



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

STATEWIDE ACTION PLAN

DISTRACTED DRIVING

2023 TO 2024

Performance Action Compliance Tracking Plan Directory

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EMPHASIS AREA STATISTICS & TARGET CEILING CHART

[CARTS PERSON DATA DASHBOARD](#)

2013-2017 AVERAGE

	SI STATS	SI TGT	FTL STATS	FTL TGT
2018	670.00		312.00	
2019	601.00	663.30	294.00	308.88
2020	677.00	656.67	326.00	305.79
2021	784.00	650.10	347.00	302.73
2022	833.00	643.60	403.00	299.71
2023	1099.00	637.16	325.00	296.71
2024		630.79		293.74
2025		624.48		290.80
		618.24		287.90

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
1099.00	630.79	325.00	293.74
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.



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

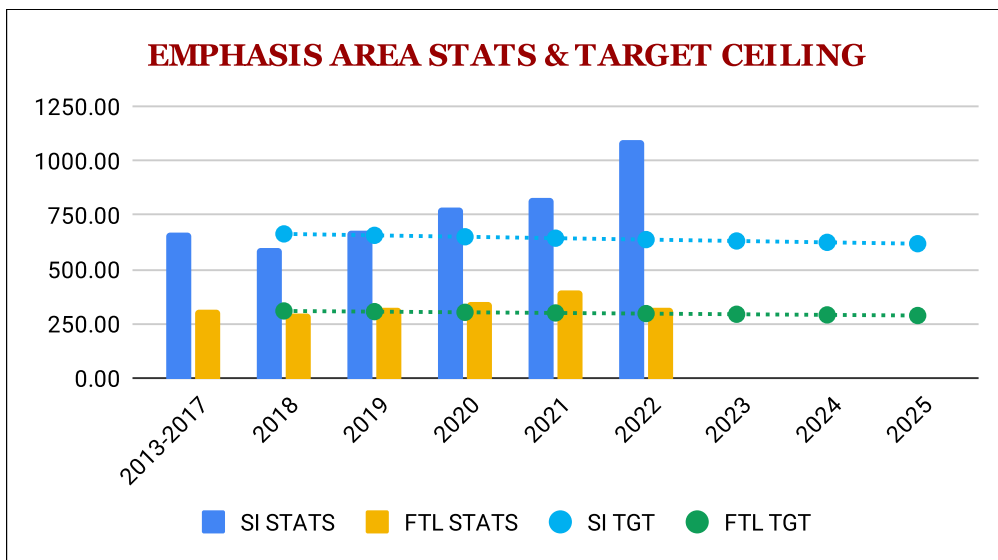
STATEWIDE ACTION PLAN

DISTRACTED DRIVING

2023 TO 2024

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	1099.00	630.79		TARGET NOT MET
	b. 1% minimum reduction of impaired driving fatalities		325.00	293.74		TARGET NOT MET
LEADERS / AGENCY						
Jessica Bedwell/LHSC						
Ron Whittaker/DOTD						



DATA SOURCE

[CARTS PERSON DATA DASHBOARD](#)

GOAL

DESTINATION ZERO DEATHS

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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	Jessica Bedwell jessica.bedwell@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 in which shows the benefit of legislation to prohibit driver handheld cell phone use.	Driver Hands-free Cell Phone Bill was proposed and passed by the legislature and signed into law by Governor Edwards by acquiring regional legislative support.	Not Started			
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: Did LHSC provide all 9 RSC Coordinators with guidance for educating stakeholders and legislative representatives? Did LHSC provide RSCs with distracted driving data that can be used for educational purposes in support of handsfree 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	29-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	29-Dec	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0		0	0		
ASSIGNED TO 4E'S FOCUS N/A										
YTD DELIVERABLES:					1	0	12	0	0.00%	NO
RATING: SELECT		COMMENTS:								

