State of Louisiana
Highway Safety Program

2006 Annual Report

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

Elizabeth "Sue" Johnson, Chairman
James E. Champagne, Executive Director

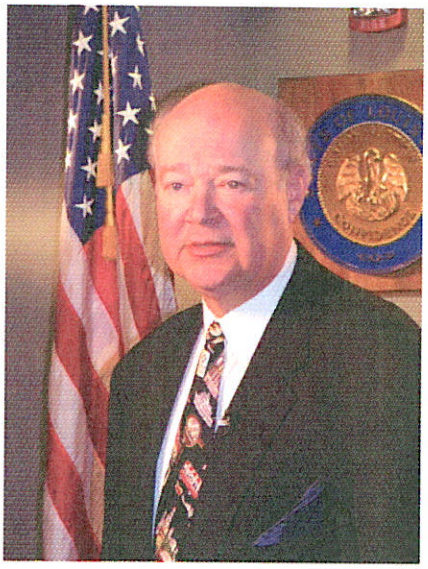
December 28, 2006

Table of Contents

Executive Summary	3
Statistical Summary	5
Commission Leadership	6
Planning and Administration	7
Alcohol	7
Motorcycle	12
Occupant Protection	13
Pedestrian	16
Bicycle	17
Police Traffic Services	18
Traffic Records	23
Paid Media	23
Rail Grade	26
Safe Communities	27
Transfer Funds	28
Section 2003b Summary	28
Section 163	28
Legislative Summary	30
2006 Program Funding	31
Funding Summary	33
Appendix A LHSC Stakeholders	34

The mission of reducing fatalities and injuries on Louisiana roadways is a passion of the LHSC. The pride and the dedication of the staff, successful partnerships with traffic safety professionals throughout the state, and the leadership of policy makers, we have made some significant strides. We are cognizant of statistical shortfalls and will continue the fervor in data collection and analysis, program development, and community involvement to continue to tackle areas of concern.

James E. Champagne



Executive Summary

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 was one modification made to the FY 2006 Louisiana Highway Safety Plan and Performance Plan and the following report reflects the information provided in the Modification 1 submitted May 15, 2006.

In addition to the Section 402 program, the LHSC expended funding from multiple special grant funds.

- Section 410 – Impaired Driving
- Section 405a – Occupant Protection Incentive Funds
- Section 157 Incentive
- Section 163 – ID / DM
- Section 411
- Section 2003b – Child Passenger Safety
- Section 163 - .08 BAC Incentive Funds
- CVARS
- FARS
- Section 154 / 164 – Open Container and Repeat Offender Hazardous Elimination Funds

Additional grant funds were awarded late in FY 2006 and were carried forward to FY 2007 in their entirety.

- Section 408 (Awarded July 2006)
- Section 410 High Visibility (Awarded September 2006)
- Section 408 (Awarded September 2006)
- Section 2010 (Awarded September 2006)

The data year used for this annual report is derived from the State of Louisiana Traffic Records Data Report 2005 published data. The LHSC is aware of many national standards utilizing FARS data; however, the LHSC's confidence level is greater in the state reported data. It is anticipated that recent changes to the Louisiana FARS program will improve consistencies between the two data sets and that the 2008 HSP and 2008 Annual Report will utilize FARS data. Data used throughout this report is available at http://lhsc.lsu.edu/Reports/TrafficReports/default.asp and may provide additional data updated after this report was compiled.

These funding areas support Louisiana programs for Planning and Administration, Alcohol, Motorcycle, Occupant Protection, Pedestrian, Bicycle, Police Traffic Services, Traffic Records, Paid Media, Rail Grade, and Safe Communities. Each program area has associated performance goals and the FY 2006 Annual Report will follow the order of the approved 2006 Highway Safety Plan.

The Louisiana Highway Safety Commission's mission is to develop and implement a comprehensive strategy aimed at saving lives and preventing injuries on our highways. We strive to attain our mission through comprehensive statistical analysis, thorough planning, the development of partnerships, supportive implementation, and consistent evaluation and assessments. The 2006 Annual Report reflects on the previous year and identifies the success towards many of our goals and those areas that continue to need additional focus.

Louisiana continues to be impacted by the hurricanes in 2005 and the Louisiana Property and Casualty Insurance Commission states the losses paid via insurance claims as of September 2006 was over $14.5 billion, excluding losses paid by the National Flood Insurance Program. Despite the ongoing challenges we face, the LHSC maintained the FY 2006 plan for law enforcement and public information campaigns. Our previous year's optimism proved positive as the required local benefit of 40% was met during FY 2006.

Statistical Summary

The performance measures shown here, and illustrated in figures corresponding to each LHSC goal, constitute the national performance measures reported by all states. Although the LHSC goals are similar, they are not identical, specific LHSC goals and progress is indicated within each program area summary.

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	1 year % change
Fatalities (Actual)	901	932	926	951	938	948	911	902	991	963	-3%
Fatality Rate/100 million VMT	2.4	2.4	2.3	2.3	2.3	2.3	2.1	2.1	2.2	2.1	-6%
Injuries (Actual)	87,400	86,800	78,200	77,300	79,500	82,800	87,100	82,800	85,087	82,500	-3%
Fatality & Injury Crash Rate/100 million VMT	137	133	117	109	119	118	118	110	113	110	-3%
Fatality Rate/100K Population	20.7	21.4	21.2	21.8	21	21.2	20.4	20.9	22.05	21.94	-1%
Fatal & Injury Crash Rate/100K population	1197	1183	1078	1032	1081	1090	1137	1084	1110	1122	1%
Alcohol Related Fatalities	479	427	437	431	446	446	431	403	451	402	-12%
Proportion of Alcohol Related Fatalities	53%	46%	47%	45%	48%	47%	47%	45%	46%	42%	-10%
Alcohol Related Fatality Rate/100M VMT	1.26	1.10	1.08	1.05	1.10	1.08	1.00	0.94	1.01	0.89	-13%
Percent of Population Using Safety Belts	59.00%	64.00%	66.00%	67.00%	68.20%	68.30%	68.60%	73.80%	75.00%	77.70%	3%
Proportion of Motorcycle Related Fatalities		2.25%	3.78%	4.42%	6.18%	6.54%	7.14%	8.76%	8.07%	7.68%	-5%
Proportion of Pedestrian Related Fatalities		14.81%	12.42%	11.25%	10.55%	10.23%	9.33%	9.31%	10.01%	11.21%	11%
Proportion of Bicycle Related Fatalities		3.11%	1.94%	2.94%	2.03%	2.32%	2.20%	1.55%	1.11%	2.28%	51%
Proportion of Railgrade Related Fatalities		3.22%	2.70%	1.58%	1.39%	1.48%	1.43%	1.33%	1.92%	1.87%	-3%

The LHSC is proud of the overall improvements in each area noted above; however, we acknowledge continued concerns in the areas of safety belt restraint use, pedestrian fatalities, and bicycle. Each of these three objectives will continue to be assessed and programs evaluated to ensure appropriate outreach and messaging. The LHSC will discuss the development of new programs to implement during FY 2007 and utilize available information for future fiscal year plans.

Commission Leadership

Allen Champagne*	St. Tammany Parish	1st Congressional District
Laura Curb, Ph. D.	Union Parish	5th Congressional District
Bobby W. Deen*	Grant Parish	5th Congressional District
Orian A. Gulotta	Iberville Parish	5th Congressional District
Charles McGowan	East Baton Rouge Parish	6th Congressional District
Elizabeth "Sue" Johnson*	East Baton Rouge Parish	6th Congressional District
Tommy Head*	Caddo Parish	1st Congressional District
Richard J. LeBouef	Vermillion Parish	7th Congressional District
Henry K. Lee*	St. Mary Parish	3rd Congressional District
Joseph D. Milioto	St. John Parish	3rd Congressional District
Godfrey P. Trahan	Vermillion Parish	7th Congressional District
Bette Dee Mule	Jefferson Parish	1st Congressional District
Norris P. Rader, Sr.	Iberia Parish	3rd Congressional District
Timothy D. Reine	St. Tammany Parish	1st Congressional District
Richard J. LeBouef	Vermillion Parish	7th Congressional District
Bobbie J. Price*	Bossier Parish	4th Congressional District
Irving C. Suire*	Vermillion Parish	7th Congressional District
Jimmie P. Thorns, Jr.	Orleans Parish	1st Congressional District
Deano B. Thornton	Winn Parish	5th Congressional District
Carl J. Vicknair	St. James Parish	3rd Congressional District
Charles W. Tapp	East Baton Rouge Parish	6th Congressional District

*Executive Committee

LHSC
Louisiana Highway Safety Commission

Planning and Administration

Objectives set in the 2006 HSP (page #73 in Modification 1)

1. Provide staff training throughout FY 2006 to all full time LHSC staff per Louisiana civil service rules.
2. Ensure planning and administration costs do not exceed the 10% allowance during FY 2006.

The LHSC implemented planning and administration strategies identified in the 2006 HSP Modification 1 (page #74).

Status:

1. Staff completed all required training per Louisiana State Civil Service rules, additional courses have been completed based on personal interest or need. LHSC staff also participated in a variety of traffic safety conferences.
2. The LHSC maintains planning and administration was 5% for FY 2006.

Alcohol

Objectives set in the 2006 HSP (page #77 in Modification 1)

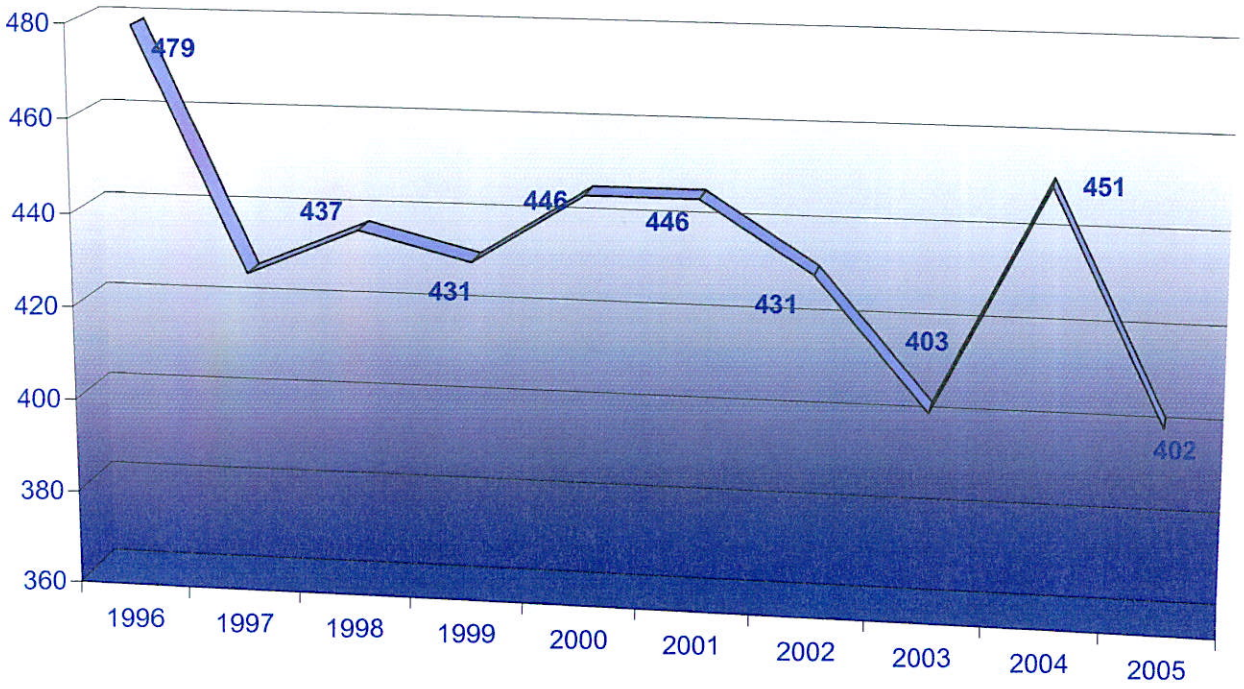
1. Reduce the number of alcohol related fatalities from 451 in 2004 to 448 in 2006.
2. Reduce the number of alcohol related traffic fatalities as a proportion to all fatalities from 46% in 2004 to 44% in 2006.
3. Reduce the alcohol related fatality rate per VMT from 1.01 in 2004 to 1.00 in 2006.

