



TEXAS HIGHWAY SAFETY ANNUAL REPORT FY 2011



Prepared By
TxDOT Traffic Operations Division
125 E. 11th Street
Austin, Texas 78701-2483
http://www.txdot.gov/about_us/administration/divisions/trf.htm
(512) 416-3200

2/7/2012



Governor Rick Perry

Phil Wilson

Governor's Highway Safety Representative

Executive Director

Texas Department of Transportation

Carol Rawson, P.E.

Director, Traffic Operations Division

Texas Department of Transportation

Terry A. Pence

Traffic Safety Director

Texas Department of Transportation



PURPOSE OF THIS DOCUMENT

The purpose of the Texas Highway Safety Annual Report is to document and communicate the annual results of the Traffic Safety Program as defined in the corresponding Texas Highway Performance Plan (HSPP).

TABLE OF CONTENTS

EXECUTIVE SUMMARY	5
Texas Traffic Safety Program.....	5
Crash Data.....	5
Accomplishing the Goals	5
Planning Future Improvements	6
SECTION ONE.....	8
THE TEXAS TRAFFIC SAFETY PROGRAM	8
The Traffic Safety Organization	10
Evaluations, Reviews and Audits.....	14
Legislative Issues.....	15
SECTION TWO.....	17
CRASH DATA & TRENDS.....	17
Challenges.....	18
Crash Summary	18
Problem Identification.....	19
Goals	19
Solutions.....	20
Performance Measure Definition.....	20
2010 Texas Motor Vehicle Traffic Crash Highlights.....	21
Performance Measures	22
Data Sources & Glossary for Performance Measures.....	42
SECTION THREE	46
PROGRAM AREA REPORTS	46
Planning and Administration (PA-01).....	47
Alcohol and Other Drug Countermeasures (AL-02)	50
Emergency Medical Services (EM-03).....	78
Motorcycle Safety (MC-04).....	79
Occupant Protection (OP-05)	83
Pedestrian and Bicyclist Safety (PS-06).....	97
Police Traffic Services (PT-07).....	99
Speed Control (SC-08).....	107
Traffic Records (TR-09)	110
Driver Education and Behavior (DE-10)	114
Railroad / Highway Crossing (RH-11)	122
Roadway Safety (RS-12)	124
Safe Communities (SA-13)	127
School Bus (SB-14)	130

SECTION FOUR132

PAID MEDIA REPORT.....132

FY 2011 Fall Impaired Driving Prevention Campaign Featuring..... 133

FY 2011 Weekend P.A.S.S. Campaign..... 139

FY 2011 Annual Holiday *Designate A Driver* Campaign..... 144

FY 2011 Hispanic Impaired Driving Prevention Campaign 148

FY 2011 Football Game Day Impaired Driving Prevention Campaign..... 153

FY 2011 College Who’s Driving Tonight? Campaign 157

FY 2011 Click it or Ticket Safety Belt Enforcement Campaign 160

FY 2011 Teen Safety Belt Demonstration Project..... 164

FY 2011 Child Passenger Safety Campaign..... 168

FY 2011 Labor Day Drink. Drive. Go To Jail. Campaign..... 172

FY 2011 Distracted Driving Prevention Campaign 178

FY 2011 Motorcycle Awareness Campaign..... 183

FY 2011 Save a Life Summit: Impaired Driving In Focus..... 186

FY 2011 Match Program: On The Road in Texas and Street Smarts 188

SECTION FIVE.....190

FINANCIAL SUMMARY.....190

Federal Expenditures by Program Area for FY 2011..... 191

Total Traffic Safety Expenditures for FY 2011..... 192

FY 2011 Total Traffic Safety Expenditure Details 193

SECTION SIX.....194

BEST PRACTICES194

Overview 195

TxDOT Traffic Safety Community Project..... 196

University of Texas Arlington..... 196

City of Dallas 197

Texas Municipal Police Association 198

Montgomery County 199

Texas Department of State Health Service 200

SECTION SEVEN201

TRAFFIC SAFETY OUTLOOK.....201

Continued Focus on Alcohol-Related Fatalities..... 202

Impaired Driving Assessment..... 202

Share the Road..... 202

Strategic Planning 202

Improved Crash Reporting..... 203

Traffic Safety Program Centralization..... 203

APPENDIX A204

PROJECT CROSS REFERENCES.....204

APPENDIX B.....245

NHTSA REVIEW CHECKLIST245

Checklist 246

EXECUTIVE SUMMARY

TEXAS TRAFFIC SAFETY PROGRAM

The Texas Traffic Safety Program continued its mission of saving lives and preventing injuries through an extensive grants program. In 2011, there were 283 traffic safety projects in the Texas Traffic Safety Program. The \$115,051,252.55 expended in FY 2011 came from federal, state and local sources as follows:

- \$ 32,269,841.01 in federal funds
- \$10,345,460.51 in state funds
- \$72,423,601.03 in local funds

CRASH DATA

The 2003-2010 Annual Crash Reports for Texas are now posted online and available to the public at: http://www.txdot.gov/txdot_library/drivers_vehicles/publications/crash_statistics/default.htm

Also, if the public needs information which is not included in the report or for a specific location, requests can be made via the TxDOT website.

ACCOMPLISHING THE GOALS

Education & Training

The Texas Traffic Safety Program funded a broad spectrum of education and training courses during FY 2011 including training for professionals to improve job performance.

Enforcement Efforts

Traffic safety enforcement covered the state in the effort to reduce crashes caused by speeding, alcohol and other drugs, running red lights and stop signs, and failure to use safety belts or child passenger safety seats.

Special Safety Belt and Impaired Driving Campaigns

Click It or Ticket Mobilization

Based on statewide surveys completed by the Texas Transportation Institute in June of 2011, 93.68 percent of Texans buckled up in FY 2011 compared to the 93.8 percent during FY 2010. Before Click It or Ticket (CIOT) enforcement and public education efforts began in Texas in 2002, only 76.1 percent of Texans buckled up. The substantial increase in the belt usage rate from 2002-2010 translates into an estimated 2,843 fewer Texans killed in traffic crashes and an estimated 48,000 fewer injuries on Texas roadways.

Impaired Driving Mobilization for Labor Day

TxDOT conducted a successful Impaired Driving Mobilization for Labor Day that included the innovative "Choose Your Ride" campaign. A statewide press event to announce the mobilization was held in Austin and local media events were conducted in various locations around the state. A website, web banners, outdoor and alternative media materials were used as part of the campaign. The Drink. Drive. Go to Jail events included television campaigns that featured real excuses Texans have for driving drunk; the excuses were collected from a focus group in the prior year. The campaign consisted of using local actors to represent people getting book for DWI, orange jump suits as they held their mug shot placard with their excuse as a flash bulb pops for their photo. The campaign locations included the Austin kick off, Dallas-Fort Worth, Houston, Abilene, El Paso, Rio Grande

Valley, San Antonio, Waco, and Corpus Christi. This new campaign generated increased enforcement, extra media attention, and expanded involvement with the TxDOT district offices.

Federal Funding

TxDOT applied for and received additional federal funding beyond the base 402 program: Section 405, 408, 410, 2010, and 2011 funding (approx. \$20.5 million extra).

The Traffic Safety Section developed a detailed Highway Safety Performance Plan and submitted it to NHTSA during FY 2011 for FY 2012.

PLANNING FUTURE IMPROVEMENTS

Continued Focus on Alcohol-Related Fatalities

From 2008 – 2010, Texas experienced a reduction in fatalities from year to year. Alcohol continues to be a major contributing factor in traffic crashes and fatalities. Future program efforts need to continue to include education, training, and enforcement projects to address this problem.

Share the Road

From 2008 – 2010, Texas experienced a reduction in motorcyclist fatalities from year to year. Fifty-six percent (56%) of motorcyclists killed were not wearing helmets at the time of the crash. Motorcycle fatalities were 10% of Texas' overall fatalities three years ago. In 2010, they were over 14% of the fatalities. However, motorcycles represent only 2% of the vehicle mix. Additional attention needs to be placed on motorcycle training, being properly licensed, wearing protective equipment, impaired driving, and enhancing public information and education campaigns such as Share the Road to improve motorcycle safety.

Strategic Planning

The most recent strategic planning session occurred October thru December of 2010 for the period FY 2012 - FY 2016. The session re-evaluated the program areas, goals, strategies and reviewed the Traffic Safety Program's mission statement. TxDOT TRF-TS sought public comments by posting a Request for Comments on the Texas Register and sending e-mail notifications to all registered users of the eGrants system. Comments were received from traffic safety and engineering professionals from the TRF at TxDOT headquarters, TxDOT district traffic safety specialists, NHTSA Region 6, representatives from Texas Transportation Institute, San Antonio Metropolitan Planning Organization, Texas Education Agency, Law Enforcement Mobile Video Institute, Texas Tech University, and Texas Center for the Judiciary. As an outgrowth of the strategic planning process, Texas developed 19 specific goals for the traffic safety program, 70 specific strategies, and 39 specific performance measures. Objectives have been established for all 39 performance measures for 2012.

Improved Crash Reporting

TxDOT began piloting the new Crash Analysis for Safer Highways (CRASH) web application with an anticipated launch date of October 17, 2011. CRASH went live in production on Oct. 4, 2011 with four pilot agencies: Travis County Sheriff's Department, Fairview Police Department, Cedar Park Police Department and La Vernia Police Department. Additional agencies will be added to CRASH as they complete the prerequisites and qualification requirements. CRASH is a free, secure online application for law enforcement agencies to process Texas Peace Officer's Crash Reports (CR-3). It is a component of the Crash Records Information System (CRIS). The application eliminates the need for agencies to report by submitting paper forms.

Alcohol Program Assessment

TxDOT underwent an Alcohol Program Assessment during FY 2011. The reason for the assessment was due to NHTSA recommendation; as Texas ranked in the top ten as a high fatality rate state. Also, the alcohol program was due for an assessment. TxDOT hosted the assessment; as it was conducted by six NHTSA-appointed assessors representing various traffic safety program areas. The assessors

met at the Austin Radisson Hotel from October 17–22, 2010 to review and evaluate existing impaired driving programs and processes. The team gathered information from interviews, questionnaires, agency websites and other documentation requested and provided on site feedback and recommendations for improvement in a final report.

On February 2, 2011, the NHTSA recommendations were reviewed at an Alcohol Partners meeting. The objective of the meeting was to examine the recommendations with the goal to determine the feasibility of implementation.

The following table outlines the summary of the group discussion:

NHTSA Recommendation	Group Comments
Require completion of appropriate treatment, as determined by standardized screening and assessment as a condition of relicensing.	Require a psychological review prior to court.
Repeal Alcohol Exclusion Laws in Texas.	Leave as is because insurance companies are not going to want to cover the cost for alcohol issues
Support training for clergy to provide substance abuse counseling in rural areas.	Conduct study as to what is going on currently in these situations. Some churches have a counselor on staff already. Establish a minister's toolkit.
Enact a statute that allows well planned and fairly executed sobriety checkpoints.	Everything has been done. Political issues need to be settled in order to take effect.
Expand development and deployment of the LEADRS.	Need more time and money for integration into other data systems. Integration is time consuming. For statewide use all the RMS systems will have to be looked into. Integration is the hard part. Hold a listening session for all elected prosecutors in the state to identify what strategies and resources they need to improve their prosecution of impaired driving
Increase probation resources for the management impaired driving cases.	In Texas it was found that judges were overriding the suspension law because they felt it was too much of a hardship due to the length of time.
Strengthen Administrative License Revocation to allow the process to immediately remove impaired drivers from the road.	Political issues need to be settled in order to take effect. Expand utilization of DRE officers in DWI mobilizations and fatality collision investigations.
Increase the State excise tax rates for all alcoholic beverages to equal the national average.	Need to find a lobby-auto company- to support. Do research to say that we want to get up to national levels. Raise public awareness of the issue. Prevention is huge and make it clear that the dollars would be specific for prevention
Develop a system to collect requisite data to demonstrate the annual DWI arrests in the state, and the timeliness and consistency of sanctions or disposition of adjudicatory process.	If the system was developed, it would be more useful as a tool to monitor reporting by agencies. It would not be feasible as a statewide solution but more so as a region or city solution. Establish a partnership with universities to accomplish.

Section One
TEXAS TRAFFIC SAFETY PROGRAM



THE TEXAS TRAFFIC SAFETY PROGRAM

The Texas Traffic Safety Program is managed by the Traffic Safety Section (TRF-TS) within the Traffic Operations Division (TRF) of the Texas Department of Transportation (TxDOT). The following table describes the primary mission, goal and strategy of the program.

Mission Statement	Goal	Strategy
The mission of the Texas Traffic Safety Program is to operate in a manner that saves lives and prevents injuries.	The goal of the program is to identify traffic safety problem areas and programs to reduce the number and severity of traffic-related crashes, injuries, and fatalities.	The strategy employed by TRF-TS includes the use of information, technology, resources and skills to identify priority traffic safety issues, plan initiatives, generate coordinated action, and evaluate & communicate results.
This directly supports the Texas Department of Transportation’s mission “to work cooperatively to provide safe, effective, and efficient movement of people and goods”.		

Traffic Safety Program Areas

Texas planned and implemented an extensive and diverse traffic safety program in FY 2011, with projects in the following program areas:

- 01 - Planning and Administration (PA)
- 02 - Alcohol and Other Drug Countermeasures (AL)
- 03 - Emergency Medical Services (EM)
- 04 - Motorcycle Safety (MC)
- 05 - Occupant Protection (OP)
- 06 - Pedestrian/Bicycle Safety (PS)
- 07 - Police Traffic Services (PT)
- 08 - Speed Control (SC)
- 09 - Traffic Records (TR)
- 10 - Driver Education and Behavior (DE)
- 11 - Railroad / Highway Crossing (RH)
- 12 - Roadway Safety (RS)
- 13 - Safe Communities (SA)
- 14 - School Bus Safety (SB)

Program Funding

Funding is from the National Highway Traffic Safety Administration (NHTSA), a division of the U.S. Department of Transportation. Traffic safety grants are awarded annually to state, local and non-profit agencies across Texas.

Grants were awarded based on the merits of the specific proposed project, relevancy to the current traffic safety issues as identified by the state, and the approval of the Texas Transportation Commission and NHTSA.

On August 25, 2011, the Texas Transportation Commission approved funding for the *FY 2011 Texas Highway Safety Performance Plan*, which described how federal highway safety funds would be programmed consistent with the guidelines, priority areas, and other Section 402 requirements. In addition to the Section 402 program, the FY 2011 Texas Traffic Safety Program included funding from the Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU). These included (award date in parenthesis):

- Section 405 - OP SAFETEA-LU Incentive Funds K2 (6/7/2011)
- Section 408 – State Traffic Safety Information System Improvement Funds K9 (8/4/2011)
- Section 410 - AL SAFETEA-LU Incentive Funds K8 (10/26/2011)
- Section 2010 - Motorcycle Safety Incentive Funds (10/7/2011)
- Section 2011 – Child Safety and Child Booster Seat Incentive Funds (8/11/2011)

THE TRAFFIC SAFETY ORGANIZATION

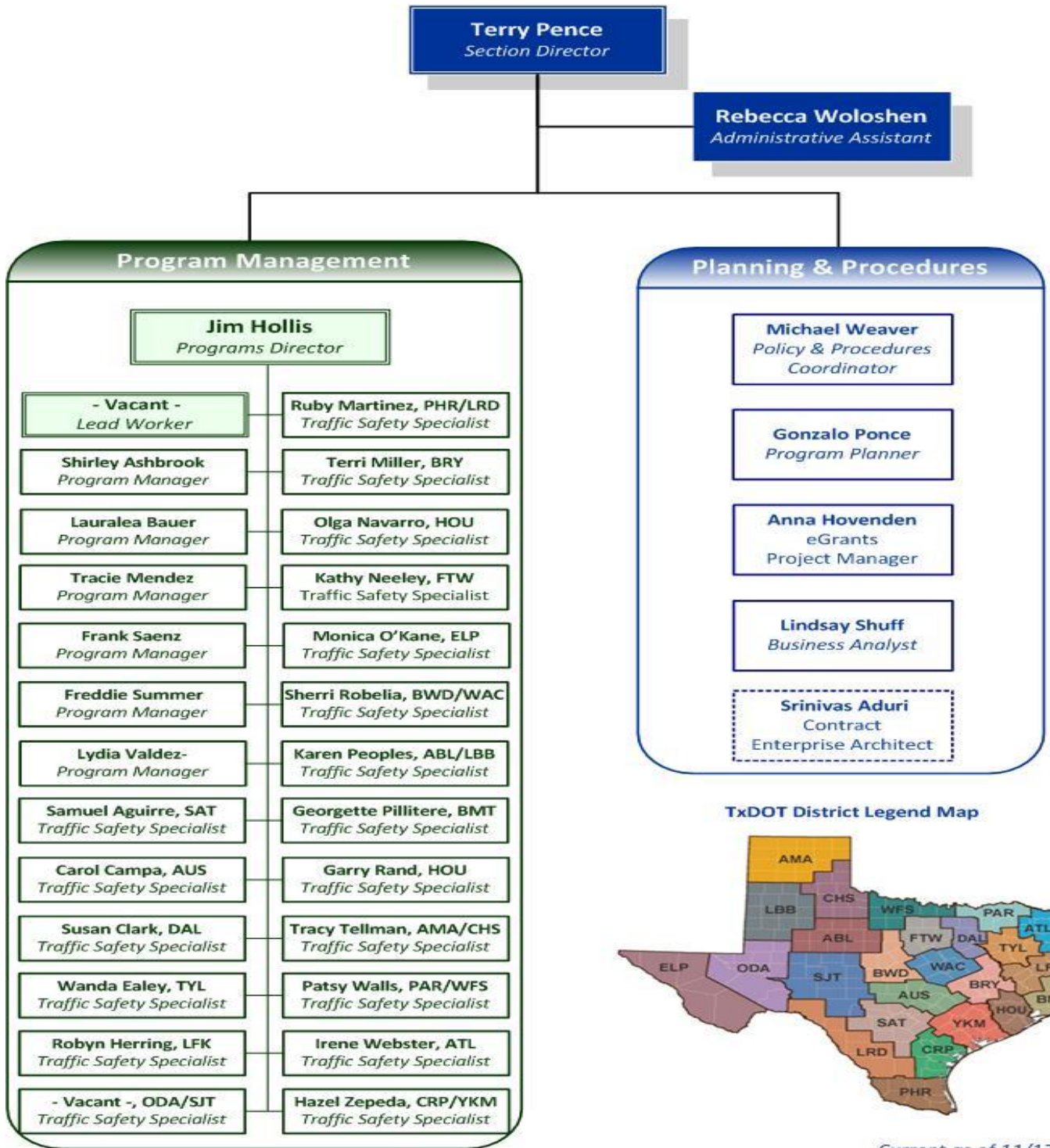
The Texas Traffic Safety Program is now centralized and managed by the Traffic Safety Section of TxDOT's Traffic Operations Division (TRF); with program management staff located at Austin headquarters and traffic safety specialist field staff stationed across the state in support of the 25 TxDOT Districts.

The following table outlines the life cycle of the centralization process:

Activity	Requirement	Outcome
Assessment	NHTSA Management Review of the TRF Traffic Safety Program in March 2010 finding; staffing levels were not optimal to manage the program at the division and district locations.	TRF performed a workload analysis to determine the number of full-time employees needed to manage the program at the local level throughout the state while reporting to TRF in Austin, Texas.
Authorization	TxDOT Administration staff supported centralizing the program and having the TSSs report to TRF.	The TxDOT executive director approved the centralization with an implementation date of October 1, 2010.
Criteria	TxDOT had to determine the selection criteria for the number of employees required.	TRF ran KAB crash data for each district and determined that 19 full time employees could manage the 25 districts.
Logistics	TxDOT had to determine where to locate the TSS staff.	The 19 FTEs would be housed in the district offices to support district traffic safety projects and programs at the local level.
Communication	The TRF division director presented the plan at peer level and regional meetings.	The agency employees left the discussions in a more informed posture.
Challenges	Jobs had to be re-classified. 8 new employees would start in a short period of time. No formal training program was available.	An action plan for a ramp up process was developed. A plan for a training program was developed.
Transition	TRF needed to establish collaboration, communication, and training tools and a process. TRF needed to develop a self-paced training program for the TSS.	WebEx webinars were scheduled. A curriculum was developed. TSS program management knowledge was increased. Collaboration and working relationships improved.
Implementation	TRF developed a new mentoring and cross-training process.	More resources available to manage the program. Stronger district, division, and regional partnerships.

The following organizational chart shows the hierarchy of the Traffic Safety Section:

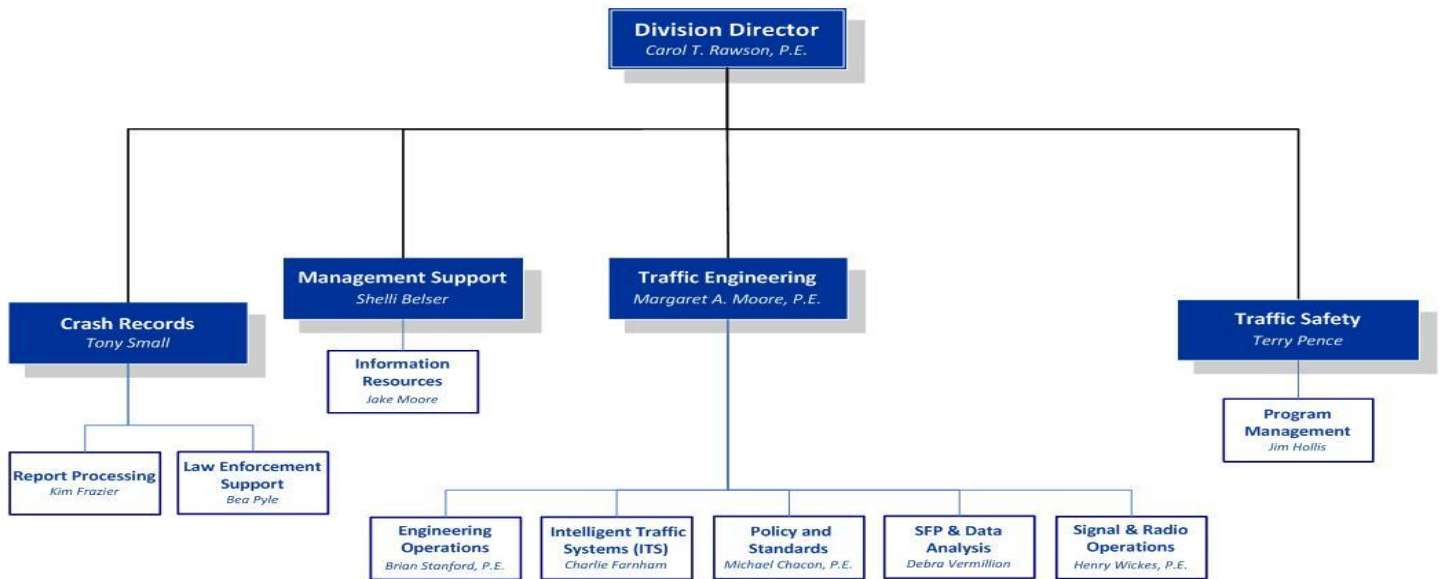
Traffic Safety Section



Current as of 11/17/2011

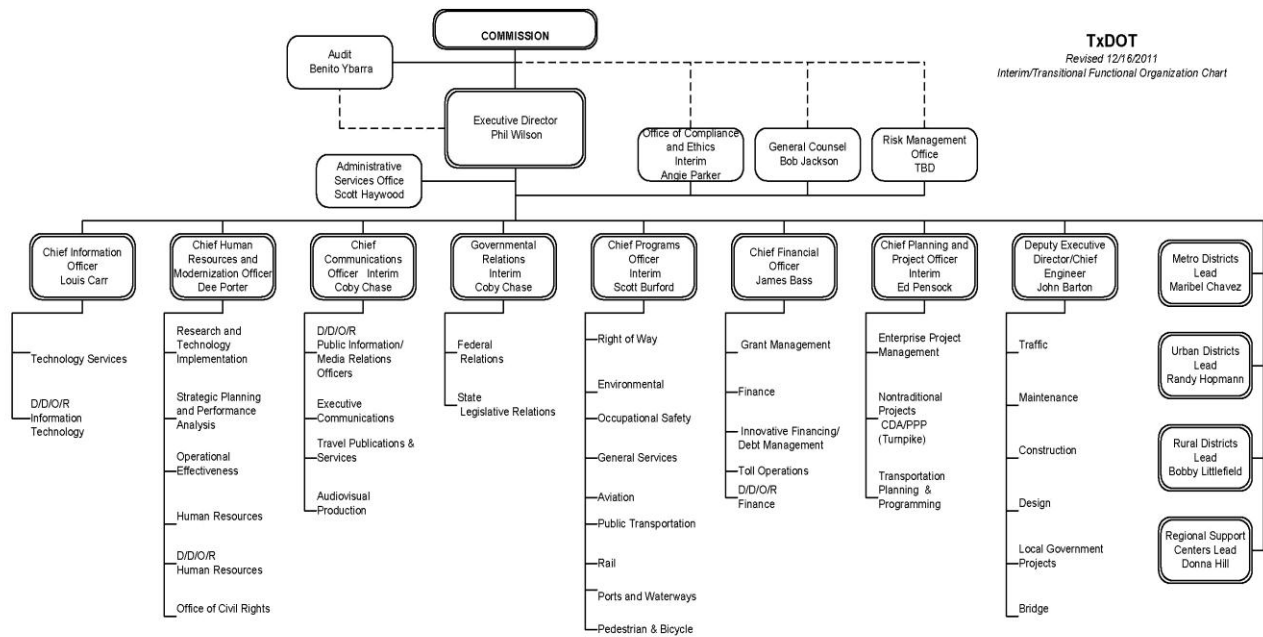
The following organizational chart shows the hierarchy of the Traffic Operations Division:

Texas Department of Transportation
Traffic Operations Division



Current as of July 2011

Texas Department of Transportation Interim/Transitional Organizational Chart



This chart displays the broad functions that reside under each Chief/Officer not necessarily sections/divisions.

EVALUATIONS, REVIEWS AND AUDITS

OMB Circular A-133 Federal Compliance Audit – Prior Year Findings Follow-up Review

July - September 2011 - Texas State Auditor's Office

STEP Grants Review

January – September 2011 - Office of Inspector General (OIG)

First and Last Voucher Review

March 2011 – NHTSA

Alcohol Program Assessment

October 2010 - NHTSA

LEGISLATIVE ISSUES

In January 2011, the 82nd Texas Legislature convened and considered approximately 1,600 bills related to TxDOT. The following is a description of bills related to traffic safety that were signed into law. The text, history, and status of all bills are available at: <http://www.capitol.state.tx.us/>.

Night-time, Truck, and 75 MPH Speed Limits

House Bill 1353

- *This bill allowed the Transportation Commission to establish 75 mph speed limits on a portion of the state highway system if found reasonable and safe through an engineering study.*
- *In addition, HB 1353 eliminated all nighttime and truck speed limits.*

Effective Date: September 1, 2011

Memorial Sign Program Posting Period

House Bill 1486

- *This bill increased the length of time for which a sign for the victims of impaired driving may be posted under the Memorial Sign Program to two years from one year as authorized in current law.*

Effective Date: June 17, 2011

Wireless Communications Bans

House Bill 1899

- *This bill removed the requirement that a political subdivision post signs in school zones related to a wireless communication ban if the political subdivision has a jurisdiction-wide ban. Instead, the political subdivision is required to post signs at each highway that enters the jurisdiction and on any dynamic message signs it operates to inform vehicle operators of the prohibition on the use of a wireless communication device while operating a vehicle.*
- *The bill also required a political subdivision to pay the costs associated with posting signs at highway entrances and on dynamic message signs*

Effective Date: September 1, 2011

Mike Grove Motorcycle Fatality Awareness Act

House Bill 2469

- *HB 2469, the Mike Grove Motorcycle Fatality Awareness Act, creates a Motorcycle Memorial Sign Program, which operated similarly to the department's existing Memorial Sign Program for victims of impaired drivers.*
- *A person may request that a sign be posted under this program by filling out an application form and submitting a fee to the department in an amount determined to cover the costs of installing the memorial sign.*
- *A sign may remain in place for one year. At the end of the one-year period, the department may release the sign to the applicant, unless it is damaged. In a case that the sign is damaged, the department is required to remove it, unless less than one year has passed from the posting of the original sign and a person submits a written request and a replacement fee.*
- *TxDOT is responsible for replacing a sign that is damaged as a result of the department's negligence.*

Effective Date: June 17, 2011

Certain Court Costs Associated with the offense of Failing to Secure a Child Passenger in a Motor Vehicle (Special Session)

Senate Bill 1, First Called Session, Article 69

- *Repealed the .15 cent court cost established during by the 81st Legislature for child safety seat offenses.*

Effective Date: July 19, 2011

Section Two
CRASH DATA & TRENDS

CHALLENGES

Alcohol-related Crashes

Crashes, injuries and fatalities caused by drunk drivers continue to be the major traffic safety problem in Texas. Texas' alcohol-impaired driving fatality rate was greater than the national average rate for the most recent three years and our alcohol-impaired driving fatality rate increase from 2008 to 2010 was less than one-half of the national alcohol-impaired driving fatality rate decrease.

Occupant Protection

Based on statewide surveys completed by the Texas Transportation Institute in June of 2011, 93.68 percent of Texans buckled up in FY 2011 compared to the 93.8 percent during FY 2010. Before Click It or Ticket (CIOT) enforcement and public education efforts began in Texas in 2002, only 76.1 percent of Texans buckled up. The substantial increase in the belt usage rate from 2002-2010 translates into an estimated 2,843 fewer Texans killed in traffic crashes and an estimated 48,000 fewer serious injuries on Texas roadways. The challenge for the future is this: maintain our belt usage rate while devising new strategies to impact the "hard to reach" population.

From 2002-2010, the use of safety belts in our state has saved the State of Texas and society an estimated \$10 billion in wage and productivity losses, medical expenses, administrative expenses, motor vehicle damage, employer costs, taxes, insurance premiums, travel delays and a measure of the value of lost quality of life. The economic impact was derived from using the average comprehensive costs on a per-injured-person basis from 2001 provided by the National Safety Council. These numbers were adjusted to actual fatality and injury numbers from motor vehicle crashes in Texas in 2001.

The significant improvement in safety belt use is attributed to increased enforcement, a large public information and education campaign, statewide increase in local community involvement, as well as strong campaign participation and support from the National Highway Traffic Safety Administration (NHTSA) Region 6.

CRASH SUMMARY

The CRIS (Crash Records Information System) has data from 2003 through 2010. Final FARS data for 2009 is listed in the table below.

		2008	2009	2010
Number of Texas Fatalities	<i>TX Data</i>	3,118	2,808	2,747
	<i>FARS Data</i>	3,476	3,071	Not Available
Miles Driven (100 million vehicle miles traveled in Texas)	<i>TX Data</i>	2,345.9	2,304.6	2,342.6
	<i>FARS Data</i>	2,353.8	2,304.1	Not Available
Mileage Death Rate (Persons killed per 100 million vehicle miles traveled)	<i>TX Data</i>	1.48	1.35	1.29
	<i>FARS Data</i>	1.44	1.33	Not Available
Texas Population	<i>TX Data</i>	24,593,630	24,782,302	25,010,235
	<i>FARS Data</i>	23,837,701	24,304,290	Not Available
Population Death Rate (Persons killed per 100,000 Texas Population)	<i>TX Data</i>	14.30	12.54	12.09
	<i>FARS Data</i>	13.9	12.39	Not Available
Notes:				

TX Data Sources

Fatalities: CRIS, as of 12/1/2011, for 2005 - 2010.

Miles Driven: TxDOT Transportation Planning and Programming Division.

Population: Population estimates from the Texas State Data Center and Office of the State Demographer.

FARS Data Sources

Fatalities: NHTSA Traffic Safety Facts for Texas 2008 – 2009.

Miles Driven: NHTSA Traffic Safety Facts for Texas 2008 – 2009.

Population: NHTSA Traffic Safety Facts for Texas 2008 – 2009.

PROBLEM IDENTIFICATION

TxDOT and TRF coordinate the development and implementation of highway safety performance goals, strategies, and objectives for each program area based on the problems identified in each area. These problem areas are based on both the national issues identified by NHTSA, and the statewide issues specific to Texas. The crash data listed above is used to show the trends of these issues, and is used as a baseline to demonstrate improvement in each area.

The agencies that Texas works with to identify these problem areas, and determine how to address them, include the following but are not limited to; AAA-Texas, AARP, MADD-Texas, Texas Department of Public Safety (TxDPS), Texas Department of State Health Services (DSHS), Texas Transportation Institute (TTI), Texas AgriLife Extension Service, Texas Engineering Extension Service (TEEX), Texas Bicycle Coalition (TBC), and the NHTSA Region 6.

GOALS

For Fiscal Year 2011, the following goals were identified:

- To reduce the number of motor vehicle crashes, injuries and fatalities
- To provide effective and efficient management of the Texas Traffic Safety Program
- To reduce the number of alcohol impaired and driving under the influence of alcohol and other drug-related crashes, fatalities and injuries
- To reduce the number of DUI-related crashes where the driver is under age 21
- To improve EMS care and support provided to motor vehicle trauma victims in rural and frontier areas of Texas
- To reduce the number of motorcyclist fatalities
- To increase occupant restraint use in all passenger vehicles and trucks
- To reduce the number of motor vehicle-related pedestrian and bicyclist fatalities
- To increase effective enforcement and adjudication of traffic safety-related laws to reduce fatal and serious injury crashes
- To reduce commercial motor vehicle crashes, injuries and fatalities involving vehicles with a Gross Vehicle Weight Rating (GVWR) of 10,000 pounds or greater
- To reduce the number of speed-related fatal and serious injury crashes
- To improve the timeliness of, quality of, availability of, and linkages of records between crash data bases
- To increase public knowledge, perception and understanding of traffic safety
- To reduce KAB crashes at railroad/highway crossings
- To reduce the number of traffic crashes, injuries, and fatalities in work zones per 100 million vehicle miles traveled

- To increase knowledge of roadway safety and current technologies among people involved in engineering, construction, and maintenance areas at both the state and local level
- To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries
- To reduce school bus-related crashes, injuries and fatalities

Please refer to the **Performance Measures** table below for a detailed list of the program areas, goals, strategies and performance measures.

SOLUTIONS

Based on this problem identification information, and the defined goals, Texas works with state and local agencies, as well as public and private organizations to develop and submit project proposals designed to support those goals and strategies.

*Note: Please refer to **Section Three: Program Area Reports** and **Section Four: Paid Media Reports** for more details.*

PERFORMANCE MEASURE DEFINITION

Defining Performance Measures

Objectives and performance measures were subsequently developed by Texas to improve safety on Texas roadways and reduce the number of crashes, injuries and fatalities. These objectives and performance measures were included in the FY 2011 Performance Plan.

Texas has included the all of the *Traffic Safety Performance Measures for States and Federal Agencies*, defined by NHTSA and the Governors Highway Safety Association (GHSA), into the makeup of the Performance Plan.

2010 TEXAS MOTOR VEHICLE TRAFFIC CRASH HIGHLIGHTS

<p>The Fatality Rate on Texas roadways for 2010 was 1.29 deaths per hundred million vehicle miles traveled. This is a 3.73% decrease from 2009.</p>	<p>Based on reportable crashes in 2010:</p> <ul style="list-style-type: none"> ~1 person was killed every 2 hours 54 minutes ~1 person was injured every 2 minutes 26 seconds ~1 reportable crash occurred every 81 seconds
<p>Texas experienced a decrease in the number of motor vehicle traffic fatalities. The 2010 death toll of 3,023 was a decrease of 2.77% from the 3,109 deaths recorded in 2009.</p>	<p>Of all persons killed in vehicles where restraint usage was applicable and usage was known in 2010, 44% were reported as not restrained when the fatal crash occurred.</p>
<p>There were 59,660 serious injury crashes in Texas in 2010. These crashes resulted in 82,685 people sustaining a serious injury</p>	<p>215,593 persons were injured in motor vehicle traffic crashes in 2010.</p>
<p>The annual vehicle miles traveled in Texas during 2010 reached 234.261 billion, an increase of 0.99% over the 231.976 billion traveled in 2009.</p>	<p>There were 429 motorcyclists (operators and passengers) killed in 2010. Fifty-six percent (56%) of motorcyclists killed were not wearing helmets at the time of the crash.</p>
<p>Fatalities in traffic crashes in rural areas of the state accounted for 56.2% of the state's traffic fatalities. There were 1,698 deaths in rural traffic crashes.</p>	<p>Pedestrian fatalities totaled 354 in 2010. There was no change from 2009.</p>
<p>Single vehicle, run-off the road crashes resulted in 1,226 deaths in 2010. This was 41% of all motor vehicle traffic deaths in 2010.</p>	<p>Pedalcyclist fatalities totaled 42 in 2010. This is a 13% decrease from 2009.</p>
<p>In 2010 there were 668 people killed in crashes occurring in intersections or related to an intersection.</p>	<p>In 2010, there were 1,075 people killed in motor vehicle traffic crashes where a driver was under the influence of alcohol. This is 35.6% of the total number of people killed in motor vehicle traffic crashes.</p>
<p>There were 461 people killed in head-on crashes in 2010.</p>	<p>During 2010, more DUI - Alcohol crashes were reported in the hour between 2:00 am and 2:59 am than any other hour of the day. Also, more alcohol related crashes occurred on Saturday than any other day of the week.</p>
<p>There were no deathless days on Texas roadways in 2010.</p>	
<p>Friday, January 1st was the deadliest day in 2010 with twenty-five (25) persons killed in traffic crashes. May was the deadliest month with 280 persons killed.</p>	

Information contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) received and processed by TxDOT as of September 6, 2011.

PERFORMANCE MEASURES

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
Overall State Goal						
To reduce the number of motor vehicle crashes, injuries and fatalities		1: Mileage Death Rate [NHTSA C-3]	Figure 1	1.48/100VMT (2008 CRIS) 1.48 /100M VMT (2008 FARS)	1.40 fatalities per 100M VMT (CRIS) 1.40 fatalities per 100M VMT (FARS)	1.29/100M VMT (2010 CRIS) 1.33/100M VMT (2009 FARS)
		2: Mileage Death Rate (FARS-Urban)	Figure 2	0.99/100M VMT (2008 FARS)	0.93/100M VMT in Urban area (FARS)	0.87/100M VMT (2009 FARS)
		3: Mileage Death Rate (FARS-Rural)	Figure 2	2.50/100M VMT (2008 FARS)	2.33/100M VMT in Rural areas (FARS)	2.43/100M VMT (2009 FARS)
		4: Number of traffic fatalities (FARS) [NHTSA C-1]	Figure 3	3,476 (2008 FARS)	3,125 traffic fatalities (FARS)	3,071 (2009 FARS)
		5: Number of serious injuries in traffic crashes (CRIS) [NHTSA C-2]	Figure 4	84,946 serious injuries in traffic crashes (2008 CRIS)	83,000 serious injuries in traffic crashes (CRIS)	82,876 serious injuries in traffic crashes (2010 CRIS)
		6: Number of drivers age 20 or younger involved in fatal crashes (FARS) [NHTSA C-9]	Figure 5	602 drivers age 20 or younger involved in fatal crashes (2008 FARS)	590 drivers age 20 or younger involved in fatal crashes (FARS)	528 drivers age 20 or younger involved in fatal crashes (2009 FARS)

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
Planning and Administration Program Area – 01						
<p>To provide effective and efficient management of the Texas Traffic Safety Program</p>	<p>Provide training and assistance for local and statewide traffic safety problem identification.</p> <p>Provide procedures and training on highway safety planning and project development.</p> <p>Ensure availability of program and project management training.</p> <p>Review and update program procedures as needed.</p> <p>Conduct periodic project monitoring and evaluation of traffic safety activities.</p> <p>Perform accurate accounting and efficient reimbursement processing.</p> <p>Maintain coordination of traffic safety efforts and provide technical assistance.</p>	<p>7. Publication of Traffic Safety Program deliverables including HSPP, response to Management Review, and Annual Report.</p> <p>8. Number of training sessions provided.</p>	<p>N/A</p> <p>N/A</p>	<p>FY 2009 Annual Report</p> <p>FY 2010 Highway Safety Performance Plan</p> <p>FY 2010 NHTSA Management Review</p> <p>eGrants Proposal Trainings</p>	<p>FY2010 Annual Report</p> <p>FY2011 Highway Safety Performance Plan</p> <p>FY2011 Alcohol Special Management Review</p> <p>FY2011 Alcohol Program Assessment</p> <p>NHTSA Impaired Driving Course</p> <p>eGrants Trainings</p> <p>Traffic Safety Staff Training</p>	<p>FY 2010 Annual Report</p> <p>FY 2011 Highway Safety Performance Plan</p> <p>FY2011 Alcohol Program Assessment</p> <p>FY 2011 Highway Safety Program Management Course</p> <p>FY 2011 eGrants Trainings</p> <p>FY 2011 Traffic Safety Staff Training</p>

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
Alcohol and Other Drug Countermeasures Program Area – 02						
To reduce the number of alcohol impaired and driving under the influence of alcohol and other drug-related crashes, fatalities and injuries.	Increase and sustain high visibility enforcement of DWI laws.	9. Number of DUI-related (alcohol or other drugs) KAB crashes (CRIS)	Figure 6	8,277 DUI-related (alcohol or other drugs) KAB crashes (2008 CRIS)	8,400 DUI-related (alcohol or other drugs) KAB crashes (CRIS)	8,512 DUI-related (alcohol or other drugs) KAB crashes (2010 CRIS)
	Improve BAC testing and reporting to the State's crash records information system.					
	Improve anti-DWI public information and education campaigns.	10. Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above (FARS) [NHTSA C-5]	Figure 7	1,310 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2008 FARS)	1,250 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (FARS)	1,235 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2009 FARS)
	Increase the number of law enforcement task forces and coordinated enforcement campaigns.					
	Increase training for anti-DWI advocates. Increase intervention efforts.	11. Number of impaired-driving arrests made during grant funded enforcement activities (eGrants) [NHTSA A-2]	N/A	10,279 impaired driving arrests made during enforcement activities (2010 eGrants)	NHTSA Activity Measure (No target set)	10,946 impaired driving arrests made during enforcement activities (2011 eGrants)
	Improve and increase training for law enforcement officers.					
	Improve DWI processing procedures.					
	Improve adjudication of DWI cases through improved training for judges, administrative license revocation judges, and prosecutors, and improved support materials for judges and prosecutors.					

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
To reduce the number of DUI-related crashes where the driver is under age 21	<p>Improve education programs on alcohol and driving for youth.</p> <p>Increase enforcement of driving under the influence by minors laws.</p> <p>Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.</p>	12. Number of 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (CRIS)	Figure 8	55.48 16-20 year old DUI driver (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2008 CRIS)	55.45 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (CRIS)	48.34 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2010 CRIS)
Emergency Medical Services Program Area – 03						
To improve EMS care and support provided to motor vehicle trauma victims in rural and frontier areas of Texas.	<p>To increase the availability of EMS training in rural and frontier areas.</p> <p>Increase EMS involvement in local community safety efforts.</p>	13. Number of students trained in EMS classes	N/A	1,007 students trained in EMS classes	1,100 students trained in EMS classes	3,733 students trained in EMS classes (2011 eGrants)
Motorcycle Safety Program Area – 04						
To reduce the number of motorcyclist fatalities	<p>Increase enforcement of existing motorcycle helmet law for riders and passengers under 21.</p> <p>Improve public information and education on motorcycle safety, including the value of wearing a helmet.</p> <p>Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.</p> <p>Increase rider education and training.</p>	<p>14. Number of motorcyclist fatalities (FARS) [NHTSA C-7]</p> <p>15. Number of un-helmeted motorcyclist fatalities (FARS) [NHTSA C-8]</p> <p>16. Number of motorcyclist fatalities involving a motorcycle operator with a BAC of .08 or above (CRIS)</p>	<p>Figure 9</p> <p>Figure 9</p> <p>Figure 10</p>	<p>524 motorcyclist fatalities(2008 FARS)</p> <p>321 un-helmeted motorcyclist fatalities (2008 FARS)</p> <p>84 motorcycle operator fatalities with a BAC of .08 or above (CRIS)</p>	<p>460 motorcyclist fatalities (FARS)</p> <p>290 un-helmeted motorcyclists (FARS)</p> <p>80 motorcycle operator fatalities with a BAC of .08 or above (CRIS)</p>	<p>426 motorcyclist fatalities (2009 FARS)</p> <p>275 un-helmeted motorcyclist fatalities (2009 FARS)</p> <p>88 motorcycle operator fatalities with a BAC of .08 or above (2010 CRIS)</p>

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
Occupant Protection Program Area – 05						
To increase occupant restraint use in all passenger vehicles and trucks	Increase and sustain high visibility enforcement of occupant protection laws.	17. Number of seat belt citations issued during grant funded enforcement activities (eGrants) [NHTSA A-1]	N/A	97,734 safety belt citations (2010 eGrants)	NHTSA Activity Measure (No objective set)	62,658 safety belt citations (2011 eGrants)
	Increase public information and education campaigns.					
	Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.	18. Driver and outboard front seat passenger restraint use [NHTSA B-1]	Figure 11	93.8 percent (2010 TTI)	94.0 percent (TTI)	93.68 percent (2011 TTI)
	Concentrate efforts on historically low use populations.					
	Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors.	19. Safety belt use rate by children age 5-16	N/A	71.1 percent (2009 TTI)	75.0 percent (TTI)	79.2 percent (2011 TTI)
	Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.	20. Child passenger restraint use rate for children ages 0-4	N/A	86.4 percent (2009 TTI)	87.5 percent (TTI)	89.5 percent (2011 TTI)
	Increase EMS/fire department involvement in CPS fitting stations.					
Maintain CPS seat distribution programs for low income families.	21. Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) [NHTSA C-4]	Figure 12	979 unrestrained passenger vehicle occupant fatalities, all seat positions (2008 FARS)	945 unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	947 unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	
Pedestrian and Bicyclist Safety Program Area – 06						

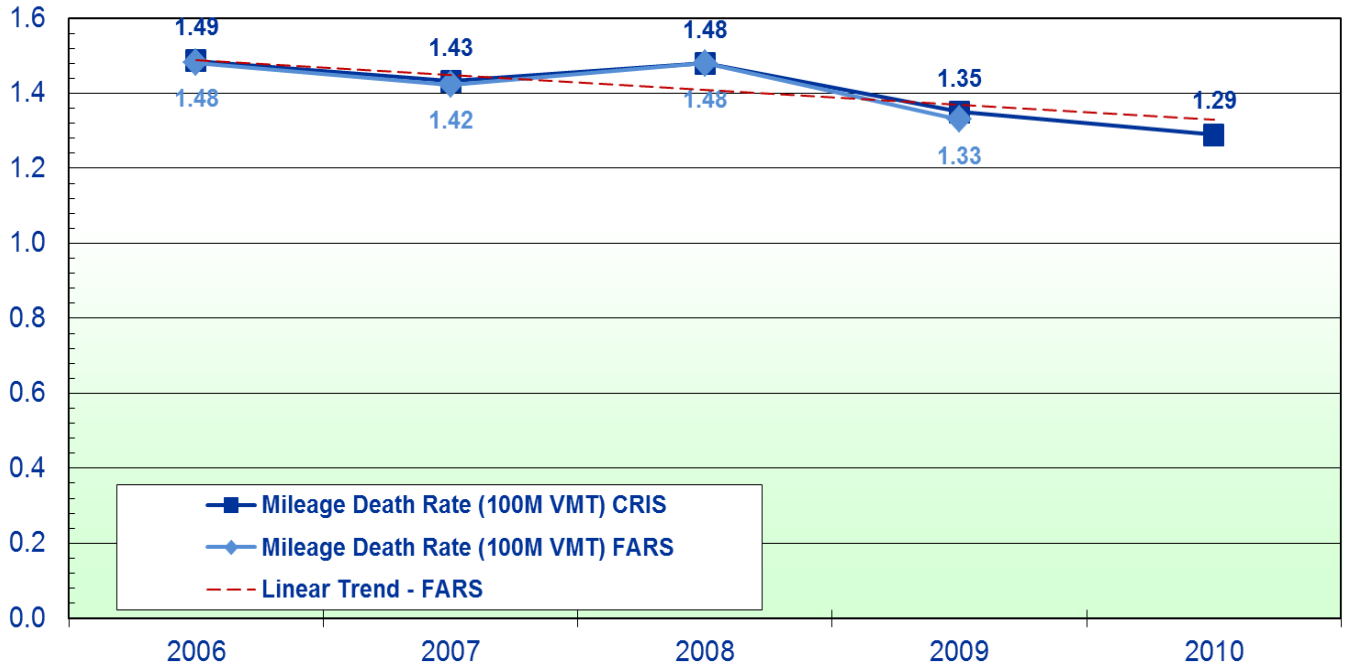
Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
To reduce the number of motor vehicle-related pedestrian and bicyclist fatalities	Increase awareness for sharing the road between bicyclists and motorists. Increase public information and education efforts on bicycle safety.	22. Number of pedestrian fatalities (FARS) [NHTSA C-10]	Figure 13	435 pedestrian fatalities (2008 FARS)	400 pedestrian fatalities (FARS)	344 pedestrian fatalities (2009 FARS)
	Improve identification of problem areas for pedestrians. Improve pedestrian "walkability" of roads and streets. Improve data collection on pedestrian injuries and fatalities. Improve public education and information on pedestrian safety.	23. Number of bicyclist fatalities (CRIS)	Figure 14	48 bicyclist fatalities (2008 CRIS)	50 bicyclist fatalities (CRIS)	42 bicyclist fatalities (2010 CRIS)
Police Traffic Services Program Area – 07						
To increase effective enforcement and adjudication of traffic safety-related laws to reduce fatal and serious injury crashes To reduce commercial motor vehicle crashes, injuries and fatalities involving vehicles with a Gross Vehicle Weight Rating (GVWR) of 10,000 pounds or greater	Increase public education and information campaigns regarding enforcement activities. Increase and sustain enforcement of traffic safety-related laws.	24. Number of intersection and intersection-related KAB crashes (CRIS)	Figure 15	26,703 intersection and intersection-related KAB crashes (2008 CRIS)	26,500 intersection and intersection-related KAB crashes (CRIS)	25,725 intersection and intersection-related KAB crashes (2010 CRIS)
	Provide technical and managerial support to local law enforcement agencies and highway safety professionals.	25. Number of CMV (large truck) involved fatalities. All crashes involve at least one vehicle with a vehicle body type of "Semi-Trailer" or "Truck-Tractor" (CRIS)	Figure 16	392 fatalities in crashes involving motor vehicles with a body type of 'semitrailer' or 'truck-tractor' (2008 CRIS)	350 fatalities for vehicles with a body type of 'semitrailer' or 'truck-tractor' (CRIS)	308 fatalities in crashes involving motor vehicles with a body type of "Semi-Trailer" or "Truck-Tractor" (2010 CRIS)
	Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws. Increase public information and education on intersection related traffic issues. Increase public information and education on sharing the road with commercial motor vehicles (CMV). Increase enforcement of	26. Number of CMV (large truck) involved: fatal crashes. All crashes involve at least one vehicle with a vehicle body type of "Semi-Trailer" or "Truck-Tractor" (CRIS)	Figure 16	331 fatal crashes involving motor vehicles with a body type of 'semitrailer' or 'truck-tractor' (2008 CRIS)	300 fatal crashes for motor vehicles with a body type of 'semitrailer' or 'trucktractor' (CRIS)	265 fatal crashes involving motor vehicles with a body type of Semi-Trailer' or 'Truck-Tractor' (2010 CRIS)

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
	commercial motor vehicle speed limits.					
Speed Control Program Area – 08						
To reduce the number of speed-related fatal and serious injury crashes	Increase and sustain high visibility enforcement of speed-related laws.	27. Number of speeding related citations issued during grant-funded enforcement activities (2009 eGrants) [NHTSA A-3]	N/A	386,061 speed citations (2009 eGrants)	NHTSA Activity Measure (No objective set)	281,128 speed citations (2011 eGrants)
	Provide community training on speed-related issues. Implement best practices for speed deterrence when law enforcement is not present. Increase public information and education concerning speed-related issues.	28. Number of speeding-related fatalities (FARS) [NHTSA C-6]	Figure 17	1,455 speeding-related fatalities (2008 FARS)	1,400 speeding-related fatalities (FARS)	1,228 speeding related fatalities (2009 FARS)
Traffic Records Program Area – 09						
To improve the timeliness of, quality of, availability of, and linkages of records between crash data bases	Improve the intake, tracking, analysis and reporting of crash data.	29. Days to report local crash data to CRIS after crash occurrence	N/A	Current average is 15 days as of Dec 2009 (TRF-CR)	Maintain the current average of 15 days	Crash data available electronically within 3 days of receiving the crash report from law enforcement. (TRF-CR)
	Improve the integration of traffic records between state agencies	30. Days for crash data to be accessible from Crash Records Information System (CRIS) after receiving report of crash from peace officer (CR-3)	N/A	Current average is 3 days as of Dec 2009 (TRF-CR)	Maintain the current average of 3 days	Currently crash data can be submitted electronically to CRIS on a voluntary basis. A pilot project to deploy an internet based crash reporting system deployed in Fall 2011 (TRF-CR)

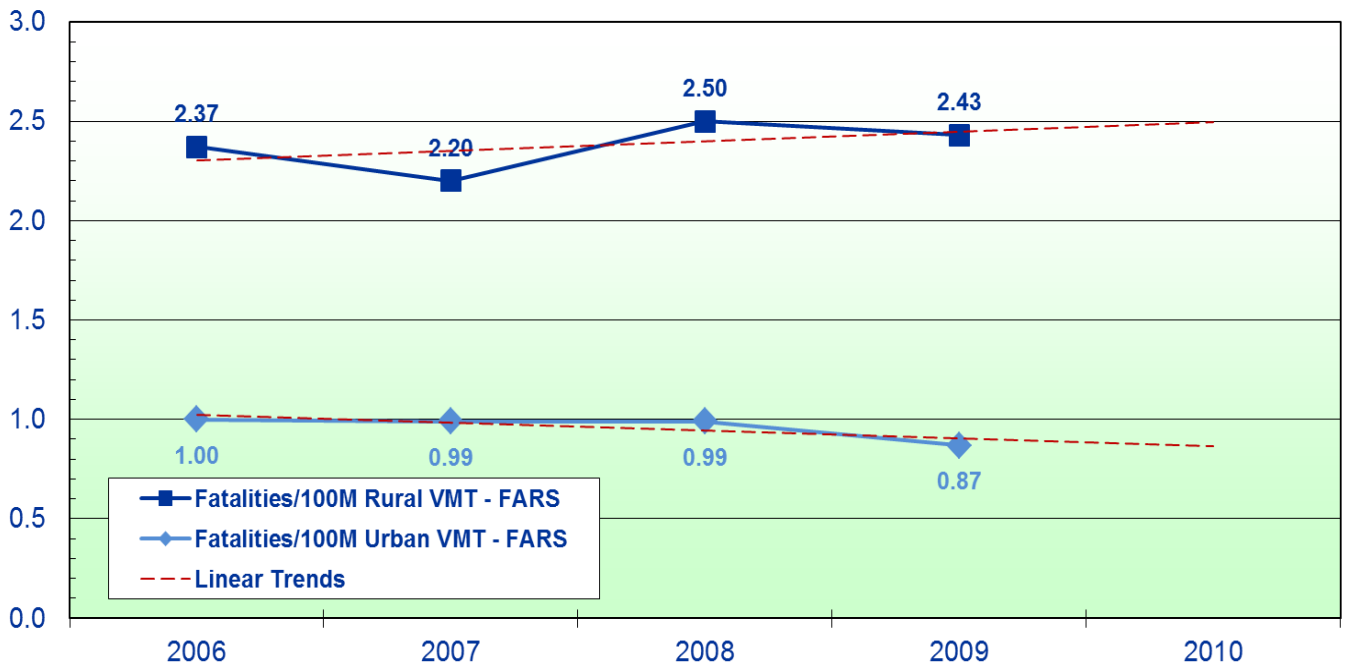
Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
Driver Education and Behavior Program Area – 10						
To increase public knowledge, perception and understanding of traffic safety	Develop and implement public information and education efforts on traffic safety issues.	31. Number of media impressions reached with traffic safety messages	N/A	Over 1,121,349,591 billion media impressions reached with traffic safety messages (2009 Annual Report)	Maintain 1.0 billion media impressions reached with traffic safety messages	1.1 billion traffic safety media impressions (2011 TRF-TS)
	Provide assistance to update the drivers' education curriculum. Conduct and assist local, state and national traffic safety campaigns.	32. Driver Attitudes and Awareness concerning impaired driving, seat belt use, and speeding issues (Survey – 1)	N/A	Conducted initial survey in Summer 2010	Conduct at least 1 survey in Summer 2011	Conducted 1 survey in Summer 2011 (TRF-TS)
Railroad / Highway Crossing Program Area – 11						
To reduce KAB crashes at railroad/highway crossings	Educate law enforcement on laws governing railroad/highway crossings. Increase public education and Information campaigns.	33. Number of KAB crashes at railroad/highway crossings (CRIS)	Figure 18	297 KAB crashes at railroad/ highway crossings (2008 CRIS)	272 KAB crashes at railroad/highway crossings (CRIS)	132 KAB crashes at railroad/highway crossings (2010 CRIS)
Roadway Safety Program Area – 12						
To reduce the number of traffic crashes, injuries, and fatalities in work zones per 100 million vehicle miles traveled To increase knowledge of roadway safety and current technologies among people involved in engineering, construction, and maintenance areas at both the state and local level	Increase public education and information on roadway safety.	34. Number of serious injuries in work zones (CRIS)	Figure 19	3,372 serious injuries in work zones (2008 CRIS)	3,100 serious injuries in work zones (CRIS)	2,891 serious injuries in work zones (2010 CRIS)
	Provide traffic safety problem identification to local jurisdictions.	35. Number of fatalities in work zones (CRIS)	Figure 20	175 fatalities in work zones (2008 CRIS)	145 fatalities in work zones (CRIS)	100 fatalities in work zones (2010 CRIS)
	Improve highway design and engineering through training. Provide training on roadway safety issues.	36. Number of persons trained in roadway safety classes	N/A	3,209 students trained in roadway safety classes	3,500 students in roadway safety classes	3,736 students trained in roadway safety classes (2011 eGrants)

Goals	Strategies	Performance Measures	Figure Ref.	Baseline	Target	Actual
Safe Communities Program Area -13						
To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries	<p>Support the Safe Communities Coalitions.</p> <p>Support statewide the Texas Safe Community process by providing education, training, and coordination on how to initiate and conduct community based traffic safety programs and how communities can become designated as a Texas Safe community Coalition.</p>	37: Number of Safe Communities coalitions	N/A	14 funded coalitions (2010 Annual Report)	Achieve a minimum of 8 coalitions	14 coalitions (2011)
School Bus Program Area -14						
To reduce School bus-related crashes, injuries and fatalities	<p>Provide safe school bus operation training for school bus drivers.</p> <p>Provide public information and education campaigns to promote safe motor vehicle operations around school buses.</p>	38: Number of school bus passenger fatalities per year on a five year average (FARS)	Figure 21	0.4 school bus passenger fatalities (2008 FARS)	0.2 school bus passenger fatalities (FARS)	0.4 school bus passenger fatalities (2009 FARS)

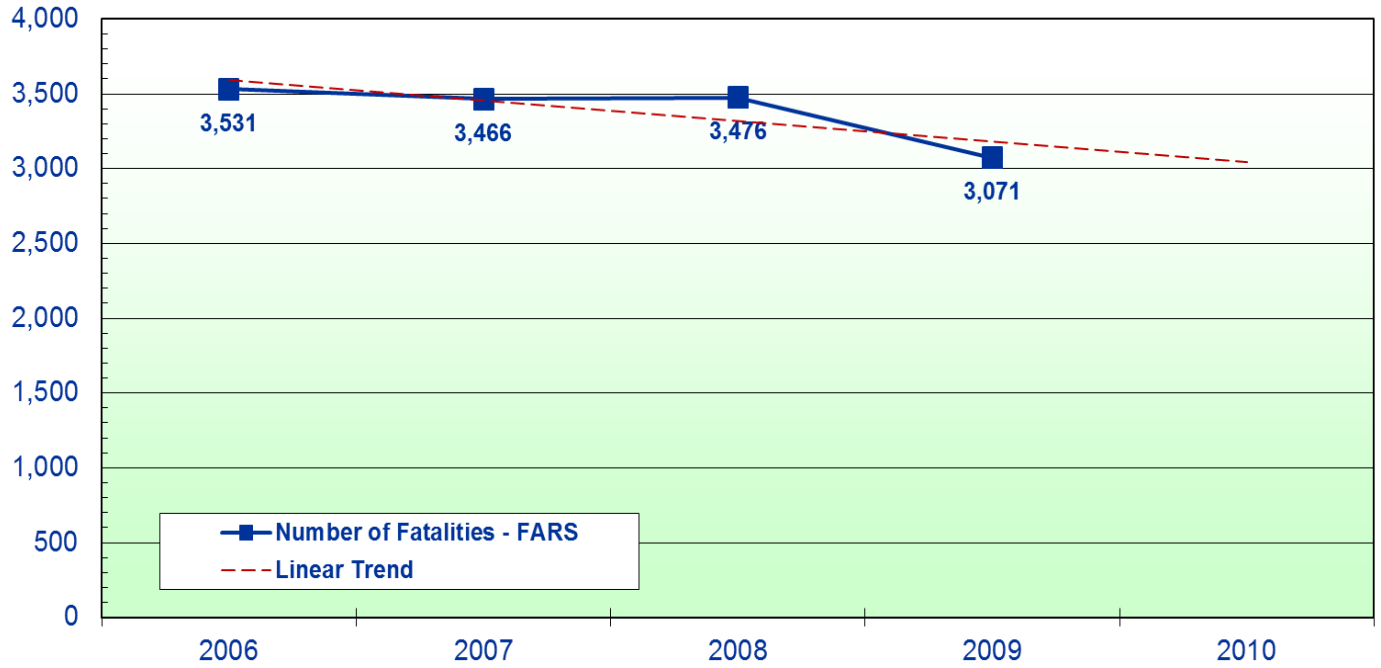
**Figure 1. Performance Measure 1:
Mileage Death Rate**



