

DESTINATION
ZERO
DEATHS

EMS Engineering Design Plan
 Hard Work Commitment Oversight
 Enforcement Recognition
 Buy-In Bring Together
 Identify Improve
 Join Participate
 Involvement Support
 Educate Outreach
 Messages Encourage Public Health
 Problem Solve Evaluate Railroad Safety

Dedication
 Vision
 Countermeasures

ZERO

Let's Make it Happen



October 20-22, 2015 – Transportation Safety Summit



Louisiana Transportation Safety Summit

Day One – A Call to Action

Over 300 safety stakeholders learned new and exciting information on how to keep Louisiana moving toward **Destination Zero Deaths**. In a first, workshop participants learned some life saving techniques from emergency medical personnel while others had a chance to learn the latest in pedestrian and bicycle safety. It was an action-packed two and half days from October 20 to October 22, 2015 at the Crown Plaza Hotel in Baton Rouge, Louisiana. Experts on issues ranging from changing the way speed limits are set to designing roadways to accommodate all users along with suggestions on ways to improve safety in and around railroad tracks – there was a wealth of new ideas that will keep people energized for months to come.

The theme for Louisiana's 2015 Traffic Safety Summit was "Zero – Let's Make It Happen." According to the State's traffic safety leaders, Louisiana is on its way to achieving that goal. Department of Transportation and Development (DOTD) Secretary Sherri LeBas noted in the past decade fatalities dropped 9.6 percent and serious injuries a whopping 20 percent. Colonel Mike Edmondson, Superintendent of the Louisiana State Police, felt one of the reasons is the dedication and commitment of Louisiana's law enforcement officers who are first on the scene when something bad happens. They are also sadly, he said, the ones who tell someone a loved one has died. John LeBlanc, Director of the Louisiana Highway Safety Commission (LHSC), thanked everyone for the help with the nighttime seat belt enforcement effort. Fifty percent of all fatalities, he indicated, happen at night and dealing with this issue could have a positive impact. All of these efforts are capturing national attention. Wes Bolinger, Division Administrator for the Federal Highway Administration's (FHWA) Louisiana Division, indicated the State was one of seven who were visited by a team from FHWA to capture SHSP implementation best practices.



While the audience was filled with people who are working hard to improve traffic safety in Louisiana, several were singled out for recognition, including:

- » Lt. Colonel David Staton, Deputy Superintendent Patrol Division, Louisiana State Police;
- » Major Carl Saizan, Louisiana State Police and Co-Chair of Statewide Impaired Driving Emphasis Area Team;
- » Norma Broussard, Director of Felony DWI and Traffic Safety Outreach, Jefferson Parish District Attorney’s Office and Co-Chair of the Statewide Impaired Driving Emphasis Area Team;
- » Dortha Cummins, Director, Louisiana Center for Transportation Safety (LCTS) and Co-Chair of the Statewide Occupant Protection Emphasis Area Team;
- » Ken Trull, Deputy Director, Louisiana Highway Safety Commission (LHSC) and Co-Chair of the Statewide Occupant Protection Emphasis Area Team;
- » Ron Whittaker, DOTD Law Enforcement Liaison;
- » Bridget Gardner, Program Coordinator for the LSU Trauma Department and Chair of the Statewide Young Driver Emphasis Area Team; and
- » Dan Magri, Administrator, DOTD Highway Safety Program.



Traffic safety award winners and presenters (from left to right): Ken Trull, LHSC; Ron Whittaker, DOTD; Lt. Col. David Staton, LSP; Sherri LeBas, DOTD; Bridget Gardner, UMC Level 1 Trauma Center; Dortha Cummins, Center for Transportation Safety; Colonel Mike Edmondson, LSP; and Carl Saizan, LSP.

Plenary Session – A Vision of the Future for Highway Projects

An important vision for the future is how roadway improvements will be made. Tim Neumann, a nationally recognized expert on traffic safety and a design engineer with Bendar Consulting, detailed how Louisiana can move forward with a more substantive way to develop and implement safety projects. One of the problems, he noted, is the belief that if engineers, roadway designers, and planners follow the

AASHTO Green Book, the adopted standard for construction and reconstruction projects on roadways, all projects will be safe. Neumann noted the design guidance that is followed is based on knowledge and practices that are 40 to 50 years old.

He went on to say there needs to be a paradigm shift in roadway design. “It is important to remember the pedestrian environment demands lower design speeds, which is not something that was the prevailing wisdom in the past,” he said.

“That approach focused mainly on high-speed road and moving vehicles as quickly as possible. The old model needs to be changed to bring it up to new levels to meet the challenges of current circumstances.”

Breakout Sessions

The first day breakout sessions offered participants a wide range of topics such as ways to improve pedestrian safety, roadway departure countermeasures, and railroad preemption process and signing/closure issues.

