

# LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

## NORTHEAST REGION ACTION PLAN

### DISTRACTED DRIVING

2024 TO 2025

*Performance Action Compliance Tracking Plan Directory*

SECTION TITLE	PAGES
EMPHASIS AREA ACTION PLAN DATA PANEL	<u>2</u>
EMPHASIS AREA ACTION PLAN OVERVIEW	<u>3</u>

<u>ACTION STEPS</u>	<u>STATE APPROVED STRATEGY</u>	<u>YTD STRATEGY ATTAINMENT</u>		
<u>1</u>	COORDINATION	Not Started	0.00%	<u>4</u>
<u>3</u>	EDUCATION	Early Progress	4.55%	
<u>1</u>	ENFORCEMENT	Not Started	0.00%	
<u>2</u>	OPERATION	Not Started	0.00%	
<u>2</u>	OUTREACH	<u>Not Started</u>	<u>0.00%</u>	
<u>5</u>	ALL STRATEGIES APPLIED - SCORE CARD	Early Progress	0.91%	

PROGRAM EMPHASIS AREA ACTION PLAN DEFINITIONS

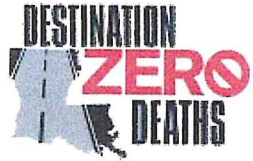
LOUISIANA STATE REGIONAL SAFETY COALITIONS CONTACT INFORMATION

**PLANS:** [ALL](#) [ATTAINMENT CENTER](#) [ACTION STEP REQUIRED FORMS](#)  
**DELIVERABLES:** [STATE](#) [REGIONAL](#) [RESOURCES & SHAREABLES](#)

**ACTION STEP CHALLENGES CENTER:** [ACTION STEP CHALLENGES FORM](#) [ACTION STEP RESOLUTIONS](#)

**ACTION PLAN TEMPLATE ISSUE CENTER:** [FORMAT ISSUE FORM](#) [FORMAT ISSUE RESOLUTIONS](#)

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**EMPHASIS AREA STATISTICS & TARGET CEILING CHART**

[CARTS PERSON DATA DASHBOARD](#)

	SI STATS	SI TGT	FTL STATS	FTL TGT
2013-2017 AVERAGE	31.00		17.80	
2018	31.00	30.69	15.00	17.62
2019	27.00	30.38	15.00	17.45
2020	41.00	30.08	21.00	17.27
2021	62.00	29.78	37.00	17.10
2022	57.00	29.48	12.00	16.93
2023	129.00	29.19	48.00	16.76
2024		28.89		16.59
2025		28.61		16.42

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 TABULAR DATA 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.

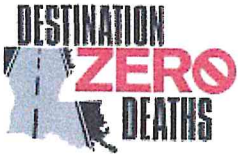
**PLAN YEAR DATA CONTROL PANEL**

PRV YR SI	SI TARGET	PRV YR FTL	FTL TGT
129.00	28.89	48.00	16.59
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.

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## NORTHEAST REGION ACTION PLAN

### DISTRACTED DRIVING

2024 TO 2025

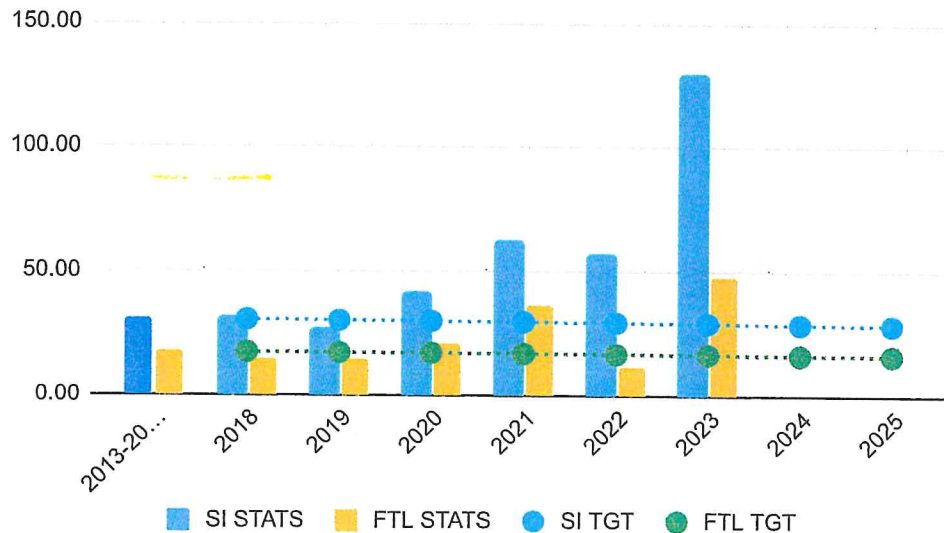
*Performance Action Compliance Tracking Plan Directory*

