

North Shore Regional Transportation Safety Plan



March 2014



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1.0 Regional and Statewide Transportation Safety Overview

1.1 PLAN OVERVIEW

The North Shore Transportation Safety Plan (NSTSP) is a data-driven action plan developed by the North Shore Transportation Safety Coalition (NSTSC). NSTSC partners, including representatives from the 4 Es (education, enforcement, engineering, and emergency medical services), collaborated to identify effective multimodal transportation safety solutions in the Parishes of St. Helena, St. Tammany, Tangipahoa, and Washington.

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 NSTSP's measurable goal is to reduce the number of roadway fatalities in the region by one-half by 2030. To achieve this target, non infrastructure and infrastructure efforts will be undertaken in four emphasis areas, namely: Occupant Protection; Impaired Driving; Crashes Involving Young Drivers; and Infrastructure and Operations.

This plan also is supported by the Federal Highway Safety Administration (FHWA), Louisiana Highway Safety Commission (LHSC), the jurisdictions in the four-parish North Shore Region, and the New Orleans Regional Planning Commission (NORPC).

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.

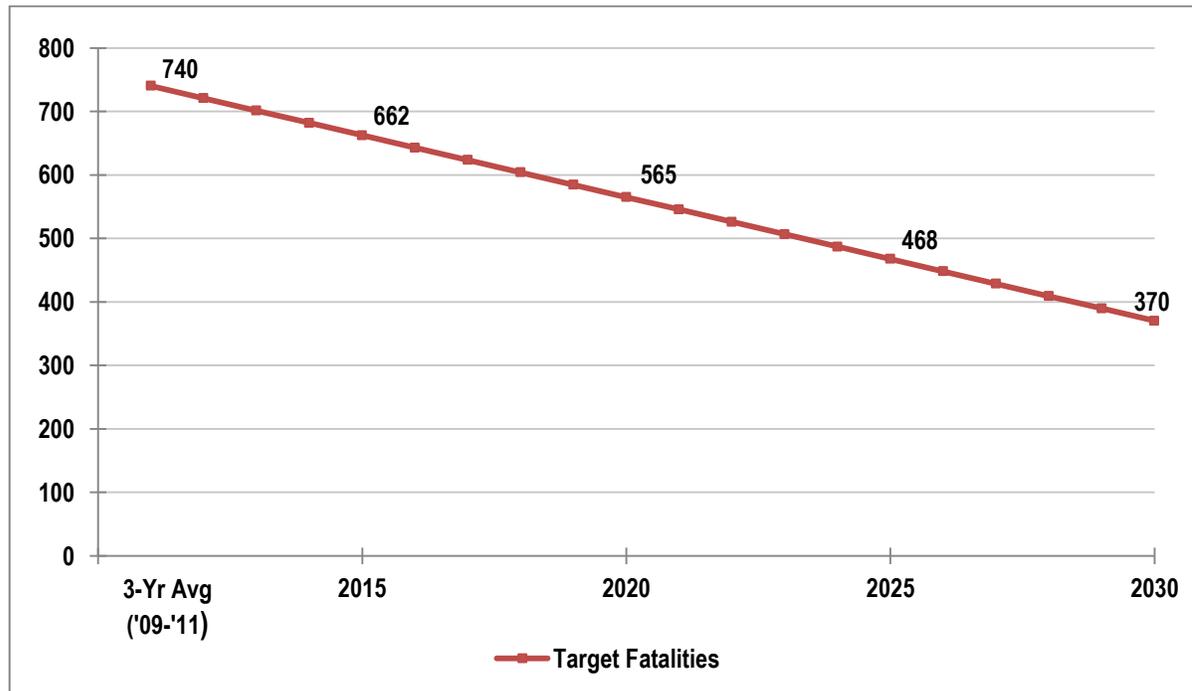
In 2006, the LADOTD developed the State's first SHSP to mitigate the devastating effects of motor vehicle-related fatalities and serious injuries on Louisiana roadways.

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, alcohol-related driving, 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 to 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 nine 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 4 E 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 also are 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 NSTSP. Some of the coalitions are led by the MPO, while others are led by Safety Councils, DOTD District offices, LSP Commands, local law enforcement, or the law enforcement liaison. The involvement of the New Orleans Regional Planning Commission (RPC) is important to ensure that the results of plans are linked to the RPC 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 North Shore Region, the stakeholder coalition that developed this Plan is comprised of a diverse group of safety stakeholders representing the MPO, Federal/state highway safety agencies, law enforcement, health professionals, EMS personnel, policy-makers, bicycle and pedestrian advocates, educators, and youth and local community residents.

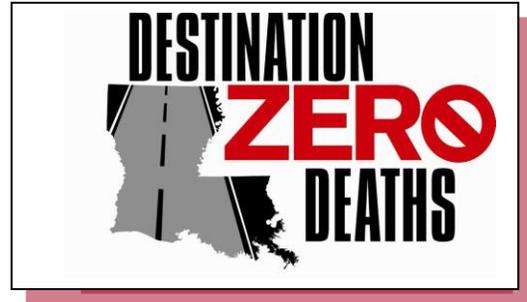
The stakeholders that drafted the contents of the Plan and will oversee its development, implementation, and evaluation include:

- AAA;
- Federal Highway Administration Division office (FHWA);
- LADOTD and the DOTD Division office;
- Louisiana Highway Safety Commission (LHSC);
- Louisiana State Police Troop L;
- Louisiana State University Trauma Center;
- Motorcycle Awareness Campaign (MAC);
- National Safety Council;
- Operation Lifesaver;
- Police Departments of Bogalusa, Covington, Hammond, Mandeville, Ponchatoula, and Southeastern Louisiana University;
- Regional Planning Commission (RPC);
- Sheriff's offices of St. Helena, St. Tammany, Tangipahoa, and Washington; and
- Tangi, Livingston, St. Helena and St Tammany District Attorney's Office.

2.0 Vision, Mission, Goals, and Performance Measures

2.1 VISION AND MISSION

The vision of the NSTSP is to reach destination zero deaths on roadways in the North Shore 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 4 E 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 within the North Shore Region.



2.2 GOAL

One reason for developing the NSTSP is to align the region with the statewide safety goals. The goal of the SHSP and the NSTSP are to **halve fatalities by 2030**. The NSTSP 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 North Shore Region by 2030

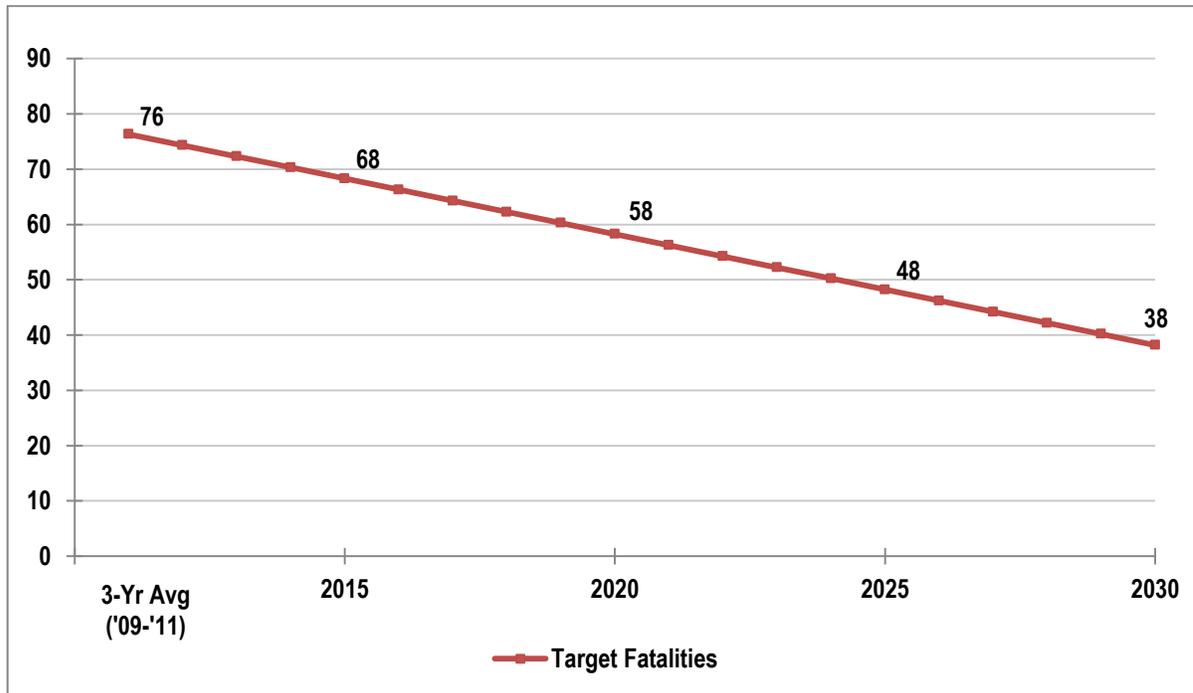
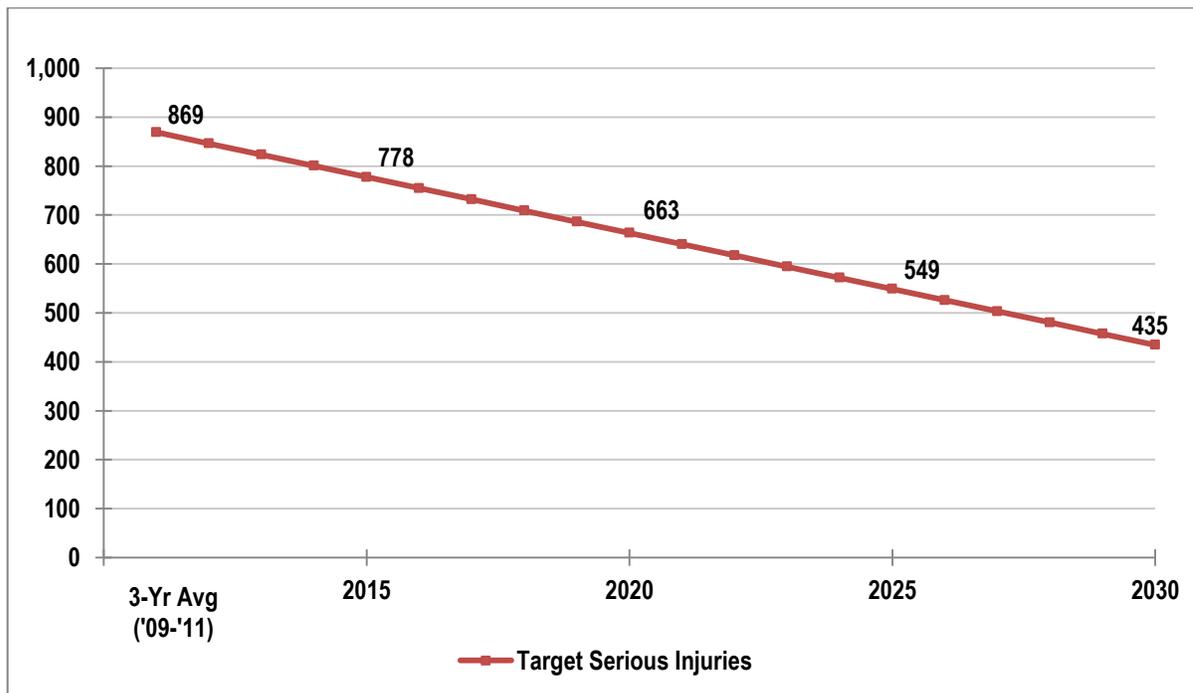


Figure 2.2 Benchmark to Achieve 50 Percent Reduction in Serious Injuries in North Shore Region by 2030



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, and infrastructure and operations. 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. In future analysis, a more statistical approach to setting interim targets will be developed.

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 NSTSC-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.
- The ability of the region to access resources for implementing proven effective countermeasures.

The North Shore region has made tremendous progress in lowering fatalities and serious injuries over the last six years. Table 3.1 depicts the overall number of fatalities and serious injuries in the region between 2007 and 2012. The overall number of fatalities and serious injuries has declined 30 percent from 2007 to 2012. Fatalities have declined by 31 percent, while serious injuries decreased by 30 percent during the same period.

