

# Louisiana Department of Transportation and Development

2012 Traffic Engineers Meeting  
Secretary Sherri H. LeBas, P.E.

# Outline

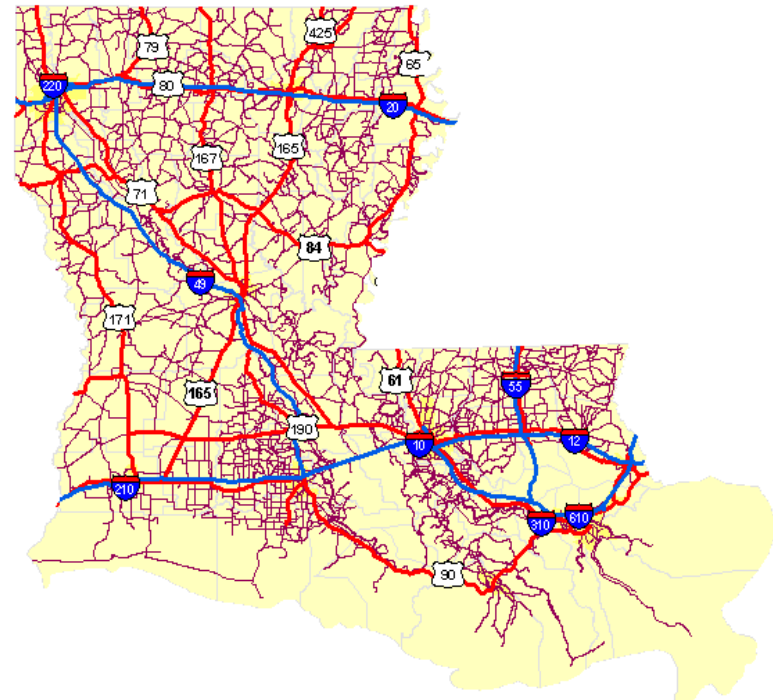
- DOTD Overview
  - Responsibilities
  - Funding
  - Accomplishments
- Destination Zero Deaths/Safety Initiatives
- Access Management Policy
- Complete Streets Policy
- Branding
  - Brand
  - Focus Group Research Findings
  - Brand Architecture and Strategy Options

# Responsibilities & Budget

- Over \$2.2 Billion in Capital and Operating Revenue and Expenditures

# DOTD Scope of Responsibility

- **Roadway**
  - 16,666 miles of roadway
  - 895 miles of interstate
- **Bridges**
  - 13,204 Bridges
    - 7,982 state-owned
    - 5,222 locally owned
- **Airports**
  - 62 general aviation airports
  - 7 commercial airports
- **Ports**
  - 7 deep draft ports (incl. LOOP)
  - 34 shallow-draft port authorities
- **Public Transit**
  - 11 urban & 32 rural systems
- **Freight Rail**
  - 19 freight railroads
  - 2,789 miles of railroad track
- **Public Works**
  - Northern levee districts
  - 555 regulated dams
- **Waterways**
  - 27 locks
  - Over 2,800 miles of navigable waterways
    - » 274 deep draft river miles
    - » Over 2,526 shallow draft river miles