The LHSC implemented alcohol strategies identified in the 2006 HSP Modification 1 (page #78).

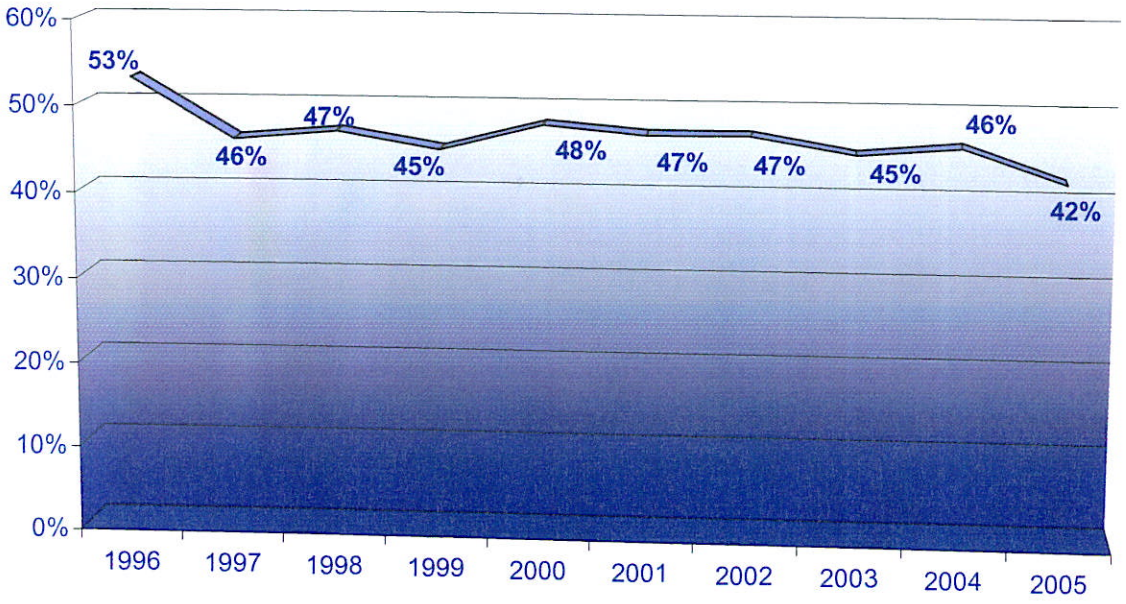
Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The number of alcohol related fatalities decreased from 451 in 2004 to 402 in 2005.
2. The number of alcohol related traffic fatalities as a proportion to all fatalities decreased from 46% in 2004 to 42% in 2005.
3. The alcohol related fatality rate per VMT decreased from 1.01 in 2004 to .89 in 2005.

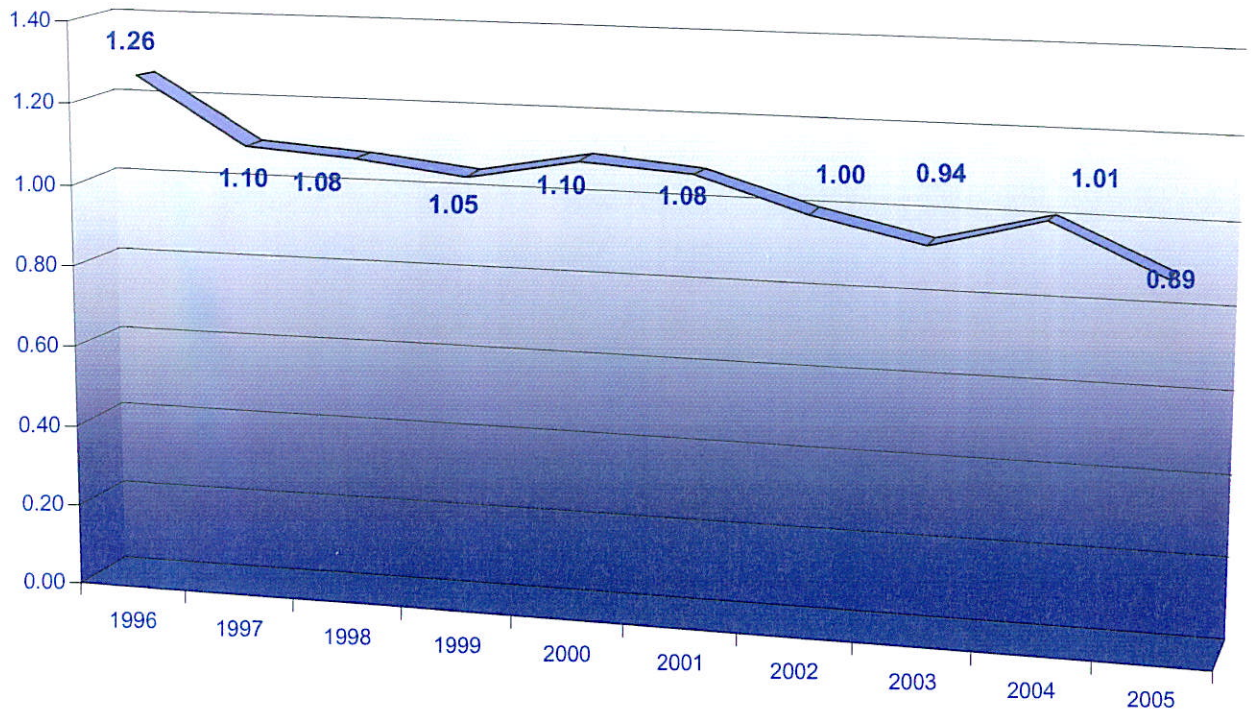
Alcohol Related Fatalities

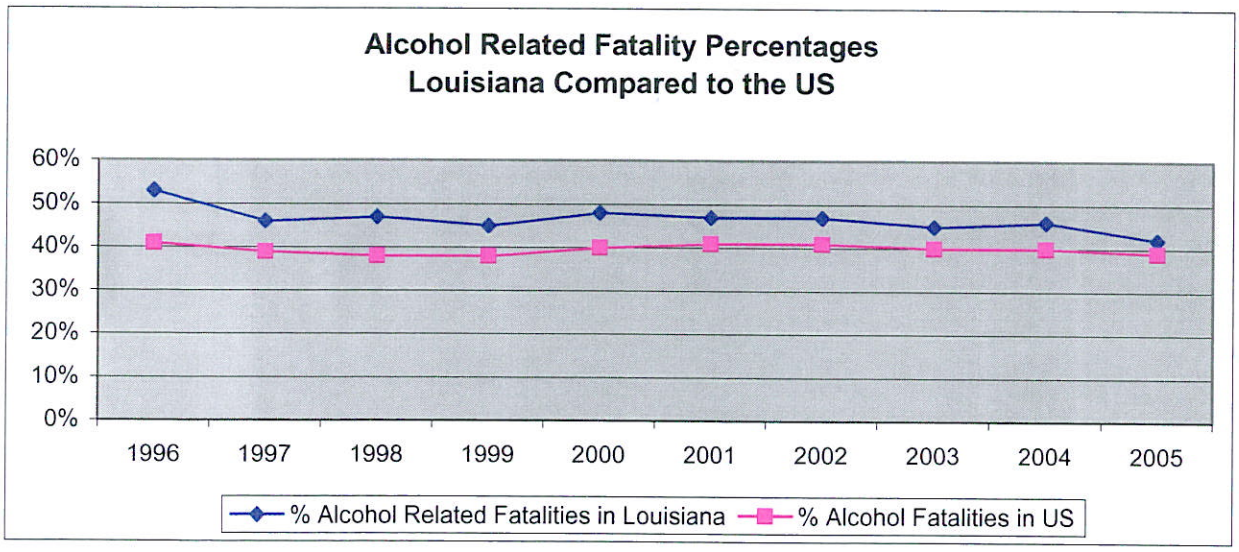


Alcohol Related Fatalities as a Proportion of All Fatalities



Alcohol Related Fatality Rate per VMT



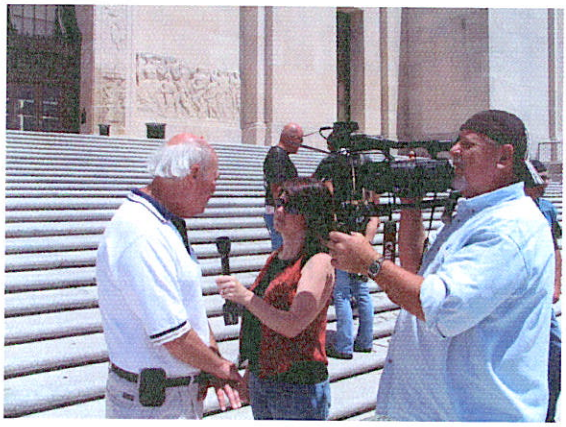


Alcohol Narrative

The LHSC contracted with 42 law enforcement agencies and the Louisiana State Police to conduct impaired driving overtime throughout the 12 months of FY 2006. These agencies worked a combined 14,982 overtime hours, resulting in 1,919 DWI arrests.

The LHSC conducted media events throughout Louisiana to support the Drunk Driving. Over the Limit. Under Arrest. 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.

Louisiana's paid media program utilized a "Request for Proposal" process for the first time to secure the services of The Louisiana Safety First Consortium to provide media analysis and to provide strategic placement based on target populations. $905,812.22 of Section 157 Incentive funds were spent during FY 2006 on impaired driving paid media resulting in 10,833 radio spots and 9,759 television spots, with an additional 2,450 spots donated. Total viewing estimates were 23 million.



Pre and Post attitudinal surveys were implemented to assess message recall, understand public perception on impaired driving, and measure the impact of change attributed to the campaign. The overall margin of error is +/- 7at the 95% confidence level. A general trend was detected that licensed drivers had heard about campaign efforts and enforcement, most significantly was an 18 percentage point increase in respondents "having seen or heard a television / news / commercial / radio."

Table 1 provides alcohol related crash data and an analysis shows a decline in the alcohol related crash rate per 100,000 licensed drivers from 14 in 2004 to 13 in 2005, Table 1 column D. More significant, is the decrease in the 18-20 year old crash rate per licensed driver, columns B and E, which is noticeably down in 2004 and 2005 compared to the years 2001-2003.

TABLE 1

A	B	C	D	E	F	G
	Fatal	**Fatal**	**Fatal**	**Injury**	**Injury**	**Injury**
Year	**Ages 18-20**	**Ages 21-24**	**All ages**	**Ages 18-20**	**Ages 21-24**	**All ages**
2001	25	30	14	340	438	189
2002	27	25	14	348	427	195
2003	24	29	13	319	386	178
2004	20	31	14	298	383	163
2005	21	28	13	282	312	149

Table 2 depicts the decline in alcohol related crashes, fatalities, injury crashes, percent alcohol related fatal and injury crash, and property damage only alcohol related crashes. The annual decline is supported by a five year trend showing consistent declines.