Table 3.1 Fatalities and Serious Injuries in North Shore
2007 to 2012

Year	Fatalities	Serious Injuries	Fatalities and Serious Injuries
2007	106	1,249	1,355
2008	100	1,184	1,284
2009	96	906	1,002
2010	69	847	916
2011	64	854	918
2012	73	872	945

Figure 3.1 illustrates the number of fatalities and serious injuries in the North Shore region by parishes. St. Tammany leads the region, followed by Tangipahoa. Table 3.2 shows the populations for each parish, which helps explain why the fatality and serious injury numbers for St. Tammany and Tangipahoa are often the highest by emphasis area.

Figure 3.1 Fatalities and Serious Injuries by Parishes in North Shore Region 2007 to 2012

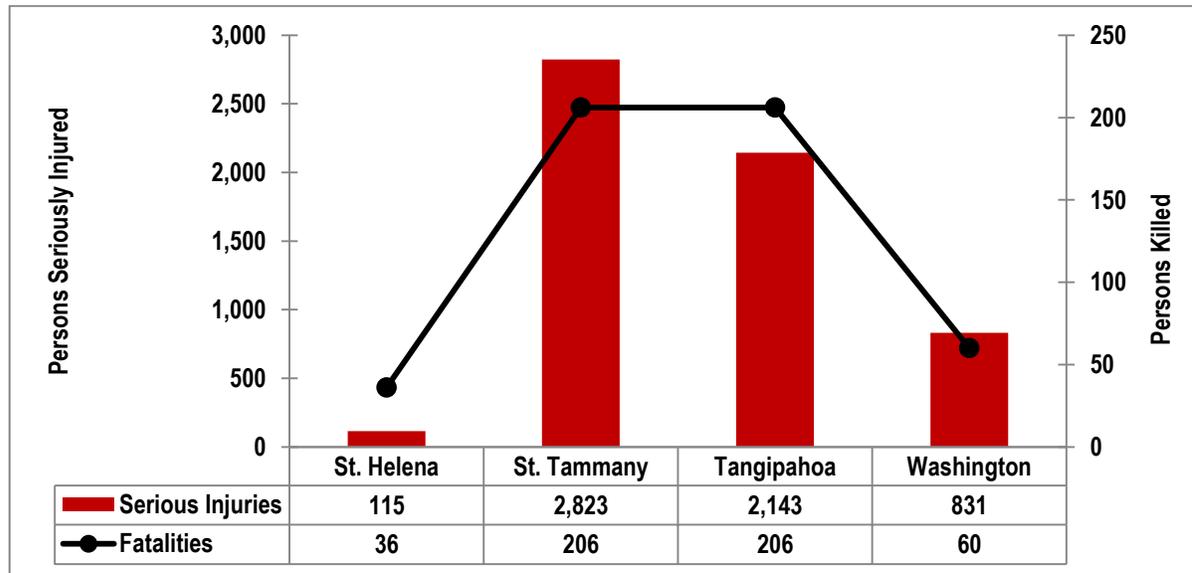
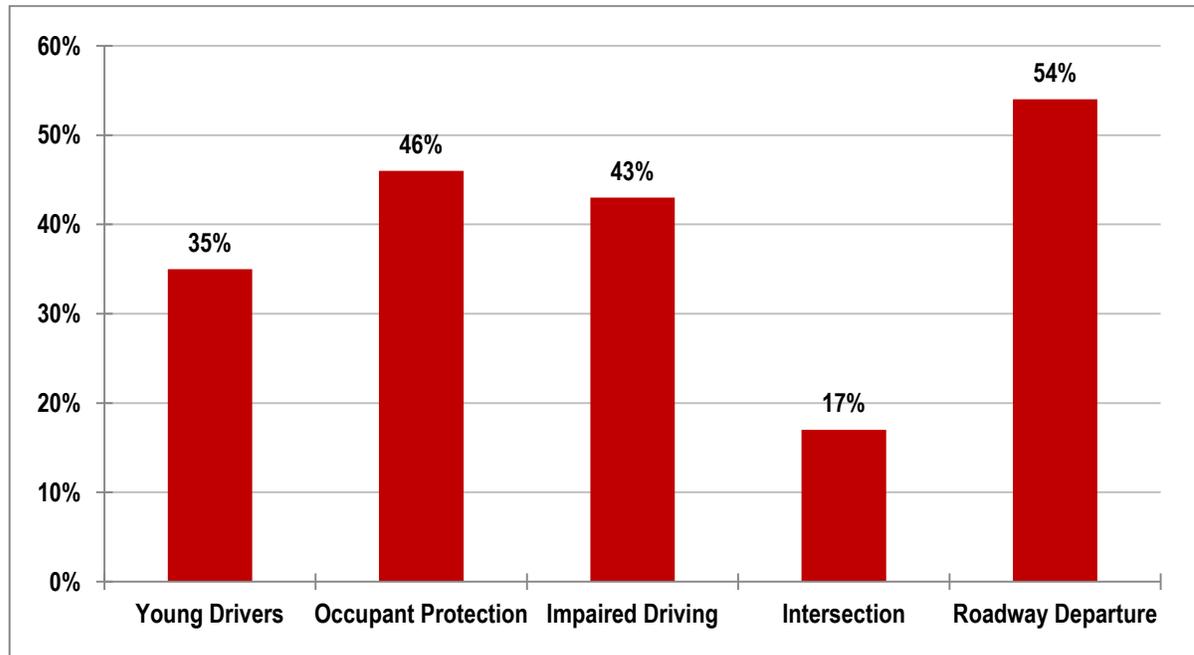


Table 3.2 Population by Parish in North Shore Region (2010 U.S. Census)

Parish	2010 Census Population
St. Helena	11,203
St. Tammany	233,740
Tangipahoa	121,097
Washington	47,168

Figure 3.2 shows the leading factors contributing to fatalities in the region, including failure to buckle up, run-off-the-road crashes, impaired driving, young drivers, and intersection 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 also could have 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 North Shore Region



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

1. Young Drivers;
2. Occupant Protection;
3. Impaired Driving; and
4. Infrastructure and Operations crashes (Intersection and Roadway Departure).

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

3.2 IMPAIRED DRIVING

Louisiana exceeded the national average for the percent of alcohol-related fatalities from 2006 through 2010. Impaired driving also is one of the leading cases of fatalities in the North Shore region. The crash data show that alcohol-related fatalities accounted for an average of 43 percent of fatalities between 2007 and 2012. Evidence of other substances in the blood, including drugs and prescription medications, also is 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.

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

North Shore region. In 2011, fatalities in the region hit an all-time low over the six-year timeframe; and although serious injuries increased in 2012, they declined by 31 percent from 2007 to 2012. Figure 3.4 illustrates the breakdown of total impaired driving fatalities and serious injuries by parishes between 2007 and 2012. St. Tammany leads the region, followed by Tangipahoa (St. Tammany and Tangipahoa have the largest populations amongst the four parishes which helps explain why the fatality and serious injury numbers are the highest by emphasis area).

Figure 3.3 Impaired Driving Fatalities and Serious Injuries in North Shore Region 2007 to 2012

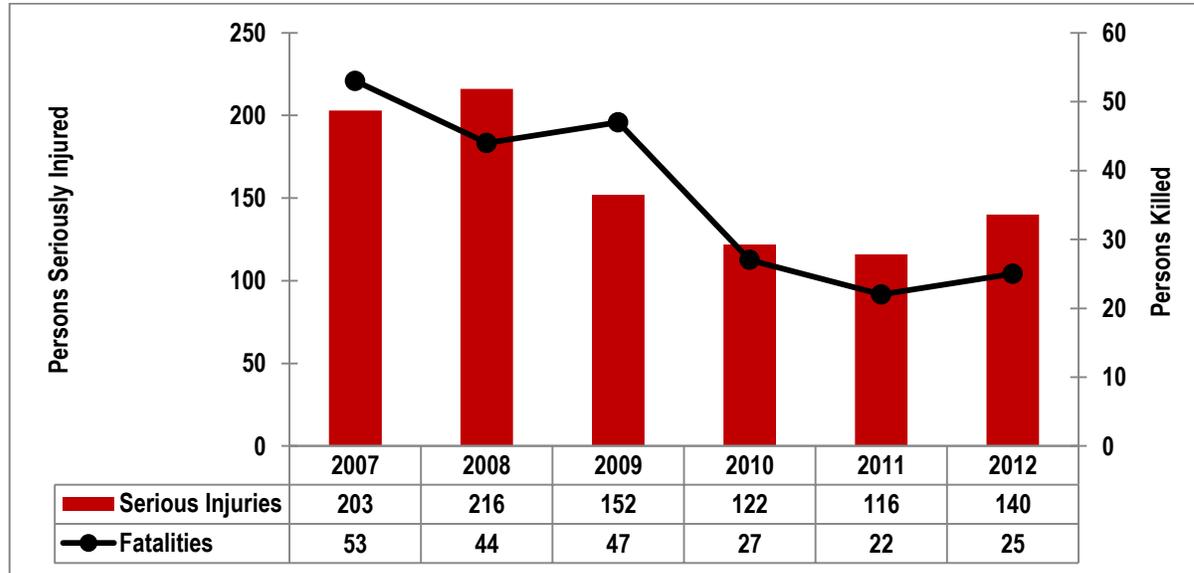
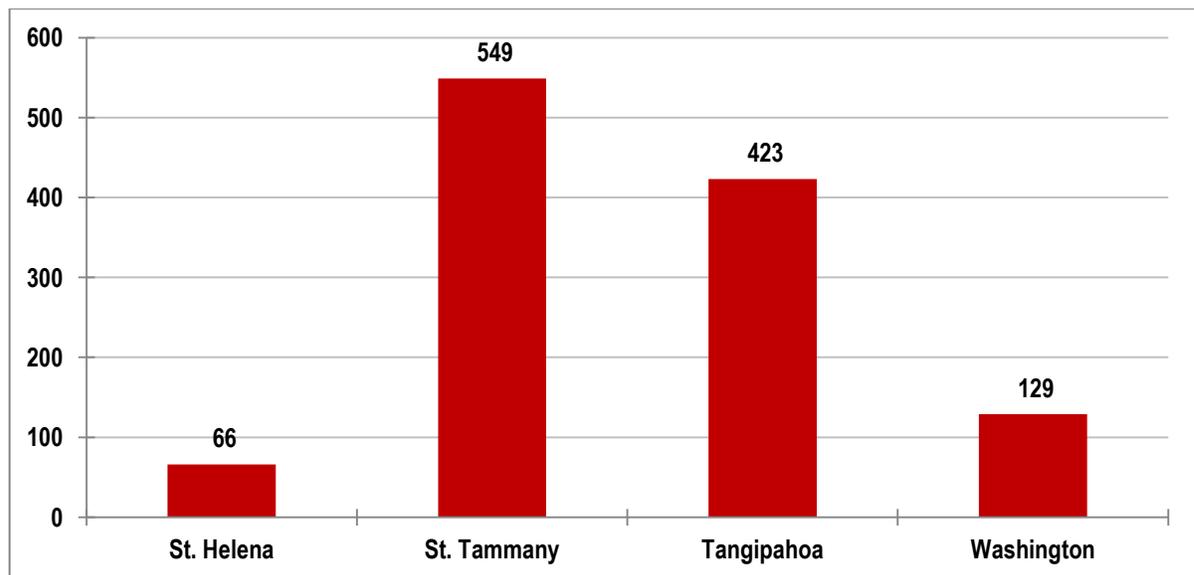


Figure 3.4 Impaired Driving Fatalities and Serious Injuries by Parish in North Shore Region 2007 to 2012



