

New Orleans Regional Transportation Safety Plan



April 2014



Table of Contents

1.0	Regional and Statewide Transportation Safety Overview	1-1
1.1	Plan Overview	1-1
1.2	Connection to the SHSP	1-1
1.3	Regional Safety Coalition Members	1-4
2.0	Vision, Mission, Goals, and Performance Measures	2-1
2.1	Vision and Mission	2-1
2.2	Goal.....	2-1
2.3	Performance Measures	2-3
3.0	Problem Identification and Emphasis Area Selection.....	3-1
3.1	Emphasis Area Selection	3-1
3.2	Impaired Driving	3-3
3.3	Occupant Protection.....	3-7
3.4	Infrastructure and Operations.....	3-11
3.5	Crashes Involving Young Drivers	3-18
3.6	Bicycle and Pedestrians	3-21
4.0	SHSP Management, Implementation, and Evaluation	4-1
4.1	Responsibilities of the Regional Safety Coalitions	4-1
4.2	Safety Program and Project Implementation.....	4-1
4.3	Evaluation.....	4-1



List of Tables

3.1	Fatalities and Serious Injuries in New Orleans Region, 2007 to 2012.....	3-1
3.2	Population by Parish in New Orleans Region (2010 U.S. Census)	3-2



List of Figures

1.1	Benchmark to Achieve 50-Percent Reduction in Fatalities by 2030 (Statewide)	1-2
1.2	Regional Safety Coalitions.....	1-3
2.1	Benchmarks to Achieve 50-Percent Reduction in Fatalities in New Orleans Region by 2030.....	2-2
2.2	Benchmarks to Achieve 50-Percent Reduction in Serious Injuries in New Orleans Region by 2030.....	2-2
3.1	Fatalities and Serious Injuries by Parishes in New Orleans Region, 2007 to 2012	3-2
3.2	Contributors to Fatalities as Percent of the Total Problem in New Orleans Region.....	3-3
3.3	Impaired Driving Fatalities and Serious Injuries in New Orleans Region, 2007 to 2012.....	3-4
3.4	Impaired Driving Fatalities and Serious Injuries by Parish in New Orleans Region, 2007 to 2012....	3-5
3.5	Benchmarks to Achieve a 50-Percent Reduction in Impaired Driving Fatalities in New Orleans Region by 2030	3-6
3.6	Benchmarks to Achieve a 50-Percent Reduction in Impaired Driving Injuries in New Orleans Region by 2030	3-6
3.7	Observed Safety Belt Use, 2000 to 2013	3-7
3.8	Unrestrained Fatalities and Serious Injuries in New Orleans Region, 2007 to 2012	3-8
3.9	Unrestrained Fatalities and Serious Injuries by Parish in New Orleans Region, 2007 to 2012	3-9
3.10	Benchmarks to Achieve a 50-Percent Reduction in Unrestrained Fatalities in New Orleans Region by 2030.....	3-10
3.11	Benchmarks to Achieve a 50-Percent Reduction in Unrestrained Injuries in New Orleans Region by 2030.....	3-10
3.12	Roadway Departure Fatalities and Serious Injuries in New Orleans Region, 2007 to 2012	3-12
3.13	Roadway Departure Fatalities and Serious Injuries by Parish in New Orleans Region, 2007 to 2012.....	3-12
3.14	Intersection Fatalities and Serious Injuries in New Orleans Region, 2007 to 2012	3-13
3.15	Intersection Fatalities and Serious Injuries by Parish in New Orleans Region, 2007 to 2012	3-14



3.16	Benchmarks to Achieve a 50-Percent Reduction in Roadway Departure Fatalities in New Orleans Region by 2030	3-15
3.17	Benchmarks to Achieve a 50-Percent Reduction in Roadway Departure Injuries in New Orleans Region by 2030	3-16
3.18	Benchmarks to Achieve a 50-Percent Reduction in Intersection Fatalities in New Orleans Region by 2030.....	3-16
3.19	Benchmarks to Achieve a 50-Percent Reduction in Intersection Injuries in New Orleans Region by 2030.....	3-17
3.20	Young Drivers (Age 15 to 24) Involved Fatalities as Percent of Total Fatalities (Statewide), 2006 to 2010.....	3-18
3.21	Young Driver Fatalities and Serious Injuries (Ages 15 to 24) in New Orleans Region, 2007 to 2012.....	3-19
3.22	Young Driver Fatalities and Serious Injuries by Parish in New Orleans Region, 2007 to 2012	3-19
3.23	Benchmarks to Achieve a 50-Percent Reduction in Fatalities Involving Young Drivers in New Orleans Region by 2030	3-20
3.24	Benchmarks to Achieve a 50-Percent Reduction in Injuries Involving Young Drivers in New Orleans Region by 2030	3-20
3.25	Pedestrian Fatalities and Serious Injuries in the New Orleans Region.....	3-22
3.26	Bicyclist Fatalities and Serious Injuries in the New Orleans Region.....	3-22
3.27	Pedestrian Fatalities and Serious Injuries in the New Orleans Region by Parish.....	3-23
3.28	Bicyclist Fatalities and Serious Injuries in the New Orleans Region by Parish	3-23
3.29	Benchmarks to Achieve a 50-Percent Reduction in Pedestrian Fatalities in New Orleans Region by 2030.....	3-24
3.30	Benchmarks to Achieve a 50-Percent Reduction in Bicycle Fatalities in New Orleans Region by 2030.....	3-24
3.31	Benchmarks to Achieve a 50-Percent Reduction in Pedestrian Serious Injuries in New Orleans Region by 2030	3-25
3.32	Benchmarks to Achieve a 50-Percent Reduction in Bicycle Serious Injuries in New Orleans Region by 2030	3-25



Regional and Statewide Transportation Safety Overview

1.1 PLAN OVERVIEW

The New Orleans Regional Transportation Safety Plan (NORTSP) is a data-driven action plan developed by the New Orleans Region Transportation Safety Coalition (NORTSC). NORTSC partners, including representatives from the 4E's (education, enforcement, engineering, and emergency medical services), collaborated to identify effective multimodal transportation safety solutions in the Parishes of Jefferson, Orleans, Plaquemines, and St. Bernard.

Funded by the Louisiana Department of Transportation and Development (LADOTD), this living document follows similar goals and strategies established in the statewide Strategic Highway Safety Plan (SHSP). It primarily seeks to implement transportation safety projects at the regional and local levels. Like the SHSP, the NORTSP's measurable goal is to reduce the number of roadway fatalities in the region by one-half by 2030. To achieve this target, noninfrastructure and infrastructure efforts will be undertaken in five emphasis areas, namely: Occupant Protection, Impaired Driving, Crashes Involving Young Drivers, Infrastructure and Operations and Bicycles and Pedestrians (this emphasis area is unique to the region, given the urban nature of the City of New Orleans).

This plan is also supported by the Federal Highway Safety Administration (FHWA), Louisiana Highway Safety Commission (LHSC), the New Orleans Metropolitan Regional Planning Commission (RPC), and the jurisdictions in the New Orleans Region.

1.2 CONNECTION TO THE SHSP

In 2006, Congress passed the Safe, Accountable, Flexible, Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU), which established the Highway Safety Improvement Program (HSIP) as a core Federal program. To receive funding under this Program, states were required to develop SHSPs. The SHSP is a data-driven, four- to five-year comprehensive plan that establishes statewide goals, objectives, key emphasis areas, and proven strategies to reduce fatalities and serious injuries. The most recent transportation legislation, Moving Ahead for Progress in the 21st Century (MAP-21), doubled funding under the HSIP program, signaling a continued focus on reducing transportation-related fatalities and serious injuries. Since crashes are most likely caused by a number of different factors, the strategies developed in the SHSP are a result of a number of different techniques, including engineering, education, law enforcement, and emergency medical services.

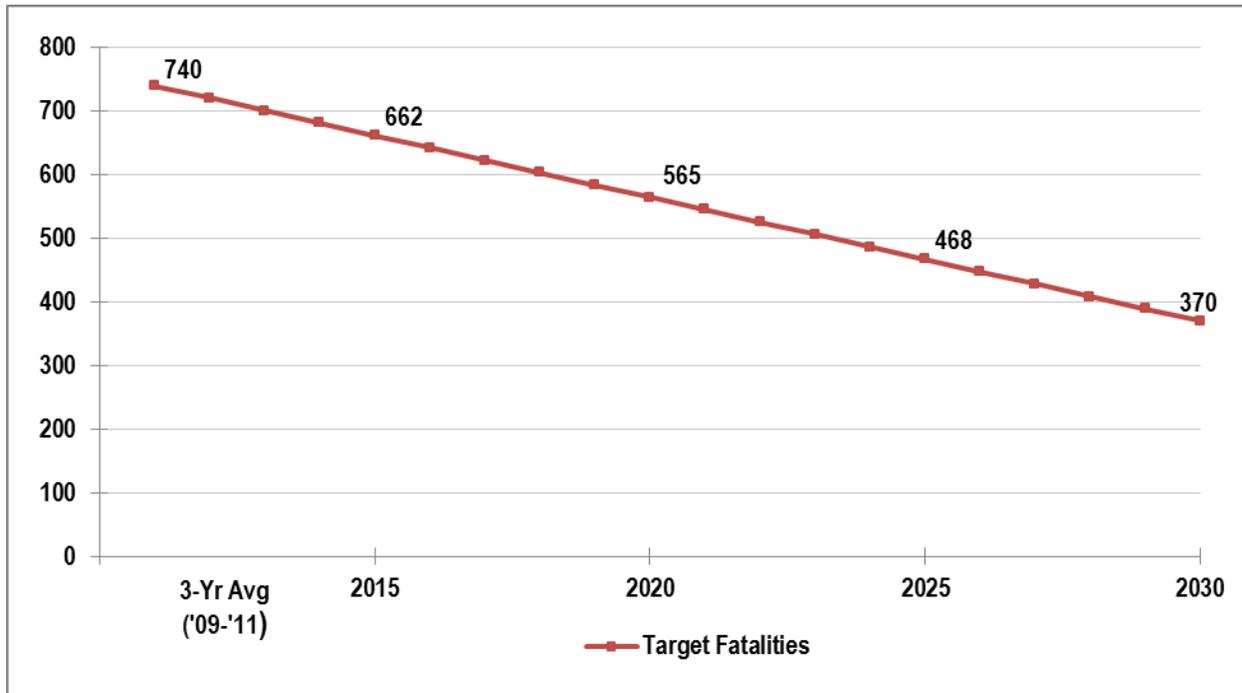
In 2006, the LADOTD developed the State's first SHSP to mitigate the devastating effects of motor vehicle-related fatalities and serious injuries on Louisiana roadways.

In 2011, LADOTD completed an update to the original plan and identified the leading factors contributing to fatalities in the State, which included occupant protection, impaired driving (this area now includes driving under the influence of drugs, as well as alcohol), run-off-road crashes, young drivers, and intersection crashes. To address these areas, the SHSP puts forth a number of aggressive projects and programs with the intent of reaching the new state goal: Halve fatalities by 2030.



The updated SHSP uses a baseline average of 2009 to 2011 data to calculate the necessary rate of change to achieve a 50-percent reduction in fatalities by 2030. Benchmarks for achieving this goal are illustrated in Figure 1.1.

Figure 1.1 Benchmark to Achieve 50-Percent Reduction in Fatalities by 2030
Statewide



To reach the goal of 370 fatalities, the effort is two-fold. At the state level, LADOTD, LHSC, Louisiana State Police (LSP), Louisiana Technical Assistance Program (LTAP), and other safety stakeholders have identified and are implementing strategies in the four key emphasis areas to reduce fatalities and serious injuries. The emphasis area teams meet regularly to track implementation of the various strategies and action steps in the statewide SHSP.

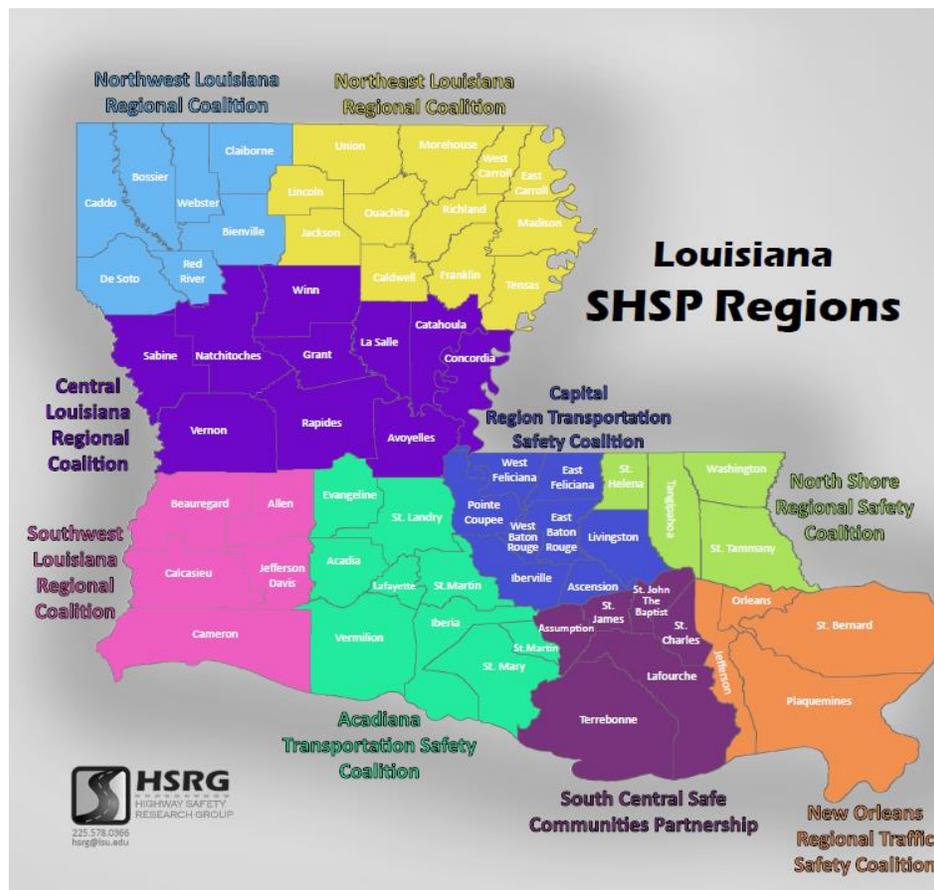
At the local level, LADOTD has split the State into 9 different regions (as shown in Figure 1.2), which correspond to the DOTD districts and the LSP Troop Commands. Each region is charged with forming a multidisciplinary or 4E safety coalition; reviewing the regional and local crash data; and developing a continually evolving, data-driven action plan that is linked to the SHSP. During the plan development process, the regional safety coalitions meet to assess the contributing crash factors on the state and local roads in the region, select emphasis areas, and identify strategies and action steps to mitigate these issues. Often, the regional safety issues are similar to the statewide issues, so instead of recreating the wheel, the regional teams adopt strategies and actions steps from the statewide emphasis area team action plans. They are also encouraged to identify new data-driven strategies and action steps to reduce fatalities and serious injuries in the region. Although DOTD implements a number of safety programs and projects at the statewide level, the regional plans harness local knowledge to identify what safety programs and projects will have the greatest impact on fatalities at the parish level.

The benefits of this regional approach to safety planning include:

- The strategies and actions in the SHSP are being implemented at the regional level. Broader implementation ensures better opportunities to reduce fatalities and serious injuries.
- DOTD is in a better position to understand and potentially fund regional safety priorities.
- The regional teams have new opportunities to receive funding for the critical safety needs in a region.
- The regional teams have better access to and a better understanding of crash data. They also are better connected to safety stakeholders and partnerships.

This coalition is led by the New Orleans Regional Planning Commission (NORPC). Some of the other coalitions are led by the DOTD District Office, Safety Councils, LSP Commands, or local law enforcement. The involvement of the New Orleans RPC is important to ensure that the results of plans are linked to the Regional MPO Long-Range Transportation Plan (LRTP) and included in the Transportation Improvement Program (TIP).

Figure 1.2 Regional Safety Coalitions



1.3 REGIONAL SAFETY COALITION MEMBERS

In the New Orleans Region, the stakeholder coalition that developed this Plan is comprised of a diverse group of safety stakeholders representing the New Orleans RPC, Federal/state highway safety agencies, law enforcement, health professionals, EMS personnel, policy-makers, bicycle and pedestrian advocates, educators, and youth and local community residents.

The stakeholders that drafted the contents of the Plan and will oversee its development, implementation, and evaluation include:

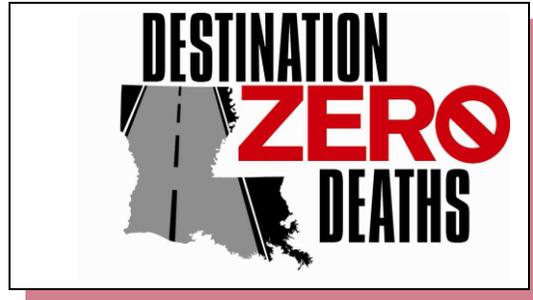
- LADOTD
- LA DOTD – District 2
- NORTSC
- New Orleans RPC
- New Orleans EMS
- National Safety Council
- WHNO (television)
- LSU HSC School of Public Health
- LSU Trauma Center
- Jefferson Parish District Attorney
- OPH-IRP
- FHWA
- LSP Troop B
- Kenner Police Department
- St. Bernard Sheriff
- LHSC
- JPSO
- MAC
- LTAP/Local Road Safety Program
- AAA
- Office of Public Health

However, all safety stakeholders from the New Orleans Region can contribute their ideas to this Plan.

2.0 Vision, Mission, Goals, and Performance Measures

2.1 VISION AND MISSION

The vision of the NORTSP is to reach destination zero deaths on roadways in the New Orleans region. The mission is to reduce the human and economic toll on the region's surface transportation system due to traffic crashes through widespread collaboration and an integrated 4E approach. The Coalition intends to continually revise and implement this Action Plan to bring about a program of priorities designed to reduce the incidence of traffic crashes, fatalities and serious injuries within the New Orleans Region.



2.2 GOAL

One reason for developing the NORTSP is to align the region with the statewide safety goals. The goal of the SHSP and the NORTSP are to **halve fatalities by 2030**. The NORTSP uses a baseline average of 2009 to 2011 data to calculate the rate of change to achieve a 50-percent reduction in fatalities by 2030. Figure 2.1 shows the benchmarks for achieving this goal. Although this goal will not change from year to year, the annual reduction rate needed to achieve the goal could vary based on each year's progress. Serious injuries sustained in motor vehicle crashes also make up a significant portion of the human and economic toll in the region. Figure 2.2 illustrates the benchmarks for reducing serious injuries by 50 percent by 2030.

