

TEXAS HIGHWAY SAFETY ANNUAL REPORT FY 2013



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12/ /2013



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EXECUTIVE SUMMARY

Traffic Safety Program

The Texas Traffic Safety Program at the Texas Department of Transportation (TxDOT) continued its mission of saving lives and preventing injuries through an extensive grants program. In 2013, there were 298 traffic safety projects in the program. The \$161,678,017.07 expended in FY 2013 came from federal, state and local sources as follows:

- \$ 34,887,471.52 in federal funds
- \$ 13,610,220.88 in state funds
- \$113,253,965.96 in local funds (includes Program Income)

Crash Data

Crash data details can be found in Section Two of the Annual Report. Also, the 2003-2012 Texas Motor Vehicle Crash Statistics are posted at:

<http://www.txdot.gov/government/enforcement/annual-summary.html>

Federal Funding

Under MAP-21, TxDOT applied for and received additional \$17,971,991 in Section 405 federal funding beyond the base 402 program. TRF-TS developed a detailed Highway Safety Plan (HSP) and submitted it to NHTSA during FY 2013 for FY 2014.

Strategic Planning

The most recent strategic planning session occurred October through 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 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 A&M 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, 66 specific strategies, and 38 specific performance measures. Objectives were established for all 39 performance measures for 2013.

Traffic Safety Program Centralization

The strategic goal of centralization is standardized business processes. The objectives are continued enhanced team collaboration and communication. Through the use of standard methodologies, field staff mentoring, and capturing best practices, the Traffic Safety program will continue to perform at a higher level than ever before and produce maximum results. With the increase in staffing levels (TRF-TS has been approved for 46 full-time employees), the Traffic Safety team will continue to be in a better posture to support the demands of the program across the state of Texas. Centralization will continue to also result in stronger district, division, and regional partnerships. All 25 TxDOT district offices now have at least one full-time Traffic Safety Specialist.

Accomplishing Goals

Education and Training

TxDOT funded a broad spectrum of education and training courses during FY 2013 including training for professionals to improve job performance.

Enforcement Efforts

Traffic safety enforcement efforts were sustained around 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. TxDOT continued to provide year-long Selective Traffic Enforcement Program (STEP) grants, STEP Wave grants, and grants for the Click It or Ticket and Impaired Driving Mobilizations.

Campaigns

Click It or Ticket

Texas continued participation in the national Click It or Ticket mobilization. Results from a Texas A&M Transportation Institute survey in June of 2012 indicated 94.04 percent of Texans buckled up in 2012 compared to the 93.68 percent during 2011. 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 – 2012 translates into an estimated 3,663 fewer Texans killed in traffic crashes and an estimated 50,000 fewer injuries on Texas roadways. The 2013 statewide safety belt survey was conducted by TTI, however, the survey results have not been finalized. The 2013 survey results will be submitted to NHTSA by March 1, 2014.

Impaired Driving Mobilization

Texas participated in the national Impaired Driving Mobilization in FY 2013. TxDOT set out to educate drivers about the dangers and consequences of drinking and driving, and the importance of planning for a sober ride before going out. A comprehensive campaign was supported with paid media, a statewide press release, new TV and radio, and an nine-stop (eight-city) community events tour that brought the “Drink. Drive. Go to Jail” aspect of the campaign to life. The campaign saw so much success with the mobile jail cell in 2012 that the mock jail cell made another tour leading up to Labor Day weekend in 2013. Most events were set up on or near college campuses to reach a high concentration of the target audience. TxDOT expanded upon the 2012 campaign and created new TV, radio, online, mobile and strategic out-of-home media placements. Four new television spots (English and Spanish, 30-second and 15-second) were developed for the 2013 campaign. The new spots were titled “Overflow” and were created to show the social and financial consequences of getting a DWI. The television spots ran on high-profile sports channels and other programming with high viewership among the primary target audience. Cable/broadcast programming examples included: NFL pre-season games, MLB baseball, popular late programming and cable networks such as ESPN, Galavisión, TNT and FX. Four new radio spots were also developed. Thousands of state and local law enforcement officers worked increased DWI enforcement during the impaired driving mobilization periods.

In addition to the Click It or Ticket and Impaired Driving Mobilization, TxDOT conducted a series of successful traffic safety campaigns including:

- Know When to Pass football Impaired Driving Campaign
- Holiday Impaired Driving Campaign
- Teen Click It or Ticket Campaign

- Distracted Driving Campaign
- Motorcycle Safety Campaign
- Summer Traffic Safety Awareness and Back to School Safety campaign
- Child Passenger Safety Campaign
- Be Safe. Drive Smart. traffic safety campaign in the energy sector areas

Share the Road

From 2011 – 2012, Texas experienced a decrease in motorcyclist fatalities (from 491 in 2011 to 469 in 2012). Motorcycle fatalities were 10% of Texas' overall fatalities five years ago. In 2012, they were 13.8% of the fatalities. However, motorcycles represent only 2% of the vehicle mix. Of the 469 motorcycle driver or motorcycle passenger deaths in 2012, 52% killed were not wearing helmets. The Texas A&M Transportation Institute conducted a motorcycle helmet use survey during 2013 and based on 2,229 observations, 65.2% of motorcyclists were wearing a helmet.

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.

Texas Traffic Safety Attitude and Awareness Survey

The results of the Texas Traffic Safety Attitude and Awareness Survey conducted for TxDOT by the Texas A&M Transportation Institute can be found in Section Five.

Child Passenger Safety – Section 2011 Child Restraint Grant Funds Expended

Texas was fortunate to qualify for Section 2011 funding to support child passenger safety program efforts under SAFTEA-LU. The individual projects funded are listed on pages Section Three Occupant Protection program area of this report. The total amount expended using Section 2011 funding in FY 2013 was \$752,716.06.

Improved Crash Reporting

TxDOT developed and implemented Agency XML Submission Services as a means for agencies with an internal application to submit Texas Peace Officer's Crash Reports (CR-3) electronically. At the end of FY 2013 there were four (4) agencies submitting via XML Submission Services, Austin, Fort Worth, Houston, and Richardson. TxDOT also continued to add law enforcement agencies to the Crash Analysis for Safer Highways (CRASH) application. At the end of FY 2013, 106 agencies were using CRASH to submit their crash reports electronically. The percentage of crashes submitted via CRASH increased by 241% from FY 2012 to FY 2013. Both applications eliminate the need for agencies to report by submitting paper forms and improve the timeliness and accuracy of the data received.

Texas Impaired Driving Task Force and Alcohol Program Assessment

The Texas impaired Driving Task Force played a critical role during FY 2013 developing the Texas Impaired Driving Plan as required under MAP-21. The Plan addressed FY 2013 and FY 2014 and was approved by NHTSA. In FY 2011, an Alcohol Program Assessment was conducted for the State of Texas. The Assessment Team recommendations were reviewed at the statewide DWI Task Force Meeting and an update on the status of the recommendations was included in the Texas Impaired Driving Plan approved by NHTSA. The DWI Task Force will continue to play a large role in helping Texas address the continued problem of impaired driving.

Awards and Recognition

The following awards were received during FY 2013:

- Bronze Telly Award - *Safety Bling*, a Bike Safety Campaign - TxDOT/Texas Bike Coalition
- Three Bronze Telly Awards - Texas Holiday P.A.S.S. (Person Appointed to Stay Sober) campaign: *Sober Drivers Make Great Gifts* – TxDOT/ThinkStreet. One was for the entire television public service announcement (PSA) campaign, and individual Telly's for the Hop to It and Wrap it Up television PSAs.
- The San Antonio Traffic Jam Coalition received the prestigious National Highway Traffic Safety Administration Public Service Award in recognition of the coalition's outreach efforts to recue traffic-related fatalities and injuries in the San Antonio metropolitan area.
- Judges Choice Award from 2013 Dallas Society of Visual Communications - *DWI Not So Fun House* - TxDOT/Sherry Matthews Advocacy Marketing
- Bronze Award from 2013 Dallas Society of Visual Communications - *Faces of Drunk Driving Website* - TxDOT/Sherry Matthews Advocacy Marketing
- Terry Pence received TxDOT's Raymond Stotzer Jr. Award in recognition of outstanding leadership, dedication, and service to the State of Texas in the field of Transportatoin and the national Kathryn J.R. Swanson Public Service Award from the Governors Highway Safety Association.

Section One

PROGRAM SUMMARY



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
To operate in a manner that saves lives and prevents injuries.	Identify traffic safety problem areas and programs to reduce the number and severity of traffic-related crashes, injuries, and fatalities.	The use of information, technology, resources and skills to identify priority traffic safety issues, plan initiatives, generate coordinated action, and evaluate and communicate results.
This directly supports the TxDOT mission "Work with others to provide safe and reliable transportation solutions for Texas".		

Program Areas

Texas planned and implemented an extensive and diverse traffic safety program in FY 2012, 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 (USDOT). 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 June 28, 2012, the Texas Transportation Commission approved funding for the *FY 2013 Texas Highway Safety Performance Plan (HSPP)*, 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 2013 traffic safety program included carry-forward funding from the Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU) and funding provided under the new Moving Ahead for Progress in the 21st Century Act (MAP-21).

THE TRAFFIC SAFETY ORGANIZATION

The Texas Traffic Safety Program is managed by the Traffic Safety Section of TxDOT's Traffic Operations Division; 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 organizational charts show the hierarchy of the Traffic Safety Section, Traffic Operations Division, and TxDOT. (See Figures 1.1 – 1.3)

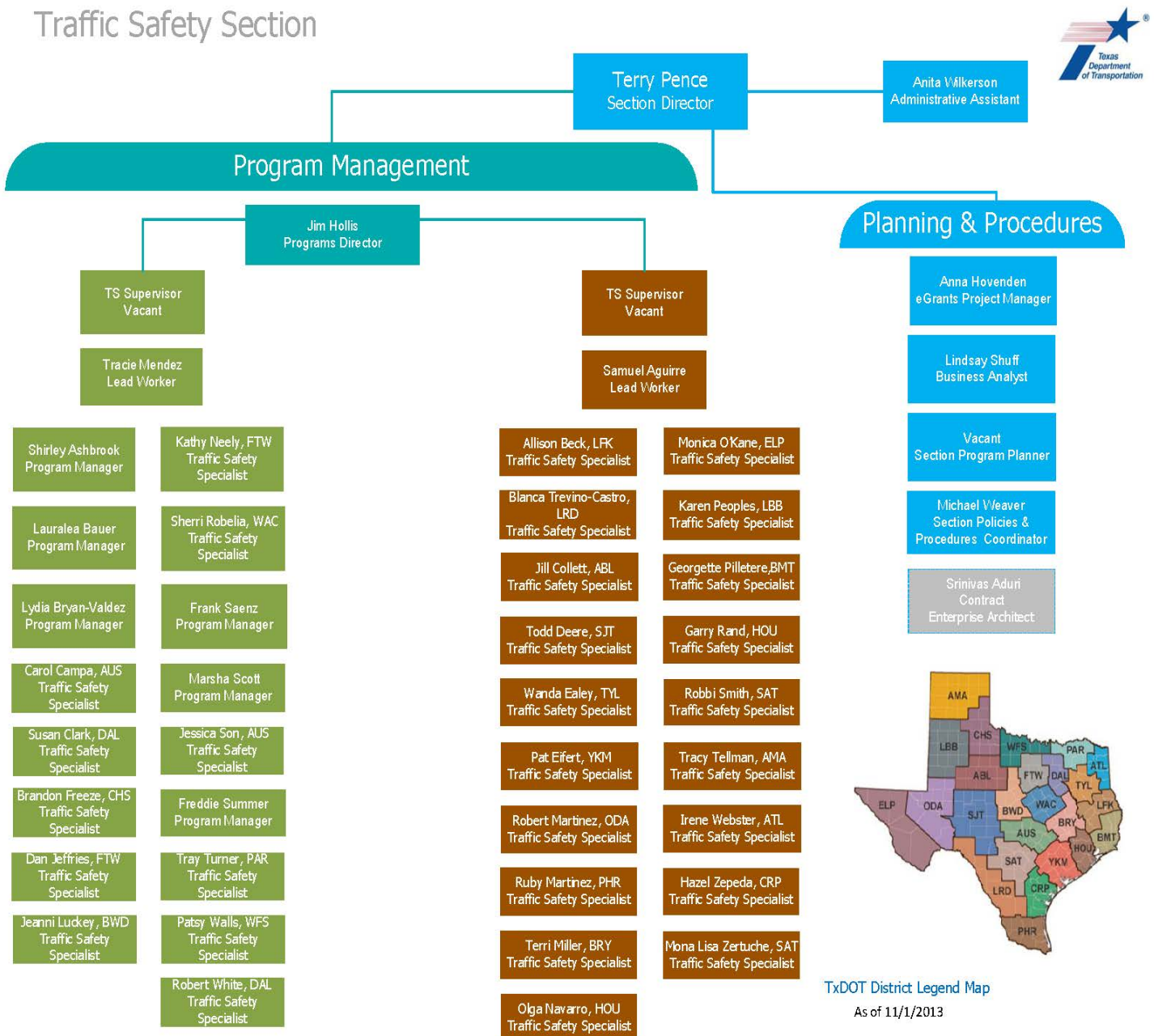


Figure 1.1: TxDOT Traffic Safety Organizational Chart

Original Approved by:
 Carol T. Rawson, P.E.
 September 30, 2013

FTE Allocation: 155

Texas Department of Transportation Traffic Operations Division

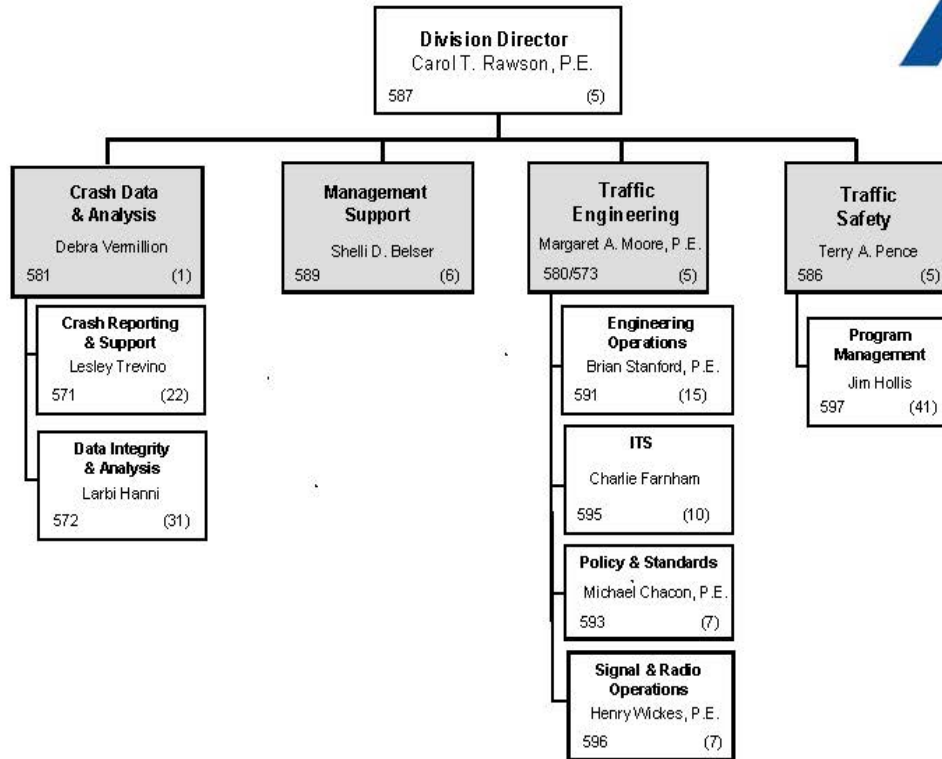


Figure 1.2: TxDOT Traffic Operations Division Organizational Chart

Texas Department of Transportation (July 22, 2013)

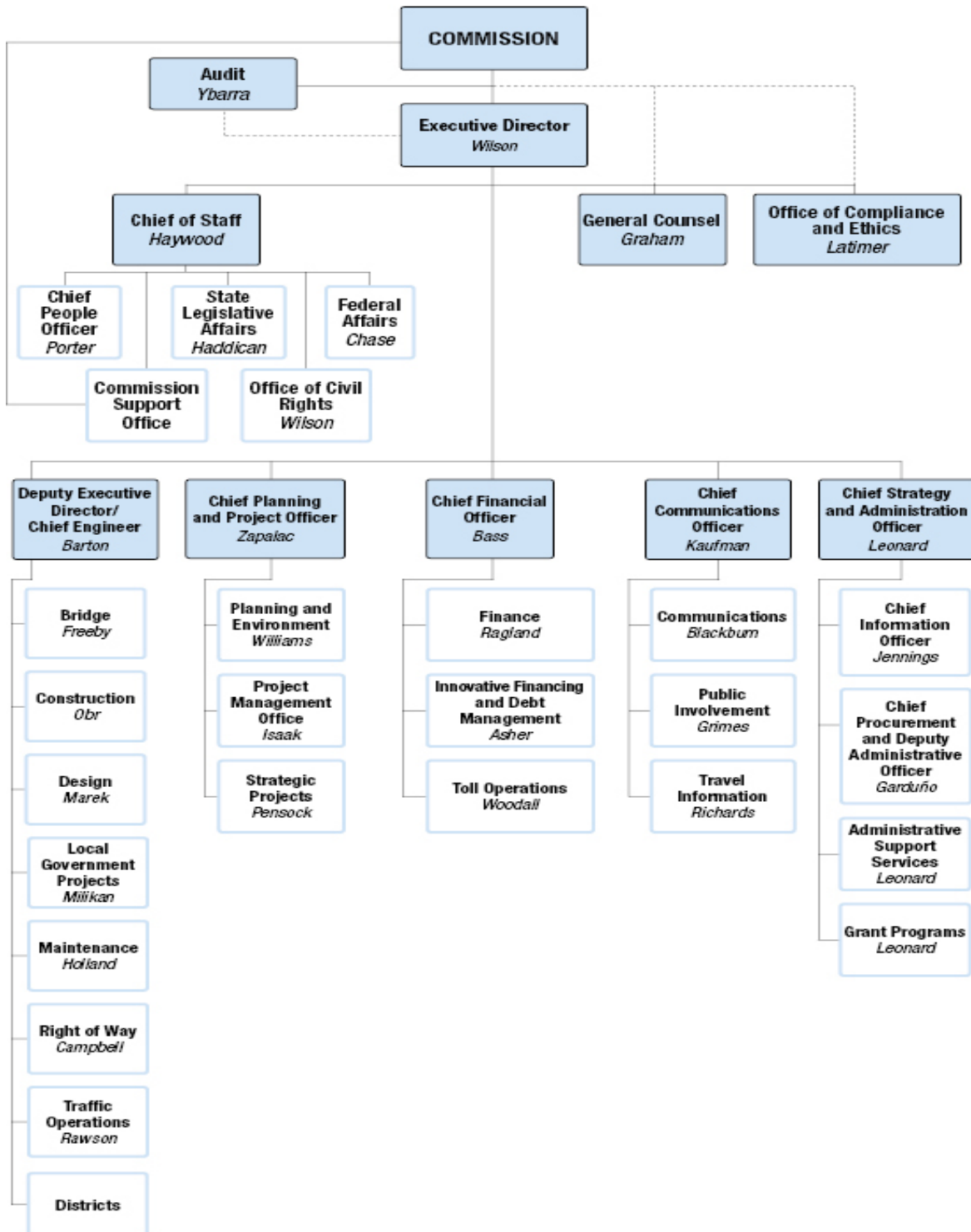


Figure 1.3: TxDOT Organizational Chart

EVALUATIONS, REVIEWS, AND AUDITS

STEP Grants Review

October 2012 – September 2013 - Office of Inspector General (OIG)

First and Last Voucher Review

March and April 2013 – NHTSA

NHTSA Management Review

April 8-12, 2013

LEGISLATIVE ISSUES

The 83rd Texas Legislature convened in January 2013. The text, history and status of all bills are located at: <http://www.capitol.state.tx.us/>.

The following are traffic safety related topics the Texas Legislature considered in 2013. The highlighted bills were signed and passed into law effective September 1, 2013:

HOUSE OF REPRESENTATIVES

Type	Number	Author	Subject
HB	108	Harless	Wireless Communications Device; Offense
HB	260	Callegari	DWI: Ignition Interlock
HB	295	Rodriguez	Drowsy Driving Study Commission
HB	307	Farias	Bicycle Safety Equipment
HB	347	Pitts	Wireless Communications; School Property
HB	434	Riddle	DWI; person authorized to take blood specimen
HB	516	Pitts	DWI, warrant for blood specimen
HB	517	Pitts	DWI, inmate release/parole eligibility for certain intoxication offenses
HB	689	Marquez	RR Crossing; Enabling for Auto Enforcement
HB	765	King, Phil	CDL license holders traffic offenses
HB	1174	Fallon, Pat	Penalties for illegally passing a stopped school bus
HB	1294	Price, Four	Child safety seat, defense to prosecution
HB	1380	Martinez, Armando	Move over law, TxDOT vehicles
HB	1658	King, Phil	DWI: requiring arrest and collection of specimen under certain circumstances
HB	1949	Guitierrez	85 MPH Speed Limits
HB	2131	Dutton	DWI: DWI Courts
HB	2234	Orr	Home Schooling Driver's Education
HB	2279	Phillips	Three Wheeled Motorcycle Education
HB	2790	Smithee	Child Safety Seat Systems, Fine Structure
HB	2868	Carter	DWI, Warrants for Blood Specimens
HB	2881	Toth	DWI; Habitual Offenders
HB	3246	Callegari	Fines for Speeding Offenses
HB	3290	Martinez, Armando	Unprotected Road Users (Pedestrian Safety)
HB	3483	Fletcher	Driver's Education; Persons Under 18
HB	3641	Harper-Brown	Bicycle Helmets
HB	3815	Carter	DWI, License Suspensions
HB	3838	Phillips	Motorcycle Operator Training

SENATE

TYPE	NO.	AUTHOR	SUBJECT
SB	28	Zaffirini	Wireless Communications Devices; Offense
SB	98	Patrick	Penalties for certain DWI offenses
SB	271	Seliger	Child Safety Seat Systems, Defenses to Prosecution
SB	275	Watson	Hit and Run Penalties
SB	335	Rodriguez, Jose	Railroad Crossings; Auto Enforcement for
SB	510	Nichols	Move Over Law, Adding TxDOT Vehicles
SB	514	Davis, Wendy	Saltwater Pipelines; Installation on State ROW
SB	687	Huffman	DWI; Monitoring of Ethyl Alcohol Testing Devices (home or auto)
SB	763	Watson	License and Training for Three Wheeled motorcycles
SB	1418	Davis, Wendy	Sobriety Checkpoints
SB	1515	Ellis	Unprotected Road Users (Pedestrian Safety)
SB	1693	Ells	Safe Routes to School Program

Section Two
CRASH DATA AND TRENDS

CHALLENGES

Alcohol-related Crashes

Crashes, injuries and fatalities caused by drunk drivers continue to be the major traffic safety problem in Texas. According to FARS data, Texas' alcohol-impaired driving fatality rate was greater than the national average rate each year for 2008 - 2011.

Occupant Protection

Based on statewide surveys completed by the Texas A&M Transportation Institute in June of 2012, 94.04 percent of Texans buckled up in 2012 compared to the 93.68 percent during 2011. 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 2002-2012 translates into an estimated 3,663 fewer Texans killed in traffic crashes and an estimated 50,000 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 2002-2012, 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. The statewide survey has been completed for 2013, however, the results have not been finalized. The final safety belt usage rate will be submitted to NHTSA by the March 1, 2014 deadline.

CRASH SUMMARY

TxDOT has data from 2003 through 2012. * FARS data for 2012 listed below are preliminary numbers.

		2010	2011	2012
Number of Texas Fatalities	<i>TxDOT Data</i>	3,060	3,067	3,409
	<i>FARS Data</i>	3,023	3,054	3,398*
Miles Driven (100 million vehicle miles traveled in Texas)	<i>TxDOT Data</i>	234,260,627	237,442,846	240,616,000
	<i>FARS Data</i>	234,016,000	237,400,000	Not available
Mileage Death Rate (Persons killed per 100 million vehicle miles traveled)	<i>TxDOT Data</i>	1.31	1.29	1.42
	<i>FARS Data</i>	1.29	1.29	Not Available
Texas Population	<i>TxDOT Data</i>	25,010,235	25,674,681	26,059,203
	<i>FARS Data</i>	25,242,683	25,631,778	26,059,203
Population Death Rate (Persons killed per 100,000 Texas Population)	<i>TxDOT Data</i>	12.23	11.95	13.08
	<i>FARS Data</i>	11.98	11.91	13.04*

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 2013, 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 driver education and traffic safety for all road users
- To reduce the number of crashes and injuries related to distracted driving
- 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

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 MEASURES

Definition

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 2013 Performance Plan.

Texas has included 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.



Texas Motor Vehicle Traffic Crash Highlights Calendar Year 2012

- The Fatality Rate on Texas roadways for 2012 was 1.41 deaths per hundred million vehicle miles traveled. This is a 9.3% increase from 2011.
- Texas experienced an increase in the number of motor vehicle traffic fatalities. The 2012 death toll of 3,399 was an increase of 10.82% from the 3,067 deaths recorded in 2011.
- There were 63,610 serious injury crashes in Texas in 2012 with 87,087 people sustaining a serious injury.
- The annual vehicle miles traveled in Texas during 2012 reached 240.616 billion, an increase of 1.34% over the 237.443 billion traveled in 2011.
- Fatalities in traffic crashes in rural areas of the state accounted for 55.7% of the state's traffic fatalities. There were 1,892 deaths in rural traffic crashes.
- Single vehicle, run-off the road crashes resulted in 1,315 deaths in 2012. This was 38.7% of all motor vehicle traffic deaths in 2012.
- In 2012 there were 838 people killed in crashes occurring in intersections or related to an intersection.
- There were 533 people killed in head-on crashes in 2012.
- There were no deathless days on Texas roadways in 2012.
- There were two crashes that resulted in 6 or more fatalities in 2012.
- Sunday, July 22nd was the deadliest day in 2012 with twenty-eight (28) persons killed in traffic crashes. July was the deadliest month with 309 persons killed.
- Based on reportable crashes in 2012:
 - **1 person was killed every 2 hours 35 minutes**
 - **1 person was injured every 2 minutes 17 seconds**
 - **1 reportable crash occurred every 75 seconds**
- Of all persons killed in vehicles where restraint usage was applicable and usage was known in 2012, 45.4% were reported as not restrained when the fatal crash occurred.
- 230,506 persons were injured in motor vehicle traffic crashes in 2012.
- There were 467 motorcyclists (operators and passengers) killed in 2012. Fifty-two percent (52%) of motorcyclists killed were not wearing helmets at the time of the crash.
- Pedestrian fatalities totaled 481 in 2012. This is a 13.2% increase from 2011.
- Pedalcyclist fatalities totaled 56 in 2012. This is a 19.1% increase from 2011.
- In 2012, there were 1,099 people killed in motor vehicle traffic crashes where a driver was under the influence of alcohol. This is 32.3% of the total number of people killed in motor vehicle traffic crashes.
- During 2012, 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 of these crashes occurred on Sunday than any other day of the week.

Information contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) received and processed by the Department as of May 27, 2013.

PERFORMANCE MEASURES

Texas performance measures for 2013 are outlined in Tables 2.1 – 2.15 by program area.