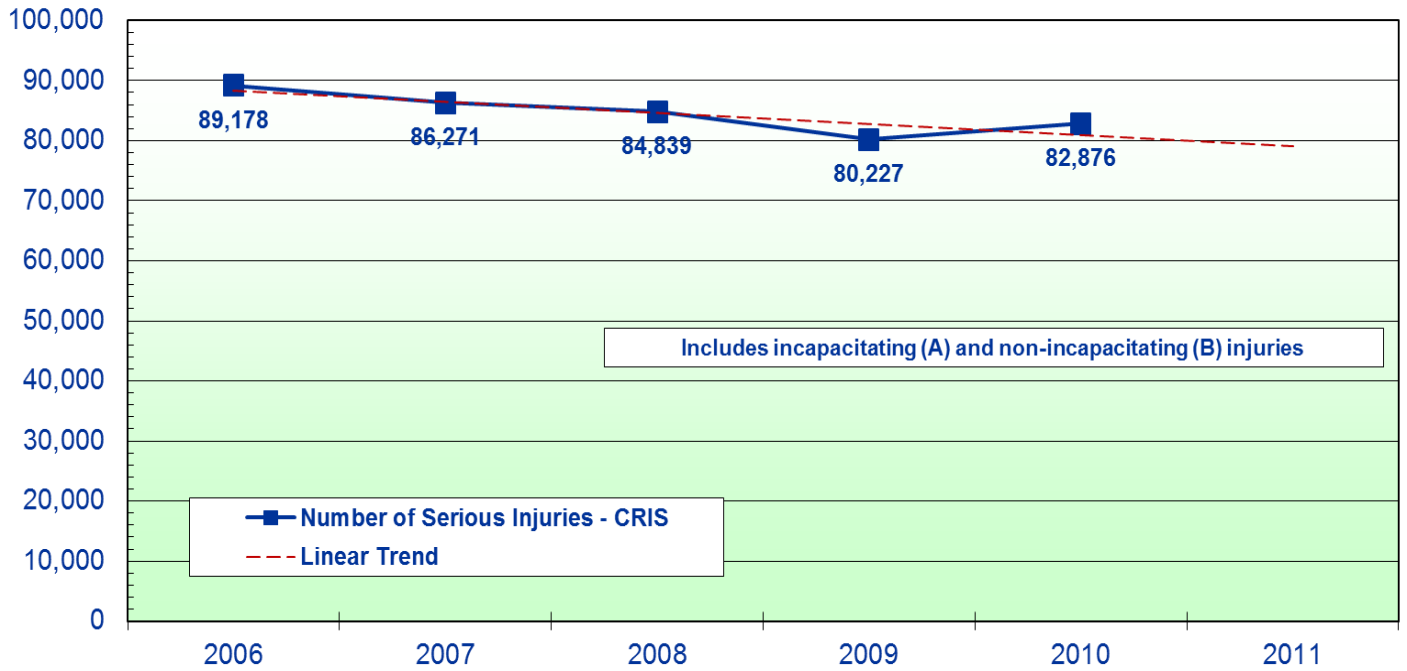
**Figure 2. Performance Measures 2 & 3:
Urban & Rural Mileage Death Rates**



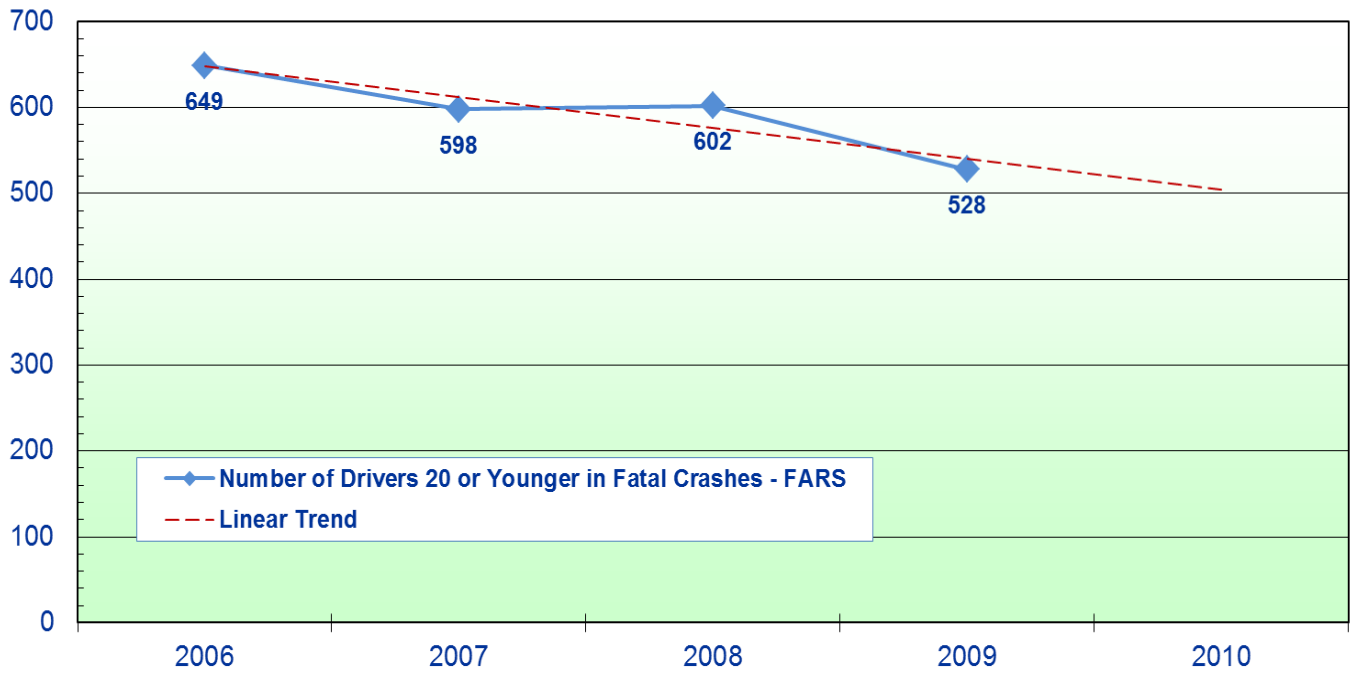
**Figure 3. Performance Measure 4:
Number of Traffic Fatalities**



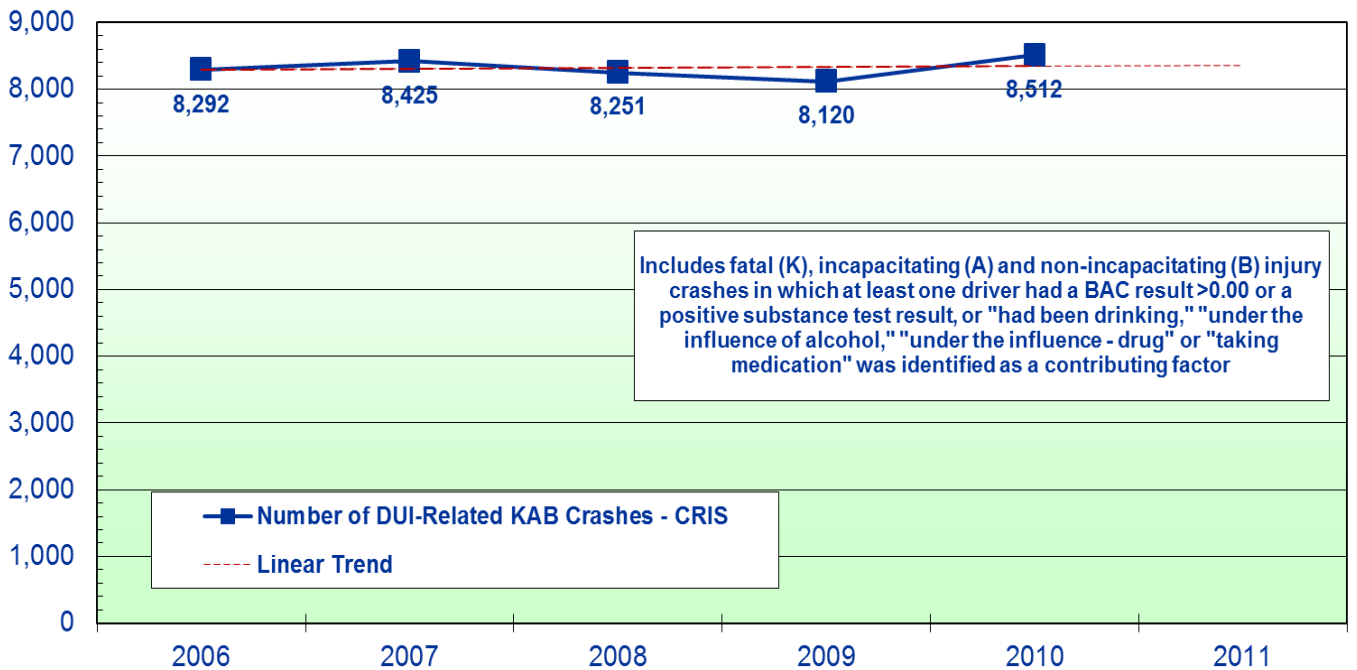
**Figure 4. Performance Measure 5:
Number of Serious Injuries**



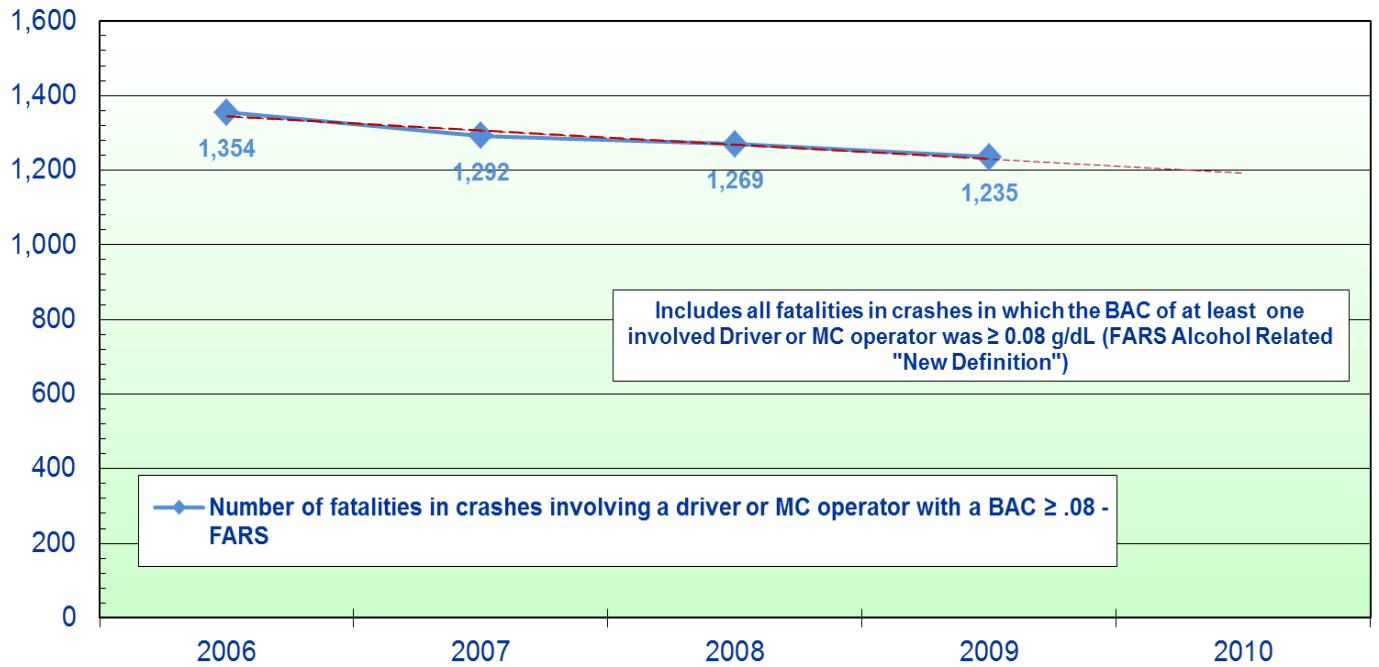
**Figure 5. Performance Measure 6:
Drivers 20 or Younger in Fatal Crashes**



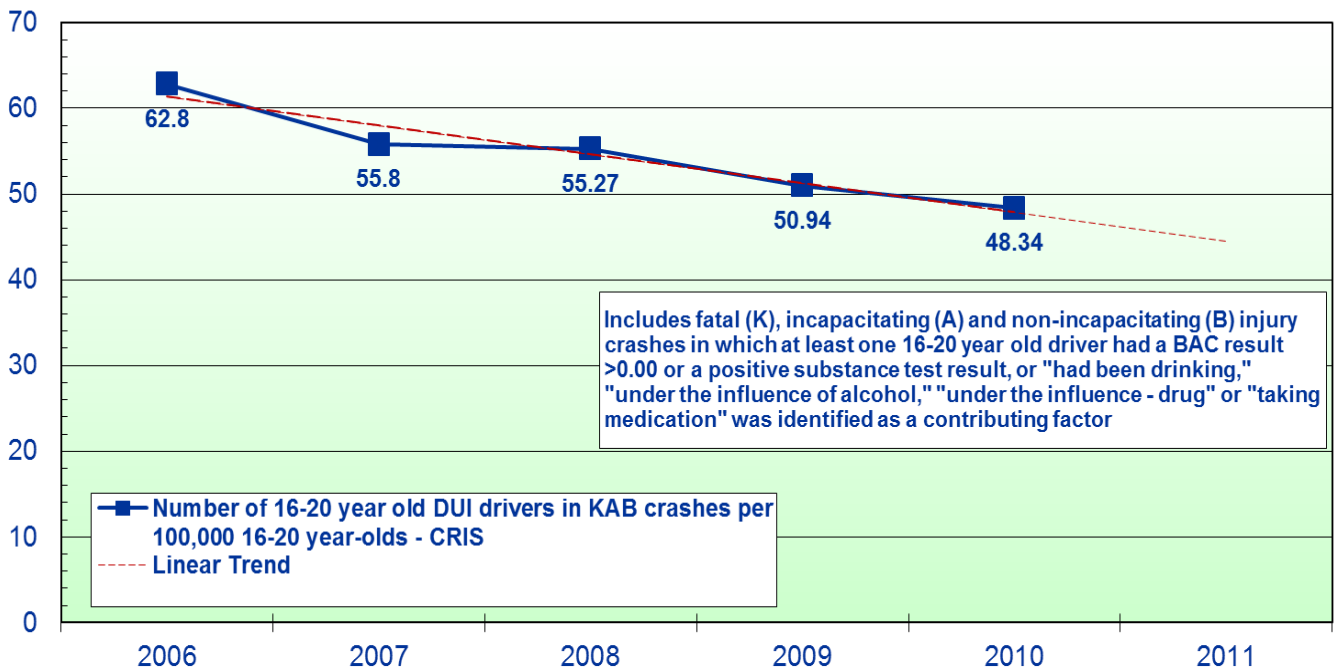
**Figure 6. Performance Measure 9:
DUI-Related Fatal & Serious Crashes**



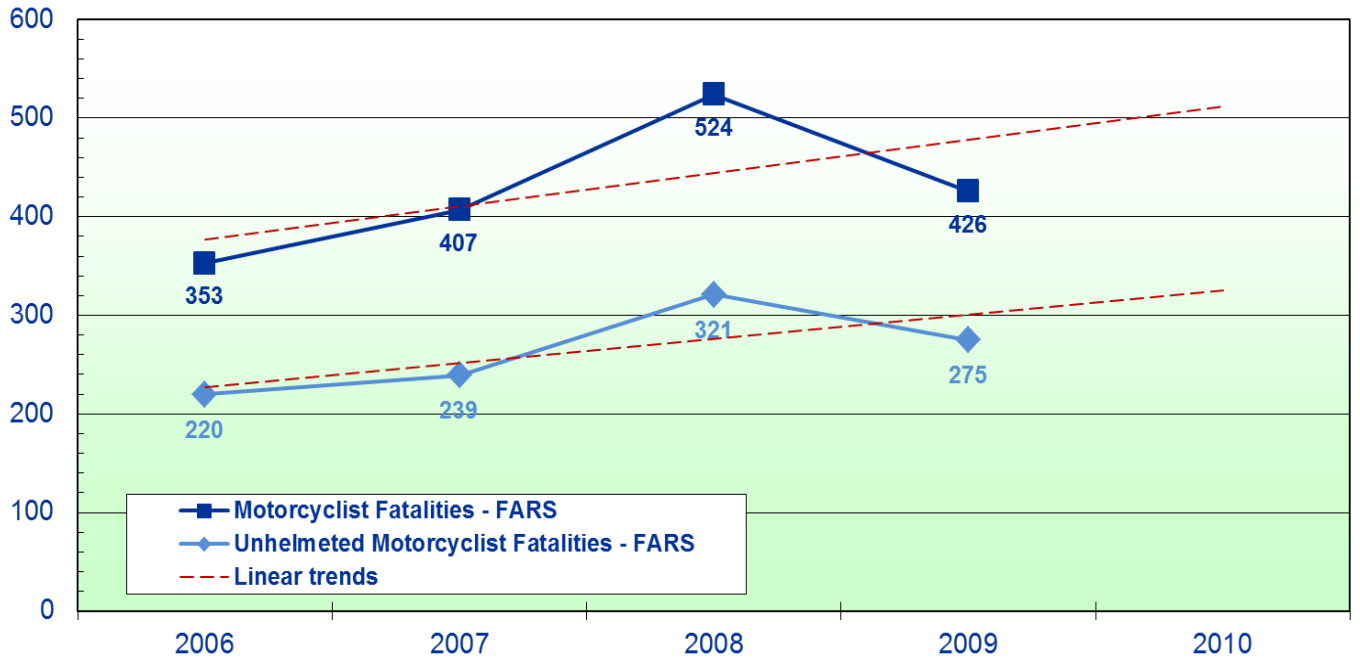
**Figure 7. Performance Measure 10:
"New Definition" Alcohol-Related Fatalities**



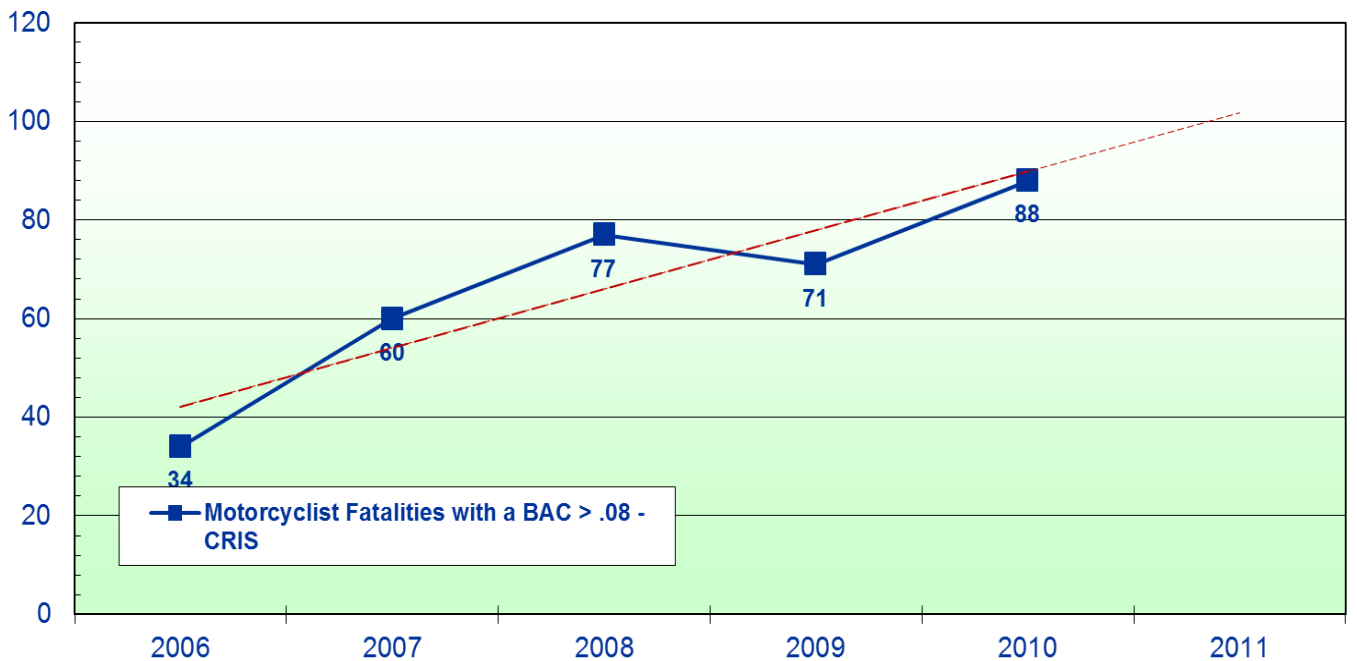
**Figure 8. Performance Measure 12
Number of 16-20 year old DUI drivers in KAB crashes**



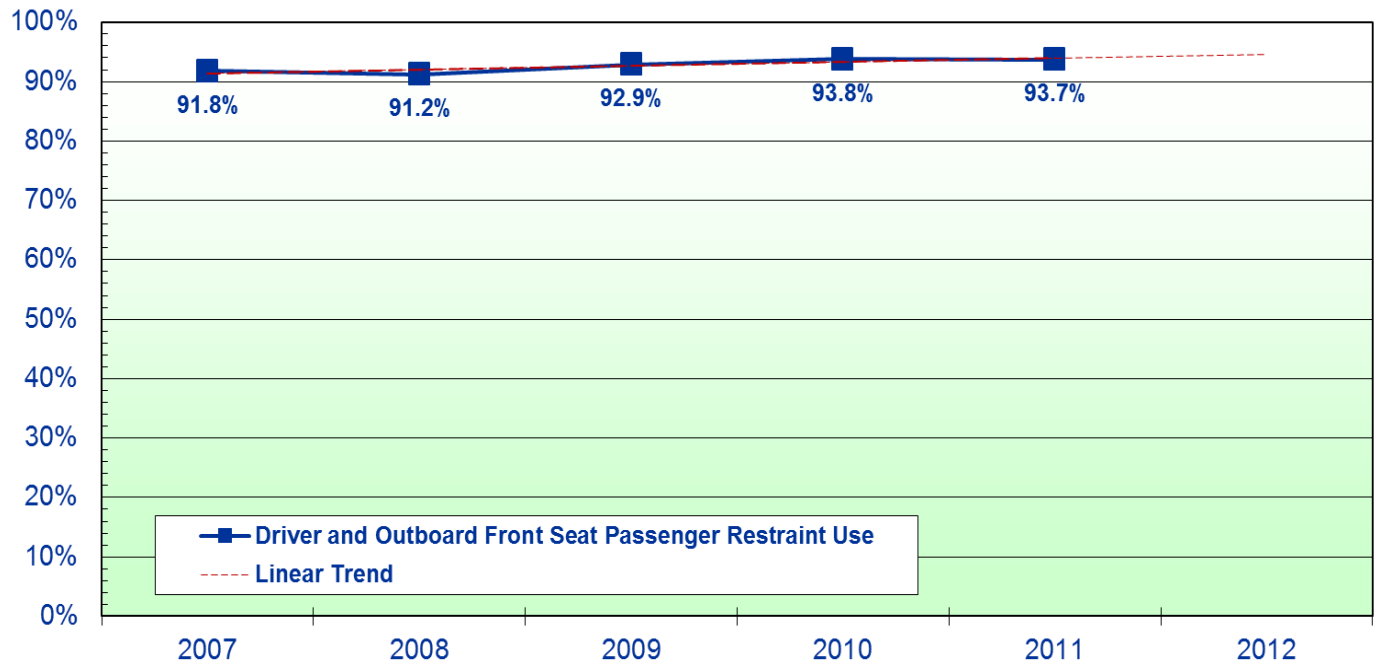
**Figure 9. Performance Measures 14 & 15:
Motorcyclist Fatalities & Unhelmeted Motorcyclist Fatalities**



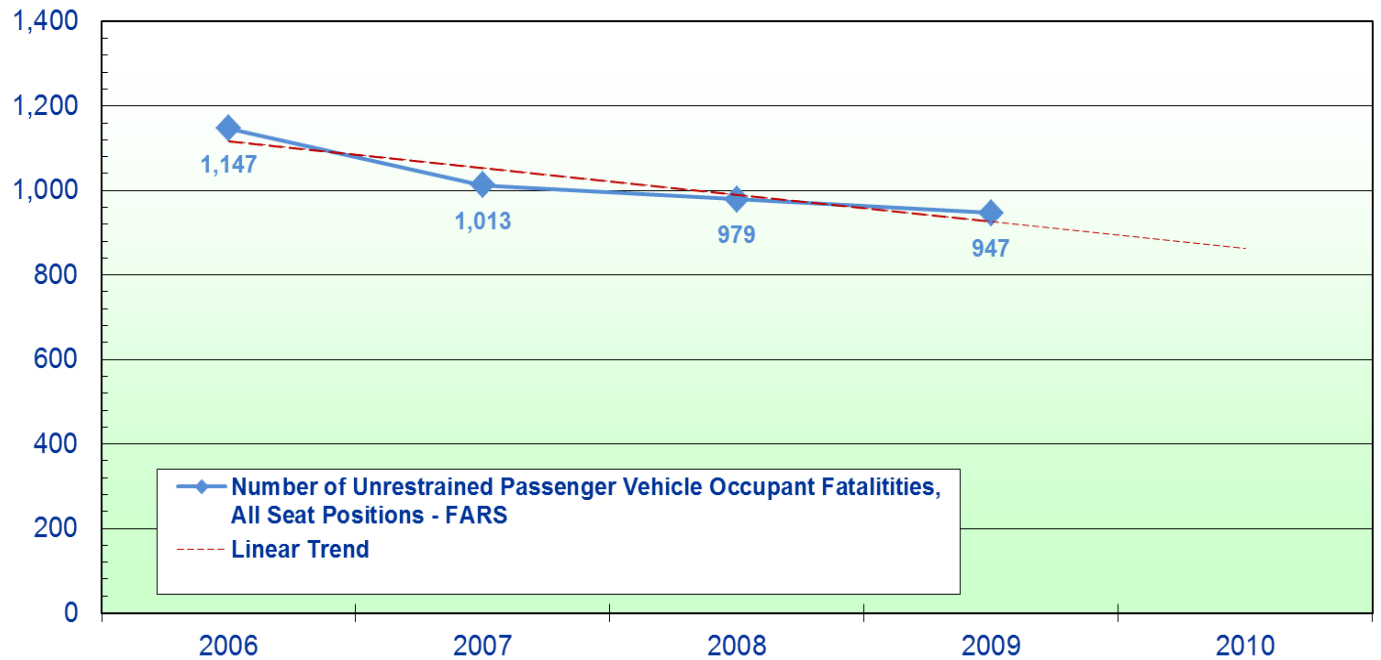
**Figure 10. Performance Measure 16:
Motorcyclist Fatalities with a BAC > .08**



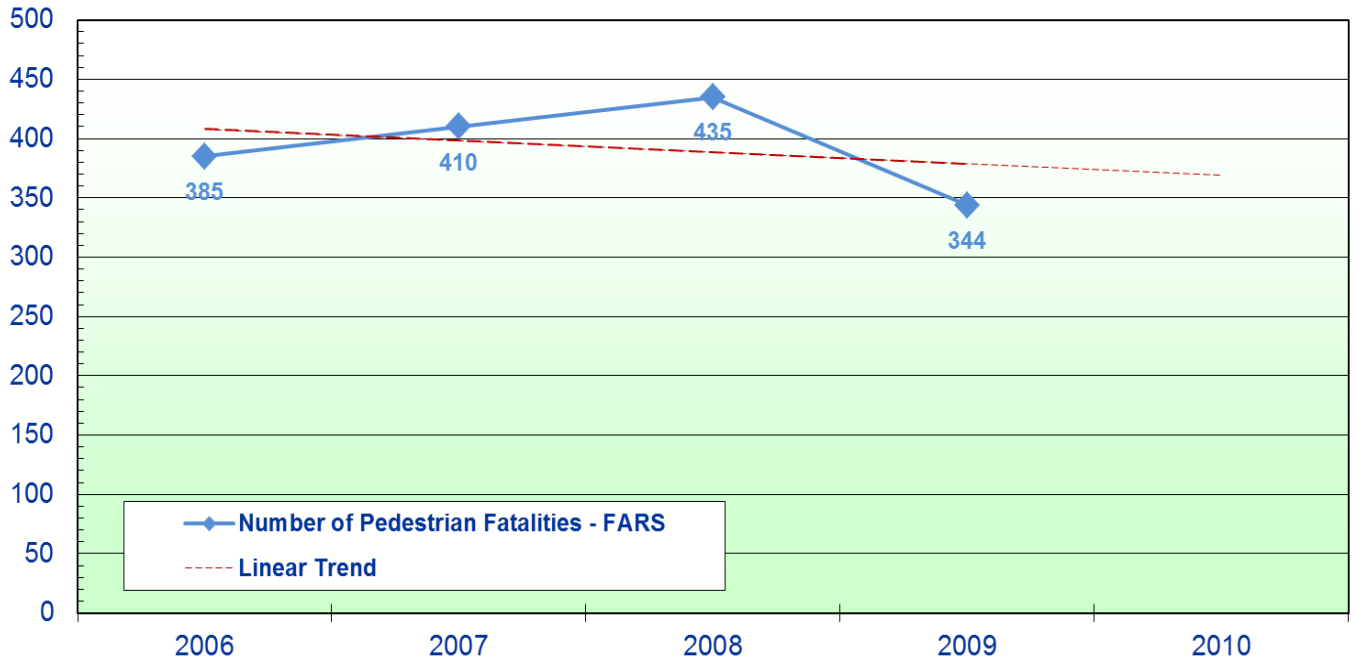
**Figure 11. Performance Measure 18:
Front Seat Driver and Outboard Passenger Vehicle Restraint Use**



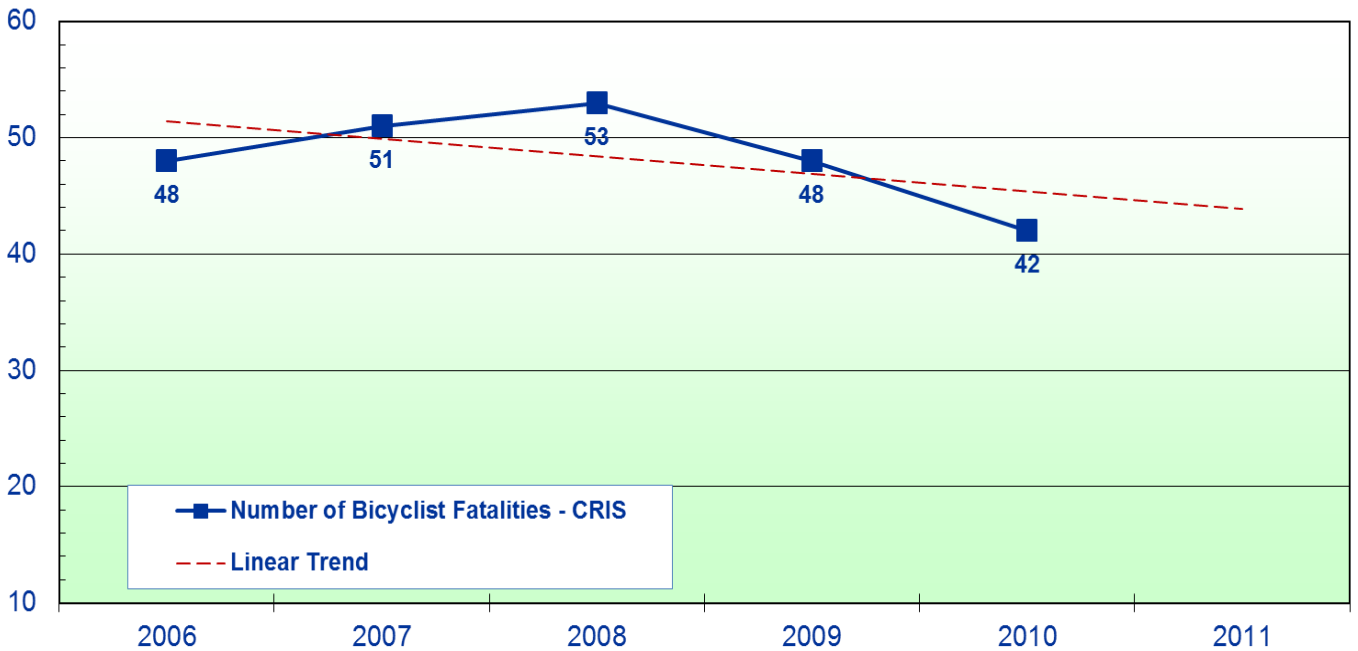
**Figure 12. Performance Measure 21:
Unrestrained Passenger Vehicle Occupant Fatalities**



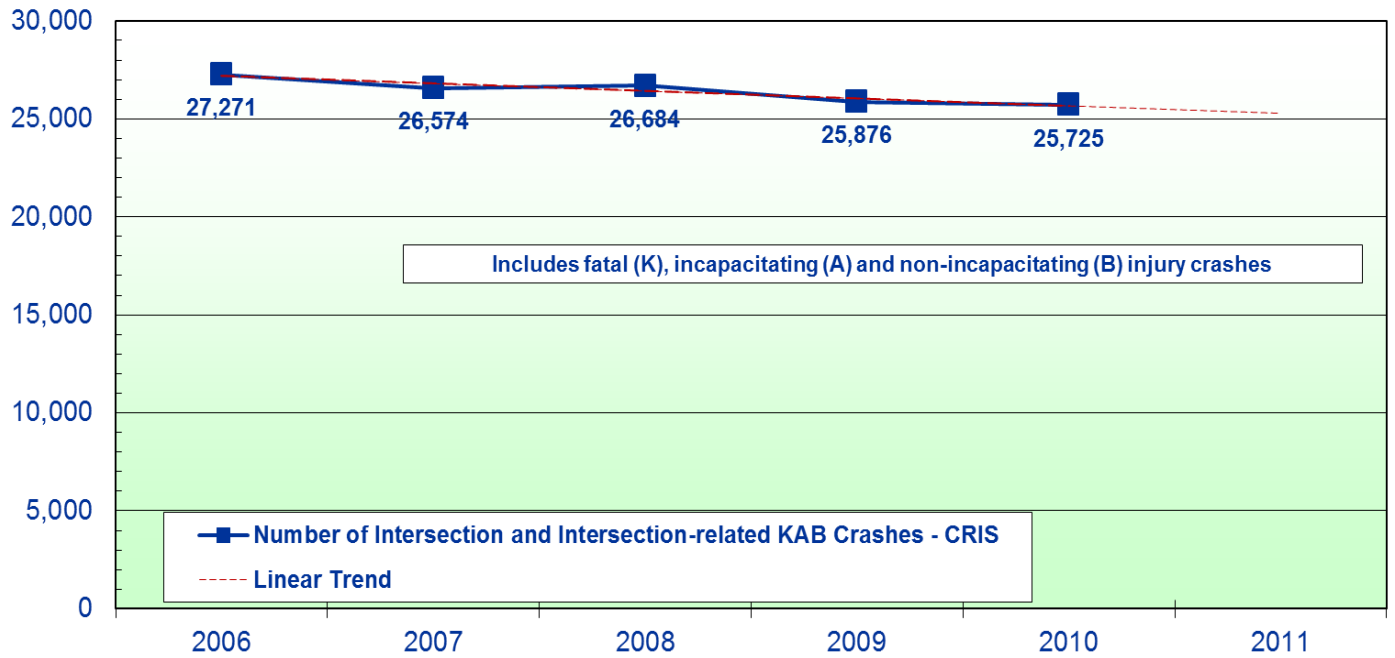
**Figure 13. Performance Measure 22:
Number of Pedestrian Fatalities**



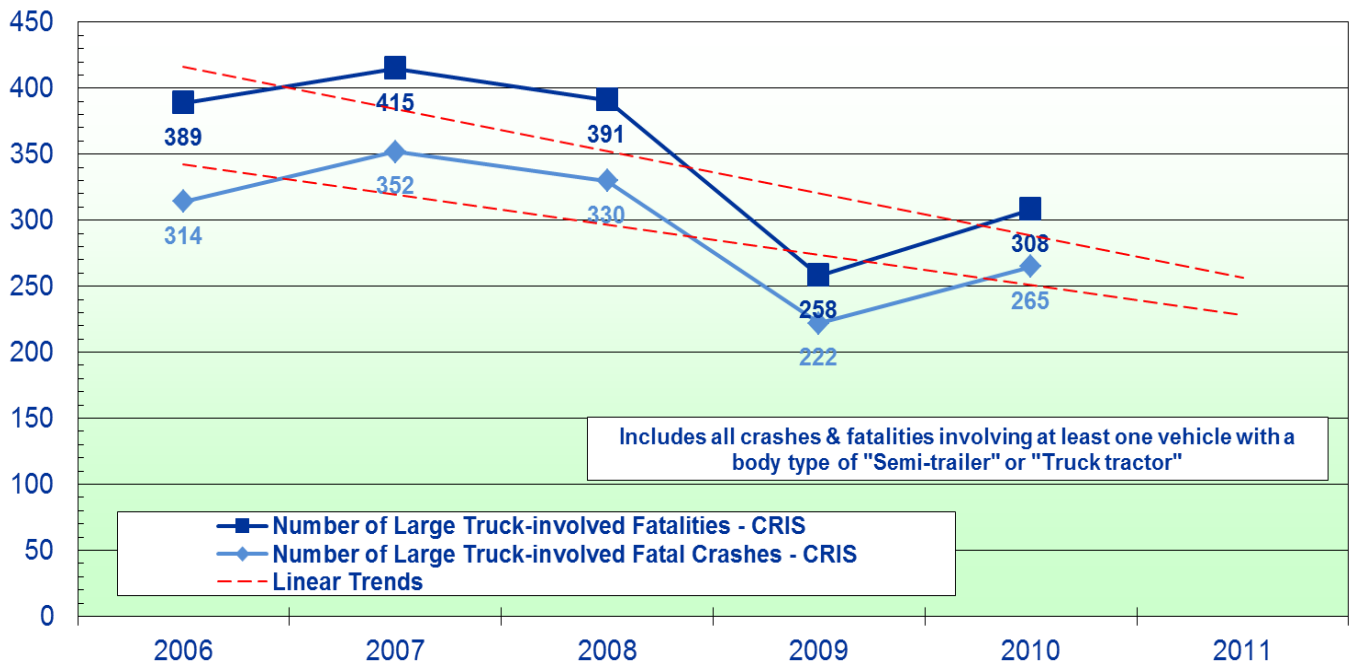
**Figure 14. Performance Measures 23:
Number of Bicyclist Fatalities**



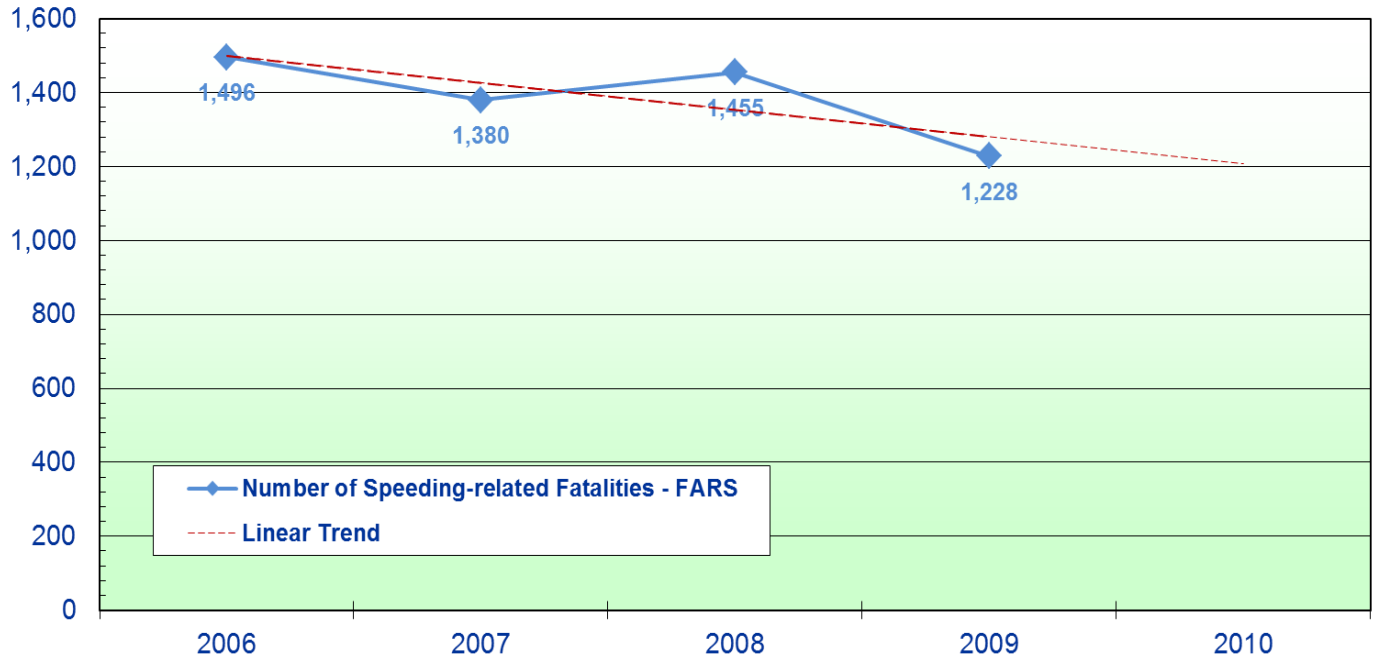
**Figure 15. Performance Measure 24:
Intersection Fatal & Serious Crashes**



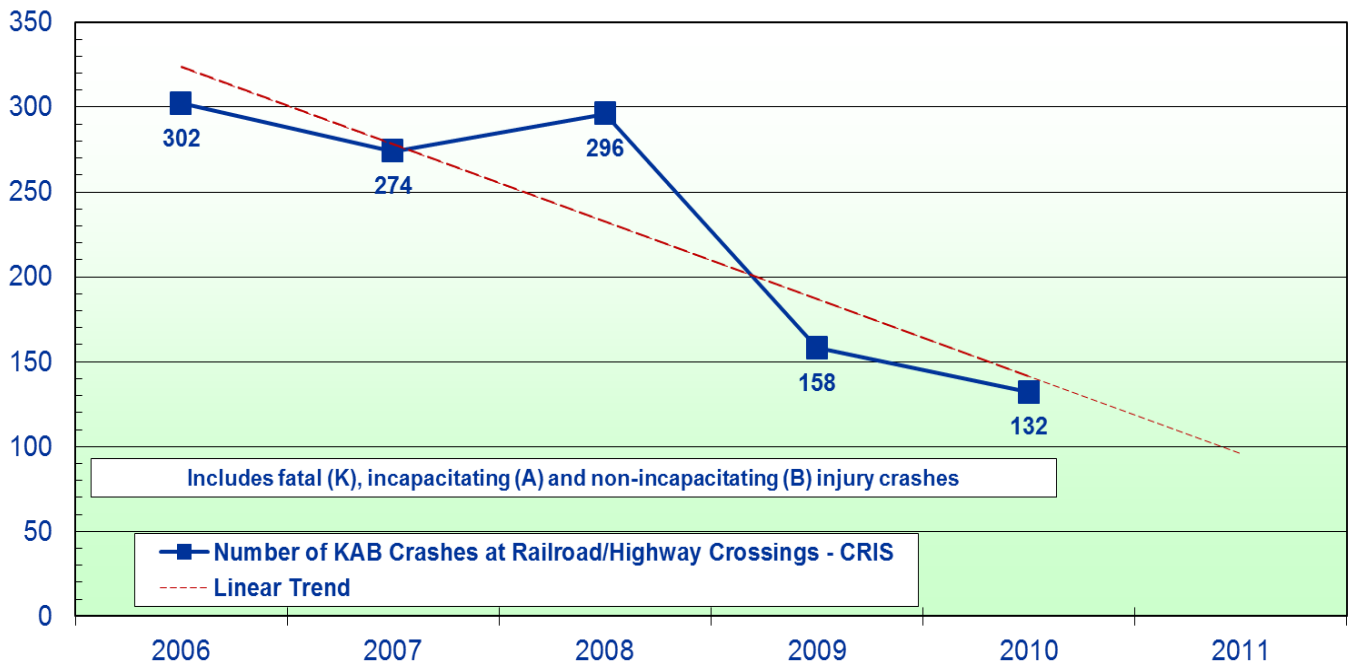
**Figure 16. Performance Measures 25 & 26:
Large Truck-Involved Fatalities and Fatal Crashes**



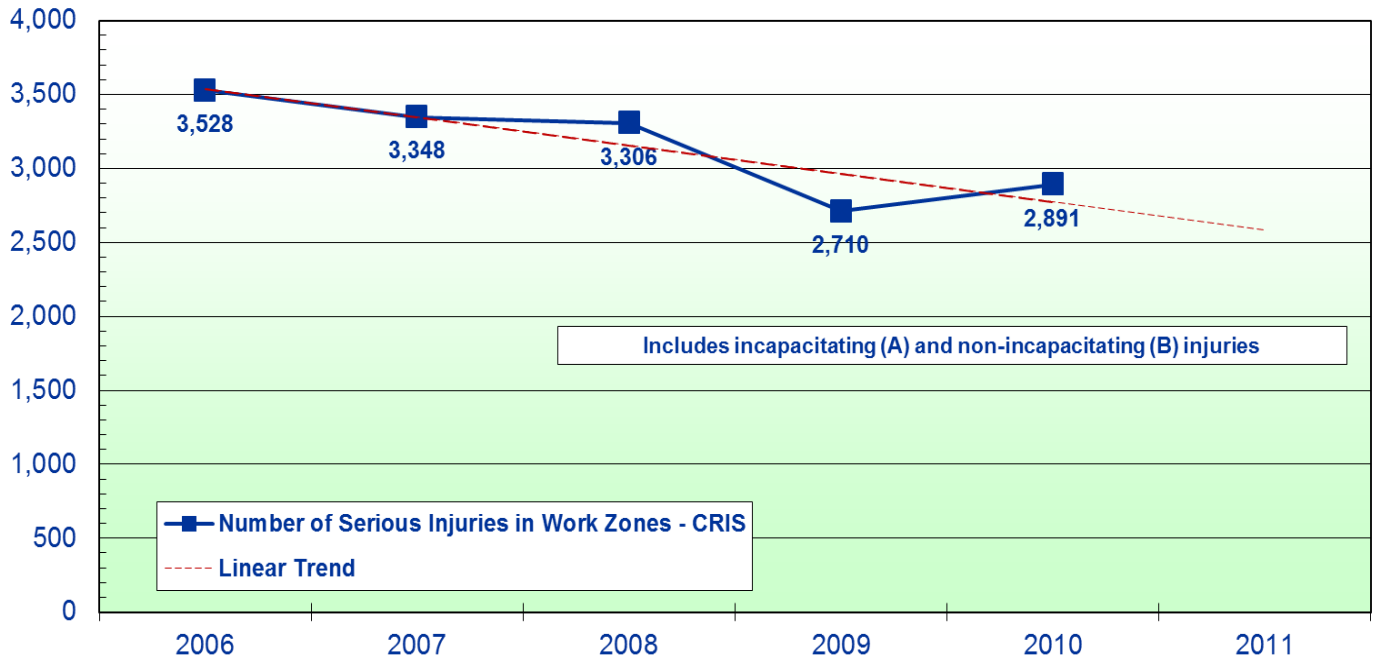
**Figure 17. Performance Measures 28:
Speeding-Related Fatalities**



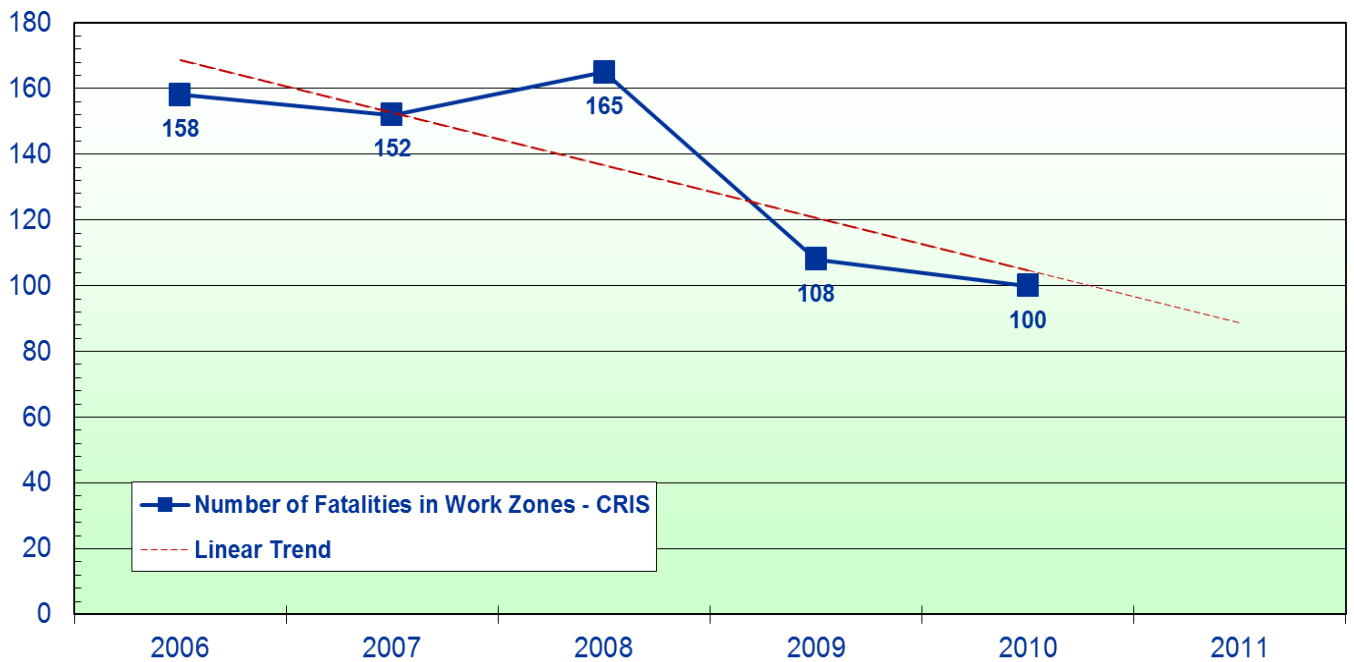
**Figure 18. Performance Measure 33:
Fatal and Serious Injury Crashes at Railroad/Highway Crossings**



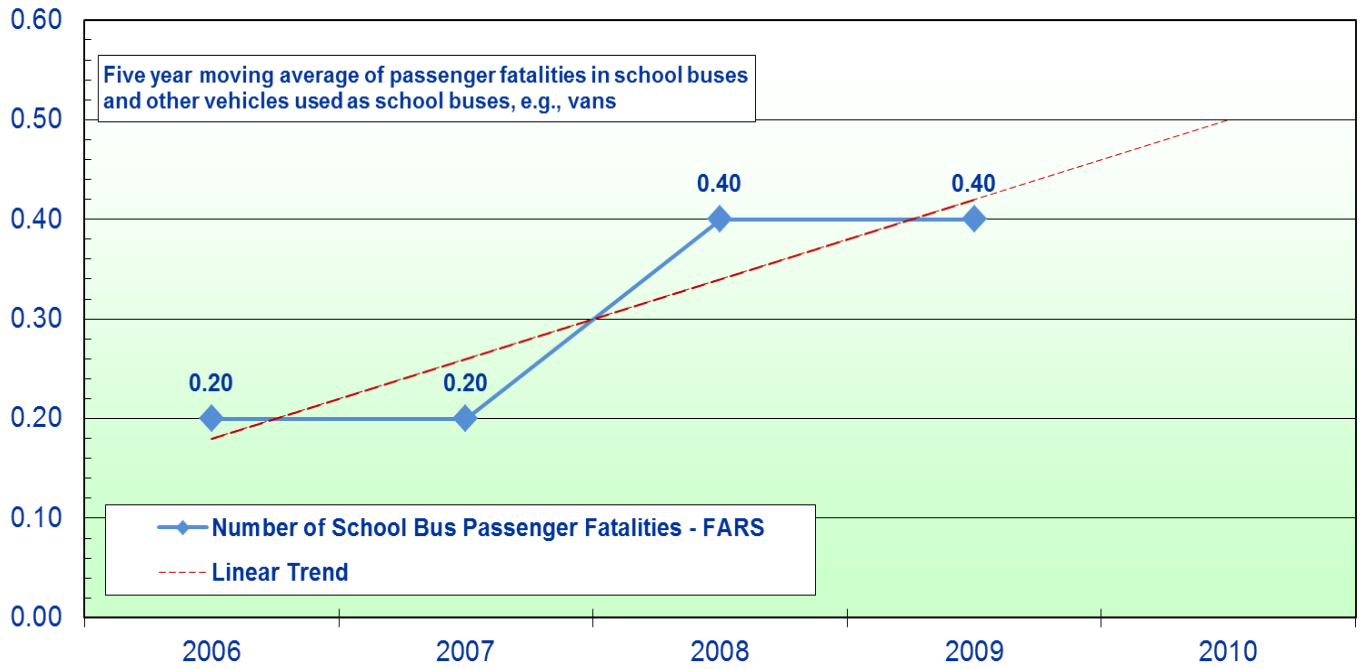
**Figure 19. Performance Measure 34:
Serious Injuries in Work Zones**



**Figure 20. Performance Measure 35:
Fatalities in Work Zones**



**Figure 21. Performance Measure 38:
School Bus Passenger Fatalities**



DATA SOURCES & GLOSSARY FOR PERFORMANCE MEASURES

Performance Measure Data Sources	
<p>All crash and casualty data in this document originate from Texas police crash reports as coded in two record systems: the Fatality Analysis and Reporting System and the Texas Crash Record Information System. Differences in coding, the variables coded and definitions of those variables render direct comparisons among the data in the systems problematic. Although in most cases differences among the data in the systems are negligible and practically insignificant, for several variables, the differences are notable. This is especially true for crashes (and the casualties sustained in those crashes) that involve alcohol and/or other drugs and to a lesser extent for crashes involving specific vehicle types. The definitions offered in the glossary are provided both to assist in clarifying those differences and to improve the precision of statements about the crash and casualty experience in Texas.</p>	
Fatality Analysis and Reporting System (FARS)	All FARS data through 2009 are from final FARS data sets. FARS crash and fatality data for periods after 2009 are not final and, therefore, are subject to change.
Texas Crash Record Information System (CRIS)	CRIS, operated by TxDOT, is the replacement for the legacy system (Texas Accident File).

Performance Measure Glossary	
<i>Term</i>	<i>Definition</i>
<p>Alcohol-Related Crashes (or Casualties) <i>Used for Performance Measures: 8 (FARS new definition, BAC ≥ .08)</i></p>	<p>FARS “New Definition” based on the highest BAC of involved drivers and motorcycle riders (operators) only: Crashes (or fatalities) in which at least one driver or motorcycle operator had a BAC ≥ .08 g/dL. (Also referred to as “Alcohol-impaired driving crashes/casualties).</p> <p>All FARS-based alcohol-related data reported in the HSPP include those crashes in which at least one driver had a <u>known</u> BAC test result and those for which alcohol involvement has been estimated when alcohol test results are unknown, i.e., alcohol involvement based on NHTSA’s multiple imputation procedures.</p>
<p>DUI-Related Crashes (or Casualties) - Alcohol or Other Drugs <i>Used for Performance Measure: 9</i></p>	<p>CRIS: A BAC result >0.00 g/dL or a positive substance test result was indicated for at least one driver, or "had been drinking," "under the influence of alcohol," "under the influence - drug" or "taking medication" was identified as a contributing factor</p>
<p>Intersection and Intersection-Related Crashes <i>Used for Performance Measure: 24</i></p>	<p>CRIS: A crash in which the first harmful event occurred on an approach to or exit from an intersection and resulted from an activity, behavior or control related to the movement of traffic units through the intersection. CRIS Codes: INTRST_RELAT_ID = 1 - Intersection, or 2 - Intersection Related.</p>
<p>Large Truck-Involved Crashes (or Fatalities)</p>	<p>CRIS: All crashes Involving at least one vehicle with a vehicle body type of "Semi-Trailer" or "Truck-Tractor." CRIS Codes: VEH_TYPE_ID</p>

Performance Measure Glossary	
Term	Definition
Used for Performance Measures: 25 & 26	= 6 - Semi-Trailer, or 24 - Truck-Tractor).
Motor Vehicle-Related Bicycle Fatalities <i>Used for Performance Measures: 23</i>	CRIS: A death of a pedalcyclist resulting from a crash involving a motor vehicle. Bicyclist deaths and injuries unrelated to motor vehicle crashes are not included. CRIS Codes: PERSN_TYPE_ID = 7 – Pedalcyclist.
Motor Vehicle-Related Pedestrian Fatalities <i>Used for Performance Measure: 22</i>	FARS: All deaths of pedestrians resulting from a crash involving a motor vehicle.
Motorcyclist Fatalities <i>Used for Performance Measures: 14 & 15</i>	FARS: Data categorized as motorcyclist fatalities include fatalities to operators and passengers of vehicles identified in FARS as a: motorcycle, moped (motorized bicycle), three-wheel motorcycle or moped - not all-terrain vehicle, off-road motorcycle (2-wheel), other motored cycle type (minibikes, motorscooters), or unknown motored cycle type.
Railroad Grade Crossing Crashes <i>Used for Performance Measure: 33</i>	CRIS: Crashes at at-grade railroad/highway crossings, whether or not a train was involved – not limited to collisions with trains. CRIS Codes: CRASH RAILROAD RELATED FLAG ID = Y, or HARM_EVNT = 3 - RR Train, or Physical Feature = 17, or OBJECT STRUCK = 10 - Hit Train Moving Forward) , or 11 - Hit Train Backing), or 12 - Hit Train Standing Still, or 13 - Hit Train-Action Unknown, or 24 - Hit Railroad Signal Pole or Post, or 25 - Hit Railroad Crossing Gates.
School Bus Passenger Fatalities <i>Used for Performance Measure: 38</i>	FARS: All fatalities to passengers of school buses. Included are vehicles identified in FARS as “School Buses” and other vehicles used as School Buses (e.g., vans). Note: Data provided are five year moving averages.

Performance Measure Glossary	
Term	Definition
<p>Severity of crash/Severity of injury</p> <p><i>Used for Performance Measures: All with crash or casualty severity classifications</i></p>	<p>FARS & CRIS: Crashes are coded in accordance with the highest degree of injury suffered in the crash, where:</p> <p>Incapacitating injury (A) - not able to walk, drive, etc.</p> <p>Non-incapacitating injury (B) - bump on head, abrasions, minor lacerations, etc.</p> <p>Possible injury (C) – e.g., limping, complaint of pain</p> <p>Fatal injury (F or K) - a death resulting from a crash that occurs within 30 days of the crash</p> <p>Non-injury (N or Property Damage Only- PDO).</p> <p>“Serious” crashes or injuries are all crashes (casualties) in which the highest level of injury sustained was at least one incapacitating injury (A), plus all crashes in which the highest level of injury sustained was at least one non-incapacitating injury (B).</p>
<p>Speeding-Related Crashes (Casualties)</p> <p><i>Used for Performance Measure: 28</i></p>	<p>FARS: Crashes in which at least one driver was driving too fast for conditions or in excess of the posted maximum limit.</p>
<p>Texas Population</p>	<p>FARS: Population-based crash and casualty rates use Texas population estimates derived from FHWA's Highway Statistics and/or US Census Estimates for the relevant year.</p> <p>CRIS: Texas population data used for calculating population-based crash and casualty rates were obtained from the Texas State Data Center and Office of the State Demographer. Population-based crash and casualty rates through CY 2009 are based on Texas State Data Center population <u>estimates</u>. Population-based rates for 2010 and later use population 2010 U.S. Census count.</p>
<p>Vehicle Miles Traveled (VMT)</p> <p><i>Used for Performance Measures: 1 (FARS & CRIS), 2 & 3 FARS)</i></p>	<p>FARS: All annual VMT-based crash and casualty rates, expressed in 100M VMT (100 million vehicles miles traveled, using FARS crash and casualty data are derived from FHWA's Highway Statistics for the relevant year.</p> <p>CRIS: All annual VMT estimates used in this document are derived from TXDOT's Transportation Planning and Programming Division's (TPP) estimates of daily vehicle miles traveled. These estimates include all vehicle miles on all roadways in Texas. Total VMT includes VMT on state, city and county-maintained roads. All mileage-based crash and casualty rates based on CRIS data use TPP VMT estimates as the denominator.</p>
<p>Work Zone Injuries and Fatalities</p>	<p>CRIS: Fatalities and serious injuries in crashes occurring in a Work Zone whether or not construction related. CRIS codes; CRASH</p>

Performance Measure Glossary	
<i>Term</i>	<i>Definition</i>
<i>Used for Performance Measures: 32 & 33</i>	ROAD CONSTRUCTION ZONE FLAG_ID = Y, or CRASH ROAD CONSTRUCTION ZONE WORKER FLAG_ID = Y, or OTHR_FACTR = 49 - Construction Zone - Not Construction Related), or 50 - Construction Zone - Construction Related, or 51 - Other Maintenance Area - Not Construction Related, or 52 - Other Maintenance Area - Construction Related.

