



SOUTH CENTRAL SAFE COMMUNITY PARTNERSHIP

South Central Planning and Development Commission

Minutes of the Meeting

MAY 19, 2011

In Attendance:

Greg Hood, ADAC
Alicia Toups, ADAC
Brittany Solet, ADAC
Glen Graham, ABMB
Michael Cobb, ABMB
Dustin Poche, St. James SO
Earl Geason, St. James SO
Anthony Joseph, St. James SO
Jamie Ainsworth, LHSC
Morris Beverly, LHSC

Steve Tullis, NSU PO
Bobbie O'Bryan, Houma PD
Tina Ledet, Houma PD
Beryl LeBoeuf, Bayou Region MAC
Nicole Waldheim, Cambridge Systematics
Linda Savoie, OPH
Brandy Jarreau, LOSGH
Cory Hutchinson, LSU/HSRG
Cynthia Clifton, LSU Ag Center
Krista Goodin, Fenstermaker

Lyle LeBlanc, La-DOTD
Dennis Hebert, La-DOTD
Terri Monaghan, La-DOTD
Ron Whittaker, La-DOTD
Scott Reed, Wal-Mart
Marilyn Harris, SCLAHSA
Matt Trahan, LSP Troop C
Leo Marretta, SCPDC
Rudynah Capone, SCPDC

1. Call to Order

Chairman Greg Hood called the meeting to order at 9:36 a.m. and welcomed everyone.

2. Opening Prayer

Alicia Toups led the opening prayer.

3. Pledge of Allegiance

Following the prayer was the Pledge of Allegiance headed by Lt. Bobbie O'Bryan.

4. Introductions

G. Hood asked everyone to introduce themselves. Twenty-nine (29) members were present.

G. Hood later requested for a moment of silence in honor of Sidney Simmons, a Thibodaux PD officer who was killed in a motorcycle crash last April 23, 2011.

5. Approval of Minutes: February 17, 2011

E. Geason made a motion to approve the minutes of the meeting dated February 17, 2011, seconded by L. Savoie. Motion carried.

6. Guest Speaker: Mr. Glen Graham, ABMB Engineers

TOPIC: Intelligent Transportation Systems and Incident Management Program

G. Graham delivered a 30-minute presentation on Houma Area's Intelligent Transportation Systems (ITS) and Incident Management Program (IMP). He emphasized that ITS gets DOTD more involved in active traffic management and incident response traveller information. IMP gets the traffic flow smoother and clear up incidents off the road more quickly as they occur. It requires a lot of cooperation of safety partners—law enforcement, fire department, EMS, engineers, etc. He informed everyone on where the ITS devices are deployed across the state and where the cameras and DMs are located around Houma.

There are 223 CCTV sites and 57 DMS in Louisiana. In Houma, the cameras are on local streets. Houma Traffic Management Center (TMC) is about to be relocated to a larger facility.

Baton Rouge TMC was merged with the statewide TMC, which is manned 24/7. TMC manages incidents in different stages, namely: detection, verification, response, site management, clearance and releasing traveler information.

The TMC notifies the public of road closures. TMC does most of the traveler information, circulated via DMS, 511, social networks and email communication. It's important for police to know what roads are closed so they could notify the public. He did a walk-through on what the order of operations is whenever incidents take place. First: Locate incident. Second: Contact Agency like State Police, sheriff's office or local PD. Third: Activate DMS. Fourth: Post the info on DOTD site and social networks. Call 511 and get voice-activated notice on road closures. On 511la.org website you could zoom in further. An internal incident email is also sent out to agencies/responders on what's going on. On the incident database, real-time updates are posted as incident changes. When incident ends, DMS are cleared up and incident database is terminated. Entries to 511 are cleared. Updated info on clearance is posted to twitter (social media networks) and then an "all-clear" email is sent out. On bridge closure incidents, advanced warnings signs are deployed to warn the motorists.

A few questions were raised after G. Graham's presentation. G. Hood asked if it was compatible with some of the GPS devices which tell road delays and other traffic updates. G. Graham said DOTD is working with private and public sector to get the traffic information integrated into the GPS products. Lt. Bobbie O'Bryan asked if the TMC is considering to do radio broadcasts via A.M. Channel to update traffic reports. G. Graham said they've done a little bit of highway advisory but it's quite limited. Those things work pretty well for construction zones. L. Savoie mentioned that the Larose Bridge is major backup. G. Hood responded that updating the plan to address it is in the process. No more further questions from the coalition.

