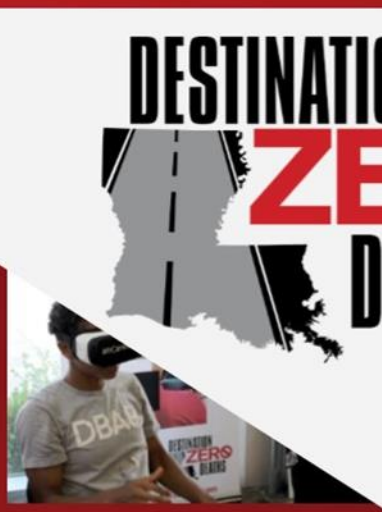
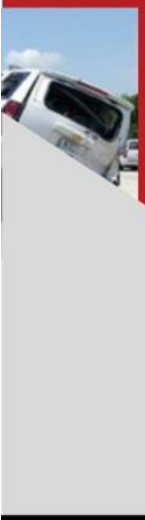
LOUISIANA
STRATEGIC HIGHWAY SAFETY PLAN



DESTINATION ZERO DEATHS



JULY 2017

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Louisiana Strategic Highway Safety Plan

Destination Zero Deaths is more than a tag line for Louisiana's Strategic Highway Safety Plan (SHSP). It is how we imagine our future where no one is killed or seriously injured in a traffic-related crash.

Louisiana has made great strides in this effort. From 2005 to 2015, traffic-related fatalities dropped 24 percent and severe injuries were reduced by 24 percent. For the last 10 years, the SHSP has served as the road map to help reach the final destination. From the beginning, safety stakeholders ensured the plan was strategic by using data to focus on the state's most severe traffic safety problems – impaired driving, occupant protection, young drivers, and run-off-the road and intersection crashes.

The effort is paying off. The state has installed cable median barriers in high-crash risk locations. The safety belt use rate has increased by nearly 6 percent to 85.9 percent, the highest it has ever been; and two of the Young Driver programs, Sudden Impact and Think First, have reached more than 16,000 students statewide, and communication and outreach efforts are expanding. In addition, State Police and local law enforcement agencies have conducted nearly 400 sobriety checkpoints and more than 800 saturation patrols in parishes identified as high risk to reduce impaired driving crashes.

We also recognize traffic crashes happen locally in neighborhoods, on local streets, and to people you may know. Consequently, Louisiana has adopted a regional approach to safety that focuses on establishing nine regional safety coalitions across the state through Metropolitan Planning Organizations (MPO). These regions have formed multidisciplinary or 4E (engineering, education, enforcement, and emergency response) safety coalitions; reviewed regional and local crash data; and developed continually evolving, data-driven action plans linked to the SHSP.

What distinguishes the SHSP from other safety plans is the direct involvement and support of safety stakeholders. The plan could not have been developed, implemented, evaluated, and updated without the help and support of hundreds of safety stakeholders from every part of the State. This active involvement is crucial if we are to continue our record of success and make ***Destination Zero Deaths*** a reality.

A special thanks to the hundreds of safety stakeholders who attended safety summits and other events, participated on emphasis area teams and regional coalitions, and helped implement safety programs and projects. This effort is not possible without you.

John Bel Edwards
Governor

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John Bel Edwards, Governor
Shawn D. Wilson, Ph.D., Secretary

DESTINATION ZERO DEATHS

Louisiana Strategic Highway Safety Plan

The Louisiana Department of Transportation and Development's top priority is the safety of all road users on Louisiana's public roads. Louisiana has adopted a vision for eliminating traffic-related deaths and serious injuries – Destination Zero Deaths (DZD).

Even though we have made progress in some areas, more than 750 people died on Louisiana highways in 2016 and approximately 1400 people were seriously injured and the numbers are trending upwards. Our updated Strategic Highway Safety Plan (SHSP) provides a five-year outline of goals and strategies to address Louisiana's highway safety issues. This plan was developed in cooperation with our many partners and stakeholders through a collaborative 4E approach (engineering, enforcement, education and emergency response). The multi-disciplinary team that developed the plan is committed to its implementation by providing the necessary resources to work towards the vision of DZD.

To assist us in our efforts, I urge all road users to not drive, bike, or walk impaired, wear your seatbelt and/or helmet, avoid all distractions, operate your vehicle in a prudent and safe manner, and respect the many men and women who work each day to improve safety and transportation for the citizens of Louisiana.

Thanks to the many safety partners and stakeholders from across the State of Louisiana who participated in developing our updated SHSP. As a result of your efforts, we are on our way to ensure that everyone will reach their destination safely.

Sincerely,

Shawn D. Wilson, Ph.D.
Secretary

ES

Louisiana's Highway Safety Leaders

EXECUTIVE SUMMARY

Louisiana Strategic Highway Safety Plan Overview

Louisiana has made tremendous strides in improving traffic safety by adopting a strategic vision for reducing traffic-related deaths and severe injuries: ***Destination Zero Deaths***. The vehicle for reaching this destination is the Strategic Highway Safety Plan (SHSP), which uses a comprehensive, data-driven, multidisciplinary approach to identify the state's most severe traffic safety problems and the most effective approaches to solve them. The Louisiana Department of Transportation and Development (DOTD), the Louisiana State Police (LSP), and the Louisiana Highway Safety Commission (LHSC) lead the SHSP.

The first SHSP, developed in 2006 and updated in 2011, achieved a 23 percent reduction in intersection-related fatalities; an increase in seat belt use to nearly 86 percent in 2015; and a 5.8 percent increase in nighttime seat belt use. The state conducted considerable training, which helped safety professionals improve their performance. These courses included the Highway Safety Manual (HSM), Impaired Driving Workshops, and speed management and Roadway Safety Assessment (RSA) workshops. DOTD was able to deploy a number of lifesaving countermeasures on state highways and local roads, including roundabouts, cable median barriers, enhanced signage and pavement markings, rumble strips, and other improvements. Other successes included the statewide implementation of the No Refusal impaired driving prevention program; the creation of a Complete Streets policy that is ranked second in the nation; and an expansion of Driving While Intoxicated (DWI) Treatment courts. The state also increased the number of students reached through programs, such as Sudden Impact and Think First, and made traffic records improvements that resulted in improved data systems for decision-making.

Louisiana's SHSP took a unique and innovative approach to implementing evidence-based programs and cutting-edge efforts. DOTD, through a partnership with Metropolitan Planning Organizations (MPO), established nine regional transportation safety coalitions across the State. Led by safety coalition coordinators housed within each of the MPOs and championed by leaders from a range of agencies and organizations, each coalition comprises local experts and advocates working toward the development and implementation of regional safety plans based on the SHSP. This regional, grassroots, 4E approach (engineering, enforcement, education, and emergency response) to saving lives has proven to be highly effective.

Moreover, Louisiana continued to undertake proactive measures to institutionalize the ***Destination Zero Deaths*** brand and leverage resources to support all stakeholders across the board. The reason for Louisiana's success is the way all the pieces work together.

- Statewide emphasis area team leaders, who are well known and respected throughout the state, mirror the strong executive leadership in the key agencies (DOTD, LHSC, and LSP). Qualified and capable safety coalition coordinators and local safety champions support their efforts.
- A designated SHSP manager ensures the plan stays on task and moves forward.
- All stakeholders work hard to bring new partners to the table, including judges, private-sector employers, driving school educators, and nonprofit group advocates. These stakeholders were untapped in the first round of implementation.
- The adoption of an innovative implementation approach resulted in nine operational regional coalitions, all working toward the common vision of ***Destination Zero Deaths***.

- Support groups work directly with the SHSP leadership, Executive Committee, Implementation Team members, the SHSP manager, emphasis area team leaders, and safety coalition coordinators to ensure access to data, research, and training; law enforcement help; and communications and marketing.

Louisiana has over...

61,000
miles of roadway

Nearly
17,000
miles of state owned roadway

Nearly
45,000
miles of locally owned roadway

1/2 *are in* ***Urban Areas***
are in ***Rural Areas***

Over the last 10 years...

Traffic Fatalities **24%**

Severe Injuries **24%**

The devastating impact of these deaths and severe injuries is not only felt in human terms, traffic crashes cost Louisiana over

$8.6 billion in 2015

Source: Louisiana Highway Safety Research Group (HSRG), 2016.

Louisiana's fatality rate ***DECREASED*** *from at least*

2 ***fatalities per 100M VMT***

from 1993 to 2008, to

1.54 *in 2016*

The ***Fatality Rate,*** *however, was* **5%** ***than 2013***

and ***Higher*** *than the* ***National Average*** *of 1.13 in 2015*

Male Drivers *age*
25-54
have the highest number of ***Fatalities***

Saturdays *have the highest number of* ***Severe Injuries***

Sundays *have the highest number of* ***Fatalities***

The highest number of ***Fatalities*** *occur* **7-10 p.m.**

The majority of ***Injuries*** *occur* **3-6 p.m.**

Twice as many ***Fatalities*** *occur in*
Rural Areas

Source: Louisiana Crash Data Reports, 2016.

The Highway Safety Research Group (HSRG) enhanced the quality and creative content of the SHSP Dashboard to allow data users a more efficient way of utilizing data in research studies, fact sheet development, and program planning and implementation. The HSRG collects, maintains, stores, analyzes, and distributes crash-related data for all safety stakeholders.

The Louisiana Center for Transportation Safety (LCTS), established in early 2015, provides access to academic partners and training facilities as well as enabling effective coordination of safety research, workforce development, and stakeholder outreach across the many entities involved in the SHSP implementation.

A Law Enforcement Expert (LEE), hired by DOTD, works with law enforcement agencies to improve crash data collection and conducts work zone and traffic incident management (TIM) training. The SHSP Communications Coordinating Council provides guidance to statewide teams and regional coalitions in leveraging the use of communication and marketing resources at the local level during major safety campaigns and holiday mobilizations.

In 2014, Louisiana began a second update of the SHSP focusing on how to integrate the new and innovative programs into a comprehensive safety program with a long-term impact on the State's traffic-related crash problem. The update included several key tasks including:

- Conducting a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis, which involved an online survey and targeted interviews with key members of the SHSP Implementation Team;
- Conducting data review and analysis to determine whether revisions were needed in the SHSP vision, mission, goal, and measurable objectives in conjunction with the legislative changes under the Moving Ahead for Progress in the 21st Century (MAP-21), and Fixing America's Surface Transportation Act (FAST);
- Confirming existing emphasis areas for the plan;
- Developing new or revised emphasis area action plans based on the data and new trends;
- Creating an SHSP marketing plan and marketing materials;
- Preparing an updated SHSP document; and
- Initiating the development of an evaluation plan.

The SHSP Implementation Team oversaw the update process. They reviewed data and considered several options before selecting the following emphasis areas:

- ***Impaired Driving***
- ***Infrastructure and Operations***
- ***Occupant Protection***
- ***Distracted Driving***
- ***Crashes Involving Young Drivers***

The vision for the Louisiana SHSP is to reach destination zero deaths on Louisiana roadways. The mission of the SHSP is to reduce the human and economic toll on Louisiana's surface transportation system due to traffic crashes through widespread collaboration and an integrated 4E approach.

The SHSP sets forth the strategies and actions that will help Louisiana achieve the vision and mission by targeting effective solutions at the State's most severe traffic safety problems. Targets for DOTD's Highway Safety Improvement Program and LHSC's Highway Safety Plan must be coordinated and aligned with the SHSP, which are set on an annual basis.

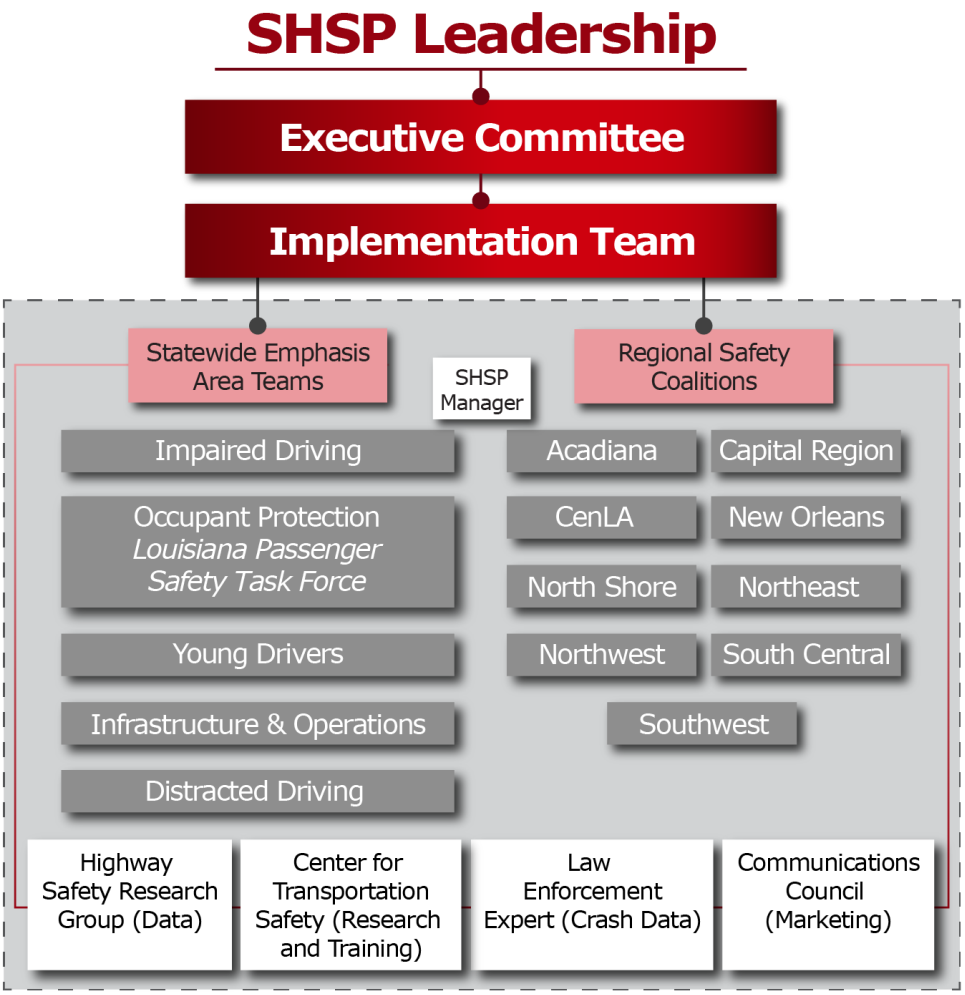
1. INTRODUCTION

1.1 Background and Purpose

Louisiana has made tremendous strides in improving traffic safety by establishing ***Destination Zero Deaths*** as the aggressive vision for reducing traffic-related deaths and severe injuries. The vehicle for reaching this destination is the Strategic Highway Safety Plan (SHSP), which uses a comprehensive, data-driven approach to identify the State's most severe traffic safety problems and the most effective approaches to solve them.

The Louisiana Department of Transportation and Development (DOTD), the Louisiana State Police (LSP), and the Louisiana Highway Safety Commission (LHSC) lead the SHSP. Assisting these agencies is the SHSP Executive Committee and Implementation Team. The Executive Committee includes representatives from public sector agencies and the Implementation Team includes representatives from key Federal, state, and local agencies; private-sector representatives; leaders of the statewide emphasis area teams; and the coordinators for each of the regional safety coalitions.

The SHSP organization, along with hundreds of stakeholders, established the safety-related goals, objectives, and performance measures for the SHSP high-priority emphasis areas, and the mechanism that promotes interagency coordination to implement the plan's strategies and actions. The State uses a multidisciplinary approach to problem solving that brings together the 4Es of safety – engineering, enforcement, education, and emergency response – to ensure broad-based involvement in the plan.



What sets Louisiana apart from many other states is its success in using the SHSP to create a safety culture at the state and local levels through statewide emphasis area teams and nine regional coalitions. Louisiana developed its first SHSP prior to the requirement established in the 2005 Highway Act. It was the State's first comprehensive, multidisciplinary approach to reducing motor vehicle-related fatalities and injuries on Louisiana roadways. The purpose of the plan was to:

- Establish goals, objectives, performance measures, and high-priority emphasis areas;
- Address issues at all jurisdiction levels;
- Identify current and future candidate safety strategies with potential for reducing fatalities and severe injuries;
- Establish a mechanism for interagency coordination with respect to safety issues, and develop the necessary partnership agreements;
- Carry out a program of public outreach and education in support of the SHSP; and
- Establish a process for evaluating and updating progress towards the SHSP's goals and objectives.

The 2011 plan update added the following to the elements to the SHSP:

- Enhance collaboration across agencies on the update and implementation of the SHSP;
- Align the safety goals and objectives of the State's various safety plans;
- Narrow the focus of the SHSP to the areas of greatest need and potential for success as identified through a detailed data analysis process;
- Reflect science-based research to quantify the effectiveness of both engineering and behavioral safety countermeasures;
- Reinvigorate stakeholder participation in SHSP implementation;
- Develop a process to evaluate countermeasures; and
- Focus on implementation of countermeasures at the local/regional level.

1.2 Accomplishments

Louisiana's highway safety picture has dramatically improved over the last several years due in part to the many accomplishments achieved by safety stakeholders throughout the State. Overall, the State has established a comprehensive program that includes:

- Identification of a designated SHSP Manager housed at the DOTD Highway Safety Section, who serves as liaison between the safety coalition coordinators and statewide leaders, and ensures everyone stays informed and focused on safety progress;
- Access to timely and useful data through the Highway Safety Research Group at Louisiana State University, which provides reports through the SHSP Dashboard;
- An approach to highway safety that targets solutions at the regional and local levels;
- Hands-on technical assistance through the Law Enforcement Expert and the leaders of the four emphasis area teams;
- Training and updated research through the Louisiana Center for Transportation Safety; and
- The development of a coordinated approach to improve safety marketing and communications through the Communications Coordinating Council.

Following is a brief listing of Louisiana's many accomplishments since the last SHSP update. A full description of each accomplishment appears in the Appendix.

Increased Safety Compliance

Compliance with safety laws and regulations increased through

an increase in seat belt use to 87.8 percent in 2016 and

a 5.8 percent increase in nighttime seat belt use.

Improved the Roadway

Accomplishments that improved the roadway include:

Implementation of an FHWA Intersection Safety Focus State Action Plan decreased intersection fatalities by 23 percent;

Deployment of systemic low cost countermeasures, including high friction surface treatments;

Providing training, technical assistance, outreach, and funding to local jurisdictions; and

Creating state specific safety performance functions (SPFs) for improved network screening.

Ensured Enforcement

Ensured increased enforcement by:

Implementing No Refusal programs to deter impaired driving;

Increasing overtime enforcement for impaired driving and occupant protection;

Hiring a Traffic Safety Resource Prosecutor (TSRP);

Expanding DWI Treatment Courts and the use of SCRAM devices; and

Creating the LADRIVING, an automated DWI/DUI processing system.

Expanded Education

Expanded education by:

Changing student attitudes and behavior toward high risk driving through Sudden Impact and Think First;

Training courses on the Highway Safety Manual (HSM), and other safety tools;

Trainings on traffic incident management, data, pedestrian/bicycle safety, roadway safety assessment;

Sponsoring impaired driving and speed management workshops; and

Hosting peer exchanges with other states on safety planning, local road safety, and Complete Streets.

Enhanced Public Policy

Changed public policy by:

Increasing the fine for not wearing a seat belt from $25 to $50;

Establishing a Complete Streets Policy;

Prohibiting cell phone or other mobile device use in school zones and for new drivers;

Banning texting and driving; and

Rewriting DWI laws.

1.3 The Louisiana Success Story

Louisiana's SHSP is a success story because the State has identified the leadership and resources needed to move forward on reducing traffic-related fatalities and severe injuries. The reasons Louisiana does so well are shown below:

Leadership

The strong executive leadership in key agencies (DOTD, LHSC and LSP) has sparked a sense of safety culture and enabled safety stakeholders from these and other agencies to devote the time and energy needed to make a real change in traffic crashes.

The leaders for each emphasis area team were carefully chosen based on their knowledge and expertise in the subject area and the respect they have with stakeholders throughout the State. This resulted in the development of effective action plans and a willingness for people to meet regularly and track progress.

