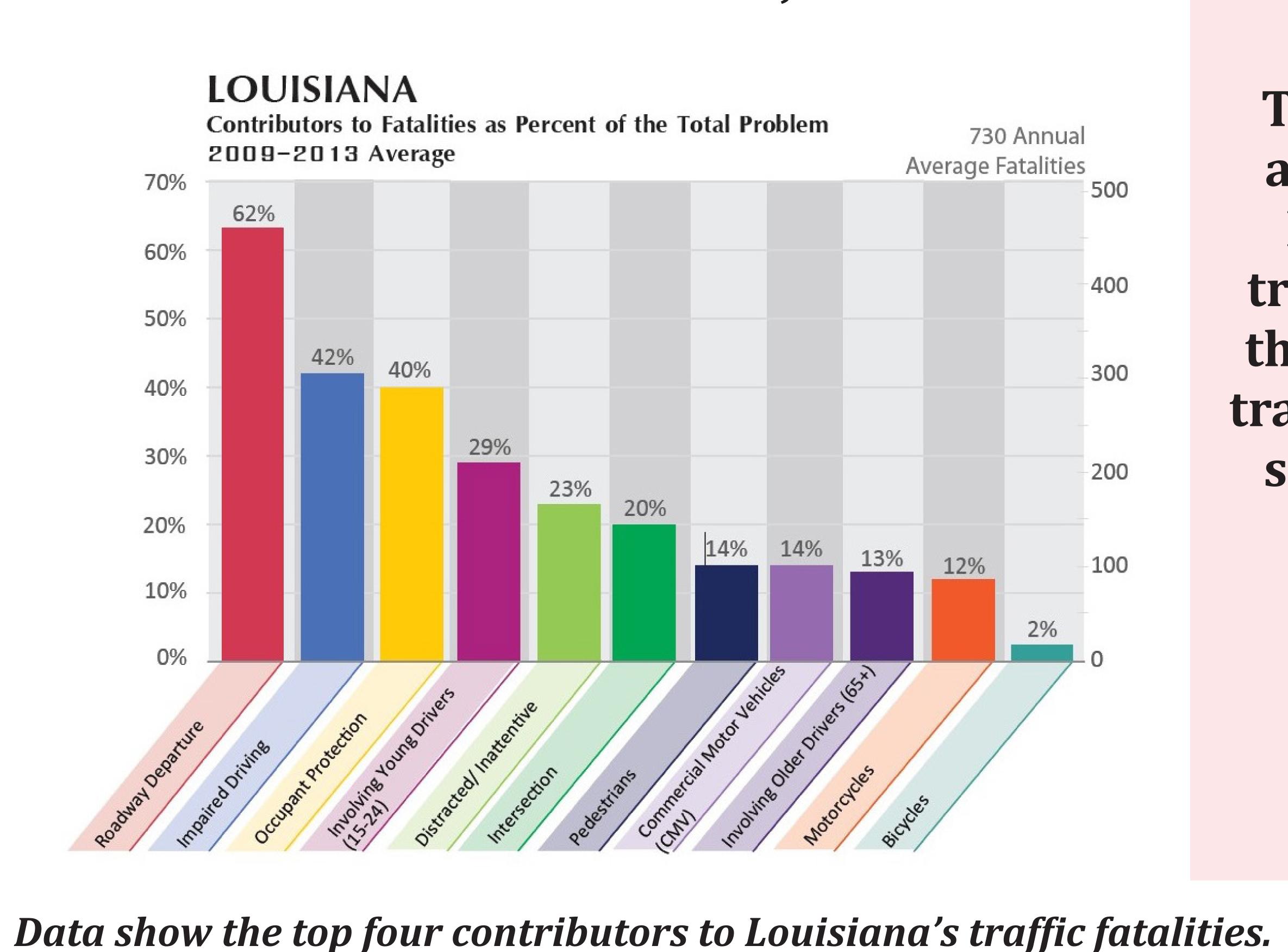
Louisiana's Regional 4E Approach to Saving Lives: The Goal Is Destination Zero Deaths

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Louisiana is paving the way in traffic safety with Destination Zero Deaths, a multidisciplinary initiative to reduce motor vehiclerelated fatalities and serious injuries.



Vision:

To reach zero deaths on Louisiana's roadways

Mission:

To reduce the human and economic toll on Louisiana's surface transportation system through a reduction in traffic crashes via widespread collaboration and an integrated 4E approach.

