



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

STATEWIDE ACTION PLAN

DISTRACTED DRIVING

2025 TO 2025

Performance Action Compliance Tracking Plan Directory

SECTION TITLE		PAGES
EMPHASIS AREA ACTION PLAN DATA PANEL		<u>2</u>
EMPHASIS AREA ACTION PLAN OVERVIEW		<u>3</u>
<u>ACTION STEPS</u>	<u>STATE APPROVED STRATEGY</u>	<u>YTD STRATEGY ATTAINMENT</u>
<u>1</u>	COORDINATION	Not Started 0.00%
<u>3</u>	EDUCATION	Early Progress 1.12%
<u>1</u>	ENFORCEMENT	Not Started 0.00%
<u>3</u>	OPERATION	Not Started 0.00%
<u>4</u>	OUTREACH	Not Started 0.00%
<u>5</u>	ALL STRATEGIES APPLIED - SCORE CARD	Early Progress 0.22%
PROGRAM EMPHASIS AREA ACTION PLAN DEFINITIONS		
LOUISIANA STATE REGIONAL SAFETY COALITIONS CONTACT INFORMATION		
PLANS:	ALL	ATTAINMENT CENTER
DELIVERABLES:	STATE	REGIONAL
ACTION STEP CHALLENGES CENTER:	ACTION STEP CHALLENGES FORM	ACTION STEP RESOLUTIONS
ACTION PLAN TEMPLATE ISSUE CENTER:	FORMAT ISSUE FORM	FORMAT ISSUE RESOLUTIONS



EMPHASIS AREA STATISTICS & TARGET CEILING CHART

[CARTS PERSON DATA DASHBOARD](#)

	SI STATS	SI TGT	FTL STATS	FTL TGT
2013-2017 AVERAGE	416.20		88.40	
2018	381.00	412.04	123.00	87.52
2019	436.00	407.92	162.00	86.64
2020	497.00	403.84	154.00	85.77
2021	572.00	399.80	204.00	84.92
2022	571.00	395.80	155.00	84.07
2023	1149.00	391.84	178.00	83.23
2024	1275.00	387.93	154.00	82.39
2025		384.05		81.57

ENTER DATA INTO THE STATS COLUMNS ONLY. TGT COLUMNS WILL AUTOPOPULATE. THE DATA FROM THESE TABLES LINK TO THE DATA CONTROL PANEL BELOW. THE DATA CONTROL PANEL LINKS TO ACTION PLAN CHARTS AND THROUGHOUT THE ACTION PLAN.

AT THE CONCLUSION OF THE PLAN YEAR, AND ALL CRASH DATA HAS BEEN PUBLISHED, ENTER THE PLAN YEAR RESULTS INTO THE PLAN YEAR STATS COLUMNS.

PLAN YEAR DATA CONTROL PANEL

PRV YR SI	SI TARGET	PRV YR FTL	FTL TGT
1275.00	384.05	154.00	81.57
SERIOUS INJURY RESULTS		FATAL RESULTS	

CONTROL PANEL DATA IN ROW 18 WILL AUTOMATICALLY POPULATE

AT THE CONCLUSION OF THE PLAN YEAR, AND ALL CRASH DATA HAS BEEN PUBLISHED, ENTER THE PLAN YEAR RESULTS INTO THE PLAN YEAR RESULTS COLUMNS.

