



State of Louisiana
Department of Public Safety and Corrections
Louisiana Highway Safety Commission

March 24, 2009

To Whom It May Concern:

The Louisiana Highway Safety Commission is announcing the availability of traffic safety grants to aid in decreasing the number and severity of traffic crashes leading to injury and death on Louisiana highways. Evidence points to the fact that Louisiana is facing three very severe traffic safety problems; impaired driving, lack of safety belt use, and aggressive driving/speed. Louisiana has been ranked among the states having the highest traffic fatality rates for the past ten years. Grants are being offered to local communities, organizations, and individuals to better enable them to implement effective strategies to address the traffic safety problems that are the cause of injury and death.

We have identified parishes having higher than the average numbers of fatalities and higher than average numbers injury-fatal crashes. Please see the following list of available programs and targeted locations.

If you have questions regarding the availability of grants, please call our office at 225.925.6991

Sincerely

A handwritten signature in black ink that reads "John A. LeBlanc".

John A. LeBlanc
Executive Director
Louisiana Highway Safety Commission

Enclosures: Application
Application Samples

SECTION I HIGH RISK PARISHES

Fatalities

Tier I

East Baton Rouge, Calcasieu, Livingston, Lafayette, St. Tammany, Tangipahoa, Lafourche, Caddo, Jefferson, Orleans, Terrebonne, Ouachita, Ascension, Rapides, Acadia, Iberia, St. John The Baptist, Vernon, Bossier, Jefferson Davis, St. Landry, Lincoln.

Tier II

Beauregard, Washington, Desoto, Iberville, St. James, Allen, Natchitoches.

Tier III

Assumption, Evangeline, St. Helena, St. Mary, Winn, Concordia, Pointe Coupee, St. Charles, St. Martin, Union.

Fatal and Injury Crashes

Tier I

East Baton Rouge, Orleans, Jefferson, Lafayette, Caddo, Calcasieu, St. Tammany, Tangipahoa, Rapides, Terrebonne, Ouachita, Ascension, Livingston, Bossier, Lafourche, St. Landry, Iberia.

Tier II

Acadia, St. Charles, St. John The Baptist, Vermilion, St. Martin, West Baton Rouge, Lincoln, Avoyelles, Jefferson Davis, Iberville, Natchitoches, St. Mary, Washington, Vernon.

SECTION II IMPAIRED DRIVING

Alcohol Related Fatal and Injury Crashes

Tier I

Orleans, East Baton Rouge, Lafayette, Caddo, Jefferson, Calcasieu, St. Tammany, Terrebonne, Tangipahoa, Ascension, Lafourche, Rapides, Livingston, Ouachita, St. Landry, Iberia, Bossier, St. Martin, Vermilion, Acadia.

Tier II

St. John The Baptist, Jefferson Davis, St. Charles, Avoyelles, West Baton Rouge, Vernon, Webster, Natchitoches, St. James, Lincoln, St. Mary, Evangeline, Iberville, Assumption.

SECTION III OCCUPANT PROTECTION

Safety Belts

The lack of wearing safety belts or failure to use child restraints is the second leading cause of death on Louisiana highways, just below impaired driving. The statewide average for safety belt use in 2008 was 75%. Parishes identified in Tier I are well below the state average. Tier II parishes are at the state average or slightly above it. Tier III parishes are well above the state average and are leading the state in protecting their citizens.

Tier I (Below State Average of 75%)

Allen, Avoyelles, Beauregard, Bienville, Bossier, Caddo, Calcasieu, Caldwell, Cameron, Catahoula, Claiborne, Concordia, De Soto, East Carroll, Franklin, Grant, Jackson, Jefferson, Jefferson Davis, La Salle, Lincoln, Madison, Morehouse, Natchitoches, Orleans, Ouachita, Plaquemines, Rapides, Red River, Richland, Sabine, St. Bernard, St. Charles, St. Helena, St. James, St. John The Baptist, St. Tammany, Tangipahoa, Tensas, Union, Vernon, Washington, Webster, West Carroll, Winn.

Tier II (At or Slightly Above State Average of 75%)

Acadia, Ascension, East Baton Rouge, East Feliciana, Evangeline, Iberia, Iberville, Lafayette, Livingston, Pointe Coupee, St. Landry, St. Martin, St. Mary, Vermilion, West Baton Rouge, West Feliciana.

Tier III (Well Above State Average of 75%)

Assumption, Lafourche, Terrebonne.