7. FEEDBACK: Previous Events

a. Lifesavers Conference

This was skipped as Greg Maurin, who attended the conference, was not present at this meeting.

b. 1st Annual Bayou Region Public Safety Expo

G. Hood asked Sgt. M. Trahan to give a rundown on their recently conducted Bayou Region Public Safety Expo. Sgt. Trahan said it was well-participated by local agencies. They got some good feedbacks from people walking around the fair. NSU's summer games helped out as it provided more crowd. Food was good. They looked forward to next year's expo.

c. Safety Town and Child Safety Seats

L. Savoie said that nobody showed up at the child safety seat checkup event at the Bayou Region Public Safety Expo event. It was separated from everything else. Families weren't well-informed on the checkup. There has to be more awareness campaign. It can be done better. The location has got to be strategic. She also thanked all partners who donated funds to make Safety Town happen. There were 295 Kindergarten kids who all got bike helmets and learned about pedestrian and railroad safety. The booster seat educational component was significantly pointed out by teachers and parents as the major aspect for the kids. Fifteen (15) booster seats were given besides tons of education! The event was well-received by the public. A Teen Safety Town was suggested to be done.

C. Clifton expressed her feedback on the CPS Training she attended on May 4-7, 2011 in Lafayette. She said it was an experience—so much information in four days. It was fast and intense. She passed and got her certification. Lt. O'Bryan reported that their two officers passed the training in Lake Charles. He just expressed his concern on the registration aspect of the training. Payment is done using credit card. Because of this, the officers ended up not being on the official list of participants despite having received confirmation email from LA Passenger Task Force.

G. Hood suggested that they shoot an email to R. Capone to bring up the concerns to Bridget of LPSTF. Another class for Houma is being planned, which hopefully Houma PD can squeeze two officers into joining. The process of registration needed to be simplified. L. Marretta said that there has to be a standardized system to iron things out. An offline discussion on this matter will be done later.

d. Others, such as the Safety Circus by Lady of the Sea Gen. Hospital

B. Jarreau said that the circus was a great success and it's been the biggest ever. There were 190 participating kids and 26 different safety booths. Much greater participation indeed! They ran out of commodities to distribute. The little white cellphone socks, with safety message "Park Your Phone. Drive Your Car", were a huge hit.

8. UPDATE: Upcoming Events/Media Campaigns

R. Capone announced that SCSCP has produced its own Click it Or Ticket and Safe Community Partnership banners which all agency partners are more than welcome to use at their respective events.

a. Click it or Ticket Mobilization (CIOT) Seat Checkups, May 28 and June 3

D. Poche gave an update on the CIOT seat checkup event that St. James SO is spearheading on May 28, 2011, 10:00 a.m. to 3:00 p.m. at Winn-Dixie, Gramercy. He said this effort is in partnership with CPS techs from Lafourche SO, Lady of the Sea General Hospital, Houma PD, ADAC and Troop C. They passed flyers around schools and local agencies. They publicized to four different radio channels and had a press release published on Times Picayune today. Winn Dixie is very cooperative in promoting the event. Their IT guys would do some video presentations showing proper installation seatbelts. D. Poche passed around the press release. L. Savoie asked if there's going to be an instructor to sign off the seats. She offered to discuss it with D. Poche later.

L. Marretta expressed his gladness on how agencies have stepped up to expand community efforts to the River Parishes. There are a lot of potential partners in the business community like Winn Dixie and Wal-Mart whom we can partner with.

L. Savoie told Scott Reed of Wal-Mart that the CPS certification opportunity is offered to everyone and Wal-Mart may send their employees to the trainings as well. Discussion ensued on the other planned checkup event at Wal-Mart LaPlace. ADAC and LSU Ag Center will help.