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LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

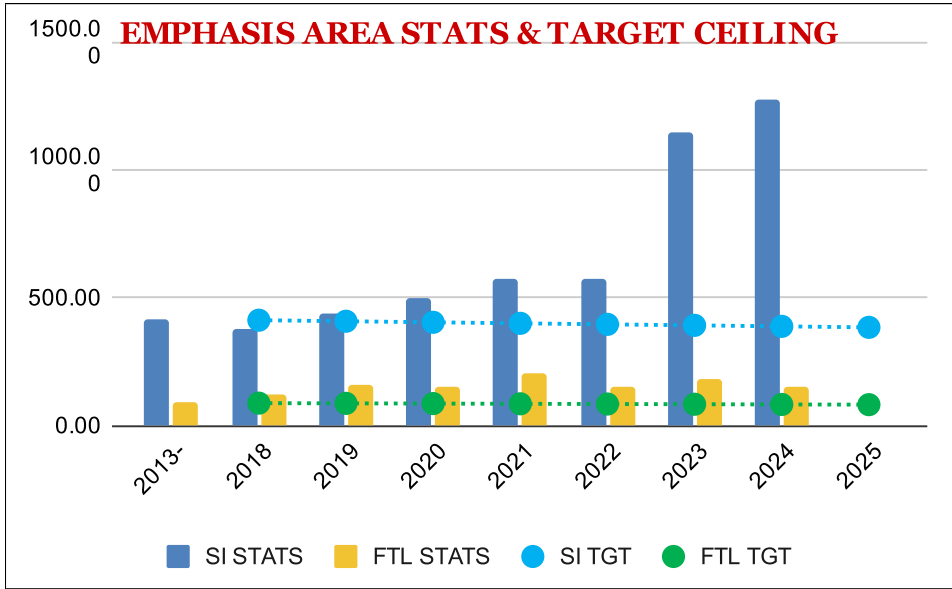
STATEWIDE ACTION PLAN

DISTRACTED DRIVING

2025 TO 2025

Performance Action Compliance Tracking Plan Directory

ID		OBJECTIVES	STATE STRATEGIES			
I.	Reduce the potential and recurrence of serious injuries and fatalities involving distracted driving		COORDINATION		EDUCATION	
			ENFORCEMENT		OPERATION	
			OUTREACH			
ID	OUTPUT MEASURES	DATA SOURCE	PRV YR	TARGET	RESULT	PLAN ATTAINMENT
I.	a. 1% minimum reduction of serious injuries involving distracted driving	Center for Analytics & Research in Transportation Safety Reports	1275.00	384.05		TARGET NOT MET
	b. 1% minimum reduction of fatalities involving distracted driving		154.00	81.57		TARGET NOT MET
LEADERS / AGENCY						
Terry Chustz/LHSC						
Ron Whittaker/DOTD						



DATA SOURCE
[CARTS PERSON DATA DASHBOARD](#)

GOAL
DESTINATION ZERO DEATHS



DESIRED OUTCOME: Increased Coordinated Efforts to Promote Distracted Driving Enforcements, Outreach, and Education Initiatives

Not Started

0.00%

COORDINATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
1.1	Terry Chustz terry.chustz@la.gov	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Educate stakeholders and local legislators on crash data and standardized talking points which show the benefit of legislation to prohibit driver handheld cell phone use.	Developed plan ready for implementation by all 9 RSCs during 2025 Legislative Session. Hands Free Bill proposed and passed by the legislature and signed into law by Governor Landry by acquiring legislative support.	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: (TARGET 1) Did the State provide all 9 RSCs with a plan and guidance for educating stakeholders and legislative representatives? (TARGET 2) Did the State provide RSCs with distracted driving data that can be used for educational purposes in support of hands-free legislation? DELIVERABLE LINK: REPORT-OUT:			<input checked="" type="checkbox"/>	0	2	0	0.00%	NO	
ASSIGNED TO STATE 4E'S FOCUS EDUCATION											
2	30-Jun	DESCRIPTION: Did all 9 RSCs strategically identify and educate legislators and stakeholders within their regions on the benefits of hands free cell phone use? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	9	0	0.00%	NO	
ASSIGNED TO RSCs 4E'S FOCUS EDUCATION											
3	30-Sep	DESCRIPTION: Was the proposed legislation to prohibit driver handheld cell phone use signed into law? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	1	0	0.00%	NO	
ASSIGNED TO STATE 4E'S FOCUS N/A											
4	31-Dec	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0			
ASSIGNED TO 4E'S FOCUS SELECT											
YTD DELIVERABLES:						1	0	12	0	0.00%	NO
RATING: SELECT		COMMENTS:									