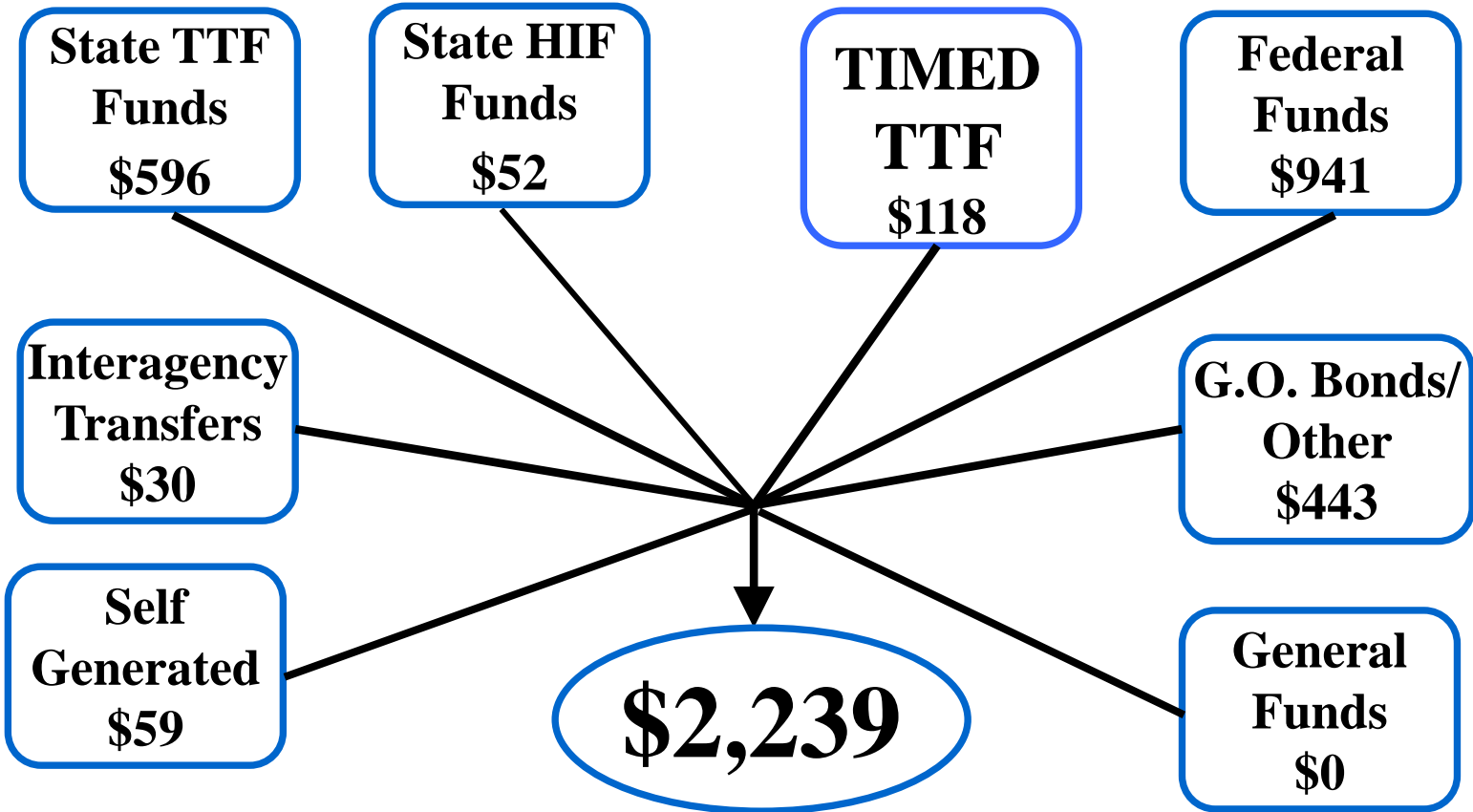


- **Operations**
  - 3.6 million acres mowed annually
  - 71,000 cu. yds. of litter collected
  - 16 rest areas
  - 8 ferry service locations
  - 3000+ highway-rail crossings
  - 3000+ traffic signals
  - 1,000,000+ traffic signs
  - Over 745 buildings

