

OLI ANNUAL REPORT FORM

CONTACT INFORMATION

Year 2011
 State LA
 Date 2012-01-25 00:00:00
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I. YOUR PROGRAM

A. List the goals for the past year

Strategic Direction 1. Identify, develop and maintain community partnerships with emphasis on OLI target audiences (driver education, first responders, school bus driver, professional truck driver, and law enforcement), coordinating with railroads, law enforcement, and transportation/highway safety agencies at local, state and federal levels. Objective 1.1. Confirm and maintain support of community partners in Louisiana. Objective 1.2. Coordinate LA OL programs and activities with railroads, law enforcement, and transportation/highway safety agencies at local, state and federal levels. Objective 1.3. Coordinate LA OL activities with governmental agencies in target parishes to increase number of presentations and/or special events. Strategic Direction 2. Identify and pursue financial support opportunities that provide optimum sustained resources. Objective 2.1. Evaluate funding resources from railroads, DOTD and LHSC, including OLI grants. Objective 2.2. Identify new sources of revenue for LA OL. Objective 2.3. Ensure fiscal responsibility in LA OL expenditures. Strategic Direction 3. Recruit, certify and retain a sufficient number of high-quality, active presenter/volunteers. Objective 3.1. Increase the number of high-quality, active certified presenter/volunteers. Objective 3.2. Provide certification classes on a regular basis statewide. Objective 3.3. Maintain regular communication with and support to presenter/volunteers. Strategic Direction 4. Develop and implement a comprehensive marketing plan. Objective 4.1. Identify and utilize effective methods of communication (print, broadcast, online, special events, etc.).

B. List the various partners who are involved in your state program

FEDERAL Federal Railroad Administration, Federal Highway Administration, Federal Motor Carrier Safety Administration, National Highway Traffic Safety Administration STATE Louisiana Department of Transportation and Development, Louisiana Transportation Research Center/Local Technical Assistance Program, Louisiana Highway Safety Commission, Louisiana State Police, Louisiana Motor Transportation Association, Louisiana Municipal Association RAILROADS Union Pacific Railroad, Kansas City Southern Railroad, BNSF Railroad, CN Railroad, CSX Transportation, Norfolk Southern Railroad, New Orleans Public Belt Railroad, Louisiana and Delta Railroad, New Orleans Gulf Coast Railroad, Louisiana & North West Railroad, Amtrak, Veolia Transportation/New Orleans Rapid Transit Authority, Louisiana Railroad Association SAFETY ORGANIZATIONS EBR Mayor's Traffic Safety Committee, South Central Safe Community Task Force, Safety Council of Louisiana, National Safety Council, South Louisiana Chapter Greater New Orleans, Safety Town, Caddo Parish, Driving School Association of Louisiana, Southwest Safety Training, First Class Driving School, Livingston Driving Academy, Safety Training Services, Louisiana Association of Non-Profit Organizations, American Association of Retired Persons MEDIA Louisiana Hometown Network, Louisiana Network, Teknarus

II. STATE OPERATION LIFESAVER TRAINING

A. Presenter – Trainer Resources

1. Number of Presenters who gave FOUR OR MORE PRESENTATIONS during the past year?: 81

2. Number of certified ASSOCIATES who helped your state program during the past year?: 0
3. What kinds of activities did your Associates help with?: NA

B. Presenter Statistics

1. Number of NEW PRESENTERS certified this year: 32
2. Number of NEW ASSOCIATES certified this year: 0
3. Where did you find new Presenters and Associates?

Railroads, Law Enforcement, Firefighters, AARP instructors, Safety organizations

C. Presenter Attrition Information

1. Total number of Presenters who left your OL program last year: 34
2. How many left for each of the following reasons:

Job Change 14
 Retired 0
 Moved 0
 Lost Interest 20
 Decertified 0
 Deceased 0
 Unknown 0

D. Presenter Recognition Activities

Does your state program have a way of showing appreciation to its volunteers? (Check all that apply.)

Incentive Awards Program Yes
 Appreciation Event No
 Other No
 If Other, explain

E. Presenter Meetings

Do you hold state Presenter meetings for training updates, idea sharing, networking?
 Yes

III. PRESENTATION STATISTICS

A Presentation is defined by the 2002 Presenter's Guide as follows:

- A formal presentation using the approved Operation Lifesaver, Inc. (OLI) format, given to given to two or more people.
- A presentation must be supported by the use of approved OLI visual aids, consisting of at least seven (7) visual charts, PowerPoint slides or overheads.

A. Category	Total No. of Presentations	Total No. of Participants
K thru Grade 8	434	22073
General High School	48	2112

(Includes School Assemblies and non-Drivers Ed Classes)

All Drivers Education (Both High School Drivers Ed Classes and Adult Drivers Ed Classes)	446	9418
School Bus Drivers	58	5048

(NOTE: 4-Hour School Bus Trainer Courses should NOT be reported here. Report those ONLY in the Specialized Training section below, please, so we avoid double counting.)