Table 2.1

Overall State Goal						
Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To reduce the number of motor vehicle crashes, injuries and fatalities		1. Mileage Death Rate [NHTSA C-3]	<ul style="list-style-type: none"> • Figure 1 • Figure 2 	<ul style="list-style-type: none"> • 1.28 fatalities per 100VMT (2011 TxDOT) • 1.29 fatalities per 100M VMT (2010 FARS) 	<ul style="list-style-type: none"> • 1.27 fatalities per 100M VMT (TxDOT) • 1.28 fatalities per 100M VMT (FARS) 	<ul style="list-style-type: none"> • 1.42 fatalities per 100M VMT (2012 TxDOT) • 1.29 fatalities per 100M VMT (2011 FARS)
		2. Mileage Death Rate (FARS-Urban)	<ul style="list-style-type: none"> • Figure 3 	<ul style="list-style-type: none"> • 0.92 fatalities per 100M VMT (2010 FARS) 	<ul style="list-style-type: none"> • 0.91 fatalities per 100M VMT in Urban area (FARS) 	<ul style="list-style-type: none"> • 0.95 fatalities per 100M VMT (2011 FARS)
		3. Mileage Death Rate (FARS- Rural)	<ul style="list-style-type: none"> • Figure 3 	<ul style="list-style-type: none"> • 2.12 fatalities per 100M VMT (2010 FARS) 	<ul style="list-style-type: none"> • 2.11 fatalities per 100M VMT in Rural areas (FARS) 	<ul style="list-style-type: none"> • 2.09 fatalities per 100M VMT (2011 FARS)
		4. Number of traffic fatalities (FARS) [NHTSA C-1]	<ul style="list-style-type: none"> • Figure 4 	<ul style="list-style-type: none"> • 2,998 traffic fatalities (2010 FARS) 	<ul style="list-style-type: none"> • 2,995 traffic fatalities (FARS) 	<ul style="list-style-type: none"> • 3,398 traffic fatalities (2012 FARS)
		5. Number of serious injuries in traffic crashes (TXDOT) [NHTSA C-2]	<ul style="list-style-type: none"> • Figure 5 	<ul style="list-style-type: none"> • 79,500 serious injuries in traffic crashes (2011 TxDOT) 	<ul style="list-style-type: none"> • 79,495 serious injuries in traffic crashes (TxDOT) 	<ul style="list-style-type: none"> • 87,278 serious injuries in traffic crashes (2012 TxDOT)
		6. Number of drivers age 20 or younger involved in fatal crashes (FARS) [NHTSA C-9]	<ul style="list-style-type: none"> • Figure 6 	<ul style="list-style-type: none"> • 461 drivers age 20 or younger involved in fatal crashes (2011 FARS) 	<ul style="list-style-type: none"> • 460 drivers age 20 or younger involved in fatal crashes (FARS) 	<ul style="list-style-type: none"> • 444 drivers age 20 or younger involved in fatal crashes (2012 FARS)

Table 2.2

Planning and Administration - 01

Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<p>To provide effective and efficient management of the Texas Traffic Safety Program</p>	<ul style="list-style-type: none"> • Provide training and assistance for local and statewide traffic safety problem identification. • Provide procedures and training on highway safety planning and project development. • Ensure availability of program and project management training. • Review and update program procedures as needed. • Conduct periodic project monitoring and evaluation of traffic safety activities. • Perform accurate accounting and efficient reimbursement processing. • Maintain coordination of traffic safety efforts and provide technical assistance. • Provide technical assistance and support for the Strategic Highway Safety Plan. 	<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>	<ul style="list-style-type: none"> • N/A • N/A 	<ul style="list-style-type: none"> • FY 2011 Annual Report • FY 2012 Highway Safety Performance Plan • FY 2012 Office of Inspector General (OIG) Reviews • FY 2011 Highway Safety Program Management Course • Proposal Trainings 	<ul style="list-style-type: none"> • FY 2012 Annual Report • FY 2013 Highway Safety Performance Plan • 2013 NHTSA Management Review • Traffic Safety Staff Training • eGrants Trainings 	<ul style="list-style-type: none"> • FY 2012 Annual Report • FY 2013 Highway Safety Performance Plan • FY 2013 Highway Safety Program Management Course • FY 2013 eGrants Trainings • FY 2013 Traffic Safety Staff Training • FY 2014 Highway Safety Plan

Table 2.3

Alcohol and Other Drug Countermeasures – 02

Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Increase and sustain high visibility enforcement of DWI laws. Improve BAC testing and reporting to the State's crash records information system. Improve anti-DWI public information and education campaigns. Increase the number of law enforcement task forces and coordinated enforcement campaigns. Increase training for anti-DWI advocates. Increase intervention efforts. 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. Improve education programs on alcohol and driving for youth. Increase enforcement of driving under the influence by minors laws. Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving. 	<p>9. Number of DUI-related (alcohol or other drugs) KAB crashes (TXDOT)</p> <p>10. Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above (FARS) [NHTSA C-5]</p> <p>11. Number of impaired-driving arrests made during grant-funded enforcement activities (eGrants) [NHTSA A-2]</p> <p>12. Number of 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year-olds (TXDOT)</p>	<ul style="list-style-type: none"> Figure 7 Figure 8 N/A Figure 9 	<ul style="list-style-type: none"> 8,048 DUI-related (alcohol or other drugs) KAB crashes (2011 TxDOT) 1,259 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2010 FARS) 10,946 impaired driving arrests made during enforcement activities (2011 eGrants) 47.60 16-20 year old DUI driver (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2011 TxDOT) 	<ul style="list-style-type: none"> 8,040 DUI-related (alcohol or other drugs) KAB crashes (TxDOT) 1,256 fatalities involving a driver or motorcycle operator with a BAC NHTSA Activity Measure (No target set) 47.59 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (TxDOT) 	<ul style="list-style-type: none"> 8,444 DUI-related (alcohol or other drugs) KAB crashes (2012 TxDOT) 1,296 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2012 FARS) 8,587 impaired driving arrests made during enforcement activities (2013 eGrants) 48.92 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2012 TxDOT)

Table 2.4

Emergency Medical Services – 03

Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<p>To improve EMS care and support provided to motor vehicle trauma victims in rural and frontier areas of Texas.</p>	<ul style="list-style-type: none"> To increase the availability of EMS training in rural and frontier areas. Increase EMS involvement in local community safety efforts. 	<p>13. Number of students trained in EMS classes</p>	<p>N/A</p>	<p>3,733 students trained in EMS classes (2011 eGrants)</p>	<p>750 students trained in EMS classes</p>	<p>1,570 students trained in EMS classes (2013 eGrants)</p>

Table 2.5

Motorcycle Safety – 04						
Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To reduce the number of motorcyclist fatalities	<ul style="list-style-type: none"> Increase enforcement of existing motorcycle helmet law for riders and passengers under 21. Improve public information and education on motorcycle safety, including the value of wearing a helmet. Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs. Increase rider education and training. 	<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 (TXDOT)</p>	<ul style="list-style-type: none"> Figure 10 Figure 10 Figure 11 	<ul style="list-style-type: none"> 415 motorcyclist fatalities (2010 FARS) 244 un-helmeted motorcyclist fatalities (2010 FARS) 94 motorcycle operator fatalities with a BAC of .08 or above (2011 TxDOT) 	<ul style="list-style-type: none"> 414 motorcyclist fatalities (FARS) 243 un-helmeted motorcyclists (FARS) 93 motorcycle operator fatalities with a BAC of .08 or above (TxDOT) 	<ul style="list-style-type: none"> 452 motorcyclist fatalities (2012 FARS) 263 un-helmeted motorcyclist fatalities (2012 FARS) 106 motorcycle operator fatalities with a BAC of .08 or above (2012 TxDOT)

Table 2.6

Occupant Protection – 05						
Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To increase occupant restraint use in all passenger vehicles and trucks	<ul style="list-style-type: none"> Increase and sustain high visibility enforcement of occupant protection laws. Increase public information and education campaigns. Increase intervention efforts by healthcare professionals, teachers, and all safety advocates. Concentrate efforts on historically low use populations. Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors. Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors. Increase EMS/fire department involvement in CPS fitting stations. Maintain CPS seat distribution programs for low income families. 	<p>17. Number of seat belt citations issued during grant funded enforcement activities (eGrants) [NHTSA A-1]</p> <p>18. Driver and outboard front seat passenger restraint use [NHTSA B-1]</p> <p>19. Safety belt use rate by children age 5-16</p> <p>20. Child passenger restraint use rate for children ages 0-4</p> <p>21. Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) [NHTSA C-4]</p>	<ul style="list-style-type: none"> N/A Figure 12 N/A N/A Figure 13 	<ul style="list-style-type: none"> 62,658 safety belt citations (2011 eGrants) 94.04 percent (2012 TTI) 79.2 percent (2012 TTI) 89.5 percent (2011 TTI) 834 unrestrained passenger vehicle occupant fatalities, all seat positions (2010 FARS) 	<ul style="list-style-type: none"> NHTSA Activity Measure (No objective set) 94.05 percent (TTI) 79.3 percent (TTI) 89.6 percent (TTI) 833 unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) 	<ul style="list-style-type: none"> 67,466 safety belt citations (2013 eGrants) 94.04 percent (2012 TTI) 62.3 percent (2013 TTI) 88.6 percent (2013 TTI) 927 unrestrained passenger vehicle occupant fatalities, all seat positions (2012 FARS)

Table 2.7

Pedestrian and Bicyclist Safety – 06

Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<p>To reduce the number of motor vehicle-related pedestrian and bicyclist fatalities</p>	<ul style="list-style-type: none"> • Increase awareness for sharing the road between bicyclists and motorists. • Increase public information and education efforts on bicycle safety. • 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. 	<p>22. Number of pedestrian fatalities (FARS) [NHTSA C-10]</p> <p>23. Number of bicyclist fatalities (TXDOT)</p>	<ul style="list-style-type: none"> • Figure 14 • Figure 15 	<ul style="list-style-type: none"> • 345 pedestrian fatalities (2010 FARS) • 46 bicyclist fatalities (2011 TxDOT) 	<ul style="list-style-type: none"> • 343 pedestrian fatalities • Maintain 46 bicyclist fatalities (TxDOT) 	<ul style="list-style-type: none"> • 478 pedestrian fatalities (2012 FARS) • 56 bicyclist fatalities (2012 TxDOT)

Table 2.8

Police Traffic Services – 07						
Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Increase public education and information campaigns regarding enforcement activities. Increase and sustain enforcement of traffic safety-related laws. Provide technical and managerial support to local law enforcement agencies and highway safety professionals. 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 commercial motor vehicle speed limits. 	<p>24. Number of intersection and intersection-related KAB crashes (TXDOT)</p> <p>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" (TXDOT)</p> <p>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" (TXDOT)</p>	<ul style="list-style-type: none"> Figure 16 Figure 17 Figure 17 	<ul style="list-style-type: none"> 25,021 intersection and intersection-related KAB crashes (2011 TxDOT) 210 fatalities in crashes involving motor vehicles with a body type of 'semitrailer' or 'truck-tractor' (2011 TxDOT) 277 fatal crashes involving motor vehicles with a body type of 'semitrailer' or 'truck-tractor' (2011 TxDOT) 	<ul style="list-style-type: none"> 25,018 intersection and intersection-related KAB crashes (TxDOT) 2,009 fatalities for vehicles with a body type of 'semitrailer' or 'truck-tractor' (TxDOT) 276 fatal crashes for motor vehicles with a body type of 'semi-trailer' or 'truck tractor' (TxDOT) 	<ul style="list-style-type: none"> 26,045 intersection and intersection-related KAB crashes (2012 TxDOT) 395 fatalities in crashes involving motor vehicles with a body type of "Semi-Trailer" or "Truck-Tractor" (2012 TxDOT) 346 fatal crashes involving motor vehicles with a body type of Semi-Trailer' or 'Truck-Tractor' (2012 TxDOT)

Table 2.9

Speed Control – 08

Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<p>To reduce the number of speed-related fatalities and serious injury crashes</p>	<ul style="list-style-type: none"> • Increase and sustain high visibility enforcement of speed-related laws. • 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. 	<p>27. Number of speeding related citations issued during grant-funded enforcement activities eGrants) [NHTSA A-3]</p> <p>28. Number of speeding-related fatalities (FARS) [NHTSA C-6]</p>	<ul style="list-style-type: none"> • N/A • Figure 18 	<ul style="list-style-type: none"> • 281,128 speed citations (2011 eGrants) • 1,190 speeding-related fatalities (2010 FARS) 	<ul style="list-style-type: none"> • NHTSA Activity Measure (No objective set) • 1,187 speeding-related fatalities (FARS) 	<ul style="list-style-type: none"> • 286,773 speed citations (2013 eGrants) • 1,247 speeding related fatalities (2012 FARS)

Table 2.10

Traffic Records – 09						
Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<p>To improve the timeliness of, quality of, availability of, and linkages of records between crash data bases</p>	<ul style="list-style-type: none"> • Improve the intake, tracking, analysis and reporting of crash data. • Improve the integration of traffic records between state agencies 	<p>29. Days to report local crash data to TXDOT after crash occurrence</p> <p>30. Days for crash data to be accessible from TxDOT CRIS after receiving report of crash from peace officer (CR-3)</p>	<ul style="list-style-type: none"> • N/A • N//A 	<ul style="list-style-type: none"> • Average is 19 business days as of August 2012 (TRF-CR) • Average is 7 business days as of August 2012 (TRF-CR) 	<ul style="list-style-type: none"> • 18 business days average • 6 business days from CRIS to availability 	<ul style="list-style-type: none"> • Average of 14 business days to report. (TRF-CR Federal FY 2013) • 3 business days from TxDOT CRIS to availability (Federal FY 2013 TxDOT)

Table 2.11

Driver Education and Behavior Program Area – 10

Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<p>To increase public knowledge, perception and understanding of traffic safety</p>	<ul style="list-style-type: none"> Develop and implement public information and education efforts on traffic safety issues. Provide assistance to update the drivers' education curriculum. Conduct and assist local, state and national traffic safety campaigns. 	<p>31. Number of media impressions reached with traffic safety messages</p> <p>32. Driver Attitudes and Awareness concerning impaired driving, seat belt use, and speeding issues (Survey – 1)</p> <p>33. Number of Distracted Driving related KAB Crashes (TXDOT)</p>	<ul style="list-style-type: none"> N/A N/A Figure 19 	<ul style="list-style-type: none"> Over 1.1 billion media impressions reached with traffic safety messages (2011 Annual Report) Conducted 1 survey in Summer 2012 12,353 distracted driving related KAB crashes (2011 TxDOT) 	<ul style="list-style-type: none"> Maintain 1.0 billion media impressions reached with traffic safety messages Conduct at least 1 survey in Summer 2013 12,350 distracted driving related KAB crashes (TxDOT) 	<ul style="list-style-type: none"> 2.86 billion traffic safety media impressions (2013 Annual Report) Conducted 1 survey in Summer 2013 (TRF-TS) 14,033 distracted driving related KAB crashes (2012 TxDOT)

Table 2.12

Railroad / Highway Crossing – 11

Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To reduce KAB crashes at railroad/highway crossings	<ul style="list-style-type: none"> Educate law enforcement on laws governing railroad/highway crossings. Increase public education and Information campaigns. 	34. Number of KAB crashes at railroad/highway crossings (TXDOT)	<ul style="list-style-type: none"> Figure 20 	<ul style="list-style-type: none"> 124 KAB crashes at railroad/ highway crossings (2011 TxDOT) 	<ul style="list-style-type: none"> 123 KAB crashes at railroad/ highway crossings (TxDOT) 	<ul style="list-style-type: none"> 197 KAB crashes at railroad/highway crossings (2012 TxDOT)

Table 2.13

Roadway Safety – 12						
Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Increase public education and information on roadway safety. Provide traffic safety problem identification to local jurisdictions. Improve highway design and engineering through training. Provide training on roadway safety issues. 	<p>35. Number of serious injuries in work zones (TXDOT)</p> <p>36. Number of fatalities in work zones (TXDOT)</p> <p>37. Number of persons trained in roadway safety classes</p>	<ul style="list-style-type: none"> Figure 21 Figure 22 N/A 	<ul style="list-style-type: none"> 2,964 serious injuries in work zones (2011 TxDOT) 115 fatalities in work zones (2011 TxDOT) 3,500 students trained in roadway safety classes (2011 eGrants) 	<ul style="list-style-type: none"> 2,961 serious injuries in work zones (TxDOT) 114 fatalities in work zones (TxDOT) 3,006 students in roadway safety classes (eGrants) 	<ul style="list-style-type: none"> 3,500 serious injuries in work zones (2012 TxDOT) 132 fatalities in work zones (2012 TxDOT) 2,855 students trained in roadway safety classes (2013 eGrants)

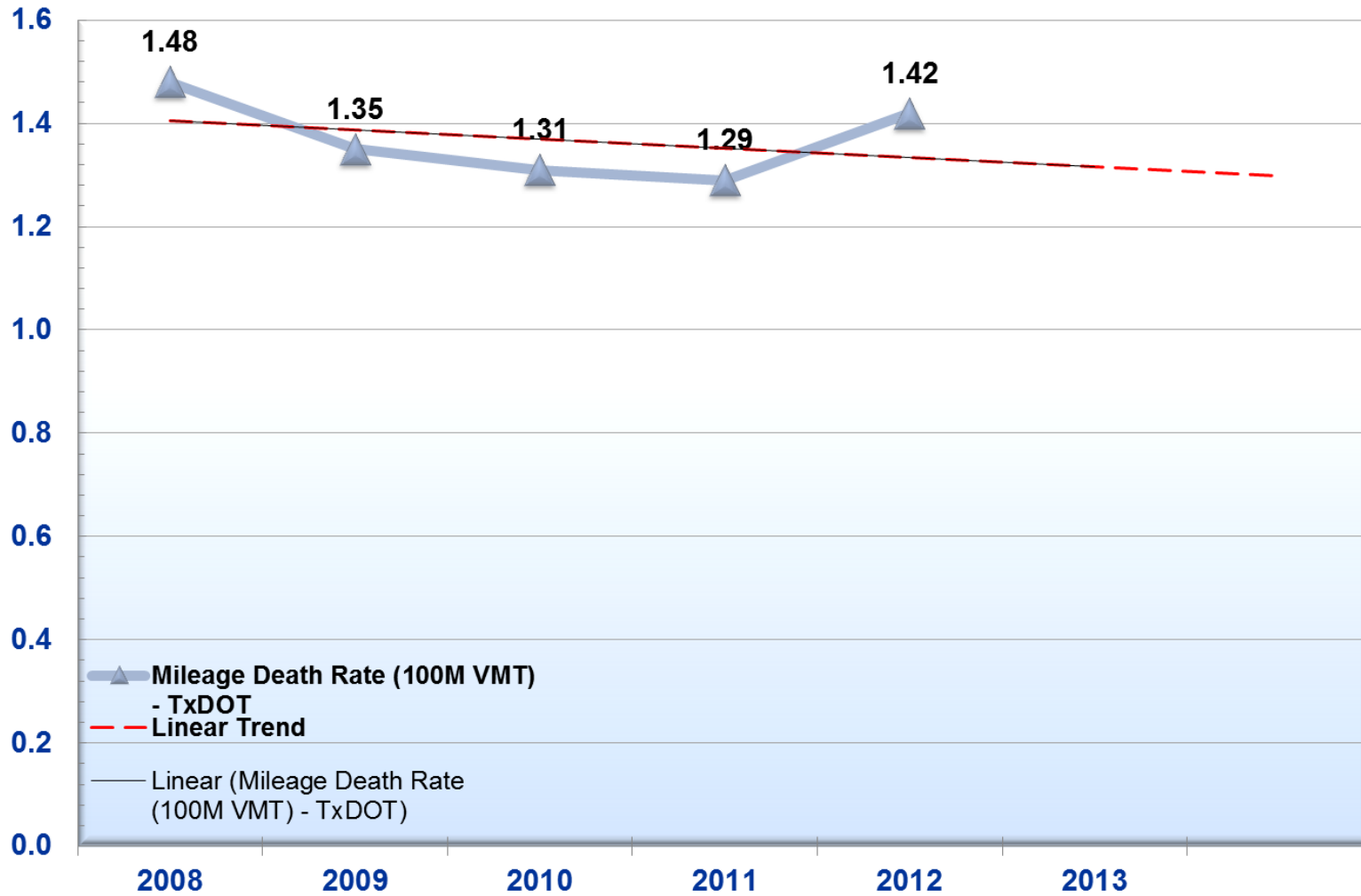
Table 2.14

Safe Communities – 13						
Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries	<ul style="list-style-type: none"> Support the Safe Communities Coalitions. 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. 	38: Number of Safe Communities coalitions	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 16 funded coalitions (2011 NHTSA) 	<ul style="list-style-type: none"> Maintain a minimum of 16 coalitions 	<ul style="list-style-type: none"> 14 coalitions (2013 NHTSA)

Table 2.15

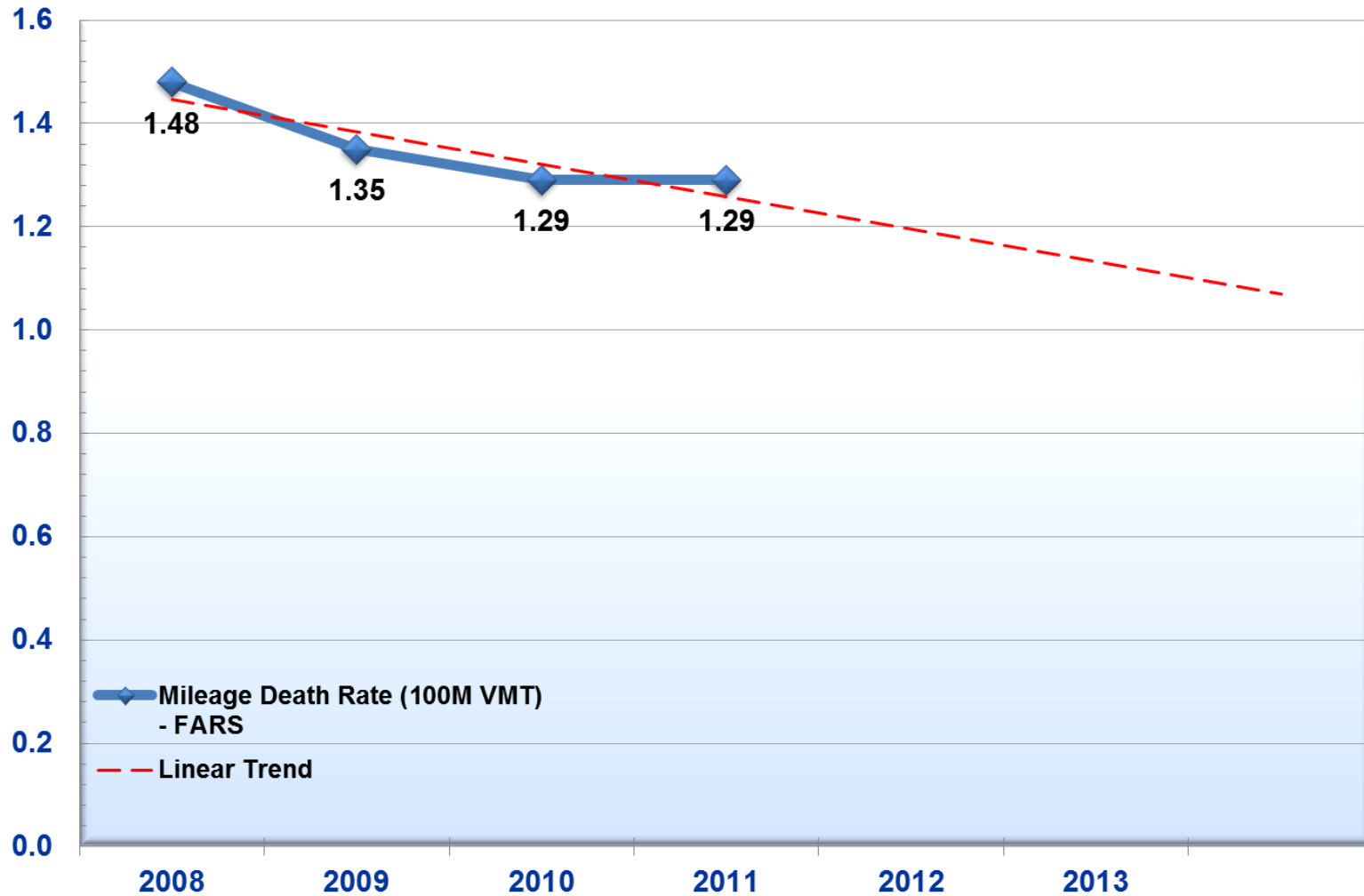
School Bus Program – 14						
Goals	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To reduce School bus-related crashes, injuries and fatalities	<ul style="list-style-type: none"> Provide safe school bus operation training for school bus drivers. Provide public information and education campaigns to promote safe motor vehicle operations around school buses. 	39: Number of school bus passenger fatalities per year on a five year average (FARS)	<ul style="list-style-type: none"> Figure 23 	<ul style="list-style-type: none"> 0.4 school bus passenger fatalities (2009 FARS) 	<ul style="list-style-type: none"> 0.4 school bus passenger fatalities (FARS) 	<ul style="list-style-type: none"> 0.6 school bus passenger fatalities (2011 FARS)

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



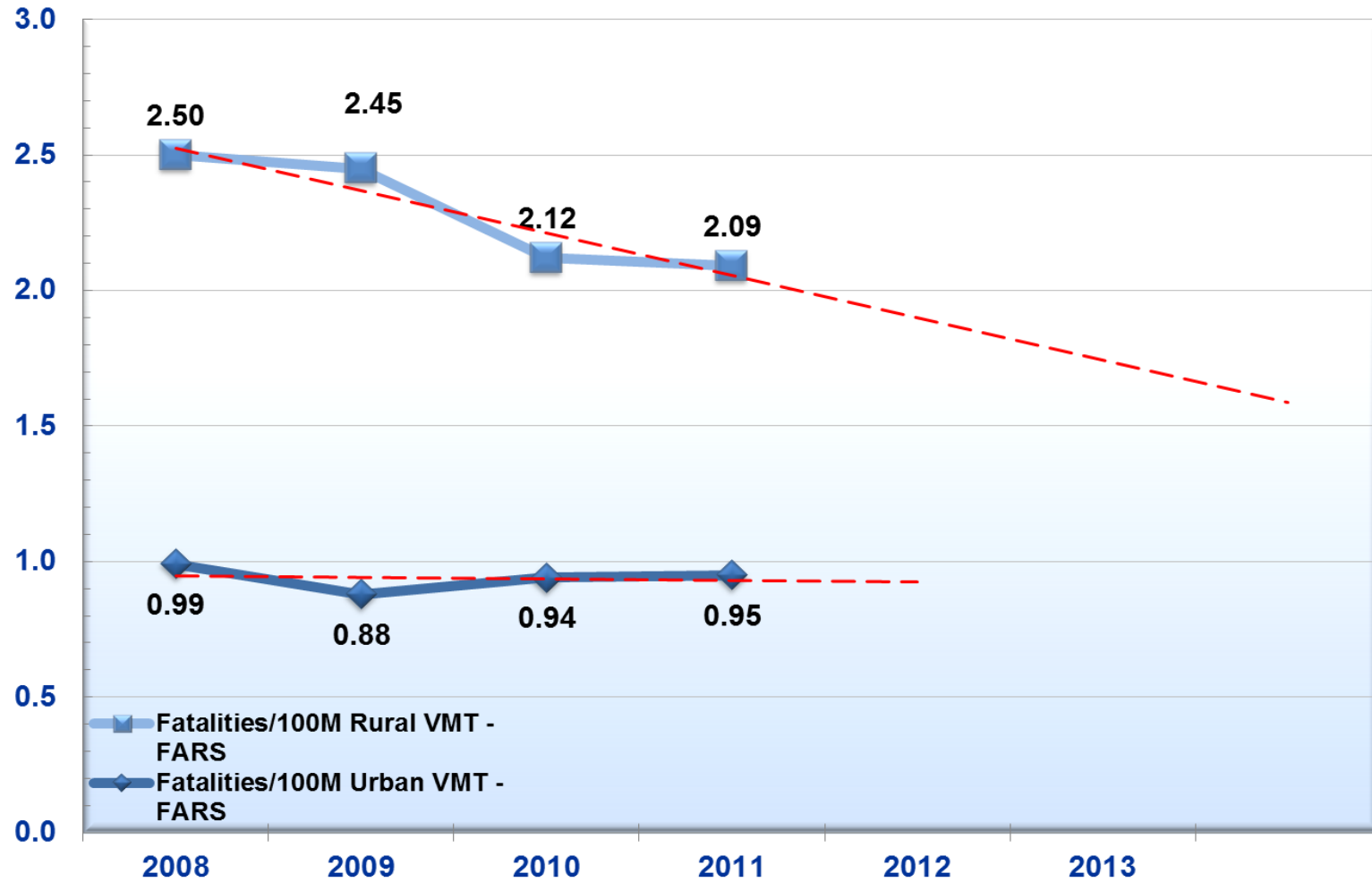
Data Source: TxDOT December 2, 2013

**Figure 2. Performance Measure 1
Mileage Death Rate**



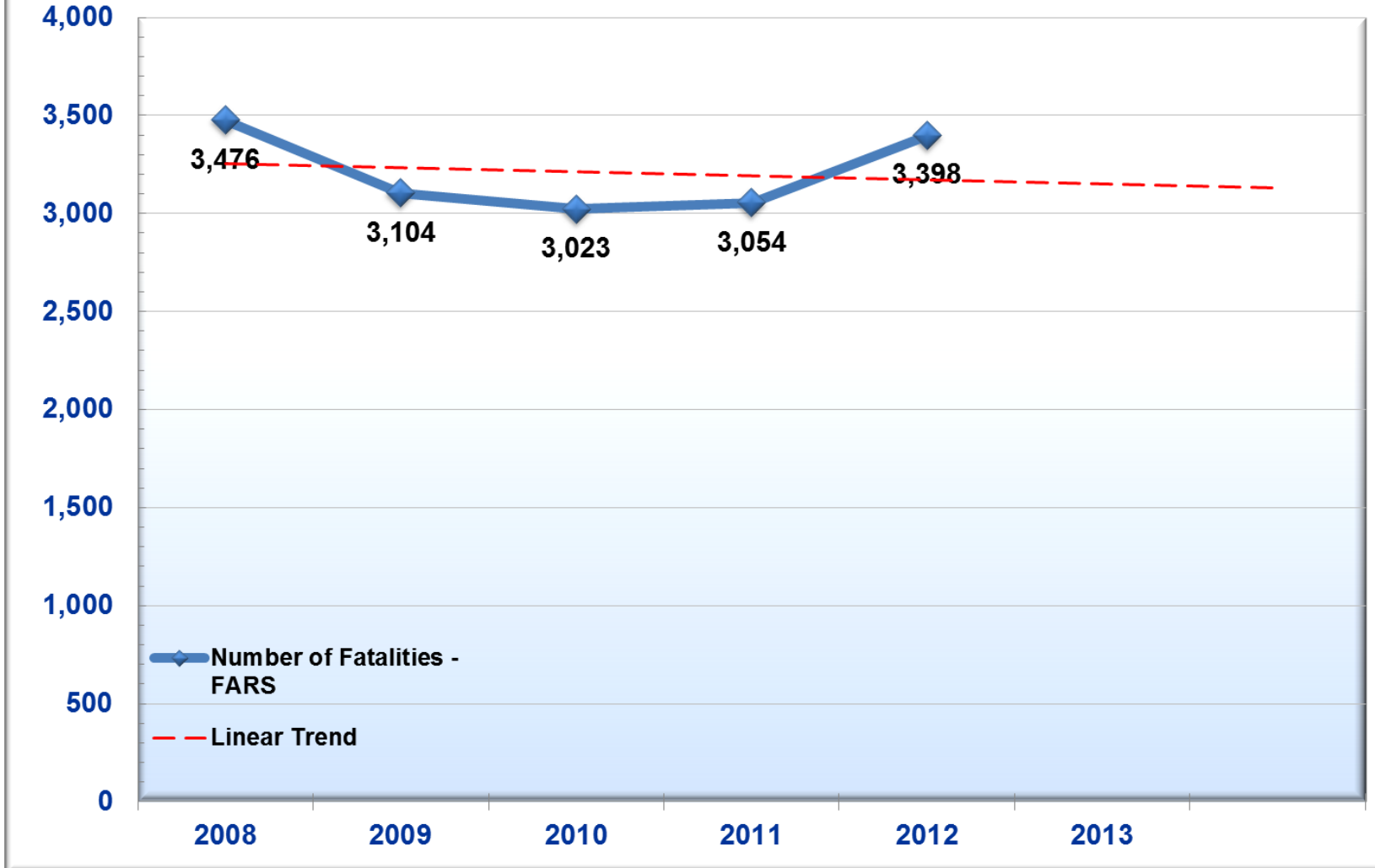
Data Source: NHTSA Traffic Safety Facts Texas 2008-2011 FARS Final File and 2012 Annual Report File (ARF)