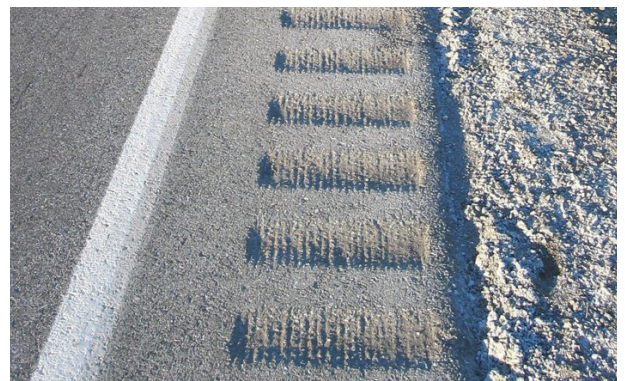
Session 1 – Toolbox of Roadway Countermeasures

Roadway departure countermeasures were the focus of one of the morning’s breakdown sessions. Joseph Cheng from FHWA provided information on some of the things departments can do to keep vehicles on the roadway, including rumble strips, better delineation or guidance, and pavement treatment such as high-friction treatments. Better pavement markings and delineation can help prevent curve

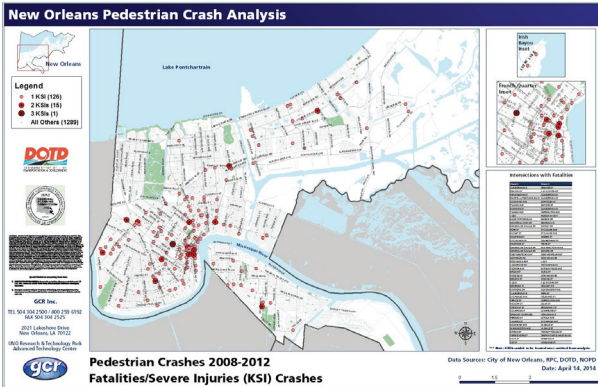
crashes, nighttime crashes, and head-on collisions. Warning signs for curves, including oversize signs, speed guidance, or signs for winding roads can also be beneficial to drivers. He went on to note that the safety edge, shoulder treatments, and rumble strips are other countermeasures that can prevent these crashes.

“Look at yourselves as problem solvers rather than road designers”. Our focus is mobility, accessibility, safety, and state of good repair.

Tim Neumann, Bendar Consulting



Session 2 – Safe Routes to Schools & New Orleans Pedestrian Safety Action Plan



This is one of the pedestrian crash analysis maps developed by New Orleans for their Pedestrian Safety Action Plan.

Jeanette Gustat from Tulane University reported on findings on the relationship between the environment and walking and biking at Safe Routes to Schools (SRTS) program sites. Children are more likely to walk to school if they live within a half-mile of school; the school encourages walking and biking; sidewalks are present; there is buffer between the pedestrian and bicyclist and traffic; there are bicycle facilities; and the routes are clean. Jennifer Ruley with the Louisiana Public Health Institute provided information

on the development of the New Orleans Pedestrian Safety Action Plan. In developing the plan, they looked at where crashes were occurring, who was involved so they could focus messaging, and what were some common factors that engineering countermeasures could affect.

Session 3 – Railroad Preemption and Signing

Railroad safety specifically preemption and signing closure issues were the final sessions during the morning breakout period. Shawn Luke from DOTD discussed preemption, which are systems that allow the normal operation of railroad signals to be preempted to prevent collisions at railroad crossings. Either a modeling or field review method are used to determine when preemption is needed. For DOTD, it is the field review method since the flashing lights at a crossing are a traffic control device requiring the driver to stop. Bill Shrewsberry also with DOTD provided audience members with information on some of the signing/closure issues Louisiana faces. Some of the issues he identified are the fact that six of the nation's seven Class 1 railroads operate in Louisiana, Louisiana waterways often result in a higher than normal number of crossings due to radial property lines, and vegetation possibly limits sight distance.

Luncheon Speaker – How the LSP Crime Lab Solves Hit and Run Cases

Popular television shows such as CSI: Crime Scene Investigation have increased interest in how law enforcement investigates crime and traffic crashes. Rebecca Nugent from the Louisiana State Police Crime Lab provided the audience with information on how they identify offenders in hit and run crashes. Unlike TV, however, the lab does not wrap everything up in an hour. One of the ways they investigate is to match the fractures that occur to the vehicle or the individual such as a broken turn signal, piece of equipment, fingernails, or bone.

“People watch CSI and think anything is possible. We need to understand the lab has to explain everything in court; it’s much more difficult than what we see on a TV program.”

Rebecca Nugent,
Louisiana State Police Crime Lab

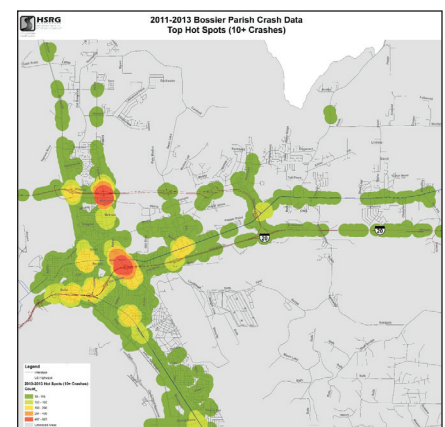
For the vehicle, the lab matches up the broken pieces to manufacturer marks, color sequence, lettering, etc. DNA is another tool the lab uses to determine who was driving. The lab does not need a lot of DNA and they have a large database that helps with the match. Ms. Nugent indicated that hit and run crashes occur more frequently than people think, which is why evidence must be assessed, evaluated, and inventoried appropriately.

