



Minutes
Communications Coordinating Council Meeting
Monday, February 17, 2014

ATTENDEES

Tom Ed McHugh, Capital Region Transportation Safety Coalition
Karla Courtade, DOTD
Elizabeth Delaney, DOTD
Autumn Goodfellow-Thompson, DOTD
Dan Magri, DOTD
Rodney Mallet, DOTD
Indira Parrales, DOTD
April Renard, DOTD
Cathy Gautreaux, Louisiana Motor Transport Association
Ashley Moran, Lafayette MPO
Elaine Rougeau, Louisiana Highway Safety Commission
Ken Trull, Louisiana Highway Safety Commission
J.B. Slaton, Louisiana State Police
Nick Manale, Louisiana State Police
Marie Walsh, Louisiana Local Technical Assistance Program
Ron Whittaker, NSRSC
Claude Maher, Operations Lifesaver
Rudynah Capone, SCPDC
Bridget Bailey, Tangipahoa Parish Government

MEETING REPORT

Rodney Mallett with the Department of Transportation and Development opened the meeting and welcomed all those in attendance. He asked everyone to introduce themselves. He then turned the time over to Pam Beer from Cambridge Systematics who described the purpose of the Communications Coordinating Council.

Pam Beer reported the purpose the Communications Council is to market the Strategic Highway Safety Plan (SHSP) and ensure there is consistent messaging when it comes to traffic safety campaigns. She explained Louisiana is required to develop and implement an SHSP and involve a number of safety stakeholders in the process. In developing that plan, stakeholders developed several strategies and action steps that focus on marketing and communications and several focus on the current traffic safety media campaigns. The intent for a Communications Coordinating Council, which includes marketing and communications professionals, is to provide assistance to the safety stakeholders who are trying to implement those media and marketing strategies and action steps. This assistance, she said, may involve helping one of the regional coalitions conduct a media event or provide ideas on how to educate people about young driver safety, etc.

The second part of the purpose is to ensure all the state agencies and statewide organizations are on the same page when it comes to talking about specific traffic issues at specific times of the year. For instance, every year Louisiana conducts the Click It or Ticket and the Drive Sober or Get Pulled Over Campaign. These are required by the National Highway Traffic Safety Commission and are done by the Highway Safety Commission. One of the problems that can arise is one organization talking about Click It or Ticket and another agency talks about drunk driving. This Council will help ensure consistency in messaging. And finally, the group will have an opportunity to view the raw footage that will be used to create a video that promotes Destination Zero Deaths.

Louisiana Highway Safety Commission

To help the participants gain a better understanding of the traffic safety marketing programs that are currently conducted, Ken Trull with the Louisiana Highway Safety Commission (LHSC) gave a briefing of what their office offers each year. The LHSC is a Commission appointed by the Governor where the Executive Director serves as the Governor's representative for highway safety. The Commission's communications program includes the hiring of a media firm for market research and media placement, support for the statewide enforcement plan, and paid and earned media.

Each year the office participates in two national campaigns: Click It or Ticket (May 19-June 1, 2014) and Drive Sober or Get Pulled Over (August 15-September 1, 2014). More information on these campaigns is available at <http://www.trafficsafetymarketing.gov/>. In addition, the Commission includes information on the campaigns and other activities on the Destination Zero Deaths website, www.destinationzerodeaths.com. In addition to participating in the national campaigns, LHSC also supports enforcement efforts to reduce impaired driving during the Christmas to New Year period (December 13-January 1, 2014), Mardi Gras Drive Sober or Get Pulled Over (February 21 – March 4, 2014), Underage Drinking Month (April 1 – 30, 2014), and Independence Day (July 2-6, 2014). There is also support for enforcement programs aimed at getting people to buckle up during Thanksgiving Click It or Ticket (November 24 – December 1, 2013), and Buckle Up In Your Truck (May 1 -7, 2014). Problem ID has led to a special Buckle Up In your Truck campaign this year, with paid media and additional enforcement overtime. Pickup truck drivers use their seatbelt MUCH less than any other vehicle type, and make up for 25% of the vehicles registered. To improve our state-wide seatbelt usage rate, we must improve the rate for pickup truck drivers.

LHSC has also hired a professional firm to do statewide placement of paid media and gets a 1 to 1 ratio of bonus spots. The current media vendor is Graham Group, which selected in statewide competitive RFP. He thanked DOTD for funding the Click It or Ticket paid media efforts, which allows LHSC funds to be used for additional enforcement. One area where he said the help of the group would be valuable is in generating earned media. The LHSC requires all their grantees to do earned media so it is something that is needed. He noted LHSC has a regular stream of press releases, letters to the editor or information releases supporting traffic safety goals. Earned media VERY important and significantly contributes to the overall state-wide effort.

LHSC also does paid media in conjunction with the Click It or Ticket and Drive Sober or Get Pulled Over high visibility enforcement campaigns. Research has shown that paid advertising alone does not change crash rates. The Commission uses their problem identification process to determine what and where the State's traffic safety problems are, and uses to focus where and how paid messages are placed. All paid media placement must be included in the HSP and tied to a particular campaign. Post campaign reports that detail the actual reach and frequency of the paid advertising and the measurable results on traffic safety.

He went on to reiterate what the Communications Coordinating Council could do to support current traffic safety marketing and communications programs including:

- ◆ Ensure consistent messaging
- ◆ Support national and state enforcement waves
- ◆ Leverage local media contacts
- ◆ Use technology to our advantage

Ideas for DZD Video

The group then viewed some raw video footage that was filmed in Louisiana for a video to promote the Destination Zero Deaths concepts. Participants were shown a video developed by Rhode Island to promote the concept of Toward Zero Deaths. Louisiana is trying to do something similar. Some of the comments included the following:

- Need to have information on what people can do to prevent traffic crashes;

- There is no information on seat belts and the fact they are best protection in the event of a crash;
- People who are caricatures of a Louisiana resident should be avoided.
- It is important to ensure the comments are intelligent and thoughtful
- The music selections are not appropriate for the video
- The remarks from the three leaders are way too long and need to be reduced.

Questions were asked on where this video would be shown. Pam Beer commented that it could be shown at community meetings, on the DMV monitors, in movie theaters, and in other locations. The group could help identify some places to show the video.

The meeting adjourned and the group indicated they would meet again in three to four months.