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



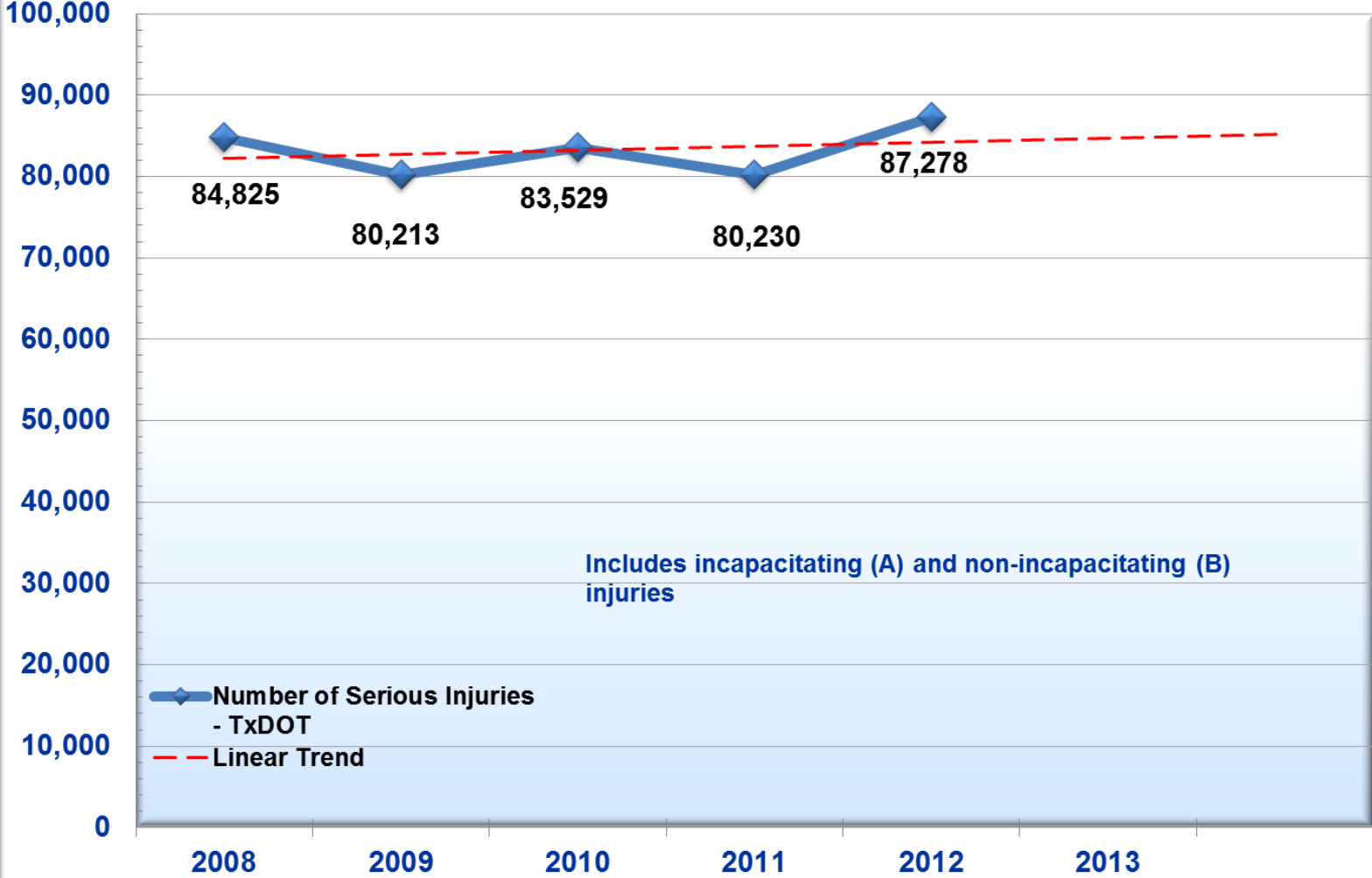
Data Source: NHTSA Traffic Safety Facts Texas 2008-2011 FARS Final File and 2012 Annual Report File (ARF)

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



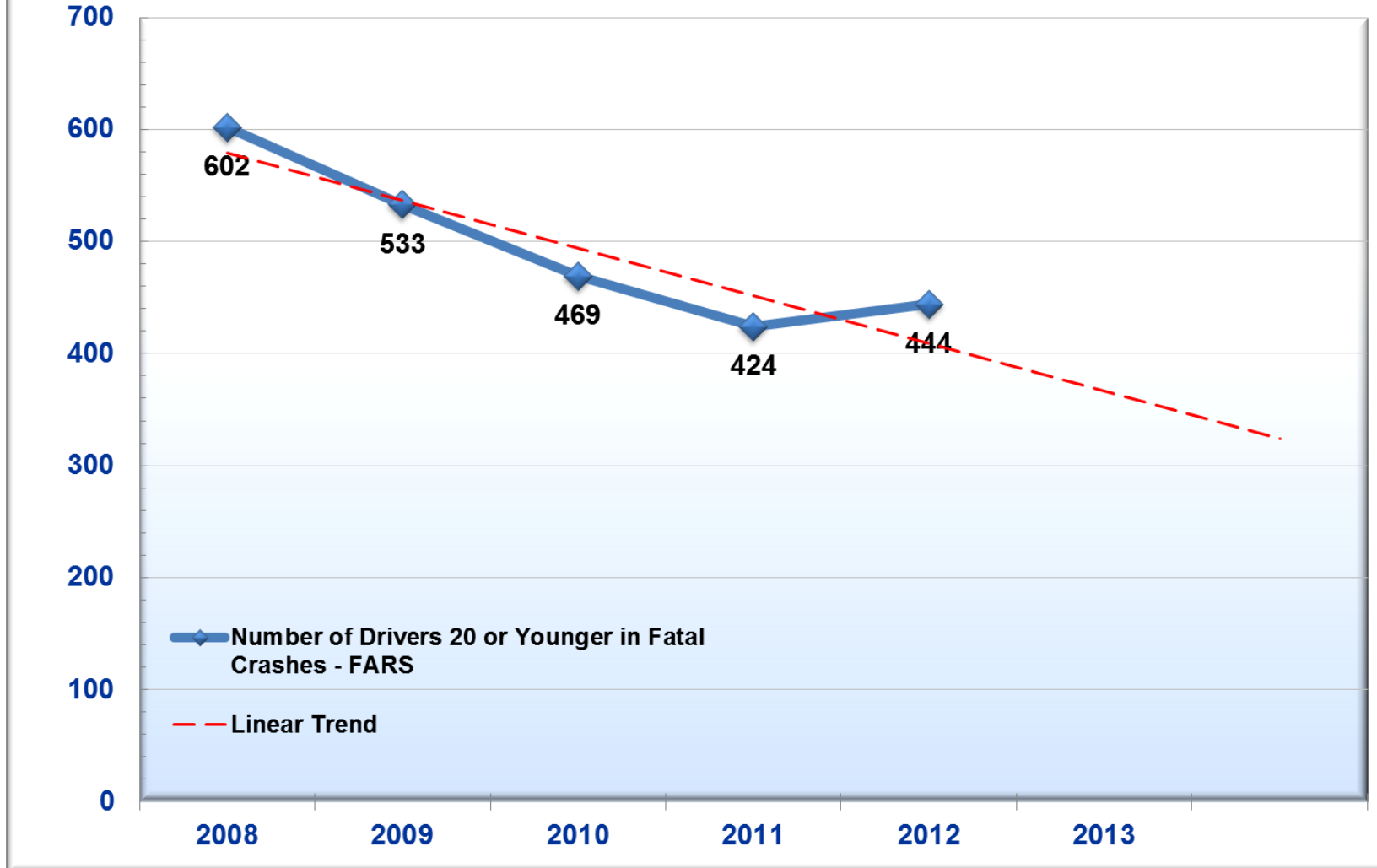
Data Source: NHTSA Traffic Safety Facts Texas 2008-2011 FARS Final File and 2012 Annual Report File (ARF)

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



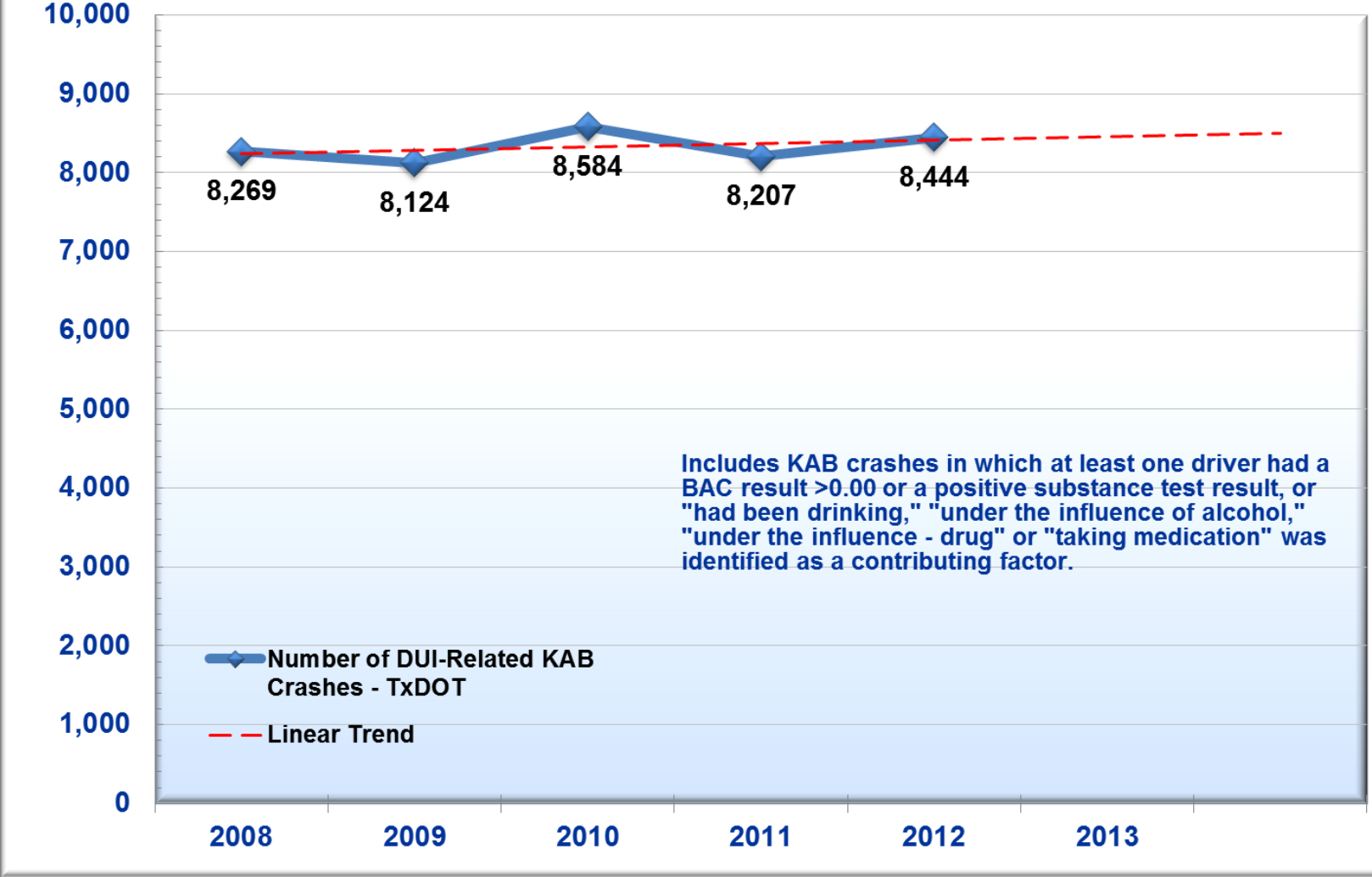
Data Source: TxDOT December 2, 2013

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



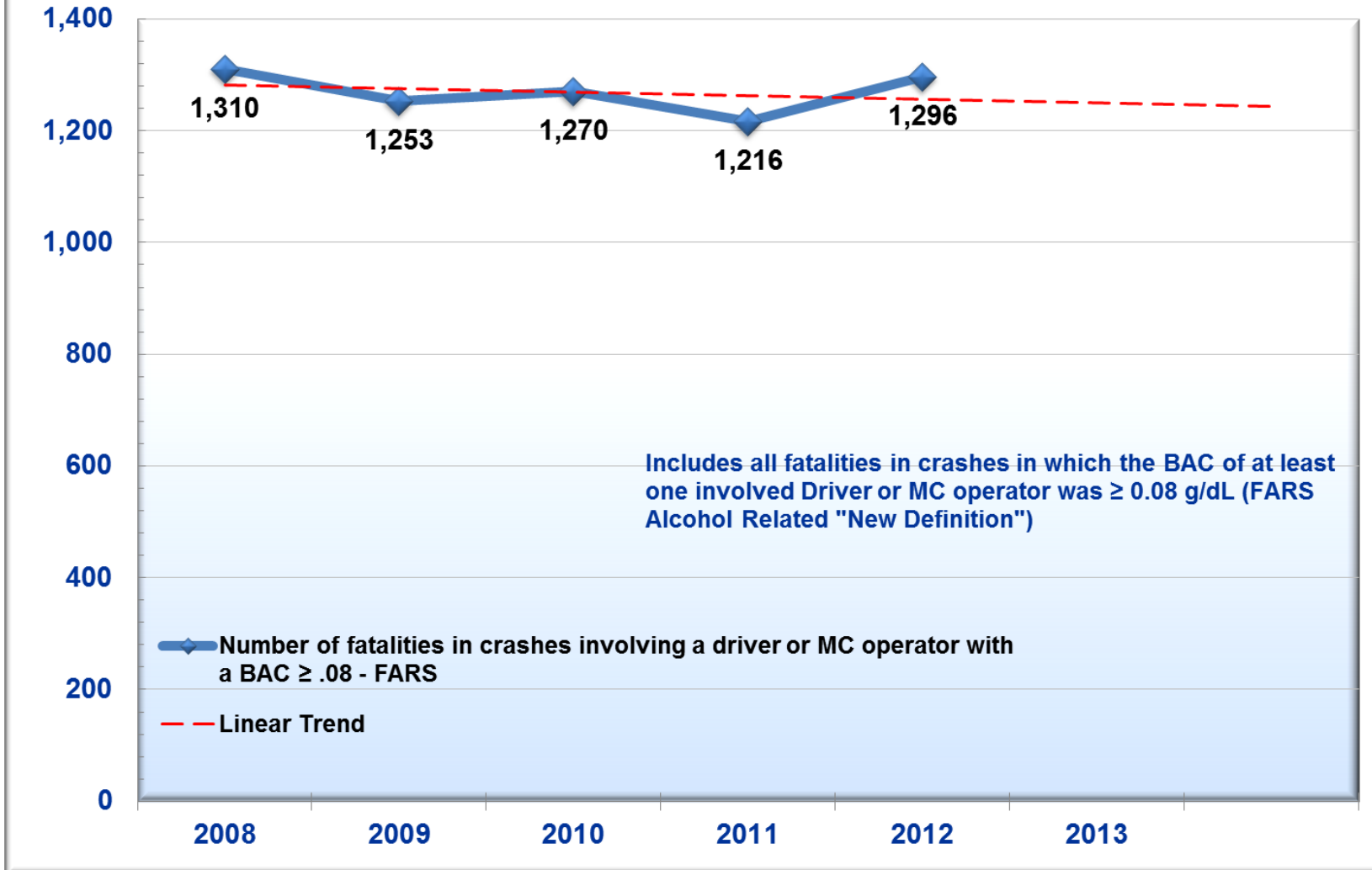
Data Source: NHTSA Traffic Safety Facts Texas 2008-2011 FARS Final File and 2012 Annual Report File (ARF)

**Figure 7. Performance Measure 9
DUI-Related Fatal & Serious Crashes**



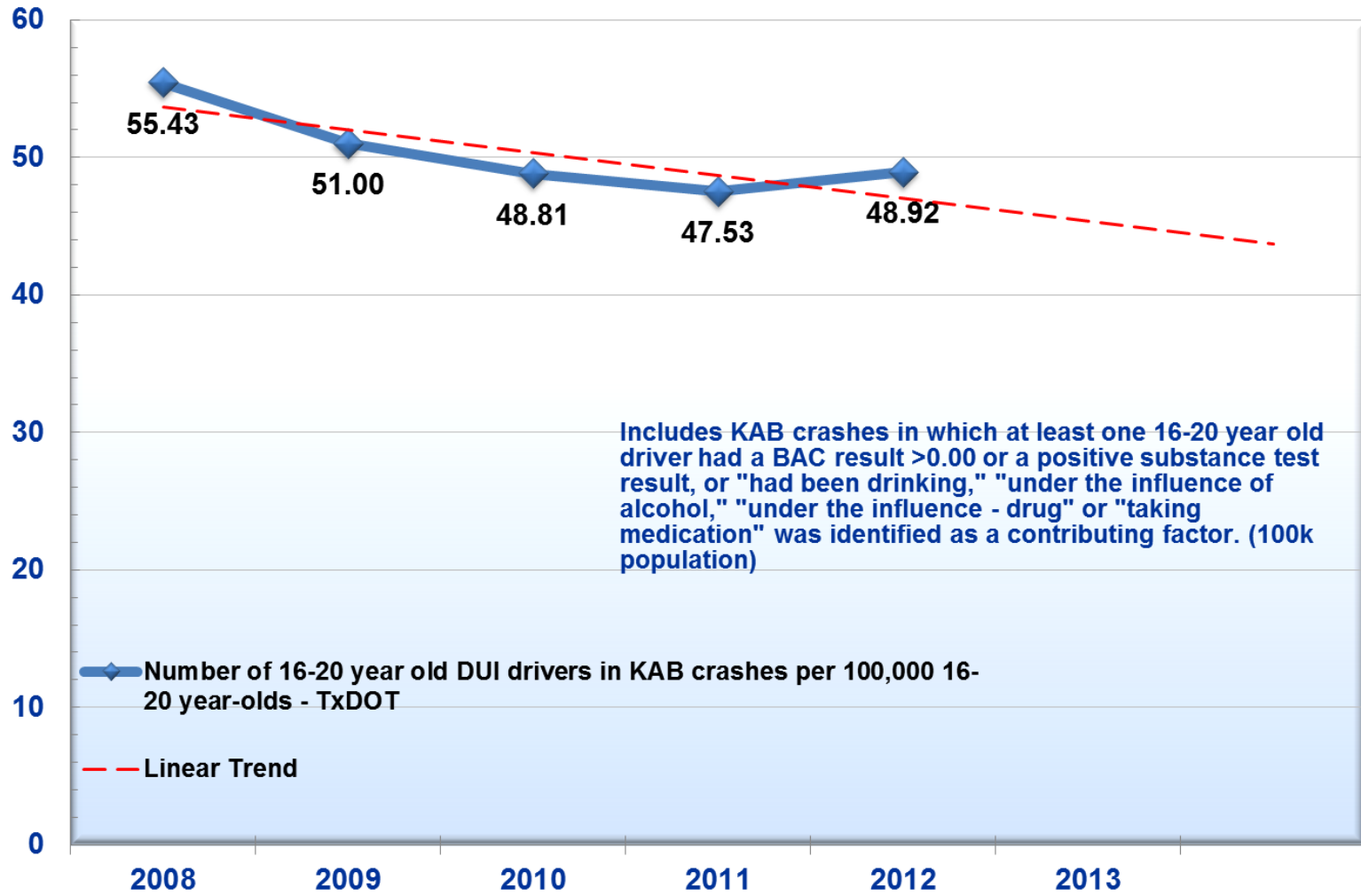
Data Source: TxDOT December 2, 2013

**Figure 8. Performance Measure 10
"New Definition" Alcohol-Related Fatalities**



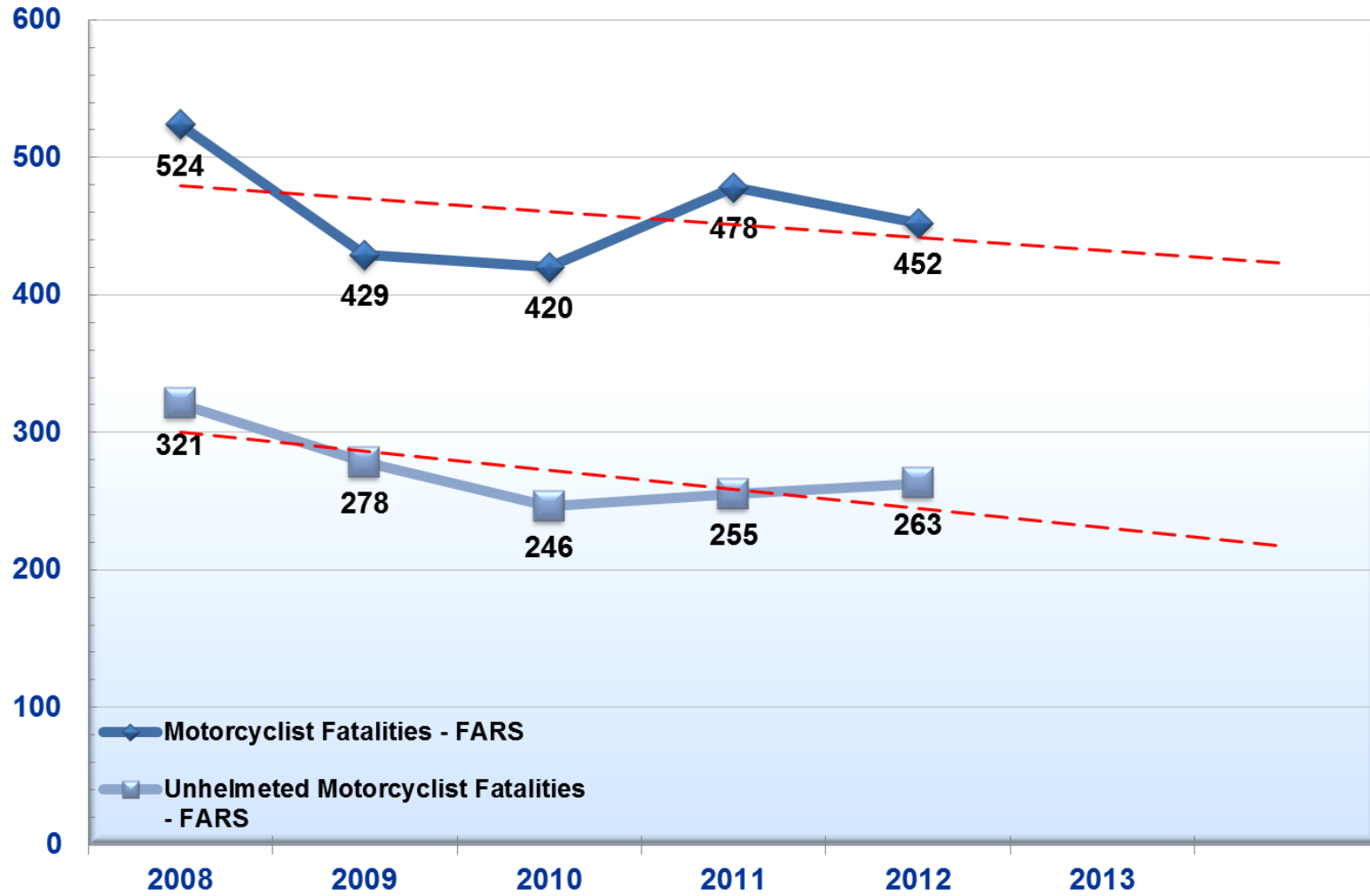
Data Source: NHTSA Traffic Safety Facts Texas 2008-2011 FARS Final File and 2012 Annual Report File (ARF)

**Figure 9. Performance Measure 12
Number of 16-20 year old DUI drivers in KAB crashes**



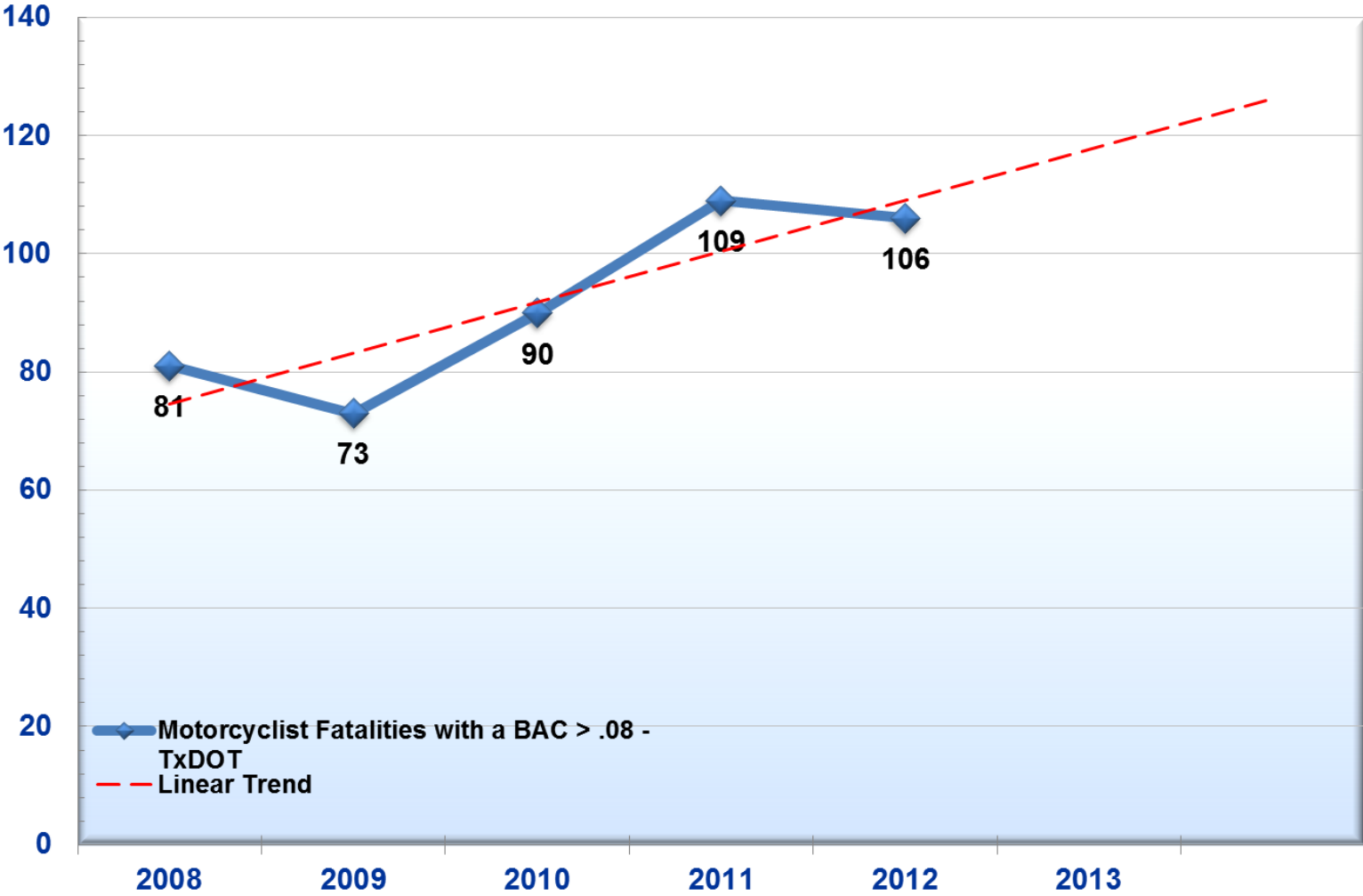
Data Source: TxDOT December 2, 2013

**Figure 10. Performance Measures 14 & 15
Motorcyclist Fatalities & Unhelmeted Motorcyclist Fatalities**



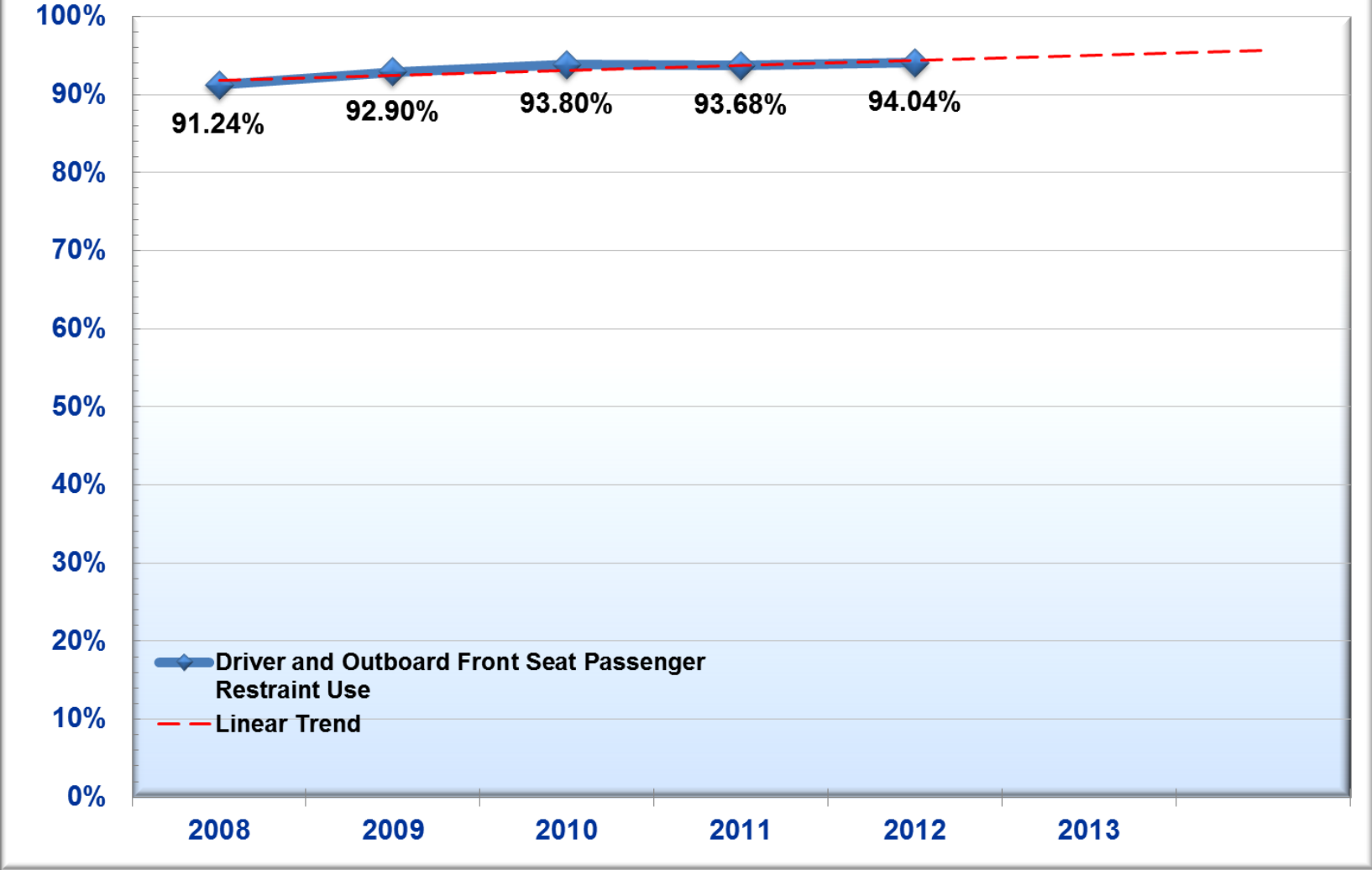
Data Source: NHTSA Traffic Safety Facts Texas 2008-2011 FARS Final File and 2012 Annual Report File (ARF)