Afternoon Workshops

The afternoon sessions included information on GIS and data visualization, TZD approaches in other parts of the country, and underage drinking enforcement.

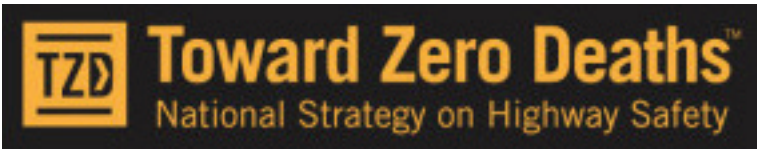
GIS and Data Visualization

Jeff Dickey from the Highway Safety Research Group (HSRG) at LSU reported they are working with DOTD to present data in way that the end user can easily identify problem areas, and have information that is visual and easy to comprehend. Right now HSRG maintains data on 170,000 crashes a year. For instance, HSRG has information on the year, time of day, gender, race, and contributing factors for those crashes along with the regions and



parishes where they are occurring. In addition, these crashes are mapped out by SHSP Emphasis Area along with pedestrian and bicycle crashes. They have created data dashboards to help visualize the data. All of this information helps safety stakeholders make more informed decisions.

TZD: Different Approaches but the Same Goals



Marie Walsh from the Louisiana Technical Assistance Center reported on a scan where she and others looked at what several states were doing with Toward Zero

Deaths (TZD), including Oregon, Idaho, Michigan, South Carolina, Maryland, and Maine. The group looked at what the zero fatality goal meant, whether it had an impact, what performance measures were utilized, and whether there were any consistent differences. All of the states indicated they borrowed ideas from other states that they heard at peer exchanges, AASHTO meetings, and other events. They found the TZD philosophy brought people together in a way that energized safety efforts and strengthened SHSP implementation. They did rely on their SHSP and felt the plan was a driving force. In the states that had been doing TZD for some time, they had sophisticated organizational structures and a level of accountability. All had high degrees of collaboration and a strong history with data they use to drive decisions and resource allocation. All states had multidisciplinary partnerships with both public and private entities. The states had a strong history with data to justify and quantify what they were doing and all did a good deal of performance tracking.

Juvenile and Underage Drinking Enforcement (JUDE)



Keeping young people from drinking illegally is the goal of the Juvenile and Underage Drinking Enforcement (JUDE) program conducted by the Louisiana Alcoholic Beverage Control. The program, which was established in 1993, won a National Law Enforcement Award in 1996. Since the staff at ABC has dwindled, they have formed relationships with local police and Sheriff's

offices to enforce the law. The program involves compliance checks where young volunteers attempt to purchase alcohol illegally. East Baton Rouge has 980 licensed businesses so the program focuses on high-volume areas, campus bars, liquor/ convenience stores, special events, and house parties. Over the years the program has become adept at identifying an underage person. They check ID for anyone who looks age 30 or younger, those with sorority cups, bumper stickers on their cars, or hats turned sideways. In looking at IDs, the program has identified numerous fake ones. Some tips include split lamination, an unfocused or dark photo, several type styles, eraser marks, bumps or bubbles, or irregular identification format and style.

Day Two – Keeping the Focus

Plenary Session – Setting Speed Limits-Procedure Reexamined

Jake Kononov with the Colorado firm DiExSys gave a fascinating presentation on how we set speed limits in the U.S. and the need for us to reexamine our approach. Most states, he said, set speed limits on a procedure established more than 50 years ago, which is to base them on the 85th percentile when traffic is flowing freely (off-peak hours). That means whatever speed 85 percent of the traffic is traveling, that becomes the speed limit. That does not mean that is the average speed, which is closer to the 50th percentile. The problem is this creates a speed differential, which increases the chances of being involved in a crash.

“Would it make more sense to lower speed at certain density? We know the crash rate doubles and triples but we choose not to do anything about it!”

Jake Kononov,
DiExSys



He indicated crashes are typically higher during the afternoon than morning. During earlier periods, when density is growing, there is little change in crashes until a certain density is reached. Speed stays essentially the same and people are focused on the driving task. When density is reached, people do not slow down and the crash rate increases, which impedes mobility.

One of the suggestions he offered was to take a look at variable speed limits, which are being used in other states and by the Europeans. “That means the average speed goes down due to congestion and the speed limit is lowered,” he said. He also noted that since Louisiana is influenced by the French, the State might want to take a look at automated enforcement, which has reduced crashes on freeways in France by 50 percent. “It is not popular but it has dramatically improved safety,” he said.

Morning Breakout Sessions

Breakout sessions on day two of the conference focused on Complete Streets; railroad issues, including problems with trespassing, rail inventory management, and crossing inventory; how to help someone who has been in a crash; and the effectiveness of collaboration.

Session 1 – The Complete Streets Policy in Baton Rouge

John Price, Assistant Chief Administrative Officer for the City of Baton Rouge, explained that after Hurricane Katrina, residents had an opportunity to decide what kind of city they wanted. One of the key areas for improvement was transportation and the suggestion was made to adopt a Complete Streets policy. Complete Streets are designed and operated so there is safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities.

