

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	2
EMPHASIS AREA ACTION PLAN OVERVIEW	3

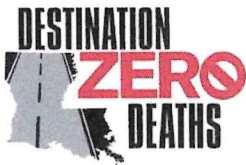
ACTION STEPS	STATE APPROVED STRATEGY	YTD STRATEGY ATTAINMENT	
1	COORDINATION	Not Started	0.00%
3	EDUCATION	Underway	28.57%
1	ENFORCEMENT	Not Started	0.00%
2	OPERATION	Not Started	0.00%
4	OUTREACH	Not Started	0.00%
5	ALL STRATEGIES APPLIED - SCORE CARD	Early Progress	5.71%

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](#)

2013-2017 AVERAGE

	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	69.00	28.89	16.00	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
69.00	28.61	16.00	16.42
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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LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

NORTHEAST REGION ACTION PLAN

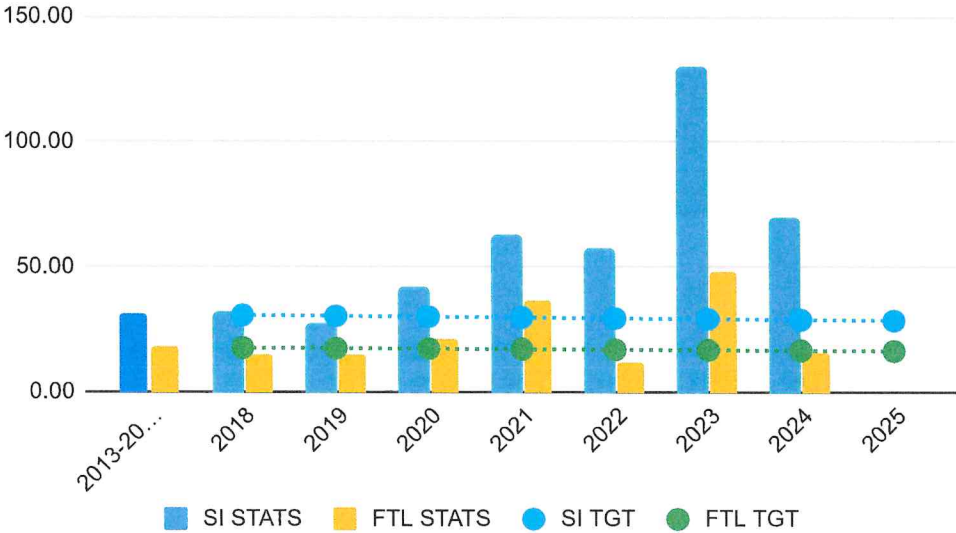
DISTRACTED DRIVING

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	69.00	28.61		TARGET NOT MET
	b. 1% minimum reduction of fatalities involving distracted driving		16.00	16.42		TARGET NOT MET
LEADERS / AGENCY						
Senior Trooper Ian Dollins		TFC Ryan Davis		MT David Cummings		
Ian.Dollins@la.gov		Ryan.Davis@la.gov		David.Cummings@la.gov		

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	QD	DESCRIPTION	OUTPUT MEASURE	STATUS			
1.1	Susan Gentry	<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.	Implemented plan to educate stakeholders and legislative representatives on the benefits of prohibiting handheld cell phone use.	Not Started			
	Susan@northdetla.org									
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: (TARGET 1) Did the RSC receive a plan and guidance for educating stakeholders and legislative representatives from the State? (TARGET 2) Did the State provide the RSC receive distracted driving data to be used for educational purposes in support of handsfree legislation from LHSC?								
ASSIGNED TO STATE 4E'S FOCUS EDUCATION		DELIVERABLE LINK: REPORT-OUT:		<input checked="" type="checkbox"/>	0		2	0	0.00%	NO
2	30-Jun	DESCRIPTION: Did the RSC strategically identify and educate legislators and stakeholders within the region on the benefits of hands-free cell phone use?								
ASSIGNED TO RSC 4E'S FOCUS EDUCATION		DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0		1	0	0.00%	NO
3	30-Sep	DESCRIPTION:								
ASSIGNED TO		DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0		0	0		
4E'S FOCUS SELECT										
4	31-Dec	DESCRIPTION:								
ASSIGNED TO		DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>	0		0	0		
4E'S FOCUS SELECT										
YTD DELIVERABLES:					1	0	3	0	0.00%	NO
RATING: SELECT		COMMENTS:								