L. Savoie said she's willing to coordinate the event. Lt. O'Bryan said that Houma PD might be able to send two to three technicians to both May 28th and June 3rd.

b. May is Motorcycle Safety Awareness Month

G. Hood mentioned that MAC joined the ride to the Baton Rouge Capitol to kick this off but the campaign is yet ongoing.

c. Fourth of July Impaired Driving

J. Ainsworth said that this is one of the nationwide campaigns scheduled in NHTSA calendar yet but the two mobilization events that LHSC focuses on are Click it or Ticket (CIOT) on Memorial Day and Impaired Driving on Labor Day. L. Savoie asked if there's going to be a big campaign for the 4th of July Impaired Driving but J. Ainsworth responded there might be some but not as big as a week prior to the big mobilization period for Labor Day in September.

d. Traffic Safety Summit – July 13, 2011

R. Capone informed that the summit packet, registration form and draft agenda are all on Tab #8D. Registration is now open. She said eight speakers have been confirmed. Mr. Ken Trull from LHSC has yet to confirm his presence. Mr. Helmut Schneider (HSRG) has declined to speak as he would be out of town. R. Capone suggested that Cory Hutchinson present something on LSU-HSRG's end. He said he'd discuss offline with R. Capone on what he'd specifically show at the summit. She encouraged everybody to send in their registration forms the sooner they can and not wait until the deadline. L. Marretta enthused the summit would be dynamic as great speakers were invited.

e. National Child Passenger Safety Week (September 18-24, 2011)

This safety week would be a good venue for child seat distribution.

9. Child Seat Distribution and 2nd Batch of Safety Commodities

G. Hood announced that ADAC had stepped up to handle purchase and distribution of child safety seats. This safety week is a good venue for giving away seats. ADAC and St. James SO are now fitting stations. This brings a total of five fitting stations in our region, with Troop C, OPH and Lady of the Sea General Hospital as the current ones. Houma PD is applying to become one as well. L. Savoie invited Lt O'Bryan to join the CPS Technician's In-service on May 25, 2011 so they would know how to become a fitting station.

10. Regional Transportation Safety Plan Review

R. Capone introduced Krista Goodin from Fenstermaker and Nicole Waldheim from Cambridge Systematics who'll do the presentation.

L. Marretta said the SCPDC has put together a regional safety plan to ducktail with the LADOTD's statewide Strategic Highway Safety Plan (SHSP). It's sort of personalizing the statewide plan with our crash data in the six parishes of our region. The SCSCP will be a big part in the implementation of goals and strategies stipulated in the plan. Everyone is kept abreast with the development of the plan. We narrow SHSP down in order to bring in more local involvement from both the Bayou Region and River Parishes. Based on the crashes occurring in our six-parish region and the state in general, four emphasis areas have been identified: occupant protection, alcohol-impaired driving, young drivers and infrastructure & operations.

DOTD has asked the regions to come up with safety plans. N. Waldheim emphasized that the purpose of their presentation was to solicit broader input from the SCSCP members to fill in the action plans that will be implemented in six parishes. She said the plan was inspired by SHSP wherein strategies and objectives are achieved through 4E's: engineering, education, enforcement and emergency services. At the state level, the goal is to reduce fatalities by 50% by 2030. Baseline Data is from 2010 Crash – 86 fatalities. Goal: 43 fatalities by 2030.

On Tab#10 in the meeting packet are goals for each of the emphasis areas.

N. Waldheim addressed the body to provide their ideas on specific strategies and commit to overseeing the implementation of action steps.

On Alcohol-Impaired EA:

G. Hood expressed that the police can only do so much. He suggested if there could be a law or something in bars and stores to control alcohol consumption. There's a bunch of states like California that actually charge sales outlets that contribute to alcohol-related crashes. J. Ainsworth said that smaller jurisdiction enforce point-of-last-service and identify specific establishments (bars or stores) that serve alcohol to the public that eventually contribute to DWI arrests, and worse, traffic crashes.

L. Savoie said some establishments stop drivers if they think they are alcohol-impaired to drive. J. Ainsworth suggested that we work with ATC (Alcohol and Tobacco Control) and integrate teen driving programs to address underage drinking.

Discussion further ensued on point of last service, breathalyzers, drinking in bars and mixed messaging. It was suggested that alcohol-serving trainings for merchandise outlets and bar owners should be implemented more seriously.

M. Cobb of ABMB gave his input on how there's double messaging in bars where they serve alcohol but not to underage, when in fact, the servers are below 21. G. Hood said that the point is get to the person or bar who's responsible for the DWI-related crash.

Lt. O'Bryan asked if there would be Train-the-trainer trainings for smaller agencies, not necessarily certification but awareness classes for local police officers to undertake. Sheriff's offices constantly train but not local PD's. T. Monaghan asked for more volunteers to join the Subcommittee who's responsible for completing the regional safety plan. C. Hutchinson announced that HSRG provides crash data resources and is willing to assist police agencies that may need car swipe/GPS device trainings and other needs that may speed up sending them the crash data. T. Monaghan that GPS locations are very important as they've been providing the troops and local police agencies with hot spot maps by time and day.