Jeanne George with AARP explained along with the policy, the city established a Sustainable Transportation Advisory Committee to push the policy along and ensure ongoing citizen involvement and buy-in. Complete Streets was adopted in appropriate

places to ensure safe and easy use of all streets in the city and a Citizens Advisory Committee also established to oversee the effort. This Committee meets four times a year and submits an annual report on the status of the policy.

Session 1 – Promoting Complete Streets at the Regional Level

One of the inspirations for the Baton Rouge Complete Streets policy was what was done in New Orleans. Dan Jatres with the New Orleans Regional Planning Commission (RPC) reported a Citizens Advisory Committee was also established by the RPC to engage residents and provide input on implementation of the policy. The Committee reviews all projects that are included in the RPC's Transportation Improvement Program (TIP)



along with any new projects to determine how to incorporate Complete Streets elements. He gave an example of an overlay project where the RPC worked with the DOTD District to add bike lanes and additional cross walks. In addition to adopting Complete Streets regionally there is encouragement to adopt it at the parish and community level. To promote this concept a series of Complete Streets workshops were held. Complete Streets in the New Orleans region is a multistep process that starts with coalition building; bringing elected officials, civic leaders, public health, AARP and others on board; identifying a champion; and conducting outreach on the benefits of the policy. Now the region has a implementation plan with a timeline, benchmarks, and assigned responsibilities.

Session 1 – State Complete Streets Advisory Committee

“Complete Streets is a philosophy that these streets ought to be designed for everyone – whether young or old, on foot or on a bicycle, in a car or in a bus.”

Ellen Soll,
Soll Planning LLC

Ellen Soll with Soll Planning discussed how the trend toward Complete Streets is encouraging people to walk, bike, and use transit. It is intended to create a comprehensive, integrated, connected transportation network. In 2014, the State Legislature created a State Complete Streets Advisory Committee. Members, who are appointed by the Legislature and selected through an application process, bring a unique knowledge to the issue. They do not have formal authority and do not issue directives, but they do advise and play an important

public relations role serving as an advocate for the agency. They also work closely with DOTD to update and maintain policy, assist with implementation, educate and engage interested stakeholders and citizens.

Session 2 – Railroad Trespassing Issues



Trespassing on railroad property is becoming a serious problem in many areas of the country. Richard Washington with the Federal Railroad Administration (FRA) provided some startling examples, including a trend to take photographs on railroad rights-of-way. Trespassing is dangerous with a number of people being killed or injured while unlawfully using the railroad right-of-way, and the danger is not just to the person on or near the tracks. There have been 11 derailments due to vandalism and trespassing and often these trains can be carrying hazardous materials; 45 percent of them occurred in Region 5, which includes Louisiana. In 2011 the FRA instituted new security measures to observe and report suspicious activities around railroad tracks. The solution is to enforce existing laws, spread the message to citizens, partner with local and state law enforcement, and identify key threats.

Session 2 – Inside the FRA Crossing Inventory: Recent Changes and Applications

Carolyn Cook with FHWA provided information on the FRA Crossing Inventory, which railroads are required to do. They must submit information about previously unreported and new highway-rail and pathway crossings to the U.S. DOT National Highway-Rail Crossing Inventory and to periodically update existing crossing data. The purpose of the inventory is to provide a uniform national database that can be applied to safety at highway/rail intersections. Railroads that are affected include those on the general system and urban rapid transit operators that are connected to the general system. Specific information on the definitions for who is to submit information and how along with specifics on the regulations was included in the presentation.

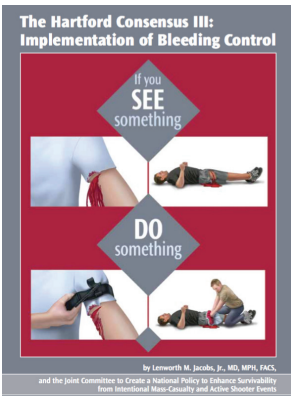
Session 2 – Using Rail Inventory Management System (RIMS) to Improve Data Communications

Ric Cruz with Tavla Solutions/Moffatt and Nichol provided information on why improving data communications between LADOTD, railroads and other government agencies is so important. He noted data is collaborative in nature and everyone needs good data. States need data so they can manage safety improvements. Railroads need good data for regulatory compliance and infrastructure awareness and the FRA to provide accurate information to the public. The ways to improve data are through improved access (customizable search, web-based, integrated mapping), collaboration (shared system, interorganizational notification, comprehensive report), analysis (real time validation, error reports, multiple rating model support), and method (leverage GCIS API, instantaneous submittals and confirmation).

Session 3 – When a Seat Belt Is Not Enough: MVC's – Tourniquets and Hemorrhage Control

One of the more innovative presentations was given by Bridget Gardner with the University Medical Center and Jeff Elder with the New Orleans Emergency Medical Services. As the session title indicates, sometimes seat belts are not enough and the purpose of the workshop was to teach people what they can do to save a life if

circumstances warrant. Some of the best advancements in emergency care came through what the military learned during combat, including the Vietnam War and most recently Afghanistan. We learned applying a tourniquet can save someone's life, it will not be harmful, and with a little education, anyone can do it. Bridget Gardner gave a startling statistic. In the tragedy at Sandy Hook Elementary, a number of the children could have been saved if someone had known how to apply a tourniquet.



