



SOUTH CENTRAL REGIONAL SAFETY COALITION

Wednesday, July 17, 2017 @ 10:00 AM to 12:00 PM
South Central Planning & Development Commission

Minutes of the Meeting

In Attendance:

Chairman Frank Besson, LSP-C, absent
 Vice-Chairman Bryan Zeringue, City of Thibodaux, present
 Dennis Bergeron, LSP-C (Impaired Driving Team Leader), present
 Jesse LaGrange, LSP-C & Danielle Duplantis, TGMC (Young Driver Team Leader)
Vacant (Vulnerable Road Users Team Leader)
 Nicole Soudelier, LDH & *Vacant*, (Occupant Protection Team Leader), present
 Cassie Parker, SCPDC (Regional Safety Coordinator), present

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| Judy Smart, Gazebo NHW | Morris Beverly, LHSC | AF Bob Blair, Jr, Private Citizen |
| Karla Courtade, LA DOTD | Jonathan Hall, LHSC | Josh Manning, SCPDC |
| Corey Gaudet, LADOTD | Katara Williams, LHSC | Pat Gordon, SCPDC |
| Ennis Johnson, LADOTD | Rudynah Capone, LCTS | Emma Bergeron, SCPDC |
| Chris Morvant, LADOTD | Dennis Bergeron, LSP-C | Roy Gros, LPSO |
| Parker Rogers, LADOTD | Jared Sandiffer, LSP-HQ | Brennan Matherne, LPSO |
| Ron Whittakar, LADOTD | Marilyn Harris, SCLHSA | Keith Faul, TPSO |
| Douglas Foreman, LPSO | Dustin Poche, St. James SO | |
| Kevin Johnson, LPSO | Danielle Duplantis, TGMC | |

Call to Order

Vice-Chairman Zeringue welcomed everyone to the SCRSC Quarterly meeting at approximately 10:00 A.M.

Opening Prayer /Pledge of Allegiance

Vice-Chairman Zeringue led the Pledge of Allegiance and Lt. Foreman said the opening prayer.

Introductions

Introductions were made.

LA Highway Safety Commission – Efforts Statewide

Dr. Katara Williams – Executive Director, LHSC

Dr. Williams commended the Houma Region for being one of the top Regions with the highest seat belt usage in the State. She explained LHSC administers grant funding from the National Highway Traffic Safety Administration. Their goal is to reduce traffic deaths and injuries. Regional Coalitions are important to the work that LHSC does. Regional Coalitions understand and know their Communities to help carry out LHSC efforts in the most impactful way possible. She briefed upon the Highway Safety Plan (HSP) which is an annual document that guides the LHSC. The HSP is the official application for all LHSC federal funding due annually on July 1st. Most of the goals in the HSP aligned with the goals in the Strategic Highway Safety Plant (SHSP). The SHSP efforts are led by LADOTD, Louisiana State Police (LSP) and the LHSC. Included in the SHSP are effective strategies which can be implemented at the state, regional, and local levels. This plan outlines various ways stakeholders can make a difference. LHSC has four focus areas: Occupant Protection, Impaired Driving, Speeding/Aggressive Driving, and Special Waves. The Special Waves are overtime enforcement grants use for outreach during special campaign



dates to highlight the dangers of a particular focus area. Occupant Protection is the single most important factor in reducing fatalities. LHSC would like to increase their media outreach to help better educate the public on the importance of Occupant Protection. Impaired Driving safety initiatives consist of checkpoints, saturation patrols, and multi-agency participation. Limited funds are available to address the speeding/aggressive drive focus area. Dr. Williams presented a brief data overall perspective. She stated that over last 10 years traffic fatalities and severe injuries have decreased more than 20% in Louisiana. The impact of fatalities and injuries are not only felt by families of such tragedies but it cost Louisiana over \$8.6 billion. In 2016 the statewide seatbelt use rate was 87.8% which is the highest-to-date for Louisiana. In an effort to continue LHSC's path forward they have enacted their Junior and Collegiate Ambassadors, are working on diversity outreach efforts, and enhancing community awareness. Dr. Williams reiterated the importance of making traffic safety a priority and encouraged partners to apply for LHSC funding.