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
1.2	Autumn Goodfellow-Thompson autumn.goodfellow-thompson@la.gov	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Recruit members of the 4 E's (Enforcement, Education, Engineering, EMS, safety advocates, Public Health, and Tribal Representatives.) or emphasis area overlap participating in the SHSP Distracted Driving Emphasis Area.	Increase the number of new or current members from 4 Es, safety advocates, Public Health, and Tribal Representatives or emphasis area overlap participating in the SHSP Distracted Driving Emphasis Area (RSC Annual Goal Minimum 2/Region.)	Not Started			
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: Did the statewide team provide assistance to any RSCs in need of identifying recruitment of 4Es, safety advocates, Public Health or by emphasis area overlap? DELIVERABLE LINK: DD 1.2 STATE REPORT-OUT:		<input type="checkbox"/>	1		1	0	0.00%	NO
ASSIGNED TO Autumn Goodfellow-Thompson										

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

Not Started 0.00% COORDINATION

YYD STRATEGY ATTAINMENT

4E'S FOCUS	DESCRIPTION	DELIVERABLE LINK	REPORT-OUT	TARGET	RESULT	% MET	STATUS
N/A							
2 30-Jun ASSIGNED TO RSCs 4E'S FOCUS N/A	DESCRIPTION: Did all 9 RSCs reach out to potential recruitments or promote emphasis area overlap identified during Q1?	<input type="checkbox"/>		9	0	0.00%	NO
3 29-Sep ASSIGNED TO RSCs 4E'S FOCUS N/A	DESCRIPTION: Did all 9 RSCs reach out to potential recruitments or promote emphasis area overlap?	<input type="checkbox"/>		9	0	0.00%	NO
4 29-Dec ASSIGNED TO RSCs 4E'S FOCUS N/A	DESCRIPTION: Did all 9 RSCs increase coalition membership from a member of the 4Es, Traffic Safety Advocates, public health, and Tribal Representatives or by emphasis area overlap? (2 Annually/Coalition)	<input type="checkbox"/>		18	0	0.00%	NO
YTD DELIVERABLES:		0	1	37	0	0.00%	NO
RATING: SELECT COMMENTS:							

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
1.3	Shelly Barrett and Susan Mitchell shelly.barrett@nlcog.org susan@northdelta.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Support and promote the statewide DD contest "Thrive to Survive the Drive" across all nine regions to increase awareness of the effects of Distracted Driving.	The number of RSC's that have collaborated in the development, promotion, and execution of the DZD Statewide DD contest as defined in the quarterly tasks.	Not Started			
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: Based on the 2022 Q4 lessons learned discussion did all nine RSC's review and update the DZD DD Contest proposed materials folder, agree on final contest format, and begin fundraising initiatives? Did the state provide all nine RSC's with the finalized DZD DD Contest Packet, including a contest open and end date, and promotional scheduler?			<input checked="" type="checkbox"/>	1	18	0	0.00%	NO
ASSIGNED TO Autumn Goodfellow-Thompson 4E'S FOCUS EDUCATION		DELIVERABLE LINK: DD 1.3 STATE								
2	30-Jun	DESCRIPTION: Did all 9 RSCs secure prize fund minimums?			<input type="checkbox"/>	0	9	0	0.00%	NO
ASSIGNED TO RSCs 4E'S FOCUS EDUCATION		DELIVERABLE LINK:								
3	29-Sep	DESCRIPTION: Did all 9 RSC's promote the DZD DD Statewide Contest?			<input type="checkbox"/>	0	9	0	0.00%	NO
ASSIGNED TO		DELIVERABLE LINK:								

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

Not Started

0.00%

COORDINATION

YYD STRATEGY ATTAINMENT

RSCs 4E'S FOCUS EDUCATION	REPORT-OUT:				
4 29-Dec ASSIGNED TO STATE 4E'S FOCUS EDUCATION	DESCRIPTION: Did the state facilitate judging and announce prize winners? Did the state host a contest debrief with all 9 RSCs on lessons learned and prepare for 2024 contest? DELIVERABLE LINK: <input type="checkbox"/> REPORT-OUT:	0	2	0	0.00% NO
YTD DELIVERABLES:		1	38	0	0.00% NO
RATING: SELECT	COMMENTS:				

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
N/A		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
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	0	0		
ASSIGNED TO										
4E'S FOCUS										
SELECT										
2	30-Jun	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0		
ASSIGNED TO										
4E'S FOCUS										
SELECT										
3	31-Mar	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0		
ASSIGNED TO										
4E'S FOCUS										
SELECT										
4	29-Dec	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0		
ASSIGNED TO										
4E'S FOCUS										
SELECT										
YTD DELIVERABLES:					0	0	0	0		
RATING:	COMMENTS:									

