

# LOUISIANA HIGHWAY SAFETY PROGRAM

FEDERAL FISCAL YEAR 2022

# Annual Report



*Prepared for*

**National Highway Traffic Safety Administration**

*Prepared by*

**Louisiana Highway Safety Commission  
7919 Independence Boulevard, Suite 2100  
Baton Rouge, LA 70806**

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*Federal Fiscal Year 2022*

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**Louisiana Highway Safety Commission**  
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*Date*

**December 29, 2022**

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# Table of Contents

<b>EXECUTIVE SUMMARY</b> .....	<b>1</b>
<b>1.0 Commission Leadership</b> .....	<b>3</b>
<b>2.0 Mission Statement</b> .....	<b>4</b>
<b>3.0 Statistical Summary</b> .....	<b>5</b>
<b>4.0 Statewide Targets and Results</b> .....	<b>13</b>
<b>4.1 FFY 2022 Targets</b> .....	<b>13</b>
<b>5.0 Program Results</b> .....	<b>15</b>
<b>Evidence-Based Enforcement Program Activities</b> .....	<b>15</b>
<b>COMPILATION OF ENFORCEMENT ACTIVITY RESULTS</b> .....	<b>16</b>
<b>5.1 IMPAIRED DRIVING PROGRAM</b> .....	<b>17</b>
<b>5.2 OCCUPANT PROTECTION PROGRAM</b> .....	<b>32</b>
<b>5.3 TRAFFIC RECORDS IMPROVEMENT PROGRAM</b> .....	<b>41</b>
<b>5.4 RAILROAD/ HIGHWAY CROSSINGS PROGRAM</b> .....	<b>47</b>
<b>5.5 PEDESTRIANS/ BICYCLE SAFETY</b> .....	<b>48</b>
<b>5.6 COMMUNITY TRAFFIC SAFETY PROGRAMS</b> .....	<b>51</b>
<b>5.7 YOUNG DRIVER TRAFFIC SAFETY PROGRAM</b> .....	<b>56</b>
<b>5.8 DISTRACTED DRIVING</b> .....	<b>61</b>
<b>5.9 MOTORCYCLE SAFETY PROGRAM</b> .....	<b>63</b>
<b>5.10 POLICE TRAFFIC SERVICES PROGRAM</b> .....	<b>65</b>
<b>5.11 PLANNING AND ADMINISTRATION</b> .....	<b>70</b>
<b>6.0 PAID/ EARNED MEDIA</b> .....	<b>70</b>
<b>6.1 Attitudinal and Awareness Survey Results</b> .....	<b>72</b>

## List of Tables

Table 4.1	Progress in Meeting FFY 2022 Performance Targets.....	14
Table 4.2	Progress in Observed Seat Belt Use Rate.....	15
Table 5.1	Adult Observed Seat Belt Usage, All Vehicles and All Locations.....	32
Table 5.2	Program Support Projects.....	70
Table 6.1	Summary of FFY 2022 Paid Media Air Time Expenditures.....	71
Table 6.3	Attitudinal Survey of Louisiana Drivers.....	72
Table 6.4	Selection of Distracted Driving Questions from Telephone Survey.....	73

# List of Figures

Figure 3.1	Statewide Fatalities.....	5
Figure 3.2	Statewide Serious Injuries.....	5
Figure 3.3	Statewide Fatality Rate.....	6
Figure 3.4	Unrestrained Passenger Vehicle Occupant Fatalities.....	6
Figure 3.5	Alcohol-Impaired Driving Fatalities ( $\geq 0.08$ BAC).....	7
Figure 3.6	Speeding-Related Fatalities.....	7
Figure 3.7	Motorcyclist Fatalities.....	8
Figure 3.8	Unhelmeted Motorcyclist Fatalities.....	8
Figure 3.9	Drivers Aged 15-20 Involved in Fatal Crashes.....	9
Figure 3.10	Pedestrian Fatalities.....	9
Figure 3.11	Bicyclist Fatalities.....	10
Figure 3.12	Observed Occupant Seat Belt Usage.....	10
Figure 3.13	Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities.....	11
Figure 3.14	Number of Impaired Driving Arrest Made During Grant-Funded Enforcement Activities.....	11
Figure 3.15	Number of Speeding Citations Issued During Grant-Funded Enforcement Activities.....	12
Figure 5.1	Alcohol-Impaired Fatalities and Alcohol-Related Fatal Crashes.....	17
Figure 5.2	Alcohol-Impaired Fatalities as a Percent of All Fatalities.....	18
Figure 5.3	Alcohol-Impaired Driving Fatalities ( $\geq 0.08$ BAC).....	18
Figure 5.4	Observed Seat Belt Use and Unrestrained Fatalities.....	33
Figure 5.5	Percent of Unrestrained Fatalities: Drivers, Passengers Age 6+, and Children Under 6.....	33
Figure 5.6	Fatal Crashes at Rail Grade Crossings.....	47
Figure 5.7	Rail Grade Fatal Crashes as a Percent of Total Fatal Crashes.....	47
Figure 5.8	Drivers Age 15-20 Involved in Fatal Crashes.....	56
Figure 5.9	Motorcyclist Fatalities as a Percent of Total Fatalities and Alcohol-Impaired Fatalities .....	64

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## EXECUTIVE SUMMARY

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

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

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

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

This Annual Report provides a general assessment of the State's progress in achieving highway safety performance measure targets identified in the Federal Fiscal Year (FFY) 2022 Highway Safety Plan (HSP), a general description of the projects and activities funded and implemented under the Plan, and the amount of federal funds expended on each project.

The Louisiana Highway Safety Commission (LHSC) worked with multiple state and federal agencies; municipal, parish, and state law enforcement; and nonprofit organizations throughout the State. We also extended our commitment to Louisiana's Strategic Highway Safety Plan (SHSP) and our shared traffic safety vision for reducing traffic-related deaths and serious injuries known as Destination Zero Deaths, by having the executive director serve on the Executive Committee, the executive director and deputy director serve on the Implementation Team and having LHSC staff and contractors serve as co-chairs of the Statewide Impaired Driving,



Distracted Driving, and Occupant Protection Emphasis Areas. Additionally, LHSC executive and program staff attended meetings of the nine regional safety coalitions and supported the completion of their action plans when appropriate. We continued to use data driven best practices to address our traffic safety priorities.

Like the rest of the nation, Louisiana data show increases in overall fatalities as well as in nearly all other areas. Now, more than ever, Louisiana road safety partners and stakeholders recognize the need to coordinate activities and resources to achieve safer transportation conditions and reduce motor vehicle fatalities and serious injuries. We will continue to monitor long-term traffic safety problems and identify emerging traffic safety trends, and address both using proven practices and research-based programs. Our strong support of enforcement agencies will continue, our community outreach engagement will foster local interest, as well as broad representation of citizens, and our expanded partnerships will continue to flourish while sharing common goals of reducing fatal and serious injury crashes on our roadways. In 2022, the LHSC was recognized as a semi-finalist for the Green Cross for Safety by the National Safety Council, for its ground breaking work to reach diverse populations throughout Louisiana and to provide them with traffic safety messaging and access to resources.

## 1.0 Commission Leadership

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

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

The 21 Commissioners are:

- Sheriff Rodney Arbuckle, Retired;
- Ms. Cherie M. Ausberry;
- Mr. Fabian Blache, Jr.;
- Sheriff Andy Brown;
- Chief Jim Craft, Retired (Chairman);
- Ms. Kelley Dair;
- Dr. Jeffrey Elder;
- Ms. Karleen Green;
- Captain Russell Haman, Retired;
- Ms. Linda Hull;
- Chief Michael Kazerooni, Sr.;
- Captain Alvin Mack, Retired;
- Mr. Jeffrey McKneely;
- Mr. Charles McMakin;
- Lt. Col. Mark Oxley, Retired (Vice-Chair);
- Sheriff James Pohlmann;
- Major Dustin Reynolds;
- Mayor Reggie Skains;
- Mr. John Snow;
- Mr. Chris Tyson;
- Vacant.

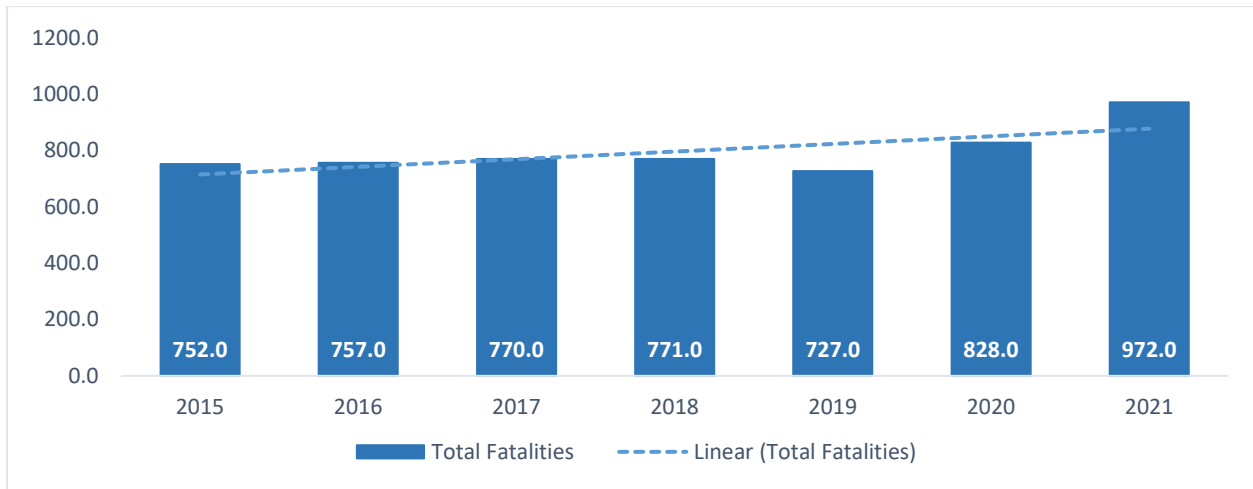
## **2.0 Mission Statement**

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

### 3.0 Statistical Summary

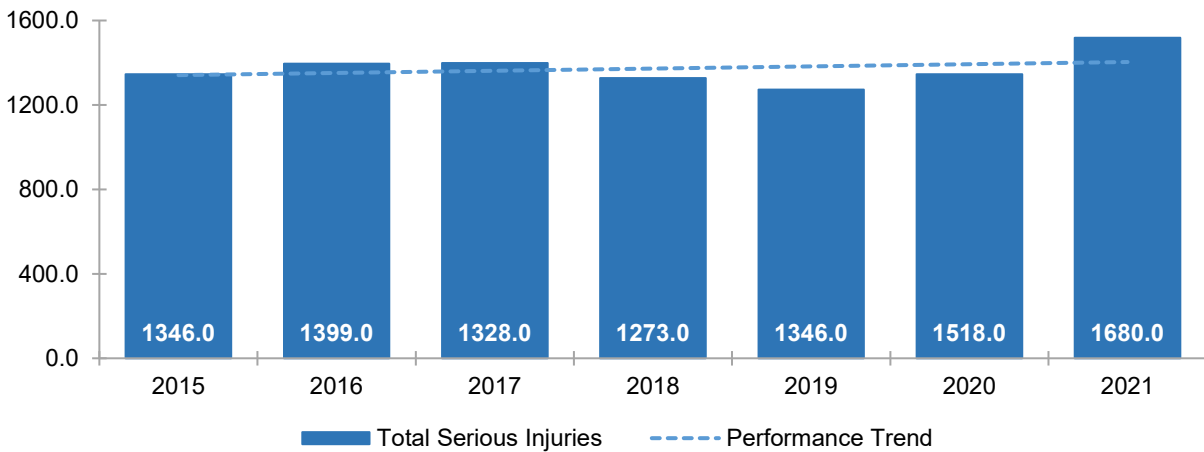
Figures 3.1 through 3.12 show actual numbers and the performance trend line for the core performance measures. Figures 3.13 through 3.15 show the number of citations and arrests issued during seat belt, impaired driving and speeding grant-funded enforcement activities.

**FIGURE 3.1 STATEWIDE FATALITIES**



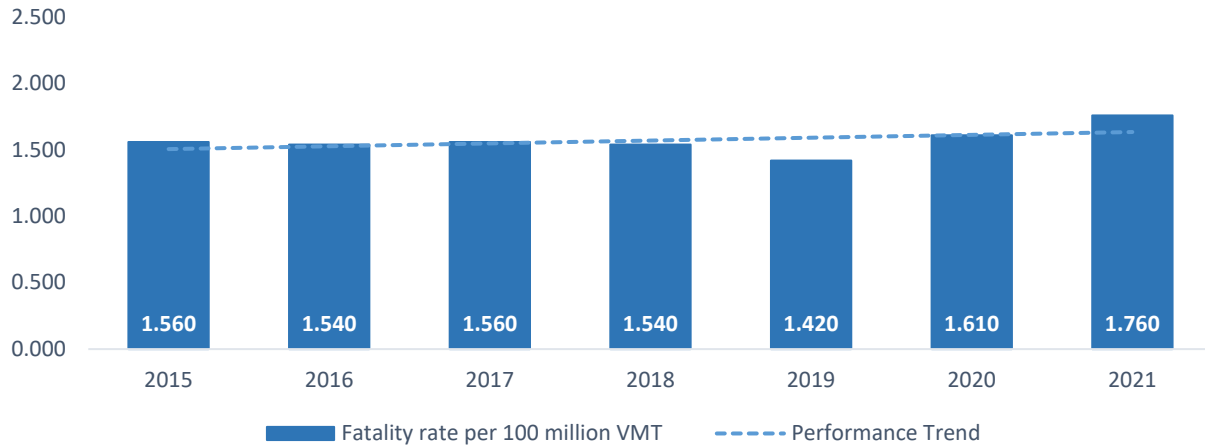
Source: NHTSA STSI/FARS. Accessed November 7, 2022.

**FIGURE 3.2 STATEWIDE SERIOUS INJURIES**



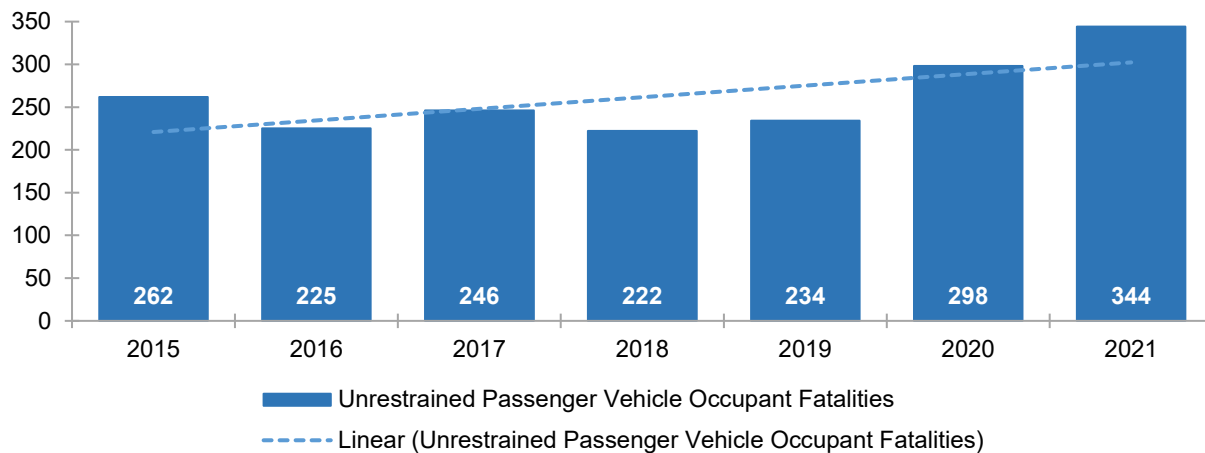
Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 7, 2022.