SECTION IV OTHER TRAFFIC SAFETY PROGRAMS

Police Traffic Services

Aggressive driving and speeding in excess of safe or posted speed limits is the third leading factor contributing to injury and death on Louisiana's highways. It is a state wide problem and all parishes are eligible to apply for grants to implement effective strategies to reduce these factors.

Motorcycles

LHSC believes that motorcycle traffic crashes can be reduced through education, enforcement, outreach, and legislation. LHSC supports strategies to promote motorcycle rider education, proper driver licensing, reducing the number of impaired motorcyclists, increasing motorist awareness of motorcycles, and increasing helmet use.

Tier I (Motorcycle Crashes)

East Baton Rouge, Orleans, Jefferson, Lafayette, Caddo, Calcasieu, St. Tammany, Rapides, Terrebonne.

Tier II

Bossier, Lafourche, Livingston, Tangipahoa, Ascension, Ouachita, St. Landry, St. Martin.

Tier I (Alcohol Related)

Terrebonne, Jefferson, Orleans, Calcasieu, St. Tammany, Lafayette.

Tier II

Caddo, Rapides, St. Martin, Ascension, Lafourche, Avoyelles, Iberia, St. Landry.

The LHSC welcomes applications to implement programs to reduce the number and severity of motorcycle crashes and alcohol related motorcycle crashes in these parishes.

Safe Communities

The Safe Communities approach represents a new way community traffic safety programs are established and managed. All partners participate as equals in developing solutions, sharing successes, assuming risks, and building a community structure and process to continue improvement of community life through the reduction of injuries and costs.

A Safe Community expands resources and partnerships, increases program visibility, and establishes community ownership and support for transportation injury prevention programs. As the Safe Community concept addresses all injuries, transportation and traffic safety becomes positioned within the context of the entire injury problem.

In addition, the Safe Communities approach emphasizes the need to involve the medical, acute care and rehabilitation communities. These groups need to be actively engaged as integral partners in preventing injuries.

Four main characteristics define Safe Communities:

1. Injury data analysis and (where possible) data linkage;
2. Expanded partnerships, especially with health care providers and businesses;
3. Citizen involvement and input; and
4. An integrated and comprehensive injury control system.

Traffic Records

LHSC supports traffic records strategies to:

- ◆ Improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the safety data that is needed to identify priorities for state, and local highway and traffic safety programs;
- ◆ Evaluate the effectiveness of efforts to make such improvements;
- ◆ Link data systems, including traffic records, with other data systems within the State, such as systems that contain medical, roadway, and economic data; and
- ◆ Improve the compatibility and interoperability of the data systems to enable the state and local communities to observe and analyze trends in crash occurrences rates, outcomes, and circumstances.
- ◆ Examples of traffic records programs are laptop-desktop computers, (LaCrash soft ware) for crash reporting, traffic citation processing enhancements, hotspot software for electronic transmitting crash data from police vehicles, and any other project that would improve the collection, accuracy, timeliness, or completeness of traffic records.



LOUISIANA HIGHWAY SAFETY COMMISSION
7919 INDEPENDENCE BOULEVARD
BATON ROUGE, LOUISIANA 70806
(Phone) 225.925.6991 (Fax) 225.922.0517

VISION

Create & maintain a safe traffic environment.

MISSION

The Louisiana Highway Safety Commission is committed to developing and implementing a comprehensive strategy aimed at saving lives and preventing injuries on our highways.

GOAL

Reduce deaths, injuries and societal costs resulting from traffic crashes.

HIGHWAY SAFETY PROPOSAL APPLICATION

Thank you for your interest in highway safety, and for applying for a Federal Fiscal Year (October 1 - September 30) highway safety grant. The application deadline is May 1, 2009 for the next Federal Fiscal Year beginning in October. Complete all the fields in the application, then print out the application, obtain the necessary signatures and send the completed application with original signatures to the LHSC at the address given above or fax to 225.922.0517.

Applications are evaluated in the categories of **Problem Identification, Project Goals, Project Description, Evaluation, and Budget**. Each category must be addressed. Include statistics obtained from the Louisiana Highway Safety Office Crash Facts Book or from the LHSC Website at <http://lhsc.lsu.edu/> or <http://www-fars.nhtsa.dot.gov/Main/index.aspx>

Applications will be ranked in relation to all applications received from all sources and will be recommended for an award based on satisfying federal requirements and available funds.