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

Not Started	0.00%	EDUCATION
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YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
2.1	Jeannine Childers jchilders1@lsu.edu	✓	✓	✓	Provide SHSP Dashboard-derived fact sheets to inform legislators and their staff across the state. Inform legislators and staff that additional fact sheets or training to create their own fact sheets can be provided upon request.	Provide SHSP Dashboard-derived fact sheets and offer additional training and/or resources to legislators and/or staff.	Not Started			
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: Did the statewide team provide all 9 RSCs with a standardized template? Did all 9 RSCs identify the state representatives and senators whose districts fall within the regional coalition? DELIVERABLE LINK: REPORT-OUT:		✓	0		18	0	0.00%	NO
ASSIGNED TO Jeannine Childers / RSCs 4E'S FOCUS EDUCATION										
2	30-Jun	DESCRIPTION: Using the template provided by the statewide team, did all 9 RSCs create individualized parish-specific fact sheets for using data from the CARTS Dashboard? DELIVERABLE LINK: REPORT-OUT:		✓	0		9	0	0.00%	NO
ASSIGNED TO RSCs 4E'S FOCUS EDUCATION										
3	29-Sep	DESCRIPTION: Using the fact sheet created in Q2, did all 9 RSC's provide the fact sheet to at least 1 legislator or their staff? Did all 9 RSCs make legislators and/or staff aware that additional resources could be provided at their request and/or that their staff could be trained to create their own fact sheets? DELIVERABLE LINK: REPORT-OUT:		☐	0		18	0	0.00%	NO
ASSIGNED TO RSCs 4E'S FOCUS EDUCATION										
4	29-Dec	DESCRIPTION: Did all 9 RSCs follow up with at least 1 legislator or staff to determine whether any additional information or training is needed? DELIVERABLE LINK: REPORT-OUT:		☐	0		9	0	0.00%	NO
ASSIGNED TO RSCs 4E'S FOCUS EDUCATION										
YTD DELIVERABLES:					2	0	54	0	0.00%	NO
RATING: SELECT		RATING:								

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
2.2	Ron Whittaker rwhittaker@live.com	✓	✓	✓	Support RSCs in educating local organizations and government agencies on the effects of distracted driving and of the importance and benefits of a cell phone policy by providing a sample employee policy.	Number of RSCs to share the state-provided employee policy sample highlighting the effects of DD and the importance and benefits of a cell phone policy to at least 2 organizations and 2 government agencies with the goal of at least one organization and one government agency commitment of use per region.	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 sample policy to all nine RSCs on the effects of DD and the importance and benefits of a cell phone policy?								

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

Not Started 0.00% EDUCATION

YYD STRATEGY ATTAINMENT

1	30-Jun	ASSIGNED TO STATE 4E'S FOCUS EDUCATION	DELIVERABLE LINK: DD 2.2 STATE REPORT-OUT:	<input checked="" type="checkbox"/>	1	1	0	0.00%	NO
2	30-Jun	ASSIGNED TO RSCs 4E'S FOCUS EDUCATION	DESCRIPTION: Did all 9 RSCs share the sample employee policy and the importance and benefits of a cell phone policy to at least one organization and one government agency? DELIVERABLE LINK: REPORT-OUT:	<input type="checkbox"/>	0	18	0	0.00%	NO
3	29-Sep	ASSIGNED TO RSCs 4E'S FOCUS EDUCATION	DESCRIPTION: Did all 9 RSCs share the sample employee policy and the importance and benefits of a cell phone policy to at least one organization and one government agency? DELIVERABLE LINK: REPORT-OUT:	<input type="checkbox"/>	0	18	0	0.00%	NO
4	29-Dec	ASSIGNED TO RSCs 4E'S FOCUS N/A	DESCRIPTION: Did all 9 RSCs receive at least one organizational commitment to adopt an employee cell phone policy? DELIVERABLE LINK: REPORT-OUT:	<input type="checkbox"/>	0	18	0	0.00%	NO
YTD DELIVERABLES:					1	55	0	0.00%	NO
RATING: SELECT		RATING:							

