Louisiana Highway Safety Annual Report

Federal Fiscal Year (FFY) 2025

prepared for
National Highway Traffic Safety Administration

prepared by
Louisiana Highway Safety Commission
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For submission by
January 28, 2026

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Table of Contents

1.0 Operations & Management Report

1.1 Introduction 3
1.2 LHSC Mission Statement 4
1.3 LHSC Leadership and Infrastructure 4
1.4 Statistical Summary 5
1.5 Notable Achievements 10

2.0 Performance Report

2.1 Progress in Meeting FFY 2025 Targets 11
2.2 Activities' Contribution to Meeting Targets 12
2.3 Plans for Strategy Adjustment 13

3.0 Activity Report

3.1 Projects Not Implemented 14
3.2 Public Participation & Engagement Activities 14
3.3 Evidence-Based Enforcement Program Activities 18
3.4 Support for National Mobilization Campaigns 21
3.5 Report of Activities to Support 23 U.S.C. 402, 23 U.S.C. 405, and 1906 Grants 24
Confirmation of Compliance with Federal Regulations
Activities by Program Area
3.5.1 Impaired Driving Program 25
3.5.2 Occupant Protection Program 36
3.5.3 Traffic Records Improvement Program 44
3.5.4 Motorcycle Safety Program 47
3.5.5 Police Traffic Services Program 49
3.5.6 Railroad/Highway Crossing (Roadway) Safety Program 55
3.5.7 Non-Motorized Safety Program 57
3.5.8 Teen Traffic Safety Program 60
3.5.9 Distracted Driving Program 63
3.5.10 Planning and Administration 65

4.0 Paid/Earned Media Report

4.1 Paid Media 66
4.2 Earned Media 67

List of Figures

Figure 1.1 Statewide Fatalities 5
Figure 1.2 Statewide Serious Injuries 5
Figure 1.3 Statewide Fatality Rate 6
Figure 1.4 Unrestrained Passenger Vehicle Occupant Fatalities 6
Figure 1.5 Alcohol-Impaired Driving Fatalities (≥0.08 BAC) 6
Figure 1.6 Speeding-Related Fatalities 7
Figure 1.7 Motorcyclist Fatalities 7
Figure 1.8 Unhelmeted Motorcyclist Fatalities 7
Figure 1.9 Drivers Aged 15-20 Involved in Fatal Crashes 8
Figure 1.10 Pedestrian Fatalities 8
Figure 1.11 Bicyclist Fatalities 8
Figure 1.12 Observed Occupant Seat Belt Usage 9
Figure 1.13 Seat Belt Citations Issued During Grant-Funded Enforcement Activities 9
Figure 1.14 Impaired Driving Arrests Made During Grant-Funded Enforcement Activities 9
Figure 1.15 Speeding Citations Issued During Grant-Funded Enforcement Activities 10
Figure 3.5.1 Alcohol-Impaired Fatalities as a Percent of All Fatalities 25
Figure 3.5.2 Alcohol-Impaired Fatalities and Alcohol-Related Fatal Crashes 25
Figure 3.5.3 Observed Seat Belt Use and Unrestrained Fatalities 36
Figure 3.5.4 Unrestrained Fatalities: Drivers, Passengers Age 6+, and Children Under 6 37
Figure 3.5.5 Motorcyclist Fatalities as a Percent of Total Fatalities and Alcohol-Impaired Fatalities 47
Figure 3.5.6 Fatal Crashes at Rail Grade Crossings 55
Figure 3.5.7 Rail Grade Fatal Crashes as a Percent of Total Fatal Crashes 55
Figure 3.5.8 Drivers Under Age 21 Involved in Fatal Crashes 60

List of Tables

Table 2.1 Progress in Meeting FFY 2025 Performance Targets 11
Table 2.2 Progress in Observed Seat Belt Use Rate 12
Table 3.1 Progress in Implementing PP&E Activities During FFY 2025 14
Table 4.1 Summary of FFY 2025 Paid Media Air Time Expenditures 66
Table 4.2 Summary of Social Media Impact 67

1.0 Operations & Management Report

The Louisiana Highway Safety Commission (LHSC) has prepared the Louisiana Annual Report, Federal Fiscal Year (FFY) 2025 for submission to the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation as required by 23 CFR 1300.35 and has respectfully submitted said document to the NHTSA Region 6 Administrator by January 28, 2026.

1.1 Introduction

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

For FFY 2025, the funds awarded to the LHSC by NHTSA include:

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

In addition, the Louisiana Department of Transportation and Development agreed to transfer 10 percent of its awarded Section 154 – Open Container and Section 164 – Repeat Offender Hazardous Elimination Funds to the LHSC for FFY 2025.

The funds received from NHTSA supported projects addressing impaired driving, occupant protection including child passenger safety, traffic data systems improvements, motorcycle safety, police traffic services including speed enforcement, railroad/highway crossing safety, pedestrian and bicyclist safety, teen driver safety, distracted driving awareness, public access to demographic data about individuals involved in traffic stops, and planning and administration of Louisiana's highway safety program.

This Annual Report provides the following information: a general assessment of the State's progress in achieving its highway safety performance measure targets identified in Louisiana's FFY 2024-2026 Triennial Highway Safety Plan (3HSP); a general description of the projects and activities funded and implemented under Louisiana's FFY 2025 Annual Grant Application (AGA); and the amount and source of federal funds allocated to and expended on each project. Explanations for projects not completed are also included in this document.

1.2 Mission Statement

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

1.3 Leadership and Infrastructure

Louisiana state law created the LHSC as both a state agency and a board of 21 Governor-appointed Commissioners.

No change to the state agency portion of the Commission occurred during the fiscal year. Per Louisiana Revised Statute 48:1357, the state agency portion of the Commission remains the authority to cooperate with the federal government or any agency thereof for the purpose of increasing highway safety through the development and implementation of a comprehensive, long-range highway safety program for Louisiana. At the end of the 2025 fiscal year, the LHSC, the agency, had a staff of thirteen full-time employees including an Executive Director who oversaw day-to-day operations.

Per L.R.S. 48:1357, the Board of Commissioners, as a governing body, serves as the public support group of the *Highway Safety Act of 1966*, and exercises its powers to support the duties and functions of the agency. The membership of the Board of Commissioners changed significantly during the fiscal year.

The composition of the Board, at year end, included:

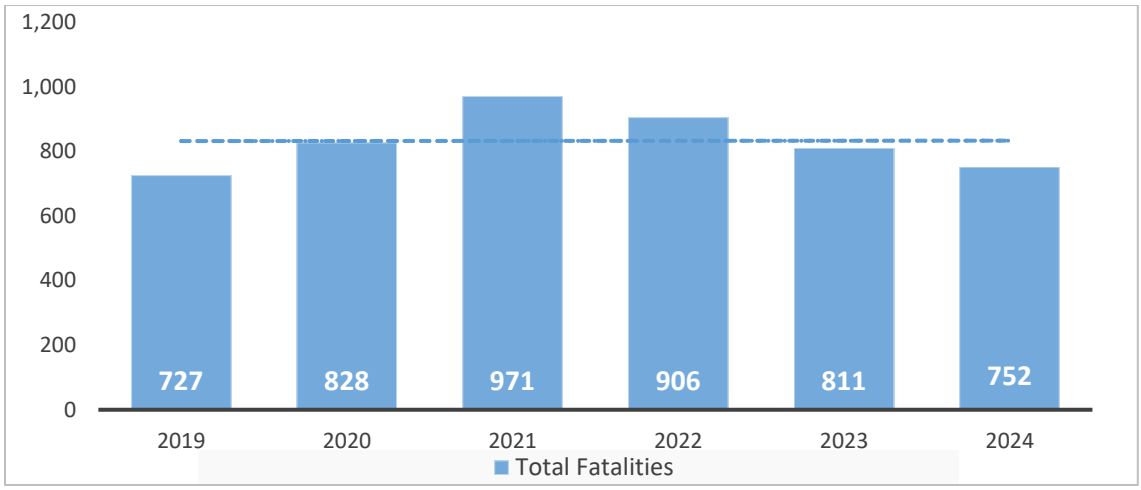
Jason G. Ard	At-Large Member
John P. Bascilica Jr.	At-Large Member
Harold W. Baur, III	At-Large Member
Fabian J. Blache, Jr.	At-Large Member
Sanders J. Butler, III	3rd Congressional District Representative
Dayton C. Carlisle	At-Large Member
Logan C. Coulon	At-Large Member
John C. "Chris" Kay	At-Large Member
Chad J. Leger	At-Large Member
Jeremy P. Miller	At-Large Member
James C. "Jay" O'Quinn II	At-Large Member; Chair
James J. "Jimmy" Pohlmann	1st Congressional District Representative
Ronald R. Pourciau	5th Congressional District Representative, Vice-Chair
Ravi Sangisetty	At-Large Member
Gerald D. Sticker	At-Large Member
R. Gary Taylor	At-Large Member
Shelby "Joe" Thomas, Jr.	At-Large Member
Vacant	2nd Congressional District Representative
Vacant	4th Congressional District Representative
Vacant	6th Congressional District Representative
Vacant	At-Large Member

1.4 Statistical Summary

Figures 1.1 through 1.12 show actual numbers and the trend line for the core performance measures. The years included in the analysis reflect the range included in Louisiana's FFY 2024-2026 Triennial Highway Safety Plan (3HSP) as a method for comparing projected changes vs. actual changes during the plan period.

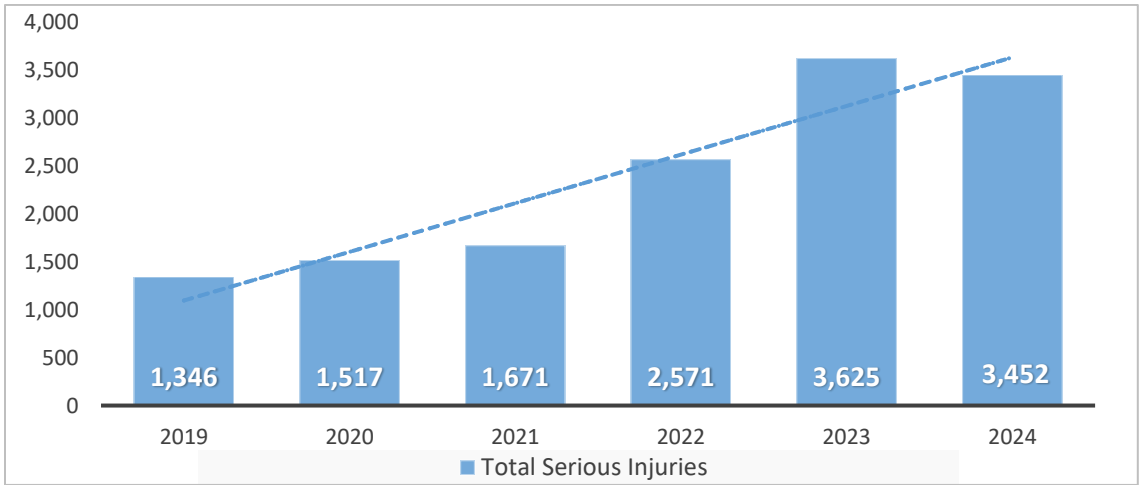
Figures 1.13 through 1.15 show the number of citations and arrests issued during seat belt, impaired driving, and speeding grant-funded enforcement activities.

FIGURE 1.1 STATEWIDE FATALITIES



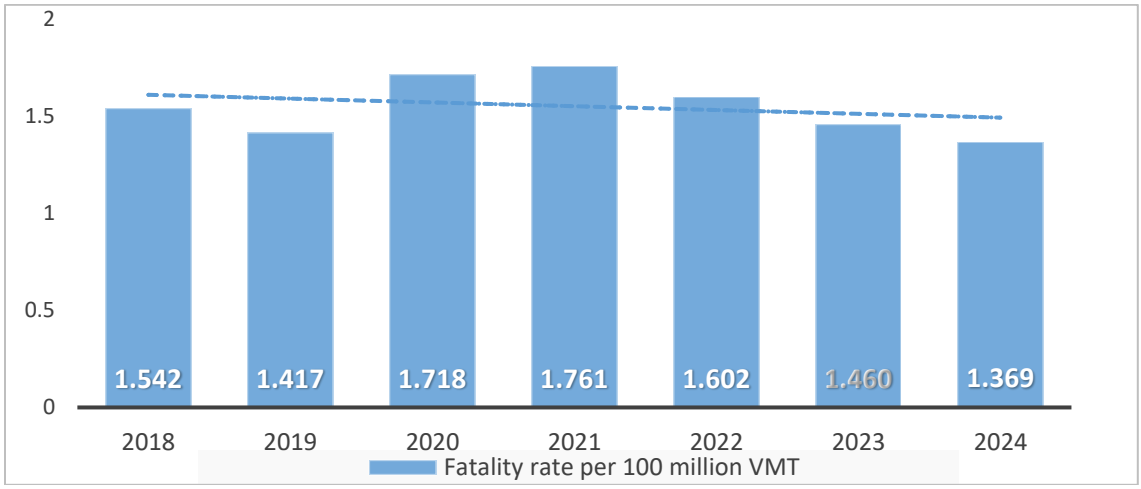
Source: NHTSA STSI/FARS. Accessed January 21, 2026.

FIGURE 1.2 STATEWIDE SERIOUS INJURIES



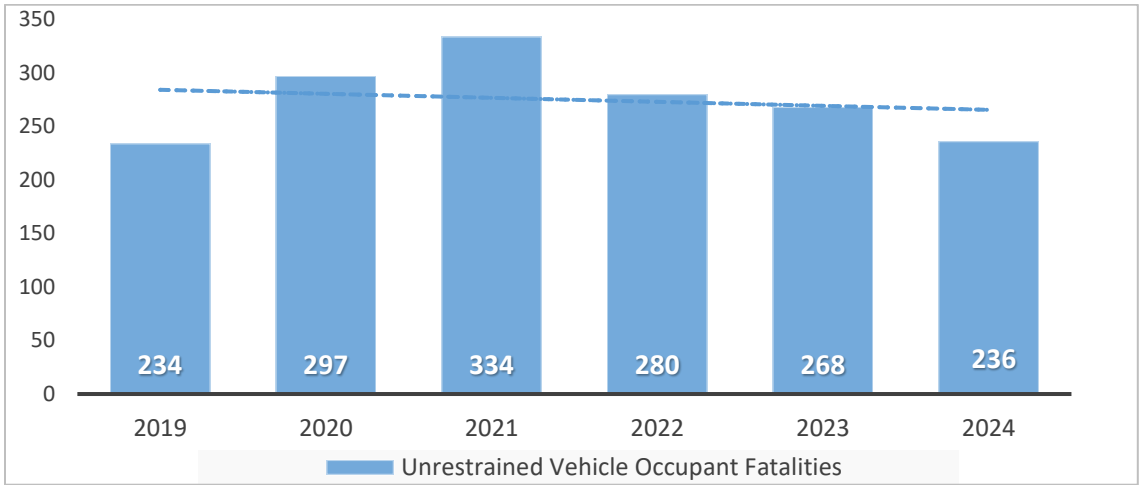
Source: Center for Analytics & Research in Transportation Safety (CARTS) at Louisiana State University (LSU). Accessed January 21, 2026.

FIGURE 1.3 STATEWIDE FATALITY RATE



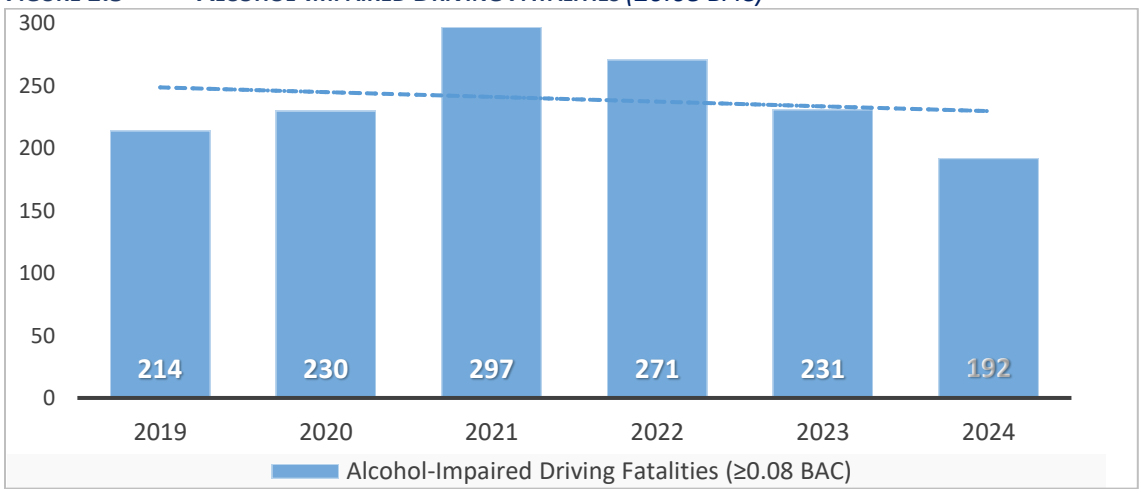
Source: Louisiana Department of Transportation and Development. Accessed January 21, 2026.

FIGURE 1.4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES



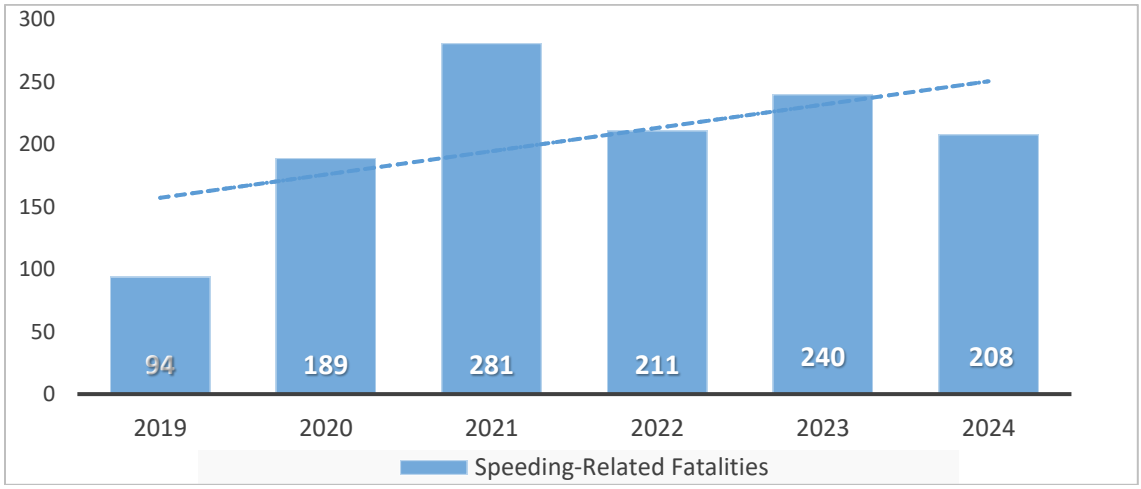
Source: NHTSA STSI/FARS. Accessed January 21, 2026.

FIGURE 1.5 ALCOHOL-IMPAIRED DRIVING FATALITIES *(≥0.08 BAC)*



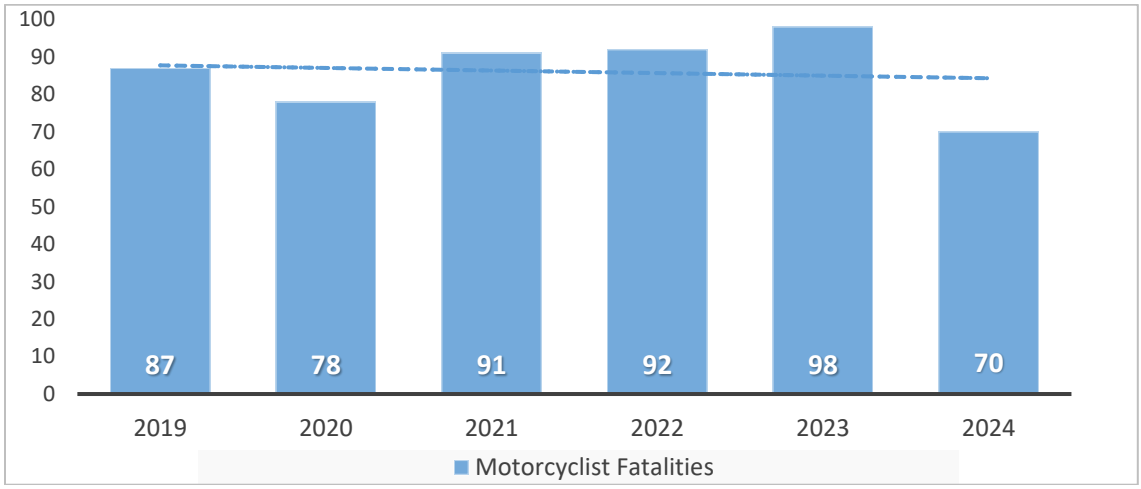
Source: NHTSA STSI/FARS. Accessed January 21, 2026.