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

Underway

28.57%

EDUCATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
2.1	Susan Gentry	<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.	Substantial Progress			
	Susan@northdelta.org									
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-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 2025 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)?			<input checked="" type="checkbox"/>	0	3	3	100.00%	YES
ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION		DELIVERABLE LINK: DD 2.1 STATE								
		REPORT-OUT: Yes, NELAHP RSC reviewed the stats infographic, and updated legislator list and sent via email to Representatives Echols, Gadberry, Fisher, Moore, McFarland, Thompson and Turner. Also sent information to Senators Cathy, Jackson, Morris, Womack and Luneau.								
2	30-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 2025 Traffic Safety Legislation?			<input type="checkbox"/>	0	1	0	0.00%	NO
ASSIGNED TO RSC 4E'S FOCUS EDUCATION		DELIVERABLE LINK:								
		REPORT-OUT:								
3	30-Sep	DESCRIPTION:			<input type="checkbox"/>	0	0			
ASSIGNED TO		DELIVERABLE LINK:								
4E'S FOCUS SELECT		REPORT-OUT:								
4	31-Dec	DESCRIPTION: Did the RSC request at least 1 legislator to address the full coalition or DD emphasis area meeting on the results 2025 Traffic Safety Legislation by the end of Q4?			<input type="checkbox"/>	0	1	0	0.00%	NO
ASSIGNED TO RSC 4E'S FOCUS EDUCATION		DELIVERABLE LINK:								
		REPORT-OUT:								
YTD DELIVERABLES:				1	0		5	3	60.00%	NO
RATING: SELECT		COMMENTS:								

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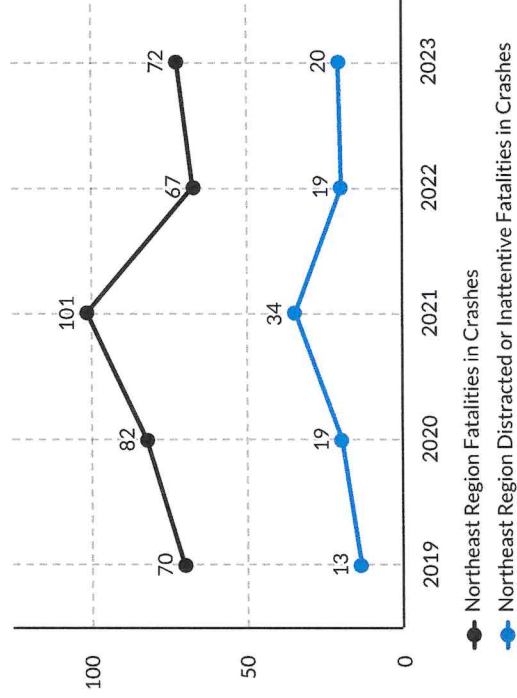


CRASH STATS

NORTHEAST LOUISIANA

Caldwell, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union, and West Carroll parishes