There is a designated SHSP manager who ensures the plan stays on task and moving forward.

New Partners

All stakeholders work hard to bring new partners to the table, including judges, private sector employers, tribal representatives, driving school educators and non-profit group advocates. These stakeholders were untapped in the first round of implementation.

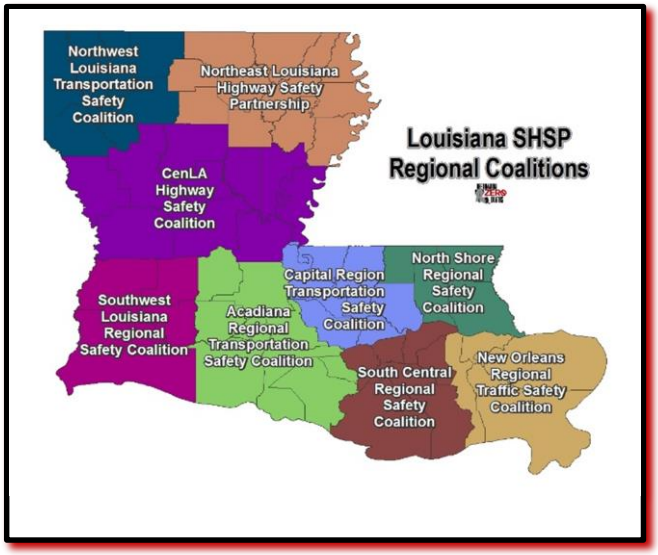
Innovative Implementation

Innovative implementation through nine fully operating regional coalitions all working toward the common vision of ***Destination Zero Deaths***.

Support Groups

Supporting agencies and organizations that work directly with the SHSP leadership, Executive Committee, Implementation Team members, the SHSP manager, emphasis area team leaders, and safety coalition coordinators to ensure they have access to data, research and training, law enforcement expert, and communications and marketing.

Innovative Implementation – Regional Safety Coalitions



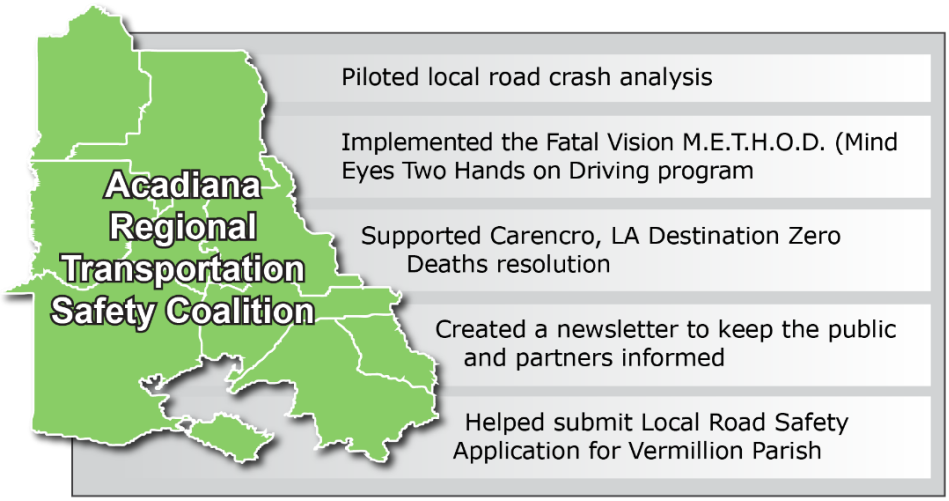
Louisiana has developed several new programs and approaches to assist with SHSP implementation and increase the type and number of resources available to safety stakeholders across the State. The following is a description of each of these efforts.

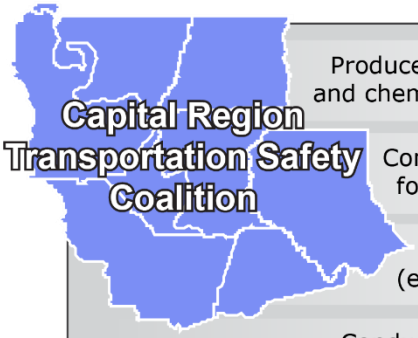
Traffic-related fatalities and severe injuries happen in someone's neighborhood, on a local street, to people who live, work, and play in that community which is why Louisiana adopted a regional approach to safety. Louisiana is one of the few states that adopted this approach to implementing the SHSP and established nine regional coalitions to identify and implement SHSP-related programs and activities that address the unique needs and concerns of each of the State's diverse areas. These coalitions include the following:

- Acadiana Transportation Safety Coalition
- Capital Region Transportation Safety Coalition
- CenLA Highway Safety Coalition
- New Orleans Regional Traffic Safety Coalition
- Northeast Louisiana Highway Safety Partnership
- North Shore Regional Safety Coalition
- Northwest Louisiana Transportation Safety Coalition
- South Central Regional Safety Coalition
- Southwest Louisiana Regional Safety Coalition

Accomplishments

At the outset, the coalitions reached out to safety stakeholders from the 4Es of safety (enforcement, engineering, education, and emergency response) and invited them to participate in the development of a regional safety plan. The plan uses the state's SHSP as a guide, but directly connects strategies and action steps to regional problems and issues. Each coalition receives data to identify the most severe traffic safety problems. The following are some of each region's accomplishments. A full description appears in the appendix.





- Produced impaired driving videos for refineries and chemical plants
- Conducted a seat belt education program for low use populations
- Participated in community events (expos; workshops, child safety seat checks)
- Conducted the "We've Got Your BAC" event
- Provided Live After Five distracted driving simulations
- Implemented the No Refusal initiative
- Created new logo, Facebook page, and newsletter

- Decreased fatal crashes 15.9 percent
- Increased front seat belt compliance 16.4 percent
- Conducted road safety audits and Road Safety 365 workshop
- Participated in Healthy Communities, Child Death Reviews, and LERN meetings
- Added child seat fitting stations and increased certifications of technicians

- Hosted a Traffic Safety Summit
- Created new bicycle and pedestrian maps and trail etiquette guide
- Piloted Sudden Impact parent session
- Developed partnership with Uber
- Helped produce the bicycle "Be a Roll Model" video
- Distributed information on three foot passing law
- Worked with university police departments on young driver issues
- Helped St. Bernard and St. Charles parishes develop bicycle safety plans

- Launched a Sudden Impact youth program
- Conducted a bicycle/ pedestrian seminar
- Hosted a prescription take back day to address drugged driving issues
- Supported 21st Century Educational Grant Program

- Conducted a seat belt survey
- Distributed "I Got Caught Wearing my Seat Belt" t-shirts
- Participated in North Oaks Play it Safe festival and Safety and Health Expo
- Conducted distracted and inattentive driving analysis and Road Safety 365 classes
- Implemented No Refusal program in Tangipahoa Parish
- Assisting with systemic infrastructure upgrades in Tangipahoa Parish
- Partnered with Tangipahoa Parish's first lady to promote highway safety through the "Stop the Knock Program"

- Participated in ThinkFirst Injury Prevention and the Caddo Sheriff's Safety Town
- Provided promotional items to local high schools and students at the Louisiana State Fair
- Provided "Spot the Tot" safety campaign materials
- Placed occupant protection safety messages on digital billboards on I-20
- Assisted with non-infrastructure projects and the repair of a pedestrian bridge
- Expanded the No Refusal initiative

- Hosted a Traffic Safety Summit
- Received awards from National Association of Development Organizations (NADO), Federal Highway Administration, and the Roadway Safety Foundation
- Conducted teen driver safety video and photo contest
- Implemented five Arrive Alive Tours
- Conducted Fatal Vision Goggle demonstration
- Achieved the highest seat belt and child restraint use
- Implemented the "I Got Caught, Wearing My Seatbelt" program
- Provided over $10,000 in child safety seats
- Purchased the first DWI Unit for use in joint multijurisdictional checkpoints and patrols
- Hosted the first regional Road Safety Assessment Course
- Conducted two bicycle rodeos for youth

- Participated in Roll to the Grove, a motorcycle safety event
- Certified child passenger safety technicians

Support Groups

Access to Data – Louisiana Highway Safety Research Group (HSRG)

The Highway Safety Research Group (HSRG) is responsible for collecting, maintaining, storing, analyzing, and distributing crash data received from law enforcement and other agencies throughout Louisiana. HSRG developed and currently supports the State's electronic crash reporting system, LACRASH. The group uses data from this system to perform many research studies and produce an annual fact book, which decision-makers use to set policies, projects, and programs to improve the safety of the State's roadways. Currently, HSRG maintains data on 160,000 crashes a year. The HSRG SHSP Reports include information on the location, date, time, demographics, and contributing factors for crashes, along with the regions and parishes where they occur. In addition, crashes are mapped out by each of the five SHSP Emphasis Areas along with pedestrian and bicycle crashes. They have created data dashboards to help visualize the data. All of this information helps safety stakeholders make informed decisions. The HSRG also houses the coordinator for the State's Traffic Records Coordinating Committee (TRCC), hosts meetings of the TRCC, and oversees the development and implementation of the Traffic Records Strategic Plan.

Research, Training and Outreach – Louisiana Center for Transportation Safety (LCTS)

The Louisiana Center for Transportation Safety (LCTS), established in early 2015, provides access to academic partners and training facilities and enables coordination of safety research, workforce development, and stakeholder outreach across the many entities involved in the SHSP. The Center works to establish the vision of Destination Zero Deaths as a priority for all state and local agencies; create and strengthen collaborative traffic safety partnerships to increase the effectiveness of current and future initiatives; and support statewide efforts to identify, promote, and implement effective traffic safety initiatives to save lives. They also develop a strong research program to investigate highway safety questions; promote highway traffic safety as a professional field and in the education curriculum; and provide outreach and transfer of information to stakeholders and the public.

Law Enforcement Expert

Police reports are the source for the majority of data used for the SHSP at the state and regional levels. To improve the quality of the data, DOTD was among the first DOTs to hire a Law Enforcement Expert (LEE) dedicated to working with law enforcement agencies on improving crash data collection and quality. The LEE also assists with improvements to work zone safety and with traffic incident management training. The LEE enhanced Louisiana's crash data accuracy and completeness that led to improved safety decision-making. Outreach to local law enforcement also has raised awareness of the availability of data from the State to guide local crash reduction programs. The LEE has also worked directly with a number of the regional coalitions assisting them in identifying law enforcement partners and in developing appropriate enforcement strategies and actions in their regional plans.

Communications Coordinating Council

Louisiana established the SHSP Communications Coordinating Council (CCC) to provide guidance to statewide teams and regional coalitions in leveraging the use of communication and marketing resources at the local level during major safety campaign weeks and holiday mobilizations. The CCC's goal is to communicate, collaborate, and coordinate consistent safety messaging across the State. Led by the new Louisiana Center for Transportation Safety, the CCC is comprised of safety coalition coordinators, representatives from FHWA, LHSC, LSP, DOTD, and volunteer partners with interest and expertise in marketing and advertising. The CCC was instrumental in the development and utilization of the annual campaign calendar, toolkits, and fact sheets, as well production of Louisiana-specific campaigns and public service announcements on Be A "Roll" Model bike safety campaign; Roundabout Saves Lives; Do Not Stop On Tracks; and Move Over, It's the Law. These efforts opened doors for public-private partnerships in event-based marketing and outreach, and strengthened collaboration among all safety partners.

2. State of Traffic Safety

2.1 Overview

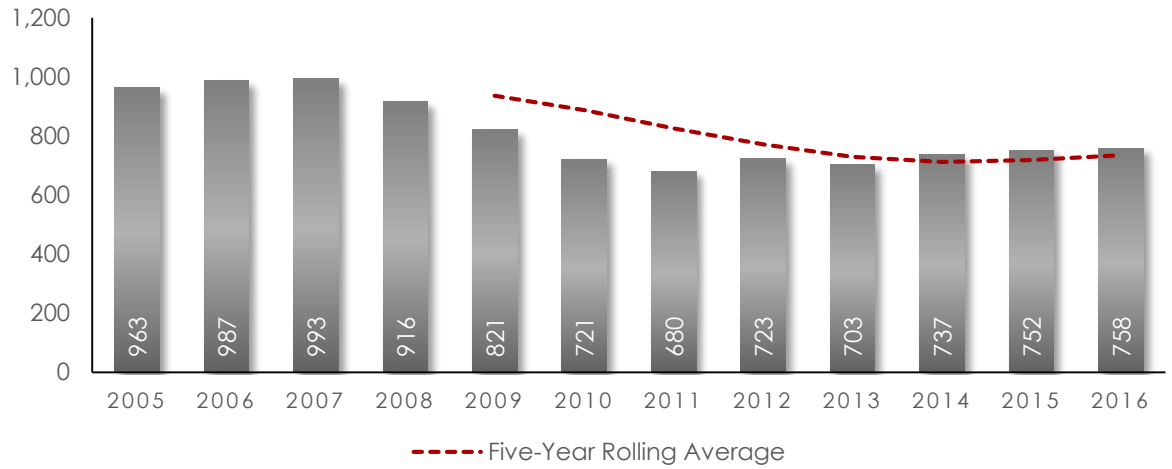
Nearly 3 million (2.9 million) licensed drivers in Louisiana use over 61,000 miles of state roadways.[1] Approximately one-half of these roadways are in urban areas, one-half in rural areas, and about 72 percent are locally owned. Over the last 10 years, as shown in Figures 2.1 and 2.2, traffic-related fatalities statewide dropped by 24 percent (963 in 2005 to 752 in 2015), and severe injuries have reduced 24 percent from 1,832 in 2005 to 1,388 in 2015. The devastating impact of these deaths and severe injuries is not only felt in human terms; traffic crashes cost Louisiana over $8.6 billion in 2015, which equates to an average per person cost of $1,506,363 for a fatality and $390,024 for a severe injury.[2]

The State's fatality rate also decreased from more than two fatalities (2.15) per 100 million vehicle miles traveled (VMT) in 2005 to 1.54 in 2016. The severe injury rate dropped from 4.07 in 2005 to 2.90 in 2016. Table 2.1 shows the numbers and five year rolling averages of fatalities and severe injuries from 2005 to 2016.

[1] Highway Statistics 2013, Federal Highway Administration.

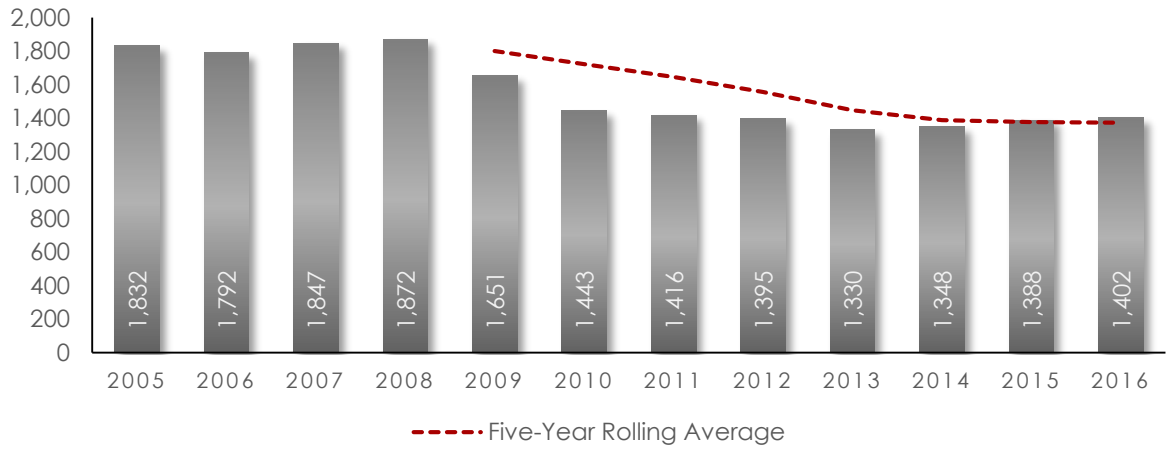
[2] Louisiana Highway Safety Research Group (HSRG), 2016.

Figure 2.1 Traffic Fatalities by Year



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 2.2 Severe Injuries by Year



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Table 2.1 Fatalities, Severe Injuries, and Rates

100 Million Vehicle Miles Traveled

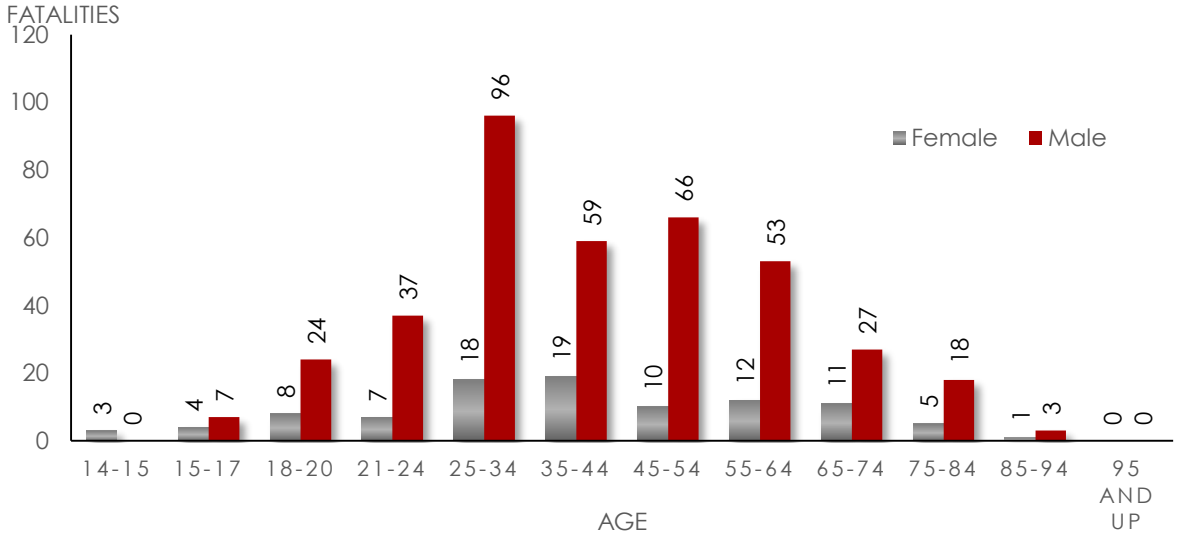
Year	Fatalities	Fatality Rate	Severe Injuries	Severe Injury Rate
2005	963	2.15	1,832	4.07
2006	987	2.17	1,792	3.95
2007	993	2.18	1,847	4.07
2008	916	2.03	1,872	4.06
2009	824	1.84	1,651	3.68
2010	721	1.58	1,443	3.17
2011	680	1.46	1,416	3.04
2012	723	1.54	1,395	2.98
2013	703	1.47	1,330	2.78
2014	737	1.53	1,348	2.79
2015	752	1.54	1,388	2.90
2016	758	1.54	1,402	2.90

Source: Louisiana FARS 2017, SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 2.3 shows the breakdown in 2015 of the driver fatalities by age and gender. As shown, male drivers age 25 to 54 have the highest number of fatalities with those age 25 to 34 showing the largest portion.