Figure 2.1 Benchmark to Achieve 50-Percent Reduction in Fatalities in New Orleans Region by 2030

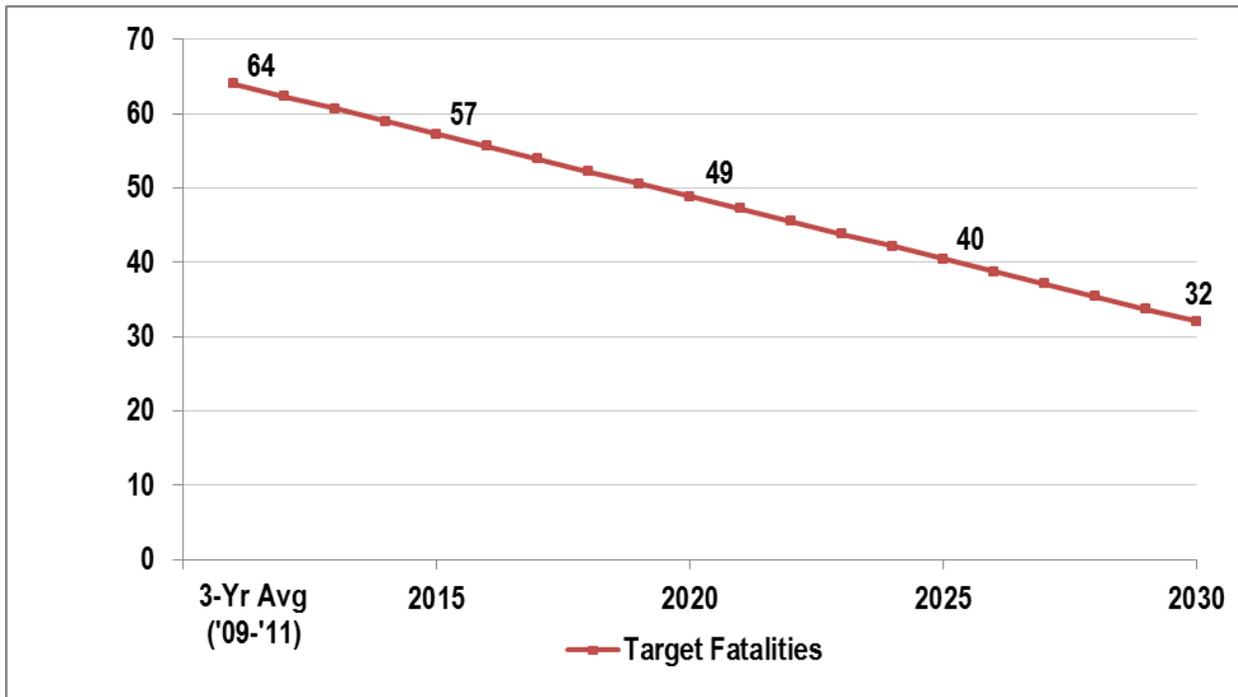
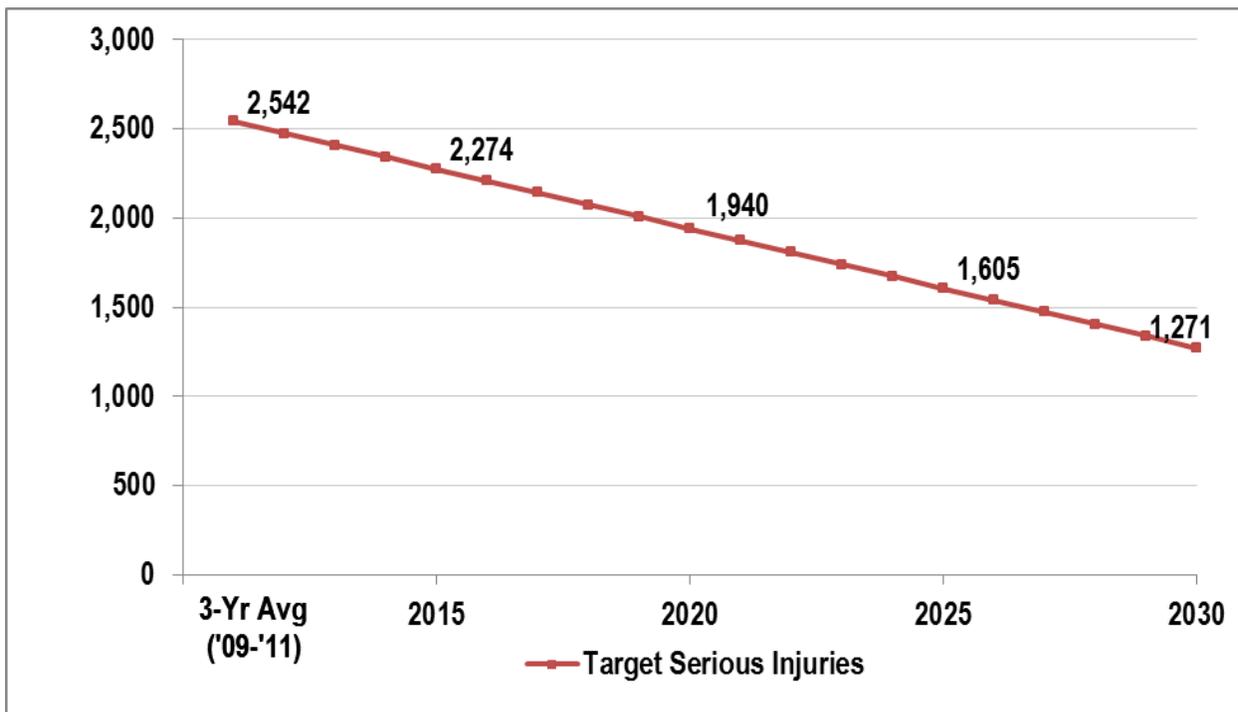


Figure 2.2 Benchmark to Achieve 50-Percent Reduction in Serious Injuries in New Orleans Region by 2030



2.3 PERFORMANCE MEASURES

The performance measures used to track progress toward reaching the goal of cutting fatalities in half by 2030 include: 1) the annual number of motor vehicle-related fatalities, and 2) the annual number of serious injuries. The same metrics will be used to track performance measures for each emphasis area, including occupant protection, impaired driving, young drivers, infrastructure and operations, and bicycle and pedestrians. For purposes of this Plan, the interim targets are established in a linear fashion; however, in reality the correct estimates are probably a nonlinear function because the advances will be more difficult to achieve in the latter years.

Two companion documents to the plan include: 1) detailed emphasis area action plans that identify the steps necessary to implement each strategy or countermeasure, the action step leader, the timeline for implementation, and the budget; and 2) an Excel tracking tool used to review annual progress towards the performance measures and to demonstrate progress on each of the action items in the Plan.



3.0 Problem Identification and Emphasis Area Selection

3.1 EMPHASIS AREA SELECTION

The NORTSC based selection of the SHSP emphasis areas on the following factors:

- The availability of robust 2007 to 2012 baseline year data, which clearly defines the problem and contributing crash factors (The source for all the data shown in this Plan is the Louisiana State University Highway Safety Research Group (HSRG) Reports – Traffic Data, 2012.);
- The identification of programs and projects with the greatest potential for improving safety; and
- The ability of the region to access resources for implementing proven effective countermeasures.

The New Orleans region has made tremendous progress in lowering fatalities over the last six years. Table 3.1 depicts the overall number of fatalities and serious injuries in the region between 2007 and 2012. Although there was an overall increase in the serious injuries, fatalities have declined by 37.8 percent, while serious injuries increased by 9.9 percent during the same period.

Table 3.1 Fatalities and Serious Injuries in New Orleans Region, 2007 to 2012

Year	Fatalities	Serious Injuries	Fatalities & Serious Injuries
2007	98	2,573	2,671
2008	78	2,634	2,712
2009	81	2,547	2,628
2010	51	2,434	2,485
2011	60	2,645	2,705
2012	61	2,829	2,890

Figure 3.1 illustrates the number of fatalities and serious injuries in the New Orleans region by parishes. Jefferson leads the region in the decrease in fatalities, followed by Orleans, while St. Bernard Parish leads in the largest decrease by percentage. Table 3.2 shows the populations for each parish, which helps explain why the fatality and serious injury numbers for Orleans and Jefferson are often the highest by emphasis area.

Figure 3.1 Fatalities and Serious Injuries by Parishes in New Orleans Region 2007 to 2012

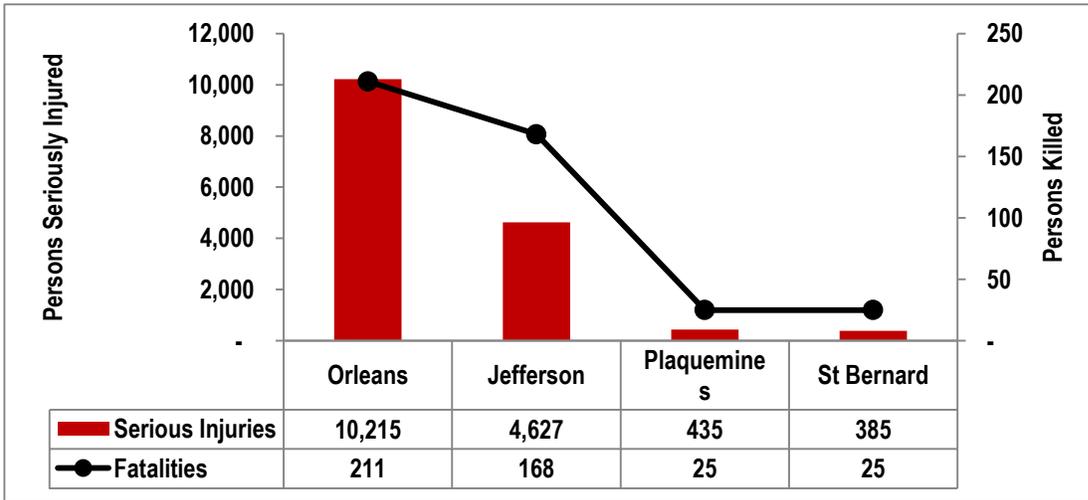
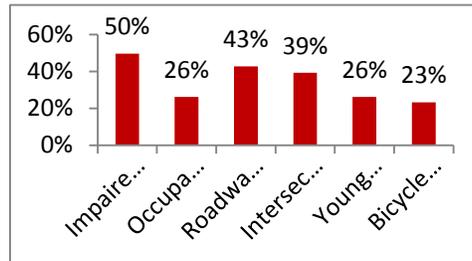


Table 3.2 Population by Parish in New Orleans Region (2010 U.S. Census)

Parish	2010 Census Population
Orleans	343,829
Jefferson	432,552
Plaquemines	23,042
St. Bernard	35,897

Figure 3.2 shows the leading factors contributing to fatalities in the region, including young drivers, failure to buckle up, impaired driving, intersection crashes, and run off the road crashes. The reason the percentages do not add up to 100 percent is because most crashes involve more than a single factor. For example, the primary cause of a crash may be attributed to an impaired driver, but the car could have also run off the road. The police report would make note of both these factors, so the crash would be counted in both categories.

Figure 3.2 Contributors to Fatalities as Percent of the Total Problem in New Orleans Region

Based on analysis of the 2007 to 2012 baseline data and other considerations, the agencies recommended focusing attention, energy, and resources on five emphasis areas:

1. Impaired Driving,
2. Occupant Protection,
3. Infrastructure and Operations (Roadway Departure and Intersection crashes)
4. Young Driver Crashes.
5. Crashes Involving Bicyclist and Pedestrians¹

The remainder of this section discusses each emphasis area, including the goal established for the emphasis area and the proposed strategies.

3.2 IMPAIRED DRIVING

Louisiana exceeded the national average for the percent of alcohol-related fatalities from 2006 through 2010. Impaired driving is also one of the leading cases of fatalities in the New Orleans region. The New Orleans region crash data show that alcohol-related fatalities accounted for an average of 50 percent of fatalities between 2007 and 2012, exceeded only by roadway departure fatalities. Evidence of other substances in the blood, including drugs and prescription medications, is also a concern in Louisiana. Complete data are not available to understand the full extent of drugged driving, but statewide strategies are exploring drugged driving issues and needs. Strategies to address these issues will eventually be incorporated into the regional plans.

¹ For the New Orleans Region, due to the higher incidence of bicyclists and pedestrians, a fifth area for bicyclist and pedestrian safety was added as an emphasis area.

Despite the high percentages, progress has been made to lower alcohol-related fatalities and serious injuries. Figure 3.3 shows the total number of alcohol-related fatalities and serious injuries between 2007 and 2012 in the New Orleans region. In 2012, fatalities decreased slightly in the region compared to 2011, but have been reduced significantly since 2007-2009 averages. Serious injuries increased between 2011 and 2012, and had been steady over the previous five years. Figure 3.4 illustrates the breakdown of total impaired driving fatalities and serious injuries by parishes between 2007 and 2012. Orleans leads the region, followed by Jefferson.

Figure 3.3 Impaired Driving Fatalities and Serious Injuries in New Orleans Region 2007 to 2012

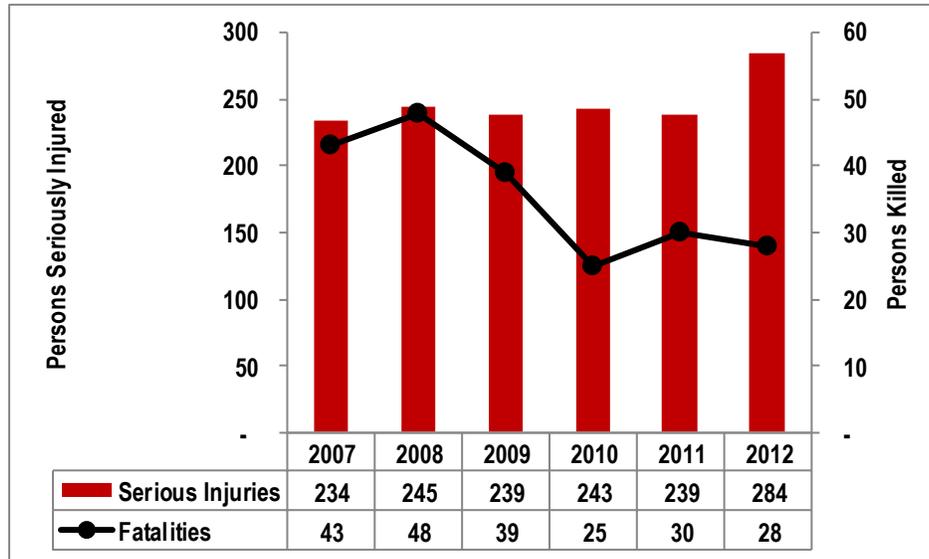
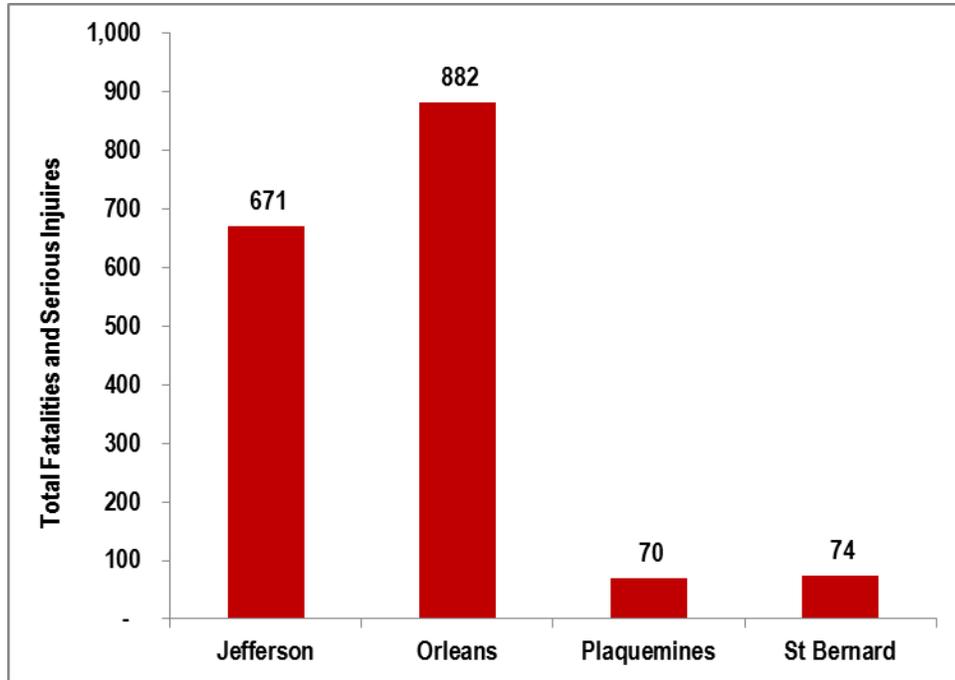


Figure 3.4 Impaired Driving Fatalities and Serious Injuries by Parish in New Orleans Region
2007 to 2012



Goal

The goal for the Impaired Driving Emphasis Area Team is to reduce alcohol-related fatalities and injuries by no less than 50 percent by 2030. Figures 3.5 and 3.6 show the benchmarks for fatalities and injuries.

Figure 3.5 Benchmarks to Achieve a 50-Percent Reduction in Impaired Driving Fatalities in New Orleans Region by 2030

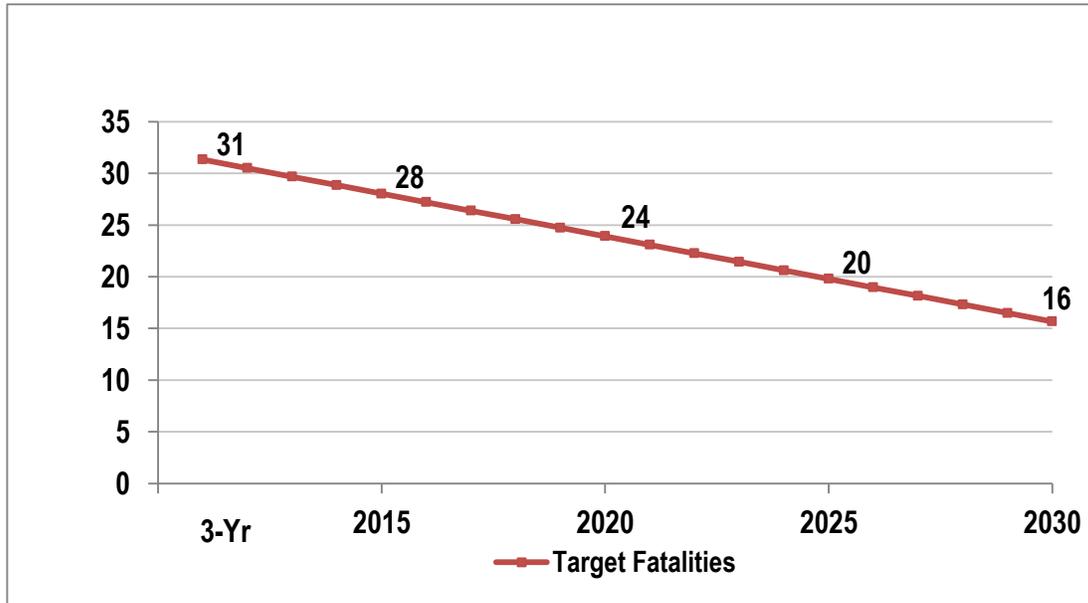
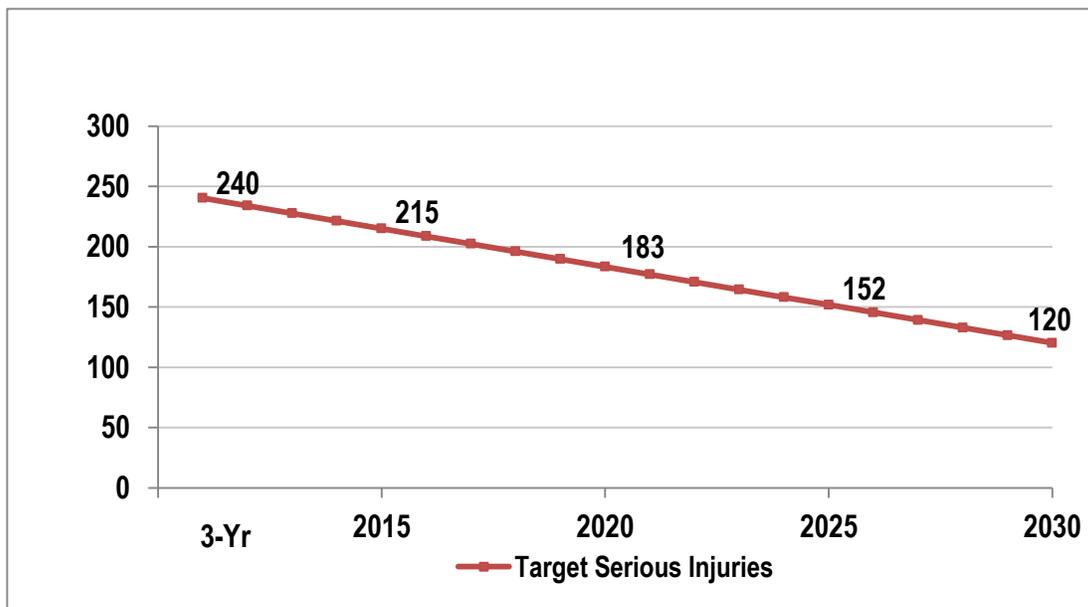


Figure 3.6 Benchmarks to Achieve a 50-Percent Reduction in Impaired Driving Injuries in New Orleans Region by 2030



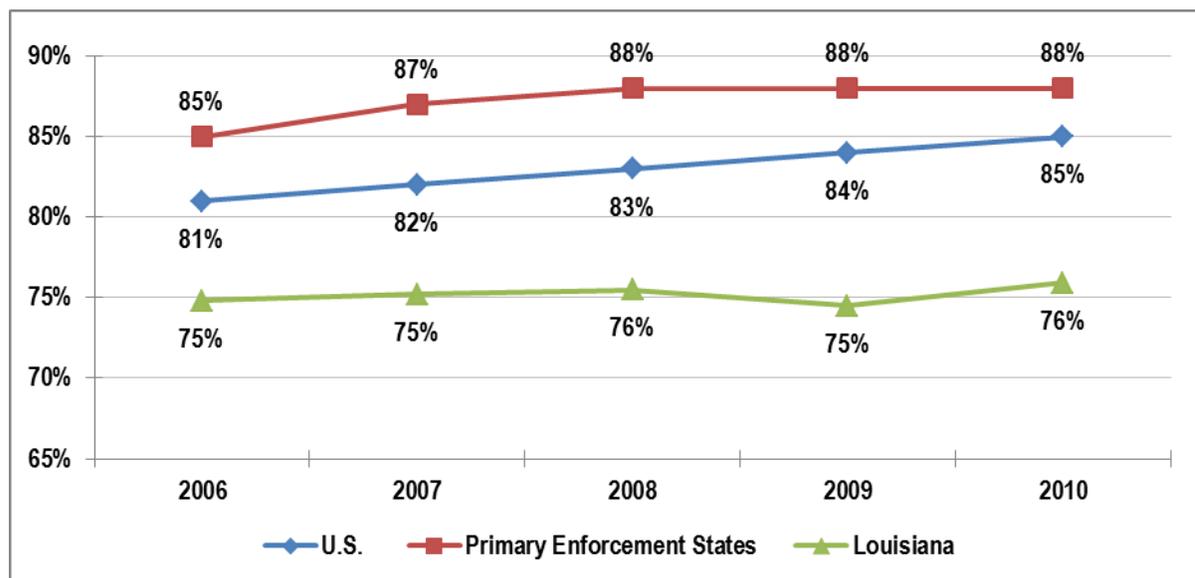
To achieve these goals, the regional Impaired Driving Emphasis Area Team identified the following nine strategies:

1. Employ No Refusal Initiative throughout the Coalition region;
2. Increase the number of high visibility DWI Programs;
3. Provide training opportunities to law enforcement;
4. Close the loophole in existing law that allows underage youth to be in bars;
5. Conduct prosecutor and judicial information sessions;
6. Conduct education and community outreach programs;
7. Reduce the number of repeat DWI offenders;
8. Provide training opportunities (for enforcement regarding drugged driving); and
9. Support Legislative Efforts through Education.