**FIGURE 3.3 STATEWIDE FATALITY RATE**



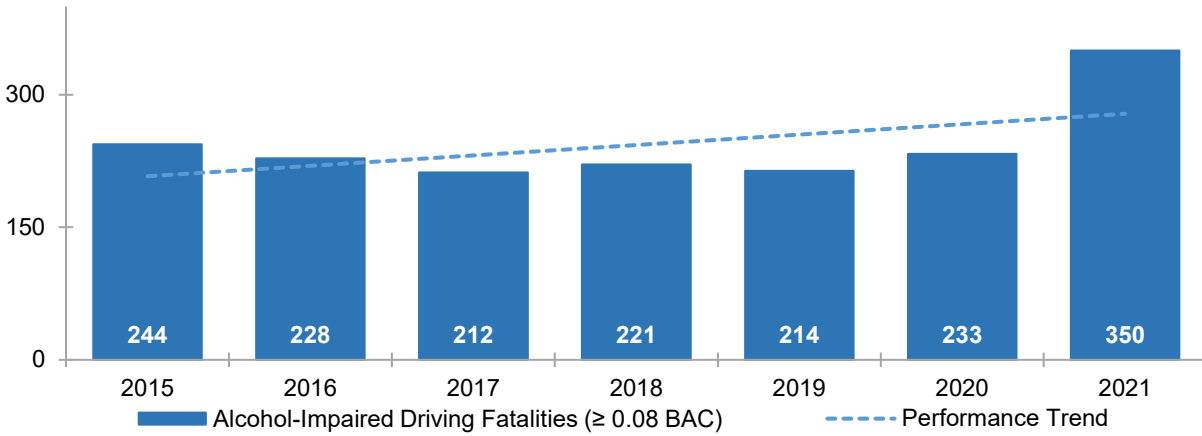
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

**FIGURE 3.4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES**



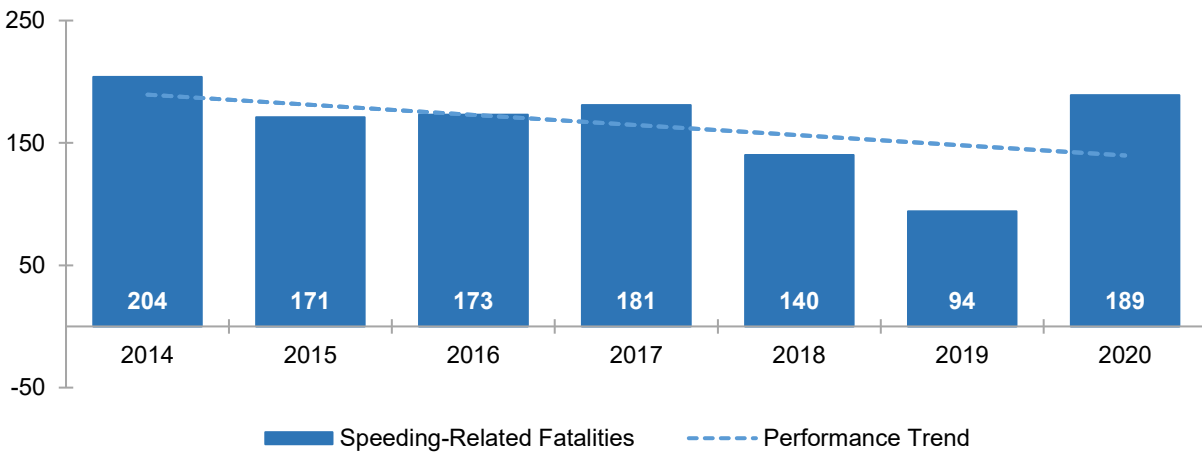
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

**FIGURE 3.5 ALCOHOL-IMPAIRED DRIVING FATALITIES**  
 ( $\geq 0.08$  BAC)



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

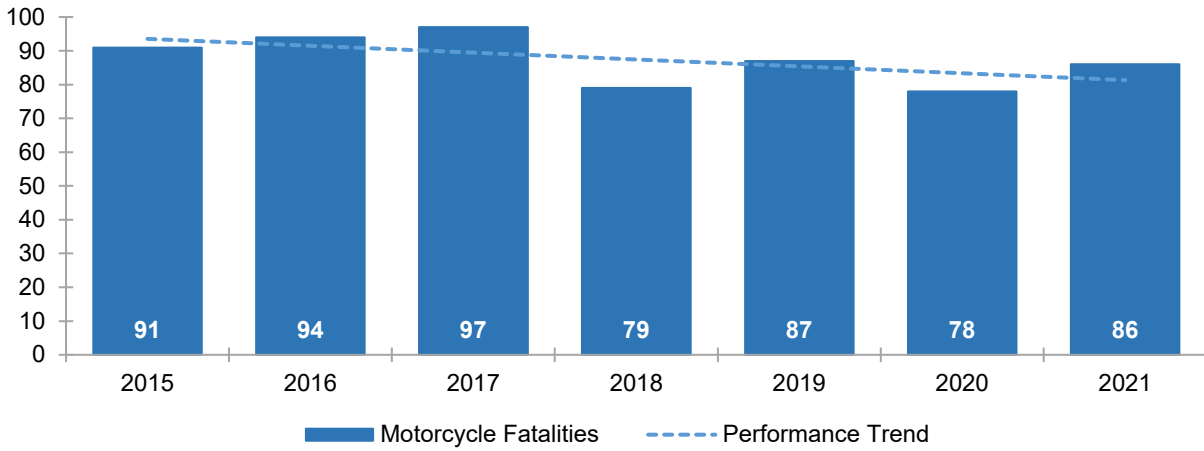
**FIGURE 3.6 SPEEDING-RELATED FATALITIES**



Source: NHTSA STSI/FARS. Accessed November 19, 2021.

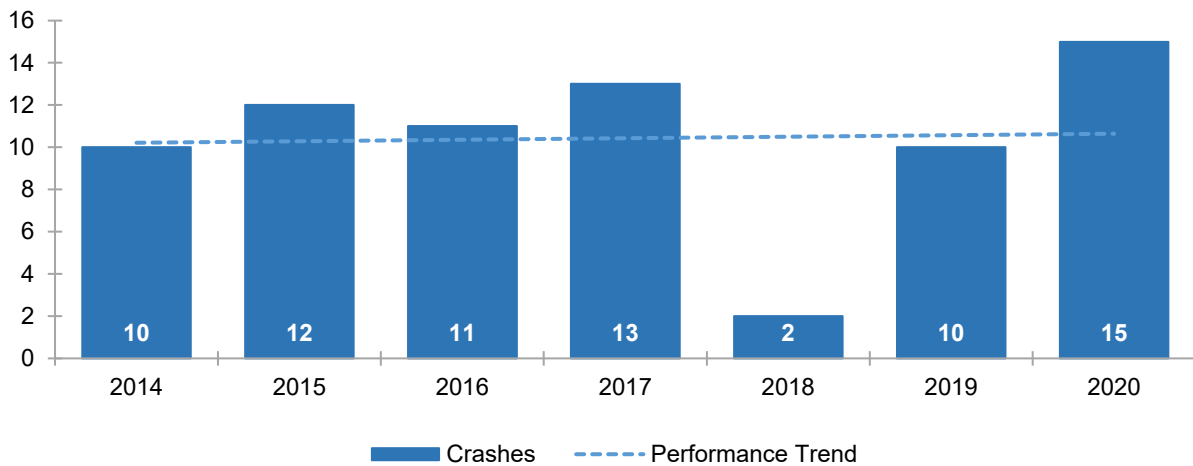
\*2021 data not available at time of submission.

**FIGURE 3.7 MOTORCYCLIST FATALITIES**



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

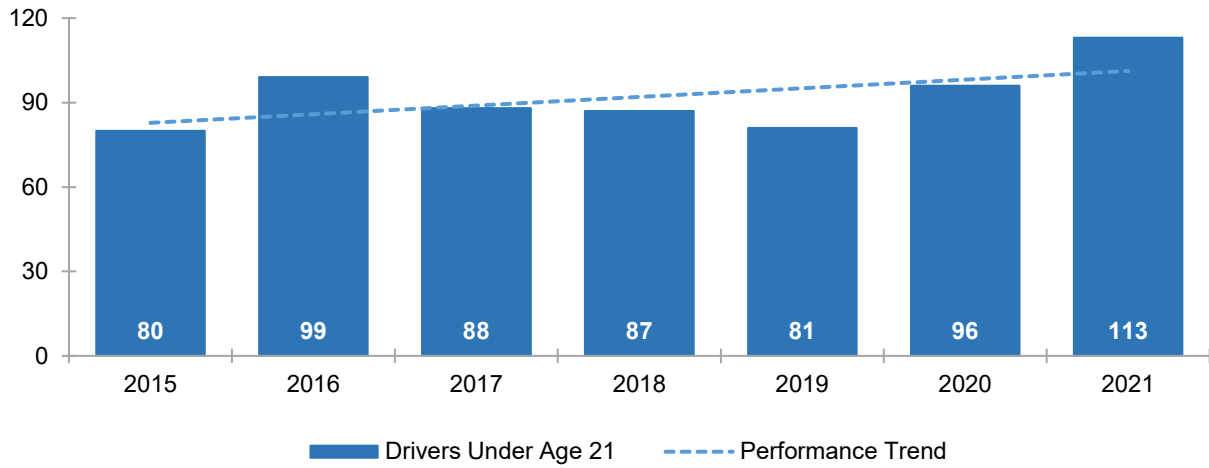
**FIGURE 3.8 UNHELMETED MOTORCYCLIST FATALITIES**



Source: NHTSA STSI/FARS. Accessed November 19, 2021.

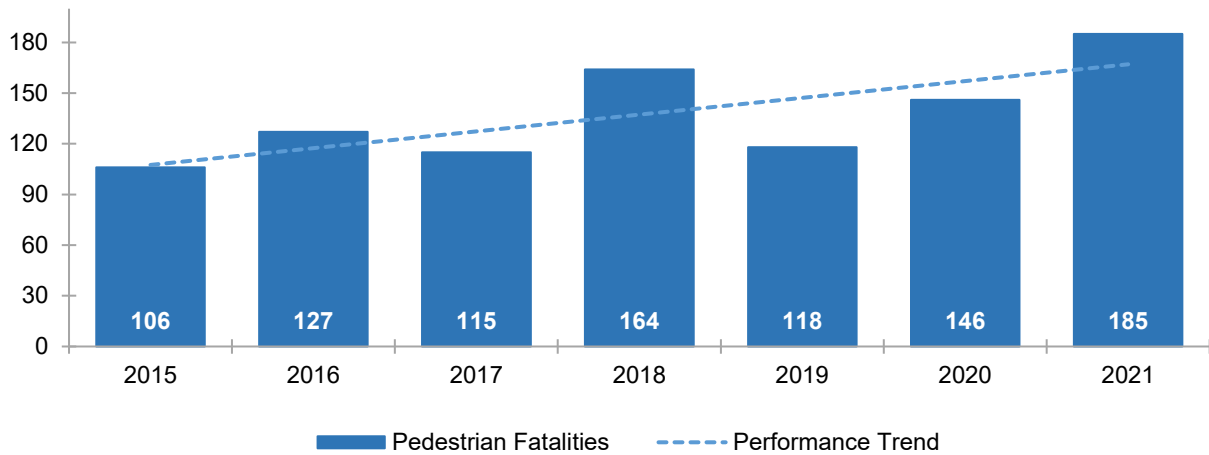
\*2021 data not available at time of submission.

**FIGURE 3.9 DRIVERS LESS THAN AGE 21 INVOLVED IN FATAL CRASHES**



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

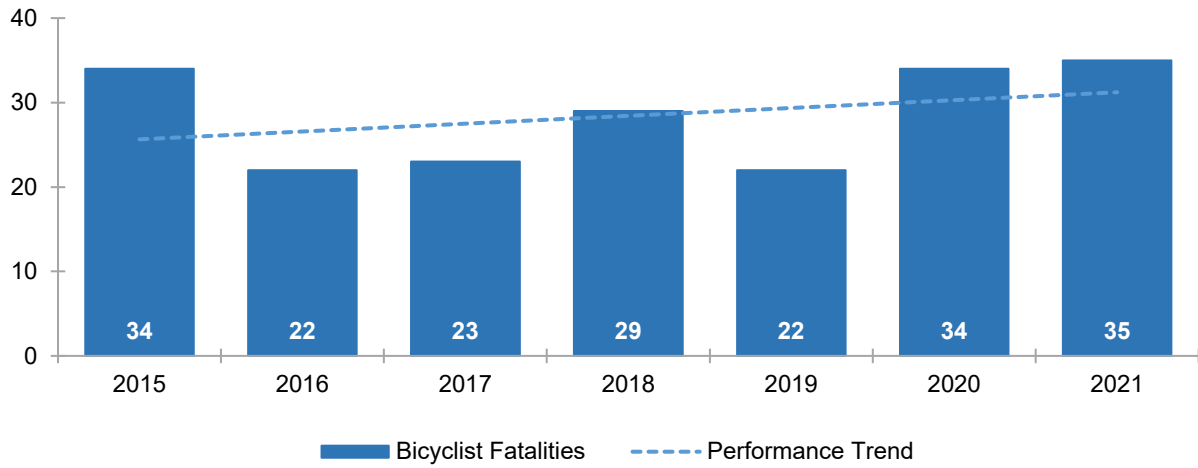
**FIGURE 3.10 PEDESTRIAN FATALITIES**



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

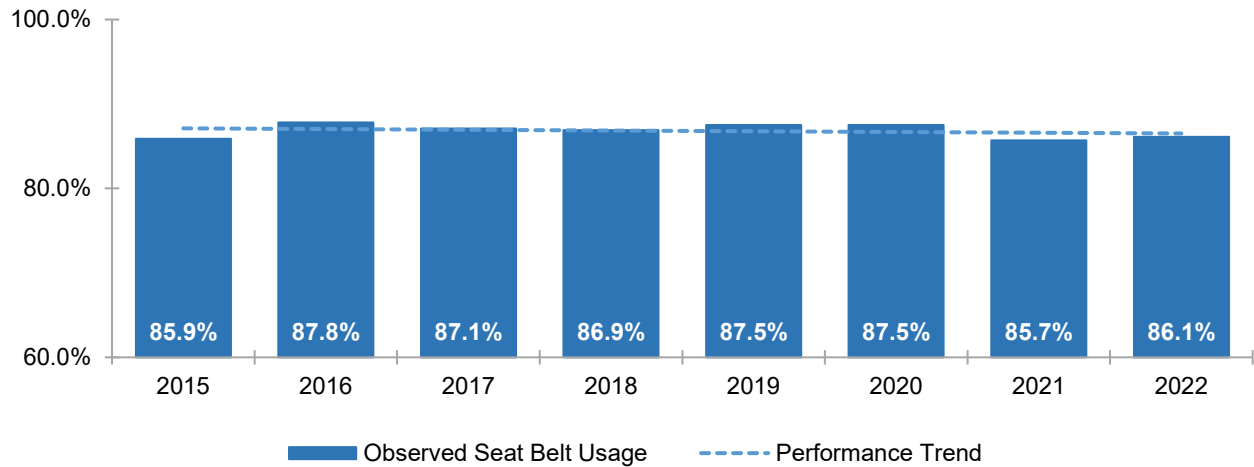


**FIGURE 3.11 BICYCLIST FATALITIES**



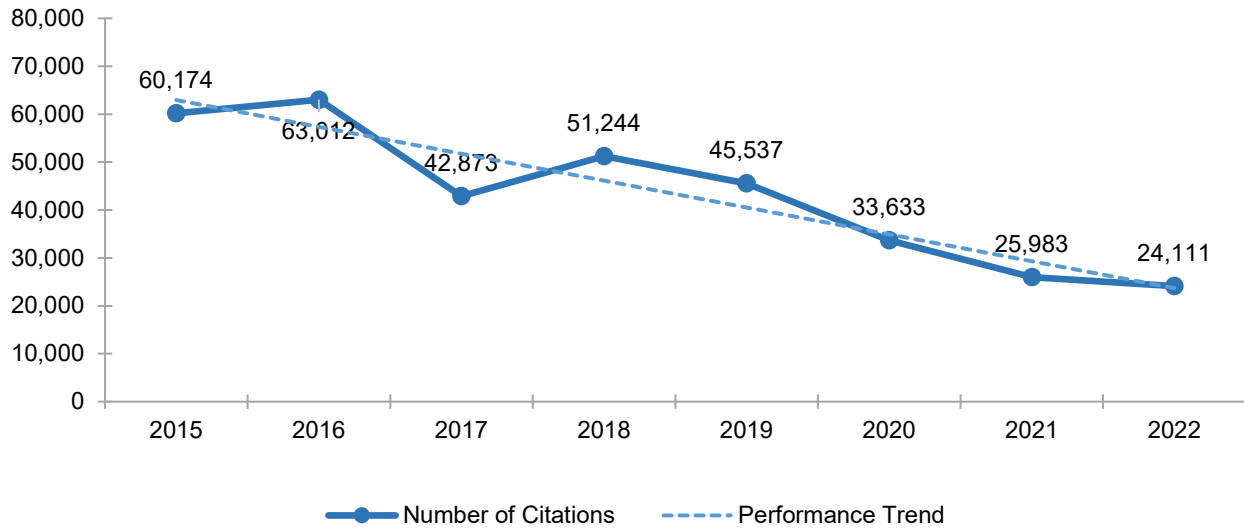
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

**FIGURE 3.12 OBSERVED OCCUPANT SEAT BELT USAGE**



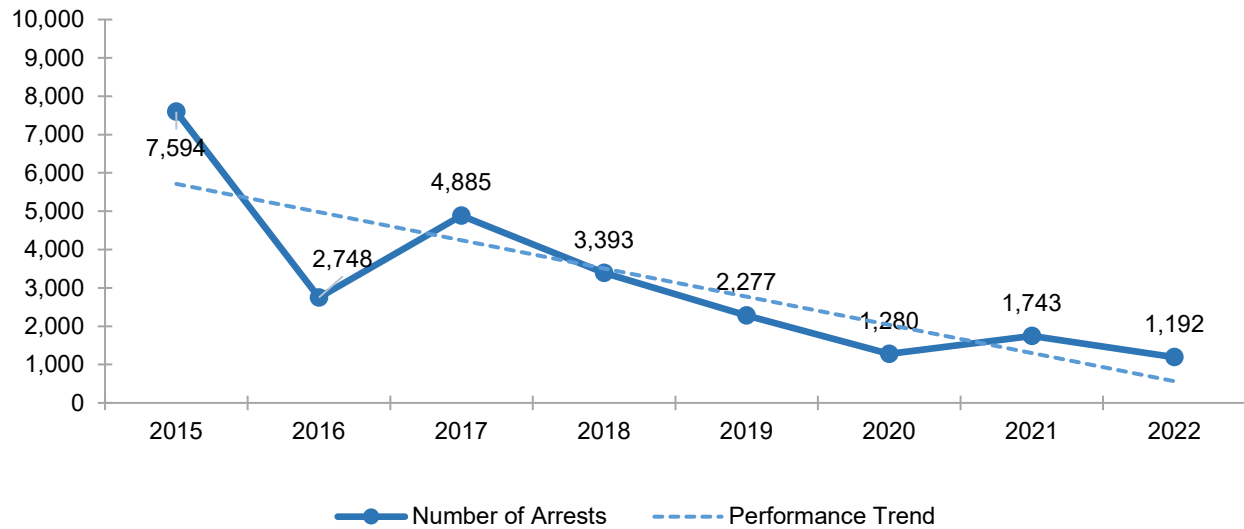
Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

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



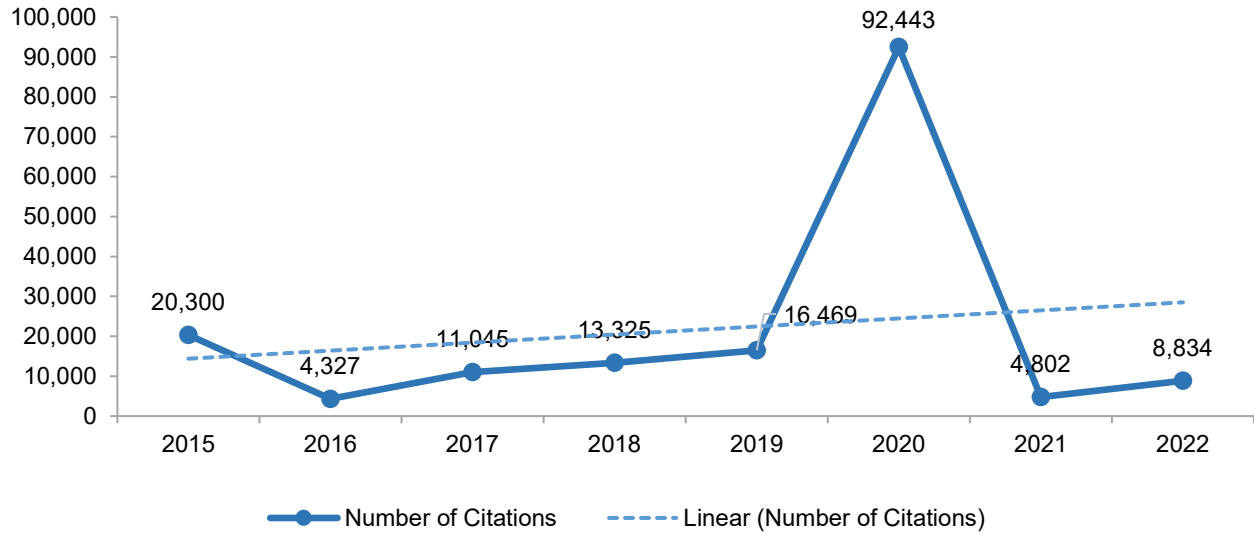
Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 23, 2022.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 23, 2022.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 30, 2022.