TABLE 2

A	B	C	D	E	F	G	H
Year	**Percent Alcohol Related Crashes**	**LA Alcohol Related Fatalities**	**Alcohol Related Fatalities per 100M VMT**	**Alcohol Related Injury Crashes (1,000)**	**Percent Alcohol Related Injury Crashes**	**Alcohol Related PDO Crashes (1,000)**	**Percent Alcohol Related PDO Crashes**
2001	47%	446	1.08	5.2	10.7%	5.5	5.1%
2002	47%	431	1.00	5.4	10.6%	6.8	5.9%
2003	45%	414	0.94	4.9	10.0%	6.4	5.7%
2004	44%	451	1.01	4.7	9.3%	6.1	5.4%
2005	42%	402	0.89	4.3	8.7%	4.4	4.1%
1 year	-2%	-11%	-12%	-9%	-1%	-28%	-1%
5 years	-5%	-10%	-18%	-17%	-2%	-20%	-1%

Enforcement, public information, education, and paid media are critical factors in improving impaired driving issues in Louisiana, but we would be neglectful not to also attribute Louisiana's successes in reducing impaired driving crashes to the partners and stakeholders of the LHSC. A complete list of stakeholders is provided in Appendix A.

Motorcycle

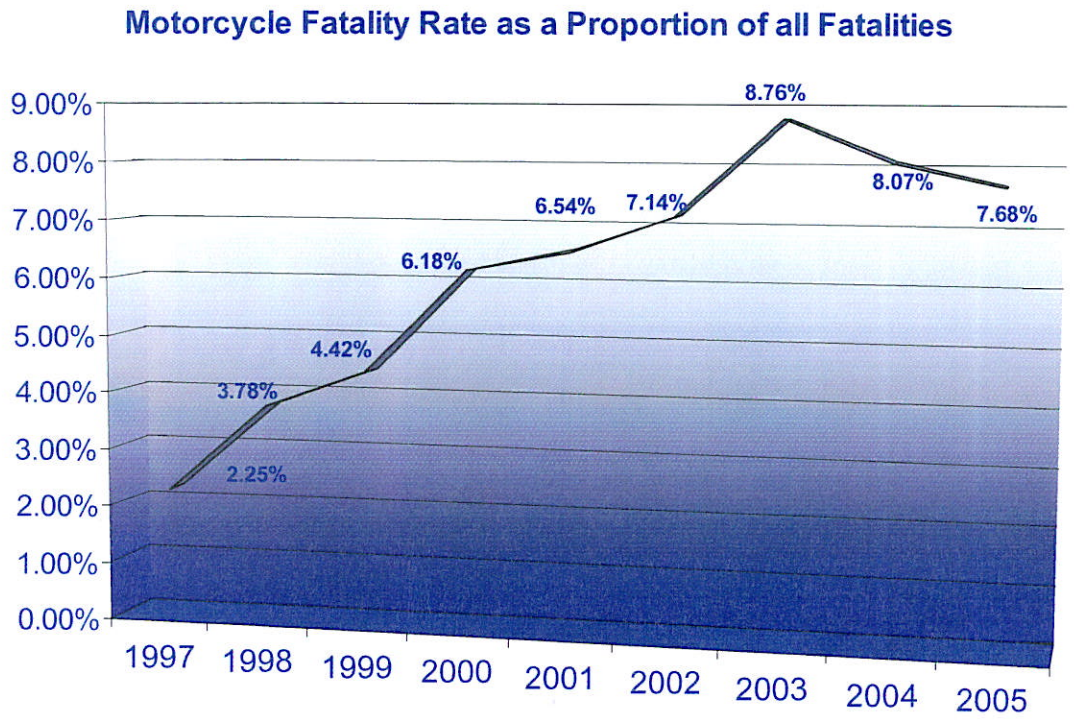
Objective in the 2006 HSP (page #79 in Modification 1)

1. Reduce the number of motorcycle related fatalities as a proportion to all fatalities from 8.07 in 2004 to 7.84% in 2006.

The LHSC implemented motorcycle strategies identified in the 2006 HSP Modification 1 (page #79)

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The number of motorcycle related fatalities as a proportion to all fatalities decreased from 8.07 in 2004 to 7.68% in 2005.



Motorcycle Narrative

A crucial factor in Louisiana's decrease in motorcycle fatalities, is attributed to the state motorcycle helmet law being reinstated in August 2004. Additionally, the LHSC participates in a monthly motorcycle safety meeting to promote safety and awareness of motorcyclists. 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.

A paid media effort was conducted during May 2006 in conjunction with Motorcycle Awareness month. The campaign provided billboard media at high incident crash locations and radio coverage.

Occupant Protection

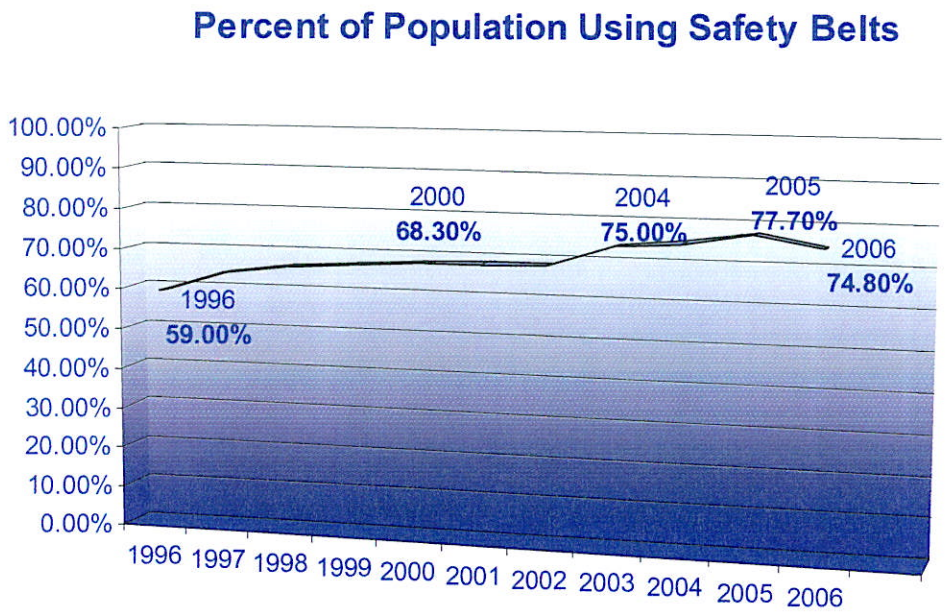
Objectives in the 2006 HSP (page #81 in Modification 1)

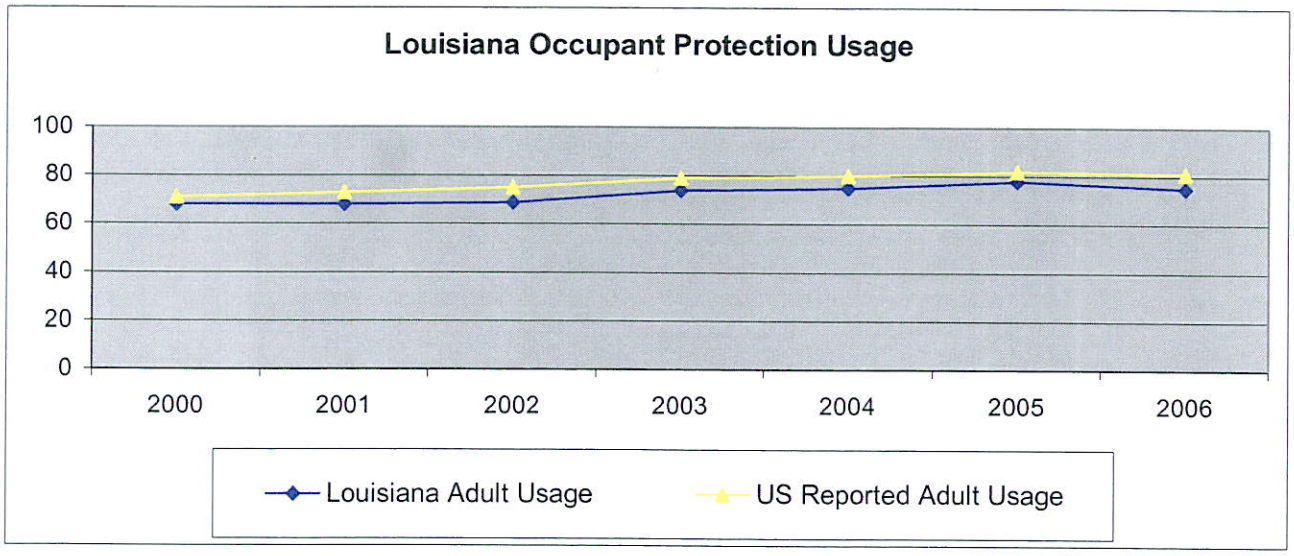
1. Increase the percent of population using safety belts from 75% in 2004 to 77% in 2006.

The LHSC implemented occupant protection strategies identified in the 2006 HSP Modification 1 (page #81).

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The percent of population using safety belts decreased from 75% in 2004 to 74.8% in 2006.





Occupant Protection Narrative

The LHSC contracted with 42 law enforcement agencies and the Louisiana State Police to conduct safety belt overtime enforcement throughout the 12 months of FY 2006 to support the Click it Or Ticket campaign. These agencies worked a combined 21,813 overtime hours, resulting in 44,540 citations, compared to 16,218 hours in 2005 and 33,450 citations.

The LHSC conducted media events throughout Louisiana and partnered with the NHTSA contractor to make a paid media buy in the Louisiana market. Local and state government, various enforcement agencies, medical personnel, educators, business and industry, students, victims and citizens participated in the press events and public information campaigns.

Louisiana's paid media program utilized a "Request for Proposal" process for the first time to secure the services of The Louisiana Safety First Consortium to provide media analysis and to provide strategic placement based on target populations. $887,270.09 of Section 405a funds were spent during FY 2006 on occupant protection paid media, resulting in 4,625 radio spots, 38,980 television spots, and 11,315 donated spots with total viewing estimates at 29 million.

The observational survey is conducted each summer utilizing a NHTSA approved design. Louisiana had a decline in usage that was consistent for all vehicle types and all but one region. Several factors contribute to the decline.

1. Hurricanes Katrina and Rita may have affected the behavior of drivers, especially in the New Orleans and Lake Charles regions.
2. The level of enforcement in the New Orleans and Lake Charles regions declined by over 30% in the year post hurricanes.
3. There was a 4% decrease in autos and a 6% increase in pickup trucks, which have a 5% lower usage rate than cars.
4. The law of diminishing returns suggests that an increase in safety belt usage is more difficult to attain the higher the observed usage.

Table 3 shows the safety belt usage, by region, since 2000.

TABLE 3

Region	2000	2001	2002	2003	2004	2005	2006
	All Vehicles	All Vehicles	All Vehicles	All Vehicles	All Vehicles	All Vehicles	All Vehicles
1-New Orleans	65.2%	66.3%	67.1%	74.8%	73.0%	77.1%	71.2%
2-Baton Rouge	65.8%	65.5%	68.2%	70.6%	72.0%	75.6%	73.8%
3-Houma	67.2%	77.1%	80.0%	77.1%	81.0%	81.3%	79.0%
4-Lafayette	67.2%	65.7%	69.3%	69.1%	74.0%	77.7%	78.2%
5-Lake Charles	75.0%	62.9%	66.3%	76.9%	77.0%	79.4%	73.3%
6-Alexandria	75.6%	73.7%	71.0%	78.1%	76.0%	77.7%	71.5%
7-Shreveport	71.6%	73.6%	68.9%	75.7%	77.0%	78.4%	77.8%
8-Monroe	65.1%	65.6%	64.4%	74.6%	74.0%	77.1%	73.2%
State	**68.2%**	**68.1%**	**68.6%**	**73.8%**	**75.0%**	**77.7%**	**74.8%**

Pre and Post attitudinal surveys were implemented to assess message recall, understand public perception of using and the enforcement of safety belts, and to measure the impact of change attributed to the campaign. The overall margin of error is +/- 4.9 at the 95% confidence level. The results of these surveys indicate several significant changes.

