

2011 Best Traffic Records Web page Questionnaire **Louisiana**

Again for 2011, ATSIP seeks to recognize exemplary work in the field of "**Best Traffic Records Web Page**". A wealth of information exists on the Internet. This questionnaire, and a visit to your web site, will provide the means of evaluation for the committee to select and award the governmental agency that makes the most **complete and accurate** traffic records safety information available to the public. Characteristics we will be considering include:

Ease in getting to the site,
Navigating the site,
Querying the data,
The availability of multiple years of data,
User-Friendly.

If you would like your web site to be considered for this recognition, please complete the following short questionnaire and forward it by e-mail as an attachment to Tim Kerns (tkerns@som.umaryland.edu) by **April 15**. E-mail attachments are preferred, however, proposals may be mailed to Tim Kerns, National Study Center for Trauma/EMS, University of Maryland Baltimore, 110 South Paca Street, 4th Floor, Baltimore, MD 21201. Winning websites will be highlighted at the 2011 Traffic Records Forum in Charlotte, NC.

1. Web Page Address proposed for Consideration: <http://lashpdata.lsu.edu>
NOTE: The website requires MicroSoft's Silverlight. If Silverlight is not installed on the computer, the website will prompt the use to download and install the software. This process only takes a few minutes.
2. Agency Submitting: [Highway Safety Research Group](#)
3. Contact's Name & Title: Cory Hutchinson, Associate Director
Address: 3535 Nicholson Extension, Louisiana State University, Baton Rouge, LA 70803
4. Contact's Phone Number: (225) 578-1433
5. Contact's E-mail Address: cory@lsu.edu

- Traffic Records Data Components - Please Complete As Appropriate To the Web Page:
- Crash Data
 - Number Of Years of Data Available At The Site That May Be Queried
Six
 - Most Current Year of Data Available
2010
 - % of Crash Report information available on the web site
Website focuses on fatal and serious crash information.
This site was designed to support the Louisiana Strategic Highway Safety Plan.
 - % MMUCC Compliant
LA's crash database is 90+% MMUC Compliant
- Integration of data - Can data in files be linked with other files by common identifiers?

We link our alcohol related crash data to our COBRA (breatherlyzer) data within the alcohol reporting section. We are also working to integrate crash and conviction data.

- Is a Selection Of Canned Reports Available?
Interactive web-based predefined reports are available under the 'Reports' link (upper right hand corner).
- Is An On Line Manual Or Help Function Available To Assist Users With Navigating and Accessing Data On the Site?
1 to 2 minute online videos to demonstrate the navigation and functionality of the website will be posted shortly and can be viewed using the 'Help' link (upper right hand corner).

1) What, in your opinion, is the web site's best feature?

This site was designed to support the LA Strategic Highway Safety Plan, focusing on fatal and serious injury crashes. The plan has six emphasis areas; Aggressive Drivers, Alcohol, Distracted Drivers, Infrastructure and Operations, Occupant Protection, and Young Drivers. The site is very visually appealing, easy to use and navigate, and displays the data in a user friendly manner.

When the website is first opened, the user is presented overall fatal and serious injury crash data. The state is displayed, dividing the area by parishes and color coding the different parishes based on their overall fatal and serious injury numbers. Two trend graphs are also displayed showing the trends in fatal crashes & fatalities and serious injury crashes & serious injuries from 2005 – 2010.

The user can change the category by using the drop down box to select one of the emphasis areas (Aggressive Drivers, Alcohol, Distracted Drivers, Infrastructure and Operations, Occupant Protection, and Young Drivers). The website is then updated displaying fatal and serious injury information for that emphasis area.

If the user wants to obtain data for a single year, they can click on the 'Year' box and select any year. The web site is updated and the user can now view parishes ranked based on their number of fatalities. From here, they can drag a parish to the open box on the right of the 'Parish Comparison' box and a pie chart is displayed with that parishes data. The process can be repeated to compare multiple parishes. Clicking on the Parish heading will sort the parish based on name order.

At any point the user can mouse over a parish to see its name. If the user clicks on the parish, the website is then updated based on that parish's fatal and serious injury data for the given emphasis area and time frame.

The interaction part of the web site is very useful to obtain a high level view of the fatal and serious injury data at a state and parish level over time.

To obtain interactive predefined reports, the user can click on the 'Reports' link in the upper right hand corner of the screen. From here, the user can select an emphasis area then select a parish to obtain additional information about that parish's data for the emphasis area. For example; the alcohol report shows COBRA (breatherlyzer data) displaying DWI arrest data based on age, sex, refusal rate, and BAC level. The Distracted driver report shows data for cell phone distraction, inside the vehicle distraction, outside the vehicle distraction, and other distraction. Aggressive driving shows careless

operation, improper passing, disregard traffic control, exceeding safe speed, exceeding stated speed, failure to yield, and following too closely.

The user can then pick up to two additional parishes and compare all the data for the three parishes side by side. At any point, the user can print the charts and graphs by using the print icon. They can also save the charts and graphs to a PDF, XML, CSV, MHTML, EXCEL, TIFF, or Word file by clicking the save icon.

2) How would you improve the site?

To improve the site, we are working to allow users the ability to analyze data based on ad hoc queries. To do this we are building a data warehouse and will integrate pivot charts and pivot graphs into the web site. We anticipate this to be completed in July 2011.

3) How often is the site updated?

The website is currently being updated on a yearly basis, but we are looking into updating the website on a weekly basis. Since the website compares data on a yearly basis, we first decided to build the application focusing on yearly data.

4) Is the web page 'agency' designed or was a vendor used?

This website was designed internally by the Highway Safety Research Group.

5) Are levels of access to data permitted according to need or status?

The website is open to anyone. The features and data of the website are based on the requirements of the agencies and groups working on the Louisiana Strategic Highway Safety Plan.

6) Does the Statewide Traffic Records Coordinating Committee approve updates or changes to the page?

I serve as the Associate Director of the Highway Safety Research Group and the Coordinator of Louisiana's Traffic Records Coordinating Committee. As such, I keep the LA TRCC up-to-date about the website and represent the TRCC in the decision making process.

We also have several members of the LA TRCC that also serve on LA's SHSP Implementation team.

7) What Agency has responsibility for maintaining the site?

The [Highway Safety Research Group](#) is responsible for the development and maintenance of the website.

8) Describe any further improvements you intend to make.

1. Normalize the data based on VMT information

2. Normalize the data based on number of license drivers
3. Display aggregate information at the city level
4. Build comparable websites focusing on all crashes, not just fatal and serious injury

9) Does the agency advertise the Site? How?

We advertise the website in multiple ways:

- 1) Meetings
 - a. TRCC
 - b. Strategic Highway Safety Plan
 - c. Regional Coalitions
 - d. Safety Meetings
 - e. Quarterly Newsletter
- 2) Conferences
 - a. ATSIP
 - b. LA Engineering Conference
- 3) Website
 - a. Louisiana's Strategic Highway Safety Plan's Website
 - i. Destination Zero Deaths
 1. <http://www.destinationzerodeaths.com/>
 - a. Click on 'Understanding the Stats'
 - b. Click on 'LSU Data'