



Northwest Louisiana Safe Streets for All
Regional Safety Action Plan

EXECUTIVE SUMMARY

February 2025



Our Commitment

Roadway safety has a profound effect on our community. Fatal and serious injury crashes are preventable and the Northwest Louisiana Council of Governments is committed to making transportation safer for residents and visitors. NLCOG aims to achieve zero traffic fatalities and serious injuries on Northwest Louisiana roadways by 2050, ensuring a safer transportation network for everyone.

Transportation Policy Committee

Erica Bryant, Chair, Caddo Parish

David North, LaDOTD, District 04

Bruce Blanton, Vice-Chair, Webster Parish

Michael Norton, DeSoto Parish

Mayor Tom Arceneaux, City of Shreveport

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Mayor Tommy Chandler, City of Bossier City

Lynn Hayes, FTA, *non-voting member*

Alan Clarke, Shreveport MPC

Tamaya Huff, FHWA, *non-voting member*

Eric England, Port of Caddo-Bossier

Disclaimer

The information contained herein is prepared solely for the purpose of identifying, evaluating, and planning safety enhancements and/or strategies of crash sites. This is pursuant to Section 148 of Title 23 of the United States Code and was implemented utilizing federal-aid highway funds. Therefore, the data is not subject to discovery nor may be admitted into evidence in a Federal or State court proceeding pursuant to 23 USC 407.

Prepared for NLCOG by



What is the SS4A Plan?

The Northwest Louisiana Safe Safe Streets for All Regional Action Plan (SS4A) is a comprehensive safety action plan that identifies the most significant roadway safety concerns and recommended projects and strategies to address roadway safety issues in Northwest Louisiana. The plan covers DeSoto, Caddo, Bossier, and Webster Parishes.

OUR VISION

NLCOG aims to achieve zero traffic fatalities and serious injuries on Northwest Louisiana roadways by 2050, ensuring a safer transportation network for everyone.

OUR GOALS



Strengthen Data Collection and Analysis for Traffic Safety



Develop Equitable Safety Solutions



Create Safer Streets Through Design and Innovation



Build a Culture of Safety and Accountability



Integrate Safety into Land Use and Economic Development Planning



Enhance Alternative Transportation Options

Equity Considerations

Creating a safer transportation network involves addressing the underlying factors that contribute to disproportionate safety risks in historically disadvantaged communities. Equity is a priority and goal throughout the plan, including public engagement, where a concerted effort was made to amplify the perspectives of those most at risk.

The equity analysis completed by the project team identified the size and location of marginalized populations to better inform the engagement efforts and the solutions developed in the plan.

Key Equity Findings

Age

Over 26% of residents are under the age of 18 while over 17% are over the age of 65. These two population groups make up the largest percentages of population within the region and are typically considered to be the age groups that rely most heavily on public transportation and active modes such as walking and cycling.

Density

Population is densest in and around the cities of Shreveport, Bossier City and Minden. Minority residents are concentrated in and around the cities of Shreveport, Bossier City, Mansfield, and Minden.

Race and Ethnicity

According to the Census, 54% of the population is White, while 39% is Black, 4% identify as two or more races, and all other races make up 3% of the region. Around 4% of the population identifies as Hispanic.

Mode of Transportation

Approximately 83% of the population within the region drive as their means of transportation. Less than 1% of the population takes public transportation. In the majority of tracts in the region, at least 85% of households have one car, but there are clusters around Shreveport, Bossier City, Minden, Mansfield, Vivian, and Cullen with a higher prevalence of carless households.