FIGURE 1.6 SPEEDING-RELATED FATALITIES



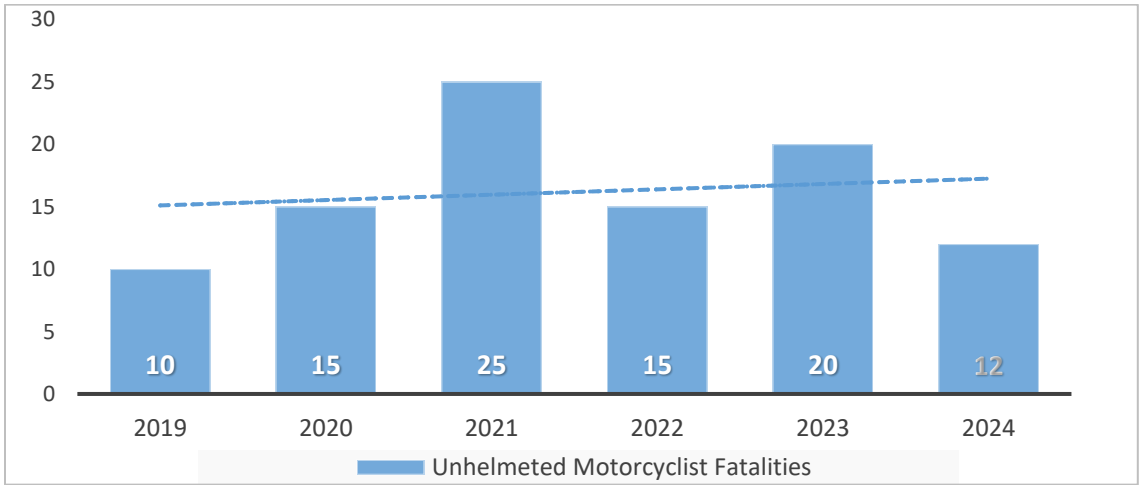
Source: NHTSA STSI/FARS. Accessed January 21, 2026.

FIGURE 1.7 MOTORCYCLIST FATALITIES



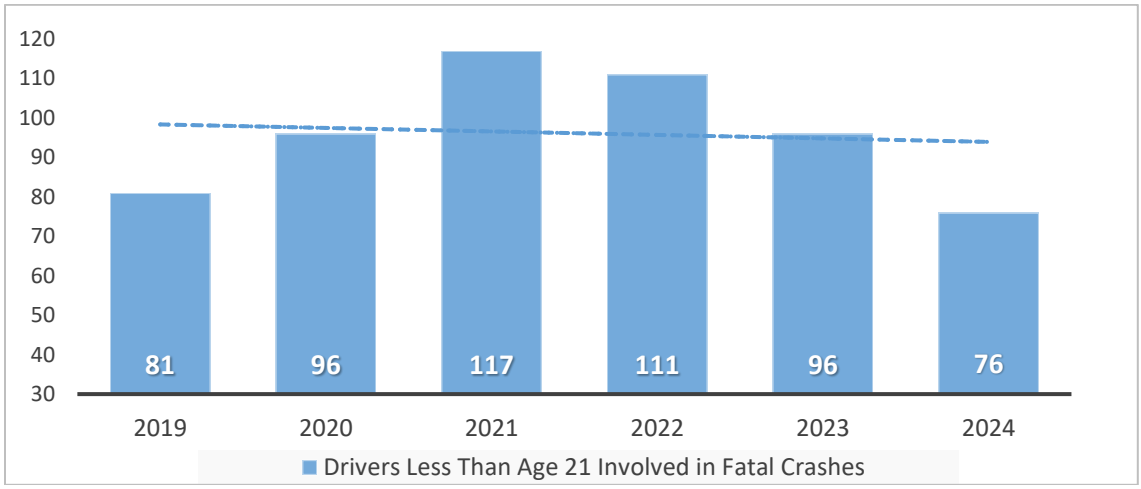
Source: NHTSA STSI/FARS. Accessed January 21, 2026.

FIGURE 1.8 UNHELMETED MOTORCYCLIST FATALITIES



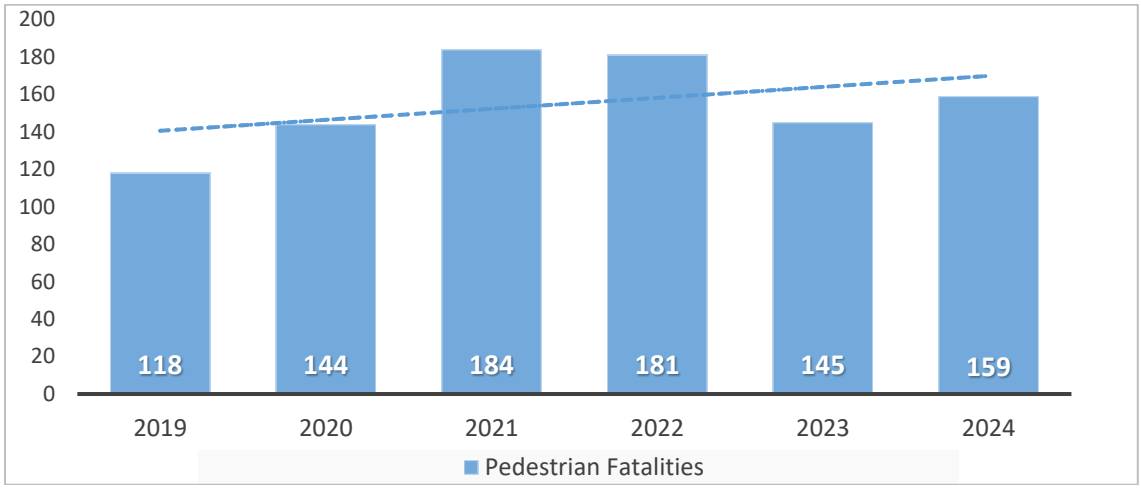
Source: NHTSA STSI/FARS. Accessed January 21, 2026.

FIGURE 1.9 DRIVERS LESS THAN AGE 21 INVOLVED IN FATAL CRASHES



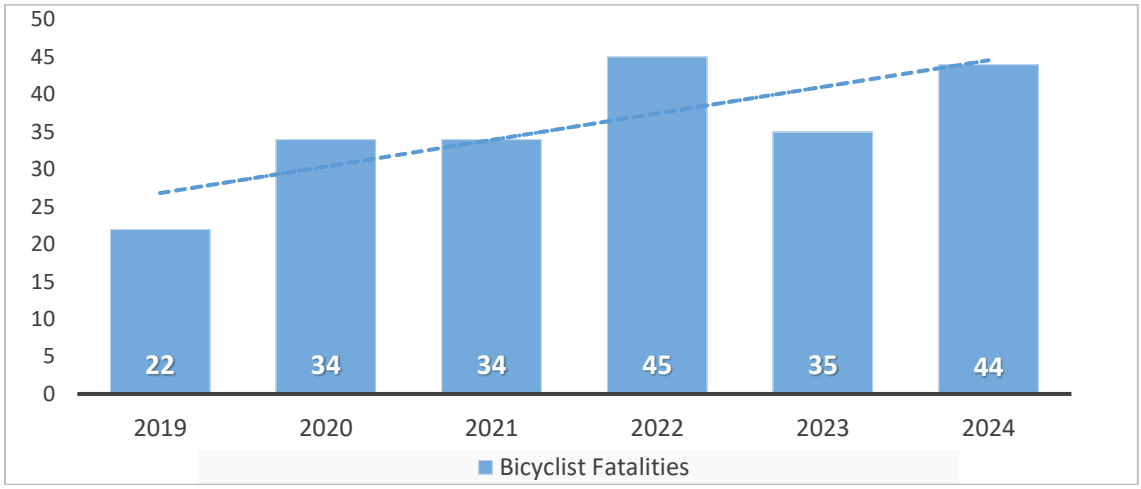
Source: NHTSA STSI/FARS. Accessed January 21, 2026.

FIGURE 1.10 PEDESTRIAN FATALITIES



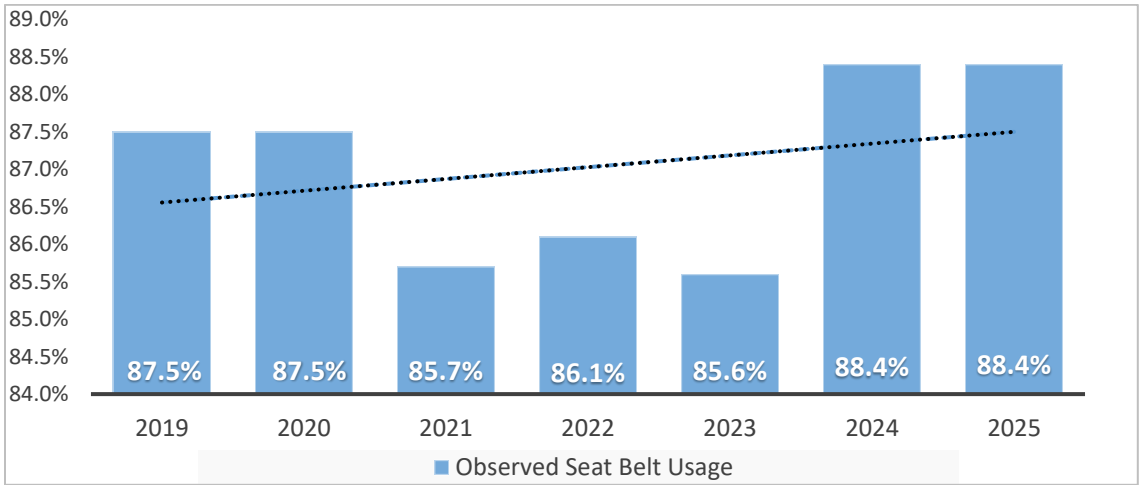
Source: NHTSA STSI/FARS. Accessed January 21, 2026.

FIGURE 1.11 BICYCLIST FATALITIES



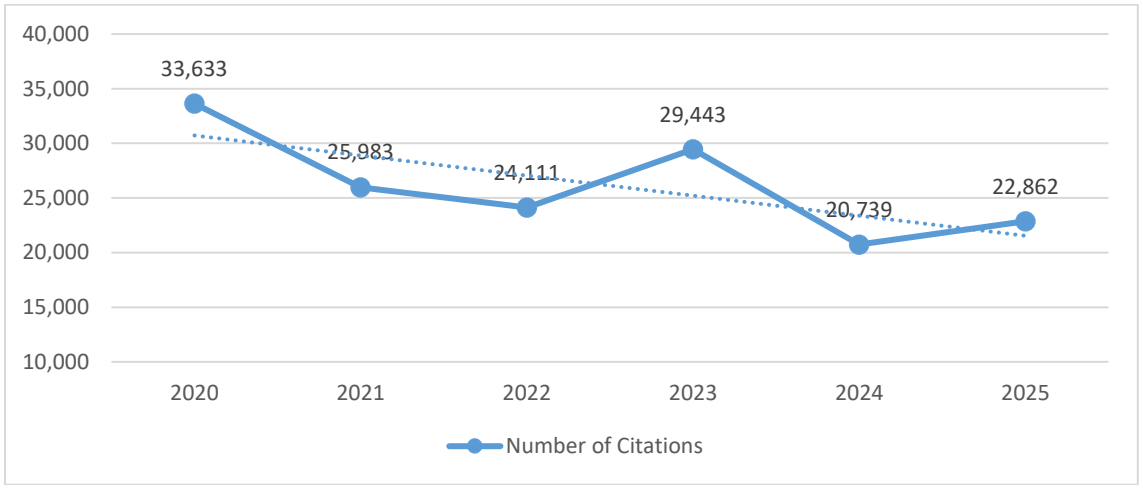
Source: CARTS at LSU. Accessed January 21, 2026.

FIGURE 1.12 OBSERVED OCCUPANT SEAT BELT USAGE



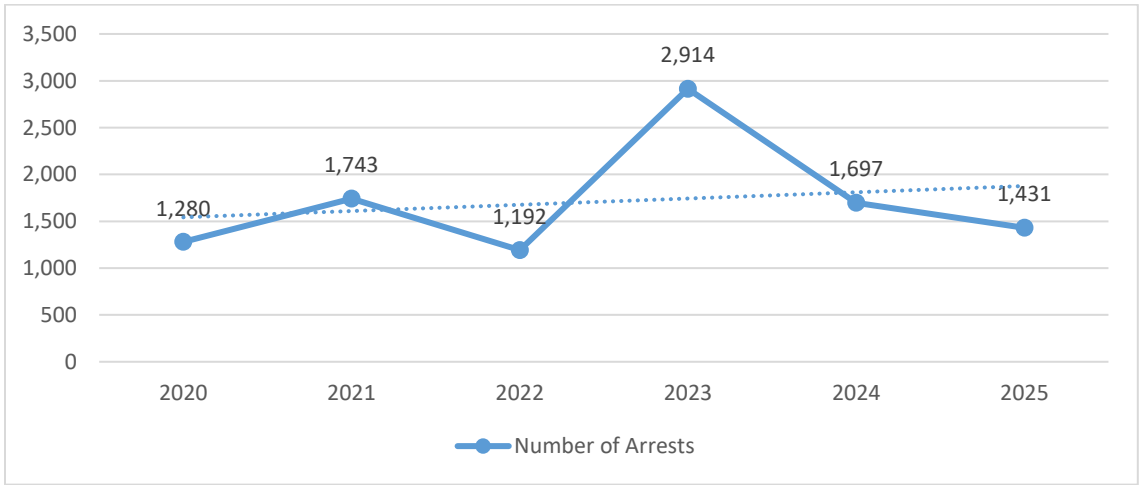
Source: Preusser Research Group.

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



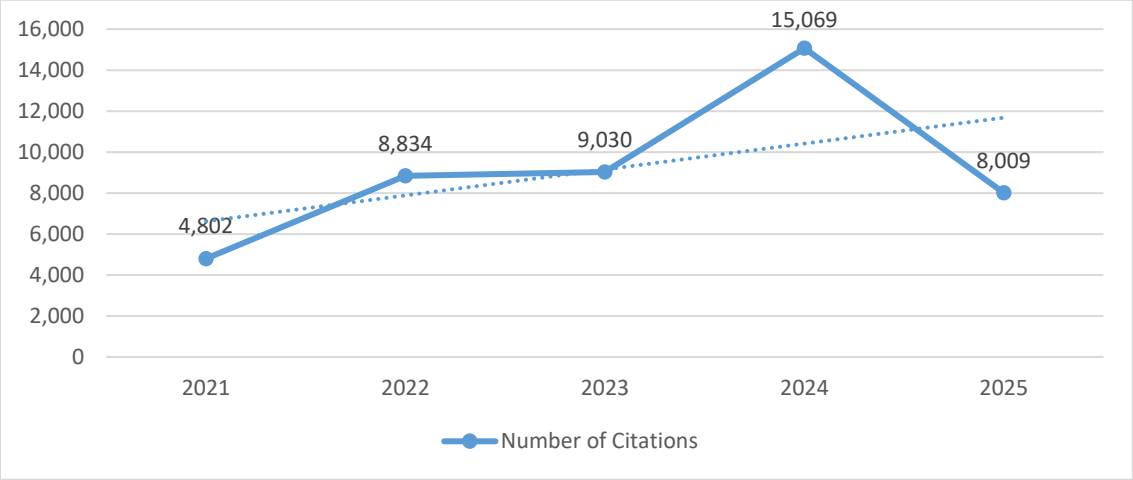
Source: LHSC Data. Accessed January 19, 2026.

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



Source: LHSC Data. Accessed January 19, 2026.

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



Source: LHSC Data. Accessed January 19, 2026.

1.5 Notable Achievements of Louisiana's Highway Safety Program

Louisiana was awarded funding from two new grant sources for fiscal year 2025: Section 405d Impaired Driving Ignition Interlock and Section 405i Driver and Officer Safety Education. Louisiana qualified for Section 405d Ignition Interlock funding due to recent changes to relevant state laws. A three-year plan to work with the LHSC's sister agency, the Louisiana Office of Motor Vehicles, to change Louisiana Administrative Code regarding driver education requirements led to qualification for 405i funding.

The LHSC worked with multiple state, and local government agencies; state and local law enforcement agencies; higher education institutions; nonprofit organizations; and other highway safety stakeholders throughout the State to implement projects in FFY 2025. Additionally, the LHSC continued its deep commitment to Louisiana's Strategic Highway Safety Plan (SHSP) through our shared traffic safety vision for reducing traffic-related deaths and serious injuries. The LHSC Executive Director continued to serve on the Executive Committee, the Executive Director and Deputy Director continued to serve on the Implementation Team, and the LHSC staff and contractors continued to serve as co-chairs of three of the four Statewide Emphasis Area Teams (Impaired Driving, Distracted Driving, and Occupant Protection).

Louisiana experienced a third consecutive year of downward trend in total fatalities and other core traffic measures. The latest state crash data results reported herein are from the 2024 calendar year during which another reduction in fatalities was observed. The LHSC is hopeful that these trends are a reflection of our strategic and coordinated approach to achieve safer transportation conditions in conjunction with our road safety stakeholders. The LHSC remains committed to working with these partners to embrace the National Roadway Safety Strategy and the Safe System Approach.

We will continue to monitor long-term traffic safety problems and identify emerging traffic safety trends, and address both using proven practices and research-based programs. Our strong support of enforcement agencies will continue, our community outreach and engagement will foster local interest as well as garner broad representation of citizens' needs, and our expanded partnerships will continue to flourish while sharing common goals of reducing fatal and serious injury crashes on our roadways.

2.0 Performance Report

2.1 Progress in Meeting FFY 2025 Targets

Louisiana's progress in meeting the ten core performance measures and one behavioral measure during FFY 2025 is shown in Tables 2.1 and 2.2. These performance measures, developed by NHTSA and the GHSA, are documented in the publication, *DOT HS 811 025*. The performance targets for the 2024-2026 Triennial Highway Safety Plan are shown in the column titled "Benchmark Value for FFY 25 listed in 3HSP".

TABLE 2.1 PROGRESS IN MEETING FFY 2025 PERFORMANCE TARGETS

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FFY 25 listed in 3HSP	Data Source/ FFY 25 Progress Results	On Track to Meet FFY 25 Benchmark: YES/NO/In Progress (Must Include Narrative)
C-1) Total Traffic Fatalities	5 year	2019-23	832	State Crash Data/753	YES. Exceeded target. Fatality numbers are decreasing and are expected to continue this trend.
C-2) Serious Injuries in Traffic Crashes	5 year	2019-23	2,102	State Crash Data/3,453	NO. An updated "Serious Injury" definition and revisions to LA's crash report have led to more accurate reporting of measure.
C-3) Fatalities/VMT	5 year	2019-23	1.560	State Crash Data/1.369	YES. Exceeded target. DOTD projects this measure as a rolling average, updating fatality rate annually.
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2017-21	259	FARS/236	YES. Exceeded target. Numbers decreased for third consecutive year and fell below projected targets.
C-5) Alcohol-Impaired Driving Fatalities	5 year	2017-21	228	FARS/192	YES. Exceeded target. Numbers decreased for third consecutive year.
C-6) Speeding-Related Fatalities	5 year	2017-21	172	FARS/208	NO. Experienced decrease from previous year, but not enough to meet projected target.
C-7) Motorcyclist Fatalities	5 year	2017-21	82	FARS/70	YES. Exceeded target. Significant one-year decrease.
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2017-21	10	FARS/12	IN-PROGRESS. Experienced significant decrease from previous year, but not enough to meet projected target.
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2017-21	88	FARS/76	YES. Exceeded target. Significant one-year decrease. Expected to continue.

C-10) Pedestrian Fatalities	5 year	2017-21	141	FARS/159	NO. Increased from last year after downward movement from two years prior. Still below all-time high.
C-11) Bicyclist Fatalities		2017-21	26	FARS/44	NO. Single year fluctuations occur, but trend line continues upward.
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2017-22	90.0%	NHTSA Certified State Survey/88.4%	IN-PROGRESS. Maintained highest ever observed usage rate recorded for Louisiana for a second year in a row.
Rail-Highway Crossing Fatalities	5 year	2017-21	2	State Crash Data/1	YES. Relatively low number that varies greatly from year to year.
Distracted/ Inattentive Driving Fatalities	5 year	2017-21	328	State Crash Data/190	YES. Internal conversations resulted in major changes to how data is calculated from e-crash reports, resulting in more accurate counts of distracted/inattentive fatalities.

TABLE 2.2 PROGRESS IN OBSERVED SEAT BELT USE RATE

Behavioral Measure	2016	2017	2018	2019	2020*	2021	2022	2023	2024	2025
Statewide Observed Seat Belt Use	88.0%	87.1%	86.9%	87.5%	-	85.7%	86.1%	85.7%	88.4%	88.4%
Target	86.1%	87.6%	90.0%	90.0%	87.9%	89.2%	89.2%	89.1%	88.9%	90.0%

Source: Preusser Research Group.