Northeast Region Distracted or Inattentive Crash Fatalities



↑ 3%

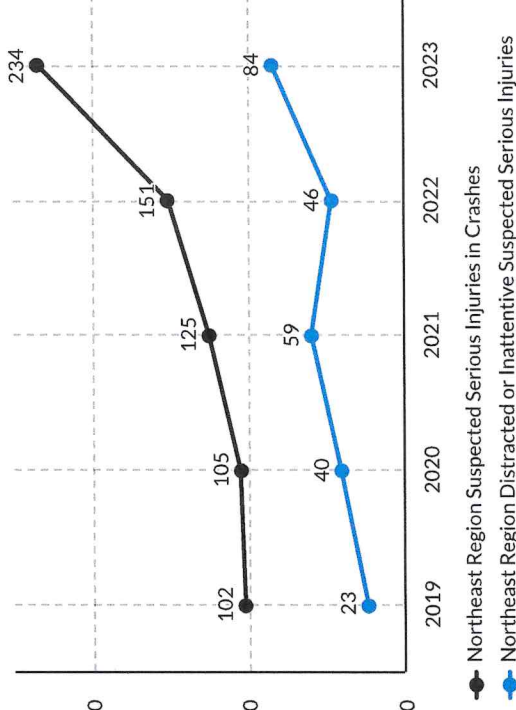
increase in Northeast Region fatalities in crashes over 2019.

↑ 54%

increase in Northeast Region Distracted or Inattentive fatalities in crashes over 2019.

Source: Center for Analytics & Research in Transportation Safety

Northeast Region Distracted or Inattentive Crash Suspected Serious Injuries



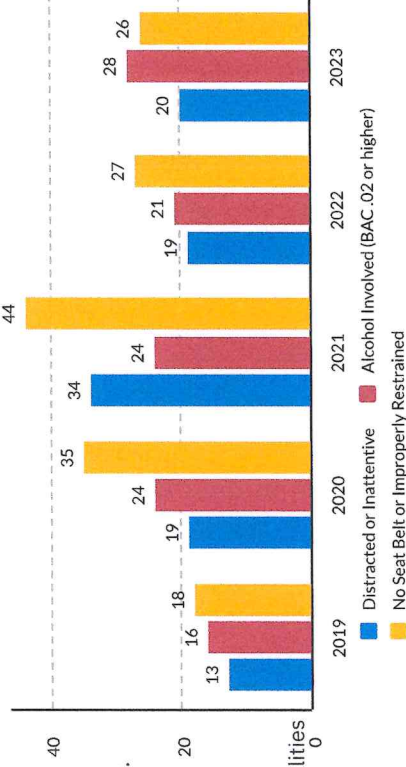
↑ 63%

passengers died in a distracted or inattentive driving crash from 2019-2023.

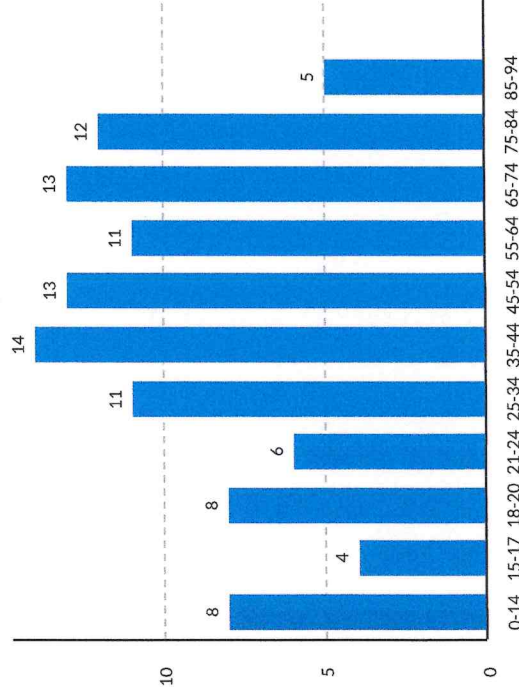
63%

of Northeast Region drivers killed in distracted or inattentive driving crashes from 2019-2023 were male.