Figure 1: Total Population by Age

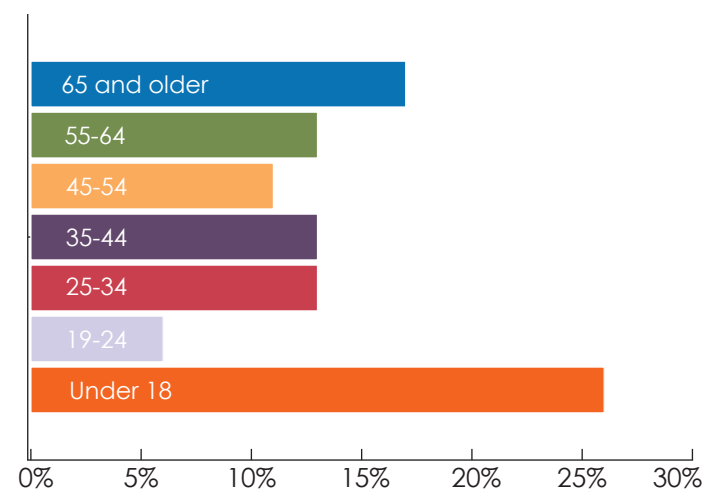


Figure 2: Total Population by Race

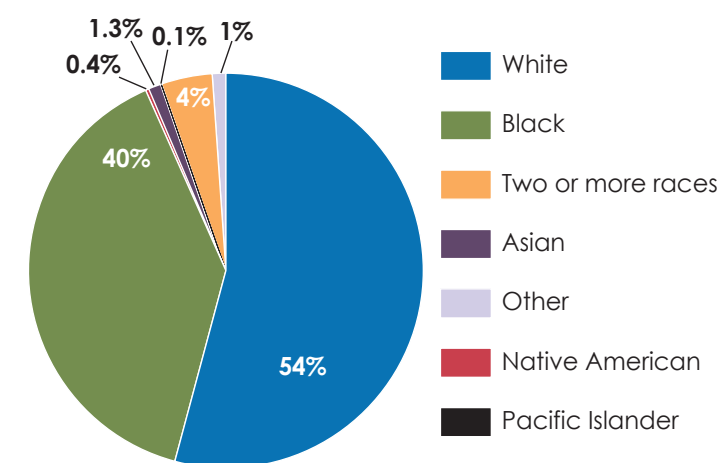
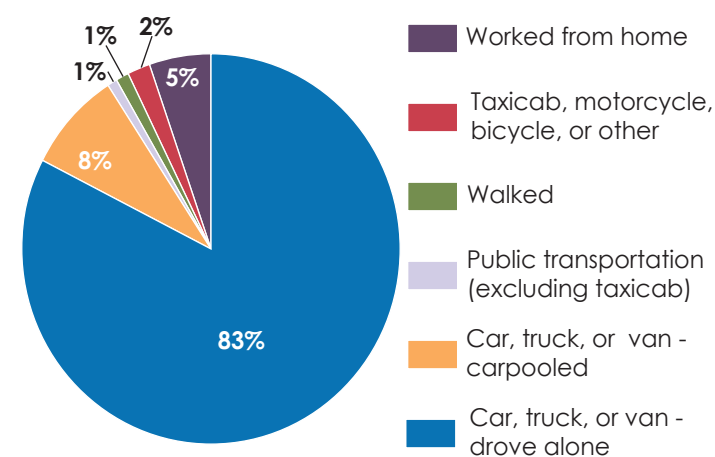


Figure 3: Mode of Transportation



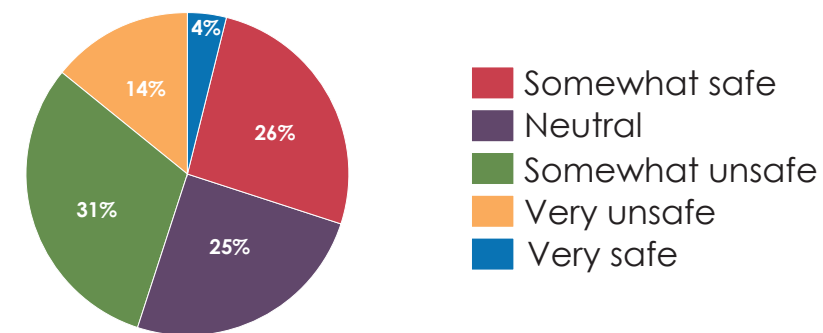
Source: American Community Survey 5-Year Estimates, 2017-2021

Public Engagement

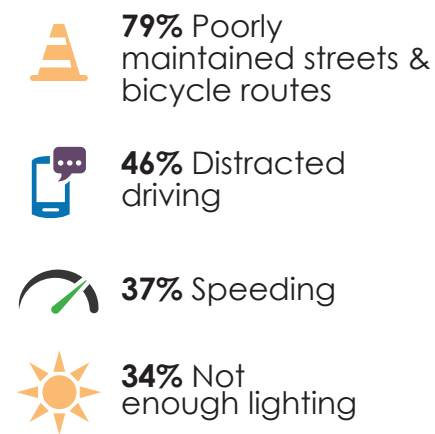


70% of respondents said it is helpful to have a policy that establishes a vision of **zero fatalities** and **zero serious injuries** from traffic crashes.

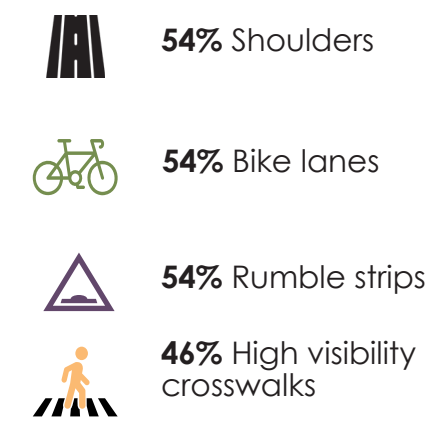
How safe do you feel on roads in your community?