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

2.2 Activities' Contributions to Meeting FFY 2025 Targets

Based on 2024 crash data, Louisiana is optimistic that it has turned a corner, with impacts of COVID-19 and multiple natural disasters in the rearview mirror. For most of the LHSC's core performance measures, the state experienced a sustained trend of decreases (three years or more) even if FFY 2025 performance result did not fall below the target value. These shifts resulted in Louisiana exceeding performance in six of the eleven core performance measures; reaching the highest usage rate ever for a second year in a row for its one behavioral measure and missing the target by less than one percent; and exceeding performance in its two optional performance measures.

Some highlights from Louisiana's 2024 crash data:

Fatality Changes from 2023 to 2024

- There were 753 persons killed which decreased by 7.2% from 2023.
- There were 706 fatal crashes which decreased by 6.5% from 2023.
- There were 451 drivers killed in fatal crashes which decreased by 10.9% from 2023.
- 1.4 deaths per 100 million miles traveled which decreased by 7.2% from 2023.

Injury Changes from 2023 to 2024

- There were 59,010 persons injured which decreased by 2.3% from 2023.
- There were 37,388 injury crashes which decreased by 2.1% from 2023.
- 106.2 injuries per 100 million miles traveled which decreased by 2.3% from 2023.

Vulnerable Road Users Changes from 2023 to 2024

- The number of pedestrians killed was 159, which increased by 9.7% from 2023.
- 43 persons were killed on bicycles which increased by 26.5% from 2023.
- Known helmets use versus not used on all motorcycles in crashes was 89.7% in 2024 as compared to 89.4% in 2023.

For FFY 2025, the LHSC continued to implement project-level outcome and performance targets and held subrecipients accountable to achieve their targets. This was achieved through the development of quantifiable deliverables and monthly tracking and reporting of progress towards completion.

2.3 Plans for Strategy Adjustment for Future Years

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

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

3.0 Activity Report

3.1 Projects Not Implemented

For Federal Fiscal Year 2025, the LHSC allocated funds for 141 subgrants – 89 enforcement projects and 52 non-enforcement projects – for a total of $28,819,513.88.

Two projects listed in the FFY 2025 Annual Grant Application were not implemented during the grant period: Research and Assessment Program (PN: 2025-20-10) and GHSA Consultant Project (PN: 2025-01-01). For 2025-20-10, significant delays in the state procurement process impeded the LHSC's ability to execute a subgrant agreement with the subgrantee in a timely manner. For 2025-01-01, the LHSC determined that it could utilize internal resources to fulfill the scope of this project; the intended subgrantee was informed from the beginning that support may not be needed. The LHSC did not terminate any projects prior to the end of the grant period.

3.2 Public Participation & Engagement Activities

In preparation for creating the FFY 2025 AGA, the LHSC Executive Director, Deputy Director, Planner, and Public Engagement Program Coordinator participated in two assessment and strategy sessions to consider the original communities, associated engagement efforts, and stated outcomes for the nine distinct communities identified in the FFY 2024-2026 Louisiana Triennial Highway Safety Plan. Ultimately, the LHSC removed the two following communities from its public engagement efforts: mature drivers and hearing impaired and visually impaired communities, and committed to focusing on the remaining seven target communities for FFY 2025.

1. African-American Community
2. Bicyclists and Pedestrians
3. Active Military Community
4. Native American Community
5. Vietnamese Community
6. Teen/Young Drivers
7. Hispanic Community

Table 3.1 below resembles one included in Louisiana's 3HSP with information about planned PP&E activities by affected community for the three-year period. The LHSC continued its deliberate progress implementing many of these activities. Next to each activity, a notation has been added to note progress in FFY 2025: (**C**) = completed; (**O**) = implementation began, but was not completed so efforts are ongoing; (**D**) = deferred for implementation until FFY 2026; (**R**) = marked for removal from the PP&E Master Plan. The LHSC has included brief descriptions of notable achievements in activity implementation immediately below Table 3.1.

TABLE 3.1 PROGRESS IN IMPLEMENTING PP&E ACTIVITIES DURING FFY 2025

Affected Community	Summary of public participation and engagement activities included in the 3HSP with progress for FFY 2025 denoted after each activity. *C = Implemented & Completed; O = Implementation Began With Work Ongoing; D = Deferred to FFY 2026; R = Removed from PP&E Master Plan*
African-American	Black History Month Activation (C); Outreach during Essence Festival, Juneteenth, and Bayou Classic (C); Southern and Grambling State University Homecoming Outreach (C); Community bicycle events (O); Fraternities And Sororities outreach events (C); Working Together to Achieve Success in Traffic Safety Diversity Forums (C); CPS events to targeted populations (C); Barber Shop and Beauty Shop outreach (D); Faith-Based outreach (C); Expanded outreach using *Now Click* song by Cupid (D); Partner with 100 Black Men organizations across Louisiana (D); Traffic safety contest with NAACP (D); Education and outreach with established religious and civic organizations (C)

Affected Community	Summary of public participation and engagement activities included in the 3HSP with progress for FFY 2025 denoted after each activity. *C = Implemented & Completed; O = Implementation Began With Work Ongoing;* *D = Deferred to FFY 2026; R = Removed from PP&E Master Plan*
Military	Transportation safety education presentations expanded to all armed forces branches including Louisiana National Guard (O); Create bicycle and pedestrian PSAs featuring military members (O)
Hispanic	Hispanic Heritage Month (C); Occupant protection presentations at Mexican and Honduran Consulates (C); CPS events (C); Impaired Driving and Occupant engagements at community events (C); Partner with Hispanic news outlets (C); Expanded partnership and outreach with Hispanic community in Greater Baton Rouge area (O)
Vietnamese	Asian and Pacific Islander Heritage Month (C); CPS events (C); and Community outreach events (C)
Native American	Tribal-focused driving schools (D); Tribal motorcycle education (D); Tribal Summit (D); Native American Heritage Month (D); Native American Awareness Day (D); Engagement with Tribal Leaders Council of Elders Meeting and Pow Wows (D); Create traffic safety PSAs featuring Tribal members (D)
Young Drivers	4-H Partnerships (R); Expanded SBIRT screenings at 2-year and 4-year Institutions of Higher Education (R); Presentations at driving schools with a focus on rural areas (D); Prom and high school graduation presentations and outreach (O); Family Career and Community Leaders of America (FCCLA) (R); Recording Artist Against Drunk Driving (RADD) (R)
Bicyclists and Pedestrians	*1 Million Steps 2 Safety* Run (C); Outreach in rural areas (O); Bike/Ped Forums (O); Community bicycling events for low income vulnerable road users (C)
Miscellaneous	*Ask, Listen, Learn* at elementary and middle schools for predominately African-American and Hispanic children (R); Transportation Safety Ambassador program for high schools and colleges with large African-American and Hispanic populations (C); Expanded railroad safety outreach in rural areas (R); Partnering with agricultural community for traffic safety outreach (D); Secure translation services for all languages with NHTSA support (O); National Safety Council engagement at plants (R); Engagement at Vocational and Technical Institutes (R); *Check to Protect* for the general audience with a focus on lower socio-economic groups operating older vehicles (O); Engagement with established civic organizations (O); Facilitate community traffic safety concerns through traffic safety podcasts (O)
Child Safety	Emma Bell Foundation "Safe Path to School" (R); CPS Technician Class and CPS events for Children with Special Needs (C); Women, Infants, and Children Outreach (C); Child safety education outreach at Louisiana Welcome Centers and State Museums (O); and Hot Car prevention through education (C)

Notable Efforts to Continue PP&E Activities From FFY 2024

***Arrive Alive in '25* Transportation Safety Video Program:** In its FFY 2024 Annual Report, the LHSC highlighted its efforts to engage the African-American community through diversity forums in three parishes strategically located in different regions of the state, and all with higher-than-average rates of unbelted fatalities among the black population. In these efforts, the LHSC partnered with UMOJA, Inc., a community-based non-profit organization and subrecipient. The goal of each forum was to gather together leaders, influencers, and regular individuals belonging to the identified community in order to identify and dissect the communities' transportation safety needs and prioritize potential action items to reduce the number of serious injuries and fatalities.

One action item that resulted from the Forums was the idea to offer innovative outlets to gather information from young drivers, particularly those from the African-American communities, and to better understand what they know about traffic safety and what messages, imagery, and creative elements appeal to the 15-18 year old population. Working again with UMOJA, Inc., the LHSC conceptualized and implemented the *Arrive Alive in '25* Transportation Safety Video Program. For FFY 2025, the LHSC and UMOJA, Inc. selected the East Baton Rouge Parish School System (ESRPSS) as the inaugural vehicle for connecting with young drivers, particularly black young drivers, considering that approximately 68% of

enrolled students are black. Details about the video contest were announced across the EBRPSS high schools in early March 2025. Nine prominent members of the East Baton Rouge community served as judges for the competition. The first, second, and third place winners of the video competition were announced at a traffic-safety themed pep rally at Tara High School in Baton Rouge on April 28, 2025.

NOTABLE NEW ACHIEVEMENTS IN PP&E DURING FFY 2025

Tackling Increased Pedestrian Fatalities in the Capital Region: According to a review of Louisiana's crash data, pedestrian fatalities have increased in several major metropolitan areas, especially the Capital Region which encompasses East Baton Rouge, Ascension, and Livingston parishes as well as smaller, more rural parishes. The LHSC decided to engage in a serious of outreach efforts to determine how to better educate the public. Our multi-faceted plan included the following activities.

- *Activity 1 - Pedestrian Safety Month Kick-off Press Event:* On August 20, 2025, the LHSC hosted a news conference at the Lod Cook Alumni Center on LSU's campus to announce a series of activities to highlight pedestrian safety awareness in October. The LHSC Director Freeman was joined by a number of highway safety leaders who offered remarks to the press. In addition, Director Freeman announced the LHSC's third in-person *1 Million Steps 2 Safety* 5K Run/Walk on October 25. Finally, Director Freeman introduced the LHSC's Pedestrian Safety Ambassadors (see below for more information).

- *Activity 2 - Pedestrian Safety Ambassadors:* In an effort to expand the reach of its traffic safety message and solicit information about gaps in pedestrian safety across the Capital Region, the LHSC announced the appointment of three prominent Baton Rouge community members as Pedestrian Safety Ambassadors. These individuals include: Former LSU basketball star Athletics Hall of Fame member and former Tiger basketball star Rudy Macklin, currently serving as the Director of the Governor's Council on Physical Fitness; World-class runner, business owner, and pedestrian safety advocate Jenni Peters; and five-time Olympian in volleyball Danielle Scott.

- *Activity 3 - Media Engagement through Louisiana First:* Greg Fischer, LHSC Public Information Officer and Chanita Vazquez, LHSC Public Engagement Program Coordinator visited Louisiana First News Station to promote the LHSC's *1 Million Steps 2 Safety* 5K Run/Walk, in observance of Pedestrian Safety Month. During the segment, they emphasized the importance of pedestrian safety and the shared responsibility of drivers, bicyclists, and pedestrians in keeping roads safe. It was a great opportunity to encourage community participation in promoting safety for all road users.

- *Activity 4 - Media Engagement through WAFB (Baton Rouge's CBS Affiliate):* Greg Fischer, LHSC Public Information Officer and Chanita Vazquez, LHSC Public Engagement Program Coordinator visited Louisiana First News Station to promote the LHSC's *1 Million Steps 2 Safety* 5K Run/Walk, in observance of Pedestrian Safety Month. During the segment, they emphasized the importance of pedestrian safety and the shared responsibility of drivers, bicyclists, and pedestrians in keeping roads safe. It was a great opportunity to raise awareness and encourage community participation in promoting safety for all road users.

- *Activity 5 - 1 Million Steps 2 Safety 5K Run/Walk 5K***:** According to Louisiana crash data, 147 pedestrians were killed in Louisiana crashes in 2023 with steady increases over the past few years. The *1 Million Steps 2 Safety* 5K Run/Walk aimed to highlight the importance of safe walking environments. The LHSC partnered with the Louisiana State Troopers Association to host the event on October 25, 2025. The event brought road users together to celebrate Pedestrian Safety Month and promote and improve highway safety in Louisiana through education, awareness, and community engagement. The event brought together 283 participants from across Louisiana.

Occupant Protection Safety and Athletics – A Winning Combination: The LHSC has established a history of utilizing popular collegiate athletic events to promote traffic safety and engage with fans about how to overcome barriers to safe driving behaviors. One specific victory has been the LHSC's relationship with the Bayou Classic, a football match-up between two historically black universities – Southern University and Grambling University - in Louisiana that occurs annually every Fall. The celebration lasts a full week beginning with a press conference and ending with kickoff at the game. For almost 10 years, the LHSC has taken advantage of promotional and fan engagement opportunities during Bayou Classic week to promote occupant protection and other traffic safety messages to the fan base which is largely comprised of African-Americans, a demographic consistently over-represented in Louisiana's crash data.

For FFY 2025, the LHSC added another element to its athletic fan engagement efforts by partnering with Southern University Laboratory School in Baton Rouge. Southern Lab is a public preparatory high school housed on the campus of one of the two "Bayou Classic" universities, Southern University. The LHSC partnered with Southern Lab Director Herman Brister II and the SU Lab cheer team to craft a fun and engaging seat belt cheer to kick off the 2025 *Seat Belts Look Good On You* Bayou Classic campaign. The cheerleaders premiered their special "Lock In" seat belt cheer during a pep rally held at Southern Lab during Bayou Classic week. Knowing that peer-to-peer engagement is crucial in promoting traffic safety, particularly the message that every person in a vehicle should wear their seat belt every time they ride, the Southern Lab cheerleaders have committed to performed the "Lock In" seat belt cheer during every high school football game played by their team.

3.3 Evidence-Based Enforcement Program Activities

In FFY 2025, the LHSC continued to support implementation of evidence-based enforcement program activities. A significant portion of Louisiana's highway safety grant funds were awarded to local law enforcement agencies as well as the Louisiana State Police (LSP) as noted in the project listing. The LHSC has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the targets of the state's highway safety program.

DATA-DRIVEN DECISION MAKING

The LHSC expected every enforcement project to use data to identify problem areas and allocate resources. The LHSC began by providing crash data by parish to local enforcement agencies as part of the statewide problem identification. Then, agencies were encouraged to refer to more localized data, when available. For example, last fiscal year, the LHSC and CARTS announced the implementation of the Law Enforcement Analysis Program (LEAP) to enhance data-driven policing. LEAP can be accessed eCrash reporting to provide an agency with spatial data allowing them to analyze patterns, identify high-risk areas, and develop targeted strategies to improve road safety. By mapping crash locations, agencies can visualize crash hotspots and allocate resources more effectively. This proactive approach aids in enforcing traffic laws more efficiently and helps in the planning of preventative measures.

In addition to crash data, the LHSC used its seat belt observation survey to identify and target high-risk populations that may require additional or force multiplying responses to address traffic safety concerns. Then, the LHSC collaborated with law enforcement agencies to deploy targeted strategies to ensure enforcement during specific times of day when more crashes occur (e.g., nighttime checkpoints), and enforcement of high-risk occupant protection populations, such as an additional focus on restraint use of pickup truck occupants, nighttime occupant protection enforcement activities, and additional focus on occupant protection use in rural areas.

RESEARCH-BASED COUNTERMEASURES

Research indicates that high-visibility and sustained enforcement continues to be a highly effective approach in reducing crashes and fatalities so law enforcement subgrantees were expected to employ these countermeasures in FFY 2025. Further, law enforcement agencies were directed to identify and implement complementary evidence-based enforcement and deterrence strategies to address other key problem areas for which funding was awarded. The LHSC used the tenth edition of the publication *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* as a guide for approving enforcement projects as it was the edition used to select countermeasure strategies for the LHSC's FFY 2024-2026 3HSP.

MENTORING AND MONITORING

The LHSC's evidence-based enforcement activities benefited greatly from the continued implementation of a robust Law Enforcement Liaison (LEL) program. The team of nine regionally assigned contractors, all with law enforcement experience, provided almost daily guidance to law enforcement agencies on any number of topics, including evidence-based countermeasures, data analysis and interpretation, and strategic planning of enforcement activities. In FFY 2025, the LHSC experienced vacancies in a few LEL positions; efforts were managed by a PTS Program Coordinator until another contractor was identified.

Some accomplishments of note for the LEL program in FFY 2025 include:

- *Number of agencies visited: 2,685*. LEL's are required to visit subrecipients twice a month and non-LHSC-funded agencies once a month.
- *Number of requests for service: 647*. During LEL visits, subrecipients routinely requested guidance and recommendations on various traffic safety issues.
- *Number of Regional Safety Coalition meetings attended: 96*. LELs are requested to attend meetings of Louisiana's SHSP regional safety coalitions in their respective areas.
- *Number of Regional Safety Coalition requests for service: 113*. In addition to being viewed as subject matter experts by subrecipients, LELs regularly responded to requests from Regional Coalition Coordinators regarding law enforcement-related traffic matters.
- *Number of training sessions attended: 78.* LELs attended various traffic related training sessions targeted to law enforcement throughout the year.
- *Number of non-traffic related issues not pertaining to traffic: 92.* Because of their vast knowledge of law enforcement and numerous contacts, LELs were frequently asked questions about enforcement issues not directly related to traffic. If these matters could be handled without too much effort, LELs assisted. Usually, responses consisted of referring an agency to someone else who can resolve the issue. Many smaller agencies were simply asking for resources to meet needs, such as training.
- *Number of safety presentations conducted: 5.* Several LELs were asked to make safety presentations regarding traffic safety and helped represent the LHSC.
- *Number of monitoring sessions conducted in-person: 102.* LELs were required to assist with programmatic and fiscal monitoring of law enforcement subrecipients.

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

COMMUNITY/LAW ENFORCEMENT COLLABORATION

The LHSC has a long history of employing former law enforcement officers as full-time staff, part-time staff, and individual contractor roles. The intent was not just because the LHSC funds many overtime enforcement projects, but rather, the LHSC has been strategic to identify former enforcement professionals with experience in staff and project management and public affairs as well as experience in traffic safety. This strategic approach has resulted in a well-rounded police traffic services program area focused as much on community relationship building as it is on sustained enforcement of traffic safety laws.

In addition, due to its high rates of underage drinking and excessive alcohol consumption among adults as a result of its collective laissez-faire life philosophy, Louisiana has a robust network of community-based anti-drug coalitions and regional traffic safety coalitions, all with significant involvement from local law enforcement officials. These community collaboratives have worked hard to emphasize the important role of police as consistent and uniform enforcers of laws while also ensuring that community members get to know them as fellow residents and respect their full complement of contributions in their communities. Thus, in communities all across Louisiana, including many that are LHSC subrecipients,

events such as National Night Out Against Crime, Coffee with a Cop, Donuts With Detectives, and Sundaes with the Sheriff have been and continue to be hosted with regularity.

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

Some examples of intentional law enforcement/community collaborations carried out by LHSC subrecipients include:

- During the 2025 *Click it or Ticket* national mobilization campaign, Sheriff Gary "Stitch" Guillory of the Calcasieu Parish Sheriff's Office collaborated with law enforcement agencies in rural, unincorporated areas of the parish for his deputies to take on the burden of conducting seatbelt checkpoints. Sheriff Guillory recognized the strain that can befall small, rural agencies to allocate overtime funds, so he used his partnership with the local agencies to ensure enforcement coverage reached every corner of the parish. He also partnered with the Louisiana Passenger Safety Task Force (LPSTF) to ensure that if child seat citations were issued, caregivers also received proper child safety education and/or seat installation tips. Sheriff Guillory plans to continue this practice in the future.

- The Tangipahoa Parish Government houses the Tangipahoa–Reshaping Attitudes for Community Change (TRACC) Coalition which has an active Law Enforcement Task Force comprised of city, university, and parish-level enforcement agencies. The TRACC Coalition's BRAKES ("Be Responsible And Keep Everyone Safe") program focused on addressing distracted driving, impaired driving, and lack of seat belt use for young drivers aged 15-24. During FFY 2025, law enforcement officers conducted "traffic stops" at 1 high school and four-year University. These traffic stops were conducted during morning rush hour as young drivers arrived on campus. However, instead of issuing citations for infractions, officers issued 'supertations' for abiding by traffic laws. During these traffic stops, law enforcement officers talked to young drivers about not driving while impaired on alcohol or other drugs and not driving distracted.

- The Louisiana Passenger Safety Task Force (LPSTF), the statewide passenger safety technician network funded by the LHSC, has worked closely with LSP and local law enforcement agencies statewide to provide them with another tool in their toolbox by training willing officers to be certified passenger safety technicians. In serving as technicians, law enforcement officers can quickly pivot from issuing seat belt citations to educator by providing information about consequences of not wearing a seat belt. Further, agencies connections with the LPSTF to locate free child safety seats for low-income families. Sometimes, however, officers cannot serve as both enforcers and educators. During those times, LPSTF deploys to checkpoints to provide education and child safety seats and proper installation free of cost. During the national *Click It or Ticket* mobilization campaign in FFY 2025, the LPSTF assisted 66 caregivers/children with free child safety seat services. Sixteen (16) unrestrained children travelling on Louisiana's roadways were provided a child safety seat and a one-on-one tutorial from a Louisiana nationally certified child passenger safety technician.

