

## 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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**Norma DuBois**,  
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**Lt. Robert "Shawn" Owens**,  
LSP\*\*\*

**Rebecca Chiasson**,  
LSP Crime Lab

**Jacqueline Sanchez**,  
Louisiana District Attorney's  
Association

**Occupant Protection**  
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University Medical Center Level  
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**Sgt. Ross Brennan**, LSP

**Infrastructure and Operations**  
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**Distracted Driving**  
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*\*Louisiana Department of  
Transportation and  
Development*

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Commission*

*\*\*\*Louisiana State Police*



# 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](https://carts.lsu.edu)



Destination Zero Deaths Regional Safety Coalition Coordinators and SHSP Manager