The State reserves the right to : (1) amend any and all specifications without re-advertisement; (2) extend the time and/or dates to submit a proposal; (3) solicit additional offers or proposals; (4) reject any or all offers; (5) request additional information; (6) waive any or all proposal requirements; and (7) negotiate with any offer.

Again, we thank you for your interest in improving safety on Louisiana's highways. If you have questions, please call the Louisiana Highway Safety Commission office at 225.925.6991.

THIS APPLICATION IS DUE IN THE LHSC BY 4:30 P.M. MAY 1, 2009
APPLICATIONS WILL NOT BE ACCEPTED AFTER THIS DEADLINE

**HIGHWAY SAFETY PROJECT APPLICATION
FISCAL YEAR 2010**

STATE OF LOUISIANA LOUISIANA HIGHWAY SAFETY OFFICE POST OFFICE BOX 66336 BATON ROUGE, LOUISIANA 70896 225.925.6991 FAX 225.922.0517	Proposal Amount: \$
	LHSC USE ONLY

Program Area _____
 Program Manager _____

Name and address of applicant:

Telephone Number: _____ Federal Tax ID Number: _____

Fax Number: _____ Email: _____

Applicant is : Check one below

Corporation–For Profit <input type="checkbox"/>	Non- Profit Organization <input type="checkbox"/>	Government State <input type="checkbox"/>
Corporation–Non Profit <input type="checkbox"/>	Individual <input type="checkbox"/>	Government Local <input type="checkbox"/>

A. PROJECT DIRECTOR

Name and Rank (if applicable):	Address (if different than above):

Telephone Number: _____ Email: _____

Signature _____ Date _____

B. FINANCIAL OFFICER

Name and Rank (if applicable):	Address (if different than above):

Telephone Number: _____ Email: _____

Signature _____ Date _____

C. AUTHORIZING OFFICIAL (MUST BE AUTHORIZED TO SIGN CONTRACTS ON BEHALF OF APPLICATION ORGANIZATION)

Name and Rank (if applicable):	Address (if different than above):

Telephone Number: _____ Email: _____

Signature _____ Date _____

NOTE: Submit one application containing original signatures in parts (A), (B), and (C).

**HIGHWAY SAFETY PROJECT APPLICATION
FISCAL YEAR 2010**

WHAT PROGRAM AREA ARE YOU ADDRESSING IN THE PROPOSAL? (check all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> Impaired Driving | <input type="checkbox"/> Speed | <input type="checkbox"/> Traffic Records/Data |
| <input type="checkbox"/> Occupant Protection | <input type="checkbox"/> Motorcycle Safety | <input type="checkbox"/> |
| <input type="checkbox"/> Police Traffic Services | <input type="checkbox"/> Safe Community | <input type="checkbox"/> |
| <input type="checkbox"/> Other _____ | | |

PROBLEM IDENTIFICATION (250 words or less) *If multiple program areas are chosen attachments are permissible*

PROJECT GOALS/OBJECTIVES (150 words or less) *If multiple program areas are chosen attachments are permissible*

--

<p style="text-align: center;">HIGHWAY SAFETY PROJECT APPLICATION FISCAL YEAR 2010</p>
--

<p>PROJECT DESCRIPTION (500 words or less) <i>If multiple program areas are chosen attachments are permissible</i></p>

--

PROJECT EVALUATION (150 words or less) *If multiple program areas are chosen attachments are permissible*

--

BUDGET SUMMARY

PROPOSAL TITLE:	
------------------------	--

			CASH EXPENSES		IN-KIND	TOTAL
1. PERSONAL SERVICES			LHSC	MATCH	MATCH	COSTS
Salaries:	# hrs	AVG Rate				
Subtotal Salaries						
2. TRAVEL	Trips	Rate				
<u>In State</u>						
<u>Out of State</u>	Trips	Rate				
Subtotal Travel						
TOTAL PERSONAL SERVICES						
3. CONTRACTUAL SERVICES	Quantity	Cost-Prg.				
TOTAL CONTRACTUAL SERVICES						
4. COMMODITIES	Quantity	Cost/Item				
TOTAL COMMODITIES						
5. OTHER DIRECT COSTS	Quantity	Cost/Item				
TOTAL OTHER DIRECT COSTS						
GRAND TOTAL						



LOUISIANA HIGHWAY SAFETY COMMISSION
7919 INDEPENDENCE BOULEVARD
BATON ROUGE, LOUISIANA 70806
(Phone) 225.925.6991 (Fax) 225.922.0517

VISION

Create & maintain a safe traffic environment.