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 North Shore Region by 2030

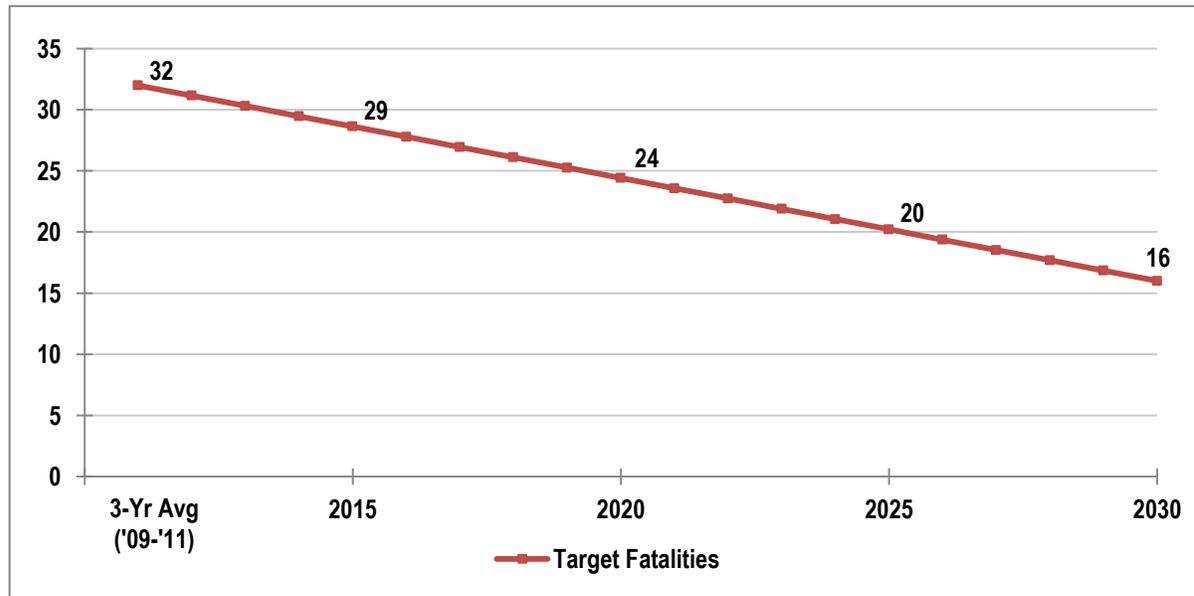
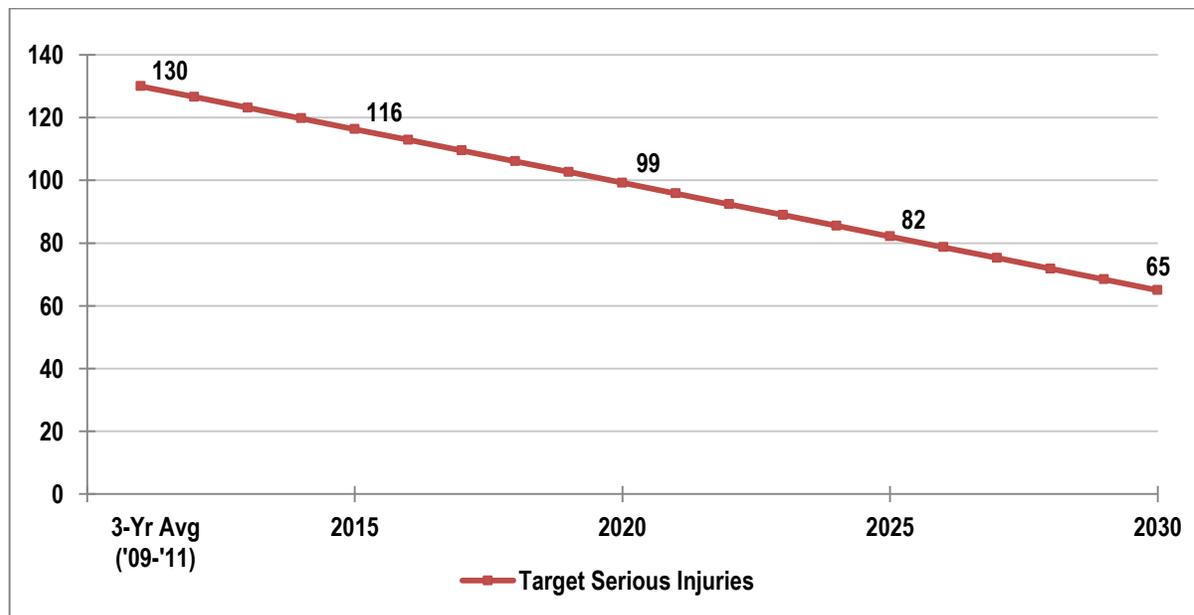


Figure 3.6 Benchmarks to Achieve a 50 Percent Reduction in Impaired Driving Injuries in North Shore Region by 2030



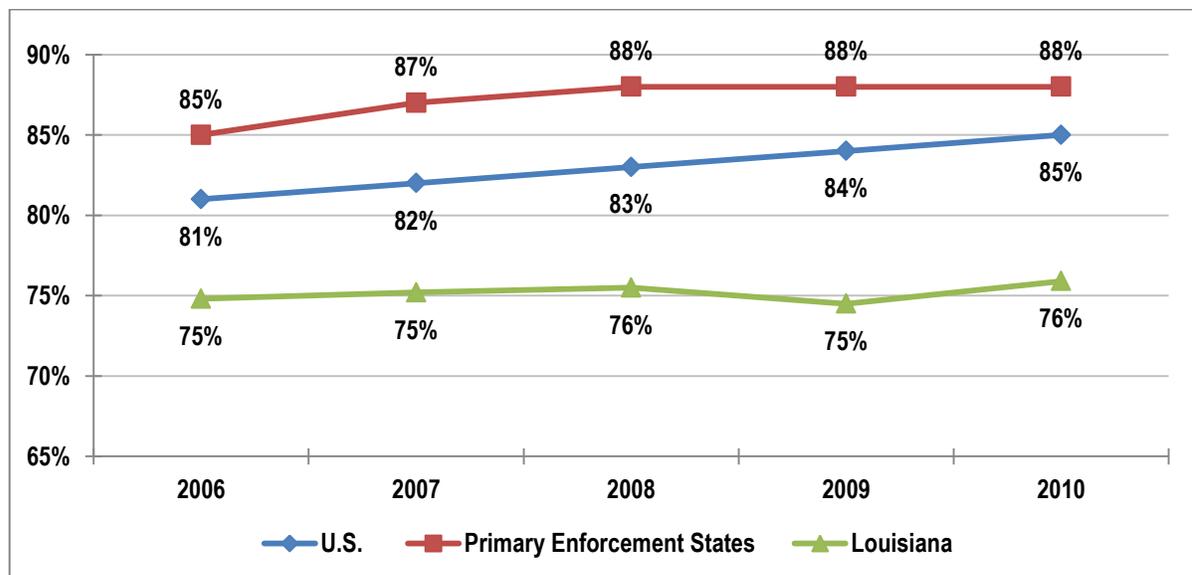
To achieve these goals, the regional Impaired Driving Emphasis Area Team identified the following five strategies:

1. Employ No Refusal Initiative on the North Shore;
2. Increase the number of high-visibility DWI Programs;
3. Provide training opportunities to law enforcement agencies;
4. Develop and implement a campaign to increase awareness of the dangers, costs, and consequences of impaired driving in conjunction with regional high-visibility enforcement and No Refusal activities; and
5. Coordinate with the courts on alcohol assessments and monitoring.

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.

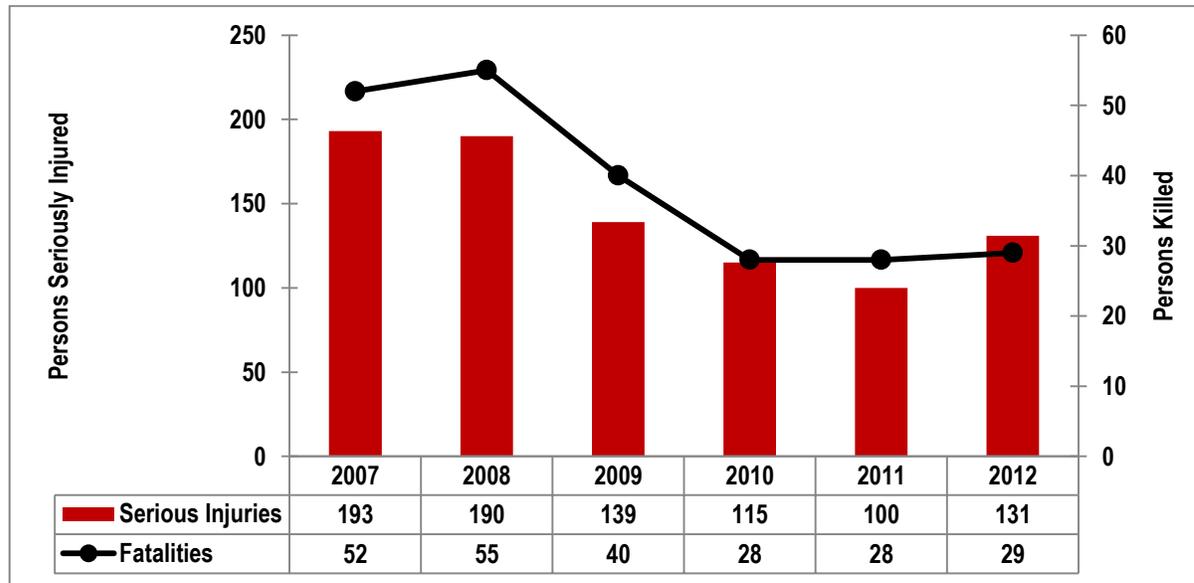
Figure 3.7 Observed Safety Belt Use
2006 to 2010



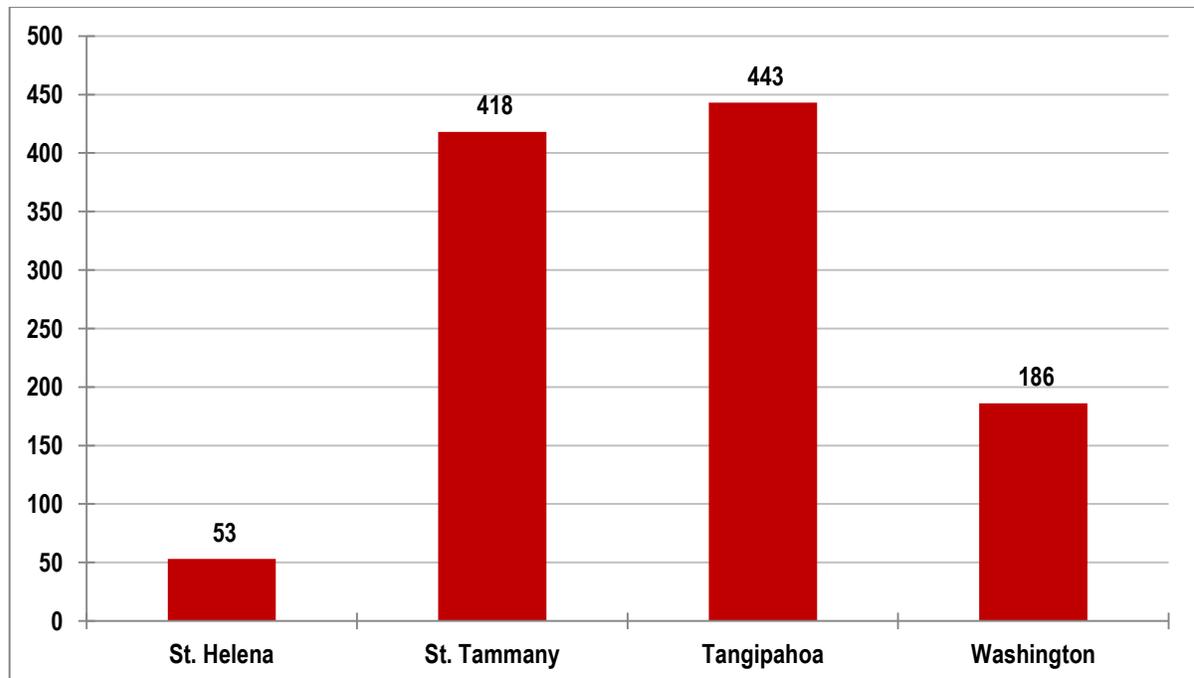
Despite the statewide issues, the North Shore region has seen decreases in unbelted fatalities and serious injuries. The results of a seatbelt observational survey show the observed seat belt use for parishes in the North Shore region are generally above the statewide average including; 79.8% (St. Tammany); 83.1% (Tangipahoa); and 75% (Washington). In 2011, 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 44 percent and serious injuries by 32 percent. Although fatalities and serious injuries are concentrated in the two largest parishes (mostly due to larger populations), unbelted driving crashes are an issue in the two smaller parishes as shown in Figure 3.9.