**Figure 11. Performance Measure 16
Motorcyclist Fatalities with a BAC > .08**



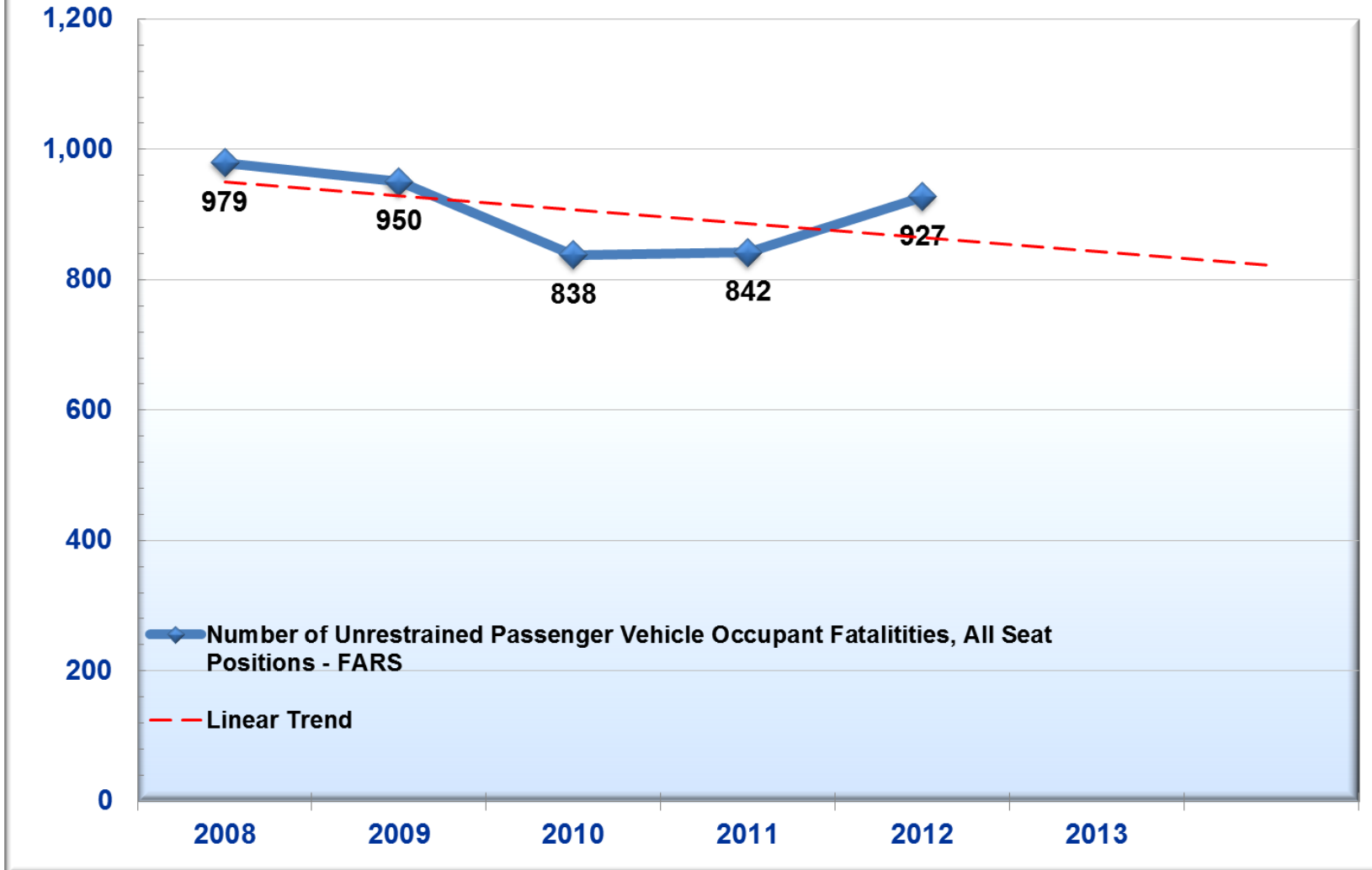
Data Source: TxDOT December 2, 2013

**Figure 12. Performance Measure 18
Front Seat Driver and Outboard Passenger Vehicle Restraint Use**



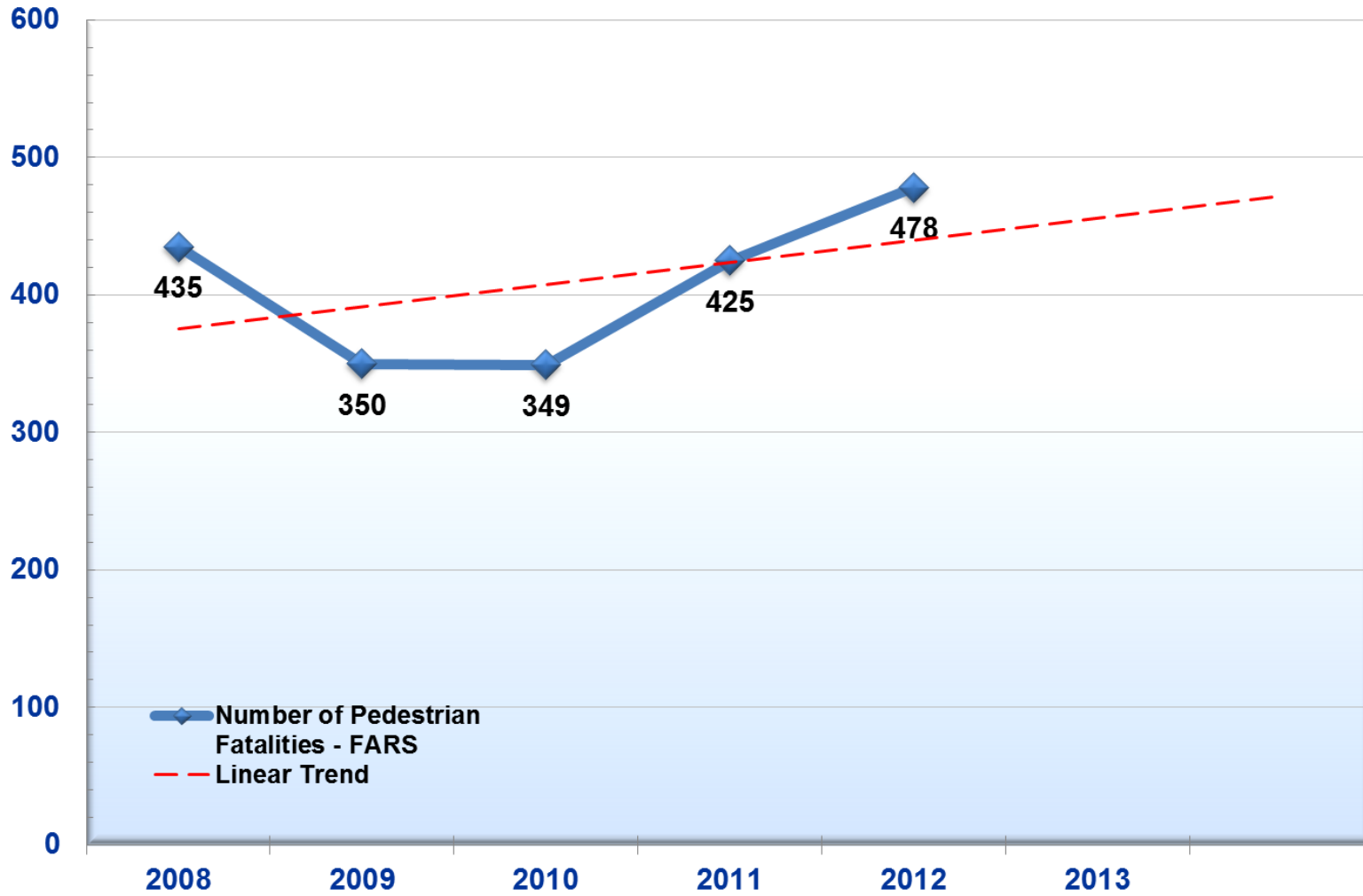
Data Source: TTI Observational Surveys 2012

**Figure 13. Performance Measure 21
Unrestrained Passenger Vehicle Occupant Fatalities**



Data Source: NHTSA Traffic Safety Facts Texas 2008-2011 FARS Final File and 2012 Annual Report File (ARF)

**Figure 14. Performance Measure 22
Number of Pedestrian Fatalities**



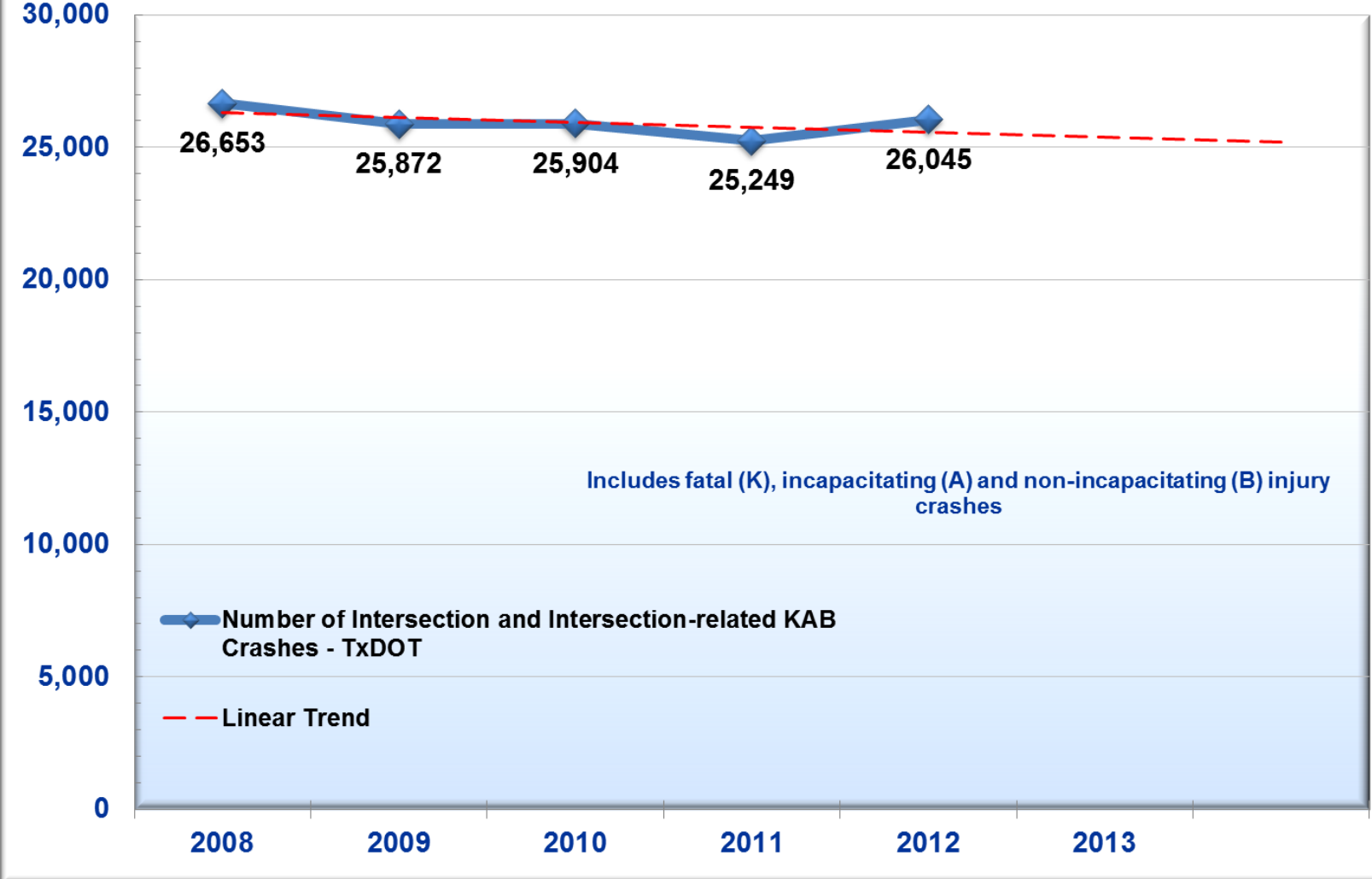
Data Source: NHTSA Traffic Safety Facts Texas 2008-2011 FARS Final File and 2012 Annual Report File (ARF)

**Figure 15. Performance Measure 23
Number of Bicyclist Fatalities**



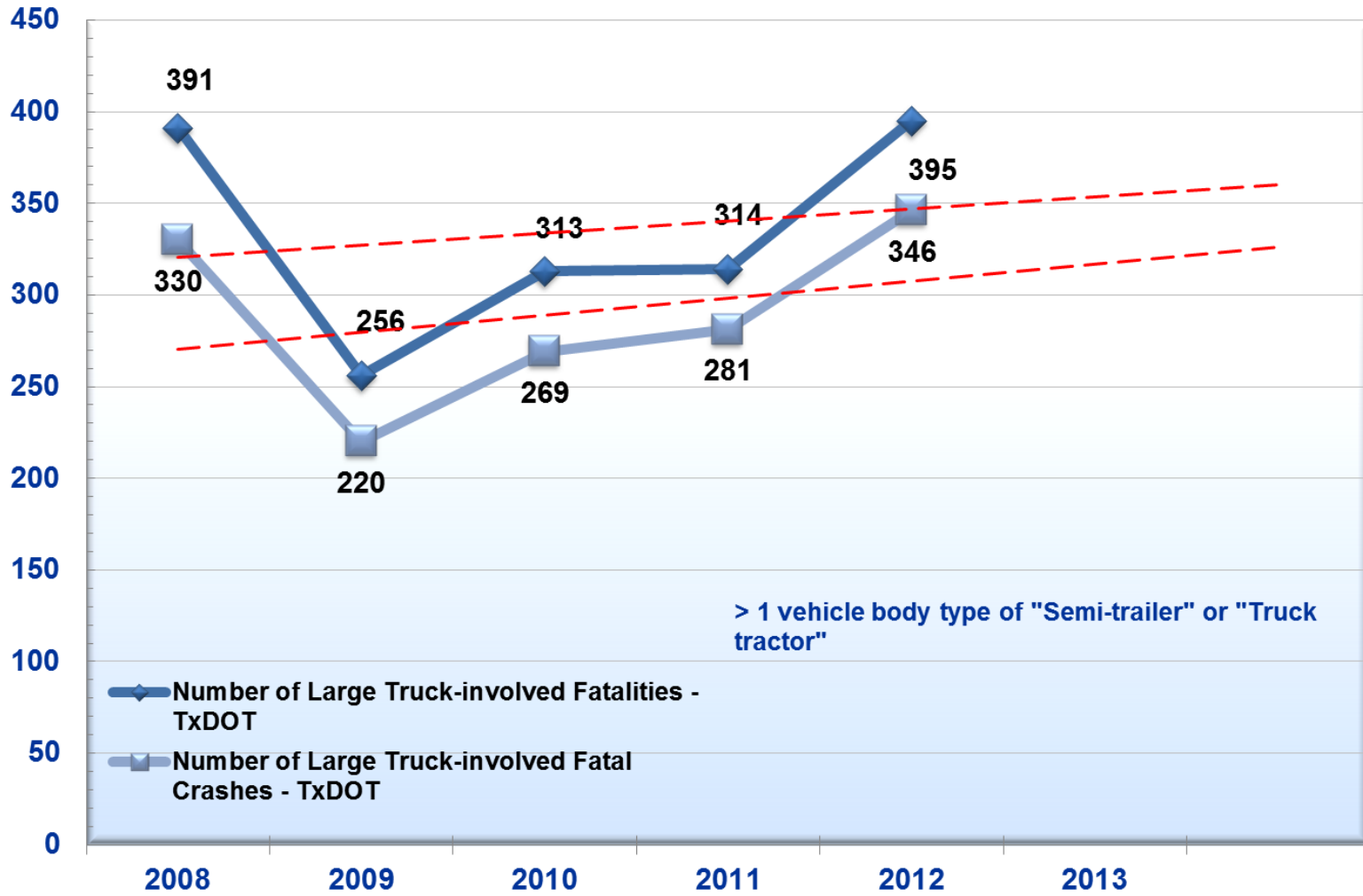
Data Source: TxDOT December 2, 2013

**Figure 16. Performance Measure 24
Intersection Fatal & Serious Crashes**



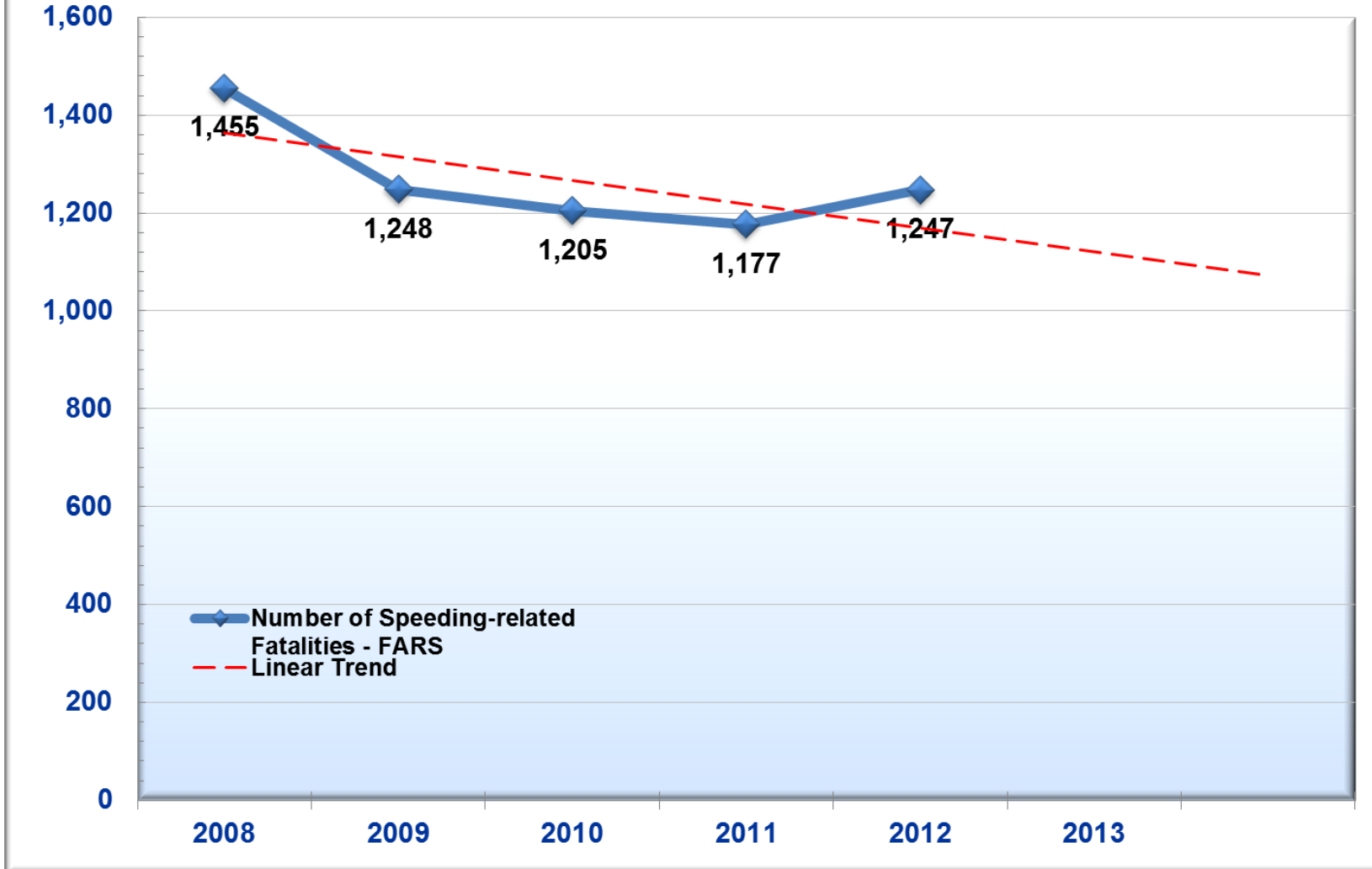
Data Source: TxDOT December 2, 2013

**Figure 17. Performance Measures 25 & 26
Large Truck-Involved Fatalities and Fatal Crashes**



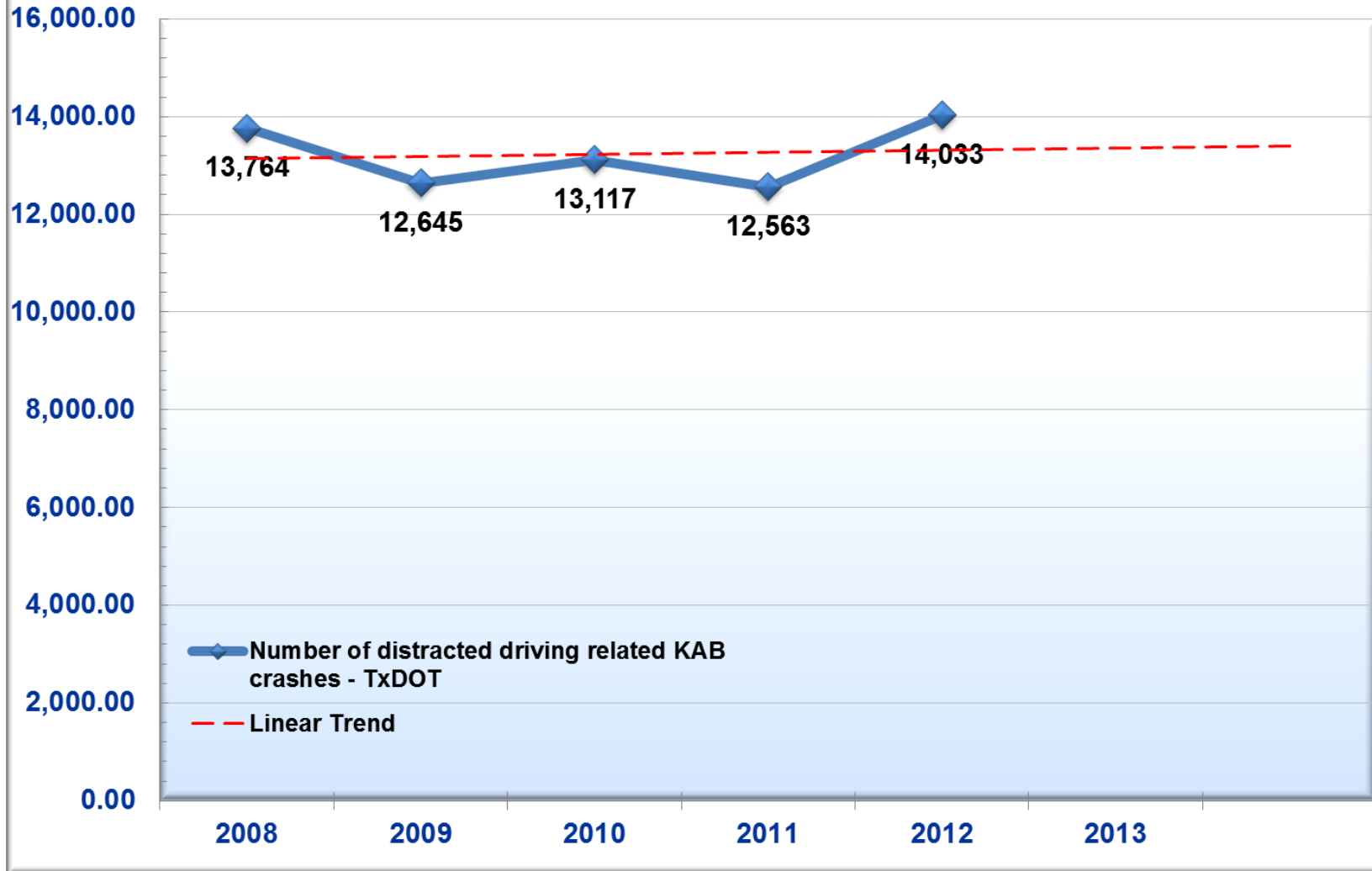
Data Source: TxDOT December 2, 2013

**Figure 18. Performance Measure 28
Speeding-Related Fatalities**



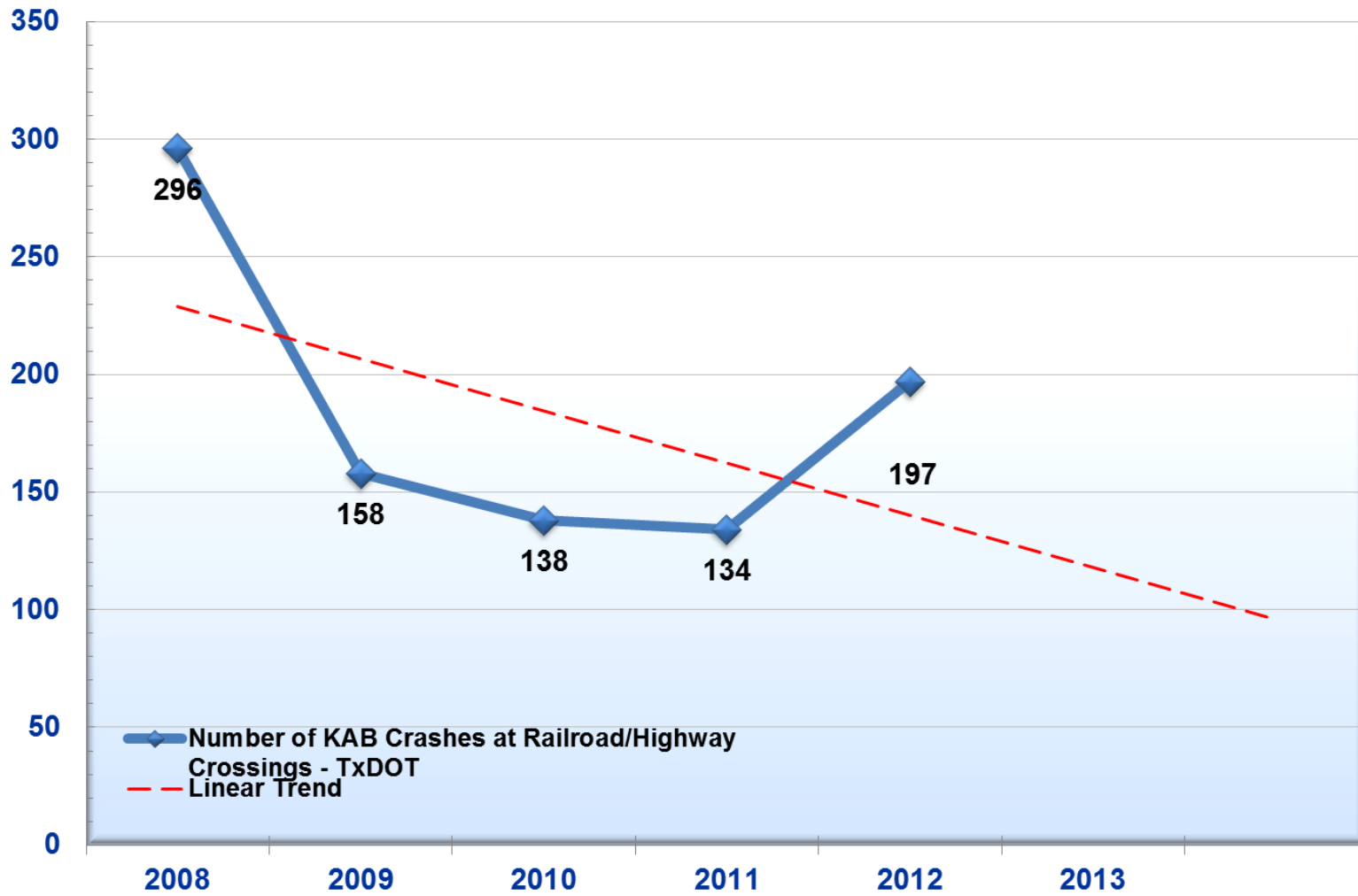
Data Source: NHTSA Traffic Safety Facts Texas 2008-2011 FARS Final File and 2012 Annual Report File (ARF)