Top Safety Concerns



Favored Safety Tools



Regional Crash Trends

To better understand existing conditions in NLCOG's four-parish study area, the project team conducted a safety analysis of all crash data reported in the region from 2018-2022. The analysis identifies and describes existing crash patterns across vehicular and active transportation modes. Table 1 shows the total number of crashes, the crash rate, and fatality rate at the regional and parish level.

The analysis includes 74,974 crashes that occurred in Bossier, Caddo, DeSoto, and Webster Parishes during the 5-year period (Table 1). It gives particular focus to the 1,159 crashes resulting in fatal or severe injuries (FSI) on the region's roadways (Figure 7). It also identifies trends specific to the 879 crashes involving bicyclists and pedestrians in the region.

High Injury Network

A High Injury Network (HIN) identifies where a relatively high number of fatal and serious injury crashes have occurred. By focusing on the HIN, efforts to improve transportation safety can have the highest impact. A high injury network was developed for each parish to analyze state and local roads within the parish. The HIN for intersections and segments are shown in Figure 4 and Figure 5.

Table 1: All Crashes

Parish	Crashes	Crash Rate (Per 100,000 People)	Fatal Crashes	Fatal Crash Rate (Per 100,000 people)
Bossier	20,315	3,156	61	9.48
Caddo	46,721	3,929	208	17.49
DeSoto	3,453	2,576	43	32.08
Webster	3,998	2,163	40	21.64
Region	100%	3,462	352	16.36