3.3 OCCUPANT PROTECTION

Louisiana enacted primary enforcement legislation in 1995, which allows law enforcement officers to stop and ticket a driver if they observe a safety belt violation. Louisiana’s safety belt use falls below the average for primary enforcement states, as well as the national average for all states (Figure 3.7). From 2006 to 2010, the safety belt use national average and primary enforcement state average increased each year, while Louisiana remained largely unchanged.

Figure 3.7 Observed Safety Belt Use, 2006 - 2010



Despite the statewide issues, the New Orleans region has seen decreases in unbelted fatalities and serious injuries. In 2012, both serious injuries and fatalities hit an all time low over the past six years. Figure 3.8 shows that, between 2007 and 2012, fatalities dropped by 51 percent and serious injuries by 28 percent. However, unlike some of the other emphasis areas, where fatalities and serious injuries are concentrated in Orleans and Jefferson parishes, unbelted driving crashes span across all of the parishes, as shown in Figure 3.9.

Figure 3.8 Unrestrained Fatalities and Serious Injuries in New Orleans Region, 2007 to 2012

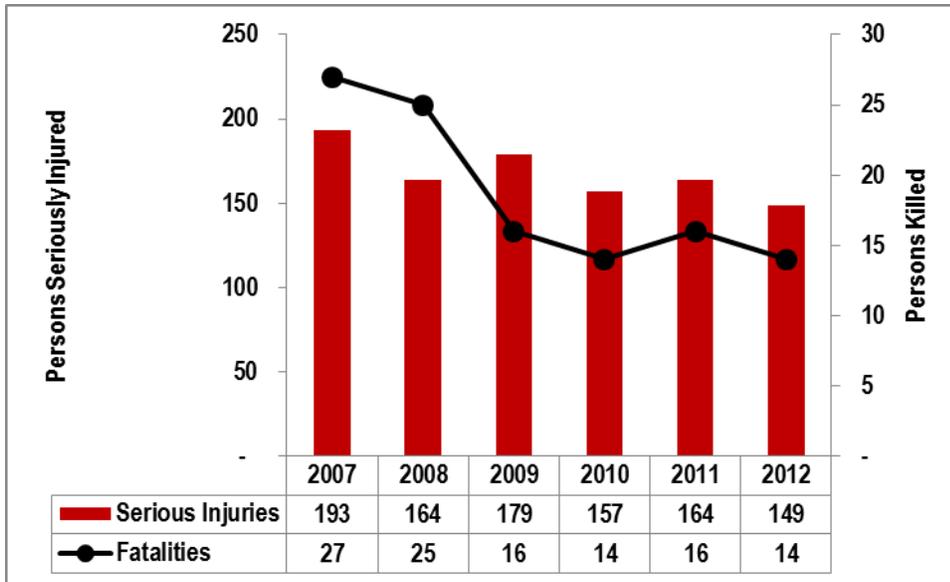
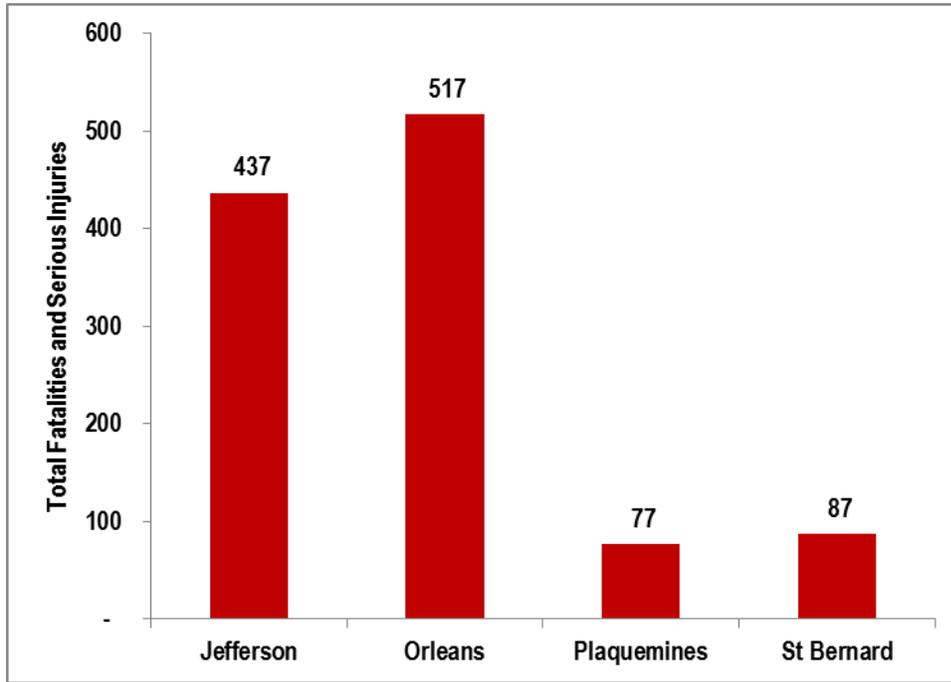


Figure 3.9 Unrestrained Fatalities and Serious Injuries by Parish in New Orleans Region 2007 to 2012



Goal

The goal for the Occupant Protection Emphasis Area Team is to decrease unbelted fatalities and injuries by 50 percent by 2030 and increase the safety belt use rate. Figures 3.10 and 3.11 illustrate the benchmarks to achieve these goals.

Figure 3.10 Benchmarks to Achieve a 50-Percent Reduction in Unrestrained Fatalities in New Orleans Region by 2030

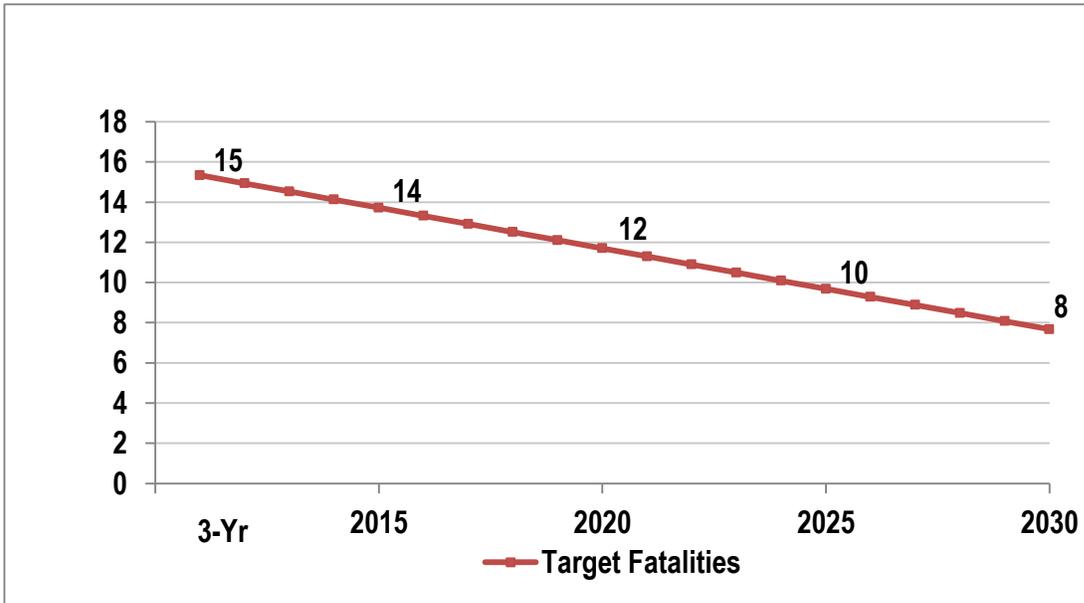
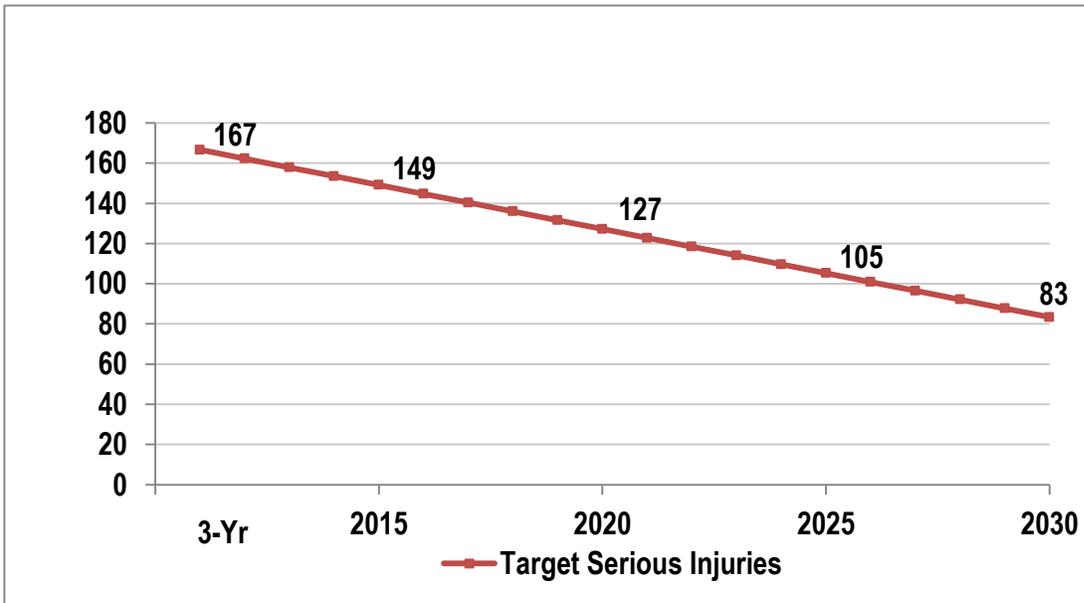


Figure 3.11 Benchmarks to Achieve a 50-Percent Reduction in Unrestrained Injuries in New Orleans Region by 2030



To achieve these goals, the regional Occupant Protection Emphasis Area Team identified the following seven strategies:

1. Improve the participation of local law enforcement in seatbelt enforcement;
2. Increase helmet use for motorcyclists;
3. Identify additional methods to promote national and state campaigns;
4. Develop messages for high risk male population;
5. Identify opportunities to work with the prenatal medical community;
6. Identify opportunities at the regional and statewide level to promote and share information on occupant protection; and
7. Identify opportunities to educate major employers to promote and share information on occupant protection;

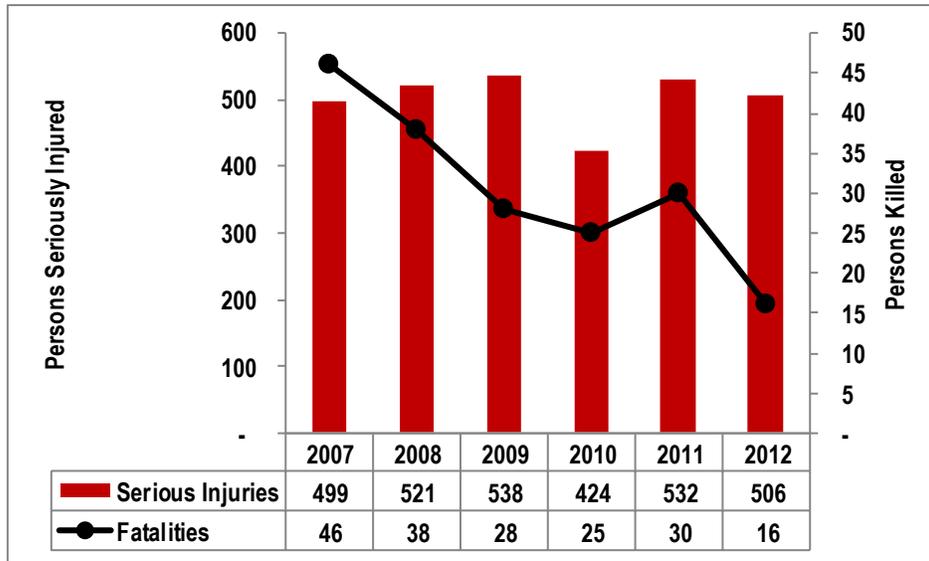
3.4 INFRASTRUCTURE AND OPERATIONS

Louisiana experiences a high incidence of roadway departure and intersection crashes. Roadway departure crashes are a significant problem in Louisiana. Contributing factors often include loss of control, misjudging a curve, attempting to avoid a collision with an animal, alcohol and drug use, distracted driving, and aggressive driving. Intersections have a high-crash potential given the many conflict points between vehicles and other road users, such as pedestrians and bicyclists. However, intersection-related crashes tend to be less deadly than roadway departure crashes, primarily due to the lower speeds.

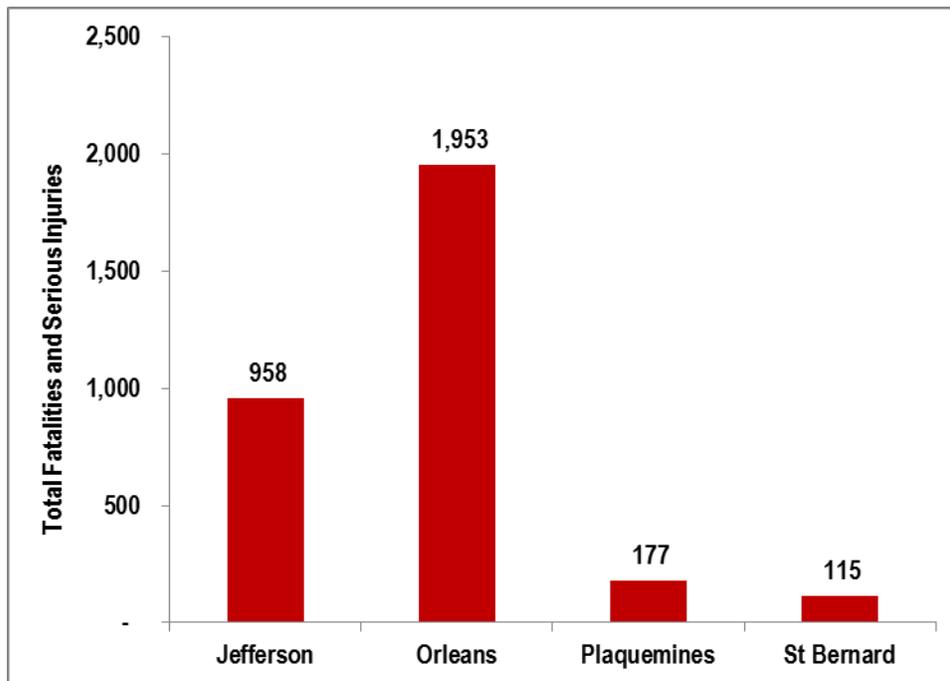
Roadway Departures

In the New Orleans region, 43 percent of fatalities were attributed roadway departure crashes. Between 2007 and 2010, roadway departure serious injuries consistently decreased to a low of 424, but experienced an increase to 532 in 2011 before dropping again to 506 in 2012. Fatalities have shown a fairly steady decrease over this timeframe, with a low of 16 in 2012. Overall, between 2007 and 2012, serious injuries stayed about the same while fatalities decreased 65 percent, as shown in Figure 3.12. Parishes experiencing the highest number of combined fatalities and serious injuries as a result of roadway departure crashes include Orleans and Jefferson, as shown in Figure 3.13.

**Figure 3.12 Roadway Departure Fatalities and Serious Injuries in New Orleans Region
2007 to 2012**



**Figure 3.13 Roadway Departure Fatalities and Serious Injuries by Parish in New Orleans Region
2007 to 2012**



Intersections

Between 2007 and 2011, 39 percent of the total fatalities were attributed to intersection crashes. Serious injuries have fluctuated over these six years with a low of 1174 in 2011. Over the same timeframe, fatalities have decreased by 35 percent (Figure 3.14). Figure 3.15 shows the parishes with the highest number of combined fatality and serious injuries at intersections, including Orleans and Jefferson.