> Measurable Goal: To halve fatalities by 2030

Occupant Protection

DESTINATION

Impaired Driving

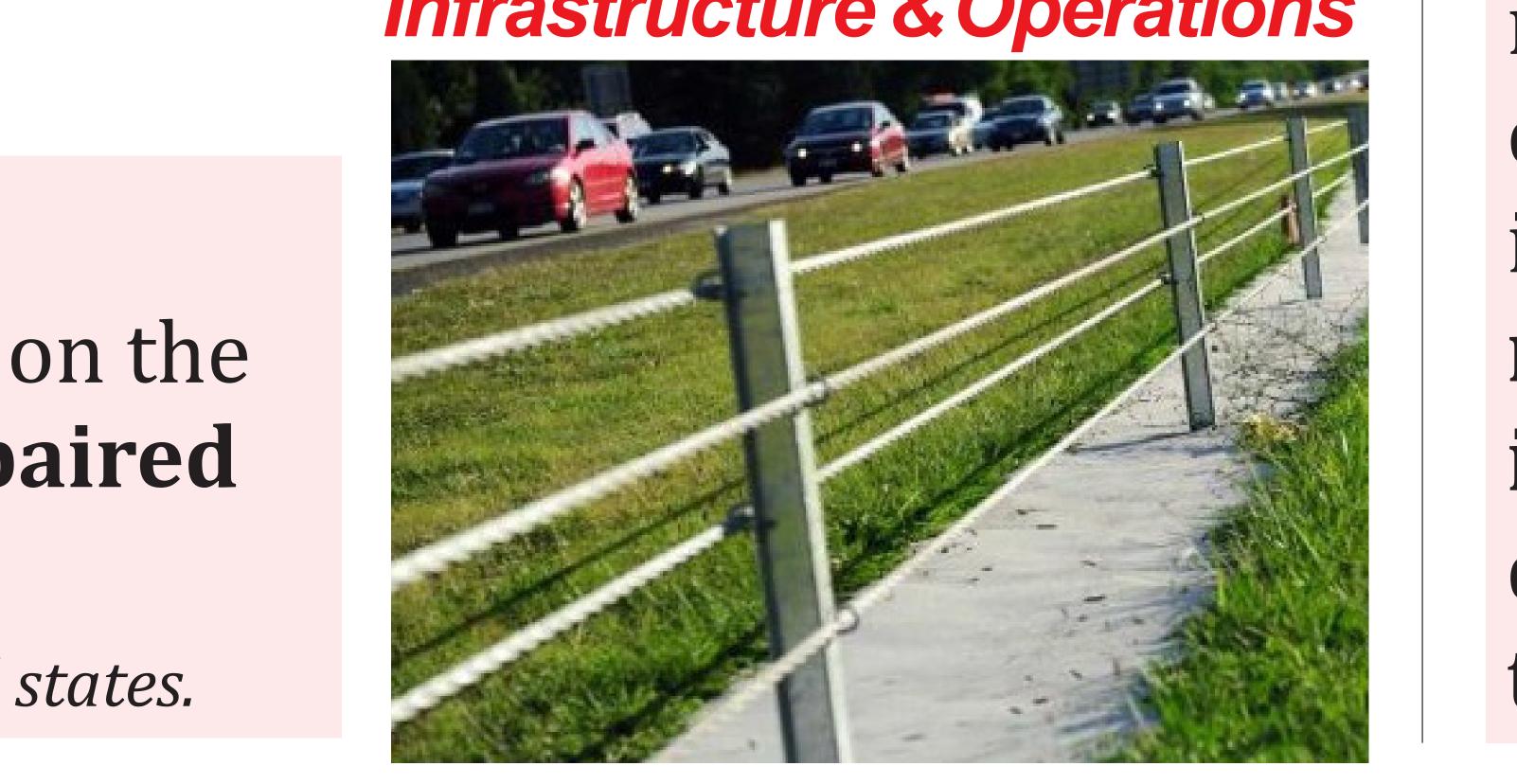
ZERO



Young Drivers



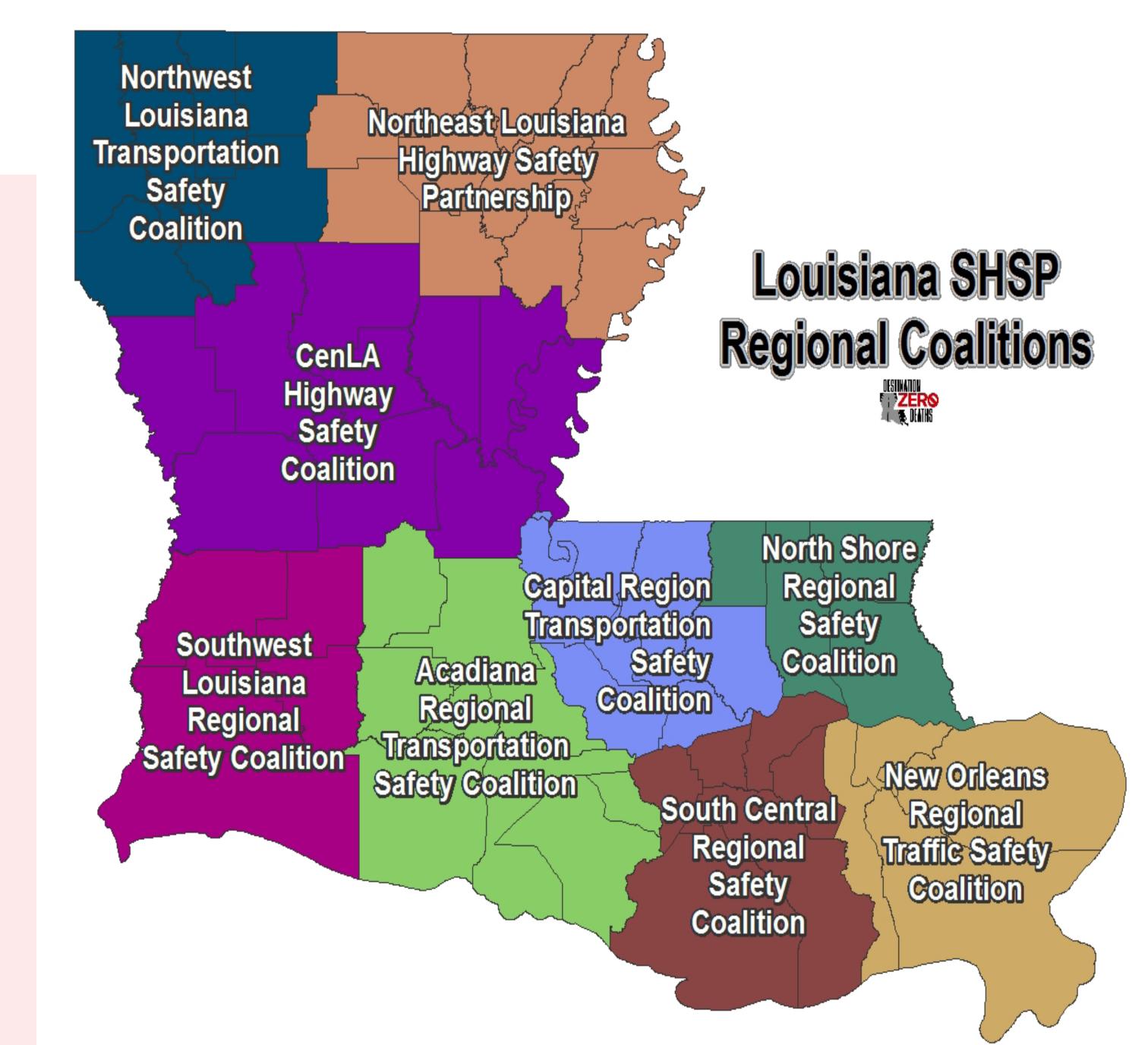
Infrastructure & Operations



The Regional 4E Approach

Louisiana uses the regional 4E approach to saving lives!

Engineering Enforcement Education Emergency Medical Services Team leaders assigned to each of the SHSP emphasis areas take a proactive role in ensuring that collaboration happens both at the state and local levels. Parish (county) and city stakeholder participation is key to this mission. To this end, the Louisiana DOTD partnered with the state's Metropolitan Planning Organizations (MPOs) to establish nine regional transportation safety coalitions across



State Leaders + Regional Coordinator + Local Experts + Advocates + MPO Staff = Regional Coalition



Led by safety coordinators housed within each of the MPOs and championed by leaders from a range of agencies and organizations, each coalition is comprised of local experts and advocates who work together to develop and implement regional action plans based off of the SHSP. This regional bottom-up approach to saving lives has proven to be highly effective.

(Source: Highway Safety Research Group at LA State University)

The state first developed its Strategic Highway Safety Plan (SHSP) in 2006 and has since used it as a vehicle to drive down traffic fatalities. The plan is comprehensive, multidisciplinary, data-driven, and evolving. It is updated every five years with input from a broad array of stakeholders and with support from the Federal Highway Administration (FHWA), the Louisiana Department of Transportation and Development (DOTD), Louisiana State Police (LSP), and the Louisiana Highway Safety Commission (LHSC).