The impetus to involve the civilian population in providing hemorrhage control at the scene came from a meeting of health care professionals in Hartford, Connecticut. The goal of Hartford Consensus III: Implementation of Bleeding Control was to help bystanders understand they can provide effective, lifesaving first-line treatment. This is a first of its kind report where the medical profession is urging the public to get involved. Click here (<http://bulletin.facs.org/2015/07/the-hartford-consensus-iii-implementation-of-bleeding-control/>) to link directly to the report.

If you are going to provide assistance, the speakers recommended following four basic principles:

- 1) ensure your own safety;
- 2) identify the injury;
- 3) stop the bleeding; and
- 4) keep the victim warm.

When identifying the injury you may need to cut or remove clothing. Once you can see the injury, identify the type of bleeding. There are three types



of bleeding: 1) arterial, which is the kind that can kill someone in as little as three minutes; 2) venous, which involves a lot of blood but does take a long time to bleed out; and 3) capillary, which looks like a lot of blood but is not so much. Arterial blood is bright red and will tend to spurt or pop. Venous blood is dark red and will flow freely from the wound. This can be dangerous if a large vein is involved. Capillaries are those small blood vessels that connect arteries to veins. The blood is dark red and will ooze from the injury site.

A tourniquet should be applied to an extremity but not around the neck or belly area. For neck, shoulder, and groin injuries, bleeding should be controlled by direct pressure. Internal bleeding is something that cannot be seen and should be

handled by medical personnel. Often the individual will be experiencing shock, which can manifest itself as sweating, shivering, confusion, pale skin, cool/clammy skin, nausea, lack of energy, drowsy, or unconsciousness. If action is warranted, the speakers provided the following instructions:

- » Apply direct pressure to the site of the injury, which will work unless there is significant bleeding.
- » Pack the wound (clean, sterile gauze pads are best, but something absorbent like terry cloth or cotton fabric will work too. If the wound continues to bleed, apply another layer.
- » Apply the tourniquet. The photo at right shows a CAT tourniquet that people should carry. If that is not available, choose something strong and pliable like a necktie, bandana, leather belt, or straps from a knapsack.



The tourniquet should be used when there is massive extremity bleeding that cannot be controlled by indirect or direct pressure. Apply the tourniquet above the bleeding wound, tight enough to stop the bleeding. If one does not stop the bleeding, apply a second above the first. The risk of exposure to blood and bodily fluids is very low unless it is a big open wound and even that risk is low. The Ryan White Act, however, does require someone to provide samples for testing.

Session 3 – Drug-Free Community (DFC) Coalitions – Effectiveness of Coalition Work/Collaboration

One of the reasons Louisiana is so successful when it comes to traffic safety are the number of active and involved groups in the community. Two of them presented at the Summit. Rachel Godeaux from The Knowledge Effect and David Alvarez from the Jefferson Parish Alliance of Concerned Citizens Foundation reported on the prevention activities they are doing, including providing information, enhancing skills, and providing support. There are currently eight DFC groups in the State. The DFCs are working hard to reduce access to drugs, and to change the

consequences by modifying or changing policies. The goal is to increase community collaboration and reduce youth substance use, which are similar goals for the regional SHSP coalitions and the Impaired Driving and Young Driver statewide emphasis area teams.

One activity that could be very useful to the overall SHSP effort is Caring Community Youth Survey. The Department of Education produces the survey and most school districts participate. The data could be invaluable in tracking the effectiveness of various strategies aimed at young drivers. Overall the speakers indicated that collaboration is key for them. The Strategic Prevention Framework under which they operate tells them to assess, build capacity, plan, implement, evaluate, and to always be able to tell participants what is in it for them.

Afternoon Breakout Sessions

Following lunch, participants once again were given opportunities to go to several workshops that focused on earned media, occupant protection, social norming, the Highway Safety Manual, road diets, and how public/private partnerships can improve railroad safety.

Look Who's Talking: Using Earned Media to Start a Civic Conversation

Cops will issue T-shirts to north shore students 'caught' wearing seatbelts; design contest underway



Catherine Heitman with Heitman Communications told participants how they could improve earned media opportunities. Earned media is the publicity that individuals can obtain on their own. It is not paid advertising. Some of the ways to gain earned media include press releases, events, speaking engagements, Op-ed pieces, letters to the editor, broadcast appearances, and photos. This type of media, she

said, has a degree of trust among consumers with 84 percent indicating they trust it above all other forms of publicity. Often it is timed to coincide with events and holidays such do not drink and drive during the holidays. To develop good earned media that engages the public, she recommended getting statistics and examples

that relate to people in their communities. Photos are another good idea. Finally include information from any attitudinal surveys and always include links to web sites and social media in any press releases. Her final recommendation was to build relationships with partners that helps to increase the number of people who are aware of the specific program or activity that is being promoted. The National Highway Traffic Safety Administration (NHTSA) web site Traffic Safety Marketing www.trafficsafetymarketing.gov is a resource for ideas and information.