Male Drivers *age*
25-34
have the highest number of ***Fatalities***

Figure 2.3 Driver Fatalities by Age and Gender, 2016



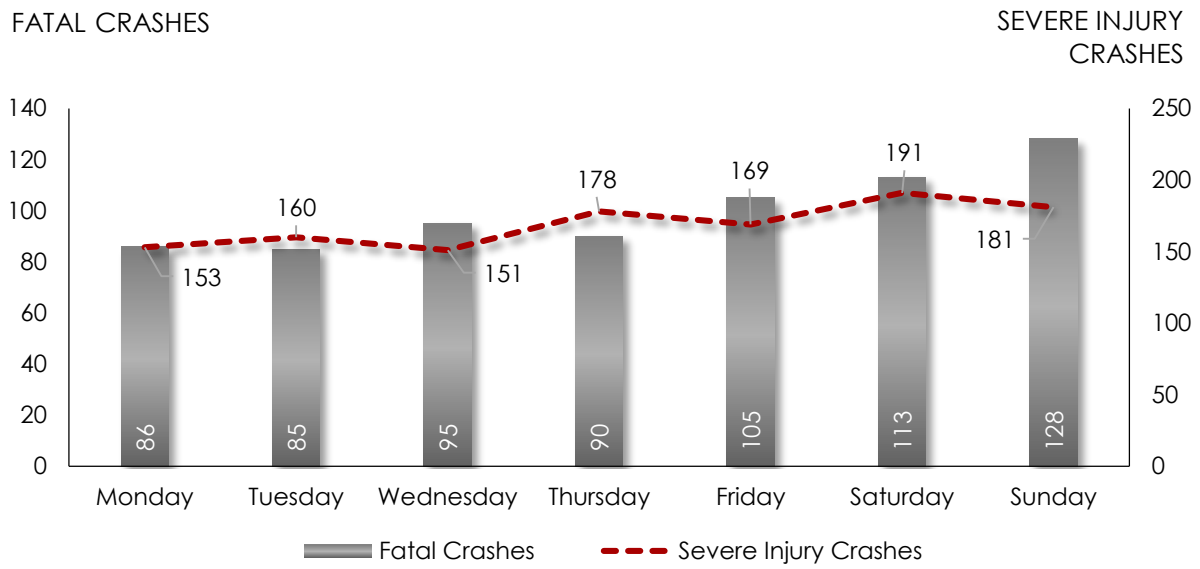
Source: Louisiana Crash Data Reports, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Saturdays *have the highest number of* ***Severe Injury Crashes***

Sundays *have the highest number of* ***Fatal Crashes***

Figure 2.4 shows the breakdown of fatal and severe injury crashes by day of week. For severe injury crashes, Saturday has the highest number; and for fatal crashes, more deaths occur on Sunday.

Figure 2.4 Fatal and Severe Injury Crashes by Day of Week, 2016



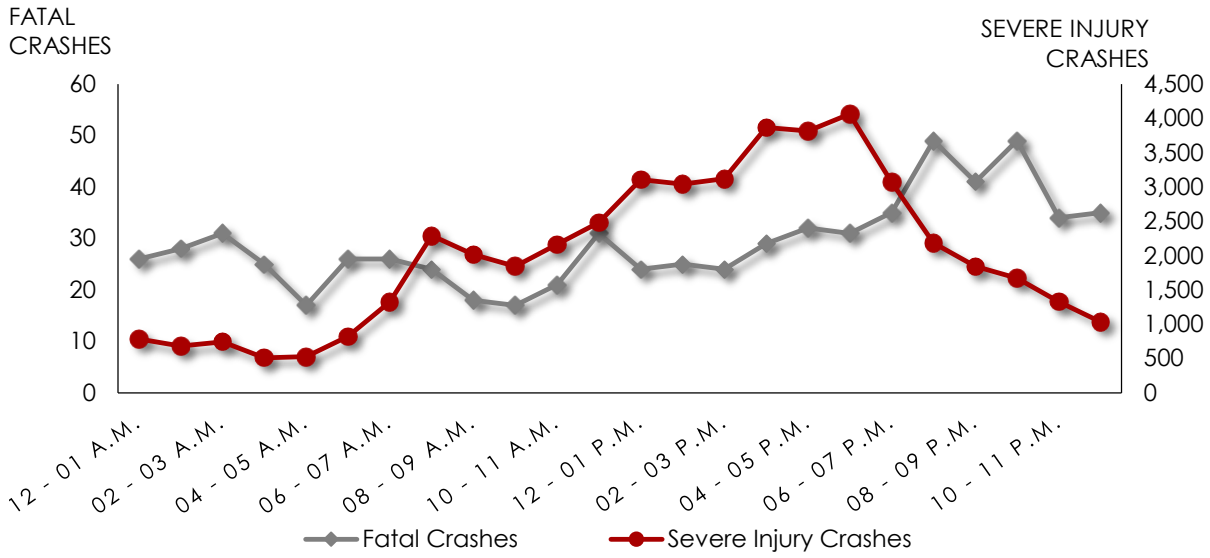
Source: Louisiana Crash Data Reports, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 2.5 shows the breakdown of fatal and severe injury crashes by time of day. The highest number of fatalities occurs between 7 p.m. and 10 p.m. The majority of severe injury crashes, however, occur in the late afternoon between 3 p.m. and 6 p.m.

The highest number of ***Fatal Crashes*** *occur* **7-10 p.m.**

The majority of ***Severe Injury Crashes*** *occur* **3-6 p.m.**

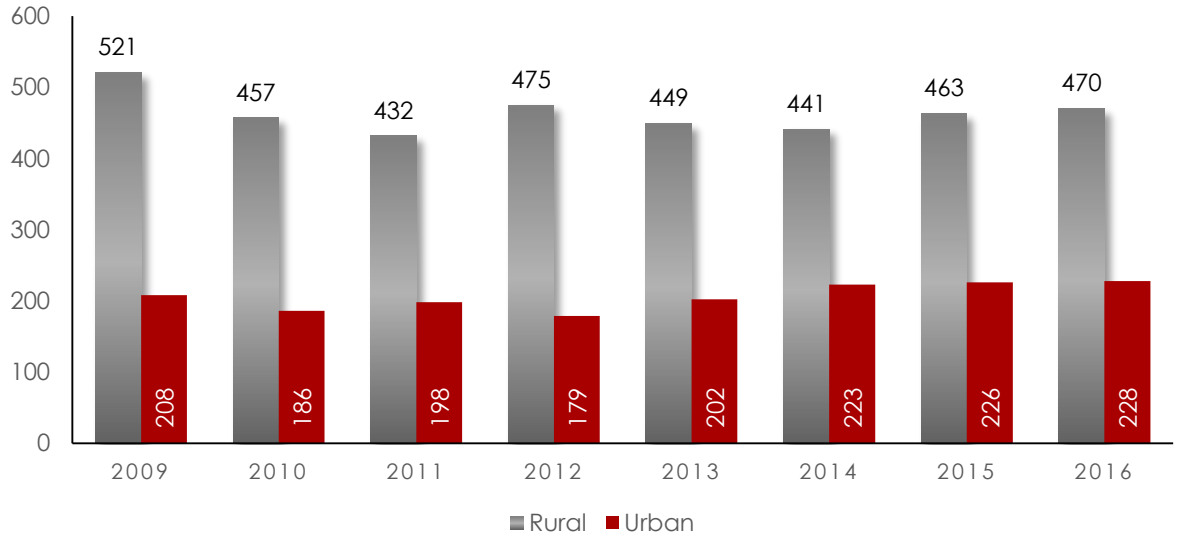
Figure 2.5 Fatal and Severe Injury Crashes by Time of Day, 2016



Source: Louisiana Crash Data Reports, 2017.

Figure 2.6 shows the breakdown on fatal crashes in rural and urban areas of Louisiana. As the chart shows, there are twice as many fatal crashes in rural areas of Louisiana than in urban areas.

Figure 2.6 Fatal Crashes Rural versus Urban, 2009 to 2016



Source: Louisiana Crash Data Reports, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Given the size and extent of the rural safety problem, Louisiana also directs safety improvements to high-risk rural roads. The definition for these roads are those classified as a rural major or minor collector or rural local road on which the crash rate for fatalities and severe injuries exceeds the statewide average for those functional classifications or roadways. It can also be roadways where traffic volumes are likely to increase creating a crash rate for fatalities and severe injuries that exceed the statewide average. Another important safety area for Louisiana involves highway-rail grade crossings. Six of the nation's seven Class 1 railroads operate in Louisiana making it one of the busier rail states. Louisiana selects a railroad crossing as a project in the Railroad Safety Program (RRS) based on the accident prediction system rating from the Federal Railroad Administration; multi-collision crossings; railroad operating speed; whether it is a significant Class 1 rail line; the roadway speed; road or rail geometry; special vehicle use; and the status of the existing warning system.

Table 2.2 shows the change in fatalities and severe injuries for a variety of contributing factors from 2006 to 2010 versus 2011 to 2015. Crashes, of course, are rarely, if ever, one-dimensional. One crash can include multiple contributing factors. As an example, a crash in which a young impaired driver is unbelted and runs off the road on a curve would have at least four contributing factors.

Table 2.2 Changes in Contributing Factors as a Percent of Total Fatalities and Severe Injuries

	Fatalities			Severe Injuries		
Contributing Factors	2006 to 2010	2011 to 2015	Percent Change	2006 to 2010	2011 to 2015	Percent Change
Roadway Departure	63%	62%	-1%	39%	42%	+3%
Occupant Protection	45%	37%	-8%	21%	19%	-2%
Impaired Driving	44%	44%	0%	21%	23%	+2%
Young Drivers	33%	27%	-6%	39%	32%	-7%
Distracted Driving	22%	22%	0%	37%	35%	-2%
Intersection	20%	22%	+2%	40%	41%	+1%
Commercial Motor Vehicles	13%	14%	+1%	6%	7%	+1%
Older Drivers	11%	14%	+3%	11%	12%	+1%
Pedestrians	11%	18%	+7%	6%	13%	+7%
Motorcycles	10%	12%	+2%	9%	13%	+4%
Bicycles	2%	3%	+1%	2%	2%	0%

Source: Louisiana Crash Data Reports, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

3

3. THE UPDATE PROCESS

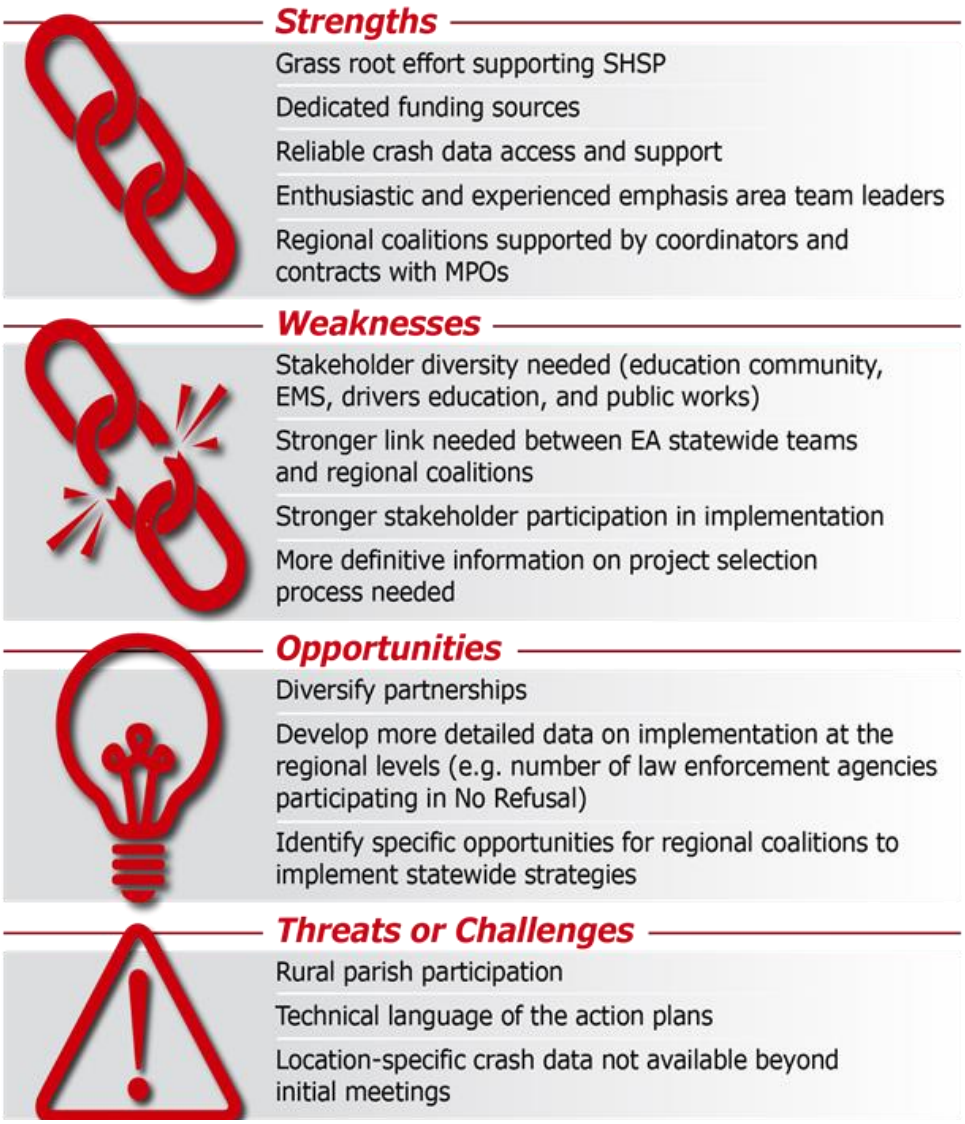
3.1 Elements of the Update Process

In 2014, Louisiana began updating its SHSP, focusing on how to integrate the new and innovative programs into a comprehensive safety program that would have long-term impacts on the State's traffic-related crash problem. It also provided safety stakeholders with an opportunity to assess progress and reflect on accomplishments to determine what was working and what to revise or eliminate.

The update included several key tasks, including the following:

- Conducting a SWOT Analysis, which involved an online survey and targeted interviews with key members of the SHSP Implementation Team. The purpose of the SWOT was to determine what SHSP-related programs, initiatives, and activities were working well; what areas had not been as successful; where opportunities existed for expansion and/or enhancement; and what were the barriers or problems that would prevent moving forward.
- Reviewing and analyzing data to determine whether to make revisions in the SHSP vision, mission, goal, measurable objectives, and emphasis areas.
- Developing new or revised emphasis area action plans based on the data and new trends.
- Creating an SHSP marketing plan and materials by the Communications Coordinating Council to inform safety stakeholders and the public about the important work of the SHSP and the State's goal of Destination Zero Deaths.
- Developing a plan to evaluate the effectiveness of the updated SHSP and inform the next update process.

Members of the SHSP Implementation Team took the lead in overseeing the update and providing input on what performance measures, strategies, and actions should be included in the plan. As a starting point, the Team reviewed the strengths, weaknesses, opportunities, and threats identified by the SWOT Analysis, which are shown below.



The Team met in June and December of 2014, in June of 2015, and in January and October of 2016 to discuss current trends, including what to do about the issue of distracted driving, a task force had handled. The Task Force provided a definition of distracted driving and researched the state of the practice among other states. The Implementation Team also discussed other potential emphasis areas including older drivers, motorcycles, pedestrians, bicyclists, and commercial vehicles. In selecting the emphasis areas, the Team considered several options, including the following:

- Selecting emphasis areas with the highest percent of fatalities/severe injuries;
- Using a combination of grouped emphasis areas;
- Using a tiered emphasis area approach; or
- Keeping the four existing emphasis areas.

Ultimately, the Implementation Team selected emphasis areas that represented the highest percent of total fatalities, which resulted in the following emphasis areas:

- Infrastructure and Operations (roadway departure, intersections, and non-motorized users);
- Occupant Protection;
- Impaired Driving;
- Crashes Involving Young Drivers; and
- Distracted Driving.

During the update process, plan participants also used roadway data such as roadway classification; number of travel lanes; traffic control devices; and traffic volume to identify safety problems and opportunities on all public roads. In updating emphasis area plans, team members took into consideration the location of traffic crashes, areas where risk factors indicate the potential for crashes, and cost effectiveness. Cost effectiveness is also part of the Infrastructure and Operations Team's plan to improve the Highway Safety Improvement Program (HSIP) project selection process. Also important to several of the teams was the use of findings from road safety assessments, which are required on all preservation/rehabilitation/replacement (PRR) projects.

At their meeting in July 2015, the Implementation Team examined various options to increase participation in the SHSP, particularly by law enforcement, the insurance industry, driver education, schools, EMS, and teen advocacy groups, along with recommendations for the safety coalition coordinators to do more outreach to the rural parishes, EMS, and local departments of public works. To gain more support, the team distributed a survey to determine if the language in the SHSP was understandable, and find out what people thought was confusing or too technical. A reporting mechanism was also discussed so regional coalitions and emphasis area team leaders could continually provide feedback to the Implementation Team. The Executive Committee reviewed and approved the final SHSP document.

3.2 Vision, Mission, and Goal

The vision of the Louisiana SHSP is to reach destination zero deaths on Louisiana roadways. The mission of the SHSP is to reduce the human and economic toll on Louisiana's surface transportation system due to traffic crashes through widespread collaboration and an

integrated 4E approach. One reason for updating the SHSP is to align agency safety goals. In 2009, Louisiana adopted the goal to halve fatalities by 2030.

3.3 Coordination with Other Plans

Members of the LHSC are actively involved in the development of the SHSP particularly the emphasis area plans. As such, the projects and activities funded by the Highway Safety Plan (HSP) are reflected in these emphasis area plans. The second goal in Louisiana's Statewide Transportation Plan (STP) is to *provide safe and secure travel conditions across all transportation modes through physical infrastructure improvements, operational controls, programs, and public education and awareness*. One of the ways to achieve this goal is through the objective to "reduce the number and rate of highway-related crashes, fatalities, and serious injuries, which corresponds to the four performance targets for the HSIP and HSP and the measurable objectives in the SHSP. A review of the Commercial Vehicle Safety Plan (CVSP) found several areas that link to the SHSP including removing alcohol- and drug-impaired commercial vehicle operators from the road and outreach and education on seat belt use.

3.4 Performance Measures

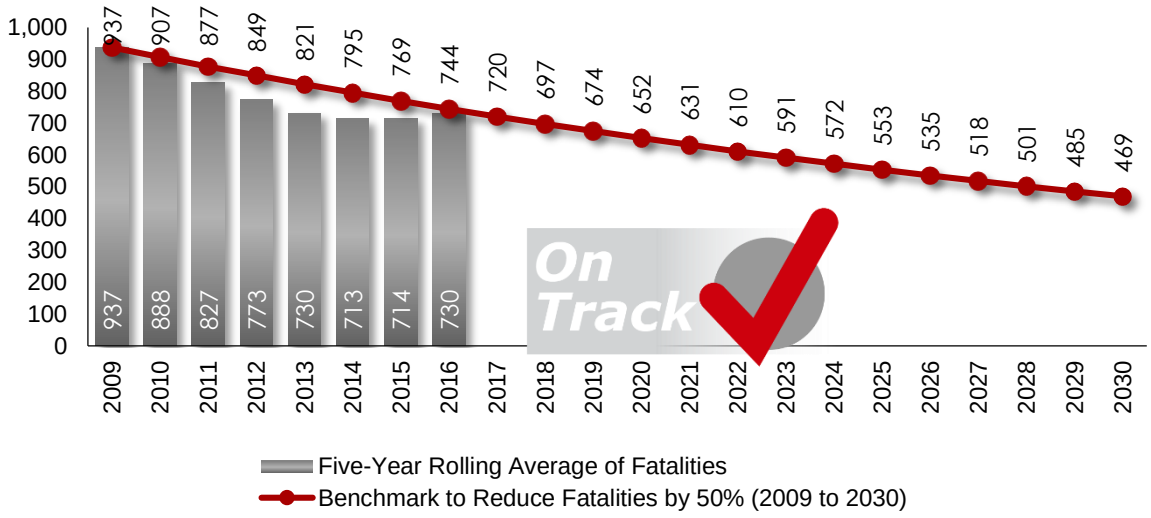
For the previous SHSPs, Louisiana established an overarching goal for the SHSP, the plan's emphasis areas (Occupant Protection, Crashes Involving Young Drivers, Impaired Driving, Infrastructure and Operations), and the nine regional coalition safety plans to reduce fatalities and severe injuries by half by 2030. This equates to an approximately 3.2 percent annual reduction. Before deciding to stay with the current goals for the recent updated SHSP, the SHSP Implementation Team considered several options. Following is a description of what the team reviewed at their October 2016 meeting.

To set the goals, historical data on fatalities and severe injuries for the last 11 years (2005 to 2015) was gathered and consideration given to the following options:

- Keep the current SHSP goal of reducing fatalities and severe injuries by half by 2030.
- Use the actual trend line that applies a constant three percent reduction. The three percent is determined by using a five-year average analysis over the last ten years (2005 to 2015).
- Adopt the trend line based on the average change from 2009 to 2015 using a five-year rolling average over the last ten years (2005 to 2015).
- Use the actual number of fatalities needed to achieve the corresponding number to the five-year rolling average for fatalities.