**Figure 19. Performance Measure 33
Number of Distracted Driving Related KAB Crashes**



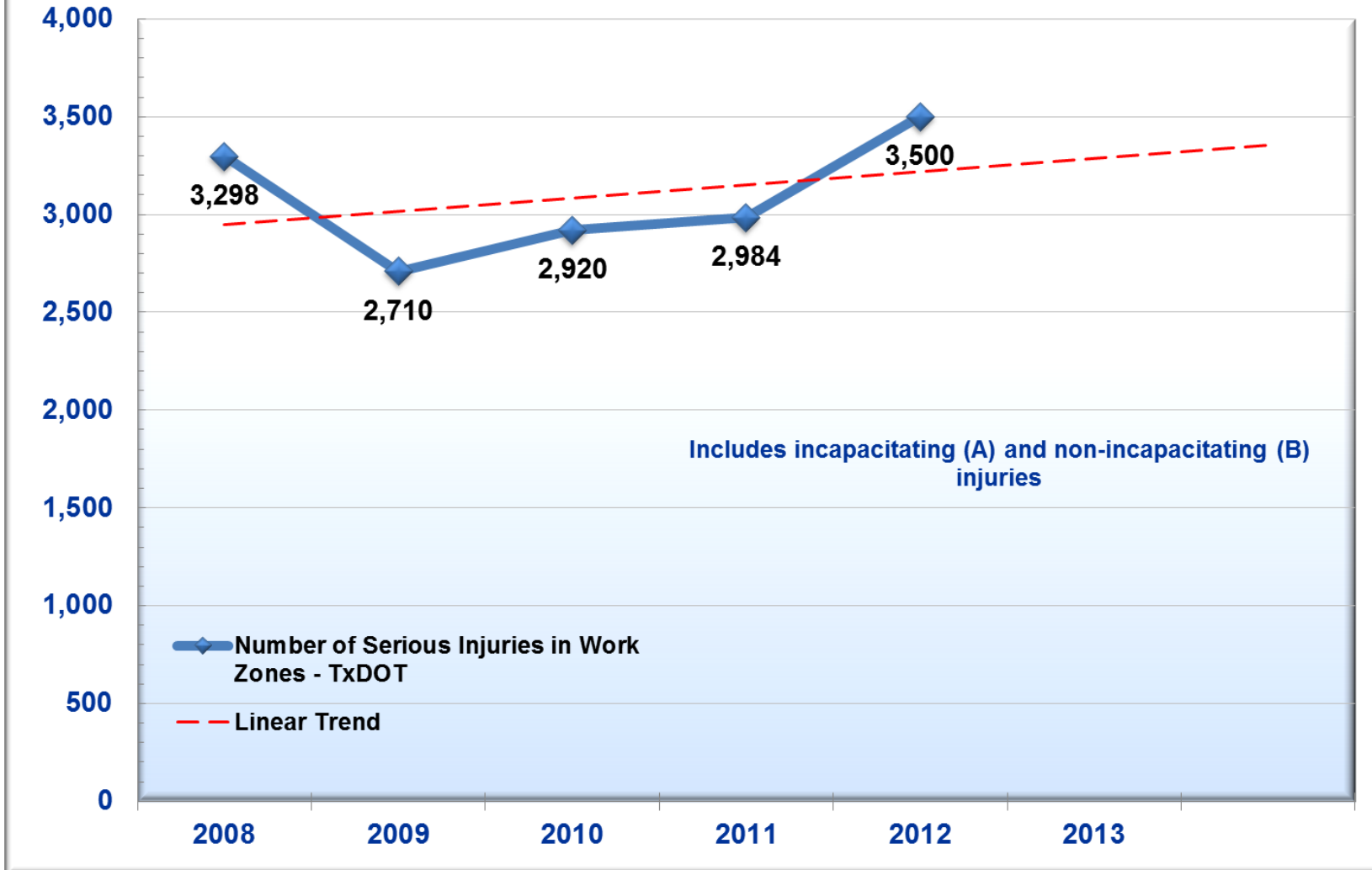
Data Source: TxDOT December 2, 2013

**Figure 20. Performance Measure 34
Fatal and Serious Injury Crashes at Railroad/Highway Crossings**



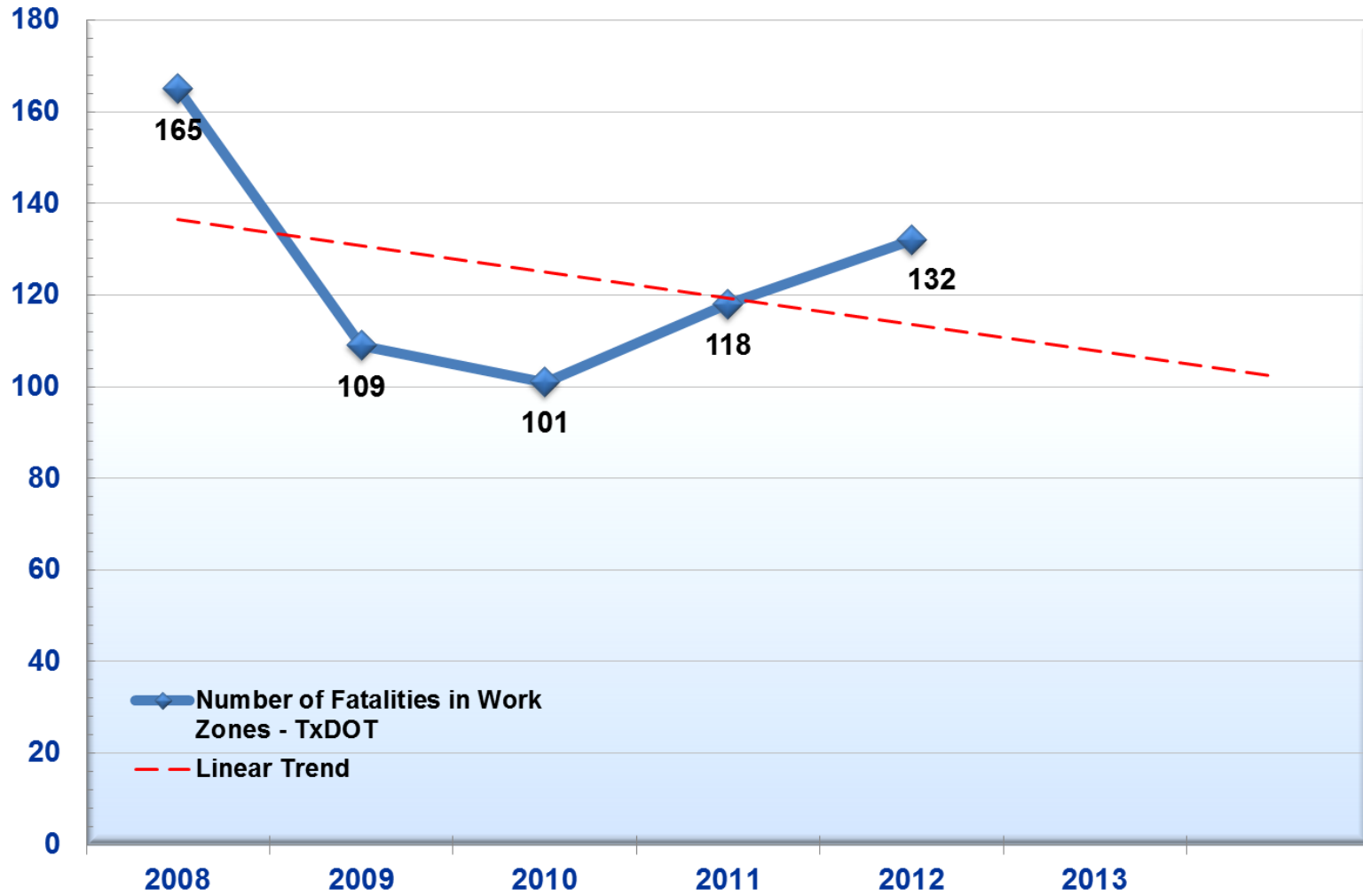
Data Source: TxDOT December 2, 2013

**Figure 21. Performance Measure 35
Serious Injuries in Work Zones**



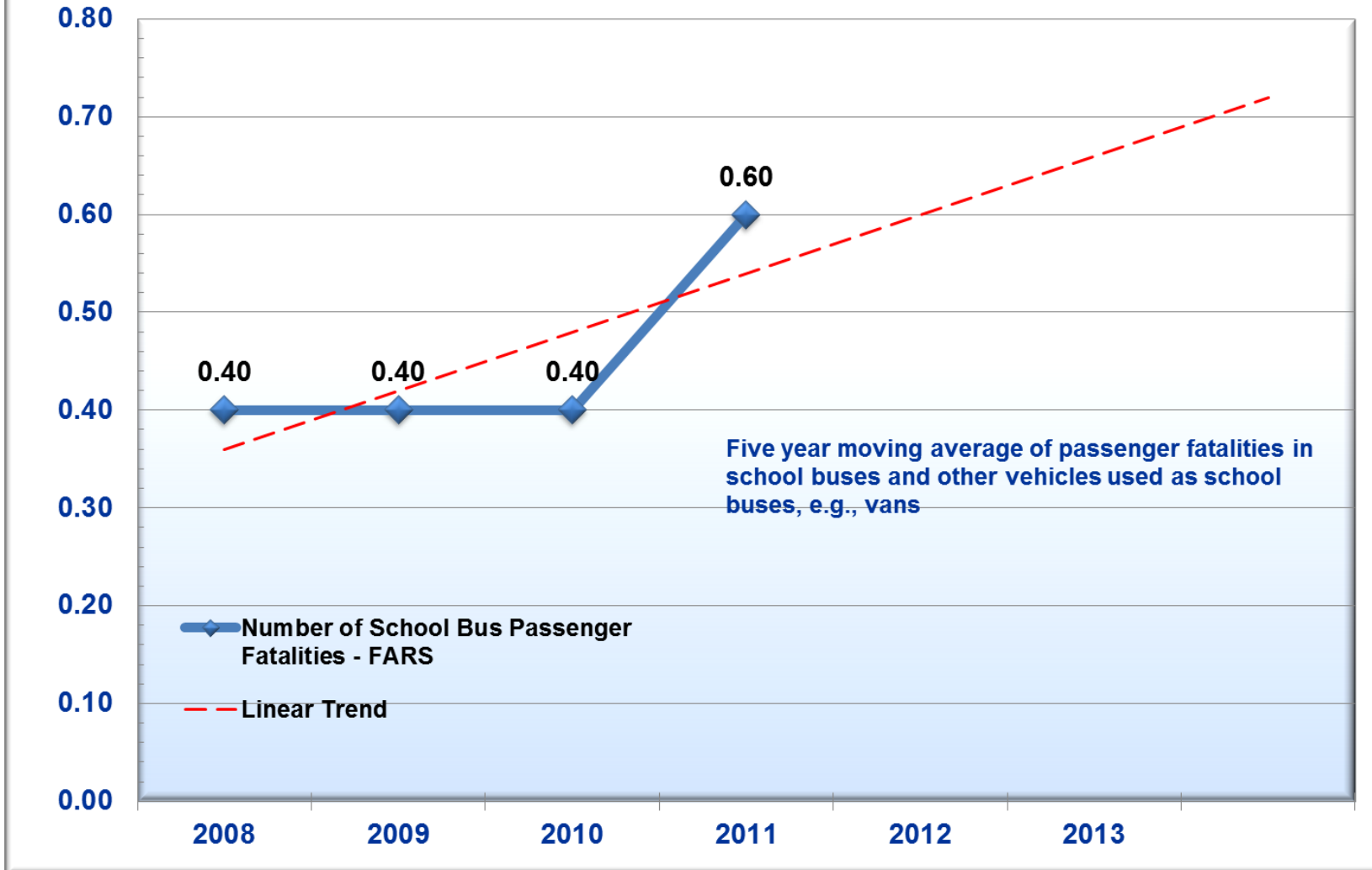
Data Source: TxDOT December 2, 2013

**Figure 22. Performance Measure 36
Fatalities in Work Zones**



Data Source: TxDOT December 2, 2013

**Figure 23. Performance Measure 39
School Bus Passenger Fatalities**



Data Source: NHTSA Traffic Safety Facts Texas 2008-2011 FARS Final File and 2012 Annual Report File (ARF)

Data Sources and 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 2011 are from final FARS data sets. FARS crash and fatality data for 2012 are not final and, therefore, are subject to change.
TxDOT Crash Record Information System (CRIS)	TxDOT CRIS is the replacement for the legacy system Texas Accident File.

Performance Measure Glossary	
Term	Definition
Alcohol-Related Crashes (or Casualties)	<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 \geq .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>
DUI-Related Crashes (or Casualties) - Alcohol or Other Drugs	<p>TxDOT: 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>
Intersection and Intersection-Related Crashes	<p>TxDOT: 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. TxDOT CRIS Codes: INTRST_RELAT_ID = 1 - Intersection, or 2 - Intersection Related.</p>
Large Truck-Involved Crashes (or Fatalities)	<p>TxDOT: All crashes Involving at least one vehicle with a vehicle body type of "Semi-Trailer" or "Truck-Tractor." TxDOT CRIS Codes: VEH_TYPE_ID = 6 - Semi-Trailer, or 24 - Truck-Tractor).</p>
Motor Vehicle-Related Bicycle Fatalities	<p>TxDOT: 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. TxDOT CRIS Codes: PERSN_TYPE_ID = 7 – Pedalcyclist.</p>

Performance Measure Glossary

Term	Definition
Motor Vehicle-Related Pedestrian Fatalities	FARS: All deaths of pedestrians resulting from a crash involving a motor vehicle.
Motorcyclist Fatalities	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, motor scooters), or unknown motored cycle type.
Railroad Grade Crossing Crashes	TXDOT: Crashes at at-grade railroad/highway crossings, whether or not a train was involved – not limited to collisions with trains. TxDOT 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	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
Severity of crash/Severity of injury	<p>FARS and TXDOT: 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>
Speeding-Related Crashes (Casualties)	<p>FARS: Crashes in which at least one driver was driving too fast for conditions or in excess of the posted maximum limit.</p>
Texas Population	<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>TXDOT: 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 2010 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>
Vehicle Miles Traveled (VMT)	<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>TXDOT: 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 TXDOT data use TPP VMT estimates as the denominator.</p>
Work Zone Injuries and Fatalities	<p>TXDOT: Fatalities and serious injuries in crashes occurring in a Work Zone whether or not construction related. TxDOT CRIS codes; CRASH 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.</p>

Section Three
PROGRAM AREA REPORTS

Planning and Administration

PA - 01

Goals

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

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 technical assistance and support for the Strategic Highway Safety Plan.
- Provide training and assistance for local and statewide traffic safety problem identification, planning and project development.
- Provide training and assistance for local and statewide traffic safety problem identification.
- Review and update program procedures as needed.

Project Descriptions

Task: Program Management				Planning and Administration PA - 01			
Organization Name		Division TRF-TS		Project Number			
Rhyan Technologies				TRF-TS eGrants Business Analysis			
Title / Desc. eGrants Business Analysis Services							
Provide business analysis services for the continued enhancement and support of the TxDOT Traffic Safety Electronic Grants Management System (eGrants)							
Participating Organizations		Project #					
Texas Department of Transportation		2013-TxDOT-G-1YG-0303					
Texas Department of Transportation		2013-TxDOT-G-1YG-0313					
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
402 PA	2	Planned: \$337,920.00				\$337,920.00	
	2	Actuals: \$283,410.80				\$283,410.80	

Task: Program Management				Planning and Administration PA - 01			
Organization Name		Division TRF-TS		Project Number			
Texas Department of Transportation				2013-TxDOT-G-1YG-0304			
Title / Desc. Agate Software Intelligrants -Annual Licensing and Maintenance							
Agate Software Intelligrants -Annual Licensing and Maintenance							
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
State State	1	Planned:	\$50,000.00			\$50,000.00	
	1	Actuals:	\$50,000.00			\$50,000.00	

Task: Program Management				Planning and Administration PA - 01			
Organization Name Texas Department of Transportation			Division TRF-TS	Project Number 2013-TxDOT-G-1YG-0305			
Title / Desc. Agate Software - E-Grants Management Solution Development & Implementation							
Agate Software - E-Grants Management Solution Development & Implementation							
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
402 PA	1	Planned: \$75,000.00				\$75,000.00	
	1	Actuals: \$2,000.00				\$2,000.00	

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.							
Participating Organizations			Project #				
Texas Department of Transportation			2013-TxDOT-G-1YG-0292				
Texas Department of Transportation			2013-TxDOT-G-1YG-0293				
Texas Department of Transportation			2013-TxDOT-G-1YG-0297				
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
State State	1	Planned:	\$1,919,154.00			\$1,919,154.00	
	3	Actuals:	\$5,306,431.32			\$5,306,431.32	

Task: Training				Planning and Administration PA - 01				
Organization Name Texas A&M Transportation Institute			Division TRF-TS	Project Number 2013-TTI-G-1YG-0069				
Title / Desc. Fifth Statewide Traffic Safety Conference								
TTI will plan and conduct a fifth Statewide Traffic Safety Conference. This project provides support for planning, implementing and reporting on that conference.								
Strategies Addressed								
- Maintain coordination of traffic safety efforts and provide technical assistance.								
- Provide training and assistance for local and statewide traffic safety problem identification.								
Performance Objectives						<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Statewide Traffic Safety Conference						1	1	<input checked="" type="checkbox"/>
▪ Coordinate plan for a fifth Statewide Traffic Safety Conference						1	1	<input checked="" type="checkbox"/>
▪ Increase total attendance at the 5th Traffic Safety Conference relative to 2012 Conference						250	244	<input type="checkbox"/>
Financial Information:								
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
402 PA	1	Planned: \$39,999.98			\$40,063.49	\$80,063.47		
	1	Actuals: \$39,499.79			\$57,457.25	\$96,957.04		

FY 2013 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 / MAP21	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>	<i>Planned:</i>	5	\$2,382,074.00	\$412,920.00						\$1,969,154.00		
	<i>Actual:</i>	7	\$5,641,842.12	\$285,410.80						\$5,356,431.32		
<i>Public Information Campaigns</i>												
<i>Training</i>	<i>Planned:</i>	1	\$80,063.47	\$39,999.98								\$40,063.49
	<i>Actual:</i>	1	\$96,957.04	\$39,499.79								\$57,457.25
TOTALS:	<i>Planned:</i>	6	\$2,462,137.47	\$452,919.98						\$1,969,154.00		\$40,063.49
	<i>Actual:</i>	8	\$5,738,799.16	\$324,910.59						\$5,356,431.32		\$57,457.25

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, fatalities and injuries.
- To reduce the number of DUI-related crashes where the driver is underage 21

Strategies

- *Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.*
- *Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.*
- *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 including appropriate bilingual campaigns.*
- *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 DWI processing procedures.*
- *Improve education programs on alcohol and driving for youth.*
- *Increase and sustain high visibility enforcement of DWI laws.*
- *Increase enforcement of driving under the influence by minors 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 public information and education, 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 the use of warrants for mandatory blood draws.*
- *Increase training for anti-DWI advocates.*

Project Descriptions

Task: Enforcement				Alcohol and Other Drug Counter Measures AL - 02				
Organization Name			District SAT		Project Number			
Bexar County District Attorney's Office					2013-BexarCoD-G-1YG-0190			
Title / Desc. Bexar County No-Refusal Initiative								
To expand and improve county DWI enforcement by operating a No-Refusal program every day.								
Strategies Addressed								
<ul style="list-style-type: none"> - Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers. - Improve DWI processing procedures. - Increase and sustain high visibility enforcement of DWI laws. - Increase the use of warrants for mandatory blood draws. 								
Performance Objectives								
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪ Administer blood draws for 100% of those who refuse voluntary breath or blood test				90 %	719 %	<input checked="" type="checkbox"/>		
▪ Decrease the number of DWI jury trials where scientific evidence was obtained				70 %	395 %	<input type="checkbox"/>		
▪ Increase the number of voluntary breath tests for DWI offenses				5,500	3,864	<input type="checkbox"/>		
Financial Information:								
Fund Source	# Projects			Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8HV	1	Planned:		\$180,000.00			\$61,233.47	\$241,233.47
	1	Actuals:		\$180,000.00			\$87,409.36	\$267,409.36

Task: Enforcement				Alcohol and Other Drug Counter Measures AL - 02				
Organization Name			District BRY		Project Number			
Brazos County Attorney's Office					2013-BrazosCA-G-1YG-0021			
Title / Desc. Brazos County Comprehensive Underage Drinking Program								
Operation of the Brazos Valley Regional Alcohol Task Force. The Task Force conducts directed enforcement of underage drinking laws, minor stings, and undercover investigations.								
Strategies Addressed								
<ul style="list-style-type: none"> - Increase enforcement of driving under the influence by minors laws. - Increase the number of law enforcement task forces and coordinated enforcement campaigns. 								
Performance Objectives								
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪ Complete investigations and criminal cases on persons who possess fictitious or altered identification				20	29	<input checked="" type="checkbox"/>		
▪ Complete investigations and criminal cases on minors who possess alcohol				200	314	<input checked="" type="checkbox"/>		
▪ Conduct Fakeout operations with TABC and regional law enforcement				4	4	<input checked="" type="checkbox"/>		
▪ Conduct administrative investigations of licensed establishments for sale to underage or intoxicated persons				110	138	<input checked="" type="checkbox"/>		
▪ Conduct criminal investigations of licensed establishments for sale to underage or intoxicated persons				110	138	<input checked="" type="checkbox"/>		
▪ Distribute brochures explaining the legal consequences of Social Hosting				2,000	3,250	<input checked="" type="checkbox"/>		
▪ Educate community groups on the legal consequences of Social Hosting				4	4	<input checked="" type="checkbox"/>		
▪ Maintain the interagency task force with a minimum of nine (9) law enforcement agencies				1	1	<input checked="" type="checkbox"/>		
▪ Train licensed establishment employees in fake identification detection				20	26	<input checked="" type="checkbox"/>		
Financial Information:								
Fund Source	# Projects			Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8	1	Planned:		\$60,893.34			\$69,922.56	\$130,815.90
	1	Actuals:		\$38,676.33			\$69,672.56	\$108,348.89

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

Organization Name **Collin County - District Attorney's Office** District DAL Project Number **2013-CollinDA-G-1YG-0285**

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

Strategies Addressed

- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve DWI processing procedures.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase the use of warrants for mandatory blood draws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Decrease the number of jury trials held in Collin County for the offense of DWI	110	112	<input type="checkbox"/>
▪ Decrease the number of alcohol related crashes in Colin County	534	510	<input checked="" type="checkbox"/>
▪ Increase the number of public awareness events detailing the No-Refusal Campaign	12	12	<input checked="" type="checkbox"/>
▪ Increase the conviction rate of individuals suspected of DWI that refuse voluntary breath or blood tests	100 %	1,097 %	<input checked="" type="checkbox"/>
▪ Maintain the number of DWI jury trials in which police officers are required to testify in court	100 %	66 %	<input type="checkbox"/>
▪ Reduce the number of DWI offenses submitted to the District Attorneys Office	2,337	1,940	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned: \$37,137.26			\$34,950.88	\$72,088.14
		1	Actuals: \$19,691.31			\$18,781.89	\$38,473.20

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

Organization Name **Galveston County Criminal District Attorney** District HOU Project Number **2013-GCoCDA-G-1YG-0109**

Title / Desc. DWI No Refusal - Blood Draw Grant for Holiday and Festival Weekends

To provide prosecutors, nurses and equipment in a central location to draft search warrants and obtain blood samples from DWI suspects in the Galveston County area who refuse a breath test.

Strategies Addressed

- Improve DWI processing procedures.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase intervention efforts.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase the use of warrants for mandatory blood draws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Publicity campaigns to educate the public and the media	7	9	<input checked="" type="checkbox"/>
▪ Evaluate No Refusal nights for the effectiveness in targeting intoxicated drivers	17	17	<input checked="" type="checkbox"/>
▪ Expand No-Refusal Blood Draw DWI nights from the current 9, an increase of 8 nights	17	17	<input checked="" type="checkbox"/>
▪ Provide Reporting activities to TXDOT to evaluate the effectiveness of No Refusal nights	4	4	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned: \$8,693.60			\$2,973.21	\$11,666.81
		1	Actuals: \$8,692.05			\$11,214.51	\$19,906.56

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Harris County District Attorney	District HOU	Project Number 2011-HarrisDA-G-3YG-0026
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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.

Strategies Addressed

- Improve and increase training for law enforcement officers.
- Improve anti-DWI public information and education campaigns.
- Improve DWI processing procedures
- Increase and sustain high visibility enforcement of DWI laws.
- Increase intervention efforts.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase training for anti-DWI advocates.
- Increase and sustain high visibility enforcement of traffic safety-related laws

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Collect Data sets obtained pursuant to blood search warrants	12	12	<input checked="" type="checkbox"/>
▪ Coordinate Weekends of No Refusal	41	53	<input checked="" type="checkbox"/>
▪ Distribute Press Releases about No Refusal Weekends	12	15	<input checked="" type="checkbox"/>
▪ Provide Blood Search Warrants to arresting DWI officers	500	1,411	<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>	\$216,670.51			\$38,235.92	\$254,906.43
		1	<i>Actuals:</i>	\$216,670.51			\$38,235.92	\$254,906.43

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

Organization Name **Montgomery County District Attorney's Office** District HOU Project Number **2013-MCDAO-G-1YG-0142**

Title / Desc. **Search Warrants Stop Drunk Drivers**

To provide prosecutors, nurses, support staff, and equipment in a central location to draft search warrants and obtain blood samples from all DWI area suspects who refuse to provide a breath test.

Strategies Addressed

- Provide training and assistance for local and statewide traffic safety problem identification.
- Improve and increase training for law enforcement officers.
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve DWI processing procedures.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase the use of warrants for mandatory blood draws.
- Increase training for anti-DWI advocates.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase and sustain enforcement of traffic safety-related laws.
- Increase public education and information campaigns regarding enforcement activities.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Publicity campaigns to educate the public, the media, and police groups	12	80	<input checked="" type="checkbox"/>
▪ Evaluate "No Refusal" nights for the effectiveness in targeting illegally intoxicated drivers	70	101	<input checked="" type="checkbox"/>
▪ Implement Training programs for hospitals and first responders on DWI and privacy/HIPAA laws	6	20	<input checked="" type="checkbox"/>
▪ Implement No Refusal nights from the current 56, an increase of 14 from 2011 and 5 from 2012	70	101	<input checked="" type="checkbox"/>
▪ Provide Reporting activities to TXDOT to evaluate the effectiveness of No Refusal nights	12	14	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$97,281.90			\$57,843.87	\$155,125.77
		1	Actuals: \$97,281.90			\$62,718.93	\$160,000.83

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

Organization Name **Tarrant County** District FTW Project Number **2013-TarrantC-G-1YG-0112**

Title / Desc. **Tarrant County No Refusal Program**

To improve the quality of DWI enforcement by expanding the Tarrant County No Refusal Program from only two holiday weekends a year to every weekend and targeted holidays.

Strategies Addressed

- Improve and increase training for law enforcement officers.
- Increase the use of warrants for mandatory blood draws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Decrease the number of misdemeanor DWI cases submitted to the District Attorneys Office	4,035	0	<input checked="" type="checkbox"/>
▪ Increase the conviction rate of those suspected of DWI that refuse voluntary breath and blood tests	75 %	3 %	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	Planned: \$225,000.00			\$75,430.00	\$300,430.00
		1	Actuals: \$27,761.00			\$10,255.74	\$38,016.74

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 02
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<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> STEP DWI
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Title / Desc. **STEP DWI**

Increased DWI enforcement and public information and education activities

Performance Measures

Other arrests	238
Child Safety Seat citations	14
CMV Speed citations	0
Community events	56
DUI Minor arrests/citations	16
DWI arrests	1,562
HMV citations	1,014
Alcohol related crashes	2,407
Media exposures	51
STEP Enforcement Hours	12,614
Other citations	2,541
Presentations conducted	78
Public information and education materials distributed	31,189
Public information and education materials produced	11,454
Safety Belt citations	90
Speed citations	1,174
ITC citations	580

Participating Organizations

Project #

Harris County Constable Precinct 4	2013-Harris4-S-1YG-0060
City of San Antonio - Police Department	2013-SanAntPD-S-1YG-0011

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	2	<i>Planned:</i> \$512,375.62			\$470,536.27	\$982,911.89
	2	<i>Actuals:</i> \$473,122.73			\$732,721.69	\$1,205,844.42

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 02
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<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> STEP IDM
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Title / Desc. **STEP - Impaired Driving Mobilization**

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

Performance Measures

Other arrests	1,226
CMV Speed citations	1
Community events	54
DUI Minor arrests/citations	19
DWI arrests	3,819
HMV citations	235
Child Safety Seat citations	325
Media exposures	678
STEP Enforcement Hours	34,156
Other citations	10,253
Presentations conducted	110
Public information and education materials distributed	19,454
Public information and education materials produced	150
Safety Belt citations	338
Speed citations	4,402
ITC citations	362

Participating Organizations

Project #

City of Austin - Police Department	2013-AustinPD-IDM-00019
City of Beaumont - Police Department	2013-Beaumont-IDM-00013
City of Corpus Christi - Police Department	2013-CorpusPD-IDM-00023
Dallas County Sheriff's Department	2013-DallasCOSD-IDM-00010
City of Dallas - Police Department	2013-Dallas-IDM-00008
City of Edinburg - Police Department	2013-EdinbuPD-IDM-00017
City of El Campo - Police Department	2013-EICampPD-IDM-00016
El Paso County Sheriff's Office	2013-EIPasoCO-IDM-00014
City of Garland - Police Department	2013-GarlandPD-IDM-00005
City of Grand Prairie - Police Department	2013-GrandPra-IDM-00015
City of Houston - Police Department	2013-HoustonPD-IDM-00002
City of Irving - Police Department	2013-Irving-IDM-00007
City of Laredo - Police Department	2013-LaredoPD-IDM-00024
City of Lewisville - Police Department	2013-LewisvPD-IDM-00012
City of Live Oak - Police Department	2013-LiveOakPD-IDM-00020
City of McAllen - Police Department	2013-McAllenPD-IDM-00011
City of Mesquite - Police Department	2013-Mesquite-IDM-00018
Montgomery County Sheriff's Office	2013-MontgoSO-IDM-00003
City of Mount Pleasant - Police Department	2013-MtPleasantPD-IDM-00004
City of Pasadena - Police Department	2013-PasadePD-IDM-00022
City of Seguin - Police Department	2013-SeguinPD-IDM-00006
Texas Department of Public Safety	2013-TDPS-IDM-00009
Texas Department of Public Safety	2013-TDPS-IDM-00009-1
Texas Department of Public Safety	2013-TDPS-IDM-00009-2
Travis County Sheriff's Office	2013-Travis County SO-IDM-00025

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8HV	60	Planned:	\$3,500,000.00			\$5,225,000.00	\$8,725,000.00
		23	Actuals:	\$957,672.40			\$18,867,573.20	\$19,825,245.60

Task: Enforcement

Alcohol and Other Drug Counter Measures AL - 02

Organization Name	Division	Project Number
Texas Department of Transportation	TRF-TS	STEP IDM Incentives

Title / Desc. Impaired Driving Mobilization (IDM) Incentive Grant

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 twenty \$3,000 awards through a random drawing process to law enforcement agencies that meet eligibility requirements. Winning agencies will be eligible for reimbursement up to \$3,000 for traffic safety related equipment and/or training

Project Notes

2012-UTPermian-INC-IDM-00029 project was paid out of FY 2013 funds after approval from NHTSA

Participating Organizations	Project #
The University of Texas of the Permian Basin	2012-UTPermian-INC-IDM-00029
City of Angleton - Police Department	2013-AngletonPD-INC-IDM-00019
Town of Argyle	2013-Argyle-INC-IDM-00003
Bandera County Sheriff's Office	2013-BanderaCo-INC-IDM-00006
City of Beeville - Police Department	2013-BeevilPD-INC-IDM-00009
City of Belton - Police Department	2013-beltonPD-INC-IDM-00016
City of El Campo - Police Department	2013-EICampPD-INC-IDM-00017
City of Florence - Police Department	2013-FlorencePD-INC-IDM-00018
Harris County Constable Precinct 8	2013-HarrisP8-INC-IDM-00010
City of Kemah - Police Department	2013-KemahPD-INC-IDM-00005
City of Kilgore - Police Department	2013-KilgorePD-INC-IDM-00007
City of Lockhart - Police Department	2013-Lockhart-INC-IDM-00004
City of Log Cabin - Police Department	2013-LogCabinPD-INC-IDM-00021
City of Marble Falls - Police Department	2013-MarbleFIsPD-INC-IDM-00012
City of Portland	2013-Portland-INC-IDM-00020
City of Taylor - Police Department	2013-Taylor PD-INC-IDM-00014
University of Texas Pan American - Police Department	2013-UTPAPD-INC-IDM-00011
The University of Texas of the Permian Basin	2013-UTPermian-INC-IDM-00008
University of Texas at San Antonio - Police Department	2013-UTSA-INC-IDM-00001
City of Uvalde	2013-UvaldePD-INC-IDM-00002

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	20	Planned:	\$60,000.00				\$60,000.00
		19	Actuals:	\$57,052.26			\$8,747.15	\$65,799.41

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 02
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<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> STEP WAVE DWI
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Title / Desc. **STEP WAVE DWI**
Increased DWI enforcement and public information and education activities

Performance Measures

Other arrests	69
CMV Speed citations	1
Community events	5
DUI Minor arrests/citations	7
DWI arrests	279
HMV citations	181
Child Safety Seat citations	4
Media exposures	39
STEP Enforcement Hours	2,719
Other citations	592
Presentations conducted	7
Public information and education materials distributed	2,380
Public information and education materials produced	0
Safety Belt citations	13
Speed citations	317
ITC citations	80

<i>Participating Organizations</i>	<i>Project #</i>
El Paso County Constable's Office, Pct. 4	2013-EIPPct4-S-1YG-0082
Houston-Galveston Area Council	2013-HGAC-S-1YG-0085

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	2	<i>Planned:</i> \$268,100.00			\$63,556.50	\$331,656.50
	2	<i>Actuals:</i> \$101,856.90			\$31,920.48	\$133,777.38

Task: Evaluation	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Texas A&M Transportation Institute	Division TRF-TS	Project Number 2013-TTI-G-1YG-0072
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Title / Desc. **Evaluation of the TX Administrative License Revocation (ALR)**

The ALR process will be analyzed to identify strengths, weaknesses, opportunities and threats to the process.