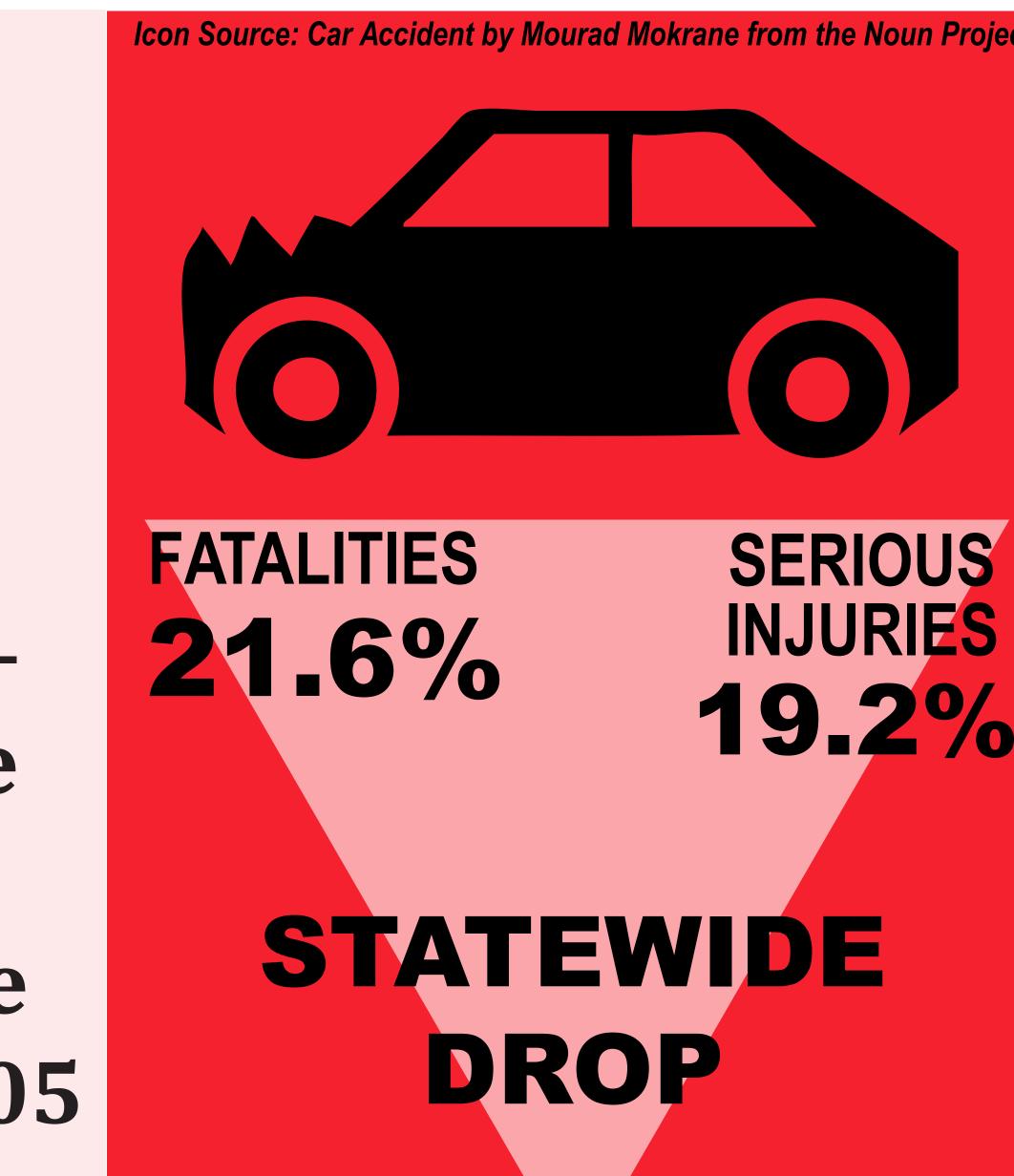
The Statewide Approach

To maximize efficient use of resources, the SHSP narrows down its focus on the top four factors contributing to the state's roadway fatality problem: impaired driving, occupant protection, crashes involving young drivers, and infrastructure & operations. SHSP is a federally-mandated program required of all states.

Success Story

the state.

The dedication and commitment of SHSP partners is making a difference. Even though one death is still too many, every regional coalition's work is yielding dividends and contributing to the state's fatality reduction. For instance, fatalities have reduced by 21.6% (966 in 2005 to 737 in 2014) and serious injuries have gone down almost 19.2% from 16,626 in 2005 to 13,433 in 2014.



The South Central coalition has seen a fatality reduction by 17% in three years, a goal that the rest of the coalitions are working hard to achieve as well. The Central LA coalition has SERIOUS had an increase of seat belt use by 19.2% 16% from 2014 to 2015. Helpful Resources:

> *FHWA National Road Safety Noteworthy Practices Guide 2013, Page 10 *SHSP Community of Practice *LA SHSP www.destinationzerodeaths.com