Figure 4: Regional HIN Segments

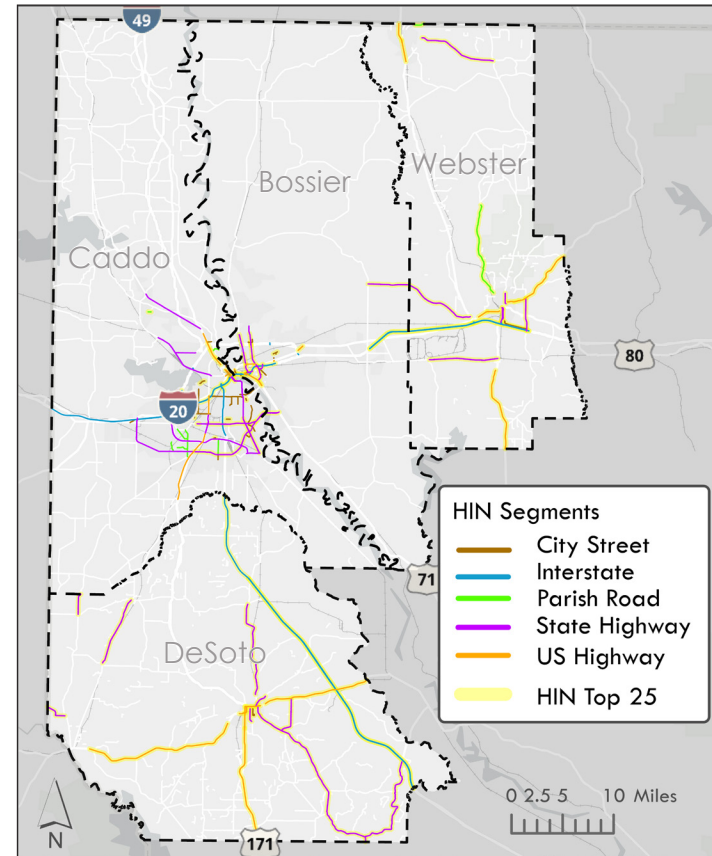


Figure 5: Regional HIN Intersections

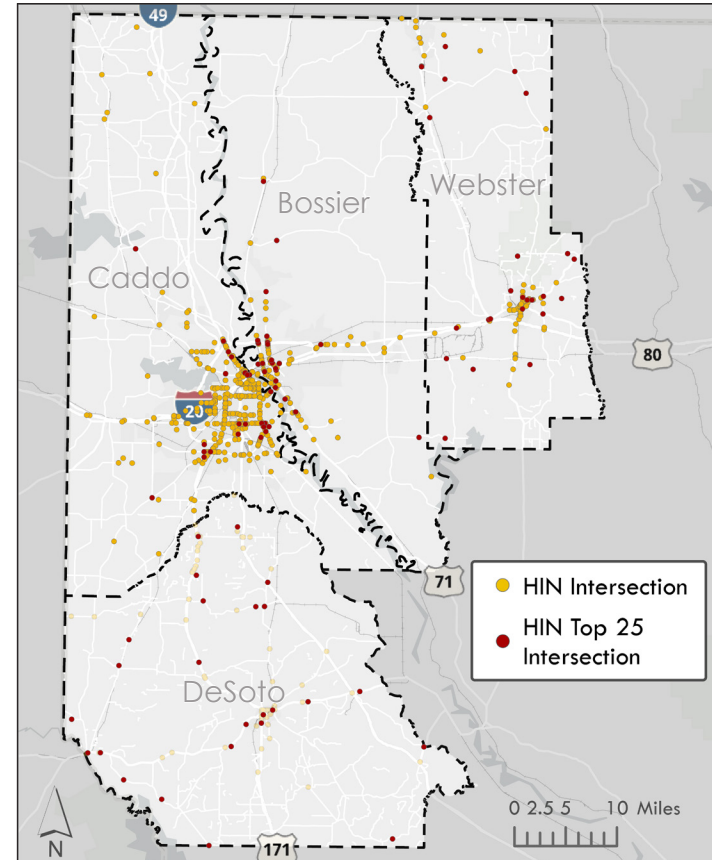


Figure 6: Regional Crashes by Year

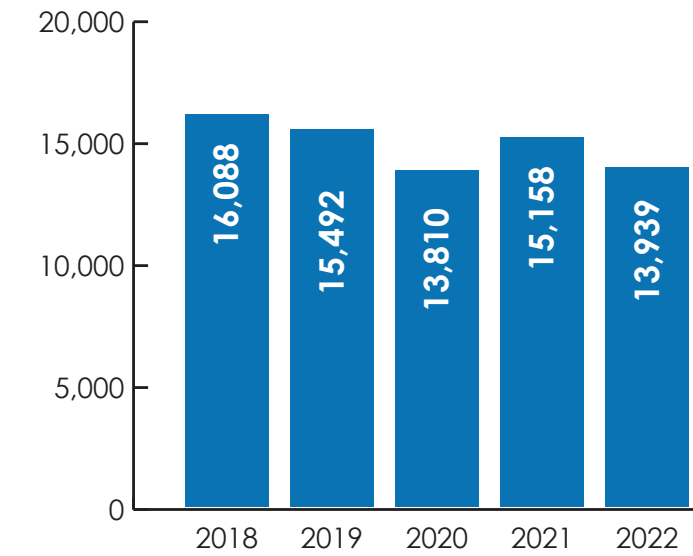


Figure 7: Regional FSI Crashes by Year

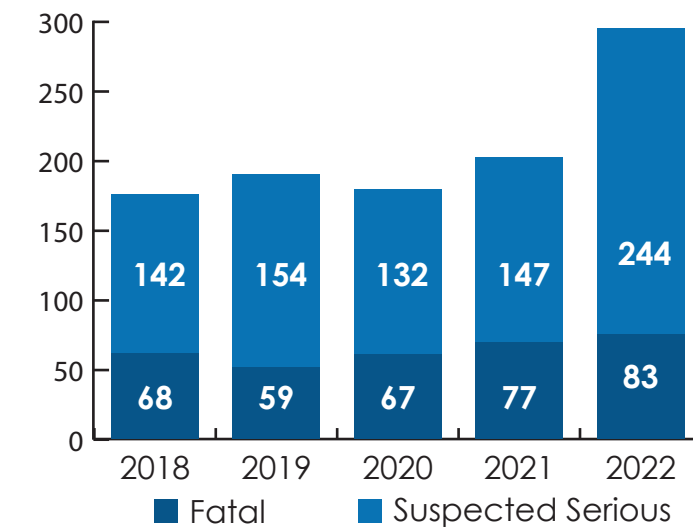


Figure 8: Active Transportation Share of All Crashes

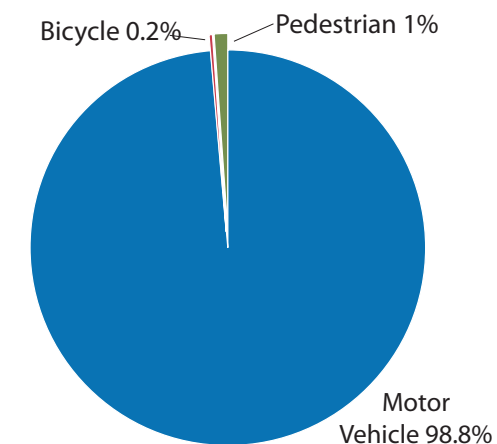


Figure 9: % FSI Crashes Involving Aging Drivers (65+)

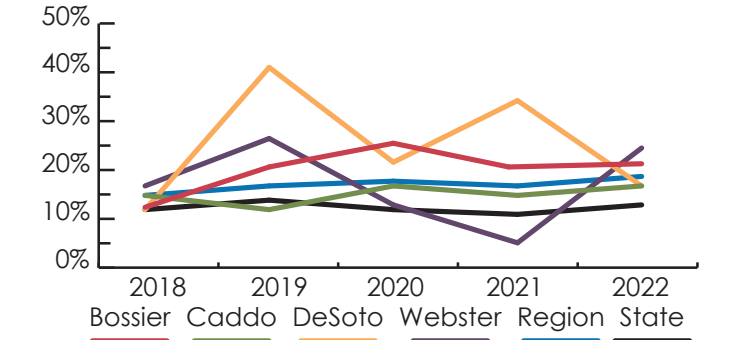


Figure 10: % FSI Crashes Involving Young Drivers (15-24)