## 4.0 Statewide Targets and Results

### 4.1 FFY 2022 Targets

Louisiana's progress in meeting the ten core performance measures and one behavioral measure is shown in Tables 4.1 and 4.2. These performance measures, developed by NHTSA and the GHSA, are documented in the publication: DOT HS 811 025. The performance targets for the FFY 2021 and 2022 HSP are shown in the column titled "Target".

- During 2022, Louisiana did continue to contend with various challenges such as natural disasters and the continuing impacts of COVID-19. Each of these challenges impacted all aspects of our operation and our sub-recipients' ability to achieve their deliverables. The LHSC continues to implement project level outcome and performance targets to better evaluate sub-recipient performance and to better assist in achieving overall statewide performance targets. It remains to be seen how COVID-19 will impact the delivery of highway safety programs in Louisiana and around the nation, but the LHSC will continue to review and assess our work and achievements at both the programmatic and operational levels and to make necessary adjustments in order to meet our statewide performance targets. Unfortunately, it seems that COVID-19 may have lasting impacts on the programmatic and operational levels of the sub-recipients in Louisiana. The recent multiple year increases in fatalities and injuries in all areas is very concerning and the LHSC continues to monitor both the data trends and best practices to determine the most effective methods to achieve identified performance targets.

The LHSC will perform the following in the planning and development of the FY 2024 HSP to better meet the performance targets in future years:

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

**Table 4.1 Progress in Meeting FFY 2022 Performance Targets**

Core Performance Measure	Actual						Target		Met
	2016	2017	2018	2019	2020	2021	2021 HSP	2022 HSP	Y/N
Traffic Fatalities	757.0	770.0	771.0	727.0	828.0	972.0	741.0	755.0	N
5 Year Average	735.0	744.0	758.0	755.0	771.0	813.6			
Serious Injuries <sup>1</sup>	1,399.0	1,328.0	1,273.0	1,346.0	1,518.0	1680.0	1,319.0	1,342.5	N
5 Year Average	1,373.0	1,359.0	1,346.0	1,346.0	1373.0	1429.0			
Fatality rate per 100 Million VMT	1.540	1.560	1.540	1.420	1.610	1.760	1.496	1.492	N
5 Year Average	1.530	1.530	1.550	1.520	1.534	1.578			
Unrestrained Passenger Vehicle Occupant Fatalities	225	246	222	234	298	344	233	233	N
5 Year Average	252	253	248	238	245	269			
Alcohol-Impaired Driving Fatalities (≥.08 BAC)	228	212	221	214	233	350	225	221	N
5 Year Average	237	233	230	224	222	246			
Speeding-Related Fatalities	173	181	140	94	189	Not available	170	149	
5 Year Average	190	184	174	152	155				
Motorcycle Fatalities	94	97	79	87	78	86	87	88	Y
5 Year Average	86	90	89	90	87	85			
Unhelmeted Motorcycle Fatalities	11	13	2	10	15	Not available	9	9	
5 Year Average	11	13	10	10	10				
Drivers Age 15 to 20 Involved In Fatal Crashes	99	88	87	81	96	113	84	84	N
5 Year Average	89	87	87	87	90	93			
Pedestrian Fatalities	127	115	164	118	144	185	121	123	N
5 Year Average	111	110	123	126	134	145			
Bicyclist Fatalities	22	23	29	22	34	35	23	24	N
5 Year Average	21	21	24	26	26	29			

<sup>1</sup> In April 2021, the Louisiana definition of "Serious Injury" was changed to be in compliance with the required federal definition.

Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 19, 2021.

**Table 4.2 Progress in Observed Seat Belt Use Rate**

Behavioral Measure	2015	2016	2017	2018	2019	2020	2021	2022
Statewide Observed Seat belt Use	84.6%	88.0%	87.1%	86.9%	87.5%	-	85.7%	86.1%
Target	84.5%	86.1%	87.6%	90.0%	90.0%	87.9%	89.2%	89.2%

Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 10, 2022.

\*\*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.

## 5.0 Program Results

### Evidence-Based Enforcement Program Activities

In FFY 2022, the LHSC continued to support implementation of evidence-based enforcement program activities. A significant portion of Louisiana's highway safety grant funds were awarded to law enforcement agencies as noted in the following programmatic areas. The LHSC has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the targets of the state's highway safety program. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project as summarized in this section. Louisiana incorporates an evidence-based approach in its statewide enforcement program through three components; participants involved, data sources, and continuous monitoring.

All enforcement sub-recipients that applied for FFY 2022 funding were vetted by a diverse group of participants across an array of disciplines as outlined in detail in the FFY 2022 HSP. The participants focused on the selection of evidence-based traffic safety countermeasure proposals and were further enhanced by the program staff at LHSC.

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

To ensure enforcement resources were deployed effectively, law enforcement agencies were directed to implement evidence-based strategies. The LHSC used the most current version of the NHTSA publication *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* as a guide for approving proposals with evidenced-based enforcement strategies. In FFY 2022, Louisiana used evidence-based strategies and targeted enforcement to address key problem areas such as impaired driving, failure to utilize seat belts and child seats, and speeding violations. Additional strategies deployed included enforcement during specific times of day when more crashes occur (e.g., nighttime impaired driving checkpoints), and enforcement of high-risk occupant protection populations, such as an additional focus on restraint use of pickup truck occupants and nighttime occupant protection enforcement activities. High-visibility enforcement, including participation in the national seat belt and impaired driving mobilizations were also conducted. By implementing these and other strategies that research has shown to be effective, efficient use was made of the available resources to help improve safety on Louisiana's roadways.

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

## COMPILATION OF ENFORCEMENT ACTIVITY RESULTS

In FFY 2022, 51 law enforcement agencies were funded to participate in year-long activities that included the national "Click It or Ticket" campaign and the "Drive Sober or Get Pulled Over" campaign. Collectively, the NHTSA funded law enforcement and training activities resulted in:

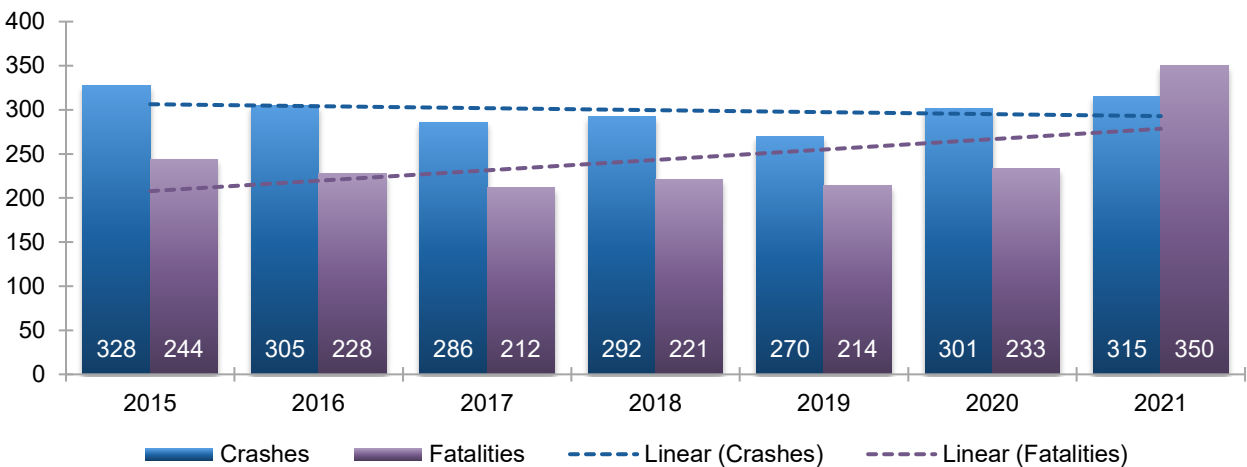
- 24,111 seat belt citations;
- 1,192 impaired driving arrests;
- 8,834 speeding citations;
- 1,083 officers trained in Standardized Field Sobriety Test (SFST);
- 39 officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE); and
- 115 DREs certified across the State.

The following subsections of Section 5.0 present the programs and projects for each program area addressed in the FFY 2022 Highway Safety Plan. The amounts listed after Budget Expended in each project description do not reflect the final expenditures until the final voucher is submitted and approved in the Grants Tracking System (GTS).

## 5.1 IMPAIRED DRIVING PROGRAM

Louisiana’s comprehensive impaired driving program used broad-ranging, evidence-based strategies and actions designed to reduce impaired driving fatalities and injuries. Figure 5.1 shows the changes in alcohol-impaired fatalities and alcohol-related fatal crashes from 2015 to 2021. Alcohol-related fatal crashes are trending downward; while alcohol-impaired fatalities are trending upward. Figure 5.2 shows that the 2021 percent of alcohol-impaired fatalities as a percent of all the state’s motor vehicle fatalities increased, which is also an overall upward trend. Figure 5.3 shows an overall increasing trend line for alcohol-impaired driving fatalities. These trend lines are most likely indicative of the increasing amount of poly-substance impaired driving and related motor vehicle crashes and fatalities that other data is indicating.

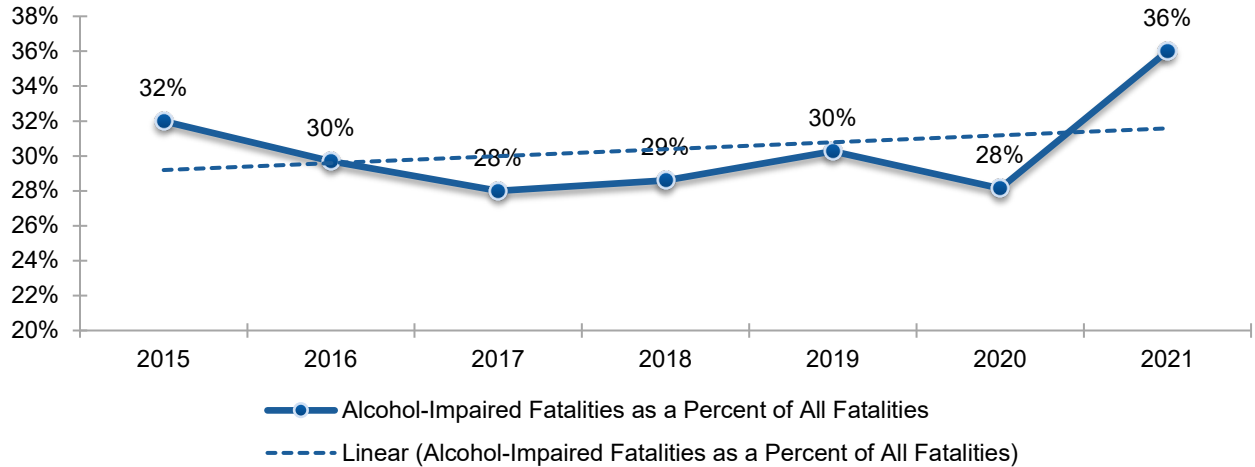
**FIGURE 5.1 ALCOHOL-IMPAIRED FATALITIES AND ALCOHOL-RELATED FATAL CRASHES**



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 16, 2022.

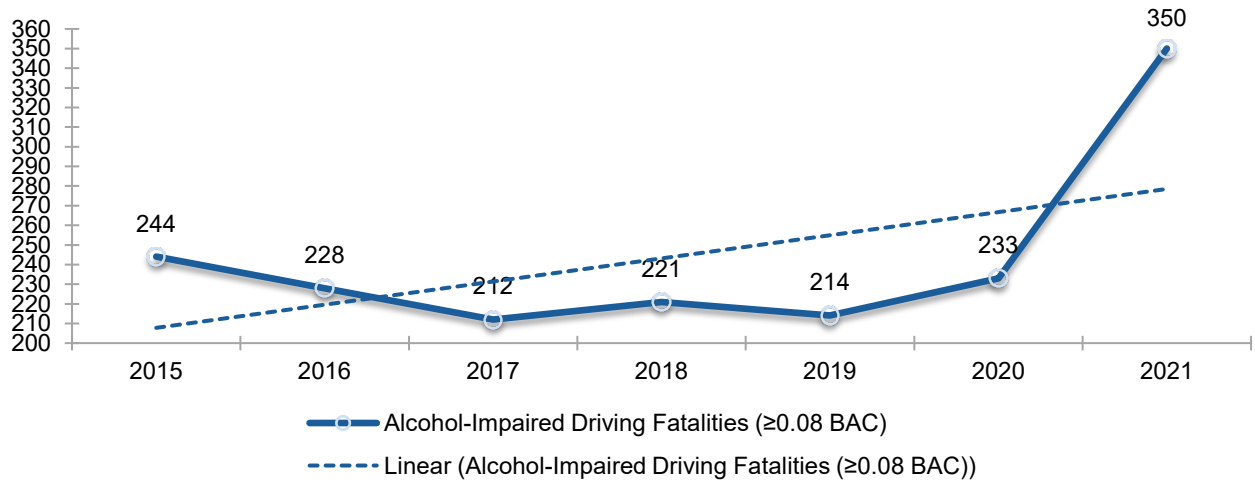


**FIGURE 5.2 ALCOHOL-IMPAIRED FATALITIES AS A PERCENT OF ALL FATALITIES**



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

**FIGURE 5.3 ALCOHOL-IMPAIRED DRIVING FATALITIES**



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

## PERFORMANCE TARGET

Decrease alcohol-impaired driving fatalities 1.0 percent from 225 (2015-2019 average) to 221 in 2022. (C-5)

## PROGRAMS AND PROJECTS

---

### *PROJECT NUMBER: 2022-10-10*

---

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

**Project Description:** This regional impaired driving program provided funds to support “No Refusal” sobriety enforcement efforts and allowed for the presence of certified medical technicians who provided evidence collection (blood draws) when warrants were issued. Certified medical technicians worked a total of 803.75 hours. With the increased public awareness of these efforts, the certified medical technicians assisted with evidence collection after two (2) warrants were issued for suspected DWI arrest, 1 blood draw consent and one refusal for DWI arrest were reported. Additionally, the program provided training for law enforcement on best practices for “No Refusal” enforcement including SFST and courtroom testimony.

**Project Budget/Source:** \$34,802.92/Section 405d; \$6,172.08/Section 402

**Budget Expended/Source:** \$14,892.54/Section 405d; \$6,172.08/Section 402

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### *PROJECT NUMBER: 2022-10-11*

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**Project Title:** LHSC Policy Specialist

**Project Description:** The LHSC Policy Specialist assisted LHSC with the implementation of research-based policies, programs, and practices aimed at reducing impaired driving and the number of related fatalities and injuries as well as assisted the LHSC Executive Director with the planning and coordinating of the Governor’s DWI Task Force meetings and other highway safety related initiatives as needed. The LHSC Policy Specialist also assisted in the management of the LHSC-funded DWI courts and assisted with the proper operation of these courts. The LHSC Policy Specialist ensured new and existing DWI courts received the training needed to operate successfully. This person also collaborated with the Louisiana Supreme Court in reference to the DWI courts under their management. The LHSC Policy Specialist coordinated with LHSC Staff to provide guidance and technical assistance to the state Judicial Outreach Liaison. The LHSC Policy Specialist assisted LHSC with implementing the recommendations of the Strategic Highway Safety Plan (SHSP) Impaired Driving Plan.

**Project Budget/Source:** \$39,920.00/Section 405d; \$9,980.00/Section 402

**Budget Expended:** \$39,920.00/Section 405d; \$9,581.45/Section 402

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**PROJECT NUMBER: 2022-10-12**

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**Project Title:** Judicial Outreach Liaison (JOL)

**Project Description:** This project served as a liaison between courts and policy-makers and provided training and continuing education to judges within the State. The JOL coordinated with other justice professionals; promoted evidence-based and promising practices; and communicated highway safety issues focused on reducing impaired driving motor vehicle fatalities and injuries.

**Project Budget/Source:** \$57,628.00/Section 405d

**Budget Expended:** \$39,183.84/Section 405d

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**PROJECT NUMBER: 2022-10-13**

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**Project Title:** Prosecutor/ Law Enforcement Training Program

**Project Description:** Through the Louisiana District Attorneys Association (LDAA), the LHSC provided funding for a full-time Traffic Safety Resource Prosecutor (TSRP) to assist law enforcement, prosecutors, and judges align their efforts to prosecute DWI cases. LDAA conducted eight impaired driving training courses in 2022, reaching 597 prosecutors and 336 law enforcement officers, 3 judges, and 123 other highway safety stakeholders. The courses were offered statewide.