# FY 12-13 REVENUE

## Operating and Capital Budgets

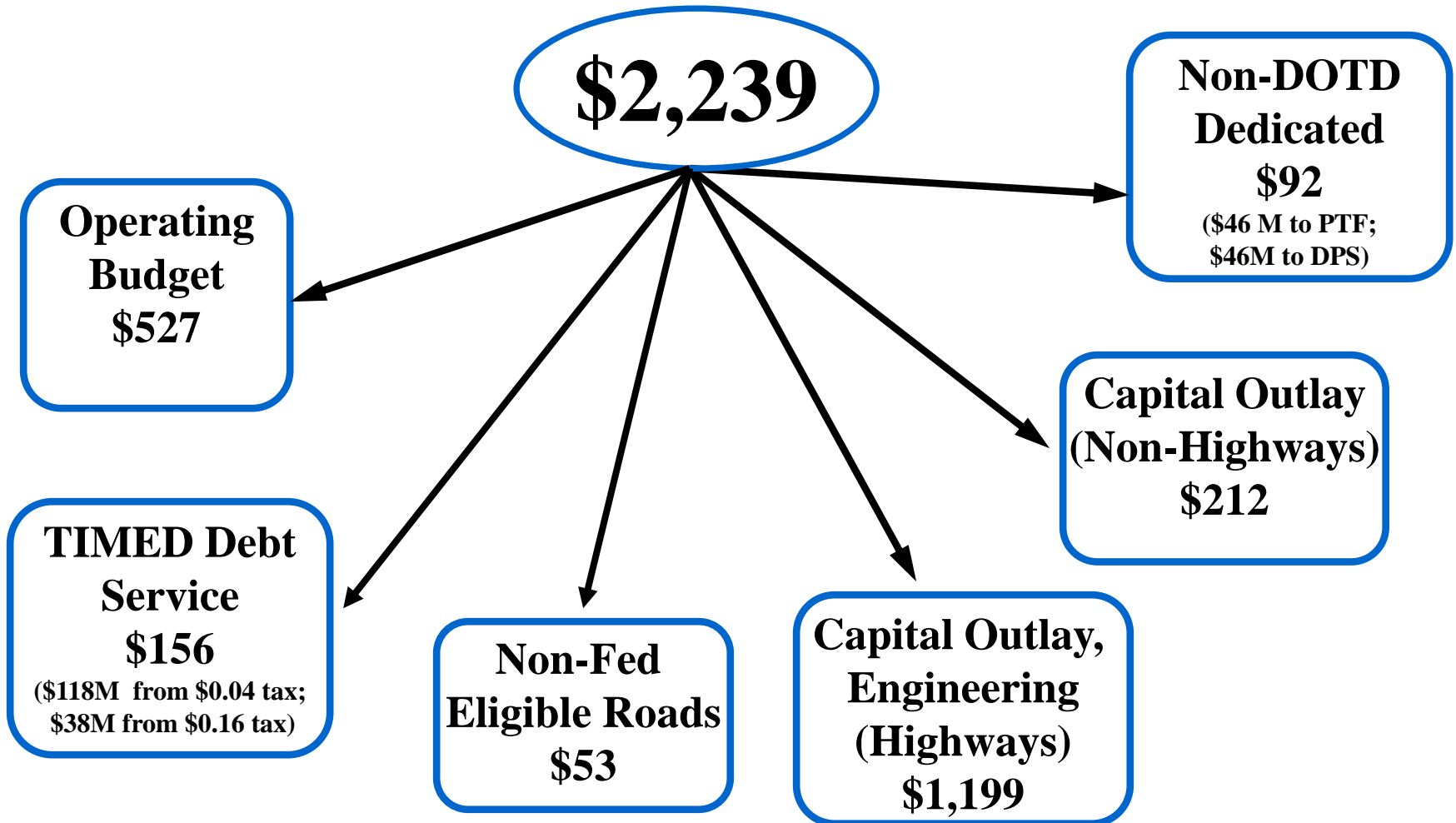
(millions)



# FY 12-13 EXPENDITURES

## Operating and Capital Budgets

(millions)



# Accomplishments

- More than \$4.4 billion for transportation since 2008
- \$1.4 billion in State Surplus: 2007, 2008, 2009
- Backlog reduced by \$1.6 billion (highways)
- Obligated all federal funding; Received \$29.5M for US 190 Bridge