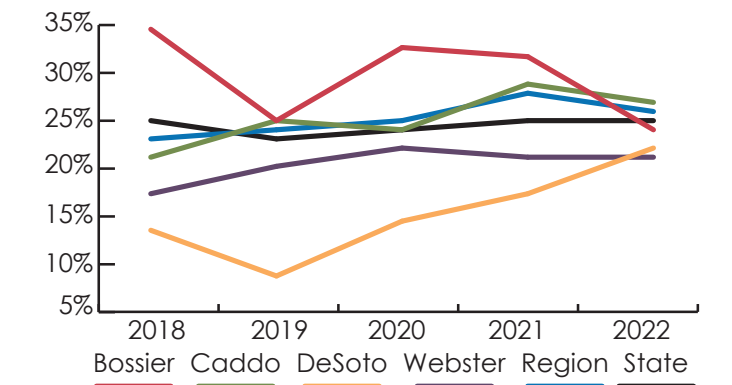


Figure 11: % FSI Crashes Involving Alcohol

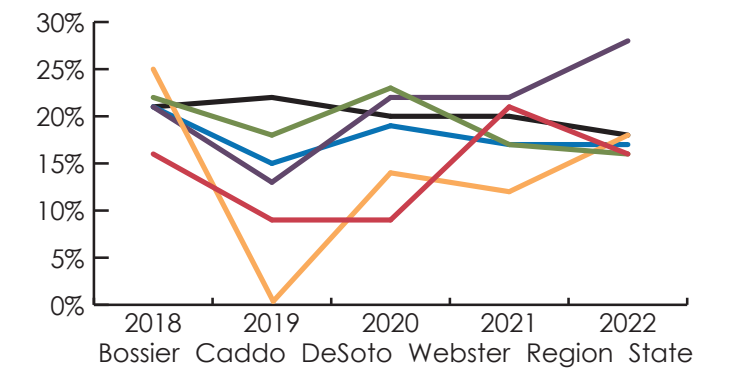
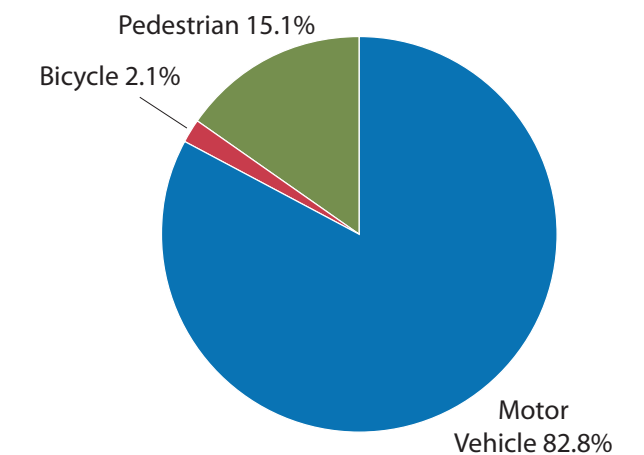


Figure 12: Active Transportation Share of Fatal & Severe Crashes



Non-Infrastructure Strategies

MEDIA NARRATIVE TRAINING

Training journalists on how traffic conditions are reported involves making changes to how crashes are discussed in media. Shifting to acknowledge the active role of drivers and infrastructure in safety incidents, as well as reframing “accidents” as “crashes” reminds the community that crashes are not inevitable. Additionally, referring to active transportation users as “people walking” or “people biking” reminds the audience that people are vulnerable users of the transportation system.

TARGETED EDUCATIONAL PROGRAMMING

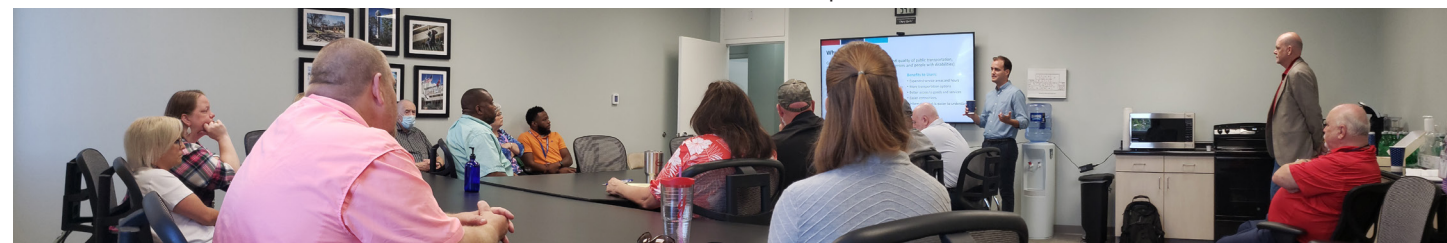
Continue and expand existing transportation educational programming, including the Elder Car Fit Program (which aims to improve traffic safety by helping older drivers adjust their seat position and mirror placement to reduce blind spots, create good foot positioning for the gas and brake pedals, and maintain a safe distance from the steering wheel), and work with advocacy organizations and agencies to provide bicycle safety education, including bike light & helmet resources.