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

**Budget Expended:** \$249,995.16/Section 405d

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**PROJECT NUMBER: 2022-10-16**

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**Project Title:** Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany, and Tangipahoa Parishes SBIRT Training

**Project Description:** This program provided trainings by nationally registered SBIRT (Screening, Brief Intervention, and Referral to Treatment) trainers for individuals employed at Southeastern

Louisiana University Health Center and Counseling Center. There was one additional training provided at Xavier University in New Orleans and attended by 8 participants. These trainings provided the participants with tools to screen for alcohol dependency in young drivers and to motivate change in their substance usage and any related impaired driving behavior. The program had 448 new clients during the fall and spring semesters.

**Project Budget/Source:** \$4,424.00/Section 154AL

**Budget Expended:** \$1,989.65/Section 154AL

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**PROJECT NUMBER: 2022-10-17**

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**Project Title:** Mothers Against Drunk Driving – Court Monitoring

**Project Description:** This program monitored DWI cases throughout the prosecution process in several court jurisdictions. Courts in Baton Rouge City and the 19th Judicial District Courts in East Baton Rouge Parish were monitored on a weekly basis. In addition, courts in Ascension, St. Tammany, Lafayette, Livingston, Tangipahoa, Iberville, St. Charles, West Baton Rouge, Bossier, Caddo, Ouachita, Rapides, Natchitoches, and Lincoln parishes were randomly monitored. Court Monitors visited assigned courts/logged into court docket databases, observed DWI cases, collected pertinent data, entered case information into the court monitoring database, trained and supervised program volunteers, managed and monitored “watchdog” calls, and compiled reports on specific data elements as requested. MADD monitored 1,376 impaired driving cases in FFY 2022.

**Project Budget/Source:** \$50,000.00/ Section 164AL

**Budget Expended:** \$33,941.53/Section 164AL

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**PROJECT NUMBER: 2022-10-19**

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

**Project Description:** The North Louisiana Crime Lab project funded a full-time Forensic Analyst. The Forensic Analyst aided in increasing forensic support to law enforcement partners in communities across 29 parishes in northern Louisiana. The position was dedicated 100 percent to traffic safety and responsible for conducting blood and urine alcohol and drug testing on traffic related crashes and DWI cases. The Forensic Analyst processed 339 blood specimen collection kits in 2022.

**Project Budget/Source:** \$75,000.00/Section 405d

**Budget Expended:** \$75,000.00/Section 405d

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**PROJECT NUMBER: 2022-10-20**

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**Project Title:** DWI Court Management Program

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

**Project Budget/Source:** \$341,966.58/Section 405d; \$322,905.42/Section 402

**Budget Expended:** \$198,111.81/Section 405d; \$322,905.42/Section 402

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**PROJECT NUMBER: 2022-10-21**

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**Project Title:** 14<sup>th</sup> Judicial District DWI Court

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

**Project Budget/Source:** \$48,295.92/Section 405d; \$51,704.08/Section 402

**Budget Expended:** \$29,055.17/Section 405d; \$51,704.08/Section 402

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**PROJECT NUMBER: 2022-10-22**

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**Project Title:** 4<sup>th</sup> Judicial District DWI Court

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

**Project Budget/Source:** \$39,083.96/Section 405d; \$60,916.04/Section 402

**Budget Expended:** \$39,083.96/Section 405d; \$60,916.04/Section 402

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**PROJECT NUMBER: 2022-10-23**

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**Project Title:** Terrebonne Parish DWI Court

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

**Project Budget/Source:** \$70,000.00/Section 405d

**Budget Expended:** \$70,000.00/Section 405d

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**PROJECT NUMBER: 2022-10-30**

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

**Project Description:** The Juvenile Underage Drinking Enforcement (J.U.D.E.) Task Force addressed the problem of underage drinking in an effort to deter impaired driving in East Baton Rouge (EBR) Parish. The Task Force also worked to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for entering a bar/lounge, or to purchase, possess and consume alcoholic beverages. The EBR ABC Agents worked 2,087 overtime enforcement hours in 2022, performed 2,507 compliance checks, made 314 arrests and issued 308 citations while working overtime hours.

**Project Budget/Source:** \$75,900.00/Section 154AL

**Budget Expended:** \$69,911.13/Section 154AL

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**PROJECT NUMBER: 2022-10-31**

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**Project Title:** Louisiana Cops in Shops Program

**Project Description:** The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops Program utilized ATC enforcement agents to conduct additional extensive underage alcohol enforcement efforts statewide on an overtime basis. These efforts reduce the incidence of underage alcohol procurement, thereby reducing alcohol-impaired fatalities and injuries. The ATC agents worked 3,501 overtime enforcement hours, performed 3,279 compliance checks, and issued 268 citations.

**Project Budget/Source:** \$152,815.00/Section 154AL

**Budget Expended:** \$152,790.98/Section 154AL

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**PROJECT NUMBER: 2022-10-32**

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

**Project Description:** This regional impaired driving program supported ‘No Refusal’ sobriety enforcement efforts in the Capital Region through the use of certified medical technicians who provided evidence collection (blood draws) when warrants were issued. Certified medical personnel were made available at scheduled “no refusal” enforcement efforts and assisted with evidence collection after twenty-two (22) warrants were issued, twenty-two consented draws, and made 186 DWI arrests.

**Project Budget/Source:** \$38,520.00/Section 154AL

**Budget Expended:** \$37,035.00/Section 154AL

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**PROJECT NUMBER: 2022-10-34**

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**Project Title:** DWI Enforcement Training Specialist

**Project Description:** The contracted Training Specialist assisted LHSC in FFY 2022 with additional law enforcement training, including LADRIVING, courtroom testimony, and other impaired driving issues. In 2022, the Training Specialist conducted 125 training sessions for 235 police officers, troopers, and deputies from 70 agencies. At many of these training sessions, city and district prosecutors were in attendance to learn about the electronic arrest files they were to receive. The Training Specialist also conducted numerous webinar training sessions with agency TAC, and law enforcement officers, as well as judicial district court, LSP Applied Technology Section, TTEC and ARIDE through LSP.

**Project Budget/Source:** \$49,879.00/Section 154AL

**Budget Expended:** \$49,879.00/Section 154AL

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**PROJECT NUMBER: 2022-10-01**

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**Project Title:** Travel/Training Funds for Impaired Driving

**Project Description:** Funds were allocated to send law enforcement and other partners to training and conferences directly related to support planned impaired driving strategies and projects.

The on-going COVID-19 restrictions that were implemented by the Governor of Louisiana impacted the deliverables that were outlined within this sub-grant and minimal travel was requested.

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

**Budget Expended:** \$2,952.50/Section 154AL

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**PROJECT NUMBER: 2022-10-44**

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**Project Title:** LA Voz de la Comunidad

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

**Project Budget/Source:** \$24,877.50/Section 154AL

**Budget Expended:** \$19,072.75/Section 154AL

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**PROJECT NUMBER: 2022-10-49**

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**Project Title:** Le Sanctuary Traffic Safety Diversity Outreach Program

**Project Description:** This program provided outreach to clergy, driving schools, and middle and high schools to reduce the number of serious injury and fatal crashes specific to impaired driving. Educational material promoting traffic safety were distributed in and around diversity outreach activities that focused on educating minorities on the importance of not drinking and



driving. A multi-agency press event was conducted for the 2022 ESSENCE Festival of Culture, with over 500,000 attendees in the New Orleans area. There were also 25 attendees at the “Can You See Me Now?” Bike and Pedestrian Safety Forum.

**Project Budget/Source:** \$43,443.55/Section 154AL; \$4,487.60/Section 402

**Budget Expended:** \$11,410.89/Section 154AL; \$3,659.31/Section 402

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**PROJECT NUMBER: 2022-30-80**

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

**Project Description:** The LSP conducted DWI enforcement throughout Louisiana, making 201 impaired driving arrests while working 3,286 hours of overtime impaired driving enforcement. High fatality and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. Enforcement was coupled with Public Information Officers conducting 236 education and outreach activities. The LSP also conducted various training courses that were made available to local law enforcement agencies statewide. The LSP subcontracted with nationally recognized law enforcement training agencies to conduct specific training courses. These training courses included thirteen SFST Certification/Practicum (1,083 students), four ARIDE Courses (39 students), one DRE Certification Course (11 students).

**Project Budget/Source:** \$45,231.18.00/Section 402; \$573,260.34/Section 405d

**Budget Expended:** \$21,728.81/Section 402; \$399,040.30/Section 405d

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**PROJECT NUMBER: 2022-30-10 THROUGH 2022-30-63**

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**Project Title:** Overtime Traffic Safety Enforcement - Local Law Enforcement

**Project Description:** Research indicates that high visibility and sustained enforcement continues to be the most effective countermeasure in reducing impaired driving related crashes and fatalities. This project provided funding for DWI overtime enforcement to 51 local police departments and sheriff’s offices that were located in the 16 Tier One Alcohol Problem ID Parishes. Participating agencies conducted 126 sobriety checkpoints, and worked 2,824 checkpoint hours and 19,545 saturation patrol hours. This yearlong enforcement corresponded with the national “Drive Sober or Get Pulled Over” campaign and state mobilizations. All law enforcement agencies participating in this targeted overtime enforcement program utilized data to identify areas, and vehicle types (e.g., pickup trucks, motorcycles), of critical need. The local agencies conducted impaired driving checkpoints and/or

patrols based on their evidence-based enforcement plan, deployed resources based on crash analysis. Law enforcement agencies that participated in this targeted DWI overtime enforcement program included:

- 
- Abbeville Police Department;
  - Alexandria Police Department;
  - Allen Parish Sheriff's Office;
  - Ascension Parish Sheriff's Office;
  - Baton Rouge Police Department;
  - Bogalusa Police Department;
  - Bossier City Police Department;
  - Bossier Parish Sheriff's Office;
  - Breaux Bridge Police Department;
  - Caddo Parish Sheriff's Office;
  - Calcasieu Parish Sheriff's Office;
  - Denham Springs Police Department;
  - East Baton Rouge Parish Sheriff's Office;
  - Eunice Police Department;
  - Evangeline Police Department;
  - Franklinton Police Department;
  - French Settlement Police Department;
  - Gonzales Police Department;
  - Greater N.O. Expressway Commission;
  - Greenwood Police Department;
  - Hammond Police Department;
  - Harahan Police Department;
  - Houma Police Department;
  - Iberia Parish Sheriff's Office;
  - Jefferson Parish Sheriff's Office;
  - Kenner Police Department;
  - Lafayette Police Department;
  - Lafourche Parish Sheriff's Office;
  - Lake Charles Police Department;
  - Livingston Parish Sheriff's Office;
  - Mandeville Police Department;
  - Monroe Police Department-did not submit sub grant;
  - Morgan City Police Department;
  - New Orleans Police Department;
  - Pineville Police Department;
  - Shreveport Police Department;
  - Slidell Police Department;
  - Southeastern Louisiana University Police Dept.;
  - Southern University at New Orleans Police Department;
  - St. Bernard Parish Sheriff's Office;
  - St. Charles Parish Sheriff's Office;
  - St. John Parish Sheriff's Office;
  - St. Tammany Parish Sheriff's Office;
  - Tangipahoa Parish Sheriff's Office;
  - Terrebonne Parish Sheriff's Office;
  - Thibodaux Police Department;
  - Washington Parish Sheriff's Office;
  - West Baton Rouge Parish Sheriff's Office;
  - W. Monroe Police Department;
  - Westwego Police Department;
  - Zachary Police Department.
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**Project Budget/Source:** \$1,868,767.75/Section 402; \$318,719.00/Section 154AL; \$455,626.00/Section 164AL; \$1,525,719.00/Section 405d; \$81,180.00/Section 405h.

**Budget Expended:** \$1,378,435.99/Section 402; \$184,008.16/Section 154AL; \$446,072.08/Section 164AL; \$584,255.72/Section 405d; \$33,525.79/Section 405h.

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**PROJECT NUMBER: 2022-35-05 THROUGH 2022-35-51**

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

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

This project provided grants to a combination of 29 local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted sobriety checkpoints and saturation patrols in support of the national "Drive Sober or Get Pulled Over" mobilization. Total enforcement activities for "Drive Sober or Get Pulled Over" resulted in 429 DWI arrests with 4,817 total hours worked by all participating agencies.

**Project Budget/Source:** \$63,472.05/Section 154AL

**Budget Expended:** \$37,670.79/Section 154AL

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**PROJECT NUMBER: 2022-55-10**

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**Project Title:** Sudden Impact Comprehensive Statewide Project

**Project Description:** This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated, drug-impaired driving and included information on distracted driving, and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Nurses, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2022, 7,044 students attended hospital based and on-site school presentations, 6,483 students viewed Mock Crashes, 2,483 students viewed Mock Trials, and 195 students participated in Senior Sessions, 45 students participated in College Presentations, and 179 parents attended two Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions.

**Project Budget/Source:** \$122,500.00/Section 154AL; \$52,500.00/Section 402

**Budget Expended:** \$69,761.31/Section 154AL; \$32,649.74/Section 402

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**PROJECT NUMBER: 2022-55-11**

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**Project Title:** Ready, Set, DRIVE!

**Project Description:** This project funded the “Ready, Set, DRIVE!” Teen Driver Safety Program in East Baton Rouge Parish. The “Ready, Set, DRIVE!” educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol-impaired driving, distracted driving and improper seatbelt use in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness were measured through 813 pre- and post-tests that showed increase of knowledge. In FFY 2022, 1,183 participants attended Ready, Set, DRIVE! activities, which included 53 presentations at high schools and privately owned driving schools.

**Project Budget/Source:** \$13,500.00/Section 402

**Budget Expended:** \$13,500.00/Section 402

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**PROJECT NUMBER: 2022-55-12**

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**Project Title:** ThinkFirst for Teens Program

**Project Description:** ThinkFirst of the ArkLaTex coordinated and implemented 70 ThinkFirst programs (one to two hours) that covered various driving behaviors, such as impaired driving, occupant protection, and distracted driving for youth and young adults to reduce the overall number of fatal and traumatic brain and spinal cord injuries sustained in vehicle crashes. These programs were conducted through schools, colleges/universities, corporate/community traffic safety programs, churches, DWI classes, Juvenile Court, privately owned diving schools, etc., in Northwest, Northeast, and Central Louisiana. Forty-two presentations were specifically related to alcohol-impaired driving. In FFY 2022, 2,254 students and 290 adults participated in ThinkFirst. The program effectiveness were measured by pre/post-tests, which showed increased knowledge at 17 percent for distracted driving, 22 percent for seat belt safety, and 18 percent for underage drinking/impaired driving.

**Project Budget/Source:** \$68,400.00/Section 154AL; \$45,600.00/Section 402

**Budget Expended:** \$62,955.67/Section 154AL; \$41,948.62/Section 402

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**PROJECT NUMBER: 2022-55-14**

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**Project Title:** Tangipahoa Parish Government – TRACC Coalition - BRAKES

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

**Project Budget/Source:** \$10,000.00/Section 402

**Budget Expended:** \$5,955.18/Section 402

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**PROJECT NUMBER: 2022-55-23**

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**Project Title:** You Are Worth It, Inc.

**Project Description:** This project worked with high school administrators in Lincoln and Ouachita Parishes to introduce the You Are Worth It – Living Examples program. The Project Director experienced obstacles, which prevented completion of the program.

**Project Budget/Source:** \$10,000.00/Section 402

**Budget Expended:** \$227.08/Section 402

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**PROJECT NUMBER: 2022-70-12**

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**Project Title:** Bayou Classic Outreach - NOCCI

**Project Description:** Project was not executed per the LHSC Executive Director out of an abundance of caution due to COVID-19.

**Project Budget/Source:** \$20,000.00/Section 154AL

**Budget Expended:** \$0.00/Section 154AL

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**PROJECT NUMBER: 2022-80-01**

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**Project Title:** Paid Media for Impaired Driving

**Project Description:** This contract focused on reducing impaired driving through a “Drive Sober or Get Pulled Over” media buy plan during the national mobilization. All paid media was implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. A total of 3,266 radio spots were purchased and 3,316 added value radio spots were included for a total of 6,582. The television buy included traditional and streaming TV. Television purchased spots included 3,293 spots and an additional 5,739 added value spots for a total of 9,032 television spots. A total of 227,575 impressions were delivered by streaming television. On-line media placement delivered 32,803 clicks and an estimated 16,380,244 impressions. A total of 117 billboards, 14 bonus billboards, 46 floor clings, and 31 bonus floor clings were placed. Message recognition was measured through attitudinal surveys.

**Project Budget/Source:** \$545,895.79/Section 154AL; \$592,222.00/Section 164AL

**Budget Expended:** \$31,286.90/Section 154AL; \$567,597.85/Section 164AL

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**PROJECT NUMBER: 2022-80-03**

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**Project Title:** LHSC Public Relations

**Project Description:** LHSC contracted with a Public Relations firm to provide press releases, social media management, media requests for interviews, special traffic safety projects, and overall support of the earned and paid media and the national mobilizations on impaired driving, occupant protection, and the topics of the National Priority Safety Programs. Message recognition were measured through social media engagement and analysis of news release distribution information. With the assistant of this project the LHSC maintained a social media following of nearly 23,000 individuals, that is the seventh largest following of State Highway Safety Offices with social media accounts.

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

**Budget Expended:** \$49,900.00/Section 402

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**PROJECT NUMBER: 2022-80-04**

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**Project Title:** Hometown Productions

**Project Description:** This project provided the script development and production of PSAs focused on educating Louisiana citizens on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSAs were implemented through an assessment of current programs as well as demographic needs, reach and frequency goals, and through assessment of appropriate messaging, and problem identification.