1. A significant increase (10.3 percentage points) in the recall of having heard or seen anything recently concerning seat belts was recorded from 59% to 69.3%. Compared to previous years recordings of 45.8% to 74.6% in 2005.
2. The proportion of motorists recalling a seat belt message increased by 21 percentage points.
3. There was a 4.2% increase of respondents saying it was "very likely" that a driver not wearing a seat belt would be stopped and ticketed."

Enforcement, public information, education, and paid media are critical factors in improving the use of safety restraints in Louisiana. The LHSC values the partners and stakeholders who continue to work towards increase safety restraint usage. A complete list of stakeholders is in Appendix A.

Pedestrian

Objectives in the 2006 HSP (page #82 in Modification 1)

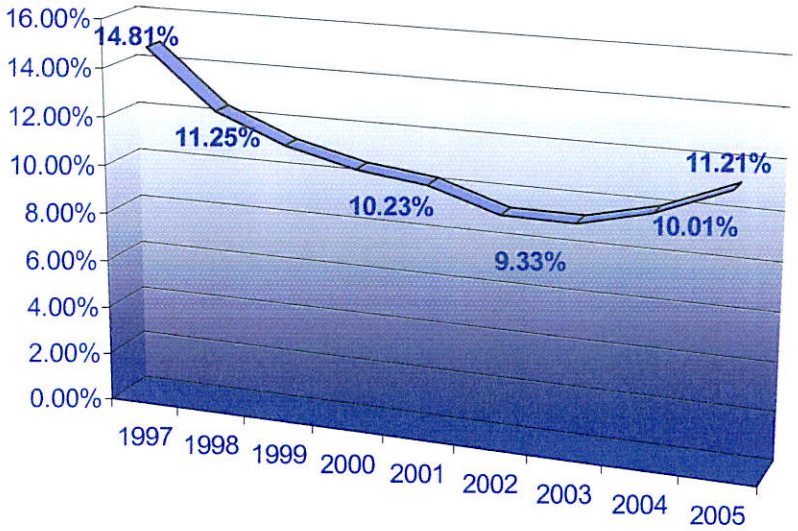
1. Reduce the number of pedestrian related fatalities as a proportion to all fatalities from 10.01% in 2004 to 9.67% in 2006.

The LHSC implemented pedestrian strategies identified in the 2006 HSP Modification 1 (page #82).

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. Reduce the number of pedestrian related fatalities as a proportion to all fatalities increased from 10.01% in 2004 to 11.21% in 2005.

Pedestrian Fatality Rate as a Proportion of all Fatalities



Pedestrian Narrative

The LHSC recognizes pedestrian fatalities is trending upward and has researched data to further identify more specific target populations, geographic locations, and potential outreach methods. The 108 pedestrian fatalities in 2005 occurred in 39 parishes and the highest representation was in Jefferson, East Baton Rouge, and Orleans Parishes. Demographic data show that 19% of pedestrian fatalities were alcohol related, with another 23% pending alcohol results. The adult population ages 21 – 54 were more often pedestrian fatalities than other age groups, representing 54% of all pedestrian fatalities. 31.5% of pedestrian fatalities occurred from 12 am to 6 am and 43.5% occurred from 6 pm to 12 am. The pedestrian fatalities are spread throughout the year. The varying factors provide for a very challenging outreach program. Program research and development will continue throughout FY 2007 to address the ongoing problem.

The Louisiana DOTD has been the primary provider of bicycle programming and the LHSC will continue partnerships with the DOTD and the Federal Highway Administration.

Bicycle

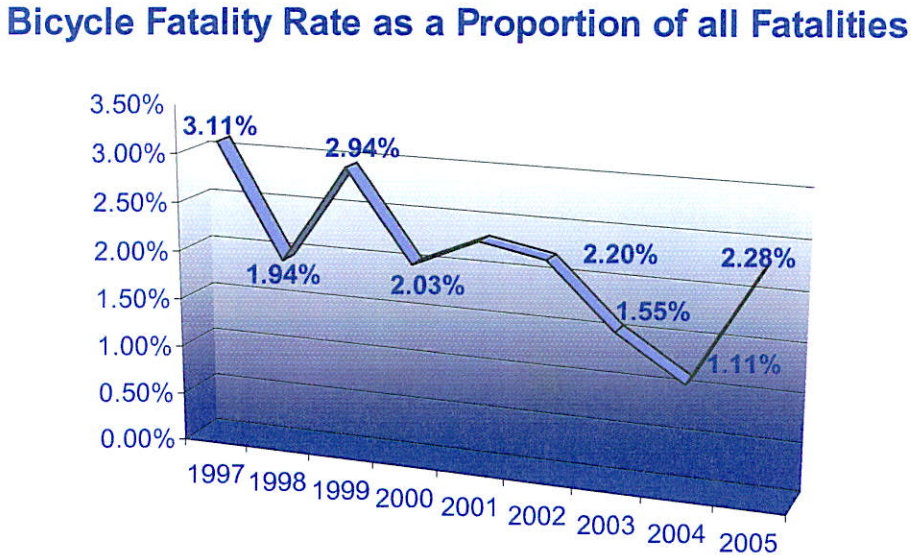
Objectives in the 2006 HSP (page #83 in Modification1)

1. Reduce the number of bicycle related fatalities as a proportion of all fatalities from 1.11% in 2004 to 1.08% in 2006.

The LHSC implemented bicycle strategies identified in the 2006 HSP Modification 1 (page #83). The Louisiana Highway Safety Commission will not directly fund bicycle education programs under the NHTSA funding.

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure)*:

1. The number of bicycle related fatalities as a proportion of all fatalities increased from 1.11% in 2004 to 2.28% in 2005.



Bicycle Narrative

The LHSC has observed a four year decline in the number of bicycle fatalities as a proportion of all fatalities and recognizes the 2005 increase as a point of concern. The one year change may be an anomaly, but will be monitored in future years. The 22 bicycle fatalities in 2005 were scattered throughout 15 parishes and the highest representation was 4 bicycle fatalities in St. Tammany Parish. Demographic data show that 32% of pedestrian fatalities were alcohol related and 55% of the bicycle fatalities were ages 21-54. The small target population and the geographically diverse area provide for a very challenging and potentially costly outreach program. Statistics will continue to be monitored and the LHSC will continue to participate in partnerships and planning meetings for various groups involved with bicycle safety.

Police Traffic Services

Objectives the 2006 HSP (page #87 in Modification 1)

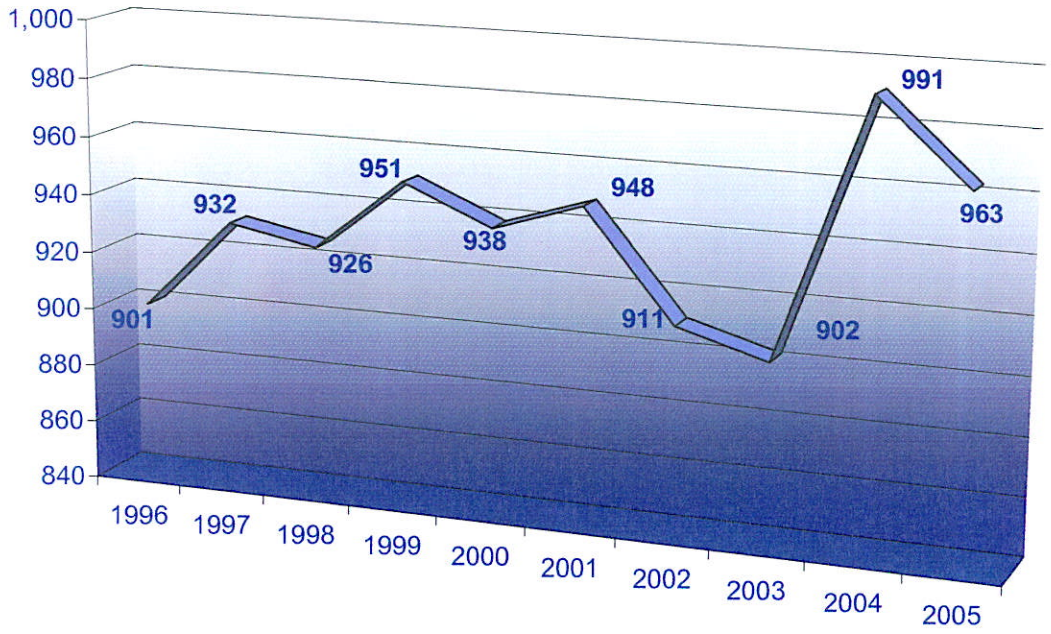
1. Reduce the number of fatalities from 991 in 2004 to 962 in 2006.
2. Reduce the fatality rate per 100 million VMT from 2.2 in 2004 to 2.18 in 2006.
3. Reduce injuries from 85,100 in 2004 to 84,300 in 2006.
4. Reduce the fatal and injury rate per 100 million VMT from 113 in 2004 to 108 in 2006.
5. Reduce the fatality rate per 100K population from 22.05 in 2004 to 21.3 in 2006.
6. Reduce the fatal and injury crash rate per 100K population from 1,110 in 2004 to 1,100 in 2006.
7. Reduce the number of alcohol related fatalities from 451 in 2004 to 448 in 2006.
8. Reduce the number of alcohol related fatalities as a proportion to all fatalities from 46% in 2004 to 44% in 2006.
9. Reduce the alcohol related fatality rate per VMT from 1.01 in 2004 to 1.00 in 2006.
10. Increase the percent of population using safety belts from 75% in 2004 to 77% in 2006.

The LHSC implemented police traffic services strategies identified in the 2006 HSP Modification 1 (page #87).

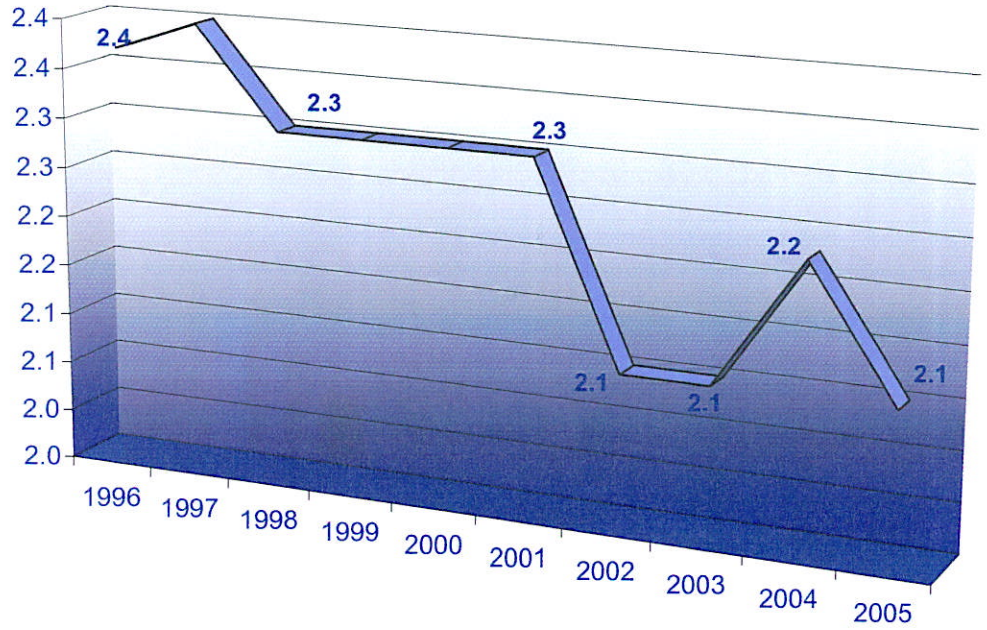
Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The number of fatalities decreased from 991 in 2004 to 963 in 2005.
2. The fatality rate per 100 million VMT decreased from 2.2 in 2004 to 2.1 in 2005.
3. The number of injuries decreased from 85,100 in 2004 to 82,500 in 2005.
4. The fatal and injury crash rate per 100 million VMT decreased from 113 in 2004 to 110 in 2005.
5. The fatality rate per 100K population decreased from 22.05 in 2004 to 21.94 in 2005.
6. The fatal and injury crash rate per 100K population increased from 1,110 in 2004 to 1,122 in 2005.
7. The number of alcohol related fatalities decreased from 451 in 2004 to 402 in 2005.
8. The number of alcohol related fatalities as a proportion to all fatalities decreased from 46% in 2004 to 42% in 2005.
9. The alcohol related fatality rate per VMT decreased from 1.01 in 2004 to 0.89 in 2005.
10. The percent of population using safety belts decreased from 75% in 2004 to 74.8% in 2006.