DESIRED OUTCOME: Increased Opportunities for the Participation in and the Availability and Quality of Distracted Driving Training and Education

Early Progress

1.12%

EDUCATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
2.1	Jeannine Childers jchilders1@lsu.edu	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Provide SHSP Distracted Driving (DD) Dashboard-derived fact sheets to inform legislators and their staff, offer additional fact sheets and training, and gain legislative participation across the state.	The number of legislators and/or staff provided with DD fact sheets educated and/or trained on SHSP DD Dashboard Data, and participating in coalition meetings.	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: (TARGET 1) Did the statewide team provide all 9 RSCs with template verbiage and an updated contact list of legislators? (TARGET 2) Did all 9 RSCs utilize the 2025 template provided by the statewide team to update regional-specific DD fact sheets using data from the SHSP dashboards? (TARGET 3) Did all 9 RSCs provide individualized regional-specific DD fact sheets to legislators (if requested)?									
ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION		DELIVERABLE LINK:			<input checked="" type="checkbox"/>	0	27	0	0.00%	NO	
		REPORT-OUT:									
2	30-Jun	DESCRIPTION: Did all 9 RSCs follow up with legislators to determine whether any additional information or training is needed, and gauge interest of legislator to speak at a full coalition meeting or DD emphasis area meeting on results of 2025 Traffic Safety Legislation?									
ASSIGNED TO RSCs 4E'S FOCUS EDUCATION		DELIVERABLE LINK:			<input type="checkbox"/>	0	9	0	0.00%	NO	
		REPORT-OUT:									
3	30-Sep	DESCRIPTION:									
ASSIGNED TO 4E'S FOCUS SELECT		DELIVERABLE LINK:			<input type="checkbox"/>	0	0	0			
		REPORT-OUT:									
4	31-Dec	DESCRIPTION: By the end of Q4, did all 9 RSCs request at least 1 legislator to address the full coalition or DD emphasis area meeting on the results of 2025 Traffic Safety Legislation?									
ASSIGNED TO RSCs 4E'S FOCUS EDUCATION		DELIVERABLE LINK:			<input type="checkbox"/>	0	9	0	0.00%	NO	
		REPORT-OUT:									
					YTD DELIVERABLES:	1	0	45	0	0.00%	NO
RATING: SELECT		COMMENTS:									



DESIRED OUTCOME: Increased Opportunities for the Participation in and the Availability and Quality of Distracted Driving Training and Education

Early Progress

1.12%

EDUCATION

YYD STRATEGY ATTAINMENT

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ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
2.2	Shelly Barrett and Susan Gentry	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Include a Distracted Driving (DD) Buckle Up Phone Down (BUPD) traffic safety track or workshop at 4-H U.	Develop and conduct DD BUPD educational training to at least 2 4-H U sessions.	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: Did state leaders meet with all 9 RSCs and 4-H U leadership to discuss/develop DD BUPD educational training materials for 4-H U sessions? DELIVERABLE LINK: REPORT-OUT:			<input checked="" type="checkbox"/>	0	1	0	0.00%	NO	
ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION											
2	30-Jun	DESCRIPTION: Did state leaders and all 9 RSCs utilize DD BUPD educational training materials developed during Q1 in at least 2 4-H U educational sessions? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	2	0	0.00%	NO	
ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION											
3	30-Sep	DESCRIPTION: Did all participating EA state leaders and all 9 RSCs debrief to discuss lessons learned, ideas for future tracks, etc. by the end of Q3? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	1	0	0.00%	NO	
ASSIGNED TO STATE/RSCs 4E'S FOCUS N/A											
4	31-Dec	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0			
ASSIGNED TO 4E'S FOCUS SELECT											
YTD DELIVERABLES:						1	0	4	0	0.00%	NO