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	129.00	28.89		TARGET NOT MET
	b. 1% minimum reduction of fatalities involving distracted driving		48.00	16.59		TARGET NOT MET
LEADERS / AGENCY						
Susan Mitchell		Ryan Davis		Shelby Rybicki		
susan@northdelta.org		ryan.davis@la.gov		Shelby@northdelta.org		

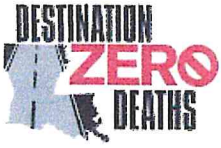
### EMPHASIS AREA STATS & TARGET CEILING

DATA SOURCE

[CARTS PERSON DATA DASHBOARD](#)



GOAL  
**DESTINATION ZERO DEATHS**



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

Not Started

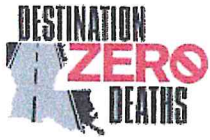
0.00%

COORDINATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
1.1	Jessica Staton Susan Mitchell	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Using the state-provided plan, educate stakeholders and local legislators on crash data and standardized talking points which show 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 Landry by acquiring regional legislative support.	Not Started			
QTR	DUE	QUARTERLY TASK DETAIL		UNLOAD-DTL	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	29-Mar	DESCRIPTION: (TARGET 1) Did the RSC receive guidance for educating stakeholders and legislative representatives from LHSC? (TARGET 2) Did the RSC receive distracted driving data to be used for educational purposes in support of handsfree legislation from LHSC? DELIVERABLE LINK: REPORT-OUT:		<input checked="" type="checkbox"/>		0	2	0	0.00%	NO
ASSIGNED TO LHSC 4E'S FOCUS EDUCATION										
2	28-Jun	DESCRIPTION: Did the RSC strategically identify and educate legislators and stakeholders within the region on the benefits of hands-free cell phone use? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0	1	0	0.00%	NO
ASSIGNED TO RSC 4E'S FOCUS EDUCATION										
3	30-Sep	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0				
ASSIGNED TO SELECT 4E'S FOCUS										
4	29-Dec	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0				
ASSIGNED TO SELECT 4E'S FOCUS										
YTD DELIVERABLES:					1	0	3	0	0.00%	NO
RATING: SELECT		COMMENTS:								

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

Early Progress

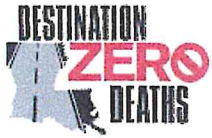
4.55%

EDUCATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	QD	DESCRIPTION	OUTPUT MEASURE	STATUS			
2.1	Susan Mitchell susan@northdelta.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Provide SHSP Distracted Driving (DD) Dashboard-derived fact sheets to inform legislators and their staff, offer additional factsheets and training, and gain legislative participation across the state.	The number of legislators and/or staff provided with DD fact sheets, educated and/or trained on SHSP DD Dashboard Data, and participating in coalition meetings.	Not Started			
QTR	DUE	QUARTERLY TASK DETAIL		UNLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	29-Mar	DESCRIPTION: (TARGET 1) Did the statewide team provide the RSC with template verbiage and an updated contact list of legislators? (TARGET 2) Did the RSC utilize the 2024 template provided by the statewide team to update regional-specific DD fact sheets using data from the SHSP dashboards? (TARGET 3) Did the RSC provide individualized regional-specific DD fact sheets to all legislators (if requested)? DELIVERABLE LINK: <a href="#">DD 2.1 STATE</a> REPORT-OUT:		<input checked="" type="checkbox"/>		0	3	0	0.00%	NO
ASSIGNED TO STATE/RSC 4E'S FOCUS EDUCATION										
2	28-Jun	DESCRIPTION: Did the RSC follow up with legislators to determine whether any additional information or training is needed, and gauge interest of legislator to speak at a full coalition meeting or DD emphasis area meeting on results of 2024 Traffic Safety Legislation? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0	1	0	0.00%	NO
ASSIGNED TO RSC 4E'S FOCUS EDUCATION										
3	30-Sep	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0				
ASSIGNED TO 4E'S FOCUS SELECT										
4	29-Dec	DESCRIPTION: Did the RSC request at least 1 legislator to address the full coalition or DD emphasis area meeting on the results 2024 Traffic Safety Legislation by the end of Q4? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0	1	0	0.00%	NO
ASSIGNED TO RSC 4E'S FOCUS EDUCATION										
YTD DELIVERABLES:					1	0	5	0	0.00%	NO
RATING: SELECT		COMMENTS:								