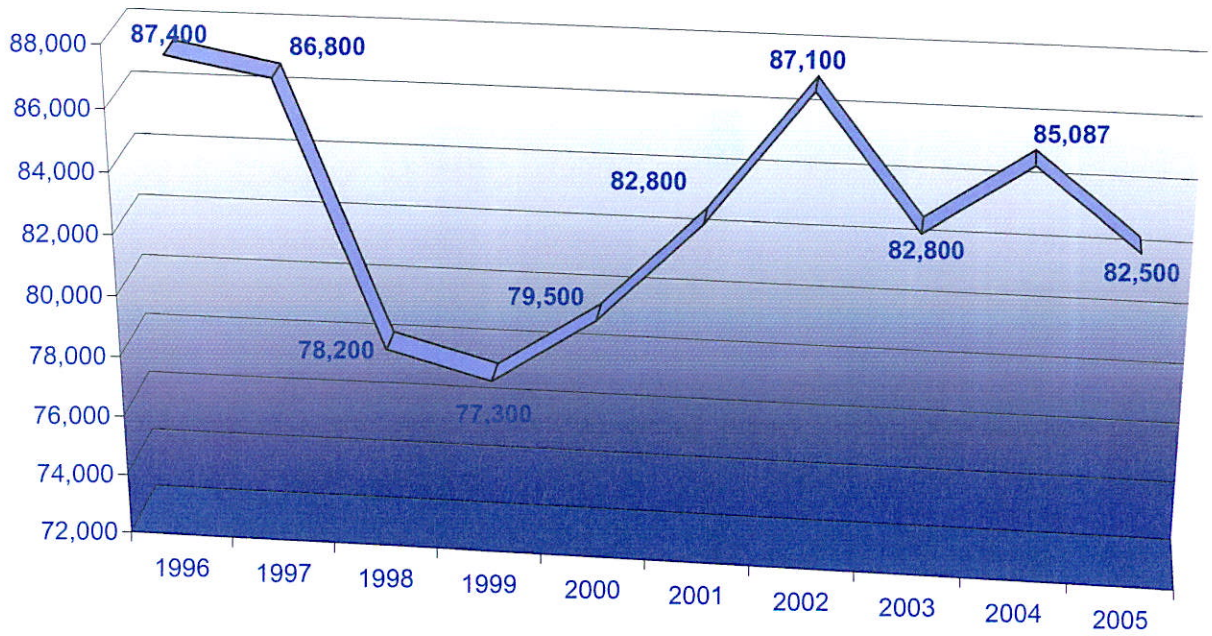
Louisiana Fatalities (actual)



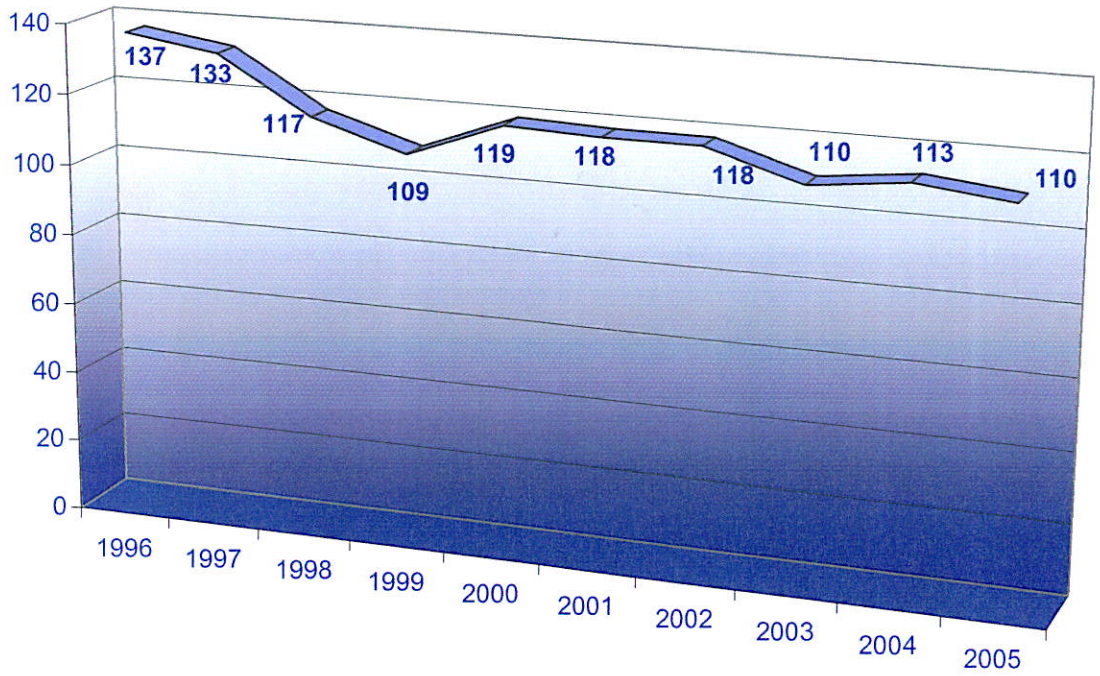
Fatality Rate/100 million VMT



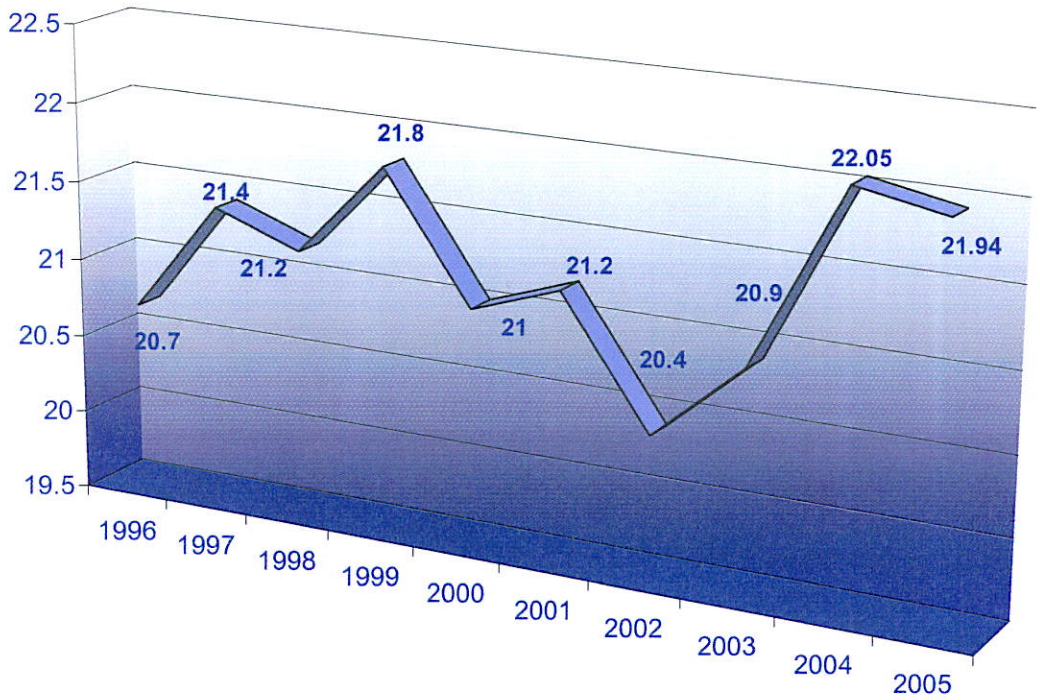
Louisiana Injuries(actual)



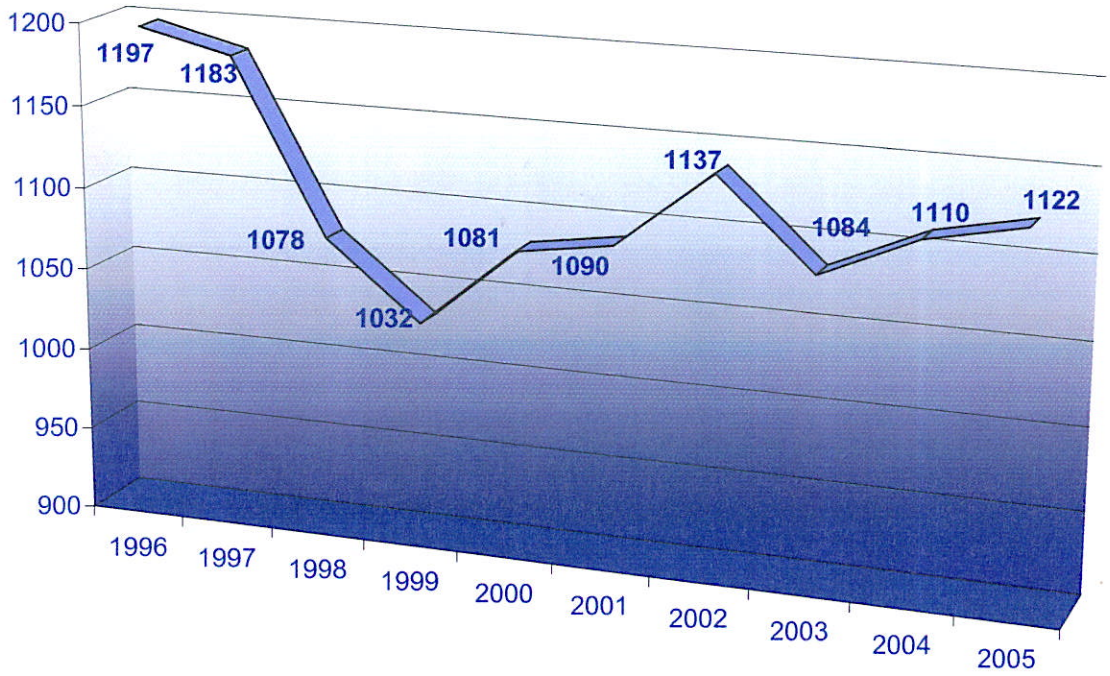
Fatal and Injury Crash Rate per 100M VMT



Fatality Rate per 100K Population



Fatal and Injury Crash Rate / 100K Population



Police Traffic Services Narrative

The LHSC contracted with the Louisiana State Police, 21 Sheriff's Departments, and 23 municipal agencies to conduct three primary types of enforcement. Impaired Driving, Occupant Protection, and Speed are leading causes of traffic safety fatalities and injuries and law enforcement efforts have historically been a critical component to addressing each issue.