The Implementation Team determined, based on the information, that the current reduction of half by 2030 is the best approach. The annual number of traffic-related fatalities and severe injuries is the performance measures used to track progress toward reaching the goal of reducing fatalities and severe injuries by half by 2030. The same metrics will track performance measures for each emphasis area and indicate the number of countermeasures underway, completed, or not started. Figure 3.1 shows the benchmark for achieving the goal to reduce fatalities by one-half by 2030, and Figure 3.2 shows the benchmark for reducing severe injuries by one-half by 2030. The process used to select the goal for the SHSP was the same process used by the DOTD and LHSC in developing yearly safety targets for the HSIP and the Highway Safety Plan (HSP).

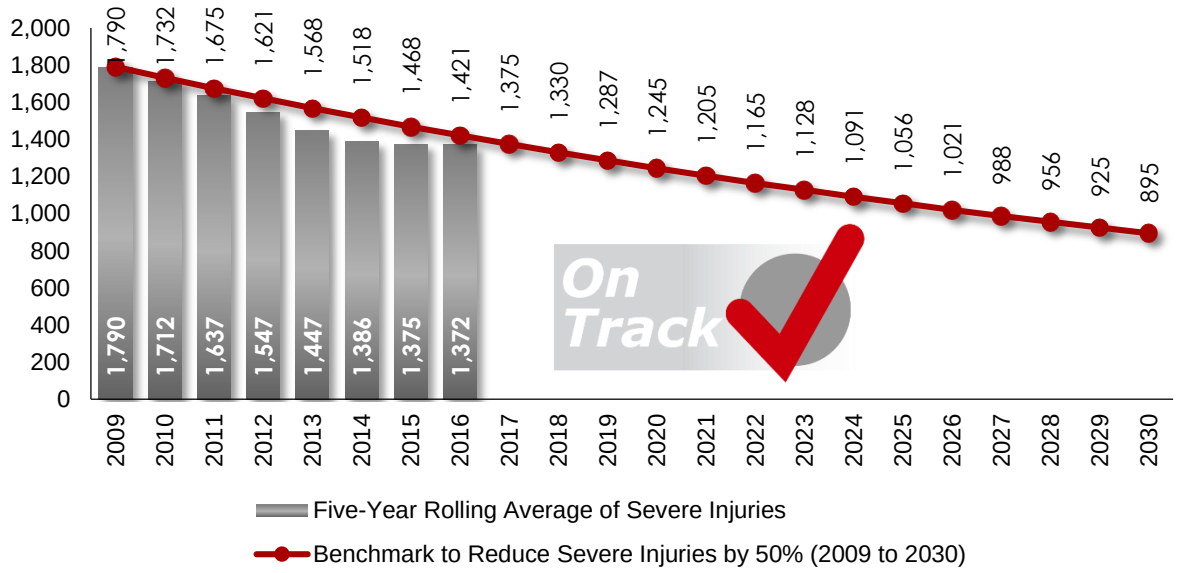
Figure 3.1 Benchmarks to Achieve 50-Percent Reduction in Fatalities by 2030



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Severe injuries sustained in motor vehicle crashes make up a significant portion of the human and economic toll in Louisiana. Figure 3.2 illustrates the benchmarks for reducing severe injuries by 50 percent by 2030.

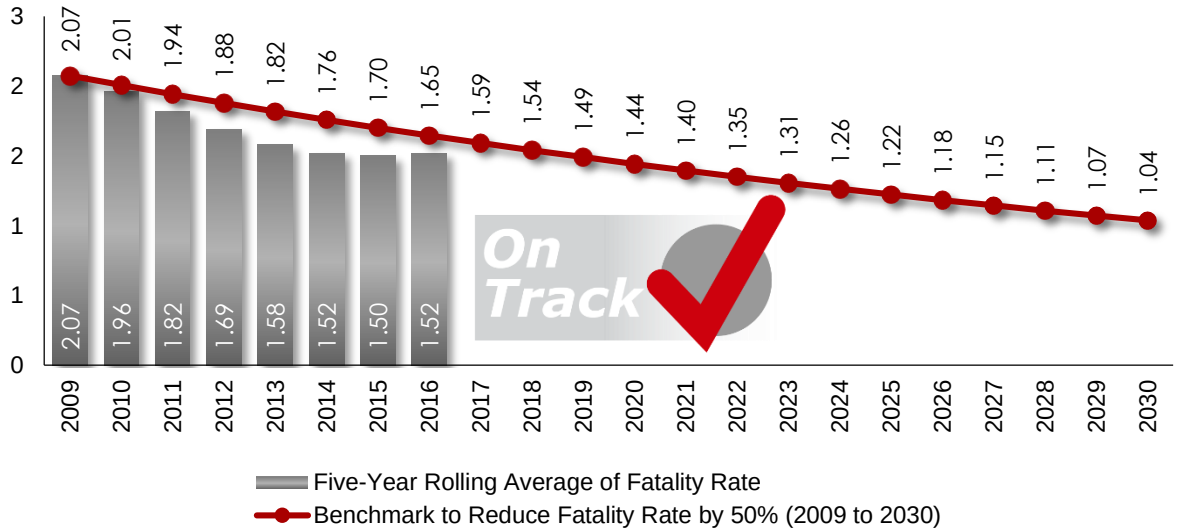
Figure 3.2 Benchmarks to Achieve 50-Percent Reduction in Severe Injuries by 2030



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

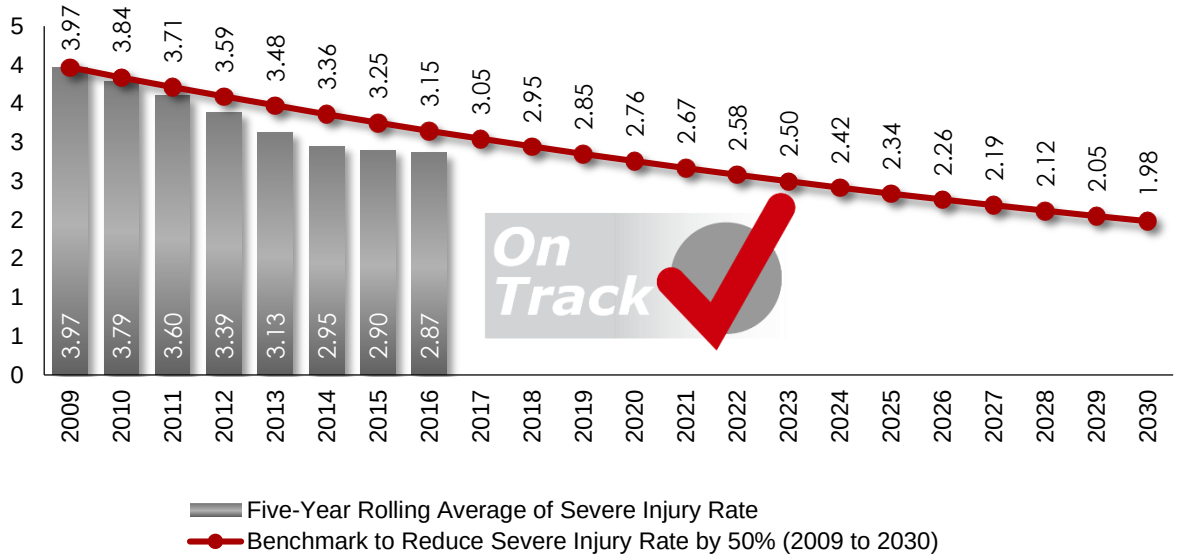
Louisiana also has established goals to reduce the fatality rate and the severe injury rate by 50 percent by 2030 along with a goal to reduce non-motorized (pedestrians/bicycle) fatalities and severe injuries by 50 percent by 2030 as show in Figures 3.3, 3.4, 3.5, and 3.6.

Figure 3.3 Benchmarks to Achieve 50-Percent Reduction in Fatality Rate by 2030



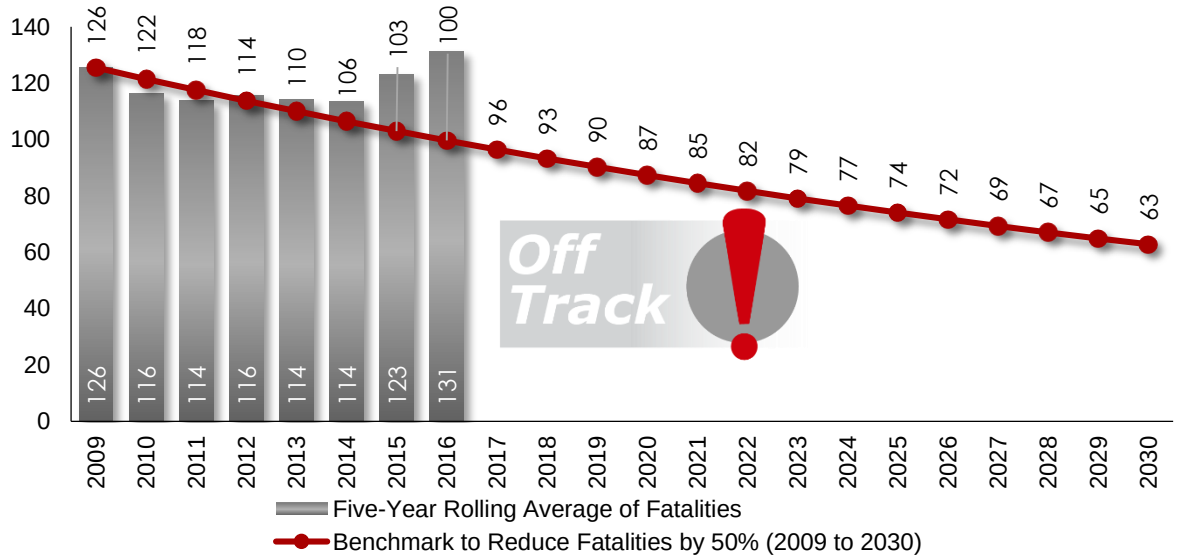
Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 3.4 Benchmarks to Achieve 50-Percent Reduction in Severe Injury Rate by 2030



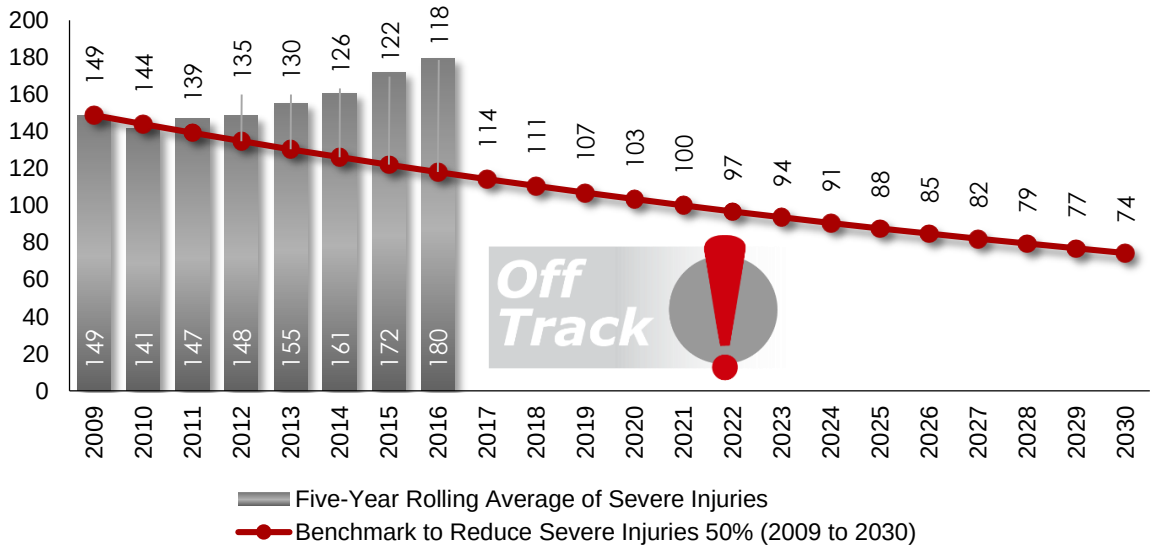
Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 3.5 Benchmarks to Achieve 50-Percent Reduction in Fatalities for Non-motorized Users by 2030



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2016.

Figure 3.6 Benchmarks to Achieve 50-Percent Reduction in Severe Injuries for Non-motorized Users by 2030



Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

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4. THE EMPHASIS AREAS

The following section includes a summary of the five emphasis areas. Each section includes the challenge facing Louisiana in reducing the number of fatalities and severe injuries, the measurable objectives each area hopes to achieve over the next five years, and the strategies that will help achieve those objectives. A number of strategies can be cross cutting and affect more than one emphasis area. All teams are encouraged to work collaboratively. A companion document to the plan will include detailed emphasis area action plans that identify the steps necessary to implement each strategy or countermeasure, assign responsibility, and suggest a timeline for implementation.

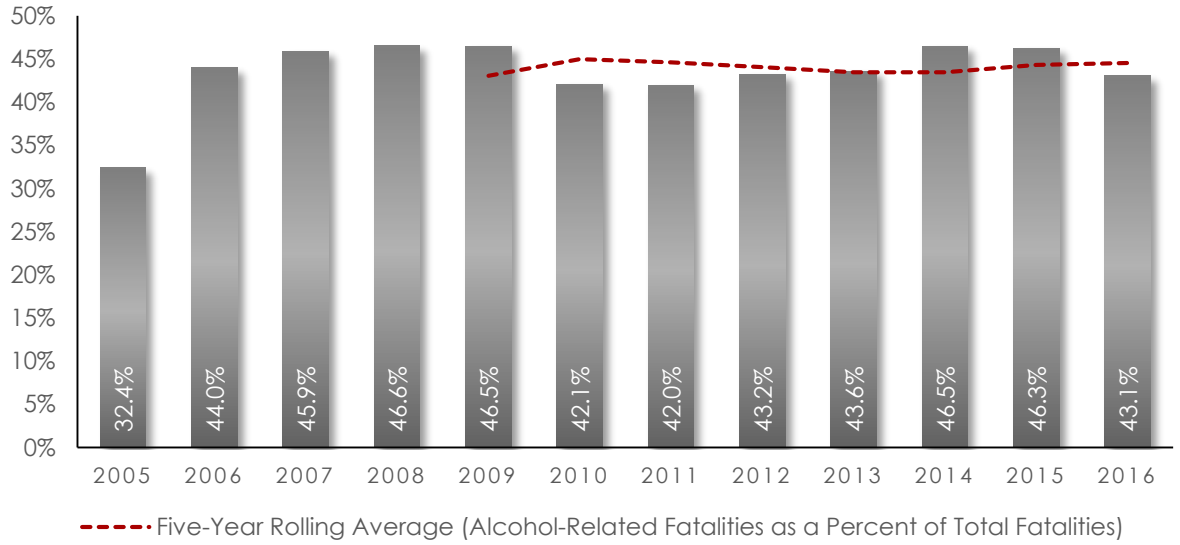
4.1 Impaired Driving Crashes

Challenge

Louisiana has exceeded the national average for the percent of alcohol-related fatalities for more than a decade, and continues to do so. Alcohol–related fatalities account for a significant portion of Louisiana's traffic fatalities. Despite progress made between 2006 and 2010, the percentage of alcohol-related fatalities has slowly increased over the period from 2011 through 2016.

Since 2005, ***alcohol-related*** *fatalities are up* **10.7%**

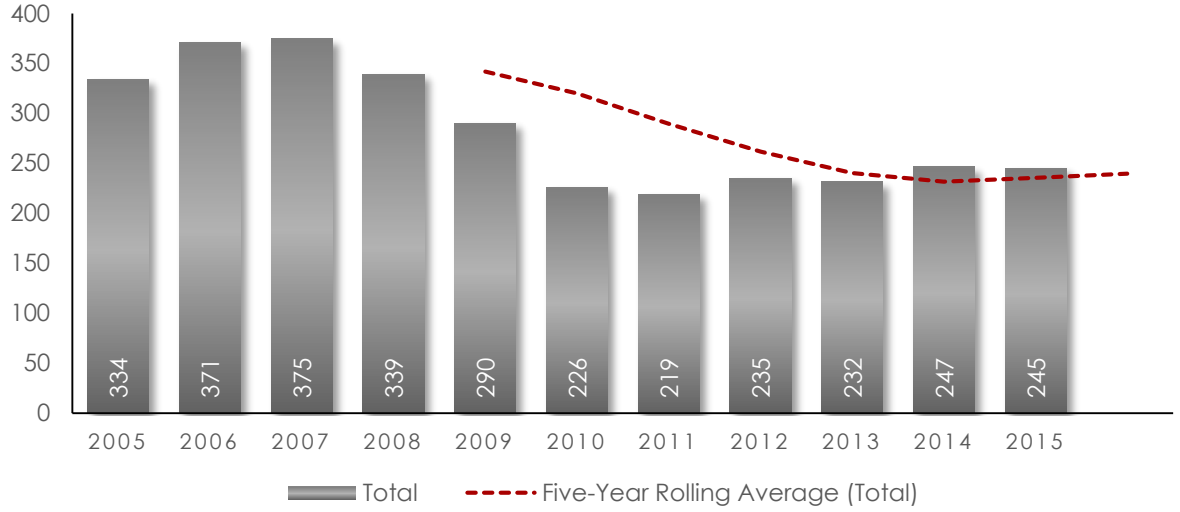
Figure 4.1 Alcohol-Related Fatalities as a Percent of Total Fatalities



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

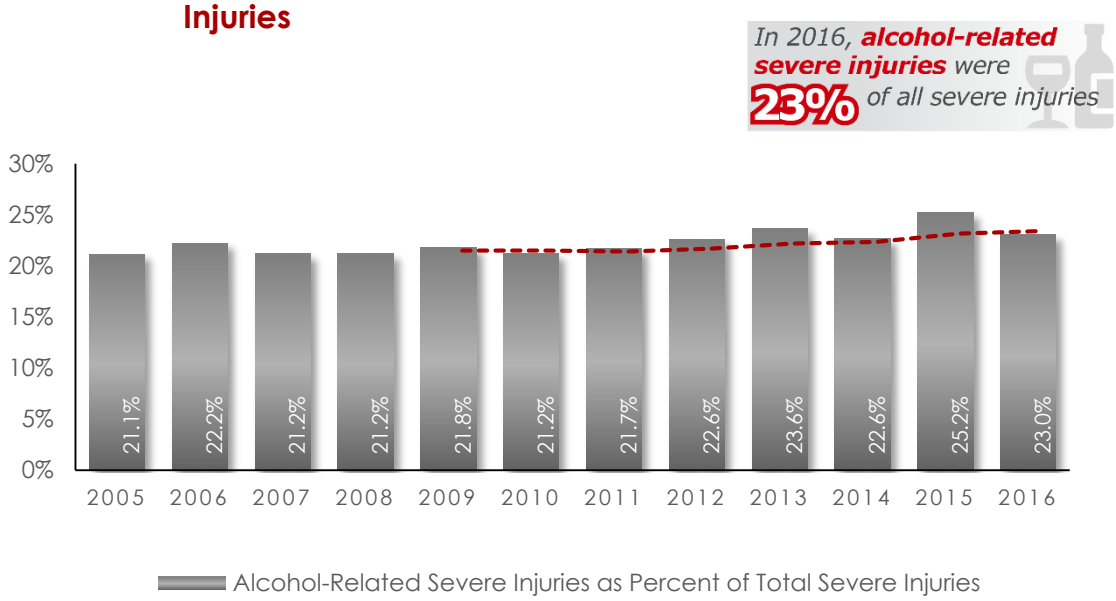
The HSP developed by the LHSC defines fatal crashes involving alcohol differently than the SHSP. Fatal crashes are defined as alcohol-impaired which means the driver was killed in a crash. The number of alcohol-impaired crashes are shown in Figure 4.2.