MISSION

The Louisiana Highway Safety Commission is committed to developing and implementing a comprehensive strategy aimed at saving lives and preventing injuries on our highways.

GOAL

Reduce deaths, injuries and societal costs resulting from traffic crashes.

HIGHWAY SAFETY PROPOSAL APPLICATION

Thank you for your interest in highway safety, and for applying for a Federal Fiscal Year (October 1 - September 30) highway safety grant. The application deadline is May 1, 2009 for the next Federal Fiscal Year beginning in October. Complete all the fields in the application, then print out the application, obtain the necessary signatures and send the completed application with original signatures to the LHSC at the address given above or fax to 225.922.0517.

Applications are evaluated in the categories of **Problem Identification, Project Goals, Project Description, Evaluation, and Budget**. Each category must be addressed. Include statistics obtained from the Louisiana Highway Safety Office Crash Facts Book or from the LHSC Website at <http://lhsc.lsu.edu/> or <http://www-fars.nhtsa.dot.gov/Main/index.aspx>

Applications will be ranked in relation to all applications received from all sources and will be recommended for an award based on satisfying federal requirements and available funds.

The State reserves the right to : (1) amend any and all specifications without re-advertisement; (2) extend the time and/or dates to submit a proposal; (3) solicit additional offers or proposals; (4) reject any or all offers; (5) request additional information; (6) waive any or all proposal requirements; and (7) negotiate with any offer.

Again, we thank you for your interest in improving safety on Louisiana's highways. If you have questions, please call the Louisiana Highway Safety Commission office at 225.925.6991.

THIS APPLICATION IS DUE IN THE LHSC BY 4:30 P.M. MAY 1, 2009
APPLICATIONS WILL NOT BE ACCEPTED AFTER THIS DEADLINE

**HIGHWAY SAFETY PROJECT APPLICATION
FISCAL YEAR 2010**

STATE OF LOUISIANA LOUISIANA HIGHWAY SAFETY OFFICE POST OFFICE BOX 66336 BATON ROUGE, LOUISIANA 70896 225.925.6991 FAX 225.922.0517	Proposal Amount <u>\$ 34,750.00</u> ***** <p align="center">LHSC USE ONLY</p> Program Area _____ Program Manager _____
--	--

Name and address of organization:
 Zydeco Sheriff's Office
 101 Main Street
 Zydeco, Louisiana 70437

Telephone Number: 985.555.1000	Federal Tax ID Number: FED12345
--------------------------------	---------------------------------

Fax Number: 985.555.1001	Email: zydecopd.com
--------------------------	---------------------

Applicant is : Check one below

Corporation-For Profit <input type="checkbox"/>	Non- Profit Organization <input type="checkbox"/>	Government State <input type="checkbox"/>
Corporation-Non Profit <input type="checkbox"/>	Individual <input type="checkbox"/>	Government Local <input checked="" type="checkbox"/>

A. PROJECT DIRECTOR

Name and Rank (if applicable): Captain Allen Bourgeois	Address (if different than above): Same as Above
---	---

Telephone Number: 985.555.1010	Email: abourgeois@zydecopd.com
--------------------------------	---

Signature	Date
-----------	------

B. FINANCIAL OFFICER

Name and Rank (if applicable): Mr. Edward Christian	Address (if different than above): Same as Above
--	---

Telephone Number: 985.555.1011	Email: echristian@zydecopd.com
--------------------------------	---

Signature	Date
-----------	------

C. AUTHORIZING OFFICIAL (MUST BE AUTHORIZED TO SIGN CONTRACTS ON BEHALF OF APPLICATION ORGANIZATION)

Name and Rank (if applicable): Mayor Michael Thomas	Address (if different than above): Same as Above
--	---

Telephone Number: 985.555.1001	Email: mthomas@zydecopd.com
--------------------------------	---

Signature	Date
-----------	------

NOTE: Submit one application containing original signatures in parts (A), (B), and (C).