The LHSC contracted with 42 law enforcement agencies and the Louisiana State Police to conduct impaired driving overtime throughout the 12 months of FY 2006. These agencies worked a combined 14,982 overtime hours, resulting in 1,919 DWI arrests. The occupant protection overtime enforcement was conducted throughout the 12 months of FY 2006, with the same law enforcement agencies, to support the Click it Or Ticket campaign. These agencies worked a combined 21,813 overtime hours, resulting in 44,540 citations, compared to 16,218 hours in 2005 and 33,450 citations. Both campaigns utilized an increase of overtime during the corresponding national campaigns and had supportive paid media campaigns.

A third enforcement effort began in FY 2006 to incorporate speed. The primary efforts was the "The Heat is On! Campaign during summer of 2006; however, speed overtime was incorporated into 42 of the LHSC year long enforcement contracts. The Louisiana State Police and an additional 82 law enforcement agencies contracted with the LHSC to provide enforcement from July 5 – September 12, 2006. The summer campaign was marketed as "The Heat is On!" and included paid and earned media in the model of previously successful impaired driving and occupant protection campaigns. The combined year long and summer enforcement effort resulted in 15,735 overtime hours and 53,235 citations.

Numerous editorials were written in response to the stepped up enforcement and many citizen reports of appreciation for the raised awareness and enforcement. The campaign is planned to continue during the summer of 2007.

Traffic Records

Objectives in the 2006 HSP (page #90 in Modification 1)

1. Maintain 100% review and map spotting of all fatal crashes reported by local and municipal agencies in 2006. (The LSP fatal crash reports are electronic and do not require map spotting.)

The LHSC implemented traffic records strategies identified in the 2006 HSP Modification 1 (page #90).

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The LHSC maintained 100% review and map spotting of all fatal crashes reported by local and municipal agencies in 2006. (The LSP fatal crash reports are electronic and did not require map spotting.)

Traffic Records Narrative

The Traffic Records Committee (La TRC) has continued efforts 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 La TRC worked closely with municipal and parish law enforcement agencies, providing training and computer equipment.

The Commercial Vehicle Analyst Reporting System (CVARS) project continues to work towards improving the quality and quantity of data collected from crash reports of commercial vehicles. The CVARS staff is also participated in the revision of the Louisiana Uniform Motor Vehicle Traffic Crash Report.

Paid Media

Objectives in the 2006 HSP (page #94 in Modification 1)

1. Provide a comprehensive paid media campaign statewide in 2006.

The LHSC implemented paid media strategies identified in the 2006 HSP Modification 1 (page #94).

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The LHSC conducted a "Request for Proposal" process to attain a single paid media contractor. The RFP was awarded to the Louisiana Safety First Consortium who provided the LHSC a comprehensive statewide paid media campaign in 2006.

Paid Media Narrative

Louisiana's paid media program utilized a "Request for Proposal" process for the first time to secure the services of The Louisiana Safety First Consortium. The result was a single contractor who had the capability to provide media analysis, develop a comprehensive marketing and communications plan, and provide strategic paid media placement based on target populations. The primary themes of the LHSC 2006 paid media campaign were occupant protection and impaired driving, with smaller components for railroad safety, motorcycle safety, and speed.

Table 4 provides a summary of paid media funding, type of media outlet, and estimated audience reached for Impaired Driving, Occupant Protection, Railroad, Motorcycle, and Speed. The total paid media effort for FY 2006 was nearly $2.2 million and resulted in 87,593 television and radio spots, 21% of which were aired on donated time.

TABLE 4
SUMMARY OF PAID MEDIA EXPENDITURES DURING FY 2006

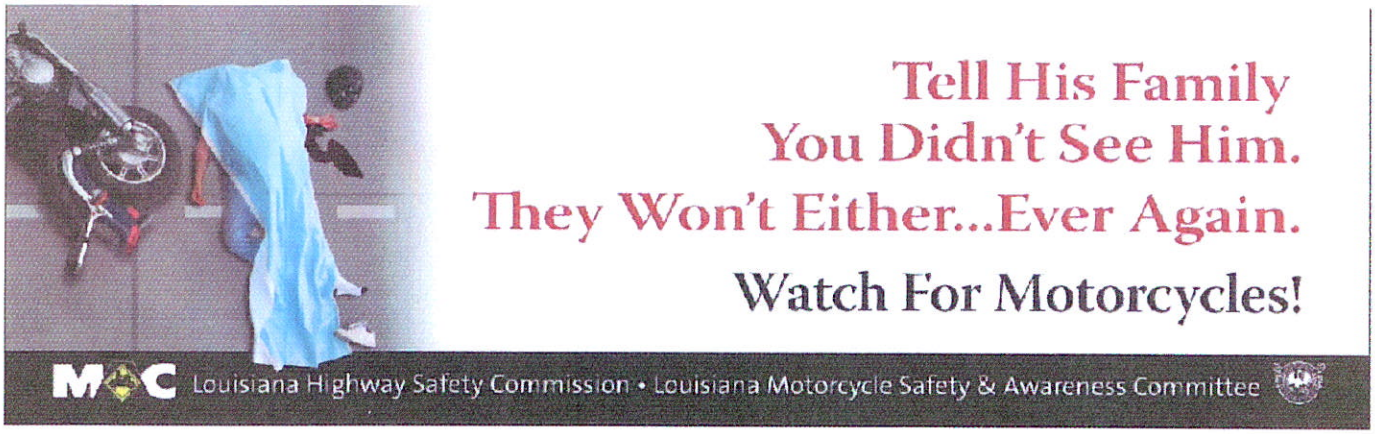
Campaign	Production and Distribution	Total funding spent on paid air time	Total # paid TV	Total # paid Radio	Total # donated Airtime	Viewing estimates	Other
Impaired Driving	$89,779.00 (410)	$905,812.22 (157 Inc.)	9,759	10,833	2,450	23 m	University Sporting Events
Occupant Protection	$36,000.00 (402)	$887,270.09 (405a)	38,980	4,625	11,315	30.8 m	University Sporting Events
Railroad		$10,000.00 (402)		12	5		La. Network represents an affiliate network of 84 outlets.
Motorcycle	$9,313.12	$40,686.88 (402)	36	608	39		18 billboards
Speed	$54,419.63	$134,577.07 (402)	4,416		4,559		28 billboards
TOTAL	**$189,511.75**	**$1,978,346.26***	**53,191**	**16,078**	**18,324**		**46 billboards**

* The total paid media column is $14,732.75 less than the RFP claims reflect. The balance was for billboard vinyl production and included under the "Production and Distribution" column.

The impaired driving and occupant protection campaigns focused primarily on television and radio outlets. University outreach for both campaigns included live reads at football games, static signage at multiple University sporting events, and the allowed for the opportunity for live broadcast interviews.

The $10,000.00 railroad media campaign was a supplement the Operation Lifesaver media campaign and the LHSC was able to enhance the market outreach via Louisiana Network, reaching an affiliate radio network of 84 outlets throughout Louisiana.

Louisiana's interest in motorcycle riding, safety, and legislative issues have been recently on the rise just as the rest of the Nation. The LHSC identified a specific component of the marketing and communications plan to address motorcycle safety and motorist awareness of motorcycles. The $40,686.88 was used to provide static messaging at 18 high incident crash locations and television and radio outreach.



The LHSC maintains affidavits of performance on all paid media buys and implements a more extensive assessment to measure target audience reaction for paid media campaigns that exceed $100,000.00. The LHSC has implemented telephone attitudinal surveys to assess how the target audience's knowledge, attitude, and actions were affected by the impaired driving and occupant protection messages. Additional information on the attitudinal results on impaired driving and occupant protection can be found on page 10 and 14 respectively.

The paid media campaign supporting the "Heat is On!" speed initiative had a separate evaluation component to assess how the target audience's knowledge, attitude, and actions were affected by the message. Four focus groups were arranged where the planned commercial was shared and discussion was facilitated on the type of messaging, the focus groups opinions on the type and delivery of messaging, the perceptions of enforcement as a reality, and whether the campaign would affect motorists likelihood to reduce their speed. The results of the focus groups provided the LHSC feedback regarding the visual impact of enforcement and ensuring the "offenders" in the commercial were "real" people. The participants tended to support the campaign and expressed opinions that the enforcement threat would change most behaviors; however, the consensus was that "young" male drivers would be less likely to change speed behavior. The "young" was defined differently half of respondents felt "young" was only 16-24 year old drivers, half felt "young" drivers included 16-32 year old drivers.

In addition to paid media, the LHSC contracted for specific earned media efforts to supplement the paid campaigns. The LHSC issued 40 news releases and columns, 17 media advisories, hosted 12 news events, produced two magazine columns, created 13 safety briefs, and arranged for numerous television and radio appearances for the Governor's Highway Safety Representative.

Rail Grade

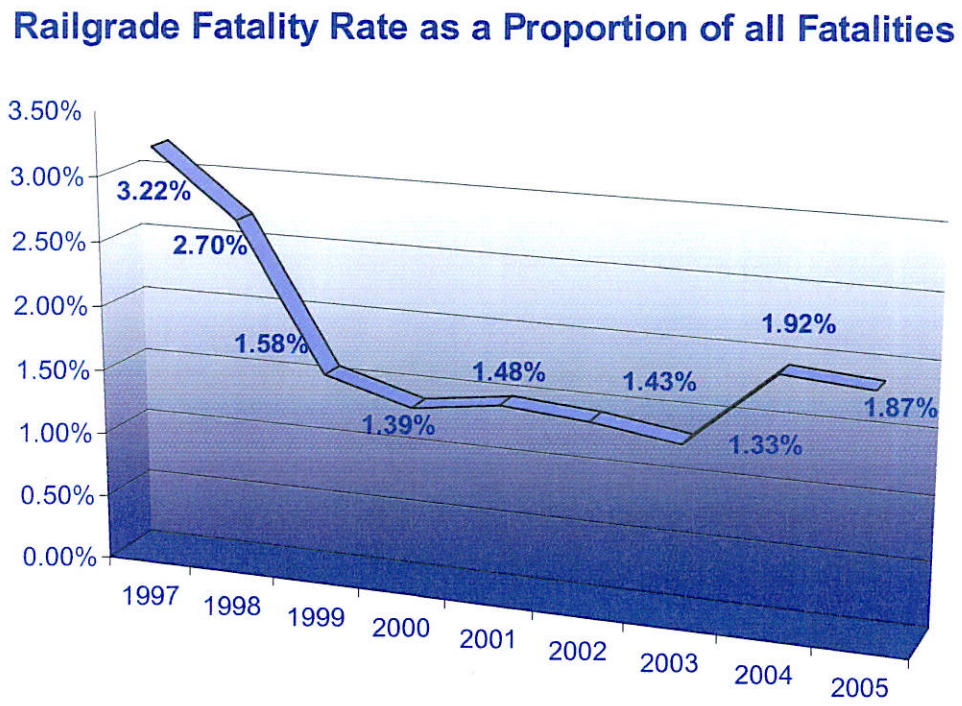
Objectives in the 2006 HSP (page #95 in Modification 1)

1. Reduce the number of rail grade related fatalities as a proportion to all fatalities from 1.92% in 2004 to 1.88% in 2006.

The LHSC implemented rail grade strategies identified in the 2006 HSP Modification 1 (page #95).

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. The number of rail grade related fatalities as a proportion to all fatalities decreased from 1.92% in 2004 to 1.87% in 2005.



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 conducted nearly 400 school and community education programs and had an approximate outreach of 16,000 people and has developed a new school bus module. 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. The Louisiana Operation Lifesaver Director and Assistant Director serve of the National Operation Lifesaver, Inc. "National Program Development Council".