CAR SEAT FITTING EVENTS AND EDUCATION

Car seat training involves advising parents and caregivers of young children how to properly install and use a car seat. These trainings increase safety for children, who are especially vulnerable in crashes. In addition to the ongoing fitting station program, provide proper fitting carseats and booster seats to families in need.

CORRIDOR STUDIES

Corridor studies are an opportunity to evaluate existing and future multimodal conditions along a roadway and identify projects and programs that may improve operations, safety, and accessibility on the corridor.



CODE DEVELOPMENT

To ensure that ordinances support systemwide safety, municipalities can update their Unified Development Code to include requirements for adequate access from all neighborhoods to proposed bicycle and pedestrian facilities and promote the connectivity of a trail network to community destinations. Subdivisions should demonstrate connectivity for pedestrians and bicyclists to adjacent trail or bicycle facilities and between adjacent neighborhoods, either as cul-de-sac easements or connected streets.

BIKE SHARE

Bike share programs allow users to rent bicycles for short-term or monthly use from a network of closely spaced stations. Successful bike share programs exist in densely populated areas, near trail networks, tourist destinations, and major institutions. The program's success should be measured by equitable pricing structures and station locations, along with number of annual trips and memberships.

ROUNABOUT EDUCATION

Roundabouts improve safety by reducing speed and conflict points, acting as a traffic calming measure that improves safety and improves operational performance. However, to drivers unfamiliar with using them, they may pose a challenge. Providing education on safely using roundabouts to all road users can improve use and increase benefits.

BIKE LANE CRASH PREVENTION CAMPAIGN

Bike lane crash prevention includes the targeted removal of debris, glass, and other hazards from bicycle lanes to ensure their usability, reduce the risk of avoidance, and increase useage. Reducing hazards makes using the bike lane a safer and more attractive option for riders of all experience levels. This includes the purchase of a bicycle lane sweeper.

Infrastructure Projects

Project Identification

A total of 86 projects have been identified on the high injury network and scored for prioritization (Figure 13). The countermeasures for all projects were selected based on a review of crash data and observed safety issues. In addition, 117 projects were added from the Regional Active Transportation Plan (RATP) and 18 projects were added from other previous planning efforts at the local or state level.

Project Prioritization

The project prioritization process includes factors for equity, safety, multi-modalism, public engagement, and stakeholder alignment. Each project is ranked on these criteria factors with the associated points shown in Table 2. The maximum amount of points that a project can receive is 14. Projects that scored 10 or above are considered to be high priority projects, with a suggested implementation timeframe of 0 to 5 years. Projects that scored between 5 and 9 points are mid priority, with an implementation timeframe of 6 to 10 years. Lastly, projects with scores of 4 or below have a recommended implementation timeframe of greater than 10 years. This prioritization was used to order the project lists.

Table 2: Prioritization Rubric

Factor	Points
Equity	
Within a historically disadvantaged community as determined by the CEJST tool	2
Safety	
On the HIN (2) or in the top 25 HIN (4)	2 - 4
Multi-Modalism	
Within 250 feet of fatal/severe bike or ped crash or within 250 feet of 2 or more bike or ped crashes	2
Public Engagement	
Identified as a safety concern by public input process (within 100 feet)	2
Stakeholder Alignment	
Identified as a key connector by project team or stakeholder committee	4

DEMONSTRATION PROJECTS

A demonstration project under the SS4A program involves temporary safety improvements to test and evaluate proposed strategies for future implementation. These activities use quick-build strategies and low-cost, temporary materials like planters, speed humps, and paint to experiment with roadway design changes. These projects do not involve permanent roadway reconstruction. Data collection and evaluation of pre- and post-demonstration results are essential to measure potential benefits and inform comprehensive safety action plans. Additionally, these projects should include involving adjacent community partners including schools, medical facilities, and adjacent neighborhood groups, as appropriate.