**Figure 3.8 Unrestrained Fatalities and Serious Injuries in North Shore Region
2007 to 2012**



**Figure 3.9 Unrestrained Fatalities and Serious Injuries by Parish in
North Shore 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 North Shore Region by 2030

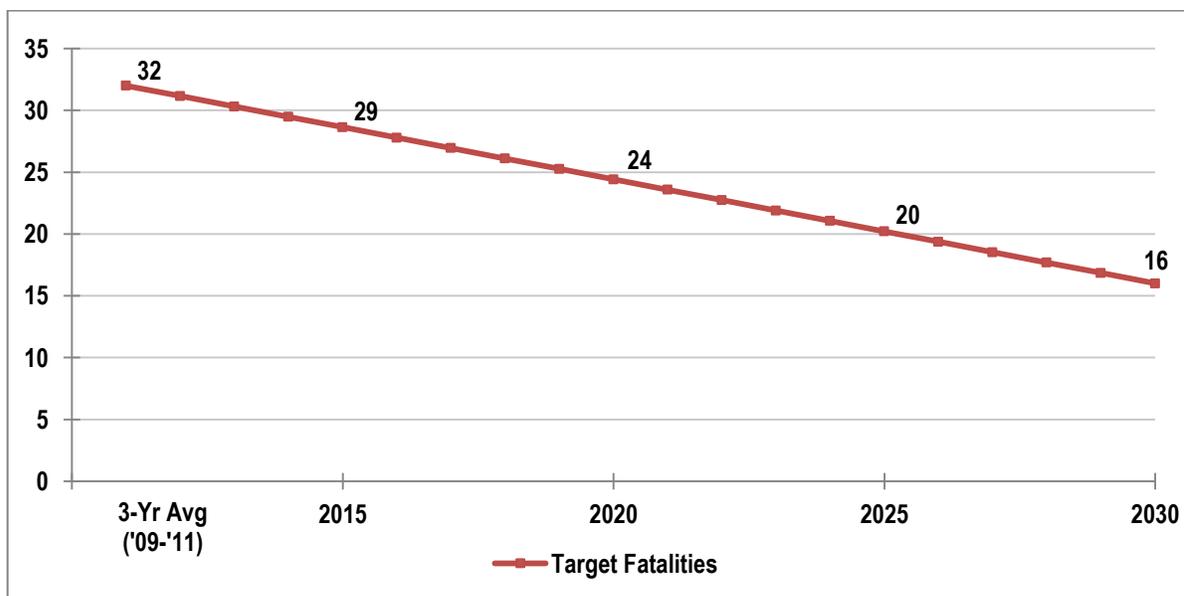
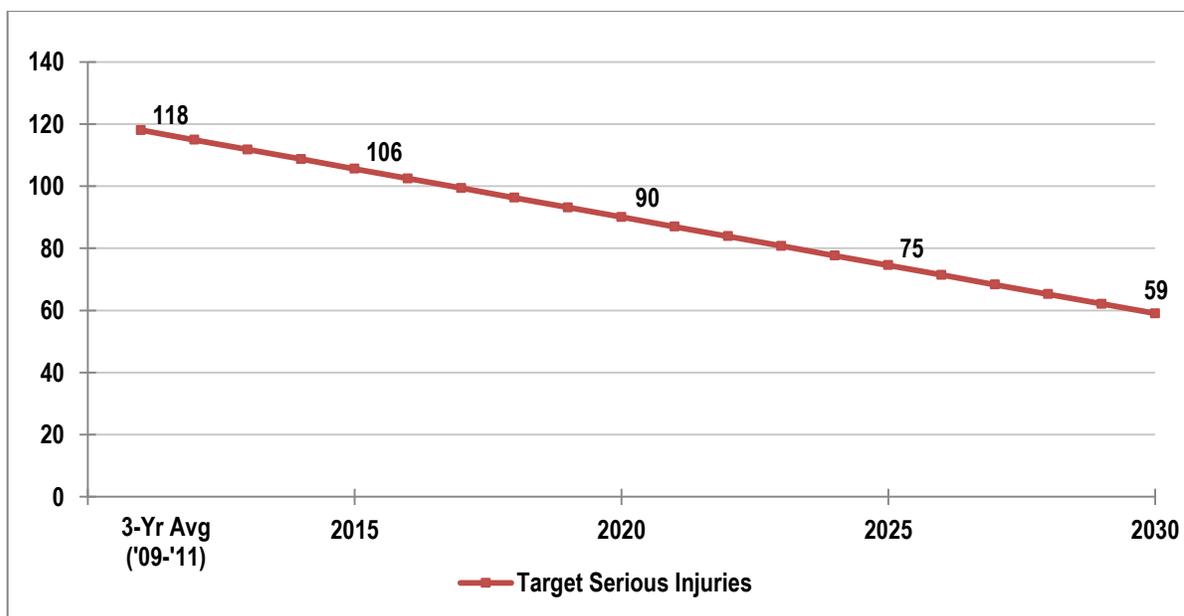


Figure 3.11 Benchmarks to Achieve a 50 Percent Reduction in Unrestrained Injuries in North Shore Region by 2030



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

1. Improve the participation of local law enforcement in seatbelt enforcement;
2. Identify additional methods to promote national and state campaigns;
3. Develop messages for high-risk male population;
4. Identify opportunities at the regional and statewide level to promote and share information on occupant protection; and
5. Identify opportunities to educate major employers to promote and share information concerning 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 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 North Shore region, over half (54 percent) of the fatalities were attributed to run-off-the-road incidents. Between 2007 and 2011, roadway departure fatalities and serious injuries have consistently decreased, but experienced increases in 2012. Overall, between 2007 and 2012, serious injuries decreased 30 percent and fatalities decreased 20 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 St. Tammany and Tangipahoa as shown in Figure 3.13 (St. Tammany and Tangipahoa have the largest populations amongst the four parishes which helps explain why the fatality and serious injury numbers are the highest by emphasis area).

Figure 3.12 Roadway Departure Fatalities and Serious Injuries in North Shore Region 2007 to 2012

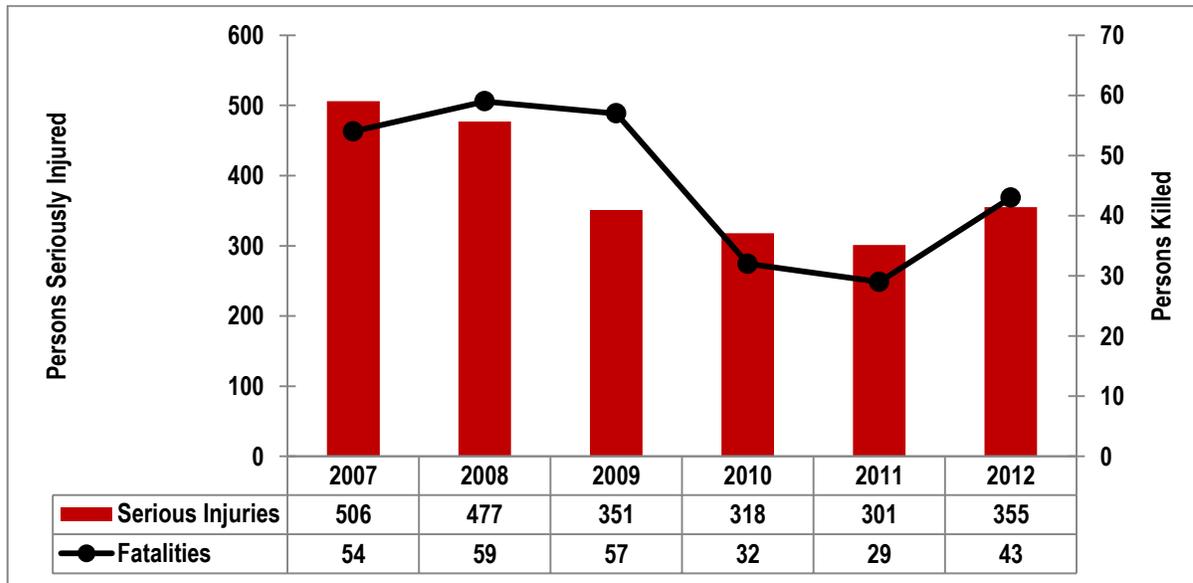
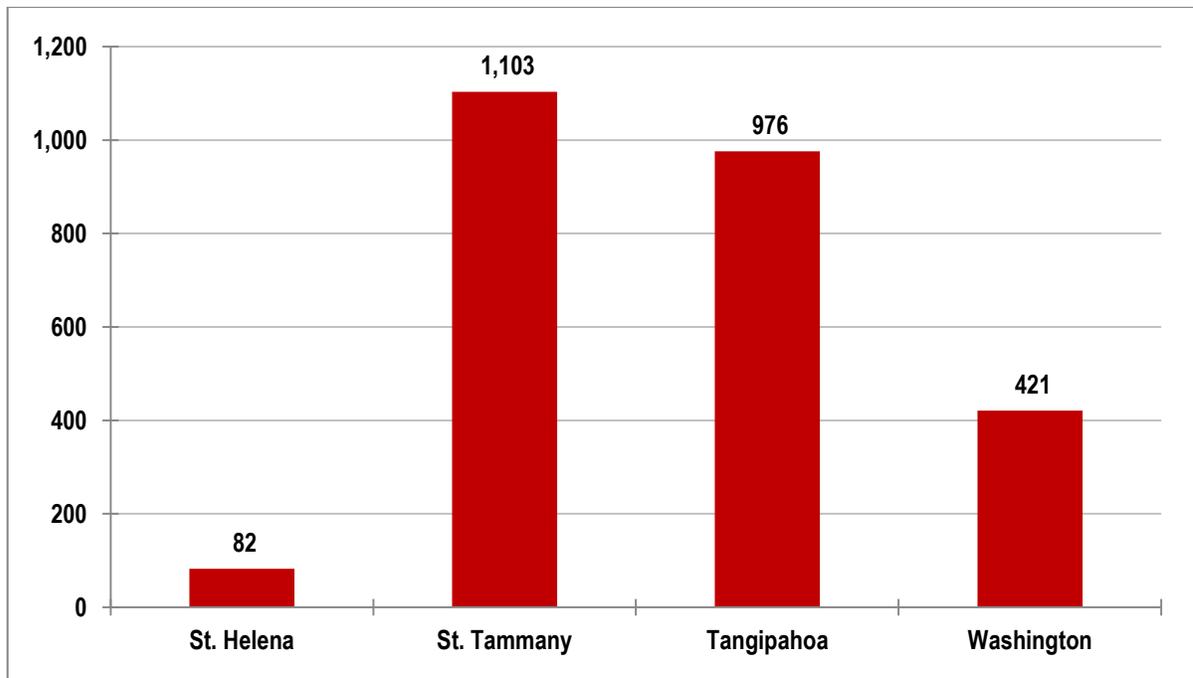


Figure 3.13 Roadway Departure Fatalities and Serious Injuries by Parish in North Shore Region 2007 to 2012



Intersections

Between 2007 and 2011, 17 percent of the total fatalities were attributed to intersection crashes. Serious injuries have fluctuated over these six years with a low of 266 in 2010. However, between 2007 and 2012, serious injuries at intersections have decreased by 25 percent. Over the same timeframe, fatalities have decreased by 53 percent (Figure 3.14). Figure 3.15 shows the parishes with the highest number of combined fatality and serious injuries at intersections, including St. Tammany and Tangipahoa (St. Tammany and Tangipahoa have the largest populations amongst the four parishes which helps explain why the fatality and serious injury numbers are the highest by emphasis area).