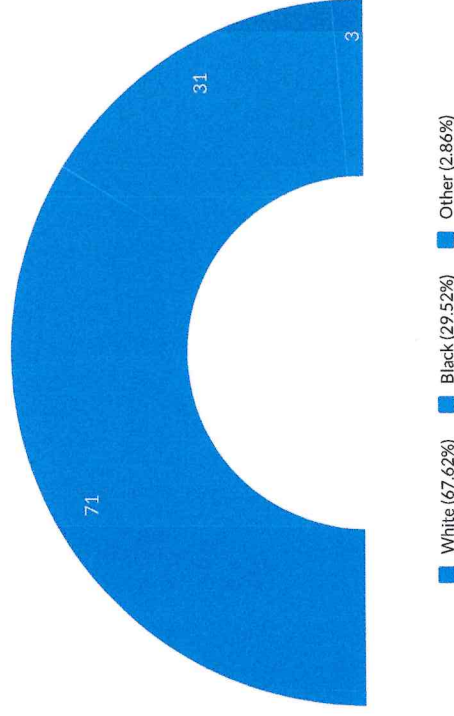
Northeast Region Crash Fatalities by Category



Northeast Region Distracted or Inattentive Crash Fatalities by Age (2019-2023)



Northeast Region Distracted or Inattentive Crash Fatalities by Race (2019-2023)





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

Underway

28.57%

EDUCATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
2.2	Susan Gentry	<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 2 4-H U sessions.	Not Started			
	Susan@northdelta.org									
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-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?			<input checked="" type="checkbox"/>	0	1	0	0.00%	NO
ASSIGNED TO STATE/RSCs 4E'S FOCUS N/A		DELIVERABLE LINK:								
		REPORT-OUT:								
2	30-Jun	DESCRIPTION: Did state leaders and RSC utilize DD BUPD educational training materials developed during Q1 in at least 2 4-H U educational sessions?			<input type="checkbox"/>	0	2	0	0.00%	NO
ASSIGNED TO STATE/RSCs 4E'S FOCUS EDUCATION		DELIVERABLE LINK:								
		REPORT-OUT:								
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?			<input type="checkbox"/>	0	1	0	0.00%	NO
ASSIGNED TO STATE/RSC 4E'S FOCUS N/A		DELIVERABLE LINK:								
		REPORT-OUT:								
4	31-Dec	DESCRIPTION:			<input type="checkbox"/>	0	0			
ASSIGNED TO		DELIVERABLE LINK:								
4E'S FOCUS SELECT		REPORT-OUT:								
YTD DELIVERABLES:				1	0		4	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

Underway

28.57%

EDUCATION

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE	STATUS			
2.3	Susan Gentry	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Collaborate with various PIO's to share the BUPD initiative.	Number of schools participating in BUPD.	Early Progress			
	Susan@northdelta.org									
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION: (TARGET 1) Did the statewide team meet with the RSC to debrief, and discuss lessons learned, and improvements needed?								
<u>ASSIGNED TO</u> STATE <u>4E'S FOCUS</u> N/A		DELIVERABLE LINK:		<input type="checkbox"/>	0		1	1	100.00%	YES
		REPORT-OUT: In preparation for the 1-29-25 BUPD High School Shodown debrief with AAA and state leaders, the SHSP Manager and 9 RSCs discussed 2024 BUPD High School Showdown during 1-8-25 RSC weekly call and 1-15-25 RSC in-person meeting.								
2	30-Jun	DESCRIPTION: Did RSC follow the BUPD education and outreach plan for Q2?								
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> EDUCATION		DELIVERABLE LINK:		<input type="checkbox"/>	0		1	0	0.00%	NO
		REPORT-OUT:								
3	30-Sep	DESCRIPTION: (TARGET 1) Did RSC follow the BUPD education and outreach plan for Q3? (TARGET 2) Did the RSC recruit at least 1 school to participate in BUPD?								
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> EDUCATION		DELIVERABLE LINK:		<input type="checkbox"/>	0		2	0	0.00%	NO
		REPORT-OUT:								
4	31-Dec	DESCRIPTION: Did RSC follow BUPD education and outreach plan for Q4?								
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> EDUCATION		DELIVERABLE LINK:		<input type="checkbox"/>	0		1	0	0.00%	NO
		REPORT-OUT:								
YTD DELIVERABLES:				0	0		5	1	20.00%	NO
RATING: SELECT		COMMENTS:								

