

State of Louisiana Highway Safety Program



2005 Annual Report

Prepared for the
U.S. Department of Transportation
National Highway Traffic Safety Administration
by the
Louisiana Highway Safety Commission

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December 28, 2005

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Mission Statement

"The Louisiana Highway Safety Commission is committed to developing and implementing a comprehensive strategy aimed at saving lives and preventing injuries on our highways".

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Louisiana Highway Safety Commission Overview

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

The following Annual Report reflects **Highway Safety Program Objectives**, which are derived from the **Program Performance Budget Objectives** as required by the State of Louisiana. There were two modifications made to the FY 2005 Louisiana Highway Safety Plan and Performance Plan. The following report reflects the information provided in the Modification 2 submitted July 6, 2005.

We are required to report the most current publishable data; the actual data year used is derived from the State of Louisiana Traffic Records Data Report 2004 published data. Data is available at <http://lhsc.lsu.edu/trafficreports/> and may have even more updated data than what is published. The LHSC will continue to utilize the published version of the data report for consistency.

There are objectives that were not met by stated September 2005. For each objective where statistics fell short of target goal, the LHSC will continue to assess current funded programs to ensure appropriate outreach and messaging, will discuss the development of new programs to implement during FY 2006, and utilize available information for future fiscal year plans.

Programs and projects are administered in accordance with uniform guidelines promulgated by the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA). There are eighteen highway safety program guidelines; however the NHTSA and the FHWA have identified nine as National Priority Program Areas (NPPA). The NPPA are considered the most effective ways for reducing highway deaths and injuries. The nine NPPA's are Impaired Driving, Occupant Protection, Speed, Traffic Records, Emergency Medical Services, Police Traffic Services, Motorcycle Safety, Pedestrian and Bicycle Safety, and Roadway Safety.

Pursuant to Title 23 US Code, Section 402 (b) (2), the Louisiana Highway Safety Commission requested a waiver for Louisiana to expend 40% of Section 402 and applicable funds in fiscal year 2005 for benefit of local political subdivisions. The recent catastrophic hurricanes, Katrina and Rita, caused a direct impact on the local law enforcement agencies' ability to expend funds on traffic safety. Agencies throughout Louisiana were affected. Law enforcement from all 64 parishes rallied to support the directly affected areas in the south and areas further north supported evacuees, as well as sent assistance to southern areas. All law enforcement personnel in Louisiana were diverted to clean up, provide security, and provide other peace keeping efforts. Unfortunately, traffic safety enforcement was simply not a priority under these circumstances.

The impaired driving campaign over the 2005 Labor Day holiday was greatly affected due to the natural disasters and the diversion of law enforcement personnel to recovery efforts. This single campaign represented a substantial portion of the total LHSC law enforcement plan and the enforcement infrastructure to support traffic safety projects no longer existed throughout the state. It is estimated that the law enforcement agencies affected by the hurricanes would have accounted for 35% of what the Section 402-funded local projects would normally expend during the affected time period. The diversion of law enforcement personnel and the fiscal year end time constraints did not allow for the reallocation of Section 402 funds.

The waiver for the FY 2005 40% local benefit was granted on December 21, 2005 by the South Central Region of the National Highway Traffic Safety Administration.

The LHSC was able to move some of our existing Section 163 funds to other funding sources not applicable to the 40% local benefit rule. Utilizing Section 163 as 405, 410, and 411 was only changed prior to the local benefit shortage following the hurricanes and therefore was not included in the original highway safety plan.

In light of the recent disasters and the long term potential for law enforcement to be affected by the diversion of duties, the LHSC has begun a revised local benefit plan for fiscal year 2006, to include the utilization of Section 163 funds as other funding sources, and we are optimistic that this waiver request will not repeat itself in current or future fiscal years.

General Traffic Safety

Objectives / Performance Measures set in the 2005 HSP (page #7 in Modification 2)

1. Reduce the Louisiana highway death rate per 100 million vehicle miles traveled from 2.0 in 2003 to 1.9 by September 30, 2005. (LaPAS 2144 key)

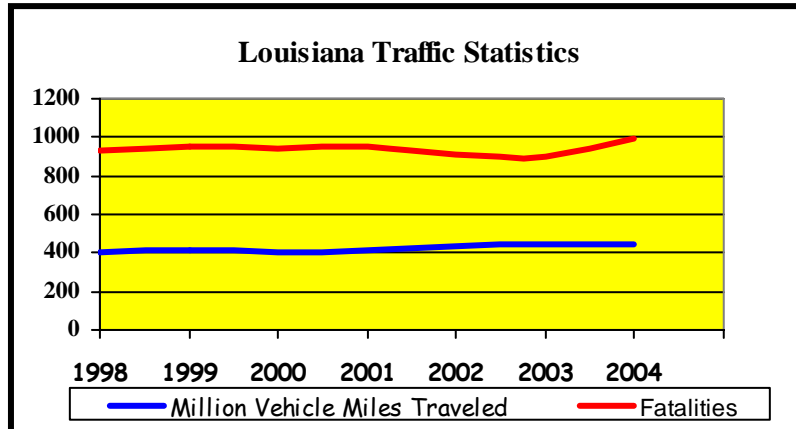
Strategies set in the 2005 HSP (page #8 in Modification 2)

1. Administer traffic safety programs focusing on human behavior from pre-crash, crash, and post crash standpoint.
2. Participate in and support national traffic safety public information and education initiatives.
3. Partner with Louisiana media associations for networking highway safety information dissemination.
4. Gain public support of traffic safety legislation through education programs and by providing traffic safety information to safety advocates, state, local, and parish government officials, members of the criminal justice community, legislators, business and industry leaders, and citizens.
5. Testify and support the enactment of legislation necessary for an effective Highway Safety Program.
6. Provide training and assistance for local and statewide traffic safety problem identification.
7. Provide procedures and training on highway safety planning and project development.
8. Ensure availability of program and project management training.
9. Review and update program procedures as needed.
10. Conduct periodic project monitoring and evaluation of traffic safety activities.
11. Perform accurate accounting and efficient reimbursement processing.
12. Maintain coordination of traffic safety efforts and provide technical assistance.
13. Conduct one statewide Safety Management Forum.
14. Work with existing programs to introduce the participants to the safe communities approach to traffic safety and encourage them to adopt the approach.
15. Provide local project directors NHTSA information on organizing a "Safe Community".
16. Provide access to the "Safe Community" NHTSA web site via the LHSC web site "TIGER".
17. Establish an electronic computer link between the Louisiana Supreme Court and the Department of Public Safety.

General Traffic Safety Strategies have been fulfilled through all projects under Section 402 (page 29), Section 405a (page 36), Section 2003b (page 37), Section 157 Innovative (page 37), Section 157 Incentive (page 38), Section 410 (page 38), Section 163 (page 40), Section 163 Impaired Driving (page 43), Section 411 (page 43), CVARS (page 43), and FARS (page 43).

Status (the most recent data available is used to measure objectives, which may vary from original 2003 performance measure):

- The Louisiana highway death rate per 100 million vehicle miles traveled was 2.23 in 2004, a slight increase from 2.0 in 2003.
- The traffic injury rate per licensed driver was 2,967 in 2004, an increase from 2,957 in 2003.
- The number of fatal crashes was 885 in 2004, an increase from 791 in 2003.
- The number of highway deaths was 991 in 2004, an increase from 902 in 2003.



All population statistics show an increase, as well as fatalities. Louisiana traffic crash fatalities have increased by 5.7 percentage points. The LHSC will continue to assess current programs, evaluate statistics, and support research to further improve traffic safety in Louisiana.

General Traffic Safety Narrative

Primary areas of focus continue to be alcohol and occupant protection; however, the LHSC specifically addresses Alcohol, Rail Grade, Occupant Protection, Pedestrian, Motorcycle, Bicycle, Bus Related, Traffic Records, and EMS issues in the 2005 Louisiana Highway Safety Plan and discussed in detail in the following sections.

The 2005 HSP does not specifically address Safe Communities, Youth issues, Section 154 and 164 Transfer funds, and Legislative requests; however, they will be briefly addressed in the Annual Report.

Projects implemented by the LHSC are limited to priority program areas, based on severity of the crash, over-representation, and magnitude of the problem. There are three contributing factors associated with a traffic crash: the roadway and environment, the vehicle, and the driver / human. Human factors (driving after drinking, speeding, not using occupant protection devices, etc.) contribute to some of the most severe traffic crashes. The LHSC's highway safety plan seeks to coordinate state and local programs to reduce traffic crashes, deaths, and injuries. The LHSC accomplishes this coordination by focusing on enforcement, public information and education, and legislation.

The LHSC acknowledges that the planning process is a cyclical and relies on an analysis of parishes by licensed driver population data and compares crash attributes to determine if specific program areas within identified parishes are in need of traffic safety services. Regression analysis was conducted to determine the correlation between the number of crashes and the number of vehicle miles traveled (VMT) and the number of licensed drivers in each parish. Based on this analysis there is a stronger correlation between the number of licensed drivers and the number of crashes than between the VMT and the number of crashes. In normalizing the data for comparison purposes, the number of crashes per licensed drivers is a better rate to use than the number of crashes per VMT.

The following steps were implemented in determining parish need as it relates to traffic crash data during FY 2005.

Step 1 - Parishes are compared using total population, total fatal and injury crashes, number of fatalities, urban and rural crash distinction, alcohol related crashes, pedestrian fatalities, bicycle fatalities, motorcycle fatalities, railroad fatalities, large truck and bus fatalities, youth involved crashes, and costs associated with traffic crashes.

Step 2 - Although there are numerous parishes that have specific traffic needs, the LHSC chooses parishes with multiple needs in regards to injury crashes, fatal crashes, and total fatalities. Data from the [Louisiana Traffic Records Data Report](#) is used to evaluate each parish within population groupings and evaluate a three year trend in each identified category.

Step 3 - A three year trend analysis, with emphasis on population outreach , will assist in determining the selected parishes. The LHSC goal is to consistently reach 70% of the state problem in each category.

Step 4 – The LHSC program staff will discuss each of the expected NHTSA grant awards for the next fiscal year distribution and determine current contracts feasibility and discuss potential new resources that will further assist the LHSC in attaining set goals.

Step 5 – The LHSC program staff will make recommendations to the Executive Director for consideration and further discussion.

Step 6 – The LHSC Executive Director presents the recommended projects to the LHSC Commission for approval.

Step 7 – Upon Commission approval the LHSC staff creates contracts based on Commission approval and solicits participation from the agency identified in the plan.

Step 8 - All approved agencies and individuals are then contacted to begin the subgrant development phase with a starting date of October 1st, or immediately upon receipt after the Federal Fiscal Year. All contracts are subject to the availability of Federal funds.



