

LOUISIANA HIGHWAY SAFETY PROGRAM

FEDERAL FISCAL YEAR 2018

Annual Report



prepared for

National Highway Traffic Safety Administration

prepared by

Louisiana Highway Safety Commission

7919 Independence Boulevard, Suite 2100

Baton Rouge, LA 70806

Louisiana Highway Safety Program Annual Report

Federal Fiscal Year 2018

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date

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Table of Contents

EXECUTIVE SUMMARY	1
1.0 Commission Leadership	3
2.0 Mission Statement	4
3.0 Statistical Summary	5
4.0 Statewide Targets and Results	13
4.1 FFY 2018 Targets	13
5.0 Program Results	16
Evidence-Based Enforcement Program Activities	16
COMPILATION OF ENFORCEMENT ACTIVITY RESULTS	17
5.1 IMPAIRED DRIVING PROGRAM	18
5.2 OCCUPANT PROTECTION PROGRAM	34
5.3 TRAFFIC RECORDS IMPROVEMENT PROGRAM	41
5.4 RAILROAD/ HIGHWAY CROSSING PROGRAM	46
5.5 PEDESTRIANS/ BICYCLE SAFETY	48
5.6 COMMUNITY TRAFFIC SAFETY PROGRAMS	51
5.7 YOUNG DRIVER TRAFFIC SAFETY PROGRAM	55
5.8 DISTRACTED DRIVING	61
5.9 MOTORCYCLE SAFETY PROGRAM	64
5.10 POLICE TRAFFIC SERVICES PROGRAM	65
5.11 HAZARD ELIMINATION	70
5.12 PLANNING AND ADMINISTRATION	71
6.0 Safety Communications	71
6.1 PAID/ EARNED MEDIA	71
6.2 Attitudinal and Awareness Survey Results	75

List of Tables

Table 4.1	Progress in Meeting FFY 2018 Performance Targets.....	14
Table 4.2	Progress in Observed Seat Belt Use Rate.....	15
Table 4.3	LACRASH Achievements.....	15
Table 5.1	Adult Observed Seat Belt Usage, All Vehicles and All Locations.....	34
Table 5.2	Program Support Projects.....	71
Table 6.1	Summary of FFY 2018 Paid Media Air Time Expenditures.....	71
Table 6.2	Earned Media Calendar.....	72
Table 6.3	Attitudinal Survey of Louisiana Drivers.....	75
Table 6.4	Selection of Distracted Driving Questions from Telephone Survey.....	76

List of Figures

Figure 3.1	Statewide Fatalities.....	5
Figure 3.2	Statewide Serious Injuries.....	5
Figure 3.3	Statewide Fatality Rate.....	6
Figure 3.4	Unrestrained Passenger Vehicle Occupant Fatalities.....	6
Figure 3.5	Alcohol-Impaired Driving Fatalities (≥0.08 BAC).....	7
Figure 3.6	Speeding-Related Fatalities.....	7
Figure 3.7	Motorcyclist Fatalities.....	8
Figure 3.8	Unhelmeted Motorcyclist Fatalities.....	8
Figure 3.9	Drivers Aged 15-20 Involved in Fatal Crashes.....	9
Figure 3.10	Pedestrian Fatalities.....	9
Figure 3.11	Bicyclist Fatalities.....	10
Figure 3.12	Observed Occupant Seat Belt Usage.....	10
Figure 3.13	Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities.....	11
Figure 3.14	Number of Impaired Driving Arrest Made During Grant-Funded Enforcement Activities.....	11
Figure 3.15	Number of Speeding Citations Issued During Grant-Funded Enforcement Activities.....	12
Figure 5.1	Alcohol-Impaired Fatalities and Alcohol-Related Fatal Crashes.....	18
Figure 5.2	Alcohol-Impaired Fatalities as a Percent of All Fatalities.....	19
Figure 5.3	Alcohol-Impaired Driving Fatalities (≥ 0.08 BAC).....	19
Figure 5.4	Observed Seat Belt Use and Unrestrained Fatalities.....	35
Figure 5.5	Percent of Unrestrained Fatalities: Drivers, Passengers Age 6+, and Children Under 6.....	35
Figure 5.6	Fatal Crashes at Rail Grade Crossings.....	47
Figure 5.7	Rail Grade Fatal Crashes as a Percent of Total Fatal Crashes.....	47
Figure 5.8	Drivers Age 15-20 Involved in Fatal Crashes.....	55
Figure 5.9	Motorcyclist Fatalities as a Percent of Total Fatalities, Alcohol-Impaired Fatalities and Single Vehicle Fatalities.....	64

EXECUTIVE SUMMARY

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

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

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

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

This Annual Report provides a general assessment of the State's progress in achieving highway safety performance measure targets identified in the Federal Fiscal Year (FFY) 2018 Highway Safety Plan (HSP), a general description of the projects and activities funded and implemented under the Plan, and the amount of federal funds expended on each project.

The Louisiana Highway Safety Commission (LHSC) worked with multiple state and federal agencies; municipal, parish, and state law enforcement; and nonprofit organizations throughout the State. We also extended our commitment to Louisiana's Strategic Highway Safety Plan (SHSP) and our shared traffic safety vision for reducing traffic-related deaths and serious injuries known as Destination Zero Deaths, by designating a LHSC liaison to work directly with the nine SHSP regional coalitions. We continued to use data driven best practices to address our traffic safety priorities. The most current fatality data show that the LHSC and our many partners were successful in achieving the following:

- Maintained an 87 percent observed seat belt use for drivers and front seat motor vehicle passengers in 2018;
- Reduced alcohol-impaired driving fatalities to 212 from 225;
- Reduced drivers ages 15 to 20 involved in fatal crashes from 97 to 87;
- Reduced pedestrian fatalities from 127 to 111.

Louisiana road safety partners and stakeholders recognize the need to coordinate activities and resources to achieve safer transportation conditions. 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 will foster local interest, and our partnerships will continue to flourish while sharing common goals of reducing fatal and injury crashes on our roadways.

1.0 Commission Leadership

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

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

The 21 Commissioners are:

- Chief Jim Craft, Retired (Chairman);
- Sheriff Rodney Arbuckle, Retired;
- Ms. Cherie M. Ausberry;
- Mr. Fabian Blache, Jr.;
- Sheriff Andy Brown;
- Mr. Roland Chevalier;
- Lt. James T. Dickerson, Retired;
- Attorney Karleen Green;
- Mr. Russell Haman;
- Mr. Jason Hughes (Co-Chairman);
- Chief Michael Kazerooni;
- Mr. Jeffrey McKneely;
- Mr. Wally McMakin;
- Lt. Col. Mark Oxley, Retired;
- Mr. Carl Pendley;
- Deputy Dennis Pevey;
- Sheriff Jimmy Pohlmann;
- Major Dustin Reynolds;
- Mayor Reggie Skains;
- Mr. John Snow;
- Mr. Chris Tyson.

2.0 Mission Statement

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

3.0 Statistical Summary

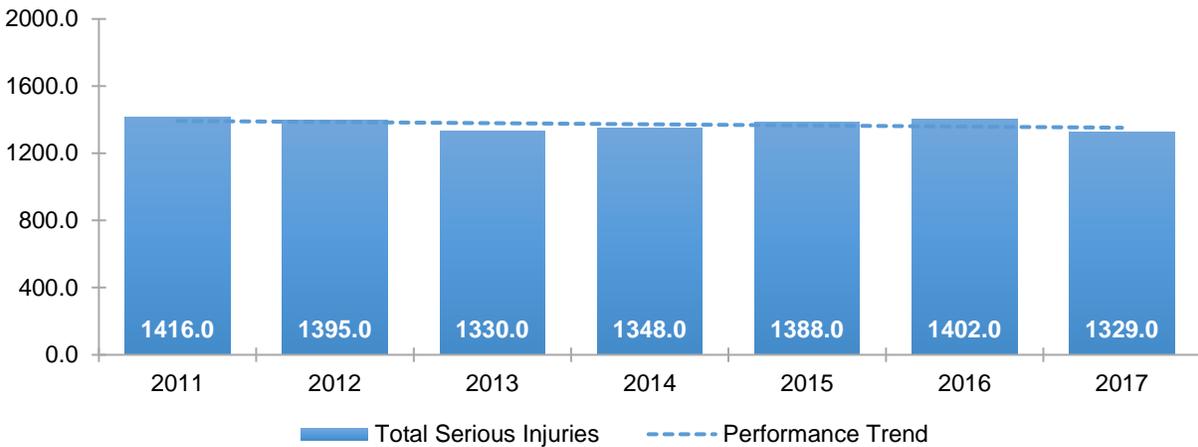
Figures 3.1 through 3.12 show actual numbers and the performance trend line for the core performance measures. Figures 3.13 through 3.15 show the number of citations and arrests issued during seat belt, impaired driving and speeding grant-funded enforcement activities.

FIGURE 3.1 STATEWIDE FATALITIES



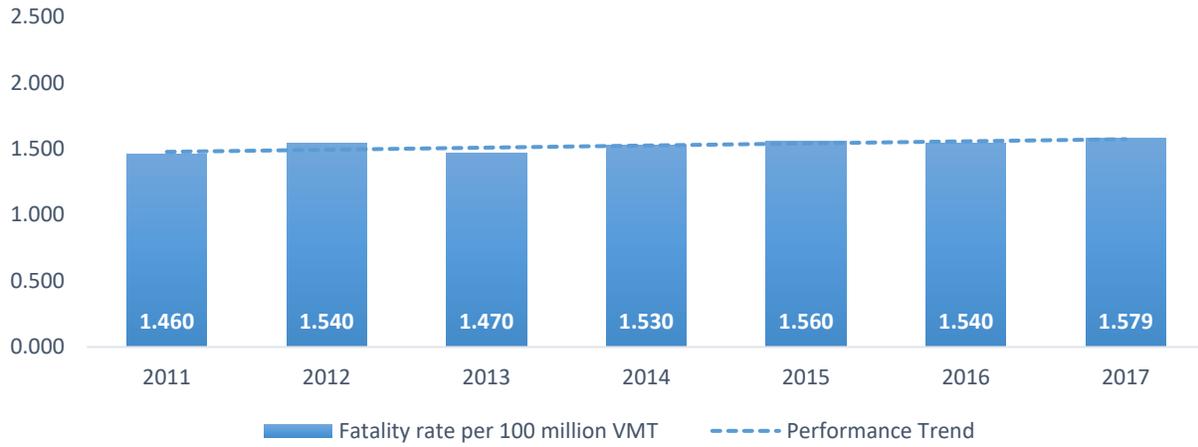
Source: NHTSA STSI/FARS. Accessed December 26, 2018.

FIGURE 3.2 STATEWIDE SERIOUS INJURIES



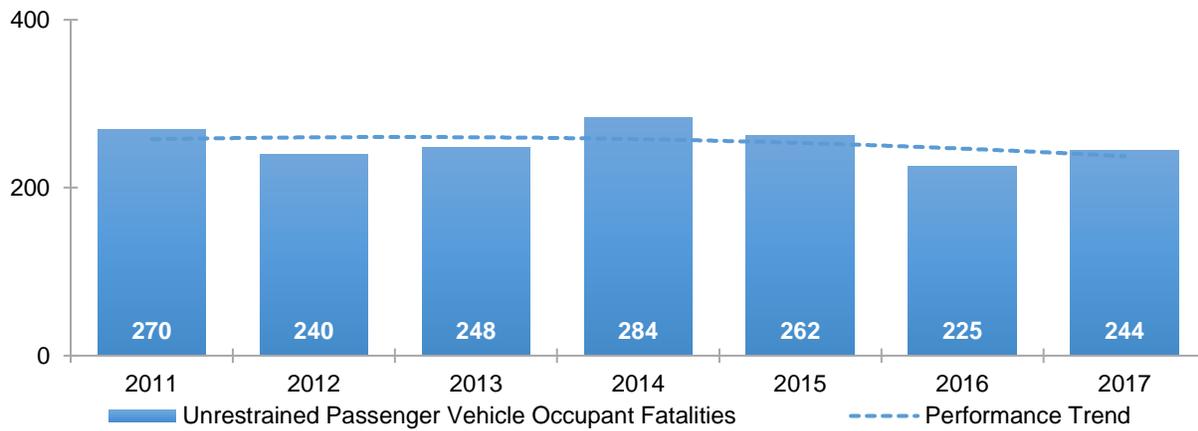
Source: Highway Safety Research Group at Louisiana State University. Accessed December 26, 2018.

FIGURE 3.3 STATEWIDE FATALITY RATE



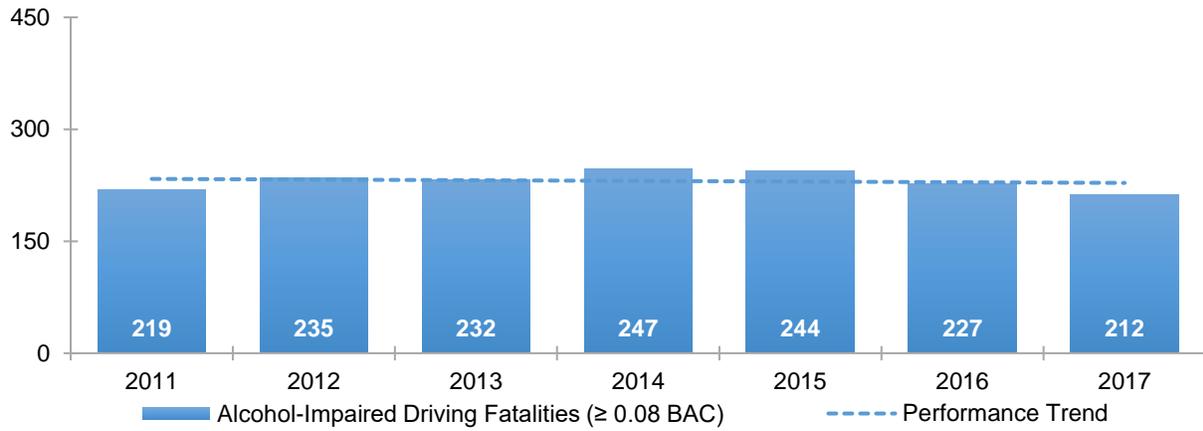
Source: NHTSA STSI/FARS; Highway Safety Research Group at Louisiana State University. Accessed December 26, 2018.

FIGURE 3.4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES



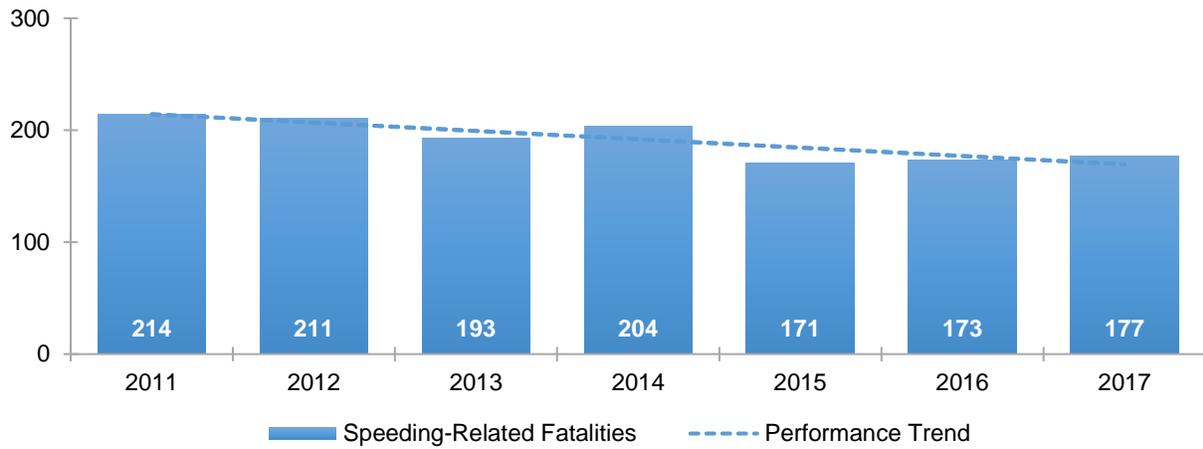
Source: NHTSA STSI/FARS. Accessed December 26, 2018.

FIGURE 3.5 ALCOHOL-IMPAIRED DRIVING FATALITIES
 (≥ 0.08 BAC)



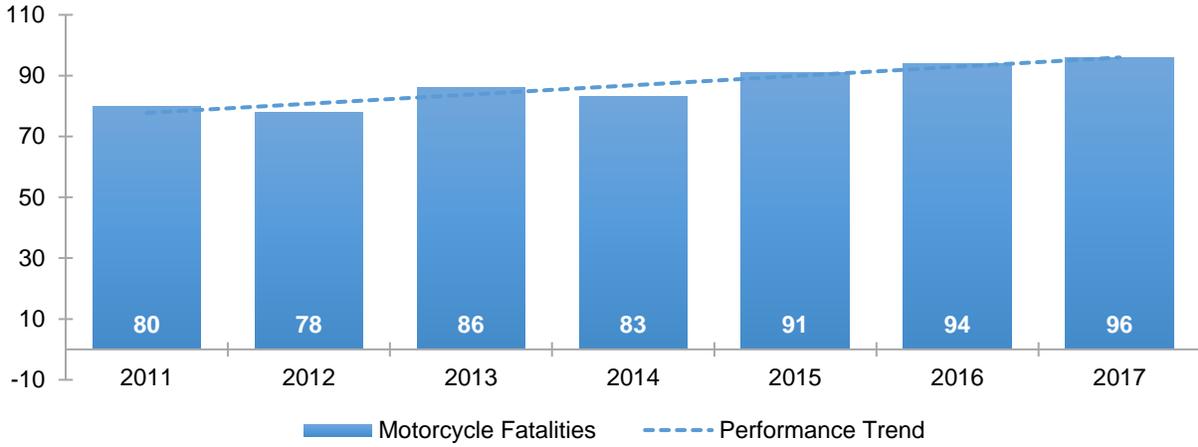
Source: NHTSA STSI/FARS. Accessed December 26, 2018.