Quick-Build



Low-Cost



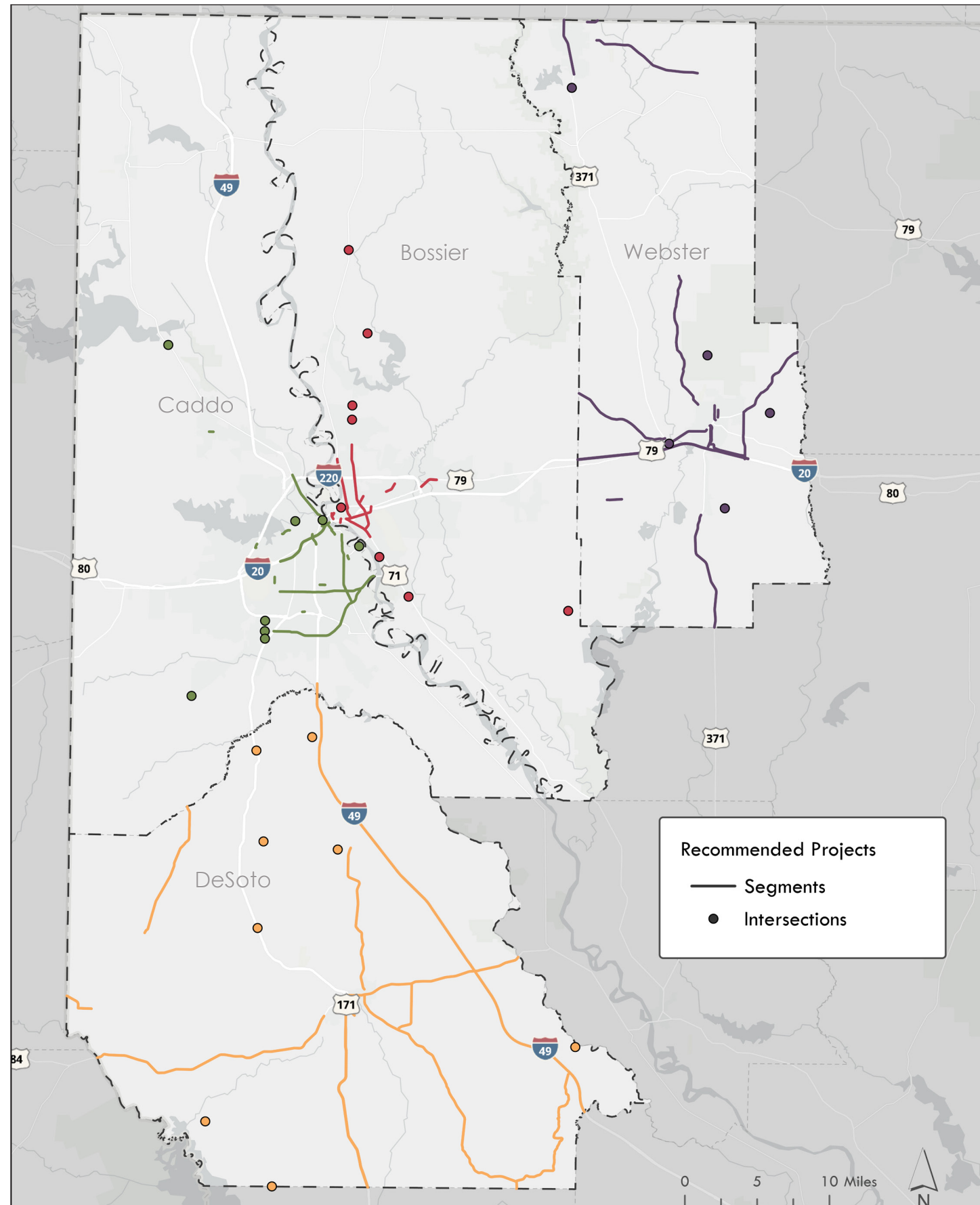
Temporary



Listed below are prime locations of demonstration projects that would benefit safety in the region.

- N Spring St & Texas St (Blind Tiger)
- Hearne Ave & Hollywood Ave
- Hollywood Ave & Jewella Ave
- Jewella Ave & Jackson St
- Jewella Ave & Westwood Elementary
- CE Byrd High School & Kings Hwy
- CE Byrd High School & Line Ave
- Line Ave & S Highlands Elementary
- Traffic St at Boardwalk Blvd & Broadway St
- Airline Dr & Murphy St
- Airline Dr & Eugene St
- Old Minden Rd & Patricia Dr

Figure 13: Regional Projects



PROGRESS AND TRANSPARENCY

Action Plans funded through the Safe Streets and Roads for All (SS4A) grant program require a progress and transparency component to measure progress over time that includes outcome data to be shared with residents and other relevant stakeholders. Reporting will maintain transparency and accountability by recording progress and utilizing performance measures, which are identified below.



total # of crashes



and rate of fatalities



and rate of serious injuries



of non-motorized fatalities & serious injuries

NLCOG will create an online dashboard to report progress towards those goals and the status of ongoing safety projects.