**HIGHWAY SAFETY PROJECT APPLICATION
FISCAL YEAR 2010**

WHAT PROGRAM AREA ARE YOU ADDRESSING IN THE PROPOSAL? (check all that apply)

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Impaired Driving | <input type="checkbox"/> Speed | <input type="checkbox"/> Traffic Records/Data |
| <input checked="" type="checkbox"/> Occupant Protection | <input type="checkbox"/> Motorcycle Safety | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Police Traffic Services | <input type="checkbox"/> Safe Community | <input type="checkbox"/> |
| <input type="checkbox"/> Other _____ | | |

PROBLEM IDENTIFICATION (250 words or less) *If multiple program areas are chosen attachments are permissible*

Impaired driving is a critical problem in Louisiana and Zydeco Parish, destroying lives and costing taxpayers millions of dollars in direct and related costs. Statewide, in 2008, (49%) of the traffic fatalities (485) were estimated to be alcohol related. It is estimated that 9.2% of the 48,169 injury crashes also involved alcohol. Of the 110,659 property-damage-only crashes an estimated 4.2% involved alcohol.

Zydeco Parish has a higher than average number of fatal crashes and is a LHSC target parish. Within Zydeco Parish there were 34 fatal crashes with 41% being alcohol involved. Twenty nine (29) or 85% of the fatal crashes were rural. Of the 29 rural fatal crashes, 14 (41%) involved alcohol. Youth, ages 15-20 are over represented in alcohol related traffic crashes.

Juvenile underage drinking is a problem in Zydeco Parish. Statewide in 2008 there were 7,643 fifteen to twenty year old drivers and motorcycle operators involved in fatal traffic crashes. Sixty four percent (64%) of those had a BAC of .08 or higher. Zydeco Parish statistics for the same group are somewhat lower than the state average. Fifty five percent (55%) of the youth involved in rural fatal crashes had a BAC of .08 or higher.

Occupant Protection is also critical in Louisiana, 63% of drivers killed were not wearing a safety belt. Sixty-eight (68%) of passengers, ages 5 and older who were killed were not wearing a safety belt. Eighty percent (80%) of children ages 4 and younger who were killed were not properly seated in a child seat. Within Zydeco Parish there were 34 fatal crashes with 68% of the fatalities not buckled. Zydeco Parish safety belt use rate is 72% which is 3 points below the State average of 75%.

PROJECT GOALS/OBJECTIVES (150 words or less) *If multiple program areas are chosen attachments are permissible*

Goal I Reduce rural fatal traffic crashes from 29 to 27; a reduction of 7%

Goal II Reduce rural alcohol related fatal crashes from 14 to 12; a reduction of 14%.

Goal III Increase safety belt use to the State average of 75%.

Goal IV Reduce illegal sales of alcohol to juveniles.

**HIGHWAY SAFETY PROJECT APPLICATION
FISCAL YEAR 2010**

PROJECT DESCRIPTION (500 words or less) *If multiple program areas are chosen attachments are permissible*

The focus of this program emphasis area is increased DWI enforcement to maximize the likelihood of detecting, arresting and convicting impaired drivers. Increased enforcement is one of the greatest deterrents to DWI.

As an enforcement agency Zydeco Parish SO will utilize innovative techniques and available technology to increase apprehension of impaired drivers and increase the public's perception of the risk of apprehension. Enforcement efforts are to be conducted during the times of day (night hours) and days of the week when alcohol-related crashes occur most frequently.

One key additional component in the enforcement strategy is creating the perception of a deterrent to impaired driving. Saturation Patrols are critical, but the public's perception that law enforcement is vigilant with regards to DWI, is vital to the program's success. For this reason enforcement patrol is only one of the two most important tools available. Zydeco Parish plans to increase deterrence through the ongoing use of DWI Checkpoints in areas where DWI's are prevalent during those hours when most DWIs occur

Safety belt enforcement will focus on nighttime strategies as most of Zydeco Parish's fatal crashes occur during darkness. Deputies will concentrate on areas where teen drivers concentrate as teens are over represented in Zydeco Parish fatal and injury crashes. Another strategy is to concentrate on young male pickup drivers—a group with notoriously low-restraint-use rates.

Due to the pervasive advertising by the alcohol industry targeting youth, Zydeco SO will utilize a spokesperson to conduct presentations in parish high schools. At least one presentation will be given per week (52) at schools around the parish. Deputies will coordinate alcohol beverage control enforcement with State ABC agents to deter ABO outlets from selling alcoholic beverages to minors.

PROJECT EVALUATION (150 words or less) *If multiple program areas are chosen attachments are permissible*

Zydeco SO will evaluate the effectiveness of the project by the increase in parish-wide seatbelt use as well as a decrease in rural impaired driving injuries and fatalities. Second alcohol beverage control will be evaluated on the number of "corrective actions" taken against alcohol beverage outlets.

BUDGET SUMMARY

PROPOSAL TITLE: Zydeco Parish-Crash Reduction Effort.