Compilation of Enforcement Activity Results

In FFY 2025, 2 state-level and 53 parish and city law enforcement agencies were funded to participate in year-long, sustained activities; these agencies were encouraged to participate in the national mobilization campaigns. In addition, the LHSC funded 29 agencies for *Click It or Ticket* (CIOT) enforcement activities and 23 agencies for *Drive Sober or Get Pulled Over* (DSGPO) enforcement only. Collectively, the NHTSA-funded law enforcement and training activities during year-long project implementation resulted in:

- 22,862 adult and child passenger seat belt citations;
- 1,431 impaired driving arrests;
- 8,009 speeding citations;
- 147 officers trained in Standardized Field Sobriety Test (SFST) with additional trainings conducted through sources other than the LHSC;
- 22 officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE); and
- 9 newly certified DREs in FFY 2025 for a total of 89 certified DREs across the State.

The enforcement agencies funded by the LHSC continue to exhibit their commitment to traffic safety during non-overtime enforcement hours as well. For example, the local agencies that received funds for impaired driving overtime enforcement actually made slightly more impaired driving arrests during non-OT hours than during OT hours. Meanwhile, LSP made significantly more impaired driving arrests during non-OT hours. Regarding its occupant protection work, LSP issued many more seat belt citation during non-OT hours than during OT hours. These trends support the approach that enforcement overtime funding is expected to complement, not substitute for the enforcement of traffic safety laws at all times.

3.4 Support for National Mobilization Campaigns

Enforcement Activities

For FFY 2025, the CIOT national mobilization enforcement period was May 19 to June 1, 2025, and the two DSGPO national mobilization periods were December 13, 2024 - January 1, 2025 and August 15 - September 1, 2025. The LHSC continued to operate a highly successful program for *High Visibility Special Wave* projects.

All local law enforcement agencies that received sustained year-long enforcement overtime funding for impaired driving were encouraged to participate in the designated national mobilization waves as well. In FFY 2025, 52 agencies received sustained enforcement funding. In addition, the LHSC provided subgrants to 23 local enforcement agencies for high-visibility enforcement of impaired driving laws, in coordination with the NHTSA/LHSC DSGPO campaign. Total enforcement activities for DSGPO special waves include 8,175 overtime hours worked and 270 DWI arrests made.

Further, in FFY 2025, 52 agencies received sustained enforcement funding for occupant protection overtime hours. In addition, the LHSC provided subgrants to 28 local agencies for high-visibility enforcement of occupant protection laws, in coordination with the NHTSA/LHSC CIOT campaign. Total enforcement activities for CIOT special wave agencies only resulted in 5,124 adult seat belt citations and 605 child passenger citations during the 6,771 enforcement hours worked by all participating agencies.

Media Activities

Paid Media: The LHSC's DSGPO media buy plan spanned six weeks from August 11, 2025 – September 21, 2025 which encompassed and surpassed the second mobilization dates. Graham Group, the LHSC's paid media contractor, in consultation with the LHSC Public Information Officer executed the plan using the following tactics: Broadcast Television, Streaming TV, Traditional Radio, Streaming Radio, Gas Station

Pump Toppers, Convenience Store floor Clings, Poster Showing, YouTube Advertising, and Meta Platforms Advertising (Facebook and Instagram). Graham Group budgeted $1,019,950 for the campaign and secured 697,701 added value units which translated to a monetary value of $802,972.79 for a total campaign value of $1,822,922.70.

DSGPO CAMPAIGN OVERVIEW

Purchased Value

Tactic	Purchased Units	Added Value Units	Total Delivered
Broadcast TV	3,875	8,232	12,107
Broadcast TV News On-Air	0	114	114
Streaming TV	2,439,810	261,822	2,701,632
Radio	6,779	13,780	20,559
Streaming Audio	4,755,706	285,468	5,041,174
Gas Pump Toppers	206	30	236
C-Store Floor Clings	141	6	147
Static Outdoor	154	9	163
YouTube Ads	1,133,332	127,640	1,260,972
Meta	1,645,452	N/A	1,645,452
Total	**9,985,455**	**697,101**	**10,682,556**

Added Value

Tactic	Bonus Units	Value
Broadcast TV	8,232	$514,728
Broadcast TV News On-Air	114	$5,660
Streaming TV	261,822	$10,145.77
Radio	13,780	$240,907
Streaming Audio	285,468	$4,100.67
Gas Pump Toppers	30	$11,657.66
C-Store Floor Clings	6	$1,321.41
Static Outdoor	9	$9,658.66
YouTube Ads	127,640	$4,793.62
Meta	N/A	N/A
Total	**697,101**	**$802,972.79**

The LHSC's CIOT media buy plan spanned eight weeks from May 19, 2025 – July 13, 2025 which encompassed and surpassed the national mobilization dates. Graham Group, the LHSC's paid media contractor, in consultation with the LHSC Public Information Officer executed the plan using the following tactics: Traditional Radio, Streaming Radio, Meta Platforms (Facebook and Instagram) Advertising, and Digital Outdoor Displays. In addition to the camera ready materials available through NHTSA, Graham Group also created some original content, some with enforcement messages and some with complementary social norming messages. In total, the paid media contractor budgeted $579,950 for the campaign. Graham Group secured $315,552.63 in added value units which provided $875,552.63 in purchased and added value media exposure. See below for a breakdown of units purchased and added value by media tactic.

CIOT CAMPAIGN OVERVIEW

Purchased Overview

Tactic	Purchased Units	Added Value Units	Total Delivered
Traditional Radio	7,465	15,537	23,002
Streaming Radio	2,436,797	109,848	2,546,645
Digital Outdoor	513	56	569
Meta Platforms	1,703,776		1,703,776
Total	4,148,551	125,441	4,273,992

Added Value Overview

Tactic	Bonus Units	Value
Traditional Radio	15,537	$288,136
Streaming Radio	109,848	$1,432.96
Digital Outdoor	56	$25,983.67
Total	125,441	$315,552.63

Examples of Creative Development by Paid Media Contractor

Earned Media: In addition to enforcement and paid media activities during the special wave periods, all law enforcement agencies were expected to issue at least one press release, and/or participate in at least one public press event (examples: radio and television interviews, press conferences, etc.) related to receipt of their grant and participation in the NHTSA/LHSC national mobilization for which the agency was funded. Of the local agencies that participated in the DSGPO campaign during FFY 2025, 98 media releases were issued and 27 press events were held. And, of the local agencies that participated in the CIOT campaign, 48 media releases were issued and 39 press events were held.

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

Confirmation of Compliance with Federal Regulations

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

Specifically, the LHSC confirms that, in FFY 2025, it upheld all certifications and assurances outlined in *Appendix A to Part 1300-Certifications and Assurances for Highway Safety Grants* which contains all general and specific assurances as well as all Section 402 requirements including but not limited to use of a portion of the State's Section 402 funds to meet the unattended passenger program requirements, such as conducting pediatric heatstroke prevention activities.

In FFY 2025, the LHSC's activities included:

- A lengthy, on-location segment during WBRZ's 2une In Show, a morning news show produced on Baton Rouge's ABC affiliate on June 18, 2025. The segment featured Greg Fischer, the LHSC Public Information Officer and Nikki Stonaker, a Baton Rouge Police Department deputy and certified passenger safety technician with the Louisiana Passenger Safety Task Force.
- Educational materials provided by the Louisiana Passenger Safety Task Force at all child seat fitting stations during the months of May-August.
- A paid media campaign with double the investment from 2024 at a total of $24,750 from May 23 - August 31, 2025. Elements of the campaign included YouTube, Facebook, and Instagram advertising which resulted in 1,220,768 impressions across all three outlets. The LHSC retagged three fresh NHTSA/AdCouncil commercials with LHSC branding; each ad was shown in both English and Spanish.

In addition, the LHSC confirms that, in FFY 2025, it upheld all certifications and assurances associated with the execution of activities used to qualify for Section 405 incentive funding eligibility.

Finally, the LHSC confirms that, in FFY 2025, it upheld all certifications and assurances associated with the execution of activities used to qualify for Section 1906 incentive funding eligibility.

Activities by Program Area

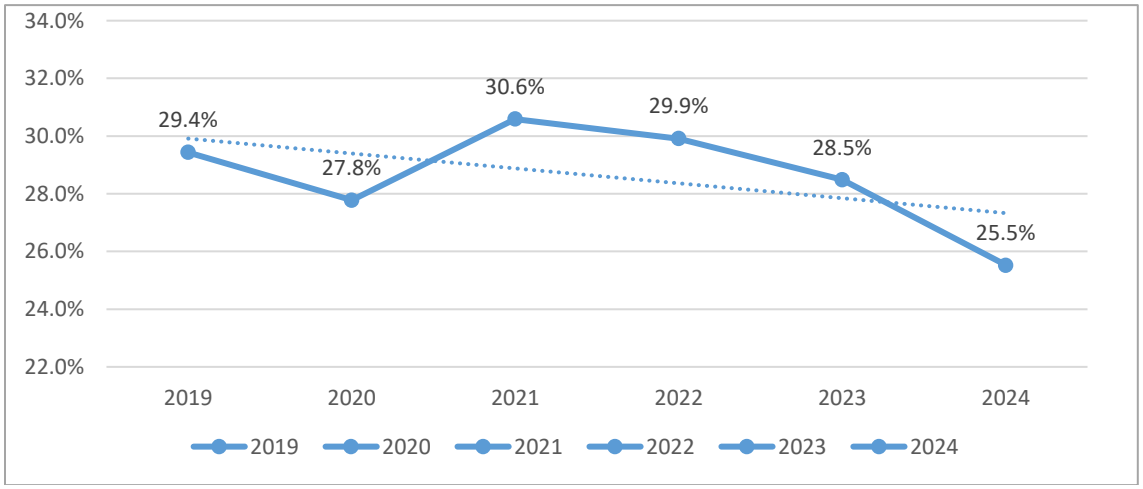
The following subsections of Section 3.5 present the specific programs and projects by program area addressed in the FFY 2024-2026 Triennial Highway Safety Plan and the FFY 2025 Annual Grant Application. The amounts listed after Budget Expended in each project description do not reflect the final expenditures until the final voucher is submitted and approved in the Grants Tracking System (GTS).

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

3.5.1 IMPAIRED DRIVING PROGRAM

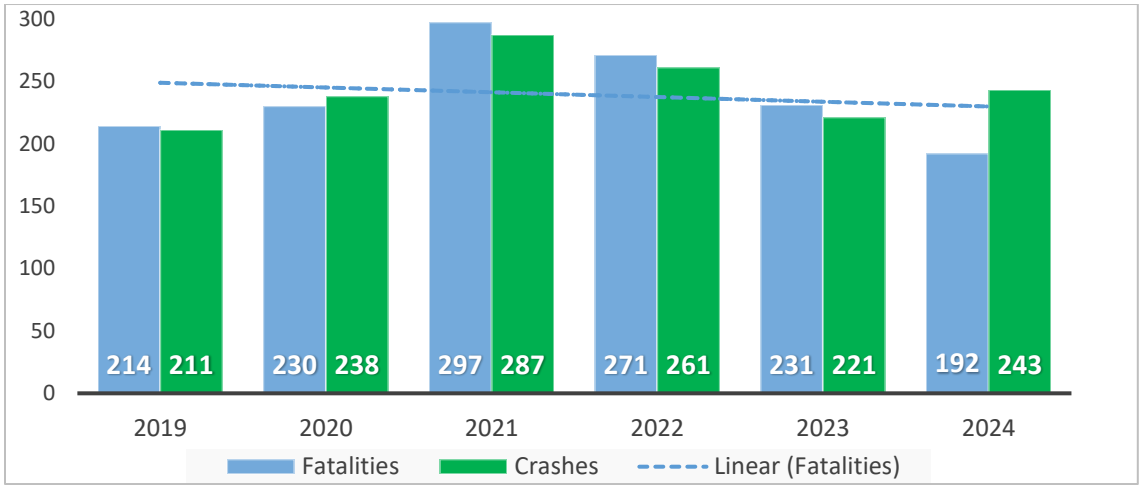
In FFY 2025, Louisiana continued to execute a comprehensive impaired driving program that incorporated broad-ranging strategies and actions designed to reduce impaired driving fatalities and injuries. As illustrated in *Figure 1.5 Alcohol-Impaired Driving Fatalities (≥0.08 BAC)* on page 6 and in *Table 2.1 Progress in Meeting FFY 2025 Performance Targets* on page 11, Louisiana experienced a third year of decreases in alcohol-impaired driving fatalities during FFY 2025. As Louisiana also experienced a decrease in overall traffic fatalities in FFY 2025, Figure 3.5.1 shows a third year in which alcohol-impaired fatalities comprised a smaller percent of all the state's motor vehicle fatalities. Figure 3.5.2 shows the changes in alcohol-impaired fatalities and alcohol-related fatal crashes from 2019 to 2024. The LHSC is pleased to see a third consecutive year of decreases in alcohol-impaired fatalities on Louisiana's roadways. Unfortunately, however, after single-year decreases in 2022 and 2023, alcohol-related fatal crashes are trending back upward. This trend is most likely indicative of the increasing amount of poly-substance impaired driving and related motor vehicle crashes and fatalities that other data is indicating.

FIGURE 3.5.1 ALCOHOL-IMPAIRED FATALITIES AS A PERCENT OF ALL FATALITIES



Source: NHTSA STSI/FARS. Accessed January 21, 2026.

FIGURE 3.5.2 ALCOHOL-IMPAIRED FATALITIES AND ALCOHOL-RELATED FATAL CRASHES



Source: NHTSA STSI/FARS (Fatalities). CARTS at LSU (Fatal Crashes). Accessed January 21, 2026.

Performance Target

- Decrease alcohol-impaired driving fatalities 1.0 percent from 235 (2017-2021 average) to 228 in 2025. (C-5)

Programs and Projects

Project	**2025-10-10: Tangipahoa Parish No Refusal Support Program**
Project description	Facilitated 12 meetings convening law enforcement agencies from across the parish to coordinate targeted enforcement areas. Coordinated 1 “Make the Case” training class for LEAs on procedures and protocols for "No Refusal" and/or Standardized Field Sobriety Testing. Coordinated certified medical personnel to conduct blood draws for evidence collection during "No Refusal" events during the entirety of the grant period. Maintained contract with provider to conduct blood evidence collection on a 24/7 basis during the entirety of the grant period. Implemented community/media activities during December national mobilization campaign and February state mobilization campaign associated with Mardi Gras. Implement "No Refusal" earned media activities. Subgrantee has agreed to sustain this project without LHSC funding.
Funds allocated/Fund source	$28,727/Section 154AL
Funds expended/Fund source	$6,025.56/ Section 154AL

Project	**2025-10-32: Capital Region Warrants for Blood Support Program**
Project description	Organized a cadre of 11 certified medical personnel pursuant to La. R.S. 32:664 who provided 602.75 hours of on-site response time to perform blood draws on suspected impaired drivers in conjunction with the Baton Rouge Police Department officers once they obtained a warrant. Supported "No Refusal" initiatives, checkpoints, and saturation patrols during identified peak enforcement hours for 8 of the 12 months of the grant period.
Funds allocated/Fund source	$41,650/Section 154AL
Funds expended/Fund source	$32,587.34/Section 154AL

Project	**2025-10-35: NLTSC No Refusal Support Program**
Project description	Organized a cadre of 9 certified medical personnel pursuant to La. R.S. 32:664 who provided 700 hours of on-site response time to perform blood draws on suspected impaired drivers in conjunction with the Shreveport Police Department officers once they obtained a warrant. Supported "No Refusal" initiatives, checkpoints, and saturation patrols on Friday and Saturday nights for 9 of the 12 months of the grant period.
Funds allocated/Fund source	$39,100/Section 154AL
Funds expended/Fund source	$38,655.21/ Section 154AL

Project	2025-10-11: Impaired Driving Policy Specialist
Project description	Assisted the LHSC with researching best practices for implementation of effective impaired driving countermeasures. Assisted Executive Director who is also the Chair of the Governor's Task Force on Impaired Driving with implementing meetings and managing 4 workgroups. Tracked 22 highway safety-related bills through the legislative process; developed briefing documents for legislators and drafted testimony for Executive Director.
Funds allocated/Fund source	$45,089.00/Section 405d (Other sources: $4,901.00/Section 402)
Funds expended/Fund source	$49,115.24/Section 405d (Other sources: $780.33/Section 402)

Project	2025-10-12: Louisiana Judicial Outreach Liaison (JOL) Program
Project description	Provided information, conducted outreach, identified resource needs, and facilitated dialogue between the judiciary, prosecutors, and highway safety professionals. In response to judiciary needs, the JOL commenced work on producing a *Louisiana Impaired Driving Offenses Bench Book,* a digest of laws applicable to all phases of adjudication and sentencing of impaired driving crimes. Nationally, the JOL became Louisiana's representative to the ABA JOL program. The JOL hosted judges from Texas, Mississippi, New Mexico, and Oklahoma for the ABA Region 6 SJOL meeting.
Funds allocated/Fund source	$120,000/Section 405d
Funds expended/Fund source	$77,826.44/Section 405d

Project	2025-10-13: Prosecutor/Law Enforcement Training Program
Project description	Supported Traffic Safety Resource Prosecutor (TSRP) at Louisiana District Attorney Association (LDAA) to provide member prosecutors, city prosecutors, and law enforcement officers with legal research, support drafting of motions, and guidance on other legal and technical matters related to impaired driving. Provided the following training opportunities: two-day training titled *Investigating & Prosecuting the Impaired Driver*; DRE Continuing Education course for Louisiana Wildlife and Fisheries; supported the Louisiana Professionals in Pretrial Services Association annual conference by hosting a highway safety/impaired driving track; supported the LDAA annual conference by hosting a highway safety/impaired driving track; a three-day training on the basics of prosecuting impaired driving cases; a one-day training for the Southeast Louisiana DWI Task Force; and two highway safety sessions at the LDAA Fall Seminar. Wrote and disseminate 4 Highway Safety Infoline e-newsletters. Reached 356 prosecutors, 142 law enforcement officers, and 5 judges over the course of the grant period. TSRP served as co-chair of Statewide Impaired Driving Emphasis Area for Louisiana's Strategic Highway Safety Plan.
Funds allocated/Fund source	$249,999/Section 405d
Funds expended/Fund source	$246,726.29/Section 405d

Project	**2025-10-16: North Shore Screening, Brief Intervention, and Referral to Treatment (SBIRT) Training Program**
Project description	Provided two SBIRT implementation courses by nationally registered SBIRT trainers to 49 individuals employed with local city courts & Judicial District Courts, four-year university, community colleges, hospitals, and private mental health practitioners located within the five-parish North Shore Region who are willing to utilize SBIRT with at-risk clients.
Funds allocated/Fund source	$24,313.50/Section 405d
Funds expended/Fund source	$9,394.15/Section 405d

Project	**2025-10-44: LA Voz de la Comunidad Traffic Safety Program for Latino Communities**
Project description	Conducted over 40 Spanish-language trainings and outreach sessions in community settings to raise awareness about impaired driving and occupant safety rules and best practices within Latino communities in New Orleans and Baton Rouge. Disseminated social norms messages 9 radio interviews, 2 TV appearances, 24 social media posts, and numerous in-person events.
Funds allocated/Fund source	$56,350/Section 154AL
Funds expended/Fund source	$56,321.25/Section 154AL

Project	**2025-10-45: Acts of Love Diversity Outreach Program**
Project description	Promoted *Drive and Drool Ain't Kool* impaired driving campaign and *Don't Spare the Belt* seat belt safety campaign among over 20 prominent African American-affiliated community groups. Conducted 2 access TV appearances to disseminate messages about occupant protection and impaired driving. Distribute educational materials at driving schools to address underage drinking and driving. Hosted 3 driving improvement courses.
Funds allocated/Fund source	$20,909.09/Section 154AL (Other sources: $5,227.27/Section 402)
Funds expended/Fund source	$19,200.64/Section 154AL (Other sources: $5,227.27/Section 402)

Project	**2025-10-49: Traffic Safety Diversity Outreach Program**
Project description	Conducted 6 traffic safety presentations focused on reducing alcohol impaired driving. Coordinated and facilitated occupant protection press event featuring LHSC leadership and ancillary activities during Bayou Classic, the annual football game and celebration between two Louisiana-based historically black universities. Coordinated and facilitated impaired driving prevention press event featuring LHSC leadership and ancillary activities during Essence Festival of Culture, the largest African-American culture and music event in the U.S., held in New Orleans annually.
Funds allocated/Fund source	$24,765/Section 154AL (Other sources: $10,235/Section 402)
Funds expended/Fund source	$25,206.66/Section 154AL (Other sources: $7,340.99/Section 402)