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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	Susan Gentry	<input 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@northdelta.org											
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE		
1	31-Mar	DESCRIPTION: Did the RSC receive access to the description and directives to participate in the DZD "B2S" School Zone Enforcement campaign?						1	0	0.00%	NO	
<u>ASSIGNED TO</u> STATE		DELIVERABLE LINK:		<input checked="" type="checkbox"/>		0						
<u>4E'S FOCUS</u> ENFORCEMENT		REPORT-OUT:										
2	30-Jun	DESCRIPTION: Did the RSC promote the DZD "B2S" School Zone enforcement campaign to at least 2 LEAs?						2	0	0.00%	NO	
<u>ASSIGNED TO</u> RSCS		DELIVERABLE LINK:		<input type="checkbox"/>		0						
<u>4E'S FOCUS</u> ENFORCEMENT		REPORT-OUT:										
3	30-Sep	DESCRIPTION: Did the RSC receive at least 2 LEA commitments to participate in the DZD "B2S" School Zone Enforcement campaign?						2	0	0.00%	NO	
<u>ASSIGNED TO</u> RSCS		DELIVERABLE LINK:		<input type="checkbox"/>		0						
<u>4E'S FOCUS</u> ENFORCEMENT		REPORT-OUT:										
4	31-Dec	DESCRIPTION:						0	0			
<u>ASSIGNED TO</u>		DELIVERABLE LINK:		<input type="checkbox"/>		0						
<u>4E'S FOCUS</u>		REPORT-OUT:										
SELECT												
YTD DELIVERABLES:							1	0	5	0	0.00%	NO
RATING: SELECT		COMMENTS:										



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		
4.1		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Provide the RSC's with DD specific regional fatality and suspected serious injury data.	Number of RSC's to receive and distribute the DD quarterly update provided by CARTS and SHSP Outreach Coordinator.			Not Started		
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE	
1	31-Mar	DESCRIPTION: (TARGET 1) Did the SHSP Outreach Coordinator distribute the DD 2024 QTR 4 update to the RSC? (TARGET 2) Did the RSC share the DD 2024 QTR 4 update that was provided?									
<u>ASSIGNED TO</u> STATE/RSCs <u>4E'S FOCUS</u> EDUCATION		DELIVERABLE LINK:				<input checked="" type="checkbox"/>	0	2	0	0.00%	NO
		REPORT-OUT:									
2	30-Jun	DESCRIPTION: (TARGET 1) Did the SHSP Outreach Coordinator distribute the DD 2025 QTR 1 update to the RSC? (TARGET 2) Did the RSC share the DD 2025 QTR 1 update that was provided?									
<u>ASSIGNED TO</u> RSCs <u>4E'S FOCUS</u> ENFORCEMENT		DELIVERABLE LINK:				<input checked="" type="checkbox"/>	0	2	0	0.00%	NO
		REPORT-OUT:									
3	30-Sep	DESCRIPTION: (TARGET 1) Did the SHSP Outreach Coordinator distribute the DD 2025 QTR 2 update to the RSC? (TARGET 2) Did the RSC share the DD 2025 QTR 2 update that was provided?									
<u>ASSIGNED TO</u> <u>4E'S FOCUS</u> SELECT		DELIVERABLE LINK:				<input checked="" type="checkbox"/>	0	2	0	0.00%	NO
		REPORT-OUT:									
4	31-Dec	DESCRIPTION: (TARGET 1) Did the SHSP Outreach Coordinator distribute the DD 2025 QTR 3 update to the RSC? (TARGET 2) Did the 9 RSC share the DD 2025 QTR 3 update that was provided? *The DD 2025 QTR 4 update will be distributed in 2026 QTR 1*									
<u>ASSIGNED TO</u> RSCs <u>4E'S FOCUS</u> ENFORCEMENT		DELIVERABLE LINK:				<input checked="" type="checkbox"/>	0	2	0	0.00%	NO
		REPORT-OUT:									
YTD DELIVERABLES:						4	0	8	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 Gentry	<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	
	Susan@northdelta.org									
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 the RSC?			<input checked="" type="checkbox"/>	1	1	0	0.00%	NO
<u>ASSIGNED TO</u> STATE <u>4E'S FOCUS</u> EDUCATION		DELIVERABLE LINK: DD 4.2 STATE								
		REPORT-OUT:								
2	30-Jun	DESCRIPTION: Did the RSC coordinate with 2 LEAs to participate in "B2S" enforcement campaign?			<input type="checkbox"/>	0	2	0	0.00%	NO
<u>ASSIGNED TO</u> <u>4E'S FOCUS</u> SELECT		DELIVERABLE LINK:								
		REPORT-OUT:								
3	30-Sep	DESCRIPTION:			<input type="checkbox"/>	0	0	0		
<u>ASSIGNED TO</u> <u>4E'S FOCUS</u> SELECT		DELIVERABLE LINK:								
		REPORT-OUT:								
4	31-Dec	DESCRIPTION: 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? (Data collection from DD3.1)			<input type="checkbox"/>	0	2	0	0.00%	NO
<u>ASSIGNED TO</u> RSCs <u>4E'S FOCUS</u> EDUCATION		DELIVERABLE LINK:								
		REPORT-OUT:								
YTD DELIVERABLES:					1	1	5	0	0.00%	NO
RATING: SELECT		COMMENTS:								