Section Three
PROGRAM AREA REPORTS

Planning and Administration

PA - 01

Goals

- To provide effective and efficient management of the Texas Traffic Safety Program

Objectives

- No current quantifiable performance measures or objectives

Strategies

- Conduct periodic project monitoring and evaluation of traffic safety activities
- Ensure availability of program and project management training
- Maintain coordination of traffic safety efforts and provide technical assistance
- Perform accurate accounting and efficient reimbursement processing
- Provide procedures and training on highway safety planning and project development
- Provide training and assistance for local and statewide traffic safety problem identification
- Provide training and assistance for local and statewide traffic safety problem identification, planning and project development
- Review and update program procedures as needed

Project Descriptions

Task: Evaluation				Planning and Administration PA - 01			
Organization Name		Division TRF-TS		Project Number			
Texas Transportation Institute				2011-TTI-G-1YG-0057			
Title / Desc. Technical Support and Data Analysis for Traffic Safety							
Technical assistance is provided to the Traffic Safety Section for compilation, analysis and presentation of traffic safety-related data, program planning and preparation of NHTSA and other reports.							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
<ul style="list-style-type: none"> Provide responses to special requests for data compilations, analyses and graphics 				5	5	<input checked="" type="checkbox"/>	
<ul style="list-style-type: none"> Provide compilation of annual Texas crash and casualty data to the Traffic Safety Section 				1	1	<input checked="" type="checkbox"/>	
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
402 PA	1	Planned: \$49,635.11			\$5,574.79	\$55,209.90	
	1	Actuals: \$48,587.80			\$5,465.21	\$54,053.01	

Task: Program Management				Planning and Administration PA - 01			
Organization Name		Division TRF-TS		Project Number			
Texas Department of Transportation				TRF-TS eGrants Project Management			
Title / Desc. eGrants Project Management Services							
Provide project management services for the continued enhancement and support of the TxDOT Traffic Safety Electronic Grants Management System (eGrants)							
Participating Organizations				Project #			
Texas Department of Transportation				TRF-TS eGrants Business Analysis			
Agate Software, Inc.				TRF-TS eGrants Development			
Agate Software, Inc.				TRF-TS eGrants Project Management			
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
402 PA	3	Planned: \$342,696.00	\$50,000.00			\$392,696.00	
	3	Actuals: \$287,696.00	\$50,000.00			\$337,696.00	

Task: Program Management				Planning and Administration PA - 01			
Organization Name Texas Department of Transportation			Division TRF-TS	Project Number TRF-TS Traffic Safety Program			
Title / Desc. TRF-TS Traffic Safety Program Operations							
Conduct and manage the Texas Traffic Safety Program in order to identify traffic safety problem areas and implement programs to reduce the number and severity of traffic-related crashes, injuries, and fatalities.							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PA	1	Planned:	\$3,205,399.18			\$3,205,399.18
		1	Actuals:	\$3,205,399.18			\$3,205,399.18

Task: Program Management				Planning and Administration PA - 01				
Organization Name Texas Transportation Institute			Division TRF-TS	Project Number 2011-TTI-G-1YG-0058				
Title / Desc. Planning and Implementation of Statewide Traffic Safety Conferences								
TTI will plan and conduct a third Statewide Traffic Safety Conference. This project provides support for planning and implementing that conference.								
Performance Objectives						<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Coordinate planning for a third statewide traffic safety conference						1	1	<input checked="" type="checkbox"/>
▪ Conduct Statewide Traffic Safety Conference						1	1	<input checked="" type="checkbox"/>
Financial Information:								
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
402	PA	1	Planned: \$43,332.89			\$4,852.32	\$48,185.21	
		1	Actuals: \$42,408.30			\$167.17	\$42,575.47	

**FY 2011 Traffic Safety Funds
Program Area Expenditure Summary**

Planning and Administration

PA - 01

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>	<i>Planned:</i>	1	\$55,209.90	\$49,635.11								\$5,574.79
	<i>Actual:</i>	1	\$54,053.01	\$48,587.80								\$5,465.21
<i>Program Management</i>	<i>Planned:</i>	5	\$3,591,280.39	\$331,028.89					\$3,255,399.18			\$4,852.32
	<i>Actual:</i>	5	\$3,565,670.65	\$310,104.30					\$3,255,399.18			\$167.17
<i>Public Information Campaigns</i>												
<i>Training</i>												
TOTALS:	<i>Planned:</i>	6	\$3,646,490.29	\$380,664.00					\$3,255,399.18			\$10,427.11
	<i>Actual:</i>	6	\$3,619,723.66	\$358,692.10					\$3,255,399.18			\$5,632.38

Alcohol and Other Drug Counter Measures

AL - 02

Goals

- To reduce the number of alcohol impaired and driving under the influence of alcohol and other drug-related crashes, injuries, and fatalities
- To reduce the number of DUI-related crashes where the driver is under age 21

Objectives

- The number of DUI-related (alcohol or other drugs) KAB crashes to not exceed 8,400 (CRIS)
- Reduce the number of Fatalities involving a driver or motorcycle operator with a BAC of .08+ or above from 1,269 (2008 FARS) to 1,250 (FARS)
- Reduce the number of 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds from 55.48 percent (2008 CRIS) to 55.45 percent (CRIS)
- Track the number of Impaired-driving arrests made during grant-funded enforcement activities

Strategies

- *Develop a DWI and minor in possession tracking system*
- *Develop innovative ways and programs to combat underage drinking and driving*
- *Expand "EI Protector" and keep concentration on alcohol*
- *Improve adjudication of DWI cases through improved training for judges, administrative license revocation judges, and prosecutors, and improved support materials for judges and prosecutors*
- *Improve and increase training for law enforcement officers*
- *Improve anti-DWI public information and education campaigns*
- *Improve BAC testing and reporting to the State's crash records information system*
- *Improve DWI processing procedures*
- *Improve education programs on alcohol and driving for youth*
- *Increase enforcement of driving under the influence by minors laws*
- *Increase enforcement of DWI laws*
- *Increase intervention efforts*
- *Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving*
- *Increase the number of law enforcement task forces and coordinated enforcement campaigns*
- *Increase training for anti-DWI advocates*

Project Descriptions

Task: Enforcement **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Brazos County Attorney's Office** District BRY Project Number **2011-BrazosCA-G-MYG-Yr3-0228**
 Title / Desc. **Brazos County Comprehensive Underage Drinking Program**
 Regional Underage Drinking Task Force

Performance Objectives	Target	Actual	Met?
Educate Community organizations on the consequences of social hosting	4	4	<input checked="" type="checkbox"/>
Develop Inter-agency task force with a minimum of nine (9) law enforcement agencies	1	1	<input checked="" type="checkbox"/>
Conduct Minor sting activities targeting those who provide alcohol to minors	60	84	<input checked="" type="checkbox"/>
Conduct Criminal investigations of licensed establishments that sell or serve alcohol to minors	38	138	<input checked="" type="checkbox"/>
Conduct Administrative investigations of establishments that sell or serve alcohol to a minor	34	136	<input checked="" type="checkbox"/>
Conduct (6) six criminal cases of Driving Under the Influence by Minor	6	6	<input checked="" type="checkbox"/>
Conduct P,I,& E activities	2	7	<input checked="" type="checkbox"/>
Complete Investigations and cases on minors who possess alcohol	160	488	<input checked="" type="checkbox"/>
Complete Investigations and criminal cases on persons who make alcohol available to a minor	30	63	<input checked="" type="checkbox"/>
Complete Investigations and criminal cases on persons who possess fictitious or altered identification	12	31	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$61,600.82			\$53,864.20	\$115,465.02
		1	Actuals: \$43,612.29			\$57,074.94	\$100,687.23

Task: Enforcement **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Collin County - District Attorney's Office** District DAL Project Number **2011-CollinDA-G-MYG-Yr2-0182**
 Title / Desc. **DWI No-Refusal Mandatory Blood Draw Program**

To provide funding for nurses to assist county law-enforcement in DWI enforcement by providing the ability to perform blood draws upon a blood/breath test refusal by a DWI suspect.

Performance Objectives	Target	Actual	Met?
Increase the conviction rate of individuals suspected of DWI that refuse voluntary breath or blood tests	90 %	841 %	<input checked="" type="checkbox"/>
Decrease the number of alcohol related crashes in Collin County	534	403	<input checked="" type="checkbox"/>
Decrease the number of jury trials held in Collin County for the offense of DWI	110	103	<input checked="" type="checkbox"/>
Decrease the number of DWI jury trials in which police officers are required to testify in court	70 %	103 %	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	Planned: \$75,046.50			\$15,416.68	\$90,463.18
		1	Actuals: \$45,704.56			\$9,388.93	\$55,093.49

Task: Enforcement		Alcohol and Other Drug Counter Measures AL - 02				
Organization Name		District HOU			Project Number	
Harris County District Attorney		2011-HarrisDA-G-3YG-0026				
Title / Desc. Search Warrants Stop Impaired Drivers: Harris County District Attorney's Office's No Refusal Program						
To greatly expand and improve No Refusal by operating the program an additional 41 weekends. No Refusal would then operate every weekend of the year.						
Performance Objectives						
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪	Provide Blood Search Warrants to arresting DWI officers			500	1,357	<input checked="" type="checkbox"/>
▪	Distribute Press Releases about No Refusal Weekends			12	7	<input type="checkbox"/>
▪	Coordinate Weekends of No Refusal			41	42	<input checked="" type="checkbox"/>
▪	Collect Data sets obtained pursuant to blood search warrants			12	12	<input checked="" type="checkbox"/>
Financial Information:						
<i>Fund</i>	<i>Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Project Total</i>
410	K8FR	1	<i>Planned:</i> \$229,415.78			\$254,906.43
		1	<i>Actuals:</i> \$210,799.96		\$3,467.55	\$214,267.51

Task: Enforcement		Alcohol and Other Drug Counter Measures AL - 02				
Organization Name		District HOU			Project Number	
Montgomery County District Attorney's Office		2011-MCDAO-G-1YG-0009				
Title / Desc. Search Warrants Stop Drunk Drivers						
To provide prosecutors, nurses, and equipment in a central location to draft blood search warrants and obtain blood samples from all DWI suspects arrested by police agencies in the area.						
Performance Objectives						
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪	Provide reporting activities to TXDOT to evaluate the effectiveness of No Refusal Nights			12	37	<input checked="" type="checkbox"/>
▪	Implement No Refusal nights from the current 15, an increase of 41 additional no refusal nights.			56	100	<input checked="" type="checkbox"/>
▪	Implement training programs for hospitals and first responders on DWI and privacy laws			20	34	<input checked="" type="checkbox"/>
▪	Evaluate No Refusal nights for effectiveness in targeting legally intoxicated drivers			56	110	<input checked="" type="checkbox"/>
▪	Conduct publicity campaigns to educate the public, the media, and police groups			12	104	<input checked="" type="checkbox"/>
▪	Conduct No Refusal DWI training programs for Local Schools and Public Organizations			10	24	<input checked="" type="checkbox"/>
Financial Information:						
<i>Fund</i>	<i>Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Project Total</i>
410	K8FR	1	<i>Planned:</i> \$98,350.00			\$149,125.11
		1	<i>Actuals:</i> \$98,350.00		\$58,198.70	\$156,548.70

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 02
--------------------------	--

<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> TRF-TS IDM Incentives
---	------------------------	---

Title / Desc. **Labor Day Impaired Driving Mobilization Incentive Project**

Coordinate and conduct an IDM Incentive Project during the Labor Day Crackdown. The Incentive Project will recruit law enforcement agencies to volunteer their enforcement and earned media efforts during the mobilization. TxDOT is planning on distributing fifteen (15) \$4,000 awards through a random drawing process to law enforcement agencies that meet eligibility requirements. Winning agencies will be eligible for reimbursement up to \$4000 for traffic safety related equipment and/or training

<i>Participating Organizations</i>	<i>Project #</i>
City of Angleton - Police Department	2011-Angleton-INC-IDM-00004
City of Boerne - Police Department	2011-BoernePD-INC-IDM-00014
City of Cameron - Police Department	2011-CameronPD-INC-IDM-00011
City of Colleyville - Police Department	2011-colley-INC-IDM-00005
El Paso County Sheriff's Office	2011-EIPasoCO-INC-IDM-00006
City of Hitchcock - Police Department	2011-HitchcockPD-INC-IDM-00008
City of Kemah - Police Department	2011-KemahPD-INC-IDM-00003
City of Lampasas - Police Department	2011-LampasasPD-INC-IDM-00001
City of Morgan's Point - Police Department	2011-MorgansPtPD-INC-IDM-00012
Plainview Police Department	2011-PlainviewPD-INC-IDM-00009
City of Rising Star - Police Department	2011-RisingStarPD-INC-IDM-00013
City of Sunset Valley - Police Department	2011-SUNSETPD-INC-IDM-00010
The University of Texas of the Permian Basin	2011-UTPermian-INC-IDM-00007
Victoria County Sheriff's Office	2011-VictoriaCoSO-INC-IDM-00002

Financial Information:

<i>Fund</i>	<i>Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402	AL	15	<i>Planned:</i> \$60,000.00				\$60,000.00
		14	<i>Actuals:</i> \$51,866.92			\$4,512.29	\$56,379.21

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 02
--------------------------	--

<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> TRF-TS IDM STEP
---	------------------------	---

Title / Desc. **STEP - Impaired Driving Mobilization**

Coordinate and conduct quarterly mobilizations consisting of increased DWI enforcement and earned media activities.

Performance Measures

Other arrests	2,744
CMV Speed citations	1
Community events (e.g., health fairs, booths)	59
DUI Minor arrests/citations	87
DWI arrests	4,261
HMV citations	401
Child Safety Seat citations	320
Media exposures (e.g., news conferences, news releases, and interviews)	1,175
STEP Enforcement Hours	48,719
Other citations	11,174
Presentations conducted	138
Public information and education materials distributed	19,784
Public information and education materials produced	930
Safety Belt citations	747
Speed citations	7,079
ITC citations	620

Participating Organizations

Project #

City of Amarillo Police Department	2011-AmarilloPD-S-IDM-00021
City of Austin - Police Department	2011-AustinPD-S-IDM-00003
City of Beaumont Police Department	2011-Beaumont-S-IDM-00013
City of Brownsville - Police Department	2011-BrownsPD-S-IDM-00012
Cameron County Sheriff's Office	2011-CameronCo-S-IDM-00032
Collin County Sheriff's Office	2011-CollinSO-S-IDM-00024
City of Corpus Christi Police Department	2011-CorpusPD-S-IDM-00008
City of Dallas - Police Department	2011-Dallas-S-IDM-00006
City of Deer Park Police Department	2011-DeerPark-S-IDM-00014
City of Donna Police Department	2011-DonnaPD-S-IDM-00026
Ellis County Sheriff's Office	2011-EllisCOSO-S-IDM-00036
El Paso County Sheriff's Office	2011-EIPasoCO-S-IDM-00037
City of El Paso - Police Department	2011-EIPasoPD-S-IDM-00034
City of Garland	2011-GarlandPD-S-IDM-00011
City of Grand Prairie - Police Department	2011-GrandPra-S-IDM-00004
Harrison County	2011-Harrison-S-IDM-00010
City of Houston - Police Department	2011-HoustonPD-S-IDM-00029
Hunt County Sheriff's Office	2011-Hunt-S-IDM-00028
City of Irving	2011-Irving-S-IDM-00001
Jefferson County Sherriff's Office	2011-JeffersonCoSO-S-IDM-00015
City of Killeen - Police Department	2011-KilleenPD-S-IDM-00007
City of Lewisville	2011-LewisvPD-S-IDM-00020
City of McAllen Police Department	2011-McAllenPD-S-IDM-00019
City of McKinney	2011-McKinney-S-IDM-00025
City of Mesquite	2011-Mesquite-S-IDM-00023
Montgomery County Sherrifs Office	2011-MontgoSO-S-IDM-00017
City of Pasadena - Police Department	2011-PasadePD-S-IDM-00022

City of Pharr - Police Department	2011-PharrPD-S-IDM-00005
City of Plano	2011-PlanoPD-S-IDM-00016
City of San Antonio - Police Department	2011-SanAntPD-S-IDM-00047
Texas Department of Public Safety	2011-TDPS-S-IDM-00002
Tom Green County	2011-Tomgreen-S-IDM-00031
City of Victoria - Police Department	2011-VictoriaPD-S-IDM-00009
Wharton County Sheriff Office	2011-WhartonCOSO-S-IDM-00033
Wichita County Sheriff's Office	2011-WichitaSO-S-IDM-00030

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8HV	70	<i>Planned:</i> \$3,500,000.40			\$5,225,000.00	\$8,725,000.00
		34	<i>Actuals:</i> \$1,910,179.14	\$394,762.01		\$2,027,448.52	\$4,332,389.67

Task: Evaluation **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Sherry Matthews Advocacy Marketing** Division TRF-TS Project Number **2011-SMAM-G-1YG-0117**

Title / Desc. 2010 NHTSA Impaired Driving Assessment

Assessment conducted to review and evaluate impaired driving programs and processes with the goal of providing feedback and recommendations for improvement.

Performance Objectives	Target	Actual	Met?
▪ Implement Impaired Driving Assessment	1	2	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	<i>Planned:</i> \$35,000.00			\$3,890.00	\$38,890.00
		1	<i>Actuals:</i> \$32,619.11			\$5,058.52	\$37,677.63

Task: Evaluation **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Texas Transportation Institute** Division TRF-TS Project Number **2011-TTI-G-MYG-Yr2-0043**

Title / Desc. Rural and Urban Issues Related to the Breath Alcohol Ignition Interlock Device

This project will assess the differences of rural county and urban county monitoring and sanctions of DWI offenders that have an ignition interlock device on their vehicle and violate its terms.

Performance Objectives	Target	Actual	Met?
▪ Provide written report of the project findings	1	1	<input checked="" type="checkbox"/>
▪ Identify counties to be involved in the project	4	4	<input checked="" type="checkbox"/>
▪ Conduct meetings with entities whose members have responsibility for monitoring DWI offenders	5	5	<input checked="" type="checkbox"/>
▪ Conduct meetings with rural and urban county representatives regarding monitoring and technical violations	4	8	<input checked="" type="checkbox"/>
▪ Collect records of DWI offenders ordered to install ignition interlock devices	200	200	<input checked="" type="checkbox"/>
▪ Analyze offender records to determine compliance	200	200	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	<i>Planned:</i> \$103,826.22			\$11,588.44	\$115,414.66
		1	<i>Actuals:</i> \$103,676.93			\$11,576.10	\$115,253.03

Task: Program Management			Alcohol and Other Drug Counter Measures AL - 02					
Organization Name			District BRY		Project Number			
Texas Transportation Institute			2011-TTI-G-MYG-Yr2-0185					
Title / Desc. Brazos Valley Impaired Driving Working Group								
This project will conduct an assessment of impaired driving issues in the Brazos Valley with special emphasis on underage and develop/deploy the resulting strategic plan to reduce impaired driving.								
Performance Objectives								
					<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪	Revise strategic planning tool to reflect the progress of the working group & plan activities				1	2	<input checked="" type="checkbox"/>	
▪	Provide technical assistance and support to the working group				10	7	<input type="checkbox"/>	
▪	Maintain the Brazos Valley Impaired Driving Working Group				1	4	<input checked="" type="checkbox"/>	
▪	Create & distribute educational materials for distribution within the county related to the working group				3	7	<input checked="" type="checkbox"/>	
▪	Coordinate meetings and activities for the Brazos Valley Impaired Driving Working Group				5	6	<input checked="" type="checkbox"/>	
Financial Information:								
<u>Fund</u>	<u>Source</u>	<u># Projects</u>		<u>Federal Funding</u>	<u>State Funding</u>	<u>Program Income</u>	<u>Local Match</u>	<u>Project Total</u>
410	K8	1	<i>Planned:</i>	\$52,975.48			\$5,914.50	\$58,889.98
		1	<i>Actuals:</i>	\$52,491.31			\$12,333.49	\$64,824.80

Task: Program Management			Alcohol and Other Drug Counter Measures AL - 02					
Organization Name			Division TRF-TS		Project Number			
Texas Transportation Institute			2011-TTI-G-MYG-Yr3-0224					
Title / Desc. Technical Assistance & Working Group Facilitation for the Alcohol and Other Countermeasures Program								
Increase enforcement of DWI laws								
Performance Objectives								
					<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪	Revise Texas SFST Update curriculum to reflect any changes adopted by NHTSA				1	1	<input checked="" type="checkbox"/>	
▪	Revise internal NHTSA State Alcohol Self-Assessment document and submit it				1	1	<input checked="" type="checkbox"/>	
▪	Provide tech. asst. activities to the Alcohol & Other Drug Countermeasures/Youth Alcohol Program initiatives				10	13	<input checked="" type="checkbox"/>	
▪	Conduct impaired driving working group subcommittee meetings				2	2	<input checked="" type="checkbox"/>	
▪	Conduct Alcohol Program Partner's Meeting and one impaired driving working group meeting				1	2	<input checked="" type="checkbox"/>	
▪	Assist multi-disciplinary, statewide impaired driving working group				1	1	<input checked="" type="checkbox"/>	
Financial Information:								
<u>Fund</u>	<u>Source</u>	<u># Projects</u>		<u>Federal Funding</u>	<u>State Funding</u>	<u>Program Income</u>	<u>Local Match</u>	<u>Project Total</u>
410	K8	1	<i>Planned:</i>	\$40,873.51			\$4,586.18	\$45,459.69
		1	<i>Actuals:</i>	\$39,923.60			\$4,483.12	\$44,406.72

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Hillcrest Baptist Medical Center-Hillcrest** District WAC **2011-Hillcres-G-1YG-0030** Project Number

Title / Desc. TeenSafe

TeenSafe is a prevention outreach program whose mission is to promote education, responsibility & empowerment concerning traffic safety for preteens, teens, parents, schools & the community.

Performance Objectives	Target	Actual	Met?
▪ Conduct Youth programs/presentations on dangers of drinking and driving and traffic safety	50	158	<input checked="" type="checkbox"/>
▪ Attend TxDOT Alcohol Partners meeting	1	1	<input checked="" type="checkbox"/>
▪ Attend Community health fairs and events throughout the grant service area	15	36	<input checked="" type="checkbox"/>
▪ Conduct Prom Safety Essay and PSA Contests throughout the service area	0	0	<input checked="" type="checkbox"/>
▪ Conduct Summer Safety Campaign addressing alcohol awareness and traffic safety in the grant service area	1	1	<input checked="" type="checkbox"/>
▪ Conduct Parent/caregiver education presentations on the dangers and consequences of drinking and driving	6	9	<input checked="" type="checkbox"/>
▪ Assist Events within 3 or more contiguous counties of the grant service area	6	10	<input checked="" type="checkbox"/>
▪ Conduct Experiential education programs/presentations addressing alcohol and traffic safety	20	25	<input checked="" type="checkbox"/>
▪ Maintain Youth traffic safety educational display areas within the grant service area.	35	35	<input checked="" type="checkbox"/>
▪ Conduct Programs and presentations using technical simulations	64	87	<input checked="" type="checkbox"/>
▪ Distribute TeenSafe Times Newsletters throughout the grant service area	4	4	<input checked="" type="checkbox"/>
▪ Distribute Traffic safety educational packets in the grant service area and contiguous counties	10,000	12,567	<input checked="" type="checkbox"/>
▪ Maintain Coalition on youth substance abuse, drinking and driving and traffic safety	1	1	<input checked="" type="checkbox"/>
▪ Maintain Database relating to pre-teens and teens in the grant service area	1	2	<input checked="" type="checkbox"/>
▪ Maintain TeenSafe Facebook page/application	1	0	<input type="checkbox"/>
▪ Conduct Traffic safety programs/presentations targeting ages 5 - 19.	6	12	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 AL	1	Planned: \$159,600.34			\$143,845.42	\$303,445.76
	1	Actuals: \$158,339.85			\$151,649.57	\$309,989.42

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Mothers Against Drunk Driving** District HOU Project Number **2011-MADD-G-1YG-0020**

Title / Desc. **TAKE THE WHEEL in Harris and Montgomery Counties.**

Increase awareness and reduce alcohol related traffic fatalities in Harris and Montgomery Counties in collaboration with law enforcement, the criminal justice system and the citizens.

Performance Objectives	Target	Actual	Met?
▪ Train Volunteers to serve as court monitors	20	40	<input checked="" type="checkbox"/>
▪ Implement Monitoring of DUI cases in the courts by court monitoring volunteers and staff	1,440	2,000	<input checked="" type="checkbox"/>
▪ Identify Potential volunteers for training as court monitors	30	50	<input checked="" type="checkbox"/>
▪ Coordinate Judiciary and Service Agencies to meet and discuss drunk driving cases	2	2	<input checked="" type="checkbox"/>
▪ Conduct Roll Call Briefings with law enforcement agencies	60	60	<input checked="" type="checkbox"/>
▪ Conduct Speakers Bureau Training	4	9	<input checked="" type="checkbox"/>
▪ Conduct Media events to increase awareness of the problems associated with drunk driving	2	2	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Recognition and Awards Event	1	1	<input checked="" type="checkbox"/>
▪ Attend Coalition and TASK FORCE meetings in Harris and Montgomery Counties	14	14	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8FR	1	Planned: \$274,076.10			\$175,649.00	\$449,725.10
	1	Actuals: \$201,115.80			\$483,740.54	\$684,856.34

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Mothers Against Drunk Driving** Division TRF-TS Project Number **2011-MADD-G-1YG-0129**

Title / Desc. **TAKE THE WHEEL in Dallas, Travis, Cameron and Hidalgo Counties.**

Increase awareness and reduce alcohol related traffic fatalities in Dallas, Travis, Cameron and Hidalgo Counties in collaboration with law enforcement, the criminal justice system and the citizens.

Performance Objectives	Target	Actual	Met?
▪ Train Volunteers to serve as court monitors	30	58	<input checked="" type="checkbox"/>
▪ Implement monitoring of DWI/DUI cases in the courts by court monitoring volunteers and staff	2,160	2,708	<input checked="" type="checkbox"/>
▪ Coordinate Judiciary and Service Agencies meetings in Dallas, Travis, Hidalgo and Cameron Counties	6	6	<input checked="" type="checkbox"/>
▪ Conduct Roll Call Briefings with law enforcement agencies	120	129	<input checked="" type="checkbox"/>
▪ Conduct Speakers Bureau Training for Volunteers	12	13	<input checked="" type="checkbox"/>
▪ Conduct media events to engage and support existing community events	6	7	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Recognition and Awards Events in Dallas, Travis, Hidalgo and Cameron Counties	3	3	<input checked="" type="checkbox"/>
▪ Attend coalition meeting to discuss drunk driving issues	12	28	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8FR	1	Planned: \$799,150.00			\$210,000.00	\$1,009,150.00
	1	Actuals: \$618,583.60			\$1,398,825.00	\$2,017,408.60

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Sherry Matthews Advocacy Marketing** Division TRF-TS Project Number **2011-SMAM-G-1YG-0171**

Title / Desc. **Drink. Drive. Go to Jail. Labor Day Public Information & Education Campaign**

Paid media campaign to support the annual national impaired driving mobilization effort

Performance Objectives	Target	Actual	Met?
Produce Public information and education TSS materials	267,500	260,000	<input type="checkbox"/>
Produce Out-of-home and outreach advertising components	8	8	<input checked="" type="checkbox"/>
Produce TV PSAs in English and Spanish for rural markets	4	4	<input checked="" type="checkbox"/>
Produce Radio PSAs in English and Spanish for rural markets	2	2	<input checked="" type="checkbox"/>
Produce Interactive campaign	1	1	<input checked="" type="checkbox"/>
Distribute Set of PR materials to announce campaign and outreach efforts	1	1	<input checked="" type="checkbox"/>
Distribute B-roll footage for public relations campaign effort	1	1	<input checked="" type="checkbox"/>
Conduct Media events in support of the campaign	9	9	<input checked="" type="checkbox"/>
Conduct Series of surveys on the cost of a DWI conviction	1	0	<input type="checkbox"/>
Conduct Paid media campaign	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8HV	1	Planned: \$1,650,000.00			\$3,300,000.00	\$4,950,000.00
	1	Actuals: \$1,489,257.17			\$3,917,799.00	\$5,407,056.17

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Sherry Matthews Advocacy Marketing** Division TRF-TS Project Number **2011-SMAM-G-3YG-0025**

Title / Desc. **On the Road in Texas, Street Smarts, Outdoor and Online Earned Media Program**

TxDOT's radio, TV, outdoor and online media programs provide year 'round statewide traffic safety messages and also generate earned media to meet federal match requirements.

Performance Objectives	Target	Actual	Met?
Produce Street Smarts 60-second TV news features	25	24	<input type="checkbox"/>
Produce English On the Road in Texas radio news features	5	5	<input checked="" type="checkbox"/>
Produce Reports documenting earned media program	4	4	<input checked="" type="checkbox"/>
Increase Number of stations airing On the Road in Texas & Street Smarts radio features	275	256	<input type="checkbox"/>
Increase Number of stations airing Street Smarts TV news features	30	22	<input type="checkbox"/>
Distribute Monthly sets of On the Road in Texas radio features	12	12	<input checked="" type="checkbox"/>
Distribute Sets of Street Smarts TV features	6	8	<input checked="" type="checkbox"/>
Distribute sets of Street Smarts radio features	5	2	<input type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 AL	1	Planned: \$425,835.40			\$443,216.44	\$869,051.84
	1	Actuals: \$425,802.59			\$1,054,350.00	\$1,480,152.59

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Sherry Matthews Advocacy Marketing** Division TRF-TS Project Number **2011-SMAM-G-3YG-0029**

Title / Desc. **DWI-Prevention Public Information & Education Campaign**

This 4-part year 'round DWI-prevention public education campaign encourages those who drink alcohol to designate a sober driver, call a cab or find a sober ride home.

Performance Objectives	Target	Actual	Met?
▪ Produce Display boards/banners for district traffic safety specialists	50	0	<input type="checkbox"/>
▪ Produce Mini-campaign banners	12	12	<input checked="" type="checkbox"/>
▪ Produce Don't Drink and Drive out-of-home advertising components	2	2	<input checked="" type="checkbox"/>
▪ Produce Series of multi-media components for FacesofDrunkDriving.com	1	1	<input checked="" type="checkbox"/>
▪ Produce Interactive campaign resource kit	1	2	<input checked="" type="checkbox"/>
▪ Distribute Winter holiday employer outreach mailings	6,000	7,668	<input checked="" type="checkbox"/>
▪ Distribute Sets of materials to announce Holiday/Super Bowl campaigns	2	2	<input checked="" type="checkbox"/>
▪ Conduct Paid media campaigns (Halloween 2010, Super Bowl and Fall 2011)	3	3	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8PM	1	Planned: \$1,512,859.00			\$1,577,762.00	\$3,090,621.00
	1	Actuals: \$1,404,903.37			\$9,040,561.00	\$10,445,464.37

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Sherry Matthews Advocacy Marketing** Division TRF-TS Project Number **2011-SMAM-G-3YG-0030**

Title / Desc. **Who's Driving Tonight?. Integrated DWI-Prevention Public Education Campaign**

This public education campaign uses paid media and outreach events to target young adults and college students to promote the importance of finding a sober ride home if they've been drinking.

Performance Objectives	Target	Actual	Met?
▪ Produce Peer-to-peer educational kits	1,500	1,500	<input checked="" type="checkbox"/>
▪ Produce Event-in-a-box kits	25	20	<input type="checkbox"/>
▪ Implement Digital social media strategy	1	1	<input checked="" type="checkbox"/>
▪ Conduct Spring outdoor paid media campaign	1	1	<input checked="" type="checkbox"/>
▪ Conduct Fall paid media campaign/outreach program	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8PM	1	Planned: \$400,000.00			\$179,710.00	\$579,710.00
	1	Actuals: \$345,215.47			\$703,914.00	\$1,049,129.47

Task: Public Information Campaigns	Alcohol and Other Drug Counter Measures AL - 02
---	--

Organization Name Texas Alcoholic Beverage Commission	Division TRF-TS	Project Number 2011-TABC-G-1YG-0059
---	-----------------	---

Title / Desc. Spring Prevention II

The purpose of the project is to reduce underage DUI crashes & alcohol related offenses through increased prevention & enforcement efforts by educational institutes & law enforcement agencies.

<i>Performance Objectives</i>	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Train law enforcement officers on Party Dispersal and Source Investigations	120	167	<input checked="" type="checkbox"/>
▪ Provide \$500 mini grants to Texas High Schools for a Drinking & Driving Prevention Program	35	35	<input checked="" type="checkbox"/>
▪ Educate Texas high school students on Zero Tolerance Laws	10,000	17,622	<input checked="" type="checkbox"/>
▪ Educate community members and parents on Zero Tolerance Laws	2,500	4,040	<input checked="" type="checkbox"/>

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
410 K8	1	<i>Planned:</i> \$64,773.51			\$32,982.97	\$97,756.48
	1	<i>Actuals:</i> \$61,851.71			\$68,158.41	\$130,010.12

Task: Public Information Campaigns	Alcohol and Other Drug Counter Measures AL - 02
---	--

<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> Project Celebration
---	------------------------	---

Title / Desc. **Project Celebration**

Project Celebration Mini-Grants are state funded grants to approximately 575 high schools to assist in sponsoring alcohol free events around prom and graduation time.

<i>Participating Organizations</i>	<i>Project #</i>
TxDOT-Abilene	2011-PC-Tx-ABL-00001
TxDOT-Amarillo	2011-PC-Tx-AMA-00002
TxDOT-Atlanta	2011-PC-Tx-ATL-00003
TxDOT-Austin	2011-PC-Tx-AUS-00004
TxDOT-Beaumont	2011-PC-Tx-BMT-00005
TxDOT-Bryan	2011-PC-Tx-BRY-00007
TxDOT-Brownwood	2011-PC-Tx-BWD-00006
TxDOT-Childress	2011-PC-Tx-CHS-00008
TxDOT-CorpusChristi	2011-PC-Tx-CRP-00009
TxDOT-Dallas	2011-PC-Tx-DAL-00010
TxDOT-El Paso	2011-PC-Tx-ELP-00011
TxDOT-Ft. Worth	2011-PC-Tx-FTW-00012
TxDOT-Houston	2011-PC-Tx-HOU-00013
TxDOT-Lubbock	2011-PC-Tx-LBB-00015
TxDOT-Lufkin	2011-PC-Tx-LKF-00016
TxDOT-Laredo	2011-PC-Tx-LRD-00014
TxDOT-Odessa	2011-PC-Tx-ODA-00017
TxDOT-Paris	2011-PC-Tx-PAR-00018
TxDOT-Pharr	2011-PC-Tx-PHR-00019
TxDOT-San Antonio	2011-PC-Tx-SAT-00021
TxDOT-San Angelo	2011-PC-Tx-SJT-00020
TxDOT-Tyler	2011-PC-Tx-TYL-00022
TxDOT-Waco	2011-PC-Tx-WAC-00023
TxDOT-Wichita Falls	2011-PC-Tx-WFS-00024
TxDOT-Yoakum	2011-PC-Tx-YKM-00025

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
410 K8	1	<i>Planned:</i>	\$200,000.00			\$200,000.00
	25	<i>Actuals:</i>	\$173,755.50			\$173,755.50

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Texas Municipal Courts Education Center** Division TRF-TS Project Number **2011-TMCEC-G-MYG-Yr3-0309**

Title / Desc. **Municipal Traffic Safety Initiative**

To provide judicial education on traffic safety to municipal judges and court support personnel at the state, regional, and local levels.

Performance Objectives	Target	Actual	Met?
▪ Update judges through an awareness (PI&E) campaign on traffic safety	1,250	1,323	<input checked="" type="checkbox"/>
▪ Train municipal judges in ts courses at TMCEC regional conferences, local programs and webinars	1,000	1,627	<input checked="" type="checkbox"/>
▪ Train municipal court clerks in ts courses at TMCEC regional conferences and webinars	500	1,594	<input checked="" type="checkbox"/>
▪ Train municipal bailiffs, warrant officers & marshals in ts courses at TMCEC reg. confs, local prog. & web	150	188	<input checked="" type="checkbox"/>
▪ Train municipal prosecutors in ts courses at TMCEC regional conferences, local programs, and webinars	100	178	<input checked="" type="checkbox"/>
▪ Train municipal court clerks at locally sponsored programs and through webinars	100	439	<input checked="" type="checkbox"/>
▪ Provide nationally developed traffic safety curriculum to municipal judges	1	1	<input checked="" type="checkbox"/>
▪ Produce newsletter pages on traffic safety for municipal judges & court support personnel	20	53	<input checked="" type="checkbox"/>
▪ Produce information pages and links for the TMCEC web site on traffic safety issues	10	16	<input checked="" type="checkbox"/>
▪ Identify courts as award recipients for the Municipal Traffic Safety Initiative Awards	9	9	<input checked="" type="checkbox"/>
▪ Coordinate traffic safety exhibits at city and court-related seminars	24	48	<input checked="" type="checkbox"/>
▪ Conduct statewide traffic safety conference for judges, court support personnel & city officials	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned: \$164,260.00		\$5,850.00	\$160,359.17	\$330,469.17
		1	Actuals: \$164,251.60			\$523,927.93	\$688,179.53

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Texas Transportation Institute** Division TRF-TS Project Number **2011-TTI-G-1YG-0046**

Title / Desc. **DWI Arrest and Disposition Reporting: Training Video and Best Practices Newsletter**

To improve and raise the importance of awareness of DWI arrest and disposition reporting by law enforcement, prosecuting agencies, and court clerks for inclusion into the DPS criminal history database

Performance Objectives	Target	Actual	Met?
▪ Produce master DWI Arrest and Disposition Reporting training video	1	1	<input checked="" type="checkbox"/>
▪ Produce master copy of the educational newsletter	1	1	<input checked="" type="checkbox"/>
▪ Distribute (minimum) training videos to agencies that fall below the 90% compliance rate for reporting	100	108	<input checked="" type="checkbox"/>
▪ Distribute (minimum) educational newsletters to agencies that fall below the 90% compliance rate for reporting	100	108	<input checked="" type="checkbox"/>
▪ Develop set of storyboards for DWI Arrest and Disposition Reporting training video	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$41,283.24			\$13,799.26	\$55,082.50
		1	Actuals: \$34,238.32			\$16,057.22	\$50,295.54

Task: Public Information Campaigns				Alcohol and Other Drug Counter Measures AL - 02			
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>			
Texas Transportation Institute				2011-TTI-G-MYG-Yr2-0046			
<i>Title / Desc.</i> A Public Awareness Campaign to Educate the Public on Alcohol Impaired Drivers							
<i>To develop a video public service announcement that educates the public on impaired driving and reinforces what actions to take should they encounter an impaired driver on Texas roadways.</i>							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Utilize set of storyboards developed in FY10 to aid in the production of the video public service announcement				1	1	☑	
▪ Produce master video public service announcement to educate the public on alcohol impaired drivers				1	1	☑	
▪ Distribute video public service announcement for dissemination over cable to the pilot community				1	1	☑	
▪ Conduct meetings in a focus group format regarding the public awareness campaign				5	5	☑	
<i>Financial Information:</i>							
<i>Fund</i>	<i>Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
410	K8	1	<i>Planned:</i> \$72,792.03			\$8,205.82	\$80,997.85
		1	<i>Actuals:</i> \$72,779.38			\$8,883.70	\$81,663.08

Task: Public Information Campaigns				Alcohol and Other Drug Counter Measures AL - 02			
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>			
ThinkStreet				2011-ThinkSt-G-1YG-0038			
<i>Title / Desc.</i> Get a Weekend PASS(Person Appointed To Stay Sober): A Weekend Impaired Driving Prevention Program							
<i>A public awareness and prevention campaign to decrease the incidence of weekend impaired driving.</i>							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Purchase Paid media flight				1	2	☑	
▪ Purchase No Refusal paid media flight in July				1	1	☑	
▪ Manage Months of PI&E campaign efforts				12	23	☑	
▪ Manage Social networking site updates				5	5	☑	
▪ Implement PR and Media relations effort				1	3	☑	
▪ Distribute No Refusal recreational area banners to program partners				5	35	☑	
▪ Distribute No Refusal press release in campaign markets.				1	1	☑	
▪ Develop No Refusal video for earned media and outreach efforts				1	1	☑	
▪ Develop Creative campaign with multiple elements				1	1	☑	
▪ Coordinate Months of grassroots outreach efforts				8	9	☑	
▪ Conduct Qualitative and quantitative studies				2	4	☑	
<i>Financial Information:</i>							
<i>Fund</i>	<i>Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
410	K8PM	1	<i>Planned:</i> \$1,476,047.50			\$1,524,200.00	\$3,000,247.50
		1	<i>Actuals:</i> \$1,469,112.84			\$9,999,999.00	\$11,469,111.84

Task: Public Information Campaigns				Alcohol and Other Drug Counter Measures AL - 02		
Organization Name		Division		Project Number		
ThinkStreet		TRF-TS		2011-ThinkSt-G-1YG-0040		
Title / Desc. Llega a tu casa o a la cárcel. Tu escoges.. End up at home or end up in jail. You choose..						
An Impaired Driving education and awareness program targeted to Latinos and their influencers.						
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Purchase Paid media flights				4	4	<input checked="" type="checkbox"/>
▪ Manage Months of PI&E campaign efforts				12	11	<input type="checkbox"/>
▪ Implement PR and Media relations effort				1	3	<input checked="" type="checkbox"/>
▪ Develop Creative campaign with multiple elements				1	2	<input checked="" type="checkbox"/>
▪ Coordinate Months of grassroots outreach efforts				11	11	<input checked="" type="checkbox"/>
▪ Conduct Quantitative telephone surveys (benchmark and follow-up) to measure awareness				2	3	<input checked="" type="checkbox"/>
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8PM	1	Planned: \$671,899.50			\$318,000.00	\$989,899.50
	1	Actuals: \$663,019.56			\$3,669,689.00	\$4,332,708.56

Task: Public Information Campaigns				Alcohol and Other Drug Counter Measures AL - 02		
Organization Name		Division		Project Number		
ThinkStreet		TRF-TS		2011-ThinkSt-G-MYG-Yr2-0207		
Title / Desc. If you've been drinking on game day, pass your keys to a designated receiver.						
Public information and education campaign to reduce game day, sports-related drinking and driving behavior.						
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Purchase paid media schedule and solicit PSA media to support the campaign message				1	3	<input checked="" type="checkbox"/>
▪ Implement public relations and media relations strategy				1	2	<input checked="" type="checkbox"/>
▪ Implement grassroots outreach strategy to support campaign initiatives				1	2	<input checked="" type="checkbox"/>
▪ Develop additional creative elements as needed to support the campaign.				1	3	<input checked="" type="checkbox"/>
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8PM	1	Planned: \$1,127,392.86			\$241,706.25	\$1,369,099.11
	1	Actuals: \$1,114,789.51			\$4,006,580.00	\$5,121,369.51

Task: Public Information Campaigns	Alcohol and Other Drug Counter Measures AL - 02
---	--

Organization Name Travis County Attorney's UDPP	District AUS	Project Number 2011-Travis C-G-MYG-Yr3-0075
---	--------------	---

Title / Desc. Comprehensive Underage Drinking Prevention Program

To conduct a comprehensive underage drinking prevention program through educational efforts and peer to peer interaction to reduce underage alcohol consumption and underage drinking and driving.

<i>Performance Objectives</i>	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Expand community events in Travis (30), Hays (5) and Williamsoun (5) County	40	134	☑
▪ Conduct Busted! presentations to tween through 8th grade youth in Travis (230), Hays (25) and Wilco (25)	280	401	☑
▪ Conduct Why Risk It? presentations to high school age youth in Travis (160), Hays (10) and Wilco (10)	160	223	☑
▪ Conduct Underage Drinking Prevention Task Force meetings	5	7	☑
▪ Conduct year round public information and education (PI&E) campaign in the tri-county area	1	12	☑
▪ Collect months of UDPP statistics in Travis, Hays and Williamson Counties	12	55	☑

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
410 K8	1	<i>Planned:</i> \$201,338.98			\$195,219.00	\$396,557.98
	1	<i>Actuals:</i> \$178,388.64			\$409,710.96	\$588,099.60

Task: Training **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **National Safety Council** Division TRF-TS Project Number **2011-NSC-G-MYG-Yr3-0007**

Title / Desc. **OUR DRIVING CONCERN -- Texas Employer Traffic Safety Program**

Outreach to employers to implement best practice programs and policies to reduce risky substance use and promote safe driving practices among employees and their families, on- and off-the-job.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Create Poster - Texting	1	2	<input checked="" type="checkbox"/>
▪ Conduct Advisory Group Meetings	3	3	<input checked="" type="checkbox"/>
▪ Conduct Professional Development Webcasts for Safety, Fleet, HR, Other Managers	4	2	<input type="checkbox"/>
▪ Create Fact Sheet - Cognitive Distraction	1	2	<input checked="" type="checkbox"/>
▪ Create Fact Sheet - Texting and Driving	1	2	<input checked="" type="checkbox"/>
▪ Create Poster - Buckle Up	1	1	<input checked="" type="checkbox"/>
▪ Conduct Two-day Business Roundtable at Texas Safety Conference and Expo	1	1	<input checked="" type="checkbox"/>
▪ Create Poster - Impaired Driving	1	2	<input checked="" type="checkbox"/>
▪ Update Existing Fact Sheets with new statistics and graphics	4	8	<input checked="" type="checkbox"/>
▪ Create Cell Phone Payroll Stuffer	1	2	<input checked="" type="checkbox"/>
▪ Distribute Our Driving Concern E-Newsletter to Texas Employers	3,500	47,051	<input checked="" type="checkbox"/>
▪ Educate Employer Attendees at Texas Safety Conference & Expo	400	450	<input checked="" type="checkbox"/>
▪ Evaluate Annual Changes in Employer Commitment and Involvement in Best Practices Prevention	1	0	<input type="checkbox"/>
▪ Expand Communication to "New Frontier" Employer Audience	1	0	<input type="checkbox"/>
▪ Manage Employer Network Mailing List Members and Links Between TxDOT Resources and Employers	5,500	5,685	<input checked="" type="checkbox"/>
▪ Create Poster - Distracted Driving	1	2	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned:	\$207,415.74			\$120,929.17	\$328,344.91
		1	Actuals:	\$207,415.74			\$128,218.11	\$335,633.85

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
-----------------------	--

Organization Name Sam Houston State University	Division TRF-TS	Project Number 2011-SHSU-G-3YG-0037
--	-----------------	---

Title / Desc. Drug Impairment Training for Texas Employers

The primary goal of this proposal is to work with TX employers to educate employees on traffic safety, specifically driving impaired reducing the number of fatalities and injuries on Texas roadways.

<i>Performance Objectives</i>	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Train instructors on the (4 to 6-hour) DITTE curriculum	5	2	<input type="checkbox"/>
▪ Maintain Sam Houston State University Impaired Driving Initiatives website	1	0	<input type="checkbox"/>
▪ Develop DITTE instructor subcontract to be implemented	1	1	<input checked="" type="checkbox"/>
▪ Develop curriculum/developer or editor subcontract to be implemented	1	0	<input type="checkbox"/>
▪ Conduct Work Group meetings to review the Drug Impairment Training for Texas Employers curriculum	3	5	<input checked="" type="checkbox"/>
▪ Conduct pilot course Drug Impairment Training for Texas Employers (DITTE) in 6- hour course	1	1	<input checked="" type="checkbox"/>

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
410 K8FR	1	<i>Planned:</i> \$191,390.80			\$23,614.31	\$215,005.11
	1	<i>Actuals:</i> \$111,883.83			\$25,241.22	\$137,125.05

Task: Training **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Sam Houston State University** Division TRF-TS Project Number **2011-SHSU-G-MYG-Yr3-0179**

Title / Desc. Impaired Driving Initiatives - DECP, ARIDE and DITEP

To maintain a network of certified DREs, ensure conformance to DRE standards, & provide statistics related to impaired driving in the state. A-RIDE, DITEP & SFST Update training provided statewide.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Revise Texas DRE Recertification curriculum maintaining IACP standards	1	1	<input checked="" type="checkbox"/>
▪ Conduct DRE Work Group meeting to review the current DRE, A-RIDE, and DITEP program materials	1	1	<input checked="" type="checkbox"/>
▪ Coordinate IACP/NHTSA Regional DRE State Coordinator Annual Meeting plan and host by	1	0	<input type="checkbox"/>
▪ Develop DRE Instructor subcontract to be implemented	1	1	<input checked="" type="checkbox"/>
▪ Maintain National DRE Tracking Database (Texas Section)	1	1	<input checked="" type="checkbox"/>
▪ Maintain Sam Houston State University Impaired Driving grant website	1	1	<input checked="" type="checkbox"/>
▪ Provide judicial entities with education information to judicial venues (conferences, meetings, etc.)	4	2	<input type="checkbox"/>
▪ Conduct DRE instructor update course to review DRE, DITEP, A-RIDE course materials and NHTSA/IACP updates	1	1	<input checked="" type="checkbox"/>
▪ Revise set of DRE student and instructor policies	1	1	<input checked="" type="checkbox"/>
▪ Update DRE, DITEP, A-RIDE standardized operating procedures manual	1	1	<input checked="" type="checkbox"/>
▪ Train DRE instructors on the (8-hour) DITEP curriculum	10	4	<input type="checkbox"/>
▪ Train Texas peace officers as DRE instructors in the NHTSA/IACP approved DRE Instructor course	12	8	<input type="checkbox"/>
▪ Train DREs in the 8 hour Texas DRE Recertification course	60	139	<input checked="" type="checkbox"/>
▪ Train Texas peace officers in the NHTSA/IACP approved DRE course	60	82	<input checked="" type="checkbox"/>
▪ Train Texas peace officers in the NHTSA/IACP approved A-RIDE course	240	257	<input checked="" type="checkbox"/>
▪ Train secondary educational professionals in the NHTSA/IACP approved DITEP training	500	706	<input checked="" type="checkbox"/>
▪ Provide Texas prosecutors with DRE updates, materials, list of current DREs and DRE instructors	100	360	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned:	\$657,848.41		\$2,025.00	\$369,835.72	\$1,029,709.13
		1	Actuals:	\$566,369.09		\$12,350.00	\$448,406.83	\$1,027,125.92

Task: Training **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Sherry Matthews Advocacy Marketing** Division TRF-TS Project Number **2011-SMAM-G-MYG-Yr3-0237**

Title / Desc. **Save A Life Summit**

An annual traffic safety conference where traffic safety professionals and advocates gather to speak, teach, network, and share challenges and success stories from their communities.

Performance Objectives	Target	Actual	Met?
▪ Update conference website	1	2	<input checked="" type="checkbox"/>
▪ Produce print collateral	1,300	800	<input type="checkbox"/>
▪ Produce promotional materials	800	700	<input type="checkbox"/>
▪ Produce conference signage	50	50	<input checked="" type="checkbox"/>
▪ Produce awards presentations	10	9	<input type="checkbox"/>
▪ Conduct Save A Life Summit	1	1	<input checked="" type="checkbox"/>
▪ Conduct Online survey	1	1	<input checked="" type="checkbox"/>
▪ Conduct conference evaluation	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$400,000.00			\$215,385.00	\$615,385.00
		1	Actuals: \$361,102.79			\$280,631.00	\$641,733.79

Task: Training **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Texas Association of Counties** Division TRF-TS Project Number **2011-TAC-G-1YG-0083**

Title / Desc. **DWI Courts Liaison and Recidivism Tracking Project**

Establish DWI Project Director & Rural Courts Liaison to introduce newly elected & appointed constitutional county judges to DWI court principles. Maintain phone hotline and DWI recidivism database.

Performance Objectives	Target	Actual	Met?
▪ Provide DWI courts telephone hotline/ help desk	1	17	<input checked="" type="checkbox"/>
▪ Provide DWI courts annual conference	1	27	<input checked="" type="checkbox"/>
▪ Maintain DWI Courts website	1	1	<input checked="" type="checkbox"/>
▪ Identify DWI Project Director & Rural Courts Liaison	1	1	<input checked="" type="checkbox"/>
▪ Educate constitutional county judges	150	429	<input checked="" type="checkbox"/>
▪ Educate newly elected judges about the DWI courts program	75	92	<input checked="" type="checkbox"/>
▪ Collect county surveys tracking DWI recidivism data for analysis and distribution	25	0	<input type="checkbox"/>
▪ Attend TxDOT Program Partners Meetings	2	3	<input checked="" type="checkbox"/>
▪ Attend education committee meetings (Liaison)	2	2	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$322,399.01			\$129,181.00	\$451,580.01
		1	Actuals: \$227,127.23			\$188,586.52	\$415,713.75

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
-----------------------	--

Organization Name Texas Center for the Judiciary	Division TRF-TS	Project Number 2011-TCJ-G-MYG-Yr3-0085
--	-----------------	--

Title / Desc. Texas Judicial College for the Study of Alcohol and Other Drugs and Texas Judicial Resource Liaison

This project improves adjudication of DWI cases through improved training, technical assistance, and support materials for judges, administrative license revocation judges, and DWI court teams.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Provide Newsletters or articles for judicial, traffic safety, law enforcement, traffic safety audience	4	4	<input checked="" type="checkbox"/>
▪ Provide Judicial Specific Presentations (including SFST/DRE/ignition interlock/statutory requirements)	3	2	<input type="checkbox"/>
▪ Maintain Judicial Resource Liaison	12	12	<input checked="" type="checkbox"/>
▪ Maintain DWI Website link and online materials and resources under www.yourhonor.com	1	8	<input checked="" type="checkbox"/>
▪ Demonstrate online DWI Court Team orientation & training	1	1	<input checked="" type="checkbox"/>
▪ Coordinate Meeting of DWI-related program partners and impaired driving cases stakeholders	1	1	<input checked="" type="checkbox"/>
▪ Coordinate Innovative DWI Model Court	1	9	<input checked="" type="checkbox"/>
▪ Conduct Texas Judicial College for the Study of Alcohol and Other Drugs	2	2	<input checked="" type="checkbox"/>
▪ Conduct DWI Court Team Training for judicial teams	1	2	<input checked="" type="checkbox"/>
▪ Conduct DWI Court Judges Conference	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	<i>Planned:</i> \$818,959.97			\$604,218.20	\$1,423,178.17
		1	<i>Actuals:</i> \$650,358.29			\$503,478.75	\$1,153,837.04

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
-----------------------	--

Organization Name Texas District and County Attorneys Association	Division TRF-TS	Project Number 2011-TDCAA-G-MYG-Yr3-0196
---	-----------------	--

Title / Desc. **DWI Resource Prosecutor**

TDCAA will maintain a qualified DWI Resource Prosecutor as trainer and liason, regional joint prosecutor/officer trainings, publications, articles, case notes, technical assistance, and web site.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Train prosecutors and peace officers combined at regional workshops	1,700	1,585	<input type="checkbox"/>
▪ Train new prosecutors at Basic Trial Skills programs and provide with publications	300	248	<input type="checkbox"/>
▪ Train prosecutors and prosecutor support staff at a Train the Trainer program	30	32	<input checked="" type="checkbox"/>
▪ Provide Texas Prosecutors with TDCAA's Transportation Code after the legislative session	2,750	2,812	<input checked="" type="checkbox"/>
▪ Provide Texas Prosecutors with four (4) Trial Notebook sheets	2,750	2,809	<input checked="" type="checkbox"/>
▪ Provide Texas Prosecutors with copies of TDCAA,s Predicate Manual	2,750	2,809	<input checked="" type="checkbox"/>
▪ Provide prosecutor and peace officers with TDCAA's Intoxication Manslaughter Publication	300	169	<input type="checkbox"/>
▪ Provide technical assistance by e-mail to prosecutors, officers and traffic safety partners	120	298	<input checked="" type="checkbox"/>
▪ Provide programs to Traffic Safety Partners through qualified speakers on DWI and Traffic Safety topics	4	13	<input checked="" type="checkbox"/>
▪ Provide dedicated DWI Resource Prosecutor at the Texas District & County Attorneys Association	1	1	<input checked="" type="checkbox"/>
▪ Produce and distribute by e-mail and web archive case notes on important DWI appellate decisions in TDCAA's	12	24	<input checked="" type="checkbox"/>
▪ Produce DWI specific articles for TDCAA periodicals	4	5	<input checked="" type="checkbox"/>
▪ Maintain web site with updated DWI-related content at tdcaa.com	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8	1	<i>Planned:</i> \$512,404.50			\$314,648.28	\$827,052.78
	1	<i>Actuals:</i> \$488,929.16			\$379,421.90	\$868,351.06

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
-----------------------	--

Organization Name Texas Justice Court Training Center	Division TRF-TS	Project Number 2011-TJCTC-G-MYG-Yr2-0092
---	-----------------	--

Title / Desc. Justice Court Traffic Safety Initiative

Provide education for Justices of the Peace and Court Personnel in the areas of traffic safety/ alcohol awareness. Work with county judges to ensure bond condition consistency following DWI arrests

<i>Performance Objectives</i>	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Train new judges in program areas	140	141	☑
▪ Revise Magistration/Inquest Field Guide	1	1	☑
▪ Maintain internet site dedicated to the program, accessible to judges and court personnel	1	2	☑
▪ Implement counties in the bond condition schematic program	3	3	☑
▪ Distribute newsletters containing an article related to the project	3	3	☑
▪ Distribute Magistration/Inquest Field Guide electronically to justices of the peace and county judges	1	1	☑
▪ Distribute electronic newsletter entirely dedicated to program-related information	1	1	☑
▪ Conduct one day schools for judges on program-related topics	5	6	☑
▪ Conduct four-hour program classes at 16 hour court personnel workshops	4	8	☑
▪ Conduct one day schools for court personnel on program-related topics	3	5	☑

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402 AL	1	<i>Planned:</i> \$156,859.11			\$95,622.03	\$252,481.14
	1	<i>Actuals:</i> \$145,342.49			\$96,168.63	\$241,511.12

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
-----------------------	--

Organization Name Texas Municipal Police Association	Division TRF-TS	Project Number 2011-TMPA-G-1YG-0003
--	-----------------	---

Title / Desc. Texas Law Enforcement Advanced DUI/DWI Reporting System (Tx LEADRS) Maintenance & Integration

To provide a full compliment of support, maintenance, trainings and develop integrations on the Texas Law Enforcement Advanced DUI/DWI Reporting System.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Maintain Team of 3 qualified LEADRS Specialists (LS)	1	1	<input checked="" type="checkbox"/>
▪ Collect Customer satisfaction evaluation of the Texas LEADRS system to measure effectiveness	1	1	<input checked="" type="checkbox"/>
▪ Collect News and information articles on Texas LEADRS	4	7	<input checked="" type="checkbox"/>
▪ Complete Texas LEADRS web application enhancements	3	6	<input checked="" type="checkbox"/>
▪ Conduct Meetings with TxDOT Program Manager(s), staff, and stakeholders	4	15	<input checked="" type="checkbox"/>
▪ Conduct Marketing strategies to increase Texas LEADRS statewide usage	400	691	<input checked="" type="checkbox"/>
▪ Develop Texas LEADRS Specialist Roles and Responsibilities manual	1	1	<input checked="" type="checkbox"/>
▪ Attend Non law enforcement Highway Safety Plan partner events	10	20	<input checked="" type="checkbox"/>
▪ Distribute Public information and education (PI&E) program materials	10,000	42,780	<input checked="" type="checkbox"/>
▪ Train Peace officers and administrators on Texas LEADRS	250	579	<input checked="" type="checkbox"/>
▪ Maintain Texas LEADRS website and server hosting	1	1	<input checked="" type="checkbox"/>
▪ Manage DUI/DWI cases entered into Texas LEADRS	6,000	10,620	<input checked="" type="checkbox"/>
▪ Provide Maintenance and support for Texas LEADRS website	1	1	<input checked="" type="checkbox"/>
▪ Send Reports to the Texas Alcoholic Beverage Commission	52	52	<input checked="" type="checkbox"/>
▪ Support Local, state, and /or national conferences, workshops, or seminars	7	24	<input checked="" type="checkbox"/>
▪ Support Blood Alcohol Concentration (BAC) reporting by law enforcement agencies	100 %	100 %	<input checked="" type="checkbox"/>
▪ Develop Texas LEADRS intergrations with agencies or RMS vendors	3	37	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8	1	Planned: \$454,942.28			\$569,576.95	\$1,024,519.23
	1	Actuals: \$434,488.14			\$909,136.46	\$1,343,624.60

Task: Training **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Texas Municipal Police Association** Division TRF-TS Project Number **2011-TMPA-G-3YG-0004**

Title / Desc. **Focus on reducing impaired driving among youth: A statewide approach.**

This program will increase enforcement of laws related to underage drinking through increased law enforcement training and local coalition building. Its goal is to reduce underage impaired driving.

Performance Objectives	Target	Actual	Met?
▪ Update Twenty-four hour train-the-trainer curriculum	1	1	<input checked="" type="checkbox"/>
▪ Update Eight hour curriculum	1	1	<input checked="" type="checkbox"/>
▪ Train Texas peace officers	800	1,068	<input checked="" type="checkbox"/>
▪ Identify New trainer candidates	25	27	<input checked="" type="checkbox"/>
▪ Expand Local coalitions to reduce underage drinking and underage impaired driving	10	24	<input checked="" type="checkbox"/>
▪ Evaluate Trainers	40	67	<input checked="" type="checkbox"/>
▪ Distribute PI&E Materials	3,000	8,373	<input checked="" type="checkbox"/>
▪ Develop Local coalitions to reduce underage drinking and underage impaired driving	10	24	<input checked="" type="checkbox"/>
▪ Conduct Eight hour courses	80	86	<input checked="" type="checkbox"/>
▪ Conduct Train-the-trainer courses	2	2	<input checked="" type="checkbox"/>
▪ Conduct Instructor colloquy	1	1	<input checked="" type="checkbox"/>
▪ Attend Lifesavers Conference	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$367,273.56			\$170,598.50	\$537,872.06
		1	Actuals: \$353,371.57			\$262,390.33	\$615,761.90

Task: Training **Alcohol and Other Drug Counter Measures AL - 02**

Organization Name **Texas Transportation Institute** Division TRF-TS Project Number **2011-TTI-G-MYG-Yr2-0116**

Title / Desc. **Blood Alcohol Concentration (BAC) Reporting in Texas: Improving ME Offices and County Performance**

The project analyzes fatal crash data related to BAC reporting from CRIS and compares results to FARS. Includes working with local government and medical examiners to increase reporting by 20%.