Figure 4.2 Alcohol-Impaired Fatalities by Year, 2005-2015



Source: FARS 2017

Figure 4.3 Alcohol-Related Severe Injuries as a Percent of Total Severe Injuries

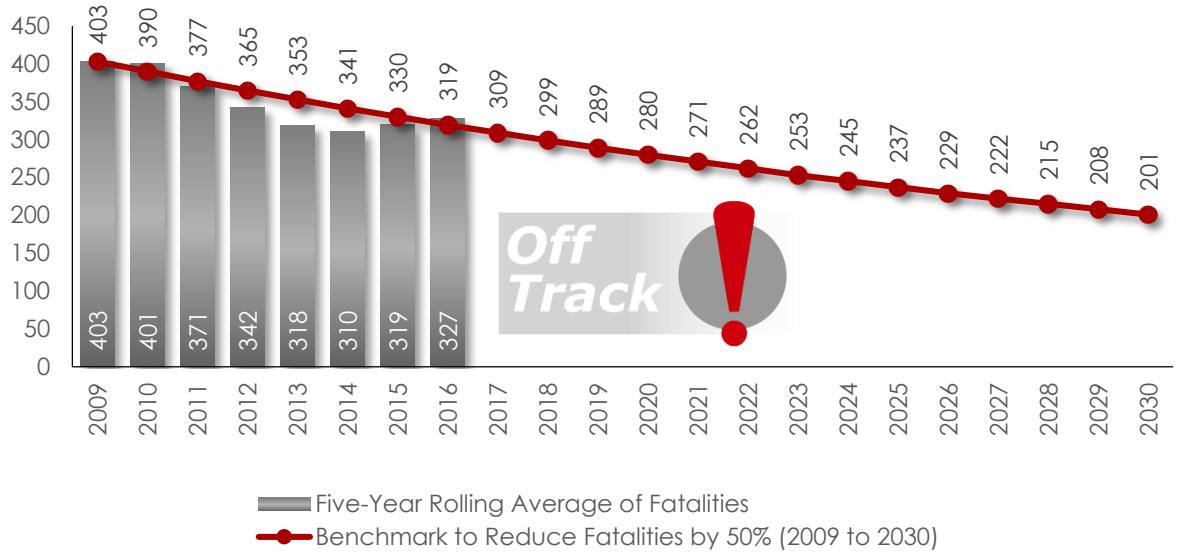


Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Objectives

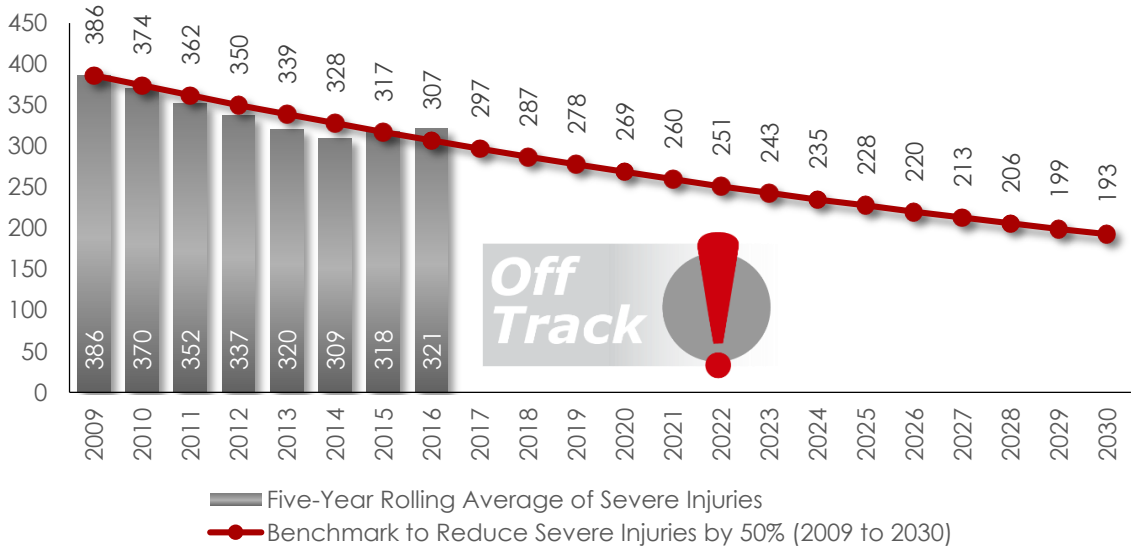
The goal for the Impaired Driving Emphasis Area Team is to reduce alcohol-related fatalities and severe injuries by no less than 50 percent by 2030. The performance measure for this goal is the number of alcohol-related fatalities and severe injuries.

Figure 4.4 Benchmarks to Achieve 50-Percent Reduction in Alcohol-Related Fatalities by 2030



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.5 Benchmark to Achieve 50-Percent Reduction in Alcohol-Related Severe Injuries by 2030



Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Strategies

The Impaired Driving Emphasis Area Team identified the following strategies to help in achieving the minimum 50-percent reduction in fatalities and severe injuries:

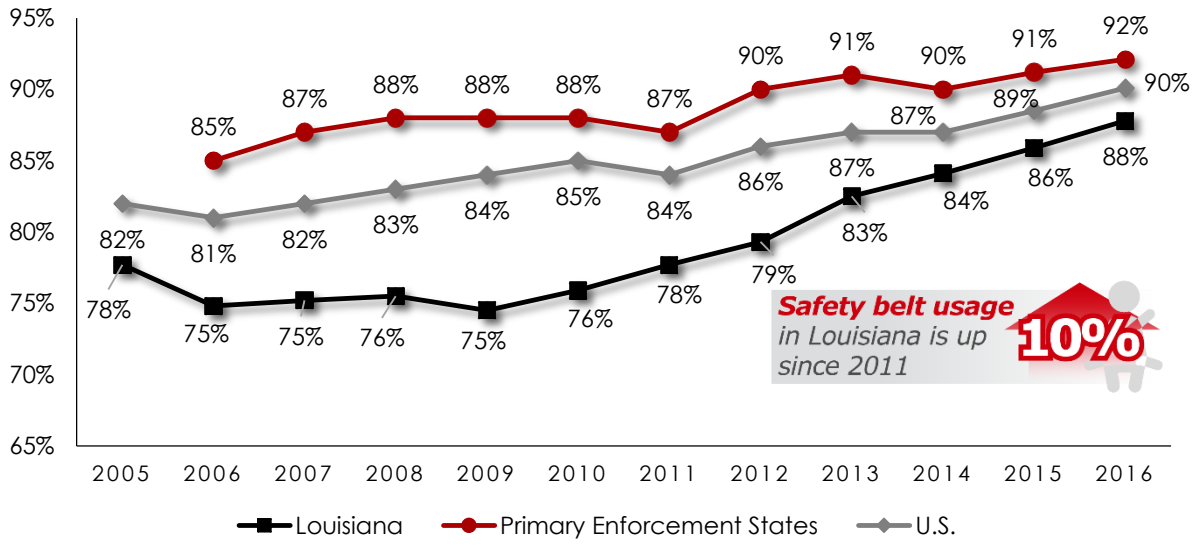
- Support the expansion of search warrant usage for DWI enforcement.
- Close the loophole in existing law that allows underage youth to be in bars.
- Conduct prosecutor and judicial training programs.
- Conduct education and community outreach programs.
- Reduce the number of repeat DWI offenders.
- Increase the number of high visibility DWI programs.
- Improve data collection, data analysis, mapping, and reporting for impaired driving crashes and educate users on how to access the data and information.
- Reduce drugged driving.

4.2 Occupant Protection

Challenge

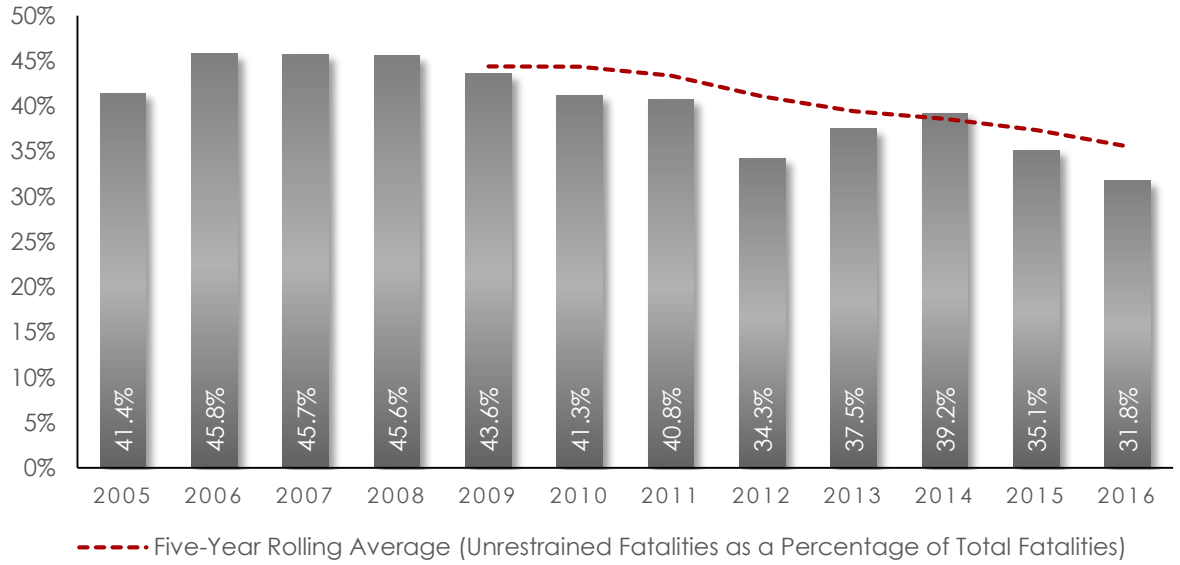
Louisiana enacted primary seat belt enforcement legislation in 1994, which allows law enforcement officers to stop and ticket a driver if they observe a safety belt violation. Louisiana has shown improvement in observed safety belt usage rate by 13 percent since 2011. Despite this, the usage rate is still below the national average safety belt usage rate and the safety belt usage rate among states with primary safety belt enforcement laws.

Figure 4.6 Observed Safety Belt Usage Rates for Louisiana, the United States, and Primary Enforcement States



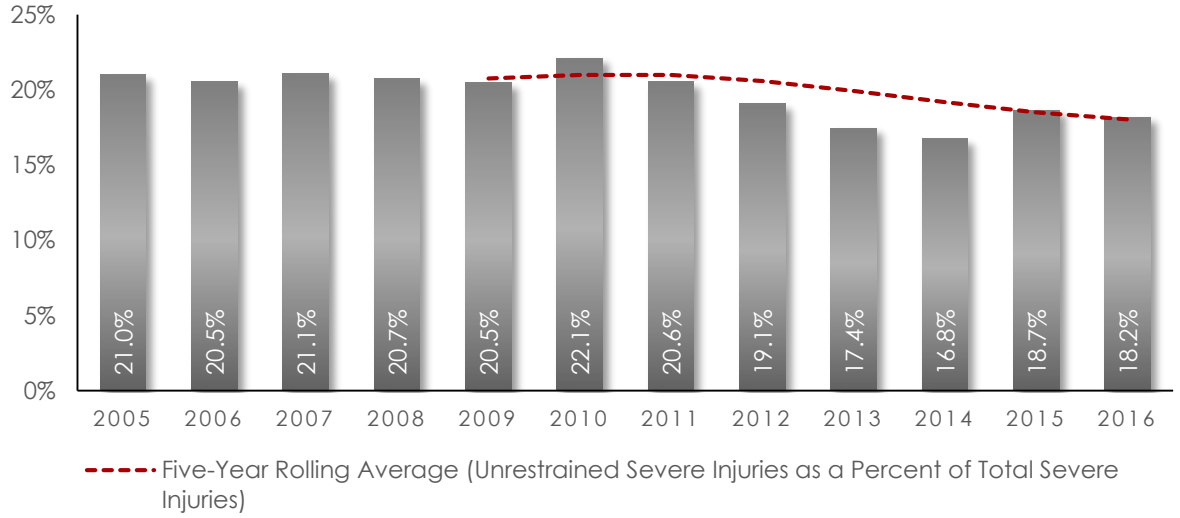
Source: Louisiana SHSP Reporting Dashboard, 2017.

Figure 4.7 Unbelted-Related Fatalities as a Percent of Total Fatalities



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.8 Unbelted-Related Severe Injuries as a Percent of Total Severe Injuries

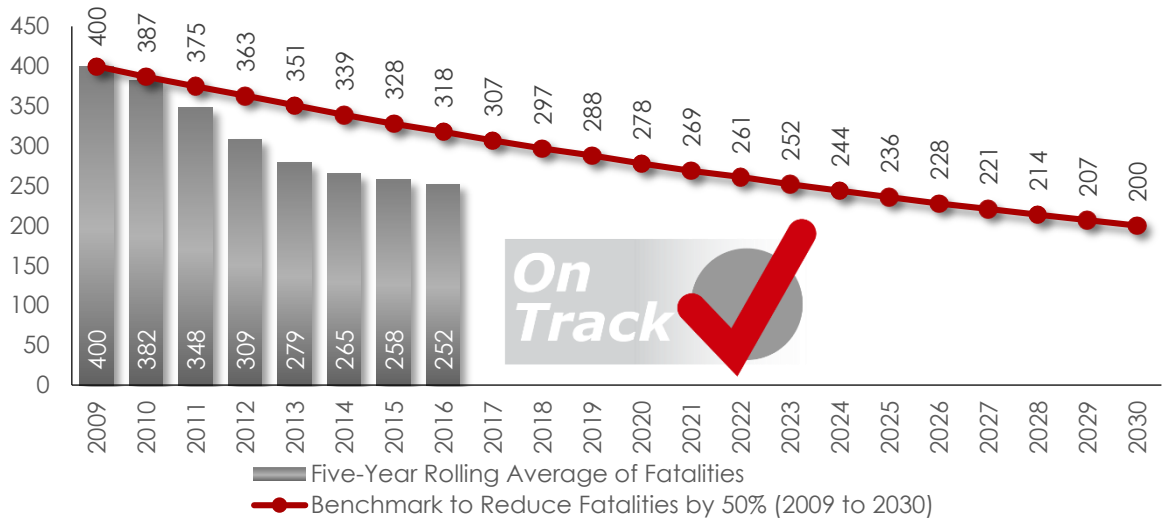


Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Objectives

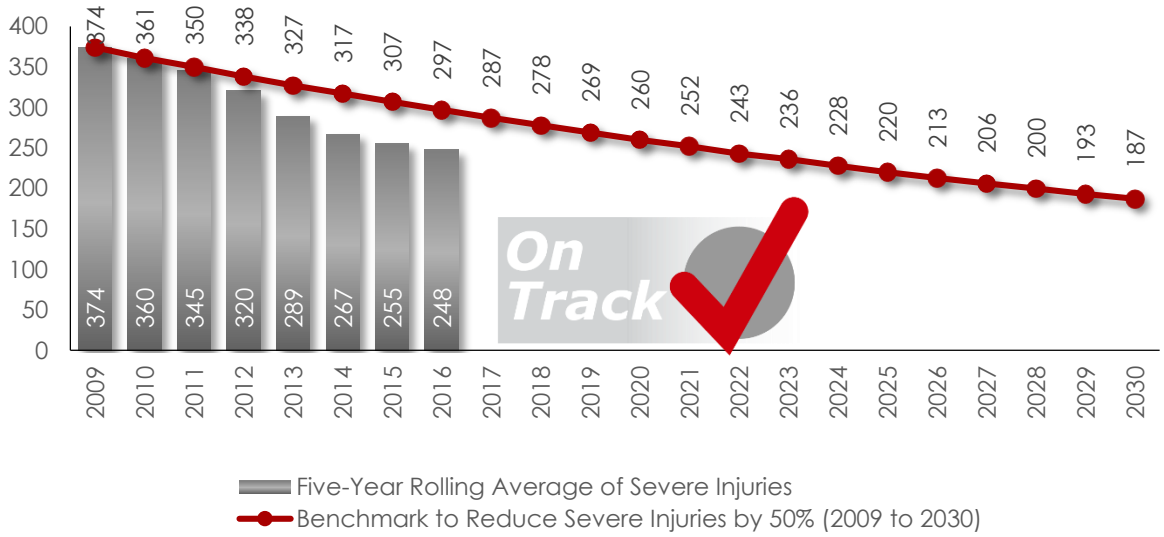
The goal for the Occupant Protection Emphasis Area Team is to decrease unbelted severe injuries and fatalities by 50 percent by 2030 and to increase the safety belt usage rate. The performance measure for tracking this goal is the number of unrestrained fatalities, number of severe injuries, and observed safety belt use rate.

Figure 4.9 Benchmarks for Achieving 50-Percent Reduction in Unbelted Fatalities by 2030



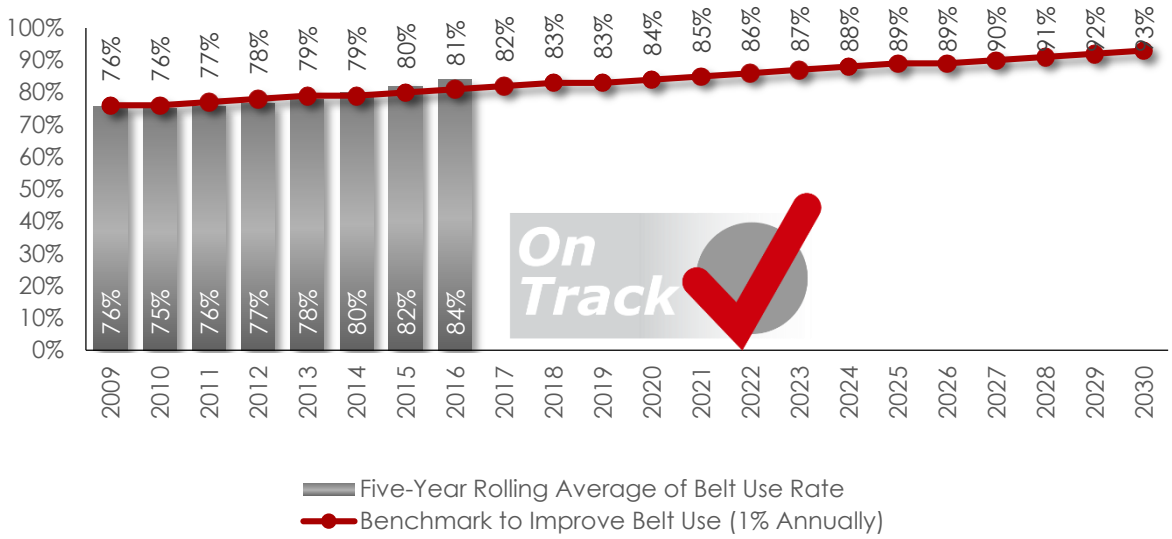
Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.10 Benchmarks for Achieving 50-Percent Reduction in Unbelted Severe Injuries by 2030



Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.11 Benchmarks for Achieving One-Percent Annual Increase in Observed Seat Belt Use Rate



Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Strategies

To achieve these benchmarks, the Occupant Protection Emphasis Area Team identified the following strategies:

- Increase the occupant restraint use rate through sustained enforcement.
- Prioritize efforts geographically and by target population with low use rates.
- Improve marketing, education, and outreach efforts.
- Improve data collection, data analysis, mapping, and reporting for occupant protection crashes and educate users on how to access the data and information.
- Improve occupant restraint use through regulatory and legislative enhancements.

4.3 Infrastructure and Operations

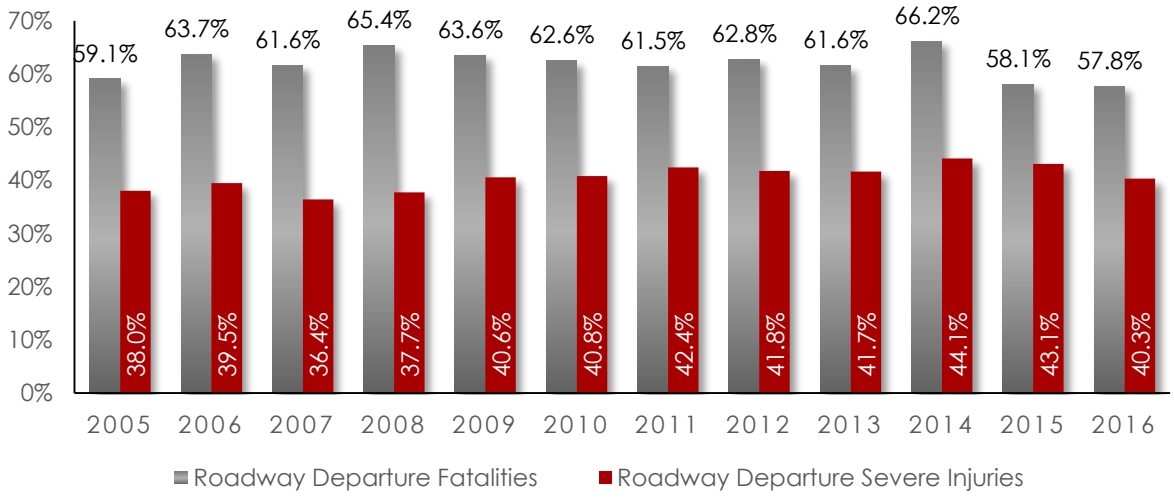
Challenge

Louisiana experiences high incidences of roadway departure and intersection crashes and the Infrastructure and Operations emphasis area addresses both of these issues along with the implementation of quantitative safety methods. Louisiana defines a roadway departure crash as a crash involving a single vehicle, which left the road and collided with a fixed object and not occurring at an intersection. The definition for an intersection crash is one that is reported by the investigating officer on the location of the crash. The emphasis area also addresses non-motorized crashes, which are those involving pedestrians and bicyclists.