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		
4.3	Susan Gentry	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	RSC to continue introducing/sharing/implementing the Statewide DZD DD lesson plan, in whole or in part, to youth organizations.	RSC's update and deliver the DZD DD lesson plan to at least 1 youth organizations that can be utilized statewide for traffic safety education.			Not Started		
	Susan@northdelta.org										
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-Mar	DESCRIPTION:									
<u>ASSIGNED TO</u>		DELIVERABLE LINK:			<input type="checkbox"/>		0	0		0	
<u>4E'S FOCUS</u>		REPORT-OUT:									
SELECT											
2	30-Jun	DESCRIPTION: Did the State review and update the DD lesson plan by the end of Q2 with all 9 RSCs (include updated data and estimated completion time for each activity)?									
<u>ASSIGNED TO</u>		DELIVERABLE LINK:			<input checked="" type="checkbox"/>		0	1		0	0.00%
STATE/RSCs		REPORT-OUT:									NO
<u>4E'S FOCUS</u>											
N/A											
3	30-Sep	DESCRIPTION:									
<u>ASSIGNED TO</u>		DELIVERABLE LINK:			<input type="checkbox"/>		0	0		0	
<u>4E'S FOCUS</u>		REPORT-OUT:									
SELECT											
4	31-Dec	DESCRIPTION: Did the RSC share the Statewide DZD DD lesson plan with at least one youth group by the end of Q4? (If RSC receives lesson plan feedback, put into report-out section)									
<u>ASSIGNED TO</u>		DELIVERABLE LINK:			<input type="checkbox"/>		0	1		0	0.00%
STATE/RSCs		REPORT-OUT:									NO
<u>4E'S FOCUS</u>											
SELECT											
YTD DELIVERABLES:					1		0	2		0	0.00%
RATING: SELECT		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