Figure 3.14 Intersection Fatalities and Serious Injuries in North Shore Region
2007 to 2012

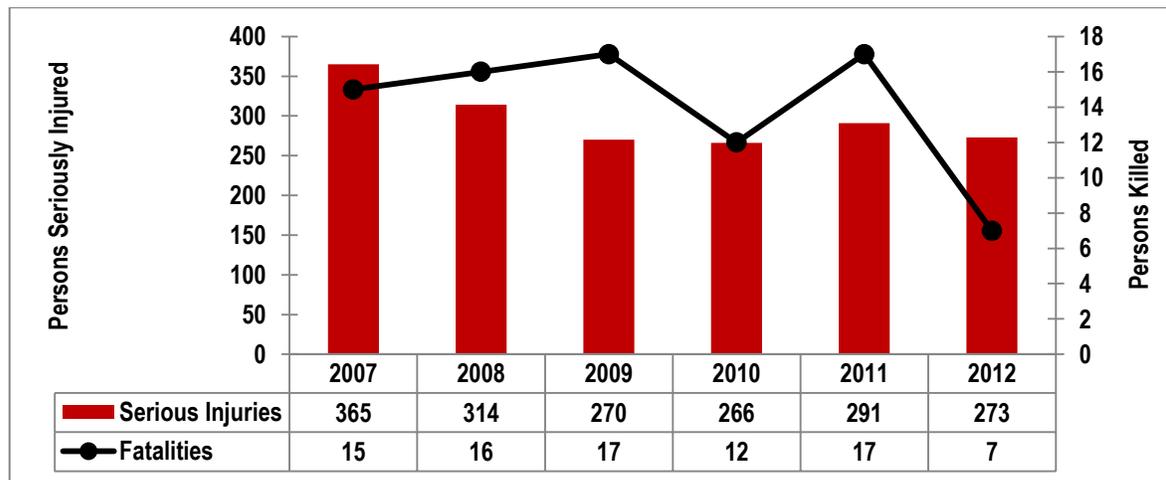
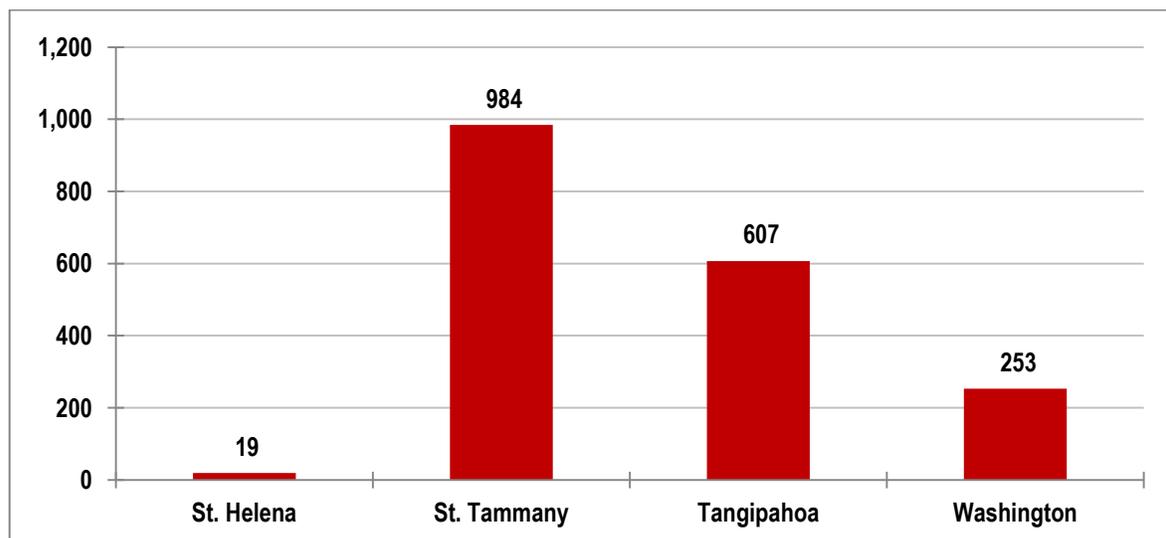


Figure 3.15 Intersection Fatalities and Serious Injuries by Parish in North Shore Region
2007 to 2012



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 North Shore Region by 2030

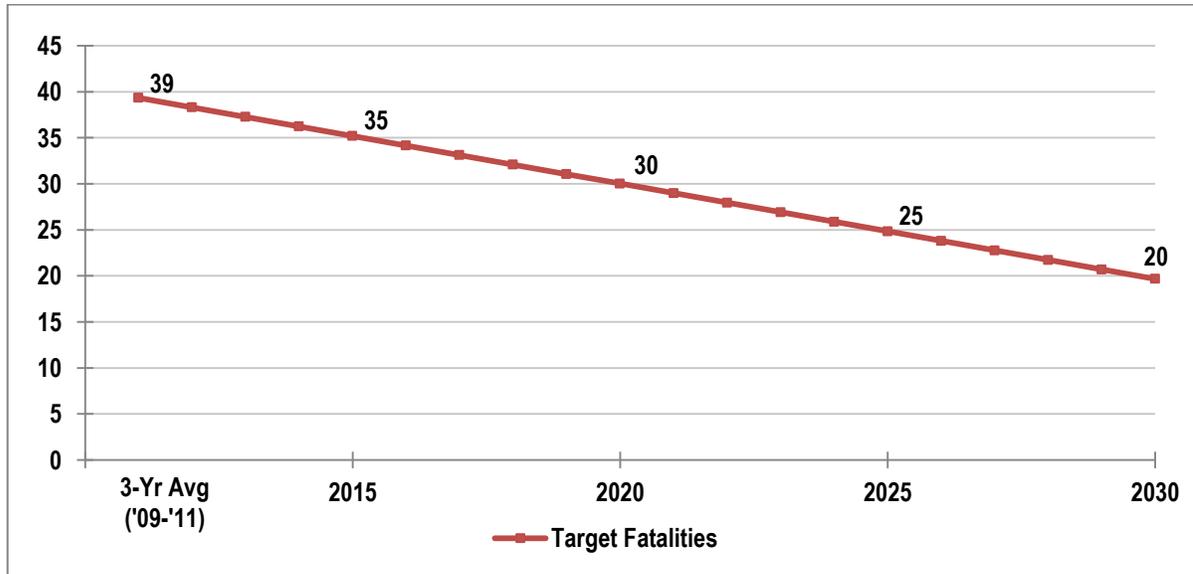


Figure 3.17 Benchmarks to Achieve a 50 Percent Reduction in Roadway Departure Injuries in North Shore Region by 2030

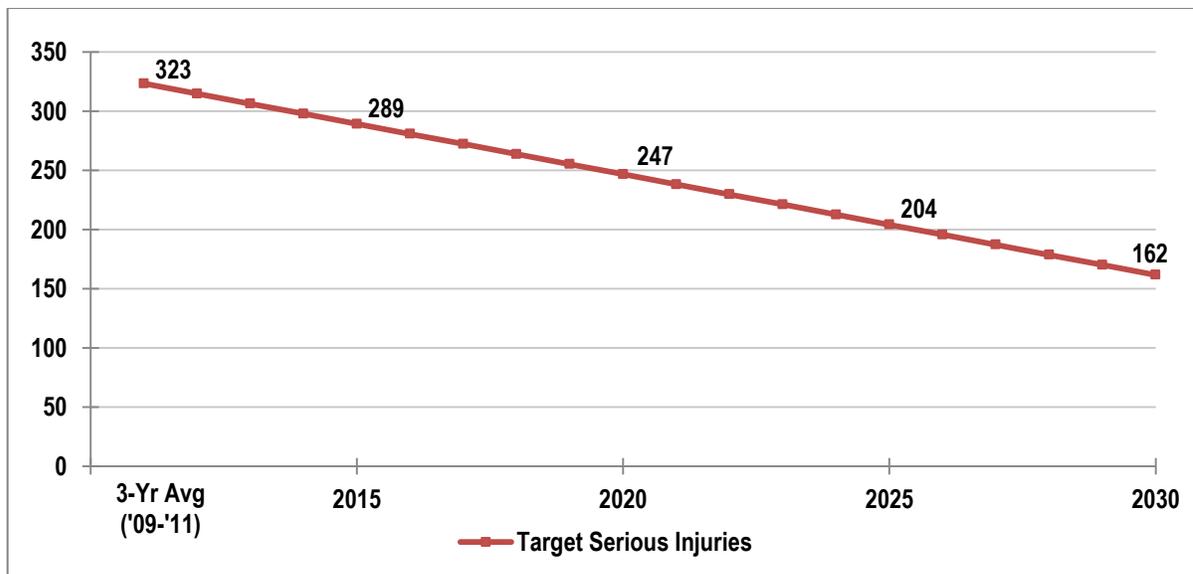


Figure 3.18 Benchmarks to Achieve a 50 Percent Reduction in Intersection Fatalities in North Shore Region by 2030

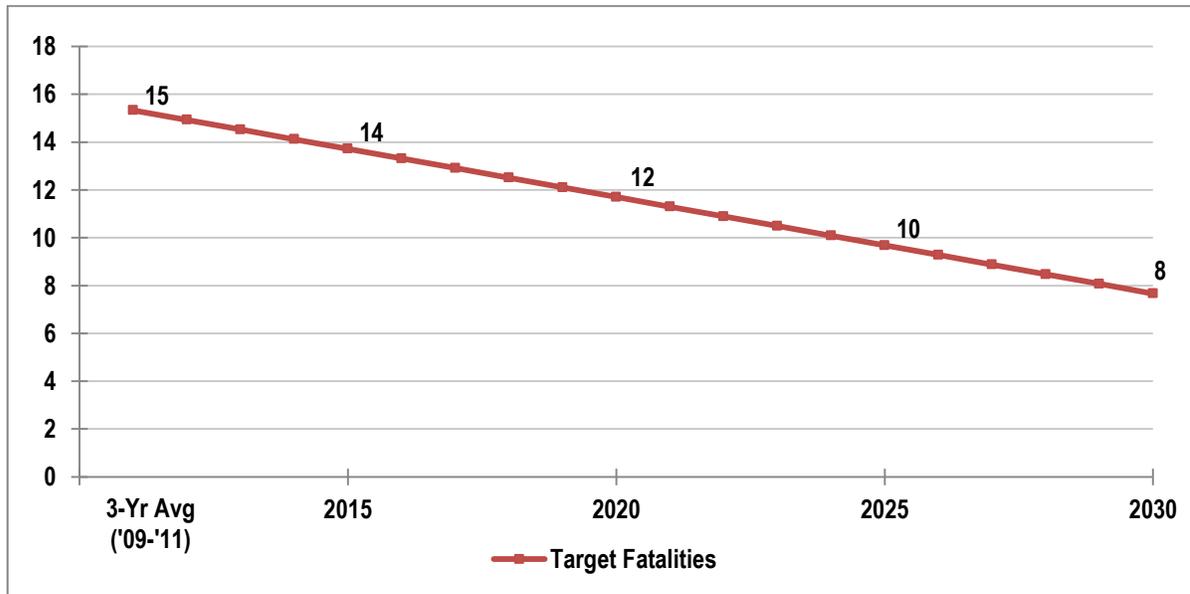
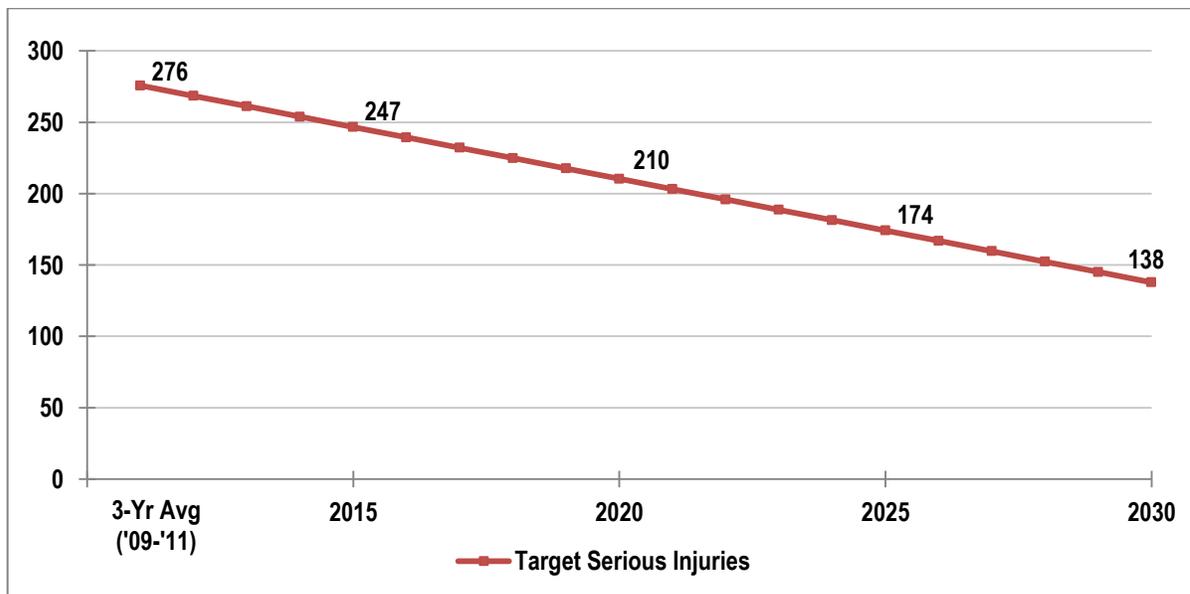