DESIRED OUTCOME: Increased Opportunities for the Participation in and the Availability and Quality of Distracted Driving Training and Education

Early Progress

1.12%

EDUCATION

YYD STRATEGY ATTAINMENT

RATING: SELECT **COMMENTS:**

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ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
2.3	Dortha Cummins and Autumn Goodfellow-Thompson dortha.cummins@la.gov autumn.goodfellow-thompson@la.gov	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Work with DOTD, SHSP RSC, SHSP OP and DD Statewide leaders, LSP, and AAA to develop BUPD Paid Media Pilot Project utilizing LHSC Paid Media Vendor focusing on social norming messages.	BUPD Media Campaign to be implemented through the 9 RSCs by 2025.	Early Progress			
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: (TARGET 1) Did the statewide team and all 9 RSCs meet to debrief and discuss lessons learned, and improvements needed? (TARGET 2) Did LHSC and DOTD finalize budget, project timeline, and scope of work? (TARGET 3) Did LHSC present a media plan review to DOTD, SHSP RSCs, SHSP OP and DD Statewide leaders, LSP, and AAA? (TARGET 4) Did the statewide team provide all 9 RSCs BUPD development and implementation plan by 3-31-25? DELIVERABLE LINK: REPORT-OUT: In preparation for the 1-29-25 BUPD High School Shodown debrief with AAA and state leaders, the SHSP Manager and 9 RSCs discussed 2024 BUPD High School Showdown during 1-8-25 RSC weekly call and 1-15-25 RSC in-person meeting.		<input checked="" type="checkbox"/>	0	0	4	1	25.00%	NO
ASSIGNED TO LHSC 4E'S FOCUS N/A										
2	30-Jun	DESCRIPTION: Did all RSCs comply with the BUPD education and outreach plan for Q2? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	0	9	0	0.00%	NO
ASSIGNED TO RSCs 4E'S FOCUS EDUCATION										
3	30-Sep	DESCRIPTION: (TARGET 1) Did all 9 RSCs follow the BUPD education and outreach plan for Q3? (TARGET 2) Did all 9 RSCs recruit at least 1 school to participate in BUPD? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	0	18	0	0.00%	NO
ASSIGNED TO RSCs 4E'S FOCUS EDUCATION										
4	31-Dec	DESCRIPTION: Did all 9 RSCs follow BUPD education and outreach plan for Q4? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	0	9	0	0.00%	NO
ASSIGNED TO RSCs 4E'S FOCUS										



DESIRED OUTCOME: Increased Distracted Driving Enforcements

Not Started

0.00%

ENFORCEMENT

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
3.1	Ron Whittaker rwhtttaker@live.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Support RSCs in identifying and securing Law Enforcement Agencies (LEAs) to commit to a one-week Back to School (B2S) DD school zones enforcement campaign by providing a standardized campaign description.	Number of RSCs that have promoted the DD "B2S" school zone enforcement campaign to at least 2 LEAs with a commitment to participate by at least 2 in the program.	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: Did the state provide access to (update if necessary) the description and directives to participate in the DZD "B2S" school zone enforcement campaign to all 9 RSCs? DELIVERABLE LINK: REPORT-OUT:			<input checked="" type="checkbox"/>	0	1	0	0.00%	NO	
ASSIGNED TO: STATE 4E'S FOCUS: ENFORCEMENT											
2	30-Jun	DESCRIPTION: Did all 9 RSCs promote the DZD "B2S" school zone enforcement campaign to at least 2 LEAs? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	18	0	0.00%	NO	
ASSIGNED TO: RSCs 4E'S FOCUS: ENFORCEMENT											
3	30-Sep	DESCRIPTION: Did all 9 RSCs receive at least 2 LEA commitments to participate in the DZD "B2S" school zone enforcement campaign? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	18	0	0.00%	NO	
ASSIGNED TO: RSCs 4E'S FOCUS: ENFORCEMENT											
4	31-Dec	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0			
ASSIGNED TO: 4E'S FOCUS: SELECT											
YTD DELIVERABLES:						1	0	37	0	0.00%	NO
RATING: SELECT		COMMENTS:									