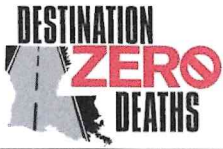
ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE			STATUS			
5.1	Susan Gentry	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Share educational webinars, available trainings, community events, and other traffic safety-related 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, available trainings, and community events to increase engagement on social media platforms.			Not Started			
	Susan@northdelta.org											
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE		
1	31-Mar	DESCRIPTION: If applicable, document regional initiatives on DZD social media and/or any other outreach platforms. DELIVERABLE LINK: REPORT-OUT:						0	0	0	0	
ASSIGNED TO RSC 4E'S FOCUS EDUCATION												
2	30-Jun	DESCRIPTION: If applicable, document regional initiatives on DZD social media and/or any other outreach platforms. DELIVERABLE LINK: REPORT-OUT:						0	0	0	0	
ASSIGNED TO RSC 4E'S FOCUS EDUCATION												
3	30-Sep	DESCRIPTION: If applicable, document regional initiatives on DZD social media and/or any other outreach platforms. DELIVERABLE LINK: REPORT-OUT:						0	0	0	0	
ASSIGNED TO RSC 4E'S FOCUS EDUCATION												
4	31-Dec	DESCRIPTION: Did the RSC utilize the DZD social media and/or any other outreach platforms to share regional initiatives conducted throughout the year? DELIVERABLE LINK: REPORT-OUT:						0	1	0	0.00%	NO
ASSIGNED TO RSC 4E'S FOCUS EDUCATION												
YTD DELIVERABLES:							0	0	1	0	0.00%	NO
RATING: SELECT		COMMENTS:										



0.00%

YYD STRATEGY ATTAINMENT

ID	PRIMARY POINT OF CONTACT	PRL	YD	OD	DESCRIPTION	OUTPUT MEASURE			STATUS	
5.2	Susan Gentry	<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	
	Susan@northdelta.org									
QTR	DUE	QUARTERLY TASK DETAIL		UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE
1	31-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?								
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> N/A		DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0	2	0	0.00%	NO
2	30-Jun	DESCRIPTION: Did the RSC update and upload distribution lists to DZD Google Drive?								
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> N/A		DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0	1	0	0.00%	NO
3	30-Sep	DESCRIPTION:								
<u>ASSIGNED TO</u> <u>4E'S FOCUS</u> SELECT		DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0	0	0		
4	31-Dec	DESCRIPTION: (TARGET 1) Did the RSC participate in at least 1 event with an identified DD partner by the end of Q4? (TARGET 2) Did all 9 RSCs update and upload distribution lists to DZD Google Drive?								
<u>ASSIGNED TO</u> RSC <u>4E'S FOCUS</u> N/A		DELIVERABLE LINK: REPORT-OUT:		<input type="checkbox"/>		0	2	0	0.00%	NO
YTD DELIVERABLES:					0	0	5	0	0.00%	NO
RATING: SELECT		COMMENTS:								



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	
5.3	Susan Gentry	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Actively participate in quarterly meetings conducted by SHSP Outreach Coordinator with PIOs from other related agencies to define, plan, and implement joint messaging projects.	The number of meetings participated in with other agency PIOs. (Goal 1 during Q3)			Not Started	
	Susan@northdelta.org									
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	30-Sep	DESCRIPTION: (TARGET 1) Did the SHSP Outreach Coordinator collaborate and meet with the RSC and PIOs from DOTD, LSP, LHSC, DOE, and others to define, plan, and implement a Back to School Distracted Driving messaging project? (TARGET 2) Did the SHSP Outreach Coordinator share the plan with the RSC?			<input type="checkbox"/>	0	2	0	0.00%	NO
ASSIGNED TO										
STATE										
4E'S FOCUS										
EDUCATION										
4	31-Dec	DESCRIPTION: DELIVERABLE LINK: REPORT-OUT:			<input type="checkbox"/>	0	0	0		
ASSIGNED TO										
4E'S FOCUS										
SELECT										
YTD DELIVERABLES:					0	0	2	0	0.00%	NO
RATING: SELECT		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					
5.4	Susan Gentry	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Develolp standardized DZD DD RSC Presentation and seek out conferences, youth organizations, agency meetings, etc. for delivery to share our initiative of reducing fatalities and serious injuries and to address behavioral and infrastructure challenges.	Number of DZD Presentations conducted. (Goal 2 by end of Q4).	Not Started					
	Susan@northdelta.org											
QTR	DUE	QUARTERLY TASK DETAIL			UPLOAD DEL.	REQUIRED	COMPLETE	TARGET	RESULT	% MET	COMPLETE	
1	31-Mar	DESCRIPTION: Did the State and RSC collaborate and develop DZD DD Presentation?										
ASSIGNED TO		DELIVERABLE LINK:					<input checked="" type="checkbox"/>	0	1	0	0.00%	NO
STATE/RSCs		REPORT-OUT:										
4E'S FOCUS												
EDUCATION												
2	30-Jun	DESCRIPTION: Did SHSP Outreach Coordinator coordinate with the RSC to research possible opportunities to present DZD DD Presentation?										
ASSIGNED TO		DELIVERABLE LINK:					<input type="checkbox"/>	0	1	0	0.00%	NO
STATE/RSCs		REPORT-OUT:										
4E'S FOCUS												
EDUCATION												
3	30-Sep	DESCRIPTION:										
ASSIGNED TO		DELIVERABLE LINK:					<input type="checkbox"/>	0	0	0		
STATE/RSCs		REPORT-OUT:										
4E'S FOCUS												
SELECT												
4	31-Dec	DESCRIPTION: Did the State and RSC conduct at least 2 DZD Presentations by the end of Q4?										
ASSIGNED TO		DELIVERABLE LINK:					<input type="checkbox"/>	0	2	0	0.00%	NO
STATE/RSCs		REPORT-OUT:										
4E'S FOCUS												
EDUCATION												
YTD DELIVERABLES:							1	0	4	0	0.00%	NO
RATING: SELECT		COMMENTS:										