Lt. O'Bryan asked how we could possibly address presenting videos and having them reach the attention of respective parish presidents and the community without having to require funding for media campaigns. Discussion ensued on community awareness efforts to address alcohol problem. J. Ainsworth asked if the idea of train-the-trainers is going to be strictly for law enforcement or does it welcome community members. Law enforcement reaches out to the community effectively. Community and police collaboration must be strengthened.

N. Waldheim wrapped up the ideas as follows: reaching out to bars/outlets; additional trainings for local cops; softer approach into a pledge; some locational GPS information to figure out point-of-service and hot spots; getting parents more involved or trained in addressing the issue; crash data dissemination efforts; and showcasing of awareness videos via parish television channels.

On Occupant Protection EA:

K. Goodin said the goal was to reduce unbelted fatalities by 4 by 2015. Objectives include expanding education programs, integrating media campaigns into the national campaigns, and increasing seatbelt enforcement.

L. Savoie spoke of how they added the booster seat component into the Safety Town and found out that kids didn't know how to actually put the seatbelts on. A parent orientation at schools should tackle child passenger safety. She suggested that an open house of some sort should be done for parents to be aware of how to properly buckle kids. Discussion ensued on message branding that motivates kids to buckle, saying that they become a hero if they buckle up. Lt. O'Bryan suggested that should be tied up with the school system. He suggested that a 10-minute awareness video to be presented at schools might work and ask the teachers to give the kids a 10-question quiz to gauge what they learn. L. Savoie also suggested that the mock seat be used along with awareness videos. She'll check with Safe Kids USA if they've got such videos for school presentations. K. Goodin suggested that a survey be done at the beginning and end of the program, respectively, to track effectiveness. T. Monaghan commended how child passenger safety is addressed but also remarked that the crash data show that the seatbelt problem is merely with the older people. L. Savoie suggested a teen-focused safety town at Nicholls University stadium. L. Marretta mentioned something about how kids just jump off the car after their parents drop them off. A parent training is necessary to teach these driving parents.

On Young Drivers EA:

Recognizing the time, K. Goodin cued to proceed to the next EA. N. Waldheim said that the data would be broken out to three different age groups as: 15-17, 18-20 and 21-14. M. Trahan shared that Troop C is constantly going to high schools to do safety presentations. They also do mock crashes, Sudden Impact Program and other teen-focused public safety information talks. L. Savoie suggested that they should put out the rollover vehicles to showcase what kind of damage can come out for driving unbuckled. This capability must be utilized in our media campaigns.

S. Reed of Wal-Mart told everyone that they have the so-called "Committed to Safety" program where they do driver's education program at each of the high schools they contact. Wal-Mart Transportation Department has 11 truck drivers who are certified "Operation Lifesaver" and "Committed to Safety" presenters. They teach the students to understand blind spots and be aware of trucks/trailers on the road. They showcase a 70-foot tractor and educate them about certain limitations of the trailer driver. They talk about merging, passing, following too close and other limitations that new student drivers has to be learn.

L. Savoie asked if Wal-Mart could partner with the Safe Community or any of the member agencies. S. Reed responded he's open to partnerships as he hasn't found any contacts or venues to do it in our region yet. Currently, their program is done in Lafayette area, Opelousas and West Louisiana. R. Capone and L. Savoie agreeably exclaimed that the coalition is interested to partner with them. S. Reed offered to bring the tractor trailer to the Traffic Summit on July 13th at Nicholls. S. Tullis said he'd help arrange for it to happen.

Lt. O'Bryan also shared that they're doing the Teen Community Emergency Response Team (CERT) on June 20-24, 2011 in Bunkie. Teen CERT is open to youth groups/teens who are likely to become police officers, emergency responders and safety advocates. This year, the program is adding the highway safety element to it besides emergency preparedness and search & rescue. They intend to make it bigger and bigger. He invited the agencies to pitch in their participation. Members from Arkansas Governor's Office and FEMA will be joining the event. He announced that the highway safety section of the event is scheduled for Tuesday, June 21 at 1:00 to 5:00 p.m.

K. Goodin and N. Waldheim encouraged the members to join the Subcommittee to help complete the plan. L. Marretta reminded everyone that there's the hard side of this plan which addresses infrastructure and operations (run-off the road/intersection fatalities). Recognizing the time, there was no input deliberated for the Infrastructure and Operations EA.