Alcohol

Objectives / Performance Measures set in the 2005 HSP (page #9 in Modification 2)

1. Reduce the number of traffic fatalities with alcohol involved from 45% in 2003 to 44% by September 30, 2005. (LaPAS 2150 key)

Strategies set in the 2005 HSP (page #10 in Modification 2)

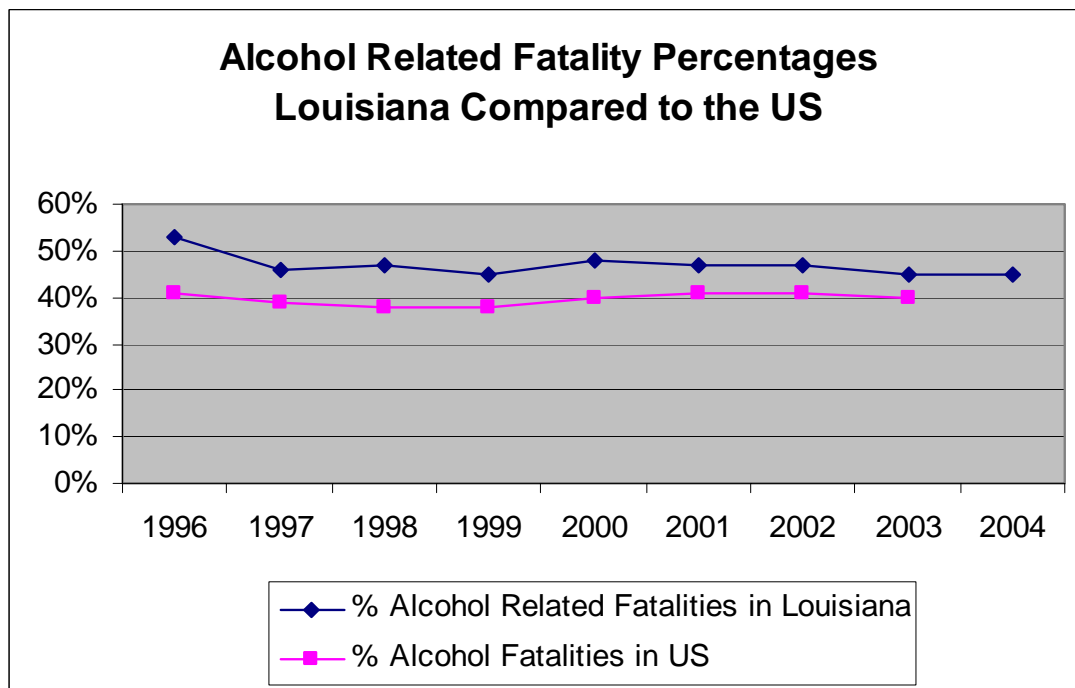
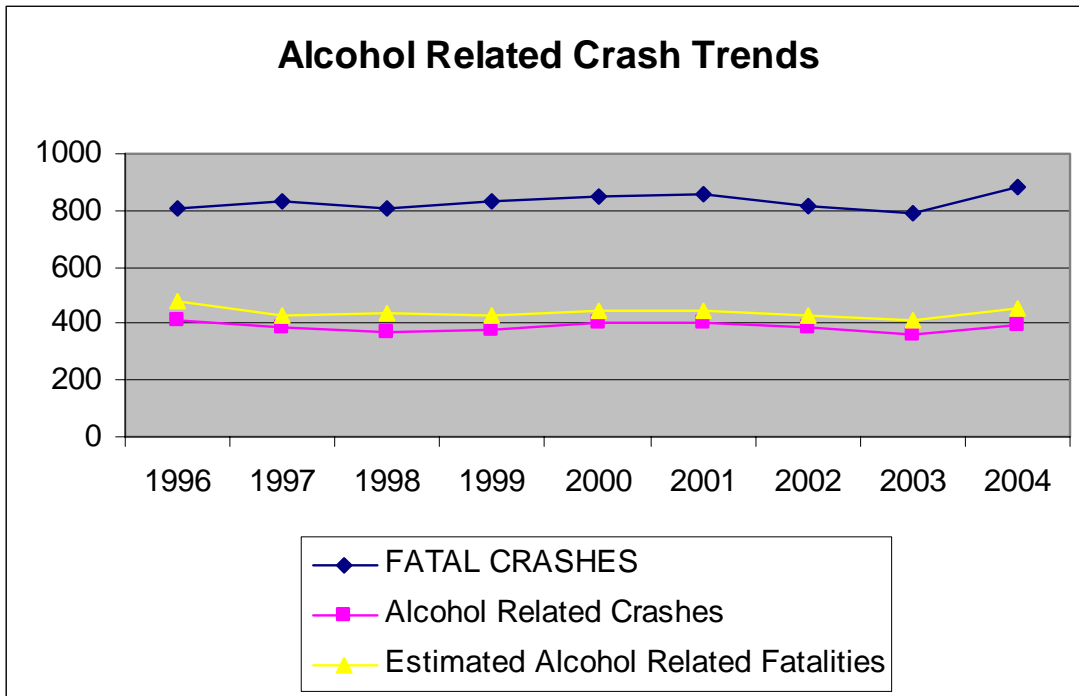
1. Support the National You Drink. You Drive. You Lose. Mobilization
2. Identify, fund, and assist in the implementation of impaired driving prevention programs.
3. Provide technical assistance to agencies and organizations regarding impaired driving programs and issues.
4. Administer statewide impaired driving prevention public information campaign involving representatives from government, medical community, educators, business and industry, students, victims and citizens.
5. Administer high profile STEP programs involving police, sheriffs and troopers. These STEP programs will be implemented during four high visibility campaigns and year long overtime projects.
6. Develop new educational and prevention programs utilizing the Safe Communities concept.
7. Develop new, and strengthen existing, impaired driving prevention networks and associations.
8. Address repeat offenders through legislation, education, and public information.
9. Administer impaired driving intervention programs targeting repeat offenders.
10. Partner with various organizations to develop and implement impaired driving prevention programs for youth.
11. Encourage contracted law enforcement agencies to conduct at least one DWI checkpoint during the LHSC contract.
12. Conduct one SFST Instructor and one Drug Recognition Expert (DRE) course in 2005.

Alcohol Strategies have been fulfilled through all projects under Section 402 (page 29), all projects under Section 410 (page 38), all projects under Section 163 Impaired Driving (page 43), all data initiatives through Section 411 (page 43) and FARS (page 43). In addition, the following projects under Section 163 (page 40), also support alcohol strategies:

| | | | |
|--------------------|-------------|---------------------|-------------|
| Youth Programs | P3 05-03-00 | Diversity Forums | IN HOUSE |
| Winn Parish DA | P3 05-04-00 | Elmer Cole | P3 05-17-00 |
| Bermudez Media | P3 05-05-00 | Robert Hall | P3 05-18-00 |
| Wayne Reece | P3 05-06-00 | DOTD Safety Summit | IN HOUSE |
| Travel Training | IN HOUSE | Robert Canfield | P3 05-20-00 |
| Hometown Prod. | P3 05-08-00 | H&M Consultants | P3 05-27-00 |
| Linden Claybrook | P3 05-09-00 | Robert Breland | P3 05-28-00 |
| Think First | P3 05-12-00 | Tulane University | P3 05-29-00 |
| Safe & Sober Waves | P3 05-14-xx | Callaway Consulting | P3 05-33-00 |

Status (the most recent data available is used to measure objectives, which may vary from original 2003 performance measure):

- The number of traffic fatalities with alcohol involved was 45% in 2004, the same as 2003.
- In 2005 there are currently 170 SFST Instructors, approximately 158 Drugged Driving Instructors and 50 certified DRE's.



Alcohol Narrative



Programs were conducted to reduce alcohol-related fatalities on a statewide and local level. The primary means for reducing impaired driving is through enforcement; however, public information, training, and community partnerships are also crucial components to the overall goal.

Enforcement:

Eighty four law enforcement agencies, an increase from thirty-eight in 2004, participated in impaired driving overtime efforts. These included thirty nine larger agencies that worked five enforcement waves and 44 smaller agencies that worked three enforcement waves. The Louisiana State Police conducted DWI overtime efforts throughout the fiscal year.

The LHSC funded approximately 12,555 impaired driving overtime hours, which resulted in 1,396 DWI arrests, averaging one DWI arrest for every nine hours of overtime worked. The LSP conducted an additional 4,444 hours of impaired driving enforcement, resulting in 577 arrests and the conduct of 14 checkpoints. The LSP ratio of arrests to hours worked was 7.8:1.

In 2004, 19,306 drivers were arrested for DWI, but only 6,152 were convicted, an increase from 5,724 in 2003.



Public Information:

The LHSC conducted media events throughout Louisiana to support the National You Drink and Drive. You Lose Campaign and partnered with the NHTSA contractor to make a paid media buy in the Louisiana market. Local and state government, various enforcement agencies, and medical personnel participated in the press events and public information campaigns. In addition, Louisiana Youth Prevention Service, educators, business and industry, students, victims and citizens have planned, participated in, and attended many media related events, training seminars, and public information events during the DWI mobilizations.

The Louisiana State Police has marketed several public information campaigns that support the You Drink and Drive. You Lose Campaign, including speaking engagements, talk shows, highly

visible DWI enforcement not funded by the LHSC, and the designated driver program. The LSP conducted a total 470 overtime hours for public information efforts covering all traffic safety issues.

Additional information on Louisiana's paid media program can be found in the Paid Media section on page 32.

Community Partnerships:

The LHSC continues to maintain a variety of state, parish, and municipal stakeholders. (Appendix A) New partnerships with the Lafayette Planning Commission have resulted in a new Safe Community program and local agency participation with the Louisiana Passenger Safety Task Force continue to add to the outreach potential of the LHSC.

The Safe Community concept is thriving in the south central area of Louisiana. The South Central Planning and Development Commission continues to operate a comprehensive program based on current statistics and an assessment of the most efficient and effective means at accomplishing local traffic safety goals. This Safe Community has become a National model for new Safe Community programs with the potential to reach other metropolitan areas in a similar way.

The ongoing partnership with Judges throughout Louisiana has allowed a unique opportunity for the traffic safety message to be shared with key players dealing with repeat DWI offenders. The Louisiana District Attorney's Association, LDAA, provided one "Protecting Lives, Saving Futures Class" to over 50 law enforcement and prosecutors and conducted various training sessions at LDAA conferences. The LHSC contract with LDAA also created a statewide Traffic Safety Forum email notification system for law enforcement and prosecutors to discuss DWI issues and share DWI court experiences.

The LHSC Alcohol Liaison contractor worked with New Orleans City Court to research & develop a dedicated DWI Court as part of the N.O. City Court System; Chaired the CCCC Community Sub - Committee; Worked with OMV & 19th Judicial (Baton Rouge) District Court to address the DL Suspension Appellate process; and worked with Monroe City Court to address DWI prosecutions & adjudications. The person directly responsible for these duties changed mid-year' however, the relationships continue to be developed throughout the state.

Numerous youth programs continue to operate throughout Louisiana. Louisiana Youth Prevention Services (LYPS), the leading statewide youth organization, conducts various trainings for youth and adults, including workshops on youth facilitation and peer mediation, and acts as the liaison between LHSC and smaller youth organizations.

The Louisiana State University Campus-Community Coalition for Change (LSU-CCCC) is a nationally recognized campus organization that consists of over 100 diverse partners including, students, faculty, staff, administrators, and community leaders. The CCCC develops and implements programs that affect environmental change as it relates to high-risk drinking.

A complete list of stakeholders is in Appendix A.

Training:

The LHSC funded the training of 20 new police officers in Standardized Field Sobriety Testing Instructor Training and 1 DRE training course. In addition to law enforcement training, the LHSC also contracts with Safety Councils, the Parental Guidance program, and the Louisiana Alcohol and Tobacco Control Agency for corporate training, parental outreach, and vendor server courses.



Rail Grade

Objectives / Performance Measures set in the 2005 HSP (page #11 in Modification 2)

1. Reduce the number of fatalities resulting from rail grade crossing crashes from 15 in 2003 to 10 by September 30, 2005. (LaPAS 2148 key)

Strategies set in the 2005 HSP (page #11 in Modification 2)

1. Support recommendations of the Rail Grade Crossing Traffic Crash Task Force.
2. Conduct highway-rail grade crossing public education programs.
3. Conduct highway-rail grade crossing Operational Lifesaver officer training programs.
4. Support the physical closure of railroad crossings.
5. Support Officer on a Train educational program.
6. Encourage strict enforcement of rail crossing violations.

Rail Grade Strategies have been fulfilled through data initiatives under Section 411 (page 43) and FARS (page 43). In addition, Louisiana Operation Lifesaver RH 05-01-00, under Section 402 (page 29), also supports rail grade strategies. A new Rail Grade conference was added in March 2005 under Section 163, P3 05-19-01.

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- The number of public rail grade crossing crashes was 144* in 2004.
- The number of fatalities resulting from rail grade crossing crashes was 23 in 2004.
- There are approximately 3,000 rail miles in Louisiana.

*FRA data as of December 15, 2005 used for rail grade crash reporting

Rail Grade Narrative

Louisiana Operation Lifesaver continues to be partially funded by the LHSC. Partnerships with the railroad industry, preventative legislation on clearings, and on-going public information and education programs make the Louisiana program a National model. Rail traffic continues to increase and many crossings in rural areas, lead to the unfortunate number of crashes in the state.

The Operation Lifesaver campaign has conducted nearly 400 school and community education programs and had an approximate outreach of 16,000 people. Officer training programs and the Officer on a Train program continues to be supported by the LHSC and law enforcement agencies are encouraged to also participate in the Operation Lifesaver Railroad program.