Great Opportunities – Regional Traffic Safety Coalitions

Jonathan Hill, Program Coordinator, LHSC

Mr. J. Hill gave a brief overview on the grant opportunities available to Regional Traffic Safety Coalitions for FY18. He explained the grant application process is for the regional traffic safety coalitions and provides grant opportunities for Impaired Driving, Motorcycle Safety, and Non-motorized Safety (bicycle & pedestrian). One application may be submitted per Coalition. Applications must not exceed \$40,000. Administrative cost for salaries are not permitted unless contractual services are needed to achieve the objective of the grant application. However, those contractual services will be reviewed on a case-by-case basis. Grant funding opportunities were announced in June/July. The application period begins August 1st, 2017 – September 29th, 2017. All projects must be completed during October 1st, 2017 to September 30th, 2018 time period. The grant application packet was included within the meeting packet.

Strategic Highway Safety Plan (SHSP) Update

Karla Courtade – Highway Safety Program Manager, LADOTD

Ms. K. Courtade presented the Strategic Highway Safety Plan (SHSP) Update. The goal of SHSP is Destination Zero deaths. She explained how the SHSP uses a comprehensive, data-driven, multidisciplinary approach to identify the most serious traffic safety problems within the State. It is a statewide comprehensive safety plan led by LADOTD, LSP, and LHSC. It provides a coordinated framework for reducing deaths and severe injuries. The plan establishes statewide goals and critical emphasis areas. The Federal Government requires the SHSP be updated every five years. Supporting agencies and organizations have access to data, research, and training; law enforcement assistance, and communications and marketing. Through the SHSP the State has established a program which includes: safety compliance, improved roadways, expanded education, and enhanced public policy. One of the most significant programs created was the nine regional safety coalitions. These regional safety coalitions' help to identify and implement SHSP related programs and activities. Ms. Courtade briefed upon South Central Regional Safety Coalition's accomplishments. The SCRSC has received National awards from NADO, FHA, and the Roadway Safety Foundation. Also, the SCRSC hosts teen driver safety video and photo contests, youth bicycle rodeos, traffic safety summit, Arrive Alive Tours and other educational programs. The first DWI Unit for use in joint multijurisdictional checkpoints and patrols was purchased by the SCRSC. The SHSP was updated in 2014. Part of the update process included a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis, data review and analysis. As part of the update process, SHSP reaffirmed the plan's vision, mission, and goal. The vision is to reach destination zero deaths. The mission is to reduce the human and economic toll on Louisiana's surface transportation system due to traffic crashes through widespread collaboration and an integrated 4E approach. The Goal is to halve fatalities by 2030. There are four emphasis areas within the SHSP: Impaired Driving, Occupant Protection, Infrastructure and Operations, and Crashes Involving Young Drivers. Distracted Driving is a new Emphasis Area recently added to the SHSP. Once the SHSP has been approved action plans are created for each emphasis area. These plans includes action steps which implement each of the strategies over the next five years. Evaluation is critical to the SHSP. It is important for the Partners to understand what is working and what is not working. A Communications Calendar has been developed by the National Highway Traffic Safety Administration (NHTSA). The calendar serves as a tool to



guide circulation of campaign messages. FAST Act is the current Safety Program at LADOTD, this specifically excludes non-infrastructure projects. The Highway Safety Improvement Program (HSIP) is a federal program which focuses on reducing the occurrence of and potential for fatalities and serious injuries on public roads. It is implemented through State-administered process which involves collecting, improving, analyzing of safety data, conducting engineering studies, establishing priorities, and evaluating the HSIP and SHSP. Traffic volumes, crash data, and roadway geometric information are data used to identify potential project sites. Some examples of projects that focus on SHSP emphasis areas are: Improve pavement friction, roadway departure projects, intersection projects, and non-motorized user projects. Ms. Courtade encouraged Coalition members to submit a safety project for consideration. Any governmental agency can apply for Stage 0 for safety funding.