Safe Communities

Objectives in the 2006 HSP (page #96 in Modification 1)

1. Increase the Safe Community activities in Louisiana through an increase in mini grant funding during FY 2006.

The LHSC implemented safe communities strategies identified in the 2006 HSP Modification 1 (page #96).

Status (the most recent data available is used to measure objectives, which may vary from original 2004 performance measure):

1. Safe Community mini grant funding increased from $49,800 in 2005 to $100,200 in 2006.

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, Louisiana Youth Prevention Services, 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 focus on local traffic safety. 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.

Section 154 and Section 164
Open Container Transfer Funds and 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 Department of Transportation and Development (LA DOTD) in their Hazard Elimination program. The LHSC participates in the project selection process of the Hazard Elimination.

Section 2003b
Child Passenger Safety

The remaining $9,022.55 of Section 2003b funds was utilized to purchase and assist Family Roads of Greater Baton Rouge distribute free safety restraints to diverse and economically disadvantaged families throughout the Greater Baton Rouge area.

Section 163
.08

Fiscal Year 2006 was the third year Louisiana expended funds under Section 163. $1,174,064.79 was expended through FHWA and Louisiana DOTD. The following list is based on the "Section 163 (.08) Funds Accounting Guidance – Amended."

Program Area	Project	Description	Obligated	Expended	Local Benefit
Section 163 Used 402					
Alcohol/Occupant Protection					
P3 2006-03-00-00		Raphael Bermudez	$49,500.00	$49,450.00	
P3 2006-04-00-00		Wayne Reece, PC dba Reece & Assoc	$50,000.00	$ -	
P3 2006-05-00-00		LHSC SPONSORED TRAVEL & TRAINING	$75,000.00	$69,367.20	
P3 2006-07-00-00		Hometown Productions	$20,000.00	$ -	
P3 2006-08-00-00		Linden Claybrook: Safe Drive Louisiana	$28,450.00	$28,438.51	
P3 2006-10-00-00		Think First	$50,000.00	$49,995.70	
P3 2006-13-00-00		Motorcycle Surveys RFP	$60,569.50	$43,776.29	
P3 2006-14-00-00		H & M Consultants	$14,000.00	$14,000.00	
P3 2006-15-00-00		Public Information/Education	$73,006.00	$55,586.12	
Alcohol/Occupant Protection Total			$420,525.50	$310,613.82	
Occupant Protection					
P3 2006-09-00		Louisiana Safe Kids Coalition (helmets and booster seats)	$21,000.00		$ -
Occupant Protection Total			$21,000.00	$0.00	
Bicycle/Pedestrian Safety					
P3 2006-11-00		DOTD Pedestrian and Bicycle Conference and Traffic Safety Summit	$16,000.00		
Bicycle/Pedestrian Safety Total			$16,000.00	$0.00	
Police Traffic Services					
P3 2006-16-00-00		Ronnie Jones Public Information Training Class	$12,900.00	$ 12,900.00	
P3 2006-17-00-00		Highway Safety Recognition Program	$10,000.00	$ -	
P3 2006-18-01-00		LSP - Crash Reduction/ Louisiana State Police	$108,590.00	$40,871.44	
P3 2006-27-00-00		Ascension Parish Sheriff's Office	$20,000.00	$20,000.00	$ 20,000.00
P3 2006-28-00-00		Beauregard Parish Sheriff's Office	$10,000.00	$ 9,570.27	$ 9,570.27
P3 2006-29-00-00		Caddo Sheriff's Office	$26,000.00	$17,517.00	$ 17,517.00

P3 2006-30-00-00	Calcasieu Sheriff's Office	$26,000.00	$20,485.27	$ 20,485.27
P3 2006-31-00-00	East Baton Rouge Parish Sheriff's Office	$26,000.00	$ 9,556.45	$ 9,556.45
P3 2006-32-00-00	Jefferson Sheriff's Office	$26,000.00	$16,807.62	$ 16,807.62
P3 2006-33-00-00	Lafayette Sheriff's Office	$26,000.00	$ 22,698.40	$22,698.40
P3 2006-34-00-00	Lafourche Sheriff's Office	$20,000.00	$ 20,000.00	$ 20,000.00
P3 2006-35-00-00	Lincoln Parish Sheriff's Office			
P3 2006-36-00-00	Livingston Sheriff's Office	$20,000.00	$17,648.00	$17,648.00
P3 2006-37-00-00	Rapides Sheriff's Office	$11,000.00	$ 11,000.00	$ 11,000.00
P3 2006-38-00-00	St. Bernard Sheriff's Office	$10,000.00	$ -	
P3 2006-39-00-00	St. Charles Sheriff's Office	$10,000.00	$ 8,528.87	$ 8,528.87
P3 2006-40-00-00	St. John Sheriff's Office	$23,310.00	$22,829.19	$ 22,829.19
P3 2006-41-00-00	St. Landry Sheriff's Department	$20,000.00	$15,780.00	$ 15,780.00
P3 2006-42-00-00	St. Mary Sheriff's Office			
P3 2006-43-00-00	St. Tammany Sheriff's Office	$26,000.00	$25,869.10	$25,869.10

Program Area	Project	Description	Obligated	Expended	Local Benefit
	P3 2006-44-00-00	Tangipahoa Sheriff's Office	$20,000.00	$16,900.53	$ 16,900.53
	P3 2006-45-00-00	Terrebonne Sheriff's Office	$20,000.00	$15,941.52	$ 15,941.52
	P3 2006-46-00-00	Vermillion Sheriff's Office			
	P3 2006-49-00-00	Union Sheriff's Office	$9,000.00		
	P3 2006-47-00-00	Webster Parish Sheriff's Office	$10,000.00	$9,979.69	$ 9,979.69
	P3 2006-48-00-00	Bobby Breland	$41,000.00	$39,121.12	
		Police Traffic Services Total	$531,800.00	$374,004.47	$281,111.91
Roadway Safety					
	P3 2006-12-00-00	Robert Canfield	$19,000.00	$18,085.08	
	Roadway Safety Total		$19,000.00	$18,085.08	
Section 163 Used 402 Total			**$1,008,325.50**	**$702,703.37**	**$281,111.91**
				Local Benefit Calculation	40.00%
NHTSA Section 163 Used 405a					
	P3J2 2006-02-00-00	Diversity Forums	$10,000.00		
	P3 2006-13-00-00	Occupant Protection Survey	$73,544.50	$73,000.81	
	P3J2 2006-18-02-00	Robert Hall, Diversity Coordinator	$15,500.00		
	P3J2 2006-18-03-00	LSP - Crash Reduction/ Louisiana State Police	$200,000.00	$192,990.50	
	P3J2 2006-19-00-00	Nu Gamma Omega	$15,000.00	$15,000.00	
	P3J2 2006-20-00-00	Baton Rouge area, Diversity Coordinator	$15,000.00	$13,494.04	
	Section 405a Total				
Section 163 Used as 405a Total			**$329,044.50**	**$294,485.35**	
NHTSA Section 163 Used 410					
	P3J8 2006-21-00-00	LSP - Crash Reduction/ Louisiana State Police	$95,046.70	$ 95,046.70	
Section 163 Used as 410 Total			**$95,046.70**	**$95,046.70**	
NHTSA Section 163 Used 411					
	P3J9 2006-22-00-00	Alvin Richardson	$49,500.00	$49,500.00	
	P3J9 2006-23-00-00	Don Marson/Map Spotting	$39,600.00	$39,600.00	
	P3J9 2006-24-00-00	Barbara Davis/Map Spotting	$30,000.00	$ 24,912.00	
	P3J9 2006-25-00-00	Map Spotting Assistant	$49,500.00	$49,500.00	
Section 163 Used as 411 Total			**$168,600.00**		**$ 163,512.00**
Total			**$1,601,016.70**		**$1,255,747.42**

Legislative Summary

The LHSC continues to provide factual testimony on traffic crash statistics, NHTSA trends, and overall traffic safety improvements. The following summary is a result of the 2006 Regular Session.

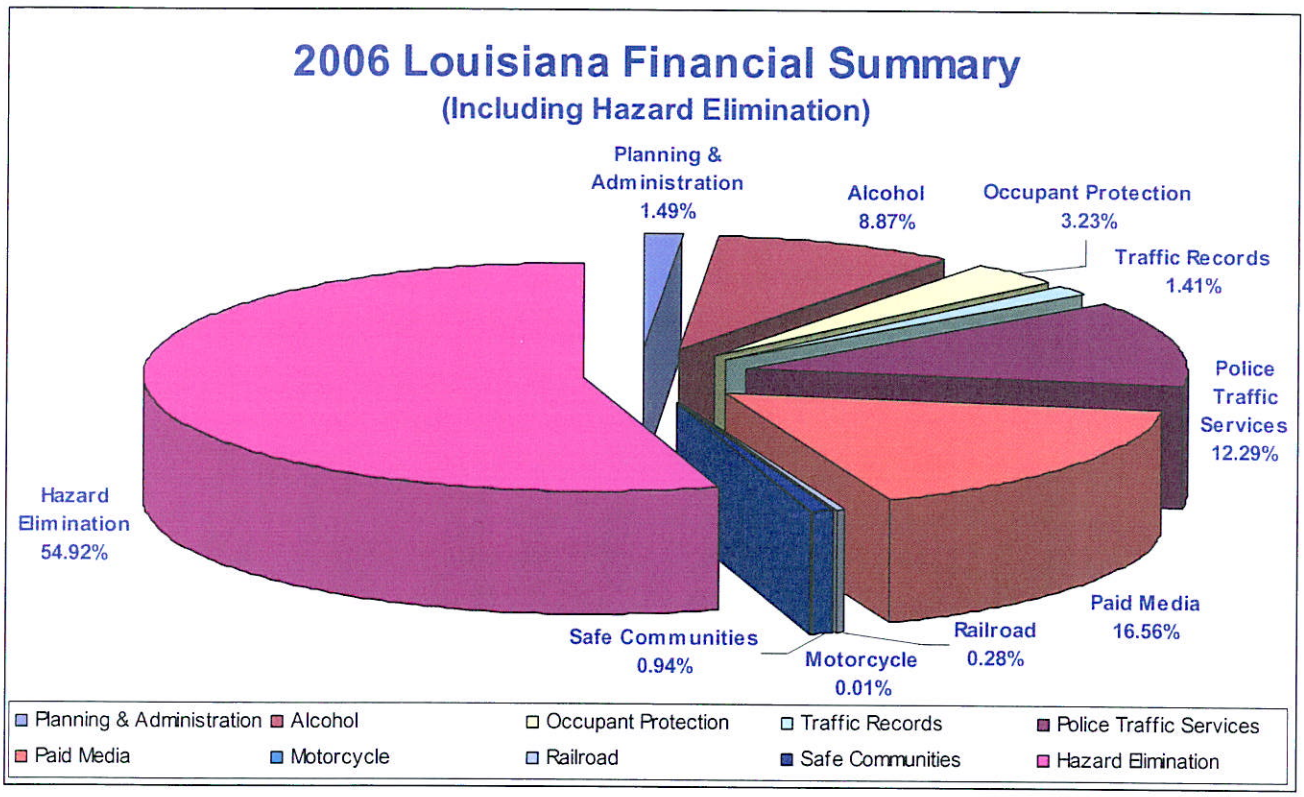
BILL #	AUTHOR	SUMMARY	Act Number
HB122	TOWNSEND	**ALCOHOLIC BEVERAGES:** Prohibits certain acts related to vaporized alcohol machines on licensed premises	Act 147
HB240	GREENE	**MOTOR VEHICLES:** Provides relative to the operation of motor vehicles during a funeral procession	Act 751
HB603	TOOMY	**ALCOHOLIC BEVERAGES:** Provides for fees relative to the Responsible Vendor Program server training course	Act 482
HB694	SMILEY	**MTR VEHICLE/VIOLATIONS:** Provides penalties for operators of motor vehicles cited for failure to yield the right-of-way	Act 195
HB954	LAMBERT	**MTR VEHICLE/DRIVER LIC:** Provides relative to the types of vehicles authorized to be operated with a Class "D" Chauffeur's License	Act 719
HB982	LAMBERT	**MTR VEHICLE/DRIVER LIC:** Creates a Class "A" driver's license	Act 97
HB985	BALDONE	**MTR VEHICLE/MOTORCYCLES:** Prohibits infants and certain children from being transported on motorcycles	Act 98
HB1043	GREENE	**CRIME/HOMICIDE:** Increases penalties for vehicular homicide	Act 294
HB1204	QUEZAIRE	**MTR VEHICLE/TRUCKS:** Provides relative to violation tickets issued to motor carriers	Act 841
SB101	MCPHERSON	**ALCOHOLIC BEVERAGES:** Increases penalties for the sale of alcoholic beverages to minors.	Act 570
SB222	MOUNT	**MOTOR VEHICLES:** Increases penalties for persons who allow unlicensed minors to drive a motor vehicle.	Act 650
SB256	ADLEY	**MOTOR VEHICLES:** Requires a post accident drug test of certain persons involved in a motor vehicle collision, which results in a fatality.	Act 523