Occupant Protection

Objectives / Performance Measures set in the 2005 HSP (page #12 in Modification 2)

1. Increase the percentage of safety belt usage statewide by vehicle occupants age 6 and above from 75% in 2004 to 77.5% in 2005. (LaPAS 2160 key)
2. Increase the percentage of child restraint usage, age 5 and under, statewide from 88% in 2004 to 90% in 2005. (LaPAS 2161 key)

Strategies set in the 2005 HSP (page #12 in Modification 2)

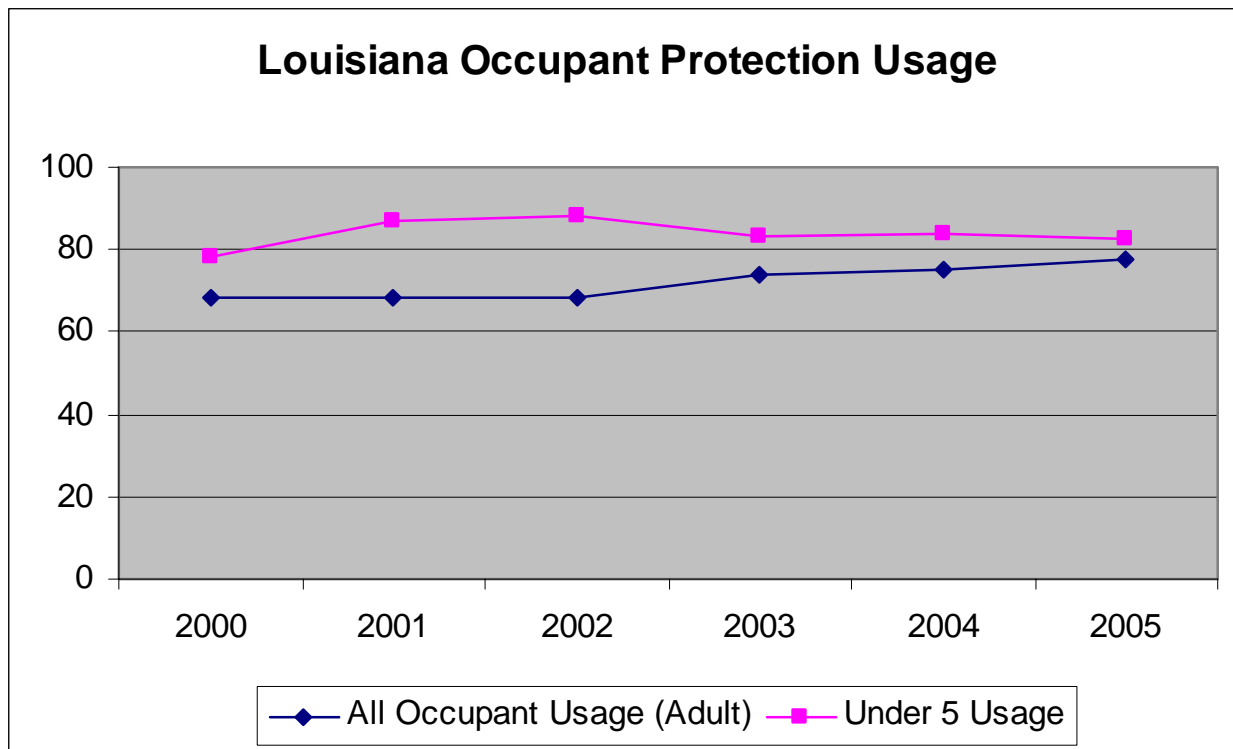
1. Support the National Seat belt mobilization. The Louisiana campaign is Buckle Up: NO EXCUSES!
2. Support the South Central Region Pick Up Truck Campaign in November 2004.
3. Provide grants and technical assistance to local, parish, and state agencies, as well as organizations to conduct occupant protection programs.
4. Provide safety belt restraint, child safety seat restraint, safety enforcement information and educational materials to the public
5. Provide grants and technical assistance to local, parish, and state agencies; safety advocates or organizations; to conduct occupant protection programs.
6. Provide overtime enforcement contracts to state, parish, and municipal law enforcement agencies within problem identification to enforce Louisiana occupant protection laws.

Occupant Protection Strategies have been fulfilled through all projects under Section 402 (page 29), all projects under Section 405a (page 36), all projects under Section 2003b (page 37), all projects under Section 157 Innovative (page 37), all projects under Section 157 Incentive (page 38), and all data initiatives through Section 411 (page 43), and FARS (page 43). In addition, the following projects under Section 163 (page 40), also support occupant protection strategies:

| | | | |
|--------------------|-------------|----------------------|--------------|
| Youth Programs | P3 05-03-00 | DOTD Safety Summit | IN HOUSE |
| Bermudez Media | P3 05-05-00 | Robert Canfield | P3 05-20-00 |
| Wayne Reece | P3 05-06-00 | Passenger Task Force | P3 05-24-00 |
| Travel Training | IN HOUSE | Southern Media | P3 05-25-00 |
| Hometown Prod. | P3 05-08-00 | Applied Tech. | P3 05-26-00 |
| Linden Claybrook | P3 05-09-00 | H&M Consultants | P3 05-27-00 |
| Think First | P3 05-12-00 | Robert Breland | P3 05-28-00 |
| Safe & Sober Waves | P3 05-14-xx | Tulane University | P3 05-29-00 |
| Diversity Forums | IN HOUSE | Callaway Consulting | P3 05-33-00 |
| Nu Gamma Omega | P3 05-16-00 | PAID MEDIA | under |
| Elmer Cole | P3 05-17-00 | | 405a and 157 |
| Robert Hall | P3 05-18-00 | | |

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- The percentage of safety belt usage statewide by vehicle occupants age 5 and above was 77.7% in 2005, an increase from 75% in 2004.
- The percentage of child restraint usage (children 5 and under) statewide was 82.3% in 2005, a decrease from 84% in 2003.



Occupant Protection Narrative

Enforcement:

Enforcement continues to be a crucial component of a successful belt use effort. During FY 2005, the LHSC continued emphasize an enforcement campaign with supportive paid media. The LHSC utilized the National Campaign message of Click it or Ticket.

Eighty four law enforcement agencies, an increase from thirty-eight in 2004, participated in occupant protection overtime efforts. These included thirty nine larger agencies that worked five enforcement waves and 44 smaller agencies that worked three enforcement waves. The Louisiana State Police conducted occupant protection overtime efforts throughout the fiscal year.

The LHSC funded approximately 10,463 overtime hours for seat belt enforcement, which resulted in nearly 22,288, averaging 2.13 citations per overtime worked. The LSP conducted an additional 5,755 overtime hours for speed and occupant protection, resulting in 11,162 citations at a ratio of 1.94:1.



Public Information:

The LHSC conducted media events throughout Louisiana to support the National Buckle Up America campaigns and partnered with the NHTSA media contractor to make paid media buys throughout the state.

Local and state government, various enforcement agencies, and medical personnel participated in the press events and public information campaigns. In addition, Louisiana Youth Prevention Service, educators, business and industry, students, victims and citizens have planned, participated in, and attended many media related events, training seminars, and public information events during the Click it or Ticket mobilizations.

The Louisiana State Police has marketed several public information campaigns that support the Click it or Ticket Campaign, including speaking engagements, talk shows, occupant protection enforcement not funded by the LHSC. The LSP conducted a total 470 overtime hours for public information efforts covering all traffic safety issues.

Additional information on Louisiana’s paid media program can be found in the Paid Media section on page 32.



Training:

The LHSC funded the training of 1 radar instructor course, graduating 28 law enforcement officers from Louisiana State Police and parish and municipal agencies.

An additional training goal of the LHSC is to promote the Child Passenger training program. The Louisiana Passenger Safety Task Force is the leading group providing the NHTSA Child Passenger Safety training. Three NHTSA Standardized Technician courses were held throughout the fiscal year 2005, 16 CPS check up events, and 11 one day workshops were conducted for law enforcement and emergency personnel on the importance of child restraint systems. In addition to instructor and technician training, parents are trained at each check up event and at the 14 permanent fitting stations maintained through LHSC funding via active partnership with the Louisiana Passenger Safety Task Force, state police, sheriffs, local police, and hospitals.

Community Partnerships:

The South Central Planning and Development Commission also conducted seat belt programs through their six parish safe community area. This Safe Community has become a National model for new programs with the potential to reach other metropolitan areas in a similar way.

A complete list of Stakeholders is in Appendix A.



Special Projects:

The LHSC, in conjunction with the NHTSA South Central Region, conducted a special project emphasizing seat belt usage among pick up truck drivers. The project evaluation looks at three major indicators:

1. Media and public relations campaign
2. Enforcement
3. Crash Statistics

Participating agencies reported 1,255 hours of overtime, 2,253 occupant protection citations, and 1,429 pick up truck occupant protection citations during the campaign in November 2004. Overall, the media buy included 10,731 television and 381 radio spots. The total campaign, enforcement and media, was \$228,264.23.

The attitudinal survey was designed to address licensed motorists seat belt use practices, recall of recent seat belt messages, and perception on using seatbelts and enforcement of seat belt laws. The results of this survey indicated a highly significant increase of having heard or seen something recently about seat belts; however, there was no accompanying increase in the professed frequency of wearing a seat belt.

This campaign was part of a region wide effort and, although there are no specific plans to continue this project in fiscal year 2006, the LHSC will continue to utilize the information gained in the pick up specific project.

Police Traffic Services

Objectives / Performance Measures set in the 2005 HSP (page #13 in Modification 2)

1. Reduce the number of traffic fatalities with alcohol involved from 45% in 2003 to 44% by September 30, 2005. (LaPAS 2150 key)
2. Increase the percentage of safety belt usage statewide by vehicle occupants age 6 and above from 75% in 2004 to 77.5% in 2005. (LaPAS 2160 key)
3. Increase the percentage of child restraint usage, age 5 and under, statewide from 88% in 2004 to 90% in 2005. (LaPAS 2161 key)

Strategies set in the 2005 HSP (page #13 in Modification 2)

1. Support the National You Drink. You Drive. You Lose. Mobilization
2. Identify, fund, and assist in the implementation of impaired driving prevention programs.
3. Provide technical assistance to agencies and organizations regarding impaired driving programs and issues.
4. Administer statewide impaired driving prevention public information campaign involving representatives from government, medical community, educators, business and industry, students, victims and citizens.

5. Administer high profile STEP programs involving police, sheriffs and troopers. These STEP programs will be implemented during four high visibility campaigns and year long overtime projects.
6. Develop new educational and prevention programs utilizing the Safe Communities concept.
7. Develop new, and strengthen existing, impaired driving prevention networks and associations.
8. Address repeat offenders through legislation, education, and public information.
9. Administer impaired driving intervention programs targeting repeat offenders.
10. Partner with various organizations to develop and implement impaired driving prevention programs for youth.
11. Encourage contracted law enforcement agencies to conduct at least one DWI checkpoint during the LHSC contract.
12. Conduct one SFST Instructor and one Drug Recognition Expert (DRE) course in 2005.
13. Support the National Seat belt mobilization, Click it or Ticket.
14. Support the South Central Region Pick Up Truck Campaign in November 2004.
15. Provide grants and technical assistance to local, parish, and state agencies, as well as organizations to conduct occupant protection programs.
16. Provide safety belt restraint, child safety seat restraint, safety enforcement information and educational materials to the public
17. Provide grants and technical assistance to local, parish, and state agencies; safety advocates or organizations; to conduct occupant protection programs.
18. Provide overtime enforcement contracts to state, parish, and municipal law enforcement agencies within problem identification to enforce Louisiana occupant protection laws.

*PTS Objectives/ Performance Measures and Strategies are replicated from the Objectives/ Performance Measures and Strategies under Alcohol and Occupant Protection. All PTS law enforcement projects work overtime for Alcohol and Occupant Protection. PTS projects for Law Enforcement Liaisons al work to enhance the enforcement efforts for both Alcohol and Occupant Protection.

Police Traffic Services Strategies have been fulfilled through all projects coded PT under Section 402 (page 29), Safe & Sober Enforcement under Section 163 (page 40), and all data initiatives under Section 411 (page 43), CVARS (page 43), and FARS (page 43).

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- The number of traffic fatalities with alcohol involved was 45% in 2004, the same as 2003.
- The percentage of safety belt usage statewide by vehicle occupants age 5 and above was 77.7% in 2005, an increase from 75% in 2004.
- The percentage of child restraint usage (children 5 and under) statewide was 82.3% in 2005, a decrease from 84% in 2004.