Strategies Addressed

- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve and increase training for law enforcement officers.
- Improve DWI processing procedures.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase intervention efforts.
- Increase training for anti-DWI advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Acquire IRB approval for the survey and data collection activities	1	1	<input checked="" type="checkbox"/>
▪ Analyze years of ALR hearing data to determine disposition rates & reasons for reversals	2	4	<input checked="" type="checkbox"/>
▪ Analyze records of individuals previously arrested for DWI in order to assess impact of ALR	500	500	<input checked="" type="checkbox"/>
▪ Conduct Cost benefit analysis assessing the impact of no-refusal on ALR process	1	1	<input checked="" type="checkbox"/>
▪ Conduct interviews with prosecutors/defense attorneys on ALR impact on criminal trials	25	16	<input type="checkbox"/>
▪ Develop comprehensive final report which summarizes the results of the initial analysis	1	1	<input checked="" type="checkbox"/>
▪ Evaluate individual cases to determine the effect of ALR on recidivism (repeat DWI)	1,000	1,500	<input checked="" type="checkbox"/>
▪ Identify counties/regions to use as a basis for the analysis based on # of DWI arrests	4	6	<input checked="" type="checkbox"/>
▪ Survey individuals to determine the public awareness level relative to ALR	500	0	<input type="checkbox"/>

Financial Information:

Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402 AL	1	Planned:	\$146,879.50			\$16,366.27	\$163,245.77
	1	Actuals:	\$144,532.77			\$16,361.53	\$160,894.30

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

Organization Name **Texas A&M Transportation Institute** Division TRF-TS Project Number **2013-TTI-G-1YG-0087**

Title / Desc. Improving Toxicology Reporting in Alcohol Related Fatal Driver Crashes

Identify issues, address problems and assist medical examiners, justice of the peace and law enforcement agencies to report missing BAC toxicology results to TxDOT Crash Records.

Strategies Addressed

- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve DWI processing procedures.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Achieve BAC reporting to TxDOT Traffic Records	44 %	0 %	<input type="checkbox"/>
▪ Assist TxDOT Off. w/coordinating & improving BAC reporting by gathering missing BAC results from ME & JPs	1	1	<input checked="" type="checkbox"/>
▪ Create process flow for BAC reporting in fatal crashes	1	1	<input checked="" type="checkbox"/>
▪ Evaluate BAC/drug reporting processes utilized by Medical Examiner offices in Texas	14	11	<input type="checkbox"/>
▪ Produce technical memorandums/reports	4	4	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$84,991.32			\$45,797.89	\$130,789.21
		1	Actuals: \$77,216.47			\$42,011.95	\$119,228.42

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

Organization Name **EnviroMedia Social Marketing** Division TRF-TS Project Number **2013-EnviroMe-SOW-0040**

Title / Desc. Labor Day Public Information and Education Impaired Mobilization Alcohol Campaign

Statewide bilingual public awareness and education campaign to decrease impaired driving and alcohol involved crashes coinciding with the NHTSA campaign.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.

Project Notes

For Performance Objectives, please refer to Section Four : Paid Media Report

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8HV	1	Planned: \$1,600,000.00			\$4,800,000.00	\$6,400,000.00
		1	Actuals: \$1,571,157.80			\$7,006,589.83	\$8,577,747.63

Task: Public Information Campaigns				Alcohol and Other Drug Counter Measures AL - 02				
<i>Organization Name</i> Sherry Matthews Advocacy Marketing			<i>Division</i> TRF-TS		<i>Project Number</i> 2013-SMAM-SOW-0029			
<i>Title / Desc.</i> Who's Driving Tonight?. Integrated DWI-Prevention Public Education Campaign								
<i>This public education campaign uses paid media, outreach, and online tactics to target young adults and college students to promote the importance of finding a sober ride if they've been drinking.</i>								
<i>Strategies Addressed</i> - Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.								
<i>Project Notes</i> For Performance Objectives, please refer to Section Four : Paid Media Report								
<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	AL	1	<i>Planned:</i>	\$570,965.00			\$594,270.00	\$1,165,235.00
		1	<i>Actuals:</i>	\$570,833.16			\$669,740.50	\$1,240,573.66

Task: Public Information Campaigns				Alcohol and Other Drug Counter Measures AL - 02				
<i>Organization Name</i> Sherry Matthews Advocacy Marketing			<i>Division</i> TRF-TS		<i>Project Number</i> 2013-SMAM-SOW-0032			
<i>Title / Desc.</i> Buzzed Driving Public Information and Education Campaign								
<i>This multi-media public education campaign debunks the myths around impaired driving, raises awareness of the dangers of driving "buzzed," and educates Texans on what impairment really means.</i>								
<i>Strategies Addressed</i> - Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.								
<i>Project Notes</i> For Performance Objectives, please refer to Section Four : Paid Media Report								
<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	AL	1	<i>Planned:</i>	\$500,000.00			\$347,458.00	\$847,458.00
		1	<i>Actuals:</i>	\$499,719.09			\$2,154,492.20	\$2,654,211.29

Task: Public Information Campaigns				Alcohol and Other Drug Counter Measures AL - 02				
<i>Organization Name</i> Sherry Matthews Advocacy Marketing			<i>Division</i> TRF-TS		<i>Project Number</i> 2013-SMAM-SOW-0033			
<i>Title / Desc.</i> Faces of Drunk Driving. Public Information and Education Campaign								
<i>This web-based campaign uses victims' stories and testimonials to showcase the devastating toll alcohol-related crashes take on those involved.</i>								
<i>Strategies Addressed</i> - Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.								
<i>Project Notes</i> For Performance Objectives, please refer to Section Four : Paid Media Report								
<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>	\$1,699,365.00			\$1,768,727.00	\$3,468,092.00
		1	<i>Actuals:</i>	\$1,643,678.75			\$2,051,767.86	\$3,695,446.61

Task: Public Information Campaigns			Alcohol and Other Drug Counter Measures AL - 02			
Organization Name ThinkStreet		Division TRF-TS	Project Number 2013-ThinkSt-SOW-0019			
Title / Desc. Know When to Pass: Pass up that drink or pass off those keys. A campaign to raise awareness and change behaviors associated with game-day drinking and driving.						
Strategies Addressed - Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns. - Develop and implement public information and education efforts on traffic safety issues.						
Project Notes For Performance Objectives, please refer to Section Four : Paid Media Report						
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8PM	1	Planned: \$1,000,000.00			\$3,000,000.00	\$4,000,000.00
	1	Actuals: \$990,617.37			\$5,186,561.84	\$6,177,179.21

Task: Public Information Campaigns			Alcohol and Other Drug Counter Measures AL - 02			
Organization Name ThinkStreet		Division TRF-TS	Project Number 2013-ThinkSt-SOW-0020			
Title / Desc. Toma> Maneja> Cárcel A Spanish language impaired driving prevention education and awareness program targeted to Texas Latinos, their influencers and community outreach partners.						
Strategies Addressed - Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.						
Project Notes For Performance Objectives, please refer to Section Four : Paid Media Report						
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 AL	1	Planned: \$671,089.01			\$1,342,379.00	\$2,013,468.01
	1	Actuals: \$656,521.61			\$2,771,945.55	\$3,428,467.16

Task: Public Information Campaigns			Alcohol and Other Drug Counter Measures AL - 02			
Organization Name ThinkStreet		Division TRF-TS	Project Number 2013-ThinkSt-SOW-0021			
Title / Desc. Summer P.A.S.S. (Person Appointed to Stay Sober) A Summer Impaired Driving Prevention Program A public awareness and prevention campaign to decrease the incidence of impaired driving in high-fatality summer months.						
Strategies Addressed - Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.						
Project Notes For Performance Objectives, please refer to Section Four : Paid Media Report						
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 AL	1	Planned: \$300,000.01			\$600,000.00	\$900,000.01
	1	Actuals: \$294,480.73			\$2,538,654.00	\$2,833,134.73

Task: Public Information Campaigns			Alcohol and Other Drug Counter Measures AL - 02				
Organization Name ThinkStreet			Division TRF-TS		Project Number 2013-ThinkSt-SOW-0026		
Title / Desc. Get a Weekend PASS (Person Appointed To Stay Sober): A Weekend Impaired Driving Prevention Program							
A public awareness and prevention campaign to decrease the incidence of weekend impaired driving and alcohol involved vehicle crashes.							
Strategies Addressed							
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.							
Project Notes							
For Performance Objectives, please refer to Section Four : Paid Media Report							
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
410 K8PM	1	Planned: \$960,000.02			\$1,940,000.00	\$2,900,000.02	
	1	Actuals: \$935,932.05			\$4,135,780.31	\$5,071,712.36	

Task: Public Information Campaigns			Alcohol and Other Drug Counter Measures AL - 02				
Organization Name ThinkStreet			Division TRF-TS		Project Number 2013-ThinkSt-SOW-0027		
Title / Desc. P.A.S.S. or Fail: A college test market program to curb drinking and driving behavior.							
P.A.S.S. (Person Appointed to Stay Sober): An impaired driving prevention program for three college test markets.							
Strategies Addressed							
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.							
Project Notes							
For Performance Objectives, please refer to Section Four : Paid Media Report							
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
402 AL	1	Planned: \$275,000.01			\$550,000.01	\$825,000.02	
	1	Actuals: \$269,218.95			\$3,918,556.91	\$4,187,775.86	

Task: Public Information Campaigns			Alcohol and Other Drug Counter Measures AL - 02				
Organization Name ThinkStreet			Division TRF-TS		Project Number 2013-ThinkSt-SOW-0064		
Title / Desc. Holiday P.A.S.S. (Person Appointed to Stay Sober)							
Holiday P.A.S.S. will encourage Texans to plan ahead and find a P.A.S.S. (Person Appointed to Stay Sober) before attending holiday events and parties where drinking is involved.							
Project Notes							
For Performance Objectives, please refer to Section Four : Paid Media Report							
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
State State	1	Planned:	\$800,000.00		\$2,400,000.00	\$3,200,000.00	
	1	Actuals:	\$796,030.13		\$9,999,999.99	\$10,796,030.12	

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

Organization Name **Education Service Center, Region VI** Division TRF-TS Project Number **2013-ESCVI-G-1YG-0172**

Title / Desc. **Alcohol Drug and Safety Education Program AD-A-STEP for Life.**

This is a 2 hour Alcohol Drug And Safety Education Program for adults identified as under educated by federal guidelines & 21st Century K-12 students and their parents in afterschool programs.

Strategies Addressed

- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Analyze Participant evaluations to determine overall effectiveness of the Alcohol and Drug Education Program	500	895	☑
▪ Develop Teacher/Staff resource binder to consist of program lessons, supplementals, games, and activities	1	4	☑
▪ Identify Adult Basic Education, ESL, and 21 Century classes that will offer the two hour program	25	64	☑
▪ Teach Adult Basic Education, ESL, 21st Century students in the Alcohol Drug and Safety Education Program	700	1,494	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned: \$83,300.21			\$30,000.00	\$113,300.21
		1	Actuals: \$83,300.21			\$33,774.72	\$117,074.93

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

Organization Name **Education Service Center, Region XIII** Division TRF-TS Project Number **2013-ESCVIII-G-1YG-0043**

Title / Desc. **Alcohol and Other Drugs Module Revision of the Driver Education Model Program**

This traffic safety project will revise the eight topics in Alcohol and Other Drugs Module in the Driver Education Model Program with the most current and up-to-date curricula content and data.

Strategies Addressed

- Improve education programs on alcohol and driving for youth.
- Develop and implement public information and education efforts on traffic safety issues.
- Provide assistance to update the drivers' education curriculum and administrative standards.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Revise topics in the Alcohol and Other Drugs Module for the Texas Driver Education Model Program	8	16	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned: \$10,500.00			\$8,776.05	\$19,276.05
		1	Actuals: \$10,500.00			\$10,372.87	\$20,872.87

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Hillcrest Baptist Medical Center-Hillcrest	Division TRF-TS	Project Number 2013-Hillcres-G-1YG-0152
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Title / Desc. TeenSafe Program

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

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase intervention efforts.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Assist events within 3 or more contiguous counties	8	20	<input checked="" type="checkbox"/>
▪ Assist school-based interventions	40	43	<input checked="" type="checkbox"/>
▪ Attend TxDOT Program Partners Meeting	1	2	<input checked="" type="checkbox"/>
▪ Attend community health fairs and events	24	46	<input checked="" type="checkbox"/>
▪ Collect traffic safety and alcohol awareness surveys	2,500	2,394	<input type="checkbox"/>
▪ Conduct TeenSafe Volunteer Certification Classes	2	2	<input checked="" type="checkbox"/>
▪ Conduct seasonal safety campaigns	3	3	<input checked="" type="checkbox"/>
▪ Conduct traffic safety and alcohol awareness educational presentations to adults	16	21	<input checked="" type="checkbox"/>
▪ Conduct programs/presentations using technical simulations	100	215	<input checked="" type="checkbox"/>
▪ Conduct traffic safety and alcohol awareness educational presentations to youth	150	284	<input checked="" type="checkbox"/>
▪ Distribute TeenSafe Times newsletters	4	4	<input checked="" type="checkbox"/>
▪ Distribute PI&E traffic safety and alcohol awareness educational brochures	17,000	16,095	<input type="checkbox"/>
▪ Maintain databases	2	3	<input checked="" type="checkbox"/>
▪ Maintain traffic safety and alcohol awareness educational display areas	48	66	<input checked="" type="checkbox"/>
▪ Participate in coalition focusing on youth outreach	1	4	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	<i>Planned:</i>	\$188,490.00			\$213,516.50	\$402,006.50
		1	<i>Actuals:</i>	\$188,490.00			\$220,216.89	\$408,706.89

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Hillcrest Baptist Medical Center-Hillcrest	Division TRF-TS	Project Number 2013-Hillcres-G-1YG-0187
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Title / Desc. Texas RED Program

The Texas RED—Reality Education for Drivers—Program is an alcohol and other drug countermeasure targeting young drivers through a hospital based educational experience.

Strategies Addressed

- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend TxDOT alcohol program partners meeting	1	1	☑
▪ Collect alcohol/drug use assessments	2,000	3,712	☑
▪ Conduct seasonal alcohol and drug countermeasure campaign during football season	1	2	☑
▪ Conduct seasonal alcohol and drug countermeasure campaign during graduation season	1	8	☑
▪ Conduct seasonal alcohol and drug countermeasure campaign during prom/formal season	1	1	☑
▪ Conduct seasonal alcohol and drug countermeasure campaign focusing on summer driving safety	1	3	☑
▪ Conduct seasonal alcohol and other drug campaign during spring break	1	1	☑
▪ Conduct alcohol education sessions with adult groups	9	49	☑
▪ Conduct RED Programs designed to increase intervention efforts	24	26	☑
▪ Coordinate RED program sites for increased intervention efforts	5	23	☑
▪ Distribute Public Information and Education materials	8,000	51,560	☑
▪ Establish relationships with additional trauma center locations for future RED programs	3	9	☑
▪ Establish alcohol/drug safety educational displays	20	79	☑

Financial Information:

Fund	Source	#	Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned:		\$180,338.20			\$96,196.51	\$276,534.71
		1	Actuals:		\$164,272.33			\$119,807.02	\$284,079.35

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Mothers Against Drunk Driving	Division TRF-TS	Project Number 2013-MADD-G-1YG-0055
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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.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase intervention efforts.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase training for anti-DWI advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Coalition or TASK FORCE meetings in Harris and Montgomery Counties	8	9	☑
▪ Conduct Law Enforcement Recognition and Awards Event	1	1	☑
▪ Conduct Judiciary and Service Agencies round tables to meet and discuss drunk driving issues	2	2	☑
▪ Conduct Media events to increase awareness of the problems associated with drunk driving	2	2	☑
▪ Conduct Roll Call Briefings with law enforcement agencies	80	85	☑
▪ Implement Monitoring of DUI cases in the courts by court monitoring volunteers and staff	1,600	2,377	☑
▪ Participate in Monthly HGAC DWI committee meetings	12	13	☑
▪ Train Volunteers to serve as court monitors	20	42	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned:	\$263,006.27			\$276,390.50	\$539,396.77
		1	Actuals:	\$200,299.81			\$215,554.61	\$415,854.42

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Mothers Against Drunk Driving	Division TRF-TS	Project Number 2013-MADD-G-1YG-0091
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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.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase intervention efforts.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase training for anti-DWI advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Coalition meeting to discuss drunk driving issues	36	55	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Recognition and Awards Events in Dallas, Travis, Hidalgo and Cameron Counties	3	3	<input checked="" type="checkbox"/>
▪ Conduct Judiciary and Service Agencies meetings in Dallas, Travis, Hidalgo and Cameron Counties	6	6	<input checked="" type="checkbox"/>
▪ Conduct Media events to engage and support community events	6	9	<input checked="" type="checkbox"/>
▪ Conduct Speakers Bureau Training for Volunteers	12	21	<input checked="" type="checkbox"/>
▪ Conduct Roll Call Briefings with law enforcement agencies	120	131	<input checked="" type="checkbox"/>
▪ Implement Monitoring of DWI/DUI cases in the courts by court monitoring volunteers and staff	3,600	4,691	<input checked="" type="checkbox"/>
▪ Produce Speaker Bureau training Manual	1	0	<input type="checkbox"/>
▪ Train Volunteers to serve as court monitors	30	62	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	Planned:	\$800,382.73			\$320,440.00	\$1,120,822.73
		1	Actuals:	\$569,949.43			\$228,417.99	\$798,367.42

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Mothers Against Drunk Driving	Division TRF-TS	Project Number 2013-MADD-G-1YG-0092
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Title / Desc. **TAKE THE WHEEL in Smith and Gregg County.**

Increase awareness and reduce alcohol related traffic fatalities in Smith and Gregg County in collaboration with law enforcement, the criminal justice system and the citizens.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase intervention efforts.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase training for anti-DWI advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Coalition or TASK FORCE meetings	8	19	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Recognition and Awards Event	1	3	<input checked="" type="checkbox"/>
▪ Conduct Media Relation activity for TAKE THE WHEEL	1	3	<input checked="" type="checkbox"/>
▪ Conduct Speakers Bureau Training for Volunteers	2	1	<input type="checkbox"/>
▪ Conduct Roll Call Briefings with law enforcement agencies	30	39	<input checked="" type="checkbox"/>
▪ Coordinate Judiciary and Service Agencies to meet and discuss drunk driving cases	2	2	<input checked="" type="checkbox"/>
▪ Identify Potential volunteers for training as court monitors	15	56	<input checked="" type="checkbox"/>
▪ Implement Court Monitoring	600	654	<input checked="" type="checkbox"/>
▪ Train Volunteers to serve as court monitors	10	11	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned:	\$145,292.25			\$51,228.88	\$196,521.13
		1	Actuals:	\$92,750.67			\$37,881.27	\$130,631.94

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Mothers Against Drunk Driving	Division TRF-TS	Project Number 2013-MADD-G-1YG-0093
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Title / Desc. **TAKE THE WHEEL in El Paso County.**

Increase awareness and reduce alcohol related traffic fatalities in El Paso County in collaboration with law enforcement, the criminal justice system and the citizens.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase intervention efforts.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase training for anti-DWI advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Coalition or TASK FORCE meetings in El Paso County	8	11	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Recognition and Awards Event	1	1	<input checked="" type="checkbox"/>
▪ Conduct Media Relation activity for TAKE THE WHEEL	1	3	<input checked="" type="checkbox"/>
▪ Conduct Speakers Bureau Training sessions for volunteers	2	8	<input checked="" type="checkbox"/>
▪ Conduct Roll Call Briefings with law enforcement agencies	30	30	<input checked="" type="checkbox"/>
▪ Coordinate Judiciary and Service Agencies to meet and discuss drunk driving cases	1	5	<input checked="" type="checkbox"/>
▪ Identify Potential volunteers for training as court monitors	15	38	<input checked="" type="checkbox"/>
▪ Implement Court Monitoring	600	1,197	<input checked="" type="checkbox"/>
▪ Train Volunteers to serve as court monitors	15	17	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8FR	1	Planned:	\$118,583.60			\$42,086.16	\$160,669.76
	1	Actuals:	\$94,042.06			\$40,714.68	\$134,756.74

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

Organization Name **Mothers Against Drunk Driving** Division TRF-TS Project Number **2013-MADD-G-1YG-0095**

Title / Desc. **TAKE THE WHEEL in Bexar County**

Increase awareness and reduce alcohol related traffic fatalities in Bexar County in collaboration with law enforcement, the criminal justice system and the citizens of Bexar County.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase intervention efforts.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase training for anti-DWI advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Coalition or TASK FORCE meetings in Bexar County	8	23	☑
▪ Conduct Law Enforcement Recognition and Awards Event	1	2	☑
▪ Conduct Media Relation activity for TAKE THE WHEEL	1	2	☑
▪ Conduct Speakers Bureau Training for Volunteers	2	4	☑
▪ Conduct Roll Call Briefings with law enforcement agencies	30	40	☑
▪ Coordinate Judiciary and Service Agencies meeting to discuss drunk driving cases	1	2	☑
▪ Identify Potential volunteers for training as court monitors	15	37	☑
▪ Implement Court Monitoring	600	1,202	☑
▪ Train Volunteers to serve as court monitors	10	19	☑

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8FR	1	Planned: \$142,849.40			\$50,970.95	\$193,820.35
	1	Actuals: \$81,039.70			\$115,886.33	\$196,926.03

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.

Strategies Addressed

- Increase intervention efforts.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Advisory Group meeting to review the Drug Impairment Training for Texas Employers curriculum	1	1	☑
▪ Develop DITTE instructor subcontract to be implemented	1	2	☑
▪ Maintain Sam Houston State University Impaired Driving Initiatives website	1	1	☑
▪ Train Texas employers in the 6-hour drug impairment training course	300	383	☑

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8FR	1	Planned: \$201,765.49			\$65,510.92	\$267,276.41
	1	Actuals: \$131,035.33			\$69,733.28	\$200,768.61

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

Organization Name **Sam Houston State University** Division TRF-TS Project Number **2013-SHSU-G-1YG-0060**

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

Maintain network of certified DREs, ensure compliance with DRE standards, and compile data on impaired driving in Texas. Provide DRE, ARIDE and DITEP training in Texas,

Strategies Addressed

- Improve and increase training for law enforcement officers.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Agency coordinator regional meeting to review the Texas DRE Program	1	0	<input type="checkbox"/>
▪ Conduct DRE instructor update course to review DRE, DITEP, ARIDE course materials and NHTSA/IACP updates	1	0	<input type="checkbox"/>
▪ Conduct DRE Work Group meeting to review the current DRE, ARIDE, and DITEP program materials	1	1	<input checked="" 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.)	2	0	<input type="checkbox"/>
▪ Provide Texas prosecutors with DRE updates, materials, list of current DREs and DRE instructors	100	136	<input checked="" type="checkbox"/>
▪ Revise set of DRE student and instructor policies	1	1	<input checked="" type="checkbox"/>
▪ Revise Texas DRE Recertification curriculum maintaining IACP standards	1	1	<input checked="" type="checkbox"/>
▪ Train Texas peace officers as DRE instructors in the NHTSA/IACP approved DRE Instructor course	10	5	<input type="checkbox"/>
▪ Train DREs in the 8 hour Texas DRE Recertification course	60	133	<input checked="" type="checkbox"/>
▪ Train Texas peace officers in the NHTSA/IACP approved DRE course	60	57	<input type="checkbox"/>
▪ Train Texas peace officers in the NHTSA/IACP approved ARIDE course	240	468	<input checked="" type="checkbox"/>
▪ Train secondary educational professionals in the NHTSA/IACP approved DITEP training	500	276	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned:	\$549,213.57		\$6,750.00	\$612,495.21	\$1,168,458.78
		1	Actuals:	\$504,918.89		\$12,275.00	\$632,249.69	\$1,149,443.58

Task: Training		Alcohol and Other Drug Counter Measures AL - 02					
Organization Name		Division TRF-TS			Project Number		
Texans Standing Tall		2013-TST-G-1YG-0182					
Title / Desc. High Visibility Enforcement Campaign to Reduce Underage Social Access to Alcohol							
To reduce social access to alcohol by youth through law enforcement trainings on controlled party dispersal, a media campaign publicizing zero tolerance laws and enforcement, and community advocacy.							
Strategies Addressed							
<ul style="list-style-type: none"> - Increase enforcement of driving under the influence by minors laws. - Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving. 							
Performance Objectives							
					<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Coordinate trainings for local law enforcement on controlled party dispersal techniques					4	4	☑
▪ Create press kit for communities that includes background info and statistics re underage drinking and DUI					1	5	☑
▪ Provide media advocacy training for community coalition members tailored to this program					1	2	☑
Financial Information:							
<u>Fund 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>
402 AL	1	Planned:	\$129,588.03			\$52,181.90	\$181,769.93
	1	Actuals:	\$129,588.03			\$57,209.43	\$186,797.46

Task: Training		Alcohol and Other Drug Counter Measures AL - 02					
Organization Name		Division TRF-TS			Project Number		
Texans Standing Tall		2013-TST-G-1YG-0238					
Title / Desc. Zero Alcohol for Youth Campaign to Reduce DUI-Related Crashes Among Drivers Under 21 Statewide: Yr 2							
TST will add new sites and increase campaign efficacy by providing booster trainings to sites already trained. TST will also form a statewide Youth Advisory Council stemming from the campaign.							
Strategies Addressed							
<ul style="list-style-type: none"> - Improve education programs on alcohol and driving for youth. - Increase enforcement of driving under the influence by minors laws. - Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving. 							
Performance Objectives							
					<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Create statewide Youth Advisory Council (YAC) to advise TST on Zero Alcohol for Youth campaign					1	1	☑
▪ Evaluate Zero Alcohol for Youth Campaign program					1	1	☑
▪ Implement booster training assistance program for the 5 steps of the Zero Alcohol for Youth campaign					1	15	☑
▪ Provide opportunities for YAC engagement with TST in FY 2012-2013					5	7	☑
▪ Train new sites to implement the Zero Alcohol for Youth Campaign					4	4	☑
▪ Utilize TST college campus database to solicit recommendations for the Youth Advisory Council (YAC)					1	1	☑
Financial Information:							
<u>Fund 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 K8PM	1	Planned:	\$234,266.19			\$81,996.65	\$316,262.84
	1	Actuals:	\$234,266.19			\$84,702.26	\$318,968.45

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Texas A&M Agrilife Extension Service	Division TRF-TS	Project Number 2013-Texas Ag-G-1YG-0081
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Title / Desc. Texas AgriLife Extension Service Alcohol Awareness Program

Education and awareness program on the dangers of impaired driving to reduce alcohol related crashes and fatalities. Emphasis is on reducing impaired driving among youth, especially in rural counties.