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

Early Progress

4.55%

EDUCATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
2.2	Susan Mitchell Susan@northdelta.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Include a Distracted Driving (DD) Buckle Up Phone Down (BUPD) traffic safety track or workshop at 4-H U.	Develop and conduct DD BUPD educational training to at least 3 4-H U sessions.	Not Started			
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	29-Mar	DESCRIPTION: Did state leaders meet with the RSC and 4-H U leadership to discuss/develop DD BUPD educational training materials for 4-H U sessions? DELIVERABLE LINK: REPORT-OUT:		<input checked="" type="checkbox"/>	1	0	1	0	0.00%	NO
ASSIGNED TO STATE/RSC 4E'S FOCUS EDUCATION										
2	28-Jun	DESCRIPTION: Did state leaders and RSC utilize DD BUPD educational training materials developed during Q1 in at least 3 4-H U educational sessions? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	3	0	3	0	0.00%	NO
ASSIGNED TO STATE/RSC 4E'S FOCUS EDUCATION										
3	30-Sep	DESCRIPTION: Did all participating Emphasis Area (EA) state leaders, and the RSC debrief to discuss lessons learned, ideas for future tracks, etc. by the end of Q3? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	1	0	1	0	0.00%	NO
ASSIGNED TO STATE/RSC 4E'S FOCUS N/A										
4	29-Dec	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0				
ASSIGNED TO 4E'S FOCUS SELECT										
YTD DELIVERABLES:					1	0	5	0	0.00%	NO
RATING: SELECT		COMMENTS:								

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

Early Progress

4.55%

EDUCATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
2.3	Susan Mitchell susan@northdelta.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Collaborate to develop and implement a BUPD media and outreach campaign.	BUPD 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	29-Mar	DESCRIPTION: Did RSC receive guidance from the statewide team on BUPD plan development and implementation by 1-31-24? DELIVERABLE LINK: REPORT-OUT:			<input checked="" type="checkbox"/>	0	1	0	0.00%	NO	
ASSIGNED TO: STATE 4E'S FOCUS: N/A											
2	28-Jun	DESCRIPTION: Did RSC comply with the BUPD education and outreach plan for Q2? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	1	0	0.00%	NO	
ASSIGNED TO: RSC 4E'S FOCUS: EDUCATION											
3	30-Sep	DESCRIPTION: Did RSC comply with the BUPD education and outreach plan for Q3? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	1	0	0.00%	NO	
ASSIGNED TO: RSC 4E'S FOCUS: EDUCATION											
4	29-Dec	DESCRIPTION: (TARGET 1) Did RSC follow BUPD education and outreach plan for Q4? (TARGET 2) Did the statewide team meet with the RSC to debrief, discuss lessons learned, and improvements needed? DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	2	0	0.00%	NO	
ASSIGNED TO: RSC 4E'S FOCUS: EDUCATION											
YTD DELIVERABLES:						1	0	5	0	0.00%	NO
RATING: SELECT		COMMENTS:									