**Project Budget/Source:** \$40,000.00/Section 402

**Budget Expended:** \$30,000.00/Section 402

## 5.2 OCCUPANT PROTECTION PROGRAM

Louisiana achieved a rate of 88 percent in 2019. The LHSC provided leadership, training, and technical assistance to other state and law enforcement agencies, and local occupant protection projects to deliver the maximum impact and likelihood for increasing restraint use. 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. In 2021, Louisiana experienced a slight decrease in the observed seatbelt use rate with the rate being 85.7%. While in 2022, Louisiana saw the observed seatbelt usage rate increase slightly to 86.1%. Table 5.1 shows observed seat belt usage by region from 2015 through 2022.

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

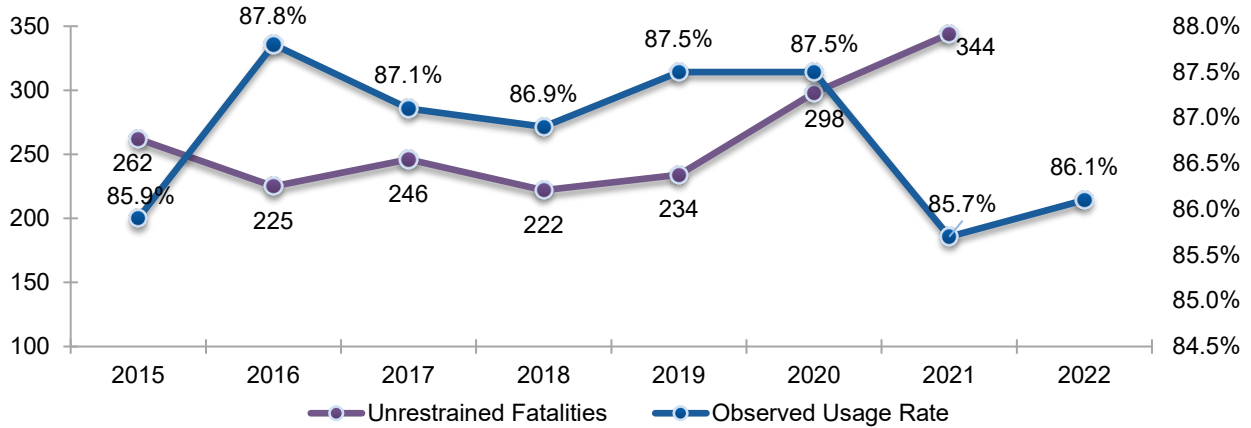
Region	2015	2016	2017	2018	2019	2020	2021	2022
1- New Orleans	82.4%	86.6%	90.3%	91.3%	88.7%	-	88.1%	88.3%
2- Baton Rouge	83.0%	84.0%	85.1%	87.7%	86.2%	-	83.2%	82.4%
3- Houma	91.2%	91.6%	88.0%	89.3%	89.7%	-	87.5%	86.1%
4- Lafayette	82.5%	86.4%	86.3%	88.4%	91.1%	-	86.6%	84.5%
5- Lake Charles	85.6%	91.7%	92.2%	89.2%	87.6%	-	87.0%	85.7%
6- Alexandria	87.3%	80.8%	82.7%	81.3%	83.5%	-	78.9%	73.7%
7- Shreveport	89.4%	91.1%	85.8%	83.8%	84.9%	-	84.6%	87.8%
8- Monroe	84.2%	84.2%	87.1%	85.4%	90.5%	-	89.1%	88.3%
Louisiana	85.9%	87.8%	87.1%	86.9%	87.5%	-	85.7%	86.1%

Source: Preusser Research Group, 2015-2022

Figure 5.4 shows the correlation between observed seat belt use and unrestrained fatalities. In recent years, unrestrained fatalities have increased. 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; however, Louisiana began again conducting the observation survey in 2021 and 2022.

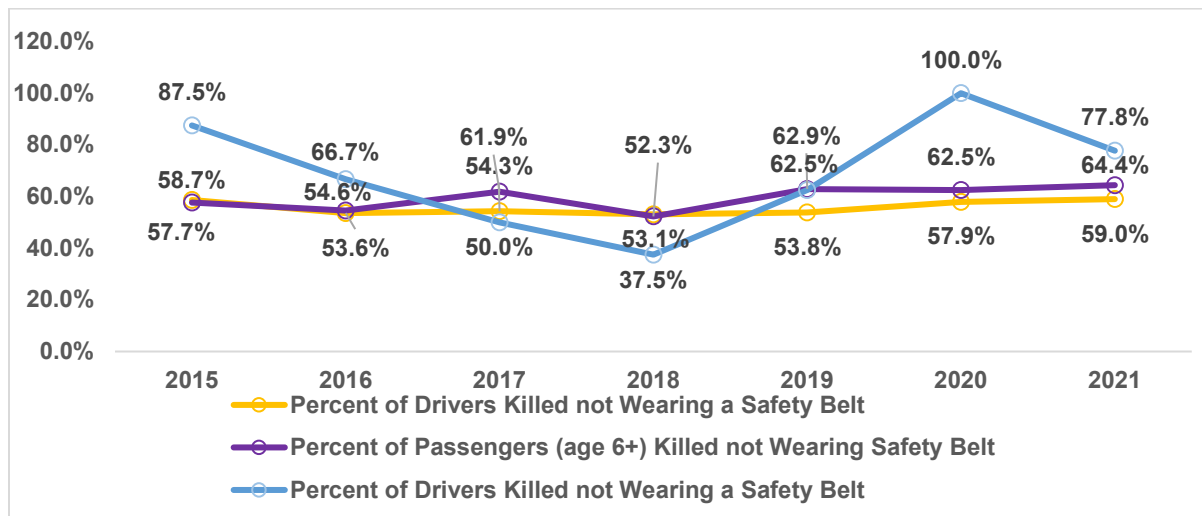
**FIGURE 5.4 OBSERVED SEAT BELT USE AND UNRESTRAINED FATALITIES**



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

Figure 5.5 shows the percent of unrestrained fatalities since 2015 for drivers, passengers over 6 years of age, and children under six years old.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.



## PERFORMANCE TARGETS

- Reduce unrestrained passenger fatalities by 1 percent from 238 (2015-2019 average) to 233 in 2022. (C-4)
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 2 percentage point annually from 87.5 percent in 2019 to 89.2 percent in 2022. (B-1)

## PROGRAMS AND PROJECTS

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*PROJECT NUMBER: 2022-20-10*

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**Project Title:** Research and Assessment Surveys (Preusser Research Group)

**Project Description:** This project conducted the statewide observational surveys to determine adult seat belt usage and the statewide attitudinal survey to measure licensed drivers' attitudes regarding speed, impaired driving, seat belts, and other behaviors. Funds were provided for the personnel, materials, administrative and logistical support to complete these surveys.

**Project Budget/Source:** \$58,887.47/Section 402; \$265,712.53/Section 405b

**Budget Expended:** \$58,887.47/Section 402; \$265,712.53/Section 405b

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*PROJECT NUMBER: 2022-80-01*

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**Project Title:** Paid Media for Occupant Protection

**Project Description:** This contract focused on a occupant protection paid media buy plan for the "Click It or Ticket" national mobilization. All paid media were implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. Message recognition were measured through attitudinal surveys. Paid media placement for occupant protection included 2,751 purchased radio spots and a 2,807 added value spots for a total of 5,558 radio spots. Television purchased spots included 3,069 spots with 211,391 impressions and an additional 3,604 added value spots for a total of 6,673 television spots. In addition, on-line media placement delivered 25, 985 clicks and an estimated 16,257,607 impressions.

**Project Budget/Source:** \$312,520.73/Section 402; \$117,479.27/Section 405b

**Budget Expended:** \$312,520.73/Section 402; \$111,937.45/Section 405b

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**PROJECT NUMBER: 2022-80-03**

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**Project Title:** LHSC Public Relations

**Project Description:** : LHSC contracted with a Public Relations firm to provide press releases, social media management, media requests for interviews, special traffic safety projects, and overall support of the earned and paid media and the national mobilizations on impaired driving, occupant protection, and the topics of the National Priority Safety Programs. Message recognition were measured through social media engagement and analysis of news release distribution information. With the assistance of this project the LHSC maintained a social media following of nearly 23,000 individuals, that is the seventh largest following of State Highway Safety Offices with social media accounts.

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

**Budget Expended:** \$49,900.00/Section 402

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**PROJECT NUMBER: 2022-80-04**

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**Project Title:** Hometown Productions

**Project Description:** This project provided the script development and production of PSAs focused on educating Louisiana citizens on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSAs were implemented through an assessment of current programs as well as demographic needs, reach and frequency goals, and through assessment of appropriate messaging, and problem identification.

**Project Budget/Source:** \$40,000.00/Section 402

**Budget Expended:** \$30,000.00/Section 402

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**PROJECT NUMBER: 2022-20-11**

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**Project Title:** Louisiana Passenger Safety Task Force

**Project Description:** The University Medical Center (UMC) New Orleans maintained the Louisiana Passenger Safety Iles (LPSTF), which provided a centralized resource for all OP/CPS activities and education, maintained a database of all Louisiana CPS technicians, promoted recertification of technicians, conducted quarterly regional meetings, provided six Standardized CPS Instructor/Technician Courses, and supported certified fitting stations in each region. Over 3,850 families were assisted at community fitting stations. Those children are now properly restrained while transported in a motor vehicle. This year, more than 916 seats were checked at CPS events.

**Project Budget/Source:** \$231,423.40/Section 405b

**Budget Expended:** \$202,679.03/Section 405b

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**PROJECT NUMBER: 2022-20-13**

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

**Project Description:** This project educated the Hispanic population in the Greater New Orleans area to raise awareness of the importance of wearing a seat belt and using child passenger safety restraints. The YMCA accomplishments included raising awareness through community outreach, collaborating with the Louisiana Passenger Safety Task Force (LPSTF) and the Louisiana State Police. They hosted fifteen car seat events in which 75 car seats were distributed, participating in twenty-eight community events to promote occupant protection, and distributing language appropriate materials targeting specific populations (such as young adults, pregnant moms, churches, clinics), etc. This project has built upon their existing services to reach additional clients throughout the year.

**Project Budget/Source:** \$72,598.03/Section 405b

**Budget Expended:** \$65,645.69/Section 405b

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**PROJECT NUMBER: 2022-55-10**

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**Project Title:** Sudden Impact Comprehensive Statewide Project

**Project Description:** This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated, drug-impaired driving and included information on distracted driving, and occupant protection. The program increased knowledge,

created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Nurses, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2022, 7,044 students attended hospital based and on-site school presentations, 6,483 students viewed Mock Crashes, 2,483 students viewed Mock Trials, and 195 students participated in Senior Sessions, 45 students participated in College Presentations, and 179 parents attended two Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions.

**Project Budget/Source:** \$122,500.00/Section 154AL; \$52,500.00/Section 402

**Budget Expended:** \$69,761.31/Section 154AL; \$32,649.74/Section 402

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**PROJECT NUMBER: 2022-20-01**

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**Project Title:** Travel/Training Funds for Occupant Protection

**Project Description:** Funds would have been allocated to send law enforcement and other partners to training and conferences directly related to support planned occupant protection strategies and projects.

The on-going COVID-19 restrictions that were implemented by the Governor of Louisiana impacted the deliverables that were outlined within this sub-grant and no travel was requested.

**Project Budget/Source:** \$15,000.00/Section 402

**Budget Expended:** \$0

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**PROJECT NUMBER: 2022-30-80**

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

**Project Description:** The LSP conducted occupant protection enforcement throughout Louisiana, including conducting three occupant protection checkpoints and issuing 2,978 seat belt and child passenger citations while working 2,851 hours of overtime occupant protection enforcement. Enforcement was coupled with public information officers conducting education and outreach activities. High fatality and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. LSP Public Information Officers conducted 83 occupant protection related outreach events. Presentations were used to inform the public of traffic safety issues. Pre- and post-enforcement

efforts and statistics were publicized through print, TV, and/or radio media throughout the duration of the grant.

**Project Budget/Source:** \$282,238.00/Section 405b

**Budget Expended:** \$232,225.94/Section 405b

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**PROJECT NUMBER: 2022-30-10 THROUGH 2022-30-63**

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**Project Title:** Overtime Traffic Safety Enforcement - Local Law Enforcement

**Project Description:** Local law enforcement agencies conducted overtime enforcement of traffic safety laws using checkpoints and saturation patrols throughout FFY 2022 and during state and national enforcement periods. All overtime enforcement programs were data driven to reduce the number of alcohol-impaired fatalities, unrestrained fatalities, and speeding fatalities in the areas most at risk. In 2022, 51 law enforcement agencies participated in this program across Louisiana.

Research shows that high visibility and sustained enforcement continues to be the most effective countermeasure in increasing seat belt usage. This project provided funding to 51 local police departments and sheriff's offices for occupant protection overtime enforcement. All law enforcement agencies participating in this targeted occupant protection enforcement program utilized data to identify areas, and vehicle types (e.g., pickup trucks, motorcycles), of critical need and focused on areas with known lower seat belt usage. Agencies deployed resources based on crash analysis and their evidence-based enforcement plans and made adjustments throughout the year. Participating agencies conducted checkpoints, saturation patrols, and yearlong enforcement to correspond with state "Click It or Ticket" campaign mobilizations and made adjustments as necessary. Law enforcement agencies worked 12,827 hours of saturation patrols and 1,645 hours at seat belt checkpoints, issuing 12,969 adult seat belt citations and 642 child passenger seat citations. Law enforcement agencies that participated in this targeted occupant protection overtime enforcement program included:

- 
- |                                      |  |
|--------------------------------------|--|
| • Abbeville Police Department;       | • Livingston Parish Sheriff's Office;                |
| • Alexandria Police Department;      | • Mandeville Police Department;                      |
| • Allen Police Department;           | • Morgan City Police Department;                     |
| • Ascension Parish Sheriff's Office; | • Monroe Police Department-did not submit sub grant; |
| • Baton Rouge Police Department;     | • New Orleans Police Department;                     |
| • Bogalusa Police Department;        | • Pineville Police Department;                       |
| • Bossier City Police Department;    | • Shreveport Police Department;                      |
| • Bossier Parish Sheriff's Office;   | • Slidell Police Department;                         |
| • Breaux Bridge Police Department;   | • Southeastern Louisiana University Police Dept.;    |
| • Caddo Parish Sheriff's Office;     | • Southern University at New Orleans Police Dept.;   |
| • Calcasieu Parish Sheriff's Office; | • St. Bernard Parish Sheriff's Office;               |
-

- Denham Springs Police Department;
- East Baton Rouge Parish Sheriff's Office;
- Eunice Police Department;
- Evangeline Parish Sheriff's Office;
- Franklinton Police Department;
- French Settlement Police Department;
- Gonzales Police Department;
- Greater N.O. Expressway Commission;
- Greenwood Police Department;
- Hammond Police Department;
- Harahan Police Department;
- Houma Police Department;
- Iberia Parish Sheriff's Office;
- Jefferson Parish Sheriff's Office;
- Kenner Police Department;
- Lafayette Police Department;
- Lafourche Parish Sheriff's Office;
- Lake Charles Police Department;
- St. Charles Parish Sheriff's Office;
- St. John Parish Sheriff's Office;
- St. Tammany Parish Sheriff's Office;
- Tangipahoa Parish Sheriff's Office;
- Terrebonne Parish Sheriff's Office;
- Thibodaux Police Department;
- Washington Parish Sheriff's Office;
- West Baton Rouge Parish Sheriff's Office;
- W. Monroe Police Department;
- Westwego Police Department, and
- Zachary Police Department.

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**Project Budget/Source:** \$1,868,767.75/Section 402

**Budget Expended:** \$1,378,435.99/Section 402

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**PROJECT NUMBER: 2022-35-05 THROUGH 2022-35-51**

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**Project Title:** Special Waves Enforcement (“Click It or Ticket”)

**Project Description:** This project provided funds that were allocated for 29 local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted checkpoints and saturation patrols in support of the national “Click It or Ticket” mobilization. Total enforcement activities for “Click It or Ticket” resulted in 4,997 safety belt citations and 2,874 enforcement hours by all participating agencies.

**Project Budget/Source:** \$71,427.75/Section 402

**Budget Expended:** \$46,049.30/Section 402

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**PROJECT NUMBER: 2022-55-11**

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**Project Title:** Ready, Set, DRIVE!

**Project Description:** This project funded the “Ready, Set, DRIVE!” Teen Driver Safety Program in East Baton Rouge Parish. The “Ready, Set, DRIVE!” educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol-impaired driving, distracted driving and improper seatbelt use in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness were measured through 813 pre- and post-tests that showed increase of knowledge. In FFY 2022, 1,183 participants attended Ready, Set, DRIVE! Activities, which included 53 presentations at high schools and privately owned driving schools.

**Project Budget/Source:** \$13,500.00/Section 402

**Budget Expended:** \$13,500.00/Section 402

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**PROJECT NUMBER: 2022-55-12**

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**Project Title:** ThinkFirst for Teens Program

**Project Description:** ThinkFirst of the ArkLaTex coordinated and implemented 70 ThinkFirst programs (one to two hours) that covered various driving behaviors, such as impaired driving, occupant protection, and distracted driving for youth and young adults to reduce the overall number of fatal and traumatic brain and spinal cord injuries sustained in vehicle crashes. These programs were conducted through schools, colleges/universities, corporate/community traffic safety programs, churches, DWI classes, Juvenile Court, privately owned diving schools, etc., in Northwest, Northeast, and Central Louisiana. Forty-two presentations were specifically related to alcohol-impaired driving. In FFY 2022, 2,254 students and 290 adults participated in ThinkFirst. The program effectiveness were measured by pre/post-tests, which showed increased knowledge at 17 percent for distracted driving, 22 percent for seat belt safety, and 18 percent for underage drinking/impaired driving.