FIGURE 3.6 SPEEDING-RELATED FATALITIES



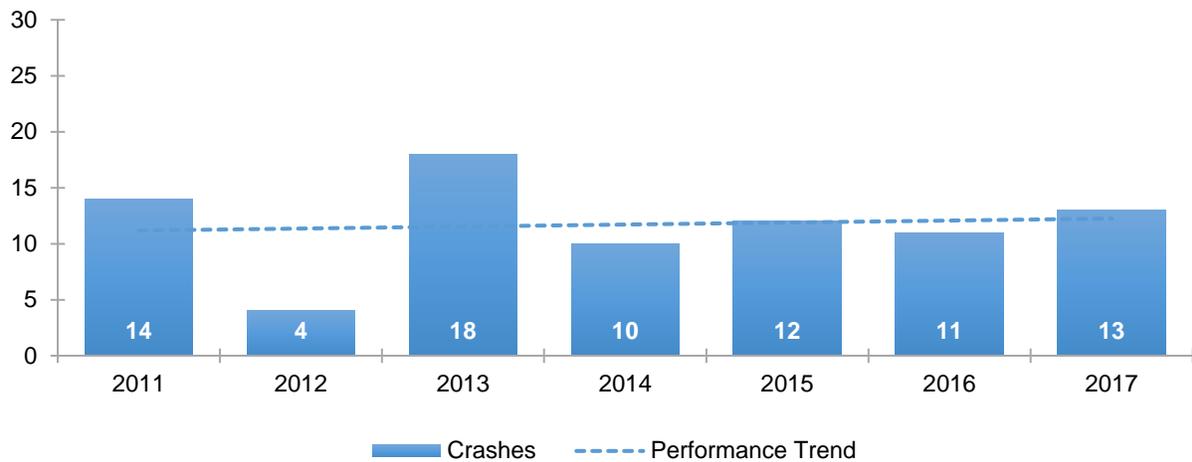
Source: NHTSA STSI/FARS. Accessed December 26, 2018.

FIGURE 3.7 MOTORCYCLIST FATALITIES



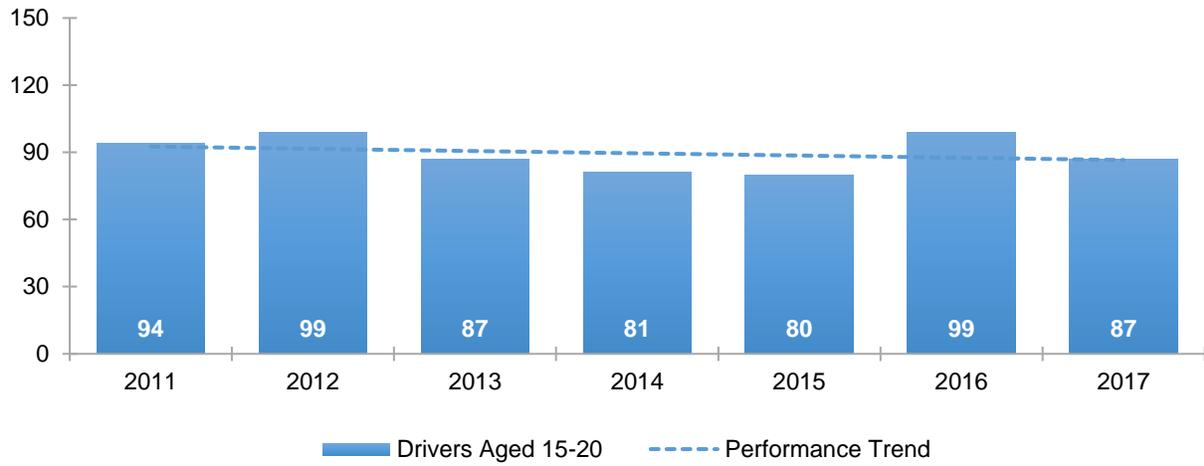
Source: NHTSA STSI/FARS. Accessed December 26, 2018.

FIGURE 3.8 UNHELMETED MOTORCYCLIST FATALITIES



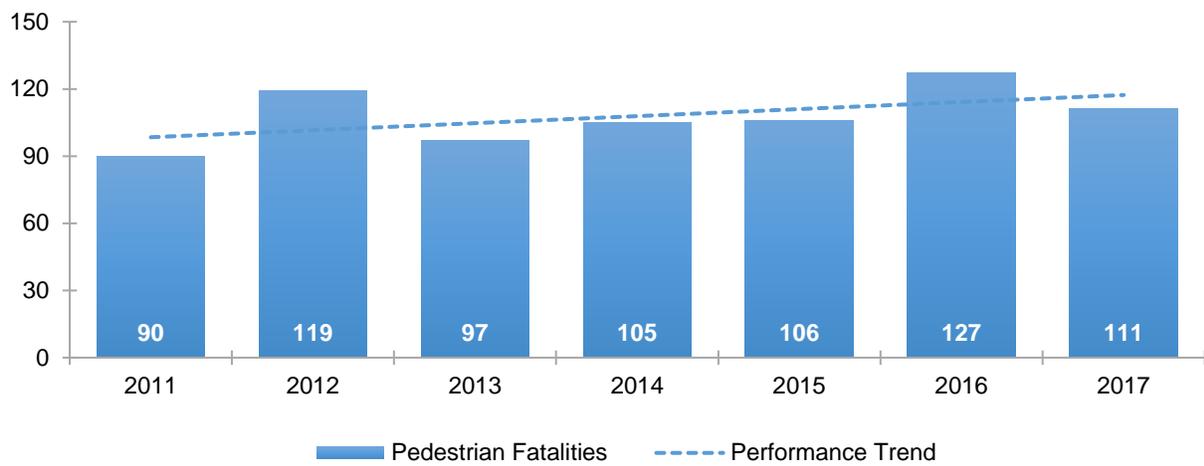
Source: NHTSA STSI/FARS. Accessed December 26, 2018.

FIGURE 3.9 DRIVERS AGED 15-20 INVOLVED IN FATAL CRASHES



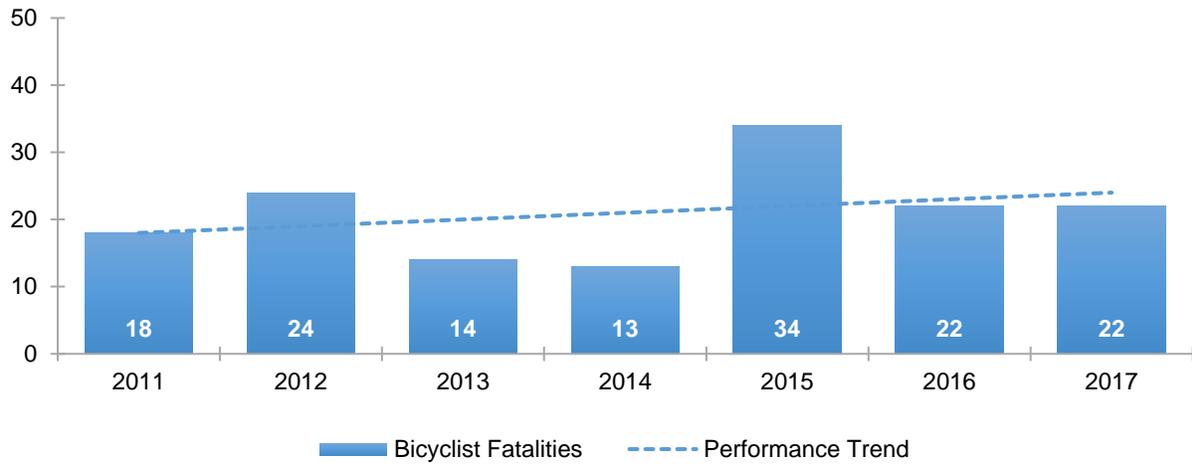
Source: NHTSA STSI/FARS. Accessed December 26, 2018.

FIGURE 3.10 PEDESTRIAN FATALITIES



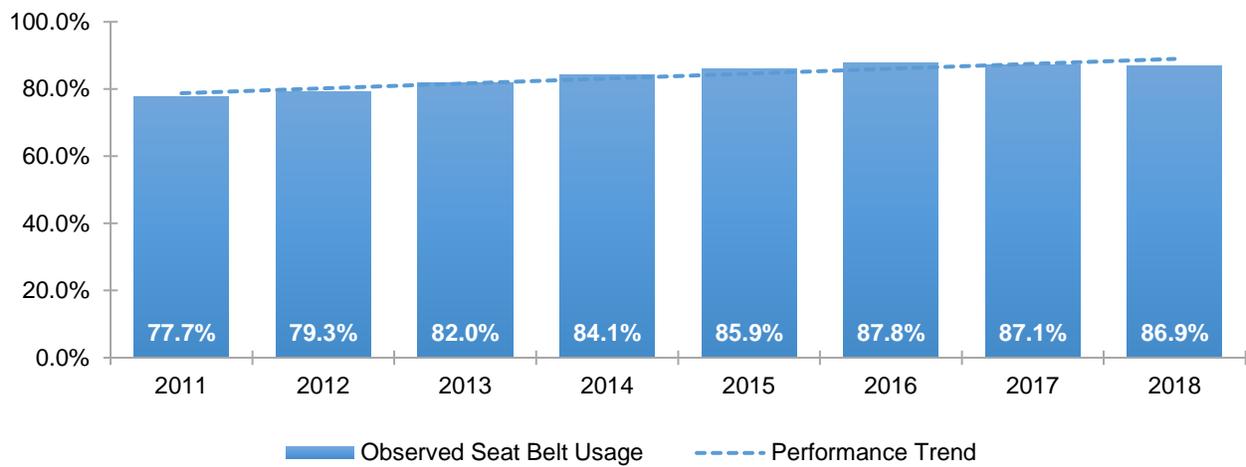
Source: NHTSA STSI/FARS. Accessed December 26, 2018.

FIGURE 3.11 BICYCLIST FATALITIES



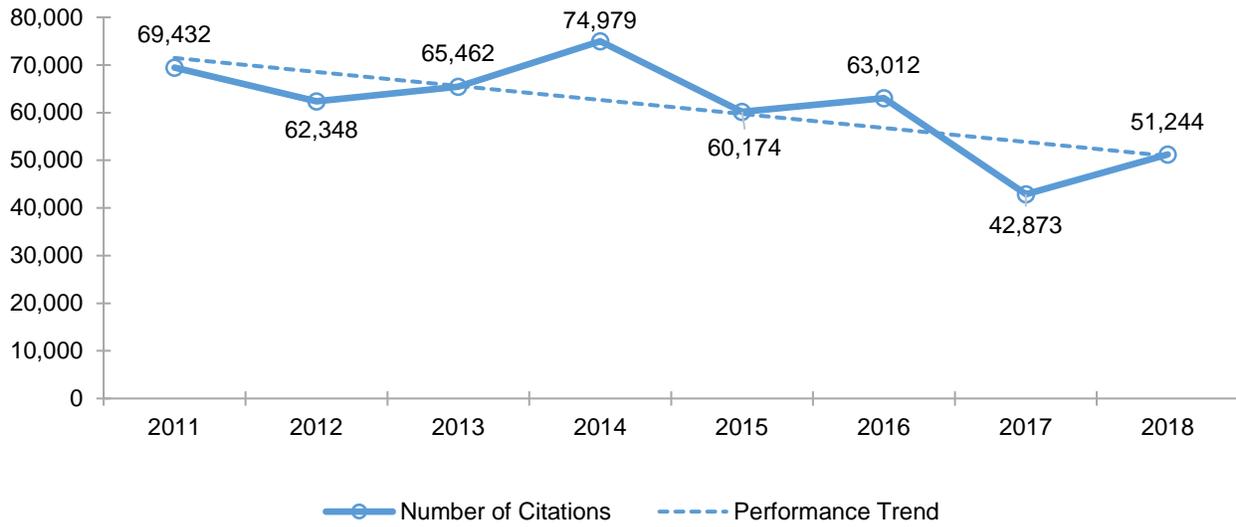
Source: NHTSA STSI/FARS. Accessed December 26, 2018.

FIGURE 3.12 OBSERVED OCCUPANT SEAT BELT USAGE



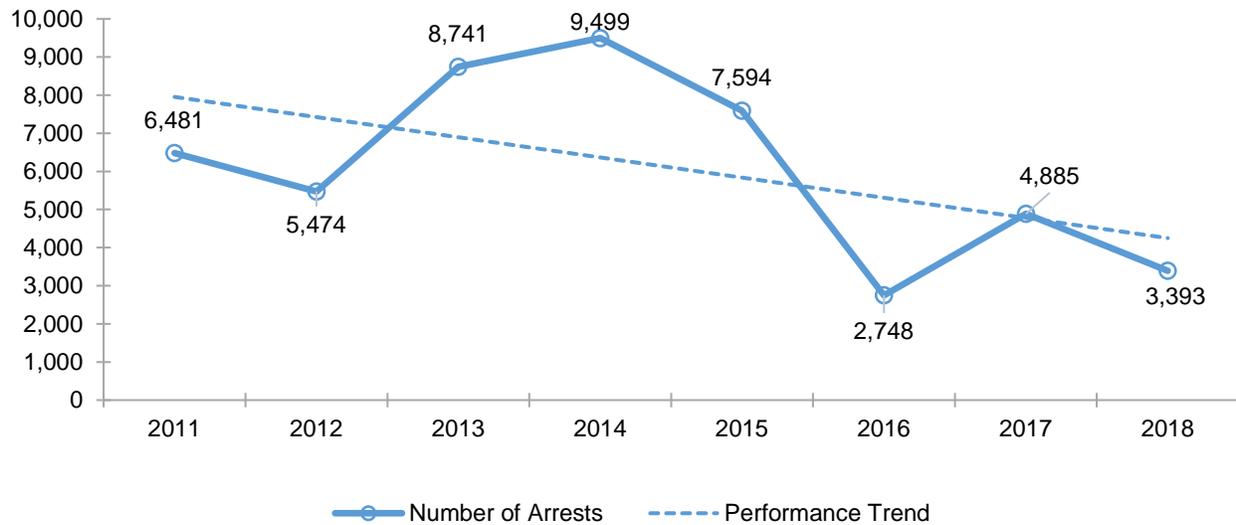
Source: NHTSA STSI/FARS. Accessed December 26, 2018.

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



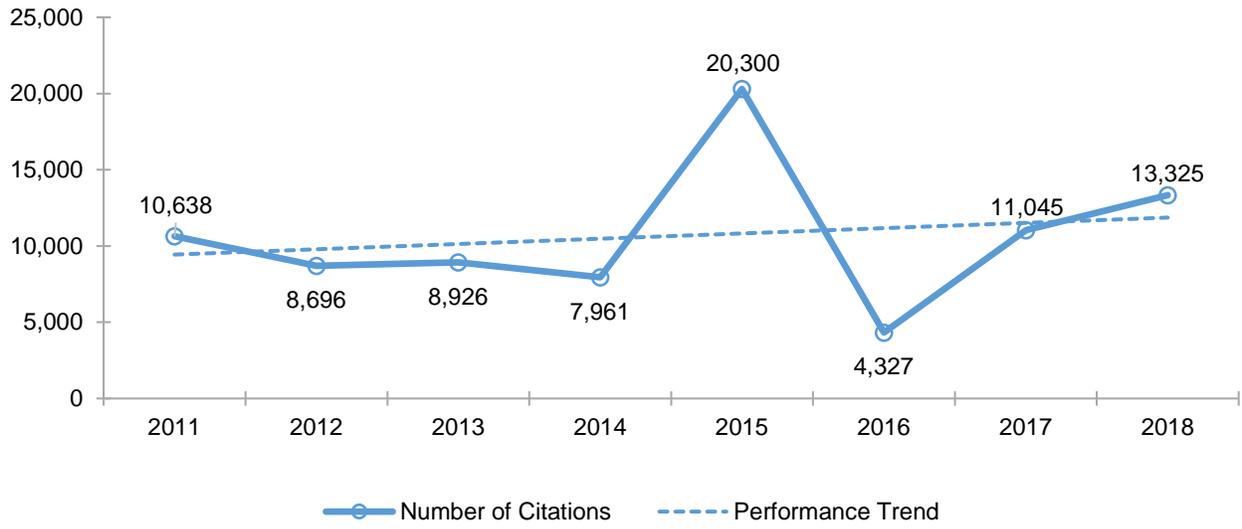
Source: Highway Safety Research Group at Louisiana State University. Accessed December 26, 2018.

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



Source: Highway Safety Research Group at Louisiana State University. Accessed December 26, 2018.

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



Source: Highway Safety Research Group at Louisiana State University. Accessed December 26, 2018.

4.0 Statewide Targets and Results

4.1 FFY 2018 Targets

Louisiana's progress in meeting the ten core performance measures and one behavioral measure is shown in Tables 4.1 and 4.2. These performance measures, developed by NHTSA and the GHSA, are documented in the publication: DOT HS 811 025. The performance targets for the FFY 2017 and 2018 HSP are shown in the column titled "Target".

Table 4.1 Progress in Meeting FFY 2018 Performance Targets

Core Performance Measure	Actual						Target	
	2012	2013	2014	2015	2016	2017	2017 HSP	2018 HSP
Traffic Fatalities	723	703	740	752	757	760.0	649	721.0
Serious Injuries ¹	1,395	1,330	1,348	1,388	1,402	1,329	12,214	1,344.3
Fatality rate per 100 Million VMT	1.540	1.470	1.530	1.560	1.540	1.579	1.150	1.493
Unrestrained Passenger Vehicle Occupant Fatalities	240	248	284	262	225	244	172	238
Alcohol-Impaired Driving Fatalities (≥ 0.08 BAC)	235	232	247	244	227	212	158	229
Speeding-Related Fatalities	211	193	204	171	173	177	181	181
Motorcycle Fatalities	78	86	83	91	94	96	76	81
Unhelmeted Motorcyclist Fatalities	4	18	10	12	11	13	7	10
Drivers Age 15 to 20 Involved in Fatal Crashes	99	83	80	79	97	87	53	82
Pedestrian Fatalities	119	97	105	106	127	111	96	101
Bicyclist Fatalities	24	14	13	34	22	22	14	14

Source: NHTSA STS/FARS; Highway Safety Research Group at Louisiana State University. Accessed December 26, 2018.

¹ As of 2016, the definition of "Serious Injury" changed for Louisiana.