Pedestrian

Objectives / Performance Measures set in the 2005 HSP (page #15 in Modification 2)

1. Reduce the pedestrian fatality rate per 100,000 population from 1.9 in 2003 to 1.8 by September 30, 2005. (LaPAS 6754 supporting)

Strategies set in the 2005 HSP (page #15 in Modification 2)

1. Identify measures to protect pedestrians from vehicular traffic in identified metropolitan areas.
2. Provide pedestrian and bicycle safety educational materials to local officials, safety advocates, educators, and others in the over-represented parishes.
3. Provide grants to support pedestrian and bicycle safety programs.

Pedestrian Strategies have been fulfilled through Safe Communities projects under Section 402 (page 36), and the DOTD Pedestrian and Bicycle Conference under Section 163 (page 41), and data initiatives under Section 411 (page 43), Section 154 and Section 164, Section 411 (page 43), and FARS (page 43).

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- The pedestrian death rate per 100,000 population was 2.2 in 2004, an increase from 1.8 in 2003.
- The number of pedestrian fatalities was 100 in 2004, an increase from 84 in 2003.



Pedestrian Narrative

The LHSC continues to partner with the Louisiana DOTD to conduct pedestrian and bicycle programs. The primary outreach for FY 2005 was the statewide Pedestrian/Bicycle Safety Conference in New Orleans. Over 100 people attended the one day conference to discuss current needs, programs, and future goals for pedestrian and bicycle safety. There were 87 bus shelter advertisements displayed in East Baton Rouge, Orleans and Jefferson parishes that addressed impaired driving and pedestrians.

Motorcycle Overview

Objectives / Performance Measures set in the 2005 HSP (page #16 in Modification 2)

1. Reduce the motorcycle fatality rate, as related to all fatalities, from 8.76 in 2003 to 6.5 by September 30, 2005. (LaPAS 6755 supporting)

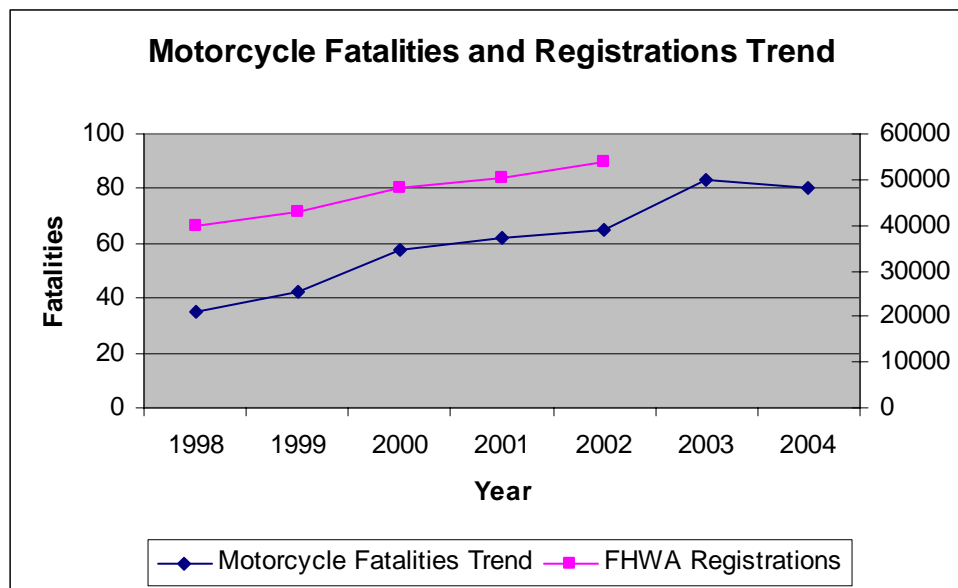
Strategies set in the 2005 HSP (page #16 in Modification 2)

1. Work with established motorcycle education programs to develop a new rider program.
2. Support the Department of Education motorcycle operator training courses.
3. Support enforcement of motorcycle safety laws.
4. Encourage the adoption of a comprehensive motorcycle helmet law.

Motorcycle Strategies have been fulfilled through the Motorcycle Safety/ Department of Education project under Section 402 (page 36), and data initiatives under Section 411 (page 43) and FARS (page 43). A new Motorcycle media awareness program was added under Section 163, P3 05-00-01 and P3 05-00-02.

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- The motorcycle fatality rate per, as related to all fatalities was 8.07 in 2004, a decrease from 2003.
- The number of motorcycle fatalities was 80 in 2004, an increase from 79 in 2003.
- One hundred sixty MSF Basic Rider Courses were given to 2,500 students in 2004.
- Observed helmet use is 57.7% in 2004, down from 58.6% in 2003.

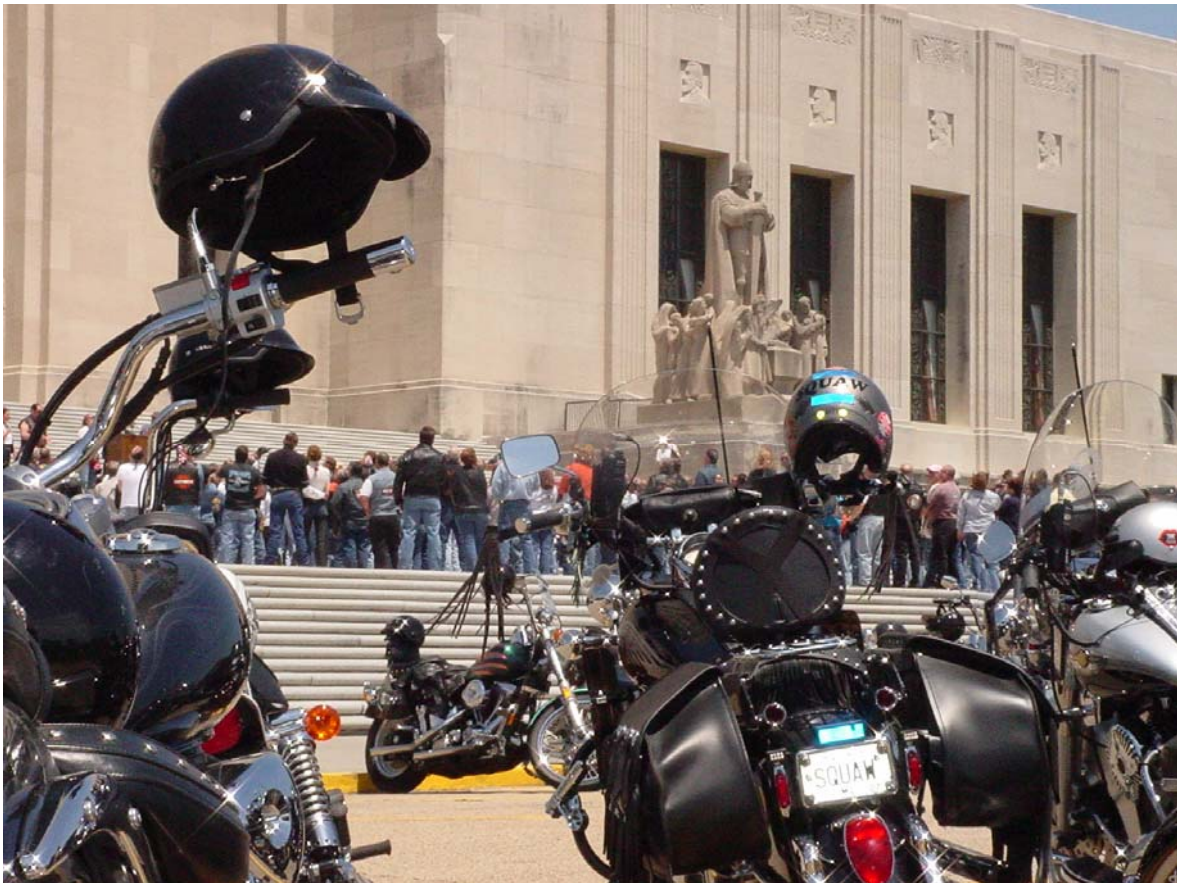


Motorcycle Narrative

The LHSC directly supports the Louisiana Department of Education program for motorcycle education and has provided support for more than 150 training courses in 2005 that trained approximately 2,000 riders. In addition, there were 8 instructors who began the instructor course.

A crucial factor in Louisiana's motorcycle fatalities, has been attributed to the repeal of the state motorcycle helmet law. The Louisiana motorcycle helmet law was reinstated August 15, 2004. The LHSC has observed a higher use rate in helmets and continues to be optimistic that fatalities and serious injuries will decline.

The LHSC participates in a monthly motorcycle safety meeting that was created during FY 2005 to promote safety and awareness of motorists. Members are comprised of riders, leaders among motorcycle enthusiast groups, Department of Education, the Louisiana Highway Safety Commission, and the Department of Transportation and Development. This group will continue to meet in upcoming fiscal years and will promote safety and create programming to encourage a decrease in motorcycle fatalities.



Bicycle

Objectives / Performance Measures set in the 2005 HSP (page #17 in Modification 2)

1. Reduce the number of bicycle fatalities from 14 in 2003 to 12 by September 30, 2005. (LaPAS 6758 supporting)

Strategies set in the 2005 HSP (page #17 in Modification 2)*

1. Work with established bicycle education programs.
2. Support the Department of Transportation bicycle safety and education programs

* The Louisiana Highway Safety Commission will not directly fund bicycle education programs under the NHTSA funding.

Bicycle Strategies have been fulfilled through Safe Community projects under Section 402 (page 36), the DOTD Pedestrian and Bicycle Conference under Section 163 (page 41), Section 154 and Section 164 (page 43), and data initiatives under Section 411 (page 43), and FARS (page 43).

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- The number of bicycle fatalities was 11 in 2004, a decrease from 14 in 2003.

Bicycle Narrative

The LHSC continued to participate in partnerships and planning meetings for various groups involved with bicycle safety. In addition to Safe Community efforts in the Houma/Thibodaux area, the Louisiana DOTD and the Baton Rouge Recreation and Park Commission (BREC) provided a NHTSA League Cycling Instructor class for Level 1 bicycle safety instructors.



Bus Related

Objectives / Performance Measures set in the 2005 HSP (page #18 in Modification 2)

* Bus Related activities are no longer measured within the State Performance Budget.

Strategies set in the 2005 HSP (page #18 in Modification 2)

1. Support the Department of Education school bus safety and education programs.
2. Continue to support the Department of Education's training curriculum for transportation supervisors and school bus drivers.
3. Continue to provide resources and speakers for annual training and conferences.

Bus Related Strategies have been fulfilled through Safe Communities projects under Section 402 (page 36) and data initiatives under Section 411 (page 43), CVARS (page 43), and FARS (page 43).

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- The number of school bus crashes was 196 in 2004, a decrease from 205 in 2003.

Bus Related Narrative

The LHSC continued to participate in the Louisiana Department of Education's effort to reduce school bus crashes and improve safety for children utilizing school bus transportation. The recently amended curriculum is now fully implemented as mandatory training for all school bus operators.

Traffic Records

Objectives / Performance Measures set in the 2005 HSP (page #19 in Modification 2)

1. Reduce the percent of pending BAC's for fatal drivers from 34% in 2003 to 32% by the end of 2005.
2. Utilize the established criteria of data elements for electronic reporting of traffic conviction records throughout FY 05.
3. Establish and support the COBRA DWI arrest reporting system and analysis throughout FY 05.
4. Continue to support the analysis and dissemination of traffic crash, conviction, and arrest data.

Strategies set in the 2005 HSP (page #19 in Modification 2)

1. To assist in the collection and submission of accurate traffic crash data to FARS and LSU.
2. Provide access to the traffic crash database.

3. Implement a computerized program to assist with the validation of traffic crash locations.
4. Contract with the Supreme Court of Louisiana to report traffic conviction data.
5. Work with parish and municipal agencies to increase their level of timely crash data reporting
6. Conduct data criteria training for police.
7. Maintain a traffic records committee and conduct monthly meetings.
8. Develop legislation to enhance the reporting criteria on alcohol related crashes.

Traffic Records Strategies have been fulfilled through all projects under Section 411 (page 43), CVARS (page 43), and FARS (page 43). In addition, the following projects under Section 163, support traffic records strategies:

| | |
|------------------|-------------|
| Alvin Richardson | P3 05-21-00 |
| Don Marson | P3 05-22-00 |
| Barbara Davis | P3 05-23-00 |

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- The percent of pending BAC's for fatal drivers was 39% in 2004, an increase from 34% in 2003.
- The established criteria of data elements is based on MMUC, the Louisiana traffic crash report meets approximately 80% of the national MMUC standards.
- The LHSC continues to support the COBRA DWI arrest reporting system and analysis system that was created.
- The LHSC continues to support the analysis and dissemination of traffic crash, conviction, and arrest data.
- Electronic transfer of traffic citation conviction data continues to be coordinated by the Louisiana Supreme Court for reporting to the Department of Public Safety. Protocols exist with 23 agencies, compared to 20 agencies in 2003.
- The Louisiana Traffic Records Data Report is published within twelve months of the reporting year.

