$1,746,970.00
Section 405 a Funded Programs				
K2 07-02-00	OP	Louisiana Safe Kids/Safe Kids Week	Provides statewide OP public information and education. Events are concentrated in the rural areas of the state via the network of Safe Kids chapters.	\$6,450.00
K2 PM 07-01-00	OP	OP Production	One OP commercial "Child Soul"	\$44,688.00
J2 PM 07-00-00	PM	Request for Proposal for Paid Media	Included in the LHSC RFP for Paid Media for OP	\$65,000.00
K2 PM 07-00-00	PM	Request for Proposal for Paid Media	Included in the LHSC RFP for Paid Media for OP	\$435,000.00
			2006 Carry forward (estimate)	\$65,000.00
			2007 Award	\$486,138.00
			Section 405 Total Available Funds	\$551,138.00
			Planned Expenditures	\$551,138.00
			Balance of Funds	\$0
Section 410 Funded Programs				
J8 07-01-00	AL	Louisiana MADD Victim Impact Panels	Provides for coordination and maintenance of eighteen impaired driving victim impact panels.	\$140,000.00
K8 07-02-00	AL	Empowering Youth to Save Lives/Council on Alcohol & Drug Abuse	Allows the Council on Alcohol & Drug Abuse (CADA) to coordinate and teach 317 modules at \$50 per class. Modules are taught in the Greater New Orleans area and address alcohol education as it pertains to traffic safety and impaired driving.	\$28,650.00
K8 07-06-00	AL	U Drink, U Drive, U Walk Dept. of Justice	Supports the Attorney General's program, U Drink U Drive U Walk, by providing educational and resource commodities for participants in 39 statewide training classes for youth. Program's budget also includes travel, contractual services, and other direct costs.	\$140,000.00

K8 07-09-00	AL	Judicial Prosecutor Training	Program provides training for Louisiana judges, prosecutors, and law enforcement in all aspects of DWI. Over 40 judges and over 100 prosecutors were trained in FY07. Allows course participants to work cohesively on DWI arrests, prosecution, and combating recidivism.	\$92,800.00
K8 07-05-00	AL	Terrebonne DWI Court	A contract with the Terrebonne Parish DA, to prosecute, adjudicate, and rehabilitate those convicted of 2 nd offense DWI using a nationally certified DWI Court program.	\$85,000.00
K8 07-21-00	AL	Developmental DWI Court	Funds to develop a 2 nd DWI Court in Louisiana.	\$85,000.00
K8 07-10-00	AL	Dennis Mitchell	Provides for a professional speaker to address high school students about the dangers of impaired driving and the consequences that result from bad choices. Approximately 30 programs were delivered to middle and high school students.	\$36,000.00
K8 07-02-00	AL	Craig Tournquist	Same as above	\$36,000.00
K8 07-03-00	AL	Rick Minniefield	Same as above	\$36,000.00
K8 07-11-00	AL	D.C. Sills	Program to conduct youth alcohol programs called Not on Your Life and Parental Guidance.	\$46,000.00
K8 07-12-00	AL	Callaway Consulting	Provides for the delivery of traffic safety and impaired driving programs to middle and high school students. Allows for 140 programs and commodities for program support.	\$48,675.00
PM 07-00-00	AL	Request for Proposal for Paid Media	Included in the LHSC RFP for Paid Media for Impaired Driving	\$900,000.00
K8 AL 07-20-00	AL	Public Information and Education		\$38,837.00
	AL	Underage Drinking Prevention Campaign	This campaign was developed with a cooperative agreement between the LHSC and the Department of Health and Hospitals, Office for Addictive Disorders. Includes a research based media campaign in a select market to raise awareness of the accessibility of alcohol and the social and legal consequences of underage drinking and driving.	\$70,000.00
			2006 Carry forward TEA-21 (estimate)	\$121,000.00
			2006 Carry forward 410 Programmatic (Awarded to Louisiana September 18, 2006)	\$1,570,962.00
			Section 410 Total Available Funds	\$1,782,962.00
			Planned Expenditures	\$1,782,962.00
			Balance of Funds	\$0

Section 410 High Visibility (HV) Funded Programs				
K8 HV 07-03-00	AL	Cops in Shops Louisiana Alcohol & Tobacco Control	Allows the ATC to conduct 40 Cops in Shops underage impaired driving prevention operations statewide. Impaired driving prevention educational and informational materials are distributed to ABC outlets.	\$90,240.00
K8 HV 07-04-00	AL	East Baton Rouge Alcohol Beverage Control Office	Provides for EBR parish-wide enforcement of underage drinking laws. Activities include overtime to conduct underage drinking surveillance and sting operations.	\$77,120.00
K8 HV 07-00-00	AL	Paid Media	Paid Media	\$300,000.00
K8 HV 07-06-00	AL	Continued High Visibility Programming	High Visibility funding to be planned throughout FY07, ensuring that 50% of the total 410 High Visibility funds are spent on enforcement.	\$746,530.00
			410 High Visibility 2006 carry forward (Awarded to Louisiana September 18, 2006)	\$1,213,890.00
			Planned Expenditures	\$1,213,890.00
			Balance of Funds	\$0
Section 410 High Fatality Rate (FR) Funded Programs				
K8 FR 07-00-00	AL	Continued High Fatality Rate Programming	Fatality Rate funding to be planned throughout FY07, ensuring that 50% of the total 410 High Fatality Rate funds are spent on enforcement.	\$1,213,888.00
			410 High Fatality 2006 carry forward (Awarded to Louisiana September 18, 2006)	\$1,213,888.00
			Planned Expenditures	\$1,213,888.00
			Balance of Funds	\$0
Section 408 Funded Programs				
K9 07-00-00	TR	Operational Expenses	Traffic records meetings / equipment (\$5000 per month for 12 months)	\$60,000.00
K9 07-05-00	TR	Cambridge Systematic	Strategic plan assessment	\$49,000.00
K9 07-06-00	TR	Traffic Records Committee to complete plan	The TRCC and the created strategic plan will guide the contractual arrangements of the remaining Section 408 funds.	\$468,717.00
			2006 Carry forward	\$0
			2007 Award	\$577,717.00
			Section 408 Total Available Funds	\$577,717.00
			Planned Expenditures	\$577,717.00
			Balance of Funds	\$0
Section 163 Funded Programs				
P3 SA 07-02-00	SA	South Central Planning Commission South Central Safe Community	Provides for planning and coordination of a variety of traffic safety activities in the 6-parish South Central Planning 7 Development Commission area. Activities include a review and update of the Safe Communities Action Plan; create a multi-jurisdictional law enforcement task force.	\$91,500.00