Table 4.2 Progress in Observed Seat Belt Use Rate

Behavioral Measure	2012	2013	2014	2015	2016	2017	2018
Statewide Observed Seat belt Use	79.0%	83.0%	84.0%	86.0%	88.0%	87.1%	86.9%
Target	77.9%	79.7%	81.3%	84.5%	86.1%	87.6%	90.0%

Source: Highway Safety Research Group at Louisiana State University. Accessed December 16, 2018.

The Highway Safety Plan also includes projects to improve the quality of Louisiana's traffic records systems. Table 4.3 show the progress made from 2015 to 2018.

Table 4.3 LACRASH Achievements

	2015	2016	2017	2018
Completeness	Percent			
Driver Information - License Number	99%	98%	99%	99%
Driver Information – Name	100%	100%	100%	100%
Crash Information - Location/GPS	96%	96%	96%	96%
Driver Information - License Class	97%	97%	97%	97%
Driver Information - License State	97%	97%	97%	97%
Vehicle Information - License Plate	99%	99%	99%	99%
Vehicle Information - Registered State	99%	99%	99%	99%
Vehicle Information – VIN	99%	99%	99%	99%
Timeliness	2015	2016	2017	2018
All Crashes (<30 days)	92%	95%	96%	97%
All Fatal Crashes (<30 days)	66%	63%	66%	67%
Overall Crash Report Results	2015	2016	2017	2018
% of Reports Submitted Electronically	96%	98%	99%	99%
Average Days to Submit a Report	11	10	6	6

Source: Highway Safety Group at Louisiana State University. Accessed December 26, 2018.

5.0 Program Results

Evidence-Based Enforcement Program Activities

In FFY 2018, the LHSC continued to support implementation of evidence-based enforcement program activities. A significant portion of Louisiana's highway safety grant funds were awarded to law enforcement agencies as noted in the following programmatic areas. The LHSC has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the targets of the state's highway safety program. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project that are summarized in this section. Louisiana incorporates an evidence-based approach in its statewide enforcement program through three components; participants involved, data sources, and continuous monitoring.

All enforcement grantees who applied for FFY 2018 funding were vetted by a diverse group of participants across an array of disciplines as outlined in detail in the FFY 2018 HSP. The participants focused on the selection of evidence-based traffic safety countermeasure proposals and were further enhanced by the program staff at LHSC.

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

To ensure enforcement resources were deployed effectively, law enforcement agencies were directed to implement evidence-based strategies. The LHSC uses the most current version of the NHTSA publication *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* as a guide for approving proposals with evidenced-based enforcement strategies. In FFY 2018, Louisiana used evidence-based strategies and targeted enforcement to address key problem areas such as impaired driving, failure to wear seat belts, and speeding violations. Additional strategies deployed included enforcement during specific times of day when more crashes occur (e.g., nighttime impaired driving checkpoints), and enforcement of high-risk occupant protection populations, such as an additional focus on restraint use of pickup truck occupants and nighttime occupant protection enforcement activities. High-visibility enforcement, including participation in the national seat belt and impaired driving mobilizations were also conducted. By implementing these and other strategies that research has shown to be effective, efficient use was made of the available resources to help improve safety on Louisiana's roadways.

To ensure these law enforcement projects remained nimble with the ability to adjust to any situation, various tracking mechanisms were utilized to enable program managers and law enforcement managers with quick insights into the progress of each project. Contact with enforcement agencies was maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Progress reports were required from each law enforcement agency receiving grant funding to ensure an understanding 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 tickets issued. This monthly monitoring allowed for subtle or major adjustments within each grantee, leaving sufficient time to make adjustments throughout the year if needed to improve traffic safety in Louisiana.

COMPILATION OF ENFORCEMENT ACTIVITY RESULTS

In FFY 2018, 44 law enforcement agencies participated in the national “Click It or Ticket” campaign and in the “Drive Sober or Get Pulled Over” campaign. Collectively, the NHTSA funded law enforcement activities resulted in:

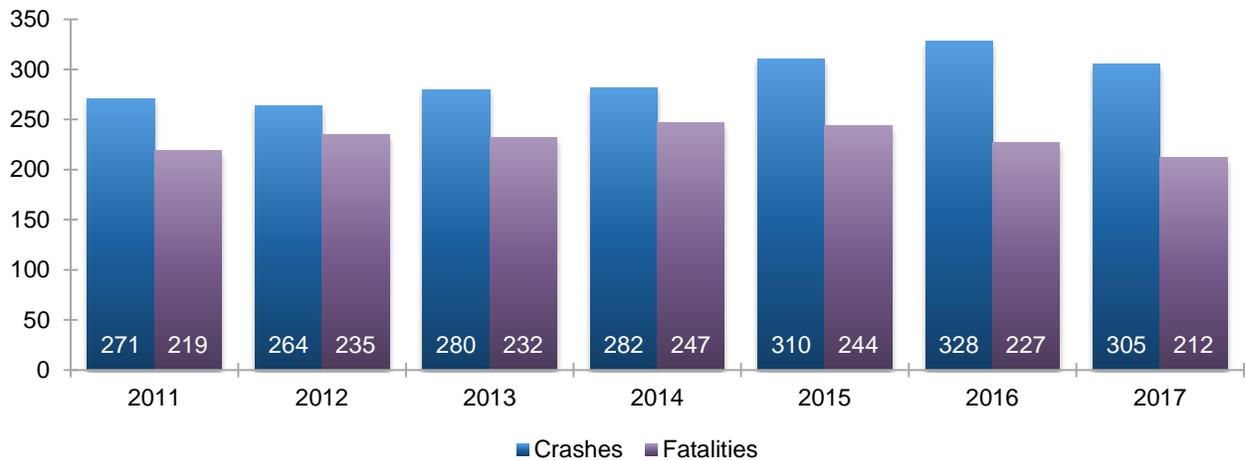
- 51,244 seat belt citations;
- 3,393 impaired driving arrests;
- 13,325 speeding citations;
- 29 new Drug Recognition Expert (DRE) officers trained;
- 170 students trained in Standardized Field Sobriety Test (SFST);
- 170 students trained in Advanced Roadside Impaired Driving Enforcement (ARIDE); and
- 140 DREs certified in the State.

The following subsections of Section 5.0 present the programs and projects for each program area addressed in the FFY 2018 Highway Safety Plan. The amounts listed after Budget Expended in each project description do not reflect the final expenditures until the final voucher is submitted and approved.

5.1 IMPAIRED DRIVING PROGRAM

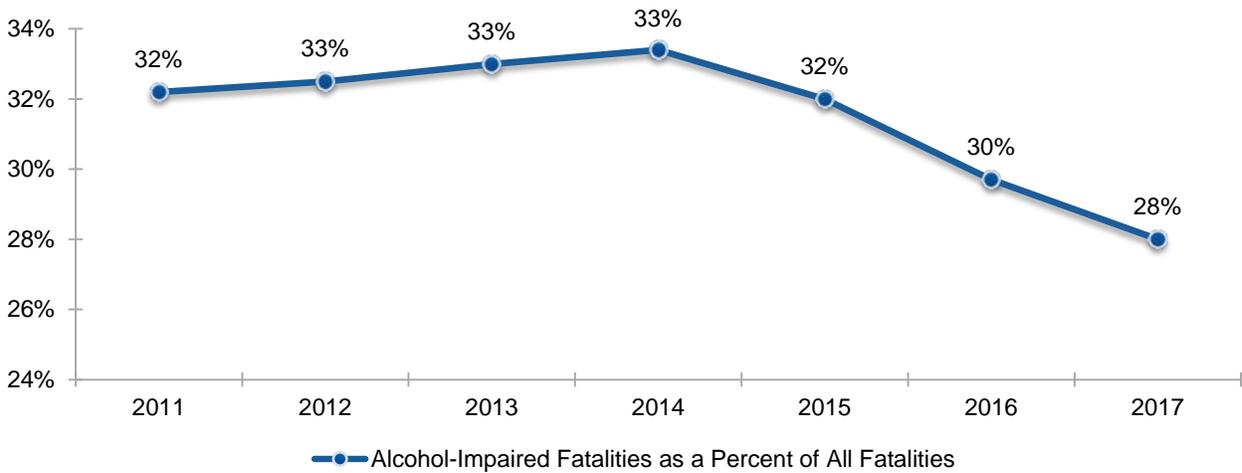
Louisiana’s comprehensive impaired driving program used broad-ranging strategies and actions designed to reduce impaired driving fatalities and injuries. Figure 5.1 shows the changes in alcohol-impaired fatalities and alcohol-related fatal crashes from 2011 to 2017. Alcohol-related fatal crashes reversed an upward trend that started in 2015, while alcohol-impaired fatalities in 2017 again declined and were the lowest since 2011. Figure 5.2 shows that the percent of alcohol-impaired fatalities as a percent of all the state’s motor vehicle fatalities in 2017 reached its lowest level over the past 6 year period. In addition, the number of alcohol-impaired fatalities with a blood alcohol concentration (BAC) at or over .08 was the lowest since 2011 as shown in Figure 5.3.

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



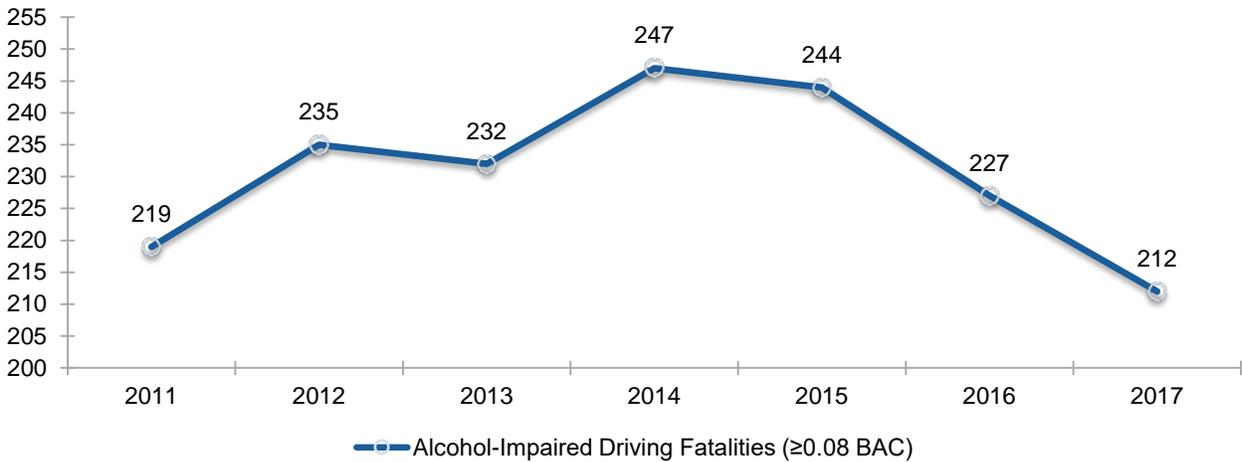
Source: NHTSA STSI/FARS; Highway Safety Research Group at Louisiana State University. Accessed December 16, 2018.

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



Source: NHTSA STSI/FARS. Accessed December 16, 2018.

**FIGURE 5.3 ALCOHOL-IMPAIRED DRIVING FATALITIES
(≥ 0.08 BAC)**



Source: NHTSA STSI/FARS. Accessed December 16, 2018.

PERFORMANCE TARGET

Decrease alcohol impaired driving fatalities 3.0 percent from the average in 2011-2015 of 236 to 229 by December 31, 2018.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-10-10

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

Project Description: The No Refusal impaired driving program was designed to support “No Refusal” sobriety enforcement efforts through the use of certified medical technicians who provided evidence collection (blood draws) when warrants were issued. Certified medical technicians were made available at scheduled “no refusal” enforcement efforts and assisted with evidence collection after 9 warrants were issued and 53 arrests for DWI reported. Additionally, the program provided training for law enforcement on best practices for “No Refusal” enforcement including SFST and court room testimony.

Project Budget/Source: \$47,191/Section 405d; \$6,809.00/Section 164AL

Budget Expended: \$28,457.47/Section 405d; \$6,809.00/Section 164AL

PROJECT NUMBER: 2018-10-43

Project Title: Tangipahoa Reshaping Attitudes for Community Change (TRACC) Coalition No Refusal Support Program (St. Tammany-Slidell)

Project Description: This regional impaired driving program supported “No Refusal” sobriety enforcement efforts in the city of Slidell (St. Tammany Parish) through the use of certified medical technicians who provided evidence collection (blood draws) to assist in prosecution when search warrants were issued having certified medical personnel readily available reduced the time needed to draw blood. Certified medical personnel were made available at scheduled “no refusal” enforcement efforts and assisted with evidence collection after 1 warrant was issued with 10 arrests for DWI reported.

Project Budget/Source: \$30,000.00/Section 164AL

Budget Expended: \$5,672.50

PROJECT NUMBER: 2018-10-32

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

Project Description: This regional impaired driving program supported ‘No Refusal’ sobriety enforcement efforts in the Capital Region through the use of certified medical technicians who provided evidence collection (blood draws) when warrants were issued. Certified medical personnel were made available at scheduled “no refusal” enforcement efforts and assisted with evidence collection after 28 warrants were issued.

Project Budget/Source: \$31,500.00/Section 405d

Budget Expended: \$28,429.80

PROJECT NUMBER: 2018-10-11

Project Title: Impaired Driving Policy Specialist

Project Description: The Impaired Driving Policy Specialist assisted LHSC with the implementation of research-based policies, programs, and practices aimed at reducing impaired driving and the number of related fatalities. The Impaired Driving Policy Specialist also assisted in the management of three of the LHSC-funded DWI courts and assisted with the proper operation of these courts. The Impaired Driving Policy Specialist ensured new and existing DWI courts received the training needed to operate successfully. This person also collaborated with the Louisiana Supreme Court in reference to the DWI courts under their management.

Project Budget/Source: \$23,466.22/Section 402; \$25,533.78/Section 405d

Budget Expended: \$20,671.32/Section 402; \$28,328.38/Section 405d

PROJECT NUMBER: 2018-10-13

Project Title: Prosecutor/ Law Enforcement Training Program

Project Description: Through the Louisiana District Attorneys Association (LDAA), the LHSC provided funding for a Traffic Safety Resource Prosecutor (TSRP) to help law enforcement, prosecutors, and judges align their efforts to prosecute DWI cases. LDAA conducted eight impaired driving training courses in 2018, reaching 507 prosecutors, 233 law enforcement officers. The courses were offered statewide.

Project Budget/Source: \$156,523.54/Section 405d; \$91,134.46/Section 154AL

Budget Expended: \$156,470.08/Section 405d; \$91,134.46/Section 154AL

PROJECT NUMBER: 2018-10-14

Project Title: DPS Legal Consultant

Project Description: This project provided funds for a DPS legal consultant to assist with DWI efforts and implied consents issues. Project related work comprised of 25 percent of the legal consultant's work time. The legal consultants' primary duties included reviewing all administrative implied consent hearing recalls, disseminating information about why a license suspension was over-turned and corrective actions to prevent future occurrences.

Project Budget/Source: \$25,000.00/Section 154AL

Budget Expended: \$7,599.00

PROJECT NUMBER: 2018-10-15

Project Title: Louisiana Impaired Driving Assessment Coordinator

Project Description: The Impaired Driving Assessment Coordinator implemented the priority recommendations of the 2009 and 2013 Impaired Driving Assessment Report, and included activities to address the enforcement and adjudication of laws regarding driving while impaired. The contractor worked in conjunction with the many agencies throughout Louisiana who share a similar mission.

Project Budget/Source: \$39,920/Section 405d Mid; \$9,980.00/Section 402

Budget Expended: \$38,338.02 Section 405d; \$4,414.16/Section 402

PROJECT NUMBER: 2018-10-16

Project Title: No Refusal Blood Draw Program – Acadian Ambulance

Project Description: This project was not executed.

Project Budget/Source: \$25,000.00/Section 405d

Budget Expended: \$0

PROJECT NUMBER: 2018-10-17

Project Title: Mothers Against Drunk Driving – Court Monitoring

Project Description: This program monitored DWI cases throughout the prosecution process in several court jurisdictions. Courts in Baton Rouge City and the 19th Judicial District Courts in East Baton Rouge Parish were monitored on a weekly basis. In addition, courts in Ascension, St. Tammany, Lafayette, Livingston, Tangipahoa, Iberville, St. Charles, West Baton Rouge, Bossier, Caddo, Ouachita, Rapides, Natchitoches, and Lincoln parishes were randomly monitored. Court Monitors visited assigned courts/logged into court docket databases, observed DWI cases, collected pertinent data, entered case information into the court monitoring database, trained and supervised program volunteers, managed and monitored “watchdog” calls, and compiled reports on specific data elements as requested. MADD monitored 6,714 impaired driving cases in FFY 2018.

Project Budget/Source: \$155,352.46/Section 405d; \$50,212.54/ Section 164AL

Budget Expended: \$137,585.66/Section 405d; \$50,212.54 Section 164AL

PROJECT NUMBER: 2018-10-18

Project Title: Judicial Outreach Liaison (JOL)

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

Project Budget/Source: \$150,000.00/Section 405d

Budget Expended: \$7,464.64

PROJECT NUMBER: 2018-10-19

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

Project Description: The North Louisiana Crime Lab project funded a full-time Forensic Analyst. The Forensic Analyst aided in increasing forensic support to law enforcement partners in communities across 29 parishes in northern Louisiana. The position was dedicated 100 percent to traffic safety and responsible for conducting blood and urine alcohol and drug testing on traffic related crashes and DWI cases. The Forensic Analyst processed 149 blood specimen collection kits in 2018.