Performance Objectives	Target	Actual	Met?
▪ Produce technical memorandums/reports and provide to TxDOT related to BAC testing	7	6	<input type="checkbox"/>
▪ Increase BAC reporting to TxDOT Traffic Records (CRIS)	40 %	40 %	<input checked="" type="checkbox"/>
▪ Evaluate BAC/Drug reporting processes utilized by Medical Examiners offices in Texas	15	14	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$85,273.93			\$9,526.88	\$94,800.81
		1	Actuals: \$84,948.02			\$9,490.85	\$94,438.87

Task: Training		Alcohol and Other Drug Counter Measures AL - 02					
Organization Name		Division TRF-TS			Project Number		
Texas Transportation Institute					2011-TTI-G-MYG-Yr3-0066		
Title / Desc. Alcohol/Drug Expert Witness Program to Assist Prosecutors							
Improve adjudication of DWI, Intoxication Assault and Intoxication Manslaughter cases through improved training for prosecutors and training of alcohol/drug expert witnesses.							
Performance Objectives					<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Produce set of plans and procedures for ongoing alcohol/drug expert witness program revisions and training					1	1	<input checked="" type="checkbox"/>
▪ Implement alcohol/drug expert witness training programs for professionals					2	2	<input checked="" type="checkbox"/>
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
410 K8	1	Planned: \$100,038.94			\$11,257.29	\$111,296.23	
	1	Actuals: \$99,274.13			\$11,197.11	\$110,471.24	

Task: Training		Alcohol and Other Drug Counter Measures AL - 02					
Organization Name		Division TRF-TS			Project Number		
University of Houston/Downtown					2011-UHD-G-MYG-Yr3-0122		
Title / Desc. Mobile Video Instructor Training Course							
Police officer training course consisting of the legal and procedural use of in-car mobile video recording equipment for driving while intoxicated countermeasure.							
Performance Objectives					<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Train 225 Texas peace officers in 9 courses on Mobile Video Instructor Training Course					225	230	<input checked="" type="checkbox"/>
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
410 K8	1	Planned: \$144,742.60			\$220,640.00	\$365,382.60	
	1	Actuals: \$144,118.20			\$236,520.00	\$380,638.20	

Task: Training		Alcohol and Other Drug Counter Measures AL - 02					
Organization Name		Division TRF-TS			Project Number		
University of Houston/Downtown					2011-UHD-G-MYG-Yr3-0183		
Title / Desc. Underage Drinking Task Force Training							
An eight-hour police officer training program designed to teach officers how to create and manage a regional underage drinking task force in their community.							
Performance Objectives					<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Train peace officers in 10 courses on Underage Drinking Task Force Training					100	107	<input checked="" type="checkbox"/>
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
410 K8	1	Planned: \$63,520.00			\$28,000.00	\$91,520.00	
	1	Actuals: \$63,520.00			\$30,816.00	\$94,336.00	

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Alcohol and Other Drug Counter Measures

AL - 02

Task	# Proj	Total	FEDERAL					MATCH			Fed. 402 to Local	
			402	405	2011	408	410	2010	STATE	INCOME		LOCAL
Enforcement	Planned:	66	\$5,676,947.64	\$56,000.00			\$3,464,595.50				\$2,156,352.14	\$56,000.00
	Actual:	52	\$4,915,365.81	\$51,866.92			\$2,308,645.95		\$394,762.01		\$2,160,090.93	\$51,866.92
Evaluation	Planned:	2	\$154,304.66				\$138,826.22				\$15,478.44	
	Actual:	2	\$152,930.66				\$136,296.04				\$16,634.62	
Program Management	Planned:	2	\$104,349.67				\$93,848.99				\$10,500.68	
	Actual:	2	\$109,231.52				\$92,414.91				\$16,816.61	
Public Information Campaigns	Planned:	40	\$17,813,863.79	\$749,695.74			\$8,291,612.72		\$242,050.00	\$5,850.00	\$8,524,655.33	\$159,600.34
	Actual:	40	\$44,029,250.24	\$748,394.04			\$7,653,255.37		\$173,755.50		\$35,453,845.33	\$158,339.85
Training	Planned:	14	\$7,368,127.18	\$364,274.85			\$4,118,794.00			\$2,025.00	\$2,883,033.33	
	Actual:	14	\$7,460,302.39	\$352,758.23			\$3,585,490.45			\$12,350.00	\$3,509,703.71	
TOTALS:	Planned:	124	\$31,117,592.94	\$1,169,970.59			\$16,107,677.43		\$242,050.00	\$7,875.00	\$13,590,019.92	\$56,000.00
	Actual:	110	\$56,667,080.62	\$1,153,019.19			\$13,776,102.72		\$568,517.51	\$12,350.00	\$41,157,091.20	\$51,866.92

Emergency Medical Services

EM - 03

Goals

- To improve EMS care and support provided to motor vehicle trauma victims in rural and frontier areas of Texas.

Objectives

- Increase the number of Students trained in EMS classes from 1,007 to 1,100

Project Descriptions

Task: Training *Emergency Medical Services EM - 03*

Organization Name **Texas Engineering Extension Service - ESTI** *Division* TRF-TS *Project Number*
2011-TEEXESTI-G-MYG-Yr3-0117

Title / Desc. **Rural/Frontier EMS Education Training**

Provide education and training to rural/frontier response departments in the State of Texas. Our goal of this project is to enhance responder training in these areas and reduce EMS response times.

<i>Performance Objectives</i>	<i>Target</i>	<i>Actual</i>	<i>Met?</i>
Train Students in initial certification training for EMS Providers and Communicators	2,200	3,733	<input checked="" type="checkbox"/>
Train Students in Continuing Education courses	250	521	<input checked="" type="checkbox"/>
Train Participants as Instructors (continued)	30	0	<input type="checkbox"/>
Train Participants as Instructors	30	0	<input type="checkbox"/>
Train Students in Refresher/Recertification Classes	25	4	<input type="checkbox"/>
Maintain Student hours while attending course	100,000	195,009	<input checked="" type="checkbox"/>
Maintain Rural/Frontier EMS Education Website	1	12	<input checked="" type="checkbox"/>
Implement Health and Safety Fairs	2	2	<input checked="" type="checkbox"/>
Distribute Training and Recruitment Announcements	4	4	<input checked="" type="checkbox"/>
Develop Training and Recruitment Announcements	3	4	<input checked="" type="checkbox"/>

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402 EM	1	<i>Planned:</i> \$794,598.08			\$680,768.55	\$1,475,366.63
	1	<i>Actuals:</i> \$632,422.86			\$3,006,459.87	\$3,638,882.73

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Emergency Medical Services

EM - 03

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>												
<i>Training</i>	<i>Planned:</i>	1	\$1,475,366.63	\$794,598.08							\$680,768.55	
	<i>Actual:</i>	1	\$3,638,882.73	\$632,422.86							\$3,006,459.87	
TOTALS:	<i>Planned:</i>	1	\$1,475,366.63	\$794,598.08							\$680,768.55	
	<i>Actual:</i>	1	\$3,638,882.73	\$632,422.86							\$3,006,459.87	

Motorcycle Safety

MC - 04

Goals

- To reduce the number of motorcyclist-related crashes, injuries, and fatalities.

Objectives

- Reduce the number of Motorcyclist fatalities from 516 (2008 FARS) to 460 (FARS)
- Reduce the number of Un-helmeted motorcyclist fatalities from 316 (2008 FARS) to 290 (FARS)

Project Descriptions

Task: Program Management				Motorcycle Safety MC - 04			
Organization Name		Division		TRF-TS		Project Number	
Texas Transportation Institute						2011-TTI-G-1YG-0054	
Title / Desc. Statewide Coordination of Motorcycle Safety Initiatives							
Coordinate activities of the Texas Motorcycle Safety Coalition and Board, which will implement strategies to reduce motorcycle crashes and related injuries and deaths in Texas.							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
Coordinate activities in support of the Texas Motorcycle Safety Coalition				18	29	<input checked="" type="checkbox"/>	
Conduct activities in support of the Texas Motorcycle Safety Coalition				18	29	<input checked="" type="checkbox"/>	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	MC	1	Planned: \$47,093.34			\$5,250.66	\$52,344.00
		1	Actuals: \$47,093.34			\$1,494.19	\$48,587.53

Task: Public Information Campaigns				Motorcycle Safety MC - 04			
Organization Name		Division		TRF-TS		Project Number	
Sherry Matthews Advocacy Marketing						2011-SMAM-G-1YG-0091	
Title / Desc. Motorcycle Safety Awareness Public Information & Education Campaign							
This public education multi-media campaign urges motorists to take extra precautions to safely share the road with motorcyclists.							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
Produce Out-of-home advertising components				4	4	<input checked="" type="checkbox"/>	
Produce Sets of reflective stickers				2	2	<input checked="" type="checkbox"/>	
Produce Set of interactive banners				1	1	<input checked="" type="checkbox"/>	
Distribute Sets of outreach materials				6	6	<input checked="" type="checkbox"/>	
Distribute Set of materials announcing the motorcycle awareness campaign				1	1	<input checked="" type="checkbox"/>	
Develop Television public service announcements (PSAs)				2	2	<input checked="" type="checkbox"/>	
Develop Radio public service announcements (PSAs)				2	2	<input checked="" type="checkbox"/>	
Conduct Outreach media advisory				1	1	<input checked="" type="checkbox"/>	
Conduct Motorcycle awareness paid media campaign				1	1	<input checked="" type="checkbox"/>	
Conduct Media tour				1	1	<input checked="" type="checkbox"/>	
Project Notes							
Match was not reported in GTS							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2010	K6	1	Planned: \$999,944.00			\$562,469.00	\$1,562,413.00
		1	Actuals: \$993,987.52			\$1,162,660.77	\$2,156,648.29

Task: Training		Motorcycle Safety MC - 04						
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>				
Texas Transportation Institute				2011-TTI-G-1YG-0055				
<i>Title / Desc.</i> Texas Law Enforcement Motorcycle Safety Awareness & Enforcement Training Course Implementation								
Conduct pilot course for the State of Texas Law Enforcement Motorcycle Safety and Awareness Training & produce classroom-based curriculum package.								
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
<ul style="list-style-type: none"> ▪ Conduct pilot testing for State of Texas Law Enforcement Motorcycle Safety and Awareness Training 				1	4	<input checked="" type="checkbox"/>		
<i>Financial Information:</i>								
<i>Fund Source</i>	<i># Projects</i>			<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402 MC	1	<i>Planned:</i>		\$74,673.07			\$8,322.79	\$82,995.86
	1	<i>Actuals:</i>		\$74,425.04			\$1,109.54	\$75,534.58

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Motorcycle Safety

MC - 04

Task	# Proj	Total	FEDERAL					MATCH			Fed. 402 to Local	
			402	405	2011	408	410	2010	STATE	INCOME		LOCAL
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>	<i>Planned:</i>	1	\$52,344.00	\$47,093.34							\$5,250.66	
	<i>Actual:</i>	1	\$48,587.53	\$47,093.34							\$1,494.19	
<i>Public Information Campaigns</i>	<i>Planned:</i>	1	\$1,562,413.00					\$999,944.00			\$562,469.00	
	<i>Actual:</i>	1	\$2,156,648.29					\$993,987.52			\$1,162,660.77	
<i>Training</i>	<i>Planned:</i>	1	\$82,995.86	\$74,673.07							\$8,322.79	
	<i>Actual:</i>	1	\$75,534.58	\$74,425.04							\$1,109.54	
TOTALS:	<i>Planned:</i>	3	\$1,697,752.86	\$121,766.41				\$999,944.00			\$576,042.45	
	<i>Actual:</i>	3	\$2,280,770.40	\$121,518.38				\$993,987.52			\$1,165,264.50	

Occupant Protection

OP - 05

Goals

- To increase occupant restraint use in all passenger vehicles and trucks
- To increase occupant restraint use in all passenger vehicles and trucks

Objectives

- Increase the Observed seat belt use for passenger vehicles, front seat outboard occupants from 93.8 percent (2008) to 94.0 percent
- Increase the Safety belt use rate by children age 5-16 from 71.1 percent (2009) to 75.0 percent
- Increase the Child passenger restraint use rate for children ages 0-4 from 83.5 percent (2009) to 85.0 percent
- Reduce the number of Unrestrained passenger vehicle occupant fatalities, all seat positions from 951 (2008 FARS) to 945 (FARS)
- Track the number of Seat belt citations issued during grant-funded enforcement activities

Strategies

- *Concentrate efforts on historically low use populations*
- *Increase and sustain high visibility enforcement of occupant protection laws*
- *Increase EMS/fire department involvement in CPS fitting stations*
- *Increase enforcement of occupant protection laws*
- *Increase intervention efforts by Healthcare professionals, teachers, and all safety advocates*
- *Increase judges' and prosecutors' awareness of safety belt misuse*
- *Increase occupant protection education and training for law enforcement and judges*
- *Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges, and prosecutors*
- *Increase public information and education campaigns*
- *Increase retention of child passenger safety (CPS) instructors*
- *Increase training opportunities and retention of certified child passenger safety (CPS) technicians and instructors*
- *Increase training opportunities for CPS instructors*
- *Maintain CPS seat distribution programs for low income families*

Project Descriptions

Task: Enforcement	Occupant Protection OP - 05
--------------------------	------------------------------------

Organization Name **Texas Department of Transportation** Division TRF-TS Project Number **TRF-TS CIOT Incentives**

Title / Desc. Click It Or Ticket Incentive Project

Coordinate and conduct a CIOT Incentive Project during the Memorial Day Holiday period. The Incentive Project will recruit law enforcement agencies to volunteer their enforcement and earned media efforts during the mobilization.

Participating Organizations	Project #
City of Bay City	2011-BayCityPD-INC-CIOT-00002
City of Cleveland - Police Department	2011-ClevelandPD-INC-CIOT-00003
City of Crane - Police Department	2011-CranePD-INC-CIOT-00004
City of Dilley - Police Department	2011-DilleyPD-INC-CIOT-00005
City of Elgin - Police Department	2011-ElginPD-INC-CIOT-00006
City of Freer - Police Department	2011-FreerPD-INC-CIOT-00007
City of Glenn Heights Police Department	2011-GlennPD-INC-CIOT-00015
City of Kyle - Police Department	2011-KylePD-INC-CIOT-00008
Llano County Sheriff's Office	2011-LlanoCoSO-INC-CIOT-00001
City of Midlothian - Police Department	2011-MidlothianPD-INC-CIOT-00009
City of Miles - Police Department	2011-MilesPD-INC-CIOT-00010
City of Palmhurst - Police Department	2011-PalmhurstPD-INC-CIOT-00011
City of Vidor Police Department	2011-VidorPD-INC-CIOT-00012
City of Whitney - Police Department	2011-WhitneyPD-INC-CIOT-00013
City of Windcrest - Police Department	2011-WindcrestPD-INC-CIOT-00014

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	15	Planned:	\$60,000.00				\$60,000.00
		15	Actuals:	\$58,119.03			\$9,105.27	\$67,224.30

Task: Enforcement	Occupant Protection OP - 05
--------------------------	------------------------------------

<i>Organization Name</i>	<i>Division</i> TRF-TS	<i>Project Number</i>
Texas Department of Transportation		TRF-TS CIOT STEP

Title / Desc. **STEP - Click It Or Ticket Mobilization**

Federal funds will be used for increased enforcement of occupant protection laws in May 2011 through Click It or Ticket (CIOT) STEP grants.

Performance Measures

Other arrests	346
CMV Speed citations	0
Community events (e.g., health fairs, booths)	36
DUI Minor arrests/citations	6
DWI arrests	49
HMV citations	190
Child Safety Seat citations	2,460
Media exposures (e.g., news conferences, news releases, and interviews)	90
STEP Enforcement Hours	7,116
Other citations	4,611
Presentations conducted	48
Public information and education materials distributed	11,458
Public information and education materials produced	0
Safety Belt citations	15,018
Speed citations	452
ITC citations	344

Participating Organizations

Project #

City of Amarillo Police Department	2011-AmarilloPD-CIOT-00007
City of Arlington	2011-Arlington-CIOT-00002
City of Austin - Police Department	2011-AustinPD-CIOT-00039
City of Beaumont Police Department	2011-Beaumont-CIOT-00034
City of Brownsville - Police Department	2011-BrownsPD-CIOT-00027
City of Bryan - Police Department	2011-BryanPD-CIOT-00019
Cameron County Sheriff's Office	2011-CameronCo-CIOT-00009
City of Corpus Christi Police Department	2011-CorpusPD-CIOT-00040
City of Dallas - Police Department	2011-Dallas-CIOT-00008
City of Denton	2011-DentonPD-CIOT-00038
El Paso County Sheriff's Office	2011-EIPasoCO-CIOT-00018
City of El Paso - Police Department	2011-EIPasoPD-CIOT-00023
City of Fort Worth	2011-Fortworth-CIOT-00036
City of Garland	2011-GarlandPD-CIOT-00005
City of Grand Prairie - Police Department	2011-GrandPra-CIOT-00003
Harris County Sheriff's Office	2011-HarrisCo-CIOT-00006
Hidalgo County Sheriff's Office	2011-HidalgoCOSO-CIOT-00024
City of Houston - Police Department	2011-HoustonPD-CIOT-00028
City of Irving	2011-Irving-CIOT-00025
City of Killeen - Police Department	2011-KilleenPD-CIOT-00010
City of Laredo	2011-LaredoPD-CIOT-00012
City of Lewisville	2011-LewisvPD-CIOT-00033
City of Lubbock Police Department	2011-Lubbock PD-CIOT-00017
City of McAllen Police Department	2011-McAllenPD-CIOT-00022
City of McKinney	2011-McKinney-CIOT-00020
City of Mesquite	2011-Mesquite-CIOT-00031
Montgomery County Sherrifs Office	2011-MontgoSO-CIOT-00032

City of Odessa - Police Department	2011-Odessa-CIOT-00021
City of Pasadena - Police Department	2011-PasadePD-CIOT-00029
City of Plano	2011-PlanoPD-CIOT-00037
City of San Angelo	2011-SanAngeloPD-CIOT-00035
City of San Antonio - Police Department	2011-SanAntPD-CIOT-00011
City of Sugar Land	2011-Sugarland-CIOT-00026
City of Tyler	2011-Tyler PD-CIOT-00030
City of Waco	2011-WacoPD-CIOT-00016
City of Wichita Falls Police Department	2011-WichitaPD-CIOT-00015

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	50	<i>Planned:</i>	\$500,000.00			\$500,000.00
		36	<i>Actuals:</i>	\$371,522.91		\$15,054.71	\$386,577.62

Task: Evaluation

Occupant Protection OP - 05

Organization Name **Texas Transportation Institute** *Division* TRF-TS *Project Number* **2011-TTI-G-1YG-0164**

Title / Desc. Observational Surveys to Evaluate Click It Or Ticket 2011

TTI will conduct surveys of safety belt use before, during, and after the Texas Click It Or Ticket mobilization in 10 of Texas' largest cities, and report the results to TxDOT.

<i>Performance Objectives</i>	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Provide memos reporting survey results	4	5	<input checked="" type="checkbox"/>
▪ Conduct survey waves in 10 Click It Or Ticket cities	3	3	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	<i>Planned:</i>	\$48,025.89		\$5,372.50	\$53,398.39
		1	<i>Actuals:</i>	\$47,901.90		\$1,718.28	\$49,620.18

Task: Evaluation

Occupant Protection OP - 05

Organization Name **Texas Transportation Institute** *Division* TRF-TS *Project Number* **2011-TTI-G-MYG-Yr2-0048**

Title / Desc. OP Observational Surveys

Conduct a statewide survey of front seat occupant restraint use in accordance with the National Highway Traffic Safety Administration (NHTSA) Uniform Criteria. Conduct 3 special population surveys.

<i>Performance Objectives</i>	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct survey of occupant restraint use among school age children (5-16 years old) in 18 Texas cities	1	1	<input checked="" type="checkbox"/>
▪ Conduct survey of front seat occupant restraint use in 18 Texas cities	1	1	<input checked="" type="checkbox"/>
▪ Conduct survey of child restraint use in 14 Texas cities	1	1	<input checked="" type="checkbox"/>
▪ Conduct statewide survey in 22 Texas counties using survey sampling and protocol that is certified by NHTSA	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	<i>Planned:</i>	\$243,396.64		\$27,362.26	\$270,758.90
		1	<i>Actuals:</i>	\$240,961.70		\$27,099.91	\$268,061.61

Task: Evaluation	Occupant Protection OP - 05
-------------------------	------------------------------------

Organization Name **Texas Transportation Institute** Division TRF-TS Project Number **2011-TTI-G-MYG-Yr3-0210**

Title / Desc. **Increasing Nighttime Safety Belt Use**

Increase enforcement of occupant protection laws; increase public information and education campaigns; concentrate efforts on historically low use populations.

Performance Objectives	Target	Actual	Met?
▪ Evaluate Texas cities for the effectiveness of increased nighttime enforcement of safety belt law during CIOT	10	30	<input checked="" type="checkbox"/>

Project Notes

Grant was terminated in May 2011

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 OP	1	Planned: \$56,338.39			\$6,480.17	\$62,818.56
	1	Actuals: \$56,305.70			\$6,530.34	\$62,836.04

Task: Public Information Campaigns **Occupant Protection OP - 05**

Organization Name **Hillcrest Baptist Medical Center-HHS** Division **TRF-TS** Project Number **2011-HHS-G-1YG-0019**

Title / Desc. **KidSafe**

Program will provide educational opportunities to parents and caregivers of children on child passenger safety, children in and around vehicles, and occupant protection for adults as well.

Performance Objectives	Target	Actual	Met?
▪ Distribute Child Safety Seats to families within the service area	700	1,035	<input checked="" type="checkbox"/>
▪ Attend training course to become certified to teach drivers education class	1	1	<input checked="" type="checkbox"/>
▪ Conduct Child Passenger Safety Certification course	1	5	<input checked="" type="checkbox"/>
▪ Conduct child safety seat/seat belt observational surveys within the service area, one per county,	9	9	<input checked="" type="checkbox"/>
▪ Conduct or participate in Child Safety Seat Check-up Events within the local service area	23	29	<input checked="" type="checkbox"/>
▪ Conduct Occupant Safety educational presentations to adult/parent/caregivers within the service area	107	258	<input checked="" type="checkbox"/>
▪ Conduct Child Passenger Safety educational presentations to youth between the ages of 3-15	115	401	<input checked="" type="checkbox"/>
▪ Conduct Fitting Station sessions at approved locations within the service area	187	785	<input checked="" type="checkbox"/>
▪ Coordinate educational effort with the Bell County Safety Initiative Program	1	2	<input checked="" type="checkbox"/>
▪ Coordinate public event focused on children's safety in and around vehicles	1	3	<input checked="" type="checkbox"/>
▪ Assist events within one or more contiguous counties of the service area	8	9	<input checked="" type="checkbox"/>
▪ Distribute Newsletters to Child Passenger Safety Technicians within the service area	4	4	<input checked="" type="checkbox"/>
▪ Train Child Passenger Safety Technicians	15	25	<input checked="" type="checkbox"/>
▪ Distribute child passenger safety educational packets within the local service area	5,000	10,242	<input checked="" type="checkbox"/>
▪ Evaluate former KidSafe Program participants to assess misuse rate and increased awareness	200	215	<input checked="" type="checkbox"/>
▪ Maintain database to record data collected on child passenger safety related citations, crashes, and misuse	1	1	<input checked="" type="checkbox"/>
▪ Maintain KidSafe Program child passenger safety education and information website	1	1	<input checked="" type="checkbox"/>
▪ Maintain Yahoo Group listserv for local Certified Child Passenger Safety Technicians within the service area	1	2	<input checked="" type="checkbox"/>
▪ Maintain Child Passenger Safety Educational Displays within the service area	33	52	<input checked="" type="checkbox"/>
▪ Participate Child Safety Seat Check-up Events conducted by the Bell County Safety Initiative Program	2	2	<input checked="" type="checkbox"/>
▪ Participate community health and safety fairs within the service area	12	35	<input checked="" type="checkbox"/>
▪ Provide glove box cards to law enforcement personnel related to enforcement of child passenger safety laws	100	900	<input checked="" type="checkbox"/>
▪ Provide educational packets to persons identified by the "Please Be Seated" Campaign	250	263	<input checked="" type="checkbox"/>
▪ Coordinate CEU classes for Certified Child Passenger Safety Technicians within the service area	2	2	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	Planned: \$198,095.00			\$114,750.56	\$312,845.56
		1	Actuals: \$197,256.75			\$234,325.27	\$431,582.02

Task: Public Information Campaigns	Occupant Protection OP - 05
---	------------------------------------

Organization Name Scott and White Memorial Hospital	District AUS	Project Number 2011-ScottWhi-G-3YG-0038
---	--------------	---

Title / Desc. **Safety Stop At Scott & White**

To conduct & coordinate child passenger restraint inspection events, provide education, information & training throughout the 11 counties of TxDOT Austin District

<i>Performance Objectives</i>	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Provide NHTSA 4 Steps for Kids education activities in each of the (11) Counties	11	34	<input checked="" type="checkbox"/>
▪ Participate times in community events; resulting in at least (1) in each target county	24	26	<input checked="" type="checkbox"/>
▪ Increase involvement of new partners (EMS, LE, FD's, judges, prosecutors etc) in CPS efforts in each county	2	5	<input checked="" type="checkbox"/>
▪ Distribute child passenger safety educational materials throughout each of the 11 target counties	40,000	50,876	<input checked="" type="checkbox"/>
▪ Distribute child passenger safety seats throughout the target counties	600	817	<input checked="" type="checkbox"/>
▪ Develop new public information & educational item to support the grant project activities	1	1	<input checked="" type="checkbox"/>
▪ Conduct child safety inspection events throughout each of the 11 target counties; a minimum of 1 per county	48	60	<input checked="" type="checkbox"/>
▪ Conduct child passenger pre and post restraint use surveys, (2) in each target county	22	22	<input checked="" type="checkbox"/>
▪ Conduct 32 hour NHTSA approved Child Passenger Safety Course with a minimum of (10) class participants	1	4	<input checked="" type="checkbox"/>
▪ Attend local, state, nat'l child passenger partnership or task force meetings annually	6	5	<input type="checkbox"/>
▪ Assist organizations with CPS inspection events in the Austin District	12	15	<input checked="" type="checkbox"/>

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
2011 K3	1	<i>Planned:</i> \$222,053.40			\$62,286.34	\$284,339.74
	1	<i>Actuals:</i> \$200,585.82			\$2,702.14	\$203,287.96

Task: Public Information Campaigns **Occupant Protection OP - 05**

Organization Name **Scott and White Memorial Hospital** District WAC Project Number **2011-ScottWhi-G-MYG-Yr3-0273**

Title / Desc. **Bell County Child Safety Initiative**

Scott & White will start a Bell County Child Safety Initiative Program through hiring a Community Coordinator. The Coordinator will conduct classes and asses car seat needs in low income families.

Performance Objectives	Target	Actual	Met?
▪ Provide Educational Classes - Fire Department/EMS services in Bell County	3	0	<input type="checkbox"/>
▪ Coordinate Educational efforts with Kids Safe throughout Bell County	1	3	<input checked="" type="checkbox"/>
▪ Conduct Passenger Safety Classes for Bell County Schools (elementary, pre-school, head start)	35	4	<input type="checkbox"/>
▪ Conduct Individual Education sessions for parents/caregivers	20	44	<input checked="" type="checkbox"/>
▪ Conduct Child Passenger Safety - Educational Classes for parents/caregivers	15	11	<input type="checkbox"/>
▪ Conduct Child Passenger Safety - Community Education (health/education fairs, etc)	12	12	<input checked="" type="checkbox"/>
▪ Conduct Scheduled fitting stations	4	4	<input checked="" type="checkbox"/>
▪ Conduct Educational Classes - Scott & White medical personnel	4	3	<input type="checkbox"/>
▪ Conduct Child Passenger Safety - Check-up Events	4	2	<input type="checkbox"/>
▪ Assist Child Passenger Safety educational events in contiguous counties	2	1	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	Planned: \$58,748.25			\$7,200.00	\$65,948.25
		1	Actuals: \$49,193.90			\$8,264.90	\$57,458.80

Task: Public Information Campaigns **Occupant Protection OP - 05**

Organization Name **Sherry Matthews Advocacy Marketing** Division TRF-TS Project Number **2011-SMAM-G-1YG-0168**

Title / Desc. **Click It or Ticket Public Information & Education Campaign (405)**

Public education and information campaign supporting the statewide occupant protection mobilization.

Performance Objectives	Target	Actual	Met?
▪ Produce interactive campaign	1	1	<input checked="" type="checkbox"/>
▪ Distribute set of materials to announce Click It or Ticket campaign	1	1	<input checked="" type="checkbox"/>
▪ Distribute set of materials to announce Buckle Up in Your Truck campaign	1	1	<input checked="" type="checkbox"/>
▪ Conduct paid media campaign	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
405	K2PM	1	Planned: \$1,629,267.00			\$4,795,154.00	\$6,424,421.00
		1	Actuals: \$1,602,703.39			\$8,155,677.00	\$9,758,380.39

Task: Public Information Campaigns	Occupant Protection OP - 05
---	------------------------------------

Organization Name Sherry Matthews Advocacy Marketing	Division TRF-TS	Project Number 2011-SMAM-G-1YG-0169
--	-----------------	---

Title / Desc. **Click It or Ticket Public Information & Education Campaign (State)**

Public education and information campaign supporting the statewide occupant protection mobilization.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Produce Click It or Ticket out-of-home advertising components	4	4	<input checked="" type="checkbox"/>
▪ Distribute public information and education materials	317,450	317,450	<input checked="" type="checkbox"/>
▪ Distribute set of broadcast PSAs in English and Spanish	1	1	<input checked="" type="checkbox"/>
▪ Conduct paid media campaign	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 OP	1	<i>Planned:</i> \$126,000.00			\$22,236.00	\$148,236.00
	1	<i>Actuals:</i> \$125,994.51			\$48,076.00	\$174,070.51

Task: Public Information Campaigns **Occupant Protection OP - 05**

Organization Name **Texas AgriLife Extension Service** Division **TRF-TS** Project Number **2011-Texas Ag-G-MYG-Yr3-0138**

Title / Desc. Passenger Safety

A program to increase safety belt and child restraint use among historically low use populations in Texas through the use of trainings, checkup events, fitting stations and educational programming.

Performance Objectives	Target	Actual	Met?
▪ Maintain Online Update Course for technicians	1	1	☑
▪ Conduct Annual 4-H Round-up Safety Contest for teens, grades 9-12, to promote occ. protec	1	1	☑
▪ Conduct National Child Passenger Safety Technician Trainings	2	3	☑
▪ Conduct Operation Kids classes for law enforcement	4	6	☑
▪ Conduct Child safety seat checkup events in historically low-usage communities	6	35	☑
▪ Conduct Programs on occupant protection	18	55	☑
▪ Conduct Child safety seat inspections at checkup events, fitting stations & individual appoint	665	2,152	☑
▪ Distribute Child safety seats as replacements when needed at checkups, fitting stations, appoint	595	1,385	☑
▪ Conduct 8-hour Technician Renewal Training (if curriculum available) or an 4-Hour Technician Update.	1	1	☑
▪ Educate Participants on the importance of safety belts using project Rollover Convincers	14,000	26,637	☑
▪ Support Educational programs on occupant protection	91	181	☑
▪ Maintain Technician Mentor Program to help Extension trained techs stay certified	1	1	☑
▪ Maintain Website at http://buckleup.tamu.edu where parents can locate a local certified technician in Texas	1	1	☑
▪ Provide Educational program for certified technicians to present to local Head Start families and staff	1	1	☑
▪ Provide Educational program for use by certified technicians to educate parents at prenatal classes.	1	1	☑
▪ Provide Texas Municipal Judges Education Ctr. trainings with CPS awareness exhibit & resources	2	2	☑
▪ Provide Child care conferences with information on an online introductory course on child safety seats	8	23	☑
▪ Provide Rural/suburban employers with information on traffic safety campaigns to distribute to employees	17	309	☑
▪ Provide Agents and/or safety advocates with resources to promote safety belt usage in pickup trucks	46	70	☑
▪ Distribute Public information and education (PI&E) resources to support grant efforts.	35,000	82,963	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	Planned: \$182,887.99			\$100,616.01	\$283,504.00
		1	Actuals: \$182,537.53			\$281,447.14	\$463,984.67

Task: Public Information Campaigns	Occupant Protection OP - 05
---	------------------------------------

Organization Name Texas Children's Hospital	District HOU	Project Number 2011-TCH-G-1YG-0022
---	--------------	--

Title / Desc. Increasing Child Restraint Use in Greater Houston

This project will increase child restraint use in the Greater Houston area through community education, assistance with installation of car seats, and distribution of seats to low income families.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Train New certified Child Passenger Safety Technicians	45	54	☑
▪ Teach Car seat safety classes for parents	24	56	☑
▪ Teach CEU and specialized training classes for CPS technicians about new products and skills	15	15	☑
▪ Educate Law enforcement personnel and/or judges about current child occupant protection laws	100	39	☐
▪ Distribute Educational materials on child passenger safety in the community	105,000	213,567	☑
▪ Distribute Child restraint systems to low-income & at-risk families at inspection stations and events	1,200	1,800	☑
▪ Coordinate Media exposures about child passenger safety issues	50	68	☑
▪ Coordinate Community car seat check up events	20	28	☑
▪ Conduct Child safety seat inspections at our network of inspection station sites	3,350	3,643	☑
▪ Conduct Car seat checks at community car seat check up events	950	1,056	☑
▪ Conduct 32-hour NHTSA Child Passenger Safety Technician training courses	3	4	☑
▪ Conduct CPS technician 1-day renewal course	1	1	☑

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2011 K3	1	<i>Planned:</i> \$156,028.90		\$10,000.00	\$192,450.76	\$358,479.66
	1	<i>Actuals:</i> \$129,175.74			\$321,550.03	\$450,725.77

Task: Public Information Campaigns **Occupant Protection OP - 05**

Organization Name **Texas Department of State Health Services** Division TRF-TS Project Number **2011-TDSHS-G-MYG-Yr2-0243**

Title / Desc. **Statewide Child Passenger Safety Education and Distribution Program**

Conduct a statewide child passenger safety (CPS) program, including child seat education and distribution, CPS technician training and retention, and coordination of CPS services.

Performance Objectives	Target	Actual	Met?
▪ Implement Middle school interventions for pre-teens	4	15	<input checked="" type="checkbox"/>
▪ Assist Click It or Ticket Promotion & CPS Week in Texas	2	3	<input checked="" type="checkbox"/>
▪ Assist Community organizations with child seat checkups or inspection stations	11	18	<input checked="" type="checkbox"/>
▪ Conduct Training sessions for Distribution Program partner agencies	6	5	<input type="checkbox"/>
▪ Conduct Child seat checkup events	9	12	<input checked="" type="checkbox"/>
▪ Conduct Child seat inspection stations	9	12	<input checked="" type="checkbox"/>
▪ Conduct Educational presentations to 245 children and adults regarding occupant protection	25	17	<input type="checkbox"/>
▪ Coordinate Child seats for subgrantee partners	1,960	5,439	<input checked="" type="checkbox"/>
▪ Assist Community organizations with CPS workshops	1	2	<input checked="" type="checkbox"/>
▪ Enroll Texans Saved by the Belt members	14	16	<input checked="" type="checkbox"/>
▪ Train Students to be technicians via conducting CPS training workshops	56	57	<input checked="" type="checkbox"/>
▪ Maintain Ongoing child seat distribution and education programs	42	240	<input checked="" type="checkbox"/>
▪ Manage CPS Advisory Committee meetings	3	4	<input checked="" type="checkbox"/>
▪ Manage CPS website updates	9	36	<input checked="" type="checkbox"/>
▪ Provide Technician recertification incentive program	140	73	<input type="checkbox"/>
▪ Provide Telephone technical assistance and/or referral to distribution programs	2,800	10,247	<input checked="" type="checkbox"/>
▪ Provide Educational or promotional pieces	210,000	259,055	<input checked="" type="checkbox"/>
▪ Train Technicians with update classes or former technicians with renewal classes.	42	40	<input type="checkbox"/>
▪ Create New child seat distribution and education programs	16	9	<input type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 OP	1	Planned: \$770,000.00			\$626,854.12	\$1,396,854.12
	1	Actuals: \$745,376.43			\$747,141.38	\$1,492,517.81

Task: Public Information Campaigns **Occupant Protection OP - 05**

Organization Name **ThinkStreet** Division TRF-TS Project Number **2011-ThinkSt-G-1YG-0170**

Title / Desc. **Buckle Them Right - 2011 CPS Campaign**

A statewide campaign to increase child passenger restraint use in Texas.

Performance Objectives	Target	Actual	Met?
▪ Update informational landing page	1	1	<input checked="" type="checkbox"/>
▪ Produce television, radio and outdoor impressions	0,000,000	0,000,000	<input checked="" type="checkbox"/>
▪ Distribute sets of PI&E materials to program stakeholders	200	200	<input checked="" type="checkbox"/>
▪ Distribute statewide press release	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2011 K3	1	Planned: \$430,000.00			\$418,500.00	\$848,500.00
	1	Actuals: \$418,451.34			\$3,143,963.00	\$3,562,414.34

Task: Public Information Campaigns **Occupant Protection OP - 05**

Organization Name **ThinkStreet** Division TRF-TS Project Number **2011-ThinkSt-G-3YG-0031**

Title / Desc. **Teen Click It or Ticket Statewide Initiative**

A statewide public education and awareness program designed to increase seat belt use among teen drivers and passengers, ages 15-20.

Performance Objectives	Target	Actual	Met?
▪ Purchase paid media flights	2	1	<input type="checkbox"/>
▪ Manage Landing page updates	2	2	<input checked="" type="checkbox"/>
▪ Implement PR and media relations efforts	2	3	<input checked="" type="checkbox"/>
▪ Develop creative campaign with multiple elements	1	9	<input checked="" type="checkbox"/>
▪ Coordinate Months of grassroots outreach efforts	8	8	<input checked="" type="checkbox"/>
▪ Conduct Focus group studies to establish a baseline and measure campaign awareness	2	2	<input checked="" type="checkbox"/>
▪ Conduct 10-city observational belt-use survey	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	Planned: \$432,700.00			\$1,298,100.00	\$1,730,800.00
		1	Actuals: \$432,700.00			\$2,147,427.00	\$2,580,127.00

Task: Public Information Campaigns **Occupant Protection OP - 05**

Organization Name **University Medical Center of El Paso** District ELP Project Number **2011-UMCEP-G-1YG-0063**

Title / Desc. **El Paso District Occupant Protection Program**

The goal of the El Paso County Occupant Protection Program is to educate families in El Paso County and Hudspeth County about car safety and child restraint use, especially the use of booster seats.

Performance Objectives	Target	Actual	Met?
▪ Establish Partnerships with Pediatric/Family Health Care Clinics	8	10	<input checked="" type="checkbox"/>
▪ Establish E-Z ON Vest Loan Program (car safety restraint for children with special needs)	1	1	<input checked="" type="checkbox"/>
▪ Educate Community agencies that transport children	16	47	<input checked="" type="checkbox"/>
▪ Conduct CPS Inspection Events with Focus on Booster Seats Due to Change in Law	40	45	<input checked="" type="checkbox"/>
▪ Conduct Child Safety Seat and Seat Belt Offender Program Classes	24	24	<input checked="" type="checkbox"/>
▪ Conduct Educational classes for teen parents/Headstart families	12	27	<input checked="" type="checkbox"/>
▪ Conduct Madrina-Padrino Traffic Safety Program Classes	6	17	<input checked="" type="checkbox"/>
▪ Conduct Trainings with Intensive Care Nursery (ICN) health care professionals on car bed use	2	3	<input checked="" type="checkbox"/>
▪ Conduct CPS Training Courses for technicians	2	2	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	Planned: \$88,698.40			\$68,761.17	\$157,459.57
		1	Actuals: \$66,134.03			\$67,263.55	\$133,397.58

**FY 2011 Traffic Safety Funds
Program Area Expenditure Summary**

Occupant Protection

OP - 05

Task	# Proj	Total	FEDERAL					MATCH			Fed. 402 to Local		
			402	405	2011	408	410	2010	STATE	INCOME		LOCAL	
Enforcement	<i>Planned:</i>	65	\$502,530.67	\$60,000.00						\$441,166.14		\$1,364.53	\$60,000.00
	<i>Actual:</i>	51	\$453,801.92	\$58,119.03						\$371,522.91		\$24,159.98	\$58,119.03
Evaluation	<i>Planned:</i>	3	\$386,975.85	\$347,760.92								\$39,214.93	
	<i>Actual:</i>	3	\$380,517.83	\$345,169.30								\$35,348.53	
Program Management													
Public Information Campaigns	<i>Planned:</i>	11	\$12,011,387.90	\$1,511,587.99	\$1,629,267.00	\$1,153,623.95					\$10,000.00	\$7,706,908.96	
	<i>Actual:</i>	11	\$19,307,946.85	\$1,486,608.47	\$1,602,703.39	\$1,060,797.58						\$15,157,837.41	
Training													
TOTALS:	<i>Planned:</i>	79	\$12,900,894.42	\$1,919,348.91	\$1,629,267.00	\$1,153,623.95				\$441,166.14	\$10,000.00	\$7,747,488.42	\$60,000.00
	<i>Actual:</i>	65	\$20,142,266.60	\$1,889,896.80	\$1,602,703.39	\$1,060,797.58				\$371,522.91		\$15,217,345.92	\$58,119.03

Pedestrian / Bicycle Safety

PS - 06

Goals

- To reduce the number of motor vehicle-related pedestrian and bicyclist crashes, fatalities, and injuries

Objectives

- Reduce the number of Pedestrian fatalities from 416 (2008 FARS) to 400 (FARS)
- The number of Bicyclist fatalities to not exceed 50 (CRIS)

Strategies

- Improve data collection on pedestrian injuries and fatalities
- Improve identification of problem areas for pedestrians
- Improve pedestrian "walkability" of roads and streets
- Improve public education and information on pedestrian safety
- Increase awareness for sharing the road between bicyclists and motorists
- Increase public information and education efforts on bicycle safety

Project Descriptions

Task: **Public Information Campaigns**

Pedestrian / Bicycle Safety PS - 06

Organization Name **Texas Department of Transportation** Division TRF-TS Project Number **Pedestrian/Bicycle Safety Program**

Title / Desc. **Currently there are NO projects for the Pedestrian / Bicycle Safety Program Area**

Currently there are NO projects for the Pedestrian / Bicycle Safety Program Area

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PS	0	Planned:				
			Actuals:				

FY 2011 Traffic Safety Funds Program Area Expenditure Summary

Pedestrian / Bicycle Safety

PS - 06

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	0										
	<i>Actual:</i>											
<i>Training</i>												
TOTALS:	<i>Planned:</i>	0										
	<i>Actual:</i>											

Police Traffic Services

PT - 07

Goals

- To increase effective enforcement and adjudication of traffic safety-related laws to reduce crashes, fatalities and injuries
- To reduce intersection-related motor vehicle crashes, injuries, and fatalities

Objectives

- Reduce the number of KAB crashes from 67,780 (2008 CRIS) to 67,600 (CRIS)
- Reduce the number of Intersection and intersection-related KAB crashes from 26,703 (2008 CRIS) to 26,500 (CRIS)
- Reduce the number of CMV-involved fatalities (all crashes involved at least one vehicle with a vehicle body type of "semi-trailer" or "truck-tractor" from 392 (2008 CRIS) to 350 (CRIS)
- Reduce the number of CMV-involved fatal crashes (all crashes involved at least one vehicle with a vehicle body type of "semi-trailer" or "truck-tractor") from 331 (2008 CRIS) to 300 (CRIS)

Strategies

- *Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws*
- *Increase and sustain high visibility enforcement of traffic safety-related laws*
- *Increase public education and information campaigns regarding enforcement activities*
- *Increase public information and education on intersection-related traffic issues*

Project Descriptions

Task: Enforcement	Police Traffic Services PT - 07
--------------------------	--

Organization Name **Texas Department of Transportation** Division TRF-TS Project Number **2011-STEP CMV**

Title / Desc. STEP CMV

Provide enhanced enforcement covering multiple offenses, focusing on the following: Speed, Occupant Protection (OP), and Hazardous Moving Violations (HMV) related to commercial motor vehicles.

Performance Measures

Other arrests	345
CMV HMV Citations	3,112
CMV Safety Belt Citations	3,005
CMV Speed citations	2,692
Community events (e.g., health fairs, booths)	2
DUI Minor arrests/citations	0
DWI arrests	0
Child Safety Seat citations	0
Media exposures (e.g., news conferences, news releases, and interviews)	6
STEP Enforcement Hours	4,416
Other citations	979
Presentations conducted	35
Public information and education materials distributed	12,875
Public information and education materials produced	0
Safety Belt citations	0
Speed citations	0
Speed related crashes	582
ITC citations	0

Participating Organizations

Project #

City of Houston - Police Department 2011-HoustonP-S-MYG-Yr3-0195

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 PT	2	Planned: \$249,548.90			\$253,749.33	\$503,298.23
	1	Actuals: \$249,364.74			\$310,298.22	\$559,662.96

Task: Enforcement	Police Traffic Services PT - 07
--------------------------	--

Organization Name Texas Department of Transportation	Division TRF-TS	Project Number 2011-STEP Comprehensive
---	------------------------	---

Title / Desc. STEP Comprehensive

Provide enhanced sustained enforcement covering multiple offenses, focusing on two or more of the following: Speed, DWI, Intersection Traffic Control (ITC), or Occupant Protection (OP) violations. All STEP Comprehensive agencies that have an occupant protection and/or DWI component will participate in the national enforcement mobilizations.

Performance Measures

Other arrests	8,116
Child Safety Seat citations	9,672
CMV Speed citations	39
Community events (e.g., health fairs, booths)	473
DUI Minor arrests/citations	168
DWI arrests	6,608
HMV citations	9,799
ITC citations	47,646
Alcohol related crashes	13,357
Media exposures (e.g., news conferences, news releases, and interviews)	1,859
STEP Enforcement Hours	157,843
Other citations	67,572
Presentations conducted	1,289
Public information and education materials distributed	149,677
Public information and education materials produced	8,555
Safety Belt citations	41,667
Speed citations	223,031
Speed related crashes	64,179
ITC related crashes	37,873

Participating Organizations

Project #

Town of Addison - Police Department	2011-AddisonP-S-1YG-0052
City of Allen	2011-AllenPD-S-MYG-Yr3-0029
City of Arlington	2011-Arlingto-S-1YG-0055
Armstrong County Sheriff's Department	2011-Armstron-S-1YG-0076
City of Austin - Police Department	2011-AustinPD-S-MYG-Yr3-0031
City of Bedford	2011-Bedford-S-1YG-0018
City of Brownsville - Police Department	2011-BrownsPD-S-1YG-0084
City of Cedar Park	2011-CdrPrkPD-S-MYG-Yr3-0206
City of Corpus Christi Police Department	2011-CorpusPD-S-MYG-Yr3-0227
County of Dallas	2011-Dallasco-S-MYG-Yr3-0262
City of Dallas - Police Department	2011-Dallas-S-MYG-Yr3-0274
City of Decatur Police Department	2011-DecaturP-S-1YG-0013
City of Denton	2011-DentonPD-S-1YG-0071
City of Euless Police Department	2011-Euless-S-1YG-0070
Town of Flower Mound	2011-FlowerPD-S-MYG-Yr3-0106
City of Frisco	2011-FriscoPD-S-MYG-Yr3-0275
City of Garland	2011-GarlandP-S-MYG-Yr3-0187
City of Georgetown	2011-Georgeto-S-MYG-Yr3-0222
City of Grand Prairie - Police Department	2011-GrandPra-S-MYG-Yr3-0073
City of Haltom City - Police Department	2011-HaltomPD-S-MYG-Yr3-0259
City of Harlingen Police Department	2011-Harlinge-S-1YG-0101
Harris County Sheriff's Office	2011-HarrisCo-S-3YG-0013
City of Houston - Police Department	2011-HoustonP-S-MYG-Yr3-0248

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2011

City of Irving	2011-Irving-S-MYG-Yr3-0149
City of Keller	2011-KellerPD-S-1YG-0102
City of La Porte Police Department	2011-LaPorte-S-1YG-0009
City of Longview Police Department	2011-LongviPD-S-1YG-0073
City of Lubbock Police Department	2011-Lubbock -S-1YG-0004
City of McAllen Police Department	2011-McAllenP-S-MYG-Yr3-0050
City of McKinney	2011-McKinney-S-MYG-Yr3-0223
City of Midland	2011-Midland-S-1YG-0091
City of Murphy	2011-MurphyPD-S-MYG-Yr3-0020
City of New Braunfels - Police Department	2011-NewBrau-S-1YG-0065
City of North Richland Hills	2011-NRichlan-S-MYG-Yr3-0159
City of Odessa - Police Department	2011-Odessa-S-1YG-0006
City of Pasadena - Police Department	2011-PasadePD-S-1YG-0019
City of Pharr - Police Department	2011-PharrPD-S-MYG-Yr3-0116
City of Port Arthur Police Department	2011-PortArth-S-1YG-0107
City of Rowlett - Police Department	2011-RowletPD-S-MYG-Yr3-0110
City of San Antonio - Police Department	2011-SanAntPD-S-1YG-0017
City of Seabrook Police Department	2011-Seabrook-S-MYG-Yr3-0250
Texas Department of Public Safety	2011-TDPS-S-1YG-0063
City of Texarkana	2011-TexarkPD-S-1YG-0064
City of Tyler	2011-Tyler PD-S-1YG-0030
City of Webster	2011-Webster-S-1YG-0092
City of Wylie	2011-Wylie-S-MYG-Yr2-0091

Financial Information:

<i>Fund</i>	<i>Source</i>	<i># Projects</i>		<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402	PT	46	<i>Planned:</i>	\$6,163,761.17			\$5,858,730.15	\$12,022,491.32
		46	<i>Actuals:</i>	\$5,869,842.38			\$6,258,586.85	\$12,128,429.23

Task: Enforcement	Police Traffic Services PT - 07
--------------------------	--

Organization Name **Texas Department of Transportation** Division TRF-TS Project Number **2011-STEP Wave Comprehensive**

Title / Desc. **STEP Wave Comprehensive**

Participate in special enforcement efforts centered on the holiday periods through STEP Waves.

Performance Measures

Other arrests	76
CMV Speed citations	1
Community events (e.g., health fairs, booths)	16
DUI Minor arrests/citations	3
DWI arrests	17
HMV citations	101
Child Safety Seat citations	75
Media exposures (e.g., news conferences, news releases, and interviews)	64
STEP Enforcement Hours	1,902
Other citations	1,205
Presentations conducted	43
Public information and education materials distributed	10,910
Public information and education materials produced	0
Safety Belt citations	675
Speed citations	3,212
ITC citations	146

Participating Organizations

Project #

City of Beaumont Police Department	2011-Beaumont-S-1YG-0033
City of Benbrook Police Department	2011-Benbrook-S-1YG-0010
City of Dalworthington Gardens	2011-Dalworth-S-1YG-0029
City of DeSoto	2011-DeSotoPD-S-MYG-Yr3-0176
City of Nacogdoches	2011-Nacogdoc-S-1YG-0045
Town of Pantego Police Department	2011-PantegoP-S-1YG-0041
City of Port Isabel - Police Department	2011-PortIsab-S-1YG-0078
City of Willis	2011-Willis P-S-MYG-Yr3-0100

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PT	8	Planned:	\$86,929.23			\$75,324.17	\$162,253.40
		8	Actuals:	\$67,820.44			\$28,986.37	\$96,806.81

Task: Public Information Campaigns **Police Traffic Services PT - 07**

Organization Name **Texas Municipal Police Association** Division TRF-TS Project Number **2011-TMPA-G-3YG-0003**

Title / Desc. **COMPREHENSIVE LAW ENFORCEMENT LIAISON (LEL) SUPPORT AND TRAINING PROJECT**

Support for traffic safety projects, STEP and trainings on eGrants, child safety seats to law enforcement & distracted driving classes to teens, adults & emergency vehicle operators.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Educate law enforcement officers on child safety seat laws and recognition	50	93	☑
▪ Collect news and information articles and publish them on the Buckle Up Texas website	36	59	☑
▪ Conduct evaluation of the adult distracted driving course	1	1	☑
▪ Conduct Evaluation of the child safety seat course/training for law enforcement	1	1	☑
▪ Conduct evaluation of the emergency vehicle operator distracted driving course	1	1	☑
▪ Conduct satisfaction evaluation of all funded agencies to measure effectiveness of program	1	1	☑
▪ Conduct meetings with TxDOT Program Manager(s), LEL's and stakeholders	4	16	☑
▪ Create course curriculum on adult distracted driving	1	1	☑
▪ Create course curriculum on child safety seat laws and recognition to law enforcement	1	1	☑
▪ Create course curriculum on emergency vehicle operator distracted driving	1	1	☑
▪ Acquire child passenger safety (CPS) technician certifications for all LELs	100 %	100 %	☑
▪ Distribute Public information and education (PI&E) program materials	25,000	119,525	☑
▪ Support non-funded law enforcement agencies in STEP projects	300	2,017	☑
▪ Educate adult drivers on the dangers of distracted driving	350	2,897	☑
▪ Educate emergency vehicle operators on the dangers of distracted driving	450	1,092	☑
▪ Educate teen drivers on the dangers of distracted driving	2,000	6,710	☑
▪ Enroll non-funded law enforcement agencies eligible for IDM incentive award program	100 %	100 %	☑
▪ Enroll non-funded law enforcement agencies eligible to participate in the CIOT incentive	100 %	100 %	☑
▪ Provide agencies with technical assistance regarding STEP grant administration	200	333	☑
▪ Support child passenger safety seat inspection events	20	37	☑
▪ Support non law enforcement Highway Safety Plan partner events	20	54	☑
▪ Support Blood Alcohol Concentration (BAC) reporting by law enforcement agencies	100 %	100 %	☑
▪ Support law enforcement officers in Crash training	100 %	100 %	☑
▪ Create course curriculum on teen distracted driving	1	1	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PT	1	Planned: \$671,141.02			\$74,571.54	\$745,712.56
		1	Actuals: \$648,003.70			\$219,061.66	\$867,065.36

Task: Training	Police Traffic Services PT - 07
-----------------------	--

Organization Name **Texas Transportation Institute** Division TRF-TS Project Number **2011-TTI-G-3YG-0010**

Title / Desc. Data Driven Approaches to Crime and Traffic Safety

A high visibility law enforcement approach focusing on location based policing and data evaluation. Community resources will be used to address and reduce crime, crashes, and traffic violations.

Performance Objectives	Target	Actual	Met?
▪ Identify TS stakeholders to determine needs for creation of an enhanced NHTSA DDACTS pilot training course	15	28	<input checked="" type="checkbox"/>
▪ Educate traffic safety stakeholders and agencies in the enhanced NHTSA DDACTS pilot training program	15	23	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 PT	1	<i>Planned:</i> \$58,312.14			\$6,520.17	\$64,832.31
	1	<i>Actuals:</i> \$58,240.97			\$6,535.69	\$64,776.66

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Police Traffic Services

PT - 07

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408	410	2010	STATE	INCOME	LOCAL	
Enforcement	<i>Planned:</i>	56	\$12,688,042.95	\$6,500,239.30							\$6,187,803.65	\$6,500,239.30
	<i>Actual:</i>	55	\$12,784,899.00	\$6,187,027.56							\$6,597,871.44	\$6,187,027.56
Evaluation												
Program Management												
Public Information Campaigns	<i>Planned:</i>	1	\$745,712.56	\$671,141.02							\$74,571.54	
	<i>Actual:</i>	1	\$867,065.36	\$648,003.70							\$219,061.66	
Training	<i>Planned:</i>	1	\$64,832.31	\$58,312.14							\$6,520.17	
	<i>Actual:</i>	1	\$64,776.66	\$58,240.97							\$6,535.69	
TOTALS:	<i>Planned:</i>	58	\$13,498,587.82	\$7,229,692.46							\$6,268,895.36	\$6,500,239.30
	<i>Actual:</i>	57	\$13,716,741.02	\$6,893,272.23							\$6,823,468.79	\$6,187,027.56

Speed Control SC - 08

Objectives

- Reduce the number of Speeding-related fatalities from 1,422 (2008 FARS) to 1,400 (FARS)
- Track the number of Speeding citations issued during grant-funded enforcement activities

Project Descriptions

<i>Task: Enforcement</i>	Speed Control SC - 08
--------------------------	------------------------------

<i>Organization Name</i>	<i>Division</i> TRF-TS	<i>Project Number</i>
Texas Department of Transportation		2011-STEP Speed

Title / Desc. STEP Speed
 Provide sustained speed enforcement to increase driver compliance with posted speed limits and to reduce the number of speed-related crashes. In addition, the Police Traffic Services (PTS) program area will conduct STEP-Comprehensive and STEP-Wave grants that involve increased speed enforcement.

Performance Measures

Other citations	5,877
CMV Speed citations	0
Community events (e.g., health fairs, booths)	80
DUI Minor arrests/citations	0
DWI arrests	11
HMV citations	66
ITC citations	25
Child Safety Seat citations	81
Other arrests	237
STEP Enforcement Hours	9,289
Presentations conducted	94
Public information and education materials distributed	38,586
Public information and education materials produced	3,703
Safety Belt citations	80
Speed citations	30,055
Speed related crashes	3,613
Media exposures (e.g., news conferences, news releases, and interviews)	117

Participating Organizations

<i>Participating Organizations</i>	<i>Project #</i>
City of Cleveland - Police Department	2011-Clevelan-S-1YG-0099
City of Deer Park Police Department	2011-DeerPark-S-1YG-0012
County of Denton	2011-DentonCo-S-MYG-Yr3-0243
City of Farmers Branch - Police Department	2011-Farmers -S-MYG-Yr3-0113
Harrison County	2011-Harrison-S-1YG-0050
City of Lewisville	2011-LewisvPD-S-MYG-Yr3-0266
City of Mesquite	2011-Mesquite-S-MYG-Yr3-0109
City of Sugar Land	2011-Sugarlan-S-3YG-0009
City of Texas City Police Department	2011-TexasCit-S-MYG-Yr3-0141
City of Waskom	2011-Waskom-S-1YG-0069

Financial Information:

<i>Fund</i>	<i>Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402	SC	10	<i>Planned:</i> \$409,416.37			\$191,527.05	\$600,943.42
		10	<i>Actuals:</i> \$376,010.87			\$220,498.53	\$596,509.40

Task: Enforcement	Speed Control SC - 08
--------------------------	------------------------------

Organization Name **Texas Department of Transportation** Division TRF-TS Project Number **2011-STEP Wave Speed**

Title / Desc. STEP Wave Speed

Provide sustained speed enforcement to increase driver compliance with posted speed limits and to reduce the number of speed-related crashes. In addition, the Police Traffic Services (PTS) program area will conduct STEP-Comprehensive and STEP-Wave grants that involve increased speed enforcement.

Performance Measures

Other arrests	18
CMV Speed citations	4
Community events (e.g., health fairs, booths)	5
DUI Minor arrests/citations	3
DWI arrests	3
HMV citations	0
Child Safety Seat citations	1
Media exposures (e.g., news conferences, news releases, and interviews)	8
STEP Enforcement Hours	741
Other citations	164
Presentations conducted	36
Public information and education materials distributed	13,880
Public information and education materials produced	0
Safety Belt citations	4
Speed citations	1,466
ITC citations	5

Participating Organizations

Project #

City of Bulverde	2011-bulverde-S-1YG-0100
City of Selma	2011-SelmaPD-S-1YG-0085

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SC	2	Planned:	\$24,581.10			\$14,009.26	\$38,590.36
		2	Actuals:	\$24,012.89			\$7,482.19	\$31,495.08

FY 2011 Traffic Safety Funds Program Area Expenditure Summary

Speed Control

SC - 08

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408	410	2010	STATE	INCOME	LOCAL	
Enforcement	<i>Planned:</i>	12	\$639,533.78	\$433,997.47							\$205,536.31	\$433,997.47
	<i>Actual:</i>	12	\$628,004.48	\$400,023.76							\$227,980.72	\$400,023.76
Evaluation												
Program Management												
Public Information Campaigns												
Training												
TOTALS:	<i>Planned:</i>	12	\$639,533.78	\$433,997.47							\$205,536.31	\$433,997.47
	<i>Actual:</i>	12	\$628,004.48	\$400,023.76							\$227,980.72	\$400,023.76

Traffic Records TR - 09

Objectives

- Maintain the number of Days to report local crash data to CRIS after crash occurrence at 15
- Maintain the number of Days for crash data to be accessible from Crash Records Information System (CRIS) after receiving report of crash from peace officer (CR-3) at 3

Strategies

- *Improve local databases and their ability to electronically transmit crash data to the Department of State Health Services and Public Safety*
- *Link Texas Department of State Health Services, Transportation, and Public Safety databases*

Project Descriptions

Task: Evaluation	Traffic Records TR - 09
-------------------------	--------------------------------

Organization Name **Division** TRF-TS **Project Number**
Texas Department of State Health Services - ISG **2011-TDSHS-IS-G-MYG-Yr2-0085**

Title / Desc. **Texas EMS/Trauma Registry Replacement Project**

The overall project will implement the best alternative recommendation for replacing the Texas EMS/Trauma Registry. The second year will be spent customizing the system and starting phased roll out.