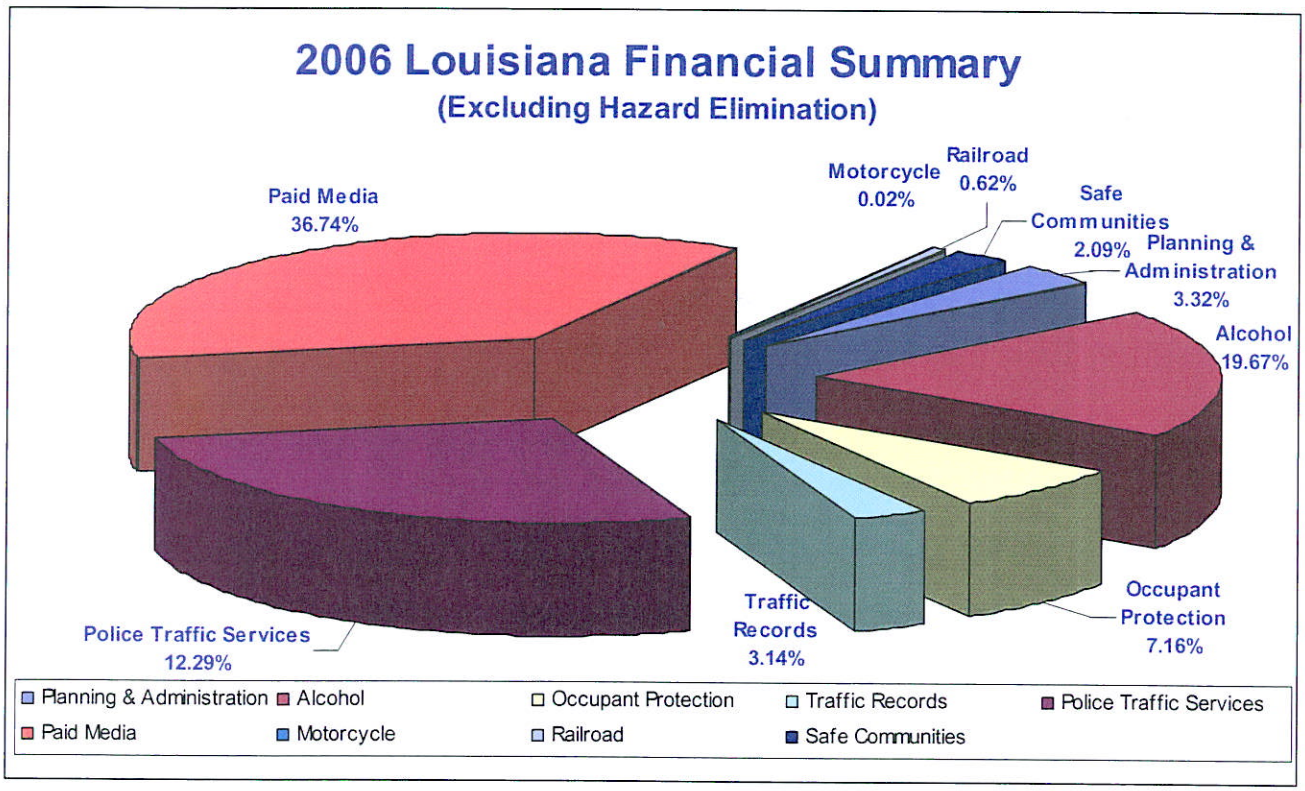
Total LHSC 2006 Program Funding

Total LHSC 2005-2006 Program Expenditures				
Fund Name		Federal Funds		Percentage
Planning and Administration	PA	$	195,613.93	
Impaired Driving	AL	$	362,722.83	
Motorcycle	MC	$	1,120.80	
Occupant Protection	OP	$	213,291.71	
Police Traffic Services	PT	$	1,608,115.30	
Traffic Records	TR	$	168,568.08	
Railroads	RH	$	36,351.20	
Safe Communities	SA	$	123,677.05	
Paid Media	PM	$	284,996.70	
Subtotal Section 402		**$**	**2,994,357.60**	**22.88%**
Section 402 State Match		**$**	**751,565.38**	**20%**
Section 402 Local Benefit		**$**	**1,313,846.13**	**44%**
Section 405a (OP)	J2	$	200,214.41	
Section 405a Paid Media (PM)	J2PM	$	887,270.09	
Subtotal Section 405a		**$**	**1,087,484.50**	**8.31%**
Section 405a State Match		**$**	**3,262,453.50**	**75%**
Subtotal Section 2003b (OP)	J3	**$**	**9,022.55**	**0.07%**
Section 2003b State Match		**$**	**2,255.64**	**20%**
Section 410 (AL)	J8	$	590,551.81	
Section 410 Paid Media (PM)	J8PM	$	89,779.00	
Subtotal Section 410		**$**	**680,330.81**	**5.20%**
Section 410 State Match		**$**	**2,040,992.43**	**75%**
Subtotal Section 411 (TR)	J9	**$**	**16,454.04**	**0.13%**
Section 411 State Match		**$**	**16,454.04**	**50%**
Subtotal Section 157 Incentive	157J8	**$**	**905,812.22**	**6.92%**
Section 157 Incentive State Match		**$**	**2,717,436.68**	**75%**
Hazard Elimination	154HE	$	3,593,967.16	
Hazard Elimination	164HE	$	3,593,967.21	
Subtotal Hazard Elimination		**$**	**7,187,934.37**	**54.92%**
Subtotal Section 163DM (AL)	163 DM	**$**	**207,304.42**	**1.58%**
TOTAL LHSC Expenditures		**$**	**13,088,700.51**	**100.0%**

Total LHSC 2005 Program Expenditures by Program Priority Area

Federal Program Priority Area		Federal Funds	Percentage
Alcohol			
402 Alcohol	AL	$ 362,722.83	
Section 410 (AL)	AL	$ 590,551.81	
Section 163DM (AL)	AL	$ 207,304.42	
		$ 1,160,579.06	**8.87%**
Hazard Elimination			
Hazard Elimination	154 HE	$ 3,593,967.16	
Hazard Elimination	164 HE	$ 3,593,967.21	
		$ 7,187,934.37	**54.92%**
Occupant Protection			
402 Occupant Protection	OP	$ 213,291.71	
Section 405a (OP)	OP	$ 200,214.41	
Section 2003b (OP)	OP	$ 9,022.55	
		$ 422,528.67	**3.23%**
Planning and Administration	PA	**$ 195,613.93**	**1.49%**
Paid Media			
Section 402 Paid Media (PM)	PM	$ 284,996.70	
Section 405a Paid Media (PM)	PM	$ 887,270.09	
Section 410 Paid Media (PM)	PM	$ 89,779.00	
Section 157 Incentive (AL)		$ 905,812.22	
		$ 2,167,858.01	**16.56%**
Motorcycle	MC	**$ 1,120.80**	**.01%**
Police Traffic Services	PT	**$ 1,608,115.30**	**12.29%**
Railroads	RH	**$ 36,351.20**	**.28%**
Safe Communities	SA	**$ 123,577.05**	**0.6%**
Traffic Records			
Traffic Records	TR	$ 168,568.08	
Section 411 (TR)	TR	$ 16,454.04	
		$ 185,022.12	**1.3%**
Total LHSC Expenditures		**$ 13,088,700.51**	**100.0%**


2006 Louisiana Financial Summary
(Including Hazard Elimination)
Planning & Administration 1.49%
Alcohol 8.87%
Occupant Protection 3.23%
Traffic Records 1.41%
Police Traffic Services 12.29%
Paid Media 16.56%
Railroad 0.28%
Motorcycle 0.01%
Safe Communities 0.94%
Hazard Elimination 54.92%
Planning & Administration
Alcohol
Occupant Protection
Traffic Records
Police Traffic Services
Paid Media
Motorcycle
Railroad
Safe Communities
Hazard Elimination


2006 Louisiana Financial Summary
(Excluding Hazard Elimination)
Paid Media 36.74%
Motorcycle 0.02%
Railroad 0.62%
Safe Communities 2.09%
Planning & Administration 3.32%
Alcohol 19.67%
Occupant Protection 7.16%
Traffic Records 3.14%
Police Traffic Services 12.29%
Planning & Administration
Alcohol
Occupant Protection
Traffic Records
Police Traffic Services
Paid Media
Motorcycle
Railroad
Safe Communities

APPENDIX A
LHSC Stakeholders

AAA
Administrative License Hearing Office
African American Sororities
All Major Railroads
Applied Technology Inc.
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 Labs
Department of Education / Motorcycle Program
Department of Health and Hospitals
Department of Insurance
Department of Transportation and Development
District Attorneys Association
DRE/SFST Instructors
Driving Schools
DWI Task Force
East Baton Rouge Parish I CARE
EMS
ENCARE
Faith Based Communities
Federal Highway Administration
Fire Departments
Hospitality Industry Leaders
Hospitals
Houma Alcohol & Drug Abuse Council
Jefferson Parish Courts, 1st & 2nd
Juvenile Probation
Law Enforcement
Legislators
LHSC Law Enforcement Liaisons
LHSC Diversity Coordinators
LHSC Youth Advisors (21)
Louisiana Passenger Safety Task Force
Louisiana State Police
Louisiana State University
Louisiana Supreme Court
LSU Campus Community Coalition for Change
LSU Medical Center
MADD
Mayors
Metropolitan Planning Offices
National OJJDP, Bureau of Justice
National Responsible Hospitality Industry
New Orleans Alcohol & Drug Abuse Council
New Orleans Charity Hospital
NHTSA
Office of Motor Vehicle
Office of Public Health
Office of Risk Management
Operation Lifesaver
Parish School Bus Transportation Supervisors
Partners in Prevention
Police Juries
Pride of St. Tammany
Regional Planning Office
SADD
Safe & Drug Free Schools
Safe Communities
Safe Kids
Safety Councils
Safety Management Systems
School Boards
State Alcohol Beverage & Tobacco Control
State Risk Management
School Bus Transportation Supervisors Assoc.
Tangipahoa Alcohol & Drug Abuse Council
Terrebonne General Hospital
Traffic Court Judges
Universities