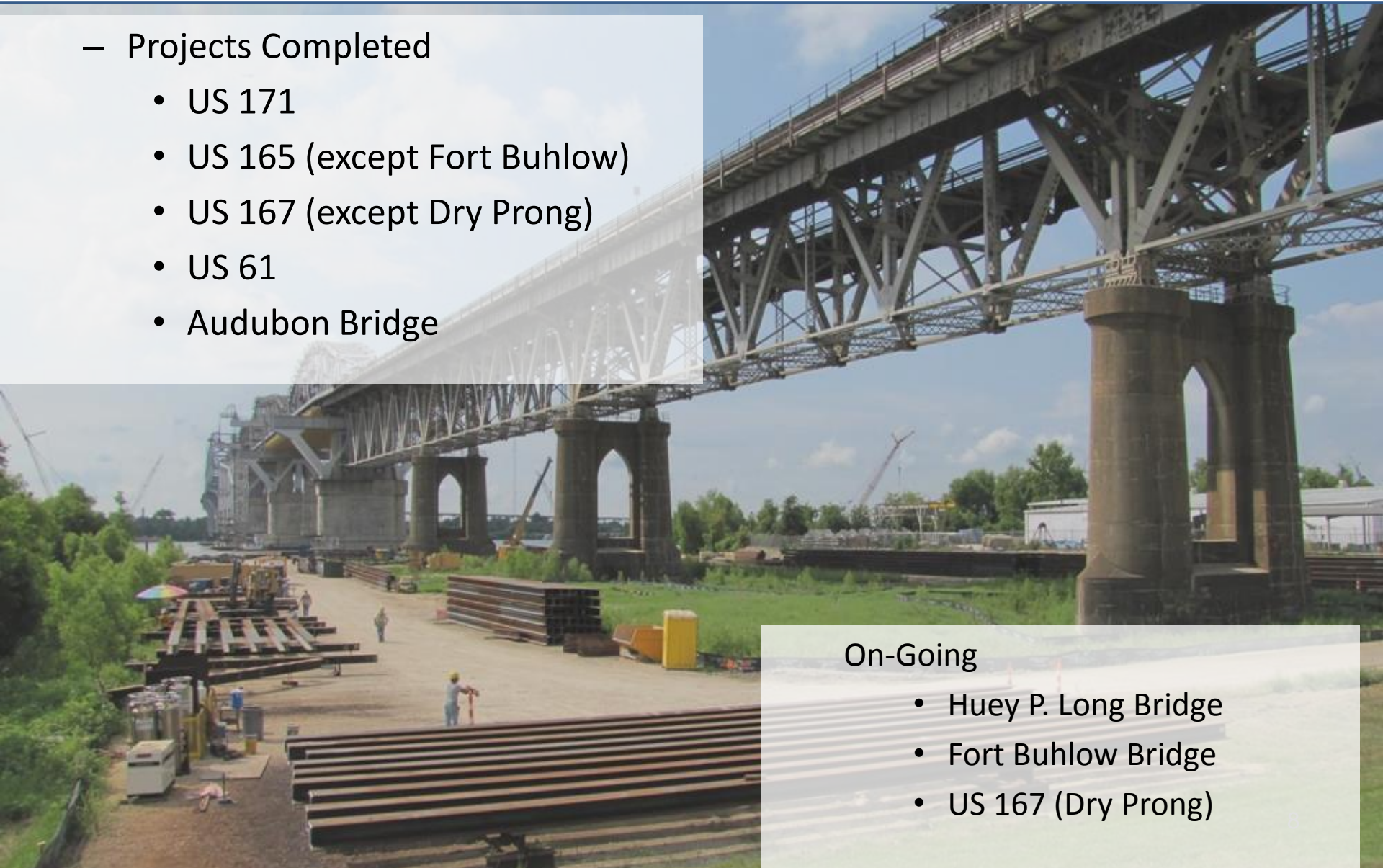




# TIMED Program

## – Projects Completed

- US 171
- US 165 (except Fort Buhlow)
- US 167 (except Dry Prong)
- US 61
- Audubon Bridge