<i>Performance Objectives</i>	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Develop System Transition Plan	1	2	☑
▪ Coordinate EMS/Trauma Registry data analysis and dissemination	1	3	☑
▪ Create Data Migration Action Plan	1	1	☑
▪ Create Defect Plan	1	1	☑
▪ Create Quality Assurance Plan	1	1	☑
▪ Create Reports and Dashboard	1	1	☑
▪ Create System Specifications	1	3	☑
▪ Create Test Plan for New System	1	2	☑
▪ Develop EMS & Trauma System Pre-processor	1	2	☑
▪ Conduct Project Management	1	4	☑
▪ Develop Risk Management Plan	1	1	☑
▪ Participate Traffic Records Coordinating Committee	4	4	☑
▪ Develop Training	1	1	☑
▪ Establish System Recovery Plan (SRP)	1	3	☑
▪ Implement Acceptance Testing Plan	1	2	☑
▪ Implement Change Management Plan	1	6	☑
▪ Implement Configuration Management Plan (CMP)	1	2	☑
▪ Maintain Executive Steering Committee (ESC)	1	3	☑
▪ Manage Budget	1	7	☑
▪ Manage Injury Surveillance Program-the EMS/Trauma Registry	1	3	☑
▪ Manage Monthly and yearly data moves	12	12	☑
▪ Develop Help Desk Plan	1	1	☑

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
408 K9	1	<i>Planned:</i> \$394,768.14			\$548,357.45	\$943,125.59
	1	<i>Actuals:</i> \$394,768.14			\$548,357.59	\$943,125.73

Task: Program Management						Traffic Records TR - 09	
Organization Name Texas Department of Transportation			Division TRF-TS		Project Number 2011-TxDOT-TR-G-1YG-0120		
Title / Desc. CRASH Agency Report Provide technical support to law enforcement agencies using CRASH reporting software during the pilot phase, to include user management and data extracts.							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
408	K9	1	Planned: \$421,233.00				\$421,233.00
		1	Actuals: \$421,233.00				\$421,233.00

Task: Program Management						Traffic Records TR - 09	
Organization Name Texas Department of Transportation			Division TRF-TS		Project Number 2011-TxDOT-TR-G-1YG-0159		
Title / Desc. CRASH Agency Report Tech Support CRASH Agency Report Tech Support							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
408	K9	1	Planned: \$109,243.50				\$109,243.50
		1	Actuals: \$109,243.50				\$109,243.50

Task: Program Management						Traffic Records TR - 09	
Organization Name Texas Department of Transportation			Division TRF-TS		Project Number 2011-TxDOT-TR-G-1YG-0160		
Title / Desc. CRIS CRASH Help Desk Provide 24 hours/7 days a week help desk support to individual law enforcement officers using the online CRASH reporting software.							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	TR	1	Planned: \$556,920.00				\$556,920.00
		1	Actuals: \$83,600.00				\$83,600.00

Task: Program Management						Traffic Records TR - 09	
Organization Name Texas Department of Transportation			Division TRF-TS		Project Number TRF-TS Crash Records and Data Analysis Operations and CRIS		
Title / Desc. Crash Records/Data Analysis Operations and CRIS Support and enhance the statewide data system CRIS (Crash Records Information System) which provides timely and effective data analysis to support allocation of highway safety resources.							
Participating Organizations				Project #			
Texas Department of Transportation				TRF-TS Crash Data Analysis			
Texas Department of Transportation				TRF-TS Crash Records			
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	TR	2	Planned:	\$3,831,453.00			\$3,831,453.00
		2	Actuals:	\$3,978,801.58			\$3,978,801.58

Task: Program Management						Traffic Records TR - 09	
Organization Name TIBH Industries			Division TRF-TS		Project Number TIBH Industries Clerk III - Middle Rate		
Title / Desc. TIBH Industries Clerk III - Middle Rate							
TIBH Industries Clerk III - Middle Rate Safety Information Systems Plan.							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	TR	1	Planned:	\$50,000.00			\$50,000.00
		1	Actuals:	\$48,004.32			\$48,004.32

Task: Training						Traffic Records TR - 09		
Organization Name Texas Municipal Police Association			Division TRF-TS		Project Number 2011-TMPA-G-MYG-Yr2-0210			
Title / Desc. Crash Reporting and Analysis for Safer Highways Training								
To provide training to all law enforcement agencies in "Crash" thus increasing timely reporting, data uniformity and accuracy.								
Performance Objectives						<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Train Officers on the "CRASH" course curriculum						1,200	0	<input type="checkbox"/>
▪ Teach Law enforcement personnel on the train-the-trainer "CRASH" course						50	0	<input type="checkbox"/>
▪ Maintain Team of 3 "CRASH" instructors and one program assistant						1	0	<input type="checkbox"/>
▪ Evaluate CRASH curriculum for students and train the trainers						1	0	<input type="checkbox"/>
▪ Distribute CR3/CR100 Instructional video as handouts for training courses and conferences						100 %	0 %	<input type="checkbox"/>
▪ Conduct Eight hour "CRASH" classes to students						35	0	<input type="checkbox"/>
▪ Complete Printing of all course curriculum						1	0	<input type="checkbox"/>
▪ Complete Evaluation summary report for TRF						1	0	<input type="checkbox"/>

Project Notes
Grant was terminated in May 2011

Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
408	K9	1	Planned: \$487,181.88			\$146,509.93	\$633,691.81
		1	Actuals: \$260,474.80			\$78,866.69	\$339,341.49

FY 2011 Traffic Safety Funds Program Area Expenditure Summary

Traffic Records

TR - 09

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>	<i>Planned:</i>	1	\$943,125.59				\$394,768.14					\$548,357.45
	<i>Actual:</i>	1	\$943,125.73				\$394,768.14					\$548,357.59
<i>Program Management</i>	<i>Planned:</i>	6	\$4,366,198.15	\$556,920.00			\$530,476.50			\$3,278,801.65		
	<i>Actual:</i>	6	\$3,890,882.47	\$83,600.00			\$530,476.50			\$3,276,805.97		
<i>Public Information Campaigns</i>												
<i>Training</i>	<i>Planned:</i>	1	\$633,691.81				\$487,181.88					\$146,509.93
	<i>Actual:</i>	1	\$339,341.49				\$260,474.80					\$78,866.69
TOTALS:	<i>Planned:</i>	8	\$5,943,015.55	\$556,920.00			\$1,412,426.52			\$3,278,801.65		\$694,867.38
	<i>Actual:</i>	8	\$5,173,349.69	\$83,600.00			\$1,185,719.44			\$3,276,805.97		\$627,224.28

Driver Education and Behavior

DE - 10

Goals

- To increase public knowledge, perception and understanding of traffic safety

Objectives

- Achieve 1 billion impressions reached with traffic safety messages
- Track Driver Attitudes and Awareness concerning impaired driving, seat belt use, and speeding issues

Strategies

- Conduct and assist local, state and national traffic safety campaigns
- Develop and implement public information and education efforts on traffic safety issues
- Provide assistance to update the drivers education curriculum

Project Descriptions

Task: Evaluation				Driver Education and Behavior DE - 10			
Organization Name		Division TRF-TS		Project Number			
Texas Transportation Institute				2011-TTI-G-1YG-0165			
Title / Desc. Attitude and Awareness Survey of Texans and Traffic Safety							
The purpose of this project is to survey Texas drivers throughout the State to measure awareness of and attitudes toward traffic safety programs in Texas.							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
Provide final report documenting survey results				1	1	☑	
Conduct survey of Texans at DL offices throughout Texas				1	1	☑	
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
402 DE	1	Planned: \$46,379.93			\$5,180.10	\$51,560.03	
	1	Actuals: \$45,228.01			\$5,063.30	\$50,291.31	

Task: Public Information Campaigns				Driver Education and Behavior DE - 10			
Organization Name		Division TRF-TS		Project Number			
Education Service Center, Region VI				2011-ESCVI-G-MYG-Yr3-0149			
Title / Desc. Driver Awareness Program for Adults.							
This is a 6 hour safety program for adults identified as under educated by federal guidelines. We will teach Adult Basic Education, Adult Secondary Education & English as a Second Language learners.							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
Teach Adult Basic Education and ESL students in the Driver Awareness Program				2,000	2,080	☑	
Revise Teacher resource binder to consist of lessons, activities, and answer keys				1	18	☑	
Identify Adult Basic Education and ESL classes that will offer the six hour program				75	96	☑	
Complete Plan of Administrative and General Grant Requirements				1	1	☑	
Analyze Participant Evaluations to determine the overall affectiveness of the Driver Awareness Program				1,500	1,822	☑	
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
402 DE	1	Planned: \$81,164.30			\$44,203.56	\$125,367.86	
	1	Actuals: \$78,485.41			\$62,925.30	\$141,410.71	

Task: Public Information Campaigns				Driver Education and Behavior DE - 10		
Organization Name		Division		Project Number		
Sherry Matthews Advocacy Marketing		TRF-TS		2011-SMAM-G-1YG-0131		
Title / Desc. Save A Life Project						
To support statewide traffic safety public information and education efforts.						
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Support statewide public education & information efforts				1	1	<input checked="" type="checkbox"/>
▪ Produce Street Smarts TV news features				2	2	<input checked="" type="checkbox"/>
▪ Distribute Sets of "Street Smarts" TV features				2	1	<input type="checkbox"/>
▪ Coordinate administration of traffic safety campaigns				1	1	<input checked="" type="checkbox"/>
▪ Conduct paid media campaigns				2	2	<input checked="" type="checkbox"/>
Financial Information:						
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match
402	DE	1	Planned:	\$2,097,926.00		\$370,223.00
		1	Actuals:	\$2,097,922.13		\$533,530.00
						\$2,468,149.00
						\$2,631,452.13

Task: Public Information Campaigns				Driver Education and Behavior DE - 10		
Organization Name		Division		Project Number		
Texas Department of Transportation		TRF-TS		TRF-TS Driver Education and Behaviour - Local Events		
Title / Desc. Driver Education and Behavior - Local Event Campaign						
Provide funding to support 3 local traffic safety events with TxDOT Districts.						
Participating Organizations				Project #		
Texas Department of Transportation				TRF-TS Driver Education & Behaviour - AMA		
Texas Department of Transportation				TRF-TS Driver Education & Behaviour - FTW		
Texas Department of Transportation				TRF-TS Driver Education & Behaviour - SAT		
Financial Information:						
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match
402	DE	3	Planned:	\$58,000.00		\$58,000.00
		3	Actuals:	\$46,828.07		\$46,828.07

Task: Public Information Campaigns				Driver Education and Behavior DE - 10		
Organization Name		Division		Project Number		
Texas Education Agency		TRF-TS		2011-TEA-G-MYG-Yr3-0129		
Title / Desc. Traffic Safety Education Prevention Program (Grades 6th-8th)						
The development of a Texas Safety Education Prevention Program (Grades 6th-8th) to be aligned with the core subjects' Texas Essential Knowledge and Skills for Texas middle school students.						
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Coordinate teacher workshops for the Traffic Safety Education Prevention Program (Grades 6th-8th)				4	0	<input type="checkbox"/>
Project Notes						
Grant was terminated. Negative amount is refund from previous year.						
Financial Information:						
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match
402	PT	1	Planned:	\$73,160.00		\$10,440.00
		1	Actuals:	(\$400.31)		(\$400.31)

Task: Public Information Campaigns	Driver Education and Behavior DE - 10
---	--

<i>Organization Name</i> Texas Municipal Courts Education Center	<i>Division</i> TRF-TS	<i>Project Number</i> 2011-TMCEC-G-MYG-Yr3-0320
--	------------------------	---

Title / Desc. *Driving on the Right Side of the Road*

To infuse the study of traffic safety into early elementary grades 4, 5, 7, 8, & H.S. govt. classes using the strategies of LRE & utilize municipal judges & court support staff as resources.

<i>Performance Objectives</i>	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Train municipal clerks @ TMCEC conf., other conf., & webinars on serving as classroom resource persons	600	815	☑
▪ Train municipal judges @ TMCEC reg conf., local prog. & webinars on serving as classroom resource persons	400	409	☑
▪ Train teachers on the DRSR materials at a statewide conf., local programs, regional ESC's, & webinars	150	699	☑
▪ Revise & review the 9 DRSR ts teaching materials, in addition to all of the other DRSR teaching materials	9	9	☑
▪ Provide DRSR exhibits and distribute PI&E materials on the DRSR project to municipal courts & teachers	24	51	☑
▪ Provide DRSR Workshop For Teachers at the LRE Annual Conference	1	1	☑
▪ Produce newsletter pages for municipal judges & court support personnel on the DRSR program	8	8	☑
▪ Conduct Statewide conference for teachers on the DRSR project	1	1	☑

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402 DE	1	<i>Planned:</i> \$118,798.00			\$64,601.30	\$183,399.30
	1	<i>Actuals:</i> \$118,793.51			\$87,479.78	\$206,273.29

Task: Public Information Campaigns **Driver Education and Behavior DE - 10**

Organization Name **Texas Transportation Institute** Division TRF-TS Project Number **2011-TTI-G-MYG-Yr3-0258**

Title / Desc. **Teens in the Driver Seat Campaign**

This 3-year project will maintain the teen peer-to-peer safety program, as well as create a new outreach element each year:
 1) FY 2009 = parents; 2) FY 2010 = tweens; 3) 2011 = college students.

Performance Objectives	Target	Actual	Met?
▪ Increase Total number of students reached by the TDS Program in Texas	200,000	200,685	<input checked="" type="checkbox"/>
▪ Increase Number of tweens reached by the TDS Program	7,500	14,004	<input checked="" type="checkbox"/>
▪ Increase Total number of students participating in TDS resource development in Texas	1,500	2,207	<input checked="" type="checkbox"/>
▪ Increase Total number of schools participating in the TDS Program in Texas	145	185	<input checked="" type="checkbox"/>
▪ Increase Seat belt use by teens at TDS Program schools	80 %	95 %	<input checked="" type="checkbox"/>
▪ Increase Number of middle schools reached by the TDS Program	20	24	<input checked="" type="checkbox"/>
▪ Distribute Total pre- and post-TDS Program surveys in Texas	6,000	11,804	<input checked="" type="checkbox"/>
▪ Demonstrate TDS Program Schools being aware of the top teen driving risk factors	50 %	65 %	<input checked="" type="checkbox"/>
▪ Decrease Teens killed in traffic crashes in Texas	400	342	<input checked="" type="checkbox"/>
▪ Decrease Number of drivers with teen passengers without an adult at TDS Program schools	60 %	33 %	<input checked="" type="checkbox"/>
▪ Decrease Teen drivers using wireless devices at TDS Program schools	40 %	6 %	<input checked="" type="checkbox"/>
▪ Conduct Focus groups with teens, college students and tweens (separately)	3	4	<input checked="" type="checkbox"/>
▪ Collect Total pre- and post-TDS Program surveys in Texas	3,500	11,804	<input checked="" type="checkbox"/>
▪ Acquire Media exposures for the TDS Program	150	239	<input checked="" type="checkbox"/>
▪ Acquire Partnerships for the TDS Program that aid grassroots contacts for the program	15	31	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned: \$564,690.29			\$116,424.40	\$681,114.69
		1	Actuals: \$563,220.81			\$529,120.66	\$1,092,341.47

Task: Public Information Campaigns **Driver Education and Behavior DE - 10**

Organization Name **ThinkStreet** Division TRF-TS Project Number **2011-ThinkSt-G-1YG-0036**

Title / Desc. **Talk To You Later - I'm Driving!**

A statewide public awareness and education initiative to reduce traffic crashes and fatalities caused by distracted driving among young people ages 16-34.

Performance Objectives	Target	Actual	Met?
▪ Purchase paid media flight in April	1	1	<input checked="" type="checkbox"/>
▪ Implement PR and Media relations effort	1	2	<input checked="" type="checkbox"/>
▪ Develop social netowking site	1	1	<input checked="" type="checkbox"/>
▪ Develop Creative campaign with multiple elements	1	1	<input checked="" type="checkbox"/>
▪ Coordinate Months of grassroots outreach efforts	4	7	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DD	1	Planned: \$315,000.00			\$416,208.00	\$731,208.00
		1	Actuals: \$307,202.86			\$2,694,831.00	\$3,002,033.86

Task: Public Information Campaigns				Driver Education and Behavior DE - 10			
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>			
ThinkStreet				2011-ThinkSt-G-1YG-0130			
<i>Title / Desc. FY 2011 Operating Funds</i>							
<i>Traffic Safety planning operational budget.</i>							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Support Texas Traffic Safety Program in accordance with blanket purchase order #B442009020122000				1	2	<input checked="" type="checkbox"/>	
▪ Manage landing page updates				2	2	<input checked="" type="checkbox"/>	
▪ Implement public relations and media relations efforts				2	1	<input type="checkbox"/>	
▪ Coordinate grassroots outreach campaign to high schools				1	1	<input checked="" type="checkbox"/>	
▪ Conduct focus group studies to establish a baseline and measure campaign awareness				2	1	<input type="checkbox"/>	
▪ Conduct observational belt use survey				1	1	<input checked="" type="checkbox"/>	
<i>Financial Information:</i>							
<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>	
402 DE	1	<i>Planned:</i>	\$749,927.00		\$90,250.00	\$840,177.00	
	1	<i>Actuals:</i>	\$728,464.74		\$410,000.00	\$1,138,464.74	

Task: Training				Driver Education and Behavior DE - 10			
<i>Organization Name</i>		<i>District</i> AUS		<i>Project Number</i>			
Austin Independent School District				2011-AISD-G-1YG-0034			
<i>Title / Desc. AISD Afterschool Driver Education Program</i>							
<i>Driver's Education classes will serve 400 students as a part of AISD outside-of-school programs at Lanier, Akins, Travis, Reagan, LBJ and Eastside Memorial High Schools.</i>							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Certify students in Driver's Education and provide certificates of completion to each				210	301	<input checked="" type="checkbox"/>	
<i>Financial Information:</i>							
<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>	
402 DE	1	<i>Planned:</i>	\$16,736.99		\$17,893.04	\$34,630.03	
	1	<i>Actuals:</i>	\$16,380.73		\$21,256.65	\$37,637.38	

Task: Training		Driver Education and Behavior DE - 10					
Organization Name		Division TRF-TS			Project Number		
Education Service Center, Region VI					2011-ESCVI-G-MYG-Yr2-0079		
Title / Desc. Texas Traffic SAFETY Education Staff Improvement Program. Safety Alliance For Educating Texas Youth.							
<i>This program is designed to provide 8 Teen Driver Education staff development workshops to 300 teachers. These trainings will be presented by consultants using a skid monster and marketed state wide.</i>							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Train Driver Education Instructors				300	470	<input checked="" type="checkbox"/>	
▪ Develop Set of content materials to use as training aids for classroom and skid monster activities				1	10	<input checked="" type="checkbox"/>	
▪ Conduct Teen Driver Education Workshops for Teachers				8	30	<input checked="" type="checkbox"/>	
▪ Complete Plan of Administrative and General Grant Requirements				1	1	<input checked="" type="checkbox"/>	
▪ Analyze Instructor evaluations to determine the overall effectiveness of the staff improvement Program				300	714	<input checked="" type="checkbox"/>	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned: \$59,436.60			\$36,399.97	\$95,836.57
		1	Actuals: \$59,436.60			\$49,789.80	\$109,226.40

Task: Training		Driver Education and Behavior DE - 10					
Organization Name		Division TRF-TS			Project Number		
Texas Education Agency					2011-TEA-G-MYG-Yr2-0106		
Title / Desc. TX Licensed Driver Education Schools Driver Education Curriculum & Student-Completer Data Submission							
<i>Project offers financial support to licensed driver education schools to incorporate the Program of Organized Instruction in their driver education curriculum & provide student-completer data.</i>							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Manage evaluation process for mini-grants to licensed driver education schools for DE curriculum				150	0	<input type="checkbox"/>	
▪ Manage application process for mini-grants to licensed driver education schools for field testing curriculum				150	0	<input type="checkbox"/>	
Project Notes							
<i>Grant was terminated. Negative amount is refund from previous year.</i>							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PT	1	Planned: \$285,701.00			\$33,527.00	\$319,228.00
		1	Actuals: (\$60,500.00)				(\$60,500.00)

Task: Training	Driver Education and Behavior DE - 10
-----------------------	--

Organization Name Texas Education Agency	Division TRF-TS	Project Number 2011-TEA-G-MYG-Yr3-0270
--	-----------------	--

Title / Desc. **Workshops for Defensive Driving (Driving Safety) Instructors and Personnel**

TEA oversees workshops to provide driving safety instructors and personnel current information and countermeasures to incorporate into driving safety (defensive driving) programs.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Coordinate workshops for defensive driving (driving safety) instructors and personnel	6	0	<input type="checkbox"/>
▪ Complete administrative and general grant requirements	1	0	<input type="checkbox"/>

Project Notes
Grant was terminated

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
406	K4DE	1	Planned: \$37,040.00			\$26,410.00	\$63,450.00
		1	Actuals:				

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

Driver Education and Behavior

DE - 10

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>	<i>Planned:</i>	1	\$51,560.03	\$46,379.93							\$5,180.10	
	<i>Actual:</i>	1	\$50,291.31	\$45,228.01							\$5,063.30	
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	10	\$5,174,812.87	\$1,152,812.59					\$2,909,650.02		\$1,112,350.26	\$81,164.30
	<i>Actual:</i>	10	\$8,258,403.96	\$1,067,302.28					\$2,873,214.94		\$4,317,886.74	\$78,485.41
<i>Training</i>	<i>Planned:</i>	4	\$513,144.60	\$361,874.59							\$114,230.01	\$59,436.60
	<i>Actual:</i>	4	\$86,363.78	\$15,317.33							\$71,046.45	\$59,436.60
TOTALS:	<i>Planned:</i>	15	\$5,739,517.50	\$1,561,067.11					\$2,909,650.02		\$1,231,760.37	\$81,164.30
	<i>Actual:</i>	15	\$8,395,059.05	\$1,127,847.62					\$2,873,214.94		\$4,393,996.49	\$78,485.41

Railroad / Highway Crossing

RH - 11

Goals

- To reduce KAB crashes at railroad/highway crossings

Objectives

- Reduce the number of KAB crashes at railroad/highway crossings from 297 (2008 CRIS) to 272 (CRIS)

Project Descriptions

<i>Task: Public Information Campaigns</i>	<i>Railroad / Highway Crossing RH - 11</i>
--	---

<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> Railroad/Highway Crossing Program
---	------------------------	---

Title / Desc. **Currently there are NO projects for the Railroad / Highway Crossing Program Area**

Currently there are NO projects for the Railroad / Highway Crossing Program Area

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402 RH	0					
		<i>Planned:</i>				
		<i>Actuals:</i>				

FY 2011 Traffic Safety Funds Program Area Expenditure Summary

Railroad / Highway Crossing

RH - 11

Task	# Proj	Total	FEDERAL					MATCH			Fed. 402 to Local	
			402	405	2011	408	410	2010	STATE	INCOME		LOCAL
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	0										
	<i>Actual:</i>											
<i>Training</i>												
TOTALS:	<i>Planned:</i>	0										
	<i>Actual:</i>											

Roadway Safety

RS - 12

Goals

- To increase knowledge of roadway safety and current technologies among people involved in engineering, construction, and maintenance areas at both the state and local level
- To reduce the number of traffic crashes, injuries, and fatalities in work zones

Objectives

- Reduce the number of Serious injuries in work zones from 3,372 (2008 CRIS) to 3,100 (CRIS)
- Reduce the number of number of fatalities in work zones from 175 (2008 CRIS) to 145
- Achieve 3,500 persons trained in roadway safety classes

Strategies

- *Improve highway design and engineering through training*
- *Increase public education and information on traffic safety in roadway safety*
- *Provide traffic safety problem identification to local jurisdictions*
- *Provide training on roadway safety issues*

Project Descriptions

Task: Training				Roadway Safety RS - 12			
Organization Name		Division TRF-TS		Project Number			
Texas Engineering Extension Service - ITS				2011-TEEXEUPW-G-1YG-0018			
Title / Desc. Highway Safety Training							
<i>Reduce the number of traffic crashes, injuries and fatalities on city/county roads by conducting training for city/county road agency personnel on the proper use of traffic signs & pavement markings.</i>							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Train participants in Installation and Maintenance of Signs courses				70	74	<input checked="" type="checkbox"/>	
▪ Train participants in Installation and Maintenance of Pavement Markings courses				70	72	<input checked="" type="checkbox"/>	
▪ Conduct Installation and Maintenance of Signs courses				3	4	<input checked="" type="checkbox"/>	
▪ Conduct Installation and Maintenance of Pavement Markings courses				3	5	<input checked="" type="checkbox"/>	
▪ Complete administrative and general grant requirements				100 %	0 %	<input type="checkbox"/>	
Financial Information:							
<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>	
402 RS	1	<i>Planned:</i> \$27,343.66			\$25,430.00	\$52,773.66	
	1	<i>Actuals:</i> \$22,335.35			\$27,355.42	\$49,690.77	

Task: Training **Roadway Safety RS - 12**

Organization Name **Texas Engineering Extension Service - ITS** Division TRF-TS Project Number **2011-TEEXEUPW-G-1YG-0033**

Title / Desc. **Work Zone Safety Training**

Reduce the number of traffic crashes, injuries and fatalities in work zones by conducting training on proper work zone design and safety for city/county road agency personnel.

Performance Objectives	Target	Actual	Met?
▪ Train participants in Work Zone Traffic Control courses	875	972	<input checked="" type="checkbox"/>
▪ Train participants in Flagging in Work Zones courses	525	717	<input checked="" type="checkbox"/>
▪ Train participants in Work Zone Traffic Control Refresher courses	438	721	<input checked="" type="checkbox"/>
▪ Conduct Work Zone Traffic Control courses	35	40	<input checked="" type="checkbox"/>
▪ Conduct Flagging in Work Zones courses	21	34	<input checked="" type="checkbox"/>
▪ Conduct Work Zone Traffic Control Refresher courses	18	31	<input checked="" type="checkbox"/>
▪ Complete administrative and general grant requirements	100 %	0 %	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	RS	1	Planned: \$304,554.63			\$409,217.00	\$713,771.63
		1	Actuals: \$292,829.39			\$499,491.50	\$792,320.89

Task: Training **Roadway Safety RS - 12**

Organization Name **The University of Texas at Arlington** Division TRF-TS Project Number **2011-UTatArli-G-3YG-0032**

Title / Desc. **Texas City/County Work Zone Training Program**

Localized Training: Work Zone Safety and Work Zone Traffic Control, Planning, Night Road Work Planning, Installation and Maintenance of Signs and Pavement Markings, Work Zone Construction Site Safety.

Performance Objectives	Target	Actual	Met?
▪ Train CCT401 Students in Work Zone Construction Site Safety	702	282	<input type="checkbox"/>
▪ Train CCT520 Students in Work Zone Traffic Control/Qualified Flagger	666	736	<input checked="" type="checkbox"/>
▪ Train CCT515 Students Trained in Installation of Signs and Pavement Markings	180	127	<input type="checkbox"/>
▪ Train CCT210 Students Trained in Planning Work Zone Traffic Control	144	181	<input checked="" type="checkbox"/>
▪ Train CCT333 Students in Night Road Work Planning and Implementation	108	67	<input type="checkbox"/>
▪ Conduct CCT401 Classes in Work Zone Construction Site Safety	39	17	<input type="checkbox"/>
▪ Conduct CCT520 Classes in Work Zone Traffic Control /Qualified Flagger	37	46	<input checked="" type="checkbox"/>
▪ Conduct CCT515 Classes in Installation and Maintenance and Pavement Markings	10	10	<input checked="" type="checkbox"/>
▪ Conduct CCT210 Classes in Planning Work Zone Traffic Control	8	14	<input checked="" type="checkbox"/>
▪ Conduct CCT333 Classes Night Road Work Planning and Implementation Classes	6	5	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	RS	1	Planned: \$368,666.48			\$460,795.17	\$829,461.65
		1	Actuals: \$347,570.37			\$480,887.77	\$828,458.14

FY 2011 Traffic Safety Funds Program Area Expenditure Summary

Roadway Safety

RS - 12

Task	# Proj	Total	FEDERAL					MATCH			Fed. 402 to Local	
			402	405	2011	408	410	2010	STATE	INCOME		LOCAL
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>												
<i>Training</i>	<i>Planned:</i>	3	\$1,596,006.94	\$700,564.77							\$895,442.17	
	<i>Actual:</i>	3	\$1,670,469.80	\$662,735.11							\$1,007,734.69	
TOTALS:	<i>Planned:</i>	3	\$1,596,006.94	\$700,564.77							\$895,442.17	
	<i>Actual:</i>	3	\$1,670,469.80	\$662,735.11							\$1,007,734.69	

Safe Communities

SA - 13

Goals

- To promote the Texas Safe Community process statewide in order to prevent traffic-related crashes, injuries, and fatalities

Objectives

- Achieve a minimum of 8 Safe Communities Coalitions

Project Descriptions

Task: Public Information Campaigns				Safe Communities SA - 13		
Organization Name		District DAL		Project Number		
Injury Prevention Center of Greater Dallas				2011-IPCOGD-G-MYG-Yr3-0171		
Title / Desc. Dallas Tweens: Safe and Secure						
The aim of the proposed intervention is to increase properly restrained youth ages 8 to 12 in Southeast Dallas through a culturally-competant, community-integrated program.						
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Implement tween occupant safety intervention				1	7	<input checked="" type="checkbox"/>
▪ Develop final evaluation report				1	2	<input checked="" type="checkbox"/>
▪ Conduct pre-intervention and ongoing observations				2,400	2,640	<input checked="" type="checkbox"/>
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 SA	1	Planned: \$45,866.33			\$27,350.11	\$73,216.44
	1	Actuals: \$45,866.32			\$72,306.66	\$118,172.98

Task: Public Information Campaigns **Safe Communities SA - 13**

Organization Name **Texas A&M University-Corpus Christi** District CRP Project Number **2011-TAMUCC-G-MYG-Yr3-0307**

Title / Desc. Safe Communities Safe Driving Public Education Campaign

A public education campaign in support of the Safe Communities Coalition targeting unsafe driving behavior in Nueces County through creation and delivery of presentations, PI&E materials, and PSA's.

Performance Objectives	Target	Actual	Met?
▪ Provide presentations on safe driving targeting Hispanics to Nueces County organizations or groups	16	20	<input checked="" type="checkbox"/>
▪ Provide approved presentations on safe driving to college, university, or high school students	16	22	<input checked="" type="checkbox"/>
▪ Participate community health/safety fairs or other events to distribute PI&E materials	16	29	<input checked="" type="checkbox"/>
▪ Educate persons through the distribution of PI&E materials at community health/safety fairs and events	3,000	4,404	<input checked="" type="checkbox"/>
▪ Educate younger drivers (college, university, and/or high school students) through presentations	200	447	<input checked="" type="checkbox"/>
▪ Educate Nueces County drivers through presentations provided to community organizations	200	458	<input checked="" type="checkbox"/>
▪ Distribute items of PI&E materials related to Nueces County safe driving issues	60,000	98,620	<input checked="" type="checkbox"/>
▪ Develop new public education items and/or revise and update old ones including translation to Spanish	4	5	<input checked="" type="checkbox"/>
▪ Create driver/motorcycle/bicycle/pedestrian safety presentations or revise current ones	4	4	<input checked="" type="checkbox"/>
▪ Create Promotional items for use as incentives related to activities at event booths and tables	1	2	<input checked="" type="checkbox"/>
▪ Conduct meetings of the Nueces County Safe Communities Coalition	10	11	<input checked="" type="checkbox"/>
▪ Complete news releases about driving safety issues prior to events and presentations	15	15	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SA	1	Planned: \$53,136.49			\$49,039.88	\$102,176.37
		1	Actuals: \$53,075.74			\$51,432.81	\$104,508.55

Task: Public Information Campaigns **Safe Communities SA - 13**

Organization Name **Texas Transportation Institute** Division TRF-TS Project Number **2011-TTI-G-MYG-Yr3-0255**

Title / Desc. Management of Texas Safe Communities Program

Provide management support to implement community traffic safety programs.

Performance Objectives	Target	Actual	Met?
▪ Provide video exemplifying successful SC coalition meetings	1	2	<input checked="" type="checkbox"/>
▪ Provide set of criteria for Safe Community Coalitions	1	1	<input checked="" type="checkbox"/>
▪ Produce e-newsletters to send to SC coalitions	6	2	<input type="checkbox"/>
▪ Identify process used to create, manage, and sustain the SATJ coalition	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SA	1	Planned: \$141,740.97			\$15,841.08	\$157,582.05
		1	Actuals: \$141,033.77			\$15,887.77	\$156,921.54

FY 2011 Traffic Safety Funds Program Area Expenditure Summary

Safe Communities

SA - 13

Task	# Proj	Total	FEDERAL					MATCH			Fed. 402 to Local	
			402	405	2011	408	410	2010	STATE	INCOME		LOCAL
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	3	\$332,974.86	\$240,743.79							\$92,231.07	\$99,002.82
	<i>Actual:</i>	3	\$379,603.07	\$239,975.83							\$139,627.24	\$98,942.06
<i>Training</i>												
TOTALS:	<i>Planned:</i>	3	\$332,974.86	\$240,743.79							\$92,231.07	\$99,002.82
	<i>Actual:</i>	3	\$379,603.07	\$239,975.83							\$139,627.24	\$98,942.06

School Bus

SB - 14

Goals

- To reduce School bus-related crashes, injuries, and fatalities

Objectives

- Reduce the number of school bus passenger fatalities per year on a five year average (FARS) from 0.40 (2003-2008 FARS) to 0.2 (FARS)

Project Descriptions

<i>Task: Training</i>				<i>School Bus SB - 14</i>			
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>			
Education Service Center, Region VI				2011-ESCVI-G-MYG-Yr3-0152			
<i>Title / Desc. School Bus Safety Training 101</i>							
<i>Revision of Project material and continue to implement safety units to 500 school bus drivers and hold Train the Trainer workshops to the remaining Education Service Centers.</i>							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Teach School Bus Drivers in Bus Safety 101				500	864	<input checked="" type="checkbox"/>	
▪ Identify Set of content materials to be utilized in the various Bus Safety training sessions				1	6	<input checked="" type="checkbox"/>	
▪ Complete Plan of Administrative and General Grant Requirements				1	1	<input checked="" type="checkbox"/>	
<i>Financial Information:</i>							
<i>Fund</i>	<i>Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402	SB	1	<i>Planned:</i> \$89,552.80			\$16,329.08	\$105,881.88
		1	<i>Actuals:</i> \$87,526.48			\$35,979.72	\$123,506.20

FY 2011 Traffic Safety Funds
Program Area Expenditure Summary

School Bus

SB - 14

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>												
<i>Training</i>	<i>Planned:</i>	1	\$105,881.88	\$89,552.80							\$16,329.08	\$89,552.80
	<i>Actual:</i>	1	\$123,506.20	\$87,526.48							\$35,979.72	\$87,526.48
TOTALS:	<i>Planned:</i>	1	\$105,881.88	\$89,552.80							\$16,329.08	\$89,552.80
	<i>Actual:</i>	1	\$123,506.20	\$87,526.48							\$35,979.72	\$87,526.48

Section Four
PAID MEDIA REPORT

FY 2011 FALL IMPAIRED DRIVING PREVENTION CAMPAIGN

Faces of Drunk Driving Impaired Driving Prevention Campaign

In 1999, Jacqueline Saburido was taking a break from college when she came to the United States and a drunk driving crash changed her life completely. Her gripping story is the centerpiece of a comprehensive campaign to reach underage drinkers, college students, and young adults with drunk driving prevention messages. The “Before and After” campaign, which was first launched in 2002, has won more than a dozen national and international awards, includes television and radio commercials in English and Spanish, posters and print ads, and an educational package for high school students with documentary-style videos.

TxDOT launched the next evolution of the story in 2010 with the development of the Faces of Drunk Driving campaign. The campaign was supported with paid media, and a new campaign website highlighting Jacqui’s story, as well as a new educational outreach kit. The distribution of the kits and supporting paid media were funded in FY11.



Still from “Before and After”

Paid Media

The paid media campaign, which ran for two weeks from October 14–28, 2010, targeted adults from 18 to 54, with special emphasis on males 25–34. Jacqui’s story was relayed through TV PSAs in major markets and interactive advertising statewide.

Paid Media, *Faces of Drunk Driving*, October 14–28, 2010

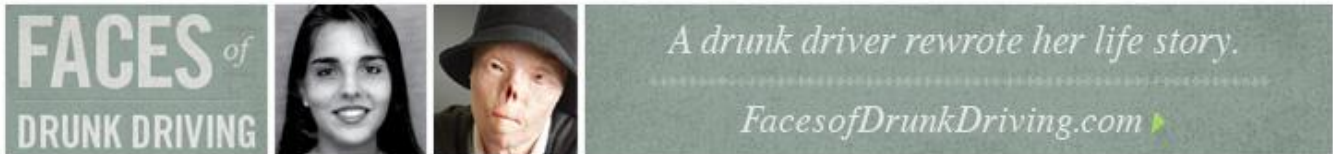
Media	Budget	Description
Spot TV	\$225,033	2,639 spots; 6 markets
Interactive	\$72,065	Online video ads and companion banners on <i>Hulu.com</i> and the BBE Network statewide
Total	\$297,098	

Added Value

Paid media value-add services consisted of bonus spot rotations in TV and added value online placements. Total added value was **\$157,346** during the campaign.

Interactive

TxDOT placed the “Before and After” spot as an online video ad with companion banners on Hulu.com and the BBE video network. Online ads topped 3.89 million impressions and garnered 14,800 clicks. Since FacesOfDrunkDriving.com launched in September of 2010, more than 26,000 users have visited the website, with the average time spent on the website being an unprecedented 5 minutes and 51 seconds.



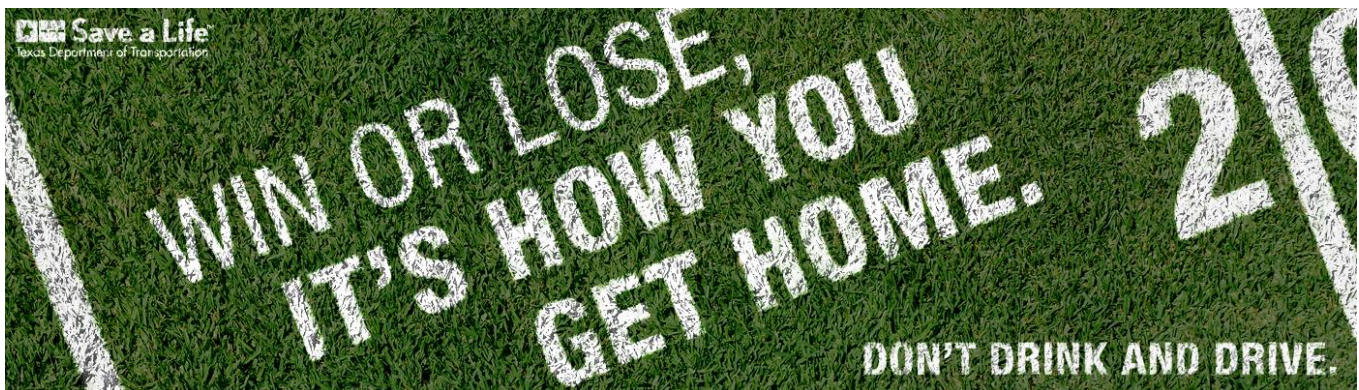
Web Banner

Educational Kit Distribution

As part of the campaign, TxDOT compiled and mailed 13,262 Jacqui Saburido outreach kits. The educational packages that included:

- A three-part, 28-minute, documentary-style DVD titled *Jacqui’s Story* featuring candid interviews with Jacqui Saburido and Reggie Stephey over a seven-year period;
- Posters (in English and Spanish);
- Discussion guides and lesson plan suggestions; and
- Information about DWI laws in Texas.

The *Faces of Drunk Driving* campaign will continue to evolve with the addition of new stories of individuals impacted by drunk driving. In September 2011, TxDOT began preparations for the next chapter, featuring Sean Carter and his mother Jenny, including pre-production activities and on-location shooting for a web video and TV PSA. Sean was a passenger in the impaired driving crash that put him in a wheelchair, unable to talk or walk.



Super Bowl *Don’t drink and Drive* campaign

The Super Bowl has become a holiday in its own right with people getting together to celebrate together at bars, restaurants and watching parties with friends and family. Like many sporting events, alcohol

figures strongly into Super Weekend celebrations bringing with it an increase in alcohol-related incidents on Texas roads and highways.

This year, TxDOT sponsored a football-themed public education campaign to remind Texans to plan a safe and sober ride home during the weeks leading up to the big game. Using a combination of traditional, interactive, and alternative media, the campaign aims to remind Texans that no matter whether your team wins or loses, how you get home is the most important play of the day.

Campaign components included paid media, earned media, interactive marketing, and alternative media efforts targeted at Texans between 21 and 34, skewing male.

Earned Media

TxDOT distributed English and Spanish news releases along with the new TV, radio, and out-of-home PSAs to hundreds of news outlets throughout Texas and to a major wire service for targeted distribution. The news release led with, “TxDOT Urges Football Fans to Avoid a DWI-Campaign Includes Technology to Help Sports Fans Find a Sober Ride Home.” Efforts highlighted the debut a new element of this campaign: interactive posters featuring a graphic Quick Response code (or QR code), which were distributed in bars and restaurants in major Texas markets. By scanning the QR code using smart phones, Texans were automatically linked to the TxDOT RideFinder mobile website, TexasDWI.org. From there, users could find numbers for local cab companies, public transportation options, and even tweet friends to ask for a safe ride home.



Poster



QR Code

Paid Media

TxDOT placed \$298,350 on paid media from January 23–February 6, 2011. Paid media was concentrated in the two weeks leading up to the Super Bowl. Placement was targeted on sports cable networks, sports programming on targeted broadcast and cable networks, and other places sports fans would be engaged in watching the game.

Paid Media, Super Bowl *Don't Drink and Drive*, January 23 – February 6, 2011

Media	Budget	Description
Spot TV & Fox Sports	\$144,779	440 spots; 6 markets
Spot Radio	\$34,371	1,298 spots; 6 markets
Digital Outdoor Boards	\$23,628	27 boards in 6 markets
Alternative	\$36,517	Posters and digital ads on All Over Media in bars and restaurants; digital ads on clicking through to cab finder on eCast jukeboxes
Interactive	\$33,950	Video ads with companion banners on the Brightroll network and online web banners on <i>Evite.com</i>
Sports Marketing	\$25,105	PPI Marketing
Total	\$298,350	

Added Value

Paid media value-add services consisted of bonus spot rotations in TV, radio, and digital out-of-home networks. Total added value was **\$207,047** during the very high-profile Super Bowl period.

Interactive

TxDOT placed DWI-prevention messaging on *Evite.com*, to reach users when they were planning or RSVPing to Super Bowl watching parties. Animated web banners featured football-themed creative and clicked through to *TexasDWI.org*. Additional online placements included pre-roll video and companion banners on Brightroll's network of sports-related websites. Web banners and online video garnered 2.6 million impressions and 6,800 click-throughs.



Web Banner

TxDOT also placed football-themed ads on the Ecast network of touch-screen digital jukeboxes, reaching Texans when they were out drinking. Bar and restaurant patrons were able to click through to find local cabs and could send taxi company phone numbers right to their cell phones. The microsite also featured the “Pigskin Challenge” which reminded players that winners always find a sober ride. ECast served over 4.8 million impressions and nearly 18,000 users touched through to the cab finder microsite.



FALL 2011 Impaired Driving Prevention Campaign

Impaired driving continues to claim the lives of more than 1,000 Texans every year. In 2010, there were 25,032 alcohol-related crashes in Texas resulting in 1,057 deaths and 16,877 injuries. Beginning in September 2011, TxDOT launched a series of ongoing reminders to promote responsible driving so DWI prevention messages continue to reach potential offenders. Efforts included a statewide outdoor campaign, Halloween haunted house outreach activities, and a media partnership with the Dallas Cowboys.

Paid Media, Fall Impaired Driving Prevention, Beginning September 2011

Media	Budget	Description
Outdoor	\$219,505	101 billboards in 43 counties (including bonus boards)
Sports Marketing / Events	\$171,176	Dallas Cowboys Sponsorship (including digital marquee signage, interior bowl signage, recycle bin placards and materials distribution)
Alternative	\$9,129	8 banners at Haunted Houses in 4 markets
Total	\$399,810	

Statewide Outdoor Campaign

Outdoor advertising is an effective and cost efficient way to reach motorists. TxDOT placed billboards in the areas with the highest numbers of alcohol-related crashes and fatalities. In addition to the major metropolitan areas where the most drunk driving crashes and deaths occur, billboards were placed in smaller communities and in rural areas which reported at least 100 alcohol-related crashes in 2009.

Dallas Cowboys Media Partnership

Texas can lay claim to the nation’s most popular sports team—the Dallas Cowboys. The 2010 Dallas Cowboys football season drew more than 835,000 fans to Cowboys Stadium. For the 2011 season, TxDOT placed DWI-prevention messaging throughout the stadium and elsewhere for a period of four months, from mid-September to mid-January. Elements included interior bowl signage, digital marquee placement, signage in the stadium parking lot and tailgating areas, and ads in the Dallas Cowboys Gameday Magazine and on DallasCowboys.com. TxDOT also sponsored “Designated Driver Booths” in Cowboys Stadium—eight booths throughout the concourse featuring designated driver information, DWI-prevention signage and PI&E materials.

Halloween Haunted House Outreach Activities

One of the most popular attractions in Texas during late September and October is the seasonal haunted house, which attracts thousands of thrill seekers, most of whom are 18 to 25 — the age range of Texans statistically most at risk to be injured or killed in an alcohol-related crash. Outreach activities included banners, messaging on print-at-home-tickets, on-site video ads and promotional item distribution.



Haunted House Banner

Overall Value of Mini Campaigns

Added value from media vendors totaled \$157,346 for the Fall 2010 campaign and \$207,047 for the Super Bowl campaign. Combined with the \$296,624 earned media value from public relations activities across all DWI-prevention mini campaigns, efforts garnered more than \$661,017 in match funds.

FY 2011 WEEKEND P.A.S.S. CAMPAIGN

It's no surprise that most alcohol-related crashes and fatalities occur on weekends. In Texas in 2009, 63 percent of alcohol-related crashes and 65 percent of fatal alcohol-related crashes happened on weekends (Friday through Sunday). In a TxDOT benchmark research study performed in 2011, 49 percent of interviewees age 18 to 34-year olds said that, after drinking, they would turn to the "most sober person" to drive and nearly 20 percent say they either hardly ever or never have a "designated driver." In fatal crashes in 2009, the highest percentage of drivers with a blood alcohol content (BAC) level of .08 or higher were drivers ages 21 to 24 (35 percent); followed by drivers ages 25 to 34 at 32 percent, and drivers ages 35 to 44 at 26 percent (NHTSA).

Because of these statistics, TxDOT launched an initiative in 2011 to encourage young Texans to plan ahead and lineup a "Weekend P.A.S.S." "P.A.S.S." is an acronym for Person Appointed to Stay Sober. Because the "designated driver" is often the person in the group who has had the least amount to drink, the campaign encourages individuals to pre-plan weekend outings by making sure they have a sober driver they can call for a ride home or, if the individual is with them, that he or she has had nothing to drink. In other words, the campaign distinguishes the difference between sober drivers and designated drivers, with the ultimate goal of changing behavior to decrease DWI-related fatalities.



The Weekend P.A.S.S. program used targeted radio to reach drivers Thursdays through Sunday (times most likely to impact the audience as they plan weekend activities) along with online media placements and social media efforts to urge young Texans to include a sober ride home when making their weekend plans. Radio reminders were purchased in the top six markets on stations that appealed to young



Posters in English and Spanish were distributed to strategic partners statewide.

adults, ages 21 to 34, to urge people to plan ahead for the weekend, as well as remind them that a designated driver is a sober driver and that a P.A.S.S. (Person Appointed to Stay Sober) would keep them from incurring expensive fines, possible injury, and even jail time. Follow-up research conducted in August 2011, indicated that those persons who listened to the radio stations on which the reminders aired were significantly more likely (in some cases by 20 percent or more) to understand that a “sober driver is someone who hasn’t had anything at all to drink” and that “if you go out and drink, you should have a person lined up to call or a person who is going out with you who is not drinking.” In addition to radio, social media and online web banners were employed, as well as an interactive online application that enabled individuals to upload their photograph into a P.A.S.S. graphic and post it on Facebook as a way of saying they would be the evening’s sober driver. By providing constant weekend “reminders” to include a sober ride home through radio, online, social media, and grassroots efforts, the campaign worked to decrease the number of weekend DWI crashes among the target population.



NOTE: Beer coasters, distributed to restaurants and bars across the state, reminded patrons of the need to lineup a P.A.S.S

Also integral to the campaign were partnerships with the Texas Alcoholic Beverage Commission (TABC), Texas military bases, colleges and universities, and the National Safety Council. These partners spread the word by displaying posters, posting online banners, and distributing screen savers and promotional items. TABC distributed drink coasters featuring the P.A.S.S. reminder to area bars and restaurants. All materials reinforced the concept of planning ahead and securing a sober ride home before going out, and they always underscored the penalties of drinking and driving.

Overview - No Refusal Weekend (adjunct campaign to Weekend P.A.S.S.)

Historically, the summer months see an increase in traffic on our Texas roads and highways, and unfortunately, this also means an increase in impaired drivers, especially on the July 4th holiday weekend. In fact, in Texas in 2009, there were 19 alcohol-related crashes that lead to 21 alcohol-related fatalities during the Independence Day impaired-driving mobilization period. That’s why in July of 2011, TxDOT participated in the first-ever statewide “No Refusal” crackdown over the July 4th holiday weekend. This initiative enabled law enforcement to give mandatory BAC blood tests to any suspected drunk drivers who refused a breathalyzer test during the designated period. TxDOT utilized the Weekend P.A.S.S. campaign to spread this important message and created additional elements to educate and inform the audience about what a No Refusal effort was all about. Employing new bilingual radio spots and an informative, fast-paced bilingual video, TxDOT began to educate the public on the



In a fast-paced, stylized video, we see a partier jump into his car, get pulled over, refuse a blood test, have a judge sign a document to legally administer the test, and ultimately, get hauled off to jail.

process and significance of the No Refusal initiative. Informational “crawls” were added along the bottom of frames of existing Spanish-language telenovelas, and convenience store advertising (cooler clings and pump toppers) appeared statewide. Combined with the efforts of our strategic partners, the No Refusal awareness campaign was declared a very successful statewide effort.

Paid Media Overview

Weekend P.A.S.S.

Primary Target: Adults 21-34
 Markets: Austin, Dallas-Fort Worth, El Paso, Houston, Rio Grande Valley, San Antonio

 Media: Spot Radio
 Internet
 Flight Dates: February – July 2011
 (one week paid media, three weeks PSA per month)

No Refusal Weekend

Primary Target: 18-49
 Markets: Amarillo, Austin, Dallas-Fort Worth, El Paso, Houston, San Antonio
 High Visibility Enforcement: Statewide
 Media: Spot Radio
 Internet
 Convenience Stores
 Sports Marketing
 TV News Sponsorships
 Flight Dates: Sunday June 19th – Tuesday July 5th (enforcement period)

Weekend P.A.S.S. & No Refusal			
Media	Budget	Description	Impressions
Radio	\$404,777.03	Schedules on 35 radio stations in 6 markets	24,194,100
Traffic Sponsorships	\$125,000.00	Sponsorships running on 58 radio stations, English and Spanish, and 5 English TV stations in 6 markets.	9,594,799
Internet	\$123,122.97	All internet ads were geo-targeted to the 6 major Texas markets. Web banners with interactive buttons to send a pass were placed on various entertainment and news websites. In addition, banner ads were placed with Evite targeting their social-themed invitations.	19,828,571
ACL Radio	\$12,858.00	Schedules on 8 radio stations, English & Spanish, in Austin the week leading up to Austin City Limits Festival in September 2011.	564,000
Radio	\$218,948.00	Schedules running on 94 radio stations, English and Spanish, in 21 Texas markets.	35,224,500
Internet	\$66,302.59	Web banners, pre-roll video and in-banner video advertising geo-targeted to the state of Texas, with placement on various lifestyle and news web sites.	6,982,692
Convenience Stores	\$57,708.53	Pumptoppers, posters and cooler clings at 169 stores in the 6 "no refusal" markets and select summer attraction locations (i.e. Schlitterbahn).	27,788,670
Sports Marketing	\$40,705.88	Baseball in-stadium sponsorships with Texas Rangers, Houston Astros, Round Rock Express and San Antonio Missions.	5,729,513
TV News Sponsorships	\$34,335.00	Sponsorship spots on 16 English broadcast stations in the 6 "no refusal" markets.	2,729,000
TOTAL	\$1,083,758.00		132,635,845

Added Value

The added value elements negotiated as part of the Weekend P.A.S.S. media buy included matching PSAs for spot radio and traffic sponsorships, Web banners on station sites, inclusions in station email programs, social media updates, on-air sponsorships, material distribution, on-air mentions, on-air interviews, DJ endorsements, streaming radio ads, bonus radio spots, bonus impressions with Internet placement, and the production of the P.A.S.S. application that was used in Web banners and on Facebook pages. The No Refusal component of the campaign included matching PSAs for radio and TV, on-air sponsorships, social media updates, streaming radio spots, material distribution, web banners on station sites, station e-blast inclusions, bonus spots, on-air interviews and mentions, pre-roll video ads on station websites, package discounts and extended advertising flights for convenience store and sports marketing, and bonus impressions with internet placement. Paid media for both areas of the campaign achieved \$1,229,848 and 132,635,845 impressions, respectively, in added value placements.



Online banners appeared on radio and TV station websites and on paid sites that enabled individuals to upload and insert photos into P.A.S.S. graphics that they could post on Facebook, declaring their willingness to be a Person Appointed to Stay Sober.

Paid Media

Press releases were distributed to broadcast and print outlets throughout the state in an effort to reduce incidences of drunk driving and encourage young adults to plan ahead for the weekend by getting a Weekend P.A.S.S. An audio news release (ANR) was also recorded and distributed to Spanish language radio stations in order to reach the large statewide Hispanic audience.

Organizations like LCRA, Brazos River Authority, the Guadalupe River Authority, agreed to display campaign banners near park entrances and exits and/or near boat ramps during the July 4th No Refusal effort. These organizations expressed a real excitement about this partnership because drinking and driving is a key issue they also face on holiday weekends.

Earned media for both the Weekend P.A.S.S. and No Refusal efforts generated 127,461,722 impressions in FY2011, and public relations and earned media efforts resulted in \$15,406,937, including more than 400 broadcast, newspaper, and online stories and mentions.

Overall Weekend P.A.S.S. / No Refusal Campaign Value

Total media efforts earned \$16,618,228 in match value and generated a total of 260,097,567 impressions for fiscal year 2011. As always, it is difficult to put a dollar value to the important contributions of the many strategic partners who participate in campaign efforts — the many libraries, schools, public and private businesses and civic organizations that display posters, run ads on Web sites, and publish articles in newsletters. Their assistance in communicating important traffic safety messages is invaluable.

Ultimately, the Weekend P.A.S.S./No Refusal campaign yielded more than \$16,618,228 in value: \$1,229,848 in added value with \$15,406,937 in earned media. Considering that the total investment in both campaigns equaled \$1,476,047.50, the return on investment reached an impressive 11.26 to 1.

FY 2011 ANNUAL HOLIDAY *DESIGNATE A DRIVER* CAMPAIGN



FY 2011 Annual Holiday Designate a Driver Campaign

During the bustle of Christmas holidays, motorists get wrapped up in preparing for the big day—shopping, doing charity work, attending school functions, and filling their social calendars. Between decking the halls and shopping malls, Texans often gather for a few “fa-la-las.” Those who partake in the season’s merriment don’t always know when they have had too much to drink. Many get behind the wheel after they’ve been drinking—often giving their friends and family things that weren’t on their holiday wish lists.

For the 13th consecutive year, TxDOT sponsored a holiday-themed public education campaign to remind Texans not to drive if they’ve been drinking. Campaign components, which targeted English and Spanish-speaking Texans between 18 and 54, included paid media, earned media, interactive marketing, point-of-sale, and outreach efforts. Particular emphasis was placed on those in the 18 to 34 demographic.

Paid Media

TxDOT placed \$685,323 in paid media during December 2010. The campaign consisted of festive, friendly reminders that used humor to deliver the serious message not to drink and drive in the following outlets:

Paid Media, Designate a Driver, December 2010

<i>Media</i>	<i>Budget</i>	<i>Description</i>
Spot TV & Fox Sports	\$224,655	6,223 spots; 17 markets
Spot Radio & Twitter Radio	\$63,055	1,443 spots; 6 markets; included DeeJay tweets and online web components
Outdoor	\$132,804	56 billboards in 24 markets; 1,000 fillboards at 125 gas stations in 6 markets
Alternative	\$54,730	Digital ads broadcast via All Over media, eCast and Venutainment
Interactive	\$210,079	171,146 click-throughs from ads on <i>Facebook.com</i> , <i>Evite.com</i> , <i>Hulu.com</i> , <i>MySpace.com</i> , <i>Yelp.com</i> and other local entertainment guides
Total	\$685,323	

Added Value

Paid media value-add services in the form of bonus spot rotations, on-air interviews featuring TxDOT spokespeople, live liners, combined with posters and decals for alternative media, bonus billboards, plus added-value clicks and impressions online was an estimated **\$522,719**.

Interactive

In addition to traditional paid media, public relations, and outreach efforts, TxDOT developed an innovative interactive strategy extending the equity of the holiday campaign to engage Texans online. Interactive media included social media, online video, web banners, and digital out-of-home. Total digital efforts garnered nearly 163 million impressions.

Social Media

TxDOT's lovable "Santa" character connected with Texans online via social media profiles on both Facebook and MySpace. Building on previous years' social media efforts, the 2010 campaign character profiles featured interactive content in the form of games, photos, downloads, "North Polls," and letters (blogs & status updates) from Santa, all emphasizing the importance of driving sober.

TxDOT also created a new animated web video, titled "Workshop After Hours," featuring a workshop gift exchange with Santa's elves. In the midst of holiday party high jinks, one of the elves offers the best gift of all—to serve as designated driver for his tipsy co-workers. Facebook users could become a designated driver elf themselves in TxDOT's new online game, "Keys for the Holidays," where players navigate through Santa's workshop, dodging beer mugs and champagne bottles while collecting car keys from the other elves.



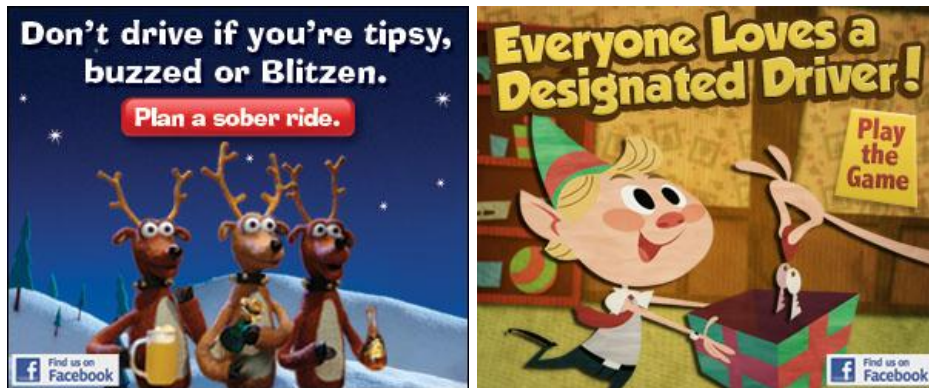
Stills from "Workshop After Hours" online video



Stills from "Keys for the Holidays" online game

Santa's social media efforts continue to produce unmatched results. Fans and friend requests topped more than 10,000 users. Combined MySpace and Facebook holiday efforts garnered nearly 700,000 user interactions, including profile views, poll responses, downloads, watched videos, blog views, comments, and messages. More than 65,000 impressions came from "word-of-mouth" efforts where visitors passed the message on to their own friends online.

Web Banners. TxDOT placed DWI-prevention messaging on local entertainment guides, such as *Austin360.com*, *GuideLive.com*, and *Yelp.com* to reach users when they were looking for bars, clubs, holiday events, and planning to go out with friends. TxDOT also placed banners on *Evite.com*, to reach users when they were planning or RSVPing to holiday parties. Animated web banners reminded users to plan a sober ride before taking part in the season’s merriment.



Web Banners

Online Video. Seven out of every ten people watch TV or other video content on the web, and that ratio is even higher in this young target demographic. To extend the reach of the “Reindeer Barn” PSA, placed online video ads and companion banners were placed on *Hulu.com* and the BBE’s network of website properties.

Digital Jukeboxes. TxDOT placed holiday-themed ads on the Ecast network of touch-screen digital jukeboxes, reaching Texans when they were out drinking alcohol at bars and clubs. Bar goers were able to click through to a localized cab finder application and could send taxi numbers right to their cell phones. Ecast served more 9.5 million impressions and nearly 53,000 users touched through to the cab microsite.

Earned Media

TxDOT distributed English and Spanish news releases along to hundreds of news outlets throughout Texas and to a major wire service for targeted distribution. The news release led with, “TxDOT to Holiday Revelers: Don’t Drive if You’re Tipsy, Buzzed or Blitzen.” Efforts highlighted the campaign’s innovative alternative media tactics, strong partnership network, and new interactive components. TxDOT also distributed b-roll footage to Texas media outlets highlighting the expanded alternative media tactics used in this year’s campaign including posters, decals, and antler graphics placed in bars and restaurants across Texas. Earned media efforts generated **\$894,779** in public relations value for the “Designate a Driver” message through combined broadcast, print, and online coverage.

Employer-Based Outreach

TxDOT partnered with the National Safety Council to provide Safe Office Party Toolkits comprised of an introductory mailer and an online ordering system, offering:

- Decals for mirrors, windows, and doors;
- Breakroom posters;
- Animated and static web banners for the employer’s website or Intranet site;
- Digital ePosters employers could email to staff;
- Fact sheets about drinking and driving, laws and consequences;

Overall, TxDOT distributed the Safe Office Party Toolkits to 3,834 Texas employers on National Safety Council database, including nearly 18,500 breakroom posters.

Point-of-Sale Messaging

For the 13th consecutive year, TxDOT collaborated with retailers to display campaign materials where alcohol is sold. Valero Energy Corporation and members of the Texas Package Store Association, the Texas Petroleum Marketers and Convenience Store Association, and the Texas Restaurant Association donated their time and retail space for messaging during the winter holidays. TABC and TMPA distributed materials, as did TxDOT Traffic Safety Specialists (TSSs). Nearly 61,350 decals were distributed to post on cooler doors and mirrors, and more than 1.24 million coasters made their way onto bars and tables across Texas. The estimated value of this retail effort totaled \$431,000.

Additional Efforts

TxDOT distributed promotional and educational items during November and December to TxDOT's Traffic Safety Specialists (TSSs) and subgrantees for their outreach efforts and local press events surrounding the winter holidays. Materials included decals, coasters, and posters featuring Santa, "kissing reindeers," and the new "Tipsy, buzzed or Blitzen" trio creative.

Overall Campaign Value

Combining the \$522,719 in added value from media vendors, \$894,779 earned media value from public relations activities and \$431,000 in-kind contributions of retail partnerships, the Holiday Designate a Driver" campaign generated a total of \$1.85 million in value.

FY 2011 HISPANIC IMPAIRED DRIVING PREVENTION CAMPAIGN

Campaign Overview

Texas' Hispanic population is soaring, and with it comes the challenge of educating new immigrants on state laws. This is especially crucial when it comes to drinking and driving.

TOMA ➔ MANEJA ➔ CÁRCEL

In FY 2011, TxDOT introduced a multi-tiered impaired driving prevention awareness effort oriented to Spanish-speaking males, 18 to 49 years of age, and their familial influencers (especially wives, mothers and sisters). The effort was undertaken after research revealed:

- In 2009 in Texas, 14,643 Hispanic drivers were involved in alcohol-related crashes. Of these, 72 percent were under the influence of alcohol, representing 38.7 percent of all DUI drivers involved in crashes. SOURCE: TxDOT's Crash Record Information System (CRIS)
- 17.78 percent of US-born Hispanics and 13.38 percent of foreign-born Hispanics believe it is "acceptable to drive when feeling the effects of alcohol a little bit."
- Benchmark research conducted by TxDOT in 2010 found that 72 percent of the Spanish-speakers interviewed did not believe there is a specific law governing drinking and driving. And 63 percent of those interviewed were not familiar with the blood alcohol concentration (BAC) concept.

What makes this campaign so unusual is that it represents the first time Texas has undertaken a strictly Spanish-language initiative; one that recognizes that foreign born visitors and immigrants to our state come from areas where laws about drinking and driving (and passenger safety and seatbelt use) are different and often neither regulated nor enforced. The goal of this campaign is to educate Spanish-speaking newcomers to Texas about our laws and how they are enforced.

To begin to do so, TxDOT's Traffic Safety Section produced materials that could be distributed through grassroots partners who are trusted in Hispanic communities in our state: consulates, churches, and community newspapers and radio stations. Materials included information cards, promotional materials that plainly explained Texas' policy about drinking and driving, and, another first, a series of two-minute telenovelas produced for and aired on the Univision network that became the foundation for PowerPoint presentations, radio spots, newspaper ads and posters distributed throughout the Hispanic community.

Paid Media Overview

Primary Target: Hispanic Males 18-49

Secondary Target: Hispanic Adults 18-49

Markets & Spanish-language Media:

Austin, Dallas, El Paso, Houston, Rio Grande Valley, San Antonio (TV, Radio & Nsp) Corpus Christi, Laredo, Lubbock, Midland-Odessa (Radio & Nsp)

Media Flight Dates: November 15-28, 2010 (Thanksgiving)

April 11-24, 2011 (Easter)

June 20 – July 3, 2011 (July 4th)

September 12-25, 2011 (Diez y Seis de Septiembre)

MEDIA	BUDGET	DESCRIPTION	IMPRESSIONS
Television	\$254,456.36	Schedules in 6 markets during November 2010, April, July & September 2011. An average of 2-3 Spanish TV	13,662,000
Radio	\$75,923.75	Schedules on the top Spanish radio station in 10 markets during November 2010, April & September	11,649,750
Newspaper	\$19,776.16	One 1/4-page ad insertion in 9 Spanish-language newspapers during November 2010, April, July &	1,691,720
TOTAL	\$350,156.27		27,003,470



In the first of three telenovelas, Sergio, who is new to Texas, wants to help out his sister-in-law, Paty, by driving to the store, even though he's already consumed several beers.