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DESIRED OUTCOME: Enhanced Data Driven Operations to Support Distracted Driving Coordination, Enforcement, Educational, and Outreach Initiatives

Not Started

0.00%

OPERATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
4.1	Jeannine Childers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Provide the RSC's with DD specific regional fatality and suspected serious injury data.	Number of RSC's to receive and distribute the DD quarterly update provided by CARTS and SHSP Outreach Coordinator.	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: (TARGET 1) Did the SHSP Outreach Coordinator distribute the DD 2024 QTR 4 update to all 9 RSCs? (TARGET 2) Did all 9 RSCs share the DD 2024 QTR 4 update that was provided? DELIVERABLE LINK: <input checked="" type="checkbox"/> 0 REPORT-OUT:					18	0	0.00%	NO	
ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION											
2	30-Jun	DESCRIPTION: (TARGET 1) Did the SHSP Outreach Coordinator distribute the DD 2025 QTR 1 update to all 9 RSCs? (TARGET 2) Did all 9 RSCs share the DD 2025 QTR 1 update that was provided? DELIVERABLE LINK: <input checked="" type="checkbox"/> 0 REPORT-OUT:					18	0	0.00%	NO	
ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION											
3	30-Sep	DESCRIPTION: (TARGET 1) Did the SHSP Outreach Coordinator distribute the DD 2025 QTR 2 update to all 9 RSCs? (TARGET 2) Did all 9 RSCs share the DD 2025 QTR 2 update that was provided? DELIVERABLE LINK: <input checked="" type="checkbox"/> 0 REPORT-OUT:					18	0	0.00%	NO	
ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION											
4	31-Dec	DESCRIPTION: (TARGET 1) Did the SHSP Outreach Coordinator distribute the DD 2025 QTR 3 update to all 9 RSCs? (TARGET 2) Did all 9 RSCs share the DD 2025 QTR 3 update that was provided? *The DD 2025 QTR 4 update will be distributed in 2026 QTR 1? DELIVERABLE LINK: <input checked="" type="checkbox"/> 0 REPORT-OUT:					18	0	0.00%	NO	
ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION											
YTD DELIVERABLES:					4	0	72	0	0.00%	NO	
RATING: SELECT		COMMENTS:									



DESIRED OUTCOME: Enhanced Data Driven Operations to Support Distracted Driving Coordination, Enforcement, Educational, and Outreach Initiatives

Not Started

0.00%

OPERATION

YTD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
4.2	Terry Chustz terry.chustz@la.gov	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Collect and improve the quality of non-crash data (citation data) related to DD enforcement and/or other DD campaigns.	Number of RSCs that coordinated with 2 LEAs to participate in "B2S" enforcement campaign/other DD campaigns and collected and submitted citation data by the end of Q4.	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: Did the state provide access to the description and form for the citation data collection process to all 9 RSCs? DELIVERABLE LINK: DD 4.2 STATE REPORT-OUT:			<input checked="" type="checkbox"/>	1	1	0	0.00%	NO	
ASSIGNED TO STATE 4E'S FOCUS N/A											
2	30-Jun	DESCRIPTION: Did all 9 RSCs coordinate with 2 LEAs to participate in "B2S" enforcement campaign? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	18	0	0.00%	NO	
ASSIGNED TO RSCs 4E'S FOCUS ENFORCEMENT											
3	30-Sep	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0			
ASSIGNED TO 4E'S FOCUS SELECT											
4	31-Dec	DESCRIPTION: Did all 9 RSCs collect and submit citation data from 2 LEAs on the DD "B2S" enforcement campaign or other DD campaigns in the form provided in Quarter 1? (Data collection from DD3.1) DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	18	0	0.00%	NO	
ASSIGNED TO RSCs 4E'S FOCUS N/A											
						1	1	37	0	0.00%	NO
RATING: SELECT		COMMENTS:									