Project	2025-70-11: UMOJA Traffic Safety Diversity Outreach Program
Project description	Monitored traffic safety ambassador program at Grambling State University focused on impaired driving and occupant protection messages. Conduct 1 teen highway safety PSA contest and associated forum. Promoted impaired driving prevention, occupant protection, and related traffic safety messages at community events.
Funds allocated/Fund source	$37,454.45/Section 154AL (Other sources: $12,386.55/Section 402)
Funds expended/Fund source	$15,109.81/Section 154AL (Other sources: $7,464.80/Section 402)

Project	2025-55-10: Sudden Impact
Project description	Delivered Louisiana's national award-winning teen impaired driving, distracted driving, and unrestrained driving/riding injury prevention program in 103 high schools across the state. The experiences included: 241 seven-hour trauma hospital based presentations across 16 hospitals, 14 mock car crashes, 3 mock trials with actual attorneys and judges, 3 parent sessions prior to child starting driving school, 31 on-site educational sessions, and 6 college-based presentations. Program reached 11,910 students (with some students receiving multiple encounters).
Funds allocated/Fund source	$110,400/Section 164AL (Other sources: $73,600/Section 402)
Funds expended/Fund source	$83,193.63/Section 164AL (Other sources: $55,491.85/Section 402)

Project	2025-80-05: Targeted DWI Reduction Among Offenders Through Screening and Brief Intervention
Project description	Secured use of the Computerized Assessment and Referral System (CARS) for screening and referral of DWI offenders for substance use disorders in 4 judicial districts and 2 city court systems. Provide training and resources to criminal justice system stakeholders to facilitate incorporation of CARS: launched 1 website, developed and launched 3 trainings to maximize interest in CARS, developed and launched 4 trainings targeting specific stakeholder groups (judges, DAs/ADAs, defense attorneys, mental health providers), authored 6 blog posts, published 2 articles in criminal justice trade publications, and conducted 3 presentations at professional conferences.
Funds allocated/Fund source	$95,034/Section 405d
Funds expended/Fund source	$84,683.24/Section 405d

Project	2025-55-11: Ready, Set, Drive!
Project description	Delivered 50 lecture-style presentations throughout the Greater Baton Rouge Area reaching 1,344 driver education students. Delivered 13 expanded presentations with lecture and go cart-based driving simulations reaching 122 participants. Distributed traffic safety social media posts customized to Baton Rouge area, as well as supported federal and state campaigns, generating about 5,000 impressions.
Funds allocated/Fund source	$27,000/Section 402
Funds expended/Fund source	$25,365.12/Section 402

Project	**2025-55-12: ThinkFirst Program**
Project description	Identified and trained VIP (Voices of Injury Prevention) Speakers, a diverse group with varied backgrounds and experiences. VIPs conducted 84 presentations where they shared authentic stories while delivering comprehensive highway traffic safety education with an emphasis on impaired driving, distracted driving, and occupant protection laws and statistics. Reached 1,808 students and 279 students across 7 parishes in Central and North Louisiana. Aggregated results from all pre and post-test surveys showed an overall 21% increase in knowledge about what is distracted driving; an overall 19% increase in behaviors and laws about seat belt safety; and an overall 18% increase in what constitutes underage drinking.
Funds allocated/Fund source	$128,000/Section 402
Funds expended/Fund source	$127,338.06/Section 402

Project	**2025-55-14: B.R.A.K.E.S (Be Responsible And Keep Everyone Safe) Program**
Project description	Conducted 2 seatbelt use surveys of students arriving at one high school and one college campus. At the college, 782 vehicles were surveyed with 75% of drivers wearing seatbelts. At the high school, 113 vehicles were surveyed with 80.5% of students wearing seatbelts. Reached 140 high school students with BRAKES highway safety presentations. Co-hosted 12 Law Enforcement Task Force Meetings, 8 Youth Committee Meetings, and 3 University Committee meetings. Planned and executed the Teen Life Maze which was attended by 97 high school students from 5 high schools and youth coalition from a neighboring parish. The maze consisted of eight sections; upon entering, students received a scenario depicting an unsafe driving situation and physically walked through the consequences of their actions.
Funds allocated/Fund source	$10,000/Section 402
Funds expended/Fund source	$4,711.77/Section 402

Project	**2025-10-46: Employer-Based Impaired Driving Traffic Safety Program**
Project description	Conducted 21 in-person *Our Driving Concern (ODC): Louisiana Edition* presentations to 615 employees and/or business leaders focused specifically on the dangers of impaired driving and prevention strategies. Participated in 6 business and industry events/conferences by disseminating impaired driving prevention resources. Issued 12 e-newsletters. Hosted an ODC webpage specific to Louisiana which received at least 100 clicks each month of the grant period.
Funds allocated/Fund source	$80,000/Section 154AL
Funds expended/Fund source	$77,114.07/Section 154AL

Project	2025-10-30: EBR Alcoholic Beverage Control J.U.D.E. Task Force
Project description	Funded 1,722 overtime hours worked by agents from the city/parish licensing and regulatory agency to provide education, regulatory, and law enforcement services. Its juvenile underage drinking enforcement (JUDE) Task Force attacked underage drinking and impaired driving across the parish by reducing the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering on-site alcohol outlets as well as prohibit underage individuals from purchasing and consuming alcohol and outlets from selling to underage individuals. Made 7,497 JUDE contacts which resulted in issuing 710 citations, making 611 arrests, and deterring 22 drivers from operating a vehicle while intoxicated. Agents made 2,469 outline visits and compliance checks.
Funds allocated/Fund source	$89,318/Section 154AL
Funds expended/Fund source	$85,769.38/Section 154AL

Project	2025-10-31: Louisiana Cops in Shops Program
Project description	Utilized Louisiana Office of Alcohol and Tobacco Control (ATC) enforcement agents to conduct extensive underage enforcement efforts statewide by reducing the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering an on-site alcohol outlet, or to purchase, possess, and consume alcoholic beverages. These efforts reduced the incidences of underage alcohol procurement and consumption, thereby reducing possible impaired driving instances. Funded 3,138.75 overtime hours which resulted in 4,483 outlets visited and compliance checks conducted during which 234 underage sales were observed and 83 underage drinking citations were issued.
Funds allocated/Fund source	$139,958/Section 154AL
Funds expended/Fund source	$139,867.87/Section 154AL

Project	High Visibility Traffic Safety/Impaired Driving Enforcement – Local Law Enforcement
Project description	Provided enforcement subgrants to 52 local law enforcement agencies in support of enforcing impaired driving laws during state and national coordinated *Drive Sober or Get Pulled Over* (DSGPO) mobilizations campaigns. Additionally, all agencies participated in sustained overtime enforcement activities guided by the use of crash data to identify days of the week, times of day, and geographic areas of critical need. These evidence-based enforcement plans were adjusted throughout the year as needed. Additional enforcement efforts to support occupant protection, child passenger safety, distracted driving, speeding, etc. laws may be provided to some or all agencies under other Federal funding sources. Participating agencies conducted 494 sobriety checkpoints and worked 2,893 checkpoint hours which resulted in 56 arrests during checkpoint

	hours. Participating agencies worked 20,889 saturation patrol hours which resulted in 1,023 impaired driving arrests made. Many participating agencies conducted juvenile underage drinking enforcement (JUDE) efforts as well. JUDE efforts resulted in 7,199 overtime hours worked with 5,742 citations issued. Local law enforcement agencies that participated in the sustained impaired driving enforcement efforts included: Abbeville Police Department Alexandria Police Department Allen Parish Sheriff's Office Baton Rouge Police Department Bogalusa Police Department Bossier City Police Department Bossier Parish Sheriff's Office Breaux Bridge Police Department Caddo Parish Sheriff's Office Calcasieu Parish Sheriff's Office Covington Police Department East Baton Rouge Sheriff's Office Evangeline Parish Sheriff's Office Franklinton Police Department Gonzales Police Department Greater New Orleans Expressway Commission Greenwood Police Department Hammond Police Department Harahan Police Department Houma Police Department Iberia Parish Sheriff's Office Jefferson Parish Sheriff's Office Kenner Police Department Lafayette Police Department Lafayette Parish Sheriff's Office Lafourche Parish Sheriff's Office Lake Charles Police Department Leesville Police Department Livingston Parish Sheriff's Office Mandeville Police Department Monroe Police Department Morgan City Police Department Natchitoches Police Department New Orleans Police Department Nicholls State University Police Dept. Pearl River Police Department Pineville Police Department Pointe Coupee Parish Sheriff's Office Shreveport Police Department Slidell 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 Sherriff's Office Thibodeaux Police Department Vinton Police Department Washington Parish Sheriff's Office West Baton Rouge Sheriff's Office West Monroe Police Department Westwego Police Department
Funds allocated/Fund source	$1,412,649/Section 154AL; $928,720/Section 164AL; $2,000/Section 405d
Funds expended/Fund source	$957,101.22/Section 154AL; $678,812.83/Section 164AL; $0.00/Section 405d; $25,168.68/Section 402 (for ID OT enf.)

Project	Special Waves Enforcement for *Drive Sober or Get Pulled Over (DSGPO)*
Project description	Provided high visibility overtime enforcement during targeted special waves in support of enforcing impaired driving laws. In addition to the 52 agencies listed above that received sustained enforcement funding, the LHSC provided subgrants to 23 local law enforcement for high-visibility overtime enforcement in coordination with NHTSA/LHSC annual *Drive Sober or Get Pulled Over* campaigns only. Total enforcement activities for DSGPO Special Wave include 8,175 overtime hours worked, 46 checkpoints conducted, and 270 arrests made. Local law enforcement agencies that participated in the sustained impaired driving enforcement efforts included: Assumption Parish Sheriff's Office Beauregard Parish Sheriff's Office Berwick Police Department Broussard Police Department Carencro Police Department Churchpoint Police Department DeRidder Police Department Eunice Police Department Franklin Police Department Kaplan Police Department Lake Arthur Police Department Many Police Department Minden Police Department New Iberia Police Department Opelousas Police Department Patterson Police Department Rayne Police Department St. James Parish Sheriff's Office St. Mary Parish Sheriff's Office Sterlington Police Department Union Parish Sheriff's Office Walker Police Department Winnfield Police Department
Funds allocated/Fund source	$75,000/Section 164AL
Funds expended/Fund source	$54,372.54/Section 164AL

Project	2025-30-80: Louisiana State Police (LSP) Crash Reduction Grant
Project description	Supported LSP overtime enforcement of traffic laws. Supported Public Information Officer (PIO) overtime activities, radio communication, and clerical overtime activities. With 405d funds, LSP conducted 2 sobriety checkpoints and worked 165 checkpoint hours resulting in 2 arrests. LSP worked 1,753 saturation patrol hours resulting in 80 impaired driving arrests made. Enforcement was coupled with PIOs conducting 144 impaired driving-related press events. Pre- and post-enforcement efforts were publicized through media throughout the duration of the grant. LSP also planned and conducted impaired driving-related training courses which were made available to local law enforcement agencies statewide. These courses included 1 SFST Instructor Development Course, 2 Radar Instructor Development Course, 1 DRE Course, and 5 ARIDE Field Courses.
Funds allocated/Fund source	$651,354.9/Section 405d (Other sources: $41,687.50/Section 402; $371,800.10/Section 405b)
Funds expended/Fund source	$293,285.46/Section 405d (Other sources: $4,213.66/Section 402; $202,785.05/Section 405b)

Project	2025-10-17: MADD Louisiana's Court Monitoring Program
Project description	Supported a Court Monitor to observe and track DWI cases in four Tier 1 parishes (Orleans, East Baton Rouge, Jefferson, Caddo, and Calcasieu). Compiled relevant statistics regarding the disposition of a total of 2,313 DWI cases, some were new cases while others were continuations of cases presented in court previously. Raised awareness of the level of public concern regarding the disposition of DWI cases by participating in media interviews. Reported information to traffic safety stakeholders and public officials on the disposition of DWI cases to improve enforcement, prosecution, and/or adjudication systems through 4 e-newsletters.
Funds allocated/Fund source	$50,000/Section 164AL
Funds expended/Fund source	$41,755.19/Section 164AL

Project	2025-10-20: DWI Court Management Program
Project description	Provided support to the Supreme Court DWI & Specialty Court Office (SCDSCO) to conduct oversight, administration, and monitoring of 8 DWI Courts across the state. Supported program management expenses for court teams to manage groups ranging in size from 6 to 55 at any given time, depending upon the qualifications of the individual courts' program. No court reported recidivism of a participant during the grant period. Provide 1 statewide training for LA DWI courts. Supported 2 professional development opportunities for SCDSCO staff.
Funds allocated/Fund source	$1,112,100/Section 405d
Funds expended/Fund source	$912,899.12/Section 405d

Project	2025-10-19: Forensic Analysis of DWI Cases
Project description	Provided salary and related benefits for one full-time Forensic Analyst who conducted forensic analysis of 505 blood evidence kits associated with DWI cases in one of the 29 parishes in the target area. Of those blood samples, 135 tested positive for alcohol. Provided expert testimony about the finding of the analysis as well as the effects of alcohol and drugs in 1 court case.
Funds allocated/Fund source	$110,000/Section 405d
Funds expended/Fund source	$110,000/Section 405d

Project	2025-20-10: Travel for Impaired Driving Training
Project description	Funds were set aside for stakeholders to travel to and attend trainings and conferences directly related to supporting planned impaired driving countermeasures.
Funds allocated/Fund source	$15,000/Section 164AL
Funds expended/Fund source	$0/Section 164AL

Project	**2025-80-01: LHSC Paid Media for Traffic Safety**
Project description	Developed paid media creatives and/or implemented paid media buy plans that directly supported enforcement activities and public knowledge improvement about occupant protection and impaired driving. Developed paid media creatives and/or implemented paid media buy plans about non-motorized safety and pediatric heatstroke. See page 63 for a summary of spots purchased, impressions, and/or individuals reached by program area campaign. Contractor based all paid media buy plans on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. Media outlets varied slightly by demographic area and campaign in order to reach identified targeted audiences.
Funds allocated/Fund source	$500,000/Section 154AL; $500,000 /Section 164AL; $1,550,000/Section 405d
Funds expended/Fund source	$0.00/Section 154AL; $0.00/Section 164AL; $1,018,333.96/Section 405d

Project	**2025-80-03: LHSC Earned Media for Traffic Safety**
Project description	Provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software and analytics. Produced 25 news releases and media advisories, managed coordination for 4 major news events, and produced 6 “Safety Minute” video PSAs. Produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, Pinterest, and YouTube. A total of 908 posts were published and total social media following across all platforms reached 26,386 followers.
Funds allocated/Fund source	$49,900/Section 402
Funds expended/Fund source	$49,900/Section 402

3.5.2 Occupant Protection Program

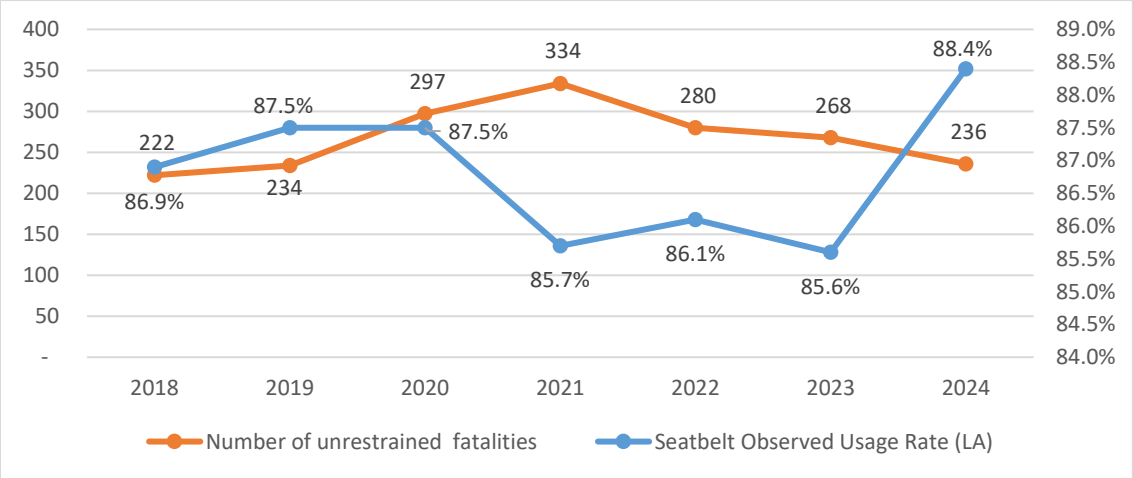
To provide maximum impact and likelihood for increasing restraint use, the LHSC provided leadership, training, and technical assistance to other state agencies, law enforcement agencies, and to local occupant protection projects. Louisiana's occupant protection program continued to be comprehensive in its geographic coverage, reach to high-risk populations, and engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures. On the non-enforcement side, longtime subgrantee, the Louisiana Passenger Safety Task Force (LPSTF) continues to provide stand-alone education, outreach, and prevention activities as well as support enforcement agencies at checkpoints to provide education and child safety seats and proper installation free of cost to individuals.

As a low seat belt use state, the LHSC identified nighttime drivers and rural areas as two high-risk populations for FFY 2025. During the fiscal year, the LHSC continued to employ enforcement countermeasures to address these populations. One particular countermeasure has been to stipulate that funded enforcement agencies work a minimum amount of overtime enforcement hours to address these populations. A review of this approach resulted in the following findings:

- To better focus on nighttime enforcement, the LHSC required year-long local law enforcement agencies to work a minimum of 15% of their occupant protection overtime enforcement between the hours of 6:00 pm and 6:00 am. Cumulatively, subgrantees worked 27.7% of occupant protection overtime enforcement during these peak high-risk times.
- Additionally, since 2021, the LHSC stipulated in the LSP contract that 20% of its occupant protection overtime enforcement activities would be conducted in Tier 3 parishes, representing Louisiana's most rural parishes. Data shows that drivers in rural parishes utilized their seat belts at lower rates. In FFY 2025, almost 37% of occupant protection overtime enforcement activities conducted by LSP occurred in rural parishes.

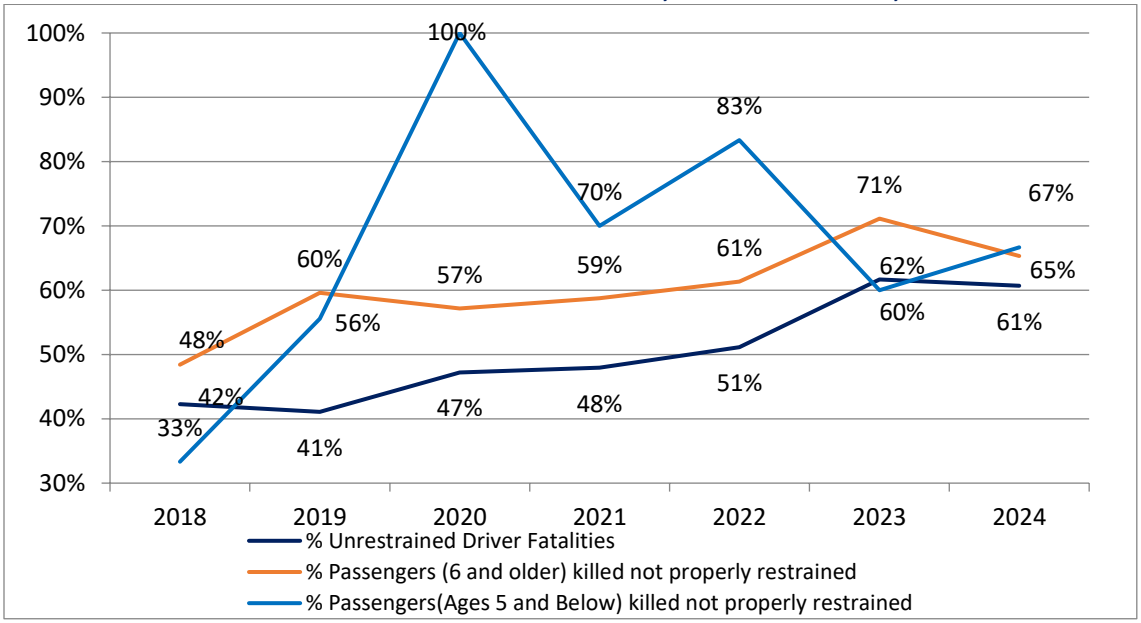
As illustrated in *Figure 1.4 Unrestrained Passenger Vehicle Occupant Fatalities* on page 6 and in *Table 2.1 Progress in Meeting FFY 2025 Performance Targets* on page 11, Louisiana experienced a third year of decreases in unrestrained fatalities during FFY 2025. Figure 3.5.3 shows the correlation between observed seat belt use and unrestrained fatalities. While the LHSC expected steady increases in seatbelt use would result in decreases in unrestrained fatalities, that relationship has not been realized. Figure 3.5.4 shows the percent of unrestrained fatalities since 2019 for drivers, passengers over 6 years of age, and children under 6 years old.