At the same party, women preparing food in the kitchen, talk about the travails of a friend who has been arrested for drinking and driving and the problems it is causing his family.



In the third telenovela, Paty and her husband Juan receive a late night phone call that their son, Beto, has been injured in a crash in which alcohol was a factor.

Community Outreach

The 2011 Hispanic Impaired Driving Prevention campaign centered around the production and placement of an innovative, culturally relevant mini-telenovela series comprising three two-minute telenovelas. The telenovelas, addressing the issues, laws and societal norms surrounding drinking and driving, were placed in Texas markets with Hispanic populations of more than 25 percent and follow an extended family through three situations that explore the ramifications of drinking and driving. The novelas were also edited into 30-second TV spots for paid programming, with audio edited into radio spots that mirrored the telenovela story lines. Posters and information cards were also produced that featured scenes from the novelas, as well as “take away” messaging for the reader.

Teaching and education materials were distributed to a variety of organizations and included information cards and PowerPoint presentations about Texas drinking and driving laws and their ramifications. All were lauded as an important public service by Hispanic social service organizations, church groups, and Mexican consulates. The effort also garnered an impressive public relations and earned media match of more than \$4 million.

Most important, follow-up surveys indicated that awareness of the ramifications of a DWI increased by more than 12 percent among the target market. Moreover, awareness of the tagline and telenovela message increased significantly, especially among the important female influencer market, which realized a 25 percent increase in message awareness.

Un delito si se va.

El año pasado hubo más de 27 mil accidentes relacionados con el alcohol en Texas y en más de 850 de ellos hubo muertes. No tomes el riesgo de manejar si has tomado porque en Texas si tomas y manejas, vas a la cárcel. También te pueden arrestar si estas intoxicado con alcohol u otras drogas sin que importe la concentración de alcohol en la sangre o aliento.

Primera Ofensa	Segunda Ofensa	Tercera Ofensa
<ul style="list-style-type: none"> Una multa de hasta \$2,000 Hasta seis meses en la cárcel Licencia para conducir suspendida por hasta un año \$1,000 cada año por tres años para retener la licencia para conducir 	<ul style="list-style-type: none"> Una multa de hasta \$4,000 Hasta un año en la cárcel Licencia para conducir suspendida por hasta dos años Cinco días mandatorios en la cárcel si le dan libertad condicional al deliniente \$1,500 cada año por tres años para retener la licencia para conducir 	<ul style="list-style-type: none"> Una multa de hasta \$10,000 De dos a diez años en la prisión Licencia para conducir suspendida por hasta dos años 10-60 días en la cárcel si le dan libertad condicional al deliniente \$2,000 cada año por tres años para conservar la licencia para conducir

En Texas, una persona se considera intoxicada si tiene una concentración de alcohol en la sangre o el aliento de .08 y puede ser arrestada. ¿Cuál es tu límite? Intoxicación empieza con la primer bebida. Tu género, peso, y cantidad de bebidas que has tomado junto con lo que has comido afecta tu habilidad de manejar el alcohol en tu cuerpo.

Si has estado tomando, tienes opciones para llegar seguro a tu casa.

- No manejes.
- Pide un taxi
- Llámate a un pariente o amigo que esté sobrio para recogerlo.
- Quédate en donde estas.

TOMA MANEJA CÁRCEL

Salve una Vida
DEPARTAMENTO DE TRANSPORTES DE TEXAS

Un delito si se va.

Information cards leveraged the story lines and teachings of the telenovela series in easy-to-read and understand messages.



Earned Media

The ground-breaking Hispanic drinking and driving campaign garnered an astonishing \$3,669,689 in earned media, resulting in over 35 broadcast stories, 80 newspaper stories, and more than 500 online stories. National news outlets were also very interested in the effort: CNN Latino and BBC Latino conducted interviews with TxDOT officials about the campaign. Earned media generated more than 100,000,000 impressions.

As always, it is difficult to put a dollar value to the important contributions of the many strategic partners who participated in the campaign effort. Suffice to say, their assistance is invaluable to delivering and spreading the materials and messages that are at the center of TxDOT's traffic safety initiatives.



The use of telenovelas to impart information to immigrants to Texas made news across the state and the nation, including being featured on this television news website.

Overall Campaign Value

Total media efforts for the Hispanic Impaired Driving campaign yielded \$4,397,689 in match value and generated a total of 125,499,574 impressions for fiscal year 2011.

The match equated to \$659,079 in added value and \$3,669,689 in earned media — all from a campaign investment of \$671,899.50. In terms of return on investment (ROI), the campaign effort yielded a remarkable 6.54 to 1.



Talking points, PowerPoint presentations, and DVD's featuring the three telenovelas were distributed to grassroots partners across Texas.

FY 2011 FOOTBALL GAME DAY IMPAIRED DRIVING PREVENTION

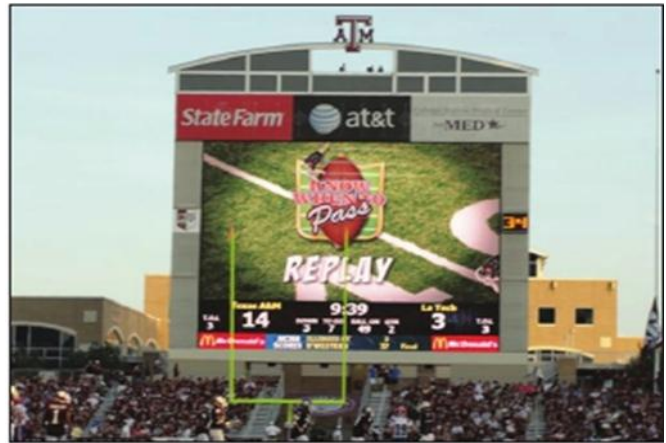
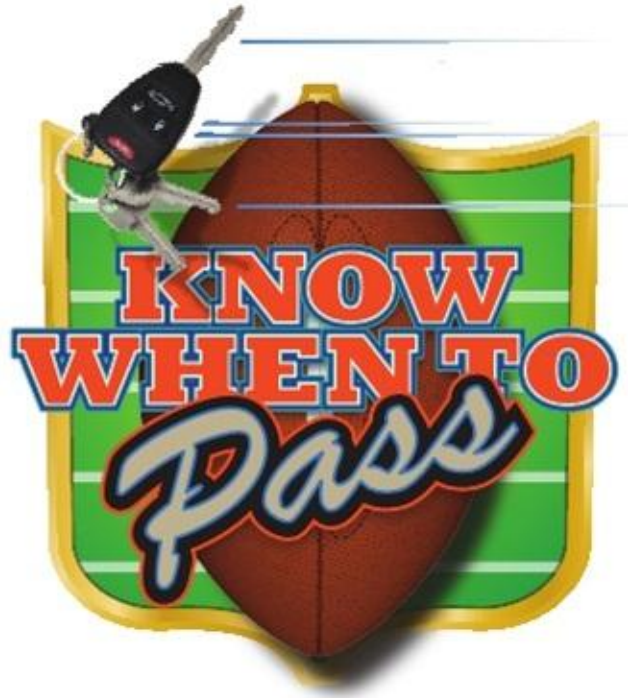
Campaign Overview

Watching football is a national pastime, especially in Texas, where two professional teams and 33 college teams drive Texans “football crazy” every autumn. The numbers show a strong connection to alcohol: Research conducted for this initiative in November and December of 2009 confirmed that watching the sport is often accompanied by excessive alcohol consumption.

TxDOT’s 594-person telephone survey revealed that most people watch football at home or at a friend’s house, and 51 percent of those watching at a friend’s house have three or more drinks (14 percent have six drinks or more), and 45 percent report driving home. When attending a game, 42 percent of those interviewed reported having three or more drinks (12 percent have six drinks or more), and 73 percent report driving home.

These statistics are bolstered by TxDOT’s crash statistics which indicate that 6 percent of all DUI crashes and 5 percent of all fatal DUI crashes occurred on football game days when a major Texas team was playing. TxDOT launched Year Two of the three-year Know When To Pass campaign in October of the 2010 football season (August and September efforts were considered part of the Year One budget cycle) with paid media to target football fans while they were watching the game at a friend’s house or in the stadium. The message remained constant: If they were drinking, they should pass their keys to a “designated receiver” — a sober driver.

Media began at the start of the NFL pre-season games, covering college and professional football games throughout the season. Three 30-second television spots and two versions of 60- and 30-second radio spots in English and Spanish specifically targeted football fans while they participated in football-watching parties. Radio buys were targeted to sports/talk stations and programming oriented to the male 21 to 34 year-old demographic.



In-stadium messaging ran during major college and pro football games across the state.

Paid Media Overview

Primary Demo: Men 21-54

Markets: Austin, Dallas, El Paso, Houston, Rio Grande Valley, San Antonio, Lubbock, Bryan-College Station

Media Flight Dates: Oct 2010 – Feb 6, 2011; Aug 2011 – Sept 2011

Media	Budget	Description	Impressions
Television (Oct'10-Feb'11)	\$626,040.52	Spots on a total of 42 broadcast stations, English & Spanish, and cable systems across 8 markets.	6,825,600
Radio (Oct'10-Feb'11)	\$128,810.16	Schedules and DJ endorsements on 12 sports radio stations in 8 markets.	6,547,500
Internet (Oct'10-Feb'11)	\$90,647.06	Animated banner ads geotargeted to Texas placed on various sports and news websites, as well as targeted placement with Evite's sports and social themed invitation packages.	13,191,150
Television (Sept'11)	\$69,000.00	Spots on a total of 24 broadcast stations, English & Spanish, and cable systems in 8 markets.	905,100
TOTAL	\$914,497.74		27,469,350

**Sports sponsorships were charged to previous year budget.*

Television Spots



Our Coach grills a drinking participant at a game-watching party in this 30-second TV spot for “Know When to Pass”, produced in English & Spanish.



Football players, conscious of fans who have been drinking, make their way home after the game in this 30-second TV spot produced in English & Spanish.



Pre-game and game watching festivities lead to unanticipated results in this 30-second TV spot produced in English & Spanish.



Fans at college and pro football games across Texas were greeted with TxDOT's interactive "Know When to Pass" truck, where they could be photographed surrendering their keys to insistent 2-D football players. Photos were uploaded to the "Know When to Pass" Facebook page to be viewed after the game.

Added Value

Added value elements negotiated as part of the media buy included matching PSAs for radio and TV, ads on station websites in the form of Web banners and homepage takeovers, on-air sponsorships, social media updates, signage at football pre-game events, DJ endorsements, streaming radio ads, bonus spots, material distribution, ads in station email blasts and football magazines, and bonus impressions with Internet placement. These added value items achieved a total of \$948,091 in match through the paid media schedules for the campaign.

Earned Media

In November 2010, a "3-D" interactive truck toured professional and college football games, college campuses and other high-profile locations around the state. This truck featured a 3-D representation of a home game-watching party — complete with 2-D football fans. At event stops and football games, fans had their photos taken passing off their keys to two "larger than life" football players. Fans were then directed to Facebook to see and share their posted photos. During the season, the Know When to Pass Facebook page received more than 180,000 visitors.

The interactive truck also served as a mobile billboard, attracting attention and reinforcing campaign messaging as it traveled around the state, where its value as an earned media and coverage tool was unparalleled. Stopping at television and radio stations, reporters and on-air sportscasters used the truck in their broadcast segments. In the grand finale for the 2010 season tour, the truck was featured at the ESPN Super Bowl event in Dallas.



A statewide bilingual press release, sent out in October 2010, together with all earned media efforts, resulted in over \$3,120,036 of coverage, including 88 broadcast mentions or interviews within the nine Texas markets in which the campaign was conducted, as well as newspaper and online mentions. Earned media resulted in an additional 84,536,124 impressions.

Overall Campaign Value

All media efforts for the 2011 Know When to Pass campaign earned \$4,087,675 in match value and generated a total of 101,240,347 impressions.

As always, it is difficult to put a dollar value to the important contributions of the many strategic partners who participate in campaign efforts — libraries, schools, public and private businesses and other organizations that display posters, run banner ads on websites, and publish articles in newsletters. Their assistance is invaluable in helping TxDOT communicate important traffic safety messages.

Overall, the \$948,091 in added value, combined with \$3,120,036 in earned media, resulted in an estimated \$4,087,675 in value for an investment of \$1,127,392.86 for the 2011 Know When to Pass initiative — a ROI of almost 3:1.



From Texas Tech to the University of Texas at Austin to the Super Bowl at Cowboy Stadium in Arlington, TxDOT's interactive "Know When to Pass" truck made fans and impressions across the state.

FY 2011 COLLEGE WHO'S DRIVING TONIGHT? CAMPAIGN



FY 2011 College *Who's Driving Tonight?* Campaign

Between university football games, Friday nights, and final exams, many college students are taking a crash course in “Party 101”. As a result, a number of these students experience the deadly consequences of combining alcohol with asphalt. Whether it’s during Spring Break at South Padre Island, tailgating before a football game, or just a night on the town, entertainment for many in this demographic includes consumption of alcohol en masse. College-age adults continue to be among the worst offenders when it comes to drinking and driving.

The *Who's Driving Tonight?* public education campaign uses paid media, online, and outreach tactics to reach young adults between 18 and 24 to promote the importance of designating a sober driver. Below is the summary of efforts during the 2011 fiscal year.

Paid Media

TxDOT placed paid media in college markets in two flights, scheduled to coincide with spring break and the start of fall football season, both periods when alcohol consumption is heavy.

Paid Media, Who's Driving Tonight?, March 2011 & September 2011

Media	Budget	Description
Outdoor	\$92,256	27 new billboards in 14 markets, placed en route to popular spring break destinations in March 2011; One wall wrap at Harlingen Airport, gateway to Spring Break festivities on South Padre Island in March 2011; Pumptoppers, fillboards, and beverage cooler clings placed at 11 gas stations in Rio Grand Valley near South Padre Island in March 2011
On-Campus Signage	\$7,775	27 signs placed in campus centers, student unions, sidewalks, and other heavy trafficked areas at 17 university campuses during September 2011

Interactive	\$111,550	Video ads and companion banners on <i>YouTube.com</i> , online ads on <i>Facebook.com</i> , resulting in 186 million impressions during September 2011
Total	\$211,581	

Paid Media Added Value

Paid media value-add services in the form of paid versus rate and override on billboards, pumptoppers, on-campus signage, and online media **exceeded \$572,900**.

Interactive Marketing

In order to illustrate and detail how damaging and expensive a DWI conviction can be, we created a new animated “infographic” that communicates the range of financial and social penalties. The user can explore each interactive module of the infographic to discover hidden costs and consequences. We refreshed *WhosDrivingTonight.com* with the infographic modules and feature links to the *Who’s Driving Tonight?* YouTube Channel and the *TexasDWI.org* RideFinder. We also created a mobile-friendly version of the website. Nearly 20,000 visitors came to the site to learn more about the cost of a DWI.



WhosDrivingTonight.com

To date, *Who’s Driving Tonight?* online efforts have produced:

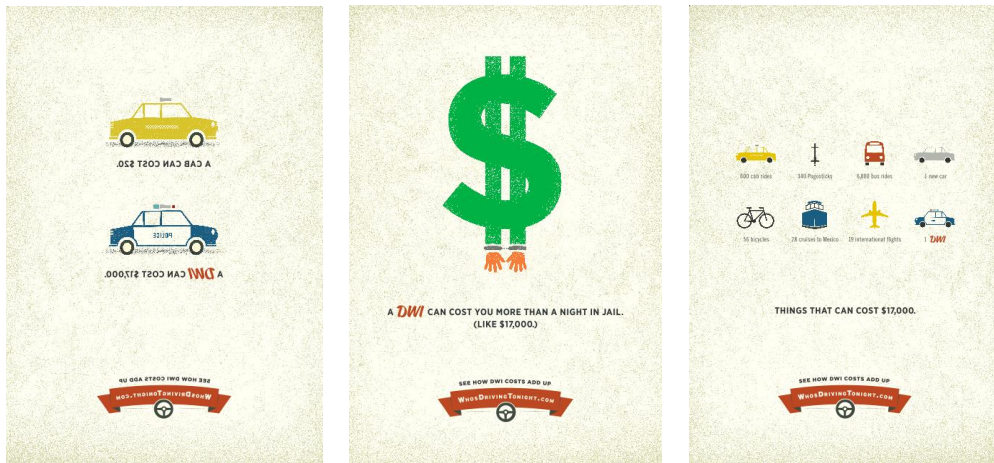
- 186 million online ad impressions
- More than 392,000 YouTube channel and video views
- More than 15,000 video views through shares on Facebook and through hundreds of tweets
- Roughly 10,000 video views and 3,000 page views from mobile devices
- Nearly 20,000 site visits
- 121 YouTube subscribers

TxDOT’s “Happy Hour FAIL” video, produced in FY10, was featured in dozens of stories on news websites and blogs from all over the world, including Australia, Canada, England, New Zealand, Spain, France, and Iceland. As of October 2011, “Happy Hour FAIL” has garnered more than 232,000 views and was recognized for its creativity and innovation with a national ADDY award, a Telly Award for online video, and a People’s Choice Telly Award.

University Outreach

TxDOT continued its successful partnerships with Student Life programs at several Texas universities in order to distribute peer-to-peer outreach kits for on-campus student leaders. On-campus Resident Assistants (RAs) are trained student leaders who supervise college students living in residence halls. Arguably the most responsible students on campus, RAs are usually tasked with planning and implementing educational programs in the residence halls and are often required to update bulletin boards in the dorms.

The peer-to-peer educational kits included a revised booklet with instructions and DWI facts, new and revised posters, new decals, designated driver sign-up sheets, and customizable sober ride program flyers. TxDOT established partnerships for the distribution of 1,500 kits at seven major Texas universities.



Peer-to-Peer Educational Kit Posters

The University of Texas Division of Housing and Food Service also posted “Happy Hour FAIL” on their closed-circuit television channel, viewed by more than 7,000 students. During the month of September 2011, the spot played an estimated 2,325 times.

Local Outreach Toolkit

TxDOT also developed, produced, and distributed twenty new toolkits to equip Traffic Safety Specialists with tools and resources for DWI-prevention outreach to college-age Texans. A best practices booklet with tips and recommendations was created, modeled after pilot events from previous years. The toolkits included a table runner, reusable chalk-pen pledge board, notepad giveaways, an exalt banner insert with campaign graphics, and a plexiglass stand to display local taxi or sober ride program numbers. TSSs also received a digital resource kit including web banners in multiple sizes, email blast copy, Twitter liners, Facebook posts, PA announcements/live liners, campaign fact sheet, print ads, and customizable press materials.



Local Event Mockup

FY 2011 CLICK IT OR TICKET SAFETY BELT ENFORCEMENT CAMPAIGN



FY 2011 *Click It or Ticket* Safety Belt Enforcement Campaign

Before the *Click It or Ticket* campaign began in Texas in 2002, only 76.1 percent of the state's population was buckling up. Thanks to a decade of increased enforcement and an extensive public education campaign about the life-saving benefits of seat belts, Texans are using seat belts in record numbers. According to the Texas Transportation Institute in 2011, 93.68 percent of drivers and passengers buckled up. Experts at the National Highway Traffic Safety Administration (NHTSA) estimate that this improvement in the State's belt use rate over the past 10 years has resulted in 2,843 fewer traffic fatalities, 48,000 fewer serious injuries, and a savings to the state of more than \$10 billion in associated costs. From May 23 to June 5, officers around the state worked overtime to ticket those Texans that still weren't buckling up in the front and back seat.

Earned Media

This year's *Click It or Ticket* media relations effort highlighted the 10th anniversary of the campaign by celebrating the estimated 2,843 lives saved through increased seat belt use in Texas.

The campaign kicked off with a statewide event at the Capitol in Austin on May 3 with seat belt advocates, law enforcement, and traffic safety officials on hand to announce the stepped up enforcement period. A "2,843 Lives Saved" installation – a large prop wrapped in seat belts and buckles and measuring 8 feet tall by 18 feet wide -- served as the backdrop to illustrate the estimated lives saved in Texas through increased seat belt use since the *Click It or Ticket* was launched.

TxDOT took its safety message on the road with both the "2,843 Lives Saved" installation, and a giant seat belt measuring 25 feet tall by 170 feet long, through major markets in Texas as a part of a statewide media tour to raise awareness about the campaign and continue Texas' efforts to increase seat belt use among all motorists. TxDOT conducted eleven additional press events in the following locations:

- Amarillo – American Quarter Horse Hall of Fame & Museum
- Corpus Christi – Whataburger Field
- El Paso – El Paso Convention Center
- Fort Worth – Fort Worth Convention Center Arena
- Los Fresnos – King Kong at Bobz World
- Houston – Houston City Hall
- Lubbock – Buddy Holly Museum
- San Antonio – Municipal Auditorium

- Tyler – T.B. Butler Foundation Plaza
- Waskom – Waskom Travel & Information Center
- Wichita Falls – Wichita Falls Police Department



Doug Hopkins of Stephenville, TX at the campaign press event at the State Capitol. Hopkins said he survived the traffic crash that killed his best friend in March because he was buckled up.

Buckle Up In Your Truck Media Tour. Pickup truck drivers and passengers continue to buckle up at a lower rate than car drivers and passengers. In Texas, one in every two pickup truck drivers killed in traffic crashes was not buckled up. That's why we followed up the 2011 *Click It or Ticket* campaign with a targeted *Buckle Up in Your Truck* public relations effort and media tour to raise awareness around the issue and encourage pickup truck drivers and passengers to think twice before they ride unbuckled. On June 27, a statewide press event launched against the backdrop of a mangled pickup truck at the baseball park at West Austin Youth Association in Austin, TX. The media tour expanded to five additional markets with press events in the following locations:

- Arlington – Ballpark at Arlington
- El Paso – Cohen Stadium
- Houston – Minute Maid Park
- San Antonio – Nelson Wolff Municipal Stadium
- Rio Grande Valley – Edinburg Baseball Stadium

Earned Media Results. This year's campaign generated **2,060 news stories** (617 print, 1,040 broadcast, and 403 online) and reached Texas news consumers nearly 30 million times, garnering a **public relations value of \$5,773,387.**

Paid Media

The paid media campaign, which ran from May 16 to June 5, was directed toward those who don't consistently use safety belts: men between 18 and 34, with special emphasis on pickup drivers. It also focused on informing drivers and passengers about last year's new requirement in Texas that all riders in a vehicle must be buckled up.

During 2011, TxDOT placed \$1,558,528.02 in paid media for the statewide *Click It or Ticket* campaign in the following outlets:

Paid Media, Click It or Ticket, May 16 – June 5, 2011

Media	Budget	Description
Spot TV & Fox Sports	\$566,546	11,750 spots; 18 markets
Spot Radio & Traffic Sponsorship	\$482,892	12,078 spots; 19 markets (plus Texas State Network)
Outdoor	\$145,283	54 billboards in 24 markets; 396 pumptoppers and 792 fillboards at 99 gas stations in 18 markets
Theater	\$67,794	PSAs on 762 screens; 45 theaters; 18 markets
Sports Events	\$166,013	Promotional opportunities with 7 different baseball franchises
Interactive	\$130,000	23,000 click-throughs from ads on Mapquest.com, Hulu, YouTube, Belo, Navteq, Yahoo! Maps, MediaMind and Yelp.com
Total	\$1,558,528	

Interactive

To reach the target audience of young males, *Click It or Ticket* messaging was positioned where they spend a large portion of their time—online. Total paid digital efforts boasted 12.3 million impressions and more than 23,000 click-throughs.

Online Video. To extend the reach of the television PSAs, online video ads and companion banners were placed on YouTube.com, Hulu.com, and online news sources to build awareness about enforcement efforts and the backseat law, particularly with males 18–34 in the target audience.

Map Reminders. Colorful new animated banner ads were designed for display on popular mapping sites like *Mapquest.com*, *Yahoo! Maps*, and *Yelp.com*. These banner ads reached users as they were finding directions and planning to drive, often times prior to when users got in their cars. Static banner ads also printed out with some maps, allowing many Texans to bring the *Click It or Ticket* message into their car or truck as they traveled to their destination.

TexasClickItOrTicket.com. The campaign website was updated with ten blog posts throughout the campaign. Users arrived at the website by clicking on digital ads or reading online news stories, and these users stayed on the site for an average of nearly two minutes.

Mobile. Nine out of ten adults own a cell phone and more than half of those in the target market access the Internet from their phone. Mobile marketing gives TxDOT the opportunity to reach Texans on the go.

For this reason *Click It or Ticket* banner ad alerts were placed on targeted mobile websites and location-based smart phone applications, such as *Traffic.com*, *Accuweather*, *GasBag* gas station finder, and *Garmin* GPS navigation devices. We updated the mobile-enabled site specifically for this effort: *TexasClickItorTicket.mobi*. Here users could learn the laws, tweet about enforcement, and alert their friends via email directly from the mobile site.

Added Value

Added value stretches TxDOT's media dollars and to help meet federally mandated match fund requirements. For *Click It or Ticket*, the added value opportunities in 2011 included bonus spots, links and ads on vendor websites, TV news "billboards," traffic sponsorships, community affairs show interviews and inclusion in community calendars, reduced pricing, material distribution at station remotes, banner placement at station events, live reads, free billboards and additional time on purchased boards, inclusion in theater lobby entertainment networks, spot placement during baseball games, arena signage plus first pitch and giveaway opportunities.

In all, added value opportunities resulted in \$1.57 million in free media for the campaign.

Overall Campaign Value

Thanks to a highly successful earned media campaign and a generous amount of in-kind donations from paid media vendors, TxDOT was able to achieve one of its most valuable campaigns to date. Combining the \$1.57 million in added value and the public relations value of \$5.77 million, the 2011 *Click It or Ticket* campaign garnered \$7.34 million in value for TxDOT's \$1.55 million investment.

FY 2011 TEEN CLICK IT OR TICKET

Campaign Overview

Car crashes continue to be the No.1 cause of death for teenagers, both nationally and in Texas, so it's no surprise that when it comes to buckling up, teen drivers are lagging behind adult drivers.

To address the gap, the National Highway Traffic Safety Administration (NHTSA) launched a Teen Demonstration project in Region Six in spring 2009 through spring 2010. The five counties in Texas with the highest concentration of teen unbuckled fatality rates in the state — Bexar, Dallas, Harris, Hidalgo and Tarrant — were chosen to participate in the effort, with the goal to increase seatbelt use among the hard-to-reach teen market.



Pre-campaign observational surveys by the Texas Transportation Institute (TTI) revealed that occupant restraint by teen drivers lagged at 83.1 percent, with passenger use at 84.6 percent. In response, the initiative recruited more than 220 high schools representing more than 400,000 students to receive campus communication kits that included parking lot banners, signs, door clings, posters, and other campaign implementation materials. Four waves of school activity (with supporting paid media including radio, outdoor and online efforts), as well as support from strategic partners and local police, increased teen safety belt use over the course of the demonstration project by an impressive 6.2 percent.

Because of these significant increases, TxDOT launched its first-ever statewide Teen Click It or Ticket effort in the 2010-2011 school year (FY2011). More than 500 schools representing 510,000 students signed up to receive program materials to display on campuses in 2011. These on-campus efforts were supported by paid media in 21

media markets and included supporting television, radio, Channel One (in-school television network) and online media placements.

NOTE: A variety of poster messages were developed for on-campus use.

In addition to campus focused materials and events, TxDOT developed www.seatbeltsrock.com, an interactive website where school representatives could sign up for the program and students could record personal stories and post photos and videos showing how their specific school was implementing the program. The site featured a quiz in which participants were automatically entered to win one of four iPads donated by Nationwide Insurance, and well-known area DJs and media personalities automatically entered to win one of four iPads donated by Nationwide Insurance, and well-known area DJs and media personalities contributed stories and videos. By the end of the year, the website had received over 12,500 unique visits and more than 50,000 page views during the 2010-2011 effort. Whataburger, a valued campaign partner during the NHTSA Teen Demo project, again joined the campaign and distributed coupons for free food to be used as peer incentives.



High school students across Texas participated in the Teen Click It or Ticket campaign, reminding peers of the importance of using seatbelts.

Because television is still the most popular medium among teenagers, TxDOT produced a 30-second television spot to run on broadcast, cable and the in-school Channel One networks. The television spot features two teens in the back seat of a moving vehicle and leverages fast-paced, conceptual



In a 30-second TV spot produced in English & Spanish, a teenage male sees his life flash before his eyes for not wearing his seat belt.

imagery and background music to contrast their different views about buckling up. (Focusing on teens in the back seat also reinforced the message that safety belts are now mandatory in the back seat, a law adopted in 2009.) The spot avoids “announcer messages” from perceived “authority” figures and, instead, focuses on the actions of peer influencers. (Input from focus group studies performed by TTI revealed that authority figures are mostly ineffective in communicating with the teen audience.)

As well, TxDOT produced and placed radio spots on radio stations targeted to the teen audience and banner ads on websites popular with teens that linked to the www.seatbeltsrock.com web page.

In addition to issuing press releases, TxDOT also launched a “crushed truck” tour. A pickup truck, driven by two high school boys, had flipped end-over-end before coming to a stop. The cab was mangled and flattened, almost beyond description, but the two boys had been wearing seatbelts and walked away with minor injuries. That truck, now mounted securely to a trailer and sporting signage that tells the story, attracts the attention of motorists on the highway as it makes the rounds to high schools across the state, where it has garnered numerous and valuable media mentions and stories.



In our “Crushed truck” tour, teens are able to see firsthand the advantages of wearing seatbelts.

Paid Media Overview

Primary Target: Teens 12-17, with emphasis on driving-age teens 15-17

Markets: Statewide; 19 TV markets and 21 radio markets

Media: Spot Television
Spot Radio
Internet
Channel One

Flight Dates: February 7th-20th, 2011

Media	Budget	Description	Impression
Television	\$191,083.00	Schedules on 56 English broadcast stations and cable systems in 19 markets.	2,889,300
Radio	\$141,866.48	Spot schedules on 70 English radio stations in 22 markets. DJ endorsements were included on a minimum of one station in each market.	5,411,600
Online	\$60,000.00	A combination of banner ads with interactive sharing buttons, pre-roll video and in-banner video ads geo-targeted to Texas.	8,947,158
Channel One	\$39,957.65	Four :30 TV spots airing on the Channel One Texas high	1,385,200
TOTAL	\$432,907.13		18,633,258

Added Value

Matching PSAs were provided along with the paid media schedules on radio, TV and Channel One, with many stations providing 2:1 or 3:1 match. Additionally, the following items were also provided as added value: on-air interviews, material distribution, a contest and prize pack provided by station with mentions of the TxDOT campaign, TV station program promos tagged with TxDOT sponsorship and logo, space for crushed truck at targeted events, Web banner on station site, DJ on-air endorsements and blog posts, on-air sponsorships, streaming radio spots, social media updates, inclusion in station e-blast, bonus spots, and bonus impressions with Internet placement. In fact, by the end of the paid media schedule, TxDOT achieved a total of \$624,274 in added value media and 18,633,258 impressions.



Partnership

Whataburger provided a valuable reward to teens who were “caught” buckling up: coupons for free food. The company provided 100,000 coupons with a value of \$4.10 each, for a partnership valued at \$410,000.

NOTE: The website for the campaign — seatbeltsrock.com — received over 12,500 unique visits and more than 50,000 page views.

Earned Media

A statewide media release, a series of desk-side briefings and aggressive story pitching resulted in broadcast, newspaper and online coverage — achieving \$2,145,431 in earned media value and more than 59,105,498 impressions.

Overall Campaign Value

As always, it is difficult to put a dollar value to the important contributions of the many strategic partners who participate in campaign efforts — the many libraries, schools, public and private businesses and other organizations that display posters, run banner ads on Web sites, and publish articles in newsletters. Their assistance is invaluable in helping important traffic safety messages.

Combining \$624,274 in added value with \$2,145,431 in earned media, the Teen Click it or Ticket campaign totaled more than \$2,769,705 in value for the \$432,700 investment — a 6.4 to 1 ROI.



Part of the strategy for the campaign was to talk to teens in a language meaningful to them. To do so, we interviewed numerous high school students, conducted impromptu focus groups, and challenged participants to create their own messages. Many of the ideas made their way into the media campaign.

FY 2011 CHILD PASSENGER SAFETY CAMPAIGN

Campaign Overview

Nowhere is it more important to keep children safe than when they're riding in a vehicle. Without proper restraint, children are especially vulnerable. The goal of the Buckle Them Right campaign is to increase awareness of the need for child restraints in vehicles and, importantly, the proper use of child safety seats.

In 2009, 52 percent of Texas children under eight years old who were fatally injured in a crash were unrestrained (where restraint use was known and applicable). The 2010 Child Restraint Use Survey developed by the Texas Transportation Institute (TTI) also noted that 30 percent of children observed in an incorrect, unsafe manner — up 20 percent from the 2009 study. The 2011 Child Restraint Use Survey from TTI found that 10.5 percent of children were riding with no restraints at all. Campaign partners that routinely conduct child safety seat check-up events actually place improper restraint use as high as 90 percent. The 2011 TTI Child Restraint Use Survey placed Brownsville, Lubbock, Waco, Houston, El Paso, Beaumont, Dallas and Amarillo as the worst child restraint violators (markets with restraint use under 89 percent).



The Buckle Them Right campaign (launched in 2010) is having a positive impact: In 2011, the statewide usage rate of 89.5 percent is the highest usage rate since the TTI study has been conducted. Correct use of child safety seats and vehicle safety belts rose to 59.3 percent, leaving only 30.2 percent incorrectly restrained — a more than 20 percent increase since the start of the campaign.



**Buckle 'em up.
Buckle 'em right.**

(3 out of 4 children aren't)

 **BuckleThemRight.org**

The campaign encompassed paid media, earned media, grassroots outreach, and partner support to spread the word about child restraint use, as well as pointed parents, caregivers and families to www.bucklethemright.org, an interactive website where they learned how to properly buckle in children, could view laws pertaining to safety seat use, and find the safety seat check-up locations nearest them.



**Abróchalos.
Abróchalos bien.**

(3 de cada 4 niños no lo están)

 **BuckleThemRight.org**

Bilingual television humorously depicted the lengths to which parents go to ensure the safety of their child, while English and Spanish outdoor boards reminded motorists to “Buckle ‘em up. Buckle ‘em right.” Bilingual radio spots were distributed as PSAs to more than 750 radio stations statewide, and small-space newspaper ads were distributed to more than 450 newspapers.

Outdoor boards in English and Spanish pointed parents and caregivers to a website where they could learn how to properly buckle in young Texans



A TV spot in English and Spanish humorously depicted the lengths to which some parents will go to protect their children.

Paid Media Overview

Primary Targets: Adults 18-49; Spanish-speakers, African-Americans

Secondary Targets: Adults 55+ (Grandparents); Adults 25-54 (Caregivers)

Media & Markets: Outdoor — Statewide
Television — Waco, Lubbock, Rio Grande Valley, Houston, El Paso

Media Flight Dates: September 5 – September 30, 2011

Media	Budget	Description	Impressions
Television	\$102,960.00	20 stations in 5 markets	4,322,240
Outdoor	\$215,534.31	153 billboards, mix of bulletins and posters, posted statewide	130,105,296
TOTAL	\$318,494.31		134,427,536

Added Value

Added value elements negotiated as part of the media buy included two unpaid PSA spots for every paid spot on TV, web banners on station sites, social media updates, on-air mentions during local news, material distribution, on-air TV sponsorship billboards, on-air interviews, bonus spots on sister TV stations, bonus outdoor space, and override on outdoor billboards and posters. Paid media generated 134,427,536 impressions and achieved \$650,294 in added value placements.

Partnerships

Establishing partnerships with organizations that focused on children, health and safety were key to spreading awareness of the issue. TxDOT developed a network of strategic partners that included SafeRiders, SafeKids, WIC (Women, Infants and Children), and community Newspaper PSA's in English and Spanish ran statewide.

NOTE: Newspaper PSA's in English and Spanish ran statewide.



groups across the state. Aggressive public relations and grassroots efforts continued to build on existing partnerships, as well as established relationships with pediatric physician associations and daycare centers to further spread the word to parents, caregivers, and influencers. A multi-panel bilingual brochure was produced that unfolded to five feet in “height,” providing a built-in measuring



stick and guide as to the appropriate safety seat for a child’s age and height. More than 4,000 daycare centers statewide received “Buckle ‘em up. Buckle ‘em right.” information and a link to a website containing the brochures, posters, TV, and radio spots. More than 20,000 brochures were sent to existing partners across Texas.

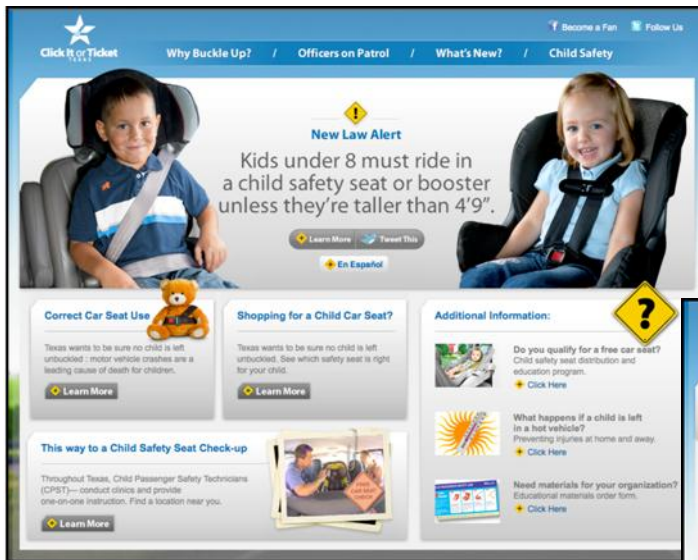
To further take the initiative “to the streets,” our SafeRiders partners scheduled safety seat checkups at locations across Texas where experts could check a parent’s or caregiver’s safety seat installation and restraints. If a seat was found to be improperly secured, or if a child was improperly restrained, the specialists would demonstrate the correct procedures. All television and radio spots directed viewers and listeners to www.bucklethemright.org, the Child Passenger Safety interactive website, where they could enter a ZIP code and find the time, day and location of the safety seat check point nearest them.

Left: A brochure printed in English on one side and Spanish on the opposite, unfolded to five feet in height to allow parents to measure the progress of a child’s growth and learn the appropriate safety seat for his or her height and age. Below: English and Spanish posters were distributed to libraries, community centers and partners statewide to reinforce the safety seat/height/age message.

Earned Media

Along with the creative elements of the campaign, TxDOT in September 2011 issued a statewide press release to print and broadcast outlets to raise awareness of the need for child restraints in vehicles and the proper use of child safety seats. TxDOT Traffic Safety Specialists and other partners were provided with education materials, media talking points, and assistance in setting up visits to local media outlets where they would conduct safety seat checks for on-air personalities and other station employees. This tactic of “taking the story directly to the media” resulted in \$2,502,516 in earned media efforts, including broadcast news stories in 14 markets and print coverage in 37 publications, ultimately generating an additional 67,487,767 impressions for the campaign. The safety seat checkpoint activity and schedule’s presence on the web further increased the earned media mileage.





An interactive website enabled visitors to locate Valuable safety seat information, as well as the closest safety seat checkpoint.

Overall Campaign Value

All media efforts (added value and earned) generated a total of 201,915,303 impressions for fiscal year 2011.

Combining \$650,294 in added value media with \$2,502,516 in earned media, the Child Passenger Safety campaign totaled more than \$3,152,810 in match for the \$430,000 investment: A return on investment (ROI) of 7.3 to 1.

FY 2011 LABOR DAY DRINK. DRIVE. GO TO JAIL. CAMPAIGN



FY11 LABOR DAY *DRINK. DRIVE. GO TO JAIL.* CAMPAIGN

Thousands of Texas law enforcement officers worked overtime between August 19 and September 5 to arrest impaired drivers on Texas roads and highways. TxDOT partnered with the National Highway Traffic Safety Administration, the Texas Department of Public Safety, the Texas Alcoholic Beverage Commission, the Texas Municipal Police Association, taxi companies, MADD, and local law enforcement organizations statewide to get drunk drivers off the road. The key message: if you drink and drive, you are going to jail.

In 2011, TxDOT evolved the annual *Drink. Drive. Go to Jail.* campaign to include a new focus area: rural drivers. Multiple campaign components were updated with rural-targeted messages including outdoor, and the “Last Words” television and radio PSAs.



“Last Words” was updated with rural-centric excuses for driving under the influence of alcohol.

PAID MEDIA

The paid media campaign, which ran from August 19 to September 5, targeted adults from 18 to 34, with special emphasis on males 18–24. DWI-prevention messages were relayed through radio and TV PSAs, traffic sponsorships, interactive advertising, and alternative media found in and around entertainment districts in major Texas markets.

In the weeks leading up to Labor Day, TxDOT placed \$995,603 in paid media for the statewide *Drink. Drive. Go to Jail.* campaign in the following outlets:

Paid Media, Drink. Drive. Go to Jail., August 19–September 5, 2010

Media	Budget	Description
Spot TV & Fox Sports	\$272,438	7,422 spots; 17 markets
Spot Radio, Twitter Radio & Traffic Sponsorship	\$317,130	9,226 spots; 19 markets (plus Texas State Network)
Outdoor	\$123,087	72 billboards in 25 markets
Alternative	\$88,948	Digital ads broadcast on screens in Austin bars, Wildpostings, Static and digital indoor posters, Car window clings and pint glasses
Interactive	\$194,000	110,968 click-throughs from ads on eCast, Millennial, Broadstreet, Facebook marketplace, Hulu, Batanga, Yelp and MediaMind
Total	\$995,603	

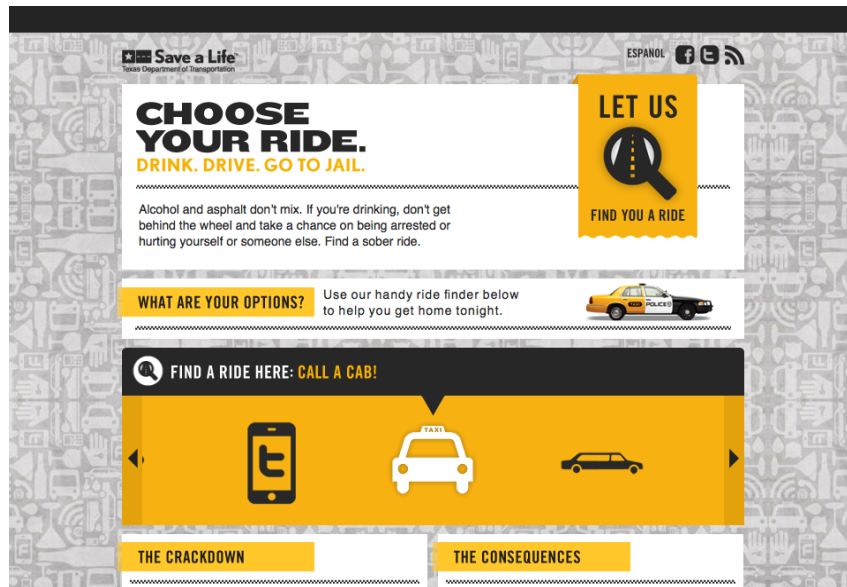
Added Value

Special programs with FOX Sports Network, Univision, Yellow Cab, and out-of-home vendors contributed greatly to added value totals for this year’s campaign. Altogether, local television stations, radio stations, outdoor companies, and other media partners donated media services valued at over \$814,620.

Interactive

Online public education efforts followed the focused strategy of the larger campaign by targeting Texans online as they were planning to drink. Interactive media included online web ads, digital out-of-home, and mobile media, totaling more than 135 million impressions.

“Choose Your Ride” Website. TxDOT revamped and optimized *TexasDWI.org* to make it even easier for Texans to plan a sober ride with the RideFinder. Based on the user’s location, the RideFinder offers up transportation solutions including taxi company phone numbers, bus routes, limo rental companies, and even pedicabs. The website, produced in English and Spanish, also incorporated information about DWI penalties and highlighted the Labor Day enforcement crackdown. During the campaign, more than 44,000 people came to the site to use the RideFinder.



TexasDWI.org

Online Video. To extend the reach of the updated “Last Words” PSA, we placed online video ads and companion banners on *Hulu.com*.

Web Banners. Online banner ads were optimized according to online performance. TxDOT placed DWI-prevention ads on local entertainment guides, *Yelp.com* and *Facebook.com* to reach users when they were looking for bars, clubs or events, and planning to go out with friends. Web banners, both in English and Spanish, invited users to click through to use the RideFinder and find a sober ride in their area.

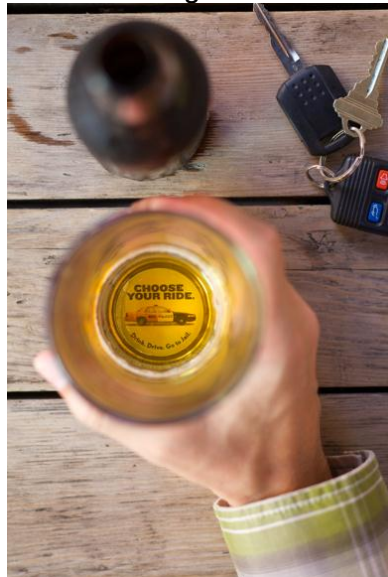
Digital Jukeboxes. TxDOT placed “Choose Your Ride” ads on the Ecast network of touch-screen digital jukeboxes, reaching Texans when they were out drinking alcohol at bars and clubs. Bar goers were able to click through to a localized cab finder application and could send taxi company phone

numbers right to their cell phones. The microsite also featured an alcohol IQ quiz where users could answer educational trivia questions about DWI and other alcohol-related topics. Ecast served over 24 million impressions and nearly 66,700 users touched through to the cab finder microsite.

Mobile. Mobile gives TxDOT the opportunity to reach Texans at the point of alcohol consumption. TxDOT placed mobile ads on smart phone web applications and mobile sites during late afternoon and evening hours when people were more likely to be out drinking. Mobile ads touched through to a simplified mobile RideFinder site, where users could find rides based on their phone’s GPS location. The mobile ads reached Texans more than 3.8 million times, and resulted in more than 17,500 clicks to the mobile RideFinder.

Alternative Media

TxDOT continued the use of innovative and unexpected advertising placement to remind Texans to find a sober ride home, and to never get behind the wheel if they’ve been drinking. This year’s campaign featured street posters, car window clings and bar/restaurant decals in major market entertainment districts, and custom pint glasses with “Choose Your Ride” messaging. The combined efforts of these alternative media tactics, dubbed the “bars-to-cars” program, successfully raised awareness of the impaired driving mobilization by Texas law enforcement and kept DWI prevention top-of-mind among those purchasing and consuming alcohol.



Pint Glass



Poster

Earned Media

The 2011 *Drink. Drive. Go to Jail.* impaired driving mobilization effort launched with a media event at the Texas Department of Public Safety Headquarters in Austin on August 4, 2011. Local actors dressed as inmates displayed common excuses for driving while intoxicated at the event to convey that excuses won’t protect anyone from arrest during the upcoming statewide crackdown on drunk driving. Traffic safety officials, law enforcement, and those personally affected by drunk driving joined state officials to warn motorists that law enforcement would be out in force throughout Texas between August 19 and Labor Day weekend, to arrest drunk drivers.



Local actors display common excuses—which don't cut it.

Smaller scale versions of this event were held in several additional Texas markets as part of a statewide media tour promoting the campaign and DWI crackdown. TxDOT conducted broadcast and print media tours in nine media markets (Amarillo, Austin, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, the Rio Grande Valley, San Antonio, and Waco/Temple/Killeen) in support of earned media activities.

TxDOT also produced and distributed a broadcast video package, which aired on news stations across the state, helping garner TxDOT \$2,240,667 in earned broadcast coverage. TxDOT developed a print news release and distributed it to more than 500 newspapers across Texas bringing in \$181,417 in earned media value. Combined, this year's Labor Day campaign totaled \$2,422,084 of earned media value

Overall Campaign Value

Combining the \$814,620 in added value from media partners with \$2,422,084 of earned media value, the 2011 *Drink. Drive. Go to Jail.* public education campaign garnered \$3,236,704 in match funds during the 2011 campaign.



“No Refusal” JULY 2011 Campaign Support

To support the July 4th high visibility enforcement and “No Refusal” crackdown, an outdoor paid media campaign was conducted targeting adults 18 to 34 in seven markets during July 2011. Thirteen English and three Spanish billboard vinyls were produced for the “No Refusal” media buy totaling \$48,078.

FY 2011 DISTRACTED DRIVING PREVENTION CAMPAIGN

Campaign Overview

“Talk. Text. Crash.” — It says it all. Cell phone use by the driver of a vehicle, whether talking or texting, dramatically increases the motorist’s odds of being involved in a crash. During National Distracted Driving Awareness Month in April 2011, TxDOT launched a public awareness and education campaign to educate Texans on the dangers of distracted driving. As defined by the National Highway Traffic Safety Administration (NHTSA), a distracted driver is a driver conversing with passengers, eating, smoking, manipulating dashboard controls, reaching for something inside the vehicle, and/or talking or texting on a cell phone. Federal statistics suggest that distracted driving contributes to as much as 20



percent of all fatal crashes and that cell phones constitute the primary source of driver distraction. Researchers point to two numbers to illustrate the

magnitude of the texting while driving problem: An estimated five billion text messages are sent each day in the United States, and at least 20 percent of all drivers have admitted to texting while driving. In Texas in 2010, more than 100,000 vehicles were involved in crashes where distraction in a vehicle, driver inattention or cell phone use was cited; 408 of those crashes were fatal. Teenagers are especially susceptible: 42 percent of urban teens and 48 percent of rural teens text while driving.

The Talk.Text.Crash. campaign launched with a press conference on the steps of the State Capitol. Thirteen Texans, each holding a large photo of a family member killed in a distracted driving crash, stood on the Capitol steps while legislators, TxDOT executives, law enforcement, and distracted driving victims presented facts, figures and personal stories to illuminate this growing issue. As the campaign theme was introduced, each family member turned over the photo of their loved one to spell out the campaign theme Talk.Text.Crash. The press conference kicked off a month-long campaign effort in which posters and bumper stickers were distributed to universities and colleges, libraries, law enforcement, military bases, and other program partners throughout the state, as well as at the Ft. Sam Houston Safety Day event.



TxDOT’s Talk. Text. Crash. Press conference at the Texas State Capital drew media coverage statewide and nationally.

The campaign also featured an innovative use of radio advertising: 15-second radio “interrupts” addressed drivers directly who might be engaged in, or certainly familiar with distracted driving behavior. A variety of spots, in both English and Spanish, were produced.



TxDOT Executive Director Amadeo Saenz (left) and founder of Focus Driven, Jennifer Smith (right) address the media on the Capitol steps.

Following are several radio script examples:

Announcer:

Hey you! See those stripe-y things? They’re called “lanes”. You nearly knocked the dude on the motorcycle across two of ‘em cuz you were texting! Hang up and drive! This message from all the bikers we’re sending your picture to... and your Texas Department of Transportation. You Talk, You Text, You Crash.

Announcer:

Hey you! Yeah you, on the cell phone. Your steering wheel called. It says it misses your hands. Hang up and drive! This message from all the motorists around you you’re aggravating and endangering... and your Texas Department of Transportation.

Announcer:

Hey you! — Miss Texting While Driving. You really think the color of your toe-nail polish is worth smashing into my car? Wow, self-centered much? Hang up and drive! This message from all the drivers around you you’re really infuriating... and your Texas Department of Transportation.



Posters in English and Spanish were distributed to partners statewide.

Paid Media Overview

Primary Target: Adults 16-24
 Markets: Statewide
 Media: Radio, Internet
 Flight Dates: April 3rd - 30th, 2011 (2 weeks paid, 2 weeks PSA)

Media	Budget	Description	Impressions
Radio	\$209,304.00	Schedules on 102 radio stations in 22 markets	15,752,000
Sports Marketing	\$14,911.00	Texas Rangers baseball one month sponsorship, comprising radio spots on Rangers network statewide, in-stadium ads during games and press event at the Ballpark	781,912
TOTAL	\$224,215.00		16,533,912

Added Value

Added value elements negotiated as part of the media buy included matching PSAs for radio, material distribution, on-air sponsorships, bonus spots, streaming radio spots, social media updates, on-air interviews, inclusion in station e-blasts and space for the Nationwide Insurance interactive distracted driving display at events. The Texas Rangers provided a package discount along with advertising and media coverage in games from April throughout the remainder of the season as well as hosted a press event at the Ballpark in Arlington. Paid media generated 16,533,912 impressions and achieved \$322,215 in added value placements.

Partnership

Through a partnership with Nationwide Insurance, the campaign undertook a four-city tour featuring Nationwide's distracted driving simulator. The simulator allows drivers to get behind the wheel of car that they steer through a simulated street scene video. They are then asked to call or text an attending staff member while driving through the simulated scene, presenting a sobering, hands-on experience and graphic revelation regarding the impact of cell phone use on driving skills. The simulator was featured at the kick-off press conference in Austin and then at on-campus events at the University of Texas-San Antonio and the University of Houston.

The Texas Rangers Baseball Club also stepped up to the plate in Dallas and held a press event at The Ballpark in Arlington prior to a home game. Television crews taped former Ranger star catcher Jim Sundberg in the simulator. And pitching ace Derek Holland (who had recently lost a good friend in a distracted driving crash) recorded a series of radio spots reminding Ranger fans of the dangers of texting while driving. Nationwide Insurance donated the use of the distracted driving simulator and paid for printing of the bumper stickers.



Nationwide Insurance funded production of 250,000 bumper stickers.

Earned Media

Earned media generated 57,386,261 impressions in FY 2011. Public relations and earned media efforts resulted in \$2,696,118, including more than 150 broadcast mentions in 18 markets across Texas as well as online news stories, newspaper articles and radio news items.



Nationwide's Distracted Driving Simulator enabled Texans to safely experience the consequences of driving while talking or texting on a cell phone.

Overall Campaign Value

As always, it is difficult to put a dollar value to the important contributions of the many strategic partners who participate in campaign efforts: libraries, schools, public and private businesses and other civic organizations that display posters and publish articles in newsletters. Their assistance is invaluable in helping important traffic safety messages.

Their help, supported by media (added value and earned media) resulted in an impressive \$3,005,333 of match value and generated a total of 73,920,173 impressions for Talk.Text.Crash. in fiscal year 2011.

Combining \$322,215 of added value media with \$2,696,118 in earned media, plus over \$20,000 in donations, the Talk.Text.Crash. campaign yielded more than \$3,018,333 in value for the \$315,000 investment: an amazing 9.6 to 1 return on investment.

FY 2011 MOTORCYCLE AWARENESS CAMPAIGN



FY 2011 MOTORCYCLE AWARENESS CAMPAIGN

Motorcyclists are particularly vulnerable when riding on our streets and highways—66 percent of motorcycle crashes injure or kill the motorcyclist. And according to the TxDOT Crash Records Information System, the number of motorcyclists killed on Texas roadways has more than doubled over the past decade. For this reason, TxDOT has launched a public education campaign aimed at making Texas drivers more aware of motorcyclists. The campaign tagline is: “Look twice for motorcycles. Because seeing them is saving them.”

EARNED MEDIA

TxDOT kicked off the 2011 motorcycle awareness campaign with a press event Tuesday, April 12 on the plaza of the Long Center for the Performing Arts in Austin. Motorcycle safety advocates, law enforcement, traffic safety officials, other partners, and motorcycle riders of every type came together to announce the start of the campaign.



Fred Underwood, Texas Transportation Commissioner speaks at the April 18th press event, set against a backdrop of motorcycles in many shapes and sizes.

To support earned media activities, TxDOT conducted broadcast and print media tours in six media markets, including Austin, Dallas/Fort Worth, El Paso, Houston, the Rio Grande Valley and San Antonio. TxDOT produced and distributed a broadcast video package with event footage and outreach activities, which aired on news stations across the state, helping garner TxDOT \$455,056 in earned broadcast coverage. TxDOT also developed a print news release and distributed it to more than 500 newspapers across Texas bringing in more than \$79,630 in earned media value. Combined, the campaign totaled \$534,686 in earned media value.

Paid Media

The paid media campaign, which ran from April 18 to May 1, targeted adult drivers from 18 to 44. Motorcycle awareness messages were relayed in both English and Spanish through new TV and radio PSAs, new billboards, fillboards on gas pump handles, and interactive ads with online video. TxDOT placed \$502,146 in paid media for the statewide *Look Twice for Motorcycles* campaign in the following outlets:

Paid Media, Look Twice for Motorcycles, April 18–May 1, 2011

Media	Budget	Description
Spot TV	\$242,056	3,392 spots in 6 markets
Radio	\$133,922	2,530 spots in 6 markets
Outdoor	\$101,918	21 boards in 6 markets 752 fillboards and 376 pumptoppers in 94 gas stations
Interactive	\$24,250	Over 3.6 million impressions served through pre-roll and in-banner video with companion banner ads
Total	\$502,146	

New Broadcast Creative.

This year, new 30-second and 15-second TV public service announcements were conceived and produced in both English and Spanish. Titled “Invisible,” the spot captured a dramatic traffic crash with an unseen object, illustrating how motorcyclists are difficult to see if drivers aren’t paying special attention. In addition, 60-second “Thank You Letter” radio public service announcements were also conceived and produced in both English and Spanish.



“Invisible” 30-second TV PSA

Interactive

To extend the reach of the new “Invisible” television PSA, interactive media included pre-roll and in-banner online video with companion banners, totaling more than 3.26 million impressions. Digital ads clicked through to www.LookLearnLive.org.



Web Banner

Added Value

Special partnerships with media vendors contributed greatly to added value totals for this year’s campaign. Altogether, local television stations, radio stations, outdoor companies, and other media partners donated media services valued at over \$533,584.

Overall Campaign Value

Combining the \$533,584 in added value from media partners with \$534,686 of earned media value, the 2011 *Look Twice for Motorcycles* public education campaign garnered \$1,068,270 in total added value during the 2011 campaign.

FY 2011 SAVE A LIFE SUMMIT: IMPAIRED DRIVING IN FOCUS



FY11 Save a Life Summit: Impaired Driving in Focus

Texas has a drinking and driving problem. While traffic deaths overall have declined, alcohol remains the number one cause of fatal crashes in the state—a third of the deaths on our roads are caused by impaired drivers. In 2009, more than 27,000 alcohol-related crashes resulted in nearly 1,000 fatalities and 17,700 injuries on Texas roadways. That's why TxDOT narrowed the focus of the Save a Life Summit to address the single issue of impaired driving, bringing together thought leaders in the field and stakeholders from around the state to share ideas, best practices, and new developments.

TxDOT hosted the 2011 Save a Life Summit August 24–26, at the Crowne Plaza Hotel Riverwalk in the heart of San Antonio. The conference allowed leaders and field personnel to share the challenges, success stories, innovative tools, new solutions and real-life strategies to prevent drinking and driving in communities across the state. In addition to collaboration and information sharing at the annual awards luncheon, participants also received recognition for their efforts to prevent alcohol-related traffic crashes, injuries and fatalities in their communities.

General Sessions

- Tackling the Problem of Impaired Driving
Georgia Chakiris, National Highway Traffic Safety Administration
Susan D. Reed, Bexar County District Attorney, San Antonio
- DWI and Risk Perception: Why Do People Still Drink and Drive
David Ropeik, Author, Risk! A Practical Guide For Deciding What's Really Safe And What's Really Dangerous In The World Around You
- Impaired Driving in Focus
Terry A. Pence, Texas Department of Transportation
Janet Lea, Sherry Matthews Advocacy Marketing
- Creative Solutions to DWI
Warren Diepraam, Montgomery County District Attorney's Office
Paul Bachand and Art Mabry, South Dakota's "24/7 Sobriety" Program
Dr. Larry Gentilello, UT Southwestern Medical School, Dallas
- MADD's New Direction
Jan Withers, Mothers Against Drunk Driving
- Putting the Brakes on Drunk Driving
Officer Michael Thornton, San Antonio Police Department
Chief William McManus, San Antonio Police Department

Workshops

- “24/7 Sobriety” Program
- Using Social Media To Combat Alcohol Misuse
- From The Bench: The Judge’s Perspective
- Preventing Underage Drinking
- Recognizing Substance Abuse
- College Drinking 101
- Texas’s “No Refusal” Enforcement Strategy
- LEADRS DWI and BAC Reporting
- Danger On Two Wheels: Motorcycle Impairment
- Recognizing Drug and Alcohol Abuse
- DWI Mobile Video Recording For Law Enforcement
- Perspectives From The Drinker And The Seller
- Tips For Courtroom DWI Testimony
- Know Your News: Media Training

Conference Website

TxDOT designed and developed a conference website where more than 330 traffic safety advocates registered, volunteered, submitted workshop ideas, and nominated both individuals and organizations for awards—all with the click of a mouse. After the conference, speaker presentations and event photos were uploaded to the website.



Conference Evaluation

Hundreds of session evaluation forms were distributed, collected and reviewed before sending the feedback to each speaker, along with Certificates of Appreciation. In addition to the “on the spot” evaluation forms, TxDOT also developed and conducted an overall conference evaluation online. The overall conference experience received an average rating of 3.66 (on a 4.0 scale) by Summit attendees. Many traffic safety professionals reported that they love the annual conference because they return to their jobs rejuvenated and motivated to continue their lifesaving work.

FY 2011 MATCH PROGRAM: ON THE ROAD IN TEXAS AND STREET SMARTS

For more than a decade, TxDOT has leveraged broadcast news segments to deliver driving tips and reminders, traffic law information, and dozens of traffic safety issues to millions of Texans, many of whom located in rural listening areas.

Street Smarts and Listos Para Manejar: 60-Second TV News Feature

In 2011, capitalizing on the popularity with stations of the Street Smarts TV News Features, TxDOT distributed “news minute” segments to network affiliates throughout in the state in English and Spanish. Local crews were involved from different regions across Texas to highlight personal stories about real people in their own communities, giving this series a local relevance and perspective. In addition to DPS Troopers, traffic safety and law experts were incorporated to bring fresh faces to the series.



TxDOT researched, developed, and produced 26 new 60-second English *Street Smarts* TV features and 26 60-second Spanish *Listos Para Manejar* TV news features on topics ranging from work zone safety to texting and driving dangers. An additional 10 60-second Spanish *Listos Para Manejar* TV news features were produced. TxDOT also secured free airplay for its new English and Spanish traffic safety TV news features on 25 television stations across Texas.



Stills from *Street Smarts* television features

On the Road in Texas and Los Caminos de Texas: Long-Format Radio Features

Since 1999 TxDOT’s *On the Road in Texas* radio features, and its Spanish equivalent *Los Caminos de Texas*, have been educating Texans across the state on how to drive friendly and safely. News features about school bus safety, child passenger safety, underage drinking, pedestrian and bicycle safety, sharing the road with trucks, driver distractions, aggressive driving, motorcycle safety and literally dozens of other traffic issues have aired on radio stations throughout the state. In each spot, Department of Public Safety (DPS) Troopers serve as the voice of authority, informing listeners about everything from distracted driving to dangerous road conditions.