BUDGET SUMMARY						
PROPOSAL TITLE: Zydeco Parish-Crash Reduction Effort.						
			LHSC	MATCH	MATCH	COSTS
1. PERSONAL SERVICES						
Salaries:	# hrs	AVG Rate				
DWI Enforcement OT	480	\$25.00	\$12,000.00			\$12,000.00
Occupant Protection OT	320	\$25.00	\$8,000.00			\$8,000.00
H School Presenter Imp. Driving.	208	20.00	4,160.00			4,160.00
JUDE Enforcement	400	25.00	10,000.00			10,000.00
Subtotal Salaries			34,160.00			34,160.00
2. TRAVEL	Trips	Rate				
In State						
SFST	3	780.00	2,340.00			2,340.00
CPS Training	6	500.00	3,000.00			3,000.00
Out of State	Trips	Rate				
Lifesavers	1	1,500.00	1,500.00			1,500.00
Subtotal Travel			6,840.00			6,840.00
TOTAL PERSONAL SERVICES			41,000.00			41,000.00
3. CONTRACTUAL SERVICES	Quantity	Cost-Prg.				
TOTAL CONTRACTUAL SERVICES						
4. COMMODITIES	Quantity	Cost/Item				
TOTAL COMMODITIES						
5. OTHER DIRECT COSTS	Quantity	Cost/Item				
DWI Checkpoint Signs	2	\$500.00	1,000.00			1,000.00
28" Orange Traffic Cones	50	\$15.00	750.00			750.00
Light Tower-4/6KW Lamps	1	5,000.00	5,000.00			5,000.00
TOTAL OTHER DIRECT COSTS			6,750.00			6,750.00
GRAND TOTAL			\$47,750.00			\$47,750.00



LOUISIANA HIGHWAY SAFETY COMMISSION
7919 INDEPENDENCE BOULEVARD
BATON ROUGE, LOUISIANA 70806
(Phone) 225.925.6991 (Fax) 225.922.0517

VISION

Create & maintain a safe traffic environment.

MISSION

The Louisiana Highway Safety Commission is committed to developing and implementing a comprehensive strategy aimed at saving lives and preventing injuries on our highways.

GOAL

Reduce deaths, injuries and societal costs resulting from traffic crashes.

HIGHWAY SAFETY PROPOSAL APPLICATION

Thank you for your interest in highway safety, and for applying for a Federal Fiscal Year (October 1 - September 30) highway safety grant. The application deadline is May 1, 2009 for the next Federal Fiscal Year beginning in October. Complete all the fields in the application, then print out the application, obtain the necessary signatures and send the completed application with original signatures to the LHSC at the address given above or fax to 225.922.0517.

Applications are evaluated in the categories of **Problem Identification, Project Goals, Project Description, Evaluation, and Budget**. Each category must be addressed. Include statistics obtained from the Louisiana Highway Safety Office Crash Facts Book or from the LHSC Website at <http://lhsc.lsu.edu/> or <http://www-fars.nhtsa.dot.gov/Main/index.aspx>

Applications will be ranked in relation to all applications received from all sources and will be recommended for an award based on satisfying federal requirements and available funds.

The State reserves the right to : (1) amend any and all specifications without re-advertisement; (2) extend the time and/or dates to submit a proposal; (3) solicit additional offers or proposals; (4) reject any or all offers; (5) request additional information; (6) waive any or all proposal requirements; and (7) negotiate with any offer.

Again, we thank you for your interest in improving safety on Louisiana's highways. If you have questions, please call the Louisiana Highway Safety Commission office at 225.925.6991.

THIS APPLICATION IS DUE IN THE LHSC BY 4:30 P.M. MAY 1, 2009
APPLICATIONS WILL NOT BE ACCEPTED AFTER THIS DEADLINE

**HIGHWAY SAFETY PROJECT APPLICATION
FISCAL YEAR 2010**

STATE OF LOUISIANA
LOUISIANA HIGHWAY SAFETY OFFICE
POST OFFICE BOX 66336
BATON ROUGE, LOUISIANA 70896
225.925.6991
FAX 225.922.0517

Proposal Amount **\$ 76,480.00**

LHSC USE ONLY

Program Area _____
Program Manager _____

Name and address of organization:
Safe Streets of Baton Rouge (SSOBR)
123 Sobriety Lane
Baton Rouge, LA 70800