Traffic Records Narrative

Traffic Records programs include a variety of efforts toward improving the reporting of crash data. The Model Minimum Uniform Crash Criteria is the guide for the Louisiana revision of the crash report, which was implemented January 1, 2005. In addition to the crash report revision, the Traffic Committee is closely working with municipal and parish law enforcement agencies, providing training and computer equipment.

The LHSC has created a permanent Traffic Records Committee (La TRC) and continues to work on establishing a network that links crash files with roadway files, GIS data, EMS data, driver licensing and vehicle registration data, prosecution and courts. The LHSC continues to monitor crash data and provide feedback to local law enforcement with the goal to improve data quality, timelines and crash investigations.

The Commercial Vehicle Analyst Reporting System (CVARS) project was established to improve the quality and quantity of data collected from crash reports of commercial vehicles. The CVARS staff reviews crash reports for correctness and completeness of commercial vehicle information and facilitate the correction and return of problem reports to state and local law enforcement agencies. The CVARS staff is also participated in the revision of the Louisiana Uniform Motor Vehicle Traffic Crash Report.

EMS

Objectives / Performance Measures set in the 2005 HSP (page #20 in Modification 2)

* EMS activities are no longer measured within the State Performance Budget

Strategies set in the 2005 HSP (page #20 in Modification 2)

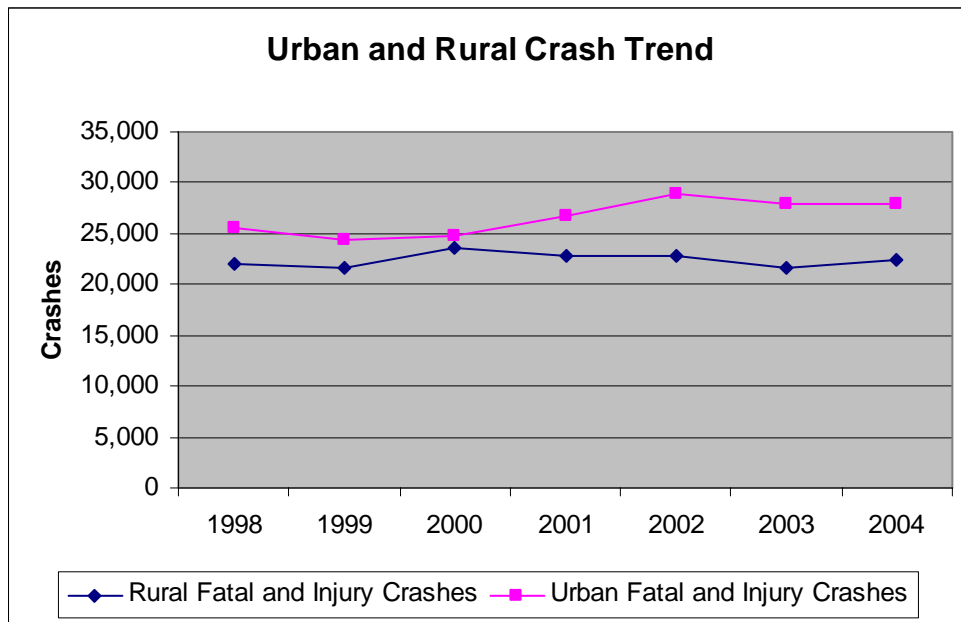
1. Research model legislation regarding reporting EMS run data and provide it to the EMS bureau.
2. The LHSC will continue to support and participate in the activities of Louisiana's EMS providers.
3. Participate in the newly developed Governor's EMS Task Force.

Emergency Medical Services have been fulfilled through projects under Section 402 (page 29).

Emergency Medical Services (EMS) is not included as a separate goal in the LHSC Strategic Plan or in the Annual Performance Budget Objectives.

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- The average time of crash to EMS notification in rural areas is much higher than for urban areas.
- It takes about twice as long for a person to be delivered to the hospital from a rural crash than from an urban crash.
- The time of crash to EMS notification should be interpreted with caution because in many cases the EMS is at the crash scene before police arrive on scene, resulting in all times being estimated by the investigating officer.



EMS Narrative

The LHSC continues to work with legislators in the research involving the Emergency Medical Service professionals and will continue to testify, when requested, on traffic crash data. The LHSC is a member of the state EMS Task Force and a program coordinator attends monthly meetings.

Safe Communities Overview

Objectives / Performance Measures set in the 2005 HSP

Safe Community activities were not specifically included in the 2005 Louisiana Highway Safety Plan

Strategies set in the 2004 HSP (page #8 in Modification 2)

Safe Community activities were not specifically included in the 2005 Louisiana Highway Safety Plan and do not have specific strategies set forth.

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- There were several safe communities programs that LHSC partnered with in 2004. (South Central, SELA, LSU CCCC, LSP Incident Management Teams, Louisiana Partners in Prevention, The Louisiana Alliance to Prevent Underage Drinking, Louisiana Youth Prevention Services, The New Orleans Safety Council, Baton Rouge Traffic Committee, Louisiana Operation Lifesaver, and Louisiana Passenger Safety Task Force)
- Direct funding was provided to the South Central Planning and Development Commission and the Lafayette Planning Commission to conduct Safe Communities activities.

In addition to the developed Safe Communities programs, the LHSC continues to gather professionals, community leaders and traffic safety advocates to discuss potential solutions and encourage the local efforts. The status for this type of safe community development efforts include:

- Two Community Briefings held, one in Monroe and one in Houma.
- A Diversity Forum held in Baton Rouge.
- An annual Traffic Safety Summit held in Houma.
- DOTD Traffic Safety Conferences and Planning meetings

Safe Communities Narrative

The LHSC is involved in multiple Safe Community programs. Programs under the Safe Community model include, South Central Planning and Development Commission, Lafayette Metropolitan Planning Organization, Southeast Louisiana DWI Task Force, the Louisiana State University Campus-Community Coalition for Change, Louisiana State Police Incident Management Teams, Louisiana Partners in Prevention, The Louisiana Alliance to Prevent Underage Drinking, Louisiana Youth Prevention Services, The New Orleans Safety Council, Baton Rouge Traffic Committee, Louisiana Operation Lifesaver, and Louisiana Passenger Safety Task Force.

Each of these safe community programs has a different connection with the LHSC. Two were funded directly through a LHSC sub-grant, some receive supplemental assistance from LHSC and its partners, and the LHSC holds board positions with many of the organizations. Many of the safe community efforts that exist in Louisiana have a specific focus within traffic safety; however, all of the organizations strive to include a diverse population of professional, advocates, community leaders, and other interested persons.

The highlight of the LHSC safe communities continues to be the South Central Planning and Development Commission. This organization has been nationally recognized as a model Safe Community program and has assisted with new program development in Louisiana.

The safe communities concept continues to be shared with existing contractors and explained to potential new contractors. The LHSC also facilitates community events that provides the opportunity for local community leaders, traffic safety professionals, and advocates to meet with a traffic safety focus. These events provide a forum for local participants to develop partnerships with other interested parties and learn more about the mission of the LHSC and the Safe Communities program. The LHSC hosted two Community Briefings, a Diversity Forum, and a Traffic Safety Summit.

Youth Overview

Objectives / Performance Measures set in the 2005 HSP

Youth activities were not specifically included in the 2005 Louisiana Highway Safety Plan

Strategies set in the 2005 HSP

Youth activities were not specifically included in the 2005 Louisiana Highway Safety Plan and do not have specific strategies set forth.

Status (the most recent data available is used to measure objectives, which may vary from original 2002 performance measure):

- An average of 200 underage stings are conducted each year by the Louisiana Alcohol and Tobacco Commission.



Youth Narrative

The LHSC has a primary partnership with Louisiana Youth Prevention Services, also known as Louisiana SADD, that provides direct communication, partnership, and education to approximately 380 high schools and middle schools throughout the state. The feature youth activity is the “Taking Action!” youth conference held each spring. The conference attracts approximately 1,000 young people, ages 14-18, from across the State.

The State Office of Alcohol & Tobacco Control continues its underage drinking prevention effort to conduct undercover operations and public information programs targeting impaired driving among youth.

Alcohol education and public information are the leading topics among Louisiana youth; however, occupant protection continues to be a front runner in many activities. The Louisiana State Police utilize conferences and events to demonstrate the safety results of wearing safety restraints and using

child safety seats. LSP continues to use safety belt roll over demonstration trailers at schools, state fairs, and other public events.

Future plans include the utilization of the high school and middle school network to distribute “Quick Click” kits. “Quick Click” is a challenge program for schools to implement their own seat belt usage awareness activities, surveys, and games to encourage seat belt usage. The “Quick Click” program was conducted with a joint sponsorship by State Farm during fiscal year 2004 and continued into fiscal year 2005.

Section 154

Open Container Transfer Funds

Funds Transferred to the Section 402 program pursuant to this section of law were administered, by mutual agreement, by the Louisiana Department of Transportation and Development (La. DOTD) in their Hazard Elimination program. The Governor’s Highway Safety Representative participates in the project selection process of the Hazard Elimination.

Section 164

Repeat Offender Transfer Funds

Funds transferred to the Section 402 program pursuant to this section of law were administered, by mutual agreement, by the Louisiana DOTD in their Hazard Elimination program. The Governor’s Highway Safety Representative participates in the project selection process of the Hazard Elimination.

Legislative Summary

The LHSC continues to provide factual testimony on traffic crash statistics, NHTSA trends, and overall traffic safety improvements. A complete legislative summary from the 2005 Legislative Session is in Appendix B.

Section 163

.08

Fiscal Year 2005 was the second year Louisiana expended funds under Section 163. \$1,169,172.55 was expended through FHWA and Louisiana DOTD. Appendix C provides a full report based on the “Section 163 (.08) Funds Accounting Guidance – Amended.”

Paid Media Overview

The goal of the LHSC media campaign was to reach a statewide audience through television and radio advertisements. The occupant protection media campaign included 10,700 television spots during the November 2004 campaign and 30,801 television spots during the May 2005 campaign. Overall, the television spots were viewed by individuals over 93 million times. The total costs of occupant protection paid media was \$1,268,544.12.

The Labor Day 2005 impaired driving campaign resulted in 2,460 radio spots and 2,430 television spots throughout the state. An additional 158 radio spots were purchased via LA Network. Total cost of impaired driving advertisements was \$312,843.09.

Additional media outlets of coverage

In addition to the Thanksgiving 2004 and Memorial Day Buckle Up America Campaigns and the Labor Day Impaired Driving Campaigns, the LHSC also contracted with multiple organizations to meet specific demographic populations and publicize specific campaigns.

Louisiana Network provided supplemental coverage during major media campaigns via a network of 72 radio media outlets. \$34,100.00 was spent throughout the campaign year.

LSU Sports provided a multiple sport package that included static billboards at sporting arenas, live feeds during pre game and post game radio shows. No actual air time was purchased; however, multiple live feeds and visuals were obtained via incidental coverage (i.e. Static billboards seen on television and live feeds via radio). \$37,975.00 was spent throughout the campaign year.

Tulane University provided paid media coverage during Tulane Football games. The coverage included radio coverage on the ISP Sports Radio Network, opening and closing radio billboards, call in shows, play by play announcements, videoboard commercials aired during game time, and public address messaging. Tulane also provided links for LHSC messages on the Tulane Greenwave website, printed media via the football program and the campus newspaper. No actual air time was purchased; however, multiple live feeds and visuals were obtained via incidental coverage (i.e. Static billboards seen on television and live feeds via radio). \$41,416.15.00 was spent throughout the campaign year.

Lamar Advertising worked in conjunction with Shadow Broadcasting to provide print billboards during the May Motorcycle Awareness month campaign. \$28,300.00 was spent throughout the campaign year.

Shadow Broadcasting worked in conjunction with Lamar Advertising to provide radio coverage during the May Motorcycle Awareness month campaign. \$21,600.00 was spent throughout the campaign year.