Figure 3.5.3 Observed Seat Belt Use and Unrestrained Fatalities



Source: NHTSA STSI/FARS (Unrestrained Fatalities). CARTS at LSU (Seat Belt Use). Accessed January 21, 2026.

FIGURE 3.5.4 PERCENT OF UNRESTRAINED FATALITIES: DRIVERS, PASSENGERS AGE 6+, AND CHILDREN UNDER 6



Source: NHTSA STSI/FARS (Driver Fatalities). CARTS at LSU (Passengers by age). Accessed January 21, 2026.

PERFORMANCE TARGETS

- Reduce unrestrained passenger fatalities by 1 percent from 267 (2017-2021 average) to 259 in 2025. (C-4)
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 1.1 percentage point annually from 86.7 percent (2017 to 2022 average) to 90.0 percent in 2025. (B-1)

PROGRAMS AND PROJECTS

Project	**2025-20-11: Louisiana Passenger Safety Task Force (LPSTF)**
Project description	Provided support to a centralized resource for all occupant protection and child passenger safety activities and education, including pediatric heatstroke/unattended passenger prevention. Maintained a database of the 569 Louisiana CPS technicians, promoted recertification of technicians, conducted quarterly regional meetings, provided 5 Standardized CPS Instructor/Technician Courses, and supported certified fitting stations that checked/installed 4,276 seats across the state. Continued focus on CarFit, a community based program that promotes continued safe driving among older drivers, by providing trainings for community members as well as new instructors. Continued focus on safe travel for all children by conducting a 2-day Transportation of Children with Special Health Care Needs class. Purchased 117 seats for distribution to low-income Louisiana families; disseminated 77 seats. In FFY 2025, LPSTF moved into Phase II of a partnership with the Louisiana Department of Child and Family Services (DCFS) whereby all DCFS staff responsible for transporting children and interacting with families were required to attend a four-hour, in-person training.
Funds allocated/Fund source	$239,761.89/Section 405b
Funds expended/Fund source	$239,078.07/Section 405b

Project	2025-10-45: Acts of Love Diversity Outreach Program
Project description	Promoted *Don't Spare the Belt* seat belt safety campaign which was created using NHTSA's *African-American Seat Belt Safety Social Media Playbook* and *Drive and Drool Ain't Kool* impaired driving campaign and among over 20 prominent African American-affiliated community groups. Conducted 2 access TV appearances to disseminate messages about occupant protection and impaired driving. Distribute educational materials at driving schools to address underage drinking and driving. Hosted 3 driving Improvement courses.
Funds allocated/Fund source	$5,227.27/Section 402 (Other sources: $20,909.09/Section 154AL)
Funds expended/Fund source	$5,227.27/Section 402 (Other sources: $19,200.64/Section 154AL)

Project	2025-20-13: YMCA Car Seat Safety Outreach Program
Project description	Raised awareness of the importance of properly wearing a seat belt and using child passenger safety restraints. Conducted 49 community outreach activities. Partnered with the Louisiana Passenger Safety Task Force (LPSTF) to host 5 car seat check events and referred low-income families to LPSTF to secure a free seat. Disseminated language appropriate materials through various media.
Funds allocated/Fund source	$89,280.54/Section 405b
Funds expended/Fund source	$89,280.36/Section 405b

Project	2025-10-49: Traffic Safety Diversity Outreach Program
Project description	Conducted 6 traffic safety presentations focused on reducing alcohol impaired driving. Coordinated and facilitated occupant protection press event featuring LHSC leadership and ancillary activities during Bayou Classic, the annual football game and celebration between two Louisiana-based historically black universities. Coordinated and facilitated impaired driving prevention press event featuring LHSC leadership and ancillary activities during Essence Festival of Culture, the largest African-American culture and music event in the U.S., held in New Orleans annually.
Funds allocated/Fund source	$10,235/Section 402 (Other sources: $24,765/Section 154AL)
Funds expended/Fund source	$7,340.99/Section 402 (Other sources: $25,206.66/Section 154AL)

Project	2025-70-11: UMOJA Traffic Safety Diversity Outreach Program
Project description	Monitored impaired driving and traffic safety ambassador program at Grambling State University. Conduct 1 teen highway safety PSA contest and associated forum. Promoted impaired driving prevention and related traffic safety messages at community events.
Funds allocated/Fund source	$12,386.55/Section 402 (Other sources: $37,454.45/Section 154AL)
Funds expended/Fund source	$7,464.80/Section 402 (Other sources: $15,109.81/Section 154AL)

Project	2025-55-10: Sudden Impact
Project description	Delivered Louisiana's national award-winning teen impaired driving, distracted driving, and unrestrained driving/riding injury prevention program in 103 high schools across the state. The experiences included: 241 seven-hour trauma hospital based presentations across 16 hospitals, 14 mock car crashes, 3 mock trials with actual attorneys and judges, 3 parent sessions prior to child starting driving school, 31 on-site educational sessions, and 6 college-based presentations. Program reached 11,910 students (with some students receiving multiple encounters).
Funds allocated/Fund source	$73,600/Section 402 (Other sources: $110,400/Section 164AL)
Funds expended/Fund source	$55,491.85/Section 402 (Other sources: $83,193.63/Section 164AL)

Project	2025-55-11: Ready, Set, Drive!
Project description	Delivered 50 lecture-style presentations throughout the Greater Baton Rouge Area reaching 1,344 driver education students. Delivered 13 expanded presentations with lecture and go cart-based driving simulations reaching 122 participants. Distributed traffic safety social media posts customized to Baton Rouge area, as well as supported federal and state campaigns, generating about 5,000 impressions.
Funds allocated/Fund source	$27,000/Section 402
Funds expended/Fund source	$25,365.12/Section 402

Project	2025-55-12: ThinkFirst Program
Project description	Identified and trained VIP (Voices of Injury Prevention) Speakers, a diverse group with varied backgrounds and experiences. VIPs conducted 84 presentations where they shared authentic stories while delivering comprehensive highway traffic safety education with an emphasis on impaired driving, distracted driving, and occupant protection. Reached 1,808 students and 279 students across 7 parishes in North Louisiana. Aggregated results from pre and post-test surveys showed a 21% increase in knowledge about what is distracted driving; a 19% increase in behaviors and laws about seat belt safety; and an 18% increase in what constitutes underage drinking.
Funds allocated/Fund source	$128,000/Section 402
Funds expended/Fund source	$127,338.06/Section 402

Project	2025-55-14: B.R.A.K.E.S (Be Responsible And Keep Everyone Safe) Program
Project description	Conducted 2 seatbelt use surveys of students at one high school and one college campus. At the college, 782 vehicles were surveyed with 75% of drivers wearing seatbelts. At the high school, 113 vehicles were surveyed with 80.5% of students wearing seatbelts. Reached 140 students with highway safety presentations. Co-hosted 12 Law Enforcement Task Force Meetings, 8 Youth Committee Meetings, and 3 University Committee meetings. Planned and executed the Teen Life Maze which was attended by 97 high school students from 5 high schools and youth coalition from a neighboring parish. The maze consisted of eight sections; upon entering, students received a scenario depicting an unsafe driving situation and physically walked through the consequences of their actions.
Funds allocated/Fund source	$10,000/Section 402
Funds expended/Fund source	$4,711.77/Section 402

Project	2025-70-15: Bayou Classic Occupant Protection Outreach
Project description	Broadcasted 12 occupant protection traffic safety messages on the ribbon boards during the 51st Annual Bayou Classic football game. Provided an opportunity for LHSC's traffic safety messaging to reach a minimum of 70,000 people. Broadcasted an occupant protection traffic safety graphic on the message board during the Activation Fan Festival. Coordinated 1 activation at Fan Fest to include a one-minute onstage presence to deliver occupant protection traffic safety message.
Funds allocated/Fund source	$21,000/Section 402
Funds expended/Fund source	$21,000/Section 402

Project	2025-20-10: Research and Assessment Program
Project description	Contracted was expected to conduct observational surveys and provide reports using the data collected as required by NHTSA to determine adult safety belt (daytime and nighttime) use.
Funds allocated/Fund source	$182,200/Section 405b; $40,900/Section 402
Funds expended/Fund source	$0.00/Section 405b; $0.00/Section 402
Reason project was not executed	A suitable vendor was identified and provided with a provisional award letter. Significant delays by the Louisiana Office of State Procurement prohibited the LHSC from finalizing and executing a subgrant agreement before the end of the fiscal year.

Project	High Visibility Traffic Safety/Seat Belt Enforcement – Local Law Enforcement
Project description	Provided subgrants to 52 local law enforcement agencies for high-visibility sustained overtime enforcement of traffic safety laws, specifically occupant protection laws, using evidence-based countermeasures such as checkpoints and saturation patrols. All participating agencies utilized crash data to identify areas of critical need for their sustained overtime efforts. Additionally, subgrantees coordinated efforts with the annual *Click It Or Ticket* (CIOT) national mobilizations in addition to other identified state enforcement waves. Law enforcement agencies worked 15,419 hours of occupant protection saturation patrols and 2,070 hours at seat belt checkpoints, issuing 14,048 adult seat belt citations and 1,376 child passenger seat citations. Law enforcement agencies that participated in this occupant protection overtime enforcement program included: Abbeville Police Department Alexandria Police Department Allen Parish Sheriff's Office Baton Rouge Police Department Bogalusa Police Department Bossier City Police Department Breaux Bridge Police Department Caddo Parish Sheriff's Office Calcasieu Parish Sheriff's Office Covington Police Department East Baton Rouge Sheriff's Office Evangeline Parish Sheriff's Office Franklinton Police Department Gonzales Police Department Greater New Orleans Expressway Commission Greenwood Police Department Hammond Police Department Harahan Police Department Houma Police Department Iberia Parish Sheriff's Office Jefferson Parish Sheriff's Office Kenner Police Department Lafayette Police Department Lafayette Parish Sheriff's Office Lafourche Parish Sheriff's Office Lake Charles Police Department Leesville Police Department Livingston Parish Sheriff's Office Mandeville Police Department Monroe Police Department Morgan City Police Department Natchitoches Police Department New Orleans Police Department Nicholls State University Police Dept. Pearl River Police Department Pineville Police Department Pointe Coupee Parish Sheriff's Office Shreveport Police Department Slidell 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 Sherriff's Office Thibodaux Police Department Vinton Police Department Washington Parish Sheriff's Office West Baton Rouge Sheriff's Office West Monroe Police Department Westwego Police Department Zachary Police Department
Funds allocated/Fund source	$2,187,761/Section 402
Funds expended/Fund source	$1,011,562.39/Section 402

Project	Special Waves Enforcement for *Click It Or Ticket (CIOT)*
Project description	Provided high visibility overtime enforcement during targeted special waves in support of enforcing occupant protection laws. In addition to the 52 agencies listed above that received sustained enforcement funding, the LHSC provided subgrants to 28 local enforcement agencies for high-visibility overtime enforcement during NHTSA/LHSC annual *Click It or Ticket* campaigns only. Total enforcement activities for CIOT Special Wave agencies only resulted in 4,044 adult seat belt citations and 493 child passenger citations during the 6,208 enforcement hours worked by all participating agencies. Participating agencies in the CIOT special wave efforts include: Albany Police Department Assumption Parish Sheriff's Office Beauregard Parish Sheriff's Office Berwick Police Department Broussard Police Department Carencro Police Department Churchpoint Police Department Delcambre Police Department DeRidder Police Department Erath Police Department Eunice Police Department Eunice City Marshall Franklin Police Department Kaplan Police Department Lake Arthur Police Department Many Police Department Minden Police Department New Iberia Police Department Opelousas Police Department Patterson Police Department Plaquemine Police Department Rayne Police Department St. James Parish Sheriff's Office St. Mary Parish Sheriff's Office Vermilion Police Department Vidalia Police Department Walker Police Department Winnfield Police Department
Funds allocated/Fund source	$75,000/Section 402
Funds expended/Fund source	$62,500.50/Section 402

Project	2025-30-80: Louisiana State Police (LSP) Crash Reduction Grant
Project description	Supported LSP overtime enforcement of traffic laws. Supported Public Information Officer (PIO) overtime activities, radio communication, and clerical overtime activities. With 405b funds, LSP conducted 1 checkpoint and worked 12 checkpoint hours resulting in 29 adult citations and 0 child passenger seat citations. LSP worked 2,384 saturation patrol hours resulting in 2,102 adult citations and 86 child passenger citations. Enforcement was coupled with PIOs conducting 114 occupant protection-related press events. Pre- and post-enforcement efforts were publicized through media throughout the duration of the grant.
Funds allocated/Fund source	$371,800.10/Section 405b (From other sources: $651,354.9/Section 405d; $41,687.50/Section 402)
Funds expended/Fund source	$202,785.05/Section 405b (From other sources: $293,285.46/Section 405d; $4,213.66/Section 402)

Project	2025-20-01: Travel for Occupant Protection Training
Project description	Funds were set aside for stakeholders to travel to and attend trainings and conferences directly related to support planned occupant protection and child passenger safety countermeasures.
Funds allocated/Fund source	$10,000/Section 402
Funds expended/Fund source	$0/Section 402

Project	2025-80-01: LHSC Paid Media for Traffic Safety
Project description	Developed paid media creatives and/or implemented paid media buy plans that directly supported enforcement activities and public knowledge improvement about occupant protection and impaired driving. Developed paid media creatives and/or implemented paid media buy plans about non-motorized safety and pediatric heatstroke. See page 63 for a summary of spots purchased, impressions, and/or individuals reached by program area campaign. Contractor based all paid media buy plans on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. Media outlets varied slightly by demographic area and campaign in order to reach identified targeted audiences.
Funds allocated/Fund source	$580,000/Section 402 (for both OP and pediatric heatstroke prevention)
Funds expended/Fund source	$523,771.21/Section 402 ($499,105.93 for OP; $24,665.28 for PH)

Project	2025-80-03: LHSC Earned Media for Traffic Safety
Project description	Provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software and analytics. Produced 25 news releases and media advisories, managed coordination for 4 major news events, and produced 6 “Safety Minute” video PSAs. Produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, Pinterest, and YouTube. A total of 908 posts were published and total social media following across all platforms reached 26,386 followers.
Funds allocated/Fund source	$49,900/Section 402
Funds expended/Fund source	$49,900/Section 402

3.5.3 Traffic Records Improvement Program

The LHSC continued to partner with the Traffic Records Coordinating Committee (TRCC) to improve the state's traffic records information systems. In FFY 2025, the TRCC focused on improvements to the EMS/injury surveillance and driver record systems.

The following performance targets were met or exceeded in FFY 2025:

Performance Targets and Results

Crash System Targets

- *Performance Target:* Increase **accessibility** of crash data through use of the LEAP tool by active users employed at law enforcement agencies from a baseline of 0 active users to 70 active users within the 12-month performance period of March 31, 2024 to April 1, 2025.

- *Target Status:* Met Target. CARTS saw a 100% usage increase (from a baseline of 0 active users to 70 active users) within the 12-month performance period of March 31, 2024 to April 1, 2025.

Injury Surveillance System Targets

- *Performance Target 1:* Improve **accuracy** of the injury surveillance system by increasing the percentage of EMS reports submitted to the State Registry that are NEMSIS 3.5 compliant from 5.4% on March 31, 2024, to 10% by April 1, 2025.

- *Target 1 Status:* Exceeded Target. The number of EMS agencies reporting electronic data increased from 98.4% to 99.5% within the 12-month performance period of March 31, 2024 to April 1, 2025.

- *Performance Target 2:* Improve **completeness** of the injury surveillance system by increasing the percentage of EMS agencies reporting electronically to the State Registry from 96.5% (48 agencies reporting out of 50) to 97.5% (49 agencies reporting out of 50) within the 12-month performance period of March 31, 2024 to April 1, 2025.

- *Target 2 Status:* Met Target. The number of EMS agencies reporting electronic data remained stable from 50 EMS agencies to 50 EMS agencies within the 12-month performance period of March 31, 2024 to April 1, 2025.

Programs and Projects

Project	**2025-40-10: LHSC Statistical Analysis**
Project description	Conducted research on crash costs, developed a presentation, and presented at the Louisiana Highway Safety Summit. Performed requested analysis of calendar year 2024 seat belt use observation survey by region. Prepared ad hoc reports upon request by the LHSC Executive Director regarding highway safety issues. Conducted crash data analysis and prepared formal report; delivered presentation on the state of crash data based on 2024 statistics on September 9, 2025.
Funds allocated/Fund source	$49,900/Section 402
Funds expended/Fund source	$49,900/Section 402

Project	**2025-40-11: CARTS Traffic Records Support**
Project description	Served as the state's crash data and information systems management entity by supporting state and local law enforcement agencies with electronic crash reporting software, used by the agencies to submit crash data to the State. Continued efforts to improve accuracy and completeness of the data. Funded a full-time TRCC Coordinator and other expenses necessary to support TRCC activities, projects, and reporting. Hosted 4 TRCC meetings and performed other related business.
Funds allocated/Fund source	$687,717.71/Section 405c
Funds expended/Fund source	$481,611.65/Section 405c

Project	**2025-40-12: Correcting State Pointer Exchange Service (SPEXS) Driver Records**
Project description	Provided overtime to assist Office of Motor Vehicles (OMV) to input data that would prevent duplication of driver records through the State Pointer Exchange Service (SPEX). SPEX is associated with non-commercial drivers and provides information to state's drivers' licensing agencies during the issuance of and/or transfer of driver's licenses. SPEX are shared between State agencies in the AAMVA-sponsored State-to-State Verification Service to ensure that one record is maintained for each individual driver. In FFY 2025, 8 analysts worked a total of 1,378.5 overtime hours and corrected 13,052 pointers.
Funds allocated/Fund source	$86,840.25/Section 405c
Funds expended/Fund source	$51,631.91/Section 405c

Project	**2025-40-15: EMS Data Coordination Contractor**
Project description	Funded an individual contractor who recruited and educated ambulance providers across the state to submit electronic injury surveillance data to LERN on a regular basis. The NEMSIS-compliant database was maintained with pertinent crash injury data elements obtained from the ambulance providers.
Funds allocated/Fund source	$40,000/Section 405c
Funds expended/Fund source	$32,455.50/Section 405c

Project	**2025-40-16: Crash Investigation and Reconstruction Training**
Project description	Delivered 13 training courses to a total of 287 state and local law enforcement officers to improve their crash investigation and reconstruction skills with a high level of competence because it will lead to more accurate data about contributing factors to crashes.
Funds allocated/Fund source	$274,800/Section 405c
Funds expended/Fund source	$270,800/Section 405c

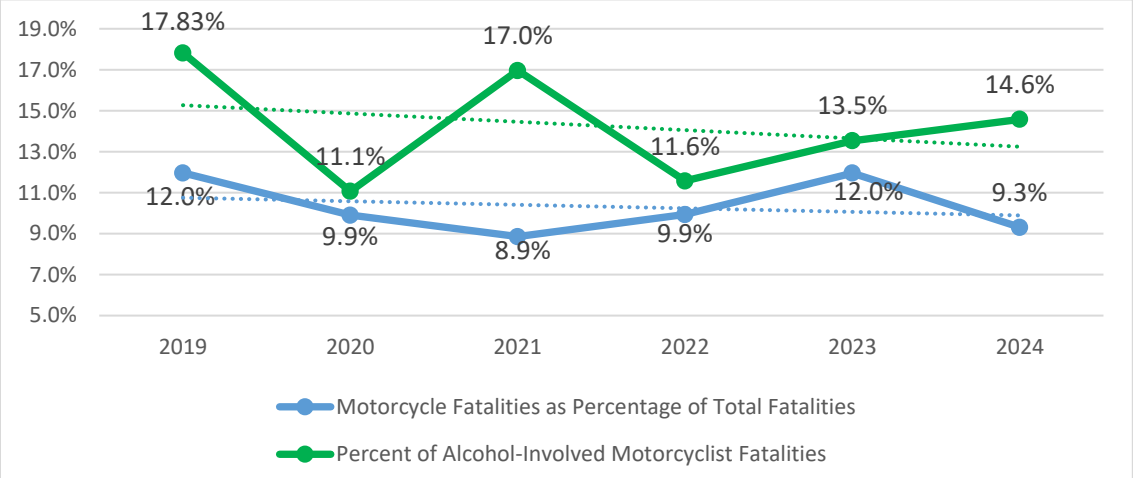
Project	**2025-40-21: eCrash Training Tutorials**
Project description	Updated and enhanced the 1 existing Louisiana eCrash online training tutorial for law enforcement officers who input data into eCrash system. Designed and developed 4 micro courses to highlight enhancements and additional reporting features of eCrash that agencies can use for their data-driven enforcement planning.
Funds allocated/Fund source	$49,777/Section 405c
Funds expended/Fund source	$49,777/Section 405c

Project	**2025-40-20: Travel for Traffic Records Training**
Project description	Funds were set aside for stakeholders to travel to and attend trainings and conferences directly related to improving traffic reports projects. Support travel for 7 TRCC members to attend the 2025 ATSIP Traffic Records Forum.
Funds allocated/Fund source	$30,000/Section 405c
Funds expended/Fund source	$18,025.91/Section 405c

3.5.4 Motorcycle Safety Program

In FFY 2025, the LHSC focused on reducing the overall number of motorcyclist fatalities, as well as the number of motorcyclist fatalities that were impaired (BAC of 0.08 or above). Figure 3.5.5 shows motorcyclist fatalities as a percent of all motor vehicle fatalities and the percent of motorcyclist fatalities that were alcohol-impaired.