Telephone Number: 225-555-1234

Federal Tax ID Number: 72-000000

Fax Number: 225-555-3456

Email: info@ssobr.org

Applicant is : Check one below

Corporation-For Profit

Non- Profit Organization

Government State

Corporation-Non Profit

Individual

Government Local

A. PROJECT DIRECTOR

Name and Rank (if applicable):
Tammy Teetotaler
Sober Drivers Program Director

Address (if different than above):
same

Telephone Number: same

Email: teetotaler@ssobr.org

Signature

Date

B. FINANCIAL OFFICER

Name and Rank (if applicable):
Daniel Dollar
Accountant

Address (if different than above):
same

Telephone Number: same

Email: dollar@ssobr.org

Signature

Date

C. AUTHORIZING OFFICIAL (MUST BE AUTHORIZED TO SIGN CONTRACTS ON BEHALF OF APPLICATION ORGANIZATION)

Name and Rank (if applicable):
Sally Sober
Executive Director

Address (if different than above):

Telephone Number: same

Email: sober@ssobr.org

Signature

Date

NOTE: Submit one application containing original signatures in parts (A), (B), and (C).

**HIGHWAY SAFETY PROJECT APPLICATION
FISCAL YEAR 2010**

WHAT PROGRAM AREA ARE YOU ADDRESSING IN THE PROPOSAL? (check all that apply)

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Impaired Driving | <input type="checkbox"/> Speed | <input type="checkbox"/> Traffic Records/Data |
| <input type="checkbox"/> Occupant Protection | <input type="checkbox"/> Motorcycle Safety | <input type="checkbox"/> |
| <input type="checkbox"/> Police Traffic Services | <input type="checkbox"/> Safe Community | <input type="checkbox"/> |
| <input type="checkbox"/> Other _____ | | |

PROBLEM IDENTIFICATION (250 words or less) *If multiple program areas are chosen attachments are permissible*

Driving While Intoxicated (DWI) is a critical problem in Louisiana, destroying lives and costing taxpayers millions of dollars in direct and related costs. In 2008, an estimated 429 people were killed in alcohol-related traffic crashes in Louisiana, constituting 48% of the state's 900 total traffic fatalities. While drivers ages 15 – 20 comprised only 7.8% of the total licensed driving population in Louisiana during 2008, they were involved in 14% of the fatal and injury crashes.

(2008 Traffic Records Report, <http://lhsc.lsu.edu/>)

The problem of DWI in Louisiana is multi-faceted, with no single "magic bullet" solution available to address it. However, raising public awareness of the legal and civil consequences of DWI, providing parents with a means to screen their children for alcohol use, and educating teenagers on the dangers of underage drinking are three very important tools in the fight against drunk driving. Safe Streets of Baton Rouge proposes to use these tools in its newest project, entitled "Sober Drivers Program," and seeks funding in the amount of \$ 76,480.00 from the LA Highway Safety Commission to support its efforts.

PROJECT GOALS/OBJECTIVES (150 words or less) *If multiple program areas are chosen attachments are permissible*

Goal I: To increase public awareness of DWI and its criminal and civil consequences by 20%.

Objective 1: Conduct 4 "town hall" meetings in EBR Parish, to which the general public will be invited and educated on the consequences of DWI.

Objective 2: Produce and distribute 5,000 brochures detailing the consequences of DWI and listing treatment provider information.

Goal II: To decrease by 5% the incidence of underage drinking by high school students in East Baton Rouge Parish.

Objective 1: Purchase 100 portable breath testers for loan to parents or guardians of EBR parish high school students.

Objective 2: To provide 34 EBR high schools with a science-based curriculum addressing alcohol use and abuse.

**HIGHWAY SAFETY PROJECT APPLICATION
FISCAL YEAR 2010**

PROJECT DESCRIPTION (500 words or less) *If multiple program areas are chosen attachments are permissible*

Safe Streets of Baton Rouge (SSOBR) proposes to address the problem of impaired driving in East Baton Rouge Parish in three ways: 1) inform the general public of the civil and criminal consequences of driving while intoxicated through the conduct of "town hall" meetings, 2) provide parents with a means to screen their children for alcohol use, and 3) educate high school students on the dangers of underage drinking using a science-based curriculum to be taught by educators in biology and chemistry class.