Project Budget/Source: \$75,868.00/Section 405d

Budget Expended: \$75,868.00

PROJECT NUMBER: 2018-10-20

Project Title: DWI Court Management Program

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

Project Budget/Source: \$103,908.05/Section 154AL; \$591,181.95/Section 405d

Budget Expended: \$103,908.05/Section 154AL; \$322,464.77/Section 405d

PROJECT NUMBER: 2018-10-21

Project Title: 14th Judicial District DWI Court

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

Project Budget/Source: \$75,000.00/Section 154AL

Budget Expended: \$43,339.05

PROJECT NUMBER: 2018-10-22

Project Title: 4th Judicial District DWI Court

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

Project Budget/Source: \$75,000.00/Section 154AL

Budget Expended: \$75,000.00

PROJECT NUMBER: 2018-10-23

Project Title: Terrebonne Parish DWI Court

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

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

Budget Expended: \$75,000.00

PROJECT NUMBER: 2018-10-24

Project Title: NSU Alcohol Education & Prevention Program

Project Description: This program provided alcohol education, awareness, and prevention programming for Northwestern State University. This was a peer-to-peer campaign led by the Northwestern State University S.W.A.T. (Students with a Target) team. The target demographic was all incoming freshmen and approximately 500 students were reached through events and awareness campaigns.

Project Budget/Source: \$29,250.00/Section 405d

Budget Expended: \$130.00

PROJECT NUMBER: 2018-30-30

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

Project Description: The Juvenile Underage Drinking Enforcement (J.U.D.E.) Task Force addressed the problem of underage drinking in an effort to deter impaired driving in East Baton Rouge (EBR) Parish. The Task Force worked to reduce the number of individuals who use, possess, or manufacture fake or fraudulent identifications for entering a bar/lounge, or to purchase, possess and consume alcoholic beverages. The EBR ABC Agents worked 2,200 overtime enforcement hours in 2018, performed 755 compliance checks, made 467 arrests and issued 169 citations while working overtime hours.

Project Budget/Source: \$97,524.00/Section 154AL

Budget Expended: \$75,781.68

PROJECT NUMBER: 2018-30-31

Project Title: Louisiana Cops in Shops Program

Project Description: The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops Project utilized ATC enforcement agents to conduct additional extensive underage alcohol enforcement efforts statewide on an overtime basis. These efforts reduce the incidence of underage alcohol procurement, thereby reducing alcohol-impaired fatalities. The ATC agents

worked 3,999 overtime enforcement hours performed 4,672 compliance checks, made 33 arrests, and issued 510 citations.

Project Budget/Source: \$94,047.47/Section 164AL; \$70,028.53/ Section 405d

Budget Expended: \$94,047.47/Section 164AL; \$69,127.07/Section 405d

PROJECT NUMBER: 2018-10-33

Project Title: Louisiana State Police (LSP) Crime Lab – Expert Witness Testimony for DWI Prosecutions

Project Description: This project provided funds for the Louisiana State Police Crime Lab to host a nationally recognized highway safety trial advocate that provided courtroom testimony training to 91 expert witnesses that would have the potential to testify within any judicial district statewide and improve the adjudication outcome to enhance safety on Louisiana state highways. Representation came from state and local agencies throughout Louisiana.

Project Budget/Source: \$4,500.00/Section 405d

Budget Expended: \$4,475.00

PROJECT NUMBER: 2018-10-34

Project Title: DWI Enforcement Training Specialist

Project Description: The contracted Training Specialist assisted LHSC in FY 2018 with additional law enforcement training, including LADRIVING, courtroom testimony, and other impaired driving issues. In 2018, the Training Specialist conducted 27 training sessions for 315 police officers, troopers, and deputies from 24 agencies. At many of these training sessions, city and district prosecutors were in attendance to learn about the electronic arrest files they were going to receive. The Training Specialist also conducted numerous one-on-one training sessions with agency TAC, and law enforcement officers, as well as judicial district court and Probation and Parole personnel. In addition, three presentations were made to LSU's Highway Safety Research Group personnel, two in New Orleans and Baton Rouge, where law enforcement was also in attendance.

Project Budget/Source: \$49,990.00/Section 154AL

Budget Expended: \$42,372.04

PROJECT NUMBER: 2018-10-35

Project Title: Travel/Training Funds for Impaired Driving

Project Description: Funds were allocated to send law enforcement and other partners to training and conferences directly related to support planned impaired driving strategies and projects. Each request was submitted to the LHSC and approved by the Executive Director.

Project Budget/Source: \$15,000.00/Section 164AL

Budget Expended: \$1,548.06

PROJECT NUMBER: 2018-10-42

Project Title: LADRIVING DWI Automation Project

Project Description: This project funded an intradepartmental agreement with DPS Information Technology Section to provide implementation, oversight, and supervision of the Electronic DWI Arrest Report Project (known as LADRIVING).

Project Budget/Source: \$518,831.31/Section 154AL

Budget Expended: \$194,926.65

PROJECT NUMBER: 2018-30-80

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

Project Description: The LSP conducted DWI enforcement throughout Louisiana, making 341 impaired driving arrests while working 3,821 hours of overtime impaired driving enforcement. High fatality and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. Enforcement was coupled with Public Information Officers conducting 437 education and outreach activities. The LSP also conducted various training courses that were made available to local law enforcement agencies statewide. The LSP subcontracted with nationally recognized law enforcement training agencies to conduct specific training courses. These training courses included: one SFST Instructor Development Course (7 students), two DRE Certification Courses (29 students), one SFST Certification/Practicum (12 students), nine SFST Training Field Courses (170 students), four ARIDE Course (84 students), and five ARIDE Field Courses (86 students).

Project Budget/Source: \$30,000.00/Section 402; \$602,217/ Section 164AL; \$360,156.00/Section 405b

Budget Expended: \$22,996.57/Section 402; \$424,094.10/ Section 164AL; \$359,015.22/Section 405b

PROJECT NUMBER: 2018-30-10 THROUGH 2018-30-59

Project Title: Overtime Traffic Safety Enforcement - Local Law Enforcement

Project Description: Research indicates that high visibility and sustained enforcement continues to be the most effective countermeasure in reducing impaired driving related crashes and fatalities. This project provided funding for DWI overtime enforcement to 44 local police departments and sheriff's offices that were located in the 16 Tier One Alcohol Problem ID Parishes. Participating agencies conducted 235 sobriety checkpoints, and worked 11,308 checkpoint hours and 39,262 saturation patrol hours. This yearlong enforcement corresponded with the national "Drive Sober or Get Pulled Over" campaign and state mobilizations. All law enforcement agencies participating in this targeted overtime enforcement program utilized data to identify areas, and vehicle types (e.g., pickup trucks, motorcycles), of critical need. The local agencies conducted impaired driving checkpoints and/or patrols based on their evidence-based enforcement plan, deployed resources based on crash analysis, and made adjustments throughout the year as needed. Law enforcement agencies that participated in this targeted DWI overtime enforcement program included:

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|---|---|
| • Abbeville Police Department; | • Livingston Parish Sheriff's Office; |
| • Alexandria Police Department; | • Mandeville Police Department; |
| • Ascension Parish Sheriff's Office; | • Monroe Police Department; |
| • Baton Rouge Police Department; | • New Orleans Police Department; |
| • Bogalusa Police Department; | • Opelousas Police Department; |
| • Bossier City Police Department; | • Pineville Police Department; |
| • Bossier Parish Sheriff's Office; | • Plaquemines Parish Sheriff's Office; |
| • Caddo Parish Sheriff's Office; | • Rapides Parish Sheriff's Office; |
| • Calcasieu Parish Sheriff's Office; | • Shreveport Police Department; |
| • Denham Springs Police Department; | • Slidell Police Department; |
| • E. Baton Rouge Parish Sheriff's Office; | • Southern University Police Department; |
| • Franklinton Police Department; | • St. Bernard Parish Sheriff's Office; |
| • Gonzales Police Department; | • St. Charles Parish Sheriff's Office; |
| • Greater N.O. Expressway Commission; | • St. Tammany Parish Sheriff's Office; |
| • Hammond Police Department; | • Tangipahoa Parish Sheriff's Office; |
| • Houma Police Department; | • Terrebonne Parish Sheriff's Office; |
| • Iberia Parish Sheriff's Office; | • Thibodaux Police Department; |
| • Jefferson Parish Sheriff's Office; | • Washington Parish Sheriff's Office; |
| • Kenner Police Department; | • West Baton Rouge Parish Sheriff's Office; |
| • Lafayette Police Department; | • W. Monroe Police Department; |
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- Lafourche Parish Sheriff's Office;
 - Lake Charles Police Department;
 - Westwego Police Department; and
 - Zachary Police Department.
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Project Budget/Source: \$1,469,142.00/Section 402; \$660,000.00/ Section 164AL; \$795,000.00/Section 154AL; \$150,000.00/Section 405d

Budget Expended: \$1,469,141.94/Section 402; \$658,734.76/ Section 164AL; \$793,744.63/Section 154AL; \$143,675.41/Section 405d

PROJECT NUMBER: 2018-35-01 THROUGH 2018-35-51

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

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

This project provided grants to a combination of 36 local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted sobriety checkpoints and saturation patrols in support of the two national "Click It or Ticket" and "Drive Sober or Get Pulled Over" mobilizations. Total enforcement activities for "Drive Sober or Get Pulled Over" resulted in 236 DWI arrests with 3,668 total hours worked by all participating agencies. Law enforcement agencies that participated in the two National mobilizations included:

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- Albany Police Department;
 - Allen Parish Sheriff's Office;
 - Assumption Parish Sheriff's Office;
 - Beauregard Parish Sheriff's Office;
 - Benton Police Department;
 - Breaux Bridge Police Department;
 - DeQuincy Police Department;
 - DeRidder City Police Department;
 - French Settlement Police Department;
 - Grambling Police Department;
 - Greenwood Police Department;
 - Harahan Police Department;
 - Haughton Police Department;
 - Jennings Police Department;
 - Kinder Police Department;
 - Minden Police Department;
 - Morgan City Police Department;
 - Orleans Levee District Police Department;
 - Ponchatoula Police Department;
 - Rayne Police Department;
 - Richland Parish Sheriff's Office;
 - Rosepine Police Department;
 - Sibley Police Department;
 - Simmesport Police Department;
 - Southeastern Louisiana University Police Department;
 - Springhill Police Department;
 - St. John the Baptist Parish Sheriff's Office;
 - Union Parish Sheriff's Office;
 - Village of Choudrant Police Department;
 - Walker Police Department;
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- Krotz Springs Police Department;
- Leesville Police Department;
- Leonville Police Department;
- Livingston Police Department;
- Webster Parish Sheriff's Office;
- Welsh Police Department;

Project Budget/Source: \$\$220,000.00/Section 154AL

Budget Expended: \$40,703.80/Section 154AL

PROJECT NUMBER: 2018-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated and included information on distracted driving and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2018, 8,641 students attended hospital based and on-site school presentations, 6,205 students viewed Mock Crashes, 2,830 students viewed Mock Trials, and 202 students participated in Senior Sessions.

Project Budget/Source: \$25,833.82/Section 164AL; \$122,083.09/Section 405d; \$90,000.00/Section 402

Budget Expended: \$25,833.82/Section 164AL; \$93,792.78/Section 405d; \$62,693.46/Section 402

PROJECT NUMBER: 2018-55-11

Project Title: Ready, Set, DRIVE!

Project Description: This project funded the "Ready, Set, DRIVE!" Teen Driver Safety Program in East Baton Rouge, Livingston, Ascension, and West Baton Rouge Parishes. The "Ready, Set, DRIVE!" educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol impaired driving, in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness was measured

through pre- and post-tests. In FFY 2018, 2,225 participants attended classroom presentations, 14,433 participants participated in activities conducted with the driving simulator, 14,462 individuals were reached through community outreach events, and 152 social media impressions were made through Lexlee's Kids' traffic safety social media campaigns.

Project Budget/Source: \$69,750.00/Section 154AL; \$85,250.00/Section 402

Budget Expended: \$32,488.64/Section 154AL; \$39,699.29/Section 402

PROJECT NUMBER: 2018-55-12

Project Title: ThinkFirst for Teens Program

Project Description: ThinkFirst of the ArkLaTex coordinated and implemented 88 ThinkFirst programs (one to two hours) on underage drinking and impaired driving for youth and young adults to reduce the overall number of alcohol-related fatalities and included information on distracted driving and occupant protection. These programs were conducted through schools, colleges/universities, corporate/community traffic safety programs, churches, DWI classes, Juvenile Court, etc., in Northwest Louisiana. In FFY 2018, 6,280 students and young adults participated in ThinkFirst and program effectiveness was measured by pre/post-tests.

Project Budget/Source: \$56,705.00/Section 154AL; \$56,705.00/Section 402

Budget Expended: \$56,705.00/Section 154AL; \$56,705.00/Section 402

PROJECT NUMBER: 2018-55-15

Project Title: Social Norms and Marketing Project (SNAP)

Project Description: The Social Norms and Marketing Project combined social norms and social marketing theory to reduce alcohol-impaired fatal traffic fatalities at five high schools in alcohol-impaired Tier 1 parishes in southwest Louisiana. The project evaluation consisted of both process and outcome measures. Pre and post-test showed four out of five students do not engage in alcohol consumption and do not approve of drinking and driving. There were 3,898 high school students reached and 61,638 college students reached through peer to peer campaigns.

Project Budget/Source: \$132,700.00/Section 154AL

Budget Expended: \$110,966.37

PROJECT NUMBER: 2018-55-16

Project Title: Children’s Coalition for Northeast Louisiana – Young Driver Program

Project Description: The Children’s Coalition for Northeast Louisiana promoted awareness and educated young drivers about the dangers of impaired and distracted driving. The educational component included a driving simulator to create scenarios of high-risk driving behavior and encouraged positive modification of driving behavior among the participants. The presentations took place in seven high schools located in Ouachita, Lincoln, and Union Parishes and three colleges – Louisiana Tech University, University of Louisiana – Monroe, and Grambling State University. There were 5,699 students reached from high schools, universities, and community events.

Project Budget/Source: \$38,450/Section 164AL

Budget Expended: \$20,461.30

PROJECT NUMBER: 2018-70-01

Project Title: Paid Media for Impaired Driving

Project Description: This contract focused on reducing impaired driving through a “Drive Sober or Get Pulled Over” media buy plan during the national mobilization. All paid media was implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. A total of 7,039 radio spots and 8,206 television spots were placed. On-line media placement delivered an estimated 22,647,127 impressions. Message recognition was measured through attitudinal surveys.

Project Budget/Source: \$550,000.00/Section 405d;

Budget Expended: \$547,763.97

PROJECT NUMBER: 2018-80-03

Project Title: LHSC Public Relations

Project Description: LHSC contracted with a Public Relations firm to provide press releases, opinion editorials, press event coordination, and overall support of the earned and paid media and the national mobilizations on impaired driving, occupant protection, and the topics of the National Priority Safety Programs. Message recognition was measured through attitudinal surveys.

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

Budget Expended: \$49,552.47

5.2 OCCUPANT PROTECTION PROGRAM

Louisiana's seat belt use was 86.9 percent in 2018. The state maintained a rate of 87 percent again in 2018. The LHSC provided leadership, training, and technical assistance to other state and law enforcement agencies, and local occupant protection projects to deliver the maximum impact and likelihood for increasing restraint use. Table 5.1 shows observed seat belt usage by region from 2012 through 2018.

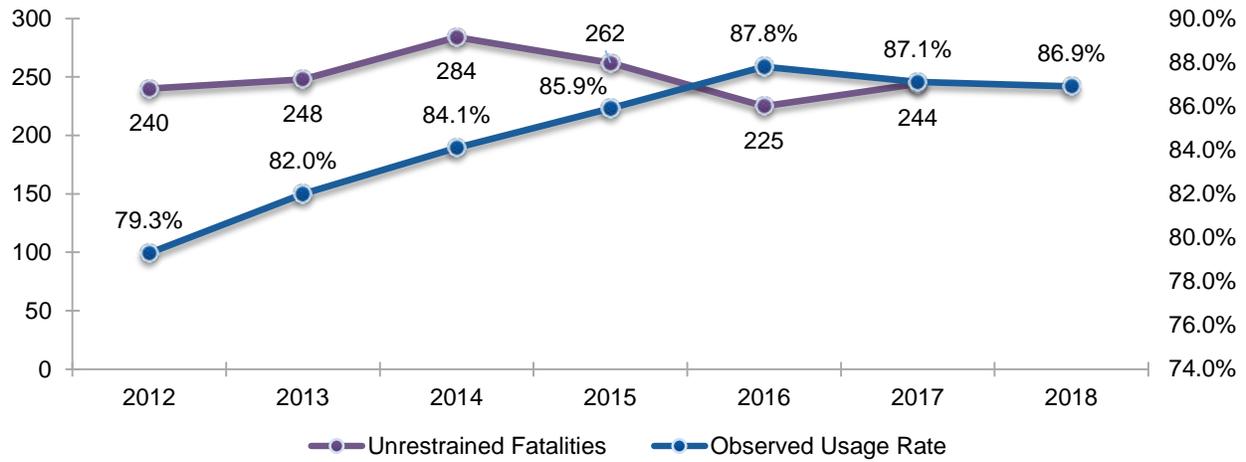
Table 5.1 Adult Observed Seat Belt Usage, All Vehicles and All Locations

Region	2012	2013	2014	2015	2016	2017	2018
1- New Orleans	81.2%	78.1%	81.0%	82.4%	86.6%	90.3%	91.3%
2- Baton Rouge	73.5%	62.7%	84.4%	83.0%	84.0%	85.1%	87.7%
3- Houma	80.4%	85.5%	87.7%	91.2%	91.6%	88.0%	89.3%
4- Lafayette	83.7%	81.7%	85.0%	82.5%	86.4%	86.3%	88.4%
5- Lake Charles	85.6%	91.0%	89.9%	85.6%	91.7%	92.2%	89.2%
6- Alexandria	72.8%	83.4%	70.9%	87.3%	80.8%	82.7%	81.3%
7- Shreveport	79.8%	83.6%	87.9%	89.4%	91.1%	85.8%	83.8%
8- Monroe	62.5%	81.0%	74.8%	84.2%	83.2%	87.1%	85.4%
Louisiana	79.3%	82.5%	84.1%	85.9%	87.8%	87.1%	86.9%

Source: Highway Safety Research Group at Louisiana State University. Accessed December 16, 2018.

Figure 5.4 shows the correlation between observed seat belt use and unrestrained fatalities. In 2016, unrestrained fatalities reached the lowest level in the last six years while seat belt use reached 88 percent for the first time.

