



**Louisiana Strategic Highway Safety Plan**  
**Distracted Driving Emphasis**  
**Area Action Plan**

*Updated 6/13/2018*

**Strategy 1: Change legislation and repeal the preemptive clause**

<b>Step</b>	<b>Action Step Leader</b>	<b>Description</b>	<b>Output Measure</b>	<b>Status</b>	<b>Timeline/Budget</b>
1.1	Jonathan	File a bill to prohibit handheld cell phone use. Work with legislators on penalties and moving/non-moving issues.	•	<p><u>2-21-18</u>            Jessica reported that she anticipates distracted driving legislation introduced this session. Natalie Cooper reported Louisiana Property and Casualty Insurance Commission will be introducing legislation this session, which was previously brought to legislation in 2014 and made no progress.</p> <p><u>6-13-18</u>            The state emphasis area team will develop ideal legislation by researching what other states have in place and the local emphasis area leaders shall start educating local officials and legislators about the current laws to gain support well ahead of the next session.</p>	
1.2		Repeal preemptive clause.	• File a bill	<p><u>6-13-18</u>            The state emphasis area team will continue working on this step.</p>	



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**Strategy 2. Increase enforcement and policy.**

Step	Action Step Leader	Description	Output Measure	Status	Timeline/Budget
2.1		Provide support to regional coalitions to identify agencies to conduct small details to do pilot enforcement program.	<ul style="list-style-type: none"> <li>• # of details conducted</li> <li>• # of citations issued</li> <li>• Media coverage</li> </ul>	<u>6-13-18</u> Melissa reported that Lafayette conducted a high visibility enforcement campaign and issued 57 citations for texting in the month of July at the corner of Johnston Street and Ambassador Cafferey.	
2.2	Regional Emphasis Area Leaders	Conduct a statewide coordinated one-week enforcement campaign with local agencies to conduct enforcement in school zones in conjunction with the DZD calendar.	<ul style="list-style-type: none"> <li>• # of details conducted</li> </ul>	<u>6-13-18</u> The plan could be to get one school involved in every region to enforce the distraction hands free zone during the same week statewide. This could result in increased publicity if it's done correctly.	
2.3	MPO, La Motor Transport, Safety Orgs	Identify and develop an ideal model cell phone policy to provide to the regional coordinators to distribute to local companies to implement company policy in banning cell phone use.	<ul style="list-style-type: none"> <li>• Identify companies w/good distracted driving policies</li> <li>• Develop a model policy</li> </ul>	<u>2-21-18</u> Kenyatta reported that she has been working with the Greater Baton Rouge Industrial Alliance who has implemented company policies. She suggested the regional coordinators identify the larger companies that have policies already. John Broemmelsiek	



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				<p>believes that private employers can definitely make a big impact, a cultural shift can be made, similar to drunk driving. Sooraz reported that he will reach out to employers in his region. Ron reported he is working on developing a template to distribute to employers. Johnathan Hill suggested coming up with an entire packet to address all emphasis areas for employers.</p> <p><u>6-13-18</u></p> <p>Dynah Capone is working on organizing all model policies dealing with seat belts and cell phone policies to discuss at the CCC meeting on June 28. This could potentially result in the creation of a DZD sanctioned policy. She reported that her draft policy was released this week and was inspired by the National Safety Council policy.</p>	



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**Strategy 3: Education/Training**

Step	Action Step Leader	Description	Output Measure	Status	Timeline/Budget
3.1	Dynah	Develop and provide standardized messaging for DD to the regional safety coalitions. (ex. Leslies Kids, TRACC, etc.)	<ul style="list-style-type: none"> <li>• Develop standardized DD message.</li> <li>• Provide message to stake holders. Zero tolerance</li> </ul>		
3.2		Media campaigns/outreach	<ul style="list-style-type: none"> <li>• Rolling billboards</li> <li>• Media outreach</li> <li>• Social Media</li> </ul>		
3.3		Encourage the use of technology to prevent cell phone use while driving, especially with young drivers. Ex. 360 App	<ul style="list-style-type: none"> <li>• Identify specific technology to prevent/limit cell phone use while driving.</li> <li>• Provide to RSCs.</li> </ul>	<u>2-21-18</u> They plan to encourage the use of technology to prevent cell phone use while driving, but they aren't planning to endorse one certain product. CellControl is a device identified to help with this.	



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**Output measures** generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

**Timeline:**

- 3 to 6 months**
- 6 months to a year**
- 1 year**
- 2 years**
- 3 years+**
- Ongoing**

**Budget:**

- Small (under \$25,000)**
- Modest (\$26,000 to \$50,000)**
- Medium (\$51,000 to \$100,000)**
- High (\$100,000 to \$300,000)**
- Substantial (\$300,000+)**