CALL TO ACTION

Achieving the goal of zero traffic fatalities and serious injuries requires commitments from individuals, businesses, leaders, and organizations to do the following:

Drive Safely and Respectfully

When driving, follow the rules of the road and be safe behind the wheel.

Stop for Pedestrians

Pedestrians have the right-of-way. Stop for people crossing the road and share the road with cyclists.

Slow Down

Speeding is dangerous for drivers, passengers, pedestrians, and cyclists. Slow down so that everyone reaches their destinations.

Bike Safely

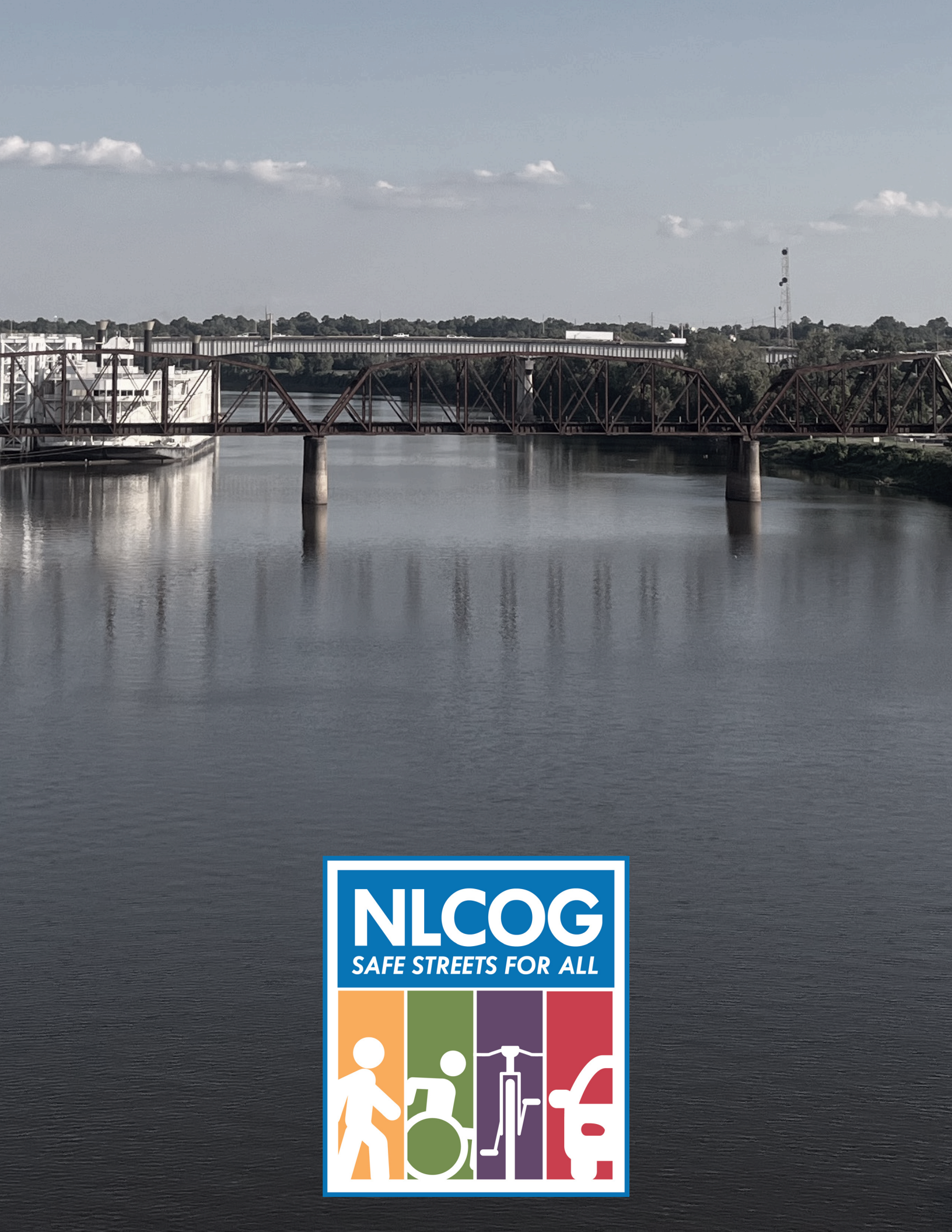
Wear a helmet and reflective material, look before turning, and follow the rules when cycling.

Remain Alert

Do not text and drive or drive while impaired. Be aware of traffic and use crosswalks to cross the road.

Share your Support

Share this information with family and friends. Show your support for projects that improve roadway safety.



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SAFE STREETS FOR ALL