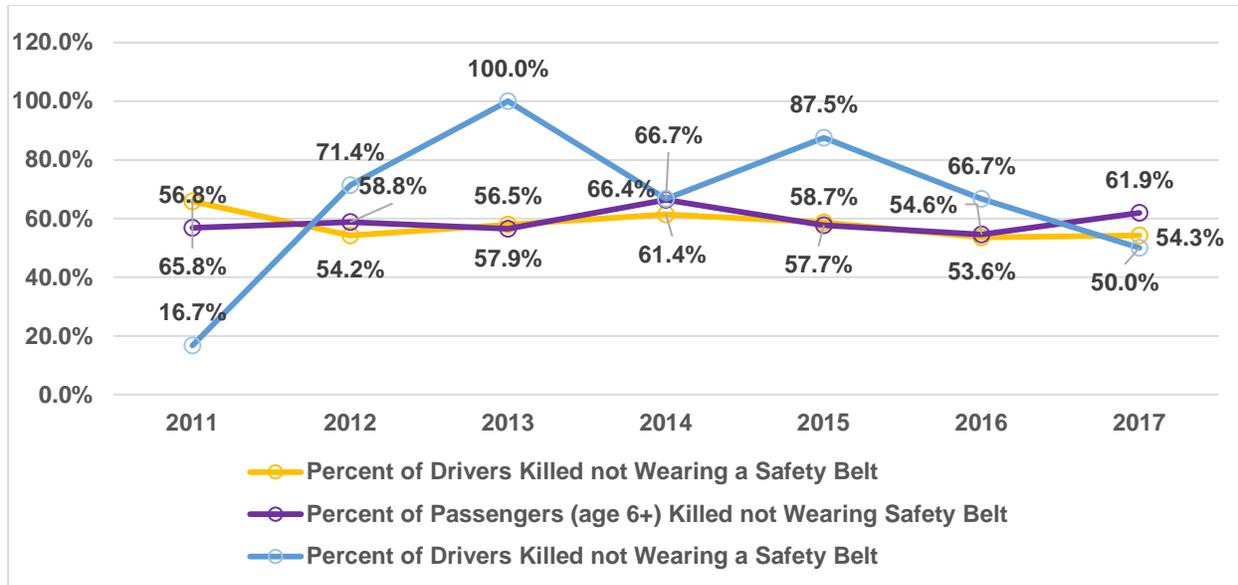
FIGURE 5.4 OBSERVED SEAT BELT USE AND UNRESTRAINED FATALITIES



Source: NHTSA STSI/FARS. Accessed December 16, 2018.

Figure 5.5 shows the percent of unrestrained fatalities since 2011 for drivers, passengers over 6 years of age, and children under six years old.

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



Source: Highway Safety Research Group at Louisiana State University. Accessed December 16, 2018.

PERFORMANCE TARGETS

- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 8.8 percent from the average in 2011-2015 of 261 to 238 by December 31, 2018.
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 2.2 percentage points from 87.8 percent in 2016 to 90 percent in 2018.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-20-10

Project Title: LHSC Occupant Protection Survey

Project Description: Statewide observational surveys were conducted to determine adult seat belt usage including a nighttime observational survey. Funds were provided for the personnel, materials, administrative and logistical support to complete these surveys. Upon completion of the data collection, the selected vendor entered, tabulated, and processed the data and developed a final report of the surveys. The vendor for this project was selected through a competitive Request for Proposal process.

Project Budget/Source: \$316,168.00/Section 402

Budget Expended: \$316,168.00

PROJECT NUMBER: 2018-70-01

Project Title: Paid Media for Occupant Protection

Project Description: This contract focused on a occupant protection paid media buy plan for the “Click It or Ticket” national mobilization. All paid media was implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected gross rating points. Message recognition was measured through attitudinal surveys. Paid media placement for occupant protection included a total of 5,300 radio spots. In addition, in-line media placement delivered an estimated 13,510,466 impressions.

Project Budget/Source: \$50,000.00/Section 402 and \$50,000.00/Section 405b

Budget Expended: \$50,000.00/Section 402; \$50,000.00/Section 405b

PROJECT NUMBER: 2018-20-11

Project Title: Louisiana Passenger Safety Task Force

Project Description: The University Medical Center (UMC) New Orleans maintained the Louisiana Passenger Safety Task Force (LPSTF), which provided a centralized resource for all OP/CPS activities and education, maintained a database of all Louisiana CPS technicians, promoted recertification of technicians, conducted quarterly regional meetings, provided six Standardized CPS Instructor/Technician Courses, and supported certified fitting stations in each region. Over 5,468 children were assisted at community fitting stations. Those children are now properly restrained while transported in a motor vehicle. This year, more than 888 seats were checked at CPS events. University Medical Center New Orleans and Louisiana Sonic Franchises partnered to sell 2018 “Tot Calendars.” 100 percent of the proceeds from the calendar sales benefitted Louisiana families in need and allowed for the purchase of 800 child safety seats. Seats were distributed in 9 regions of the State during National Child Passenger Safety Week. During the 2017-18 school year, UMC hosted the STOP program that reached 2,658 elementary school students.

Project Budget/Source: \$174,250.99/Section 402; \$60,749.01/ Section 405b

Budget Expended: \$171,707.10/ Section 402; \$53,653.84/ Section 405b

PROJECT NUMBER: 2018-20-13

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

Project Description: This project educated the Hispanic population in the Greater New Orleans area to raise awareness of the importance of wearing a seat belt and using child passenger safety restraints. The YMCA accomplishments included raising awareness through community outreach, partnering with the Louisiana Passenger Safety Task Force (LPSTF) and the New Orleans Police Department (NOPD) and hosted two car seat events in which 26 car seats were distributed, participated in twelve community events to promote occupant protection, and distributed language appropriate materials targeting specific populations (such as young adults, pregnant moms, churches, clinics), etc. This project has built upon their existing services to reach additional clients throughout the year.

Project Budget/Source: \$53,902.00/Section 405b

Budget Expended: \$53,899.99

PROJECT NUMBER: 2018-20-14

Project Title: Seat Belt Center

Project Description: This contract was not executed in FFY 2018.

Project Budget/Source: \$36,000.00/Section 402

Budget Expended: \$0

PROJECT NUMBER: 2018-20-35

Project Title: Travel/Training Funds for Occupant Protection

Project Description: Funds would have been allocated to send law enforcement and other partners to training and conferences directly related to support planned occupant protection strategies and projects. Request are submitted to the LHSC and approved by the Executive Director.

Project Budget/Source: \$15,000.00/Section 405b

Budget Expended: \$0

PROJECT NUMBER: 2018-30-80

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

Project Description: The LSP conducted occupant protection enforcement throughout Louisiana, including conducting four occupant protection checkpoints and issuing 7,666 seat belt and child passenger citations while working 4,398 hours of overtime occupant protection enforcement. Enforcement was coupled with public information officers conducting education and outreach activities. High fatality and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. LSP Public Information Officers conducted 188 occupant protection related outreach events. Presentations were used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics were publicized through print, TV, and/or radio media throughout the duration of the grant.

Project Budget/Source: \$30,000.00/Section 402; \$602,217/ Section 164AL; \$360,156.00/Section 405b

Budget Expended: \$22,996.57/Section 402; \$424,094.10/ Section 164AL; \$359,015.22/Section 405b

PROJECT NUMBER: 2018-30-10 THROUGH 2018-30-59

Project Title: Overtime Traffic Safety Enforcement - Local Law Enforcement

Project Description: Local law enforcement agencies conducted overtime enforcement of traffic safety laws using checkpoints and saturation patrols throughout FFY 2018 and during state and national enforcement periods. All overtime enforcement programs were data driven to reduce the number of alcohol-impaired fatalities, unrestrained fatalities, and speeding fatalities in the areas most at risk. In 2018, 44 law enforcement agencies participated in this program across Louisiana.

Research shows that high visibility and sustained enforcement continues to be the most effective countermeasure in increasing seat belt usage. This project provided funding to 44 local police departments and sheriff's offices for occupant protection overtime enforcement. All law enforcement agencies participating in this targeted occupant protection enforcement program utilized data to identify areas, and vehicle types (e.g., pickup trucks, motorcycles), of critical need and focused on areas with known lower seat belt usage. Agencies deployed resources based on crash analysis and made adjustments throughout the year as needed. Participating agencies conducted checkpoints, saturation patrols, and yearlong enforcement to correspond with the national "Click It or Ticket" campaign and state mobilizations. Law enforcement agencies worked 33,672 hours of saturation patrols and 9,851 hours at seat belt checkpoints, issuing 40,841 adult seat belt citations and 2,583 child passenger seat citations. Law enforcement agencies that participated in this targeted occupant protection overtime enforcement program included:

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|---|--|
| • Abbeville Police Department; | • Livingston Parish Sheriff's Office; |
| • Alexandria Police Department; | • Mandeville Police Department; |
| • Ascension Parish Sheriff's Office; | • Monroe Police Department; |
| • Baton Rouge Police Department; | • New Orleans Police Department; |
| • Bogalusa Police Department; | • Opelousas Police Department; |
| • Bossier City Police Department; | • Pineville Police Department; |
| • Bossier Parish Sheriff's Office; | • Plaquemines Parish Sheriff's Office; |
| • Caddo Parish Sheriff's Office; | • Rapides Parish Sheriff's Office; |
| • Calcasieu Parish Sheriff's Office; | • Shreveport Police Department; |
| • Denham Springs Police Department; | • Slidell Police Department; |
| • E. Baton Rouge Parish Sheriff's Office; | • Southern University Police Department; |
| • Franklinton Police Department; | • St. Bernard Parish Sheriff's Office; |
| • Gonzales Police Department; | • St. Charles Parish Sheriff's Office; |
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- Greater N.O. Expressway Commission;
- Hammond Police Department;
- Houma Police Department;
- Iberia Parish Sheriff's Office;
- Jefferson Parish Sheriff's Office;
- Kenner Police Department;
- Lafayette Police Department;
- Lafourche Parish Sheriff's Office;
- Lake Charles Police Department;
- St. Tammany Parish Sheriff's Office;
- Tangipahoa Parish Sheriff's Office;
- Terrebonne Parish Sheriff's Office;
- Thibodaux Police Department;
- Washington Parish Sheriff's Office;
- West Baton Rouge Parish Sheriff's Office;
- W. Monroe Police Department;
- Westwego Police Department; and
- Zachary Police Department.

Project Budget/Source: \$1,469,142.00/Section 402; \$660,000.00/ Section 164AL; \$795,000.00/Section 154AL; \$150,000.00/Section 405d

Budget Expended: \$1,469,141.94/Section 402; \$658,734.76/ Section 164AL; \$793,744.63/Section 154AL; \$143,675.41/Section 405d

PROJECT NUMBER: 2018-35-01 THROUGH 2018-35-51

Project Title: Special Waves Enforcement (“Click It or Ticket” /”Buckle Up in Your Truck”)

Project Description: This project provided funds to local police departments and sheriff’s offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted sobriety checkpoints and saturation patrols in support of the two national “Click It or Ticket” and “Drive Sober or Get Pulled Over” mobilizations. In 2018, 49 local law enforcement agencies participated in this project. Total enforcement activities for “Click It or Ticket” resulted in 7,026 safety belt citations and 6,912 enforcement hours by all participating agencies. Law enforcement agencies that participated in the two national mobilizations included:

- Albany Police Department;
- Allen Parish Sheriff's Office;
- Assumption Parish Sheriff's Office;
- Benton Police Department;
- Breaux Bridge Police Department;
- Chitimacha Tribal Police Department;
- Cottonport Police Department;
- Coushatta Police Department
- DeQuincy Police Department;
- DeRidder City Police Department;
- East Jefferson Levee District Police;
- Erath Police Department;
- French Settlement Police Department;
- Grambling Police Department;
- Minden Police Department;
- Morgan City Police Department;
- Oil City Police Department;
- Orleans Levee District Police Department;
- Plaquemines Parish Sheriff's Office;
- Ponchatoula Police Department;
- Port Allen Police Department;
- Port Vincent Police Department;
- Richland Parish Sheriff's Office;
- Rosepine Police Department;
- Sibley Police Department;
- Simmesport Police Department;
- Southeastern Louisiana University Police Department;
- Springhill Police Department;

-
- Greenwood Police Department;
 - Harahan Police Department;
 - Haughton Police Department;
 - Iota Police Department;
 - Jennings Police Department;
 - Kinder Police Department;
 - Krotz Springs Police Department;
 - Lake Providence Police Department;
 - Leesville Police Department;
 - Leonville Police Department;
 - Livingston Police Department;
 - St. John the Baptist Parish Sheriff's Office;
 - Tunica Police Department;
 - Union Parish Sheriff's Office;
 - Vidalia Police Department;
 - Village of Choudrant Police Department;
 - Village of Wilson Police Department;
 - Walker Police Department;
 - Webster Parish Sheriff's Office;
 - Welsh Police Department;
 - West Feliciana Parish Sheriff's Office;
-

Project Budget/Source: \$150,000.00/Section 405b

Budget Expended: \$86,092.00/Section 405b

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 2018, the TRCC focused on improvements to the EMS/injury surveillance and citation/adjudication systems. The following performance targets were met or exceeded in FFY 2018:

PERFORMANCE TARGETS AND RESULTS

- Decrease the percentage of days from the date of disposition/conviction to entry into the driver database entered within 10 days or less for commercial drivers from 22 percent on March 31, 2017 to 24 percent by April 1, 2018. (Timeliness). From April 1, 2017 to March 31, 2018 the percentage of days from the date of disposition/conviction to entry into the driver database entered within 10 days or less for commercial drivers increased to 38%.
- Increase the percentage of EMS patient care reports not missing one or more critical data elements (i.e., vehicular injury indicator, primary impression, position of patient, use of occupant safety equipment) from 90 percent complete on March 31, 2017 to 92 percent complete on April 1, 2018. (Completeness). From April 1, 2017 to March 31, 2018, 2018 the percentage of EMS patient care reports not missing one or more critical data elements (i.e., vehicular injury indicator, primary impression, position of patient, use of occupant safety equipment) were 95% Complete (47,125 complete out of 49,839 reports).
- Increase the percentage of EMS Agencies extracting, analyzing, and utilizing patient care reports/patient care data submitted to LERN and integrated with LACrash data from zero percent on March 31, 2017 to 10 percent by April 1, 2018. (Accessibility). LERN is working on

some canned reports from a State level that can be shared with the agencies for them compare to their own data. As of April 1, 2018, the reports were still under construction.

- Increase the completeness of latitude and longitude fields on crash reports submitted electronically from 78 percent on March 31, 2017 to 79 percent by April 1, 2018. (Completeness) At the time of this report, data was not available on this target.
- Increase the number of courts reporting the disposition of traffic related cases from 89 courts on March 31, 2017 to 96 courts by April 1, 2018. (Completeness). The Louisiana Supreme Court had 108 courts submitting electronic data by April 2018.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-40-02

Project Title: Office of Technology Services Support

Project Description: Per an intra-agency agreement, DPS and now the Office of Technology Services (OTS) provided technical support for data programming needs at OTS that link to traffic records or other allowable project uses, for LHSC Traffic Records Projects.

Project Budget/Source: \$35,000.00/Section 405c

Budget Expended: \$35,000.00

PROJECT NUMBER: 2018-40-11

Project Title: Highway Safety Research Group Programming

Project Description: Under this project, the HSRG employed a full-time TRCC Coordinator who planned, coordinated, and supported TRCC activities, projects, and reporting; a Computer Support Analyst; a Data Quality Research Associate who supported the crash data quality and the LACRASH application; and, a Graduate Assistant to assist with updating the LACRASH User Manual. In addition, the HSRG purchased the Scene PD Pro Software and began utilizing it to develop crash diagram templates for intersections. The TRCC coordinated and hosted four TRCC Executive Committee meetings (November 28, 2017, March 2, 2018, May 15, 2018, and August 28, 2018); and, numerous Working Group and other TRCC related meetings.

Project Budget/Source: \$375,201/Section 405c

Budget Expended: \$254,845.79

PROJECT NUMBER: 2018-40-12

Project Title: Traffic Records Initiatives – Louisiana Center for Transportation Safety (LCTS)

Project Description: This contract was not executed.