## On-Going

- Huey P. Long Bridge
- Fort Buhlow Bridge
- US 167 (Dry Prong)



# John James Audubon Bridge

- \$408 million
- Longest cable-stay bridge in Western Hemisphere
- Connects Pointe Coupee and West Feliciana parishes
- DOTD's first design-build project





# I-12 Widening (O'Neal-Juban)

- \$146.2 million
- Widened from four to six lanes
- Includes La.'s first ramp meters
- Opened to traffic in June

# Huey P. Long Bridge

- \$1.2 billion project
- Three “Big Lifts”
- Uncommon approach
- Minimum disruption
- “Big Shift” – Driving on new lanes





# La. 1



- \$137.5 million project
- No equipment on ground
- Built from bridge deck
- Limits impact to wetlands
- Opened in December





# La. 160 Jointless Bridge

- First bridge of its kind in Louisiana
- Cost effective
- Requires less maintenance





# Safety Initiatives

➤ Destination Zero Deaths

# Destination Zero Deaths

- 30% reduction in fatalities
- Installing cable barriers
  - \$2.7 million Federal Safety Funds
  - Approximately 80 miles of cable barriers across the state



- Constructing roundabouts
- ITS Interstate cameras
- Mile markers

# Destination Zero Deaths

- Work Zone Awareness
- 2,100 miles of centerline rumble strips
  - Installation of 2,100 miles of centerline rumble strips in all 9 DOTD districts
- Virtual training  
flagger training
- AASHTO award



# Access Management Policy





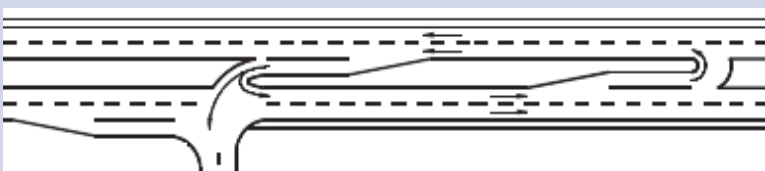
➤ Protecting our investment

# Purpose

- DOTD responsible for regulating the location, design, construction, and maintenance of street and driveway connections
- Helps protect state's investment in highway system
- Access connections contribute to:
  - Traffic congestion
  - Decreased roadway capacity
  - Increase safety hazards