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
2.3	Shelly Barrett & Autumn Goodfellow-Thompson shelly.barrett@nrcog.org ; autumn.goodfellow-thompson@la.gov	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Include a Distracted Driving traffic safety track or workshop at 4H-U.	Utilize the existing DD Lesson Plan by participating in at least 3 4H-U educational 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 4H-U leadership to discuss SHSP DD participation in 4H-U educational sessions? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	1	0	0.00%	NO	
2	30-Jun	DESCRIPTION: Did state leaders and RSCs utilize the existing DD Lesson Plan by participating in at least 3 4H-U educational sessions? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	9	0	0.00%	NO	
3	29-Sep	DESCRIPTION: Did the state DD leaders, all 9 RSCs and state ID leaders debrief to discuss lessons learned, ideas for future tracks, etc. by the end of Q3?								

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Not Started 0.00% EDUCATION

		YTD DELIVERABLES:				YTD STRATEGY ATTAINMENT			
ASSIGNED TO STATE 4E'S FOCUS EDUCATION	DELIVERABLE LINK: <input type="checkbox"/> REPORT-OUT:	0	0	0.00%	NO	1	0	0.00%	NO
4 29-Dec ASSIGNED TO 4E'S FOCUS SELECT	DESCRIPTION: DELIVERABLE LINK: <input type="checkbox"/> REPORT-OUT:	0	0			0	0		
RATING: SELECT		RATING:				RATING:			
		YTD DELIVERABLES: 0 0 0.00% NO				YTD STRATEGY ATTAINMENT: 11 0 0.00% NO			

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
2.4	Dortha Cummins, Jessica Staton Dortha.cummins@la.gov ; Jessica.staton@la.gov	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Develop DD Paid Media Pilot Project utilizing Graham Group focusing on social norming messages to bring more awareness to distracted driving.	Distracted Driving Media Campaign to be implemented through the 9 RSCs by 2024.	Not Started				
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: Did LHSC coordinate with Graham Group to develop a project timeline based on scope of work developed with DOTD?				<input type="checkbox"/>	0	1	0	0.00%	NO
ASSIGNED TO STATE 4E'S FOCUS N/A		DELIVERABLE LINK: REPORT-OUT:									
2	30-Jun	DESCRIPTION: Did LHSC present campaign options to statewide team and all 9 RSCs for discussion and selection?				<input type="checkbox"/>	0	1	0	0.00%	NO
ASSIGNED TO 4E'S FOCUS N/A		DELIVERABLE LINK: REPORT-OUT:									
3	29-Sep	DESCRIPTION: Did LHSC provide statewide team and all 9 RSCs with a media plan for review?				<input type="checkbox"/>	0	1	0	0.00%	NO
ASSIGNED TO 4E'S FOCUS N/A		DELIVERABLE LINK: REPORT-OUT:									
4	29-Dec	DESCRIPTION: Did LHSC provide statewide team and all 9 RSCs with a media plan for review?				<input type="checkbox"/>	0	1	0	0.00%	NO
ASSIGNED TO 4E'S FOCUS N/A		DELIVERABLE LINK: REPORT-OUT:									
RATING: SELECT		RATING:			YTD DELIVERABLES: 0 0 0.00% NO			YTD STRATEGY ATTAINMENT: 4 0 0.00% NO			

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

Not Started

0.00%

ENFORCEMENT

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
3.1	Ron Whittaker rwhittaker@live.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Support RSCs in identifying and securing LEAs to commit to a one-week "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? Did all 9 RSCs identify school zones without posted signage within their region (if applicable)? DELIVERABLE LINK: DD_3.1_STATE REPORT-OUT:		<input checked="" type="checkbox"/>	1	18	0	0.00%	NO	
ASSIGNED TO: Autumn GF-Thompson/RSCs 4E'S FOCUS: ENFORCEMENT										
2	30-Jun	DESCRIPTION: Did all 9 RSCs contact the responsible entities identified during Q1 regarding signage being posted (if applicable)? 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	29-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	29-Dec	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	0	0			
ASSIGNED TO: 4E'S FOCUS: SELECT										
YTD DELIVERABLES:					1	1	54	0	0.00%	NO
RATING: SELECT		COMMENTS:								