Other Professional Drivers: Truckers	129	2570
Other Professional Drivers: Commercial Buses	8	130
Law Enforcement	28	361

(NOTE: 4, 8 or 16 Hour GCCI Courses should NOT be reported here. Report those ONLY in the Specialized Training section below, please, so we avoid double counting.)

Emergency Responders: Fire Fighters	22	223
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(NOTE: Emergency Responder Courses should NOT be reported here. Report those ONLY in the Specialized Training section below, please, so we avoid double counting.)

Misc. General Adult (Civic Groups, Clubs, Mature Drivers, etc.)	293	7255
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Pre-K Headstart	84	4123
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Snowmobile	0	0
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Totals	1550	53313
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IV. SPECIAL TRAINING STATISTICS

Activity	Total No. of Classes	Total No. of Participants
School Bus Driver Trainers	0	0
Driver Ed Trainer	0	0
GCCI 4 Hour	19	433
GCCI 8 Hour	0	0
GCCI 16 Hour	0	0
RSER	3	30
Other	0	0
Totals	22	463

If Other, please specify:

V. SPECIAL EVENTS STATISTICS

EVENT/ACTIVITY TYPE	Total No. of Events	Total No. of Participants
Mock/Staged Crash	2	275
State/County Fair Exhibits/Booths	46	21735
Farm Show Exhibit	2	4150

Model Railroad Exhibit	3	725
Other Conference Exhibits	16	6410
Community Safety Blitz	6	5346
Officer on the Train	6	111
General OL Train	9	4728
Positive Enforcement Program	0	0
School Bus Rodeos	1	275
Trucking Rodeos	0	0
Other	19	6451
Totals	110	50206

If Other, please specify: organization safety/health fairs, sporting event, library safety table

VI. TRESPASS PREVENTION PROGRAMS

A. Which do you consider your state's leading rail safety problem? (Check one):

Both

B. Where are your state's biggest railroad trespass problems located?

Bossier, Caddo, Calcasieu, East Baton Rouge, Lafayette, Ouachita, St. Tammany Parishes

C. What age/demographic group(s) do you focus on in your trespass prevention activities?

All ages. We include trespass prevention message in every presentation/special event.

D. Is your state involved in Community Partnerships? (Typically this involves the mayor's office/city government, plus police, schools, business, etc., in a neighborhood or community) When do you use Community Partnerships?:

Both

E. If you are involved in Community Partnerships, how many?

6

Please list the communities involved.

1. Acadiana Transportation Safety Coalition, Lafayette, LA 2. Baton Rouge Mayor's Traffic Safety Council, Baton Rouge, LA 3. Greater Baton Rouge Safe Communities, Baton Rouge, LA 4. North Central Alliance Partners in Prevention, Ruston, LA 5. South Central Safe Community Partnership, Houma, LA 6. Greater New Orleans National Safety Council, New Orleans, LA

VII. MEDIA

Radio PSAs? No

Television PSAs? No

SMagazine / Newspaper PSAs? No

Billboard? No

B. Locally Produced PSAs: Did you use any of the following types of PSAs created locally last year?

Radio PSAs? No
Television PSAs? Yes
Magazine / Newspaper PSAs PSAs? No
Billboard? No

If you created PSAs locally, did you work with one of the following to create the PSAs?

Local Television Personality? No
Local Radio Personality? No
Sports Team Personality? Yes
Other (Explain)

Continued to air Saints PSA on website and for special event. Produced PSA/video feed through Louisiana Hometown Network for two mock crash events

**C. Did you send any of the following to local newspapers last year?
(NOTE: If you have copies of any that were published, we welcome copies!)**

News Releases? Yes
Letters to the Editor? No
Complaints About Bad Ads? No

D. Were any Media Awards given by your State Program last year?

If yes, please list to whom and what organization.

E. Does your state have it's own website?

Yes

If yes, what is your website's current address? www.laoperationlifesaver.org

6. Does your state program publish a newsletter?

How Often?
Other
If other, how often?

7. Does your state program publish an e-newsletter?

Yes

How Often?
Quarterly
If other, how often?

VIII. FACTS ABOUT YOUR STATE PROGRAM

1. For emergency use only, in the space provided, may we please have your home address, telephone number,

and cell phone number?

13675 Coursey Blvd, #1317, Baton Rouge, LA 70817 Home 225-751-7526 Cell 225-939-5459

2. Do you have an assistant coordinator/co-coordinator or regional/area coordinator(s)?

No

(If so, please provide their names and addresses here.)

3. If the State Coordinator is not available to speak to the media, is there an approved ALTERNATE SPOKESPERSON for your state program who may speak to the media?