Figure 3.19 Benchmarks to Achieve a 50 Percent Reduction in Intersection Injuries in North Shore Region by 2030



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

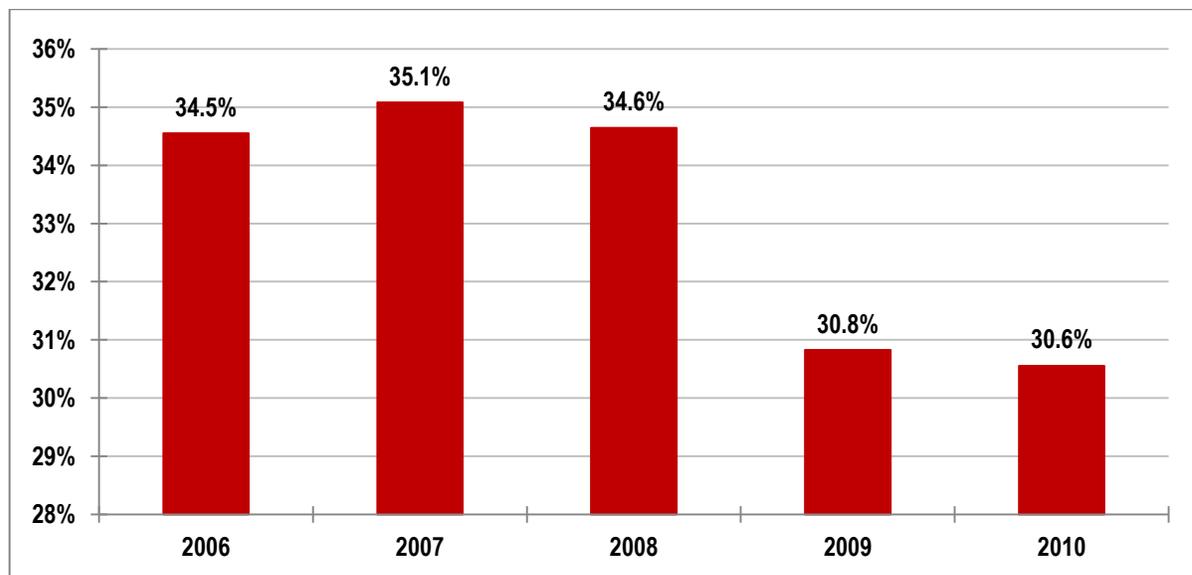
1. Collaborate with DOTD Hammond District, MPO committees, and Safe Community partners to identify safety concerns and assess data;

2. Organize a multidisciplinary road safety audit team that will work together with DOTD and consultants in implementing low-cost safety improvements;
3. Assist parish governments and local agencies in seeking out various opportunities for implementing safety projects on horizontal curves on local roads;
4. Encourage collaboration between DOTD District 62 and the DOTD central office traffic engineers in implementing low-cost yet effective projects on high-crash intersections;
5. Encourage collaboration between Regional Incident Management and ITS teams with DOTD in responding to incidents as they occur and eventually identifying roadway concerns that need to be addressed; and
6. Keep abreast with safety concepts and practices by participating in all safety-related events and circulating helpful information.

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 North Shore region, young drivers accounted for 35 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 by 21 percent and serious injuries by 42 percent. Figure 3.22 shows the parishes with the highest number of combined fatality and serious injuries at intersections, including St. Tammany and Tangipahoa (St. Tammany and Tangipahoa have the largest populations amongst the four parishes which helps explain why the fatality and serious injury numbers are the highest by emphasis area).

Figure 3.21 Young Driver Fatalities and Serious Injuries (Ages 15 to 24) in North Shore Region
2007 to 2012

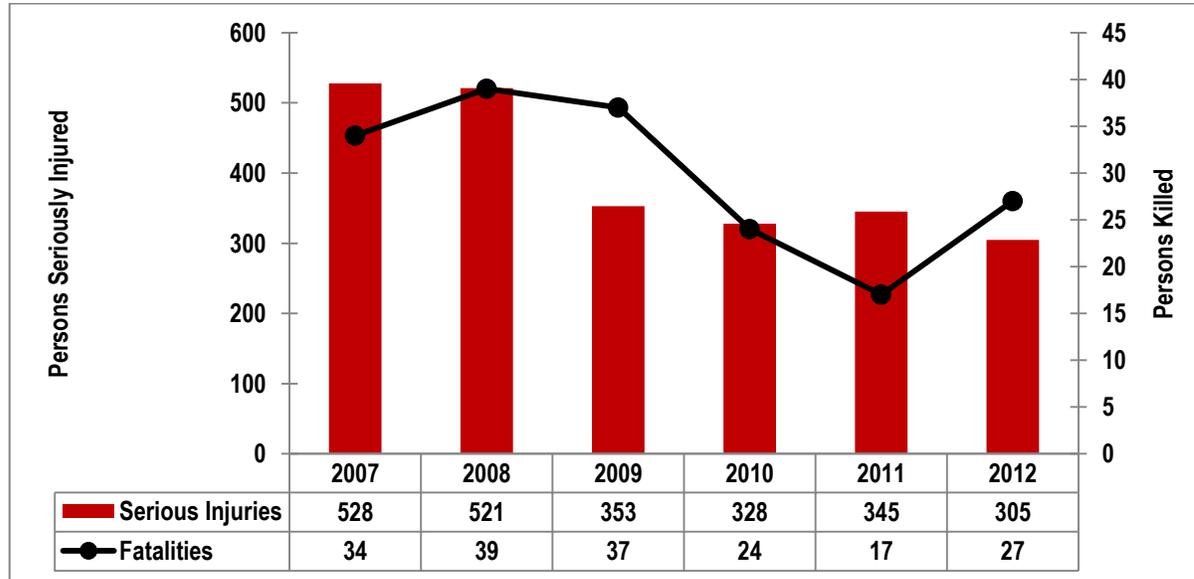
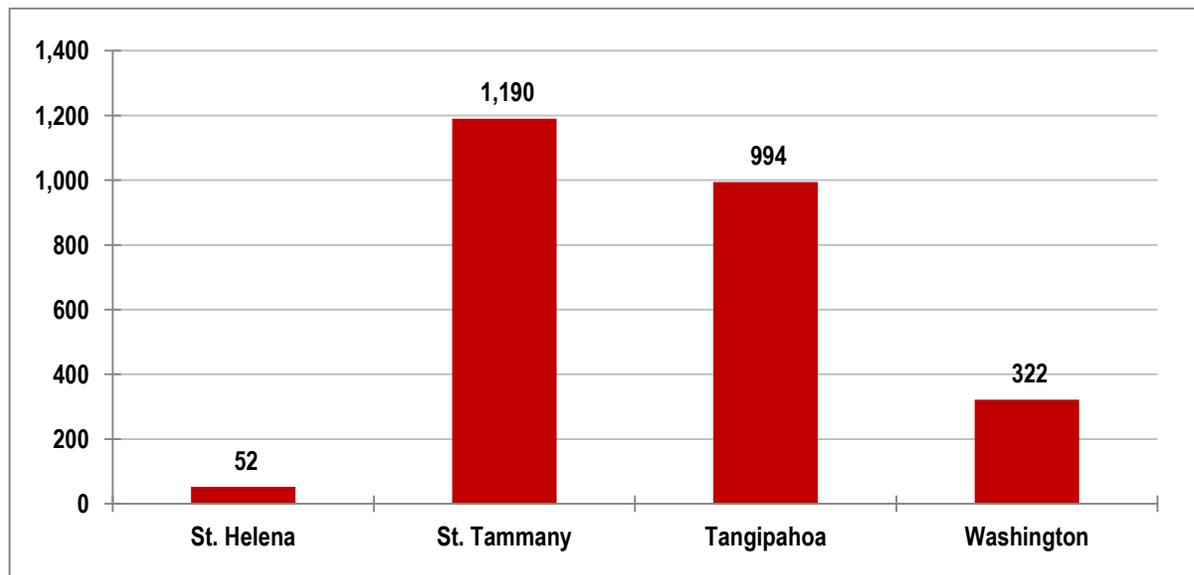


Figure 3.22 Young Driver Fatalities and Serious Injuries by Parish in North Shore Region
2007 to 2012



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 North Shore Region by 2030

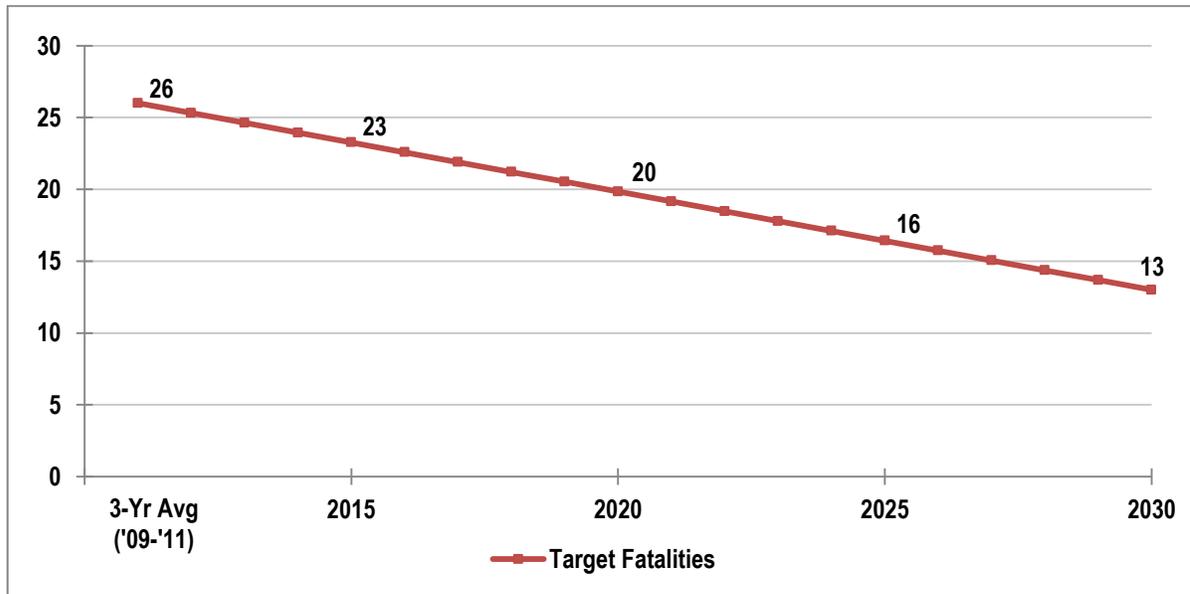
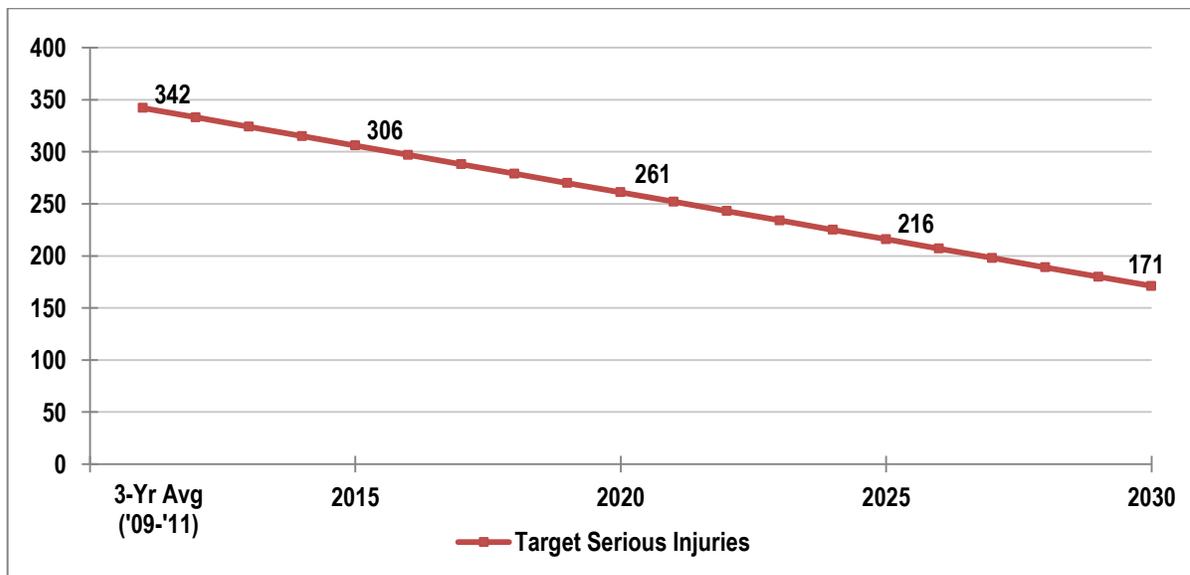