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
N/A		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE

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DESIRED OUTCOME: Increased Distracted Driving Enforcements

Not Started

0.00%

OPERATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
4.1	Jessica Bedwell jessica.bedwell@la.gov	<input checked="" 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 4.1 STATE REPORT-OUT:			<input checked="" type="checkbox"/>	1	1	0	0.00%	NO	
ASSIGNED TO: Autumn Goodfellow-Thompson 4E'S FOCUS: ENFORCEMENT											
2	30-Jun	DESCRIPTION: How many RSCs coordinated with 2 LEAs to participate in "B2S" enforcement campaign? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	18	0		NO	
ASSIGNED TO: RSCs 4E'S FOCUS: ENFORCEMENT											
3	29-Sep	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0			
ASSIGNED TO: 4E'S FOCUS: SELECT											
4	29-Dec	DESCRIPTION: How many RSCs collected and submitted citation data from 2 LEAs on the DD "B2S" enforcement campaign or other DD campaigns in the form provided in Quarter 1? DELIVERABLE LINK: DD 4.1 STATE REPORT-OUT:			<input type="checkbox"/>	1	18	0	0.00%	NO	
ASSIGNED TO: RSCs 4E'S FOCUS: ENFORCEMENT											
YTD DELIVERABLES:					1	2	37	0	0.00%	NO	
RATING: SELECT		COMMENTS:									

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
4.2	Amber Ashworth & Cassie Parker amber.ashworth@swlarsc.com ; cassie@scpsc.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	RSC will continue introducing/implementing the DZD Distracted Driving lesson plan to a minimum of 1 high school and/or driving school in all 9 regions.	All 9 RSC's deliver the DZD Distracted Driving lesson plan to high schools and/or driving schools 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	DESCRIPTION: Did the state and all 9 RSCs review exit survey data and determine any changes that need to be made moving forward? Did the state provide all 9 RSCs with access to guidelines, talking points and lesson plan? Did all 9 RSCs identify highschool and/or driving school to deliver DZD Distracted Driving lesson plan?									

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DESIRED OUTCOME: Increased Distracted Driving Enforcements

Not Started

0.00%

OPERATION

YYD STRATEGY ATTAINMENT

ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION	DELIVERABLE LINK: DD 4.2 STATE REPORT-OUT:	<input checked="" type="checkbox"/>	1	36	0	0.00%	NO	
2 30-Jun ASSIGNED TO RSCs 4E'S FOCUS EDUCATION	DESCRIPTION: Did all 9 RSCs contact identified highschool and/or driving school to participate? DELIVERABLE LINK: REPORT-OUT:	<input type="checkbox"/>	0	9	0	0.00%	NO	
3 29-Sep ASSIGNED TO RSCs 4E'S FOCUS EDUCATION	DESCRIPTION: Did all 9 RSCs deliver the DZD Distracted Driving lesson plan to 1 high school and/or driving school during the month of August? Did all 9 RSCs check in with selected highschool and/or driving school to determine if additional help is needed to execute DZD Distracted Driving lesson plan? DELIVERABLE LINK: REPORT-OUT:	<input type="checkbox"/>	0	18	0	0.00%	NO	
4 29-Dec ASSIGNED TO RSCs 4E'S FOCUS EDUCATION	DESCRIPTION: Did the selected high schools and/or driving schools in all 9 Regions utilize the DZD Distracted Driving lesson plan? Did all 9 RSCs use the state-provided Exit Survey with the selected high school and/or driving schools? DELIVERABLE LINK: REPORT-OUT:	<input checked="" type="checkbox"/>	0	18	0	0.00%	NO	
YTD DELIVERABLES:			2	1	81	0	0.00%	NO
RATING: SELECT		COMMENTS:						

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
N/A		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
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	0	0		
ASSIGNED TO 4E'S FOCUS SELECT										
2	30-Jun	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0		
ASSIGNED TO 4E'S FOCUS SELECT										
3	29-Sep	DESCRIPTION:								