No

If yes, please provide the following:

Name of approved Alternate State Spokesperson:

Address:

Telephone Number(s):

E-mail:

OL Background/Other Background of Alternate Spokesperson (specify):

Under what circumstances should we contact your designated alternate state spokesperson (specify)?

4. Is your State Program incorporated as an independent, non-profit, tax-exempt 501(c)(3) educational organization?

If yes, when did you last check to see if your incorporation filing is up-to-date? December 2011

If yes, when did you last file a tax return for you state program? March 2011

If yes, when was your state program last audit or compilation? October 2011

If the answer to question 4 is "NO", does your State Program operate within another organization (e.g., as part of a state safety council, state department of transportation, etc.)? Please explain:

5. Does your state program have Bylaws?

Yes

When were they last updated?

August 2009

6. How often does your State Board or Governing Body meet during the year?

Quarterly

If other how often?

7. Does your state program operate on a:

Fiscal

8. Please check the correct category to identify your general budget for the year:

over 100,000

9. Where does your financial budget come from? Please list your major sources and approximate percentage received from each:

Railroads -- 32% La DOTD -- 41% reimbursable La Highway Safety Commission -- 27% reimbursable

10. List significant "In-Kind" services and estimated value in dollars that you received from your partners and contributors:

Louisiana Highway Safety Commission -- storage space; La DOTD -- office supplies, meeting space statewide, copy/FAX/mail/printing services; La Transportation and Research Center, Baton Rouge -- meeting space; Southwest Safety Training, Lafayette -- meeting space; Regional Transportation Management Center, New Orleans -- meeting space; Cabrini Hospital, Alexandria -- meeting space; Louisiana State Police troops, Bossier City, Kenner, Baton Rouge, Mandeville, Alexandria, Lake Charles -- meeting space; St. Landry Sheriff's Office, Opelousas -- meeting space; KCS and UP Railroad -- presenter materials; UP Railroad -- OL safety trailer

11. Board of directors/Executive Committee/Governing Body (You may enter their names, addresses and contact information here, or submit separately by e-mail or fax):

Mirl Bergeron, General Manager, New Orleans & Gulf Coast Railway, 128 Sala Avenue, P O Box 68, Westwego, LA 70096, Work 504/ 347-0548, Cell 504/ 214-6675, mbergeron@rgpc.com; Lt. Col. Charles Dupuy, Louisiana State Police, 7919 Independence Blvd., Baton Rouge, LA 70806, 225/ 938-3349, Charlie.dupuy@dps.la.gov; Morris Evans, Jr., Special Agent, CN Railway, 2351 Hickory Avenue, Harahan, LA 70123, Cell 504/ 400-5216, Morris.evans@cn.ca; Col. John LeBlanc, Executive Director, Louisiana Highway Safety Commission, P O Box 66336, 7919 Independence Blvd., Baton Rouge, LA 70896, Work 225/ 925-6991, FAX 225/ 925-0083, John.leblanc@dps.la.gov; Daniel Magri, Highway Safety Administrator, DOTD, PO Box 94245, 1201 Capitol Access Rd., Baton Rouge, LA 70804-9245, Work 225/ 379-1871, Cell 225/ 907-5248, FAX 225/ 242-4552, dan.magri@la.gov; Bob Martin, Supervisor, CSX Transportation, 444 Clay St., Montgomery, AL 36104, Work 334/ 834-5135, Cell 229/ 221-0041, FAX 334/ 230-9585, Robert_martin@csx.com; John McCrossen, General Superintendent, New Orleans Public Belt Railroad, 4822 Tchoupitoulas, New Orleans, LA 70115, Work 504/ 896-7450, Cell 504/ 813-7418, FAX 504/ 896-7439, johnmc@nopb.com; William Miller, Manager of Grade Crossing Safety, Norfolk Southern Corporation, 1200 Peachtree St. NE, Box 36, Atlanta, GA 30309, Work 404/ 582-6937, Cell 540/ 597-9470, william.miller@nscorp.com; Allen Pepper, Director Public Safety, Kansas City Southern Railway, 2414 Douglas McArthur Drive, Starkville, MS 39759, Work 662/ 617-0727, Cell 662/ 617-0727, FAX 662/ 323-9732, apepper@kcsouthern.com; Sam Stephenson, Manager Public Safety, Union Pacific Railroad, 24125 Aldine-Westfield Rd., Spring, TX 77373, Work 281/ 350-7392, FAX 402/ 501-3193, sstephen@up.com; Marie B. Walsh, Director, LA LTAP/LTRC, 4099 Gourrier Ave., Baton Rouge, LA 70808, Work 225/ 767-9184, Cell 225/ 603-8036, FAX 225/ 767-9156, mbwalsh@ltrc.lsu.edu; Michael D. Williams, BNSF Railway, 7216 Brandon Dr., Temple, TX 76502, 254/ 913-4249, Railhead45@hotmail.com