Figure 3.24 Benchmarks to Achieve a 50 Percent Reduction in Injuries Involving Young Drivers in North Shore Region by 2030



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

1. Identify and expand effective programs aimed at teenage drivers;
2. Identify and expand effective programs aimed at college students and young adults; and
3. Involve parents in outreach/education efforts.

4.0 SHSP Management, Implementation, and Evaluation

4.1 RESPONSIBILITIES OF THE REGIONAL SAFETY COALITIONS

Upon completion of NSRTSP 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 NSTSP 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 NSTSP 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

**NORTH SHORE REGIONAL TRANSPORTATION SAFETY
COALITION
IMPAIRED DRIVING ACTION PLAN**

Goal: Reduce impaired driving-related fatalities from the current average of 32 per year to 29 by 2015, which ensures the North Shore Region links to the statewide goal of reducing fatalities by half by 2030.

TEAM LEADER: Wilson Bulloch, Troop L and Bridget Bailey

Objective 1: Lower impaired driving through sustained high visibility enforcement.

Strategy 1.1: Employ No Refusal Initiative on the North Shore.

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.1	Bridget Bailey Paul Clark	Implement No Refusal initiatives on the North Shore. Conduct patrols during Mardi Gras season and High School prom season (April/May).	# of No Refusals conducted in 2014	Decrease in serious injuries and fatalities related to impaired driving	6 months to a year	None
1.1.2	Bridget Bailey/Leanne Malanar	Identify phlebotomists in each area to draw blood and ensure they are working on the nights of the initiative. Fund payment for phlebotomists where required. Address existing nurse contracts to allow for blood withdrawal. Consider training law enforcement officers to be phlebotomists. Apply for funding to have contracts in place with phlebotomists.	# of phlebotomists on duty in each area to support the No Refusal initiative.	Increase capability to conduct No Refusal initiatives in North Shore region	6 months to a year	None
1.1.3	Leanne Malanar/Marie Walsh	Ensure agencies participating in the No Refusal Initiative understand the procedures to be followed to obtain a search warrant etc. Conduct training if necessary. Obtain training video for Law Enforcement officers. Sponsor training by	# of training sessions conducted	Increase capability to conduct No Refusal initiatives in North Shore region	6 months to a year	None

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
		Marie Walsh LTAP for coalition members.				

Strategy 2: Increase the number of high visibility DWI Programs.

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.2.1	M/T Greg Marchand	Develop publicity for no refusal initiatives (delete in Feb) in February and coordinate across law enforcement agencies.	# of press releases and new stories	Document publicity for no refusals	6 months to a year	None
1.2.2	Ron Whittaker	Purchase DWI van for Region to increase police presence and to improve the efficiency of processing DWI arrests. The DWI Van will be used on high visibility enforcement efforts such as DWI checkpoints, saturation patrols, fairs and festivals, and No Refusal initiatives.	Van purchase	Increase capability to apprehend and process impaired drivers	1 year	High

Strategy 3: Provide training opportunities to law enforcement agencies.

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.3.1	Ron Whittaker	Survey law enforcement agencies to identify specific needs in regards to impaired driving training.	# of survey responses	Results of survey	3 to 6 months	None
1.3.2	Ron Whittaker	Ensure training is provided based on the results of the survey. For example, provide the 40 hour SFST and Intoxilyzer Operators Course to interested officers. Also, support for the 4-hour Intoxilyzer 5000 recertification class and the Impaired Driving Workshop for Law Enforcement Officers provided by LTAP.	# of Classes conducted	Additional opportunities for law enforcement to identify impaired drivers	6 months to a year	None

Objective 2: Increase Impaired Driving prevention and public education programs in the North Shore Area.

Strategy 1: Develop and implement a campaign to increase awareness of the dangers, costs and consequences of impaired driving in conjunction with regional high visibility enforcement and No Refusal activities.

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.1.1	Nick Manale, Troop L	Vigorously promote the conduct of No Refusal Initiatives using radio, TV and print pieces throughout the region. Encourage coordination among LE PIOs.	# of media outlets utilized # of earned media events	Increased awareness among decision makers and the public regarding impaired driving serious injuries and fatalities	Ongoing	None
2.1.2	Bridget Bailey	Engage public information officers (PIOs) in schools, colleges, and businesses to coordinate communications calendars to release information regarding the dangers, costs and consequences of impaired driving in conjunction with regional high visibility enforcement and No Refusal Initiatives.	# of press releases distributed on national and regional media campaigns to newspapers, schools and NSRSC members # of new stories	Increased awareness among students, businesses, and the public regarding impaired driving serious injuries and fatalities	Ongoing	None
2.1.3	Bridget Bailey	Support "Get in the Zone-Don't Drink and Drive" supervised alcohol and drug free zones for Mardi Gras Parades. Mandeville, Hammond & Slidell are currently doing this.	# of "Get in the Zone" initiatives conducted	Decrease in impaired driving arrests during special events	6 months to a year	None
2.1.4	Nick Manale, Bridget Gardner	Conduct interactive lectures to students through the DWI/Substance Abuse Classes and "Sudden Impact Program" at high schools/universities to raise awareness of the dangers of driving while impaired. This can be coordinated with "Fatal Vision" demonstrations. ID schools that are involved.	# of schools/lectures in 2014	Increased awareness among students, regarding impaired driving serious injuries and fatalities	Ongoing	None
2.1.5	Bridget Bailey	Educate local elected officials about the issue and the need to prevent underage youth in bars.	# of elected officials educated	Increased awareness among elected officials regarding impaired driving serious injuries and	6 months to a year	None

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
				fatalities		
2.1.6	Bridget Bailey	Utilize digital billboards to educate the public on impaired driving, e.g. DWI is a Crime. SLU billboard or private commercial digital signs.	# of public safety messages on billboards	Increased awareness among the public regarding impaired driving serious injuries and fatalities	6 months to a year	None
2.1.7	Frank Abene, MAC	Identify educational opportunities for Motor Cycle drivers concerning drinking and riding.	# of speaking engagements conducted	Increased awareness among motorcycle drivers regarding impaired driving serious injuries and fatalities	6 months to a year	None

Strategy 2.2: Coordinate with the judicial system to lower impaired driving fatalities and serious injuries.

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.2.1	Louis Butler, ADA	Determine what courts are doing regarding alcohol assessment and treatment, as well as monitoring.	# of judicial districts contacted	Report to NSRTSC w/any recommendations	3 to 6 months	None

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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
- 6 months to a year
- 1 year
- 2 years
- 3 years+
- Ongoing

Budget:

- Small (under \$25,000)
- Modest (\$26,000 to \$50,000)
- Medium (\$51,000 to \$100,000)
- High (\$100,000 to \$300,000)
- Substantial (\$300,000+)



LOUISIANA STRATEGIC HIGHWAY SAFETY
PLAN

**NORTH SHORE REGIONAL TRANSPORTATION SAFETY
COALITION
INFRASTRUCTURE & OPERATIONS ACTION PLAN**

Roadway Departure Goal: Reduce roadway departure fatalities from the current average of 34 per year to 31 per year by 2015, which ensures the NSTSC Region links to the state wide goal of reducing fatalities by half by 2030.

Intersection Goal: Reduce intersection fatalities from the current average of 12 per year to 11 by 2015, which ensures the NSTSC Region links to the statewide goal of reducing fatalities by half by 2030.

TEAM LEADERS: Cristine Gowland, DOTD, District 62

Objective 1: To 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 1.1: Collaborate with DOTD Hammond District, MPO committees and Safe Community partners to identify safety concerns and assess data.

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.1	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)
1.1.2	LTAP & Parish/Municipal Governments	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	# of Meetings with LRSP coordinators	Recommendations for locations to provide safety improvements	Ongoing	Small (under \$25,000)

		Safety Group and other data sources to assess the data before suggesting recommendations.				
1.1.3	DOTD with support from LTAP	Implement low-cost countermeasures to address priority problems/recommendations.	# of effective countermeasures implemented	Reductions in fatalities and serious injuries	Ongoing	Modest (\$26,000 to \$50,000) - Medium (\$51,000 to \$100,000)
1.1.4	LTAP with DOTD	Track effectiveness of countermeasures. (Work with DOTD to understand LaSET database and effectiveness of countermeasures in North Shore region)	# of effective countermeasures implemented	Reductions in fatalities and serious injuries	Ongoing	Modest (\$26,000 to \$50,000)
1.1.5	DOTD District 62 & MPO	Encourage the stakeholders to express their safety concerns by completing the "Safety Concern to Refer to DOTD" yellow sheets during meetings of NSRSC's different Transportation Division committees such as MPO Policy & Technical Advisory, Safe Community, Coordinated Human Services, Bike-Pedestrian Subcommittee, and Road Safety Assessment (RSA) Multidisciplinary Team.	# of safety concerns submitted	Recommend safety projects	Ongoing	Modest (\$26,000 to \$50,000)
1.1.6	DOTD	Coordinate with the New Orleans Bicycle and Pedestrian Action Plan/Group to identify locations that have a potential for crash reduction considering all road users, which could be addressed with I/O projects.	# bike/ped safety projects	Safety projects include bike/ped improvements, where applicable.	Ongoing	Modest (\$26,000 to \$50,000)

Strategy 1.2: Organize a multidisciplinary RSA Team that will work together with DOTD and consultants in implementing low-cost safety improvements.

Step#	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.2.1	NSRSC DOTD LTAP	Collaborate with DOTD's Statewide RSA Team to hold a regional RSA workshop in our region to educate stakeholders and invite partners who want to be part of our North Shore RSA Multidisciplinary Team and get their commitment to participate in all RSA field visits. Identify roadways for possible RSAs in conjunction w/training.	# of RSAs	Increased interest from safety folks to participate in RSA workshops and field visits	6 months to 1 year	Small (under \$25,000)
1.2.2	NSRSC	Encourage participation from non-Infrastructure partners such as law enforcement officers, 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	No funding necessary

Objective 2: To reduce the number of roadway departure crashes by integrating safety into engineering and construction projects, particularly for improvements to horizontal curves and other sites for potential improvement for roadway departure crashes in both urban and rural areas.

Strategy 2.1: Assist parish governments and local agencies in seeking out various opportunities for implementing safety projects on horizontal curves on local roads.