Figure 3.14 Intersection Fatalities and Serious Injuries in New Orleans Region
2007 to 2012

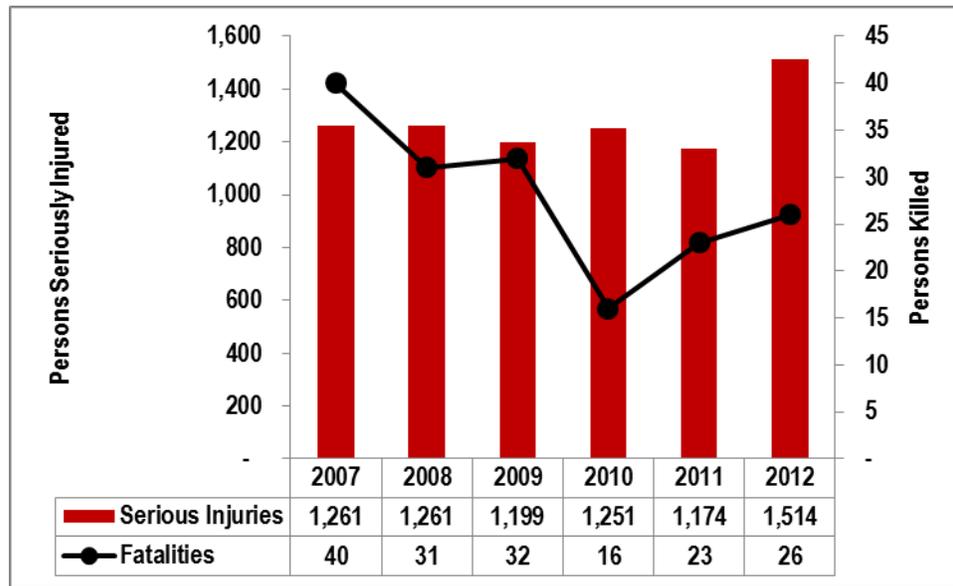
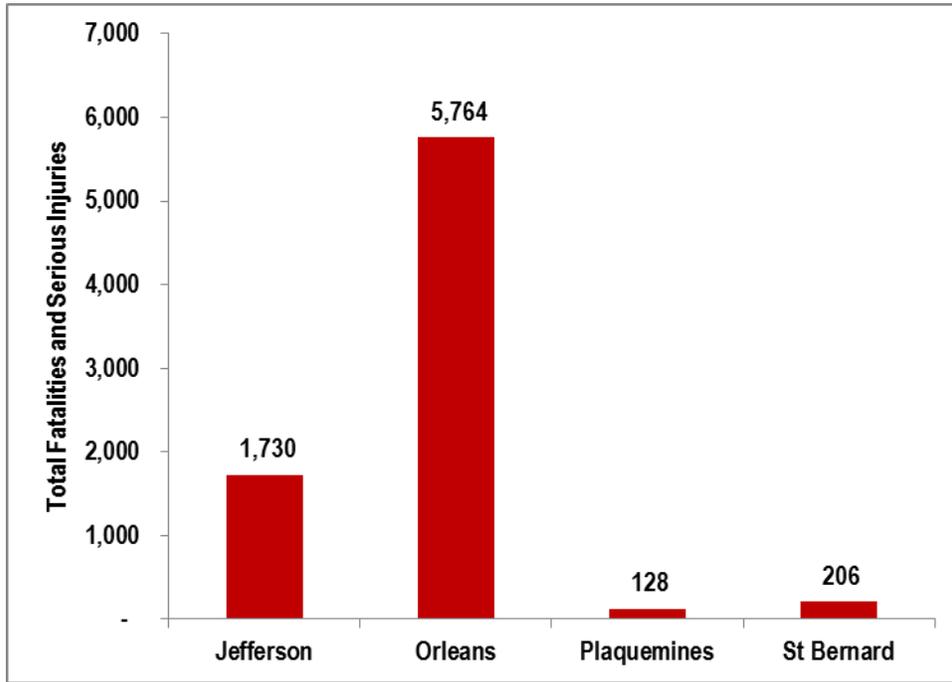


Figure 3.15 Intersection Fatalities and Serious Injuries by Parish in New Orleans Region 2007 to 2012



Goals

The goal for the Infrastructure and Operations Emphasis Area is to reduce roadway departure and intersection fatalities and injuries by 50 percent by 2030. Figures 3.16 through 3.19 show the benchmarks to achieve these goals.

Figure 3.16 Benchmarks to Achieve a 50-Percent Reduction in Roadway Departure Fatalities in New Orleans Region by 2030

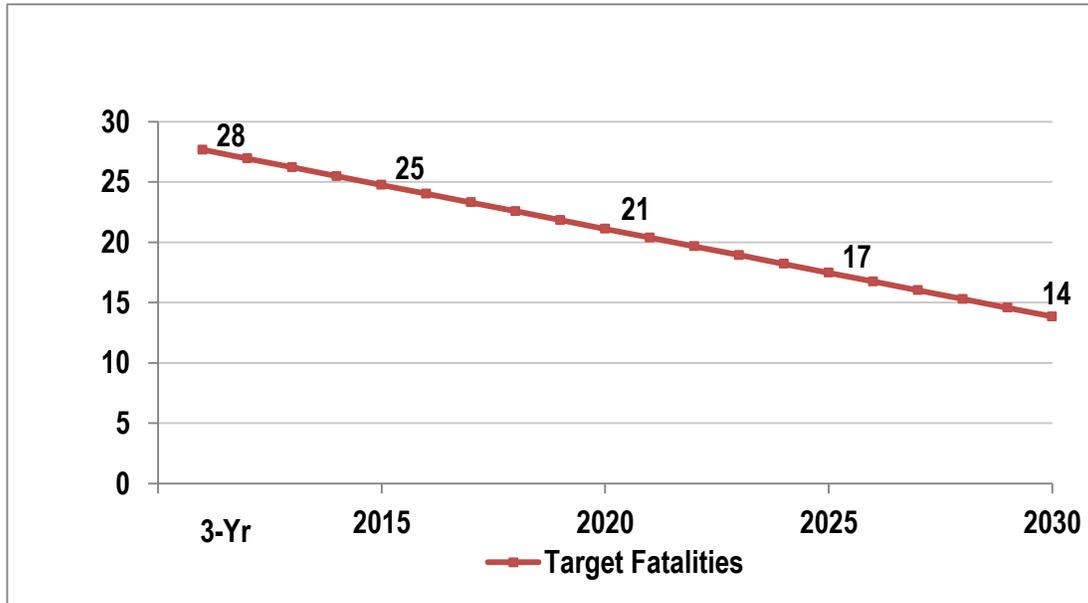


Figure 3.17 Benchmarks to Achieve a 50-Percent Reduction in Roadway Departure Injuries in New Orleans Region by 2030

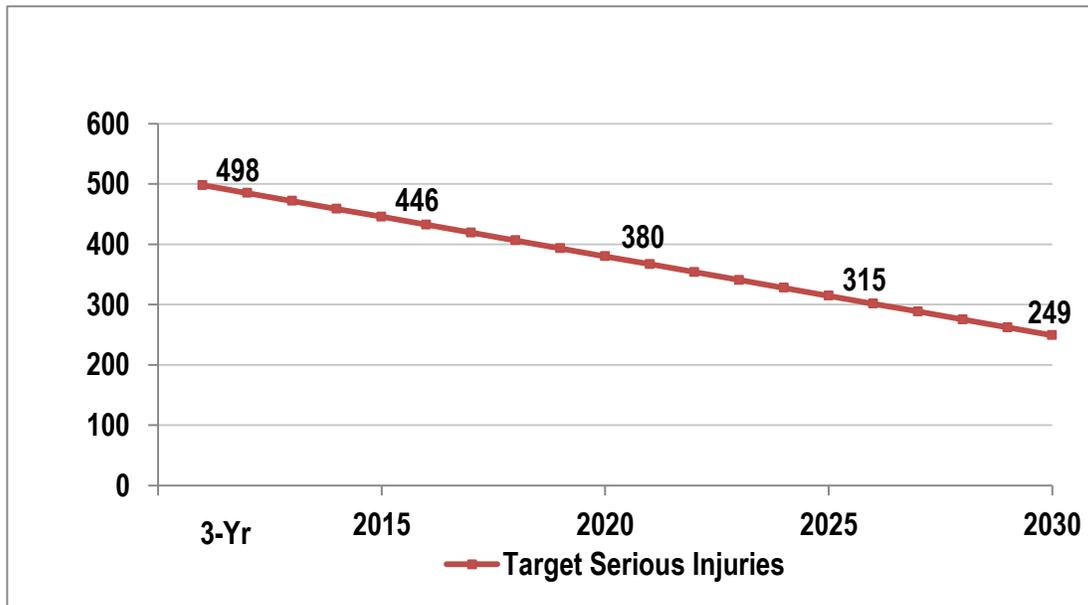


Figure 3.18 Benchmarks to Achieve a 50-Percent Reduction in Intersection Fatalities in New Orleans Region by 2030

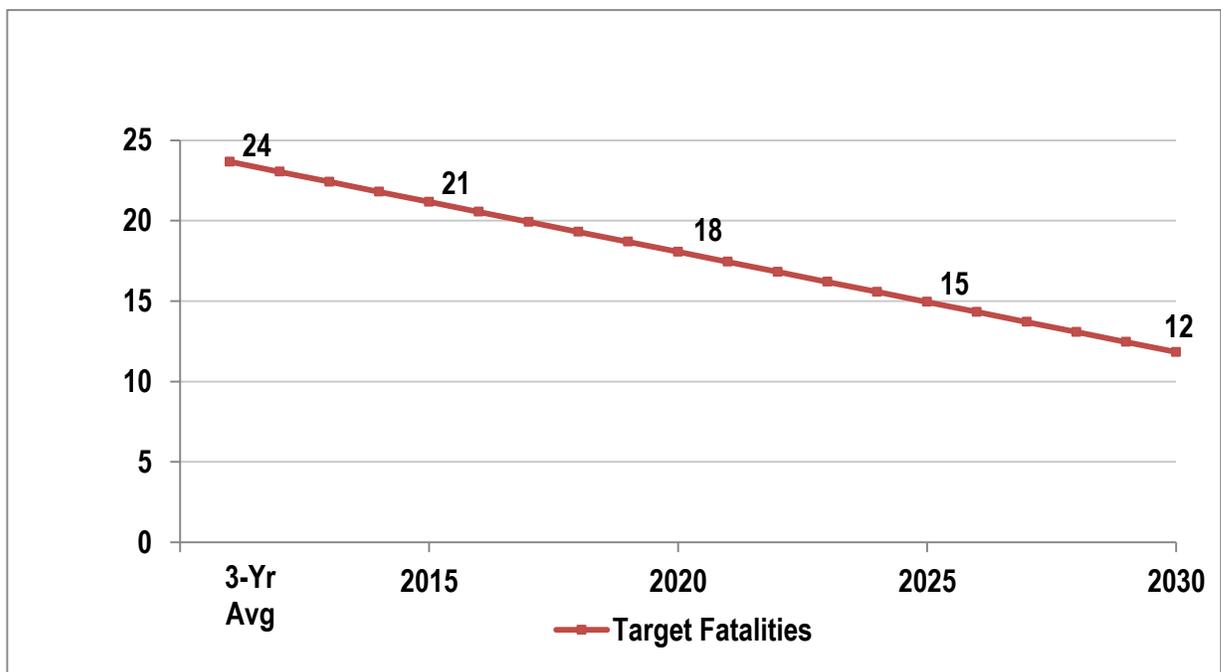
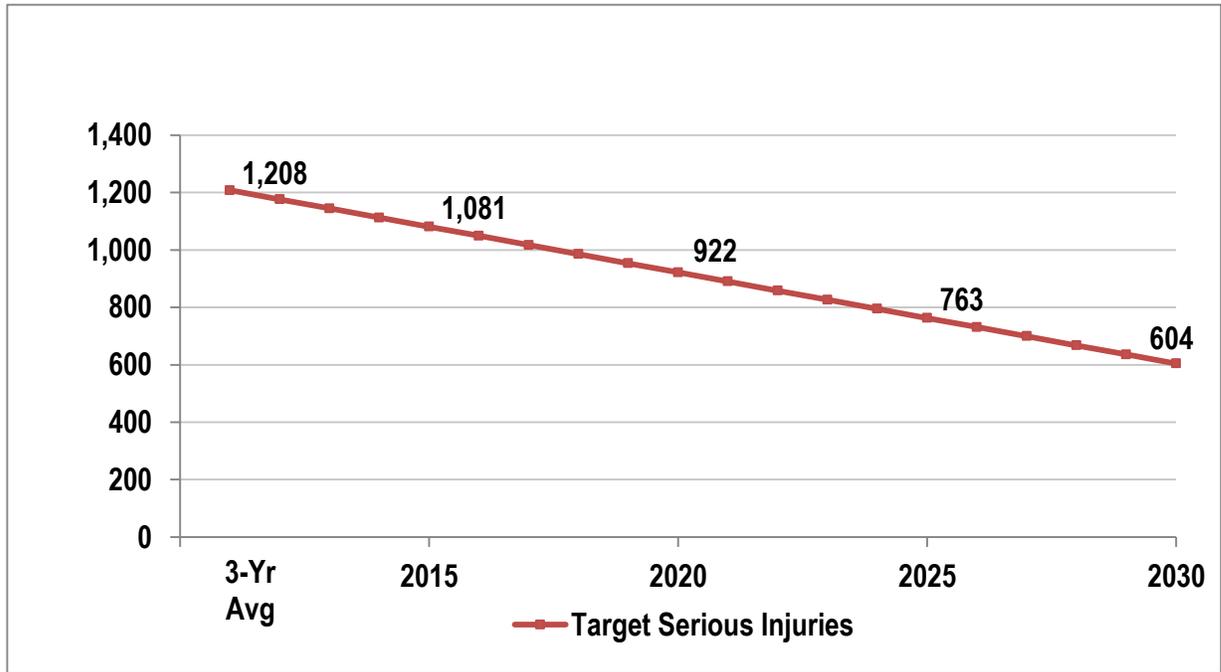


Figure 3.19 Benchmarks to Achieve a 50-Percent Reduction in Intersection Injuries in New Orleans Region by 2030



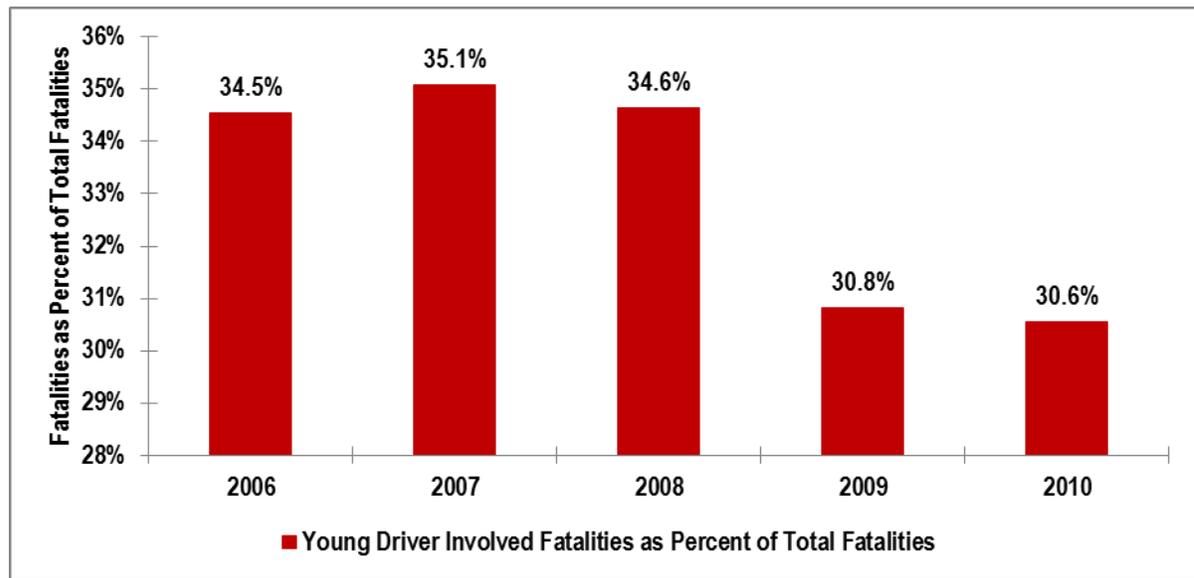
To achieve these goals, the regional Infrastructure and Operations Emphasis Area Team identified the following six strategies:

1. Identify high crash locations and/or safety concerns and develop a strategy for project implementation based on crash data findings, best practices in traffic safety, and availability of funding sources;
2. Organize a multidisciplinary Road Safety Audit (RSA) Team or Partner list that will work together with DOTD and consultants in implementing low-cost safety improvements in rural and urban state roads;
3. Minimize the likelihood of Roadway Departure;
4. Minimize the likelihood of crashes at historically high-crash intersections;
5. Increase knowledge on transportation planning process, including best practices and new technologies for safer roadways; and
6. Regional Incident Management and ITS teams will collaborate with DOTD in responding to incidents as they occur and will ultimately identify roadway concerns that need to be addressed.

3.5 CRASHES INVOLVING YOUNG DRIVERS

Like most states, Louisiana’s young drivers are overrepresented in fatal crashes. In 2010, young drivers (15 to 24 years old) accounted for 30.6 percent of fatalities, but only 14.5 percent of licensed drivers. Figure 3.20 shows this breakdown for 2006 to 2010.

Figure 3.20 Young Drivers (Age 15 to 24) Involved Fatalities as Percent of Total Fatalities (Statewide) 2006 to 2010



In the New Orleans region, young drivers accounted for 26 percent of the fatalities between 2007 and 2012. In spite of some fluctuations over the past six years, Figure 3.21 shows that fatalities have decreased significantly by 36 percent and serious injuries by 3 percent, with a low of 884 in 2009. Figure 3.22 shows that, although each parish has issues with young driver fatalities and serious injuries, Orleans far exceeds the others with a combined total of 3,748 between 2007 and 2012.

Figure 3.21 Young Driver Fatalities and Serious Injuries (Ages 15 to 24) in New Orleans Region; 2007 to 2012

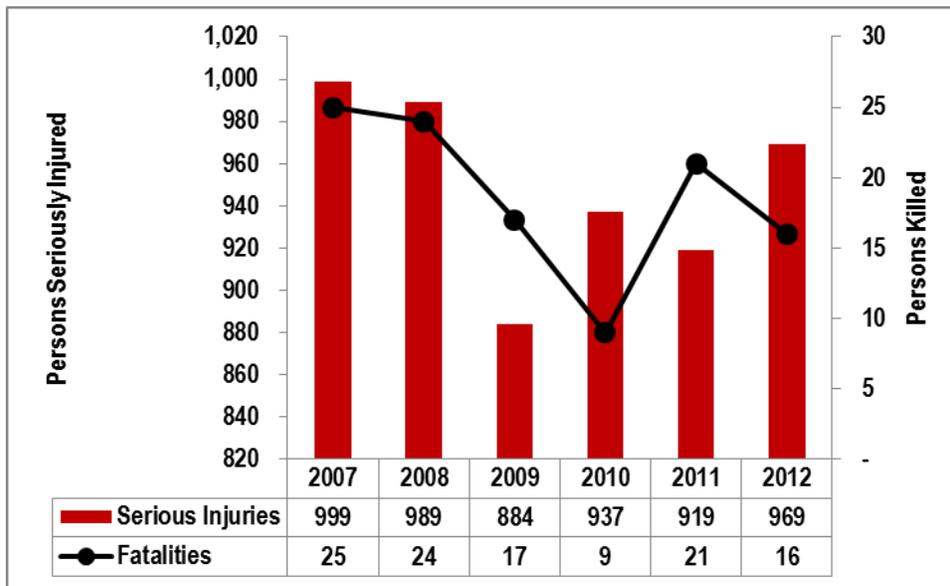
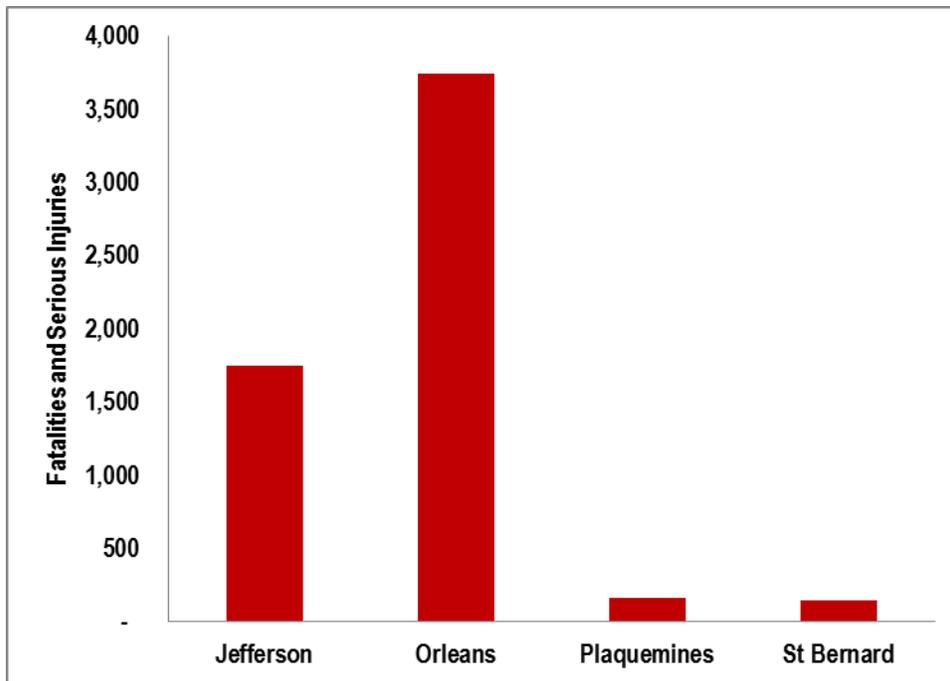


Figure 3.22 Young Driver Fatalities and Serious Injuries by Parish in New Orleans Region 2007 to 2012



Goal

The goal for the Young Drivers Emphasis Area team is to reduce fatalities involving young drivers by 50 percent by 2030. Figures 3.23 and 3.24 illustrate the benchmarks for this goal.