The *On the Road in Texas* inventory of 60-second radio news features now includes:

- More than 360 English spots
- More than 200 Spanish spots

In 2011, TxDOT distributed monthly *On the Road in Texas* English features and *Los Caminos de Texas* Spanish features to the Lone Star News Network, delivering timely driving tips, information on

traffic laws, and reminders about dozens of specific traffic safety issues. A network of **233 radio stations** throughout Texas played the spots regularly.

To maintain factual accuracy in its library of spots in the 2011 fiscal year, TxDOT also revised 3 English and 2 Spanish traffic safety radio news features.

Street Smarts and Listos Para Manejar: Short-Format Radios News Feature

TxDOT also offered 30-second versions of its traffic safety radio features to meet the request of radio stations in the state's largest metropolitan areas. This urban radio program, dubbed *Street Smarts*, targets a younger audience with features on driving under the influence, distracted driving, and speeding.

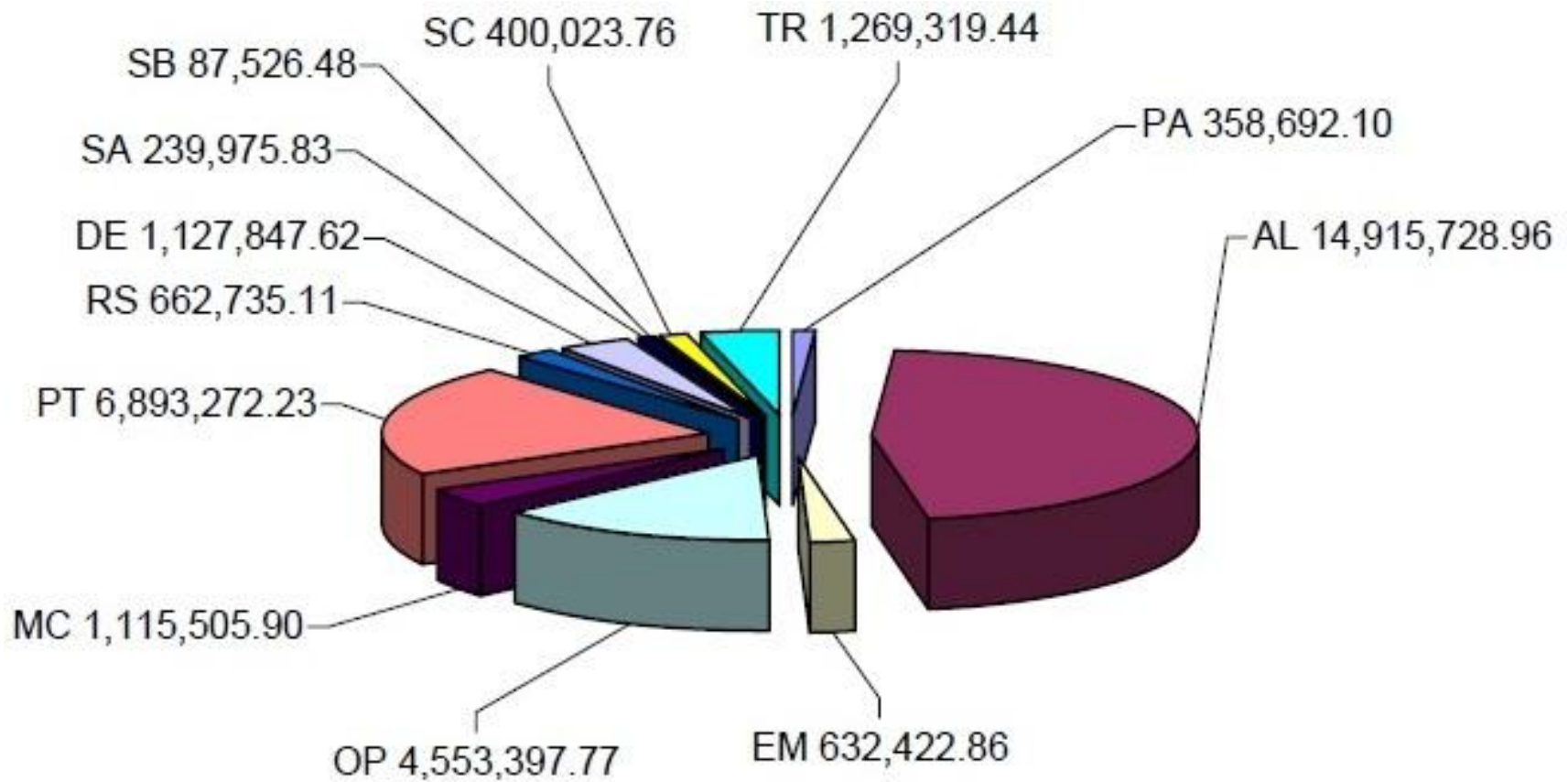
In 2011, TxDOT distributed *Street Smarts* radio features to 21 large-market and 56 mi-size-market radio stations.

Overall Value

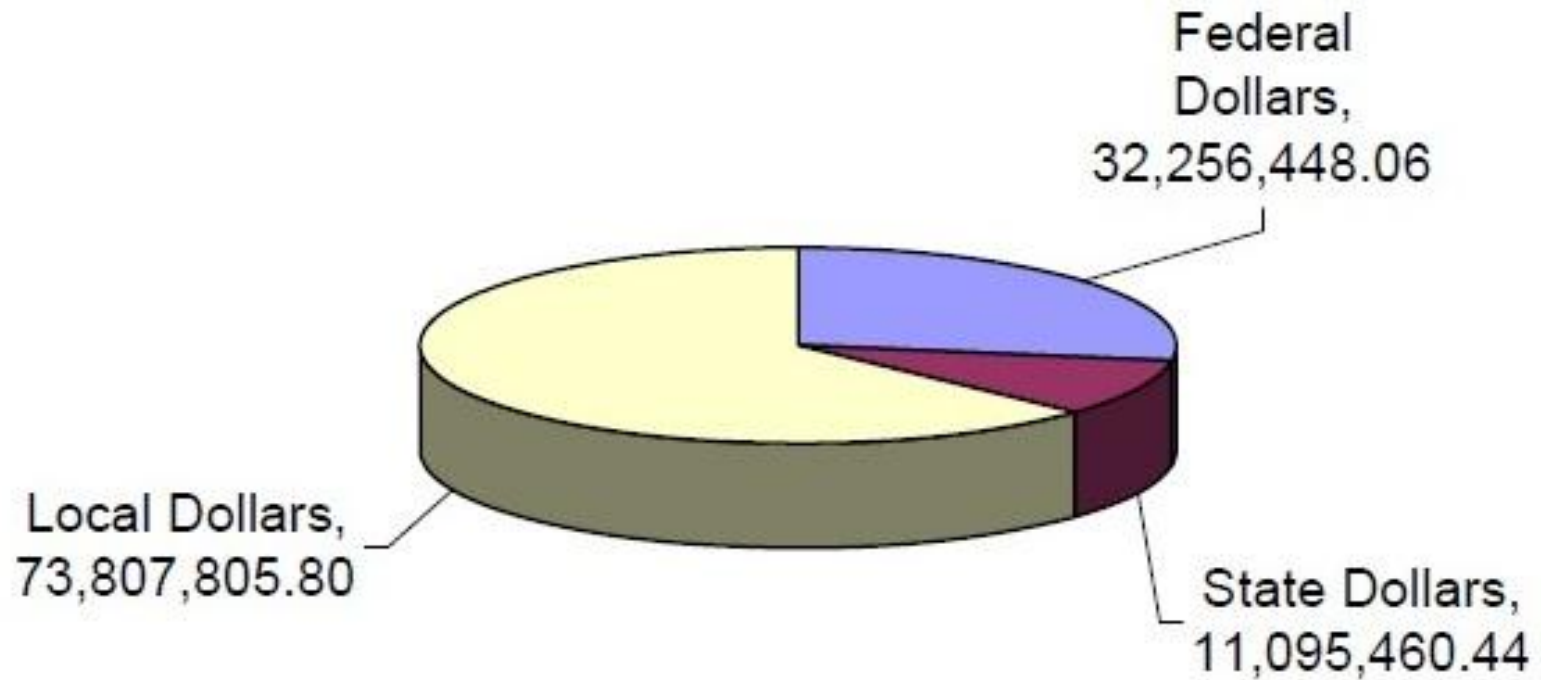
Thanks to longstanding relationships with TV and radio stations across the state, TxDOT was able to secure airplay—at no cost to TxDOT—on a total of 333 radio and TV stations. The *On the Road in Texas* and *Street Smarts* series generated a combined value of **\$4,017,717.22 in free coverage** for traffic safety messages.

Section Five
FINANCIAL SUMMARY

FEDERAL EXPENDITURES BY PROGRAM AREA FOR FY 2011



TOTAL TRAFFIC SAFETY EXPENDITURES FOR FY 2011



FY 2011 Traffic Safety Funds Traffic Safety Program Expenditure Summary

Program Area	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	2011	408	410	2010	STATE	INCOME	LOCAL		
Planning and Administration	Planned:	6	\$3,646,490.29	\$380,664.00						\$3,255,399.18		\$10,427.11	
	Actual:	6	\$3,619,723.66	\$358,692.10						\$3,255,399.18		\$5,632.38	
Alcohol and Other Drug Counter Measures	Planned:	124	\$31,117,592.94	\$1,169,970.59			\$16,107,677.43		\$242,050.00	\$7,875.00	\$13,590,019.92	\$56,000.00	
	Actual:	110	\$56,667,080.62	\$1,153,019.19			\$13,776,102.72		\$568,517.51	\$12,350.00	\$41,157,091.20	\$51,866.92	
Emergency Medical Services	Planned:	1	\$1,475,366.63	\$794,598.08							\$680,768.55		
	Actual:	1	\$3,638,882.73	\$632,422.86							\$3,006,459.87		
Motorcycle Safety	Planned:	3	\$1,697,752.86	\$121,766.41				\$999,944.00			\$576,042.45		
	Actual:	3	\$2,280,770.40	\$121,518.38				\$993,987.52			\$1,165,264.50		
Occupant Protection	Planned:	79	\$12,900,894.42	\$1,919,348.91	\$1,629,267.00	\$1,153,623.95			\$441,166.14	\$10,000.00	\$7,747,488.42	\$60,000.00	
	Actual:	65	\$20,142,266.60	\$1,889,896.80	\$1,602,703.39	\$1,060,797.58			\$371,522.91		\$15,217,345.92	\$58,119.03	
Pedestrian / Bicycle Safety	Planned:	0	\$0.00	\$0.00							\$0.00		
	Actual:												
Police Traffic Services	Planned:	58	\$13,498,587.82	\$7,229,692.46							\$6,268,895.36	\$6,500,239.30	
	Actual:	57	\$13,716,741.02	\$6,893,272.23							\$6,823,468.79	\$6,187,027.56	
Speed Control	Planned:	12	\$639,533.78	\$433,997.47							\$205,536.31	\$433,997.47	
	Actual:	12	\$628,004.48	\$400,023.76							\$227,980.72	\$400,023.76	
Traffic Records	Planned:	8	\$5,943,015.55	\$556,920.00			\$1,412,426.52		\$3,278,801.65		\$694,867.38		
	Actual:	8	\$5,173,349.69	\$83,600.00			\$1,185,719.44		\$3,276,805.97		\$627,224.28		
Driver Education and Behavior	Planned:	15	\$5,739,517.50	\$1,561,067.11					\$2,909,650.02		\$1,231,760.37	\$81,164.30	
	Actual:	15	\$8,395,059.05	\$1,127,847.62					\$2,873,214.94		\$4,393,996.49	\$78,485.41	
Railroad / Highway Crossing	Planned:	0	\$0.00	\$0.00							\$0.00		
	Actual:												
Roadway Safety	Planned:	3	\$1,596,006.94	\$700,564.77							\$895,442.17		
	Actual:	3	\$1,670,469.80	\$662,735.11							\$1,007,734.69		
Safe Communities	Planned:	3	\$332,974.86	\$240,743.79							\$92,231.07	\$99,002.82	
	Actual:	3	\$379,603.07	\$239,975.83							\$139,627.24	\$98,942.06	
School Bus	Planned:	1	\$105,881.88	\$89,552.80							\$16,329.08	\$89,552.80	
	Actual:	1	\$123,506.20	\$87,526.48							\$35,979.72	\$87,526.48	
TOTALS:	Planned:	313	\$78,693,615.47	\$15,198,886.39	\$1,629,267.00	\$1,153,623.95	\$1,412,426.52	\$16,107,677.43	\$999,944.00	\$10,127,066.99	\$17,875.00	\$32,009,808.19	\$7,538,993.63
	Actual:	284	\$116,435,457.32	\$13,650,530.36	\$1,602,703.39	\$1,060,797.58	\$1,185,719.44	\$13,776,102.72	\$993,987.52	\$10,345,460.51	\$12,350.00	\$73,807,805.80	\$7,179,767.67

Note: No expenses were incurred for Funding Source 406

Section Six
BEST PRACTICES

OVERVIEW

Texas has identified best practices employed by projects within the Traffic Safety Program. These are practices which significantly increased the effectiveness and efficiency of the project in meeting the goals of the program. When shared, these best practices can hopefully help improve other projects within the Texas program, as well as similar programs in other states.

CITY OF AUSTIN

Organization:	City of Austin Police Department
Project Title:	STEP 2009 Comprehensive
Project ID:	2011-AustinPD-S-MYG-Yr3-0031
Noteworthy Practices:	The Austin Police Department is committed to arresting and prosecuting those who choose to drink and drive. APD has a dedicated DWI enforcement unit to concentrate its patrol efforts on apprehending drunk drivers. Not only did APD have a year-long STEP Comprehensive grant with TxDOT to conduct DWI enforcement but also conducted STEP Impaired Driving Mobilization during four holiday seasons. To further reduce the number of DWI-related crashes, injuries and fatalities, APD continues to conduct No Refusal Weekends to remind all drivers that the odds of getting arrested and successfully prosecuted when driving while intoxicated go up drastically during this period. A search warrant is written and presented to a judge asking for a sample of the suspect's blood when a suspected drunk driver refuses to submit to giving a sample of their breath or blood. No Refusal weekends occur about six times a year. This STEP grant is very effective in Austin. The APD STEP grant coordinator and officers work very hard to make this a successful grant, as can be seen from the number of citations handed out during STEP. The APD STEP grant coordinator provides excellent leadership to the officers and maintains the STEP working schedules.
Evidence of Success:	This STEP grant is very effective in Austin. The APD STEP grant coordinator and officers work very hard to make this a successful grant, as can be seen from the number of citations handed out during STEP. The APD STEP grant coordinator provides excellent leadership to the officers and maintains the STEP working schedules. All STEP elements exceeded target numbers

TXDOT TRAFFIC SAFETY COMMUNITY PROJECT

Organization:	Texas Department of Transportation (TxDOT) –Traffic Safety San Antonio
Project Title:	Community Project Fiesta 2011
Project ID:	2012-TxDOT-TR-G-1YG-0165
Noteworthy Practices:	<p>The TxDOT San Antonio district office received received \$19,000.00 in community project state funding.</p> <p>The Traffic Safety Specialist (TSS) assigned to the district used the funding for a local community project known as FIESTA. The community event is also known as a two week street celebration with high increase of alcohol sale permits, crashes and fatalities.</p> <p>TSS used \$17,000.00 of allocated funding towards discounted city-wide taxi service and \$2,000.00 towards public information and education materials.</p> <p>TSS collaborates with members of the San Antonio Traffic Jam Coalition to generate additional support and matching funds for the community project. This year the coalition members generated \$38,850.00 towards the discounted citywide taxi service for a combined amount of \$55,850.00.</p> <p>One goal was to encourage locals and visitors to use alternative transportation if their plans include alcohol drinking by issuing 1,000 discounted or in some cases free taxi service vouchers. TxDOT’s final count was 3,000 which totaled 2,000 more vouchers or lives saved than last year’s project.</p> <p>The second goal was to increase public awareness thru media. TxDOT received TV, Radio, and Print media every day on the project for the duration of the community event.</p>
Evidence of Success:	For the first time in Fiesta history ZERO alcohol-related fatalities during the two week long FIESTA community event.

UNIVERSITY OF TEXAS ARLINGTON

Organization:	University of Texas Arlington
Project Title:	Texas City/County Work Zone Training Program
Project ID:	2011-UTatArli-G-3YG-0032
Noteworthy Practices:	UT-Arlington instructors served as marketing agents and made in person and phone calls to various cities and counties to increase interest in this program.
Evidence of Success:	UT-Arlington was able to execute 92 classes despite a 30% mandated budget cut midway through the fiscal year. To be consistent with the mandated cut and subsequent reduced budget, we would have been expected to execute 75-80 classes. The use of instructors as marketing assets and a map indicating previous areas served helped us more efficiently schedule and deliver classes in this resource constrained period.

CITY OF DALLAS

Organization:	City of Dallas
Project Title:	STEP Multi-Year Yr3 - 2011
Project ID:	2011-Dallas-S-MYG-Yr3-0274
Noteworthy Practices:	<p>The Dallas Police Department, being one of the largest in the nation, has taken elaborate measures to ensure both an acceptable level of performance and fiscal accountability of the TxDOT traffic safety grants awarded to it. The department has developed STEP policies and procedures that provide guidance for both Supervisory and officer duties. The department is audit intensive and has taken great strides to reduce the possibility of errors being reported on the RFRs submitted to TxDOT. Sergeant Sanchez audits all payroll records by the department and is the liaison between the department and the City's finance office. All records are compared with the City's records to ensure no discrepancies exist before RFRs are submitted to TxDOT. Internal audits are also performed randomly on all payroll records as well as on citations issued to detect any fraudulent activities.</p> <p>The department's back-up documentation to support officer's salaries paid through the grant (Time and Attendance reports and Daily Activity reports) are completed, well documented and retained in the Dallas Police Department files.</p> <p>Sergeant Junger has created an Access database to track officer's hours worked and salary information while working the STEP project. The department can enter officer's hours worked and salary information after a STEP shift and the department immediately knows the exact budget balance of the grant. Due to the number of officers in the department, and the number of grants/programs operating at any given time, the database is a tremendous help to the department as it can track all STEP expenditures before the paperwork is submitted to the City's finance division.</p> <p>The department watches individual officer's performance carefully while working the STEP grant. Each officer's STEP indicator is calculated and compared to the average STEP indicator of all officers working the grant. If an officer is more than 20% below the average, the officer is placed on probation and given a reduced workload for the grant. If the officer's performance still does not improve, the officer will be restricted from working the grant.</p> <p>Supervisors cover every STEP shift and monitor officers performance in the field, including conducting spot checks of all citations issued. It is important to note that supervisors are not paid through the grant.</p> <p>The department has developed a detailed Dallas Police Department Officer STEP Daily Report Form, which is currently in use by all officers working STEP.</p>
Evidence of Success:	<p>The department had excellent performance for FY 2011. They exceeded all grant objectives/performance measures for this project. At the end of the grant period the STEP Indicator was 3.58, well above the target goal of 3.0. Like previous years, the department did extraordinarily well in exceeding the projected number of presentations, media exposures and community events proposed in the grant. The department developed a spreadsheet that details the PI&E activities being conducted and attaches it to each performance report. The spreadsheet is an excellent document to substantiate the PI&E activities being conducted and this spreadsheet has been copied by many other STEP subgrantees.</p>

TEXAS MUNICIPAL POLICE ASSOCIATION

Organization:	Texas Municipal Police Association
Project Title:	Texas Law Enforcement Advanced DUI/DWI Reporting System (TX LEADRS) Maintenance & Integration
Project ID:	2011-TMPA-G-1YG-0003
Noteworthy Practices:	<p>Benchmarks were utilized thereby allowing and achieving a higher than normal mark for all goals and accomplishments.</p> <p>With oversight from the Texas Municipal Police Association, the Texas Law Enforcement Advanced DUI/DWI Reporting System (LEADRS) integrations are now fully operational and easier than before. From this shift, Record Management Systems are requesting integrations as a result of their law enforcement agencies requiring this specific reporting application.</p> <p>The LEADRS team used the SMART principal as its primary strategy. Specific in identifying the needs of the customer, Measurable using current statistical norms to measure goals, Achievable goals using our current resources, Realistic goal setting, not going for the extreme or the unattainable, Timely; always made sure that a deadline for each goal was set and accomplished.</p> <p>The LEADRS team set a plan of action by using a system of communication and professional organizational assets. The teams set of objectives were communicated to each team member and with this knowledge all team members worked diligently to accomplished and exceed beyond what was required.</p> <p>Customer service – providing outstanding customer service to all traffic safety partners and organizations. Trainings – Provide the most professional training possible. Performance Testing - provide benchmark results with application load, database sizing, and hardware stress capacity of the TX LEADRS web-based application. Deliverables – Effectively managing all changes.</p> <p>Identifying Risk Management – Ensuring the successful outcome of the project.</p>
Evidence of Success:	<p>LEADRS evidence of success can best be measured by its number of cases entered. Each year we continue to grow and in FY11 we reached all-time high of 10,645 cases. LEADRS obtains more than 10 percent of all DWI (cases) data, which is more than any current Record Management System in the State of Texas. LEADRS not only meets its objectives but significantly exceeds them as demonstrated in the objectives report.</p>

MONTGOMERY COUNTY TEXAS

Organization:	Montgomery County District Attorney's Office
Project Title:	Search Warrants Stop Drunk Drivers
Project ID:	2011-MCDAO-G-1YG-0009
Noteworthy Practices:	<p>On each "No Refusal" scheduled date, a prosecutor and nurse were present at the MCSO Conroe jail for search warrants/blood draws. Additionally, on certain dates, a prosecutor and nurse were positioned at a second location which is announced prior to the event. The MCSO BAT Van was placed at strategic locations during the events to assist in getting a breath test as soon as possible. The Hawk Eye HGN video system was located at the MCSO Bat Van during these events.</p> <p>Additionally, throughout the year, the D.A.'s Office offered several free DWI training sessions to first responders, hospitals, law enforcement and victim advocate groups.</p> <p>The Texas Department of Transportation's Dynamic Message Signs (DMS) were used on various "No Refusal" events and at various locations in Montgomery County.</p> <p>The Montgomery County D.A.'s Office assisted in the planning and execution of "Texas' First Statewide No Refusal" project in July 2011.</p> <p>Also, the program achieved increased law enforcement efforts because of the work of the prosecutors and police officers in the ride-along program. More officers showed an interest in DWI enforcement.</p>
Evidence of Success:	<p>The Montgomery County No Refusal Program and its architect, Warren Diepraam, were recognized by the Governor's Highway Safety Association on September 27, 2011 in Cincinnati, Ohio.</p> <p>The number of Intoxication Manslaughters has decreased to 3 for the year, which represents a 70% reduction from historical levels, and the average refusal rate for No Refusal nights was down to 25% from historical rates.</p>

TEXAS DEPARTMENT OF STATE HEALTH SERVICE

Organization:	Texas Department of State Health Service
Project Title:	Statewide Child Passenger Safety Education and Distribution Program
Project ID:	2011-TDSHS-G-MYG-Yr2-0243
Noteworthy Practices:	<p>The Texas Department of State Health Services-Safe Riders program has been working in collaboration with Texas Department of Transportation (TxDOT) for the past 25 years. For this quarter century of time, Safe Riders has been funded by TxDOT to serve as the lead organization in Child Passenger Safety (CPS) efforts in Texas. In that time we have accomplished a great deal.</p>
Evidence of Success:	<p>For Fiscal Year 2011, the following activities are of note. In addition to our funded grant objectives, Safe Riders has taken on the task of educating the public in general about hyperthermia in Texas. Hyperthermia educational presentations have been conducted while completing grant objectives in all parts of the state. Education materials are shared with local community programs wherever Safe Riders staff travel. The coordinator for Safe Riders is a member of the Never Leave Your Child Alone in a Car (NLYCA) task force and steering committee. Many other organizations also participate in this endeavor as part of enhancing the occupant protection message.</p> <p>Safe Riders has assembled an inventory of fitting station kits that are to be mailed out to CPS technicians in late August 2011. The kits contain everything necessary to conduct a successful fitting station event. Kits contain safety seat checklist forms, updated recall lists, locking clips, LATCH manuals, clip boards, tape, hand sanitizer, pens, etc. These kits will be available for a short time to assist in conducting CPS events the way the Safe Riders program does. It is hoped that the kits will inspire other organizations to model their programs after Safe Riders.</p> <p>In June 2011, Safe Riders conducted a child passenger safety course specific to DSHS regional staff. This course was highly sought after as a way of assigning status to these employees as certified technicians. They represent a new direction for regional employees of DSHS to take as injury prevention/child passenger safety advocates. Many of the services that DSHS offers to the communities of Texas take place after an illness or trauma has occurred. These regional offices will be sharing their staff time as leaders in their regions to prevent these same injuries from occurring and preventing injuries.</p> <p>Safe Riders manage Texas's statewide child restraint distribution program. This features training and equipping local agencies to provide child restraints and CPS education to low-income families throughout Texas and we provide child restraints to TxDOT subgrantees via an efficient ordering and monitoring system.</p>

Section Seven
TRAFFIC SAFETY OUTLOOK

CONTINUED FOCUS ON ALCOHOL-RELATED FATALITIES

From 2008 – 2010, Texas experienced a reduction in fatalities from year to year. Alcohol continues to be a major contributing factor in traffic crashes and fatalities. In October 2011, Texas was awarded \$12.8 million dollars in Section 410 funds dedicated to reducing alcohol-related fatalities. These additional funds will increase statewide high visibility DWI enforcement and paid media efforts.

IMPAIRED DRIVING ASSESSMENT

Texas, in conjunction with NHTSA, underwent an Impaired Driving Assessment in FY 2011. TRF-TS chose to conduct the assessment in order to obtain technical assistance on the approach the State of Texas uses to address the problem of impaired driving. As mentioned previously, Texas was designated as a high fatality state by NHTSA based upon the rate of alcohol-related fatalities. The Impaired Driving Assessment is a process other states have used to successfully address the high fatality rate status.

Texas will continue to address all findings and review NHTSA recommendations with the goal to implement changes as deemed feasible.

SHARE THE ROAD

From 2008 – 2010, Texas experienced a reduction in motorcyclist fatalities from year to year. Fifty-six percent (56%) of motorcyclists killed were not wearing helmets at the time of the crash. Motorcycle fatalities were 10% of Texas' overall fatalities three years ago. In 2010, they were over 14% of the fatalities. However, motorcycles represent only 2% of the vehicle mix. Additional attention will be placed on motorcycle training, being properly licensed, wearing protective equipment, impaired driving, and enhancing public information and education campaigns such as Share the Road to improve motorcycle safety.

STRATEGIC PLANNING

The most recent strategic planning session occurred October thru December of 2010 for the period FY 2012- FY 2016. The session re-evaluated the program areas, goals, strategies and reviewed the Traffic Safety Program's mission statement. TxDOT TRF-TS sought public comments by posting a Request for Comments on the Texas Register and sending e-mail notifications to all registered users of the eGrants system. Comments were received from traffic safety and engineering professionals from the TRF at TxDOT headquarters, TxDOT district traffic safety specialists, NHTSA Region 6, representatives from Texas Transportation Institute, San Antonio Metropolitan Planning Organization, Texas Education Agency, Law Enforcement Mobile Video Institute, Texas Tech University, and Texas Center for the Judiciary. As an outgrowth of the strategic planning process, Texas developed 19 specific goals for the traffic safety program, 70 specific strategies, and 39 specific performance measures. Objectives have been established for all 39 performance measures for 2012.

In addition, the following agencies and organizations assisted TxDOT in completing an alcohol self assessment as a state that identified strategies needed to address impaired driving problems in Texas. These agencies included the following: Texas District and County Attorney's Association, Texas Center for the Judiciary, Texas Department of Criminal Justice (TDCJ), TxDPS, NHTSA Region 6, Texas Alcoholic Beverage Commission, DSHS-Community Mental Health and Substance Abuse and Environmental Epidemiology and Injury, Higher Education Center for Alcohol and Drug Prevention, MADD, Brazos County, Sam Houston State University, TTI, Sherry Matthews Advocacy Marketing, Texas Education Agency, University of Texas Health Science Center at San Antonio, Texas A&M University-Center for Alcohol/Drug Education, Texas Municipal Police Association, Texans Standing Tall, and Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE).

IMPROVED CRASH REPORTING

TxDOT will continue to develop and enhance a newly launched web application to streamline crash data reporting; launched on October 17, 2011. Crash records are now easier to transfer and will allow law enforcement agencies to be able to send reports to the TxDOT electronically.

TxDOT implemented the Crash Reporting and Analysis for Safer Highways (CRASH) internet application to speed up the transfer of motor vehicle crash data from law enforcement agencies to the Crash Records Information System (CRIS), an automated database used to compile and track crash data statewide.

TxDOT received its first electronic crash report the Travis County Sheriff's office. Until recently, all law enforcement personnel were required to manually complete the Texas Peace Officer's Crash Report form (CR-3) and mail it to TxDOT.

CONTINUED ENHANCEMENTS TO EGRANTS

TxDOT's Traffic Safety Electronic Grants Management system, or eGrants, is a web-based solution for the application, scoring and ongoing management of the grants within the Texas Traffic Safety Program. With eGrants you can electronically:

- Create and submit grant proposals
- Manage your grant project
- Submit performance reports
- Submit requests for reimbursement

TRF-TS continues to enhance eGrants, as described below:

FY 2011 Enhancements

- *Implement a new eGrants User Interface*
- *Deploy the FIMS interface to allow for the automatic updating of payment status of each RFR*

FY 2012 Enhancements

- *Proposal review process flow.*
- *Spell checker functionality.*
- *Quick access to help functions; user guides, manuals, etc.*
- *Improve the creation of PDF forms.*

TRAFFIC SAFETY PROGRAM CENTRALIZATION

The strategic goal of centralization is standardized business objectives. The objectives are better team collaboration and communication. Through the use of standard methodologies, field staff mentoring, and capturing best practices, the Traffic Safety program will perform at a higher level than ever before and produce maximum results. With the increase in staffing levels, the Traffic Safety team will be in a better posture to support the demands of the program across the state of Texas. Centralization will also result in stronger district, division, and regional partnerships.

Appendix A
PROJECT CROSS REFERENCES

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Brazos County Attorney's Office 2011-BrazosCA-G-MYG-Yr3-0228	AL	410	K8	<i>Planned:</i> \$61,600.82 <i>Actual:</i> \$43,612.29			\$53,864.20 \$57,074.94	\$115,465.02 \$100,687.23
Collin County - District Attorney's Office 2011-CollinDA-G-MYG-Yr2-0182	AL	410	K8FR	<i>Planned:</i> \$75,046.50 <i>Actual:</i> \$45,704.56			\$15,416.68 \$9,388.93	\$90,463.18 \$55,093.49
Harris County District Attorney 2011-HarrisDA-G-3YG-0026	AL	410	K8FR	<i>Planned:</i> \$229,415.78 <i>Actual:</i> \$210,799.96			\$25,490.65 \$3,467.55	\$254,906.43 \$214,267.51
Montgomery County District Attorney's Office 2011-MCDAO-G-1YG-0009	AL	410	K8FR	<i>Planned:</i> \$98,350.00 <i>Actual:</i> \$98,350.00			\$50,775.11 \$58,198.70	\$149,125.11 \$156,548.70

2011-STEP CMV

Group Project

City of Houston - Police Department 2011-HoustonP-S-MYG-Yr3-0195	PT	402	PT	<i>Planned:</i> \$249,548.90 <i>Actual:</i> \$249,364.74			\$253,749.33 \$310,298.22	\$503,298.23 \$559,662.96
---	----	-----	----	---	--	--	------------------------------	--

Performance Data:

Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm.	Present	Media				
Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.	
1,175			4,255				1,915	1,915	1,915									5,000				12	

2011-STEP CMV Subtotals

of Projects: 2

Planned: \$249,548.90

\$253,749.33

\$503,298.23

1

Actual: \$249,364.74

\$310,298.22

\$559,662.96

Performance Data Summary:

Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		Comm.	Present	Media				
Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.	
1,175			4,255				1,915	1,915	1,915									5,000				12	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
2011-STEP Comprehensive																							
City of Tyler	PT	402	PT	Planned:	\$45,150.00		\$25,363.00	\$70,513.00															
2011-Tyler PD-S-1YG-0030			<i>DWI Speed OP ITC</i>	Actual:	\$45,121.32		\$26,076.93	\$71,198.25															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	90	1,700	1,150	1,600	300		70				1,200	60		900						500			4
City of Dallas - Police Department	PT	402	PT	Planned:	\$839,995.80		\$581,552.14	\$1,421,547.94															
2011-Dallas-S-MYG-Yr3-0274			<i>DWI Speed OP ITC</i>	Actual:	\$804,247.50		\$586,748.32	\$1,390,995.82															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	1,992	4,799	7,419	17,515	2,102		350				24,171	379		8,933						5,000			40
City of Frisco	PT	402	PT	Planned:	\$48,911.05		\$27,804.75	\$76,715.80															
2011-Frisco PD-S-MYG-Yr3-0275			<i>DWI Speed OP</i>	Actual:	\$35,740.36		\$20,319.68	\$56,060.04															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	40	345		1,745	400		125				3,100	75								1,500			12
City of Lubbock Police Department	PT	402	PT	Planned:	\$49,628.00		\$49,628.00	\$99,256.00															
2011-Lubbock -S-1YG-0004			<i>DWI Speed</i>	Actual:	\$48,628.99		\$48,628.99	\$97,257.98															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	375	3,725		4,856							11,300	130											
City of Arlington	PT	402	PT	Planned:	\$155,553.45		\$85,135.86	\$240,689.31															
2011-Arlington-S-1YG-0055			<i>DWI Speed OP</i>	Actual:	\$152,728.89		\$83,589.17	\$236,318.06															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	500	1,200		4,399	1,000		100				10,800	60								6,000	6,000		8
City of Pasadena - Police Department	PT	402	PT	Planned:	\$86,447.44		\$46,541.99	\$132,989.43															
2011-Pasade PD-S-1YG-0019			<i>DWI Speed OP ITC</i>	Actual:	\$84,899.30		\$45,714.62	\$130,613.92															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	150	450	800	3,450	1,300		500				3,250	55		2,200						2,000			4

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total												
2011-STEP Comprehensive																				
Texas Department of Public Safety	PT	402	PT	Planned: \$988,529.14			\$1,113,544.61	\$2,102,073.75												
2011-TDPS-S-1YG-0063				Actual: \$969,493.90			\$1,143,311.48	\$2,112,805.38												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC		Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV				
	760	1,284		22,404	10,550		1,200				17,000	1,200						5,000	12	
Harris County Sheriff's Office	PT	402	PT	Planned: \$229,230.84			\$229,230.84	\$458,461.68												
2011-HarrisCo-S-3YG-0013				Actual: \$228,981.09			\$228,981.09	\$457,962.18												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC		Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV				
	686	7,852		6,342	3,000		270				10,000	600						3,250	6	
City of Texarkana	PT	402	PT	Planned: \$12,611.50			\$18,881.44	\$31,492.94												
2011-TexarkPD-S-1YG-0064				Actual: \$11,984.27			\$17,945.90	\$29,930.17												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC		Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV				
	32	295	300	380	155		35				550	12		70				1,000	1,100	5
City of New Braunfels - Police Department	PT	402	PT	Planned: \$76,658.00			\$37,426.77	\$114,084.77												
2011-NewBraun-S-1YG-0065				Actual: \$76,234.52			\$37,564.29	\$113,798.81												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC		Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV				
	60	610	460	1,700	200		25				2,750	50		150				6,000	10,000	25
City of Euless Police Department	PT	402	PT	Planned: \$47,724.00			\$32,225.32	\$79,949.32												
2011-Euless-S-1YG-0070				Actual: \$47,692.56			\$32,675.18	\$80,367.74												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC		Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV				
	39	100	165	1,349	145		20				950	38		1,675					1,000	25
City of Denton	PT	402	PT	Planned: \$77,000.00			\$42,084.00	\$119,084.00												
2011-DentonPD-S-1YG-0071				Actual: \$73,882.42			\$41,468.97	\$115,351.39												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC		Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV				
	150	600	850	2,000	300		15				3,800	40		425					2,500	6

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
2011-STEP Comprehensive																							
City of Haltom City - Police Department	PT	402	PT	Planned:	\$42,621.60		\$24,643.28	\$67,264.88															
2011-HaltomPD-S-MYG-Yr3-0259			<i>Speed OP</i>	Actual:	\$42,596.18		\$24,638.50	\$67,234.68															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		250		1,700	400		100				4,000									2,500			4
Armstrong County Sheriff's Department	PT	402	PT	Planned:	\$13,612.72		\$8,752.25	\$22,364.97															
2011-Armstron-S-1YG-0076			<i>DWI Speed</i>	Actual:	\$11,783.31		\$8,429.07	\$20,212.38															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		2	10	588							1,480		8							300			5
City of Seabrook Police Department	PT	402	PT	Planned:	\$25,697.55		\$15,225.07	\$40,922.62															
2011-Seabrook-S-MYG-Yr3-0250			<i>Speed ITC</i>	Actual:	\$23,601.88		\$1,661.45	\$25,263.33															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		70	70	585							1,400			166						2,000			8
City of Bedford	PT	402	PT	Planned:	\$22,890.00		\$12,359.85	\$35,249.85															
2011-Bedford-S-1YG-0018			<i>Speed OP ITC</i>	Actual:	\$21,033.48		\$11,689.67	\$32,723.15															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		130	112	800	150						1,400			400						500			4
City of San Antonio - Police Department	PT	402	PT	Planned:	\$840,000.00		\$491,677.09	\$1,331,677.09															
2011-SanAntPD-S-1YG-0017			<i>DWI Speed ITC</i>	Actual:	\$840,000.00		\$657,336.35	\$1,497,336.35															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		2,676	7,818	11,103	31,928						29,775	1,900		11,890						2,500	10,000		12
City of Decatur Police Department	PT	402	PT	Planned:	\$21,786.35		\$19,647.38	\$41,433.73															
2011-DecaturP-S-1YG-0013			<i>DWI Speed OP</i>	Actual:	\$16,018.04		\$670.56	\$16,688.60															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		40		1,200	900		200				1,400		36							500			4

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
2011-STEP Comprehensive Group Project																							
City of La Porte Police Department	PT	402	PT	Planned:	\$39,855.08		\$25,624.52	\$65,479.60															
2011-LaPorte-S-1YG-0009				Actual:	\$39,836.13		\$26,281.14	\$66,117.27															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		26	52	1,770							2,500				1,100						1,500		5
City of Odessa - Police Department	PT	402	PT	Planned:	\$49,391.77		\$26,605.93	\$75,997.70															
2011-Odessa-S-1YG-0006				Actual:	\$45,427.84		\$25,258.54	\$70,686.38															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		950	975	1,169	325		15				2,330				335						2,000		5
City of Longview Police Department	PT	402	PT	Planned:	\$43,430.36		\$23,391.80	\$66,822.16															
2011-LongviPD-S-1YG-0073				Actual:	\$42,951.52		\$23,138.15	\$66,089.67															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		95	935	1,608	800		40				3,327			34							1,500		4
City of Keller	PT	402	PT	Planned:	\$27,696.00		\$19,928.51	\$47,624.51															
2011-KellerPD-S-1YG-0102				Actual:	\$27,624.08		\$21,771.74	\$49,395.82															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		60	60	850	150		45				2,250			270							3,000		12
City of Harlingen Police Department	PT	402	PT	Planned:	\$53,552.00		\$29,433.73	\$82,985.73															
2011-Harlinge-S-1YG-0101				Actual:	\$47,119.06		\$36,211.83	\$83,330.89															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		65	40	2,200	225		200				3,600			80	500						800	2,000	4
City of Irving	PT	402	PT	Planned:	\$89,777.50		\$49,099.83	\$138,877.33															
2011-Irving-S-MYG-Yr3-0149				Actual:	\$89,777.50		\$49,530.17	\$139,307.67															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		206	1,000	2,615	800		75				5,500			125							2,000		6

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
2011-STEP Comprehensive																							
City of North Richland Hills	PT	402	PT	Planned:	\$63,320.00		\$52,099.98	\$115,419.98															
2011-NRichlan-S-MYG-Yr3-0159	<i>DWI Speed</i>			Actual:	\$54,661.60		\$33,564.16	\$88,225.76															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	12	400		1,346							1,335	150								1,000			4
City of Port Arthur Police Department	PT	402	PT	Planned:	\$25,971.60		\$14,614.01	\$40,585.61															
2011-PortArth-S-1YG-0107	<i>Speed OP</i>			Actual:	\$25,971.60		\$18,463.71	\$44,435.31															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		387		750	600		80				900									750	7,500		6
City of Cedar Park	PT	402	PT	Planned:	\$42,182.95		\$28,110.49	\$70,293.44															
2011-CdrPrkPD-S-MYG-Yr3-0206	<i>DWI Speed OP ITC</i>			Actual:	\$35,578.78		\$23,710.25	\$59,289.03															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	10	225	100	1,120	75		20				2,500	20		200						1,000	1,000		5
City of Grand Prairie - Police Department	PT	402	PT	Planned:	\$154,375.01		\$118,938.80	\$273,313.81															
2011-GrandPra-S-MYG-Yr3-0073	<i>DWI Speed OP ITC</i>			Actual:	\$152,253.53		\$117,308.36	\$269,561.89															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	171	608	356	4,869	1,805		270				5,415	54		2,707									
City of Wylie	PT	402	PT	Planned:	\$41,151.50		\$22,380.36	\$63,531.86															
2011-Wylie-S-MYG-Yr2-0091	<i>DWI Speed OP ITC</i>			Actual:	\$13,265.07		\$7,340.90	\$20,605.97															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	33	76	120	1,455	130		10				1,900	100		235						1,500			6
City of Murphy	PT	402	PT	Planned:	\$13,869.00		\$7,512.37	\$21,381.37															
2011-MurphyPD-S-MYG-Yr3-0020	<i>Speed ITC</i>			Actual:	\$12,446.40		\$6,824.45	\$19,270.85															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		4	58	522							1,250			157						1,000			5

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
2011-STEP Comprehensive																							
City of Allen	PT	402	PT	Planned:	\$40,041.00		\$22,511.45	\$62,552.45															
2011-AllenPD-S-MYG-Yr3-0029	<i>DWI Speed OP</i>			Actual:	\$40,041.00		\$7,285.43	\$47,326.43															
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			Other		Other		PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	19	214		1,420	410		55				3,345	27							2,500			5	
County of Dallas	PT	402	PT	Planned:	\$245,133.00		\$180,807.94	\$425,940.94															
2011-Dallasco-S-MYG-Yr3-0262	<i>DWI Speed OP</i>			Actual:	\$232,442.18		\$175,727.78	\$408,169.96															
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			Other		Other		PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	42	108		5,404	2,100		240				13,500	161							2,500			5	
City of McAllen Police Department	PT	402	PT	Planned:	\$42,001.00		\$22,651.00	\$64,652.00															
2011-McAllenP-S-MYG-Yr3-0050	<i>DWI Speed OP ITC</i>			Actual:	\$35,773.12		\$19,294.00	\$55,067.12															
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			Other		Other		PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	141	706	429	1,891	450		120				750	140		775					2,000	2,000		4	
Town of Flower Mound	PT	402	PT	Planned:	\$34,322.67		\$19,236.25	\$53,558.92															
2011-FlowerPD-S-MYG-Yr3-0106	<i>DWI Speed OP</i>			Actual:	\$23,411.90		\$13,134.21	\$36,546.11															
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			Other		Other		PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	10	3		1,125	1,045		13				2,297	12							500			9	
City of Rowlett - Police Department	PT	402	PT	Planned:	\$36,176.70		\$19,942.45	\$56,119.15															
2011-RowletPD-S-MYG-Yr3-0110	<i>DWI Speed OP ITC</i>			Actual:	\$29,728.37		\$20,755.86	\$50,484.23															
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			Other		Other		PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	5	20	110	805	100		5				855	74		35					1,000			6	
City of Pharr - Police Department	PT	402	PT	Planned:	\$64,760.55		\$36,346.93	\$101,107.48															
2011-PharrPD-S-MYG-Yr3-0116	<i>DWI Speed OP</i>			Actual:																			
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			Other		Other		PI&E Materials		Comm.	Present	Media	
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	70	700		1,500	200		100				1,500	100							5,000			6	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
2011-STEP Comprehensive																							
City of Houston - Police Department	PT	402	PT	Planned:	\$590,450.00		\$1,741,061.46	\$2,331,511.46															
2011-HoustonP-S-MYG-Yr3-0248	<i>DWI Speed OP ITC</i>			Actual:	\$590,450.00		\$2,045,718.61	\$2,636,168.61															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	1,592	16,678	9,865	16,837	7,190		1,243				16,897	480		3,662						4,000			4
City of Austin - Police Department	PT	402	PT	Planned:	\$376,356.70		\$215,801.68	\$592,158.38															
2011-AustinPD-S-MYG-Yr3-0031	<i>DWI Speed OP ITC</i>			Actual:	\$376,356.70		\$215,801.68	\$592,158.38															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	735	7,350	1,400	8,495	350		28				20,300	90		840						1,500	100,000		10
City of McKinney	PT	402	PT	Planned:	\$71,816.54		\$85,950.34	\$157,766.88															
2011-McKinney-S-MYG-Yr3-0223	<i>DWI Speed OP ITC</i>			Actual:	\$71,816.54		\$88,687.85	\$160,504.39															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	13	260	649	3,800	700		680				3,350	165		1,500						2,000			5
Town of Addison - Police Department	PT	402	PT	Planned:	\$14,980.00		\$8,084.07	\$23,064.07															
2011-AddisonP-S-1YG-0052	<i>Speed OP ITC</i>			Actual:	\$8,866.62		\$177.42	\$9,044.04															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	20	20		600	62		11				1,350			225						1,500			5
City of Corpus Christi Police Department	PT	402	PT	Planned:	\$84,905.50		\$46,157.01	\$131,062.51															
2011-CorpusPD-S-MYG-Yr3-0227	<i>DWI Speed</i>			Actual:	\$67,648.15		\$38,354.53	\$106,002.68															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	190	3,038		3,100							5,616	185								3,800			5
City of Webster	PT	402	PT	Planned:	\$19,240.00		\$23,779.59	\$43,019.59															
2011-Webster-S-1YG-0092	<i>DWI Speed</i>			Actual:	\$8,218.95		\$801.90	\$9,020.85															
<i>Performance Data:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations	Other Citations/Arrests			Other	Other	PI&E Materials	Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
	10	380		520							1,100	25								2,500			8

Project Cross-Reference by Task

Enforcement Projects																								
Organization / Project Number		PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
2011-STEP Comprehensive														Group Project										
City of Midland		PT	402	PT	Planned:	\$21,747.24		\$11,779.31	\$33,526.55															
2011-Midland-S-1YG-0091		DWI ITC			Actual:	\$21,383.74		\$12,678.71	\$34,062.45															
<i>Performance Data:</i>		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media					
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		135		1,000	700								60		600						500			4
City of Brownsville - Police Department		PT	402	PT	Planned:	\$53,014.11		\$15,453.31	\$68,467.42															
2011-BrownsPD-S-1YG-0084		DWI Speed OP			Actual:	\$43,231.27		\$14,613.37	\$57,844.64															
<i>Performance Data:</i>		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media					
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		100	900		1,536	525		350					1,700	185							500	500		4
City of Garland		PT	402	PT	Planned:	\$174,995.00		\$115,496.48	\$290,491.48															
2011-GarlandP-S-MYG-Yr3-0187		DWI Speed OP ITC			Actual:	\$174,995.00		\$185,228.78	\$360,223.78															
<i>Performance Data:</i>		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media					
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		124	560	1,300	5,363	1,710		72					5,200	120		3,510					3,000			5
City of Georgetown		PT	402	PT	Planned:	\$25,200.95		\$14,206.91	\$39,407.86															
2011-Georgeto-S-MYG-Yr3-0222		DWI Speed OP ITC			Actual:	\$23,897.72		\$13,473.10	\$37,370.82															
<i>Performance Data:</i>		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media					
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		21	184	315	840	40		20					1,100	11		400					2,500			4
2011-STEP Comprehensive Subtotals		# of Projects: 46			Planned:	\$6,163,761.17		\$5,858,730.15	\$12,022,491.32															
		46			Actual:	\$5,869,842.38		\$6,258,586.85	\$12,128,429.23															
<i>Performance Data Summary:</i>		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media					
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		14,791	106,750	39,338	222,493	54,494		8,572					310,993	9,666		43,860					22,050	211,450		335

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
2011-STEP Speed																							
City of Deer Park Police Department	SC	402	SC	Planned:	\$49,000.00		\$26,777.15	\$75,777.15															
2011-DeerPark-S-1YG-0012				Actual:	\$49,000.00		\$31,093.98	\$80,093.98															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations		CMV Citations		Other Citations/Arrests		Other	Other	PI&E Materials	Comm.	Present	Media								
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		127		1,304							3,915									5,000			12
City of Mesquite	SC	402	SC	Planned:	\$44,385.95		\$25,648.75	\$70,034.70															
2011-Mesquite-S-MYG-Yr3-0109				Actual:	\$43,839.73		\$29,649.81	\$73,489.54															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations		CMV Citations		Other Citations/Arrests		Other	Other	PI&E Materials	Comm.	Present	Media								
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		525		1,000							3,150									2,000			5
City of Sugar Land	SC	402	SC	Planned:	\$76,394.91		\$8,856.72	\$85,251.63															
2011-Sugarlan-S-3YG-0009				Actual:	\$76,394.91		\$12,317.09	\$88,712.00															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations		CMV Citations		Other Citations/Arrests		Other	Other	PI&E Materials	Comm.	Present	Media								
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		500		2,368							7,697									4,000			5
County of Denton	SC	402	SC	Planned:	\$24,258.04		\$13,526.92	\$37,784.96															
2011-DentonCo-S-MYG-Yr3-0243				Actual:	\$19,706.21		\$14,779.98	\$34,486.19															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations		CMV Citations		Other Citations/Arrests		Other	Other	PI&E Materials	Comm.	Present	Media								
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		99		830							2,580									2,000			5
Harrison County	SC	402	SC	Planned:	\$40,381.46		\$44,770.31	\$85,151.77															
2011-Harrison-S-1YG-0050				Actual:	\$29,284.81		\$52,434.52	\$81,719.33															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations		CMV Citations		Other Citations/Arrests		Other	Other	PI&E Materials	Comm.	Present	Media								
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		700		1,100							3,080									2,000	2,500		12
City of Farmers Branch - Police Department	SC	402	SC	Planned:	\$48,985.00		\$27,243.11	\$76,228.11															
2011-Farmers -S-MYG-Yr3-0113				Actual:	\$45,764.19		\$29,403.28	\$75,167.47															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations		CMV Citations		Other Citations/Arrests		Other	Other	PI&E Materials	Comm.	Present	Media								
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
		135		1,082							3,390									1,500			5

Project Cross-Reference by Task

Enforcement Projects																								
Organization / Project Number		PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
2011-STEP Speed																								
City of Lewisville		SC	402	SC	Planned:	\$40,414.76		\$21,802.58	\$62,217.34															
2011-LewisvPD-S-MYG-Yr3-0266		<i>Speed</i>			Actual:	\$40,414.76		\$24,986.91	\$65,401.67															
<i>Performance Data:</i>		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media					
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		678			1,260							4,200									2,500		5	
City of Cleveland - Police Department		SC	402	SC	Planned:	\$27,684.08		\$7,222.00	\$34,906.08															
2011-Clevelan-S-1YG-0099		<i>Speed</i>			Actual:	\$13,694.09		\$7,322.00	\$21,016.09															
<i>Performance Data:</i>		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media					
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		50			1,248							3,750									1,000		4	
City of Waskom		SC	402	SC	Planned:	\$13,968.97		\$10,764.81	\$24,733.78															
2011-Waskom-S-1YG-0069		<i>Speed</i>			Actual:	\$13,968.97		\$12,802.60	\$26,771.57															
<i>Performance Data:</i>		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media					
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		6			594							2,020									1,200	2,400	8	
City of Texas City Police Department		SC	402	SC	Planned:	\$43,943.20		\$4,914.70	\$48,857.90															
2011-TexasCit-S-MYG-Yr3-0141		<i>Speed</i>			Actual:	\$43,943.20		\$5,708.36	\$49,651.56															
<i>Performance Data:</i>		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media					
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		380			1,690							4,225									500		4	
2011-STEP Speed Subtotals		# of Projects: 10				Planned:			\$409,416.37												\$191,527.05	\$600,943.42		
		10				Actual:			\$376,010.87												\$220,498.53	\$596,509.40		
<i>Performance Data Summary:</i>		Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media					
		Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
		3,200			12,476							38,007									3,200	23,400	65	

Project Cross-Reference by Task

Enforcement Projects																							
Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
2011-STEP Wave Comprehensive								Group Project															
City of DeSoto	PT	402	PT	Planned:	\$11,056.19		\$5,996.89	\$17,053.08															
2011-DeSotoPD-S-MYG-Yr3-0176			<i>Speed Wave OP Wave</i>	Actual:	\$9,636.46		\$5,630.20	\$15,266.66															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
				294	140		12				700									1,000			4
City of Port Isabel - Police Department	PT	402	PT	Planned:	\$15,953.30		\$35,506.97	\$51,460.27															
2011-PortIsab-S-1YG-0078			<i>DWI Wave Speed Wave</i>	Actual:	\$4,260.68		\$275.02	\$4,535.70															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
				781							261	111							500	500			6
City of Benbrook Police Department	PT	402	PT	Planned:	\$11,060.28		\$5,956.01	\$17,016.29															
2011-Benbrook-S-1YG-0010			<i>Speed Wave OP Wave</i>	Actual:	\$8,882.45		\$4,811.12	\$13,693.57															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
				320	135		8				752									1,000			4
City of Willis	PT	402	PT	Planned:	\$8,424.00		\$4,834.80	\$13,258.80															
2011-Willis P-S-MYG-Yr3-0100			<i>Speed Wave OP Wave</i>	Actual:	\$8,423.99		\$518.69	\$8,942.68															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
				544	650		30				680									600			6
City of Beaumont Police Department	PT	402	PT	Planned:	\$13,931.68		\$7,558.75	\$21,490.43															
2011-Beaumont-S-1YG-0033			<i>Speed Wave OP Wave</i>	Actual:	\$13,144.83		\$8,130.73	\$21,275.56															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
				465	405		125				690									5,500			5
City of Dalworthington Gardens	PT	402	PT	Planned:	\$8,968.25		\$5,956.56	\$14,924.81															
2011-Dalworth-S-1YG-0029			<i>DWI Wave Speed Wave OP Wave</i>	Actual:	\$7,848.94		\$5,219.33	\$13,068.27															
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm.	Present	Media					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
				400	215		15				605	12								1,500			8

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
2011-STEP Wave Comprehensive								
Town of Pantego Police Department	PT	402	PT	Planned:	\$9,328.71		\$5,088.08	\$14,416.79
2011-PantegoP-S-1YG-0041	<i>Speed Wave OP Wave</i>			Actual:	\$8,804.91		\$666.50	\$9,471.41
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 335	Safety Belt/Seat Citations Adult Teen Child 319 72	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 425	Other Other Citations Arrests	PI&E Materials Prod. Dist. 2,500	Comm. Present Media Events ations Exp. 6
City of Nacogdoches	PT	402	PT	Planned:	\$8,206.82		\$4,426.11	\$12,632.93
2011-Nacogdoc-S-1YG-0045	<i>DWI Wave Speed Wave OP Wave</i>			Actual:	\$6,818.18		\$3,734.78	\$10,552.96
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 259	Safety Belt/Seat Citations Adult Teen Child 170 18	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 335 2	Other Other Citations Arrests	PI&E Materials Prod. Dist. 400	Comm. Present Media Events ations Exp. 6
2011-STEP Wave Comprehensive Subtotals				# of Projects:	8	Planned:	\$86,929.23	\$75,324.17
					8	Actual:	\$67,820.44	\$28,986.37
<i>Performance Data Summary:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 3,398	Safety Belt/Seat Citations Adult Teen Child 2,034 280	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 4,448 125	Other Other Citations Arrests	PI&E Materials Prod. Dist. 500 13,000	Comm. Present Media Events ations Exp. 45
2011-STEP Wave Speed								
City of Bulverde	SC	402	SC	Planned:	\$10,881.10		\$5,286.77	\$16,167.87
2011-bulverde-S-1YG-0100	<i>Speed Wave</i>			Actual:	\$10,333.89		\$5,286.77	\$15,620.66
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 408	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 1,125	Other Other Citations Arrests	PI&E Materials Prod. Dist. 7,500	Comm. Present Media Events ations Exp. 35
City of Selma	SC	402	SC	Planned:	\$13,700.00		\$8,722.49	\$22,422.49
2011-SelmaPD-S-1YG-0085	<i>Speed Wave</i>			Actual:	\$13,679.00		\$2,195.42	\$15,874.42
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 540	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 1,390	Other Other Citations Arrests	PI&E Materials Prod. Dist. 1,000	Comm. Present Media Events ations Exp. 4
2011-STEP Wave Speed Subtotals				# of Projects:	2	Planned:	\$24,581.10	\$14,009.26
					2	Actual:	\$24,012.89	\$7,482.19
<i>Performance Data Summary:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 948	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 2,515	Other Other Citations Arrests	PI&E Materials Prod. Dist. 8,500	Comm. Present Media Events ations Exp. 39

Project Cross-Reference by Task

Enforcement Projects									
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund</i>	<i>Source</i>		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
TRF-TS CIOT Incentives									
									Group Project
City of Windcrest - Police Department 2011-WindcrestPD-INC-CIOT-00014	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$3,983.00				\$4,000.00 \$3,983.00
City of Bay City 2011-BayCityPD-INC-CIOT-00002	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$3,634.00				\$4,000.00 \$3,634.00
City of Midlothian - Police Department 2011-MidlothianPD-INC-CIOT-00009	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$2,086.00	\$4,000.00 \$6,086.00
City of Kyle - Police Department 2011-KylePD-INC-CIOT-00008	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$3,980.00				\$4,000.00 \$3,980.00
City of Glenn Heights Police Department 2011-GlennPD-INC-CIOT-00015	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$234.88	\$4,000.00 \$4,234.88
City of Whitney - Police Department 2011-WhitneyPD-INC-CIOT-00013	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00				\$4,000.00 \$4,000.00
City of Vidor Police Department 2011-VidorPD-INC-CIOT-00012	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$0.05	\$4,000.00 \$4,000.05
City of Dilley - Police Department 2011-DilleyPD-INC-CIOT-00005	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$49.88	\$4,000.00 \$4,049.88
City of Cleveland - Police Department 2011-ClevelandPD-INC-CIOT-00003	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00				\$4,000.00 \$4,000.00
Llano County Sheriff's Office 2011-LlanoCoSO-INC-CIOT-00001	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$40.00	\$4,000.00 \$4,040.00
City of Elgin - Police Department 2011-ElginPD-INC-CIOT-00006	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00				\$4,000.00 \$4,000.00
City of Miles - Police Department 2011-MilesPD-INC-CIOT-00010	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$5,983.10	\$4,000.00 \$9,983.10
City of Palmhurst - Police Department 2011-PalmhurstPD-INC-CIOT-00011	OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$639.00	\$4,000.00 \$4,639.00

Project Cross-Reference by Task

Enforcement Projects																								
<i>Organization / Project Number</i>		<i>PA</i>	<i>Fund</i>	<i>Source</i>		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>														
TRF-TS CIOT Incentives											Group Project													
City of Crane - Police Department 2011-CranePD-INC-CIOT-00004		OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$3,995.00					\$4,000.00 \$3,995.00													
City of Freer - Police Department 2011-FreerPD-INC-CIOT-00007		OP	402	OP		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$2,527.03				\$72.36	\$4,000.00 \$2,599.39													
TRF-TS CIOT Incentives Subtotals		<i># of Projects: 15</i>				<i>Planned:</i> \$60,000.00 <i>Actual:</i> \$58,119.03				\$9,105.27	\$60,000.00 \$67,224.30													
<i>Performance Data Summary:</i>		Crashes related to...			<i>Enforce.</i>	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		<i>Comm.</i>	<i>Present</i>	<i>Media</i>						
		<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>	<i>Hours</i>	<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Citations</i>	<i>Arrests</i>	<i>Prod.</i>	<i>Dist.</i>	<i>Events</i>	<i>ations</i>	<i>Exp.</i>

Project Cross-Reference by Task

Enforcement Projects																									
Organization / Project Number		PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total																
TRF-TS CIOT STEP													Group Project												
Harris County Sheriff's Office		OP	402	OP	<i>Planned:</i>		\$24,999.81		\$24,999.81																
2011-HarrisCo-CIOT-00006					<i>Actual:</i>		\$24,932.94		\$24,932.94																
<i>Performance Data:</i>		Crashes related to...		<i>Enforce.</i>	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		<i>Comm.</i>	<i>Present</i>	<i>Media</i>								
		<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>	<i>Hours</i>	<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>	<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>	<i>Events</i>	<i>ations</i>	<i>Exp.</i>	
					351	700	100																1		
El Paso County Sheriff's Office		OP	402	OP	<i>Planned:</i>		\$11,999.95		\$11,999.95																
2011-EIPasoCO-CIOT-00018					<i>Actual:</i>		\$9,388.02		\$9,388.02																
<i>Performance Data:</i>		Crashes related to...		<i>Enforce.</i>	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		<i>Comm.</i>	<i>Present</i>	<i>Media</i>								
		<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>	<i>Hours</i>	<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>	<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>	<i>Events</i>	<i>ations</i>	<i>Exp.</i>	
					200	275	100																1		
City of Garland		OP	402	OP	<i>Planned:</i>		\$9,000.00		\$9,000.00																
2011-GarlandPD-CIOT-00005					<i>Actual:</i>		\$8,985.08		\$8,985.08																
<i>Performance Data:</i>		Crashes related to...		<i>Enforce.</i>	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		<i>Comm.</i>	<i>Present</i>	<i>Media</i>								
		<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>	<i>Hours</i>	<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>	<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>	<i>Events</i>	<i>ations</i>	<i>Exp.</i>	
					180	300	75														2,000		1		
City of McKinney		OP	402	OP	<i>Planned:</i>		\$6,984.95		\$6,984.95																
2011-McKinney-CIOT-00020					<i>Actual:</i>		\$6,509.21		\$6,509.21																
<i>Performance Data:</i>		Crashes related to...		<i>Enforce.</i>	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		<i>Comm.</i>	<i>Present</i>	<i>Media</i>								
		<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>	<i>Hours</i>	<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>	<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>	<i>Events</i>	<i>ations</i>	<i>Exp.</i>	
					223	350	50														500		1		
City of Dallas - Police Department		OP	402	OP	<i>Planned:</i>		\$39,978.00		\$39,978.00																
2011-Dallas-CIOT-00008					<i>Actual:</i>		\$37,650.83		\$13,144.28		\$50,795.11														
<i>Performance Data:</i>		Crashes related to...		<i>Enforce.</i>	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		<i>Comm.</i>	<i>Present</i>	<i>Media</i>								
		<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>	<i>Hours</i>	<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>	<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>	<i>Events</i>	<i>ations</i>	<i>Exp.</i>	
					634	1,056	212														500		1		
City of Mesquite		OP	402	OP	<i>Planned:</i>		\$6,996.81		\$6,996.81																
2011-Mesquite-CIOT-00031					<i>Actual:</i>		\$6,996.81		\$6,996.81																
<i>Performance Data:</i>		Crashes related to...		<i>Enforce.</i>	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		<i>Comm.</i>	<i>Present</i>	<i>Media</i>								
		<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>	<i>Hours</i>	<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>	<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>	<i>Events</i>	<i>ations</i>	<i>Exp.</i>	
					127	163	50														500		1		