A Wealth of Resources Available to Partners

Dortha Cummins, Director of LA Center for Transportation Safety

Ms. D. Cummins stated LCTS mission was to provide access to and coordinate highway transportation safety research, workforce development, and local and state stakeholder outreach. LCTS program areas are administration, research program development and implementation, workforce development, and safety initiatives. Some of LCTS completed research projects consist of drugged driving in Louisiana and investigating safety impacts of various safety features. LCTS active research projects include estimating average daily traffic counts using cell phone data, highway construction work zone safety performance, and pedestrian and bicycle count. Regional Coalition members can submit problem statements, request literature reviews, and swerve on Project Review Committees. Workforce Development offers safety-focused transportation planning, data visualization, and coalition building. Trainings are available to Regional Coalition Members, as well as face-to-face technical assistance. LCTS works toward consistent and streamlined messaging. Their LA Safety Calendar combines behavioral and infrastructure oriented messages. The LCTS finds ways to involve the public through social media, grassroots, and exhibitions. She assured coalition members that funding was occurring to maximize resources and encouraged them to utilize the media messages created by LCTS Communications Coordinating Council.

2017-18 South Central SHSP Emphasis Area Plans

No comments or questions were received on the modifications made to the 2017-18 South Central SHSP Emphasis Area Plans which were made at the May SCRSC Quarterly Meeting. ***It was motioned by D. Poche, seconded by D. Bergeron to approve the revisions made to the 2017-18 South Central SHSP Emphasis Area Plans. There being no objections, motion carried.***

Partner Reports

Gazeboo NHW: Currently working on National Night Out Against Crime which will be held on Tuesday, October 3rd. Ms. J. Smart has been distributing the Child Safety Seat Fitting Stations postcards to public libraries, auto insurance companies and local daycare centers. Working on a Parish Proclamation to declare October as Public Safety Awareness Month in Terrebonne Parish. Distributing Pedestrian and Bicycle Safety Posters to public recreation centers.

LHSA: In the process of assisting with the organization of their “Teen Spirit” event. Partnering with LE to conduct underage drinking compliance checks. Actively promoting their prescription drop boxes at local LE agencies. Also, they have begun distributing prescription drug lock boxes to high risk families which may have the risk of prescription drugs being used and abused by young adults within the home.

LDH: Developing a Maternal and Child Health CAAT Coalition which C. Parker will represent SCRSC. The first meeting was being planned for September 20, 2017.

LPSO: Expressed gratification for the grant programs. LPSO plans to continue their monthly DWI/child safety Checkpoints throughout the grant year.



LSP-C: Continuing to deploy the DWI BAT mobile for checkpoints as well as for educational purposes. Has added South Lafourche High School to the Sudden Impact Program for the upcoming year. NSU has joined in participating in the Sudden Impact Program.

TGMC: Have reached out to Lafourche Parish to offer the Sudden Impact classes. Presented the Sudden Impact class to the children of Edison Chouest employees.

St. James SO: Will participate in the National Night Out event being planned for October 15th in Kenner, La. October 17th is St. James Night Out. In the process of planning St. James' yearly Child Passenger Safety event.

LADOTD Safety Section: Upcoming Crass I & II Trainings by Northwestern which are the first two classes in the Reconstruction Series. One class will be held in Baton Rouge, another in Bossier City.

TPSO: Assisted HPD with a DWI checkpoint. Domino's Pizza is trying to establish a working relationship in assisting local LE with special functions. Have a Seat Belt Checkpoint planned within the upcoming week.

Action Steps & Dates to Remember

The 2018 Safety Expo was being planned to be held at the Thibodaux Civic Center in September. C. Parker reminded members that included in the meeting packet was the Louisiana Transportation Safety Campaign Calendar listing all upcoming Safety Campaigns. If anyone would like a digital copy, please email C. Parker.

Other Business/Adjournment

Next full SC Regional Safety Coalition Meeting: October 18, 2017

There being no other business to discuss. ***It was motioned by D. Bergeron, seconded by J. LaGrange to adjourn. There being no objection, motion passed.***