SSOBR will host four "town hall" meetings, which will be heavily advertised to EBR citizens through earned media efforts, such as media alerts, press releases and public service announcements. Meetings will be held in north Baton Rouge, south Baton Rouge, Zachary and Baker. Each meeting will last approximately two hours and will include a panel of experts comprising a law enforcement official, a prosecutor, a defense attorney, a civil attorney, and an insurance agent. Citizens will be briefed on the myriad consequences of DWI – both civil and criminal – then given the opportunity to ask questions of the panelists. Citizens also will be provided with an informational brochure outlining the civil and criminal laws pertaining to DWI, as well as a directory of local substance abuse treatment providers.

In addition to the town hall meetings, SSOBR will use grant funds to purchase 100 portable breath testers, which will be loaned to parents or guardians of high school students. The availability of the devices will be advertised at the town hall meetings and via school newsletters, press releases, public service announcements, and home and school associations. The portable breath testers will be available on a first-come, first-served basis and instructions on use of the device, as well as information on underage drinking laws, will be provided along with the breath testers.

Finally, SSOBR will work with the EBR Parish School System to implement a high school based prevention curriculum entitled "Discovering the Science of Alcohol" (DSA). DSA was developed in collaboration with the National Institute on Alcohol Abuse and Alcoholism and is aligned with the National Science Education Standards. It is a supplementary curriculum for biology and chemistry classes that integrates the latest brain and alcohol research, technology and educational methodologies. DSA is interactive, in that it engages students in activities involving inquiry, hands-on investigation, research, collaboration, technology and civic engagement. Grant funds will be used to purchase DSA classroom kits which include eight teacher's guides, online activities, a web cast, student activity sheets, and a CD ROM. DSA kits will be provided to the 16 public and 18 non-public high schools domiciled in EBR Parish.

PROJECT EVALUATION (150 words or less) *If multiple program areas are chosen attachments are permissible*

SSOBR will evaluate the efficacy of the project and forward the results to LHSC for review.

Success of the "town hall" meetings will be measured by the results of a pre- /post-test distributed to meeting attendees. It is expected that attendees will experience a 20% increase in their awareness of DWI and its civil and criminal consequences.

Success of the portable breath tester program will be measured by a Likert scale provided to participating parents. It is expected that 70% of parents using the portable breath testers will rate the project favorably.

Success of the curriculum project will be evaluated by a comparison of the Caring Community Survey results previous to the project period to the survey results following the project period. It is expected that the results subsequent to the completion of the project will reveal a 5% decline in the use of alcohol by EBR high school students.

BUDGET SUMMARY

PROPOSAL TITLE:		Sober Drivers Program				
			CASH EXPENSES		IN-KIND	TOTAL
1. PERSONAL SERVICES			LHSC	MATCH	MATCH	COSTS
Salaries:	# hrs	AVG Rate				
Program Director salary (100%)	2080	19.23/hour	40,000.00			40,000.00
Program Director fringe benefits (100%)				9,200.00		9,200.00
Secretary salary (50%)	1040	11.53/hour	12,000.00			12,000.00
Secretary fringe benefits (50%)				2,760.00		2,760.00
Subtotal Salaries			52,000.00	11,960.00		63,960.00
2. TRAVEL	Trips	Rate				
In State						
Travel to schools, town hall meetings	50	500 miles x .52/mile	260.00			260.00
Out of State	Trips	Rate				
Lifesavers Conference (airfare, hotel, meals, ground transportation, registration)	1	2,000.00	2,000.00			2,000.00
Subtotal Travel						
TOTAL PERSONAL SERVICES			2,260.00			2,260.00
3. CONTRACTUAL SERVICES	Quantity	Cost-Prg.				
TOTAL CONTRACTUAL SERVICES						
4. COMMODITIES	Quantity	Cost/Item				
Brochures	5,000	.20	1,000.00			1,000.00
Interactive classroom curriculum	34	300.00	10,200.00			10,200.00
Portable breath testers	100	50.00	5,000.00			5,000.00
Calibration	100	35.00	3,500.00			3,500.00
TOTAL COMMODITIES			19,700.00			19,700.00
5. OTHER DIRECT COSTS	Quantity	Cost/Item				
Office space	120 sq. ft.	\$12/ sq. ft			17,280.00	17,280.00
Telephone	1x12 mos	\$60 / mo.	720.00			720.00
Office supplies	12 mos	\$50 / mo.	600.00			600.00
Copier lease	1x12 mos	\$120 / mo.			1,440.00	1,440.00
Postage	12 mos	\$100/mo.	1,200.00			1,200.00
TOTAL OTHER DIRECT COSTS			2,520.00		18,720.00	21,240.00
GRAND TOTAL			76,480.00	11,960.00	18,720.00	107,160.00