Figure 3.23 Benchmarks to Achieve a 50-Percent Reduction in Fatalities Involving Young Drivers in New Orleans Region by 2030

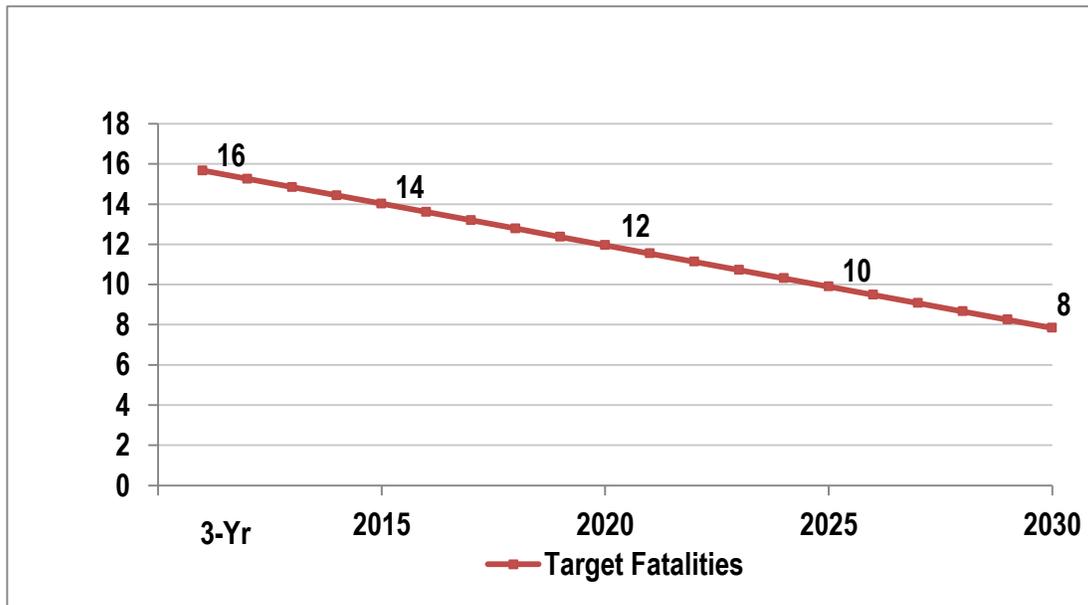
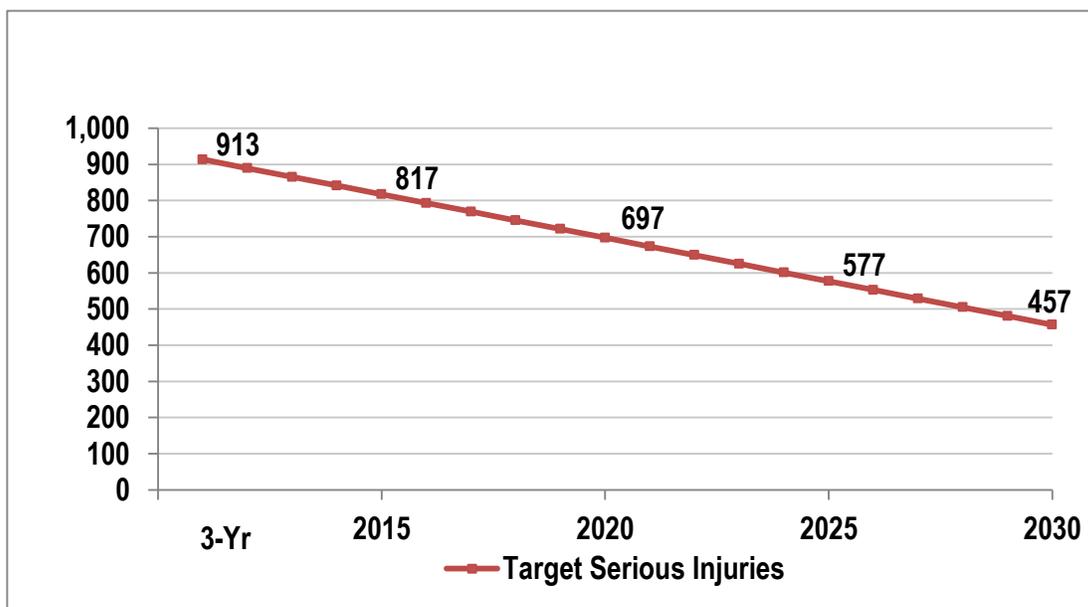


Figure 3.24 Benchmarks to Achieve a 50-Percent Reduction in Injuries Involving Young Drivers in New Orleans Region by 2030



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

1. Identify and expand effective programs aimed at teenage drivers;
2. Identify and expand effective programs aimed at college students and young adults;
3. Involve parents in outreach/education efforts;
4. Conduct an assessment of driver education programs; and
5. Support model young driver legislation.

3.6 BICYCLE AND PEDESTRIAN

Due to a disproportionate rate of crashes involving bicyclists and pedestrians in New Orleans region, the New Orleans Regional SHSP includes an additional emphasis area – safety for bicyclists and pedestrians. According to the Governor's Highway Safety Commission preliminary Spotlight on Safety, Louisiana ranked as the 13th in the number of pedestrian fatalities amongst all states, with an estimated 109 fatalities in 2009.² – since then, the state has seen a decrease in pedestrian fatalities by 19.2 percent, to 88 in 2013. From 2007 to 2011, the number of bicyclist fatalities in the New Orleans regions has fluctuated, while the pedestrian fatalities has seen an increase but steep decrease- dropping 64 percent from 2007 to 2011, with a low of seven in 2010.

² http://www.ghsa.org/html/publications/pdf/spotlights/spotlight_ped.pdf

Figure 3.25 Pedestrian Fatalities and Serious Injuries in the New Orleans Region 2007 to 2011

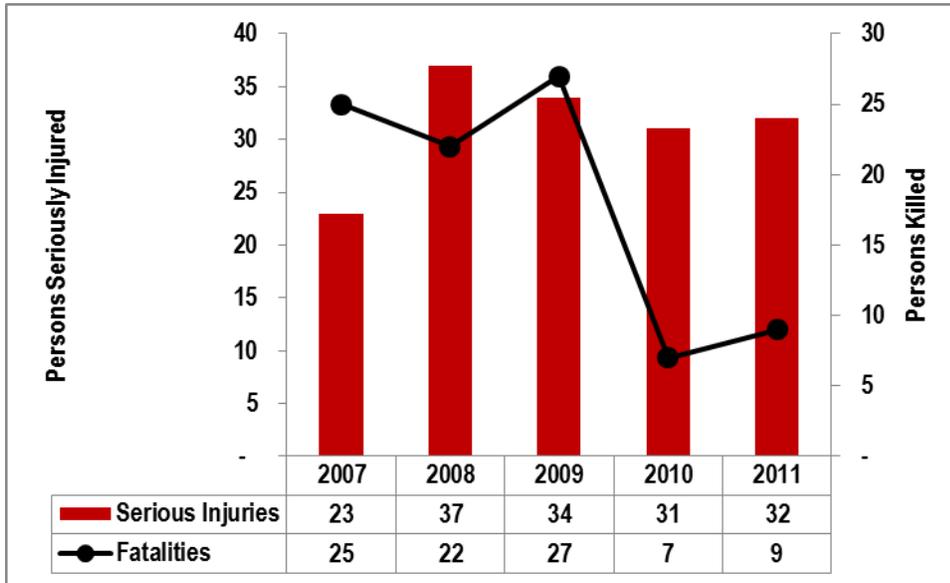


Figure 3.26 Bicycle Fatalities and Serious Injuries in the New Orleans Region 2007 to 2011

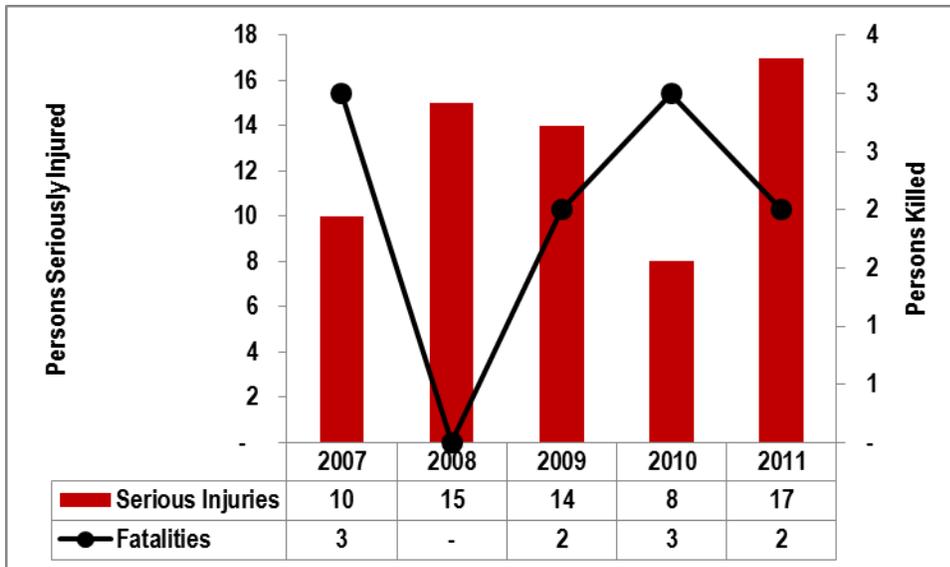


Figure 3.27 Pedestrian Fatalities and Serious Injuries by Parish in the New Orleans Region, 2007 to 2011

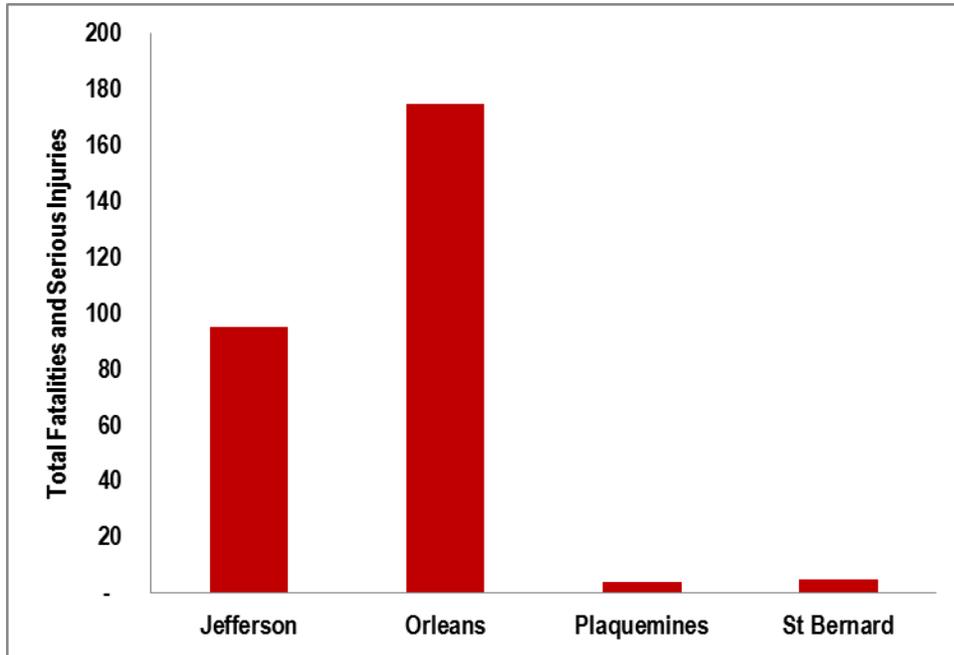
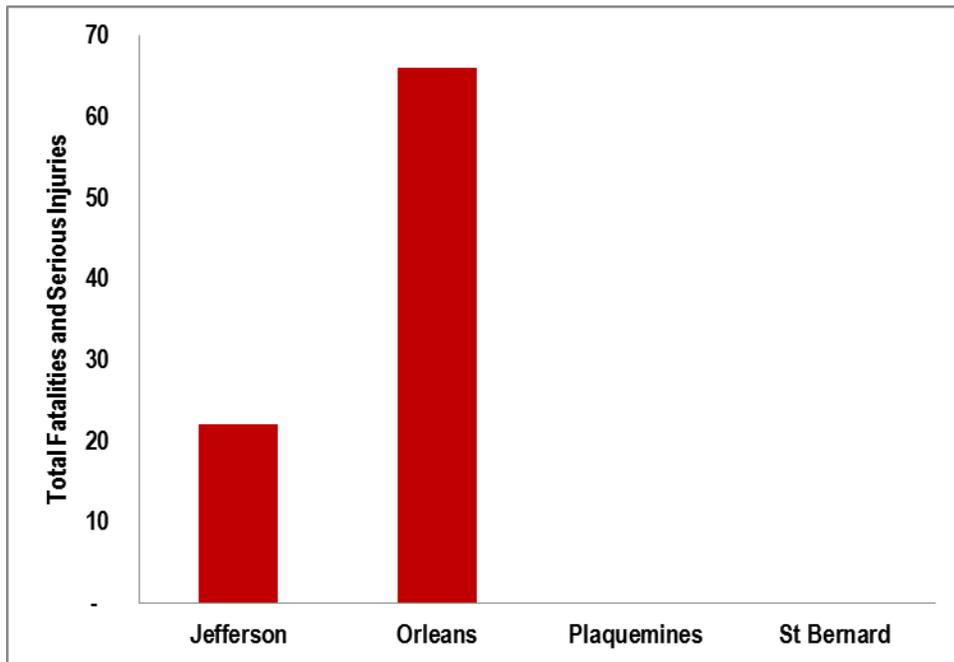


Figure 3.28 Bicycle Fatalities and Serious Injuries by Parish in the New Orleans Region, 2007 to 2011



Goal

The goal for the Bicycle and Pedestrian Emphasis Area Team is to decrease fatalities and injuries by 50 percent by 2030. Figures 3.29 through 3.32 illustrate the benchmarks to achieve these goals.

Figure 3.29 Benchmarks to Achieve a 50-Percent Reduction in Pedestrian Fatalities in New Orleans Region by 2030

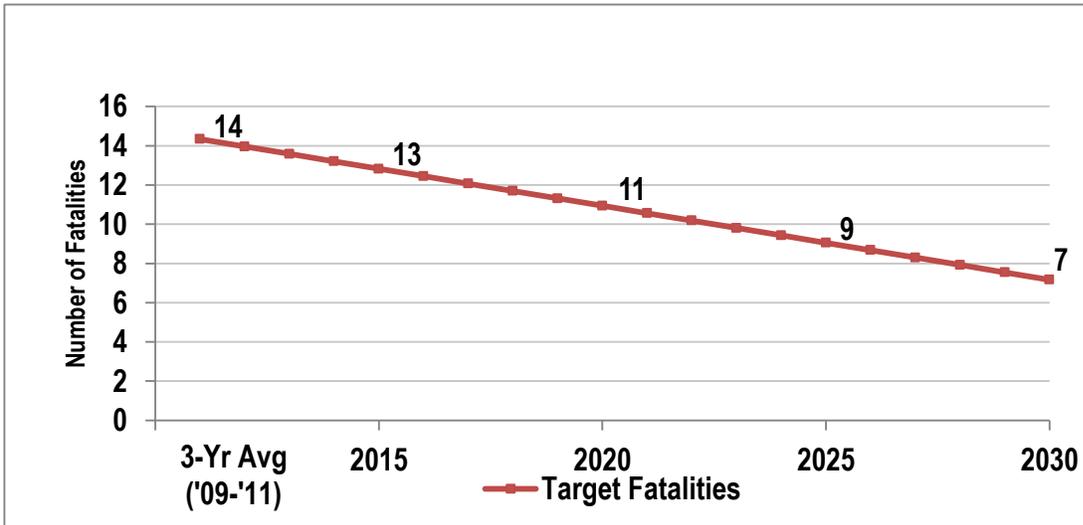


Figure 3.30 Benchmarks to Achieve a 50-Percent Reduction in Bicycle Fatalities in New Orleans Region by 2030

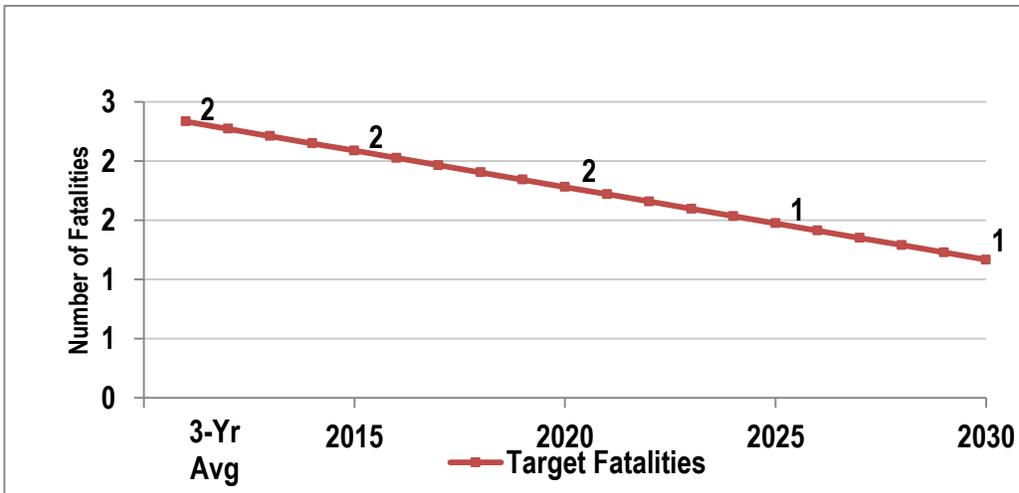


Figure 3.31 Benchmarks to Achieve a 50-Percent Reduction in Pedestrian Serious Injuries in New Orleans Region by 2030