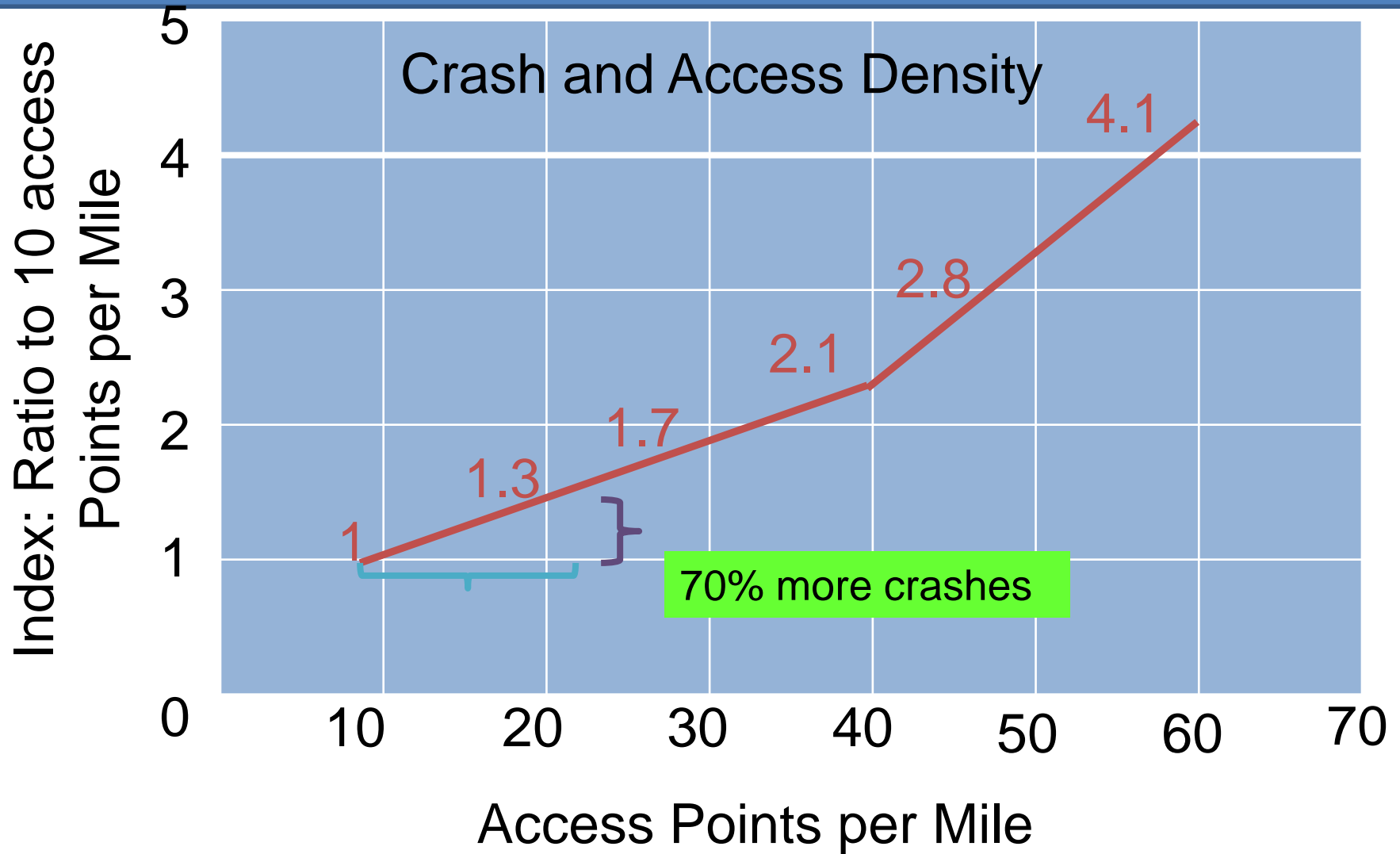


# Why Require Turn Lanes?

Improvement	Image	Crash Reduction
Conventional median opening.		Base line
Add left-turn lane.		-44%
Add a right-turn lane.		-14%
Add both left and right turn lanes.		-51%
Add turn lanes. Remove lefts. Right-turn, then u-turn.		-62%