Figure 3.5.5 Motorcyclist Fatalities as a Percent of Total Fatalities; Alcohol-Impaired Motorcyclist Fatalities



Source: NHTSA STSI/FARS (Motorcyclist Fatalities). CARTS at LSU (Alcohol-Impaired). Accessed January 21, 2026.

Performance Targets

- Reduce motorcyclist fatalities by 1 percent from 84 (2017-2021 average) to 82 in 2025. (C-7)
- Reduce unhelmeted motorcyclist fatalities by 3 percent from 11 (2017-2021 average) to 10 in 2025. (C-8)
- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 235 (2017-2021 average) to 228 in 2025. (C-5)

Programs and Projects

Project	**2025-50-11: Motorcycle Awareness Campaign (MAC)**
Project description	Produced and disseminated informational materials. Collaborated with 20 business across the state to double dissemination of "Watch for Motorcycles" yard signs from FFY 2024. Conducted 1 motorcycle safety and awareness rally in conjunction with a motorcycle dealership promoting the "Share the Road" message focused on raising the awareness of all motorists to watch for motorcyclists. Created and posted 60 blogs and social media messages containing statistics and details of motorcycle crashes. Scripted and produced motorcycle awareness PSA which were aired on broadcast stations in all seven Louisiana media markets on weekly basis.
Funds allocated/Fund source	$49,900/Section 405f
Funds expended/Fund source	$48,784.81/Section 405f

Project	**2025-80-03: LHSC Earned Media for Traffic Safety**
Project description	Provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software and analytics. Produced 25 news releases and media advisories, managed coordination for 4 major news events, and produced 6 “Safety Minute” video PSAs. Produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, Pinterest, and YouTube. A total of 908 posts were published and total social media following across all platforms reached 26,386 followers.
Funds allocated/Fund source	$49,900/Section 402
Funds expended/Fund source	$49,900/Section 402

3.5.5 Police Traffic Services Program

In FFY 2025, overtime funds were provided for impaired driving, occupant protection, speeding, distracted driving, rail/highway grade safety, and bicycle and pedestrian safety enforcement. Figures 1.13 through 1.15 on pages 9-10 show the number of citations or arrests made for the three largest areas of traffic enforcement: occupant protection, impaired driving, and speeding. The numbers of arrests and citations are consistent with prior-year data which illustrate that the LHSC's overtime enforcement activities continue to make an impact while not replacing existing enforcement efforts at the state and local levels.

Performance Targets

- Reduce speeding-related fatalities by 1 percent from 177 (2017-2021 average) to 172 in 2025. (C-6)
- Reduce alcohol-impaired (BAC of 0.08 or above for drivers and motorcyclists) driving fatalities by 1 percent from 235 (2017-2021 average) to 228 in 2025. (C-5)
- Reduce unrestrained passenger fatalities by 1 percent from 267 (2017-2021 average) to 259 in 2025. (C-4)

Programs and Projects

Project	**2025-20-10: Research and Assessment Program**
Project description	Contracted was expected to conduct observational surveys and provide reports using the data collected as required by NHTSA to determine adult safety belt (daytime and nighttime) use.
Funds allocated/Fund source	$182,200/Section 405b; $40,900/Section 402
Funds expended/Fund source	$0.00/Section 405b; $0.00/Section 402
Reason project was not executed	A suitable vendor was identified and provided with a provisional award letter. Significant delays by the Louisiana Office of State Procurement prohibited the LHSC from finalizing and executing a subgrant agreement before the end of the fiscal year.

Project	**2025-30-09: Traffic Safety Consultant**
Project description	Provided expert opinions on traffic safety issues. Maintained LHSC's database of traffic enforcement activities used for reporting federally funded efforts to NHTSA.
Funds allocated/Fund source	$49,000/Section 402
Funds expended/Fund source	$42,024/Section 402

Project	**Regional Law Enforcement Liaisons (LELs)**
Project description	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's law enforcement agency subgrantees. Attended national, state, and regional LEL and traffic safety program meetings, as well as monthly SHSP coalition meetings in the relevant geographical area. Gathered and compiled traffic safety statistics from law enforcement agencies and assist with analysis of this data. Conducted monthly site visits to assigned law enforcement agencies. Contractors included: Aaron Chabaud, Chris Celestin, Levy Firmin, Mitch Fontenot, Kevin Goodwin, Robert Guilbeaux, Robert Harris, Michelle King, Craig Russell, and Terry Thompson.
Funds allocated/Fund source	$449,100/Section 402
Funds expended/Fund source	$269,688.33/Section 402

Project	2025-30-89 and 2025-30-91: Police Traffic Safety Contract Program Coordinators – Troops B and L & Troops C, D, E, and I
Project description	Oversaw and managed PTS grants in the Troops B and L and Troops C, D, E, and I areas, including oversight of LELs; managed law enforcement agency contracts; processed monthly claims; worked with other agencies in their enforcement efforts; attended traffic safety programs, conferences, and meetings; and provided technical assistance to law enforcement agencies.
Funds allocated/Fund source	$99,800/Section 402
Funds expended/Fund source	$90,492.01/Section 402

Project	2025-10-30: EBR Alcoholic Beverage Control J.U.D.E. Task Force
Project description	Funded 1,722 overtime hours worked by agents from the city/parish licensing and regulatory agency to provide education, regulatory, and law enforcement services. Its juvenile underage drinking enforcement (JUDE) Task Force attacked underage drinking and impaired driving across the parish by reducing the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering on-site alcohol outlets as well as prohibit underage individuals from purchasing and consuming alcohol and outlets from selling to underage individuals. Made 7,497 JUDE contacts which resulted in issuing 710 citations, making 611 arrests, and deterring 22 drivers from operating a vehicle while intoxicated. Agents made 2,469 outline visits and compliance checks.
Funds allocated/Fund source	$89,318/Section 154AL
Funds expended/Fund source	$85,769.38/Section 154AL

Project	2025-10-31: Louisiana Cops in Shops Program
Project description	Utilized Louisiana Office of Alcohol and Tobacco Control (ATC) enforcement agents to conduct extensive underage enforcement efforts statewide by reducing the number of individuals who use, possess, or manufacture fake or fraudulent identifications for the purpose of entering an on-site alcohol outlet, or to purchase, possess, and consume alcoholic beverages. These efforts reduced the incidences of underage alcohol procurement and consumption, thereby reducing possible impaired driving instances. Funded 3,138.75 overtime hours which resulted in 4,483 outlets visited and compliance checks conducted during which 234 underage sales were observed and 83 underage drinking citations were issued.
Funds allocated/Fund source	$139,958/Section 154AL
Funds expended/Fund source	$139,867.87/Section 154AL

Project	High Visibility Traffic Safety Enforcement – Local law Enforcement
Project description	Provided funds to local law enforcement agencies for high-visibility sustained overtime enforcement of traffic safety laws, including 52 subgrants to enforce impaired driving laws, 18, subgrants to enforce underage drinking laws, 52 subgrants to enforce occupant protection laws, 20 subgrants to enforce speeding laws, 4 subgrants to address rail/highway grade crossing safety, 3 subgrants to address bicycle and pedestrian safety, and 14 subgrants to enforce distracted driving laws. Evidence-based enforcement plans were created by each subgrantee and adjusted throughout the year as needed. Participating agencies conducted 494 sobriety checkpoints and worked 2,893 checkpoint hours which resulted in 56 arrests during checkpoint hours. Participating agencies worked 20,889 saturation patrol hours which resulted in 1,023 impaired driving arrests made. Juvenile underage drinking enforcement (JUDE) efforts resulted in 7,199 overtime hours worked with 5,742 citations issued to underage drinkers. Participating agencies worked 15,419 hours of occupant protection saturation patrols and 2,070 hours at seat belt checkpoints, issuing 14,048 adult seat belt citations and 1,376 child passenger seat citations. Participating agencies worked 5,733 hours conducting speed enforcement which resulted in 8,009 citations issued. Participating agencies worked 222 hours on rail/grade crossing enforcement patrols and issued 219 citations. Participating agencies worked 633 non-motorized enforcement hours and issued 148 citations. Participating agencies worked 2,321 distracted driving enforcement hours and issued 1,500 citations. Abbeville Police Department Alexandria Police Department Allen Parish Sheriff's Office Baton Rouge Police Department Bogalusa Police Department Bossier City Police Department Bossier Parish Sheriff's Office Breaux Bridge Police Department Caddo Parish Sheriff's Office Calcasieu Parish Sheriff's Office Covington Police Department East Baton Rouge Sheriff's Office Evangeline Parish Sheriff's Office Franklinton Police Department Gonzales Police Department Greater New Orleans Expressway Commission Greenwood Police Department Hammond Police Department Harahan Police Department Houma Police Department Iberia Parish Sheriff's Office Leesville Police Department Livingston Parish Sheriff's Office Mandeville Police Department Monroe Police Department Morgan City Police Department Natchitoches Police Department New Orleans Police Department Nicholls State University Police Dept. Pearl River Police Department Pineville Police Department Pointe Coupee Parish Sheriff's Office Shreveport Police Department Slidell 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 Sherriff's Office Thibodaux Police Department Vinton Police Department

	Jefferson Parish Sheriff's Office Kenner Police Department Lafayette Police Department Lafayette Parish Sheriff's Office Lafourche Parish Sheriff's Office Lake Charles Police Department Washington Parish Sheriff's Office West Baton Rouge Sheriff's Office West Monroe Police Department Westwego Police Department Zachary Police Department
Funds allocated/Fund source	$1,412,649/Section 154AL; $928,720/Section 164AL; $2,000/Section 405d; $2,187,761/Section 402; $115,380/Section 405e; $60,975/Section 405h [2023 BIL Funds]
Funds expended/Fund source	$957,101.22/Section 154AL; $678,812.83/Section 164AL; $25,168.68/Section 402 (for ID); $1,011,562.39/Section 402 (for OP); $19,469.81/Section 402 (for Rail); $308,839.13/Section 402 (Speed); $57,605.91/Section 405e; $13,429.50/Section 405h [2023 BIL for NM]; $24,374.75/Section 405g

Project	**Special Waves Enforcement for *Click It Or Ticket* and *Drive Sober or Get Pulled Over* Mobilizations**
Project description	Provided high visibility overtime funds in support of enforcing occupant protection and impaired driving laws during targeted special wave periods as coordinated with the NHTSA/LHSC annual *Click It or Ticket* and *Drive Sober or Get Pulled Over* campaigns. Total enforcement activities for DSGPO Special Wave include 8,175 overtime hours worked, 46 checkpoints conducted, and 270 arrests made. Total enforcement activities for CIOT Special Wave agencies only resulted in 4,044 adult seat belt citations and 493 child passenger citations during the 6,208 enforcement hours worked by all participating agencies. The following 30 agencies participated in either CIOT or DSGPO campaigns, or both. Albany Police Department Assumption Parish Sheriff's Office Beauregard Parish Sheriff's Office Berwick Police Department Broussard Police Department Carencro Police Department Churchpoint Police Department Delcambre Police Department DeRidder Police Department Erath Police Department Eunice Police Department Eunice City Marshall Franklin Police Department Kaplan Police Department Lake Arthur Police Department Many Police Department Minden Police Department New Iberia Police Department Opelousas Police Department Patterson Police Department Plaquemine Police Department Rayne Police Department St. James Parish Sheriff's Office St. Mary Parish Sheriff's Office Sterlington Police Department Union Parish Sheriff's Office Vermilion Police Department Vidalia Police Department Walker Police Department Winnfield Police Department
Funds allocated/Fund source	All sources: $75,000/Section 164AL; $75,000/Section 402
Funds expended/Fund source	All sources: $54,372.54/Section 164AL; $62,500.50/Section 402

Project	2025-30-80: Louisiana State Police (LSP) Crash Reduction Grant
Project description	Supported LSP overtime enforcement of traffic laws. Supported Public Information Officer (PIO) overtime activities, radio communication, and clerical overtime activities. With 405d funds, LSP conducted 2 sobriety checkpoints and worked 165 checkpoint hours resulting in 2 arrests. LSP worked 1,753 saturation patrol hours resulting in 80 impaired driving arrests made. Enforcement was coupled with PIOs conducting 144 impaired driving-related press events. Pre- and post-enforcement efforts were publicized through media throughout the duration of the grant. With 405b funds, LSP conducted 1 checkpoint and worked 12 checkpoint hours resulting in 29 adult citations and 0 child passenger seat citations. LSP worked 2,384 saturation patrol hours resulting in 2,102 adult citations and 86 child passenger citations. Enforcement was coupled with PIOs conducting 114 occupant protection-related press events. Pre- and post-enforcement efforts were publicized through media throughout the duration of the grant. LSP issued 389 speeding citations while working impaired driving and occupant protection overtime details. LSP also planned and conducted impaired driving-related training courses which were made available to local law enforcement agencies statewide. These courses included 1 SFST Instructor Development Course, 2 Radar Instructor Development Course, 1 DRE Course, and 5 ARIDE Field Courses.
Funds allocated/Fund source	All sources: $651,354.9/Section 405d; $41,687.50/Section 402; $371,800.10/Section 405b
Funds expended/Fund source	All sources: $293,285.46/Section 405d; $4,213.66/Section 402; $202,785.05/Section 405b

Project	2025-90-01: Statistical Analysis of Traffic Stop Data in Louisiana
Project description	Fulfilled all legislative and departmental reporting requirements, including the timely submission of written RS 398.10 reports, Use of Force, and Pursuit reports. Continued collaborative efforts with Louisiana Office of Technology Services and external contractors to enhance backend infrastructure of public reporting and display system. Built out systems to streamline data ingestion into AWS, which supports the development of dynamic reporting tools in Tableau and ArcGIS. Strengthened data capabilities and positioned LSP for more efficient and scalable reporting moving forward.
Funds allocated/Fund source	$600,000/Section 1906
Funds expended/Fund source	$37,663.45/Section 1906

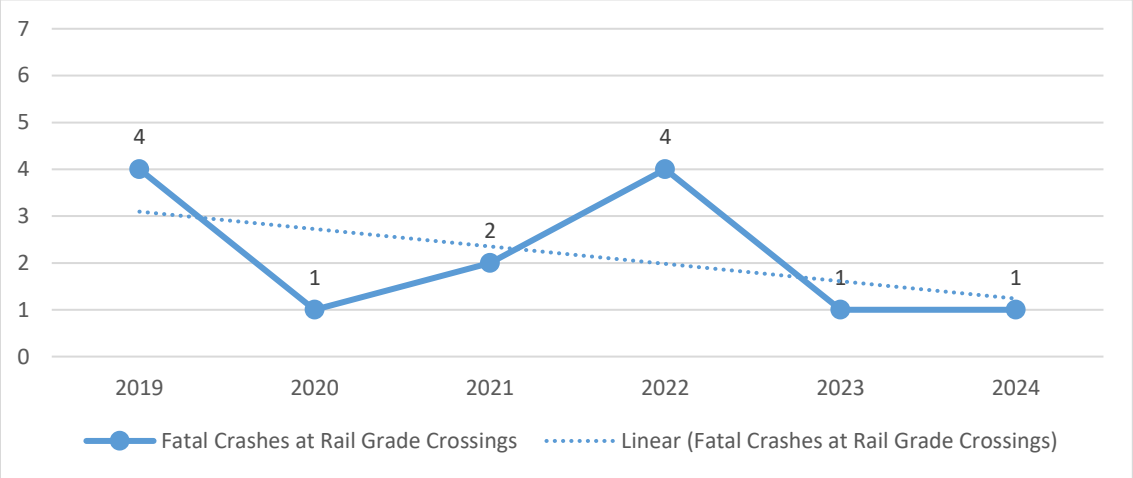
Project	**2025-80-01: LHSC Paid Media for Traffic Safety**
Project description	Developed paid media creatives and/or implemented paid media buy plans that directly supported enforcement activities and public knowledge improvement about occupant protection and impaired driving. Developed paid media creatives and/or implemented paid media buy plans about non-motorized safety and pediatric heatstroke. See page 63 for a summary of spots purchased, impressions, and/or individuals reached by program area campaign. Contractor based all paid media buy plans on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. Media outlets varied slightly by demographic area and campaign in order to reach identified targeted audiences.
Funds allocated/Fund source	$500,000/Section 154AL; $500,000 /Section 164AL; $1,550,000/Section 405d; $580,000/Section 402 (for both OP and pediatric heatstroke prevention)
Funds expended/Fund source	$0.00/Section 154AL; $0.00/Section 164AL; $1,018,333.96/Section 405d; $523,771.21/Section 402 ($499,105.93 for OP; $24,665.28 for PH)

Project	**2025-80-03: LHSC Earned Media for Traffic Safety**
Project description	Provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software and analytics. Produced 25 news releases and media advisories, managed coordination for 4 major news events, and produced 6 “Safety Minute” video PSAs. Produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, Pinterest, and YouTube. A total of 908 posts were published and total social media following across all platforms reached 26,386 followers.
Funds allocated/Fund source	$49,900/Section 402
Funds expended/Fund source	$49,900/Section 402

3.5.6 RAILROAD/HIGHWAY CROSSING (ROADWAY) SAFETY PROGRAM

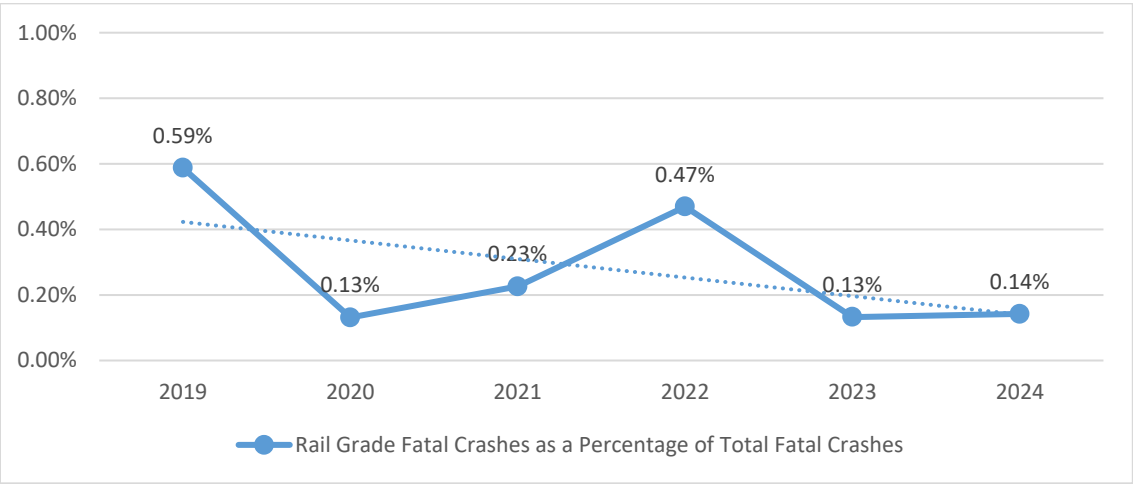
The Railroad/Highway Crossings program is an evidence-based effort that uses proven countermeasures to promote rail grade safety in parishes with high railroad-grade collision rates. Figure 3.5.6 shows the number of fatal crashes at rail grade crossings from 2019 through 2024 and Figure 3.5.7 shows these fatal crashes as a percent of all motor vehicle fatal crashes for the same period. Both figures illustrate the variable nature of fatal crashes at rail grade crossings.

FIGURE 3.5.6 FATAL CRASHES AT RAIL GRADE CROSSINGS



Source: CARTS at Louisiana State University. Accessed January 22, 2026.

FIGURE 3.5.7 RAIL GRADE FATAL CRASHES AS A PERCENT OF TOTAL FATAL CRASHES



Source: CARTS at Louisiana State University. Accessed January 22, 2026.

PERFORMANCE TARGETS

- Keep rail-highway fatalities constant at 2 (2017 to 2021 average) in 2025.