Strategies Addressed

- Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.
- Improve and increase training for law enforcement officers.
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase enforcement of driving under the influence by minors 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 training for anti-DWI advocates.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend TxDOT Traffic Safety Program Partners meeting to engage with partners & share program information	1	2	☑
▪ Conduct programs to promote alcohol awareness using DWI simulator or pedal car & other resources	80	153	☑
▪ Coordinate pilot program for minors with alcohol-related offenses through peer education	1	1	☑
▪ Distribute PI&E to promote alcohol awareness at community events	30,000	53,352	☑
▪ Educate medical providers on screening and brief intervention for reducing impaired driving in rural areas	20	20	☑
▪ Educate participants on alcohol awareness using DWI simulator, pedal car, and/or other resources	5,000	20,823	☑
▪ Maintain website at www.watchurbac.tamu.edu with alcohol awareness information	1	1	☑
▪ Maintain social networking sites for information dissemination and marketing of programs	2	2	☑
▪ Provide demonstrations to educate the public & stakeholders on the use of interlock technologies	10	10	☑
▪ Provide Extension agents or safety advocates with resources to raise awareness of impaired motorcycle riding	25	346	☑
▪ Provide police agencies with information to increase Standardized Field Sobriety Testing refresher training	60	80	☑
▪ Provide police departments or judges with training information to increase enforcement of underage drinking	60	144	☑

Financial Information:

Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	<i>Planned:</i> \$272,199.78			\$117,201.80	\$389,401.58
		1	<i>Actuals:</i> \$266,335.47			\$146,357.34	\$412,692.81

Task: Training		Alcohol and Other Drug Counter Measures AL - 02					
Organization Name		District BRY			Project Number		
Texas A&M Agrilife Extension Service		2013-Texas Ag-G-1YG-0155					
Title / Desc. Texas AgriLife Extension Alcohol and Other Drugs Parent Education Pilot Program							
Education and awareness pilot parent education program designed to improving parenting, family and children's life skills to reduce the number of DUI related crashes where the driver is under age 21.							
Strategies Addressed							
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.							
Performance Objectives							
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪	Conduct Parent Education Classes			14	14	☑	
▪	Conduct Youth Life Skills Education Classes			14	14	☑	
▪	Conduct Parental influence awareness programs			15	15	☑	
▪	Create Project Advisory Group			1	1	☑	
▪	Develop Parental influence Education Program			1	1	☑	
▪	Evaluate Pilot Project			1	2	☑	
▪	Identify community group to promote project			1	5	☑	
▪	Identify Community partner to promote parent classes.			1	5	☑	
▪	Implement Parent Education Skills Program			1	1	☑	
▪	Train Group of Volunteer Parent Educators			1	1	☑	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned: \$81,247.29			\$18,181.43	\$99,428.72
		1	Actuals: \$77,039.39			\$25,838.94	\$102,878.33

Task: Training		Alcohol and Other Drug Counter Measures AL - 02					
Organization Name		Division TRF-TS			Project Number		
Texas A&M Transportation Institute		2013-TTI-G-1YG-0063					
Title / Desc. A Public Awareness Campaign to Educate the Public on Reporting Alcohol Impaired Drivers							
To educate the public on identifying and reporting impaired drivers. This project will expand an existing pilot project implemented in Deer Park from FY10-12 into additional areas of Texas.							
Strategies Addressed							
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.							
Performance Objectives							
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪	Attend public events in Bexar County to garner recognition and support for the campaign.			4	5	☑	
▪	Attend public events in Harris County to garner recognition and support for the campaign			4	5	☑	
▪	Create support base for the report impaired drivers campaign			1	1	☑	
▪	Distribute pieces of PI&E material in support of the campaign			20,000	21,857	☑	
▪	Produce final report detailing partnerships and efforts of the campaign			1	1	☑	
▪	Produce master copy of the brochure translated into the Spanish language			1	2	☑	
▪	Update report impaired drivers web-site to reflect current events and statistics			1	1	☑	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	Planned: \$54,389.98			\$29,352.27	\$83,742.25
		1	Actuals: \$47,198.11			\$28,259.60	\$75,457.71

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

Organization Name **Texas A&M Transportation Institute** Division TRF-TS Project Number **2013-TTI-G-1YG-0073**

Title / Desc. **Statewide Impaired Driving Working Group and Impaired Driving Website**

This project facilitates the impaired driving forum, administers the website, manages the impaired driving strategic plan, & oversees the statewide working groups/newly formed expert panel.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve DWI processing procedures.
- 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.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct impaired driving sub-working group meeting to address specific areas	1	2	<input checked="" type="checkbox"/>
▪ Conduct Statewide Impaired Driving Forum in Austin, Texas	1	0	<input type="checkbox"/>
▪ Coordinate meeting for Statewide Impaired Driving Interagency Working Group (IWC)	1	1	<input checked="" type="checkbox"/>
▪ Coordinate meetings of the Texas Impaired Driving Expert Panel	2	2	<input checked="" type="checkbox"/>
▪ Develop final report	1	1	<input checked="" type="checkbox"/>
▪ Develop educational documents for the impaired driving program (1-2 pages each)	6	6	<input checked="" type="checkbox"/>
▪ Maintain impaired driving website	1	3	<input checked="" type="checkbox"/>
▪ Revise internal NHTSA State Alcohol Self-Assessment document	1	2	<input checked="" type="checkbox"/>
▪ Revise set of operational procedures for the interagency working group & expert panel	1	2	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8PM	1	Planned: \$71,224.76			\$18,581.77	\$89,806.53
	1	Actuals: \$69,045.29			\$18,059.38	\$87,104.67

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

Organization Name **Texas A&M Transportation Institute** Division TRF-TS Project Number **2013-TTI-G-1YG-0084**

Title / Desc. **Alcohol and Ignition Interlock Training for Texas Adult Probation Personnel**

This project will provide training in a previously approved TxDOT Alcohol/Ignition Interlock program for Adult Probation Personnel.

Strategies Addressed

- Improve and increase training for law enforcement officers.
- Increase intervention efforts.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Provide sets of Alcohol/Ignition Interlock materials for probation personnel	240	375	<input checked="" type="checkbox"/>
▪ Train Adult Probation Personnel	240	375	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 AL	1	Planned: \$160,432.97			\$54,208.03	\$214,641.00
	1	Actuals: \$157,356.27			\$71,876.83	\$229,233.10

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Texas A&M Transportation Institute	Division TRF-TS	Project Number 2013-TTI-G-1YG-0101
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Title / Desc. Expand Peer-to-Peer Program for Decreasing Alcohol-Impaired Driving by College Students

This project will address the problem of alcohol-impaired driving by college students and will be driven by peer-to-peer communication at no less than five different college campuses in Texas.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase intervention efforts.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Develop and implement public information and education efforts on traffic safety issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Collect reviews of peer-program feedback and evaluation for program refinement	3	3	<input checked="" type="checkbox"/>
▪ Coordinate separate programs at selected universities in Texas	5	8	<input checked="" type="checkbox"/>
▪ Identify student networks to lead the implementation of the peer-based program	5	8	<input checked="" type="checkbox"/>
▪ Produce Facebook page	1	1	<input checked="" type="checkbox"/>
▪ Produce starter kit and communications plan	1	1	<input checked="" type="checkbox"/>
▪ Produce website	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:	\$162,188.06			\$84,818.97	\$247,007.03
		1	Actuals:	\$156,954.58			\$85,313.50	\$242,268.08

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

Organization Name **Texas Alcoholic Beverage Commission** Division TRF-TS Project Number **2013-TABC-G-1YG-0002**

Title / Desc. **TABC Marketing Practices Educational Project**

To reduce DUI and other alcoholic beverage related offenses by providing information and educational opportunities on TABC Marketing Practices for alcoholic beverage businesses and the general public.

Strategies Addressed

- Improve and increase training for law enforcement officers.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Create False ID campaign for alcoholic beverage business employees and law enforcement officers	1	1	☑
▪ Create Marketing Practices campaign for the alcoholic beverage industry, law enforcement and the public	1	1	☑
▪ Create Special Events campaign for alcoholic beverage businesses and law enforcement officers	1	1	☑
▪ Distribute press packages statewide for the general public related to project activities and campaigns	3	3	☑
▪ Educate retail employees on false IDs, special events, marketing practices and alcoholic beverage laws	8,000	21,042	☑
▪ Train certified peace officers on marketing practices and alcoholic beverage enforcement operations/laws	4,800	10,183	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned: \$280,000.00			\$154,685.49	\$434,685.49
		1	Actuals: \$274,243.39			\$217,505.55	\$491,748.94

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

Organization Name **Texas Association of Counties** Division TRF-TS Project Number **2013-TAC-G-1YG-0228**

Title / Desc. **Rural Courts Impaired Driving Liaison Project**

Educate Rural County Judges on the effective use of evidence based principles to reduce impaired driving, including the use of alcohol monitoring technology.

Strategies Addressed

- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Education Committee Meetings	2	2	☑
▪ Attend TxDOT Program Partners Meeting	2	1	☐
▪ Educate Constitutional County Judges	195	376	☑
▪ Maintain DWI courts website	1	1	☑
▪ Provide DWI courts annual conference	1	2	☑
▪ Provide DWI courts telephone hotline/help desk	1	2	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	Planned: \$201,069.19			\$103,216.00	\$304,285.19
		1	Actuals: \$183,223.55			\$120,620.00	\$303,843.55

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Texas Center for the Judiciary	Division TRF-TS	Project Number 2013-TCJ-G-1YG-0015
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Title / Desc. **Texas Judicial Resource Liaison and DWI Judicial Education**

This project improves adjudication of DWI cases through education, technical assistance, and support materials for judges, DWI Court teams, Administrative Law Judges and student conduct officers.

Strategies Addressed

- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Texas Center for the Judiciarys Curriculum Committee meetings as ex-officio member	2	2	☑
▪ Conduct DWI College for DWI Court Teams, Administrative Law Judges and Student Conduct Officers	1	1	☑
▪ Conduct DWI Court Team Training for judicial teams	1	1	☑
▪ Conduct DWI Summit	2	2	☑
▪ Conduct DWI judicial education breakout sessions at TCJs Annual Judicial Education Conference	3	3	☑
▪ Conduct DWI technology breakout sessions at the Criminal Justice Conference	3	3	☑
▪ Conduct DWI judicial education breakout sessions at the Winter Regional Conferences	4	4	☑
▪ Coordinate DWI Court recidivism study	1	1	☑
▪ Coordinate Meeting of Traffic Safety Grant Program Partners	1	1	☑
▪ Distribute DWI Newsletters	4	4	☑
▪ Evaluate Texas DWI Courts	6	9	☑
▪ Maintain Judicial Resource Liaison	1	10	☑
▪ Manage Texas Judges DWI Resource website	1	12	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned:	\$689,961.71			\$877,590.26	\$1,567,551.97
		1	Actuals:	\$587,996.30			\$1,330,967.58	\$1,918,963.88

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> Project Celebration
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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	2013-PC-Tx-ABL-00001
TxDOT-Amarillo	2013-PC-Tx-AMA-00002
TxDOT-Atlanta	2013-PC-Tx-ATL-00003
TxDOT-Austin	2013-PC-Tx-AUS-00004
TxDOT-Beaumont	2013-PC-Tx-BMT-00005
TxDOT-Bryan	2013-PC-Tx-BRY-00021
TxDOT-Brownwood	2013-PC-Tx-BWD-00020
TxDOT-Childress	2013-PC-Tx-CHS-00022
TxDOT-CorpusChristi	2013-PC-Tx-CRP-00023
TxDOT-Dallas	2013-PC-Tx-DAL-00024
TxDOT-El Paso	2013-PC-Tx-ELP-00025
TxDOT-Ft. Worth	2013-PC-Tx-FTW-00014
TxDOT-Houston	2013-PC-Tx-HOU-00015
TxDOT-Lubbock	2013-PC-Tx-LBB-00017
TxDOT-Lufkin	2013-PC-Tx-LKF-00018
TxDOT-Laredo	2013-PC-Tx-LRD-00016
TxDOT-Odessa	2013-PC-Tx-ODA-00019
TxDOT-Paris	2013-PC-Tx-PAR-00008
TxDOT-Pharr	2013-PC-Tx-PHR-00009
TxDOT-San Antonio	2013-PC-Tx-SAT-00011
TxDOT-San Angelo	2013-PC-Tx-SJT-00010
TxDOT-Tyler	2013-PC-Tx-TYL-00012
TxDOT-Waco	2013-PC-Tx-WAC-00013
TxDOT-Wichita Falls	2013-PC-Tx-WFS-00006
TxDOT-Yoakum	2013-PC-Tx-YKM-00007

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>
State State	1	<i>Planned:</i>	\$250,000.00			\$250,000.00
	24	<i>Actuals:</i>	\$208,025.28			\$208,025.28

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

Organization Name **Texas District and County Attorneys Association** Division **TRF-TS** Project Number **2013-TDCAA-G-1YG-0119**

Title / Desc. DWI Resource Prosecutor

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

Strategies Addressed

- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve and increase training for law enforcement officers.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase the use of warrants for mandatory blood draws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Create report to TxDOT of a listening session of Texas prosecutors on Traffic Safety issues	1	1	<input checked="" type="checkbox"/>
▪ Distribute case notes on important DWI appellate decisions by e-mail and archive at tdcaa.com	12	19	<input checked="" type="checkbox"/>
▪ Maintain web site with updated DWI-related content at tdcaa.com	1	1	<input checked="" type="checkbox"/>
▪ Produce DWI specific articles for TDCAA periodicals	4	5	<input checked="" type="checkbox"/>
▪ Provide dedicated DWI Resource Prosecutor at the Texas District & County Attorneys Association	1	1	<input checked="" type="checkbox"/>
▪ Provide programs to Traffic Safety Partners through qualified speakers on DWI and Traffic Safety topics	4	9	<input checked="" type="checkbox"/>
▪ Provide new DA investigators with TDCAAs Investigator Manual at the new investigator training	30	36	<input checked="" type="checkbox"/>
▪ Provide technical assistance by e-mail to prosecutors, officers and traffic safety partners	110	297	<input checked="" type="checkbox"/>
▪ Provide Texas prosecutors three Trial Notebook Sheets on Blood Evidence, Drug Toxicology, and Crash Reconstr	2,900	2,897	<input type="checkbox"/>
▪ Provide Texas prosecutors with TDCAAs Transportation Code	2,900	2,839	<input type="checkbox"/>
▪ Train prosecutors and prosecutor support staff at a Train the Trainer program	25	31	<input checked="" type="checkbox"/>
▪ Train medical professionals at a one day Train the Trainer on legally obtaining blood evidence	30	17	<input type="checkbox"/>
▪ Train new Texas prosecutors at Prosecutor Trial Skills courses	250	268	<input checked="" type="checkbox"/>
▪ Train prosecutors and police officers at regional DWI programs	1,440	1,440	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	Planned: \$539,988.06			\$554,052.74	\$1,094,040.80
		1	Actuals: \$519,235.47			\$545,265.33	\$1,064,500.80

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Texas Justice Court Training Center	Division TRF-TS	Project Number 2013-TJCTC-G-1YG-0107
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Title / Desc. Texas Justice Court Training Center Traffic Safety Initiative

The project seeks to educate Justices of the Peace, as well as other local and county officials, about legal options and requirements aimed at reducing the incidence of DWI in their communities.

Strategies Addressed

- Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.
- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve DWI processing procedures.
- Increase the use of warrants for mandatory blood draws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct four-hour program classes at 20 hour judge seminars	5	4	<input type="checkbox"/>
▪ Conduct four-hour program classes at 16 hour court personnel seminars	6	6	<input checked="" type="checkbox"/>
▪ Distribute Guide to Reporting Requirements publication electronically to Texas justices of the peace	1	1	<input checked="" type="checkbox"/>
▪ Distribute Magistration and Inquest Field Guide publication electronically to Texas judges	1	1	<input checked="" type="checkbox"/>
▪ Distribute newsletter entirely dedicated to program-related information	1	1	<input checked="" type="checkbox"/>
▪ Distribute newsletters containing an article relevant to the program	3	2	<input type="checkbox"/>
▪ Enroll additional Texas counties in the bond schematic program	20	0	<input type="checkbox"/>
▪ Maintain internet site dedicated to the program, accessible to judges and court personnel	1	1	<input checked="" type="checkbox"/>
▪ Revise Guide to Reporting Requirements publication	1	1	<input checked="" type="checkbox"/>
▪ Revise Magistration and Inquest Field Guide publication	1	1	<input checked="" type="checkbox"/>
▪ Send individuals, including program staff, to the Lifesavers Conference	2	2	<input checked="" type="checkbox"/>
▪ Train group of newly elected or appointed justices of the peace in program areas at new judge seminars	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>	\$127,425.39			\$128,203.01	\$255,628.40
	1	<i>Actuals:</i>	\$120,239.35			\$135,356.20	\$255,595.55

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

Organization Name **Texas Municipal Courts Education Center** *Division* TRF-TS *Project Number*
2013-TMCEC-G-1YG-0175

Title / Desc. Municipal Traffic Safety Initiatives

To provide judicial education with emphasis on alcohol-related traffic safety issues to municipal judges, & court support personnel at the state, regional & local level.

Strategies Addressed

- Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.
- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase the use of warrants for mandatory blood draws.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors.
- Increase public information and education campaigns.
- Improve education and awareness of motorcycle safety among law enforcement and EMS personnel, educators and state & local traffic engineers.
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase rider education and training.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Increase public education and information on railroad/highway crossing safety.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Provide assistance to update the drivers' education curriculum and administrative standards.
- Provide public information and education campaigns to promote safe motor vehicle operations around school buses.
- Increase public information and education concerning speed-related issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct statewide traffic safety conference for judges, court support personnel & city officials	1	1	☑
▪ Coordinate traffic safety exhibits at city and court-related seminars	24	37	☑
▪ Educate municipal judges through an awareness (PI&E) campaign on traffic safety	1,200	1,307	☑
▪ Identify courts as award recipients for the MTSI Traffic Safety Awards	9	24	☑
▪ Produce information pages and links for the TMCEC website on traffic safety issues	10	61	☑
▪ Produce newsletter pages on traffic safety for municipal judges & court support personnel	15	49	☑
▪ Train magistrates in ts courses at regional & local prog. & webinars related to impaired driving	75	100	☑
▪ Train municipal prosecutors in ts courses at TMCEC regional conferences, local programs, and webinars	100	277	☑
▪ Train municipal court sup. pers. in ts courses at reg. & local prog., orientations, clinics, & webinars	800	2,241	☑
▪ Train municipal judges in ts courses at reg. conferences, local programs, orientations, clinics, & webinar	1,000	1,837	☑

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> \$282,411.72		\$6,600.00	\$292,646.96	\$581,658.68
	1	<i>Actuals:</i> \$282,411.72			\$370,160.81	\$652,572.53

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Texas Municipal Police Association	Division TRF-TS	Project Number 2011-TMPA-G-3YG-0004
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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.

Strategies Addressed

- Improve and increase training for law enforcement officers.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Improve education programs on alcohol and driving for youth.
- Increase enforcement of driving under the influence by minors laws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend National conference on underage impaired driving	1	1	<input checked="" type="checkbox"/>
▪ Conduct Instructor Colloquy	1	1	<input checked="" type="checkbox"/>
▪ Conduct Train-the-Trainer courses	2	3	<input checked="" type="checkbox"/>
▪ Conduct Eight hour courses	100	114	<input checked="" type="checkbox"/>
▪ Distribute PI&E Materials	7,000	21,908	<input checked="" type="checkbox"/>
▪ Evaluate Trainers	70	74	<input checked="" type="checkbox"/>
▪ Identify New trainer candidates	20	50	<input checked="" type="checkbox"/>
▪ Participate in Local coalitions to reduce underage drinking and underage impaired driving	30	30	<input checked="" type="checkbox"/>
▪ Train Texas Peace Officers	1,400	1,350	<input type="checkbox"/>
▪ Update Eight hour curriculum	1	1	<input checked="" type="checkbox"/>
▪ Update Twenty-four hour train-the-trainer curriculum	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:	\$378,834.00			\$248,136.50	\$626,970.50
		1	Actuals:	\$343,729.73			\$360,130.74	\$703,860.47

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Texas Municipal Police Association	Division TRF-TS	Project Number 2013-TMPA-G-1YG-0003
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Title / Desc. **Comprehensive Law Enforcement Advanced DUI/DWI Reporting System (LEADRS) Impaired Driving Project**

Increase impaired driving reporting (LEADRS cases), integrations, Blood Alcohol Concentration (BAC) support, and continued development of a statewide tracking system utilizing LEADRS.

Strategies Addressed

- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve and increase training for law enforcement officers.
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve DWI processing procedures.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase the use of warrants for mandatory blood draws.
- Increase training for anti-DWI advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Collect Alcohol related articles for LEADRS Facebook page	120	206	☑
▪ Collect DUI/DWI cases entered into LEADRS	9,000	10,423	☑
▪ Complete LEADRS web application enhancements	6	21	☑
▪ Conduct Customer satisfaction evaluation of the LEADRS system to measure effectiveness	1	1	☑
▪ Conduct LEADRS steering committee meetings	2	2	☑
▪ Conduct Meetings with TxDOT Alcohol Program Manager or LEADRS staff	6	18	☑
▪ Conduct Marketing strategies to increase LEADRS usage statewide	500	864	☑
▪ Create News and information articles on LEADRS	3	9	☑
▪ Develop Statewide tracking system on LEADRS DWI arrests	1	1	☑
▪ Develop LEADRS integrations with agencies or record management systems	4	4	☑
▪ Distribute Public information and educational (PI & E) program materials	10,000	12,650	☑
▪ Maintain LEADRS website and server hosting	1	1	☑
▪ Maintain Team of qualified LEADRS Specialists	1	1	☑
▪ Provide Technical support and maintenance for LEADRS	100 %	100 %	☑
▪ Send Last drink reports to the Texas Alcoholic Beverage Commission	52	53	☑
▪ Support Blood Alcohol Concentration (BAC) reporting by law enforcement agencies	100 %	100 %	☑
▪ Support Local, state, national conferences, workshops, forums, training or seminars	100 %	100 %	☑
▪ Support Marketing alcohol related programs	100 %	100 %	☑
▪ Train Law enforcement officers on LEADRS	450	747	☑
▪ Update LEADRS Specialist operating polices and procedures manual	1	2	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned:	\$427,812.18			\$597,775.00	\$1,025,587.18
		1	Actuals:	\$410,244.63			\$693,860.03	\$1,104,104.66

Task: Training	Alcohol and Other Drug Counter Measures AL - 02
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Organization Name Texas Municipal Police Association	Division TRF-TS	Project Number 2013-TMPA-G-1YG-0017
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Title / Desc. Reducing Alcohol and Drug Abuse on Campus

This program will educate law enforcement on and around college and university campuses about better enforcement and prevention of alcohol and drug abuse.

Strategies Addressed

- Improve and increase training for law enforcement officers.
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase enforcement of driving under the influence by minors laws.
- Increase intervention efforts.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct train-the-trainer course	1	1	<input checked="" type="checkbox"/>
▪ Conduct eight hour courses in university/college areas	20	18	<input type="checkbox"/>
▪ Develop eight-hour curriculum	1	1	<input checked="" type="checkbox"/>
▪ Develop twenty-four hour train-the-trainer curriculum	1	1	<input checked="" type="checkbox"/>
▪ Distribute PI&E materials	400	1,582	<input checked="" type="checkbox"/>
▪ Evaluate instructors	10	13	<input checked="" type="checkbox"/>
▪ Identify candidate for program employment	1	1	<input checked="" type="checkbox"/>
▪ Identify instructors to teach the eight-hour course	10	19	<input checked="" type="checkbox"/>
▪ Train Texas peace officers in university/college areas	200	177	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	AL	1	<i>Planned:</i>	\$92,830.65			\$36,637.00	\$129,467.65
		1	<i>Actuals:</i>	\$72,500.50			\$48,812.03	\$121,312.53

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

Organization Name **Texas Municipal Police Association** Division TRF-TS Project Number **2013-TMPA-G-1YG-0133**

Title / Desc. **Standardized Field Sobriety Testing (SFST) Refresher Training Course**

To conduct Standardized Field Sobriety Testing Refresher classes throughout the state for Texas peace officers.

Strategies Addressed

- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve and increase training for law enforcement officers.
- Improve DWI processing procedures.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase enforcement of driving under the influence by minors laws.
- Increase the use of warrants for mandatory blood draws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Standardized Field Sobriety Testing Refresher Courses	140	212	☑
▪ Produce Follow up evaluation to SFST students after six months (or within the grant year)	1	1	☑
▪ Produce Instructor evaluation at the completion of each course	1	2	☑
▪ Produce NHTSA Standardized Field Sobriety Testing Practitioner Refresher manual	1	2	☑
▪ Support Alcohol related programs/events	10	30	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$464,188.02			\$465,338.00	\$929,526.02
		1	Actuals: \$422,507.82			\$835,204.22	\$1,257,712.04

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

Organization Name **Travis County Attorney's UDPP** District AUS Project Number **2013-Travis C-G-1YG-0008**

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.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Collect months of UDPP statistics in Travis, Hays and Williamson Counties	12	51	☑
▪ Conduct year round public information and education (PI&E) campaign in the tri-county area	1	12	☑
▪ Conduct Underage Drinking Prevention Task Force meetings	5	7	☑
▪ Conduct Busted and Why Risk It presentations to youth and adults in Travis, Hays and Williamson Counties	460	513	☑
▪ Establish collaboration between existing agencies on underage drinking and anti-DWI issues	12	25	☑
▪ Participate in community events in Travis, Hays and Williamson Counties	40	123	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$161,204.58			\$320,328.08	\$481,532.66
		1	Actuals: \$159,025.99			\$316,046.24	\$475,072.23

Task: Training		Alcohol and Other Drug Counter Measures AL - 02					
Organization Name		District ELP			Project Number		
University Medical Center of El Paso					2013-UMCEP-G-1YG-0004		
Title / Desc. Strengthening Our Families							
University Medical Center will initiate a prevention program in Clint ISD to build resiliency with youth/parents, reduce alcohol/drug use, develop local resources, and host a Shattered Dreams project.							
Strategies Addressed							
- Improve education programs on alcohol and driving for youth.							
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.							
Performance Objectives							
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Conduct 14 weekly 2-hour prevention/skills training with at risk parents and youth				2	2	<input checked="" type="checkbox"/>	
▪ Coordinate Shattered Dreams Program at a Clint ISD High School				1	3	<input checked="" type="checkbox"/>	
▪ Train Parent/Peer Educators to serve as community resource				4	2	<input type="checkbox"/>	
Financial Information:							
<u>Fund 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>	
402 AL	1	Planned: \$37,706.28			\$27,727.63	\$65,433.91	
	1	Actuals: \$36,168.68			\$40,709.62	\$76,878.30	

Task: Training		Alcohol and Other Drug Counter Measures AL - 02					
Organization Name		Division TRF-TS			Project Number		
University of Houston/Downtown					2013-UHD-G-1YG-0113		
Title / Desc. Mobile Video Instructor Training Course							
Police officer training course for classroom and FTO instructors consisting of the legal and procedural use of in-car mobile video recording equipment for impaired driving countermeasures.							
Strategies Addressed							
- Improve and increase training for law enforcement officers.							
Performance Objectives							
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Train Texas peace officers on Mobile Video Instructor curriculum in 9 classes				225	214	<input type="checkbox"/>	
Financial Information:							
<u>Fund 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	Planned: \$167,355.00			\$235,600.02	\$402,955.02	
	1	Actuals: \$132,751.00			\$193,367.00	\$326,118.00	

Task: Training		Alcohol and Other Drug Counter Measures AL - 02					
Organization Name		Division TRF-TS			Project Number		
University of Houston/Downtown					2013-UHD-G-1YG-0159		
Title / Desc. SFST/Blood Warrant/Mobile Video Updates							
Police officer training for Standardized Field Sobriety Testing Re-Certification, Evidentiary Blood Search Warrants, and Mobile Video updates.							
Strategies Addressed							
- Improve and increase training for law enforcement officers.							
Performance Objectives							
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Train Texas peace officers in 10 classes on SFST/Blood Warrant/Mobile Video Updates				200	451	<input checked="" type="checkbox"/>	
Financial Information:							
<u>Fund 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	Planned: \$58,000.00			\$60,800.00	\$118,800.00	
	1	Actuals: \$58,000.00			\$71,136.00	\$129,136.00	

**FY 2013 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 / MAP21	410	2010	STATE	INCOME	LOCAL		
Enforcement	<i>Planned:</i>	91	\$11,265,834.91	\$313,930.86				\$4,852,221.37				\$6,099,682.68	\$45,830.86
	<i>Actual:</i>	53	\$22,117,728.82	\$130,240.26				\$2,048,237.13				\$19,939,251.43	\$28,383.36
Evaluation	<i>Planned:</i>	2	\$294,034.98	\$146,879.50				\$84,991.32				\$62,164.16	
	<i>Actual:</i>	2	\$280,122.72	\$144,532.77				\$77,216.47				\$58,373.48	
Program Management													
Public Information Campaigns	<i>Planned:</i>	10	\$25,719,253.06	\$2,317,054.03				\$5,259,365.02		\$800,000.00		\$17,342,834.01	
	<i>Actual:</i>	10	\$48,662,278.63	\$2,290,773.54				\$5,141,385.97		\$796,030.13		\$40,434,088.99	
Training	<i>Planned:</i>	34	\$14,348,266.75	\$2,294,793.73				\$5,463,251.83		\$250,000.00	\$13,350.00	\$6,326,871.19	\$878,227.98
	<i>Actual:</i>	57	\$14,602,328.15	\$2,123,884.14				\$4,736,775.75		\$208,025.28	\$12,275.00	\$7,521,367.98	\$758,365.64
TOTALS:	<i>Planned:</i>	137	\$51,627,389.70	\$5,072,658.12				\$15,659,829.54		\$1,050,000.00	\$13,350.00	\$29,831,552.04	\$924,058.84
	<i>Actual:</i>	122	\$85,662,458.32	\$4,689,430.71				\$12,003,615.32		\$1,004,055.41	\$12,275.00	\$67,953,081.88	\$786,749.00

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.