**Project Budget/Source:** \$68,400.00/Section 154AL; \$45,600.00/Section 402

**Budget Expended:** \$62,955.67/Section 154AL; \$41,948.62/Section 402

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**PROJECT NUMBER: 2022-55-14**

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**Project Title:** Tangipahoa Parish Government – TRACC Coalition - BRAKES

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

**Project Budget/Source:** \$10,000.00/Section 402

**Budget Expended:** \$5,955.18/Section 402

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**PROJECT NUMBER: 2022-55-16**

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**Project Title:** Students Against Destructive Decisions (SADD) - Rock the Belt

**Project Description:** High schools within Caddo, Calcasieu, Grant, Lafayette, Lafourche, Livingston, Orleans, Ouachita, and St. Tammany parishes participated in SADD's "Comprehensive Approach to Reducing Teen Crashes – Rock the Belt" program. Students were exposed to occupant protection PSAs, posters, flyers, and contributed to social media campaigns. The program measured effectiveness with pre- and post-tests that were administered to 678 program participants that showed an overall 18.6% increase in knowledge.

**Project Budget/Source:** \$99,000.00/Section 402

**Budget Expended:** \$72,160.49/Section 402

### 5.3 TRAFFIC RECORDS IMPROVEMENT PROGRAM

The LHSC continued to partner with the Traffic Records Coordinating Committee (TRCC) to improve the state's traffic records information systems. In FFY 2022, the TRCC focused on improvements to the EMS/injury surveillance and citation/adjudication systems. The following performance targets were met or exceeded in FFY 2022:

#### PERFORMANCE TARGETS AND RESULTS

- Increase the percentage records that are entered within 10 days or less of days from the date of disposition/conviction to entry into the driver database for commercial drivers (CDL) from 44% on March 31, 2020 to 46% by April 1, 2021. (Timeliness)



Performance Target Improved in FFY 2022 but Not Met: The percentage records that are entered within 10 days or less of days from the date of disposition/conviction to entry into the driver database for commercial drivers (CDL) increased from 44% on April 1, 2021, to 44.5% by March 31, 2022.

Although this measure improved, it did not improve by the amount expected last year and the Louisiana Supreme Court reports that COVID pandemic impacts are apparent in reduced convictions.

- Increase the percentage of EMS patient care reports not missing one or more critical data elements (i.e., vehicular injury indicator, primary impression, position of patient, use of occupant safety equipment) from 95% complete on March 31, 2021, to 96% on April 1, 2022. (Completeness)

Performance Measure Not Improved during FFY 2022: Reporting on this measure remained at 95% complete. The TRCC will continue to monitor this measure but improvements to the completeness of the measure may be “maxed out”, showing marginal to no improvement year over year.

- Increase the number of EMS Agencies submitting data to the State Registry that are NEMSIS 3 compliant from 42 on March 31, 2021 to 43 by April 1, 2022. (Accessibility)

Performance Target Improved during FFY 2022: The number of EMS Agencies submitting data to the State Registry that are NEMSIS 3 compliant from increased from 42 on April 1, 2021, to 44 by March 31, 2022.

- Decrease the percentage of conviction records missing the identified critical data element (Driver License Class) from 25% on March 31, 2021 to 20% by April 1, 2022. (Completeness)

Performance Target Improved in FFY 2022 but Not Met: The percentage of conviction records missing the identified critical data element (Driver License Class) decreased from 25% on April 1, 2020, to 24.5% by March 31, 2021 (20% was the targeted percentage).

Although this measure improved, it did not improve by the amount expected last year and the Louisiana Supreme Court reports that COVID pandemic impacts are apparent in reduced convictions.

- To increase the completeness of latitude and longitude fields on crash reports submitted electronically from 76.7% on March 31, 2021 to 77.5% by April 1, 2022. (Completeness)

Performance Target Improved during FFY 2022: The Completeness of latitude and longitude fields on crash reports submitted electronically increased from 76.7% on April 1, 2021, to 82.1% by March 31, 2022.

- To increase the accuracy of latitude and longitude measured as the number of crashes located within 150 feet of a road from 68.8% on March 31, 2021, to 70.5% by April 1, 2022. (Completeness)

Performance Target Improved during FFY 2022: The Accuracy of latitude and longitude measured as the number of crashes located within 150 feet of a road from increased from 68.8% on April 1, 2021, to 72.7% by March 30, 2022.

- Increase the number of “active” courts reporting the disposition of traffic related cases from 93 courts on March 31, 2021, to 98 courts by April 1, 2022. (Completeness)

Performance Target Improved in FFY 2022 but Not Met: The number of “active” courts reporting the disposition of traffic related cases increased from 93 courts on April 1, 2021, to 94 (Target was 98) courts by March 31, 2022.

Although this target improved, it did not improve by the amount expected last year and the Louisiana Supreme Court reports that the inactive courts are experiencing challenges with their case management systems, which temporarily prevents them from reporting.

- To monitor the State’s progress in training and adoption of the FHWA MMUCC 5th definition of “Suspected Serious Injury”, the Center for Analytics and Research in Transportation Safety developed baseline numbers of reporting of Suspected Serious Injury in motor vehicle crashes. Baseline percentages are broken down by injury codes per crash. (Accuracy)

Note: With the new, broader definition of “Suspected Serious Injury” it was anticipated that reporting of this type of injury would increase as officer’s adopted the new definition. With the new eCrash system being implemented by the State in 2022, the MUCC 5 aligned “KABCO” injury severity levels will be adopted.

Performance Target **Met** during FFY 2021: as evidenced by the narrative and chart below:

ALL BY SEVERITY PERCENTAGE (**as of 5/09/2022)									
LA Injury Code	2022**	2022 % SEVERITY	2021	2021 % SEVERITY	2020	2020 % SEVERITY	2019	2019 % SEVERITY	2015-2019 AVERAGE
A	179	0.36%	868	0.54%	762	0.55%	681	0.43%	0.42%
B	402	0.81%	1365	0.84%	1290	0.93%	1162	0.73%	0.69%
C	2938	5.93%	9529	5.88%	8231	5.93%	8803	5.50%	5.60%
D	10787	21.77%	35752	22.07%	30579	22.02%	34603	21.60%	22.09%
E	35250	71.13%	114446	70.66%	98036	70.58%	114937	71.75%	71.19%
TOTAL	49556	100.00%	161960	100.00%	138898	100.00%	160186	100.00%	100.00%

In an effort to comply with the National Definition for Serious Injuries (MMUCC 5<sup>th</sup> Edition), the Louisiana Traffic Records Coordinating Committee (LATRCC) created a committee to update the State's Manual for Use of the Uniform Motor Vehicle Traffic Crash Report. Early in 2020, the Committee unveiled clarifications with an updated crash report manual, which brought special attention to defining injury codes. The newly adopted injury definitions are summarized as follows:

- A (fatal injury = K): an injury that results in death within thirty days of the motor vehicle crash where the injury occurred.
- B (suspected serious injury = A): an injury less than fatal that results in severe lacerations that expose tissues/muscles/organs or result in a significant loss of blood, broken extremities, significant burns, paralysis, unconsciousness when taken from the scene, etc.
- C (suspected minor injury = B): any injury evident at the scene of the crash that does not classify as a fatal or serious injury. This could be a lump on the head, abrasions, minor lacerations, etc.
- D (possible injury = C): those that are reported by the person or are indicated by their behavior, but no wounds or injuries are necessarily evident.
- E (no apparent injury = O): a situation where there is no reason to believe that the person had sustained bodily harm from the motor vehicle crash or they did not report any such harm.

## PROGRAMS AND PROJECTS

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### *PROJECT NUMBER: 2022-40-11*

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**Project Title:** Center for Analytics, Research and Transportation Safety (CARTS)

**Project Description:** Under this project, the CARTS employed a full-time Traffic Records Coordinating Committee (TRCC) Coordinator who planned, coordinated, and supported TRCC activities, projects, and reporting; a Computer Support Analyst; a Data Quality Research Associate who supported the crash data quality and the development of the new Louisiana eCrash application; and a Graduate Assistant to assist with updating the eCrash User Manual. The TRCC coordinated and hosted six TRCC Executive Committee meetings (November 30, 2021, February 15, 2022; May 17, 2022, and August 30, 2022); and, two (2) Strategic Planning Workshops (December 2, 2021 and April 13, 2022) in addition to numerous Working Group and other TRCC related meetings.

**Project Budget/Source:** \$762,154.50/Section 405c

**Budget Expended:** \$543,466.36/Section 405c

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### *PROJECT NUMBER: 2022-40-14*

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**Project Title:** Louisiana Emergency Response Network (LERN) Injury Coding

**Project Description:** LERN conducted a two-day trauma-grading course for fifty trauma registrars and trauma managers from various ambulance providers in the state, which was sponsored by the Association for the Advancement of Automotive Medicine (AAAM). This course was recommended by the American College of Surgeons (ACS), of which Louisiana is party to with respect to training requirements. The National Highway Traffic Safety Administration (NHTSA) recommended advanced training such as this in order to achieve an effective evaluation of injuries sustained in traffic crashes.

**Project Budget/Source:** \$20,800.00/Section 405c

**Budget Expended:** \$20,800.00/Section 405c

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**PROJECT NUMBER: 2022-40-15**

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**Project Title:** Louisiana Emergency Response Network (LERN) Contractor

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

**Project Budget/Source:** \$39,000.00/Section 405c

**Budget Expended:** \$33,810.00/Section 405c

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**PROJECT NUMBER: 2022-40-16**

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**Project Title:** NCPS Crash Reconstruction Training

**Project Description:** Northwestern University Center for Public Safety (NCPS) provided an on-site training to 235 police officers from around the state in the use of Crash Data Retrieval (CDR) technology. This technology provided investigators with detailed analysis of the vehicle movement immediately prior to the crash, and assisted in the final determination of culpability in the crash. This becomes vital evidence in not only the reconstruction of the crash, but also in criminal prosecution.

**Project Budget/Source:** \$180,200.00/Section 405c

**Budget Expended:** \$170,220.00/Section 405c

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**PROJECT NUMBER: 2022-40-20**

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**Project Title:** Travel/Training Funds for Traffic Records

**Project Description:** Funds were allocated for individuals to attend trainings and conferences to support planned traffic records strategies. Eleven (11) participants representing TRCC member agencies attended the online Association of Traffic Safety Information Professionals Traffic Records Forum.

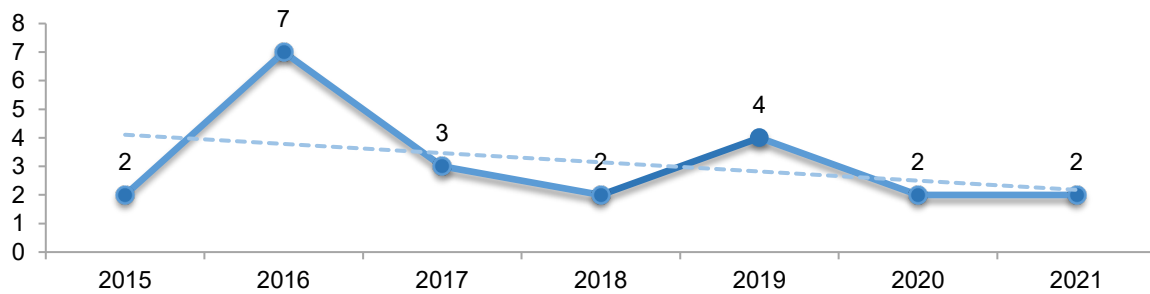
**Project Budget/Source:** \$30,000.00/Section 405c

**Budget Expended:** \$17,982.58/Section 405c

## 5.4 RAILROAD/ HIGHWAY CROSSINGS PROGRAM

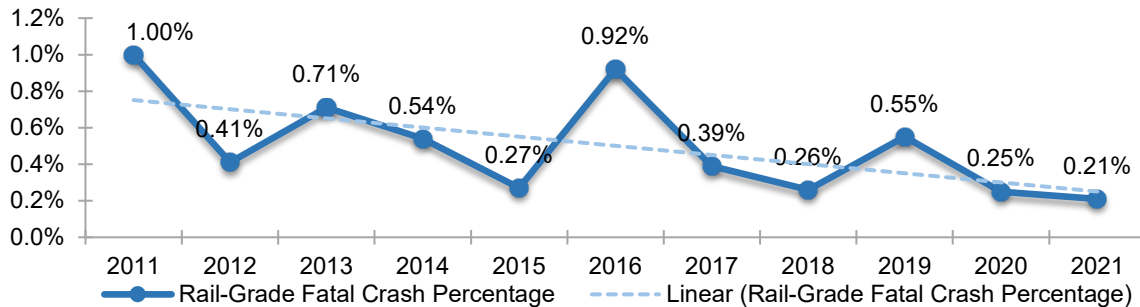
The Railroad/Highway Crossings program is an evidence-based effort that uses proven countermeasures to promote rail grade safety in parishes with high railroad-grade collision rates. Figure 5.6 shows the number of fatalities at rail grade crossings from 2015 through 2021 and Figure 5.7 shows these fatalities as a percent of all motor vehicle fatalities for this same period. While both figures illustrate the variable nature of these fatalities, both indicate overall downward trends in fatal crashes at rail grade crossings and rail grade fatal crashes as a percent of total fatal crashes.

**FIGURE 5.6 FATAL CRASHES AT RAIL GRADE CROSSINGS**



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed November 10, 2022.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 22, 2022.

## PERFORMANCE TARGET

- Reduce rail-highway fatalities by 3 percent from 4 (2015 to 2019 average) to 3 in 2022.

## PROGRAMS AND PROJECTS

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*PROJECT NUMBER: 2022-60-10*

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**Project Title:** Operation Lifesaver Coordinator – Railroad Crossings

**Project Description:** This project supported the Louisiana Operation Lifesaver (LOL) Coordinator with funds for a portion of salary, travel, and training. The LOL Coordinator updated the Operation Lifesaver Action Plan for FY 2022; updated existing LOL plans in the first quarter of 2022. LOL planned, organized, and conducted meetings, workshops, and 369 presentations to support rail grade safety; maintained, and utilized the LOL “presenters” database; coordinated the maintenance of the LOL web site; conducted forty training classes which resulted in 6 new LOL volunteers and promoted LOL and Operation Lifesaver programs in the 8 high-risk parishes with high railroad-grade collision rates. The Operation Lifesaver volunteers made 443 presentations that reached 28,627 attendees. The presentations were presented to a variety of schools (Pre-K, K-8 and High School), driver’s education classes, law enforcement, firefighters, school bus drivers, professional drivers, corporations, and other organizations. The volunteers also reached 3,325 people by working seven special events.

**Project Budget/Source:** \$35,999.83/Section 402

**Budget Expended:** \$32,359.33/Section 402

## 5.5 PEDESTRIANS/ BICYCLE SAFETY

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

- Reduce pedestrian fatalities by 1 percent from 126 (2015-2019 average) to 123 in 2022. (C-10)

- Reduce bicyclist fatalities by 3 percent from 26 (2015-2019 average) to 24 in 2022. (C-11)

## PROGRAMS AND PROJECTS

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### *PROJECT NUMBER: 2022-65-10*

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**Project Title:** Stroll into Safety

**Project Description:** The Stroll into Safety program educated children, caregivers, and community members about the importance of pedestrian and bicyclist skills, the rules of the road, and personal safety. This program was designed to bring attention to bike and pedestrian issues that surround the Greater Baton Rouge Area, in an effort to create safer, more bike/pedestrian-friendly communities. In FFY 2022, 1,022 participated in 29 Stroll Into Safety presentations, 26 bicycle rodeos and 26 Safety Towns. There were 3,054 individuals reached through community outreach events. A total of 511 students were surveyed through pre/post-tests.

**Project Budget/Source:** \$51,484.99/Section 402

**Budget Expended:** \$41,734.64/Section 402

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### *PROJECT NUMBER: 2022-65-12*

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**Project Title:** Metro Bicycle Coalition (DBA Bike Easy)

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

**Project Budget/Source:** \$45,000.00 /Section 402

**Budget Expended:** \$43,181.29/Section 402



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**PROJECT NUMBER: 2022-65-13**

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**Project Title:** YMCA Bike Safety Initiative

**Project Description:** The YMCA Bike Safety initiative educated 160 third through fifth graders in Jefferson Parish on the best practices as it relates to bicycle safety. The program trained eighteen students via monthly enrichment activities during the school year. Students engaged in interactive presentations by participating in both classroom and on the bike training.

**Project Budget/Source:** \$7,800.00 /Section 402

**Budget Expended:** \$6,323.00/Section 402

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**PROJECT NUMBER: 2022-65-15**

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**Project Title:** Title 32: New Perspectives

**Project Description:** The Title 32: New Perspectives project educated thirty-seven law enforcement officers on what the law says versus how the law is often interpreted. Emphasis on safe operations, principles of traffic law for bicyclist and pedestrians were taught. Five classes were taught to law enforcement officers in a classroom setting that allowed the officers to engage in the interactive presentations.

**Project Budget/Source:** \$13,400.00 /Section 405h

**Budget Expended:** \$9,371.92/Section 405h

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**PROJECT NUMBER: 2022-65-16**

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**Project Title:** Front Yard Bikes

**Project Description:** Front Yard Bikes engaged the community with classes teaching bike safety and safe riding practices. This program coordinated weekly bike rides to teach bike safety and safe riding practices. The program educated 292 community members on the importance of bike safety as it relates to bicycle laws within the state of Louisiana. It also shared bike/pedestrian safe routes alternatives to 292 citizens. Fifty bike safety classes were conducted.

**Project Budget/Source:** \$8,999.53 /Section 402

**Budget Expended:** \$8,997.32/Section 402

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**PROJECT NUMBER: 2022-80-01**

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**Project Title:** Paid Media Non-Motorized Safety

**Project Description:** This contract provided funding for a non-motorized safety paid media buy plan to educate citizens on the select state pedestrian and bicycle laws. All paid media were implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. Message recognition were measured through attitudinal surveys. Paid media placement for the four-month non-motorized campaign included 8,292 purchased spots and 8,354 bonus spots for a total of 16,646 radio spots. The radio buy also included streaming radio with 1,124,794 impressions and 9,551 bonus impressions for a total of 1,134,345 total impressions. In addition, on-line media placement delivered 97,805 clicks and an estimated 38,589,032 impressions. A total of 116 billboards, 14 bonus billboards, and 4 bus advertisements were placed. Message recognition was measured through attitudinal surveys.