Occupant Protection and High-Risk Populations

One area where Louisiana has shown real improvement is in the safety belt use rate going from 77.7 percent in 2005 to 89.8 percent in 2015. This does not mean that the job of promoting seat belt use is over. There are still high-risk groups with low use rates and the number of individuals who are killed or seriously injured in unbelted crashes is high. Ken Trull with the Louisiana Highway Safety Commission (LHSC) and Dortha Cummins with Louisiana Center for Transportation Safety briefed participants on who is not buckling up in Louisiana. Louisiana's high-risk populations include nighttime drivers, pickup trucks, rear seat occupants, and African-Americans. For instance, according to observation surveys, nighttime use is 84.4 percent as compared to the nearly 90 percent during the day. For pickup truck drivers, the rate is 80.3 percent as compared to 87.1 percent for cars. For back seat passengers the rate is only 68.9 percent and for African Americans the rate is 78.9 percent. LHSC and the Center continue to develop programs that target these groups. The situation is improving but as the number shows more effort is needed.

Using Social Norms Approach to Prevent Drinking and Driving Among High School and College Students

A new program in southwest Louisiana is using social norms and social marketing theories to create high school-level campaigns with the goal of reducing the number of fatal and injury crashes involving young drivers. The Southwest Louisiana Area Health Education Center is now conducting Project SNAP (Social Norming for Alcohol Prevention) in



This is a SNAP poster created by students at A.M. Barbe High School.

14 high schools and on four college campuses. Brian Burton with the Center indicated the goals of the program are to decrease acceptance of drinking and driving, decrease favorable attitudes about drinking along with the expectation that drinking is part of everyday behavior, and to increase awareness about the risks of drinking and driving. Individualized and school-specific branding campaigns are developed to promote accurate risk perception on alcohol. He then went on to show examples of the creative and highly effective campaigns and indicated similar efforts can be conducted by anyone at any high school or college.

Proposed Government Street Road Diet – Historical and Predictive Safety Performance



This is a rendering of a street that has undergone a road diet.

It seems today everyone and everything is on a diet, including the roadway. Road diets or lane reductions are a technique to reduce the number of travel lanes to promote greater opportunities for roadways that can safely accommodate all users. Stephen Mensah from Stantec described what Louisiana is proposing to do with road diets such as reducing the lane size along Government Street and using the reclaimed

space for a variety of things, including bike lanes, on street parking, or larger transit stops. He went on to note safety analysis is also part of conducting a road diet. Safety is improved because there are fewer conflict points and fewer lanes for pedestrians to cross.

Applying the Highway Safety Manual at the Corridor Level

The purpose of the Highway Safety Manual is to assess the safety impacts of transportation project and program decisions. This helps planners, engineers, and designers ensure that roadways are as safe as they can be. Akhil Chauhan and Thomas Montz from ARCADIS described the various parts of the HSM, including the introduction to human factors fundamentals and the second part, which concerns the road safety management process. Several case studies were done in Louisiana in Port Fourchon and Lafourche. A feasibility study was conducted that

found what needs should be addressed as well as identifying the access points along the corridor, conflict points between vehicles, total crashes along the corridor, fatalities, and delays at key intersections. During the study they found one intersection had a crash rate three times higher than the statewide average. In conclusion the speakers noted that the HSM can be applied in a number of different ways to determine the best planning solution.

U.S. 167 Corridor Study (Stage 0)

Nick Ferlito from Neel-Shaffer, Inc. and Melanie Bordelon from the Acadiana Planning Commission described what it was like to do a corridor study from the very beginning. They selected U.S. 167 (Johnston Street), which is one of Lafayette's major arterials. To start they conducted a community design workshop to come up with several design alternatives. In developing the alternatives, some community concerns had to be addressed, including right-of-way requirements, impacts on businesses, a bridge that was part of the corridor, a nearby park, utilities and support from major property owners. The final alternative selected was to convert the five lanes to four with a raised median. Lane widths would increase from 10 feet to 12 feet, there would an 8-foot multiuse path, a 5-foot dedicated bike lane in both directions, and turn-lane modifications at two signalized intersections.



This shows the proposed concept for U.S. 167.

Private-Public Partnerships – Moving Forward for Safety and Grade Crossing Corridors

Private/public partnerships to improve rail safety were the focus of two presentations during the afternoon breakout sessions. Bill Shrewsbury with DOTD reminded participants of the importance of railroads that move tons of freight that help roads last longer. Louisiana is critical to the industry since



it is centrally located and is where six Class 1 railroads operate. It is also an area where freight trains compete in time-sensitive markets and ranks high in the number of highway/rail collisions and collisions per railroad-mile. Other issues are the amount of vegetation and the potential limits to sight distance. The goal for highway/rail safety is to have two-thirds of public crossings with active warning devices, replace obsolete active warning devices, and to work with the railroads to replace these active devices. To meet railroad safety needs, he said, it is everyone working together – DOTD, the railroads, local government, and citizens.



According to Cayela Wimberly from Norfolk Southern, the best highway-rail grade crossing is no crossing as shown here.