	SA	Safe Communities Development	Funds to develop new safe communities to enhance local level programming and meet local benefit requirement.	\$50,000.00
P3 J2 07-04-00		Applied Technology	To conduct pre and post attitudinal surveys for May 2006 seat belt effort and Labor Day 2006 Impaired Driving effort. Serves as the secondary requirement for meeting 402 paid media guidelines. Also includes a motorcycle helmet use survey.	\$36,403.00
P3 J2 07-04-00	OP	Applied Technology	Included in LHSC RFP for Research and Assessment. Provides for a pre and post observational survey as required by the National Highway Traffic Safety Administration to determine safety belt use in the State of Louisiana.	\$82,415.00
	OP	Public Information and Education	Public Information funds are used to support planned activities under 163; items such as flyers, informational publications, and commodity support items are purchased and distributed among contractors and the general public at traffic safety events.	\$18,682.00
			2006 Carry forward (estimate)	\$600,000.00
			2007 Award	\$0
			Section 163 Total Available Funds	\$600,000.00
			Planned Expenditures	\$600,000.00
			Balance of Funds	\$0
			Section 163 used as 402	\$401,318.00
			Total Local Benefit Required (40% of 402 funds)	\$160,527.20
			Local Benefit Obligated	\$187,500.00
Section 406 Funded Programs				
PM 07-00-00	PM	Request for Proposal for Paid Media	Included in the LHSC RFP for Paid Media	\$700,000.00
K4 PT 07-00-00	PT	Louisiana State Police	Clerical, Radio Operators, Public Information, Impaired Driving, and Occupant Protection overtime, to include travel and incident management. Commodities, other specified equipment, and training are also incorporated into the total contract amount	\$729,788.00
K4 OP 07-01-00	OP	Nu Gamma Omega	Provides for the distribution of NHTSA seat belt and impaired driving materials at an African American event in New Orleans and Southern and Gambling football games.	\$26,000.00
K4 OP 07-02-00	OP	H & M Consultants	Provides analysis of all OP and all Alcohol Programs; to include enforcement, PI&E, paid media, and statistical analysis of both program areas. Separate reports are provided-one for OP and one for AL.	\$14,000.00

K4 OP 07-03-00	OP	Kevin Boatner, Diversity Coordinator	Provides liaison services as the LHSC Diversity Coordinator and provides traffic safety information to community leaders within the African American population.	\$26,000.00
K4 OP 07-04-00	OP	Robert Hall, Diversity Coordinator	Same as above	\$26,000.00
K4 RS 07-01-00	RS	Louisiana Operation Lifesaver	Provides for the revision and implementation of an Operation Lifesaver Action Plan, based on problem identification regarding motor vehicle/train crashes, trespass prevention, and Louisiana Operation Lifesaver (LOL) and LHSC goals and objectives.	\$60,000.00
K4 AL 07-01-00	AL	Conference Planning	SADD National Conference in New Orleans July 2007.	\$40,000.00
K4 AL 07-02-00	AL	Doug Beirness	Provides for two assessments. One for LHSC Youth Programs and a second for LHSC Impaired Driving Programs.	\$48,000.00
K4 PT 07-01-00	AL	Public Information and Education	Funds under public information are used to support planned activities under 406; items such as flyers, informational publications, and commodity support items are purchased and distributed among contractors and the general public at traffic safety events.	\$18,156.00
			2006 Carry forward (Awarded to Louisiana July 26, 2006)	\$1,687,944.00
			Section 406 Total Available Funds	\$1,687,944.00
			Planned Expenditures	\$1,687,944.00
			Balance of Funds	\$0
Section 2010 Funded Programs				
PM 07-00-00	PM	Request for Proposal for Paid Media	Included in the LHSC RFP for Paid Media. Parishes are identified in the Section 2010 application and include the media markets of Lafayette, Baton Rouge and New Orleans.	\$70,000.00
MC 07-01-00	MC	New Creative for Motorcycle Campaign	Creative development for campaign messaging specific to problem id parishes.	\$30,000.00
			Section 2010 Total Available Funds	\$100,000.00
			Planned Expenditures	\$100,000.00
			Balance of Funds	\$0

CV 07-00-00	CV	CVARS	Expenditures include Crash Investigation Training, Crash Investigation Manuals, Development and Printing of the Crash Report Form, and required staffing positions. Staffing includes a Director and three field liaisons. CVARS is an annual award managed with direction from the Traffic Records Committee. Specific projects are not recommended by the LHSC staff or presented to the Commission.	
HE 07-00-00	HE	154 (Open Container)	Hazard Elimination program is administered by the LA DOTD per formal agreement.	\$24,500,000.00
HE 07-00-00	HE	164 (Repeat Offender)	Same as above.	\$24,500,000.00