PROGRAMS AND PROJECTS

Project	2025-60-10: Louisiana Operation Lifesaver
Project description	Delivered 44 RISC and face-to-face training events as lead presenters, reaching 946 participants. Co-presenters supported an additional **21** events, reaching 553 more individuals. Conducted a total of 396 rail safety activities**,** educating 11,881 individuals, including K–8 students**,** driver education participants**,** school bus drivers**,** professional drivers, and general adults statewide. Maintained a strong presence at community events by engaging 18,289 individuals at community fairs, large-scale conferences, community safety blitzes, and public enforcement initiatives.
Funds allocated/Fund source	$55,000/Section 402
Funds expended/Fund source	$32,745.29/Section 402

Project	High Visibility Traffic Safety/Roadway & Highway-Rail At-Grade Crossing Safety – Local Law Enforcement
Project description	Provided funding to 4 local law enforcement agencies to support rail/highway grade crossing safety. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. Participating agencies worked 222 hours on rail/grade crossing enforcement patrols and issued 219 citations. Participating agencies included: • East Baton Rouge Parish Sheriff's Office • Kenner Police Department • St. Charles Parish Sheriff's Office • St. John the Baptist Parish Sheriff's Office
Funds allocated/Fund source	$39,100/Section 402
Funds expended/Fund source	$19,469.81/Section 402

Project	2025-80-03: LHSC Earned Media for Traffic Safety
Project description	Provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software and analytics. Produced 25 news releases and media advisories, managed coordination for 4 major news events, and produced 6 "Safety Minute" video PSAs. Produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, Pinterest, and YouTube. A total of 908 posts were published and total social media following across all platforms reached 26,386 followers.
Funds allocated/Fund source	$49,900/Section 402
Funds expended/Fund source	$49,900/Section 402

3.5.7 NON-MOTORIZED SAFETY PROGRAM

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

PERFORMANCE TARGETS

- Reduce pedestrian fatalities by 1 percent from 145 (2017-2021 average) to 141 in 2025. (C-10)
- Reduce bicyclist fatalities by 3 percent from 28 (2017-2021 average) to 26 in 2025. (C-11)

PROGRAMS AND PROJECTS

Project	**2025-65-10: Stroll into Safety**
Project description	Educated youth in the Greater Baton Rouge area about pedestrian and bicyclist safety through 44 sessions where 559 participants were reached. Completed 12 community education events, including partner-led programs, health fairs, and seasonal safety festivals reaching ~1,837 adults and youth. Completed 1 Bike to School Day reaching 100 students. Completed 1 Bike to Work Day reaching 40 adults. Completed 2 Community Bike Rides reaching 64 individuals. Generated approximately 10,000 non-motorized safety social media impressions.
Funds allocated/Fund source	$55,000/Section 402
Funds expended/Fund source	$53,020.01/Section 402

Project	**2025-65-12: Biking, Walking, and Driving on Streets Built to Share**
Project description	Met or surpassed all deliverables in the Greater New Orleans area: 9 Community Bicycle Safety Workshops; 3 Community Bike Rides; 7 Youth Bicycle Safety Rodeos; 6 Teen Multimodal Classes; 24 Bike/Walk Safety Interventions; 4 People Friendly Driving Workshops; 3 Smart Biking Training sessions; 1 Bicycle & Pedestrian Legal Clinic; and 3 After-School Bike Clubs.
Funds allocated/Fund source	$60,000/Section 402
Funds expended/Fund source	$57,614.05/Section 402

Project	**2025-65-13: YMCA Bike Safety Initiative**
Project description	Attended 10 community events, where staff engaged directly with more than 100 children, teens, and adults to share essential bike safety information, such as offering guidance on helmet use, road rules, proper signaling, and safe riding habits. Executed an intensive bike safety program implemented in our Summer Camp. Distributed 113 free bike helmets to children that met federal low-income thresholds so they could have access to proper protective gear.
Funds allocated/Fund source	$9,139.05/Section 402
Funds expended/Fund source	$8,255.06/Section 402

Project	High Visibility Traffic Safety/Non-Motorized Safety – Local law Enforcement
Project description	Provided law enforcement agencies with funds to enforce pedestrian and bicycle safety laws. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and adjust throughout the year as needed. Participating agencies worked 633 non-motorized enforcement hours and issued 148 citations. Participating agencies included: • East Baton Rouge Sheriff's Office • Kenner Police Department • New Orleans Police Department
Funds allocated/Fund source	$60,975/Section 405h (2023 BIL Funds)
Funds expended/Fund source	$13,429.5/Section 405h [2023 BIL Funds]; $24,374.75/Section 405g

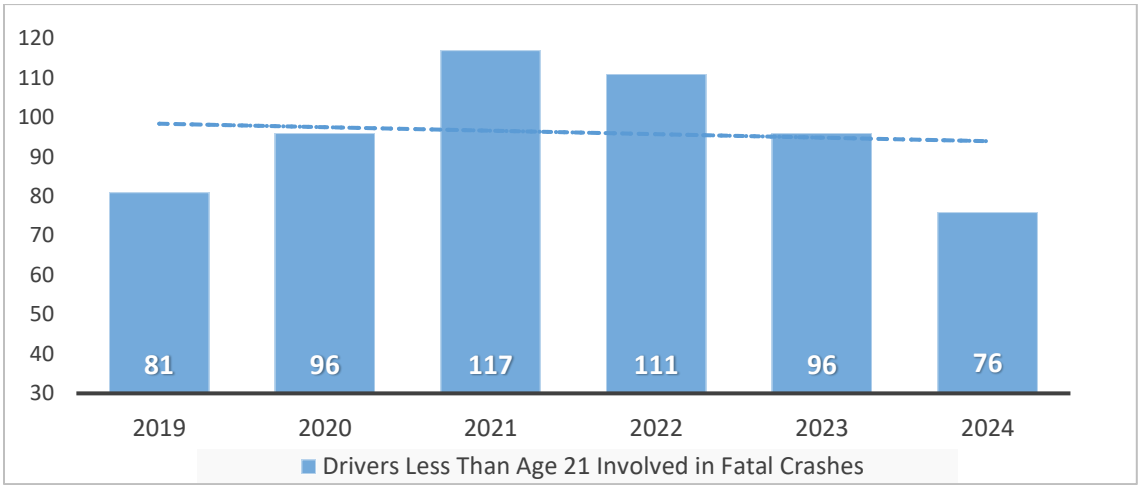
Project	2025-80-01: LHSC Paid Media for Traffic Safety
Project description	Developed paid media creatives and/or implemented paid media buy plans that directly supported enforcement activities and public knowledge improvement about occupant protection and impaired driving. Developed paid media creatives and/or implemented paid media buy plans about non-motorized safety and pediatric heatstroke. See page 63 for a summary of spots purchased, impressions, and/or individuals reached by program area campaign. Contractor based all paid media buy plans on data-driven demographic and geographic locations and an analysis of Louisiana traffic crash data. Media outlets varied slightly by demographic area and campaign in order to reach identified targeted audiences.
Funds allocated/Fund source	$69,000/Section 405h [2023 BIL for NM]; $606,000/Section 405g
Funds expended/Fund source	$24,885/Section 405h [2023 BIL for NM]; $575,248.99/Section 405g

Project	**2025-80-03: LHSC Earned Media for Traffic Safety**
Project description	Provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software and analytics. Produced 25 news releases and media advisories, managed coordination for 4 major news events, and produced 6 “Safety Minute” video PSAs. Produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, Pinterest, and YouTube. A total of 908 posts were published and total social media following across all platforms reached 26,386 followers.
Funds allocated/Fund source	$49,900/Section 402
Funds expended/Fund source	$49,900/Section 402

3.5.8 TEEN TRAFFIC SAFETY PROGRAM

In FFY 2025, the LHSC funded youth- and young adult-based programs that included peer-to-peer education and prevention strategies targeted towards novice drivers between the ages of 15 and 24 who are the most likely to take risks on the road, including drinking and driving, not utilizing seat belts, and driving distracted. This fiscal year, the LHSC intentionally initiated efforts to reach the 20-24 year old population and will continue to do so through partnerships with institutions of higher education. Data from 2024 shows a third consecutive year decline in fatal crashes among drivers 20 and younger. The LHSC remains hopeful the reverse will continue.

FIGURE 3.5.8 DRIVERS LESS THAN AGE 21 INVOLVED IN FATAL CRASHES



Source: NHTSA STSI/FARS. Accessed January 21, 2026.

PERFORMANCE TARGET

- Decrease drivers age 20 or younger involved in fatal crashes by 2 percent from 94 (2017-2021) to 88 in 2025. (C-9)

PROGRAMS AND PROJECTS

Project	**2025-55-10: Sudden Impact**
Project description	Delivered Louisiana's national award-winning teen impaired driving, distracted driving, and unrestrained driving/riding injury prevention program in 103 high schools across the state. The experiences included: 241 seven-hour trauma hospital based presentations across 16 hospitals, 14 mock car crashes, 3 mock trials with actual attorneys and judges, 3 parent sessions prior to child starting driving school, 31 on-site educational sessions, and 6 college-based presentations. Program reached 11,910 students (with some students receiving multiple encounters).
Funds allocated/Fund source	$110,400/Section 164AL (Other sources: $73,600/Section 402)
Funds expended/Fund source	$83,193.63/Section 164AL (Other sources: $55,491.85/Section 402)

Project	**2025-55-11: Ready, Set, Drive!**
Project description	Delivered 50 lecture-style presentations throughout the Greater Baton Rouge Area reaching 1,344 driver education students. Delivered 13 expanded presentations with lecture and go cart-based driving simulations reaching 122 participants. Distributed traffic safety social media posts customized to Baton Rouge area, as well as supported federal and state campaigns, generating about 5,000 impressions.
Funds allocated/Fund source	$27,000/Section 402
Funds expended/Fund source	$25,365.12/Section 402

Project	**2025-55-12: ThinkFirst Program**
Project description	Identified and trained VIP (Voices of Injury Prevention) Speakers, a diverse group with varied backgrounds and experiences. VIPs conducted 84 presentations where they shared authentic stories while delivering comprehensive highway traffic safety education with an emphasis on impaired driving, distracted driving, and occupant protection laws and statistics. Reached 1,808 students and 279 students across 7 parishes in Central and North Louisiana. Aggregated results from all pre and post-test surveys showed an overall 21% increase in knowledge about what is distracted driving; an overall 19% increase in behaviors and laws about seat belt safety; and an overall 18% increase in what constitutes underage drinking.
Funds allocated/Fund source	$128,000/Section 402
Funds expended/Fund source	$127,338.06/Section 402

Project	**2025-55-14: B.R.A.K.E.S (Be Responsible And Keep Everyone Safe) Program**
Project description	Conducted 2 seatbelt use surveys of students arriving at one high school and one college campus. At the college, 782 vehicles were surveyed with 75% of drivers wearing seatbelts. At the high school, 113 vehicles were surveyed with 80.5% of students wearing seatbelts. Reached 140 high school students with BRAKES highway safety presentations. Co-hosted 12 Law Enforcement Task Force Meetings, 8 Youth Committee Meetings, and 3 University Committee meetings. Planned and executed the Teen Life Maze which was attended by 97 high school students from 5 high schools and youth coalition from a neighboring parish. The maze consisted of eight sections; upon entering, students received a scenario depicting an unsafe driving situation and physically walked through the consequences of their actions.
Funds allocated/Fund source	$10,000/Section 402
Funds expended/Fund source	$4,711.77/Section 402

Project	**2025-80-03: LHSC Earned Media for Traffic Safety**
Project description	Provided press releases, press event coordination, social media posts, and overall support of the earned and paid media activities, including national mobilizations, on impaired driving, occupant protection, and other topics of the National Priority Safety Programs. Message recognition was measured through email distribution software and analytics. Produced 25 news releases and media advisories, managed coordination for 4 major news events, and produced 6 “Safety Minute” video PSAs. Produced and distributed a regular cadence of social media messages across the following platforms: Facebook, X, Instagram, Pinterest, and YouTube. A total of 908 posts were published and total social media following across all platforms reached 26,386 followers.
Funds allocated/Fund source	$49,900/Section 402
Funds expended/Fund source	$49,900/Section 402

3.5.9 DISTRACTED DRIVING PROGRAM

In an interesting turn of events, Louisiana Governor Jeff Landry decided to add a "distracted driving bill" to his legislative package as part of his efforts to reduce car insurance rates for Louisiana residents. Upon analysis, traffic safety advocates concluded that the bill simultaneously strengthened and weakened Louisiana's current hands-free law. House Bill 519 by Representative Glorioso expanded the prohibited behaviors under Louisiana's current texting while driving law to include talking on a handheld electronic device and other distracting activities. However, the bill also changed the current law from a primary offense to a secondary offense and from a moving violation to a non-moving violation. The bill passed, was signed by the Governor, and became Act 288 of the 2025 Regular Legislative Session.

PERFORMANCE TARGET

- Decrease distracted and inattentive driving fatalities by 1 percent from 338 (2017-2021 average) to 328 in 2025.

PROGRAMS AND PROJECTS

Project	**2025-55-10: Sudden Impact**
Project description	Delivered Louisiana's national award-winning teen impaired driving, distracted driving, and unrestrained driving/riding injury prevention program in 103 high schools across the state. The experiences included: 241 seven-hour trauma hospital based presentations across 16 hospitals, 14 mock car crashes, 3 mock trials with actual attorneys and judges, 3 parent sessions prior to child starting driving school, 31 on-site educational sessions, and 6 college-based presentations. Program reached 11,910 students (with some students receiving multiple encounters).
Funds allocated/Fund source	$110,400/Section 164AL (Other sources: $73,600/Section 402)
Funds expended/Fund source	$83,193.63/Section 164AL (Other sources: $55,491.85/Section 402)

Project	**2025-55-11: Ready, Set, Drive!**
Project description	Delivered 50 lecture-style presentations throughout the Greater Baton Rouge Area reaching 1,344 driver education students. Delivered 13 expanded presentations with lecture and go cart-based driving simulations reaching 122 participants. Distributed traffic safety social media posts customized to Baton Rouge area, as well as supported federal and state campaigns, generating about 5,000 impressions.
Funds allocated/Fund source	$27,000/Section 402
Funds expended/Fund source	$25,365.12/Section 402

Project	**2025-55-12: ThinkFirst Program**
Project description	Identified and trained Voices of Injury Prevention (VIP) Speakers who conducted 84 presentations where they shared authentic stories while delivering traffic safety education with an emphasis on impaired driving, distracted driving, and occupant protection laws and statistics. Reached 1,808 students and 279 students across 7 parishes in Central and North Louisiana. Aggregated results from all pre and post-test surveys showed an overall 21% increase in knowledge about what is distracted driving;

	an overall 19% increase in behaviors and laws about seat belt safety; and an overall 18% increase in what constitutes underage drinking.
Funds allocated/Fund source	$128,000/Section 402
Funds expended/Fund source	$127,338.06/Section 402

Project	**High Visibility Traffic Safety/Distracted Driving Enforcement – Local Law Enforcement**
Project description	Participating agencies include 14 local law enforcement that worked 2,321 hours and issued 1,500 citations in support of applicable state distracted driving laws. All law enforcement agencies participating in this targeted overtime enforcement program utilize data to identify areas of critical need. The local agencies conduct patrols based on their evidence-based enforcement plan, deploy resources based on crash analysis, and adjust throughout the year as needed. Participating agencies included: Allen Parish Sheriff's Office Baton Rouge Police Department East Baton Rouge Sheriff's Office Gonzales Police Department Houma Police Department Kenner Police Department Lafourche Parish Sheriff's Office Leesville Police Department Monroe Police Department Nicholls State University Police Dept. Pointe Coupee Parish Sheriff's Office Terrebonne Parish Sherriff's Office Thibodeaux Police Department West Baton Rouge Sheriff's Office
Funds allocated/Fund source	$115,380/Section 405e
Funds expended/Fund source	$57,605.91/Section 405e

3.5.10 PLANNING AND ADMINISTRATION

Planning and Administration (P&A) costs are direct and indirect expenses attributed to the overall management of the State and Community Highway Safety Grant Program at the LHSC. Costs included salaries and related personnel benefits for the Governor's Highway Safety Representative and 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.

In the FFY 2025 AGA, the LHSC stated that it assigned 10% of the 402 funds awarded to three subgrants to P&A costs for the purposes of implementing PP&E activities. Once additional guidance about PP&E activities being led by SHSOs and not subgrantees, the LHSC shifted the 402P&A allocations for these three subgrantees to 402PM. Thus, while the three projects were fully executed, no planning and administration costs were expended. The three projects – Acts of Love Diversity Outreach Program (PN: 2025-10-45), Traffic Safety Diversity Outreach Program (PN: 2025-10-49), and UMOJA Traffic Safety Diversity Outreach Program (PN: 2025-70-11) – are reported on elsewhere in this document.

One other project included in the Planning and Administration section of the FY 2025 AGA – GHSA Consultant Project (PN: 2025-01-01) – was not implemented. The LHSC determined that it could utilize internal resources to fulfill the scope of this project so an external subgrantee was not needed.

One project – LHSC Statistical Analysis (PN: 2025-40-01) supported the LHSC's planning and administration efforts through 402 funding source. This project provided statistical analysis of identified traffic safety needs. Conducted an annual presentation about crash data trends based on 2024 data.

4.0 Paid/Earned Media

4.1 Paid Media

Paid media flights were planned based on a strategic assessment of crash statistics, driver and passenger demographics, planned enforcement periods, available messaging, and funds to determine the most effective marketing and communication plan. Table 4.1 summarizes paid media expenditures in FFY 2025.

TABLE 4.1 SUMMARY OF PAID MEDIA AIR TIME EXPENDITURES FOR FFY 2025

	Click It or Ticket	Drive Sober or Get Pulled Over	Non-Motorist Safety	Pediatric Heatstroke Prevention
Meta (Facebook & Instagram) Advertising	1,703,776 impressions reaching 322,899 accounts	---	2,015,813 impressions reaching 1,381,446 accounts	223,573 impressions reaching 139,961 accounts
YouTube Advertising	---	---	---	1,016,819 total impressions (39.9% English video completion rate); 84,809 total impressions (35.67% Spanish video completion rate)*
Outdoor Displays	40,743,005 total delivered impressions	---	41,523,192 total delivered impressions	---
Broadcast TV	---	13,577.8 gross rating points statewide	18,674.4 gross rating points statewide	---
Streaming TV	---	2,671,894 completed views (98.9% rate)	---	---
Traditional Radio	23,002 total spots statewide	20,559 total spots statewide	12,992 total spots statewide	---
Streaming Radio	2,546,645 total delivered impressions; Listener rate for all flights was 96% or higher**	5,041,174 total delivered impressions; Listener rate for all flights was 94,6% or higher**	---	---
Gas Station Ads (Gas Pump Toppers & Floor Clings)	236 stores (toppers) /147 stores (clings)	---	---	---

*National average for YouTube skippable ads completion rate = 10 to 15%.

**Listener rate at or above 80% is considered strong.

4.2 Earned Media

A number of earned media initiatives were completed to bring awareness to highway safety issues and to convince road users to make positive changes in their behaviors.

Major Ad-Hoc Events

The LHSC's earned media contractor developed and executed 4 major news events. All events were well-covered by the news media and were accompanied by statewide media advisories, news releases, videos, and social media posts. The events included:

- A Halloween safety news conference at the Louisiana State Police Training Academy in Baton Rouge, LA on Oct. 30, 2024.
- A distracted driving awareness news conference also staged at the Louisiana State Police Training Academy on April 3, 2025.
- A *Drive Sober or Get Pulled Over* news event at the old ferry landing in Port Allen, LA on July 1, 2025.
- A pedestrian safety news conference at the Lod Cook Alumni Center on Louisiana State University's campus in Baton Rouge, LA on Aug. 20, 2025.

Social Media Impact

The LHSC has accounts on five social media platforms – Facebook, X, Instagram, Pinterest, and YouTube. The Facebook, X, and Instagram accounts had a combined total audience of 26,328 as of Sept. 30, 2025. This represents a 12.8% increase over 2024.

TABLE 4.2 SUMMARY OF SOCIAL MEDIA IMPACT

Facebook	Impressions: 4,901,458 (# times FB content was seen) Reach: 4,118,430 people	271 posts
X	1,977 followers	132 posts
Instagram	Reach: 546,953 people (21.3% increase)	
Pinterest	Impressions: 249,989 Audience: 187,804 accounts	234 pins (posts)

LHSC Original Videos

The LHSC's earned media contractor produced six "The Safety Minute" videos in 2025 on the following topics: (1) Halloween safety, (2) older driver awareness, (3) Carnival safety, (4) young drivers/prom season, (5) bicycle safety, and (6) distracted driving. These videos were posted on the LHSC's social media pages. Videos remain a main social media driver, especially for individuals who do not follow the LHSC on any social media platforms. According to Facebook, about 86% of the people who viewed LHSC videos did not follow the page prior to viewing the videos.

News Releases and Media Advisories

The earned media contractor distributed 25 news releases and media advisories to members of the news media, public officials, safety advocates, and other stakeholders. The LHSC news releases reached more people than ever in 2025 and did so more efficiently than in past years. Emails were sent to 28,515 addresses and were opened by 15,148 people, an extraordinary 53.1% unique open rate, which is the percentage of email recipients who opened the news release. These numbers set new records in all three categories.

HSC
Louisiana Highway Safety Commission