DESIRED OUTCOME: Enhanced Data Driven Operations to Support Distracted Driving Coordination, Enforcement, Educational, and Outreach Initiatives

Not Started

0.00%

OPERATION

YYD STRATEGY ATTAINMENT

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ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
4.3		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	RSC's to continue introducing/sharing/implementing the Statewide DZD DD lesson plan, in whole or in part, to youth organizations.	All 9 RSC's to update and deliver the DZD DD lesson plan to youth organizations that can be utilized statewide for traffic safety education.	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar					<input type="checkbox"/>	0	0	0	0	
ASSIGNED TO 4E'S FOCUS SELECT		DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:									
2	30-Jun					<input checked="" type="checkbox"/>	0	1	0	0.00%	NO
ASSIGNED TO STATE/RSCs 4E'S FOCUS N/A		DESCRIPTION: Did the State review and update the DD lesson plan by the end of Q2 with all 9 RSCs (include updated data and estimated completion time for each activity)? DELIVERABLE LINK: REPORT-OUT:									
3	30-Sep					<input type="checkbox"/>	0	0	0	0	
ASSIGNED TO 4E'S FOCUS SELECT		DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:									
4	31-Dec					<input type="checkbox"/>	0	9	0	0.00%	NO
ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION		DESCRIPTION: Did all 9 RSCs share the Statewide DZD DD lesson plan with at least one youth group? (If RSC receives lesson plan feedback, put into report-out section) DELIVERABLE LINK: REPORT-OUT:									
YTD DELIVERABLES:						1	0	10	0	0.00%	NO
RATING: SELECT		COMMENTS:									

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DESIRED OUTCOME: Increased Public Safety Awareness of Distracted Driving via Promotional Outlets

Not Started

0.00%

OUTREACH

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
5.1	Jeannine Childers jchilders1@lsu.edu	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Share educational webinars, available trainings, community events, and other traffic safety-related data to promote awareness using the DZD media platforms on the effects and statistics of DD.	Increase DD awareness among stakeholders via promotional materials, available trainings, educational webinars, and community events to increase engagement on social media platforms.	Not Started			
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: Did the state document statewide and/or regional initiatives/activities on DZD social media and/or any other outreach platforms? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0		1	0	0.00%	NO
ASSIGNED TO STATE 4E'S FOCUS EDUCATION										
2	30-Jun	DESCRIPTION: Did the state document statewide and/or regional initiatives/activities on DZD social media and/or any other outreach platforms? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0		1	0	0.00%	NO
ASSIGNED TO STATE 4E'S FOCUS EDUCATION										
3	30-Sep	DESCRIPTION: Did the state document statewide and/or regional initiatives/activities on DZD social media and/or any other outreach platforms? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0		1	0	0.00%	NO
ASSIGNED TO STATE 4E'S FOCUS EDUCATION										
4	31-Dec	DESCRIPTION: Did the state document statewide and/or regional initiatives/activities on DZD social media and/or any other outreach platforms? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0		1	0	0.00%	NO
ASSIGNED TO STATE 4E'S FOCUS EDUCATION										
YTD DELIVERABLES:					0	0	4	0	0.00%	NO
RATING: SELECT		COMMENTS:								



DESIRED OUTCOME: Increased Public Safety Awareness of Distracted Driving via Promotional Outlets