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Early Progress

4.55%

EDUCATION

YYD STRATEGY ATTAINMENT

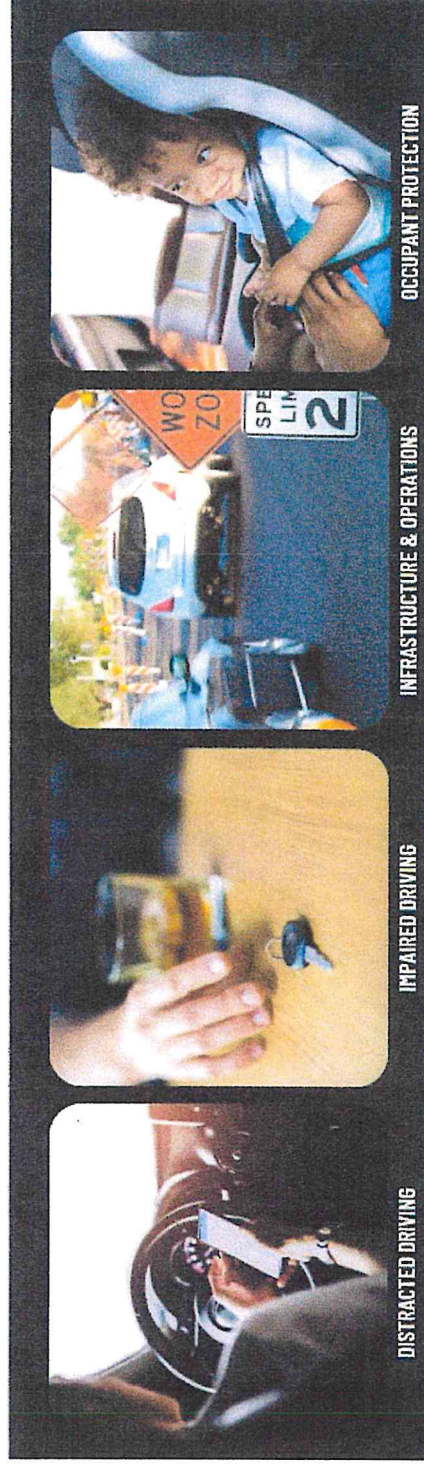
ID	PRIMARY POINT OF CONTACT	PRL	YD	QD	DESCRIPTION	OUTPUT MEASURE	STATUS			
2.4	Susan Mitchell susan@northdelta.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Educate local organizations and government agencies on the effects of distracted driving and of the importance and benefits of a BUPD Employee Policy.	Increased commitments of regional organization to use a BUPD Employee Policy.	Early Progress			
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	29-Mar	DESCRIPTION: Did the RSC receive the BUPD email template and the standardized sample policy and talking points from the state? DELIVERABLE LINK: <a href="#">DD 2.4 STATE</a> REPORT-OUT: The State emailed instructions to all nine RSCs on the use of the templates, as well as provided a PDF for email, a PDF with policies attached for print, and a Constant Contact Digital Link of the DZD BUPD Employee Policy on 01/18/2024. The information within the templates serve as the talking points when reaching out to or communicating with agencies for potential adoption of the policies.		<input checked="" type="checkbox"/>	1	1	1	1	100.00%	YES
2	28-Jun	DESCRIPTION: Did the RSC identify 2 agencies previously contacted to re-evaluate the adoption of a BUPD policy OR customize the email template provided in Q1 to encourage at least 2 organizations to commit to using a BUPD Employee Policy? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	2	0	0.00%	NO	
3	30-Sep	DESCRIPTION: Did the RSC contact the 2 agencies identified in Q2 to re-evaluate the adoption of a BUPD policy OR distribute the email template provided in Q1 and customized in Q2, to encourage at least 2 organizations to commit to using a BUPD Employee Policy? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	2	0	0.00%	NO	
4	29-Dec	DESCRIPTION: Did the RSC receive at least two organizational commitments to adopt an BUPD Employee Policy? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	2	0	0.00%	NO	
YTD DELIVERABLES:					1	1	7	1	14.29%	NO
RATING: SELECT		COMMENTS:								

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## DESTINATION ZERO DEATHS



## STATEWIDE

Here in Louisiana, [Destination Zero Deaths \(DZD\)](#), is passionate about ensuring the safety of our communities on the highways. That is why we are taking a proactive approach and reaching out to agencies and businesses in our region, urging them to prioritize the well-being of their employees and customers by implementing a "Buckle Up / Phone Down" (BUPD) Employee Safe Driving Policy to prevent potentially devastating and costly consequences.

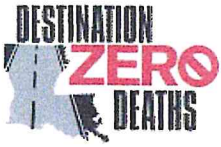
The statistics are alarming: thousands of lives are lost each year due to preventable crashes caused by not wearing seat belts or using cell phones while driving.

Did you know... That seat belts save thousands of lives in the United States every year? According to a report published by the [National Highway Traffic Safety Administration \(NHTSA\)](#), in 2017, seat belts saved an estimated 14,955 lives. An additional 2,549 lives could have been saved if everyone had been wearing a seat belt.

Did you know... According to a report published by [Zutobi](#), in 2021, Louisiana ranked as the third deadliest state in the nation for distracted driving fatal crashes. Also, in 2021, [NHTSA](#) reported that there were 3,522 people killed and an estimated additional 362,415 people injured in motor vehicle traffic crashes involving distracted drivers. By implementing Employee Safe Driving policies, businesses can play a crucial role in reducing the number of fatalities and injuries on our roads.

We understand that implementing new policies may seem daunting, but the potential lives saved and the positive impact on your company's reputation are immeasurable. Enforcing a seat belt usage policy will not only protect your employees but also demonstrate your commitment to their well-being. Likewise, a cell phone policy to prevent distracted driving will ensure that your employees are focused on the road, reducing the risk of "completely avoidable" crashes.