SUMMARY OF PAID MEDIA EXPENDITURES DURING FY 2004

| Campaign Period | Funding Source | Production and Distribution | Total funding spent on paid air time | # TV | # Radio | Earned spots | Evaluation methods |
|-------------------------------------|---------------------------|-----------------------------|--------------------------------------|---------------|--------------|-----------------|--|
| November 2004 Seat Belt Campaign | Section 157 Innovative | \$46,000 | \$728,264.23 | 10,700 | 381 | 32,000 (3:1) | Affidavits of Performance Observational Surveys Focus Groups |
| May 2005 Seat Belt Campaign | Section 405 | \$81,000 | \$459,280.89 | 32,801 | 0 | 71,000 (2:1) | Affidavits of Performance Observational Surveys Focus Groups |
| September 2005 Impaired Driving | Section 410 | \$0 | \$312,843.09 | 2,430 | 2,460 | 5,000 (1:1) | Affidavits of Performance Focus Groups |
| Louisiana Network | Section 163 | \$0 | \$34,100.00 | 0 | 158 | 28 | Affidavits of Performance |
| LSU Sports | Section 163 | \$0 | \$37,975.00 | | | See narrative | Affidavits of Performance |
| Tulane University | Section 163 | \$0 | \$41,416.15 | | | See narrative | Affidavits of Performance |
| Lamar Advertising | Section 163 | \$0 | \$28,300.00 | | | See narrative | Affidavits of Performance |
| Shadow Broadcasting | Section 163 | \$0 | \$21,600.00 | | | See narrative | Affidavits of Performance |
| TOTAL | | \$127,000.00 | \$1,663,779.36 | 50,962 | 2,999 | 108,028 | |

There were no paid print ads included in the LHSC paid media plan; however, numerous articles and editorials were reported. An electronic file of all press articles is kept at the LHSC.

PUBLIC INFORMATION AND EDUCATION

Rafael Bermudez & Associates was contracted to coordinate the public information efforts throughout the state on many traffic safety topics. The LHSC plan included press releases/press conferences/events on the following campaign topics: November-seat belt, December-alcohol, February-distracted driving, March-bicycle/motorcycle, May-seat belt, July-legislative issues, August-pedestrian/school bus, September-seat belt observational report for 2005.

Press conference/Events Schedule

- October 7, 2004 Baton Rouge Diversity Forum
- October 18, 2004 New Orleans Stats release interview
- October 22, 2004 New Orleans Interview
- October 25, 2004 Baton Rouge Red Ribbon Rally
- October 29, 2004 Baton Rouge Teen Traffic Safety
- November 8, 2004 New Orleans Interview
- November 9, 2004 Lafayette Click it or Ticket Press event
- November 16, 2004 Monroe Highway Safety Briefing

| | | |
|-------------------|--------------|---|
| November 18, 2004 | Houma | Highway Safety Briefing |
| November 19, 2004 | Baton Rouge | Impaired Driving press event |
| November 26, 2004 | New Orleans | Click it or Ticket press event. |
| December 1, 2004 | Baton Rouge | Impaired Driving interview |
| December 2, 2004 | Shreveport | Impaired Driving – 4 interviews |
| December 6, 2004 | Lake Charles | Impaired Driving interview |
| December 9, 2004 | Alexandria | Impaired Driving interview |
| December 17, 2004 | Baton Rouge | Impaired Driving interview |
| December 17, 2004 | Kenner | Impaired Driving press event |
| January 10, 2005 | Baton Rouge | Impaired Driving interview |
| March 3-4, 2005 | Baton Rouge | Traffic Safety Summit |
| March 23, 2005 | New Orleans | Interview |
| April 1-3, 2005 | Alexandria | Taking Action! Youth conference |
| April 4, 2005 | Shreveport | Interviews - 2 |
| April 13, 2005 | New Orleans | Interview on DWI legislation |
| April 16, 2005 | New Orleans | Think First Conference |
| April 27, 2005 | Baton Rouge | Motorcycle Safety meeting and media campaign kick off |
| April 28, 2005 | Baton Rouge | Interview |
| April 29, 2005 | Alexandria | Prom Grad Interview |
| May 1, 2005 | Baton Rouge | Motorcycle Safety Rally at State Capitol |
| May 5, 2005 | Baton Rouge | La Access Management Conference |
| May 11, 2005 | Baton Rouge | Motorcycle interview |
| May 17, 2005 | Baton Rouge | Interview |
| May 20, 2005 | Baton Rouge | Click it or Ticket press event with LSP |
| May 21, 2005 | Baton Rouge | Motorcycle Safety Talk Show |
| May 26, 2005 | Baton Rouge | Work Zone press conference |
| June 3, 2005 | New Orleans | Interviews |
| June 4, 2005 | Baton Rouge | Motorcycle Safety Interview |
| August 19, 2005 | Baton Rouge | Impaired Driving Press event |
| August 19, 2005 | Covington | Impaired Driving Press event |
| August 22, 2005 | Lake Charles | Impaired Driving Press event and interview |

PAID MEDIA EVALUATION

Evaluating the paid media effort involved collecting survey data and performing statistical analysis on the various campaigns implemented by the LHSC. The occupant protection observational surveys and attitudinal surveys were analyzed to determine effectiveness of each campaign. We also looked at traffic crash data to determine if any significant change in fatalities and injuries had occurred.

A. Seat Belt Observational Surveys

The LHSC used the basic design approved by NHTSA consisting of a multi-stage probability sample of 417 road segments. The sampling used the following principles:

- 35 of the 64 parishes making up 85% of the population were eligible for inclusion in the sample.
- The survey provides results for the individual 8 regions.
- Specific locations are selected from a list of highways and local roads. The probability of selection is based on VMT.

The occupant protection usage survey is based on two enforcement waves and two media campaigns. The LHSC's prior experience and research on paid media and enforcement was the basis of the campaign plan for both the November 2004 and May 2005. The LHSC researched paid media effectiveness in previous years and found that a campaign with a supported paid media with an enforcement message during enhanced enforcement periods had a 5% more effective rating than using a non-enforcement message and no additional enforcement overtime.

B. Pre and Post Occupant Protection Campaign Telephone Survey

In addition to the observational surveys to assess seat belt usage, the LHSC also conducted two polls to assess Louisiana licensed drivers seat belt use practices, recall of recent seat belt messages, and to understand the general public's perception of using seat belts and enforcement of seat belt laws. More specifically, the objective of the polls was to measure the impact of change attributed to the paid media, earned media, and enforcement campaign conducted in May 2005.

The survey instrument was implemented before and after the Memorial Day 2005 Occupant Protection Media and Enforcement Campaign. The design included interviewing 800 licensed motorists statewide by telephone, 400 each during two different time periods: one before Memorial Day 2005, and the other after. During the intervening time, an occupant protection media and enforcement campaign was implemented.

The results of the telephone surveys indicate several significant changes.

- A highly significant increase (28.8 percentage points) in the recall of having heard or seen anything recently concerning seat belts was recorded (from 45.8% to 74.6%).
- The proportion of motorists recalling a seat belt message slogan increased by 31.1 percentage points (from 14.3% to 45.5%).
- The recall of messages or ads on television also increased by 21.9 percentage points (21.0% to 42.9%) as did recall of strict enforcement messages (7.2 percentage points), checkpoints and ads concerning seat belt use in pick up trucks (1.8% to 9.0%)
- The only other statistically significant increase measured was in the proportion of motorists who "agree" with the statement that "police in my community are writing more seat belt tickets now than they were a few months ago".

The comprehensive paid media and public information effort, in conjunction with enforcement, resulted in an increase in seat belt usage for a fourth year in a row.

2005 seat belt usage is 77.7%, an increase of 2.7 percentage points from 2004.

C. Attitudinal Surveys for Impaired Driving Assessment

Two statewide polls using the same survey instrument were conducted before and after the Labor Day 2005 Impaired Driving Media and Enforcement Campaign. The objective was to

measure the impact of change attributed to the paid media, earned media, and enforcement aspects of the campaign. The sample design provided for 800 licensed motorists statewide, 400 each during two different time periods, one before Labor Day 2005 and the other after. During the intervening time, an initiative to reduce drinking and driving was implemented.

Hurricane Katrina caused a change in post treatment survey, most specifically the post survey included a different population frame than the pre treatment survey. Therefore, no conclusions can be drawn about the drivers in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa, and Washington parishes.

The results of the telephone surveys indicate a few significant changes.

- A general trend of the available data was detected and indicated that the licensed drivers had heard about the campaign and enforcement.
- A substantial decrease was noted in the percent of motorists who think law enforcement of drinking and driving laws in their community was “about right”.
- The only other statistically significant change measured was for motorists’ age. Overall, the post treatment survey group was slightly higher than the pre treatment enforcement survey group.

Although many of the observed increases were not statistically significant, they all point in a positive direction that shows an increase in awareness of the media campaign and an increase of awareness of enforcement efforts by police. The lack of statistical significance may be a result of Hurricane Katrina and the effects she had on much of Louisiana’s population.

SECTION 2003b ANNUAL SUMMARY

The Louisiana Highway Safety Commission's child passenger safety program employs a variety of strategies designed to prevent deaths and injuries among children. Strategies include, public information and education, training, and dedicated law enforcement programs to reach Louisiana's estimated one million children age 12 and under. More specifically, the LHSC has educated and encouraged parents to use safety seats correctly; trained local child safety seat instructors and technicians; provided parents and caregivers opportunities to attend fitting clinics; made special effort to reach low-income populations; and provided funding for a Statewide Passenger Safety Task Force to provide a network of child passenger safety professionals and advocates throughout Louisiana.

The LHSC distributed \$65,194.30 for the purchase of child safety seats, a specialized program to distribute safety seats and parental education during the May 2005 Click it or Ticket Mobilization, and to conduct a statewide survey of child passenger occupant protection usage.

| 2003B Child Passenger Protection Funds | | |
|---|---|--------------------|
| J3-2005-00-00-00 | Purchase of child safety seats | \$675.00 |
| J3-2005-02-00-00 | Child Safety Seat Distribution and Parental Education | \$48,519.30 |
| J3-2005-01-00-00 | Southern Media & Opinion Research | \$16,000.00 |
| | TOTAL | \$65,194.30 |

The LHSC will continue to expend the remaining \$9,022.55 according to the certification requirements.

TOTAL LHSC 2005 Program Funding

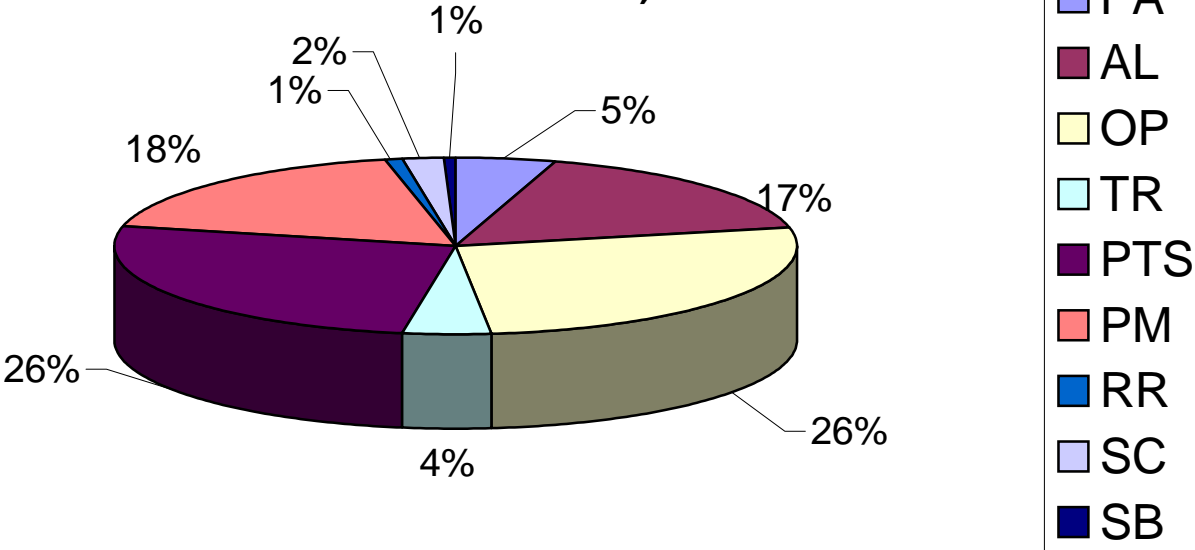
Total LHSC 2004-2005 Program Expenditures