Not Started

0.00%

OUTREACH

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
5.2	Autumn Goodfellow-Thompson autumn.goodfellow-thompson@la.gov	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Strengthen existing partnerships by providing assistance to participating DD safety partners.	Strengthen existing DD partnerships by assisting with at least 1 event by Q4.	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: (TARGET 1) Did all 9 RSCs identify an existing DD partnership to provide assistance to and if any obstacles were encountered did the RSCs reach out to the statewide team for assistance? (TARGET 2) Did all 9 RSCs begin discussions with identified DD partner on how to provide assistance? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	18	0	0.00%	NO	
ASSIGNED TO RSCs 4E'S FOCUS N/A											
2	30-Jun	DESCRIPTION: Did all 9 RSCs update and upload distribution lists to DZD Google Drive? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	9	0	0.00%	NO	
ASSIGNED TO RSCs 4E'S FOCUS N/A											
3	30-Sep	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0			
ASSIGNED TO 4E'S FOCUS SELECT											
4	31-Dec	DESCRIPTION: (TARGET 1) Did all 9 RSCs participate in at least 1 event with an identified DD partner by the end of Q4? (TARGET 2) Did all 9 RSCs update and upload distribution lists to DZD Google Drive? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	18	0	0.00%	NO	
ASSIGNED TO RSCs 4E'S FOCUS N/A											
					YTD DELIVERABLES:	0	0	45	0	0.00%	NO
RATING: SELECT		COMMENTS:									



DESIRED OUTCOME: Increased Public Safety Awareness of Distracted Driving via Promotional Outlets

Not Started

0.00%

OUTREACH

YYD STRATEGY ATTAINMENT

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ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
5.3	Jeannine Childers jchilders1@lsu.edu	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Collaborate and conduct quarterly meetings with 9 RSCs, PIOs from other related agencies to define, plan, and implement joint messaging projects.	The number of meetings conducted with other agency PIOs. (Goal 1 during Q3)	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0					
<u>ASSIGNED TO</u> 4E'S FOCUS SELECT											
2	30-Jun	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0					
<u>ASSIGNED TO</u> 4E'S FOCUS SELECT											
3	30-Sep	DESCRIPTION: (TARGET 1) Did the SHSP Outreach Coordinator collaborate and meet with 9 RSCs and PIOs from DOTD, LSP, LHSC, DOE, and other relevant agencies to define, plan, and implement a Back to School Distracted Driving messaging project? (TARGET 2) Did the SHSP Outreach Coordinator share the plan with all 9 RSC's?			<input checked="" type="checkbox"/>	0	2	0	0.00%	NO	
<u>ASSIGNED TO</u> STATE 4E'S FOCUS EDUCATION											
4	31-Dec	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0					
<u>ASSIGNED TO</u> 4E'S FOCUS SELECT											
YTD DELIVERABLES:					1	0	2	0	0.00%	NO	
RATING: SELECT		COMMENTS:									

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DESIRED OUTCOME: Increased Public Safety Awareness of Distracted Driving via Promotional Outlets

Not Started

0.00%

OUTREACH

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
5.4	Autumn Goodfellow-Thompson	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Develop standardized DZD DD RSC Presentation and seek out conferences, youth organizations, agency meetings, etc. for delivery to share our initiative of reducing fatalities and serious injuries and to address behavioral and infrastructure challenges.	Number of DZD Presentations conducted. (Goal 2 by end of Q4)	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: Did the State and all 9 RSCs collaborate and develop DZD DD Presentation? ASSIGNED TO: STATE/RSCs 4E'S FOCUS: N/A			<input checked="" type="checkbox"/>	1	1	0	0.00%	NO	
2	30-Jun	DESCRIPTION: Did SHSP Outreach Coordinator coordinate with all 9 RSCs to research possible opportunities to present DZD Presentation? ASSIGNED TO: STATE 4E'S FOCUS: N/A			<input type="checkbox"/>	0	1	0	0.00%	NO	
3	30-Sep	DESCRIPTION: ASSIGNED TO: 4E'S FOCUS: SELECT			<input type="checkbox"/>	0					
4	31-Dec	DESCRIPTION: Did the State and all 9 RSCs conduct at least 2 DZD Presentations by the end of Q4? ASSIGNED TO: STATE/RSCs 4E'S FOCUS: EDUCATION			<input type="checkbox"/>	0	2	0	0.00%	NO	
YTD DELIVERABLES:					1	1	4	0			
RATING: SELECT		COMMENTS:									