Cayela Wimberly with Norfolk Southern provided information on the signalization of highway-rail grade crossings. Since there are so many variables, there is no single standard traffic control device that is universally applicable for all highway-rail grade crossings. These devices are not crossing protection but are warning devices to give road users advance notice of the approach or presence of a train. New crossings, she said are added when there is increased rail traffic, because the State has done some strategic planning, railroad speed increases, or some crossings are eliminated. The request comes from the DOT, which considers such things as the volume and speed of vehicular and railroad traffic along with the volume of pedestrian traffic, the collision record, and sight distance restrictions. Cayela indicated what works well is when there is increased support from the DOT through the closure process, there are increased closure opportunities, reduced costs to taxpayers, master agreements, periodic project status meetings and calls, and economies of scale. There is, of course, always room for improvement in terms of the public's willingness to close crossings, utility conflicts, manpower issues, and any coordination that is needed with a local road authority.

Phantom Sobriety Checkpoints

The last presentation on day two of the Summit featured a little “sleight of hand” courtesy of the Baton Rouge Police Department. Cory Reech, formerly with the Department and now a staff member with the LHSC, briefed attendees on phantom sobriety checkpoints. They are definitely legal as long as the traffic pattern is not altered, all traffic control devices remain in place, and the public has uninterrupted use of the roadway. The benefits are less manpower and logistics, and there is usually an explosion on social media warning residents of a “checkpoint.”

“Phantom checkpoints are an illusion but there is usually an explosion on social media warning residents of a checkpoint.”

Cory Reech,
LHSC

The premise is simple. Set up signs alerting motorists to a sobriety checkpoint up ahead. Sobriety checkpoints were never designed to be done in secret since the main purpose is deterrence. This takes that premise a step further by not having a checkpoint at all just the illusion of one. Sites should be selected like any other checkpoint and based on data and citizen complaints of areas where impaired driving is prevalent. Advance warning signs (Sobriety Checkpoint Ahead) are fine but warning motorists of a stop ahead are not. Spotters are used to observe individuals switching drivers, discarding narcotics and alcoholic beverages or other contraband. Officers should also consult with prosecutors in advance and keep the courts, judges, and municipality informed. Within minutes, social media is already sending out the word, which hopefully keeps impaired drivers off the road.

Day Three – Pledging Support

Plenary Session – Breaking Down the DWI Arrest

“DWI is the nation’s most frequently committed violent crime.”

Major Carl Saizan,
Louisiana State Police

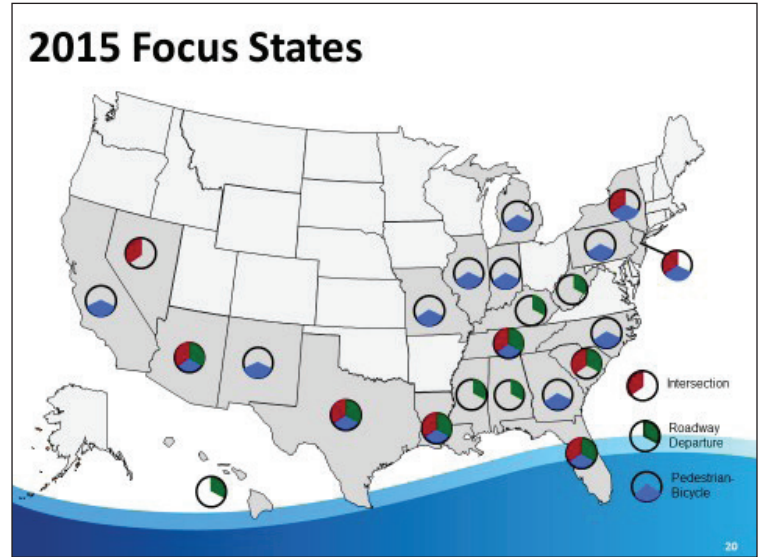
Major Carl Saizan with the Louisiana State Police and Norma Broussard with the Jefferson Parish District Attorney’s Office provided an overview of the DWI Arrest Process, which is one of the more complicated arrest procedures officers must handle. Impairment is when an officer stops a vehicle either for another offense or because they suspect impaired driving. If the person is impaired they will administer the Standard Field Sobriety Test (SFST), which consists of walking heel to toe, standing on one leg, etc. The purpose of this exercise is so the officer can observe the person’s eyes and their balance. One test that no one can escape is Horizontal Gaze Nystagmus where the eye will involuntarily twitch if the person is impaired. Louisiana, like all states, has an implied consent law, which you give when you get a driver’s license. It means you give permission to take your blood, breath, or urine when asked to do so by a police officer. Individuals, however, still refuse, which is why Norma Broussard implemented the No Refusal program, which Louisiana is expanding statewide. If a person refuses, an officer can request a search warrant and then collect a blood sample. The program has proven to be highly effective at reducing drinking and driving.