| <u>Fund Name</u> | | <u>Federal Funds</u> | <u>Percentage</u> |
|---------------------------------|-------|------------------------|-------------------|
| Section 402: | | | |
| Planning and Administration | PA | \$ 200,927.72 | |
| Impaired Driving | AL | \$ 218,643.09 | |
| Occupant Protection | OP | \$ 218,643.09 | |
| Police Traffic Services | PT | \$ 1,081,173.45 | |
| Railroads | RH | \$ 39,380.80 | |
| Safe Communities | SA | \$ 81,145.79 | |
| School Bus | SB | \$ 23,323.60 | |
| Traffic Records | TR | <u>\$ 146,039.62</u> | |
| Section 402 Total | | \$ 2,009,277.16 | 13.4% |
| | | | |
| Section 405a (OP) | J2 | \$ 9,818.13 | |
| Section 405a Paid Media (PM) | | <u>\$ 459,280.89</u> | |
| Section 405 Total | | \$ 469,099.02 | 3.1% |
| | | | |
| Section 2003b (OP) | J3 | \$ 65,194.30 | 0.4% |
| | | | |
| Section 410 (AL) | J8 | \$ 343,829.10 | |
| Section 410 Paid Media (PM) | J8PM | <u>\$ 312,843.09</u> | |
| Section 410 Total | | \$ 656,672.19 | 4.4% |
| | | | |
| Section 411 (TR) | J9 | \$ 35,923.96 | 0.2% |
| | | | |
| Hazard Elimination | 154HE | \$ 5,394,736.28 | |
| Hazard Elimination | 164HE | <u>\$ 5,394,736.28</u> | |
| Total Hazard Elimination | | \$ 10,789,472.56 | 71.9% |
| | | | |
| Section 163ID (AL) | 163ID | \$ 100,000.00 | |
| Section 163DM (AL) Yr 2 | 163DM | <u>\$ 42,695.58</u> | |
| Total 163 Impaired Driving | | \$ 142,695.58 | 1.0% |
| | | | |
| Section 157 Incentive (OP) | 1570P | \$ 80,999.00 | 0.5% |
| | | | |
| Section 157 Innovative (OP) Yr3 | IPM3 | \$ 32,767.78 | |
| Section 157 Innovative (OP) Yr4 | IPM4 | \$ 195,496.45 | |
| Section 157 Innovative (OP) Yr5 | IN5 | <u>\$ 525,000.00</u> | |
| Total 157 Innovative (OP) | | \$ 753,264.23 | 5.0% |
| | | \$ 15,002,598.00 | 100.0% |

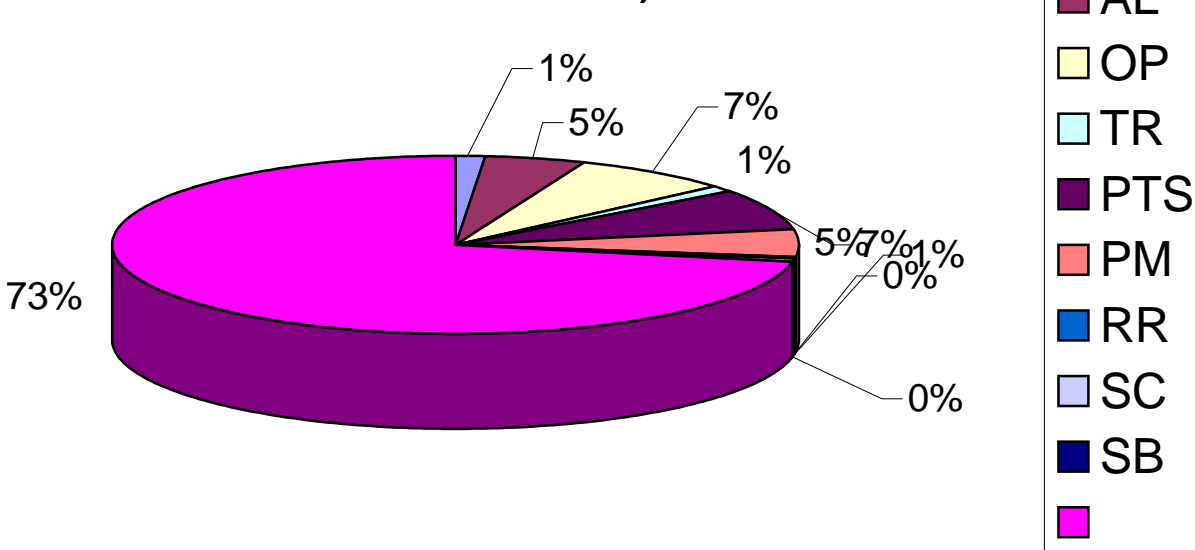
Total LHSC 2005 Program Expenditures by Program Priority Area

| Federal Program Priority Area | | Federal Funds | Percentage |
|------------------------------------|----|------------------------|------------|
| <u>Alcohol</u> | | | |
| 402 Alcohol | AL | \$ 218,643.09 | |
| Section 410 (AL) | AL | \$ 343,829.10 | |
| Section 163ID (AL) | AL | \$ 100,000.00 | |
| Section 163DM (AL) Yr 2 | AL | \$ <u>42,695.58</u> | |
| | | \$ 705,167.77 | 4.7% |
| <u>Hazard Elimination</u> | | | |
| Hazard Elimination | HE | \$ 5,394,736.28 | |
| Hazard Elimination | HE | \$ <u>5,394,736.28</u> | |
| | | \$ 10,789,472.56 | 71.9% |
| <u>Occupant Protection</u> | | | |
| 402 Occupant Protection | OP | \$ 218,643.09 | |
| Section 405a (OP) | OP | \$ 9,818.13 | |
| Section 2003b (OP) | OP | \$ 65,194.30 | |
| Section 157 Incentive (OP) | OP | \$ 21,136.73 | |
| Section 157 Innovative (OP) Yr5 | OP | \$ <u>25,000.00</u> | |
| | | \$ 339,792.25 | 2.3% |
| Planning and Administration | PA | \$ 200,927.72 | 1.3% |
| <u>Paid Media</u> | | | |
| Section 405a Paid Media (PM) | PM | \$ 459,280.89 | |
| Section 410 Paid Media (PM) | PM | \$ 312,843.09 | |
| Section 157 Incentive (OP) | | \$ 59,862.27 | |
| Section 157 Innovative (OP) Yr3 | OP | \$ 32,767.78 | |
| Section 157 Innovative (OP) Yr4 | OP | \$ 195,496.45 | |
| Section 157 Innovative (OP) Yr5 | OP | \$ <u>500,000.00</u> | |
| | | \$ 1,560,250.48 | 10.4% |
| Police Traffic Services | PT | \$ 1,081,173.45 | 7.2% |
| Railroads | RH | \$ 39,380.80 | 0.3% |
| Safe Communities | SA | \$ 81,145.79 | 0.5% |
| School Bus | SB | \$ 23,323.60 | 0.2% |
| <u>Traffic Records</u> | | | |
| Traffic Records | TR | \$ 146,039.62 | |
| Section 411 (TR) | TR | \$ <u>35,923.96</u> | |
| | | \$ 181,963.58 | 1.2% |
| | | \$ 15,002,598.00 | 100.0% |

2005 Funding Split (excluding Hazard Elimination)



2005 Funding Split (including Hazard Elimination)



APPENDIX A

LHSC Stakeholders

AAA

Administrative License Hearing Office

African American Sororities (Delta Sigma Theta, Alpha Kappa Alpha, Sigma Gamma Roe)

All Major Railroads

Alliance to Prevent Underage Drinking

Applied Technology Inc. OP Survey Consultant

Attorney Generals Office

Baton Rouge Alcohol & Drug Abuse Council

Baton Rouge Alcohol Beverage Control

Baton Rouge Mayor's Office

Baton Rouge Rape Crisis Center

Baton Rouge Safety Council

Blue Cross Blue Shield

CAIRE

Campus Restaurant/Bar Owner

Coroners Association

Crime Lab Association

Crime Labs

Department of Education

Department of Education Motorcycle Program

Department of Health and Hospitals

Department of Insurance

Department of Public Safety Data Processing

Department of Transportation and Development

District Attorney's Office

District Attorneys Association

DRE/SFST Instructors

Driving School

DWI Task Force Chairman

East Baton Rouge Parish I CARE

EMS

ENCARE

Faith Community

Federal Highway Administration

Fire Departments

Hospitality Industry Leaders

Hospitals

Houma Alcohol & Drug Abuse Council

HTV News Talk Ten Media

Jefferson Parish Courts, 1st & 2nd
Juvenile Probation
La. STARS (Louisiana Alliance Youth Advisory Board)
Lafourche SO
Law Enforcement
Legislators
LHSC Law Enforcement Liaisons
Louisiana Highway Safety Commission
Louisiana Highway Safety Commission Youth Advisors (21)
Louisiana Passenger Safety Task Force
Louisiana State Police
Louisiana State Police Applied Technology Section (Intox./SFST/DRE Program)
Louisiana State Police Intoxilizer Program
Louisiana State University
Louisiana State University Campus Community Coalition (PhD, Public Information Officer, & Student Assistant)
Louisiana Supreme Court
LSU Baton Rouge Campus Community Coalition for Change
LSU Medical Center
LSU Shreveport Community Policing
LSU Student Organizations
MADD
Mayors
Metropolitan Planning Offices
Mockler Beverage
National OJJDP, Bureau of Justice
National Responsible Hospitality Industry Consultant
New Orleans African American Faith Based Community Leaders
New Orleans Alcohol & Drug Abuse Council
New Orleans Charity Hospital
New Orleans Diversity Traffic Safety Representative
NHTSA Law Enforcement Liaison
NHTSA Regional Program Manager
NHTSA Washington & Region
Office of Motor Vehicle
Office of Public Health
Office of Risk Management
OMV
Operation Lifesaver
Parish School Bus Transportation Supervisors
Partners in Prevention
Police Juries
Pride of St. Tammany
Regional Can Do Program

Regional Planning Office
Remove Intoxicated Drivers (RID)
SADD
Safe & Drug Free Schools
Safe and Drug Free School Administrators
Safe Communities
Safe Kids
Safety Councils
Safety Management Systems
School Boards
South Central Louisiana Safe Community
South East DWI Task Force
Southern University Blacks Against Destructive Decisions (BADD)
State Alcohol Beverage & Tobacco Control
State Risk Management
State School Bus Transportation Supervisors Association
Tangipahoa Alcohol & Drug Abuse Council
Terrebonne General Hospital
Traffic Court Judges
Universities