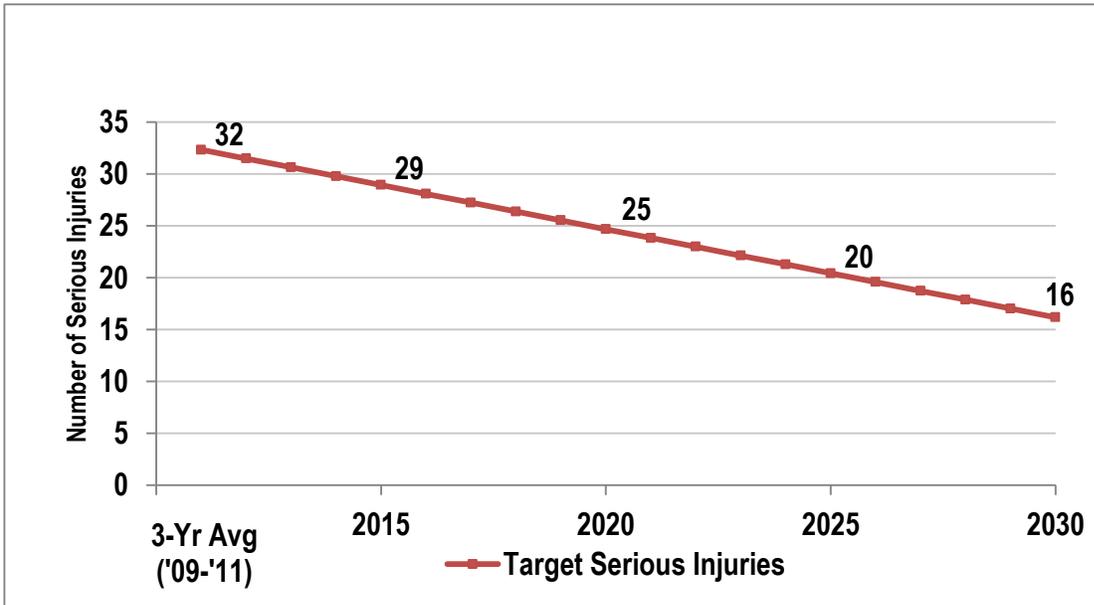
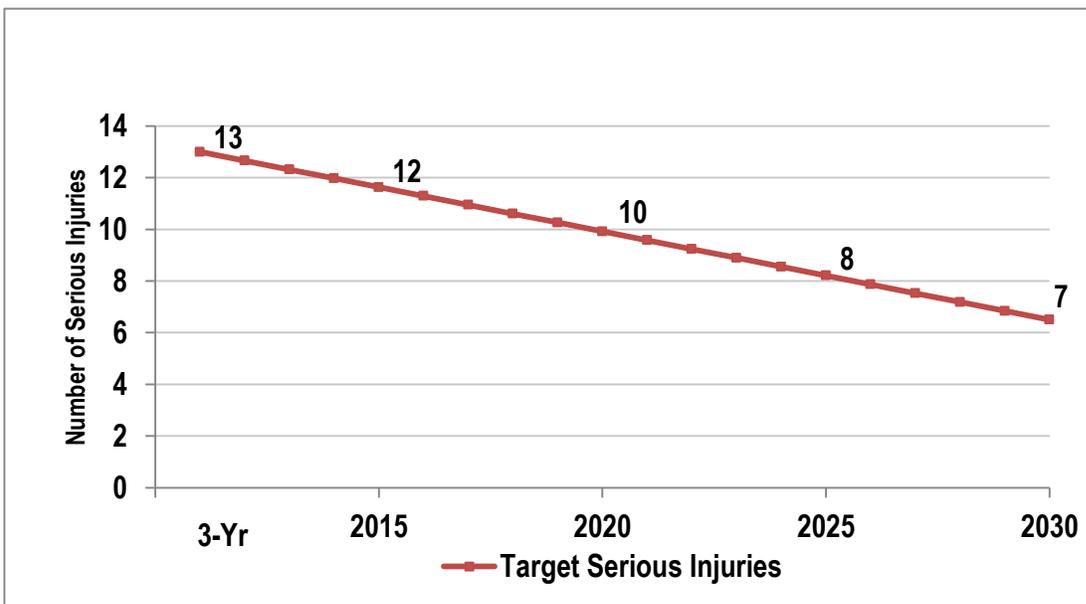


Figure 3.32 Benchmarks to Achieve a 50-Percent Reduction in Bicycle Serious Injuries in New Orleans Region by 2030



To achieve these goals, the regional Bicycle and Pedestrian Emphasis Area Team identified the following 19 strategies:

1. Institutionalize the pedestrian and bicycle committee (EA Action Plan) for the region;
2. Incorporate projects and programs identified in the regional and local bicycle and pedestrian plans into this action plan to ensure coordination and information sharing amongst parishes;
3. Coordinate and partner with law enforcement/criminal justice;
4. Hold quarterly or semi-annual regional data symposia with state, regional, and local staff. Symposiums would support development of an organizational chart, data flow timeline, and data handbook.
5. Identify additional pedestrian and bicycle data needs for the region;
6. Improve crash data reporting;
7. Collect and utilize additional datasets;
8. Continue the social marketing and media campaign of RPC's Pedestrian and Bicycle Safety and Education Program;
9. Conduct outreach to journalist/reporters on pedestrian and bicycle issues, laws and crashes;
10. Distribute Guide to Safe Cycling/Bicycle Map;
11. Develop and deliver community bicycle workshops;
12. Partner with New Orleans Region Office of Motor Vehicles branches to incorporate pedestrian and bicycle safety into driver training and testing;
13. Continue and expand RTA's PSA/outreach campaign and similar campaigns throughout the region;
14. Support policies, activities and programs that support School Zones and Safe Routes to School Programs;
15. Support activities that identify potential changes to parish and municipal ordinances, and to DOTD policies and procedures;
16. Provide professional development opportunities for public and private sector professionals regarding infrastructure design;
17. Identify and implement effective countermeasures for infrastructure that improves safety for bicyclists and pedestrians;
18. Identify and utilize ongoing DOTD programs in order to integrate Complete Streets approaches;
19. Coordinate vehicle count locations with identified safety concerns

4.0 SHSP Management, Implementation, and Evaluation

4.1 RESPONSIBILITIES OF THE REGIONAL SAFETY COALITIONS

Upon completion of NORTSP development, responsibilities shift to management, implementation, and evaluation of the Plan. Moving forward, key coalition responsibilities include:

- Continuation of regular (quarterly or monthly) meetings to review program and project activities;
- Annual review of crash data to reevaluate the regional transportation safety problems;
- Annual evaluation of strategies, programs, and projects in the Plan to determine effectiveness;
- Annual update of the regional action plans; and
- Updates on progress to the statewide Emphasis Area Team leaders.

4.2 SAFETY PROGRAM AND PROJECT IMPLEMENTATION

Effective implementation of the NORTSP vision, goals, and emphasis area strategies requires extensive coordination and cooperation among regional stakeholders. Coalition members should meet biannually, at a minimum, to discuss the following objectives:

- Review implementation progress and performance in the emphasis areas;
- Provide assistance to overcome barriers and solve problems;
- Measure performance on SHSP-related campaigns, trainings, and other programs; and
- Provide guidance on future programs and activities.

4.3 EVALUATION

The evaluation of the NORTSP will study both process and outcome measures to determine if the planned projects and programs are being implemented and affecting the number of motor vehicle-related fatalities and serious injuries. The regional emphasis area team leaders will report progress on action steps identified in the regional safety action plans quarterly through the use of a tracking and monitoring tool. Using this tool, it is possible to monitor performance and more global process performance measures, such as the number of countermeasures underway, completed, or not started. Regional coalition leaders will give progress reports at the biannual Implementation Team meetings.)



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

**NEW ORLEANS REGIONAL TRAFFIC
SAFETY COALITION
IMPAIRED DRIVING ACTION PLAN
Final - JULY 2013**

Goal: Reduce impaired driving fatalities by 50% (from 46 to 23) by 2030.

TEAM LEADER:

Objective 1: Lower impaired driving through sustained enforcement.

Strategy 1.1: Employ No Refusal Initiative throughout the Coalition region.

Strategy Co-Leaders: Norma Broussard, Carl Saizan

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.1	Norma Broussard, Carl Saizan	Work with State EA team to educate the program partners (district attorney, judges, law enforcement officials, medical personnel); foster interagency communication and cooperation. <i>Sub-actions: a) Identify the individuals who will facilitate the meeting; b) Identify individuals who should be invited c) Select date and time; d) Send out notice; e) Conduct the meeting.</i>	# of meetings held # of people who attend # of partners represented	All 4 parishes in the Coalition agree to conduct no refusal initiative full time with the support of all relevant parties (Jefferson, Orleans, Plaquemines, St. Bernard)	Ongoing	Small (under \$25,000)
1.1.2	Norma Broussard, Carl Saizan	Put together statistics summary of results of the implementation of the No Refusal initiative. Utilize information to educate law enforcement top officials, judges and district attorneys.	# of meetings, discussions, or other outreach to law enforcement top officials, judges and district attorneys	Increased implementation of No Refusal.	Ongoing	Small (under \$25,000)

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.3	Norma Broussard	Conduct an assessment of all local law enforcement agencies regarding their handling of No Refusals. Determine what the misconceptions are and what resources are needed to implement.	# of agencies assessed Assessment Questions	Each agency understands the initiative and agree to implement it	Ongoing	Small (under \$25,000)
1.1.4	Norma Broussard	Form relationships with public information officers (State Police, local community coalitions, and others interested in safety) to help educate the public about the program.	# of earned media stories # of materials developed and disseminated	Public information officers actively educate the public about no refusals resulting in greater awareness	Ongoing	Small (under \$25,000)
1.1.5	Norma Broussard	Prepare a training video on no-refusal implementation. Request law enforcement agencies utilize video during roll call.	Training Video # of agencies that use the video	Each agency adopts the no refusal and implements it	6-12 months	Modest (\$26,000 to \$50,000)
1.1.6	Norma Broussard	Establish judicial liaison to train and inform judges from a law enforcement perspective. The best person for this position would be a retired judge.	judicial liaison identified and serving in the position	Judges increase their understanding of impaired driving from law enforcement perspective	Ongoing	Small (under \$25,000)

Strategy 1.2: Increase the number of high visibility DWI Programs

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.2.1	Brad McGlothren	Increase support among law enforcement agencies for high visibility DWI enforcement programs. Sub-actions: a) Review current programs to determine whether additional effectiveness measures are needed; b) reach out to Sheriff's Association and Chiefs of Police to obtain support.	# of high visibility enforcement programs	Increased high visibility programs result in decreases in impaired driving.	Ongoing	Small (under \$25,000)
1.2.2	Brad and Carl	Encourage and support more DWI checkpoints and saturation patrols.	# of checkpoints # of saturation patrols	Increased checkpoints and saturation patrols result in decreases in impaired driving	Ongoing	Medium (\$51,000 to \$100,000)- High (\$100,000 to \$300,000)

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.2.3	Troop B	Purchase DWI van [<i>and/or portable breath testers</i>] to increase police presence and process impaired driving incidents on the spot. (<i>Borrowed language from South Central Action Plan</i>)	# of individuals processed in the van per month. # of DUI events which utilize van. # of media stories/coverage attributed to van.	Decrease in the average time to process an arrest (when processed in the van)	Underway	Medium (\$51,000 to \$100,000)

Strategy 1.3: Provide training opportunities to law enforcement

Strategy Leader:

1.3.1	TSRP - Traffic Safety Resource Prosecutor	Work with State EA team to provide more hands-on training experiences for law enforcement officers particularly in the area of court testimony. Develop a training program. Conduct training several times a year in association with the Safe Communities meetings.	# of law enforcement officers trained	More impaired driving cases are successfully prosecuted due to better testimony from law enforcement witnesses	Ongoing	Modest (\$26,000 to \$50,000)- Medium (\$51,000 to \$100,000)
1.3.2	Mike Barron - SELA SouthEast Louisiana DWI Task Force	Survey law enforcement agencies to identify specific needs in regards to alcohol impaired training opportunities.	# of law enforcement agencies surveyed	Number of new alcohol impaired training opportunities	6-12 months	Modest (\$26,000 to \$50,000)
1.3.3	Mike Barron - SELA SouthEast Louisiana DWI Task Force	Follow up on survey results and provide appropriate training to meet identified needs.	# of training sessions held	# of officers educated in areas identified as needed in 1.3.2	Ongoing	Small (under \$25,000)

Objective 2: Provide education and training opportunities to key decision-makers.

Strategy 2.1: Close the loophole in existing law that allows underage youth to be in bars.

Strategy Leader: Norma Broussard

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.1.1	Norma Broussard, JPACC (Jefferson Parish Alliance of Concerned Citizens)	Educate officials about the issue and the need to prevent underage youth in bars. <i>Sub-actions a) Review existing fact sheet on the issue of underage youth in bars and determine if revisions are needed.</i>	# of officials that are educated about the issue	Officials agree to examine the issue of underage youth in bars	Ongoing	Small (under \$25,000)
2.1.2	JPACC	Encourage development of and mentor similar JPACC coalitions in other parishes in region (Orleans, St. Bernard, Plaquemines)	# of Alliance of Concerned Citizens organizations created	# of officials in other parishes that agree to examine the issue of underage youth in bars	6-12 months	Small (under \$25,000)
2.1.3	JPACC	Host a town hall meeting (focused on underage youths in bars)	Conduct of a town hall meeting		3-6 months	Small (under \$25,000)
2.1.4	JPACC	Coordinate with (Alcohol and Tobacco Council) ATC to discuss compliance and raising of fees on underage drinking laws.	# of compliance opportunities with ATC coordination	# of successful initiatives achieved to address underage drinking	Ongoing	Small (under \$25,000)

Strategy 2.2: Conduct prosecutor and judicial information sessions

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.2.1	LHSC/Judicial Liaison	Hire a retired judge who will serve as a judicial liaison and conduct outreach to judges on the issue of impaired driving. <i>(This is on hold at the statewide level)</i>	# of judges contacted	Judges are educated/informed on the issue of impaired driving	Ongoing	Modest (\$26,000 to \$50,000)- Medium (\$51,000 to \$100,000)
2.2.2	Carl Saizan, LSP Troop B	Work with State EA team to continue, and when possible, expand current prosecutor training programs and encourage more law enforcement officers in the Coalition region to participate.	# of prosecutors trained # of law enforcement officers that participate	Prosecutors and law enforcement officers have a greater understanding of their role in impaired driving cases	Ongoing	Modest (\$26,000 to \$50,000) - Med (\$51,000 to 100,000)

Objective 3: Provide Education and Training Opportunities to Communities and Schools.

Strategy 3.1: Conduct education and community outreach programs.

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.1.1	Bridget Gardner, LSU Trauma Center	Support the Sudden Impact Program regionally. <i>Sub-actions: a) Review current program to determine whether additional effectiveness measures are needed; b) develop fact sheet outlining benefits of the program; c) work with Troop commands throughout the region to promote the program.</i>	# of additional programs # of effectiveness measures	Schools agree to conduct Sudden Impact program based on the effectiveness in preventing youth impaired driving crashes	Ongoing	Modest (\$26,000 to \$50,000)
3.1.3	Michelle Killian, Bobby Breland (Bo)	Utilize billboards and variable message signs to educate the public on impaired driving, eg. DWI is a Crime. Your prescription could get you a DWI. Consider working with MADD and Sudden Impact Program. Work on relationship that could make it possible. Identify overlaps and areas for coordination with the Bicycle and Pedestrian EA Plan.	# of message signs/# of days visible to public	Improved public awareness of all causes of impaired driving and an increased public awareness that impaired driving is a crime.	Ongoing	Medium (\$51,000 to \$100,000) - High (\$100,000 to \$300,000)
3.1.4	LHSC	Continue to conduct high-visibility mass media campaigns, i.e., "Over the Limit Under Arrest". Provide information about effect of DWI is a violent crime. citations - this can be in DMVs, as handouts, and included in Youth Education programs. Make it clear that DWI is a crime. Make it clear what DWI is - not just alcohol but prescription medications and other consumables that alters and impairs functionality.	# of media impressions # of paid media ads # of public education efforts/ poster locations. # of materials distributed	The public has a greater understanding of the dangers of impaired driving resulting in fewer incidents	Ongoing	Modest (\$26,000 to \$50,000) - Medium (\$51,000 to \$100,000)
3.1.5	Beth Inbau	Continue Alive at 25, Defensive Driving programs (which does include impaired driving as about 25%), Alcohol, Drugs, Driving Awareness Course.	# of programs.	Reduced drinking and driving by youth.	Ongoing	Modest (\$26,000 to \$50,000)

Objective 4: Identify opportunities to reduce recidivism.

Strategy 4.1: Reduce the number of repeat DWI offenders.

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
4.1.1	MADD program- (Asheba Brown)	Increase the number of courts that are monitored under the Court Monitoring program for misdemeanor DWI offenders.	# of courts that are monitored	Monitoring results in better adjudication of impaired driving cases.	Ongoing	Modest (\$26,000 to \$50,000) - Medium (\$51,000 to \$100,000)
4.1.2	Norma Broussard, Bridget Gardner	Work with State EA team to create and support programs that require close monitoring and frequent drug and alcohol testing on repeat offenders. (Programs such as South Dakota's 24/7 Sobriety Project that focus on sobriety 24 hours a day and 7 days a week and Hope Probation Program reduce recidivism.) This includes court programs such as the DWI Court Program such as the one held in Jefferson Parish. (3 AUs and SRAM). (Jefferson Parish has a grant for this court currently and this will be ongoing.	# of programs created # of repeat offenders who had participated in the programs	# decrease in repeat offenders	Ongoing	Medium (\$51,000 to \$100,000) - High (\$100,000 to \$300,000)

Objective 5: Lower drugged driving through enforcement and education.

Strategy 5.1: Provide training opportunities.

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
5.1.1	State Police	Support and expand the Drug Recognition Experts. (program is starting to move forward, currently under Dussan Randeau).	# of DREs	Increased number of DREs results in more convictions for drugged driving or drunk driving.	6-12 months	Modest (\$26,000 to \$50,000)

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
5.1.2	Carl Saizan	Work with State Police to incorporate ARIDE program (Advanced Roadside Impaired Driving Enforcement) to educate officers about the signs of drug-impaired drivers.	# of meetings or educational events.	Increased number of educated officers results in more convictions for drugged driving or drunk and drugged driving.	6-12 months	Modest (\$26,000 to \$50,000)

Strategy 5.2: Support Legislative Efforts Through Education.

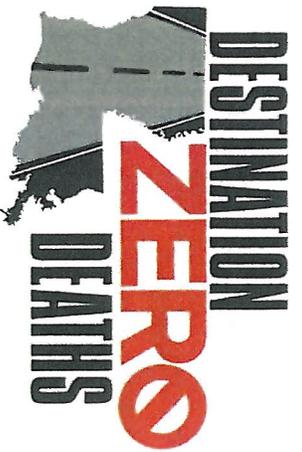
Strategy Leader:

5.2.1	LSC - Mike Barron, Norma Broussard	Support the Statewide EA and Governor's DWI Task Force on passing <i>per se</i> drug legislation. (<i>if active</i>)	# of bills passed regarding DWI	Improved legislation regarding DWI	Ongoing	Small (under \$25,000)
-------	------------------------------------	--	---------------------------------	------------------------------------	---------	------------------------

Output measures generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

Outcome measures generally are the results of an activity, plan, process, or program and how that result compares to what was originally intended.

<i>Timeline:</i>	<i>3 to 6 months</i>	<i>Budget:</i>	<i>Small (under \$25,000)</i>
	<i>6 months to a year</i>		<i>Modest (\$26,000 to \$50,000)</i>
	<i>1 year</i>		<i>Medium (\$51,000 to \$100,000)</i>
	<i>2 years</i>		<i>High (\$100,000 to \$300,000)</i>
	<i>3 years+</i>		<i>Substantial (\$300,000+)</i>
	<i>Ongoing</i>		



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

NEW ORLEANS REGION TRANSPORTATION SAFETY COALITION

**Pedestrian and Bicycle Emphasis Area ACTION PLAN
DRAFT – January 2014**

Goal: *Reduce Pedestrian and Bicycle Fatalities by 50% by 2030.*

TEAM LEADER: Karen Parsons and Dan Jatres

Objective 1: Improve relationships and communication among agencies, organizations, and individuals to reduce bicycle and pedestrian fatalities in the region.

Strategy 1.1: Institutionalize the pedestrian and bicycle committee (EA Action Plan) for the region.

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.1	EA Team supported by RPC, DOTD	Identify and engage stakeholders to participate in quarterly meetings of the pedestrian/bicycle committee. Expand partnerships to include organizations such as health organizations and hospitals, EMS, and directors of public works.	Additional input to improve bicycle and pedestrian safety	Improved bicycle and pedestrian safety in the region	Ongoing	Small
1.1.2	EA team supported by TRCC (Clare Brown); RPC	Coordinate with the Traffic Records Coordinating Committee (Statewide Group), the Infrastructure EA Team leader for the Regional Safety Action Plan (Scott Boyle), and other coalitions to ensure pedestrian/bicycle safety is a priority for the New Orleans region.	Coordinated efforts to improve bicycle and pedestrian safety	Improved bicycle and pedestrian safety in the region	Ongoing	Small

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.3	Dan Jatres and Karen Parsons of RPC; City of New Orleans, Louis Haywood	Coordinate efforts with RPC Complete Streets Advisory Committee; City of New Orleans Complete Streets Committee; committees in other municipalities.	Coordinated efforts to improve bicycle and pedestrian	Improved understanding of actions taking place in the region to improve Complete Streets/possible project and funding coordination	Ongoing	Small

Strategy 1.2 Incorporate projects and programs identified in regional and local bicycle and pedestrian plans into this action plan to ensure coordination and information sharing amongst parishes.