The following projects were approved by the TRCC and were to be managed through this project:

1) Title: Louisiana Ambulance Alliance – \$237,000 – not executed

This project will support the implementation of the EMS Data Element into the Injury Surveillance System Critical Pathway as detailed in the 2012 Traffic Records Program Assessment Advisory published by NHTSA. Implementation of this project aims to accomplish the following: training EMS providers to extract and utilize data; adopting performance measures which address timeliness, accuracy, completeness, uniformity, integration, and accessibility; and increase the total number of EMS agencies extracting, analyzing, and utilizing patient care data reports and data submitted to LERN and integrated with LaCrash data. (Accuracy, completeness)

2) Title: 2018-40-13 Louisiana State Police CDR Training – (LHSC Contracted)

Northwestern University Traffic Institute will provide on-site training to police officers from around the state in the use of Crash Data Retrieval (CDR) technology – two classes at \$35,250 each. This technology provides investigators with detailed analysis of the vehicle movement immediately prior to the crash (for those vehicles that have it installed, the number of which is increasing yearly), and assists in the final determination of culpability in the crash. This becomes vital evidence in not only the reconstruction of the crash, but also in criminal prosecution. Training locations and associated costs are unclear at the time of this submittal. The LHSC will submit information to NHTSA prior to sub recipient award. (Completeness, accuracy and uniformity)

Project Budget/Source: \$62,000.00/Section 402

Budget Expended: \$45,616.00

3) Title: 2018-40-16 LA Office of Motor Vehicle Data Entry – (LHSC Contracted)

Considerable efforts being made to provide electronic traffic ticket conviction data to the Louisiana Office of Motor Vehicles (OMV) from the courts; however, a backlog of paper reports remains. This project will address the sorting, researching, validation and scanning of outstanding traffic ticket convictions data submitted via paper. OMV will hire and supervise four part-time staff to process these outstanding convictions. These employees

will work no more than 1,245 hours during FFY 2018 at the rate of \$12.00/hour. Total hours shall not exceed 4,980. (Timeliness and completeness)

Project Budget/Source: \$59,760.00/Section 405c

Budget Expended: \$22,293.48

4) Title: 2018-40-14 LA Emergency Response Network Contractor – (LHSC Contracted)

This project will provide for a contract with an individual to recruit and educate ambulance providers in the state to submit electronic injury surveillance data to LERN on a regular basis. This third-party contract or agreement shall be submitted to LHSC for review and approval prior to any work being performed. This project shall coordinate with the LA Ambulance Alliance, who represents the majority of the ambulance providers in the state. A NEMSIS – compliant database shall be maintained with pertinent crash injury data elements obtained from the ambulance providers, (Timeliness, completeness, and accuracy)

Project Budget/Source: \$49,900.00/Section 405c

Budget Expended: \$32,537.00

5) Title: 2018-40-14 LA Emergency Response Network AIS Training – (LHSC Contracted)

The AIS and the ISS are valuable measures of injury severity. The AIS, developed by the Association for the Advancement of Automotive Medicine (AAAM), categorizes injury severity by body region and – when combined with crash data – can be used to describe injury patterns by crash configuration. The ISS provides a more comprehensive measure of injury severity when a patient has injuries to multiple body regions. The state trauma registry captures the ISS and is used to analyze trauma data. There are seven hospitals in the state that currently submit to the state trauma system. The trauma registrars at 10 hospitals have the need for AIS training to improve the accuracy and uniformity of these severity scores. The AAAM course provides this education. Hosting a course in Louisiana also encourages additional hospitals to submit data to the state trauma registry. Training locations and associated costs are unclear at the time of this submittal. The LHSC will submit information to NHTSA prior to sub recipient award. (Accuracy and completeness)

Project Budget/Source: \$25,000.00/Section 405c

Budget Expended: \$24,423.60

6) Title: Louisiana State Police Crash Investigation Training 1 & 2 – \$217,500 – not executed

The LSP will sub-contract with Northwestern University Traffic Institute to hold three sets of Crash Investigation 1 and 2 (total of six classes) for law enforcement officers from around the state (NON-LSP). These classes will be held at various law enforcement academies in Louisiana (North, Southeast, and Southwest). There is a constant need for this type of training due to the turnover of police officers and the lack of crash investigation training they normally receive in the POST academy. Training locations and associated costs are unclear at the time of this submittal. The LHSC will submit information to NHTSA prior to sub recipient award. (Accuracy, completeness and timeliness)

7) Title: Louisiana Office of Public Health – \$74,800 - not executed

This project will develop and implement a method to link crash reports with statewide health data systems (LA Hospital Inpatient Discharge data – LAHIDD, death certificate records and emergency department records – if available). Integrating these data systems will improve the quality and accuracy of crash injury outcome data for improved surveillance of motor vehicle crash injuries. (Accuracy, completeness and integration).

8) Title: Louisiana State Police Traffic Crash Reconstruction – \$459,000 – not executed

This will consist of classes for the last three sections of the Northwestern University Traffic Institute Crash Investigation series – Vehicle Dynamics and Reconstruction 1 and 2. These classes will be geared toward the LA State Police only (who receive the Crash Investigation 1 and 2 classes during their Academy training). This is necessitated by the anticipated retirement in the very near future of a large number of senior LSP officers who are experienced in advanced crash investigation.

NOTE: The LSP accounts for two-thirds of all fatal and serious injury crashes in the state, as well as two-thirds of all Commercial Motor Vehicle crashes. Training locations and associated costs are unclear at the time of this submittal. The LHSC will submit information to NHTSA prior to sub recipient award. (Accuracy and completeness)

9) Title: 2018-40-19 Traffic Crash Reconstruction – \$81,000 – (LHSC Contracted)

This will consist of classes for the last three sections in the Northwestern University Traffic Institute (NUTI) Crash Investigation series – Vehicle Dynamics and Reconstruction 1 and 2. The LA State Police shall sub-contract with NUTI to hold these classes at the LSP Training Academy. These classes will be open to all law enforcement officers in the state who have successfully completed the first two portions of the NUTI series – Crash Investigation 1 and 2. This training is critical due to the ever-necessary need to spread this training to law enforcement so that serious injury and fatal crashes especially can be investigated with a

high level of competence (these crashes account for one third of the statewide total).
(Accuracy and completeness)

Project Budget/Source: \$81,000.00/Section 405c

Budget Expended: \$81,000.00

Note: The remaining funds would have been used for additional projects selected by the TRCC which would have been submitted to NHTSA for approval prior to awarding the grant funds.

Project Budget/Source: \$1,349,460.00/Section 405c

Budget Expended: \$205,870.50/Section 405c; per LHSC individually executed projects

PROJECT NUMBER: 2018-40-13

Project Title: Travel/Training for Traffic Records

Project Description: Funds were allocated for individuals to attend trainings and conferences to support planned traffic records strategies. The number of participants by agency to attend the ATSIP forum are: DOTD (7); LHSC (1); and LDAA (1).

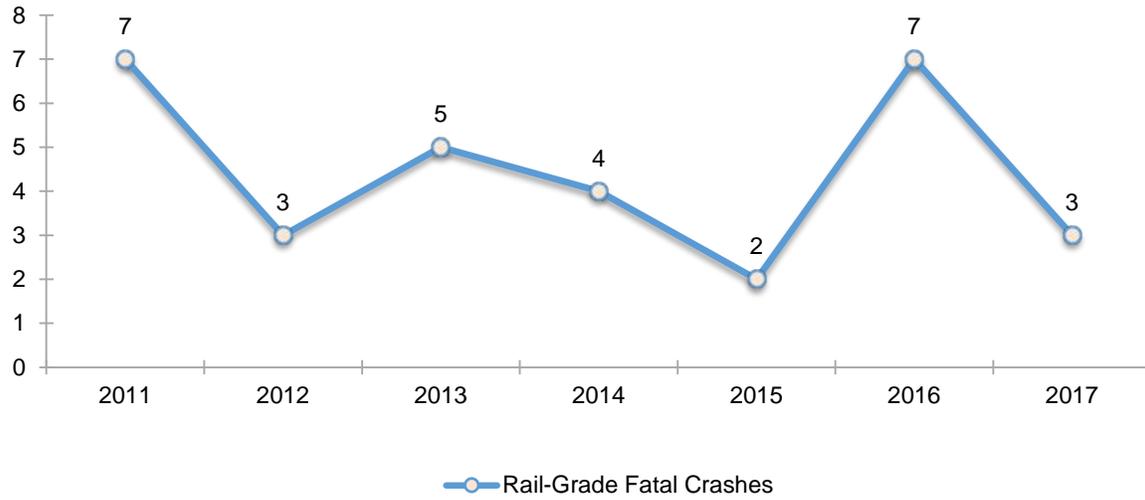
Project Budget/Source: \$30,000/Section 405c

Budget Expended: \$16,070.00

5.4 RAILROAD/ HIGHWAY CROSSINGS PROGRAM

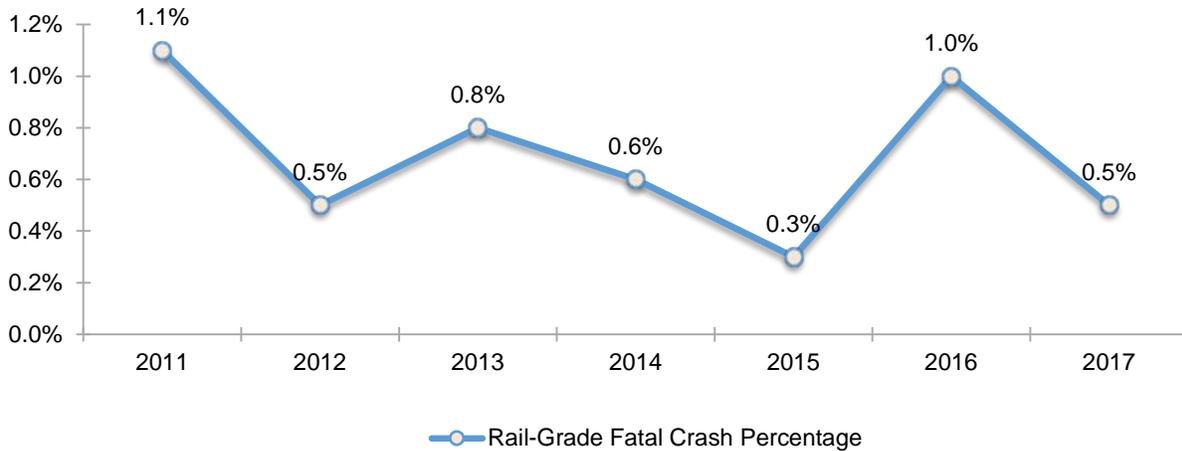
The Railroad/Highway Crossings program is an evidence-based effort that uses proven countermeasures to promote rail grade safety in parishes with high railroad-grade collision rates. Figure 5.6 shows the number of fatalities at rail grade crossings from 2011 through 2017 and Figure 5.7 shows these fatalities as a percent of all motor vehicle fatalities for this same period.

FIGURE 5.6 FATAL CRASHES AT RAIL GRADE CROSSINGS



Source: Highway Safety Research Group at Louisiana State University. Accessed December 16, 2018.

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



Source: Highway Safety Research Group at Louisiana State University. Accessed December 16, 2018.

PERFORMANCE TARGET

- Reduce rail-highway fatalities by 60 percent from 5 (2011 to 2015 average) to 2 in 2018.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-60-10

Project Title: Operation Lifesaver Coordinator – Railroad Crossings

Project Description: This project supported the Louisiana Operation Lifesaver (LOL) Coordinator with funds for a portion of salary, travel, and training. The LOL Coordinator updated the Operation Lifesaver Action Plan for FY 2018; updated existing LOL plans in the first quarter of 2018; planned, organized, and conducted meetings, workshops, and 26 presentations to support rail grade safety; maintained, and utilized the LOL “presenters” database; coordinated the maintenance of the LOL web site; conducted three training classes which resulted in 13 new LOL volunteers; and promoted LOL and Operation Lifesaver programs in the 13 high-risk parishes with high railroad-grade collision rates. The Operation Lifesaver volunteers made 1,261 presentations that reached 44,769 attendees. The presentations were presented to a variety of schools (Pre-K, K-8 and High School), driver’s education classes, law enforcement, firefighters, school bus drivers, professional drivers, corporations, and other organizations. The volunteers also reached 54,298 people by working 868 special events, including the State and Parish Fairs, and annual conferences.

Project Budget/Source: \$42,400.00/Section 402

Budget Expended: \$40,859.28

5.5 PEDESTRIANS/ BICYCLE SAFETY

Louisiana uses a multifaceted approach to pedestrian and bicyclist safety to provide the maximum impact and likelihood for increasing pedestrian and bicyclist safety. The LHSC provides leadership, training, data, and technical assistance to other state agencies, law enforcement agencies, and to local pedestrian and bicyclist safety projects. The LHSC 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

- Decrease pedestrian fatalities 2.9 percent from the average in 2011-2015 of 104 to 101 by December 31, 2018.

- Decrease bicyclist fatalities 1 percent from the average in 2011-2015 of 20 to 19 by December 31, 2018.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-65-10

Project Title: Stroll into Safety

Project Description: The Stroll into Safety program educated children, caregivers, and community members about the importance of pedestrian and bicyclist skills, the rules of the road, and personal safety. This program was designed to bring attention to bike and pedestrian issues that surround the Greater Baton Rouge Area, in an effort to create safer, more bike/pedestrian-friendly communities. In FFY 2018, 2,329 participated in 97 Stroll Into Safety presentations, 373 individuals participated in 20 Safety Town events, 514 students were reached through 22 bicycle rodeos and 19,682 individuals were reached through community outreach events.

Project Budget/Source: \$125,000.00/Section 402

Budget Expended: \$80,154.64

PROJECT NUMBER: 2018-65-12

Project Title: Metro Bicycle Coalition (DBA Bike Easy)

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

Project Budget/Source: \$49,950.00/Section 402

Budget Expended: \$40,134.29

PROJECT NUMBER: 2018-20-18

Project Title: Charles R. Kelly: Seniors & Teens Educational Outreach

Project Description: This project educated senior citizens and teens on the importance of wearing seatbelts, provided training and literature on current laws and best practices specific to bicycle and pedestrian safety, and operated as a child passenger fitting station. The program conducted two educational sessions for a total of 126 participants, provided bicycle and pedestrian safety training and best practices to 89 participants through Camp Expose, and participated in community outreach events. Program effectiveness was measured through pre and posttest assessments.

Project Budget/Source: \$35,000/Section 402

Budget Expended: \$4,264.68

PROJECT NUMBER: 2018-65-13

Project Title: League Cyclist Instructor Public Education

Project Description: The project was not executed.

Project Budget/Source: \$25,000.00/Section 402

Budget Expended: \$0

PROJECT NUMBER: 2018-70-10

Project Title: School Travel Safety Project

Project Description: The project was not executed.

Project Budget/Source: \$31,097.00/Section 402

Budget Expended: \$0

5.6 COMMUNITY TRAFFIC SAFETY PROGRAMS

Louisiana's Strategic Highway Safety Plan (SHSP) is implemented through a robust infrastructure comprised of leadership committees, state-level emphasis areas teams, and nine multidisciplinary regional coalitions that collectively support program implementation at the local level. The SHSP regional coalitions have all developed regional data-driven action plans that are consistent with the SHSP's emphasis areas and address their region's most serious traffic safety problems. In FFY 2018, the LHSC funded pertinent regional coalition projects were funded through the regular project call for proposals.

PERFORMANCE TARGETS

- Decrease alcohol impaired driving fatalities 3.0 percent from the average in 2011-2015 of 236 to 229 by December 31, 2018.
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 8.8 percent from the average in 2011-2015 of 261 to 238 by December 31, 2018.
- Increase observed seatbelt use of front seat outboard occupants in passenger vehicles 2.2 percentage points from 87.8 percent in 2016 to 90 percent in 2018.
- Decrease pedestrian fatalities 2.9 percent from the average in 2011-2015 of 104 to 101 by December 31, 2018.
- Decrease bicyclist fatalities 1 percent from the 2011 calendar base year average of 20 to 19 by December 31, 2018.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-10-44

Project Title: LA Voz de la Comunidad

Project Description: This project conducted monthly occupant protection and impaired driving educational campaigns to the Latino community to promote awareness and distributed educational material regarding the dangers of driving while impaired and the importance of occupant protection. The project also promoted occupant protection and alcohol campaigns using radio and social media messaging in Latino markets.

Project Budget/Source: \$9,980.00/Section 402; \$21,117.00/Section 164AL

Budget Expended: \$9,145.46/Section 402; \$21,117.00/Section 164AL

PROJECT NUMBER: 2018-10-16

Project Title: North Louisiana – Traffic Safety Diversity Outreach Program

Project Description: This program provided outreach to community leaders and HBCU campuses, elementary, middle and high schools to reduce the number of serious injury and fatal crashes specific to impaired driving and occupant protection. Educational material promoting these specific traffic safety issues were distributed at all North Louisiana diversity traffic safety outreach activities, and traffic safety programs were established on HBCU campuses in Lincoln Parish and Caddo Parish. The program conducted two Arrive Alive events which included pre and post assessments, distributed educational materials at home football games, and developed a traffic safety PSA for distribution on local television and social media. Efforts were sustained year-long and were coordinated with LHSC and NHTSA during national campaigns.

Project Budget/Source: \$23,668.00/Section 402; \$23,668.00/Section 164AL

Budget Expended: \$20,791.15/Section 402; \$18,227.25/Section 164AL

PROJECT NUMBER: 2018-10-49

Project Title: LeSanctuary Traffic Safety Diversity Outreach Program

Project Description: This program provided outreach to clergy, driving schools, and middle and high schools to reduce the number of serious injury and fatal crashes specific to impaired driving, occupant protection, and distracted driving. Educational material promoting traffic safety were distributed in and around diversity outreach activities that focused on educating minorities on the importance of not drinking and driving, not being distracted while operating a motor vehicle, and wearing a seat belt. This project conducted large-scale diversity outreach activities at the Bayou Classic and Essence Festival and traffic safety workshops for 57 participants. A diversity conference was conducted in New Orleans with 22 people in attendance. Efforts were sustained year-long and were coordinated with the LHSC and NHTSA during national campaigns.

Project Budget/Source: \$24,950.00/Section 402; \$24,950.00/Section 164AL

Budget Expended: \$15,155.98/Section 402; \$14,165.98/Section 164AL

PROJECT NUMBER: 2018-70-00

Project Title: Regional Coalition Programmatic Grants

Project Description: The project was not executed

Project Budget/Source: \$179,853.87/Section 164AL; \$75,000.00/Section 405f;
\$150,000.00/Section 405h

Budget Expended: \$0

PROJECT NUMBER: 2018-70-03

Project Title: United Traffic Safety Diversity Outreach Program

Project Description: The United Christian Faith Ministries provided outreach to intercity groups to reduce the number of serious injury and fatal crashes specific that involved not wearing seatbelts. Educational materials were distributed in and around diversity outreach activities focused on educating minorities on the importance of buckling up while operating or as a passenger of a motor vehicle. Outreach was conducted through face-to-face engagement, distribution of educational materials, and social media. Efforts were sustained year-long and were coordinated with the LHSC and NHTSA during national campaigns.

Project Budget/Source: \$5,000.00/Section 402;

Budget Expended: \$2,026.48

PROJECT NUMBER: 2018-70-18

Project Title: Charles R. Kelly: Seniors & Teens Educational Outreach

Project Description: This project educated senior citizens and teens on the importance of wearing seatbelts, provided training and literature on current laws and best practices specific to bicycle and pedestrian safety, and operated as a child passenger fitting station. The program conducted two educational sessions for a total of 126 participants, provided bicycle and pedestrian safety training and best practices to 89 participants through Camp Expose, and participated in community outreach events. Program effectiveness was measured through pre and posttest assessments.

Project Budget/Source: \$35,000/Section 402

Budget Expended: \$4,264.68

PROJECT NUMBER: 2018-70-05

Project Title: Project Impact

Project Description: Project Impact implemented by The Big Buddy Program worked with youth during school and after-school to teach youth about positive traffic safety behavior. The National Highway Traffic Safety Administration (NHTSA) Child Pedestrian Safety Curriculum was used to teach students safe and lawful practices when walking and biking throughout their communities.

