

1 WHEREAS, according to the National Highway Traffic Safety Administration
2 distracted driving is defined as any activity that diverts a person's attention away from the
3 task of driving and the distraction can be visual, manual, or cognitive; and

4 WHEREAS, the Louisiana Highway Safety Commission data for 2018 indicates that
5 most wrecks caused by distracted driving are because of "distractions outside of the vehicle"
6 equating to 7,000 wrecks in 2018; and

7 WHEREAS, the United States Department of Transportation data for 2018 specifies
8 that distracted driving claimed 2,841 lives; and

9 WHEREAS, data from the Louisiana Highway Safety Commission and the
10 Department of Transportation and Development show a strong, positive correlation between
11 the volume of "wrecks caused by distractions outside the vehicle" and parishes with a high
12 volume of permitted off-premise outdoor advertising signs; and

13 WHEREAS, attorney outdoor advertisements targeted towards particular industries
14 and promising large settlements have contributed to numerous lawsuits that ultimately
15 increase the cost of automobile and commercial insurance; and

16 WHEREAS, according to the Insurance Research Council, claimants in Louisiana
17 that report bodily injury are sixty percent more likely to file lawsuits than the rest of the
18 claimants in the nation; and

19 WHEREAS, excluding attorneys from outdoor advertisement on highways will likely
20 decrease the number of insurance claims due to accidents on the roadways and decrease
21 insurance premiums.

22 THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby
23 urge and request the Louisiana Department of Transportation and Development to prohibit
24 attorneys from outdoor advertisement on highways that is unrelated to a campaign for public
25 office.

26 BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the
27 secretary of the Louisiana Department of Transportation and Development.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HCR 86 Original

2020 Regular Session

Bagley

Urges and requests the Dept. of Transportation and Development to prohibit attorneys from using outdoor advertisement on highways that is unrelated to a campaign for public office.