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DISTRACTED DRIVING NORTHEAST REGION 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	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.	SELECT			
			N/A	NO	NO	NO		N/A			
			N/A	NO	NO	NO		N/A			
			N/A	NO	NO	NO		N/A			
EDUCATION	Underway	60.00%	2.1	YES	YES	YES	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.	SELECT			
		0.00%	2.2	YES	YES	NO	Include a Distracted Driving (DD) Buckle Up Phone Down (BUPD) traffic safety track or workshop at 4-H U.	SELECT			
		20.00%	2.3	YES	YES	YES	Collaborate with various PIO's to share the BUPD initiative.	SELECT			
			N/A	NO	NO	NO		N/A			
ENFORCEMENT	Not Started	0.00%	3.1	NO	YES	YES	Identify and encourage Law Enforcement Agencies (LEAs) to commit to participating in a one-week Back to School ("B2S") DD school zones enforcement program.	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	Provide the RSC's with DD specific regional fatality and suspected serious injury data.	SELECT			
		0.00%	4.2	YES	YES	YES	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.	SELECT			
		0.00%	4.3	YES	YES	YES	RSC to continue introducing/sharing/implementing the Statewide DZD DD lesson plan, in whole or in part, to youth organizations.	SELECT			
			N/A	NO	NO	NO		N/A			
OUTREACH	Not Started	0.00%	5.1	YES	YES	YES	Share educational webinars, available trainings, community events, and other traffic safety-related data to promote awareness using the DZD social media platforms on the effects and statistics of DD.	SELECT			
		0.00%	5.2	YES	YES	YES	Strengthen existing partnerships by providing assistance to participating DD safety partners.	SELECT			
		0.00%	5.3	YES	YES	YES	Actively participate in quarterly meetings conducted by SHSP Outreach Coordinator with PIOs from other related agencies to define, plan, and implement joint messaging projects.	SELECT			
		0.00%	5.4	YES	YES	YES	Develolp standardized DZD DD RSC Presentation and seek out conferences, youth organizations, agency meetings, etc. for delivery to share our initiative of reducing fatalities and serious injuries and to address behavioral and infrastructure challenges.	SELECT			
YTD TOTAL	YTD PROGRESS		ID	EMPHASIS AREA ACTION PLAN PERFORMANCE MEASURE			PREV. YR	TGT	RESULT	ACTION PLAN RATING	
	Early Progress	5.71%	I.	a.	1% minimum reduction of serious injuries involving distracted driving			69.00	28.61		
				b.	1% minimum reduction of fatalities involving distracted driving			16.00	16.42		

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