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.2.1	EA Team	Identify existing Plans to review and determine how to incorporate programs and projects into this Action Plan.	# plans identified	Programs and Projects incorporated into the next version of this Action Plan	Ongoing	None
1.2.2	City of New Orleans DPW; NOPD	Implement the project and programs in the City of New Orleans Pedestrian Safety Action Plan	# of PSAP initiatives implemented;	Reductions in pedestrian fatalities and severe injuries in the City of New Orleans	1-3 years	Medium-High
1.2.3	EA Team, RPC; DOTD	Support development and implementation of Pedestrian Safety Action Plans (PSAPs) in communities of the New Orleans region.	# of new PSAPs developed	Develop PSAPs in communities with identified pedestrian crash problems	Ongoing	Medium-High
1.2.4	Jefferson Parish	Implement the Jefferson Parish Bicycle Master Plan.	# of JPBMP initiatives implemented	Improved bicycle safety and increased bicycle usage in Jefferson Parish	3 years +	Medium-High
1.2.5	EA Team and Local communities	Support initiatives of local communities in the New Orleans Region to develop and implement bicycle master plans.	# of Bicycle Master Plans developed	Improved bicycle safety in local communities	Ongoing	Medium-High

Strategy 1.4: Coordinate and partner with law enforcement/criminal justice.
Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.4.1	Impaired Driving EA Team	For a coordinated approach to build relationships with judges, district/city attorneys, law enforcement, medical personnel, etc), coordinate with Impaired Driving Emphasis Area's efforts. (for the purpose of sharing contacts and coordinating meetings).	# of criminal justice system partners	Emphasize importance of pedestrian/bicycle enforcement to all levels of the criminal justice system	Ongoing	Small
1.4.2	City of New Orleans, Col. Jerry Sneed and NOPD	Establish partnerships with police departments, Quality of Life Officers, Community Liaisons, etc. for the purpose of public outreach and education.	# of citizens reached	Increase law enforcement and public awareness of pedestrian/bicycle laws and safety	1 year	Small
1.4.3	City of New Orleans, Col. Jerry Sneed and NOPD	Include pedestrian and bicycle issues in existing NOPD online continuing education, create opportunities for certification.	# of NOPD officers trained; frequency of pedestrian and bicycle topics	Pedestrian and bicycle training institutionalized into existing training programs	Ongoing	Small

Objective 2: Enhance and identify the crash data needs for the region.

Strategy 2.1: Hold quarterly or semi-annual regional data symposia with state, regional, and local staff. Symposiums would support development of an organizational chart, data flow timeline, and data handbook.

Strategy Leader: DOTD, RPC

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.1.1	RPC, DOTD	Prepare for a data symposium, conduct the following activities: 1) Create a critical stakeholder "invite list" including individuals within police departments, parish, region, state government; 2) define current data flow timeline; 3) create optimized critical interactions timeline; 4) facilitate and discuss findings; 5) announce and publicize process findings and process improvements	Data documentation and presentation information prepared for symposium	Data documentation and presentation information prepared for symposium	6-12 months	Small
2.1.2	RPC, DOTD	Conduct symposium to develop organizational charts and role definitions in regards to data development, access, use, and sharing. Symposium participants should 1) share the role of data according to staff job descriptions; 2) share ideas and concerns related to the role of data in their job descriptions 3) discuss interactions that would facilitate communication and refine and deploy an improved data processes.	Organizational Chart Role definitions	Improved data sharing process	Ongoing on a regular basis	Small

Strategy 2.2: Identify additional pedestrian and bicycle data needs for the region

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.2.1	RPC	RPC should work through DOTD to coordinate with LSU to understand the pedestrian and bicycle crash data analysis and how the information can be utilized by MPOs and local government for decision making.	# of new pedestrian and bicycle data analysis methods	Implement new analyses of data for use by MPOs and local agencies	Ongoing	Medium

Strategy 2.3: Improve crash data reporting

Strategy Leader: DOTD/LSU

Step #	Action Step	Description	Output Measure	Outcome Measure	Timeline	Budget
2.3.1	Highway Safety Commission/ Ron Whitaker - DOTD	Incorporate Bicycle/Pedestrian issues into the training provided for crash investigations and reporting via training methods within departments.	# of law enforcement officers trained	Improved crash investigations and reporting	Ongoing	Medium

Strategy 2.4: Collect and utilize additional datasets

Strategy Leader:

Step #	Action Step	Description	Output Measure	Outcome Measure	Timeline	Budget
2.4.1	EA Team and participating Police Departments	Enforcement/traffic ticket datasets	# of police departments relaying data	Awareness of enforcement locations and violations	Ongoing	Small
2.4.2	Bike Easy	Identify and utilize crowd sourced datasets	# of crowd sourced datasets	Utilize non-traditional data sources to inform safety efforts	Ongoing	Small

Objective 3: Raise general public awareness about various bicycling and walking safety issues

Strategy 3.1: Continue the social marketing and media campaign of RPC's Pedestrian and Bicycle Safety and Education Program

Strategy Leader: RPC

Step #	Action Step	Description	Output Measure	Outcome Measure	Timeline	Budget
3.1.1	RPC, Dan Jatres	Develop campaign message(s), identify target demographics and geographic locations, deploy campaign, track impact of campaign	Campaign messaging market tested # of high crash locations targeted # of demographic groups targeted	Identify and ensure messaging achieves intended impact Maximize resources through targeted deployment of media Increased awareness and understanding of campaign message	1 year and ongoing	Small
3.1.2	RPC, Dan Jatres	Identify partners (local governments, transit agencies, community orgs, etc) to spread the messages and increase market penetration	# of partners	Build wide community buy-in of messaging and outreach	1 year and ongoing	Medium
3.1.3	HSC; local agencies	Coordinate media campaign with targeted enforcement efforts	# of hours of targeted enforcement	Reinforce messaging with coordinated enforcement	1 year and ongoing	Medium

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.1.4	RPC, Dan Jatres	Identify topics and target audiences, then create videos	# of videos	Visual messaging on safety topics	1 year	Small
3.1.5	Bike Easy; RPC	Develop a strategy for improving trail user etiquette that can be communicated in safety education programs	Shared-use trail etiquette guide	Improve user experience and interactions along shared-use trails	1 year	Small

Strategy 3.2: Conduct outreach to journalist/reporters on pedestrian and bicycle issues, laws and crashes.
Strategy Leader: RPC

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.2.1	RPC and EA Team	Conduct outreach to journalists on pedestrian and bicycle infrastructure concepts and crash reporting. Possibly communicate with law enforcement on this topic as well to discuss the way they give comments to the media.	# of journalists	Increase awareness of accuracy of coverage of pedestrian and bicycle projects and crashes	1 year	Small

Strategy 3.3: Distribute Guide to Safe Cycling/Bicycle Map
Strategy Leader: RPC

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.3.1	RPC, Dan Jatres; Bike Easy, Jamie Wine	Coordinate with Bike Easy on distribution and outreach. Determine effective distribution model/methods of Guide to Safe Cycling for communities without bicycle maps. Consider coordinating with bicycle retailers for Point of Sale resource distribution.	# of maps/guides distributed # of distribution outlets	Raise awareness of bicycle laws and safety	1 year and then ongoing	Small
3.3.2	RPC, Dan Jatres	Update the Guide to Safe Cycling (as needed) and the Bike Map (annually).	Updated map	Ensure demand for map/guide by keeping it up to date	Ongoing (annually)	Small

Strategy 3.4: Develop and deliver community bicycle workshops
Strategy Leader: Bike Easy

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget

Step #	Action Step	Description	Output Measure	Outcome Measure	Timeline	Budget
3.4.1	Bike Easy Leader	Continue existing bicycle workshop program. Identify opportunities to expand bicycle workshops to a wider range of communities: geographic, socioeconomic, etc	# of workshops	Provide instruction on bicycle safety in urban environments	Ongoing	Medium
3.4.2	Bike Easy; SRTS	Develop and implement bicycle safety curricula targeted at school age audiences.	# of schools # of children	Provide bicycle safety education to children to develop safe habits early	1 year	Medium

Strategy 3.5: Partner with New Orleans Region Office of Motor Vehicles branches to incorporate pedestrian and bicycle safety into driver training and testing.

Strategy Leader:

Step #	Action Step	Description	Output Measure	Outcome Measure	Timeline	Budget
3.5.1	EA Team with the support of DPS/LSP	Explore the possibility of establishing relationships with DPS/OMV personal in Baton Rouge and regional offices. Request that the Bicycle/Pedestrian EA group be on the review panel for the OMV Manual assessment anticipated to occur in spring of 2014.	Partnership with OMV	New partner to deliver education and messaging	1 year	Small

Strategy 3.6: Continue and expand RTA's PSA/outreach campaign and similar campaigns throughout the region.

Strategy Leader: RTA

Step #	Action Step	Description	Output Measure	Outcome Measure	Timeline	Budget
3.6.1	RTA, Mark Young	Continue operator training for safety around pedestrians. Expand to include bicycles.	# of trained operators	Improved bicycle and pedestrian safety near transit vehicles	Ongoing	Small
3.6.2	RTA, Mark Young	Continue current streetcar safety campaign: don't walk/jog on track; don't turn left across tracks	# of signs along streetcar tracks and banners on lightpoles	Improved bicycle and pedestrian safety near transit vehicles	Ongoing	Small
3.6.3	RTA, Mark Young	Distribute brochures on these topics to hotels and car rental companies.	# of brochures distributed, # of hotels and car companies offering the brochures	Improved bicycle and pedestrian safety near transit vehicles	Ongoing	Small

Strategy 3.7: Support policies, activities and programs that support School Zones and Safe Routes to School Programs
Strategy Leader: LPHI/Tulane PRC

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.7.1	LA Public Health Institute (LPHI) and Tulane; SRTS	Expand safety intervention programs to include more schools and reach more children. This is a safety facilitation program. Tulane and LPHI have been supporting Safe Routes to School and other communities can pursue these programs in coming grant cycles.	# of school sites where education programs are held # of children that participate in the program	School based education around pedestrian and bicycle safety Improved awareness amongst school age children of pedestrian and bicycle safety	Ongoing	Medium
3.7.2	Kids Walk Coalition (Tulane PRC), Naomi Doerner; SRTS	Implement crossing guard training program based on training being developed by Tulane PRC and NOPD.	# of crossing guards trained	Improved crossing guard training	Ongoing	Medium

Objective 4: Clarify local ordinances so that they protect bicyclists and pedestrians.

Strategy 4.1: Support activities that identify potential changes to parish and municipal ordinances, and to DOTD policies and procedures.
Strategy Leader: AARP Complete Streets Team

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
4.1.1	AARP, Dan Jatres	Provide technical assistance to AARP activities to review proposed legislation for pedestrian and bicycle related bills	Review proposed Louisiana laws impacting pedestrians and bicyclists	Ensure Louisiana law supports pedestrian and bicycle safety	Ongoing	Small
4.1.2	AARP, Dan Jatres	Continue to provide technical assistance to Complete Streets Group and participate/support activities of this group. Continue to support State Complete Streets Policy Initiative. Identify national best practices in pedestrian and bicycle laws for potential adoption.	Review pedestrian and bicycle laws from other states	Adopt as appropriate best practice laws from around the country	Ongoing	Small

4.1.3	New Orleans Sustainable Transportation Advisory Committee	Provide technical assistance as needed in review of City of New Orleans ordinances related to pedestrian and bicycle users. Ensure consistency with LA Revised Statutes changes since 2009.	Update appropriate local ordinances	Parity between state statutes and local ordinances	1 year	Small
4.1.4	EA Team	Participate as a resource and team member on any groups formed by DOTD for the purpose of outreach.	Scoring criteria which add points for projects improving pedestrian/bicycle safety	Incentive for projects to address pedestrian/bicycle safety	1 year	Small
4.1.5	EA Team, DOTD, Brian Parsons; Soll Planning LLC, Ellen Soll	Support review of complete streets – participate as a technical resource and team member.				

Objective 5: Develop and support infrastructure and operations that improve safety for pedestrians and bicyclists.

Strategy 5.1: Provide professional development opportunities for public and private sector professionals regarding infrastructure design.
Strategy Leader:

Step #	Action Step	Description	Output Measure	Outcome Measure	Timeline	Budget
5.1.1	RPC, Dan Jatres Leader	Conduct Designing Streets for Pedestrians and Bicyclists Workshop	# of participants Profile of participants (profession, public/private, geographic, etc)	Increased knowledge of current standards and best practices	Ongoing	Modest
5.1.2	RPC, Dan Jatres	Conduct Designing Facilities for Accessibility Workshop	# of participants Profile of participants (profession, public/private, geographic, etc)	Increased knowledge of current standards and best practices for accessibility (ADA compliance)	Ongoing	Modest
5.1.3	RPC, Dan Jatres	Conduct Complete Streets Workshops	# of participants Profile of participants (profession, public/private, geographic, etc)	Increased adoption of Complete Streets at the parish and municipal level	Ongoing	Modest

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
5.1.4	LTAP	Encourage Highway Safety Manual trainings. The LTAP has previously hosted this training. Continue this training so that people can most effectively utilize the highway safety manual. This could be an overview of the manual or a bicycle- pedestrian focused training, and could also include a training on the new Vision 0 Suite.	# of participants Profile of participants (profession, public/ private, geographic, etc)	Increased awareness and use of HSM in project development	Ongoing	Modest

Strategy 5.2: Identify and implement effective countermeasures for infrastructure that improve safety for bicyclists and pedestrians.
Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
5.2.1	RPC	Identify hot spots and effective (infrastructure) countermeasures through analysis and review of crash data. Coordinate with Infrastructure and Operations Emphasis Area (IOEA) team – (1.6 of I/O Emphasis Area Action Plan) Coordinate “to identify hotspots for Bicycle/Pedestrians that could also be addressed with I/O projects.”	# of implemented countermeasures at “hot spots”	Improved bicycle and pedestrian safety	Ongoing	Modest-High
5.2.2	EA Team	Partner with DOTD and other road owners (parish and local) to consider inexpensive and efficient opportunities for provision of bicycle and pedestrian facilities.	# of bicycle and pedestrian improvements or new facilities	Improved bicycle and pedestrian safety	Ongoing	Small-Modest
5.2.3	KidsWalk Coalition, Naomi Doerner	School Zones – Consider school zones for overall neighborhood blocks surrounding the school area, in compliance with EDSRs for state routes.	# Schools Safety Zones # of countermeasures	Improved bicycle and pedestrian safety around schools Reduced motor vehicle speeds around schools	Ongoing	High
5.2.4	EA Team	Participate in RSAs to provide for multidisciplinary approach to provide safe transportation facilities for all users.	# RSA’s EA Team participated	Improved bicycle and pedestrian safety	Ongoing	Small

Strategy 5.3: Identify and utilize ongoing DOTD programs in order to integrate Complete Streets approaches

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
5.3.1	DOTD – District Operations Engineer 02 and 62/ RPC –	Support Complete Streets policy for Rightsizing the State Highway System Program. Coordinate with DOTD Complete Streets Implementation Team.	# of rightsizing ¹ projects reviewed for Complete Streets Elements	Local jurisdictions take ownership of roadways that meet their operations goals	Ongoing	Medium
5.3.2	EA Teams, with support of DOTD	Coordinate efforts with Infrastructure Operations Emphasis Area	# of Ops EA projects that address pedestrian/bicycle	Ops EA actions advance pedestrian/bicycle safety goals	Ongoing	Small
5.3.3	DOTD Dist 02 & 62; RPC; local jurisdiction	When opportunities arise, participate in review of upcoming overlay projects by DOTD District 02 and 62 staff, RPC staff/CSAC and local jurisdictions	# of overlay projects reviewed for Complete Streets elements # of overlay projects including Complete Streets elements	Increased Complete Streets elements included in overlay projects	Ongoing	Medium

Objective 6: Create a unified, comprehensive, multi-modal traffic count program

Strategy 6.1: Coordinate vehicle count locations with identified safety concerns.

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
6.1.1	RPC; DOTD District	Coordinate vehicle count locations with identified safety concerns	# of pedestrian/bicycle counts at high crash locations	Calculate pedestrian/bicycle crash rate for high crash locations	Ongoing	Small
6.1.2	RPC; DOTD District; UNO	Conduct counts following the National Bicycle and Pedestrian Documentation Project	# of pedestrian/bicycle counts conducted	Track impact of pedestrian/bicycle investments	Ongoing	Small
6.1.3	RPC; DOTD District	Explore opportunities to create a standardized multi-modal traffic count program, coordinate with District Traffic Engineer.	# of multi-modal counts conducted	Multi-modal count procedure Mode share calculations	1 year	Medium

¹ Right-Sizing the State Highway System — The State presently owns over 27 percent of the public road mileage in Louisiana; the national average is approximately 19 percent. The Road Transfer Program has been established as the means to right-size the State Highway System to achieve the national average of 19 percent state ownership of public road mileage. Roads will be repaired prior to transfer and the receiving local governments will be credited for 40 years of routine and capital maintenance which can be applied to any highway capital project(s). Participation in the program is optional. For more information, <http://www.dotd.la.gov/programs/RoadTransfer/>

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
6.1.4	RPC; DOTD District; UNO	Expand local capacity to conduct pedestrian and bicycle counts	# of new pedestrian/bicycle count locations	Improved understanding of facility usage Increased coverage of count locations	Ongoing	Medium

Output measures generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

Outcome measures generally are the results of an activity, plan, process, or program and how that result compares to what was originally intended.

Timeline: 3 to 6 months **Budget:** Small (under \$25,000)
6 months to a year Modest (\$26,000 to \$50,000)
1 year Medium (\$51,000 to \$100,000)
2 years High (\$100,000 to \$300,000)
3 years+ Substantial (\$300,000+)
Ongoing



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

**NEW ORLEANS REGIONAL TRAFFIC SAFETY
COALITION**

**INFRASTRUCTURE & OPERATIONS
ACTION PLAN**

Goal: Reduce roadway departure and intersection fatalities by half by 2030.

TEAM LEADER:

Strategy 1: Identify high crash locations and/or safety concerns and develop a strategy for project implementation based on crash data findings, best practices in traffic safety, and availability of funding sources.

Strategy Leader: DOTD Engineers

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1	DOTD with support from LTAP	Perform crash data analysis of the state and local roadway network. Includes identification of hot spots, identification of areas of concern. As part of data analysis request the concerns of parish/ municipal governments on the state system.	# of hot spots and areas identified # of parish/ municipal government investigations	Recommended projects	Ongoing	Modest (\$26,000 to \$50,000)
1.2	LTAP & Parish/ Municipal Governments (Marie Walsh)	Present data to parishes/ municipalities. Identify a point person from each parish/ municipality to attend the meeting. Coordinate with the Local Road Safety Program (LRSP) team, Highway Research Safety Group and other data sources to assess the data before suggesting recommendations.	Meetings with (Local Road Safety Program, (LRSP) coordinators	Recommendations for locations to provide safety improvements	Ongoing	Small (under \$25,000) - Modest (\$26,000 to \$50,000)

1.3	DOTD with support from LTAP	Implement low-cost countermeasures to address priority problems/recommendations.	# safety projects to implement countermeasures	# of countermeasures implemented across sites	Will vary	Modest (\$26,000 to \$50,000) - Medium (\$51,000 to \$100,000)
1.4	LTAP with DOTD	Track effectiveness of countermeasures.	# of countermeasure projects tracked	# of countermeasures identified as effective, or not effective.	Ongoing	Modest (\$26,000 to \$50,000)
1.5	DOTD Traffic Engineers	Refer safety concerns to the District Traffic Engineer and collaborate for further evaluation. (through NORTSC meetings). Use existing form (developed by HOUMA, Ron Whitaker will provide this form) for reporting.	# meetings with DOTD District traffic engineers	Concurrence for safety improvement projects	Ongoing	Modest (\$26,000 to \$50,000)
1.6	DOTD	Coordinate with Bicycle and Pedestrian Action Plan/Group to identify hotspots for Bicycle/Pedestrians that could be also be addressed with I/O projects.	# coordinated safety projects	# of safety projects conducted that address include bike/ped improvements	Ongoing	Modest (\$26,000 to \$50,000)

Strategy 2: Organize a multidisciplinary Road Safety Audit (RSA) Team or Partner list that will work together with DOTD and consultants in implementing low-cost safety improvements in rural and urban state roads.