Project Budget/Source: \$1,980.00/Section 402

Budget Expended: \$1,933.94

PROJECT NUMBER: 2018-55-13

Project Title: Friends of Safety Town

Project Description: This project was not executed.

Project Budget/Source: \$1,400.00/Section 402

Budget Expended: \$0

PROJECT NUMBER: 2018-70-12

Project Title: Bayou Classic Outreach

Project Description: This project provided outreach at the largest African American sporting event within the state of Louisiana. There were two press events promoting the Bayou Classic. Educational material promoting traffic safety was distributed on game day specific to impaired driving and occupant protection. There were PA announcements, traffic safety commercials that were displayed during the sporting event and the LHSC logo with a traffic safety message that displayed on the ribbon and message boards during the sporting event.

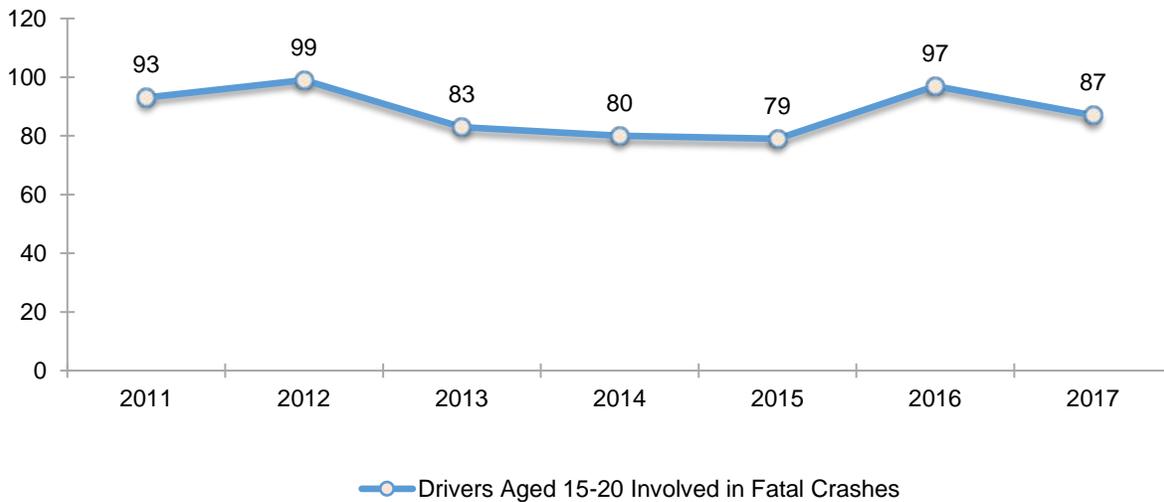
Project Budget/Source: \$7,500.00/Section 402; \$7,500.00/Section 164AL

Budget Expended: \$7,500.00/Section 402; \$7,500.00/Section 164AL

5.7 YOUNG DRIVER TRAFFIC SAFETY PROGRAM

In FFY 2018, LHSC funded youth-based programs that included peer-to-peer education and prevention strategies targeted towards novice drivers under 20 who are the most likely to take risks on the road, including drinking and driving. These evidence-based education programs were chosen to compliment and support Louisiana's highly effective GDL law.

FIGURE 5.8 DRIVERS AGE 15-20 INVOLVED IN FATAL CRASHES



Source: NHTSA STSI/FARS. Accessed December 16, 2018.

PERFORMANCE TARGET

- Decrease drivers age 20 or younger involved in fatal crashes 5.7 percent from the average in 2011-2015 of 87 to 82 by December 31, 2018.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-30-30

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

Project Description: The Juvenile Underage Drinking Enforcement (J.U.D.E.) Task Force addressed the problem of underage drinking in an effort to deter impaired driving in East Baton Rouge (EBR) Parish. The Task Force worked to reduce the number of individuals who use,

possess, or manufacture fake or fraudulent identifications for entering a bar/lounge, or to purchase, possess and consume alcoholic beverages. The EBR ABC Agents worked 2,200 overtime enforcement hours in 2018, performed 755 compliance checks, made 467 arrests and issued 169 citations while working overtime hours.

Project Budget/Source: \$97,524.00/Section 154AL

Budget Expended: \$75,781.68

PROJECT NUMBER: 2018-30-31

Project Title: Louisiana Cops in Shops Program

Project Description: The Louisiana Office of Alcohol Tobacco Control (ATC) Cops in Shops Project utilized ATC enforcement agents to conduct additional extensive underage alcohol enforcement efforts statewide on an overtime basis. These efforts reduce the incidence of underage alcohol procurement, thereby reducing alcohol-impaired fatalities. The ATC agents worked 3,999 overtime enforcement hours performed 4,672 compliance checks, made 33 arrests, and issued 510 citations.

Project Budget/Source: \$164,076.00/Section 164AL

Budget Expended: \$163,174.54

PROJECT NUMBER: 2018-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated and included information on distracted driving and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2018, 8,641 students attended hospital based and on-site school presentations, 6,205 students viewed Mock Crashes, 2,830 students viewed Mock Trials, and 202 students participated in Senior Sessions.

Project Budget/Source: \$25,833.82/Section 164AL; \$122,083.09/Section 405d; \$90,000.00/Section 402

Budget Expended: \$25,833.82/Section 164AL; \$93,792.78/Section 405d; \$62,693.46/Section 402

PROJECT NUMBER: 2018-55-11

Project Title: Ready, Set, DRIVE!

Project Description: The project funded the “Ready, Set, DRIVE!” Teen Driver Safety Program in East Baton Rouge, Livingston, Ascension, and West Baton Rouge Parishes. The “Ready, Set, DRIVE!” educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol impaired driving, in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness was measured through pre- and post-tests. In FFY 2018, 2,225 participants attended classroom presentations, 14,433 participants participated in activities conducted with the driving simulator, 14,462 individuals were reached through community outreach events, and 152 social media impressions were made through Lexlee’s Kids’ traffic safety social media campaigns.

Project Budget/Source: \$69,750.00/Section 154AL; \$85,250.00/Section 402

Budget Expended: \$32,488.64/Section 154AL; \$39,699.29/Section 402

PROJECT NUMBER: 2018-55-12

Project Title: ThinkFirst for Teens Program

Project Description: ThinkFirst of the ArkLaTex coordinated and implemented 88 ThinkFirst programs (one to two hours) on underage drinking and impaired driving for youth and young adults to reduce the overall number of alcohol-related fatalities and included information on distracted driving and occupant protection. These programs were conducted through schools, colleges/universities, corporate/community traffic safety programs, churches, DWI classes, Juvenile Court, etc., in Northwest Louisiana. In FFY 2018, 6,280 students and young adults participated in ThinkFirst and program effectiveness was measured by pre/post-tests.

Project Budget/Source: \$56,705.00/Section 154AL; \$56,705.00/Section 402

Budget Expended: \$56,705.00/Section 154AL; \$56,705.00/Section 402

PROJECT NUMBER: 2018-55-13

Project Title: Friends of Safety Town

Project Description: This project was not executed.

Project Budget/Source: \$1,400.00/Section 402

Budget Expended: \$0

PROJECT NUMBER: 2018-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition - BRAKES

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

Project Budget/Source: \$25,000.00/Section 402

Budget Expended: \$12,752.36

PROJECT NUMBER: 2018-55-15

Project Title: Social Norms and Marketing Project (SNAP)

Project Description: The Social Norms and Marketing Project combined social norms and social marketing theory to reduce alcohol-impaired fatal traffic fatalities at five high schools in alcohol-impaired Tier 1 parishes in southwest Louisiana. The project evaluation consisted of both process and outcome measures. Pre and post-test showed four out of five students do not engage in alcohol consumption and do not approve of drinking and driving. There were 3,898 high school students reached and 61,638 college students reached through peer to peer campaigns.

Project Budget/Source: \$132,700.00/Section 154AL

Budget Expended: \$110,966.37

PROJECT NUMBER: 2018-55-16

Project Title: Children’s Coalition for Northeast Louisiana – Young Driver Program

Project Description: The Children’s Coalition for Northeast Louisiana promoted awareness and educated young drivers about the dangers of impaired and distracted driving. The educational component included a driving simulator to create scenarios of high risk driving behavior and encouraged positive modification of driving behavior among the participants. The presentations took place in seven high schools located in Ouachita, Lincoln, and Union Parishes and three colleges – Louisiana Tech University, University of Louisiana – Monroe, and Grambling State University. There were 5,699 students reached from high schools, universities, and community events.

Project Budget/Source: \$38,450/Section 164AL

Budget Expended: \$20,461.30

PROJECT NUMBER: 2018-55-17

Project Title: Rock the Belt

Project Description: Seven high schools in Livingston Parish competed to get more students to wear seat belts. Students were be exposed to occupant protection PSAs, posters, flyers, participated in occupant safety contests, and contributed to occupant safety social media campaigns. The program measured effectiveness with pre- and post-tests along with observational seat belt surveys. The State has funds and will consider expanding this local project into other areas of the state through the regional safety coalitions if schools want to offer the program. The project and any expansion will be coordinated through LHSC’s youth project coordinator to ensure consistency across the program area. In Livingston Parish, every high school that participated in the Rock the Belt Relay saw an increase in seat belt usage through observational surveys conducted on campus. The program also provided occupant protection education to elementary schools within Livingston Parish.

Project Budget/Source: \$81,000.00/Section 402

Budget Expended: \$52,529.58

PROJECT NUMBER: 2018-55-19

Project Title: iDrive Teen Driver Safety Initiative

Project Description: iDrive Teen Driver Safety Initiative promoted awareness for young drivers of the dangers of impaired and distracted driving in Bienville, Claiborne, and Webster Parishes. In FFY 2018 there were 2,032 students reached during Red Ribbon Week, 8 programs were conducted at the 2018 Youth Leadership Initiative reaching 299 students, and 545 students reached at the “Back-to-School Bash” in Bienville, and Webster Parishes.

Project Budget/Source: \$35,000.00/Section 154AL

Budget Expended: \$16,609.80

PROJECT NUMBER: 2018-55-20

Project Title: Baton Rouge Middle District NOBLE Outreach

Project Description: This project was not executed.

Project Budget/Source: \$32,837.00/Section 402; \$13,178.00/Section 164AL

Budget Expended: \$0

PROJECT NUMBER: 2018-65-12

Project Title: Metro Bicycle Coalition (DBA Bike Easy)

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

Project Budget/Source: \$49,950.00/Section 402

Budget Expended: \$40,134.29

PROJECT NUMBER: 2018-70-11

Project Title: Youth Safety Training on College Campus

Project Description: This program educated incoming freshman students on an HBCU campus about occupant protection and dangers of impaired and distracted driving through presentations and campus wide events. Over 650 students were engaged in interactive classroom and outdoor presentations to learn the effects of impaired and distracted driving and listen to testimonies of individuals who were affected. Pre and post assessments were conducted to evaluate program effectiveness; on average participants knowledge increased by 20 percent following the presentation.

Project Budget/Source: \$49,900/Section 402

Budget Expended: \$18,005.73

5.8 DISTRACTED DRIVING

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

PERFORMANCE TARGET

- Decrease distracted driving fatalities 3.2 percent from the average in 2011-2015 of 158 to 153 by December 31, 2018.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-55-10

Project Title: Sudden Impact Comprehensive Statewide Project

Project Description: This was a statewide comprehensive injury prevention program for adolescents to decrease the number of alcohol-impaired traffic fatalities and participating in high-risk behavior that accompanies driving while intoxicated and included information on distracted driving and occupant protection. The program increased knowledge, created positive attitudes and influenced healthy decisions related to driving under the influence of alcohol through a

multidisciplinary, multi-tiered approach. The program was a partnership with the Louisiana State Police, the Trauma Team, and Trauma Victims. Program effectiveness was measured through pre- and post-tests. In FFY 2018, 8,641 students attended hospital based and on-site school presentations, 6,205 students viewed Mock Crashes, 2,830 students viewed Mock Trials, and 202 students participated in Senior Sessions.

Project Budget/Source: \$25,833.82/Section 164AL; \$122,083.09/Section 405d; \$90,000.00/Section 402

Budget Expended: \$25,833.82/Section 164AL; \$93,792.78/Section 405d; \$62,693.46/Section 402

PROJECT NUMBER: 2018-55-11

Project Title: Ready, Set, DRIVE!

Project Description: The project funded the “Ready, Set, DRIVE!” Teen Driver Safety Program in East Baton Rouge, Livingston, Ascension, and West Baton Rouge Parishes. The “Ready, Set, DRIVE!” educational program focused on traffic laws, driver education, and other strategies to teach participants how to recognize, assess and change their risky driving behaviors, including underage drinking and alcohol impaired driving, in an effort to decrease the number of motor vehicle crashes teen drivers experience on our roads. Program effectiveness was measured through pre- and post-tests. In FFY 2018, 2,225 participants attended classroom presentations, 14,433 participants participated in activities conducted with the driving simulator, 14,462 individuals were reached through community outreach events, and 152 social media impressions were made through Lexlee’s Kids’ traffic safety social media campaigns.

Project Budget/Source: \$69,750.00/Section 154AL; \$85,250.00/Section 402

Budget Expended: \$32,488.64/Section 154AL; \$39,699.29/Section 402

PROJECT NUMBER: 2018-55-14

Project Title: Tangipahoa Parish Government – TRACC Coalition - BRAKES

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

Project Budget/Source: \$25,000.00/Section 402

Budget Expended: \$12,752.36

PROJECT NUMBER: 2018-55-16

Project Title: Children’s Coalition for Northeast Louisiana – Young Driver Program

Project Description: The Children’s Coalition for Northeast Louisiana promoted awareness and educated young drivers about the dangers of impaired and distracted driving. The educational component included a driving simulator to create scenarios of high risk driving behavior and encouraged positive modification of driving behavior among the participants. The presentations took place in seven high schools located in Ouachita, Lincoln, and Union Parishes and three colleges – Louisiana Tech University, University of Louisiana – Monroe, and Grambling State University. There were 5,699 students reached from high schools, universities, and community events.

Project Budget/Source: \$38,450/Section 164AL

Budget Expended: \$20,461.30

PROJECT NUMBER: 2018-70-01

Project Title: Paid Media for Distracted Driving

Project Description: This contract provided funding for a distracted driving paid media buy plan for the state mobilization. All paid media was implemented through an assessment of current on-the-ground programs as well as demographic needs, reach and frequency goals, an assessment of appropriate messaging, and experience with markets who performed to expected

gross rating points. Message recognition was measured through attitudinal surveys. Paid media placement for the two week distracted driving campaign included 1,586 purchased spots and 1,588 bonus spots for a total of 3,176 radio spots.

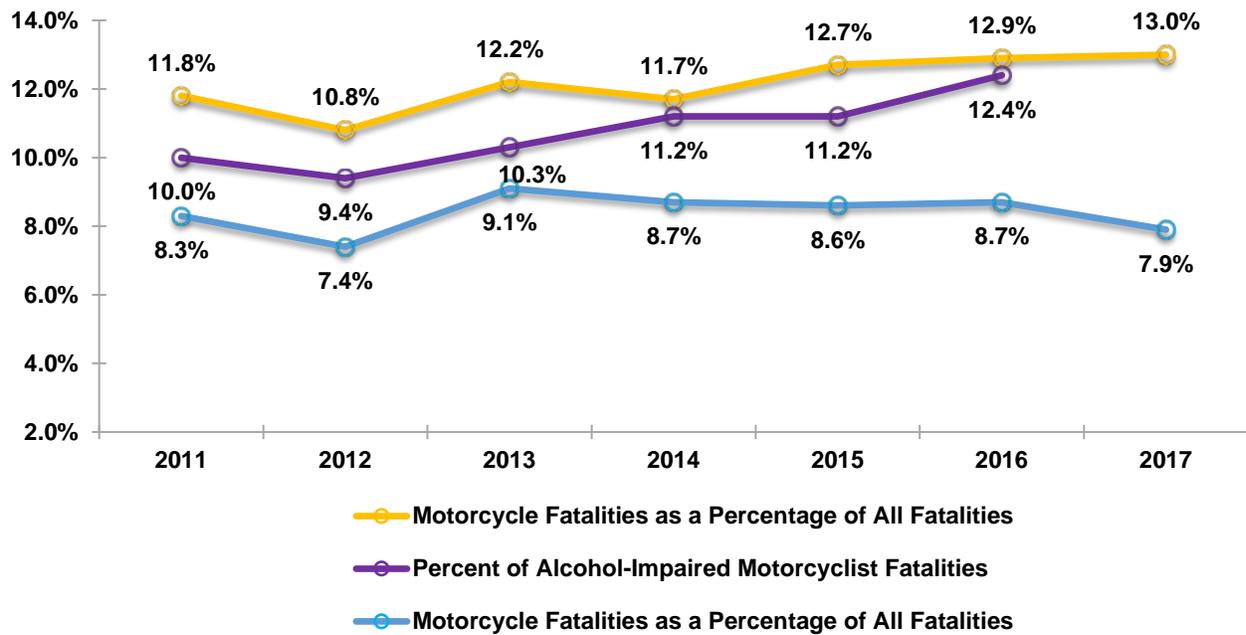
Project Budget/Source: \$50,000.00/Section 405e

Budget Expended: \$50,000.00

5.9 MOTORCYCLE SAFETY PROGRAM

In FFY 2018, LHSC focused on reducing the overall number of motorcyclist¹ fatalities, as well as the number of motorcyclist fatalities that were alcohol-impaired (BAC of 0.08 or above) or not wearing a helmet. Figure 5.9 shows motorcyclist fatalities as a percent of all motor vehicle fatalities, the percent of motorcyclist fatalities that were alcohol-impaired and the percent of motorcyclist fatalities that were single vehicle crashes.

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



¹ NHTSA and the LHSC use the term motorcyclist to refer to both the motorcycle operator and motorcycle passenger.

Source: NHTSA STSI/FARS. Accessed December 16, 2018.