Breakout Sessions

FHWA Focused Approach to Safety

Betsey Tramonte with FHWA talked about the Agency's focused approach, which is designed to address critical safety challenges, and target delivery of resources to focus states. It goes beyond traditional methods by using a risk-based approach. The three focus areas are: 1) roadway departure; which results in 53 percent of all deaths; 2) intersections, which comprise 21 percent of all deaths; and 3) pedestrians, which are 11 percent of all fatalities. The benefits of the program are an increased awareness of severe crash types; data collection and analysis; plan development from initiation to implementation; the identification of critical safety infrastructure resources; and positive organizational change in the safety culture. FHWA provides assistance through the Resource Center along with training, tools, and technology. It is a more tailored approach to assistance where resources are matched to the State's needs. Once the plan is implemented, there is also assistance in monitoring and evaluating the results. There are the same focus areas in 2015 but now bicycles have been added to the Pedestrian Focus Area and a new definition expands the intersection area.



This map shows the focus states for each of the three areas.

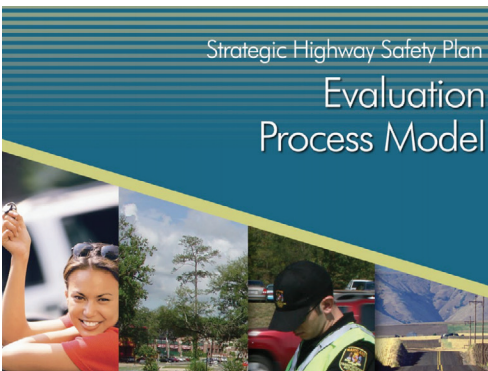
Evaluation: Are We Doing the Right Things?

“There are hundreds of definitions of evaluation, but a good one is to judge the value or condition of someone or something in a careful and thoughtful way.”

Susan Herbel,
Cambridge Systematics, Inc.

Discussing evaluation may not be the most popular subject, but as Susan Herbel from Cambridge Systematics noted, it is something everyone does on a daily basis when we make decisions on what brand of toothpaste to buy. We evaluate the merits of various products and then decide. Evaluating the SHSP is no different. It is personal because it asks what would convince me that this is an effective approach. If you cannot answer that question, she said, then it is hard to sell your program or project to get funding, data, or support.

She went on to note typical evaluation measures include fatalities, serious injuries, behavior changes, attitude adjustments, increased institutional resources, and knowledge gains. Basically it is to answer two questions: 1) Are we doing things right or did I do what I said I was going to do?, and 2) Are we doing the right things, i.e., are we making a difference?



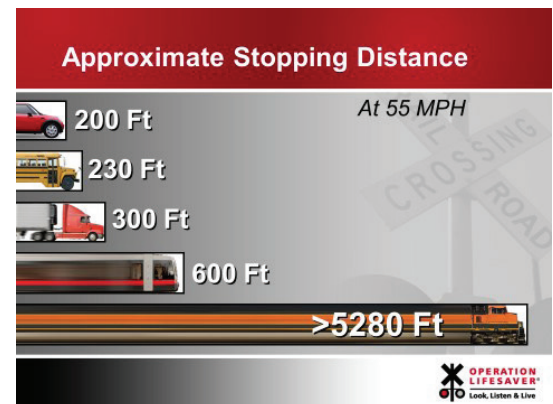
Typical evaluation methods include before and after data analysis (crash data, roadway data, exposure data); observation (safety belt use, distracted driving, road user behavior); and survey data. When it comes to doing evaluation some common things that are overlooked include the need for evaluation planning, which includes before measurements, management and stakeholder support, and evaluation resources; the identification of measurable evaluation

objectives; and the ability to collect the necessary data. It is important that someone be responsible for the evaluation. She provided information on two valuable resources, including FHWA’s Evaluation Process Model (EPM) and new research that is being done by the National Cooperative Highway Research Program (NCHRP) on a comprehensive analysis framework for 4 E safety investment decisions. There are, she reiterated, readable and useful tools available on evaluation.

Operation Lifesaver: A Law Enforcement Point of View

The last workshop of the Summit focused on a law enforcement officer's view of Operation Lifesaver. James Anderson with the Louisiana State Police and Josh Fletcher from Canadian National Police Services reminded the audience that any time is train time, and the stopping distance for a train is much longer than other vehicle, as shown in the graphic.

Often people do not realize there are multiple tracks and a train may not be visible. It is a giant machine that is coming down the tracks and the vehicle is bound to lose. Traffic laws are designed to address this safety hazard, including failure to stop, stopping on the tracks, going around the gates, disregarding flashing lights, and a failure to yield. There are also criminal charges from trespassing, damage to property, or throwing items at the train. It is important they noted to get the word out for people to report anything suspicious in and around train tracks.



Closing Remarks

Before people adjourned for the meeting, they received an important reminder of why everyone should be committed to safety. Joe Wills from DOTD had been to many safety conferences, but he never realized he would end up being a data point. In February, he said, he was only a mile and a half from home when a 17-year-old driver rammed his van. His wife and he had similar injuries, including broken backs and ribs, but Joe's spinal cord was severed and he is now confined to a wheelchair. He was wearing his seat belt and had not been drinking and driving so a person can do everything right and still be seriously injured in a traffic crash. It was important for everyone to continue to preach safe driving, he said. Dan Magri from DOTD thanked Joe for his words of wisdom and thanked everyone for attending.



Joe Wills from DOTD reminded everyone why a commitment to safety is important.