Strategy Leader: DOTD Engineers

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.1	DOTD (with support of LTAP and MPO)	Develop a list of potential RSA partners to mobilize for RSA that may occur in each parish/municipalities. Host RSA workshop.	# of Field visits	Regional RSA Workshop. Increased interest from safety professionals to participate in RSA workshops and field visits	6-12 months	Small (under \$25,000)

2.2	New Orleans Region Safe Community Partnership	Encourage participation from non-infrastructure partners such as law enforcement officers, city engineers, hospitals, schools and non-profit organizations in conducting RSA's in the region	# of stakeholders and safety partners	Increased participation from non-infrastructure partners	Ongoing	Small (under \$25,000)
-----	---	--	---------------------------------------	--	---------	------------------------

Strategy 3: Minimize the occurrence and likelihood of injury or death in roadway departure crashes.

Strategy Leader: DOTD Engineers

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.1	District Traffic Engineer, Nicole Klibert and Vi Nguyen	Partner with DOTD and agencies to develop and apply guidelines and procedures to remove dangerous roadside obstructions, including steep slopes on roadside ditches, particularly those with a crash history or within close proximity to the roadway travel lanes.	# of obstructions removed	Reduction of roadway departure fatalities	6-12 months, then ongoing application	Small (under \$25,000)
3.2	District Traffic Engineer, Nicole Klibert and Vi Nguyen with support from LTAP	Identify and implement proven countermeasures for minimizing roadway departures.	# of countermeasures implemented	Improved safety through reduced roadway departures	Ongoing	Small (under \$25,000)
3.3	District Traffic Engineer, Nicole Klibert and Vi Nguyen	Track safety performance results of safety improvement projects/countermeasures (in 3.1 and 3.2).	# of countermeasures tracked	Improved understanding of the effectiveness of applied countermeasures	Ongoing	Small (under \$25,000) - Medium (\$51,000 to \$100,000)

Strategy 4: Minimize the likelihood of crashes at historically high-crash intersections

Strategy Leader: DOTD Engineers

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
4.1	DOTD -District Traffic Engineer, Nicole Klibert and Vi Nguyen	Identify the intersection related risk factors.	# of risk factors	Improved understanding of causes of intersection crashes	Ongoing	Small (under \$25,000)
4.2	DOTD -District Traffic Engineer, Nicole Klibert and Vi Nguyen	Identify high crash and/or over represented locations through data analyses, customer input (transportation studies), and DOTD, District, and LTAP knowledge and expertise.	# of locations	Improved understanding of causes of intersection problem locations. Improved collaboration	Ongoing	Modest (\$26,000 to \$50,000) - Medium (\$51,000 to \$100,000)
4.3	DOTD -District Traffic Engineer, Nicole Klibert and Vi Nguyen	Prioritize implementation of appropriate countermeasures and develop a process for systematic implementation.	# of countermeasures to be implemented, and order of implementation	Reduction of fatalities at intersections	Ongoing	Small (under \$25,000)
4.4	District Traffic Engineer, Nicole Klibert and Vi Nguyen	Partner with DOTD and agencies to educate and promote use of innovative intersection solutions such as roundabouts and other infrastructure concepts proven to reduce crashes.	# of obstructions removed	Reduction of fatalities at intersections	Ongoing	Small (under \$25,000)
4.5	District Traffic Engineer, Nicole Klibert and Vi Nguyen with support from LTAP.	Identify and implement proven countermeasures for minimizing intersection crashes.	# of obstructions removed	Reduction of fatalities at intersections	Ongoing	Medium (\$51,000 to \$100,000) - High (\$100,000 to \$300,000)
4.6	District Traffic Engineer, Nicole Klibert and Vi Nguyen	Track safety performance results of safety improvement projects/ countermeasures.	# of countermeasures tracked	Improved understanding of countermeasure effectiveness	Ongoing	Small (under \$25,000)

Strategy 5: Increase knowledge on transportation planning process, including best practices and new technologies for safer roadways.

Strategy Leader: MPO, Safety Coordinator or Dan Jatres

<i>Step #</i>	<i>Action Step Leader</i>	<i>Description</i>	<i>Output Measure</i>	<i>Outcome Measure</i>	<i>Timeline</i>	<i>Budget</i>
5.1	Safety Coordinator (at MPO or consultant)	Increase local parish and infrastructure stakeholder involvement in the strategic safety process through training and educational events. Possibly host events at DOTD.	# of outreach activities, # of training and educational events	# of safety projects conducted per parish	Ongoing	Medium (\$51,000 to \$100,000)
5.2	MPO Dan Jatres	Participate or send a representative from different parishes/municipalities to attend DOTD's safety-related workshops, lectures, trainings and meetings to keep abreast with best practices and new technologies in transportation world.	#of trainings attended	# projects where applicable	Ongoing	Medium (\$51,000 to \$100,000)
5.3	MPO	Disseminate valuable information on transportation practices and programs when opportunity arises through press releases, newsletter, web posts, etc.	# of Press Releases per year # of newsletters per year	Proactive responses from stakeholders	Ongoing	Medium (\$51,000 to \$100,000)

Strategy 6: Regional Incident Management and ITS teams will collaborate with DOTD in responding to incidents as they occur and will ultimately identify roadway concerns that need to be addressed.

Strategy Leader: DOTD Engineers

<i>Step #</i>	<i>Action Step Leader</i>	<i>Description</i>	<i>Output Measure</i>	<i>Outcome Measure</i>	<i>Timeline</i>	<i>Budget</i>
6.1	Traffic Engineers working in the New Orleans Region	Have coalition and NORTSC support efforts of ITS/TIM team. Educate and explore opportunities for expanding ITS efforts with adjacent parishes/municipalities and entities.	# decrease in incident traffic congestion and reduced secondary incidents	Improvements implemented	Ongoing	Medium (\$51,000 to \$100,000)

6.2	DOTD and Law Enforcement	Provide training for officers to do detail in DOTD work-zones.	# of trainings conducted, # of officers trained	Improved understanding of roadway infrastructure/IT concerns as related to work-zone accidents	Ongoing	Medium (\$51,000 to \$100,000)
6.3	DOTD/LTSP	Collect data related to special events, including construction activities to identify causes and countermeasures.	Identification of the number of accidents related to special events	Improved understanding of how to manage transportation infrastructure for special events	Ongoing	Modest (\$26,000 to \$50,000)

Output measures generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

Outcome measures generally are the results of an activity, plan, process, or program and how that result compares to what was originally intended.

Timeline:	<i>3 to 6 months</i>	Budget:	<i>Small (under \$25,000)</i>
	<i>6 months to a year</i>		<i>Modest (\$26,000 to \$50,000)</i>
	<i>1 year</i>		<i>Medium (\$51,000 to \$100,000)</i>
	<i>2 years</i>		<i>High (\$100,000 to \$300,000)</i>
	<i>3 years+</i>		<i>Substantial (\$300,000+)</i>
	<i>Ongoing</i>		



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

**NEW ORLEANS REGIONAL TRAFFIC SAFETY
COALITION
OCCUPANT PROTECTION ACTION PLAN
Final July 2013**

Goal: Reduce fatalities among drivers not restrained from the current average of 28 per year to 25 per year by 2015, which ensures the New Orleans Region links to the statewide goal of reducing fatalities by half by 2030.

TEAM LEADER: Cliff Bray

Objective 1: Increase use of daytime and nighttime seatbelt enforcement.

Strategy 1.1: Improve the participation of local law enforcement in seatbelt enforcement.

Strategy Leader: Karla Courtade - DOTD

	Action Step Leader	Description	Output	Outcome	Budget	Timeline
1.1.1	Carl Saizan	Coordinate with local law enforcement agencies to increase seatbelt enforcement during regular shifts. (start with agencies that receive LHSC funding) suggest specific activities.	# of warnings, # of citations issued	Reduction in unrestrained fatalities and serious injuries	Modest (\$26,000 to \$50,000)	Ongoing
1.1.2	Officer Danny Franklin - Troop B	Increase nighttime seatbelt enforcement.	# of warnings, # of citations issued	Reduction in unrestrained fatalities and serious injuries	Modest (\$26,000 to \$50,000)	Ongoing
1.1.3	Karla Courtade - DOTD	Utilize crash data to target problem areas and choose locations for seatbelt enforcement.	# of warnings at problem areas, # of citations issued at problem areas	Reduction in unrestrained fatalities and serious injuries	Modest (\$26,000 to \$50,000)	Ongoing

1.1.4	Dortha Cummins LHSC/DOTD	Survey law enforcement agencies to identify specific needs in regards to occupant protection.	# of people contacted to complete surveys	# of completed surveys	Small (under \$25,000)	6 months
-------	-----------------------------	---	---	------------------------	---------------------------	----------

Strategy 1.2: Increase helmet use for motorcyclists.

Strategy Leader: Michelle Killian

	Action Step Leader	Description	Output	Outcome	Budget	Timeline
1.2.1	Michelle Killian	Support local efforts to increase motorcycle safety through helmet use.	# of local efforts directly supported	Increase in helmet use in NORTSC Reduction in motorcyclist fatalities and serious injuries	Small (under \$25,000)	Ongoing

Objective 2: Expand Marketing Campaigns.

Strategy 2.1: Identify additional methods to promote national and state campaigns.

Strategy Leader: Melissa Maty

	Action Step Leader	Description	Output	Outcome	Budget	Timeline
2.1.1	Melissa Maty	Coordinate a regional campaign to promote the annual May Click It or Ticket Campaign and the annual June Buckle Up in Your Truck. Work with the Safe Communities partnership to identify additional methods (PR, promos, press conference, etc) to get the word out, beyond the basic marketing materials. Utilize the existing campaign materials.	# of Press Releases published # of Radio/TV interviews done	Increase in seat belt use rate Increase in proper use of child safety/ booster seat use rate	Small (under \$25,000)	Annually in May/June

Objective 3: Enhance Occupant Protection Education Efforts

Strategy 3.1: Develop messages for high risk male population.

Strategy Leader: Cliff Bray

	Action Step Leader	Description	Output	Outcome	Budget	Timeline
3.1.1	Cliff Bray	Identify effective messages that have been used in other states.	# of effective messages identified	% increase in seat belt use by high risk males	Small (under \$25,000)	3-6 months

Strategy 3.2: Identify opportunities to work with the prenatal medical community.

Strategy Leader: Bridget Gardner LSU

	Action Step Leader	Description	Output	Outcome	Budget	Timeline
3.2.1	Bridget Gardner-LSU	Work with medical community to provide occupant protection/car seat training for parents	# of trained parents # of car seats checked at the event	Reduction of improperly restrained child fatalities/deaths Increase in proper use of child safety/booster seat use rate	Small (under \$25,000)	Ongoing

Objective 4: Share Information Among Stakeholders

Strategy 4.1: Identify opportunities at the regional and statewide level to promote and share information on occupant protection.

Strategy Leader: Bridget Gardner

	Action Step Leader	Description	Output	Outcome	Budget	Timeline
4.1.1	Bridget Gardner, LSU Trauma Center	Coordinate with the Louisiana Passenger Safety Task Force.	Events/activities implemented in coordination with LA Passenger Safety Task Force # of parents who can	Reduction of improperly restrained child fatalities Increase in proper use of child safety/	Small (under \$25,000)	Ongoing

			demonstrate proper installation of a child safety seat	booster seat use rate		
4.1.2	Bridget Gardner, LSU Trauma Center	Identify a regional representative to attend the statewide occupant protection EA meetings.	Meetings attended by representative	Reports/ideas generated from statewide OC EA meetings	Small (under \$25,000)	Ongoing
4.1.3	Bridget Gardner, LSU Trauma Center	Coordinate with members from the Young Driver regional EA to identify how occupant protection education can be enhanced in drivers' education programs and the Sudden Impact program.	Discussions/collaboration with regional Young Driver EA	Strategies to enhance occupant protection messages in drivers education programs and Sudden Impact Program	Small (under \$25,000)	Ongoing

Objective 5: Educate major employers on occupant protection.

Strategy 5.1: Identify opportunities to educate major employers to promote and share information on occupant protection.

Strategy Leader: Cliff Bray

	Action Step Leader	Description	Output	Outcome	Budget	Timeline
5.1.1	Cliff Bray - NSC	Coordinate with National Safety Council to prepare a driver seatbelt policy for job related driving in company vehicles, rental vehicles and personal vehicles during business trips.	Research on policy and outline of policy	Sample seatbelt policy	Small (under \$25,000)	Ongoing
5.1.2	Cliff Bray - NSC	Identify businesses to adopt a driver seatbelt policy.	# of employers the policy is shared with	# of companies adopting seatbelt policy Increase in seatbelt usage	Small (under \$25,000)	Ongoing
5.1.3	Cliff Bray - NSC	Conduct employers outreach programs – and incentives/recognition for those individuals (coffee cup) and companies that show improvements.	# of employers contacted about program	# of outreach programs conducted	Small (under \$25,000)	Ongoing

Output measures generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

Outcome measures generally are the results of an activity, plan, process, or program and how that result compares to what was originally intended.

<i>Timeline:</i>	<i>3 to 6 months</i>	<i>Budget:</i>	<i>Small (under \$25,000)</i>
	<i>6 months to a year</i>		<i>Modest (\$26,000 to \$50,000)</i>
	<i>1 year</i>		<i>Medium (\$51,000 to \$100,000)</i>
	<i>2 years</i>		<i>High (\$100,000 to \$300,000)</i>
	<i>3 years+</i>		<i>Substantial (\$300,000+)</i>



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

**NEW ORLEANS REGION
TRAFFIC SAFETY COALITION
YOUNG DRIVERS ACTION PLAN
DRAFT - June 2013 Update**

Goal: Reduce young driver fatalities from the current average of 25 per year to 22 by 2015, which ensures the NORTSC Region links to the statewide goal of reducing fatalities by half by 2030.

TEAM LEADER: Bridget Gardner, LSU Trauma Center

Objective 1: Identify outreach and education efforts.

Strategy 1.1: Identify and expand effective programs aimed at teenage drivers.

Strategy Leader: Bridget Gardner, LSU Trauma Center

Action Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.1	Bridget Gardner, LSU Trauma Center	Increase the number of schools and hospitals participating in the Sudden Impact program. Sub Action: Hire two additional staff	Number of schools and hospitals participating in Sudden Impact programs	Reductions in young driver fatalities	Ongoing	Medium
1.1.2	Bridget Gardner, LSU Trauma Center	Distribute the checklist, detailing all of the available young driver programs, to the schools participating in the Sudden Impact program.	Number of young driver programs implemented at participating schools	Increased awareness of young driver education opportunities	0-6 months	Medium
1.1.3	Bridget Gardner, LSU Trauma Center	Implement the Crash for Parents program as part of the Sudden Impact Program. Sub-Actions: Film the program for more widespread use. Develop and implement an evaluation for the program.	Include Crash for Parents Program in each school that is utilizing the Sudden Impact Program Number of Crash for	Changes in parents perception of young driver safety	Ongoing	Medium

Action Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
			Parents Programs conducted			
1.1.4	Cliff Bray, National Safety Council	Identify opportunities to expand young driver and parent education such as the Alive at 25 Driving Education Programs. Sub-Actions: 1) Market the program differently, 2) Advertise program to parents, and 3) Build in an evaluation component to measure the effectiveness. 4) Distribute (existing) materials for parents that support the Alive at 25 Driving Education Program.	Number of PTA and health and physical education presentations conducted	Expansion of the Alive at 25 Education Program	0-12 months	Small - Modest
1.1.5	Bridget Gardner, LSU Trauma Center	Identify if the the Safe & Drug Free Coordinators (Department of Education) still exist in the Region and if so, how the NORTSC coalition can work with them on young driver programs.	List of Coordinators and schools in the Region	Increased collaboration with Coordinators	0-3 months	None
1.1.6	Bridget Gardner, LSU Trauma Center	Research SchoolTube.com to identify opportunities for hosting a safety video contest for schools in the region. Sub-Actions: 1) Bridget Gardner will follow-up with the student who recently submitted a video to identify level of effort and potential opportunities.	Number of schools participating in the video contest	Increased awareness of a transportation safety issue.	0-3 months	Small
1.1.7	Steve Strength, DOTD	Coordinate with the Highway Safety Office to understand the latest research on effective programs targeting young drivers. Sub Action: Continue to invite HSC to NORTSC meetings.	HSC participation at NORTCS meetings	Ability to partner with the HSC on new research and initiatives aimed at young drivers	Ongoing	None

Strategy 1.2: Identify and expand effective programs aimed at college students and young adults.

Strategy Leader: Steve Strength, DOTD

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.2.1	Steve Strength, DOTD	Identify opportunities to reach young male military members. Sub-Actions: Steve Strength will follow up with Bill Triay to identify opportunities at military installations.	Number of programs/efforts aimed at military members	Opportunity to educate military members regarding the risks of impaired, aggressive, and unbelted driving.	0-6 months	None
1.2.2	Ron Whittaker, DOTD	Identify a representative from one of the local colleges or universities to participate in the NORTSC. Sub Action: Ron Whittaker will follow up with Bridget Bailey to see if she has a counterpart in the NOLA region who works with universities.	Number of university participants in NORTC	Ability to partner with universities on safety programs, aimed at college students.	0-6 months	None
1.2.3	Bridget Gardner, LSU Trauma Center	Support the LSU Trauma Center Facebook Page. Sub-Actions: Ask Safe Communities members to “like” the page and encourage their co-workers to do the same.	Number of “likes”	Increased awareness and support of the Sudden Impact Program and other initiatives offered by the LSU Trauma Center	Ongoing	None

Strategy 1.3 Involve parents in outreach/education efforts

Strategy Leader: Bridget Gardner, LSU Trauma Center

1.3.1	Bridget Gardner, LSU Trauma Center	Prepare a pamphlet for parents, explaining the effectiveness of the graduated drivers license requirements.	Number of pamphlets distributed	Increased parental awareness of GDL laws	6-12 months	Modest
-------	------------------------------------	---	---------------------------------	--	-------------	--------

1.3.2	Bridget Gardner, LSU Trauma Center	Identify opportunities to distribute the GDL pamphlets. Potential Options: <i>PTAs/PTOs, log book at the DMV, partner with insurance companies to develop an online mini course with suggested topics for parents to go over with the drivers, through school events</i>	Number of pamphlets distributed	Increased parental awareness of GDL laws	6-12 months	Small
-------	------------------------------------	---	---------------------------------	--	-------------	-------

Objective 2: Coordinate with statewide efforts.

Strategy 2.1: Conduct an assessment of driver education programs.

Strategy Leader: Cliff Bray, NSC

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.1.1	Cliff Bray, NSC	Appoint regional representative to participate in meetings for the NHTSA assessment of Louisiana’s driver education programs.	# of meetings attended by representative	Updates/reports on assessment strategies/outcomes	TBD	Small

Strategy 2.2: Support model young driver legislation.

Strategy Leader: Melissa Matey, LSP Troop B

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.2.1	Melissa Matey, LSP Troop B and Nick Manale, Troop L Bridget Gardner, LSU Trauma Center	Update the “Laws Affecting Juveniles” booklet Sub - Actions: 1) appoint a subcommittee to develop a table of contents 2) apply for a mini grant to hire a Marketing Firm to format and 3) prepare the booklet	Number of booklets distributed	Increased parental awareness of young driver laws	12 - 24 months	Medium

Output measures generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

Outcome measures generally are the results of an activity, plan, process, or program and how that result compares to what was originally intended.

<i>Timeline:</i>	<i>3 to 6 months</i>	<i>Budget:</i>	<i>Small (under \$25,000)</i>
	<i>6 months to a year</i>		<i>Modest (\$26,000 to \$50,000)</i>
	<i>1 year</i>		<i>Medium (\$51,000 to \$100,000)</i>
	<i>2 years</i>		<i>High (\$100,000 to \$300,000)</i>
	<i>3 years+</i>		<i>Substantial (\$300,000+)</i>
	<i>Ongoing</i>		