APPENDIX B

2005 Legislative Session

| Bill Number | Author | Content Summary | 2nd Committee Assignment and hearing date | House/ Senate orders | Enrolled Date | Effective Date |
|----------------|--------------|--|---|---|---------------|-------------------|
| HCR 128 | Powell, Mike | Creates a task force to study issues relating to aggressive driving. | | | 6/16/2005 | |
| HB 5 | Baudoin | Increases the penalties for leaving children unattended in motor vehicles. | 5/17/2005 Senate Judiciary C 5/17/05 9:30 am RM AB reported favorably | 5/18/2005 amendments and back to house Orders 5/25/05 | 6/6/2005 | 8/15/2005 Act 30 |
| HB 16 | Farrar | Deletes requirement of fleeing the scene of an accident as an element of the crime of vehicular homicide. | 5/17/2005 Senate Judiciary C | 5/31/2005 | 6/8/2005 | 8/15/2005 Act 32 |
| HB 69 | Tucker | Provides for discount for automobile liability insurance for active military personnel paid by a reduction of the premium taxes. | 6/15/2005 10:00 RM AB Senate Insurance | | 6/22/2005 | 7/11/2005 Act 408 |
| HB 101 | Powell | Requires driver's license suspension for offenses involving unlawful purchase or possession of alcoholic beverages | 5/24/05 Senate Jud C 6/7/2005 10:30 AM RM A-B | 6/13/2005 passed 36-1 | 6/15/2005 | 8/15/2005 Act 165 |
| HB 145 | Thompson | Changes authorized boundaries of railroad development districts and maximum rate of ad valorem tax levied by such districts. | 5/11/2005 referred to Senate Local and Municipal Affairs | 6/15/2005 | 6/16/2005 | 6/29/2005 Act 198 |
| HB 270 | Ansardi | Authorizes the issuance of temporary permits electronically under certain circumstances to the Department of Public Safety and Corrections as relative to driver's licenses. | 5/19/2005 Senate Transportation Adj RM E reported favorably | 5/26/2005 | 6/7/2005 | 6/16/2005 Act 50 |
| HB 278 | St. Germain. | Clarifies definitions applicable to the limitation of liability for motorized off-road vehicle activities. | 5/10/2005 Senate Judiciary A 5/24/05 9:00 am reported favorably | 5/31/2005 | 6/9/2005 | 8/15/2005 Act 51 |
| HB 281 | Ansardi | Provides for admissibility of state police crime lab BAC results in civil cases. | 5/17/2005 Senate Judiciary C | 5/31/2005 | 6/9/2005 | 8/15/2005 Act 52 |

| | | | | | | |
|---------------|----------|---|---|---|-----------|----------------------|
| HB 285 | Cravins | Increases the civil penalties for certain railroad grade crossing violations. | 6/15/2005 | | 6/23/2005 | 8/15/2005 Act 477 |
| HB 338 | Powell | Provides for limitations on the location of licensed liquor establishments. | 5/26/05 Referred to 6/7/2005 Senate Jud B 9:30 AM reported favorably as amended 6/14/05 | | 6/22/2005 | 7/13/2005 Act 508 |
| HB 351 | Triche | Provides that a duplicate driver's license shall be lawful identification for purposes of purchasing alcoholic beverages. | 5/26/05 Referred to Senate Jud B reported favorably | 6/7/2005 | 6/14/2005 | 8/15/2005 Act 83 |
| HB 509 | Triche | Provides relative to violations on an individual's official motor vehicle operating record. | | | 6/20/2005 | 8/15/2005 Act 507 |
| HB 692 | Wooten | Provides with respect to ignition interlock devices as a condition of bail in relation to DWIs | Senate Jud C 6/14/2005 | | 6/20/2005 | 8/15/2005 Act 381 |
| HB 744 | Crowe | Restricts the duplication of motor vehicle keys based on vehicle identification numbers. | 6/16/2005 9:30 am RM E | | 6/20/2005 | 8/15/2005 Act 385 |
| HB 761 | White | Provides for air bags not to be calculated to determine if a vehicle is a total loss under the insurance policy. | | 6/14/2005 | 6/16/2005 | 6/29/2005 Act 262 |
| HB 767 | Glover | Amends excessive noise statute to provide for the seizure of license plates | 5/10/2005 Senate Judiciary C | 5/17/05 9:00 am RM AB reported favorably | 6/23/2005 | 8/15/2005 Act 490 |
| SB 157 | Chassion | Provides with respect to criminal penalties for third, fourth, and subsequent DWI offenses. | 5/26/05 referred to House Criminal Justice 6/7/2005 9:30 AM Rm 6 | 6/13/2005 | 6/23/2005 | 8/15/2005 Act 497 |

APPENDIX C

Section 163 (.08)

Section 163 Final Report for FY 2004-2005

| <u>Project Name</u> | <u>Number</u> | <u>Program Area</u> | <u>Planned</u> | <u>Expended</u> | <u>Local Benefit</u> |
|---|---------------|---------------------|----------------------|----------------------|----------------------|
| Linden Claybrook: Safe Drive Louisiana | P3 05-09-00 | J2 | \$ 30,850.00 | \$ 30,850.00 | |
| Think First | P3 05-12-00 | J2 | \$ 50,000.00 | \$ 50,000.00 | |
| Think First Support Conference | P3 05-00-00 | J2 | \$ 2,000.00 | \$ 2,000.00 | |
| Nu Gamma Omega | P3 05-16-00 | J2 | \$ 6,000.00 | \$ 6,500.00 | |
| Elmer Cole, Diversity Coordinator | P3 05-17-00 | J2 | \$ 15,000.00 | \$ 10,172.16 | |
| Robert Hall, Diversity Coordinator | P3 05-18-00 | J2 | \$ 15,500.00 | \$ 15,500.00 | |
| La. Passenger Safety Task Force/Med Ctr of La | P3 05-24-00 | J2 | \$ 37,858.10 | \$ 37,858.10 | |
| La. Passenger Safety Task Force/Charity Hospital | P3 05-24-01 | J2 | \$ 112,141.90 | \$ 82,409.80 | |
| Applied Technology Statewide OP Survey | P3 05-26-00 | J2 | \$ 49,000.00 | \$ 37,953.78 | |
| Section 163 used as 405a | | J2 Total | \$ 318,350.00 | \$ 273,243.84 | |
| Youth Programs Coordination/LYPS | P3 05-03-00 | J8 | \$ 149,500.00 | \$ 149,378.08 | |
| Winn Parish DA | P3 05-04-00 | J8 | \$ 22,426.00 | \$ 17,516.00 | |
| AASHTO Initiative | IN HOUSE | J8 | \$ 25,000.00 | | |
| Alliance to Prevent Underage Drinking | P3 05-34-00 | | \$ 49,977.15 | \$ 29,386.35 | |
| Section 163 used as 410 | | J8 Total | \$ 246,903.15 | \$ 196,280.43 | |
| Alvin Richardson | P3 05-21-00 | J9 | \$ 49,500.00 | \$ 49,500.00 | |
| Don Marson | P3 05-22-00 | J9 | \$ 39,600.00 | \$ 39,600.00 | |

| | | | | |
|---------------|-------------|----|--------------|--------------|
| Barbara Davis | P3 05-23-00 | J9 | \$ 21,000.00 | \$ 21,000.00 |
|---------------|-------------|----|--------------|--------------|

| | | | | |
|--------------------------------|--|-----------------|----------------------|----------------------|
| Section 163 used as 411 | | J9 Total | \$ 110,100.00 | \$ 110,100.00 |
|--------------------------------|--|-----------------|----------------------|----------------------|

| | | | | |
|---|-------------|----|--------------|--------------|
| Louisiana Safe Kids Coalition (helmets and booster seats) | P3 05-11-00 | OP | \$ 21,000.00 | \$ 21,000.00 |
|---|-------------|----|--------------|--------------|

| | | | | |
|------------------|----------|----|--------------|--|
| Diversity Forums | IN HOUSE | OP | \$ 10,000.00 | |
|------------------|----------|----|--------------|--|

| | | | | |
|--|--|-----------------|---------------------|---------------------|
| Section 163 used as 402 Occupant Protection | | OP Total | \$ 31,000.00 | \$ 21,000.00 |
|--|--|-----------------|---------------------|---------------------|

| | | | | |
|------------|----------------|----|--------------|--------------|
| LA Network | P3 PM 05-10-00 | PM | \$ 34,100.00 | \$ 34,100.00 |
|------------|----------------|----|--------------|--------------|

| | | | | |
|------------|----------------|----|--------------|--------------|
| LSU Sports | P3 PM 05-01-01 | PM | \$ 38,000.00 | \$ 37,975.00 |
|------------|----------------|----|--------------|--------------|

| | | | | |
|-------------------|-------------|----|--------------|--------------|
| Tulane University | P3 05-29-00 | PM | \$ 41,436.50 | \$ 41,416.15 |
|-------------------|-------------|----|--------------|--------------|

| | | | | |
|---------------------|-------------|----|--------------|--------------|
| Shadow Broadcasting | P3 05-00-01 | PM | \$ 21,600.00 | \$ 21,600.00 |
|---------------------|-------------|----|--------------|--------------|

| | | | | |
|-------------------|-------------|----|--------------|--------------|
| Lamar Advertising | P3 05-00-02 | PM | \$ 28,300.00 | \$ 28,300.00 |
|-------------------|-------------|----|--------------|--------------|

| | | | | |
|---|--|-----------------|----------------------|----------------------|
| Section 163 used as 402 Paid Media | | PM Total | \$ 163,436.50 | \$ 163,391.15 |
|---|--|-----------------|----------------------|----------------------|

| | | | | |
|--|----------|----|-------------|--|
| DOTD Pedestrian and Bicycle Conference | IN HOUSE | PS | \$ 7,900.00 | |
|--|----------|----|-------------|--|

| | | | | |
|---|--|-----------------|--------------------|-------------|
| Section 163 used as 402 Pedestrian/Bicycle | | PS Total | \$ 7,900.00 | \$ - |
|---|--|-----------------|--------------------|-------------|

| | | | | |
|----------------|-------------|----|--------------|--------------|
| Bermudez Media | P3 05-05-00 | PT | \$ 48,000.00 | \$ 48,000.00 |
|----------------|-------------|----|--------------|--------------|

| | | | | |
|-----------------------------------|-------------|----|--------------|--------------|
| Wayne Reece, PC dba Reece & Assoc | P3 05-06-00 | PT | \$ 49,000.00 | \$ 49,000.00 |
|-----------------------------------|-------------|----|--------------|--------------|

| | | | | |
|----------------------------------|----------|----|--------------|--------------|
| LHSC SPONSORED TRAVEL & TRAINING | IN HOUSE | PT | \$ 50,000.00 | \$ 30,013.71 |
|----------------------------------|----------|----|--------------|--------------|

| | | | | |
|----------------------|-------------|----|--------------|--------------|
| Hometown Productions | P3 05-08-00 | PT | \$ 20,000.00 | \$ 16,935.00 |
|----------------------|-------------|----|--------------|--------------|

| | | | | | |
|----------------------------------|-------------|----|---------------|--------------|--------------|
| Safe and Sober Enforcement Waves | P3 05-14-xx | PT | \$ 180,000.00 | \$ 61,333.53 | \$ 61,333.53 |
|----------------------------------|-------------|----|---------------|--------------|--------------|

| | | | | |
|--|-------------|--------------------|------------------------|------------------------|
| DOTD Traffic Safety Summit | IN HOUSE | PT | \$ 8,100.00 | \$ 8,039.75 |
| Southern Media Paid Media Attitudinal Assessment | P3 05-25-00 | PT | \$ 26,000.00 | \$ 26,000.00 |
| H & M Consultants | P3 05-27-00 | PT | \$ 20,000.00 | \$ 20,000.00 |
| Robert Breland | P3 05-28-00 | PT | \$ 41,000.00 | \$ 39,292.02 |
| Callaway Consulting | P3 05-33-00 | PT | \$ 38,500.00 | \$ 38,499.36 |
| Ronnie Jones - Public Safety Services | P3 05-01-02 | PT | \$ 9,880.00 | \$ 9,880.00 |
| PIE | P3 05-00-00 | PT | \$ 70,780.35 | \$ 38,513.76 |
| Highway Safety Recognition Program | IN HOUSE | PT | \$ 11,400.00 | |
| Section 163 used as 402 Police Traffic Services | | PT Total | \$ 572,660.35 | \$ 385,507.13 |
| RR Conference | P3 05-19-01 | RH | \$ 2,650.00 | \$ 2,650.00 |
| Section 163 used as 402 Railway/Highway Safety | | RH Total | \$ 2,650.00 | \$ 2,650.00 |
| Robert Canfield | P3 05-20-00 | RS | \$ 17,000.00 | \$ 17,000.00 |
| | | RS Total | \$ 17,000.00 | \$ 17,000.00 |
| Wayne Goble | | | \$ 30,000.00 | |
| Total Section 163 used as 402 | | | \$ 824,646.85 | \$ 589,548.28 |
| | | Grand Total | \$ 1,500,000.00 | \$ 1,169,172.55 |

| | | |
|---|---------------|-----|
| State Match for funds used as 402 | \$ 196,516.09 | 25% |
| State Match for funds used as 405a | \$ 819,731.52 | 75% |
| State Match for funds used as 410 | \$ 588,841.29 | 75% |
| State Match for funds used as 411 | \$ 330,300.00 | 75% |
| Local Benefit | \$ 61,333.53 | 10% |

Percentage by Program Priority Area

| | | |
|-------------------------|-----------------|-------|
| Alcohol | \$ 196,280.43 | 16.8% |
| Occupant Protection | \$ 294,243.84 | 25.2% |
| Police Traffic Services | \$ 385,507.13 | 33.0% |
| Railway/Highway | \$ 2,650.00 | 0.2% |
| Roadway Safety | \$ 17,000.00 | 1.5% |
| Traffic Records | \$ 110,100.00 | 9.4% |
| Paid Media | \$ 163,391.15 | 14.0% |
| | \$ 1,169,172.55 | 100% |