**Project Budget/Source:** \$500,000.00/Section 405h

**Budget Expended:** \$480,246.34/Section 405h

## 5.6 COMMUNITY TRAFFIC SAFETY PROGRAMS

In FFY 2022, the LHSC continued its commitment to Louisiana’s Strategic Highway Safety Plan (SHSP) and our shared traffic safety vision for reducing traffic-related fatalities and serious injuries known as Destination Zero Deaths through statewide and regional leadership. Louisiana’s SHSP is implemented through a robust infrastructure comprised of leadership committees, state-level emphasis areas teams, and nine multidisciplinary regional coalitions that collectively support program implementation at the community level. The SHSP regional coalitions have all developed regional data-driven action plans that are consistent with the SHSP’s emphasis areas and address their region’s most serious traffic safety problems. Through the LHSC’s commitment to and role in the SHSP, we identified and funded pertinent statewide and regional projects to address community traffic safety issues.

### PERFORMANCE TARGETS

- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 225 (2015-2019 average) to 221 in 2022. (C-5)
- Reduce unrestrained passenger fatalities by 1 percent from 238 (2015-2019 average) to 233 in 2022. (C-4)

- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1 percentage point annually from 87.5 percent in 2019 to 89.2 percent in 2022. (B-1)
- Reduce pedestrian fatalities by 1 percent from 126 (2015-2019 average) to 123 in 2022. (C-10)
- Reduce bicyclist fatalities by 3 percent from 26 (2015-2019 average) to 24 in 2022. (C-11)

## PROGRAMS AND PROJECTS

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### *PROJECT NUMBER: 2022-10-44*

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**Project Title:** LA Voz de la Comunidad

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

**Project Budget/Source:** \$24,877.50/Section 154AL

**Budget Expended:** \$19,072.75/Section 154AL

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### *PROJECT NUMBER: 2022-70-11*

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**Project Title:** UMOJA Traffic Safety Diversity Outreach Program

**Project Description:** This program provided outreach to community leaders, on HBCU campuses in East Baton Rouge, Caddo, and Lincoln Parishes to reduce the number of serious injury and fatal crashes caused by impaired driving. Educational materials promoting traffic safety were distributed at all of the traffic safety outreach activities. Traffic safety programs were established on HBCU campuses in Lincoln Parish and East Baton Rouge Parishes. Three in-person diversity forums were conducted and attended by 150 participants.

**Project Budget/Source:** \$39,915.55/Section 154AL; \$9,978.89 Section 402

**Budget Expended:** \$22,027.60/Section 154AL; \$6,875.43 Section 402

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### *PROJECT NUMBER: 2022-10-49*

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**Project Title:** Le Sanctuary Traffic Safety Diversity Outreach Program

**Project Description:** This program provided outreach to clergy, driving schools, and middle and high schools to reduce the number of serious injury and fatal crashes specific to impaired driving. Educational material promoting traffic safety were distributed in and around diversity outreach activities that focused on educating minorities on the importance of not drinking and driving. A multi-agency press event was conducted for the 2022 ESSENCE Festival of Culture, with over 500,000 attendees in the New Orleans area. There were also 25 attendees at the “Can You See Me Now?” Bike and Pedestrian Safety Forum.

**Project Budget/Source:** \$43,443.55/Section 154AL; \$4,487.60/Section 402

**Budget Expended:** \$11,410.89/Section 154AL; \$3,659.31/Section 402

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*PROJECT NUMBER: 2022-10-16*

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**Project Title:** Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany, and Tangipahoa Parishes SBIRT Training

**Project Description:** This program provided trainings by nationally registered SBIRT (Screening, Brief Intervention, and Referral to Treatment) trainers for individuals employed at Southeastern Louisiana University Health Center and Counseling Center. There was one additional training provided at Xavier University in New Orleans and attended by 8 participants. These trainings provided the participants with tools to screen for alcohol dependency in young drivers and to motivate change in their substance usage and any related impaired driving behavior. The program had 448 new clients during the fall and spring semesters.

**Project Budget/Source:** \$4,424.00/Section 154AL

**Budget Expended:** \$1,989.65/Section 154AL

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*PROJECT NUMBER: 2022-65-12*

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**Project Title:** Metro Bicycle Coalition (DBA Bike Easy)

**Project Description:** The Bike Easy outreach initiative focused on young road users, including young motorists, pedestrians, and bicycle riders. The program taught each participant skills to keep themselves safe, as well as ensuring that young motorists were aware of their responsibilities to other road users. Twelve community bicycle workshops, four community bike rides, four Traffic Skills 101 classes, eleven outreach interventions, one legal clinic on bicycle and pedestrian laws, three

multimodal youth safety trainings, two Road Riding 101 Programs, and five youth bicycle and pedestrian rodeos were conducted. At these events, Bicycle Map and Commuter Guides, League of America Bicyclists Quick Guide to Smart Cycling educational materials were distributed.

**Project Budget/Source:** \$45,000.00 /Section 402

**Budget Expended:** \$43,181.29/Section 402

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**PROJECT NUMBER: 2022-65-13**

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**Project Title:** YMCA Bike Safety Initiative

**Project Description:** The YMCA Bike Safety initiative educated 160 third through fifth graders in Jefferson Parish on the best practices as it relates to bicycle safety. The program trained eighteen students via monthly enrichment activities during the school year. Students engaged in interactive presentations by participating in both classroom and on the bike training.

**Project Budget/Source:** \$7,800.00 /Section 402

**Budget Expended:** \$6,323.00/Section 402

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**PROJECT NUMBER: 2022-65-15**

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**Project Title:** Title 32: New Perspectives

**Project Description:** The Title 32: New Perspectives educated thirty law enforcement officers on what the law says versus how the law is often interpreted. Emphasis on safe operations, principles of traffic law for bicyclist and pedestrians were taught. Five classes were taught to law enforcement officers in a classroom setting that allowed the officers to engage in the interactive presentations.

**Project Budget/Source:** \$13,400.00 /Section 405h

**Budget Expended:** \$9,371.92/Section 405h

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**PROJECT NUMBER: 2022-65-16**

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**Project Title:** Front Yard Bikes

**Project Description:** Front Yard Bikes engaged the community with classes teaching bike safety and safe riding practices. This program coordinated weekly bike rides to teach bike safety and safe riding

practices. The program educated 292 community members on the importance of bike safety as it relates to bicycle laws within the state of Louisiana. It also shared bike/pedestrian safe routes alternatives to 292 citizens. Fifty bike safety classes were conducted.

**Project Budget/Source:** \$8,999.53 /Section 402

**Budget Expended:** \$8,997.32/Section 402

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**PROJECT NUMBER: 2022-70-12**

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**Project Title:** Bayou Classic Outreach - NOCCI

**Project Description:** Project was not executed per the LHSC Executive Director out of an abundance of caution due to COVID-19.

**Project Budget/Source:** \$20,000.00/Section 154AL

**Budget Expended:** \$0/Section 154AL

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**PROJECT NUMBER: 2022-80-01**

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**Project Title:** Paid Media Non-Motorized Safety

**Project Description:** This contract provided funding for a non-motorized safety paid media buy plan to educate citizens on the select state pedestrian and bicycle laws. All paid media were implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. Message recognition were measured through attitudinal surveys. Paid media placement for the four-month non-motorized campaign included 8,292 purchased spots and 8,354 bonus spots for a total of 16,646 radio spots. The radio buy also included streaming radio with 1,124,794 impressions and 9,551 bonus impressions for a total of 1,134,345 total impressions. In addition, on-line media placement delivered 97,805 clicks and an estimated 38,589,032 impressions. A total of 116 billboards, 14 bonus billboards, and 4 bus advertisements were placed. Message recognition was measured through attitudinal surveys.

**Project Budget/Source:** \$500,000.00/Section 405h

**Budget Expended:** \$480,246.34/Section 405h

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**PROJECT NUMBER: 2022-80-04**


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**Project Title:** Hometown Productions

**Project Description:** This project provided the script development and production of PSAs focused on educating Louisiana citizens on critical traffic safety issues specifically impaired driving, restraint use, and distracted driving. All PSAs were implemented through an assessment of current programs as well as demographic needs, reach and frequency goals, and through assessment of appropriate messaging, and problem identification.

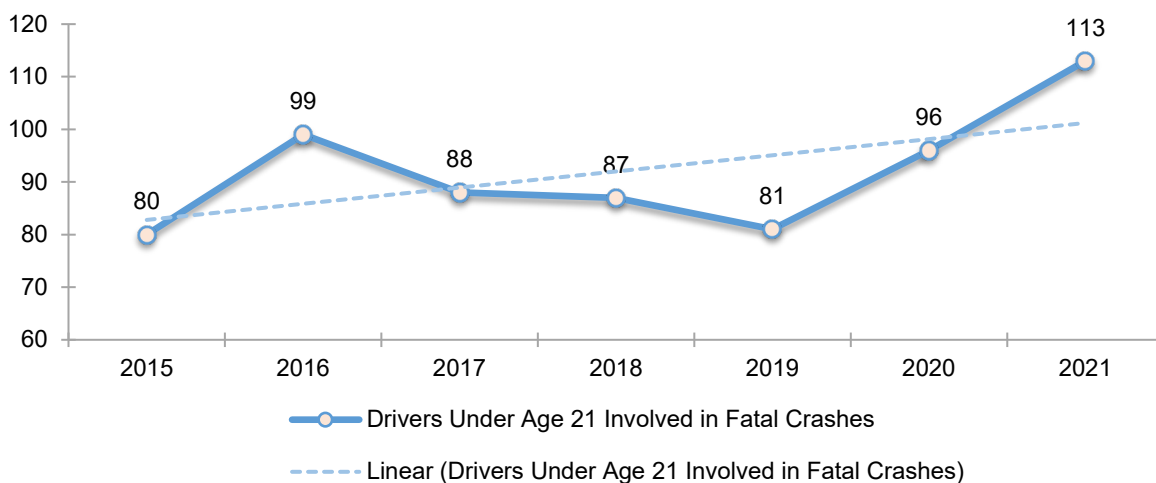
**Project Budget/Source:** \$40,000.00/Section 402

**Budget Expended:** \$30,000.00/Section 402

## 5.7 YOUNG DRIVER TRAFFIC SAFETY PROGRAM

In FFY 2022, LHSC funded youth-based programs that included peer-to-peer education and prevention strategies targeted towards novice drivers under 20 who are the most likely to take risks on the road, including drinking and driving and not utilizing seat belts. These evidence-based education programs were chosen to compliment and support Louisiana's highly effective GDL law. Despite several years of decreases, recent data indicate that fatal crashes involving drivers under age 21 are on an upward trend.

**FIGURE 5.8 DRIVERS UNDER AGE 21 INVOLVED IN FATAL CRASHES**



Source: NHTSA STSI/FARS; Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 20, 2022.

## PERFORMANCE TARGET

- Decrease drivers age 20 or younger involved in fatal crashes by 2 percent from 87 (2015-2019) to 84 in 2022. (C-9)

## PROGRAMS AND PROJECTS

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### *PROJECT NUMBER: 2022-10-30*

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

**Project Description:** The Juvenile Underage Drinking Enforcement (J.U.D.E.) Task Force addressed the problem of underage drinking in an effort to deter impaired driving in East Baton Rouge (EBR) Parish. The Task Force also worked to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for entering a bar/lounge, or to purchase, possess and consume alcoholic beverages. The EBR ABC Agents worked 2,087 overtime enforcement hours in 2022, performed 2,507 compliance checks, made 314 arrests and issued 308 citations while working overtime hours.

**Project Budget/Source:** \$75,900.00/Section 154AL

**Budget Expended:** \$69,911.13/Section 154AL

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### *PROJECT NUMBER: 2022-10-31*

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**Project Title:** Louisiana Cops in Shops Program

**Project Description:** The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops Project utilized ATC enforcement agents to conduct additional extensive underage alcohol enforcement efforts statewide on an overtime basis. These efforts reduce the incidence of underage alcohol procurement, thereby reducing alcohol-impaired fatalities and injuries. The ATC agents worked 3,501 overtime enforcement hours performed 3,279 compliance checks, and issued 268 citations.

**Project Budget/Source:** \$152,815.00/Section 154AL

**Budget Expended:** \$152,790.98/Section 154AL



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**PROJECT NUMBER: 2022-55-10**

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**Project Title:** Sudden Impact Comprehensive Statewide Project

**Project Description:** This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated, drug-impaired driving and included information on distracted driving, and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Nurses, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2022, 7,044 students attended hospital based and on-site school presentations, 6,483 students viewed Mock Crashes, 2,483 students viewed Mock Trials, and 195 students participated in Senior Sessions, 45 students participated in College Presentations, and 179 parents attended two Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions.

**Project Budget/Source:** \$122,500.00/Section 154AL; \$52,500.00/Section 402

**Budget Expended:** \$69,761.31/Section 154AL; \$32,649.74/Section 402

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**PROJECT NUMBER: 2022-55-11**

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**Project Title:** Ready, Set, DRIVE!

**Project Description:** This project funded the "Ready, Set, DRIVE!" Teen Driver Safety Program in East Baton Rouge Parish. The "Ready, Set, DRIVE!" educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol-impaired driving, distracted driving and improper seatbelt use in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness were measured through 813 pre- and post-tests that showed increase of knowledge. In FFY 2022, 1,183 participants attended Ready, Set, DRIVE! activities, which included 53 presentations at high schools and privately owned driving schools.

**Project Budget/Source:** \$13,500.00/Section 402

**Budget Expended:** \$13,500.00/Section 402

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**PROJECT NUMBER: 2022-55-12**

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**Project Title:** ThinkFirst for Teens Program

**Project Description:** ThinkFirst of the ArkLaTex coordinated and implemented 70 ThinkFirst programs (one to two hours) that covered various driving behaviors, such as impaired driving, occupant protection, and distracted driving for youth and young adults to reduce the overall number of fatal and traumatic brain and spinal cord injuries sustained in vehicle crashes. These programs were conducted through schools, colleges/universities, corporate/community traffic safety programs, churches, DWI classes, Juvenile Court, privately owned driving schools, etc., in Northwest, Northeast, and Central Louisiana. Forty-two presentations were specifically related to alcohol-impaired driving. In FFY 2022, 2,254 students and 290 adults participated in ThinkFirst. The program effectiveness were measured by pre/post-tests, which showed increased knowledge at 17 percent for distracted driving, 22 percent for seat belt safety, and 18 percent for underage drinking/impaired driving.

**Project Budget/Source:** \$68,400.00/Section 154AL; \$45,600.00/Section 402

**Budget Expended:** \$62,955.67/Section 154AL; \$41,948.62/Section 402

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**PROJECT NUMBER: 2022-55-14**

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**Project Title:** Tangipahoa Parish Government – TRACC Coalition - BRAKES

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

**Project Budget/Source:** \$10,000.00/Section 402

**Budget Expended:** \$5,955.18/Section 402

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**PROJECT NUMBER: 2022-55-16**

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**Project Title:** Students Against Destructive Decisions (SADD) - Rock the Belt

**Project Description:** High schools within Caddo, Calcasieu, Grant, Lafayette, Lafourche, Livingston, Orleans, Ouachita, and St. Tammany parishes participated in SADD's "Comprehensive Approach to Reducing Teen Crashes – Rock the Belt" program. Students were exposed to occupant protection PSAs, posters, flyers, and contributed to social media campaigns. The program measured effectiveness with pre- and post-tests that were administered to 678 program participants that showed an overall 18.6% increase in knowledge.

**Project Budget/Source:** \$99,000.00/Section 402

**Budget Expended:** \$72,160.49/Section 402

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**PROJECT NUMBER: 2022-55-23**

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**Project Title:** You Are Worth It, Inc.

**Project Description:** This project worked with high school administrators in Lincoln and Ouachita Parishes to introduce the You Are Worth It – Living Examples program. The Project Director experienced obstacles, which prevented completion of the program.

**Project Budget/Source:** \$10,000.00/Section 402

**Budget Expended:** \$227.08/Section 402

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**PROJECT NUMBER: 2022-65-12**

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**Project Title:** Metro Bicycle Coalition (DBA Bike Easy)

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

**Project Budget/Source:** \$45,000.00 /Section 402

**Budget Expended:** \$43,181.29/Section 402

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**PROJECT NUMBER: 2022-65-13**

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**Project Title:** YMCA Bike Safety Initiative

**Project Description:** The YMCA Bike Safety initiative educated 160 third through fifth graders in Jefferson Parish on the best practices as it relates to bicycle safety. The program trained eighteen students via monthly enrichment activities during the school year. Students engaged in interactive presentations by participating in both classroom and on the bike training.

**Project Budget/Source:** \$7,800.00 /Section 402

**Budget Expended:** \$6,323.00/Section 402

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**PROJECT NUMBER: 2022-65-16**

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**Project Title:** Front Yard Bikes

**Project Description:** Front Yard Bikes engaged the community with classes teaching bike safety and safe riding practices. This program coordinated weekly bike rides to teach bike safety and safe riding practices. The program educated 292 community members on the importance of bike safety as it relates to bicycle laws within the state of Louisiana. It also shared bike/pedestrian safe routes alternatives to 292 citizens. Fifty bike safety classes were conducted.

**Project Budget/Source:** \$8,999.53 /Section 402

**Budget Expended:** \$8,997.32/Section 402

## 5.8 DISTRACTED DRIVING

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

### PERFORMANCE TARGET

- Decrease distracted driving fatalities by 1 percent from 158 (2015-2019 average) to 154 in 2022.

## PROGRAMS AND PROJECTS

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### *PROJECT NUMBER: 2022-55-10*

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**Project Title:** Sudden Impact Comprehensive Statewide Project

**Project Description:** This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated, drug-impaired driving and included information on distracted driving, and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Nurses, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2022, 7,044 students attended hospital based and on-site school presentations, 6,483 students viewed Mock Crashes, 2,483 students viewed Mock Trials, and 195 students participated in Senior Sessions, 45 students participated in College Presentations, and 179 parents attended two Parent Session presentations to learn about their teen driver's Graduated Driving Licensing restrictions.