Roadway Departure

Figure 4.12 Roadway Departure-Related Fatalities and Severe Injuries as a Percent of Total Fatalities and Severe Injuries

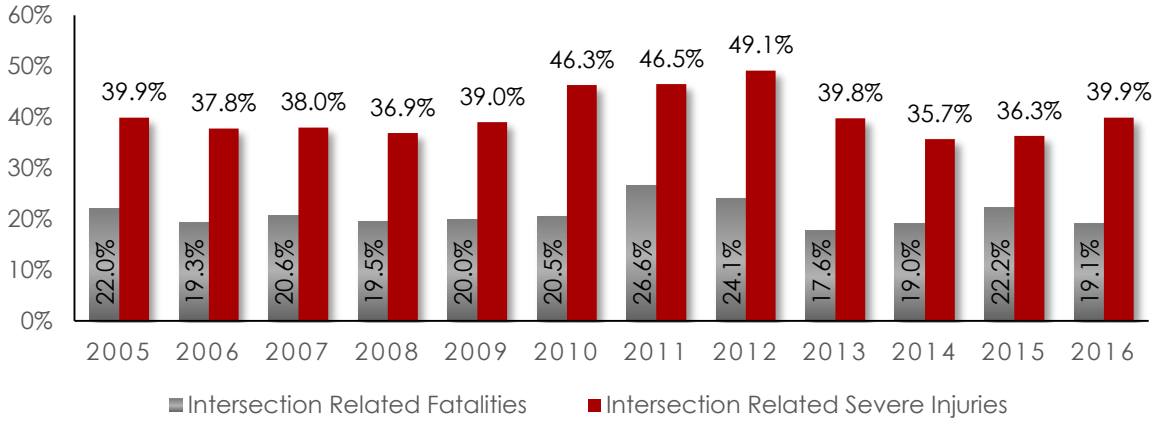
*In 2016, **roadway departure** accounted for*
57.8% *of all fatalities* **40.3%** *of all severe injuries*



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Intersection Related

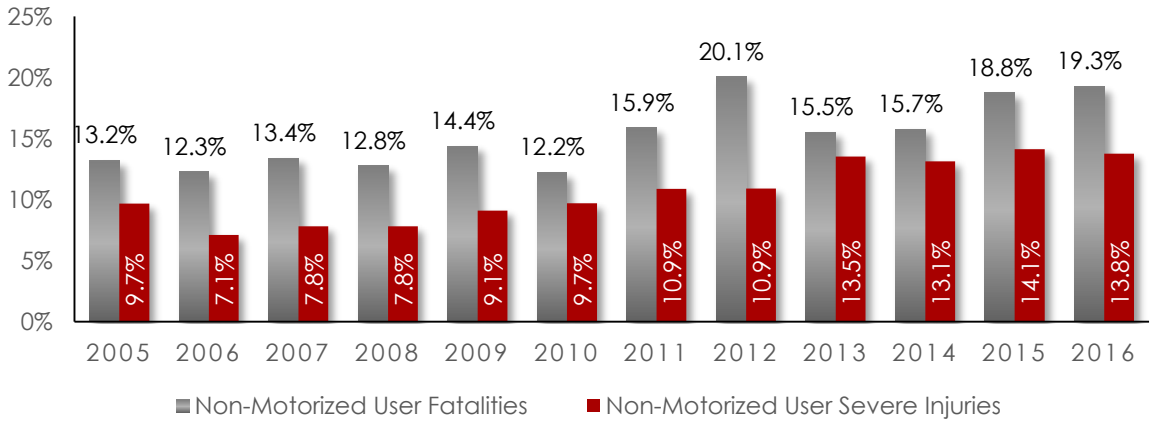
Figure 4.13 Intersection-Related Fatalities and Severe Injuries as a Percent of Total Fatalities and Severe Injuries



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Non-Motorized Users

Figure 4.14 Non-Motorized Fatalities and Severe Injuries as a Percent of Total Fatalities and Severe Injuries

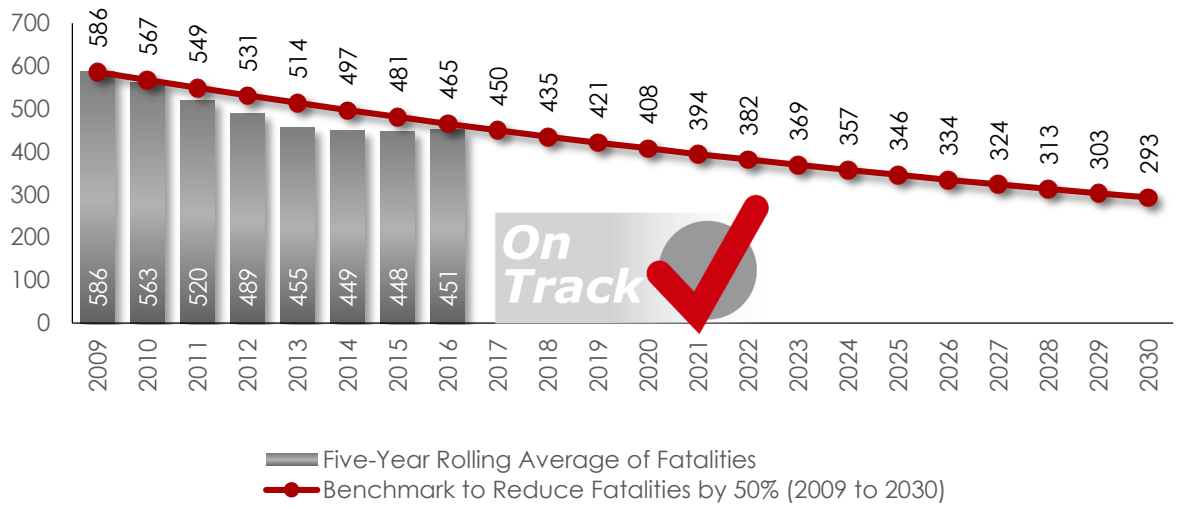


Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Objectives

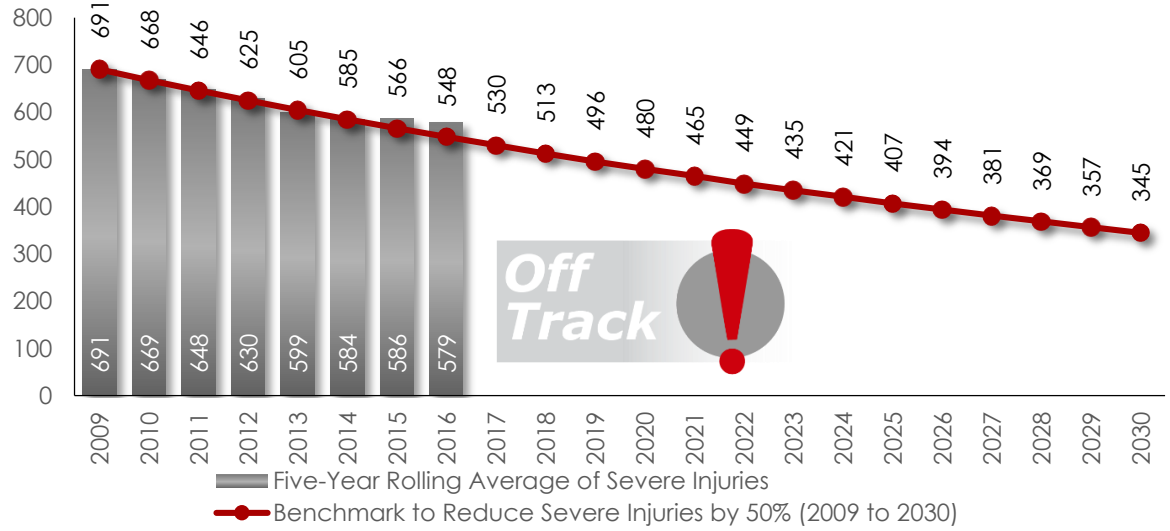
The goal for the Infrastructure and Operations Emphasis Area Team is to reduce roadway departure, intersection, and non-motorized user fatalities and severe injuries by 50 percent by 2030. Figures 4.15, 4.16, 4.17, 4.18, 4.19 and 4.20 illustrate the benchmarks for this goal.

Figure 4.15 Benchmarks for Achieving 50-Percent Reduction in Roadway Departure Fatalities by 2030



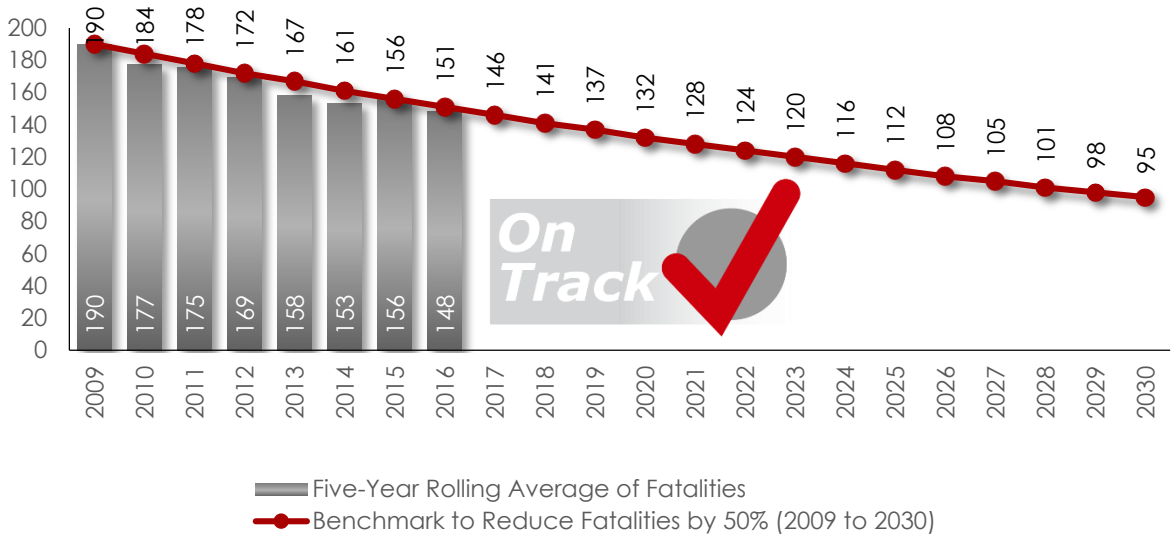
Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.16 Benchmarks for Achieving 50-Percent Reduction in Roadway Departure Severe Injuries by 2030



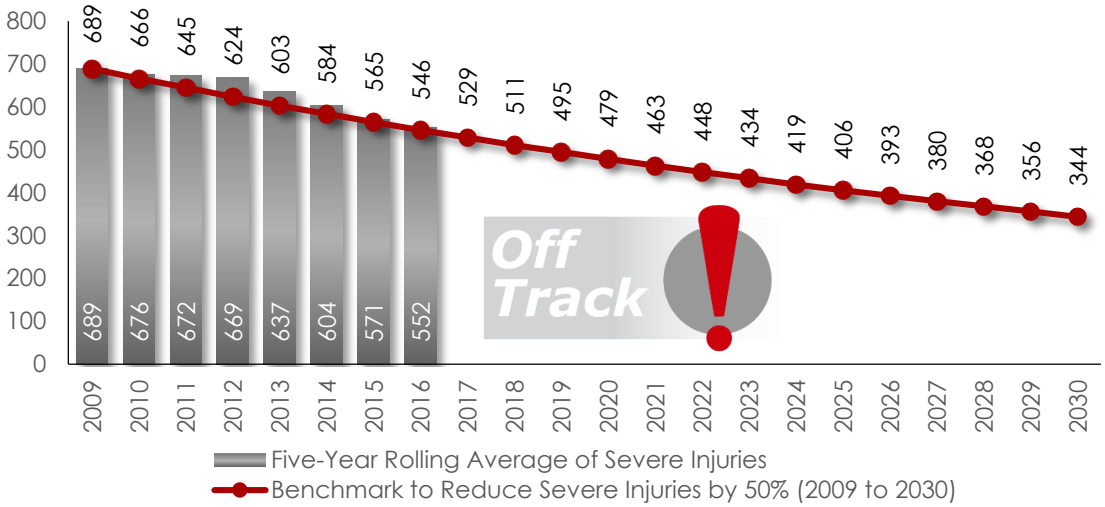
Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.17 Benchmarks for Achieving 50-Percent Reduction in Intersection-Related Fatalities by 2030



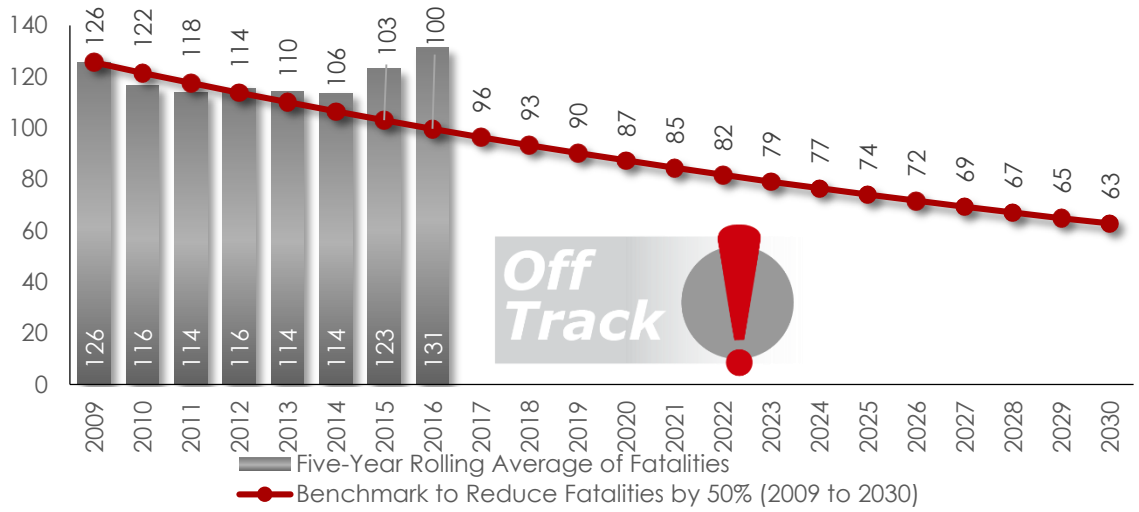
Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.18 Benchmarks for Achieving 50-Percent Reduction in Intersection-Related Severe Injuries by 2030



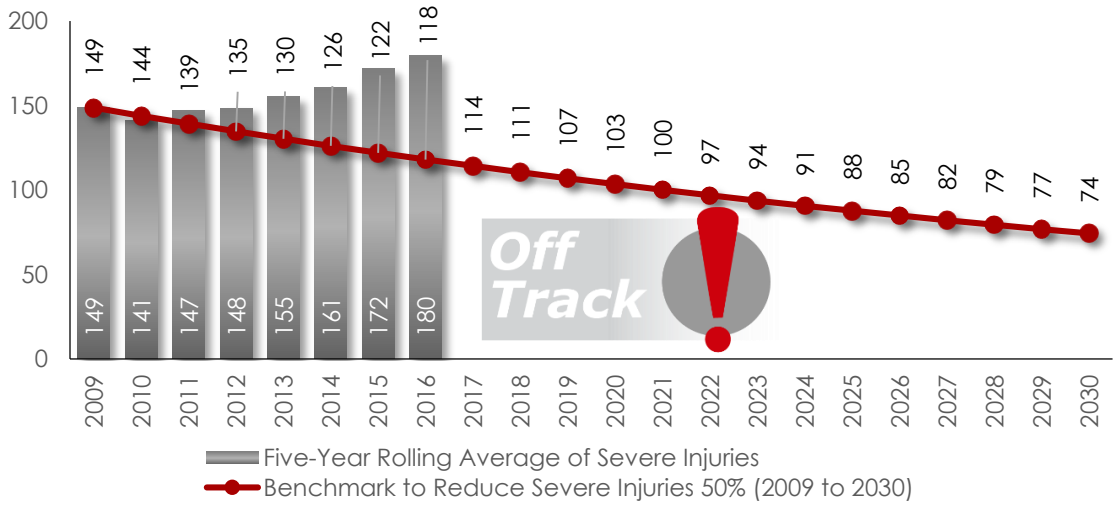
Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.19 Benchmarks to Achieve 50-Percent Reduction in Fatalities for Non-motorized Users by 2030



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2016.

Figure 4.20 Benchmarks to Achieve 50-Percent Reduction in Severe Injuries for Non-motorized Users by 2030



Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Strategies

To achieve these goals, the Infrastructure and Operations Emphasis Area Team recommended the following strategies:

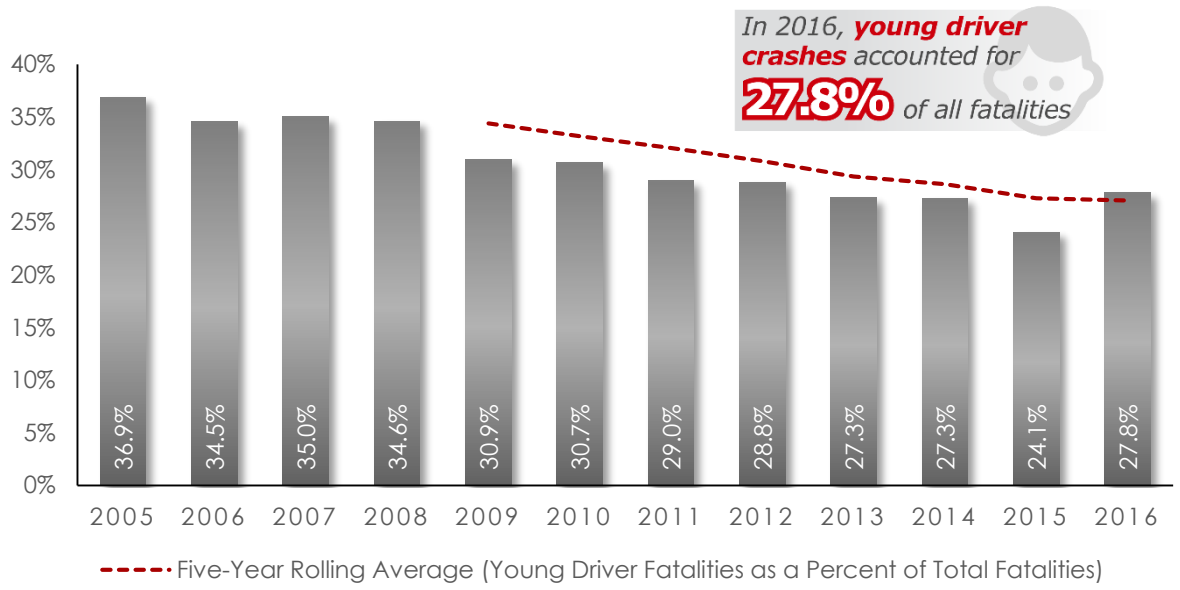
- Identify or develop sources of information that assist with the selection of safety projects and provide outreach and training to all SHSP/HSIP stakeholders.
- Increase the number of data-driven HSIP projects on state routes.
- Develop a streamlined project delivery with a data-driven project selection process in the Local Road Safety Program (LRSP).
- Improve data collection, quality, analysis, mapping, and reporting for all public roads and educate users on how to access the information.
- Standardize the consideration of substantive safety within the project development process for all projects.
- Encourage the use of Road Safety Assessments (RSAs) within the project development process.
- Reduce non-motorized user fatalities and severe injuries on all public roads through targeted investments and integration of DOTD's Complete Streets policy throughout the project development process.