PERFORMANCE TARGETS

- Decrease motorcyclist fatalities 3.6 percent from the average in 2011-2015 of 84 to 81 by December 31, 2018.
- Decrease unhelmeted motorcyclist fatalities 16.7 percent from the average in 2011-2015 of 12 to 10 by December 31, 2018.
- Decrease multi-vehicle crashes involving motorcycles 3 percent from the 1,284 (2011 to 2015 average) to 1,246 by December 31, 2018.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-50-11

Project Title: Motorcycle Awareness Campaign

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

Project Budget/Source: \$48,000/Section 405f

Budget Expended: \$9,579.63

5.10 POLICE TRAFFIC SERVICES PROGRAM

In FFY 2018, funding for Police Traffic Services (PTS) supported overtime enforcement related to occupant protection, speeding, and alcohol-impaired driving. Data from the Highway Safety Research Group at LSU reveal very few fatal or injury crashes include a violation for “over safe speed limit” or “over stated speed limit”. The majority of violations reported in injury (16 percent) and fatal (16 percent) crashes in 2018, however, are for “careless driving”. Careless driving is defined by LRS 32:58 as: “Any person operating a motor vehicle on the public roads of this State shall drive in a careful and prudent manner, so as not to endanger the life, limb, or property of any person. Failure to drive in such a manner shall constitute careless operation.” This statute may be interpreted by law enforcement to include speeding

PERFORMANCE TARGETS

- Decrease speeding-related fatalities 2.5 percent from the 2011 calendar base year average of 197 to 192 by December 31, 2018.
- Decrease alcohol impaired driving fatalities 3.0 percent from the average in 2011-2015 of 236 to 229 by December 31, 2018.
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 8.8 percent from the 2011 calendar base year average of 261 to 238 by December 31, 2018.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-30-09

Project Title: Traffic Safety Consultant

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

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

Budget Expended: \$48,264.79

PROJECT NUMBER: 2018-30-80

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

Project Description: The LSP conducted DWI, occupant protection, and speed enforcement throughout Louisiana. The LSP worked 4,398 hours of overtime occupant protection enforcement and 3,821 hours of overtime impaired driving enforcement. High fatal and injury crash locations, days, times, and vehicle type were a priority for enforcement activities throughout the year based on resources and crash analysis. During 2018, the LSP conducted four occupant protection checkpoints, issued 7,666 seat belt and child passenger citations, and made 314 impaired driving arrests.

Enforcement was coupled with public information officers conducting education and outreach activities. LSP Public Information Officers (PIO) conducted 188 occupant protection related and 249 impaired driving related outreach events which included public information presentations. These presentations were used to inform the public of traffic safety issues. Pre- and post-enforcement efforts and statistics were publicized through print, TV, and/or radio media throughout the duration of the grant.

In addition, LSP planned and conducted various training courses that were made available to local law enforcement agencies statewide. The LSP subcontracted with nationally recognized law enforcement training agencies to conduct specific training courses. These training courses included: one SFST Instructor Development Course (7 students), two DRE Certification Courses (29 students), one SFST Certification/Practicum (12 students), nine SFST Training Field Courses (170 students), four ARIDE Course (84 students), five ARIDE Field Courses (86 students), and one Radar Instructor Development Course that trained 23 students.

Project Budget/Source: \$30,000.00/Section 402; \$602,217/ Section 405d; \$360,156.00/Section 405b

Budget Expended: \$22,197.70/Section 402; \$436,951.73/ Section 405d; \$346,956.48/Section 405b

PROJECT NUMBER: 2018-30-10 THROUGH 2018-30-59

Project Title: Overtime Traffic Safety Enforcement - Local Law Enforcement

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

Participating agencies conducted checkpoints, saturation patrols, and yearlong enforcement to correspond with the two national "Click It or Ticket" and "Drive Sober or Get Pulled Over" and state mobilizations. Law enforcement agencies worked 33,672 hours of occupant protection saturation patrols and 9,851 hours at seatbelt checkpoints, issuing 40,841 adult seat belt citations and 2,583 child passenger seat citations, worked 39,262 impaired driving saturation patrol hours, conducted 235 sobriety checkpoints, and worked 11,308 checkpoint hours. Agencies deployed resources based on crash analysis and made adjustments throughout the year as needed. Forty-three law enforcement agencies participated in this targeted overtime enforcement program including:

-
- | | |
|--------------------------------------|--|
| • Abbeville Police Department; | • Livingston Parish Sheriff's Office; |
| • Alexandria Police Department; | • Mandeville Police Department; |
| • Ascension Parish Sheriff's Office; | • Monroe Police Department; |
| • Baton Rouge Police Department; | • New Orleans Police Department; |
| • Bogalusa Police Department; | • Opelousas Police Department; |
| • Bossier City Police Department; | • Pineville Police Department; |
| • Bossier Parish Sheriff's Office; | • Plaquemines Parish Sheriff's Office; |
-

- Caddo Parish Sheriff's Office;
- Calcasieu Parish Sheriff's Office;
- Denham Springs Police Department;
- E. Baton Rouge Parish Sheriff's Office;
- Franklinton Police Department;
- Gonzales Police Department;
- Greater N.O. Expressway Commission;
- Hammond Police Department;
- Houma Police Department;
- Iberia Parish Sheriff's Office;
- Jefferson Parish Sheriff's Office;
- Kenner Police Department;
- Lafayette Police Department;
- Lafourche Parish Sheriff's Office;
- Lake Charles Police Department;
- Rapides Parish Sheriff's Office;
- Shreveport Police Department;
- Slidell Police Department;
- Southern University Police Department;
- St. Bernard Parish Sheriff's Office;
- St. Charles Parish Sheriff's Office;
- St. Tammany Parish Sheriff's Office;
- Tangipahoa Parish Sheriff's Office;
- Terrebonne Parish Sheriff's Office;
- Thibodaux Police Department;
- Washington Parish Sheriff's Office;
- West Baton Rouge Parish Sheriff's Office;
- W. Monroe Police Department;
- Westwego Police Department; and
- Zachary Police Department.

Project Budget/Source: \$1,469,142.00/Section 402; \$660,000.00/ Section 164AL; \$795,000.00/Section 154AL; \$150,000.00/Section 405d

Budget Expended: \$1,469,141.94/Section 402; \$658,734.76/ Section 164AL; \$793,744.63/Section 154AL; \$143,675.41/Section 405d

PROJECT NUMBER: 2018-35-01 THROUGH 2018-35-51

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

Project Description: This project provided funds to local police departments and sheriff's offices for overtime enforcement of traffic safety laws. Specifically, agencies conducted sobriety checkpoints and saturation patrols in support of the two national "Click It or Ticket" and "Drive Sober or Get Pulled Over" mobilizations. In 2018, 49 local law enforcement agencies participated in this project. Total enforcement activities for "Click It or Ticket" resulted in 7,026 safety belt citations and 6,912 enforcement hours by all participating agencies; "Drive Sober or Get Pulled Over" resulted in 3,668 total hours worked by all participating agencies and 236 DWI arrests. Law enforcement agencies that participated in the two national mobilizations included:

- Albany Police Department;
- Allen Parish Sheriff's Office;
- Assumption Parish Sheriff's Office;
- Beauregard Parish Sheriff's Office;
- Benton Police Department;
- Breaux Bridge Police Department;
- DeQuincy Police Department;
- Minden Police Department;
- Morgan City Police Department;
- Orleans Levee District Police Department;
- Ponchatoula Police Department;
- Rayne Police Department;
- Richland Parish Sheriff's Office;
- Rosepine Police Department;

- DeRidder City Police Department;
 - French Settlement Police Department;
 - Grambling Police Department;
 - Greenwood Police Department;
 - Harahan Police Department;
 - Haughton Police Department;
 - Jennings Police Department;
 - Kinder Police Department;
 - Krotz Springs Police Department;
 - Leesville Police Department;
 - Leonville Police Department;
 - Livingston Police Department;
 - Sibley Police Department;
 - Simmesport Police Department;
 - Southeastern Louisiana University Police Department;
 - Springhill Police Department;
 - St. John the Baptist Parish Sheriff's Office;
 - Union Parish Sheriff's Office;
 - Village of Choudrant Police Department;
 - Walker Police Department;
 - Webster Parish Sheriff's Office;
 - Welsh Police Department;
-

Project Budget/Source: \$220,000.00/Section 154AL; \$150,000.00/Section 405b

Budget Expended: \$40,703.80/Section 154AL; \$86,092.00/Section 405b

PROJECT NUMBER: 2018-30-90 AND 2018-30-91

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

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

Project Budget/Source: \$49,900.00 per Contractor/Section 402 (total funding was \$99,800.00)

Budget Expended: \$70,962.30

PROJECT NUMBER: 2018-30-92 THROUGH 2018-30-99

Project Title: Law Enforcement Liaison (LEL)

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

Project Budget/Source: \$49,900.00 per LEL/Section 402 (total funding was \$349,300.00)

Budget Expended: \$306,196.49

5.11 HAZARD ELIMINATION/HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP)

The Louisiana DOTD manages the State's Hazard Elimination/Highway Safety Improvement Program, not the LHSC. The LHSC Executive Director does serve as a member of the project selection committee.

PROGRAMS AND PROJECTS

PROJECT NUMBER: 2018-90-00

Project Title: Hazard Elimination

Project Description: LHSC participated as a Safety team member in the recommendation and prioritization of Hazard Elimination projects. LA Department of Transportation and Development (DOTD) provided LHSC with a 154/164 Hazard Elimination Plan outlining project numbers, project periods, names, contracting agencies, brief project descriptions and budget costs for seven major projects and numerous minor projects and other related qualifying programs and expenses.

Project Budget/Source: \$8,634,846.41/Section 154HE; \$8,635,367.12/ Section 164HE

Budget Expended: \$1,758,869.26/ Section 154HE; \$1,758,869.25/ Section 164HE

5.12 PLANNING AND ADMINISTRATION

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

The table below the projects funded under P&A in 2018, the project number, funding source, description and amounts expended.

Table 5.2 Program Support Projects

Project Number	Funding Source	Project Name	Description	Funded/ Expended
2018-01-10	402	H&M Consulting	Provided statistical analysis of identified traffic safety needs	\$49,000/ \$49,000.00
2018-01-11	402	Cambridge Systematics	Planning and reporting for FFY 2017 Annual Report	\$45,762.84/ \$40,820.63
2018-01-12	402	Cambridge Systematics	Support with HSP, 405, and SIDP submissions	\$47,728.92/ \$44,681.41
2018-01-13	402	Cambridge Systematics	Development of a sub grant manual and Policy/ Procedure Manual – Did not execute	\$24,675.00
2018-01-14	402	Cambridge Systematics	Developed a web based survey to capture NHTSA required automated enforcement data	\$49,500/ \$12,884.08
2018-20-10	402	Attitudinal/ MC and Other Surveys	Provided attitudinal survey on impaired driving, occupant protection, speed and other traffic safety issues	\$316,168/ \$316,168

6.0 Safety Communications

6.1 PAID/ EARNED MEDIA

Paid media flights were planned based on a strategic assessment of crash statistics, driver and passenger demographics, planned enforcement periods, available messaging, and funds to

determine the most effective marketing and communication plan. Table 6.1 summarizes paid media expenditures in FFY 2018.

Table 6.1 Summary of FFY 2018 Paid Media Air Time Expenditures

Campaign Name	Television Airings	Radio Spots	Total TV and Radio Impressions	Total Online Impressions	Earned/Donated Space for TV and Radio	Billed Amount
Click It or Ticket-Memorial Day	0	2,652	5,300	13,510,466	2,648	\$87,770.15
Drive Sober or Get Pulled Over – Labor Day	3,974	3,526	1,093,964	22,647,127	7,745	\$547,763.97
Distracted Driving – July Radio	0	1,586	3174	0	1,588	\$62,215.58
Paid Media Totals	3,974	7,764	1,102,438	36,157,593	11,981	\$697,749.70

A number of earned media initiatives were completed in FFY 2018. The news releases, letters, and columns Lambert Media issued were published hundreds of times by print publications in Louisiana. In addition, thousands of social media postings were made, and many of these were reposted by others. Social media efforts yielded a 60 percent growth in the LHSC’s Facebook audience as measured by the number of “likes” the page received and a 15 percent growth in Twitter followers. Table 6.2 presents a calendar listing of these items.

TABLE 6.2 Earned Media Calendar

Focus Area	Media	Number of Spots/Impressions	Estimated Value
2017			
October			
Impaired	TV	117	\$35,418.00
	Online	448	\$237,969.00
Occupant Protection	TV	258	\$5,964.00
	Online	418	\$1,209,740.00
Distracted	TV	12	\$4,153.00
	Online	46	\$16,808.00
November			
Impaired	TV	120	\$31,815.00
	Online	449	\$241,620.00
Occupant Protection	TV	108	\$27,383.00

Focus Area	Media	Number of Spots/Impressions	Estimated Value
	Online	314	\$154,511.00
Distracted	TV	24	\$9,769
	Online	46	\$19,396
December			
Impaired	TV	118	\$273,772.00
	Online	485	
Occupant Protection	TV	254	\$488,033.00
	Online	135	
Distracted	TV	172	\$6,142.00
	Online	50	\$17,943.00
2018			
January			
Impaired	TV	77	\$160,648
	Online	358	
Occupant Protection	TV	130	\$108,665
	Online	194	
Distracted	TV	1	\$138.00
	Online	19	\$7,598.00
February			
Impaired	TV	132	\$233,364.00
	Online	48	
Occupant Protection	TV	114	\$137,882.00
	Online	227	
Distracted	TV	39	\$10,288.00
	Online	101	\$34,574.00
March			
Impaired	TV	95	174,013.00
	Online	354	
Occupant Protection	TV	175	\$316,183.00
	Online	346	
Distracted	TV	19	\$6,403.00
	Online	35	\$15,654.00
April			
Impaired	TV	69	\$169,126.00
	Online	344	
Occupant Protection	TV	186	\$185,100.00
	Online	306	

Focus Area	Media	Number of Spots/Impressions	Estimated Value
Distracted	TV	68	\$44,177.00
	Online	78	
May			
Impaired	TV	119	\$248,651.00
	Online	473	
Occupant Protection	TV	289	\$503,644.00
	Online	586	
Distracted	TV	36	\$66,494
	Online	71	
June			
Impaired	TV	138	\$255,123.00
	Online	479	
Occupant Protection	TV	221	\$204,461.00
	Online	429	
Distracted	TV	21	\$55,254.00
	Online	71	
July			
Impaired	TV	182	\$207,507.00
	Online	417	
Occupant Protection	TV	109	\$148,275.00
	Online	449	
Distracted	TV	18	\$26,712.00
	Online	44	
August			
Impaired	TV	147	\$236,092.00
	Online	571	
Occupant Protection	TV	123	\$162,248.00
	Online	430	
Distracted	TV	29	\$27,703.00
	Online	43	
September			
Impaired	TV	95	\$188,190.00
	Online	361	
Occupant Protection	TV	195	\$192,466.00
	Online	493	
Distracted	TV	23	\$6,954.00
	Online	19	

MEDIA MONITORING SERVICE

LHSC contracted with a media monitoring service to monitor articles relating to impaired driving, occupant protection, distracted driving, teen drivers, and a number of other topics of interest to LHSC and provide an estimated value. According to the information submitted by the service, the estimated value of earned media coverage of highway safety issues was \$434,248,232 for FY 2018, this includes:

- \$218,000,000.00 in coverage for impaired driving;
- \$75,000,000.00 in coverage for occupant protection; and
- \$141,000,000.00 for general highway safety issues, including distracted or inattentive driving, railroad crossing safety, pedestrian safety, work zone awareness, speeding, tailgating, etc.

Many of the stories in the general highway safety issues category also included occupant protection and impaired driving issues but may not have been specifically categorized as such.

6.2 Attitudinal and Awareness Survey Results

The attitudinal survey results shown in Table 6.3 are for 2017 and 2018 only, while Table 6.3 shows the percent of respondents' answers to distracted driving questions from the statewide telephone surveys conducted in 2014 through 2018.

TABLE 6.3 Attitudinal Survey of Louisiana Drivers

	2017	2018
How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick up? "Always" and "Nearly Always"	94.3%	95.3%
What do you think the chances are of getting a ticket if you do not wear your safety belt? "Very likely" and "Somewhat likely"	74.3%	73.3%
In the past 30 days, have you read, seen or heard anything about seat belt enforcement by police? "Yes"	30.3%	30.5%
Do you recall having heard or read any ads or announcements recently with the slogan: "Click it or Ticket"? "Yes"	80.3%	83.6%
What do you think the chances are of getting a ticket if you drive over the speed limit? "Very Likely" and "Somewhat Likely"	85.7%	85.7%
In the past 30 days, have you read, seen or heard anything about speed enforcement by police? "Yes"	35.6%	33.3%

	2017	2018
On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour? "Always" and "Nearly Always"	17.9%	21.6%
On a road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour? "Always" and "Nearly Always"	14.3%	15.4%
What do you think the chances are of someone being arrested if the drive after drinking? "Very Likely" and "Somewhat Likely"	84.0%	82.8%
In the past 30 days, have you read, seen or heard anything about drunk driving enforcement? "Yes"	56.2%	55.8%
In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? "None"	63.8%	66.4%
Do you recall having heard or read any ads or announcements recently with the slogan: "Drive Sober or Get Pulled Over"? "Yes"	67.4%	74.1%
Would you favor or oppose a new state law which prohibits using a hand-held cell phone while driving? "Favor"	64.7%	65.2%
In your opinion, should Louisiana's motorcycle helmet law be repealed? "No"	77.2%	81.5%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2017 and 2018.

Table 6.4 Selection of Distracted Driving Questions from Telephone Survey

Year	Always, Nearly Always, or Sometimes Text while driving	Know there is a texting ban while driving	Know there is a ban on accessing social media while driving	Favor a new state law prohibiting hand-held phone while driving	Favor a new state law prohibiting using hands-free phone while driving
2014	10.4%	92.3%	69.6%	59.9%	31.0%
2015	11.6%	91.4%	67.4%	62.7%	32.7%
2016	11.4%	89.9%	67.5%	63.6%	32.2%
2017	12.9%	90.8%	71.3%	64.7%	35.2%
2018	13%	91.4%	72.4%	65.2%	33.3%

Source: Highway Safety Issues Attitudinal Survey of Drivers 2014-2018.