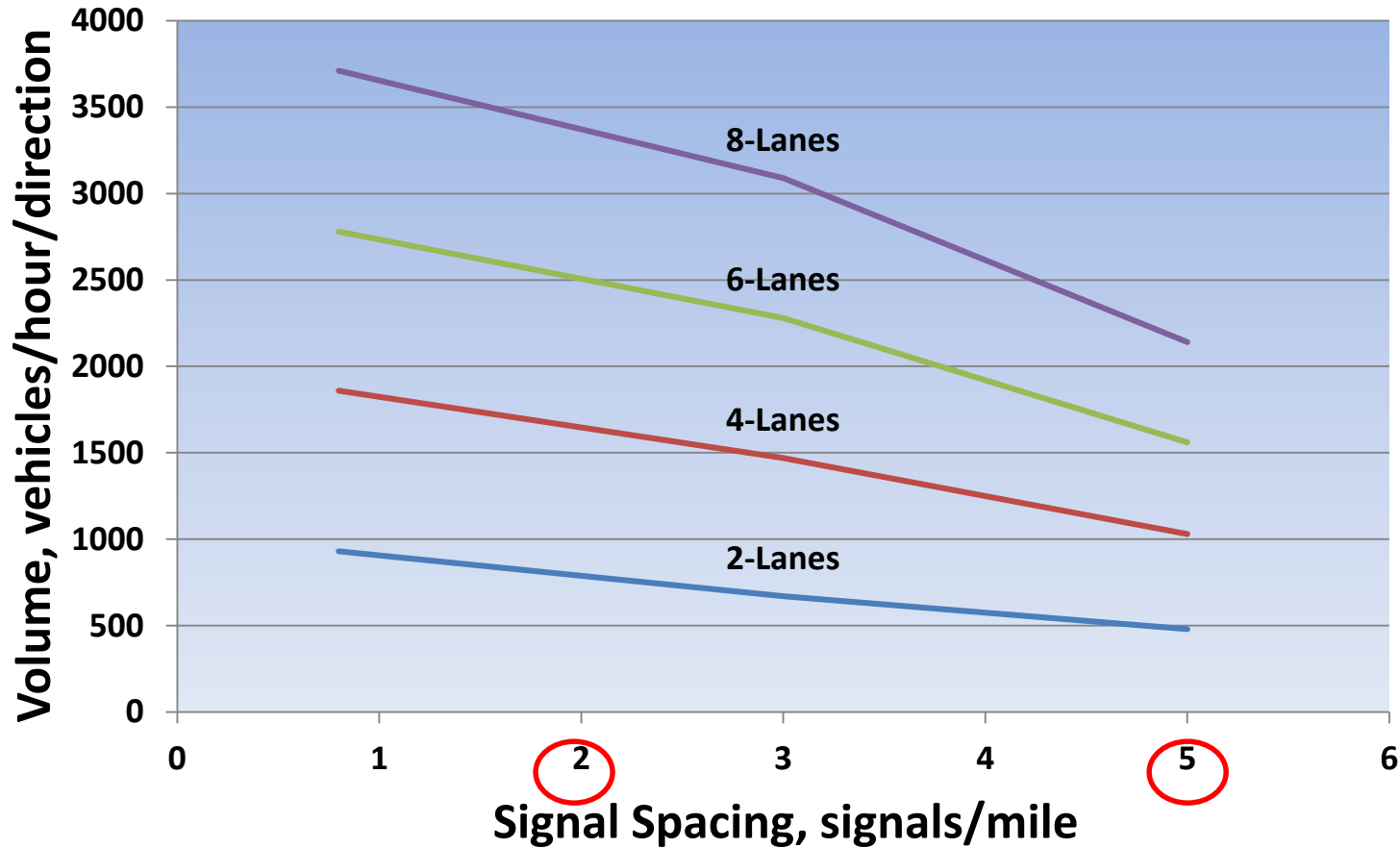
Source: 2010 Highway Safety Manual.9

# Why Limit Driveways?



# Why Limit Traffic Signals?

## Impact of Signal Spacing on Capacity



Source: HCM, Exhibit 10-7, LOS C

# Appeals Process

- Appeals process in place in cases where agreement cannot be reached at DOTD district level
- Appeals filed are sent to DOTD Traffic Engineering Division at Headquarters
- All appeals heard by appeal board consisting of DOTD Executive Staff members to decide best course of action