4.4 Crashes Involving Young Drivers

Challenge

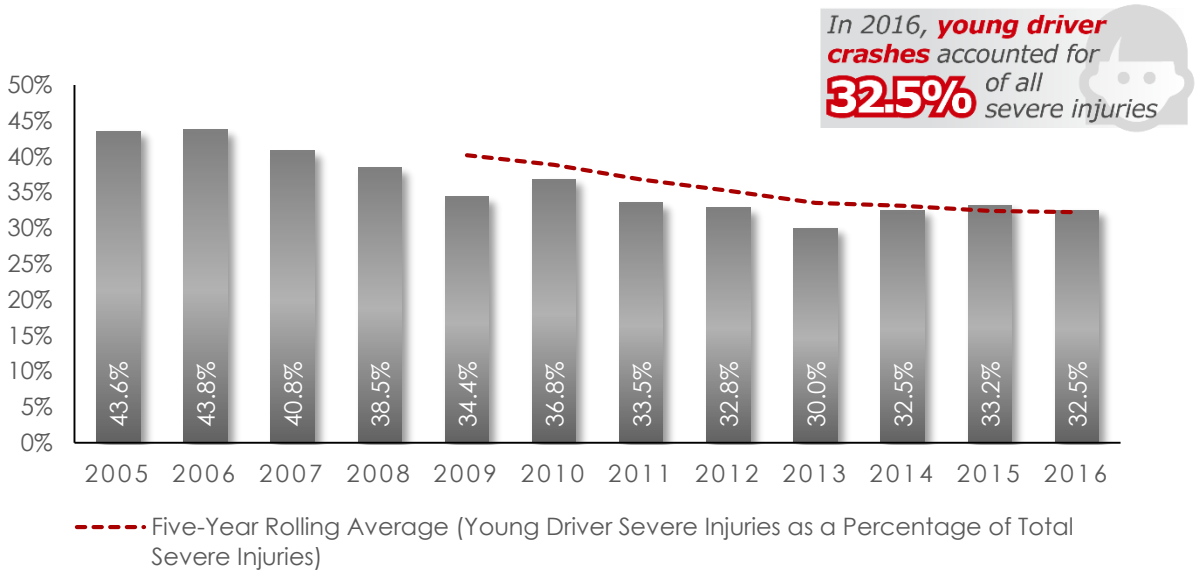
Like most states, Louisiana's young drivers are overrepresented in fatal crashes. In 2016, young drivers (15 to 24 years old) accounted for 27.8 percent of all fatalities, but only 14.5 percent of licensed drivers. Figure 4.21 shows this breakdown for fatalities from 2005 to 2016. Figure 4.22 shows the breakdown for severe injuries from 2005 to 2016.

Figure 4.21 Young Driver-Related Fatalities as a Percent of Total Fatalities



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.22 Young Driver-Related Severe Injuries as a Percent of Total Severe Injuries

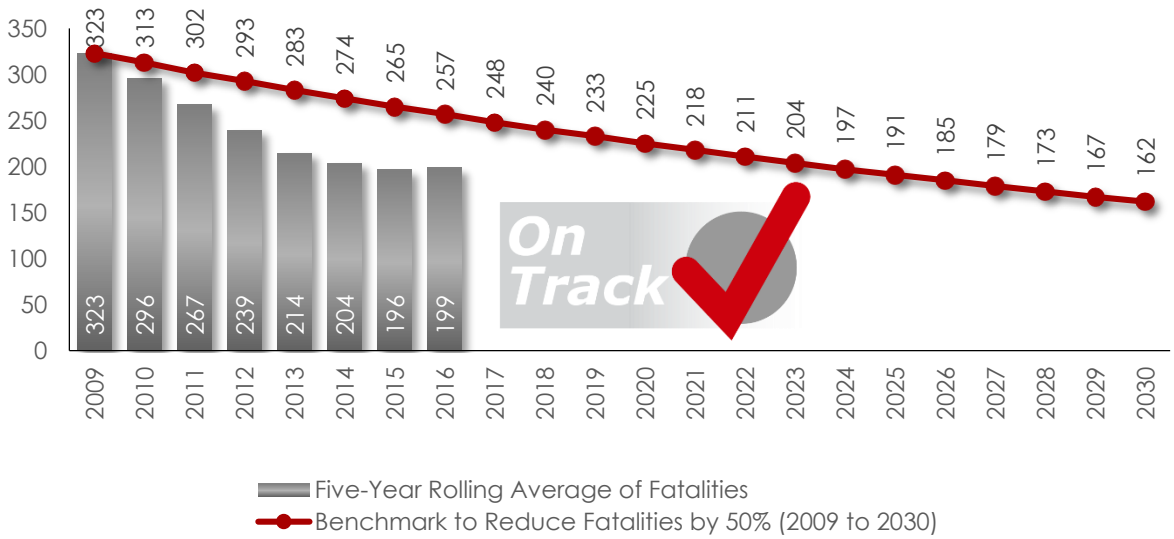


Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Objectives

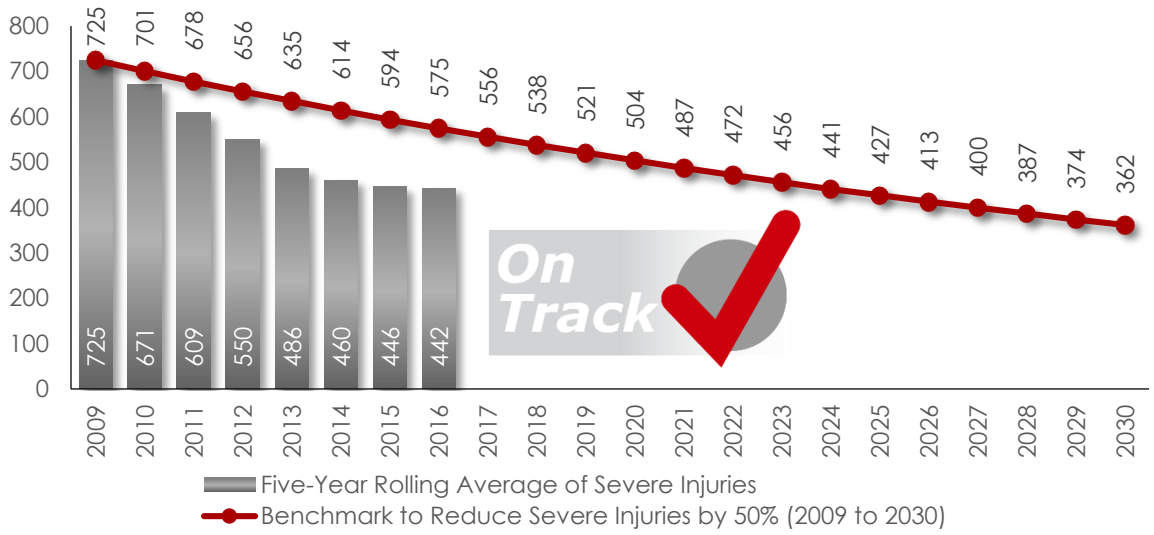
The goal for the Young Drivers Emphasis Area Team is to reduce fatalities and severe injuries involving young drivers by 50 percent by 2030. Figures 4.23 and 4.24 illustrate the benchmarks for this goal.

Figure 4.23 Benchmarks for Achieving 50-percent Reduction in Young Driver-Related Fatalities by 2030



Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.24 Benchmarks for Achieving 50-Percent Reduction in Young Driver-Related Severe Injuries by 2030



Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Strategies

To achieve these benchmarks, the Young Driver Emphasis Area Team identified the following strategies:

- Maintain and support effective programs aimed at reducing moderate, severe, and fatal crashes among 15-17 year old drivers.
- Identify and create effective programs aimed at reducing moderate, severe, and fatal crashes among 18-24 year old drivers.
- Convene subject matter experts as a resource to review data and promote evidence based standards to improve young driver safety.
- Expand enforcement of underage drinking laws and regulations.
- Create model legislation that supports young drivers.
- Identify and support data collection for young drivers' distracted driving crashes. Develop effective countermeasures to reduce distracted driving crashes.

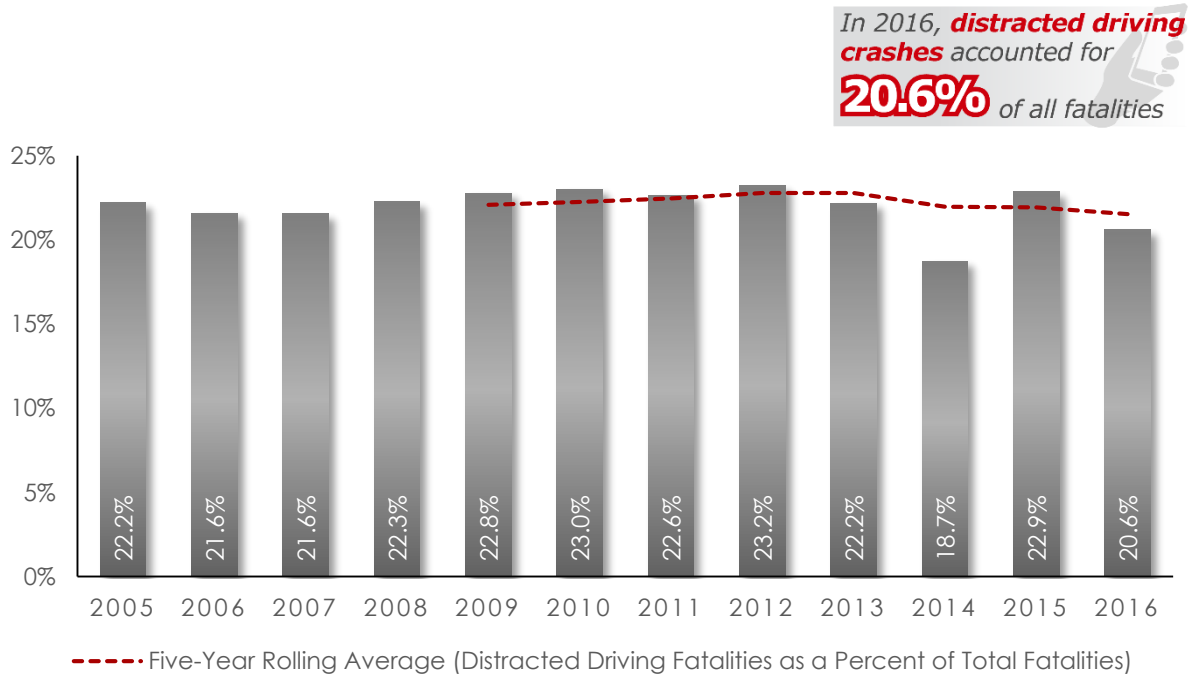
4.5 Distracted Driving

Challenge

Louisiana's working definition for distracted driving is: *A distracted or inattentive driver is one who is actively engaged in any activity that diverts his/her attention away from the task of driving. The distraction could be manual, visual, or cognitive and be inside or outside the vehicle*. In 2016, distracted driving fatalities represented 20.6 percent of all fatalities and 36.2 percent of severe injuries.

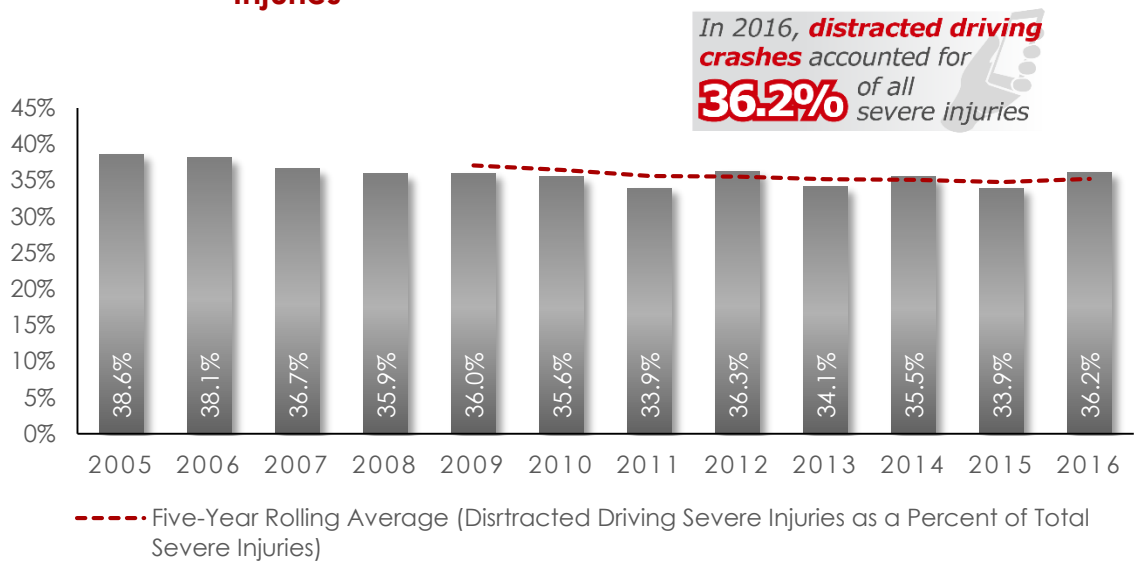
A review of the data and discussions with safety stakeholders led the Implementation Team to add Distracted Driving as an emphasis area. While it is difficult to obtain data on this topic, distracted driving is universally recognized as a serious contributor to highway safety; thus, Louisiana's safety stakeholders felt it should be added to the SHSP.

Figure 4.25 Distracted Driving-Related Fatalities as a Percent of Total Fatalities



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.26 Distracted Driving Severe Injuries as a Percent of Total Severe Injuries

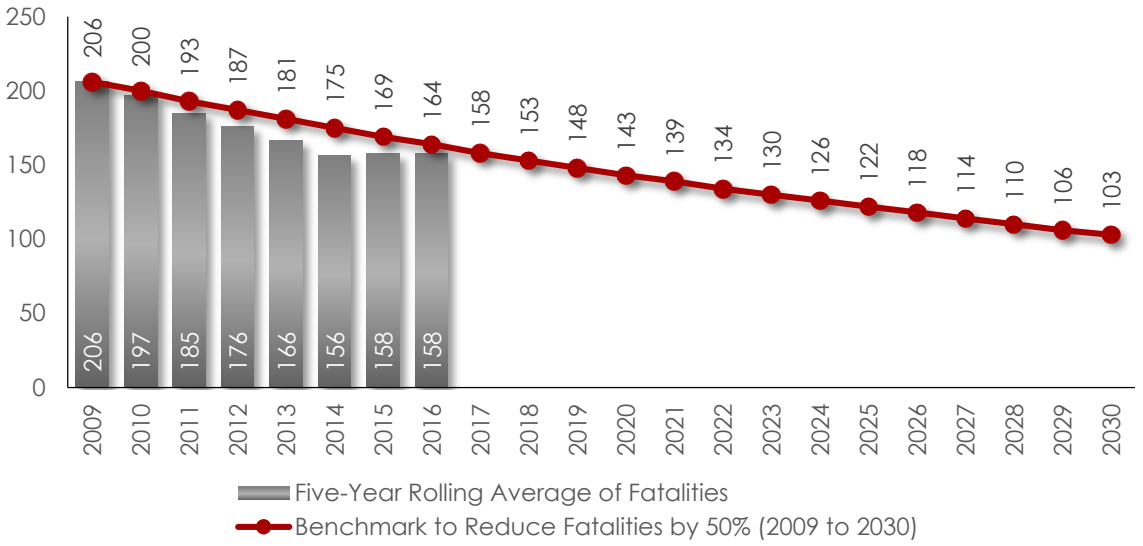


Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Objectives

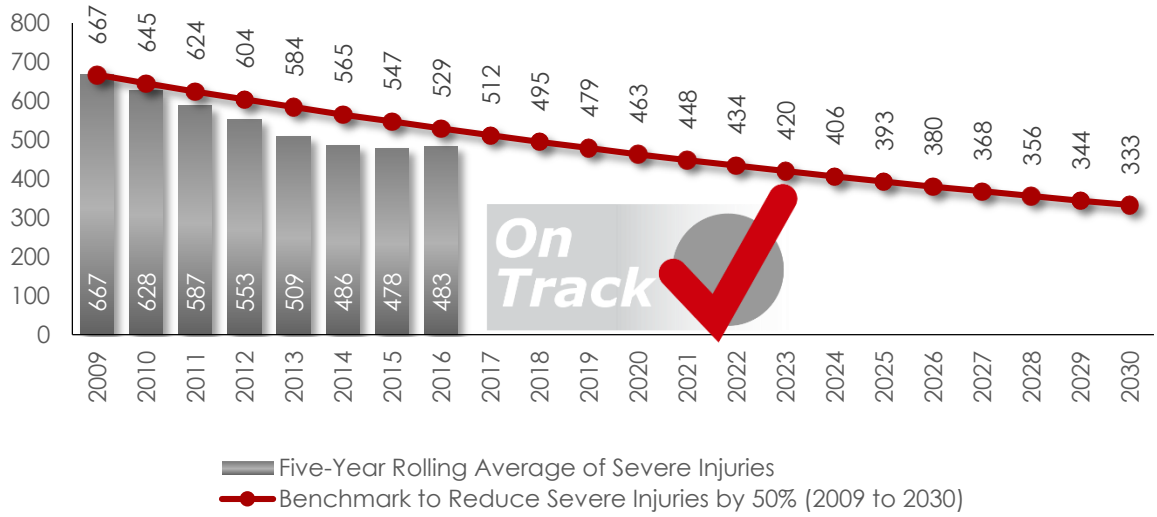
The goal for the Distracted Driving Emphasis Area team is to reduce fatalities and severe injuries by 50 percent by 2030. Figures 4.27 and 4.28 illustrate the benchmarks for this goal.

Figure 4.27 Benchmarks for Achieving 50-Percent Reduction in Distracted Driving-Related Fatalities by 2030



Source: FARS 2017, Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and severe injury data is preliminary.)

Figure 4.28 Benchmarks for Achieving 50-Percent Reduction in Distracted Driving-Related Severe Injuries by 2030



Source: Louisiana SHSP Reporting Dashboard, 2017. (Note: 2016 fatality and sever injury data is preliminary.)

Strategies

DOTD-funded research identified these proven and promising countermeasures to address distracted driving. To achieve these benchmarks, the Implementation Team identified the following strategies:

- Conduct public information and education efforts including high visibility enforcement campaigns and activities.
- Increase penalties for distracted driving and strengthen laws and public policies prohibiting distracted driving.
- Implement infrastructure improvements that help mitigate distracted driving, such as rumble strips.
- Improve collection of distracted driving data and incorporate collection of cell phone use in the annual seat belt survey.
- Use technology to prevent distracted driving, such as apps that prevent the use of a cell phone in a moving vehicle.

5

5. Implementation, Evaluation, Marketing

5.1 Implementation

Planning for implementation is a critical component of the SHSP process, and it is important to provide a detailed roadmap for future actions. The SHSP update process improved the understanding of Louisiana's safety issues and focused on the steps needed to keep the State on track to reduce traffic fatalities and severe injuries. Now, Louisiana must take what it has learned and implement the strategies and actions that will achieve success.

Once the SHSP document is approved, an action plan will be created that includes the action steps to implement each strategy, and the agency and action step leader that will oversee implementation of that specific action. It will also include expected outcomes, project type, needs and resources, estimated budget and timeline, and any additional output and outcome measures (in addition to the fatality and severe injury performance measures) to determine progress on SHSP goals.

The Executive Committee will oversee the implementation process with the Implementation Team providing more hands on support, including the following:

- Reviewing performance in the emphasis areas;
- Providing assistance to overcome barriers and solve problems;
- Measuring performance on SHSP-related campaigns, trainings, and other programs;
- Conducting strategic planning to update the SHSP, when appropriate;

- Planning peer exchanges and reviews when needed; and
- Providing guidance on future programs and activities.