Step#	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.1.1	LTAP	Coordinate with DOTD to understand curve analyses on roads in the region and assist with identifying sites for potential improvement.	# of curve analyses	Recommended projects	3 years	Small (under \$25,000)
2.1.2	NSRSC	Partner with DOTD's Local Roads Safety Program to assist agencies in seeking resources to implement safety projects on horizontal curves and other sites for potential improvement for roadway departure crashes on local roads, including improved signing and striping, rumble strips, lane and shoulder widening, and lighting.	# of LRSP project submissions # of improvements implemented	Reduction of roadway departure fatalities	3 years	Small (under \$25,000) - Medium (\$51,000 to \$100,000)

Objective 3: To increase safety at roadway intersections, while improving mobility and connectivity.

Strategy 3.1: Collaborate with DOTD District 62, DOTD traffic engineers in implementing low-cost yet effective projects on high-crash intersections.

Step#	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.1.1	DOTD	Work with DOTD and LTAP in conducting intersection analysis on sites for potential improvement.	#of analysis per quarter	Project Prioritization	Long Term	Small (under \$25,000)
3.1.2	DOTD and Parish planners/public works staff	Work with DOTD and city/parish planners in implementing effective strategies(e.g. turning lanes, rumble strips) based on the intersection analysis/feasibility study findings	Strategy development # of improvements implemented	Reduction of intersection fatalities	3 years +	Small (under \$25,000)

Strategy 3.2: Regional Incident Management and ITS teams will collaborate with DOTD in responding to incidents as they occur and eventually identifying roadway concerns that need to be addressed.

Step#	Action Step Leader	Description	Output Measure	Outcome Measure		Budget
3.2.1	Cristine Gowland, Lt Robert Mills, Ron Whittaker, Glen Graham	Alternative route development including infrastructure (arterial DMS's, traffic adaptive signals, blackout signs, etc.)	Reduction in incident traffic congestion and reduced secondary incidents	Improvements implemented	2-3years	Scalable (\$1-4 million)

Objective 4: To increase knowledge on transportation planning process, including best practices and new technologies for safer roads.

Strategy 4.1: Keep abreast with safety concepts and practices by participating in all safety-related events and circulating helpful information.

Step#	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
4.1.1	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,	Increase in regional safety stakeholder knowledge	Ongoing	Medium (\$51,000 to \$100,000)
4.1.2	NSRSC	Participate or send a representative from different parishes 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	Increase in regional safety stakeholder knowledge	Ongoing	Small (under \$25,000)
4.1.3	DOTD Highway Safety Section, District 62	Continue to support bi-annual Safety Summit by conducting A forum/session where a healthy exchange of ideas between state DOTD representatives, city/parish planners, MPO staff and non-	# of Participants from North Shore region	Increase in regional safety stakeholder knowledge	Bi-Annual	Small (under \$25,000)

4.1.4	NSRSC	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	Increase in regional safety stakeholder knowledge	Ongoing	Small (under \$25,000)
4.1.5	DOTD and Law Enforcement	Provide training for officers who work 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)
4.1.6	DOTD/LTSP	Collect data related to special events, including construction activities to identify causes and countermeasures.	# of accidents related to special events.	Improved understanding of how to manage transportation infrastructure for special events.	Ongoing	Modest (\$26,000 to \$50,000)

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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

**NORTH SHORE REGIONAL TRANSPORTATION
SAFETY COALITION
OCCUPANT PROTECTION DRAFT ACTION PLAN**

Goal: Reduce fatalities among drivers not restrained from the current average of 32 per year to 29 per year by 2015, which ensures the North Shore Region links to the statewide goal of reducing fatalities by half by 2030.

TEAM LEADER: Nick Manale, Child Passenger Safety Task Force Regional Coordinator

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

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

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.1	LHSC/Aaron Chabaud	Coordinate with local law enforcement agencies to encourage seatbelt enforcement during regular shifts.	# of arrests related to unbelted offenses	Enforcement agencies are participating	Ongoing	None
1.1.2	LHSC/Aaron Chabaud	Encourage nighttime seatbelt enforcement. (City of Bogalusa now has a portable light. State Police has portable lights and will partner with first responders/fire departments with lighting systems on rescue trucks).	# of arrests related to unbelted offenses at night	Enforcement agencies are participating	Ongoing	None
1.1.3	Ron Whittaker	Utilize crash data and LSCH S/B survey data to target problem areas and choose locations for seatbelt enforcement. Provide hot spot maps for law enforcement agencies.	# of arrests related to unbelted offenses	Maps and surveys provided to departments to target arrests	1 year	None
1.1.4	Ron Whittaker	Survey law enforcement agencies to identify specific needs in regards to occupant protection enforcement and education.	# of survey results	Survey conducted and analyzed	1 year	None
1.1.5	Local law enforcement agencies	Conduct nighttime observational seatbelt usage surveys during football season in Fall 2013 near college/HS campuses. Work in PSAs during Football games and in media/game guides.	Conduct surveys at 4 high schools	Surveys conducted and results provided to schools	1 year	None

Objective 2: Expand Marketing Campaigns.

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

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.1.1	Ron Whittaker	Coordinate a regional campaign to promote the May Click it or Ticket Campaign (May 19 to June 1) and the June Buckle Up in Your Truck campaign. Work with the Safe Communities partnership to identify additional methods (PR, promos, press conferences, etc.) to increase public awareness beyond the basic marketing materials. Develop a sample press release for each law enforcement agency to personalize. Encourage law enforcement agencies to use occupant protection overtime for this campaign.	# of Media outlets contacted # of news stories	Increased awareness in the region on seatbelt usage	Ongoing	None

Objective 3: Share Information Among Stakeholders.

Strategy 3.1: Identify opportunities at the regional and statewide level to promote and share information on occupant protection.

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.1.1	Bridget Gardner/S/T Manale	Coordinate with the Louisiana Passenger Safety Task Force to conduct Child Passenger Safety Seat Check-up events.	# of Child Passenger Safety Seat Check-up events conducted in 2014	Increased awareness in the region on child passenger usage	Ongoing	None
3.1.2	Ron Whittaker	Survey law enforcement, hospitals and fire department agencies to determine the level of interest for a Child Passenger Safety Class.	# of survey responses	Awareness of child passenger needs	1 year	None
3.1.4	Ron Whittaker	Coordinate with members of the Young Drivers Regional EA Team to identify how occupant protection education can be enhanced in drivers education programs and the Sudden Impact Program.	# of recommendations developed and implemented	Improvements to Sudden Impact program	1 year	None
3.1.5	LHSC	Monitor seat belt compliance rate is for the North Shore area.	Rate	Increase awareness in region on compliance rate	Ongoing	None

3.1.6	Bridget Gardner	Encourage seat belt use through the "Saved by the Belt" program.	# of awards given # of people recognized	Increased awareness in the region on seatbelt usage	Ongoing	None
3.1.7	Bridget Gardner	Work with the prenatal medical community. Coordinate with area hospitals to educate expectant mothers and new parents on child passenger safety laws and recommendations. LSP provides child safety seats for families in need at child safety checkpoint locations. North Oaks Medical Center and St. Tammany Parenting Center both provide child safety seats for families in need.	# of speaking engagements or programs given at hospitals	Increased awareness in the region on seatbelt usage	1 year	None

Objective 4: Educate Major employers concerning occupant protection.

Strategy 4.1: Identify opportunities to educate major employers to promote and share information concerning occupant protection.

Step #	Action Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
4.1.1	Ron Whittaker	Coordinate with the National Safety Council to prepare a driver seatbelt policy for job related driving in company vehicles, rental vehicles and personal vehicles during business trips.	Policy developed	Increased seatbelt use amongst employers	1 year	None

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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
 6 months to a year
 1 year
 2 years
 3 years+
 Ongoing

Budget:
 Small (under \$25,000)
 Modest (\$26,000 to \$50,000)
 Medium (\$51,000 to \$100,000)
 High (\$100,000 to \$300,000)
 Substantial (\$300,000+)



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

**NORTH SHORE REGIONAL TRANSPORTATION
SAFETY COALITION
YOUNG DRIVERS ACTION PLAN**

Goal: Reduce young driver fatalities from the current average of 26 per year to 23 per year by 2015, which ensures the North Shore Region links to the statewide goal of reducing fatalities by half by 2030.

TEAM LEADER: Ron Whittaker, NSTSC Coordinator

Objective 1: Identify outreach and education efforts.

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

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.1	Bridget Gardner/Nick Manale	Support the Sudden Impact Program in the region	# of programs conducted	Wider implementation of Program	Ongoing	None
1.1.2	Bridget Gardner/Nick Manale	Implement the Crash for Parents Programs as part of the Sudden Impact Program. Film the program for more widespread use. Develop and implement an evaluation for the program.	# of Crash for Parents programs implemented Evaluation conducted	Increased awareness of young driver safety	Ongoing	None
1.1.3	National Safety Council	Identify opportunities to advertise the Alive at 25 Program to local high school students by sharing materials with school board representatives, offering presentations to PTAs, and conducting information sessions on driving safety in health and physical education classes.	# of PTA and health and physical education presentations # of non court ordered attendees in the Alive at 25 Education	Increased awareness of young driver safety	Ongoing	None

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.4	Beth Mouldes w/ Tangipahoa Parish School Brd Bridget Bailey	Coordinate with the Safe & Drug Free Coordinators (Department of Education) within the Region on how the NSTSC can work with them to educate young drivers.	# of coordination meetings	Increased awareness of young driver safety	Ongoing	None
1.1.5	Bridget Bailey/Ron Whittaker	Research SchoolTube.com to identify opportunities for hosting a safe video contest for schools in the region.	# of video contests conducted	Increased awareness of young driver safety	1 year	None
1.1.6	Bridget Bailey	Identify opportunities to work with student body representatives such as Amplify Youth and Keys Alliance.	# of contacts made with student representatives	Increased awareness of young driver safety	Ongoing	None
1.1.7	Bridget Bailey/Ron Whittaker	Conduct seat belt compliance and cell phone use observational surveys at high schools and inform them of resources available to help them address those issues. Work with 4-H Clubs from High Schools to conduct initial observational surveys. Law enforcement will partner with a follow up enforcement survey. Share the results of each school with the other schools surveyed. Have schools set a goal, consider competition between schools, incentives for belt usage	Conduct surveys at 4 high schools and share info w/schools	Change in seatbelt compliance	Ongoing	None
1.1.8	LSP	Police Officers regularly attend private driver's education courses. (Fatal Vision Goggles program currently in Covington, LSP conducting in all 4 parishes.)	# of private driver education programs attended by enforcement	Increased awareness of young driver safety	Ongoing	None

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

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.2.1	Bridget Bailey	Identify colleges with driver safety policies and conduct public information and education campaigns on young driver safety.	# of colleges contacted	Increased awareness of young driver safety	Ongoing	None

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.2.2	Annette Baldwin, advisor for Peer Educators Educating Peers (PEEPS) at SLU	Host a safety video contest for an area college/ university aimed at the sorority/fraternity organizations as the competitors.	Conduct a safety video contest	Increased awareness of young driver safety	1 year	None
1.2.3	Bridget Gardner/Bridget Bailey	Support PEEPS, TRACC, and LSU Trauma Center Facebook Pages.	Encourage coalition members to like/share FB pages	Increased awareness of young driver safety through social media	Ongoing	None
1.2.4		Work with SLU and Technical Colleges students to help identify college student drivers safety issues, develop student education opportunities and implement ride home programs from local bars/restaurants for college students. Utilize data. Support TRACCs initiative for SLU orientation.	# of educational programs developed # of safety programs, i.e. ride home programs implemented	Increased awareness of young driver safety	Ongoing	None
1.2.5	Bridget Bailey/Ron Whittaker	Identify opportunities to publicize and enforce laws pertaining to underage drinking, cell phone usage/texting and driving.	Press releases DWI checkpoints around prom	Increased awareness of young driver safety	Ongoing	None

Strategy 1.3: Involve parents in outreach/education efforts.

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.3.1	Ron, Danny Fonte	Identify opportunities and programs in which to involve and educate parents on young drivers safety.	# of programs identified # of programs implemented	Increased awareness of young driver safety	Ongoing	None
1.3.2	Ron Whittaker, Danny Fonte	Incorporate a safe driving element into HS orientation for parents and students. Required if students want to park on campus.	# of schools participating	Increased awareness of young driver safety	Ongoing	none

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		