

OLI ANNUAL REPORT FORM

CONTACT INFORMATION

Year 2010
 State LA
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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, Amtrak Inner City, 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 Cox Media, Garrison Advertising, 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?: 73
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: 50

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: 6

2. How many left for each of the following reasons:

Job Change 1

Retired 0

Moved 3

Lost Interest 1

Decertified 1

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	284	14924
General High School (Includes School Assemblies and non-Drivers Ed Classes)	76	3452

All Drivers Education (Both High School Drivers Ed Classes and Adult Drivers Ed Classes)	308	8334
School Bus Drivers	33	2946
(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	139	2817
Other Professional Drivers: Commercial Buses	13	150
Law Enforcement	19	216
(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	23	352
(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.)	278	5973
Pre-K Headstart	48	2257
Snowmobile	0	0
Totals	1221	41421

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	27	626
GCCI 8 Hour	1	13
GCCI 16 Hour	0	0
RSER	1	15
Other	0	0
Totals	29	654

If Other, please specify:

V. SPECIAL EVENTS STATISTICS

EVENT/ACTIVITY TYPE	Total No. of Events	Total No. of Participants
Mock/Staged Crash	0	0
State/County Fair Exhibits/Booths	40	19855
Farm Show Exhibit	0	0
Model Railroad Exhibit	0	0

Other Conference Exhibits	4	1230
Community Safety Blitz	7	5043
Officer on the Train	2	35
General OL Train	6	2834
Positive Enforcement Program	0	0
School Bus Rodeos	0	0
Trucking Rodeos	0	0
Other	3	445
Totals	62	29442
If Other, please specify:	organizational safety/health fairs	

VI. TRESPASS PREVENTION PROGRAMS

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

Highway Rail Grade Crossing Safety

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

Bossier, Caddo, Lafayette, Natchitoches, Ouachita, St. Landry, St. Tammany, Tangipahoa 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?	Yes
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)

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? 12/1/2010

If yes, when did you last file a tax return for you state program? 12/1/2010

If yes, when was your state program last audit or compilation? 9/1/2010

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:

LA Dept of Transportation and Development -- 41.53% Railroads -- 31.87% LA Highway Safety Commission -- 26.58%

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 room space statewide, copy, FAX, mail and printing services Louisiana Transportation and Research Center, Baton Rouge - meeting room space, activity support Monroe Public Safety - meeting room space Southwest Safety Training, Lafayette - meeting room space Regional Transportation Management Center, New Orleans - meeting room space Cabrini Hospital, Alexandria -- meeting

space LA Workforce Conference Center, Hammond – meeting space KCS Railroad – presenter materials UP Railroad – UP 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):

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