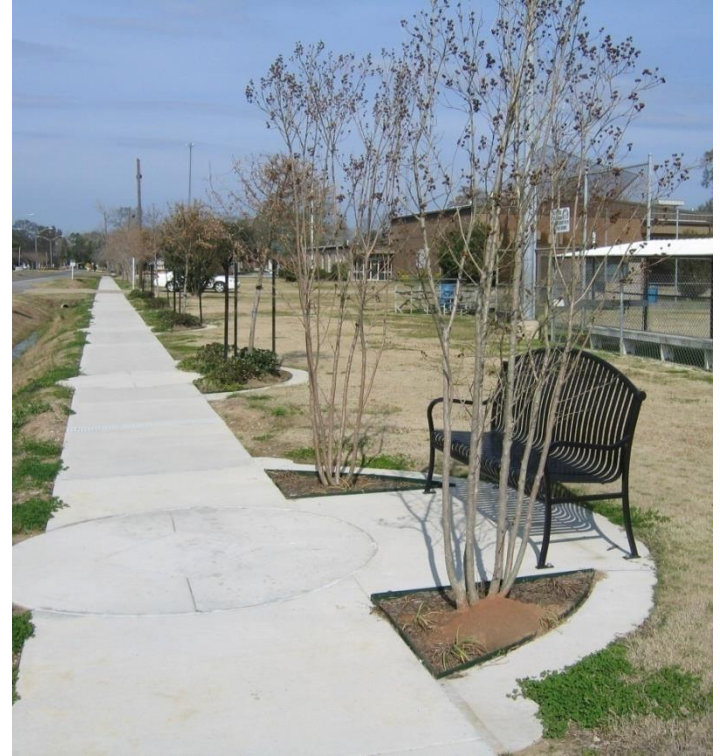
# Complete Streets Policy

- A comprehensive approach



# Complete Streets Policy

- To develop a comprehensive, integrated, connected transportation network for Louisiana that balances access, mobility, health, and safety needs for motorists, transit users, bicyclist, and pedestrians of all ages and abilities, including users of wheelchairs and mobility aids.
- Ranked second in a listing of nationwide Complete Streets policies (*report by National Complete Streets Coalition*)



# Branding

- Brand
- Focus Group Research Findings
- Brand Architecture and Strategy Options

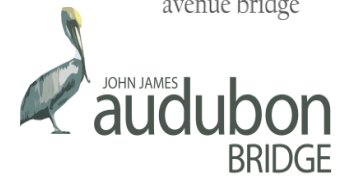
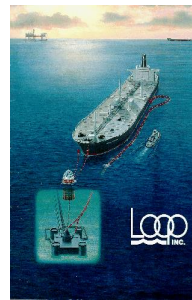
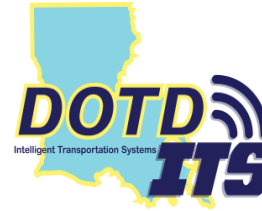
# Brand

- Conducted series of focus groups with executive staff, headquarters employees, contractors, MPOs and district administrators for in-depth look at internal and external perceptions of DOTD.
  - Lack of understanding of DOTD's responsibilities.
  - Public interested in livable, sustainable communities.
  - Not recognized for our services or accomplishments.

# Focus Group Research Findings

- ▶ Findings include little recognition/confusion of DOTD's current logo, especially with multitude of logos used internally and externally.
- ▶ Common thread was the way DOTD infrastructure helps to CONNECT the state on an economic, literal, geographic and emotional level.
- ▶ Conclusion: new logo should focus on multimodal transportation, conveying improvement of quality of life for all citizens.

# DOTD'S Brand Architecture





# Brand Strategy Options

‘Masterbrand’  
‘Monolithic’  
‘Branded House’

‘Hybrid’  
‘Endorsed’  
‘Co-brand’  
‘Superbrand’

‘Diversified’  
‘House of Brands’  
‘Stand-Alone’



BMW 3 Series	BMW Motorrad
BMW 5 Series	
BMW 6 Series	BMW Financial Services
BMW 7 Series	
BMW x3 SAV	BMW Team PTG
BMW X5 SAV	
BMW M Models	BMW Full Maintenance
	BMW Original Care Products



# Rollout

- Rolling out new logo with website update
- Update materials as they need to be reprinted to limit overall costs
- Incorporate the use of our new logo over time
- Build upon our brand initiatives and research
  - continue streamlining communications
  - better communicate who we are and what we do