R. Capone informed everyone that SCPDC is planning to do a Road Safety Assessment (RSA) workshop and hoped that local folks would get involved. DOTD is initiating a RSA on LA24, which SCPDC and SCSCP hope to participate in. Marie Walsh of LTAP expressed willingness to partner with SCPDC to organize the workshop and the RSA itself. T. Monaghan elaborated further that LADOTD has a RSA program. Every time they go to an overlay or pavement project, they look at the crash data (like run-off-the-road crashes) and when the data appear to be overrepresented (beyond the state's average data), then that triggers the team to do RSA. LTAP is planning to do a RSA workshop in our region. They successful did one in New Orleans two weeks ago. As part of the SHSP, some local roads have overrepresented crash data and that would be a perfect opportunity to do infrastructure safety improvements. L. Marretta suggested that the regional safety team should start prioritizing high-crash locations. He encouraged the members to help reaching out to the River Parishes as the safety plan includes the rural part of South Central Louisiana (St. John, St. James and St. Charles), not just the urbanized part of Terrebonne, Lafourche and Assumption. K. Goodin said having the hot spot map would help.

G. Hood gracefully asked to leave the meeting for a Rotary Club speaking engagement that he had to attend at noon. R. Capone assumed presiding on his behalf.

11. Parish Reports/Comments from Partners

Office of Public Health - L. Savoie said she's going to look into spearheading the planned child seat checkup event on June 3rd at Wal-Mart in LaPlace. She'll report back upon checking on what her office and the CPS can come up with. She needed some assistance.

ADAC – They have a memorial walk-run for Raymond Bourq and Lindsey Fontenot, both teenagers who got killed by a drunk driver. The event is on June 25, 2011 at the Houma Terrebonne Civic Center. She invited everyone to get a copy of the flyer and see what assistance they could extend. They can also register as runners.

Houma PD – As mentioned, they're coming up with Teen CERT and encouraged the highway safety as new approach. He encouraged agencies to share training materials and videos that they could use for highway safety component of such event. They're also looking into ATV safety, Motorcycle Awareness and anything associated to vehicles of any kind. From March to May, they've done several saturation patrols, DWI checkpoint and four successful seatbelt checkpoints. They put together a video that showed their enforcement operation in downtown Houma that actually received good publicity. In effect, there's no DWI, no death and no serious crime in that location.

Houma PD is also looking to do more checkpoints during summer and 4th of July. They participated in two expos and two show-and-tells at the police stations and other locations. They did a motorcycle checkpoint in January and twice last week, and they're also doing another one off-school this coming Friday. Several of their officers attended the CIOT traffic safety forum at Troop C and two officers got certified as CPS technicians. Hopefully, they'll send two more officers to another CPS training coming up. Now having five CPS techs, Houma PD is applying to become a child seat fitting station. Throughout the seatbelt checkpoints, they ran close to 2,000 and issued nearly 100 citations.

School is out, no report from Nicholls State University.

LHSC – J. Ainsworth said a lot of time is spent on preparation for the Click it Or Ticket Mobilization. Social norming TV/radio spots leading up to the enforcement message of the campaign is now apparent. Next big campaign is the Labor Day Impaired Driving Mobilization in September. She commended LSU HSRG for having the 2010 Crash Data out. The data show progressive declines across the border.

MAC – B. Leboeuf said there's 50% reduction in motorcycle fatalities. But since the 2010 data came out, the number started to rise again. They're working hard to be above their numbers. They attended the Safety Circus and they'll be at Cycle World of Houma tonight and Harley Davidson in a couple of weeks and other public events. They're getting more involved with the school system to reach out to the teens.

Troop C – M. Trahan announced that they'll have a couple of DWI checkpoints this summer.

HTMPO – L. Marretta said a pedestrian and bike regional plan is in the works.

LADOTD – T. Monaghan made it clear that when RSA is done, all road users are being considered such as motorcyclists, bicyclists, pedestrians, etc.

12. Safety Concerns to refer to LADOTD

R. Capone encouraged all to fill up the yellow sheets for their safety concerns.

13. Other Business

There's none on the table.

14. Adjourn

A motion to adjourn the meeting at 11:47 a.m. was made by L. Savoie, seconded by M. Beverly. Motion carried.

Next meeting is on August 18, 2011.