Safety Is Everybody’s Business

*Destination Zero Deaths*

*presented to:*
Louisiana Transportation Conference

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February 18, 2013
Baton Rouge, LA
Agenda

- MAP-21 – There’s a new sheriff in town!
- Accomplishments – Safety is on the move in Louisiana.
- Testing Your Safety IQ – How much do you know about transportation safety in Louisiana?
- Opportunities – Have we got a deal for you!
Reduction in Fatalities
Accomplishments
2011 SHSP Update and Implementation Planning
Accomplishments

- Emphasis Area Action Plans
- Outreach (Website, Newsletters, etc.)
- High Visibility Enforcement
- No Refusal Weekends
- Local Road Safety Program
- Youth Programs
- Data Access and Sharing Program
- DDACTS
Regional Safety Teams

- Houma (South Central Planning and Development Commission Safe Community Task Force)
- New Orleans (National Safety Council, Southern LA Chapter)
- Lafayette (MPO)
- North Shore (Louisiana State Police, Troop F)
- Baton Rouge (in progress)

And Much More!!
Louisiana’s on the Cutting Edge

- FHWA
  - IPM
  - EPM
  - Local Roads Survey
- NCHRP 08-76 – Safety Planning Research
  - Research Panel
  - Lead State
- HSM
  - Training
  - Lead State
Testing Your Safety IQ

1. Which parish has the most fatalities?
   a) East Baton Rouge
   b) Orleans
   c) Jefferson
   d) Lafayette

2. Which parish has the most serious injuries
   a) Caddo
   b) Jefferson
   c) East Baton Rouge
   d) Orleans

3. What is Louisiana’s safety belt use rate?
   a) 88%
   b) 65%
   c) 80%
   d) 75%
Testing Your Safety IQ

4. At what time of day, according to 2012 data, are people most likely to be injured in a traffic crash?
   a) 12:00 am – 2:00 am
   b) 7:00 am – 8:30 am
   c) 5:00 pm – 6:00 pm
   d) 9:00 pm – 11:00 pm

5. In 2012, approximately how many people died in crashes?
   a) 700
   b) 850
   c) 1200
   d) 1500

6. How many people were seriously injured in alcohol-related traffic crashes?
   a) More than 500; less than 1000
   b) More than 1000; less than 1500
   c) More than 1500; less than 1800
   d) More than 1800; less than 2000
7. In 2012, what month had the highest number of fatalities?
   a) May
   b) December
   c) July
   d) September

8. Which age group in Louisiana has the highest percentage of licensed drivers?
   a) 18-20
   b) 21-34
   c) 35-44
   d) 45-54

9. Which age group had the highest percentage of fatal crashes?
   a) 18-24
   b) 25-34
   c) 35-50
   d) 50+
10. Which one of the following agencies is a lead agency?
   a) Louisiana State Police
   b) Louisiana Department of Transportation and Development
   c) Louisiana Highway Safety Commission
   d) All of the above

11. According to MAP-21, which one of the following agencies is responsible for updating the SHSP?
   a) Louisiana State Police
   b) Louisiana Department of Transportation and Development
   c) Louisiana Highway Safety Commission
   d) All of the above

12. When was the first SHSP written?
   a) 2005
   b) 2007
   c) 2009
   d) 2011
Testing Your Safety IQ

13. What portion of fatalities involve alcohol?
   a) 12%
   b) 30%
   c) 48%
   d) 75%

14. How does the Louisiana SHSP define “young driver”?
   a) Under 16
   b) 15-24
   c) 16-18
   d) 16-21

15. What portion of fatalities involve young drivers?
   a) 15%
   b) 25%
   c) 35%
   d) 45%
16. What portion of fatalities involve unrestrained passengers?
   a) 11%
   b) 24%
   c) 51%
   d) 64%

17. What portion of fatalities occur at an intersection?
   a) 10%
   b) 20%
   c) 30%
   d) 40%

18. What portion of fatalities occur due to running off the road?
   a) 14%
   b) 24%
   c) 54%
   d) 74%
Testing Your Safety IQ

19. Does Louisiana have a primary safety belt law?
   a) Yes
   b) No

20. What is the BAC legal limit?

21. What is the BAC legal limit for under 21?

22. What is the safety goal for Louisiana (number of fatalities)
   a) 10% reduction over five years
   b) Zero
   c) 50% reduction over 30 years
   d) 1.0 fatalities per every 100 million vehicle miles of travel
23. The Louisiana SHSP is data driven. Name the four emphasis areas determined to hold the most promise for improving safety.
   23. Impaired Driving
   24. Occupant Protection
   25. Young Drivers
   26. Infrastructure

24. Name the four Es of Safety
   ❖ Engineering
   ❖ Enforcement
   ❖ Education
   ❖ Emergency Response
Opportunities

- Training and Technical Assistance
  - Road Safety 101
  - Highway Safety Manual
  - Road Safety Audits

- Sharing Resources
  - Regional Safety Teams
  - Local Technical Assistance Program (LTAP)
Regional Safety Teams

- Build a 4E Coalition
- Examine the Data
- Develop an Action Plan
- Prioritize Actions
- Seek Project Funding
  - Identify project implementation resource needs
  - Submit an application
LTAP

Local Road Safety Program

- Data analysis to identify locations
- Outreach to identify leadership
- Standardized countermeasure selection (low cost safety improvements)
- Click It or Ticket

Training

- Subject matter expertise
- Handbooks and guidebooks
Safety is Everybody’s Business

- Examine the data in your community
- Participate in an emphasis area team
- Join or start a regional safety team
- Spread the word – change the safety culture in Louisiana!
  - Media
  - State, regional, and local officials
  - Police
  - Schools
  - Your friends, family, and neighbors
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Your Turn