**Project Budget/Source:** \$122,500.00/Section 154AL; \$52,500.00/Section 402

**Budget Expended:** \$69,761.31/Section 154AL; \$32,649.74/Section 402

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### *PROJECT NUMBER: 2022-55-11*

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**Project Title:** Ready, Set, DRIVE!

**Project Description:** This project funded the "Ready, Set, DRIVE!" Teen Driver Safety Program in East Baton Rouge Parish. The "Ready, Set, DRIVE!" educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol-impaired driving, distracted driving and improper seatbelt use in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness were measured through 813 pre- and post-tests that showed increase of knowledge. In FFY 2022, 1,183 participants attended Ready, Set, DRIVE! activities, which included 53 presentations at high schools and privately owned driving schools.

**Project Budget/Source:** \$13,500.00/Section 402

**Budget Expended:** \$13,500.00/Section 402

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**PROJECT NUMBER: 2022-55-14**

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**Project Title:** Tangipahoa Parish Government – TRACC Coalition - BRAKES

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

**Project Budget/Source:** \$10,000.00/Section 402

**Budget Expended:** \$5,955.18/Section 402

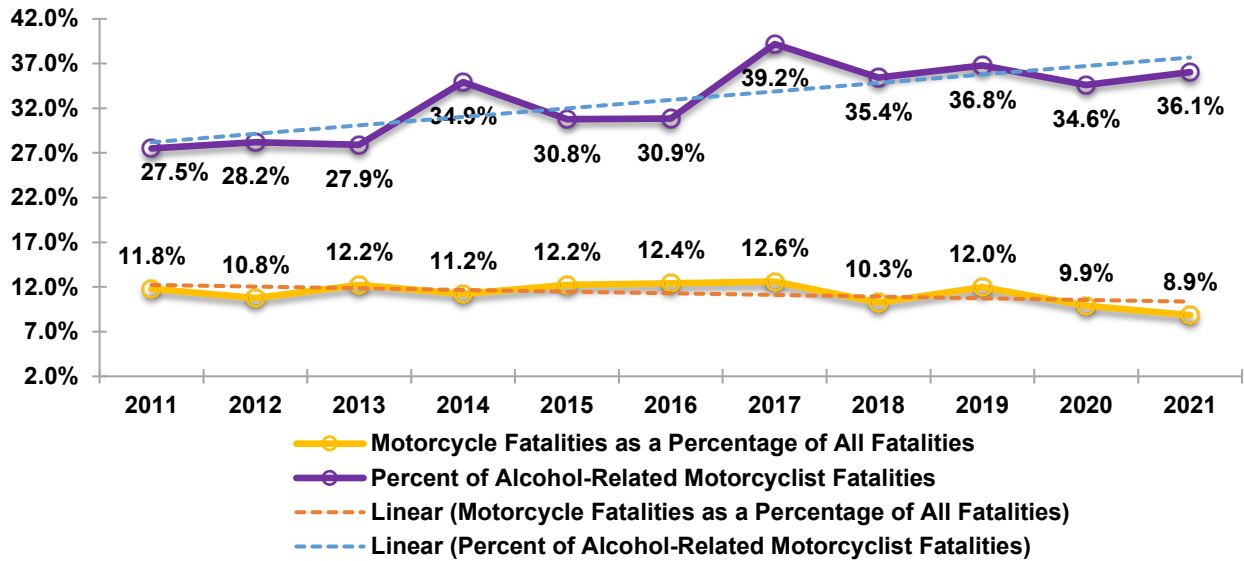
## 5.9 MOTORCYCLE SAFETY PROGRAM

In FFY 2022, LHSC focused on reducing the overall number of motorcyclist<sup>2</sup> fatalities, as well as the number of motorcyclist fatalities that were alcohol-impaired (BAC of 0.08 or above) or not wearing a helmet. Figure 5.9 shows motorcyclist fatalities as a percent of all motor vehicle fatalities and the percent of motorcyclist fatalities that were alcohol-impaired.

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<sup>2</sup> NHTSA and the LHSC use the term motorcyclist to refer to both the motorcycle operator and motorcycle passenger.

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



Source: Center for Analytics and Research in Transportation Safety (CARTS) at Louisiana State University. Accessed December 22, 2022.

## PERFORMANCE TARGETS

- Reduce motorcyclist fatalities by 1 percent from 90 (2015-2019 average) to 88 in 2022. (C-7)
- Reduce unhelmeted motorcyclist fatalities by 3 percent from 10 (2015-2015 average) to 9 in 2022. (C-8)
- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 225 (2015-2019 average) to 221 in 2022. (C-5)

## PROGRAMS AND PROJECTS

*PROJECT NUMBER: 2022-50-11*

**Project Title:** Motorcycle Awareness Campaign

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

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

**Budget Expended:** \$43,080.78/Section 405f

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**PROJECT NUMBER: 2022-80-01**

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**Project Title:** Paid Media for Motorcycle Safety

**Project Description:** This contract provided funding for a motorcycle safety paid media buy plan for East Baton Rouge, Lafayette, Orleans and Jefferson Parish to include St. Bernard, St. Charles, and Plaquemines. All paid media were implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points.

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

**Budget Expended:** \$38,907.90/Section 405f

## 5.10 POLICE TRAFFIC SERVICES PROGRAM

In FFY 2022, funding for Police Traffic Services (PTS) supported overtime enforcement related to occupant protection, speeding, and impaired driving. Data from the Center for Analytics and Research in Transportation Safety (CARTS) at LSU reveal very few fatal or injury crashes include a violation for “over safe speed limit” or “over stated speed limit”. The majority of violations reported in injury (16 percent) and fatal (18 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 statute may be interpreted by law enforcement to include speeding.

### PERFORMANCE TARGETS

- Reduce speeding-related fatalities by 1 percent from 152 (2015-2019 average) to 149 in 2022. (C-6)
- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 225 (2015-2019 average) to 221 in 2022. (C-5)
- Reduce unrestrained passenger fatalities by 1 percent from 238 (2015-2019 average) to 233 in 2022. (C-4)



## PROGRAMS AND PROJECTS

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**PROJECT NUMBER: 2022-30-09**

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**Project Title:** Traffic Safety Consultant

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

**Project Budget/Source:** \$49,878.24/Section 402

**Budget Expended:** \$41,833.92/Section 402

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**PROJECT NUMBER: 2022-30-80**

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

**Project Description:** The LSP conducted DWI, occupant protection, and speed enforcement throughout Louisiana. The LSP worked 2,851 hours of overtime occupant protection enforcement and 3,286 hours of overtime impaired driving enforcement. High fatal and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. During 2022, the LSP conducted three occupant protection checkpoints, issued 2,978 seat belt and child passenger citations, and made 201 impaired driving arrests.

Enforcement was coupled with public information officers conducting education and outreach activities. LSP Public Information Officers (PIO) conducted 83 occupant protection related and 236 impaired driving related outreach events which included public information presentations. These presentations were used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics were publicized through print, TV, and/or radio media throughout the duration of the grant.

In addition, LSP planned and conducted various training courses that were made available to local law enforcement agencies statewide. The LSP subcontracted with nationally recognized law enforcement training agencies to conduct specific training courses. These training courses included thirteen SFST Certification/Practicum (1,083 students), one DRE Certification Course (11 students), four ARIDE Courses (39 students).

**Project Budget/Source:** \$45,231.18/Section 402; \$573,260.34/Section 405d; \$282,238.00/Section 405b

**Budget Expended:** \$21,728.81/Section 402; \$399,040.30/Section 405d; \$232,225.94/Section 405b

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**PROJECT NUMBER: 2022-30-10 THROUGH 2022-30-63**

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**Project Title:** Overtime Traffic Safety Enforcement - Local Law Enforcement

**Project Description:** LHSC provided funding to local police departments and sheriff's offices for high-visibility and sustained overtime enforcement of traffic safety laws. Each agency provided enforcement, which coordinated with the annual campaigns as appropriate, in addition to other identified state enforcement waves. All law enforcement agencies that participated in this targeted overtime enforcement program utilized data to identify areas of critical needs. The local agencies conducted patrols based on their evidence-based enforcement plan, deployed resources based on crash analysis, and make adjustments throughout the year as needed.

Participating agencies conducted checkpoints, saturation patrols, and yearlong enforcement to correspond with the two national "Click It or Ticket" and "Drive Sober or Get Pulled Over" and state mobilizations. Law enforcement agencies worked 12,872 hours of occupant protection saturation patrols and 1,645 hours at seatbelt checkpoints, issuing 12,969 adult seat belt citations and 642 child passenger seat citations, worked 19,545 impaired driving saturation patrol hours, conducted 126 sobriety checkpoints, and worked 2,824 checkpoint hours. Fifty-One (51) law enforcement agencies participated in this targeted overtime enforcement program including:

- 
- |   |  |
|---|--|
| • Abbeville Police Department;              | • Livingston Parish Sheriff's Office;                |
| • Alexandria Police Department;             | • Mandeville Police Department;                      |
| • Allen Parish Sheriff's Office;            | • Monroe Police Department-did not submit sub grant; |
| • Ascension Parish Sheriff's Office;        | • Morgan City Police Department;                     |
| • Baton Rouge Police Department;            | • New Orleans Police Department;                     |
| • Bogalusa Police Department;               | • Pineville Police Department;                       |
| • Bossier City Police Department;           | • Shreveport Police Department;                      |
| • Bossier Parish Sheriff's Office;          | • Slidell Police Department;                         |
| • Breaux Bridge Police Department;          | • Southeastern Louisiana University Police Dept.;    |
| • Caddo Parish Sheriff's Office;            | • Southern University at New Orleans Police Dept.;   |
| • Calcasieu Parish Sheriff's Office;        | • St. Bernard Parish Sheriff's Office;               |
| • Denham Springs Police Department;         | • St. Charles Parish Sheriff's Office;               |
| • East Baton Rouge Parish Sheriff's Office; | • St. John Parish Sheriff's Office;                  |
| • Eunice Police Department;                 | • St. Tammany Parish Sheriff's Office;               |
| • Evangeline Parish Sheriff's Office;       | • Tangipahoa Parish Sheriff's Office;                |
| • Franklinton Police Department;            | • Terrebonne Parish Sheriff's Office;                |
| • French Settlement Police Department;      | • Thibodaux Police Department;                       |
| • Gonzales Police Department;               | • Washington Parish Sheriff's Office;                |
| • Greater N.O. Expressway Commission;       | • West Baton Rouge Parish Sheriff's Office;          |
| • Greenwood Police Department;              | • W. Monroe Police Department;                       |
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- Hammond Police Department;
- Harahan Police Department
- Houma Police Department;
- Iberia Parish Sheriff's Office;
- Jefferson Parish Sheriff's Office;
- Kenner Police Department;
- Lafayette Police Department;
- Lafourche Parish Sheriff's Office;
- Lake Charles Police Department;
- Westwego Police Department; and
- Zachary Police Department.

**Project Budget/Source:** \$1,868,767.75/Section 402; \$318,719.00/Section 154AL; \$455,626/Section 164AL; \$1,525,719.00/Section 405d; \$81,180.00/Section 405h.

**Budget Expended:** \$1,378,435.99/Section 402; \$184,008.16/Section 154AL; \$446,072.08/Section 164AL; \$584,255.72/Section 405d; \$33,525.79/Section 405h.

**PROJECT NUMBER: 2022-35-05 THROUGH 2022-35-39**

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

**Project Description:** This project provided funds to local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted sobriety checkpoints and saturation patrols in support of the two national "Click It or Ticket" and "Drive Sober or Get Pulled Over" mobilizations. In 2022, 29 local law enforcement agencies participated in this project. Total enforcement activities for "Click It or Ticket" resulted in 4,997 safety belt citations and 2,874 enforcement hours by all participating agencies; "Drive Sober or Get Pulled Over" resulted in 4,817 total hours worked by all participating agencies and 429 DWI arrests. Law enforcement agencies that participated in the two national mobilizations included:

- Albany Police Department;
- Assumption Sheriff's Office
- Berwick Police Department
- Church Point Police Department;
- Coushatta Police Department;
- DeRidder City Police Department;
- Erath Police Department;
- Haughton Police Department;
- Iowa Police Department;
- Lake Arthur Police Department;
- Lake Charles City Marshal Ward 3;
- Leesville Police Department;
- Leonville Police Department;
- Many Police Department;
- Patterson Police Department;
- Plaquemine Police Department;
- Plaquemines Sheriff's Office;
- Pointe Coupee Parish Sheriff's Office;
- Ponchatoula Police Department;
- Rayne Police Department;
- Springhill Police Department;
- St. James Parish Sheriff's Office;
- St. Mary Parish Sheriff's Office;
- Union Parish Sheriff's Office;
- Walker Police Department;
- Webster Parish Sheriff's Office;

- Livingston Police Department;
  - White Castle Police Department, and
  - Winnfield Police Department.
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**Project Budget/Source:** \$71,427.75/Section 402; \$63,472.05/Section 154AL

**Budget Expended:** \$46,049.30/Section 402; \$37,670.79/Section 154AL

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**PROJECT NUMBER: 2022-30-90 AND 2022-30-91**

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

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

**Project Budget/Source:** \$99,800.00 /Section 402

**Budget Expended:** \$70,229.73/Section 402

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**PROJECT NUMBER: 2022-30-92 THROUGH 2022-30-99**

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**Project Title:** Law Enforcement Liaison (LEL)

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

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The lingering COVID-19 restrictions that were implemented by the Governor of Louisiana affected the completion of deliverables that were outlined within these sub-grants.

**Project Budget/Source:** \$419,991.00 /Section 402;

**Budget Expended:** \$336,398.40/Section 402

## 5.11 PLANNING AND ADMINISTRATION

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

The table below the projects funded under P&A in FY 2022, the project number, funding source, description and amounts expended.

**Table 5.2 Program Support Projects**

Project Number	Funding Source	Project Name	Description	Funded/ Expended
2022-40-01	402	H&M Consulting	Provided statistical analysis of identified traffic safety needs	\$49,900.00/ \$49,900.00
2022-20-10	402; 405b	Attitudinal/ MC and Other Surveys	Provided attitudinal survey on impaired driving, occupant protection, speed and other traffic safety issues	\$324,600/ \$324,600

## 6.0 PAID/ EARNED MEDIA

Paid media flights were planned based on a strategic assessment of crash statistics, driver and passenger demographics, planned enforcement periods, available messaging, and funds to determine the most effective marketing and communication plan. Table 6.0 summarizes paid media expenditures in FFY 2022.

Table 6.1 Summary of FFY 2022 Paid Media Air Time Expenditures

<b>Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Total TV and Radio Impressions</b>	<b>Total Online Impressions</b>	<b>Earned/Donated Space for TV and Radio</b>	<b>Billed Amount</b>
Click It or Ticket-Memorial Day	3,069	2,751	5,820	16,468,998	6,411	\$424,458.18
Drive Sober or Get Pulled Over – Labor Day	3,293	3,266	6,559	16,607,819	9,055	\$598,879.92
Non-motorist Safety	-	8,292	8,292	39,723,377	8,354	\$480,246.34
<b>Paid Media Totals</b>	<b>6,362</b>	<b>14,309</b>	<b>20,671</b>	<b>72,800,194</b>	<b>23,820</b>	<b>\$1,503,584.40</b>

A number of earned media initiatives were completed in FFY 2022. The news releases, letters, and columns Lambert Media issued were published hundreds of times by print publications in Louisiana. In addition, thousands of social media postings were made, and many of these were reposted by others.

## 6.1 Attitudinal and Awareness Survey Results

The attitudinal survey results shown in Table 6.2 are for 2020 and 2022 only, while Table 6.3 shows the percent of respondents' answers to distracted driving questions from the statewide telephone surveys conducted in 2016 through 2022. Due to the state procurement process, no attitudinal survey was conducted in 2021.

**TABLE 6.2 Attitudinal Survey of Louisiana Drivers**

	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"	94.5%	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"	67.0%	66.0%
In the past 30 days, have you read, seen or heard anything about seat belt enforcement by police? "Yes"	16.7%	22.4%
Do you recall having heard or read any ads or announcements recently with the slogan: "Click it or Ticket"? "Yes"	75.8%	72.5%
What do you think the chances are of getting a ticket if you drive over the speed limit? "Very Likely" and "Somewhat Likely"	84.0%	81.8%
In the past 30 days, have you read, seen or heard anything about speed enforcement by police? "Yes"	22.3%	36.4%
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"	22.5%	24.0%
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"	16.2%	16.1%
What do you think the chances are of someone being arrested if the drive after drinking? "Very Likely" and "Somewhat Likely"	80.8%	78.7%
In the past 30 days, have you read, seen or heard anything about drunk driving enforcement? "Yes"	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"	61.5%	47.1%
Do you recall having heard or read any ads or announcements recently with the slogan: "Drive Sober or Get Pulled Over"? "Yes"	75.4%	68.4%
Would you favor or oppose a new state law which prohibits using a hand-held cell phone while driving? "Favor"	66.1%	54.8%
In your opinion, should Louisiana's motorcycle helmet law be repealed? "No"	77.0%	73.3%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2020 and 2022.

Table 6.3 Selection of Distracted Driving Questions from Telephone Survey

Year	Always, Nearly Always, or Sometimes Text while driving	Know there is a texting ban while driving	Know there is a ban on accessing social media while driving	Favor a new state law prohibiting hand-held phone while driving	Favor a new state law prohibiting using hands-free phone while driving
2016	11.4%	89.9%	67.5%	63.6%	32.2%
2017	12.9%	90.8%	71.3%	64.7%	35.2%
2018	13%	91.4%	72.4%	65.2%	33.3%
2019	12.2%	91%	71.9%	64.1%	31.5%
2020	14.3%	91.6%	68.7%	66.1%	27.8%
2021		-	-	-	-
2022	14.5%	91.2%	73.5%	54.8%	27.4%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2016-2022.



