



Louisiana Strategic Highway Safety Plan
Distracted Driving Emphasis
Area Action Plan

Updated 2/21/2018

Strategy 1: Change Legislation-Hands free and Remove Preemptive Clause

Step	Action Step Leader	Description	Output Measure	Status	Timeline/Budget
1.1	Jonathan	Identify rep or senator to file bill. Gain agency support.	•	<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.	
1.2		Repeal preemptive clause.	• File a bill		
1.3		Outlaw handheld devices.	• File a bill		



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Strategy 2. Increase High Visibility Enforcement

Step	Action Step Leader	Description	Output Measure	Status	Timeline/Budget
2.1		Identify agency to conduct small detail to do pilot program enforcement	<ul style="list-style-type: none"> # of details conducted # of citations issued Media coverage 		
2.2	MPO, La Motor Transport, Safety Orgs	Push company policy-Ban cell phone use. Every time there is a crash you check cell phone records.	<ul style="list-style-type: none"> Identify companies w/good distracted driving policies Develop a model policy 	<p><u>2-21-18</u></p> <p>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 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>	



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Strategy 3: Education/Training

Step	Action Step Leader	Description	Output Measure	Timeline	Budget
3.1		Educate officers on GDL	<ul style="list-style-type: none"> Develop a roll call video. 		
3.2		Train officers on driver condition definitions.	<ul style="list-style-type: none"> Develop driver condition definitions. Incorporate definitions in crash report manual. Provide training. 	<u>2-21-18</u> Ron reported they are updating the crash report manual and have a meeting scheduled for Friday. At a minimum, they are updating certain parts of the manual.	
3.3	Bridget Gardner	Educate Driving Schools	<ul style="list-style-type: none"> 	<u>2-21-18</u> Ron would like to come up with a standard presentation and catch line. He plans to coordinate with Kristy Miller and Dortha Cummins to develop a standardized message to push all across the state. He also suggested implementing this through the standardized driving curriculum through Kenny Martin.	



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Step	Action Step Leader	Description	Output Measure	Timeline	Budget
3.4	Dynah	Have programs provide consistent/standardized messaging. (ex. Leslies Kids, TRACC, etc.) Need to be teaching the same thing.	<ul style="list-style-type: none"> Develop standardized DD message. Provide message to stake holders. Zero tolerance 		
3.5		Media campaigns/outreach	<ul style="list-style-type: none"> Rolling billboards Media outreach Social Media 		

Strategy 4: Engineering/Technology

Step	Action Step Leader	Description	Output Measure	Timeline	Budget
4.1		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"> Identify specific technology to prevent/limit cell phone use while driving. 	<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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Step	Action Step Leader	Description	Output Measure	Timeline	Budget
			<ul style="list-style-type: none"> • Provide to RSCs. 		

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+)*