Our Emphasis Areas

The SHSP includes four emphasis areas based on factors that contribute to fatalities and serious injuries. The plan provides data-driven strategies and traffic safety resources within each emphasis area to help us reach Destination Zero.

Distracted Driving

Impaired Driving

Occupant Protection

Infrastructure & Operations

Each Emphasis Area includes specific tactics for all road users. Within each emphasis area, the SHSP also considers:

- Older Drivers (65+)
- Young Drivers (15-24)
- Vulnerable Road Users

Vulnerable road users (VRUs) include pedestrians, bicyclists, and those using personal conveyance devices, such as wheelchairs and electric scooters.





Our goal is to create a transportation system that is not only safe for vehicles, but also for people who walk, bike, and roll.

Connect With Us

Destination Zero Deaths Regional Safety Coalition Coordinators

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Statewide Emphasis Area Leaders

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Jacqueline Sanchez, Louisiana District Attorney's Association

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Occupant Protection
Bridget Gardner, University Medical Center Level 1 Trauma Center

Dortha Cummins, LHSC

Sgt. Ross Brennan, LSP

Infrastructure and Operations
Laura Riggs, LADOTD***

Distracted Driving
Ron Whittaker, LADOTD

Terry Chustz, LHSC

**Louisiana Highway Safety Commission*
***Louisiana State Police*
****Louisiana Department of Transportation and Development*

DESTINATION ZERO DEATHS
Statewide



The Destination is ZERO

Louisiana's Approach to Highway Safety

This document and the information contained herein, is prepared for the purpose of identifying, evaluating, and planning safety improvements on public roads, which may be implemented utilizing federal and highway funds. This information shall not be subject to discovery or admitted into evidence in Federal or State court pursuant to 23 U.S.C. 407.

@DestinationZeroDeaths
destinationzerodeaths.com

Destination ZERO

A future where no one is killed or seriously injured in a traffic related crash.

The Strategic Highway Safety Plan:

Our Road Map to Zero Deaths

Nearly 800 deaths on average occur on Louisiana roads each year, and fatalities continue to rise in Louisiana and across the nation.

The Strategic Highway Safety Plan (SHSP) guides us to our destination: zero deaths. The SHSP is a living document updated every five years with input from a broad array of stakeholders, including:

- Driver Behavior Safety Experts
- Engineers
- Law Enforcement Personnel
- Emergency Service Providers
- Advocacy Groups
- And more

At the end of the day, we want to see everyone return home to their family and friends. **We need your support to get there.**



Putting the Plan In Action

A Regional Focus

Locals know their highways and their neighbors best, so Louisiana employs a regional approach to safety. We established nine coalitions across the state that implement the SHSP within their region.

Regional Safety Coalitions are tasked with critical outreach efforts that empower people in their communities to make positive changes toward safer roadways. They collaborate with:

- DOTD District Offices and Highway Safety Section
- Metropolitan Planning Organizations (MPOs)
- Highway Safety Commission
- Local Governments
- Law Enforcement
- Public Health Organizations
- Education Leaders
- Advocacy Groups

Louisiana Regional Safety Coalitions

Visit the Regional Safety Coalitions page on our website for more details on the parishes in each coalition.



Help Us Reach Destination Zero!

Destination Zero Deaths begins with you. We owe it to ourselves, our friends, and family to reach everyone's goal of zero deaths on Louisiana roads.

Participate on a Statewide Emphasis Area Team

Email the SHSP Manager.

Join a Regional Safety Coalition

Email a Regional Safety Coordinator

Visit the LSU Center for Analytics & Research in Transportation Safety (CARTS) Crash Data Reports

Visit carts.lsu.edu



Destination Zero Deaths Regional Safety Coalition Coordinators and SHSP Manager

Last revised: September 2026