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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, community events, and other traffic safety-related data to promote awareness using the Destination Zero Deaths social media platforms on the effects and statistics of distracted driving.	Increase DD awareness among stakeholders via promotional materials, 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: If applicable, document regional initiatives on DZD Facebook. DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	0	0	0		
ASSIGNED TO Jeannine Childers 4E'S FOCUS EDUCATION										
2	30-Jun	DESCRIPTION: If applicable, document regional initiatives on DZD Facebook. DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	0	0	0		
ASSIGNED TO Jeannine Childers 4E'S FOCUS EDUCATION										
3	29-Sep	DESCRIPTION: If applicable, document regional initiatives on DZD Facebook. DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	0	0	0		
ASSIGNED TO Jeannine Childers 4E'S FOCUS EDUCATION										
4	29-Dec	DESCRIPTION: Did all 9 RSC's utilize the DZD Facebook to share regional initiatives conducted? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	0	9	0	0.00%	NO
ASSIGNED TO RSCs 4E'S FOCUS EDUCATION										
YTD DELIVERABLES:					0	0	9	0	0.00%	NO
RATING: SELECT		COMMENTS:								

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
N/A		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE

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DISTRACTED DRIVING STATEWIDE ACTION PLAN

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

YTD ATTAINMENT			STRATEGY ACTION STEP DETAILS							
STRATEGY	STEP ATTN	ID	PRL	YD	OD	DESCRIPTION	EOY RATING			
COORDINATION	Not Started	0.00%	1.1	**YES**	YES	YES	Educate stakeholders and local legislators on crash data and standardized talking points in which shows the benefit of legislation to prohibit driver handheld cell phone use.	SELECT		
		0.00%	1.2	**YES**	YES	YES	Recruit members of the 4 E's (Enforcement, Education, Engineering, EMS, safety advocates, Public Health, and Tribal Representatives.) or emphasis area overlap participating in the SHSP Distracted Driving Emphasis Area.	SELECT		
		0.00%	1.3	**YES**	YES	NO	Support and promote the statewide DD contest "Thrive to Survive the Drive" across all nine regions to increase awareness of the effects of Distracted Driving.	SELECT		
			N/A	NO	NO	NO		N/A		
EDUCATION	Not Started	0.00%	2.1	**YES**	YES	YES	Provide SHSP Dashboard-derived fact sheets to inform legislators and their staff across the state. Inform legislators and staff that additional fact sheets or training to create their own fact sheets can be provided upon request.	SELECT		
		0.00%	2.2	**YES**	YES	YES	Support RSCs in educating local organizations and government agencies on the effects of distracted driving and of the importance and benefits of a cell phone policy by providing a sample employee policy.	SELECT		
		0.00%	2.3	**YES**	YES	NO	Include a Distracted Driving traffic safety track or workshop at 4H-U.	SELECT		
		0.00%	2.4	NO	YES	YES	Develop DD Paid Media Pilot Project utilizing Graham Group focusing on social norming messages to bring more awareness to distracted driving.	SELECT		
ENFORCEMENT	Not Started	0.00%	3.1	**YES**	YES	YES	Support RSCs in identifying and securing LEAs to commit to a one-week "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	Collect and improve the quality of non-crash data (citation data) related to DD enforcement and/or other DD campaigns.	SELECT		
		0.00%	4.2	**YES**	YES	NO	RSC will continue introducing/implementing the DZD Distracted Driving lesson plan to a minimum of 1 high school and/or driving school in all 9 regions.	SELECT		
			N/A	NO	NO	NO		N/A		
			N/A	NO	NO	NO		N/A		
OUTREACH	Not Started	0.00%	5.1	**YES**	YES	YES	Share educational webinars, community events, and other traffic safety-related data to promote awareness using the Destination Zero Deaths social media platforms on the effects and statistics of distracted driving.	SELECT		
			N/A	NO	NO	NO		N/A		
			N/A	NO	NO	NO		N/A		
			N/A	NO	NO	NO		N/A		
TOTAL	YTD PROGRESS		ID	EMPHASIS AREA ACTION PLAN PERFORMANCE MEASURE			PREV. YR	TGT	RESULT	ACTION PLAN RATING
	Not Started	0.00%	a.	1% minimum reduction of serious injuries involving distracted driving			1099.00	630.79		

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YTD	Not Started	0.00%	I.	b.	1% minimum reduction of impaired driving fatalities	325.00	293.74	
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