**DISTRACTED DRIVING
STATEWIDE ACTION PLAN**

STATUS / ATTAINMENT KEY				
0%	<25%	<50%	>50%	100%

	YTD ATTAINMENT		STRATEGY ACTION STEP DETAILS						EOY RATING		
	STRATEGY	STEP ATTN	ID	PRL	YD	OD	DESCRIPTION				
COORDINATION	Not Started	0.00%	1.1	YES	YES	YES	Educate stakeholders and local legislators on crash data and standardized talking points which show the benefit of legislation to prohibit driver handheld cell phone use.	SELECT			
			N/A	NO	NO	NO		N/A			
			N/A	NO	NO	NO		N/A			
			N/A	NO	NO	NO		N/A			
EDUCATION	Early Progress	0.00%	2.1	YES	YES	YES	Provide SHSP Distracted Driving (DD) Dashboard-derived fact sheets to inform legislators and their staff, offer additional fact sheets and training, and gain legislative participation across the state.	SELECT			
		0.00%	2.2	YES	YES	NO	Include a Distracted Driving (DD) Buckle Up Phone Down (BUPD) traffic safety track or workshop at 4-H U.	SELECT			
		2.50%	2.3	YES	YES	YES	Work with DOTD, SHSP RSC, SHSP OP and DD Statewide leaders, LSP, and AAA to develop BUPD Paid Media Pilot Project utilizing LHSC Paid Media Vendor focusing on social norming messages.	SELECT			
				NO	NO	NO		SELECT			
ENFORCEMENT	Not Started	0.00%	3.1	YES	YES	YES	Support RSCs in identifying and securing Law Enforcement Agencies (LEAs) to commit to a one-week Back to School (B2S) DD school zones enforcement campaign by providing a standardized campaign description.	SELECT			
			N/A	NO	NO	NO		N/A			
			N/A	NO	NO	NO		N/A			
			N/A	NO	NO	NO		N/A			
OPERATION	Not Started	0.00%	4.1	YES	YES	YES	Provide the RSC's with DD specific regional fatality and suspected serious injury data.	SELECT			
		0.00%	4.2	NO	YES	YES	Collect and improve the quality of non-crash data (citation data) related to DD enforcement and/or other DD campaigns.	SELECT			
		0.00%	4.3	YES	YES	YES	RSC's to continue introducing/sharing/implementing the Statewide DZD DD lesson plan, in whole or in part, to youth organizations.	SELECT			
			N/A	NO	NO	NO		N/A			
OUTREACH	Not Started	0.00%	5.1	YES	YES	YES	Share educational webinars, available trainings, community events, and other traffic safety-related data to promote awareness using the DZD media platforms on the effects and statistics of DD.	SELECT			
		0.00%	5.2	YES	YES	YES	Strengthen existing partnerships by providing assistance to participating DD safety partners.	SELECT			
		0.00%	5.3	YES	YES	YES	Collaborate and conduct quarterly meetings with 9 RSCs, PIOs from other related agencies to define, plan, and implement joint messaging projects.	SELECT			
		0.00%	5.4	YES	YES	YES	Develop standardized DZD DD RSC Presentation and seek out conferences, youth organizations, agency meetings, etc. for delivery to share our initiative of reducing fatalities and serious injuries and to address behavioral and infrastructure challenges.	SELECT			
YTD TOTAL	YTD PROGRESS		ID	EMPHASIS AREA ACTION PLAN PERFORMANCE MEASURE			PREV. YR	TGT	RESULT	ACTION PLAN RATING	
	Early Progress	0.22%	I.	a.	1% minimum reduction of serious injuries involving distracted driving			1275.00	384.05		
				b.	1% minimum reduction of fatalities involving distracted driving			154.00	81.57		

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