Furthermore, implementing these policies can lead to financial benefits for your business. [The Network of Employers for Traffic Safety](#) released a report showing that crashes involving employees can result in significant costs in terms of medical expenses, legal fees, and increased insurance premiums. By taking proactive measures now, you can save your company from these unnecessary expenses in the future.



DESIRED OUTCOME: Increased Distracted Driving Enforcements

Not Started

0.00%

ENFORCEMENT

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS				
3.1	Terry Thompson	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Identify and encourage Law Enforcement Agencies (LEAs) to commit to participating in a one-week Back to School ("B2S") DD school zones enforcement program.	Using the state-provided description, promote the "B2S" DD school zone enforcement program to at least 2 LEAs with a goal of at least 2 commitments to participate in the program.	Not Started				
	Susan Mitchell										
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE	
1	29-Mar	<b>DESCRIPTION:</b> Did the RSC receive access to the description and directives to participate in the DZD "B2S" School Zone Enforcement campaign? <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>		<input checked="" type="checkbox"/>	0		1	0	0.00%	NO	
<u>ASSIGNED TO</u> STATE <u>4E'S FOCUS</u> ENFORCEMENT											
2	28-Jun	<b>DESCRIPTION:</b> Did the RSC promote the DZD "B2S" School Zone enforcement campaign to at least 2 LEAs? <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>		<input type="checkbox"/>	0		2	0	0.00%	NO	
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> ENFORCEMENT											
3	30-Sep	<b>DESCRIPTION:</b> Did the RSC receive at least 2 LEA commitments to participate in the DZD "B2S" School Zone Enforcement campaign? <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>		<input type="checkbox"/>	0		2	0	0.00%	NO	
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> ENFORCEMENT											
4	29-Dec	<b>DESCRIPTION:</b> <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>		<input type="checkbox"/>	0						
<u>ASSIGNED TO</u>  <u>4E'S FOCUS</u> SELECT											
RATING: SELECT					COMMENTS:						
					YTD DELIVERABLES:	1	0	5	0	0.00%	NO

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DESIRED OUTCOME: Enhanced Data Driven Operations to Support Distracted Driving Coordination, Enforcement, Educational, and Outreach Initiatives

Not Started

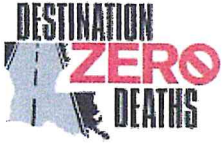
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OPERATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
4.1	Susan Mitchell susan@northdelta.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Support the Statewide effort to collect and improve the quality of non-crash data (citation data) related to DD enforcement and/or other DD campaigns.	Coordinate with LEAs to participate in "B2S" enforcement campaign/other DD Campaigns with the goal of having 2 LEAs provide citation data for the RSC to submit by the end of Q4.	Not Started			
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	29-Mar	<b>DESCRIPTION:</b> Did the state provide access to the description and form for the citation data collection process to the RSC? <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>		<input checked="" type="checkbox"/>		0	1	0	0.00%	NO
<u>ASSIGNED TO</u> STATE <u>4E'S FOCUS</u> ENFORCEMENT										
2	28-Jun	<b>DESCRIPTION:</b> Did the RSC coordinate with 2 LEAs to participate in "B2S" enforcement campaign? <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>		<input type="checkbox"/>		0	2	0	0.00%	NO
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> ENFORCEMENT										
3	30-Sep	<b>DESCRIPTION:</b> <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>		<input type="checkbox"/>		0				
<u>ASSIGNED TO</u> SELECT <u>4E'S FOCUS</u>										
4	29-Dec	<b>DESCRIPTION:</b> Did the RSC collect and submit the citation data from 2 LEAs on the DD "B2S" enforcement campaign or other DD campaigns in the form provided in Quarter 1? <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>		<input checked="" type="checkbox"/>		0	2	0	0.00%	NO
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> ENFORCEMENT										
YTD DELIVERABLES:					2	0	5	0	0.00%	NO
RATING: SELECT		COMMENTS:								

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**DESIRED OUTCOME:** Enhanced Data Driven Operations to Support Distracted Driving Coordination, Enforcement, Educational, and Outreach Initiatives