Supporting the Implementation Team are the statewide emphasis area teams and regional coalitions. The statewide emphasis area teams are responsible for the following:

- Ensuring team membership is multidisciplinary and includes representatives from all required areas (engineering, enforcement, education, emergency response);
- Conducting team meetings and preparing reports on what has been accomplished;
- Tracking progress using a tracking tool that monitors how well each team is meeting its SHSP goals;
- Identifying new strategies, where appropriate, and revising or archiving strategies and action items when they are completed or become obsolete;
- Communicating emphasis area implementation priorities and opportunities to safety coalition coordinators and sharing ideas to be included in regional safety action plans; and
- Working with the Communications Coordinating Council to obtain marketing and communications support for appropriate emphasis area strategies and action steps.

The regional coalitions will continue to work on their regional safety plans and identify any areas where assistance is needed from the Executive Committee and Implementation Team and/or the statewide emphasis area teams. Regional coalitions regularly report on their activities and programs to ensure there is sufficient coordination among all partners actively involved in the SHSP process.

5.2 Evaluation

Evaluation is critical to understand what is working and should continue, and what is not working and should be modified or discontinued. Louisiana will develop an evaluation plan to assess both process and performance that will be used to inform the next update process. The process evaluation will examine roles, responsibilities, and process activities, as well as establish a timeline for monitoring, evaluating, and communicating SHSP update performance data. This process evaluation will optimize the data collection and management process to ensure decisions are made with an understanding of the benefits, limitations, and level of effort required.

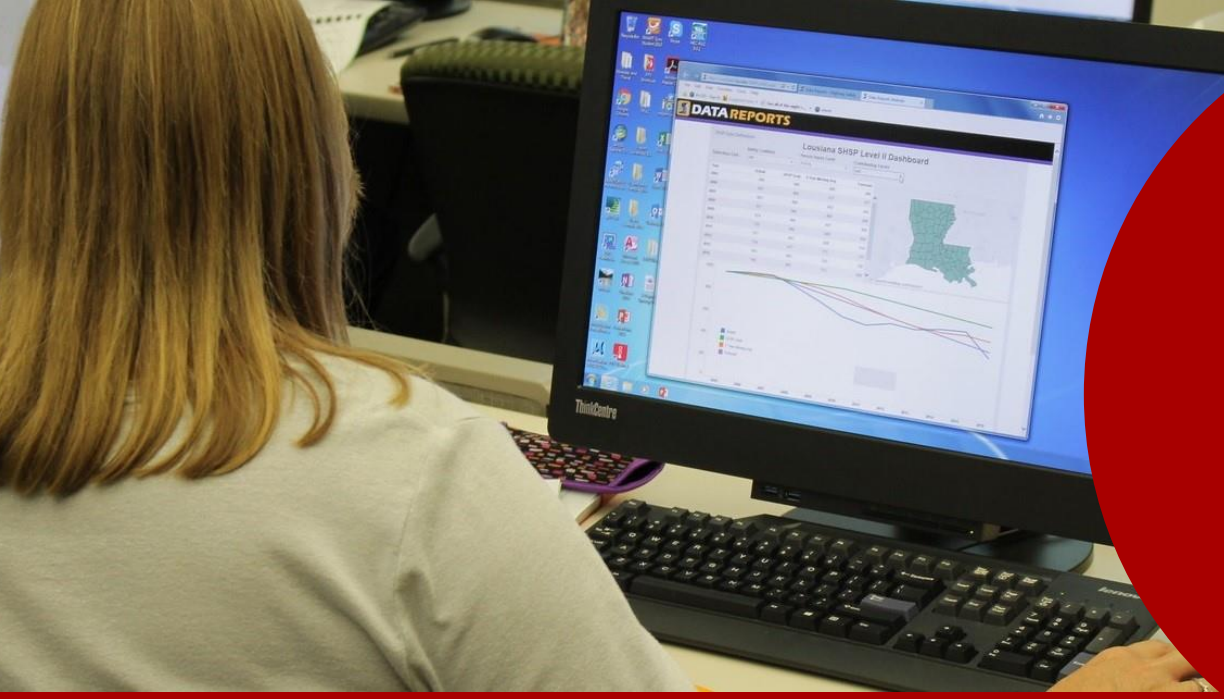
On the performance side, measurable objectives for each of the emphasis areas will be monitored on a yearly basis to determine how well the State is doing to reach SHSP goals. The

plan also will define any output and outcome measures identified by the emphasis area teams to assist them in demonstrating what was accomplished and whether it was effective.

The Implementation Team will review progress on implementation, as well as examine results on any output and outcome measures as the plan moves forward. This will help the statewide emphasis area teams identify and act on those countermeasures that have the greatest chance of success and enable the state to make any mid-course corrections should that be necessary. The results from the SHSP evaluation will be reviewed by the Executive Committee.

5.3 Marketing, Communications & Outreach

The realization of Louisiana's vision toward Destination Zero Deaths relies heavily on increased public safety awareness among all road users. To build awareness, communication—in all forms—is vital. The SHSP Communications Coordinating Council has developed a Communications and Marketing Plan that includes a safety campaign calendar, media types, communication strategies, campaign brands, talking points, and social media hashtags that SHSP stakeholders can use to increase highway safety awareness to targeted audiences in each of the SHSP emphasis areas.



A

Appendices

1.1 SHSP Executive Committee

Louisiana Department of Administration
Louisiana Department of Education
Louisiana Department of Transportation and Development
Louisiana Highway Safety Commission
Louisiana State Police
Louisiana Office of Motor Vehicles

Federal Partners
Federal Highway Administration
Federal Motor Carrier Safety Administration
National Highway Traffic Safety Administration

1.2 SHSP Implementation Team Agencies

Acadiana Transportation Safety Coalition
Capital Regional Transportation Safety Coalition
Central LA Highway Safety Coalition
Department of Transportation and Development
Federal Highway Administration

Federal Motor Carrier Safety Administration

Jefferson Parish District Attorney's Office

Louisiana Center for Transportation Safety

Louisiana Chiefs Association of Police

Louisiana District Attorneys Association

Louisiana Emergency Response Network

Louisiana Highway Safety Commission

Louisiana Local Technical Assistance Program

Louisiana Sheriff's Association

Louisiana State Police

Louisiana State Police Crime Laboratory

Louisiana State University, Highway Safety Research Group

New Orleans Regional Traffic Safety Coalition

Northeast Louisiana Highway Safety Partners

North Shore Regional Safety Coalition

Northwest Louisiana Transportation Safety Coalition

Operation Lifesaver

Rapides Area Planning Commission

South Central Regional Safety Coalition

Southwest Louisiana Regional Safety Coalition

Thibodaux Police Department

University Medical Center

1.3 Louisiana SHSP Accomplishments

Increased Safety Compliance

- Seat belt use in Louisiana has increased every year since 2009 with a 10 percent increase overall. In 2016, the seat belt compliance rate was 87.8 percent, which is up from 85.9 percent in 2015. The Louisiana Seat Belt and Motorcycle Helmet Observation Survey found seat belt use rising above 80 percent in every region of the State for the first time and increases in rear seat belt use.
- Nighttime seat belt use increased by 5.8 percentage points from 2014 to 2015.

Improved the Roadway

- Intersection-related fatalities dropped by 23 percent from 181 fatalities in 2010 to 140 fatalities in 2014. One of the reasons is the state's Intersection Safety Action Plan, which identified approximately 1,200 intersections as potential candidates for low-cost safety improvements.
- Further reductions in fatalities and injuries are due to the implementation of systemic safety improvements, which highlight and fix locations at high risk of a crash and the installation of cable median barriers.
- DOTD conducted systemic deployment of low-cost countermeasures on state highways and local roads that includes cable median barriers, enhanced signing and pavement marking, centerline rumble strips, edge rumble stripes, alignment delineation, high friction surface treatments, guardrail updates, vegetation removal, and utility pole treatments. For instance, Louisiana has an active program to install cable median barrier on controlled access facilities. As of June 2017, Louisiana has constructed 230 miles of cable median barrier, with 181 currently under construction and another 279.8 miles scheduled in the highway program.
- About 25 percent of roadway deaths and 40 percent of all crashes in Louisiana occur on the local road system. DOTD partnered with the Louisiana Local Technical Assistance Program (LTAP) to manage the Local Road Safety Program (LRSP) and the Highway Safety Improvement Program (HSIP), to provide training, technical assistance, and outreach to local jurisdictions through an application process.
- State-specific safety performance functions (SPF) were developed for network screening, along with an improved process for identifying candidate project sites. The development of HSM calibration factors allowed for project level alternative analysis and more explicit consideration of safety.

Ensured Enforcement

- Louisiana implemented No Refusal across the State to prevent impaired driving. No Refusal is an enforcement strategy that encourages law enforcement to obtain search warrants for blood samples from suspected impaired drivers who refuse breath tests. Participating jurisdictions allow officers to request warrants via phone from on-call judges or magistrates. This enables law enforcement to legally acquire a proper blood sample from drivers who refuse to give a breath sample. During these enforcement efforts, prosecutors and judges make themselves available to streamline the warrant acquisition process and help build solid cases leading to impaired driving convictions.
- Overtime enforcement for impaired driving and occupant protection increased. Law enforcement agencies conducted 387 sobriety checkpoints in parishes that have been designated as having an alcohol problem, as well as 812 saturation patrols and worked 40,180 saturation patrol hours. Occupant protection checkpoints and patrols resulted in 66,109 seat belt citations, and 4,911 child passenger citations.
- The Louisiana District Attorneys Association hired a full-time Traffic Safety Resource Prosecutor (TSRP), who provides training, education, and technical support to traffic crimes prosecutors and law enforcement agencies throughout the State.
- DWI Courts were established in five judicial districts and the use of SCRAM devices in three judicial districts. A SCRAM device is a tool used by courts, probation departments, and sometimes defense attorneys to monitor a client's blood alcohol content level.
- The State created LADRIVING, an automated statewide DWI/DUI processing system used by law enforcement and justice personnel to capture arrest information electronically and to digitally create reports. The system streamlines the arrest process, encourages standardization, increases efficiency, eliminates duplication, and minimizes data entry errors. It also integrates test results, electronically distributes arrest information to multiple district attorneys and prosecutors, and provides an automated delivery of information to the Office of Motor Vehicles.

Expanded Education

- The Sudden Impact Program reached 9,427 students and pre- and post-tests indicate a 19.5 percent difference in their attitude and behavior toward high-risk driving. The Think First Program coordinated and implemented 54 programs and reached 6,339 students. The students had a 17 percent increase in pre- and post-tests on behavior and attitude toward drinking and driving and other high-risk behaviors.
- DOTD conducted four training courses on the Highway Safety Manual (HSM) to help practitioners integrate the HSM into their daily project planning, programming, and engineering activities.

- Additional trainings were conducted by DOTD in the Interactive Highway Safety Design Model **(**IHSDM**),** the Interchange Safety Analysis Tool (iSATe), Traffic Incident Management, a Data Workshop, Law Enforcement Expert Data Quality Workshop, Safety Coalition Coordinators Training, training for Complete Streets, and training for pedestrian/bicycle safety.
- Roadway Safety Assessment (RSA) workshops were conducted to provide guidance to state and local agency practitioners on these safety performance evaluations. A multidisciplinary team qualitatively estimates and reports potential road safety issues, and identifies opportunities for low-cost safety improvements.
- The LTAP and LHSC coordinated Impaired Driving Workshops for law enforcement in each of the nine State Police areas across Louisiana. The one-day workshops provided updates on the best practices in the arrest and prosecution of impaired drivers. Topics included preparing for court, field sobriety test and blood alcohol concentration (BAC) reviews update, effective driving while intoxicated (DWI) report writing, and the administrative hearing process.
- LTAP hosted speed management workshops to explain the methodology used to set speed limits, and inform local politicians and practitioners of the State's Statute on setting speed limits and how speed zoning and traffic calming can make roads safer.
- Louisiana hosted a peer exchange with Utah and Nevada on coordinating state and regional transportation safety planning through the SHSP process. The meeting provided an opportunity to share successful practices and identify opportunities for incorporating safety into the transportation safety planning process at all levels.
- A Local Road Safety Peer Exchange was held in 2015 involving transportation professionals from parishes and municipalities from all parts of the State who exchanged ideas on road safety best practices and innovations that help save lives.
- A Complete Streets peer exchange was held to discuss how this policy is improving safety for all road users.

Enhanced Public Policy

- The State Legislature increased the fine for not wearing a seat belt from $25 to $50.
- The state established a Complete Streets Policy, which was ranked second in the nation by the National Complete Streets Coalition, to ensure the state highway system accommodates all road users. This policy provides for a comprehensive, connected transportation network for Louisiana that balances access, mobility, health and safety needs of motorists, transit users, bicyclists, and pedestrians of all ages and abilities.
- It is now against the law in Louisiana to drive through a school zone during posted hours using a cell phone or other mobile device. In addition, new drivers in Louisiana with a

"learner's" or "intermediate" licenses are prohibited from using cell phones while driving. There also is a ban on texting while driving regardless of age.

- The State Legislature passed a rewrite of Louisiana's laws governing DWI, which cleaned up discrepancies across multiple statutes dealing with DWI offenses with the hope it will make it easier for judges, prosecutors, and attorneys to follow what is required in law.

1.4 Regional Safety Coalition Accomplishments

Following is a more complete description of the SHSP Accomplishments listed on page 3.

Acadiana Transportation Safety Coalition

- Piloted local road crash analysis for one of the top 20 parishes in the state for fatal and injury crashes.
- Implemented the Fatal Vision *M.E.T.H.O.D. (Mind Eyes Two Hands on Driving*), a peer-led program that urges young drivers to make safe decisions while driving, such as not texting and driving or driving under the influence of alcohol or drugs.
- Supported approval of a resolution supporting Destination Zero Deaths by the City of Carencro, LA.
- Created a newsletter to keep the public and partners informed about where current activities.
- Increased local community participation in highway safety in Vermilion Parish through submission of an application to the local road safety program.

Capital Regional Transportation Safety Coalition

- Produced impaired driving training videos for refineries and chemical plants through LHSC grant.
- Conducted a seat belt education program for low-use populations including African-American men.
- Participated in Louisiana Governor's Safety and Health Expo, State Police Troop A Safety Expo, conducted Road Safety 365 workshops, child safety seat checks, BAC education and awareness through *We've Got Your BAC* campaign, and provided distracted driving simulations at free weekly concert events in downtown Baton Rouge.
- Implemented No Refusal in East Baton Rouge Parish.
- Created a new logo, Facebook page, and newsletter for the coalition.

Central LA Highway Safety Coalition

- One year after the establishment of the coalition, the number of fatal crashes decreased 19.75 percent from 2011-2016; whereas, front seat belt compliance rate increased 10.9 percent from 2014-2015.
- Conducted road safety audits and a Road Safety 365 workshop involving individuals from Louisiana DOTD Districts 8 and 58, the Alexandria MPO, and Rapides Parish Police Jury.
- Participated in Healthy Communities Coalition meetings, Child Death Reviews, Region 6 LERN meetings, and distributed information as part of Hunting and Fishing Day.
- Added child seat fitting stations and increased certifications of child passenger safety technicians.

New Orleans Regional Traffic Safety Coalition

- Hosted a Traffic Safety Summit and invited all individuals interested in safety to attend.
- Created new bicycle and pedestrian maps and trail etiquette guide, distributed information on three-foot passing law, and helped produce the *Be a Roll Model* video for a statewide bicycle safety campaign.
- Developed partnership with Uber and provided a code *LAHIGHWAYSAFE* for a free ride on the service.
- Worked with the region's university police departments to address college age young drivers.
- Piloted a parent session for the Sudden Impact program to teach parents about teen driver safety and regulations.
- Helped St. Bernard and St. Charles parishes develop pedestrian/bicycle safety plans.

Northeast Louisiana Highway Safety Partners

- Launched a Sudden Impact youth program with eight of 12 sheriffs' offices and all hospitals participating.
- Conducted a bicycle/pedestrian seminar.
- Hosted a prescription drug take-back day with the State Police and several local pharmacies to reduce the misuse of prescription drugs and address drugged driving.
- Supported 21st Century Educational Grant Program in Union Parish, an educational after-school program.

North Shore Regional Safety Coalition

- Conducted a seat belt survey in the City of Covington and distributed *I Got Caught Wearing my Seat Belt* t-shirts to young people.
- Hosted a traffic safety booth at North Oaks *Play It Safe* Festival, conducted distracted and inattentive driving analyses, hosted the Road Safety 365 classes, and participated in Louisiana Governor's Safety and Health Expo.
- Invited Southeastern Louisiana University police to join the coalition.
- Fully implemented No Refusal in Tangipahoa Parish, and expanded to St. Tammany Parish.
- Discussed young driver initiatives and systemic infrastructure upgrades with Tangipahoa Parish.
- Partnered with Tangipahoa Parish's first lady to promote highway safety through the *Stop the Knock* Program.
- Supported local road safety program projects to incorporate the 4E approach in the application process.
- Conducted a seat belt survey to support seat belt surveys at Tangipahoa high schools.
- Through a multidisciplinary approach, assisted in addressing a rural high crash location.

Northwest Louisiana Transportation Safety Coalition

- Participated in educational outreach efforts through Think First Injury Prevention and the Caddo Sheriff's Safety Town.
- Provided promotional items to local high schools during football games with distracted driving safety messaging and coloring books to students visiting the Louisiana State Fair with occupant protection safety messaging.
- Provided *Spot the Tot* safety campaign materials during the Junior League Super Safety Saturday to raise awareness of child vehicle death prevention.
- Placed occupant protection safety messaging on digital billboards on I-20 at Chesapeake Energy and in Bossier City at Diamond Realty.
- Assisted with non-infrastructure projects through the Safe Routes to School program at three elementary schools, including the repair of a school zone pedestrian bridge.
- Expanded No Refusal throughout the region.

South Central Regional Safety Coalition

- Hosted a Traffic Safety Summit where participants had an opportunity to learn about a variety of traffic safety issues.
- Received 2012 *Excellence in Regional Transportation Award* from National Association of Development Organizations (NADO) for highway safety efforts and 2013 *National Roadway Safety Award* from the Federal Highway Administration and the Roadway Safety Foundation for proactive data-driven South Central Regional Transportation Safety Plan.
- Conducted *Capturing Safety Through the Eyes of a Teen*, a teen driver safety video and photo contest for four years to encourage safe driving decisions and become the voice of positive messaging in their respective schools and communities.
- Implemented five *Arrive Alive* Tours throughout the South Central Region reaching over 600 students in five different schools.
- Conducted Fatal Vision Goggle demonstration in collaboration with Nicholls State University Health Services and Louisiana State Police Troop C.
- Achieved the highest front seat occupant seat belt use in the state at 91.2 percent and the highest child restraint usage of 88.8 percent in 2015.
- Implemented *I Got Caught Wearing My Seatbelt* program where students were rewarded for wearing their seat belts in school zones.
- Provided over $10,000 in child safety seats in the region.
- Purchased the first Regional DWI Unit in the State of Louisiana to be used in joint multijurisdictional DWI checkpoints and saturation patrols in the parishes of Assumption, Lafourche, St. Charles, St. James, St. John the Baptist, and Terrebonne.
- Hosted the first *Road Safety Assessment Course* for the region, which involved gathering and analyzing crash data, identifying a list of high-crash locations, and prioritizing and conducting road safety assessments on approximately 18 local roads in four parishes.
- Conducted two bicycle rodeos to educate youth on bicycle safety.

Southwest Louisiana Regional Safety Coalition

- Participated in *Roll to the Grove*, a community event that focuses on motorcycle safety and raising awareness among motorcycle enthusiasts and the public.
- Certified the Southwest Louisiana Safety Coalition Coordinator as a Child Passenger Safety Technician to provide inspection and installation of child safety seats.

DESTINATION ZERO DEATHS

Louisiana Strategic Highway Safety Plan
Louisiana Department of Transportation and Development
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LOUISIANA DEPARTMENT OF TRANSPORTATION & DEVELOPMENT

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HSC
Louisiana Highway Safety Commission