Project Cross-Reference by Task

Enforcement Projects													
Organization / Project Number	PA	Fund	Source	Federal Funds			State Funding	Prog. Income	Local Match	Project Total			
TRF-TS CIOT STEP											Group Project		
City of Odessa - Police Department 2011-Odessa-CIOT-00021	OP	402	OP	Planned:			\$4,963.24				\$4,963.24		
				Actual:			\$4,589.60				\$4,589.60		
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests			Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor	ITC HMV			Prod. Dist.			
		83	140 29							300		1	
City of Killeen - Police Department 2011-KilleenPD-CIOT-00010	OP	402	OP	Planned:			\$6,653.70				\$6,653.70		
				Actual:			\$2,947.70		\$564.79		\$3,512.49		
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests			Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor	ITC HMV			Prod. Dist.			
		140	300 20									1	
City of Amarillo Police Department 2011-AmarilloPD-CIOT-00007	OP	402	OP	Planned:			\$9,000.00				\$9,000.00		
				Actual:			\$9,000.00				\$9,000.00		
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests			Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor	ITC HMV			Prod. Dist.			
		173	285 25							100		1	
City of Laredo 2011-LaredoPD-CIOT-00012	OP	402	OP	Planned:			\$8,997.81		\$117.50		\$9,115.31		
				Actual:			\$8,311.44				\$8,311.44		
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests			Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor	ITC HMV			Prod. Dist.			
		153	313 132							500		1	
City of Wichita Falls Police Department 2011-WichitaPD-CIOT-00015	OP	402	OP	Planned:			\$5,997.00				\$5,997.00		
				Actual:			\$5,574.72				\$5,574.72		
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests			Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor	ITC HMV			Prod. Dist.			
		139	215 20									1	
City of Lubbock Police Department 2011-Lubbock PD-CIOT-00017	OP	402	OP	Planned:			\$8,840.00				\$8,840.00		
				Actual:			\$5,944.52				\$5,944.52		
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests			Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor	ITC HMV			Prod. Dist.			
		200	400 25									1	

Project Cross-Reference by Task

Enforcement Projects																								
Organization / Project Number	PA	Fund	Source	Federal Funds			State Funding	Prog. Income	Local Match	Project Total														
TRF-TS CIOT STEP														Group Project										
City of Lewisville	OP	402	OP	Planned:			\$5,999.80							\$5,999.80										
2011-LewisvPD-CIOT-00033				Actual:			\$5,999.80							\$5,999.80										
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.	
				100	162		26													500			1	
Cameron County Sheriff's Office	OP	402	OP	Planned:			\$9,988.19							\$9,988.19										
2011-CameronCo-CIOT-00009				Actual:																				
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.	
				487	925		50													100			1	
City of Austin - Police Department	OP	402	OP	Planned:			\$29,000.00							\$29,000.00										
2011-AustinPD-CIOT-00039				Actual:			\$29,000.00							\$29,000.00										
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.	
				487	925		50													100			1	
City of Grand Prairie - Police Department	OP	402	OP	Planned:			\$8,999.85							\$8,999.85										
2011-GrandPra-CIOT-00003				Actual:			\$5,139.71							\$5,139.71										
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.	
				145	210		32													1,000			1	
City of San Angelo	OP	402	OP	Planned:			\$4,000.00							\$1,117.35	\$5,117.35									
2011-SanAngeloPD-CIOT-00035				Actual:			\$2,817.56							\$1,013.88	\$3,831.44									
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.	
				102	188		18																1	
City of Waco	OP	402	OP	Planned:			\$7,000.30								\$7,000.30									
2011-WacoPD-CIOT-00016				Actual:			\$6,341.73							\$0.36	\$6,342.09									
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.	
				102	188		18																1	
City of El Paso - Police Department	OP	402	OP	Planned:			\$18,991.48							\$18,991.48										
2011-EIPasoPD-CIOT-00023				Actual:			\$15,666.07							\$15,666.07										
<i>Performance Data:</i>	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.	
				342	540		45																1	

Project Cross-Reference by Task

Enforcement Projects																							
Organization / Project Number	PA	Fund	Source	Federal Funds			State Funding	Prog. Income	Local Match	Project Total													
TRF-TS CIOT STEP											Group Project												
City of Corpus Christi Police Department	OP	402	OP	Planned:			\$9,000.00				\$9,000.00												
2011-CorpusPD-CIOT-00040				Actual:			\$9,000.00				\$9,000.00												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
				170	300		50													200			1
City of Plano	OP	402	OP	Planned:			\$9,918.18				\$9,918.18												
2011-PlanoPD-CIOT-00037				Actual:			\$6,347.32				\$6,347.32												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
				170	250		100													250			1
City of McAllen Police Department	OP	402	OP	Planned:			\$6,958.00				\$6,958.00												
2011-McAllenPD-CIOT-00022				Actual:			\$3,887.05				\$3,887.05												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
				142	260		24																1
City of Arlington	OP	402	OP	Planned:			\$11,999.68				\$11,999.68												
2011-Arlington-CIOT-00002				Actual:			\$7,376.48				\$7,376.48												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
				190	316		26													400			1
City of Pasadena - Police Department	OP	402	OP	Planned:			\$6,954.00				\$6,954.00												
2011-PasadePD-CIOT-00029				Actual:			\$6,403.56				\$6,403.56												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
				131	275		118													200			1
Hidalgo County Sheriff's Office	OP	402	OP	Planned:			\$11,980.47				\$11,980.47												
2011-HidalgoCOSO-CIOT-00024				Actual:			\$11,449.89				\$11,449.89												
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.					
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
				315	240		240																1

Project Cross-Reference by Task

Enforcement Projects																								
Organization / Project Number	PA	Fund	Source	Federal Funds			State Funding	Prog. Income	Local Match	Project Total														
TRF-TS CIOT STEP											Group Project													
City of Irving	OP	402	OP	Planned:			\$6,200.00				\$6,200.00													
2011-Irving-CIOT-00025				Actual:			\$4,779.81				\$4,779.81													
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				112	180		7													200			1	
City of Sugar Land	OP	402	OP	Planned:			\$5,000.00		\$129.68	\$5,129.68														
2011-Sugarland-CIOT-00026				Actual:			\$3,803.63		\$98.73	\$3,902.36														
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				104	228		20																1	
City of Denton	OP	402	OP	Planned:			\$6,971.00			\$6,971.00														
2011-DentonPD-CIOT-00038				Actual:			\$6,971.00			\$6,971.00														
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				146	250		5													100			1	
City of Bryan - Police Department	OP	402	OP	Planned:			\$3,990.38			\$3,990.38														
2011-BryanPD-CIOT-00019				Actual:			\$3,683.17		\$136.10	\$3,819.27														
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				66	90		25																1	
City of Tyler	OP	402	OP	Planned:			\$4,994.64			\$4,994.64														
2011-Tyler PD-CIOT-00030				Actual:			\$4,799.13			\$4,799.13														
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				72	110		8													80			1	
Montgomery County Sherrifs Office	OP	402	OP	Planned:			\$9,061.20			\$9,061.20														
2011-MontgoSO-CIOT-00032				Actual:			\$2,581.46			\$2,581.46														
<i>Performance Data:</i>	Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.						
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				196	390		10													400			1	

Project Cross-Reference by Task

Enforcement Projects														
Organization / Project Number		PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total					
TRF-TS CIOT STEP													Group Project	
City of Beaumont Police Department 2011-Beaumont-CIOT-00034		OP	402	OP	Planned:	\$6,884.33			\$6,884.33					
					Actual:									
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours 125	Safety Belt/Seat Citations Adult Teen Child 200 10	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist. 1,500	Comm. Events	Present ations 1	Media Exp.
City of Fort Worth 2011-Fortworth-CIOT-00036		OP	402	OP	Planned:	\$13,999.85			\$13,999.85					
					Actual:	\$13,819.97			\$13,819.97					
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours 195	Safety Belt/Seat Citations Adult Teen Child 265 115	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations 1	Media Exp.
City of San Antonio - Police Department 2011-SanAntPD-CIOT-00011		OP	402	OP	Planned:	\$40,000.00			\$40,000.00					
					Actual:	\$33,704.68			\$33,704.68					
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours 748	Safety Belt/Seat Citations Adult Teen Child 1,200 300	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations 1	Media Exp.
City of Brownsville - Police Department 2011-BrownsPD-CIOT-00027		OP	402	OP	Planned:	\$8,942.52			\$8,942.52					
					Actual:	\$8,832.44			\$96.57			\$8,929.01		
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours 146	Safety Belt/Seat Citations Adult Teen Child 200 65	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist. 100	Comm. Events	Present ations 1	Media Exp.
City of Houston - Police Department 2011-HoustonPD-CIOT-00028		OP	402	OP	Planned:	\$49,921.00			\$49,921.00					
					Actual:	\$48,287.58			\$48,287.58					
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours 830	Safety Belt/Seat Citations Adult Teen Child 1,494 166	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist. 3,000	Comm. Events	Present ations 1	Media Exp.
TRF-TS CIOT STEP Subtotals		# of Projects: 50			Planned:	\$441,166.14			\$1,364.53			\$442,530.67		
		36			Actual:	\$371,522.91			\$15,054.71			\$386,577.62		
<i>Performance Data Summary:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours 7,636	Safety Belt/Seat Citations Adult Teen Child 12,770 2,298	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist. 12,430	Comm. Events	Present ations 34	Media Exp.

Project Cross-Reference by Task

Enforcement Projects									
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund</i>	<i>Source</i>		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
TRF-TS IDM Incentives									
									Group Project
City of Lampasas - Police Department 2011-LampasasPD-INC-IDM-00001	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$145.00	\$4,000.00 \$4,145.00
City of Hitchcock - Police Department 2011-HitchcockPD-INC-IDM-00008	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$2,780.00	\$4,000.00 \$6,780.00
City of Cameron - Police Department 2011-CameronPD-INC-IDM-00011	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$3,953.24				\$4,000.00 \$3,953.24
City of Morgan's Point - Police Department 2011-MorgansPtPD-INC-IDM-00012	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$1,205.00	\$4,000.00 \$5,205.00
City of Rising Star - Police Department 2011-RisingStarPD-INC-IDM-00013	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$1.51	\$4,000.00 \$4,001.51
City of Sunset Valley - Police Department 2011-SUNSETPD-INC-IDM-00010	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$5.67	\$4,000.00 \$4,005.67
Victoria County Sheriff's Office 2011-VictoriaCoSO-INC-IDM-00002	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$101.70	\$4,000.00 \$4,101.70
City of Boerne - Police Department 2011-BoernePD-INC-IDM-00014	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$29.28	\$4,000.00 \$4,029.28
The University of Texas of the Permian Basin 2011-UTPermian-INC-IDM-00007	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$3,942.98				\$4,000.00 \$3,942.98
City of Kemah - Police Department 2011-KemahPD-INC-IDM-00003	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00			\$244.13	\$4,000.00 \$4,244.13
City of Colleyville - Police Department 2011-colley-INC-IDM-00005	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i>				\$4,000.00
EI Paso County Sheriff's Office 2011-EIPasoCO-INC-IDM-00006	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$3,971.19				\$4,000.00 \$3,971.19
Plainview Police Department 2011-PlainviewPD-INC-IDM-00009	AL	402	AL		<i>Planned:</i> \$4,000.00 <i>Actual:</i> \$4,000.00				\$4,000.00 \$4,000.00

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total														
TRF-TS IDM Incentives								Group Project														
City of Angleton - Police Department	AL	402	AL	Planned: \$4,000.00				\$4,000.00														
2011-Angleton-INC-IDM-00004				Actual: \$3,999.51				\$3,999.51														
TRF-TS IDM Incentives Subtotals				Planned: \$56,000.00				\$56,000.00														
			# of Projects: 14	Actual: \$51,866.92			\$4,512.29	\$56,379.21														
Performance Data Summary:	Crashes related to...			Enforce.		Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			Other Other		PI&E Materials		Comm. Present Media				
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations		Arrests	Prod.	Dist.	Events

Project Cross-Reference by Task

Enforcement Projects													
Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total					
TRF-TS IDM STEP													Group Project
City of El Paso - Police Department 2011-EIPasoPD-S-IDM-00034	K8HV	410	K8HV	Planned: \$66,000.00 Actual: \$58,043.97			\$23,767.15 \$7,998.86	\$89,767.15 \$66,042.83					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests			PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.		
City of Lewisville 2011-LewisvPD-S-IDM-00020	K8HV	410	K8HV	Planned: \$11,996.67 Actual: \$11,996.67			\$4,016.44 \$5,251.72	\$16,013.11 \$17,248.39					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests			PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.		
Wharton County Sheriff Office 2011-WhartonCOSO-S-IDM-00033	K8HV	410	K8HV	Planned: \$9,395.85 Actual: \$5,768.85			\$3,850.00 \$4,398.96	\$13,245.85 \$10,167.81					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests			PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.		
City of Dallas - Police Department 2011-Dallas-S-IDM-00006	K8HV	410	K8HV	Planned: \$99,983.85 Actual: \$99,983.85			\$34,506.93 \$34,506.93	\$134,490.78 \$134,490.78					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests			PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.		
City of Plano 2011-PlanoPD-S-IDM-00016	K8HV	410	K8HV	Planned: \$26,227.50 Actual: \$6,227.06			\$8,742.50 \$2,075.66	\$34,970.00 \$8,302.72					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests			PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.		
City of Killeen - Police Department 2011-KilleenPD-S-IDM-00007	K8HV	410	K8HV	Planned: \$10,977.42 Actual: \$6,159.86			\$3,766.69 \$2,885.68	\$14,744.11 \$9,045.54					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests			PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.		

Project Cross-Reference by Task

Enforcement Projects													
Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total					
TRF-TS IDM STEP													Group Project
Montgomery County Sherrifs Office 2011-MontgoSO-S-IDM-00017	K8HV	410	K8HV	Planned: \$13,179.54			\$4,483.03	\$17,662.57					
				Actual: \$11,715.41			\$3,910.61	\$15,626.02					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of Mesquite 2011-Mesquite-S-IDM-00023	K8HV	410	K8HV	Planned: \$9,192.16			\$3,084.11	\$12,276.27					
				Actual: \$8,156.99			\$275.90	\$8,432.89					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of Grand Prairie - Police Department 2011-GrandPra-S-IDM-00004	K8HV	410	K8HV	Planned: \$19,999.63			\$6,684.42	\$26,684.05					
				Actual: \$13,775.21			\$1,114.41	\$14,889.62					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of Amarillo Police Department 2011-AmarilloPD-S-IDM-00021	K8HV	410	K8HV	Planned: \$30,000.00			\$10,000.00	\$40,000.00					
				Actual: \$12,509.79			\$2,018.93	\$14,528.72					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of Austin - Police Department 2011-AustinPD-S-IDM-00003	K8HV	410	K8HV	Planned: \$70,000.00			\$23,333.76	\$93,333.76					
				Actual: \$65,397.37			\$17,071.88	\$82,469.25					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of Corpus Christi Police Department 2011-CorpusPD-S-IDM-00008	K8HV	410	K8HV	Planned: \$35,000.00			\$12,970.00	\$47,970.00					
				Actual: \$10,537.48			\$3,971.54	\$14,509.02					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.

Project Cross-Reference by Task

Enforcement Projects													
Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total					
TRF-TS IDM STEP													Group Project
City of Irving 2011-Irving-S-IDM-00001	K8HV	410	K8HV	Planned: \$29,810.00			\$10,239.35	\$40,049.35					
				Actual: \$29,810.00			\$19,876.57	\$49,686.57					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
Tom Green County 2011-Tomgreen-S-IDM-00031	K8HV	410	K8HV	Planned: \$18,000.00			\$5,999.72	\$23,999.72					
				Actual: \$17,835.00			\$7,182.54	\$25,017.54					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
Ellis County Sheriff's Office 2011-EllisCOSO-S-IDM-00036	K8HV	410	K8HV	Planned: \$21,000.00			\$6,998.89	\$27,998.89					
				Actual: \$19,453.36			\$4,467.02	\$23,920.38					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
El Paso County Sheriff's Office 2011-EIPasoCO-S-IDM-00037	K8HV	410	K8HV	Planned: \$49,992.34			\$17,423.47	\$67,415.81					
				Actual: \$42,888.28			\$3,778.41	\$46,666.69					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of San Antonio - Police Department 2011-SanAntPD-S-IDM-00047	K8HV	410	K8HV	Planned: \$30,000.00			\$10,595.20	\$40,595.20					
				Actual: \$28,905.81			\$10,596.40	\$39,502.21					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of Pasadena - Police Department 2011-PasadePD-S-IDM-00022	K8HV	410	K8HV	Planned: \$11,962.82			\$4,020.18	\$15,983.00					
				Actual: \$9,076.00			\$3,025.77	\$12,101.77					
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations Arrests	Other Citations Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.

Project Cross-Reference by Task

Enforcement Projects														
Organization / Project Number		PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total					
TRF-TS IDM STEP													Group Project	
Hunt County Sheriff's Office 2011-Hunt-S-IDM-00028		K8HV	410	K8HV	Planned:	\$14,795.07		\$4,975.89	\$19,770.96					
					Actual:	\$11,479.77		\$5,484.84	\$16,964.61					
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of Deer Park Police Department 2011-DeerPark-S-IDM-00014		K8HV	410	K8HV	Planned:	\$7,500.00		\$2,500.00	\$10,000.00					
					Actual:	\$5,492.60		\$1,807.96	\$7,300.56					
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of Beaumont Police Department 2011-Beaumont-S-IDM-00013		K8HV	410	K8HV	Planned:	\$9,822.60		\$3,380.44	\$13,203.04					
					Actual:	\$8,031.13		\$2,767.03	\$10,798.16					
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of Brownsville - Police Department 2011-BrownsPD-S-IDM-00012		K8HV	410	K8HV	Planned:	\$25,023.27		\$10,162.78	\$35,186.05					
					Actual:	\$10,687.85		\$5,237.47	\$15,925.32					
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
City of Victoria - Police Department 2011-VictoriaPD-S-IDM-00009		K8HV	410	K8HV	Planned:	\$7,776.36		\$2,653.80	\$10,430.16					
					Actual:	\$3,423.75		\$530.30	\$3,954.05					
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.
Collin County Sheriff's Office 2011-CollinSO-S-IDM-00024		K8HV	410	K8HV	Planned:	\$19,653.27		\$6,811.68	\$26,464.95					
					Actual:	\$13,141.10		\$2,175.73	\$15,316.83					
<i>Performance Data:</i>		Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV			Other Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Events	Present ations	Media Exp.

Project Cross-Reference by Task

Enforcement Projects																						
Organization / Project Number	PA	Fund	Source	Federal Funds				State Funding	Prog. Income	Local Match	Project Total											
TRF-TS IDM STEP													Group Project									
City of Garland	K8HV	410	K8HV	Planned: \$29,098.80						\$10,001.26	\$39,100.06											
2011-GarlandPD-S-IDM-00011				Actual: \$28,992.69						\$7,102.25	\$36,094.94											
Performance Data:	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media						
	Alcohol	Speed	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.
City of Pharr - Police Department	K8HV	410	K8HV	Planned: \$7,995.00						\$2,839.82	\$10,834.82											
2011-PharrPD-S-IDM-00005				Actual:																		
City of Donna Police Department	K8HV	410	K8HV	Planned: \$7,000.00						\$2,375.51	\$9,375.51											
2011-DonnaPD-S-IDM-00026				Actual: \$947.84						\$537.49	\$1,485.33											
Jefferson County Sherriff's Office	K8HV	410	K8HV	Planned: \$20,933.97						\$7,200.00	\$28,133.97											
2011-JeffersonCoSO-S-IDM-00015				Actual: \$14,489.23						\$4,968.93	\$19,458.16											
City of Houston - Police Department	K8HV	410	K8HV	Planned: \$200,000.00						\$79,220.21	\$279,220.21											
2011-HoustonPD-S-IDM-00029				Actual: \$189,411.11						\$78,704.07	\$268,115.18											
Wichita County Sheriff's Office	K8HV	410	K8HV	Planned: \$18,847.90						\$6,458.61	\$25,306.51											
2011-WichitaSO-S-IDM-00030				Actual: \$6,201.29						\$3,121.89	\$9,323.18											
Harrison County	K8HV	410	K8HV	Planned: \$12,446.26						\$4,992.00	\$17,438.26											
2011-Harrison-S-IDM-00010				Actual: \$11,477.74						\$2,606.22	\$14,083.96											

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total	
TRF-TS IDM STEP									
City of McKinney 2011-McKinney-S-IDM-00025	K8HV	410	K8HV	Planned: \$12,600.00 Actual: \$12,522.49			\$5,040.00 \$1,382.72	\$17,640.00 \$13,905.21	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC	Other HMV Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp.
Cameron County Sheriff's Office 2011-CameronCo-S-IDM-00032	K8HV	410	K8HV	Planned: \$34,973.52 Actual:			\$14,255.80	\$49,229.32	
Texas Department of Public Safety 2011-TDPS-S-IDM-00002	K8HV	410	K8HV	Planned: \$1,996,033.60 Actual: \$1,122,674.59	\$394,762.01		\$1,649,110.86 \$1,771,701.00	\$3,645,144.46 \$3,289,137.60	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC	Other HMV Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp.
City of McAllen Police Department 2011-McAllenPD-S-IDM-00019	K8HV	410	K8HV	Planned: \$12,965.00 Actual: \$12,965.00			\$4,345.00 \$4,912.83	\$17,310.00 \$17,877.83	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC	Other HMV Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp.
TRF-TS IDM STEP Subtotals	# of Projects: 48 34			Planned: \$3,000,182.40 Actual: \$1,910,179.14	\$394,762.01		\$2,010,805.50 \$2,027,448.52	\$5,010,987.90 \$4,332,389.67	
<i>Performance Data Summary:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours	Safety Belt/Seat Citations Adult Teen Child	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC	Other HMV Citations	Other Arrests	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp.

Enforcement Task Summary	# Projects	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
	222	Planned: \$11,018,650.27	\$500,000.00		\$11,763,886.60	\$23,282,536.47
	222	Actual: \$9,005,683.22	\$766,284.92		\$9,010,103.07	\$18,782,071.21

Project Cross-Reference by Task

Evaluation Projects									
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund</i>	<i>Source</i>		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
Sherry Matthews Advocacy Marketing 2011-SMAM-G-1YG-0117	AL	410	K8		<i>Planned:</i> \$35,000.00			\$3,890.00	\$38,890.00
					<i>Actual:</i> \$32,619.11			\$5,058.52	\$37,677.63
Texas Department of State Health Services - ISG 2011-TDSHS-IS-G-MYG-Yr2-0085	TR	408	K9		<i>Planned:</i> \$394,768.14			\$548,357.45	\$943,125.59
					<i>Actual:</i> \$394,768.14			\$548,357.59	\$943,125.73
Texas Transportation Institute 2011-TTI-G-1YG-0057	PA	402	PA		<i>Planned:</i> \$49,635.11			\$5,574.79	\$55,209.90
					<i>Actual:</i> \$48,587.80			\$5,465.21	\$54,053.01
Texas Transportation Institute 2011-TTI-G-1YG-0164	OP	402	OP		<i>Planned:</i> \$48,025.89			\$5,372.50	\$53,398.39
					<i>Actual:</i> \$47,901.90			\$1,718.28	\$49,620.18
Texas Transportation Institute 2011-TTI-G-1YG-0165	DE	402	DE		<i>Planned:</i> \$46,379.93			\$5,180.10	\$51,560.03
					<i>Actual:</i> \$45,228.01			\$5,063.30	\$50,291.31
Texas Transportation Institute 2011-TTI-G-MYG-Yr2-0043	AL	410	K8		<i>Planned:</i> \$103,826.22			\$11,588.44	\$115,414.66
					<i>Actual:</i> \$103,676.93			\$11,576.10	\$115,253.03
Texas Transportation Institute 2011-TTI-G-MYG-Yr2-0048	OP	402	OP		<i>Planned:</i> \$243,396.64			\$27,362.26	\$270,758.90
					<i>Actual:</i> \$240,961.70			\$27,099.91	\$268,061.61
Texas Transportation Institute 2011-TTI-G-MYG-Yr3-0210	OP	402	OP		<i>Planned:</i> \$56,338.39			\$6,480.17	\$62,818.56
					<i>Actual:</i> \$56,305.70			\$6,530.34	\$62,836.04

Evaluation Task Summary

		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
# Projects:	8	<i>Planned:</i> \$977,370.32			\$613,805.71	\$1,591,176.03
	8	<i>Actual:</i> \$970,049.29			\$610,869.25	\$1,580,918.54

Project Cross-Reference by Task

Program Management Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Texas Department of Transportation 2011-TxDOT-TR-G-1YG-0120	TR	408	K9		<i>Planned:</i> \$421,233.00 <i>Actual:</i> \$421,233.00				\$421,233.00 \$421,233.00
Texas Department of Transportation 2011-TxDOT-TR-G-1YG-0159	TR	408	K9		<i>Planned:</i> \$109,243.50 <i>Actual:</i> \$109,243.50				\$109,243.50 \$109,243.50
Texas Department of Transportation 2011-TxDOT-TR-G-1YG-0160	TR	402	TR		<i>Planned:</i> \$556,920.00 <i>Actual:</i> \$83,600.00				\$556,920.00 \$83,600.00
Texas Department of Transportation TRF-TS Traffic Safety Program	PA	402	PA		<i>Planned:</i> \$0.00 <i>Actual:</i> \$0.00	\$3,205,399.18 \$3,205,399.18			\$3,205,399.18 \$3,205,399.18
Texas Transportation Institute 2011-TTI-G-1YG-0054	MC	402	MC		<i>Planned:</i> \$47,093.34 <i>Actual:</i> \$47,093.34			\$5,250.66 \$1,494.19	\$52,344.00 \$48,587.53
Texas Transportation Institute 2011-TTI-G-1YG-0058	PA	402	PA		<i>Planned:</i> \$43,332.89 <i>Actual:</i> \$42,408.30			\$4,852.32 \$167.17	\$48,185.21 \$42,575.47
Texas Transportation Institute 2011-TTI-G-MYG-Yr2-0185	AL	410	K8		<i>Planned:</i> \$52,975.48 <i>Actual:</i> \$52,491.31			\$5,914.50 \$12,333.49	\$58,889.98 \$64,824.80
Texas Transportation Institute 2011-TTI-G-MYG-Yr3-0224	AL	410	K8		<i>Planned:</i> \$40,873.51 <i>Actual:</i> \$39,923.60			\$4,586.18 \$4,483.12	\$45,459.69 \$44,406.72
TIBH Industries TIBH Industries Clerk III - Middle Rate	TR	402	TR		<i>Planned:</i> \$0.00 <i>Actual:</i> \$0.00	\$50,000.00 \$48,004.32			\$50,000.00 \$48,004.32

TRF-TS Crash Records and Data Analysis Operations and CRIS Group Project

Texas Department of Transportation TRF-TS Crash Data Analysis	TR	402	TR		<i>Planned:</i> \$0.00 <i>Actual:</i> \$0.00	\$563,306.45 \$563,306.45			\$563,306.45 \$563,306.45
Texas Department of Transportation TRF-TS Crash Records	TR	402	TR		<i>Planned:</i> \$0.00 <i>Actual:</i> \$0.00	\$2,665,495.20 \$2,665,495.20			\$2,665,495.20 \$2,665,495.20

TRF-TS Crash Records and Data Analysis Operations and CRIS Subtotals			# of Projects: 2		<i>Planned:</i> \$0.00 <i>Actual:</i> \$0.00	\$3,228,801.65 \$3,228,801.65			\$3,228,801.65 \$3,228,801.65
---	--	--	-------------------------	--	---	----------------------------------	--	--	--

Performance Data Summary:

Crashes related to...			Enforce. Hours	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		Comm. Events	Present ations	Media Exp.	
Alcohol	Speed	ITC		Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV				Citations

Project Cross-Reference by Task

Program Management Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total													
TRF-TS eGrants Project Management																						
Agate Software, Inc.	PA	402	PA		Planned:	\$50,000.00			\$50,000.00													
TRF-TS eGrants Development					Actual:	\$50,000.00			\$50,000.00													
Agate Software, Inc.	PA	402	PA		Planned:	\$20,000.00			\$20,000.00													
TRF-TS eGrants Project Management					Actual:																	
Texas Department of Transportation	PA	402	PA		Planned:	\$267,696.00			\$267,696.00													
TRF-TS eGrants Business Analysis					Actual:	\$267,696.00			\$267,696.00													
TRF-TS eGrants Project Management Subtotals				# of Projects: 3	Planned:	\$287,696.00	\$50,000.00		\$337,696.00													
				3	Actual:	\$267,696.00	\$50,000.00		\$317,696.00													
<i>Performance Data Summary:</i>	Crashes related to...			Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm. Present Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor		ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events

Program Management Task Summary					Federal Funds	State Funding	Prog. Income	Local Match	Project Total
	# Projects:	14	Planned:	\$1,614,367.72	\$7,136,852.18			\$20,603.66	\$8,771,823.56
		14	Actual:	\$1,083,689.05	\$7,282,205.08			\$18,477.97	\$8,384,372.10

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Education Service Center, Region VI 2011-ESCVI-G-MYG-Yr3-0149	DE	402	DE	<i>Planned:</i> \$81,164.30 <i>Actual:</i> \$78,485.41			\$44,203.56 \$62,925.30	\$125,367.86 \$141,410.71
Hillcrest Baptist Medical Center-HHS 2011-HHS-G-1YG-0019	OP	2011	K3	<i>Planned:</i> \$198,095.00 <i>Actual:</i> \$197,256.75			\$114,750.56 \$234,325.27	\$312,845.56 \$431,582.02
Hillcrest Baptist Medical Center-Hillcrest 2011-Hillcres-G-1YG-0030	AL	402	AL	<i>Planned:</i> \$159,600.34 <i>Actual:</i> \$158,339.85			\$143,845.42 \$151,649.57	\$303,445.76 \$309,989.42
Injury Prevention Center of Greater Dallas 2011-IPCOGD-G-MYG-Yr3-0171	SA	402	SA	<i>Planned:</i> \$45,866.33 <i>Actual:</i> \$45,866.32			\$27,350.11 \$72,306.66	\$73,216.44 \$118,172.98
Mothers Against Drunk Driving 2011-MADD-G-1YG-0020	AL	410	K8FR	<i>Planned:</i> \$274,076.10 <i>Actual:</i> \$201,115.80			\$175,649.00 \$483,740.54	\$449,725.10 \$684,856.34
Mothers Against Drunk Driving 2011-MADD-G-1YG-0129	AL	410	K8FR	<i>Planned:</i> \$799,150.00 <i>Actual:</i> \$618,583.60			\$210,000.00 \$1,398,825.00	\$1,009,150.00 \$2,017,408.60
Scott and White Memorial Hospital 2011-ScottWhi-G-3YG-0038	OP	2011	K3	<i>Planned:</i> \$222,053.40 <i>Actual:</i> \$200,585.82			\$62,286.34 \$2,702.14	\$284,339.74 \$203,287.96
Scott and White Memorial Hospital 2011-ScottWhi-G-MYG-Yr3-0273	OP	2011	K3	<i>Planned:</i> \$58,748.25 <i>Actual:</i> \$49,193.90			\$7,200.00 \$8,264.90	\$65,948.25 \$57,458.80
Sherry Matthews Advocacy Marketing 2011-SMAM-G-1YG-0091	MC	2010	K6	<i>Planned:</i> \$999,944.00 <i>Actual:</i> \$993,987.52			\$562,469.00 \$1,162,660.77	\$1,562,413.00 \$2,156,648.29
Sherry Matthews Advocacy Marketing 2011-SMAM-G-1YG-0131	DE	402	DE	<i>Planned:</i> \$2,097,926.00 <i>Actual:</i> \$2,097,922.13			\$370,223.00 \$533,530.00	\$2,468,149.00 \$2,631,452.13
Sherry Matthews Advocacy Marketing 2011-SMAM-G-1YG-0168	OP	405	K2PM	<i>Planned:</i> \$1,629,267.00 <i>Actual:</i> \$1,602,703.39			\$4,795,154.00 \$8,155,677.00	\$6,424,421.00 \$9,758,380.39
Sherry Matthews Advocacy Marketing 2011-SMAM-G-1YG-0169	OP	402	OP	<i>Planned:</i> \$126,000.00 <i>Actual:</i> \$125,994.51			\$22,236.00 \$48,076.00	\$148,236.00 \$174,070.51
Sherry Matthews Advocacy Marketing 2011-SMAM-G-1YG-0171	AL	410	K8HV	<i>Planned:</i> \$1,650,000.00 <i>Actual:</i> \$1,489,257.17			\$3,300,000.00 \$3,917,799.00	\$4,950,000.00 \$5,407,056.17
Sherry Matthews Advocacy Marketing 2011-SMAM-G-3YG-0025	AL	402	AL	<i>Planned:</i> \$425,835.40 <i>Actual:</i> \$425,802.59			\$443,216.44 \$1,054,350.00	\$869,051.84 \$1,480,152.59
Sherry Matthews Advocacy Marketing 2011-SMAM-G-3YG-0029	AL	410	K8PM	<i>Planned:</i> \$1,512,859.00 <i>Actual:</i> \$1,404,903.37			\$1,577,762.00 \$9,040,561.00	\$3,090,621.00 \$10,445,464.37
Sherry Matthews Advocacy Marketing 2011-SMAM-G-3YG-0030	AL	410	K8PM	<i>Planned:</i> \$400,000.00 <i>Actual:</i> \$345,215.47			\$179,710.00 \$703,914.00	\$579,710.00 \$1,049,129.47
Texas A&M University-Corpus Christi 2011-TAMUCC-G-MYG-Yr3-0307	SA	402	SA	<i>Planned:</i> \$53,136.49 <i>Actual:</i> \$53,075.74			\$49,039.88 \$51,432.81	\$102,176.37 \$104,508.55

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Texas AgriLife Extension Service 2011-Texas Ag-G-MYG-Yr3-0138	OP	402	OP		<i>Planned:</i> \$182,887.99 <i>Actual:</i> \$182,537.53			\$100,616.01 \$281,447.14	\$283,504.00 \$463,984.67
Texas Alcoholic Beverage Commission 2011-TABC-G-1YG-0059	AL	410	K8		<i>Planned:</i> \$64,773.51 <i>Actual:</i> \$61,851.71			\$32,982.97 \$68,158.41	\$97,756.48 \$130,010.12
Texas Children's Hospital 2011-TCH-G-1YG-0022	OP	2011	K3		<i>Planned:</i> \$156,028.90 <i>Actual:</i> \$129,175.74		\$10,000.00	\$192,450.76 \$321,550.03	\$358,479.66 \$450,725.77
Texas Department of State Health Services 2011-TDSHS-G-MYG-Yr2-0243	OP	402	OP		<i>Planned:</i> \$770,000.00 <i>Actual:</i> \$745,376.43			\$626,854.12 \$747,141.38	\$1,396,854.12 \$1,492,517.81
Texas Department of Transportation Pedestrian/Bicycle Safety Program	PS	402	PS		<i>Planned:</i> <i>Actual:</i>				
Texas Department of Transportation Railroad/Highway Crossing Program	RH	402	RH		<i>Planned:</i> <i>Actual:</i>				
Texas Education Agency 2011-TEA-G-MYG-Yr3-0129	DE	402	PT		<i>Planned:</i> \$73,160.00 <i>Actual:</i> (\$400.31)			\$10,440.00	\$83,600.00 (\$400.31)
Texas Municipal Courts Education Center 2011-TMCEC-G-MYG-Yr3-0309	AL	402	AL		<i>Planned:</i> \$164,260.00 <i>Actual:</i> \$164,251.60		\$5,850.00	\$160,359.17 \$523,927.93	\$330,469.17 \$688,179.53
Texas Municipal Courts Education Center 2011-TMCEC-G-MYG-Yr3-0320	DE	402	DE		<i>Planned:</i> \$118,798.00 <i>Actual:</i> \$118,793.51			\$64,601.30 \$87,479.78	\$183,399.30 \$206,273.29
Texas Municipal Police Association 2011-TMPA-G-3YG-0003	PT	402	PT		<i>Planned:</i> \$671,141.02 <i>Actual:</i> \$648,003.70			\$74,571.54 \$219,061.66	\$745,712.56 \$867,065.36
Texas Transportation Institute 2011-TTI-G-1YG-0046	AL	410	K8		<i>Planned:</i> \$41,283.24 <i>Actual:</i> \$34,238.32			\$13,799.26 \$16,057.22	\$55,082.50 \$50,295.54
Texas Transportation Institute 2011-TTI-G-MYG-Yr2-0046	AL	410	K8		<i>Planned:</i> \$72,792.03 <i>Actual:</i> \$72,779.38			\$8,205.82 \$8,883.70	\$80,997.85 \$81,663.08
Texas Transportation Institute 2011-TTI-G-MYG-Yr3-0255	SA	402	SA		<i>Planned:</i> \$141,740.97 <i>Actual:</i> \$141,033.77			\$15,841.08 \$15,887.77	\$157,582.05 \$156,921.54
Texas Transportation Institute 2011-TTI-G-MYG-Yr3-0258	DE	402	DE		<i>Planned:</i> \$564,690.29 <i>Actual:</i> \$563,220.81			\$116,424.40 \$529,120.66	\$681,114.69 \$1,092,341.47
ThinkStreet 2011-ThinkSt-G-1YG-0036	DE	402	DD		<i>Planned:</i> \$315,000.00 <i>Actual:</i> \$307,202.86			\$416,208.00 \$2,694,831.00	\$731,208.00 \$3,002,033.86
ThinkStreet 2011-ThinkSt-G-1YG-0038	AL	410	K8PM		<i>Planned:</i> \$1,476,047.50 <i>Actual:</i> \$1,469,112.84			\$1,524,200.00 \$9,999,999.00	\$3,000,247.50 \$11,469,111.84
ThinkStreet 2011-ThinkSt-G-1YG-0040	AL	410	K8PM		<i>Planned:</i> \$671,899.50 <i>Actual:</i> \$663,019.56			\$318,000.00 \$3,669,689.00	\$989,899.50 \$4,332,708.56

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
ThinkStreet 2011-ThinkSt-G-1YG-0130	DE	402	DE	<i>Planned:</i>	\$749,927.00		\$90,250.00	\$840,177.00
				<i>Actual:</i>	\$728,464.74		\$410,000.00	\$1,138,464.74
ThinkStreet 2011-ThinkSt-G-1YG-0170	OP	2011	K3	<i>Planned:</i>	\$430,000.00		\$418,500.00	\$848,500.00
				<i>Actual:</i>	\$418,451.34		\$3,143,963.00	\$3,562,414.34
ThinkStreet 2011-ThinkSt-G-3YG-0031	OP	402	OP	<i>Planned:</i>	\$432,700.00		\$1,298,100.00	\$1,730,800.00
				<i>Actual:</i>	\$432,700.00		\$2,147,427.00	\$2,580,127.00
ThinkStreet 2011-ThinkSt-G-MYG-Yr2-0207	AL	410	K8PM	<i>Planned:</i>	\$1,127,392.86		\$241,706.25	\$1,369,099.11
				<i>Actual:</i>	\$1,114,789.51		\$4,006,580.00	\$5,121,369.51
Travis County Attorney's UDPP 2011-Travis C-G-MYG-Yr3-0075	AL	410	K8	<i>Planned:</i>	\$201,338.98		\$195,219.00	\$396,557.98
				<i>Actual:</i>	\$178,388.64		\$409,710.96	\$588,099.60
University Medical Center of El Paso 2011-UMCEP-G-1YG-0063	OP	2011	K3	<i>Planned:</i>	\$88,698.40		\$68,761.17	\$157,459.57
				<i>Actual:</i>	\$66,134.03		\$67,263.55	\$133,397.58

Project Celebration **Group Project**

TxDOT-Ft. Worth 2011-PC-Tx-FTW-00012	AL	402	AL	<i>Planned:</i>	\$14,250.00			\$14,250.00
				<i>Actual:</i>	\$9,812.50			\$9,812.50
TxDOT-Houston 2011-PC-Tx-HOU-00013	AL	402	AL	<i>Planned:</i>	\$14,000.00			\$14,000.00
				<i>Actual:</i>	\$12,500.00			\$12,500.00
TxDOT-Abilene 2011-PC-Tx-ABL-00001	AL	402	AL	<i>Planned:</i>	\$10,200.00			\$10,200.00
				<i>Actual:</i>	\$6,650.00			\$6,650.00
TxDOT-Amarillo 2011-PC-Tx-AMA-00002	AL	402	AL	<i>Planned:</i>	\$7,000.00			\$7,000.00
				<i>Actual:</i>	\$3,850.00			\$3,850.00
TxDOT-Atlanta 2011-PC-Tx-ATL-00003	AL	402	AL	<i>Planned:</i>	\$8,500.00			\$8,500.00
				<i>Actual:</i>	\$7,950.00			\$7,950.00
TxDOT-Austin 2011-PC-Tx-AUS-00004	AL	402	AL	<i>Planned:</i>	\$10,000.00			\$10,000.00
				<i>Actual:</i>	\$7,500.00			\$7,500.00
TxDOT-Beaumont 2011-PC-Tx-BMT-00005	AL	402	AL	<i>Planned:</i>	\$9,000.00			\$9,000.00
				<i>Actual:</i>	\$7,700.00			\$7,700.00
TxDOT-Brownwood 2011-PC-Tx-BWD-00006	AL	402	AL	<i>Planned:</i>	\$7,100.00			\$7,100.00
				<i>Actual:</i>	\$5,150.00			\$5,150.00

Project Cross-Reference by Task

Public Information Campaigns Projects									
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund</i>	<i>Source</i>		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
Project Celebration									Group Project
TxDOT-Bryan 2011-PC-Tx-BRY-00007	AL	402	AL		<i>Planned:</i>	\$8,500.00			\$8,500.00
					<i>Actual:</i>	\$8,489.00			\$8,489.00
TxDOT-Childress 2011-PC-Tx-CHS-00008	AL	402	AL		<i>Planned:</i>	\$8,250.00			\$8,250.00
					<i>Actual:</i>	\$3,000.00			\$3,000.00
TxDOT-Dallas 2011-PC-Tx-DAL-00010	AL	402	AL		<i>Planned:</i>	\$12,450.00			\$12,450.00
					<i>Actual:</i>	\$11,100.00			\$11,100.00
TxDOT-El Paso 2011-PC-Tx-ELP-00011	AL	402	AL		<i>Planned:</i>	\$12,500.00			\$12,500.00
					<i>Actual:</i>	\$10,000.00			\$10,000.00
TxDOT-San Angelo 2011-PC-Tx-SJT-00020	AL	402	AL		<i>Planned:</i>	\$6,250.00			\$6,250.00
					<i>Actual:</i>	\$3,000.00			\$3,000.00
TxDOT-Yoakum 2011-PC-Tx-YKM-00025	AL	402	AL		<i>Planned:</i>	\$9,200.00			\$9,200.00
					<i>Actual:</i>	\$7,495.00			\$7,495.00
TxDOT-Wichita Falls 2011-PC-Tx-WFS-00024	AL	402	AL		<i>Planned:</i>	\$8,200.00			\$8,200.00
					<i>Actual:</i>	\$7,500.00			\$7,500.00
TxDOT-Waco 2011-PC-Tx-WAC-00023	AL	402	AL		<i>Planned:</i>	\$10,300.00			\$10,300.00
					<i>Actual:</i>	\$6,750.00			\$6,750.00
TxDOT-CorpusChristi 2011-PC-Tx-CRP-00009	AL	402	AL		<i>Planned:</i>	\$10,000.00			\$10,000.00
					<i>Actual:</i>	\$9,200.00			\$9,200.00
TxDOT-San Antonio 2011-PC-Tx-SAT-00021	AL	402	AL		<i>Planned:</i>	\$13,250.00			\$13,250.00
					<i>Actual:</i>	\$11,840.00			\$11,840.00
TxDOT-Laredo 2011-PC-Tx-LRD-00014	AL	402	AL		<i>Planned:</i>	\$8,250.00			\$8,250.00
					<i>Actual:</i>	\$1,200.00			\$1,200.00
TxDOT-Pharr 2011-PC-Tx-PHR-00019	AL	402	AL		<i>Planned:</i>	\$10,500.00			\$10,500.00
					<i>Actual:</i>	\$1,200.00			\$1,200.00
TxDOT-Paris 2011-PC-Tx-PAR-00018	AL	402	AL		<i>Planned:</i>	\$9,100.00			\$9,100.00
					<i>Actual:</i>	\$6,550.00			\$6,550.00

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total																		
Project Celebration																										
TxDOT-Odessa 2011-PC-Tx-ODA-00017	AL	402	AL	Planned:	\$6,250.00			\$6,250.00																		
				Actual:	\$3,875.00			\$3,875.00																		
TxDOT-Lufkin 2011-PC-Tx-LKF-00016	AL	402	AL	Planned:	\$10,000.00			\$10,000.00																		
				Actual:	\$8,182.00			\$8,182.00																		
TxDOT-Lubbock 2011-PC-Tx-LBB-00015	AL	402	AL	Planned:	\$10,000.00			\$10,000.00																		
				Actual:	\$6,762.00			\$6,762.00																		
TxDOT-Tyler 2011-PC-Tx-TYL-00022	AL	402	AL	Planned:	\$9,000.00			\$9,000.00																		
				Actual:	\$6,500.00			\$6,500.00																		
Project Celebration Subtotals				# of Projects: 25	Planned:	\$242,050.00		\$242,050.00																		
				25	Actual:	\$173,755.50		\$173,755.50																		
<i>Performance Data Summary:</i>				Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media						
				Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
TRF-TS Driver Education and Behaviour - Local Events																										
Texas Department of Transportation TRF-TS Driver Education & Behaviour - AMA	DE	402	DE	Planned:	\$19,000.00			\$19,000.00																		
				Actual:	\$7,014.65			\$7,014.65																		
Texas Department of Transportation TRF-TS Driver Education & Behaviour - SAT	DE	402	DE	Planned:	\$23,797.02			\$23,797.02																		
				Actual:	\$23,797.02			\$23,797.02																		
Texas Department of Transportation TRF-TS Driver Education & Behaviour - FTW	DE	402	DE	Planned:	\$19,000.00			\$19,000.00																		
				Actual:	\$16,016.40			\$16,016.40																		
TRF-TS Driver Education and Behaviour - Local Events Subtotals				# of Projects: 3	Planned:	\$61,797.02		\$61,797.02																		
				3	Actual:	\$46,828.07		\$46,828.07																		
<i>Performance Data Summary:</i>				Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm.	Present	Media						
				Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
				Federal Funds		State Funding	Prog. Income	Local Match	Project Total																	

Project Cross-Reference by Task

Public Information Campaigns Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Public Information Campaigns Task Summary			# Projects: 42	Planned: \$16,400,428.80	\$3,105,853.00	\$15,850.00	\$18,073,186.16	\$37,595,317.96
			42	Actual: \$15,501,028.18	\$3,046,970.44		\$56,450,919.15	\$74,998,917.77

Project Cross-Reference by Task

Training Projects									
Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Austin Independent School District 2011-AISD-G-1YG-0034	DE	402	DE		Planned: \$16,736.99 Actual: \$16,380.73			\$17,893.04 \$21,256.65	\$34,630.03 \$37,637.38
Education Service Center, Region VI 2011-ESCVI-G-MYG-Yr2-0079	DE	402	DE		Planned: \$59,436.60 Actual: \$59,436.60			\$36,399.97 \$49,789.80	\$95,836.57 \$109,226.40
Education Service Center, Region VI 2011-ESCVI-G-MYG-Yr3-0152	SB	402	SB		Planned: \$89,552.80 Actual: \$87,526.48			\$16,329.08 \$35,979.72	\$105,881.88 \$123,506.20
National Safety Council 2011-NSC-G-MYG-Yr3-0007	AL	402	AL		Planned: \$207,415.74 Actual: \$207,415.74			\$120,929.17 \$128,218.11	\$328,344.91 \$335,633.85
Sam Houston State University 2011-SHSU-G-3YG-0037	AL	410	K8FR		Planned: \$191,390.80 Actual: \$111,883.83			\$23,614.31 \$25,241.22	\$215,005.11 \$137,125.05
Sam Houston State University 2011-SHSU-G-MYG-Yr3-0179	AL	410	K8		Planned: \$657,848.41 Actual: \$566,369.09		\$2,025.00 \$12,350.00	\$369,835.72 \$448,406.83	\$1,029,709.13 \$1,027,125.92
Sherry Matthews Advocacy Marketing 2011-SMAM-G-MYG-Yr3-0237	AL	410	K8		Planned: \$400,000.00 Actual: \$361,102.79			\$215,385.00 \$280,631.00	\$615,385.00 \$641,733.79
Texas Association of Counties 2011-TAC-G-1YG-0083	AL	410	K8		Planned: \$322,399.01 Actual: \$227,127.23			\$129,181.00 \$188,586.52	\$451,580.01 \$415,713.75
Texas Center for the Judiciary 2011-TCJ-G-MYG-Yr3-0085	AL	410	K8FR		Planned: \$818,959.97 Actual: \$650,358.29			\$604,218.20 \$503,478.75	\$1,423,178.17 \$1,153,837.04
Texas District and County Attorneys Association 2011-TDCAA-G-MYG-Yr3-0196	AL	410	K8		Planned: \$512,404.50 Actual: \$488,929.16			\$314,648.28 \$379,421.90	\$827,052.78 \$868,351.06
Texas Education Agency 2011-TEA-G-MYG-Yr2-0106	DE	402	PT		Planned: \$285,701.00 Actual: (\$60,500.00)			\$33,527.00	\$319,228.00 (\$60,500.00)
Texas Education Agency 2011-TEA-G-MYG-Yr3-0270	DE	406	K4DE		Planned: \$37,040.00 Actual:			\$26,410.00	\$63,450.00
Texas Engineering Extension Service - ESTI 2011-TEEXESTI-G-MYG-Yr3-0117	EM	402	EM		Planned: \$794,598.08 Actual: \$632,422.86			\$680,768.55 \$3,006,459.87	\$1,475,366.63 \$3,638,882.73
Texas Engineering Extension Service - ITSI 2011-TEEXEUPW-G-1YG-0018	RS	402	RS		Planned: \$27,343.66 Actual: \$22,335.35			\$25,430.00 \$27,355.42	\$52,773.66 \$49,690.77
Texas Engineering Extension Service - ITSI 2011-TEEXEUPW-G-1YG-0033	RS	402	RS		Planned: \$304,554.63 Actual: \$292,829.39			\$409,217.00 \$499,491.50	\$713,771.63 \$792,320.89
Texas Justice Court Training Center 2011-TJCTC-G-MYG-Yr2-0092	AL	402	AL		Planned: \$156,859.11 Actual: \$145,342.49			\$95,622.03 \$96,168.63	\$252,481.14 \$241,511.12
Texas Municipal Police Association 2011-TMPA-G-1YG-0003	AL	410	K8		Planned: \$454,942.28 Actual: \$434,488.14			\$569,576.95 \$909,136.46	\$1,024,519.23 \$1,343,624.60

Project Cross-Reference by Task

Training Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Texas Municipal Police Association 2011-TMPA-G-3YG-0004	AL	410	K8		<i>Planned:</i> \$367,273.56 <i>Actual:</i> \$353,371.57			\$170,598.50 \$262,390.33	\$537,872.06 \$615,761.90
Texas Municipal Police Association 2011-TMPA-G-MYG-Yr2-0210	TR	408	K9		<i>Planned:</i> \$487,181.88 <i>Actual:</i> \$260,474.80			\$146,509.93 \$78,866.69	\$633,691.81 \$339,341.49
Texas Transportation Institute 2011-TTI-G-1YG-0055	MC	402	MC		<i>Planned:</i> \$74,673.07 <i>Actual:</i> \$74,425.04			\$8,322.79 \$1,109.54	\$82,995.86 \$75,534.58
Texas Transportation Institute 2011-TTI-G-3YG-0010	PT	402	PT		<i>Planned:</i> \$58,312.14 <i>Actual:</i> \$58,240.97			\$6,520.17 \$6,535.69	\$64,832.31 \$64,776.66
Texas Transportation Institute 2011-TTI-G-MYG-Yr2-0116	AL	410	K8		<i>Planned:</i> \$85,273.93 <i>Actual:</i> \$84,948.02			\$9,526.88 \$9,490.85	\$94,800.81 \$94,438.87
Texas Transportation Institute 2011-TTI-G-MYG-Yr3-0066	AL	410	K8		<i>Planned:</i> \$100,038.94 <i>Actual:</i> \$99,274.13			\$11,257.29 \$11,197.11	\$111,296.23 \$110,471.24
The University of Texas at Arlington 2011-UTatArl-G-3YG-0032	RS	402	RS		<i>Planned:</i> \$368,666.48 <i>Actual:</i> \$347,570.37			\$460,795.17 \$480,887.77	\$829,461.65 \$828,458.14
University of Houston/Downtown 2011-UHD-G-MYG-Yr3-0122	AL	410	K8		<i>Planned:</i> \$144,742.60 <i>Actual:</i> \$144,118.20			\$220,640.00 \$236,520.00	\$365,382.60 \$380,638.20
University of Houston/Downtown 2011-UHD-G-MYG-Yr3-0183	AL	410	K8		<i>Planned:</i> \$63,520.00 <i>Actual:</i> \$63,520.00			\$28,000.00 \$30,816.00	\$91,520.00 \$94,336.00

					Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Training Task Summary				# Projects: 26	<i>Planned:</i> \$7,086,866.18		\$2,025.00	\$4,751,156.03	\$11,840,047.21
				26	<i>Actual:</i> \$5,729,391.27		\$12,350.00	\$7,717,436.36	\$13,459,177.63

Appendix B
NHTSA REVIEW CHECKLIST

CHECKLIST

The NHTSA Checklist has been included to demonstrate how the Annual Report addresses the specified criteria.

Criteria	Traffic Safety Program Comments	Reference
Performance Goals:		
<i>Does the state specify, for each of its funded grant programs, its performance goals in the AR?</i>		Section 2: Goals, Performance Measures Table
<i>Does the state provide updated information (most current year data) to identify progress they are making towards attaining each performance goal?</i>		Section 2: Performance Measures Table
<i>Does state specify its baseline rate and most current level of performance under each measure given for each goal?</i>		Section 2: Performance Measures Table
<i>Does the state specify interim measures that would be indicative of program and/or project success toward attainment of the performance measures?</i>		Section 2: Crash Summary, Performance Measure Trends/Crash Data
<i>If the state uses fatality information as a performance measure indicator, does the state's data correspond to the same data from FARS (i.e., belt use in fatalities, percentage of alcohol use in fatalities)?</i>	The Texas Crash Records Information System (CRIS) does not close out a fiscal year by refusing crash reports beyond a specified date as does FARS. Therefore, the specific values may not always match FARS exactly, but the trends do correspond between FARS and CRIS.	Section 2: Performance Measures Table, Performance Measure Trends/Crash Data
<i>Can you determine from the AR whether or not the state is progressing toward the attainment of their stated performance goals?</i>		Section 2
<i>Does AR narrative discuss reasons/issues where progress is not being made toward attainment of performance goals?</i>		Section 2: Challenges
<i>Is there an explanation of how the projects and activities funded during the Fiscal Year contributed to meeting the State's highway safety goals as identified in the Performance Plan?</i>	Individual project results and activities are provided by program area in Section 3. Paid media efforts are reported by campaign in Section 4, and Section 6 identifies best practices	Sections 3, 4, 6

	by specific projects.	
Where data has become available, has the State reported on progress from prior year projects that have contributed to meeting current State highway safety goals?		
Certifications & Assurances:		
Is there a description of the activities implemented to:		
◦ Support national safety belt and impaired driving mobilizations		Section 3: Program Area Reports
◦ Sustain enforcement of impaired driving, OP, and speed statutes		Section 3: Program Area Reports
◦ Conduct annual safety belt survey		Section 3: Occupant Protection
◦ Develop statewide data systems		Section 3: Traffic Records
Section 163 .08 BAC Incentive Grant:		
If State expended Section 163 funds, did the State note by Program Area, amount:		Not Applicable
◦ Planned		Not Applicable
◦ Obligated		Not Applicable
◦ Expended		Not Applicable
◦ Amount To Local-minimum 40%. (Local Benefit not applicable if State has declared that 163 funds are being used as 405, 410, or 411 and so notes in this FY's HSP and Annual Report. To be able to declare, the State must first have been awarded such funds. If used as P&A there is a 10% Limitation.)		Not Applicable
Section 405 Occupant Protection Incentive Grant:		
If State qualified for funding:		
◦ Documentation detailing the program activities that were accomplished?		Section 3: Occupant Protection Section 4: Paid Media
Section 406 Safety Belt Performance Grant:		
If State qualified for funding:		
◦ Documentation detailing the program activities that were accomplished?		Section 4: Occupant Protection Section 4: Paid Media
Section 408 State Traffic Safety Information System Improvement Grant:		
If State qualified for funding:		
◦ Documentation detailing the program activities that were accomplished (or reference to a separate report detailing such accomplishments)?		Section 3: Traffic Records

Section 410 Alcohol Impaired Driving Countermeasure Grant:		
<i>If State qualified for funding:</i>		
◦ <i>Documentation detailing the program activities that were accomplished?</i>		Section 3: <i>Alcohol and Other Drugs</i>
Section 2010 Motorcycle Safety Grant:		
<i>If State qualified for funding:</i>		
◦ <i>Documentation detailing the program activities that were accomplished?</i>		Section 3: <i>Motorcycle Safety</i>
Section 2011 Child Safety and Child Booster Seat Incentive Grants		
<i>If State qualified for funding</i>		
<i>Documentation detailing the program activities that were accomplished, in accordance with the Notice published in the Federal Register, Vol. 71, No. 20, Tuesday, January 31, 2006:</i>		
<p>1. <i>For programs to purchase and distribute child restraints for low income families:</i></p> <p>a. <i>A description of the programs used to purchase and distribute child restraints for low income families.</i></p> <p>b. <i>The number of child restraints distributed.</i></p>		Not Applicable
<p>2. <i>For programs to support enforcement of child restraint laws:</i></p> <p>a. <i>A description of the programs used to support enforcement of child restraint laws.</i></p> <p>b. <i>A list of participating law enforcement agencies and the counties they serve.</i></p>		Not Applicable
<p>3. <i>For programs to train child passengers safety professionals:</i></p> <p>a. <i>A description of the training classes conducted and the curricula used to train individuals and groups.</i></p> <p>b. <i>The number and location of training classes conducted and the individuals or groups trained.</i></p> <p>c. <i>The number of child passenger safety technicians certified.</i></p>		Section 3: <i>Occupant Protection</i>

<p>4. For programs to educate the public:</p> <p>a. A description of the programs used to educate the public concerning the proper use and installation of child restraints.</p> <p>b. A list of child restraint inspection stations/check-up events/clinics, including their locations.</p> <p>c. An estimate of the number of child restraints checked at inspection stations/check-up events/clinics.</p>		<p>Section 4: <i>Paid Media</i> Child Passenger Safety Campaign</p>
<p>Section 154 Open Container Transfer:</p>		
<p>If State received 154 funds and programmed to impaired driving:</p>		
<p>◦ Documentation detailing the program activities that were accomplished?</p>		<p>Not Applicable</p>
<p>Section 164 Repeat DWI Offender Transfer:</p>		
<p>If State received 164 funds and programmed to impaired driving:</p>		
<p>◦ Documentation detailing the program activities that were accomplished?</p>		<p>Not Applicable</p>
<p>Ideas for Annual Evaluation Reports (Not required, but listed as examples to enhance AR)</p>		
<p>◦ Cover page containing the State, Governor's name, GR, Highway Safety Program Coordinator including contact information (name, address, phone, fax, e-mail)</p>		<p>Present</p>
<p>◦ Table of Contents</p>		<p>Present</p>
<p>◦ Executive summary</p>		<p>Present</p>
<p>◦ Legislative Summary</p>		<p>Present</p>
<p>◦ Statewide program overview, including information on the Highway Safety Programs and who is involved in administering the programs.</p>		<p>Section 1: <i>Texas Traffic Safety Program</i></p>
<p>◦ Data in easy to read format such as charts, graphs or columns showing performance measures and results, and highlighting key information and special selections</p>	<p>Easy to read charts and tables are used in Section 2 to illustrate performance measure data and Section 5 to illustrate financial data.</p>	<p>Sections 2 & 5</p>
<p>◦ Analysis of key projects describing how they contributed to meeting the State's highway</p>	<p>Section 3 contains detailed results for each project listed by program area. Each project</p>	<p>Sections 3 & 6</p>

<i>safety goals</i>	summary contains the targets (or goals) and the actual results. In addition the approved budget along with actual expenditures is included. Section 6 contains best practices as identified on the individual project level.	
◦ <i>Fiscal overview of obligations & expenditures by program areas w/graphs and charts</i>		Section 5
◦ <i>List of traffic safety partners and/or groups used in the programs</i>		
◦ <i>Future goals to be reached or targeted. (National and/or Statewide)</i>		Section 3: <i>Performance Measures Table</i>
◦ <i>Can the AR serve as good marketing document for the state's highway safety program and their role in improving highway safety within the state? Explain:</i>	The FY10 annual report provides comprehensive and meaningful information for all Texas Traffic Safety stakeholders. Due to the automation of certain grant management functions in the eGrants system we were to provide "project level" summaries regarding performance and expenditures in the AR. This level of information is allowing us to further examine and highlight "what works".	
Evaluations:		
<i>List any evaluations that were conducted and obtain copy of the reports</i>	SAO	Final reports will be provided to NHTSA Region 6 Office as they become available