Not Started

0.00%

OPERATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS						
4.2	Susan Mitchell susan@northdelta.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	RSC to continue introducing/sharing/implementing the Statewide DZD DD lesson plan, in whole or in part, to Coalition partners, schools, and or driving schools.	RSC's deliver the DZD DD 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	29-Mar	<b>DESCRIPTION:</b> Did the state provide the RSC access to the guidelines, talking points, and lesson plan? <b>DELIVERABLE LINK:</b> <a href="#">DD 4.2 STATE</a> <b>REPORT-OUT:</b>			<input checked="" type="checkbox"/>		1	1	0	0.00%	NO		
<b>ASSIGNED TO</b> STATE <b>4E'S FOCUS</b> EDUCATION													
2	28-Jun	<b>DESCRIPTION:</b> <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>			<input type="checkbox"/>		0						
<b>ASSIGNED TO</b> SELECT <b>4E'S FOCUS</b> SELECT													
3	30-Sep	<b>DESCRIPTION:</b> <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>			<input type="checkbox"/>		0						
<b>ASSIGNED TO</b> SELECT <b>4E'S FOCUS</b> SELECT													
4	29-Dec	<b>DESCRIPTION:</b> Did the RSC share the Statewide DZD DD lesson plan with at least one coalition partner, school, and/or driving school? (If RSC receives lesson plan feedback, put into report-out section) <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>			<input type="checkbox"/>		0	1	0	0.00%	NO		
<b>ASSIGNED TO</b> RSC <b>4E'S FOCUS</b> EDUCATION													
<b>RATING:</b> SELECT					<b>COMMENTS:</b>								
					YTD DELIVERABLES:			1	1	2	0	0.00%	NO

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DESIRED OUTCOME: Increased Public Safety Awareness of Distracted Driving via Promotional Outlets

Not Started

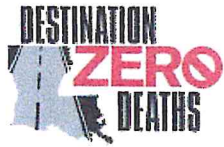
0.00%

OUTREACH

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS					
5.1	Susan Mitchell susan@northdelta.org	<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 DZD social media platforms on the effects and statistics of DD.	Increase DD awareness among stakeholders via promotional materials, education 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	29-Mar	<b>DESCRIPTION:</b> If applicable, document regional initiatives on DZD social media and/or any other outreach platforms. <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>			<input type="checkbox"/>	0	0	0	0			
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> EDUCATION												
2	28-Jun	<b>DESCRIPTION:</b> If applicable, document regional initiatives on DZD social media and/or any other outreach platforms. <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>			<input type="checkbox"/>	0	0	0	0			
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> EDUCATION												
3	30-Sep	<b>DESCRIPTION:</b> If applicable, document regional initiatives on DZD social media and/or any other outreach platforms. <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>			<input type="checkbox"/>	0	0	0	0			
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> EDUCATION												
4	29-Dec	<b>DESCRIPTION:</b> Did the RSC utilize the DZD social media and/or any other outreach platforms to share regional initiatives conducted? <b>DELIVERABLE LINK:</b> <b>REPORT-OUT:</b>			<input type="checkbox"/>	0	0	1	0	0.00%	NO	
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> EDUCATION												
RATING: SELECT					YTD DELIVERABLES:		0	0	1	0	0.00%	NO
COMMENTS:												

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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			
5.2	Susan Mitchell susan@northdelta.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Strengthen existing partnerships by providing assistance to participating DD safety partners.	Strengthen existing DD partnerships by assisting with at least 1 event by Q4.	Not Started			
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	29-Mar	DESCRIPTION: (TARGET 1) Did the RSC identify an existing DD partnership to provide assistance to and if any obstacles were encountered did the RSCs reach out to statewide team for assistance?? (TARGET 2) Did the RSC begin discussions with identified DD partner on how to provide assistance? DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	0	2	0	0.00%	NO
ASSIGNED TO RSC 4E'S FOCUS N/A										
2	28-Jun	DESCRIPTION: Did the RSC update and upload distribution lists to DZD Google Drive? DELIVERABLE LINK: REPORT-OUT:		<input checked="" type="checkbox"/>	0	0	1	0	0.00%	NO
ASSIGNED TO RSC 4E'S FOCUS N/A										
3	30-Sep	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0	0				
ASSIGNED TO SELECT 4E'S FOCUS										
4	29-Dec	DESCRIPTION: (TARGET 1) Did the RSC participate in at least 1 event with an identified IO partner by the end of Q4? (TARGET 2) Did all 9 RSCs update and upload distribution lists to DZD Google Drive? DELIVERABLE LINK: REPORT-OUT:		<input checked="" type="checkbox"/>	0	0	2	0	0.00%	NO
ASSIGNED TO RSC 4E'S FOCUS N/A										
YTD DELIVERABLES:					2	0	5	0	0.00%	NO
RATING: SELECT		COMMENTS:								