Strategies

- Increase EMS involvement in local community safety efforts.
- To increase the availability of EMS training in rural and frontier areas.

Project Descriptions

Task: Training		Emergency Medical Services EM - 03	
<i>Organization Name</i>	<i>Division</i> TRF-TS	<i>Project Number</i>	
Texas Engineering Extension Service - ESTI		2013-TEEXESTI-G-1YG-0214	
<i>Title / Desc.</i> Rural / Frontier EMS Education Training Program			
Provide education and training to Rural/Frontier response departments in Texas. To enhance responder training in these areas and reduce EMS response times to MVA trauma victims in Rural/Frontier Texas			
<i>Strategies Addressed</i>			
- To increase the availability of EMS training in rural and frontier areas.			
<i>Performance Objectives</i>		<u>Target</u>	<u>Actual</u> <u>Met?</u>
▪ Attend Conference / Meetings		2	4 <input checked="" type="checkbox"/>
▪ Distribute Training / Recruitment announcements		12	12 <input checked="" type="checkbox"/>
▪ Maintain Student Hours while Attending Course		96,620	53,810 <input type="checkbox"/>
▪ Train Students in Continuing Education classes		150	196 <input checked="" type="checkbox"/>
▪ Train Students in initial EMS classes		600	1,374 <input checked="" type="checkbox"/>
▪ Update times, the funded class listing on the Rural / Frontier EMS Education website		36	33 <input 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 EM	1	<i>Planned:</i> \$515,534.39	\$799,612.80 \$1,315,147.19
	1	<i>Actuals:</i> \$355,166.92	\$1,182,454.81 \$1,537,621.73

FY 2013 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 / MAP21	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	\$1,315,147.19	\$515,534.39								\$799,612.80	
	<i>Actual:</i>	1	\$1,537,621.73	\$355,166.92								\$1,182,454.81	
TOTALS:	<i>Planned:</i>	1	\$1,315,147.19	\$515,534.39								\$799,612.80	
	<i>Actual:</i>	1	\$1,537,621.73	\$355,166.92								\$1,182,454.81	

Motorcycle Safety

MC - 04

Goals

- To reduce the number of motorcyclist fatalities

Strategies

- Improve education and awareness of motorcycle safety among law enforcement and EMS personnel, educators and state & local traffic engineers.
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase public information and education on motorists' responsibility pertaining to motorcycle safety.
- Increase rider education and training.

Project Descriptions

Task: **Public Information Campaigns**

Motorcycle Safety MC - 04

Organization Name

Division TRF-TS

Project Number

EnviroMedia Social Marketing

2013-EnviroMe-SOW-0045

Title / Desc. **Motorcycle Public Information and Education Campaign**

Bilingual public awareness and education campaign to raise awareness of motorcyclists amongst motorists.

Strategies Addressed

- Improve public information and education on motorcycle safety, including the value of wearing a helmet.

Project Notes

For Performance Objectives, please refer to Section Four : Paid Media Report

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2010	K6	1	Planned:	\$410,000.00			\$1,232,920.00	\$1,642,920.00
		1	Actuals:	\$409,854.07			\$1,237,071.00	\$1,646,925.07

Task: Training	Motorcycle Safety MC - 04
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Organization Name Texas A&M Transportation Institute	Division TRF-TS	Project Number 2013-TTI-G-1YG-0070
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Title / Desc. **Statewide Motorist Awareness & Motorcyclist Safety Outreach and Support**

Public education & information outreach which involves motorcyclists & other safety groups helping to raise motorists' knowledge of safely sharing the road with motorcyclists & rider safety awareness.

Strategies Addressed

- Improve education and awareness of motorcycle safety among law enforcement and EMS personnel, educators and state & local traffic engineers.
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Coordinate Texas Motorcycle Safety Coalition & Board Activities	16	26	☑
▪ Develop Statewide Motorist Awareness & Motorcyclist Safety Outreach Plan	1	3	☑
▪ Evaluate Statewide Motorist and Rider Awareness Outreach Activities	1	1	☑
▪ Maintain Website Content Update and Maintenance	20	32	☑
▪ Provide Public Event Outreach and Support	10	28	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	MC	1	Planned:	\$211,158.25			\$31,908.05	\$243,066.30
		1	Actuals:	\$197,462.17			\$35,168.42	\$232,630.59

Task: Training	Motorcycle Safety MC - 04
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Organization Name Texas A&M Transportation Institute	Division TRF-TS	Project Number 2013-TTI-G-1YG-0071
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Title / Desc. **Increasing Recruitment / Retention of Motorcyclist Safety Training Instructors**

Increase recruitment/retention of motorcyclist safety training instructors through delivery of statewide regional workshops, training videos & deployment of web-based training for instructors.

Strategies Addressed

- Increase rider education and training.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Pre and post workshop evaluation	8	13	☑
▪ Coordinate regional professional development workshops	8	20	☑
▪ Produce web-based training program	1	3	☑
▪ Produce on-bike or classroom instructor training scenarios	4	6	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	MC	1	Planned:	\$174,773.52			\$19,520.50	\$194,294.02
		1	Actuals:	\$145,242.08			\$16,657.81	\$161,899.89

FY 2013 Traffic Safety Funds Program Area Expenditure Summary

Motorcycle Safety

MC - 04

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408 / MAP21	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	1	\$1,642,920.00						\$410,000.00			\$1,232,920.00
	<i>Actual:</i>	1	\$1,646,925.07						\$409,854.07			\$1,237,071.00
<i>Training</i>	<i>Planned:</i>	2	\$437,360.32	\$385,931.77								\$51,428.55
	<i>Actual:</i>	2	\$394,530.48	\$342,704.25								\$51,826.23
TOTALS:	<i>Planned:</i>	3	\$2,080,280.32	\$385,931.77					\$410,000.00			\$1,284,348.55
	<i>Actual:</i>	3	\$2,041,455.55	\$342,704.25					\$409,854.07			\$1,288,897.23

Occupant Protection

OP - 05

Goals

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

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 intervention efforts by healthcare professionals, teachers, and all safety advocates.*
- *Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors.*
- *Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges, and prosecutors.*
- *Increase public information and education campaigns.*
- *Increase training opportunities and retention of certified child passenger safety (CPS) technicians and instructors.*
- *Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.*
- *Maintain CPS seat distribution programs for low income families.*
- *Sustain high visibility enforcement of occupant protection laws*

Project Descriptions

Task: Enforcement	Occupant Protection OP - 05
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Organization Name **Texas Department of Transportation** Division TRF-TS Project Number **STEP CIOT**

Title / Desc. STEP Click It Or Ticket Mobilization

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

Performance Measures

Other arrests	359
CMV Speed citations	0
Community events	34
DUI Minor arrests/citations	1
DWI arrests	12
HMV citations	110
Child Safety Seat citations	2,391
Media exposures	176
STEP Enforcement Hours	7,530
Other citations	4,105
Presentations conducted	43
Public information and education materials distributed	8,970
Public information and education materials produced	252
Safety Belt citations	14,317
Speed citations	231
ITC citations	377

Participating Organizations

Project #

City of Allen - Police Department	2013-AllenPD-CIOT-00011
City of Amarillo - Police Department	2013-AmarilloPD-CIOT-00012
City of Arlington - Police Department	2013-Arlington-CIOT-00031
City of Austin - Police Department	2013-AustinPD-CIOT-00013
City of Beaumont - Police Department	2013-Beaumont-CIOT-00022
City of Beeville - Police Department	2013-BeevilPD-CIOT-00023
City of Bellaire - Police Department	2013-BellairePD-CIOT-00009
City of Brownsville - Police Department	2013-BrownsPD-CIOT-00020
City of Corpus Christi - Police Department	2013-CorpusPD-CIOT-00015
City of Dallas - Police Department	2013-Dallas-CIOT-00003
City of Edinburg - Police Department	2013-EdinbuPD-CIOT-00035
El Paso County Sheriff's Office	2013-EIPasoCO-CIOT-00006
City of Frisco - Police Department	2013-FriscoPD-CIOT-00004
County of Galveston (Sheriff's Office)	2013-GalCOSO-CIOT-00017
City of Garland - Police Department	2013-GarlandPD-CIOT-00030
City of Grand Prairie - Police Department	2013-GrandPra-CIOT-00002
City of Harlingen - Police Department	2013-Harlingen-CIOT-00034
Harris County Sheriff's Office	2013-HarrisCo-CIOT-00025
City of Houston - Police Department	2013-HoustonPD-CIOT-00001
Jefferson County Sheriff's Office	2013-JeffersonCoSO-CIOT-00026
City of La Porte - Police Department	2013-LaPorte-CIOT-00008
City of Laredo - Police Department	2013-LaredoPD-CIOT-00038
City of Lewisville - Police Department	2013-LewisvPD-CIOT-00024
City of Lubbock - Police Department	2013-Lubbock PD-CIOT-00019
City of McAllen - Police Department	2013-McAllenPD-CIOT-00014
City of McKinney - Police Department	2013-McKinney-CIOT-00005

City of Mesquite - Police Department	2013-Mesquite-CIOT-00032
City of Mission - Police Department	2013-Mission-CIOT-00007
City of Paris Police Department	2013-paris-CIOT-00036
City of Port Arthur Police Department	2013-PortArthur-CIOT-00028
City of San Antonio - Police Department	2013-SanAntPD-CIOT-00010
City of Tyler - Police Department	2013-Tyler PD-CIOT-00027
Victoria County Sheriff's Office	2013-VictoriaCoSO-CIOT-00029
City of Waco - Police Department	2013-WacoPD-CIOT-00037
City of Wichita Falls - Police Department	2013-WichitaPD-CIOT-00021

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 OP	35 <i>Planned:</i>	\$500,000.00				\$500,000.00
	34 <i>Actuals:</i>	\$387,511.65			\$11,359.14	\$398,870.79

Task: Enforcement	Occupant Protection OP - 05
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<i>Organization Name</i>	<i>Division</i> TRF-TS	<i>Project Number</i>
Texas Department of Transportation		STEP CIOT Incentives

*Title / Desc. **Click It or Ticket (CIOT) Incentive Grant***

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

<i>Participating Organizations</i>	<i>Project #</i>
City of Anna - Police Department	2013-AnnaPD-INC-CIOT-00003
City of Anthony - Police Department	2013-AnthonyPD-INC-CIOT-00015
City of Athens - Police Department	2013-AthensPD-INC-CIOT-00007
City of Boerne - Police Department	2013-BoernePD-INC-CIOT-00006
City of Clute - Police Department	2013-ClutePD-INC-CIOT-00004
El Paso County Constable's Office, Pct. 4	2013-EIPPct4-INC-CIOT-00011
City of Floresville - Police Department	2013-FloresvPD-INC-CIOT-00010
City of Forney - Police Department	2013-ForneyPD-INC-CIOT-00013
City of Fort Stockton - Police Department	2013-FtStcktonPD-INC-CIOT-00012
City of Fulshear - Police Department	2013-FulshearPD-INC-CIOT-00002
City of Leander - Police Department	2013-LeanderPD-INC-CIOT-00017
City of Log Cabin - Police Department	2013-LogCabinPD-INC-CIOT-00001
City of Miles - Police Department	2013-MilesPD-INC-CIOT-00009
City of Ponder - Police Department	2013-PonderPD-INC-CIOT-00019
City of Snyder - Police Department	2013-SnyderPD-INC-CIOT-00005
University of Houston-Department of Public Safety	2013-UnivHouPS-INC-CIOT-00014
University of Texas Pan American - Police Department	2013-UTPAPD-INC-CIOT-00022

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>
405 K2	20 <i>Planned:</i>	\$60,000.00				\$60,000.00
	17 <i>Actuals:</i>	\$50,505.21			\$8,678.65	\$59,183.86

Task: Evaluation				Occupant Protection OP - 05			
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>			
Texas A&M Transportation Institute				2013-TTI-G-1YG-0088			
<i>Title / Desc. OP Observational Surveys</i>							
Surveys of occupant restraint use are conducted to estimate statewide belt use, child occupant restraint use, and front seat driver & passenger use & characteristics in 18 cities.							
<i>Strategies Addressed</i>							
- Increase public information and education campaigns.							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Conduct statewide survey in 22 Texas counties using survey sampling and protocol that is certified by NHTSA				1	1	<input checked="" type="checkbox"/>	
▪ Conduct survey of child restraint use in 14 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 occupant restraint use among school age children (5-16 years old) in 18 Texas cities				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 OP	1	<i>Planned:</i> \$325,869.91			\$36,464.96	\$362,334.87	
	1	<i>Actuals:</i> \$309,854.92			\$34,729.50	\$344,584.42	

Task: Evaluation				Occupant Protection OP - 05			
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>			
Texas A&M Transportation Institute				2013-TTI-G-1YG-0089			
<i>Title / Desc. Nighttime OP Observation Surveys</i>							
Conduct observational surveys in 18 Texas cities during nighttime hours.							
<i>Strategies Addressed</i>							
- Concentrate efforts on historically low use populations.							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Conduct survey of nighttime safety belt use in 18 cities				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 OP	1	<i>Planned:</i> \$58,681.61			\$6,546.89	\$65,228.50	
	1	<i>Actuals:</i> \$53,740.60			\$6,000.73	\$59,741.33	

Task: Evaluation						Occupant Protection OP - 05		
Organization Name Texas A&M Transportation Institute			Division TRF-TS		Project Number 2013-TTI-G-1YG-0312			
Title / Desc. Observational Surveys to Evaluate Click It Or Ticket 2013								
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.								
Strategies Addressed								
<ul style="list-style-type: none"> - Concentrate efforts on historically low use populations. - Sustain high visibility enforcement of occupant protection laws 								
Performance Objectives						<u>Target</u>	<u>Actual</u>	<u>Met?</u>
<ul style="list-style-type: none"> ▪ Conduct survey waves in 10 Click It Or Ticket cities 						3	3	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> ▪ Provide memos reporting survey results 						4	4	<input checked="" type="checkbox"/>
Financial Information:								
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
402 OP	1	Planned: \$50,822.55			\$5,669.53	\$56,492.08		
	1	Actuals: \$47,815.21			\$5,343.34	\$53,158.55		

Task: Public Information Campaigns						Occupant Protection OP - 05	
Organization Name EnviroMedia Social Marketing			Division TRF-TS		Project Number 2013-EnviroMe-SOW-0047		
Title / Desc. Child Passenger Safety Public Information and Education Campaign							
Bilingual public awareness and education campaign to increase the proper selection and use of child safety seats coinciding with the NHTSA Child Passenger Safety Week.							
Strategies Addressed							
<ul style="list-style-type: none"> - Concentrate efforts on historically low use populations. - Increase public information and education campaigns. 							
Project Notes							
For Performance Objectives, please refer to Section Four : Paid Media Report							
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
405 K2PM	1	Planned: \$500,000.00			\$1,516,280.00	\$2,016,280.00	
	1	Actuals: \$9,931.25			\$1,479,064.92	\$1,488,996.17	

Task: Public Information Campaigns						Occupant Protection OP - 05	
Organization Name EnviroMedia Social Marketing			Division TRF-TS		Project Number 2013-EnviroMe-SOW-0047-1		
Title / Desc. Child Passenger Safety Public Information and Education Campaign							
Bilingual public awareness and education campaign to increase the proper selection and use of child safety seats coinciding with the NHTSA Child Passenger Safety Week.							
Strategies Addressed							
<ul style="list-style-type: none"> - Concentrate efforts on historically low use populations. - Increase public information and education campaigns. 							
Project Notes							
For Performance Objectives, please refer to Section Four : Paid Media Report							
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
MAP2' M1PE	0	Planned:					
	1	Actuals: \$485,944.83			\$500,000.00	\$985,944.83	

Task: Public Information Campaigns	Occupant Protection OP - 05
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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

Strategies Addressed

- Concentrate efforts on historically low use populations.
- Increase EMS/fire department involvement in CPS fitting stations.
- Increase intervention efforts by Healthcare professionals, teachers, and all safety advocates.
- Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges, and prosecutors.
- Increase public information and education campaigns.
- Increase training opportunities and retention of certified child passenger safety (CPS) technicians and instructors.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
Assist with 14 or more CPS inspection events in the Austin District and no more 1 in a contiguous county	15	17	☑
Attend local, state, natl child passenger partnership or task force meetings annually	8	22	☑
Conduct 32 hour NHTSA approved Child Passenger Safety Course with a minimum of (10) class participants	1	2	☑
Conduct child passenger restraint use surveys, (1) in each target county	11	11	☑
Conduct child safety inspection events throughout each of the 11 target counties; a minimum of 1 per county	72	83	☑
Develop new public information & educational item to support the grant project activities	1	1	☑
Distribute child passenger safety seats throughout the target counties	800	814	☑
Distribute child passenger safety educational materials throughout each of the 11 target counties	60,000	72,968	☑
Increase involvement of new partners (EMS, LE, FDs, judges, prosecutors etc) in CPS efforts in each county	2	3	☑
Participate in in a minimum of (48) community events; resulting in at least (3) in each target county	48	53	☑
Provide a minimum of 1 NHTSA 4 Steps for Kids education activity in each of the (11) Counties	22	22	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	Planned: \$221,152.50			\$67,286.32	\$288,438.82
		1	Actuals: \$210,527.97			\$76,012.89	\$286,540.86

Task: Public Information Campaigns				Occupant Protection OP - 05		
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>		
Sherry Matthews Advocacy Marketing				2013-SMAM-SOW-0066		
<i>Title / Desc. Click It or Ticket Public Information and Education Campaign</i>						
<i>This comprehensive statewide multi-media campaign warns drivers and passengers to buckle up or pay up.</i>						
<i>Strategies Addressed</i>						
- Increase public information and education campaigns.						
<i>Project Notes</i>						
<i>For Performance Objectives, please refer to Section Four : Paid Media Report</i>						
<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 OP	1	<i>Planned:</i> \$2,000,000.00			\$2,000,000.00	\$4,000,000.00
	1	<i>Actuals:</i> \$1,960,846.43			\$3,008,484.70	\$4,969,331.13

Task: Public Information Campaigns				Occupant Protection OP - 05		
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>		
ThinkStreet				2013-ThinkSt-SOW-0018		
<i>Title / Desc. Teen Click It or Ticket: An Occupant Protection Program Directed to a High-Risk Audience</i>						
<i>A statewide public education and awareness program designed to increase seat belt use among teen drivers and passengers, ages 15-20.</i>						
<i>Project Notes</i>						
<i>For Performance Objectives, please refer to Section Four : Paid Media Report</i>						
<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>
State State	1	<i>Planned:</i>	\$600,000.00		\$1,800,000.00	\$2,400,000.00
	1	<i>Actuals:</i>	\$598,958.21		\$6,106,821.57	\$6,705,779.78

Task: Training	Occupant Protection OP - 05
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Organization Name **Hillcrest Baptist Medical Center-HHS** Division TRF-TS Project Number **2013-HHS-G-1YG-0191**

Title / Desc. Texas KidSafe Program

KidSafe will provide educational opportunities to parents/caregivers, children, and the general public on child passenger safety, safety in and around vehicles, and overall occupant protection.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct child passenger safety educational seminars for teachers and child care providers	4	33	☑
▪ Conduct Child Passenger Safety Technician Certification Courses	4	5	☑
▪ Conduct Nursing for Safety In-Person Training Programs	4	4	☑
▪ Conduct child safety seat/seat belt observational surveys	15	15	☑
▪ Conduct Or participate in Child Safety Seat Check-up Events	25	31	☑
▪ Conduct Child Passenger Safety Educational Presentations to Adults	100	711	☑
▪ Conduct Child passenger safety educational presentations to youth between the ages of 3-16	100	407	☑
▪ Conduct follow-up appt with former KidSafe Program participants to assess misuse and/or increased awareness	200	227	☑
▪ Conduct Fitting Station sessions at fitting station locations	500	1,026	☑
▪ Coordinate CEU Seminars for Certified Child Passenger Safety Technicians	3	3	☑
▪ Coordinate public events focused on childrens safety in and around vehicles	4	6	☑
▪ Create Docs on a Roll Medical Child Passenger Safety Toolkit	1	1	☑
▪ Create Nursing for Safety Child Passenger Safety Self-Study Curriculum	1	1	☑
▪ Create Child Passenger Safety focused educational campaigns	4	4	☑
▪ Distribute newsletters to child passenger safety technicians	2	2	☑
▪ Distribute newsletters to the general community related to child passenger safety information	2	2	☑
▪ Distribute Docs on a Roll Medical Child Passenger Safety Toolkit for those completing CME Curriculum	12	2	☐
▪ Distribute Child Passenger Safety focused educational materials to retailers	500	650	☑
▪ Distribute Child Safety Seats to families in need	950	982	☑
▪ Distribute Child Passenger Safety Educational Packets	10,000	19,809	☑
▪ Establish Child Passenger Safety Educational Displays	30	118	☑
▪ Maintain database to record data collected on child safety seat inspection checklists and surveys	1	5	☑
▪ Maintain Child Passenger Safety Educational Displays	50	118	☑
▪ Participate in health fairs, safety fairs and community events	35	52	☑
▪ Provide educational packets to persons identified by the Please Be Seated Program	275	222	☐
▪ Provide educational materials and resources to first responders, fire, and EMS personnel	500	525	☑
▪ Provide educational materials to law enforcement, judicial, and public servants	500	4,075	☑

- Train Nurses via the Nursing for Safety Self-Study CPS Curriculum 10 11

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	Planned:	\$192,315.00			\$252,672.43	\$444,987.43
		1	Actuals:	\$189,653.20			\$322,183.24	\$511,836.44

Task: Training **Occupant Protection OP - 05**

Organization Name **Hillcrest Baptist Medical Center-HHS** Division TRF-TS Project Number **2013-HHS-G-1YG-0191-1**

Title / Desc. Texas KidSafe Program

KidSafe will provide educational opportunities to parents/caregivers, children, and the general public on child passenger safety, safety in and around vehicles, and overall occupant protection.

Strategies Addressed

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

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	0	Planned:					
		1	Actuals:	\$2,661.80				\$2,661.80

Task: Training **Occupant Protection OP - 05**

Organization Name **Injury Prevention Center of Greater Dallas** District DAL Project Number **2013-IPCOGD-G-1YG-0162**

Title / Desc. Give Kids a Boost II

A one-year community-based school intervention to increase booster seat use among children ages 4 to 7 in high risk areas of Dallas.

Strategies Addressed

- Concentrate efforts on historically low use populations.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.

Performance Objectives

	Target	Actual	Met?
▪ Conduct car seat event (inspection station) at each project school	2	2	<input checked="" type="checkbox"/>
▪ Conduct Focus Groups among parents, teachers, safety advocates and community stakeholders	4	4	<input checked="" type="checkbox"/>
▪ Conduct Child restraint observations of children 4-7 years of age at project and comparison schools	2,000	3,930	<input checked="" type="checkbox"/>
▪ Develop Final project evaluation report	1	1	<input checked="" type="checkbox"/>
▪ Implement strategy to increase booster seat use among children 4-7 years of age in the project area	1	2	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	Planned:	\$90,500.01			\$49,282.71	\$139,782.72
		1	Actuals:	\$83,973.48			\$47,242.54	\$131,216.02

Task: Training	Occupant Protection OP - 05
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Organization Name **Injury Prevention Center of Greater Dallas** District DAL Project Number **2013-IPCOGD-G-1YG-0245**

Title / Desc. **Child Passenger Safety Training in Dallas**

The goal of the project is to increase the number of trained child passenger safety technicians in Dallas.

Strategies Addressed

- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Child passenger safety (CPS) continuing education unit class	1	1	☑
▪ Conduct Focus groups with certified child passenger safety technicians and former technicians	2	2	☑
▪ Conduct Child passenger safety certification courses among Parkland employees and community stakeholders	3	3	☑
▪ Conduct On-going observational surveys at Parkland during newborn discharge	200	230	☑
▪ Develop Final project report	1	1	☑
▪ Implement Child passenger safety (CPS) technician retention strategy	1	1	☑

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	Planned:	\$48,833.73			\$22,096.68	\$70,930.41
		1	Actuals:	\$48,823.06			\$36,631.68	\$85,454.74

Task: Training	Occupant Protection OP - 05
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Organization Name **Texas A&M Agrilife Extension Service** Division TRF-TS Project Number **2013-Texas Ag-G-1YG-0080**

Title / Desc. Texas AgriLife Extension Service, Passenger Safety

A program to increase child restraint and seat belt usage among low use populations and alcohol awareness statewide through educational campaigns, trainings, checkup events and fitting stations.

Strategies Addressed

- Concentrate efforts on historically low use populations.
- Increase EMS/fire department involvement in CPS fitting stations.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors.
- Increase public information and education campaigns.
- Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.
- Maintain CPS seat distribution programs for low income families.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct 8-hour Technician Renewal Training or a 4-Hour Technician Update.	1	1	☑
▪ Conduct Annual 4-H Round-up Safety Contest for teens to promote traffic safety	1	1	☑
▪ Conduct National Child Passenger Safety Technician Certification Trainings	2	3	☑
▪ Conduct Operation Kids classes for officers to increase child safety seat enforcement.	6	6	☑
▪ Conduct Safety seat checkup events to increase child safety seat usage in under-served areas	15	30	☑
▪ Conduct Booster Seat Campaigns in rural counties to increase the correct use of booster seats	20	20	☑
▪ Conduct Programs to promote occupant protection and other safe driving practices	35	75	☑
▪ Conduct Child safety seat inspections at checkup events, fitting stations and individual inspections	1,700	2,407	☑
▪ Distribute Child safety seats as replacements as needed at checkups, fitting stations and inspections	1,500	1,677	☑
▪ Distribute Public Information and Education (PI&E) resources to support grant efforts	60,000	79,331	☑
▪ Educate Participants on the importance of safety belts/child restraints using project Rollover Convincers	20,000	22,323	☑
▪ Establish New fitting station at EMS/Fire Dept. and maintain existing fitting stations	1	2	☑
▪ Maintain Educational program for certified technicians to educate parents at prenatal classes.	1	1	☑
▪ Maintain Online Technician Update Course for technicians to earn continuing education credits.	1	1	☑
▪ Maintain Website at http://buckleup.tamu.edu where parents can locate a local certified technician in Texas	1	1	☑
▪ Provide Passenger Safety online transportation safety course for childcare providers	1	17	☑
▪ Provide Tx. Municipal Court Educ. Center trainings with information on increasing enforcement of OP laws	3	3	☑
▪ Provide Child care conferences or child care agencies with information on online transportation courses	12	15	☑
▪ Provide Extension agents and/or safety advocates with resources on the dangers of distracted driving	60	80	☑

▪ Provide Agents and/or safety advocates with resources to promote safety belt usage in pickup trucks	70	97	<input checked="" type="checkbox"/>
▪ Provide Health care providers and/or social service agencies with child safety seat information	100	108	<input checked="" type="checkbox"/>
▪ Provide Rural/suburban employers with information on safe driving campaigns to distribute to employees	100	354	<input checked="" type="checkbox"/>
▪ Support Mentoring program for Extension trained technicians	1	1	<input checked="" type="checkbox"/>
▪ Support Educational programs on occupant protection and safe driving practices	120	157	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 OP	1	Planned: \$260,571.69			\$262,430.28	\$523,001.97
	1	Actuals: \$257,444.21			\$331,411.73	\$588,855.94

Task: Training	Occupant Protection OP - 05
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Organization Name **Texas Children's Hospital** District **HOU** Project Number **2013-TCH-G-1YG-0254**

Title / Desc. Increasing child restraint usage 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.

Strategies Addressed

- Concentrate efforts on historically low use populations.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors.
- Increase public information and education campaigns.
- Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.
- Maintain CPS seat distribution programs for low income families.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct CPS technician 1-day renewal course	1	1	<input checked="" type="checkbox"/>
▪ Conduct NHTSA Child Passenger Safety Technician training courses	3	3	<input checked="" type="checkbox"/>
▪ Conduct Child safety seat inspections at community car seat check up events	1,000	1,365	<input checked="" type="checkbox"/>
▪ Conduct Child safety seat inspections at network inspections station sites	3,300	3,688	<input checked="" type="checkbox"/>
▪ Coordinate Community car seat check up events	20	49	<input checked="" type="checkbox"/>
▪ Coordinate Media exposures related to child passenger safety	50	54	<input checked="" type="checkbox"/>
▪ Distribute Child restraint systems to low-income and at risk families at inspection stations	1,100	1,304	<input checked="" type="checkbox"/>
▪ Distribute Educational materials on child passenger safety to the community	100,000	101,600	<input checked="" type="checkbox"/>
▪ Educate Law enforcement personnel and/or judges about current child occupant protection standards	100	69	<input type="checkbox"/>
▪ Teach CEU and specialized training classes for CPS technicians about new products	15	15	<input checked="" type="checkbox"/>
▪ Teach Car seat safety classes for parents	40	83	<input checked="" type="checkbox"/>
▪ Train new child passenger safety technicians	45	44	<input type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2011 K3	1	Planned: \$148,062.03		\$10,000.00	\$254,637.30	\$412,699.33
	1	Actuals: \$137,932.55		\$11,832.02	\$302,898.59	\$452,663.16

Task: Training	Occupant Protection OP - 05
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Organization Name **Texas Department of State Health Services** Division TRF-TS Project Number **2013-TDSHS-G-1YG-0134**

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.

Strategies Addressed

- Provide training and assistance for local and statewide traffic safety problem identification.
- Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.
- Maintain CPS seat distribution programs for low income families.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Assist Community organization with a CPS workshop	1	2	<input checked="" type="checkbox"/>
▪ Assist Click It or Ticket Promotion & CPS Week in Texas	2	4	<input checked="" type="checkbox"/>
▪ Assist Community organizations with child seat checkups or inspection stations	12	17	<input checked="" type="checkbox"/>
▪ Conduct Safe Riders child passenger safety certification workshops	4	4	<input checked="" type="checkbox"/>
▪ Conduct Training sessions for distribution program partner agencies	8	8	<input checked="" type="checkbox"/>
▪ Conduct Middle school interventions for pre-teens	10	10	<input checked="" type="checkbox"/>
▪ Conduct Safe Riders child seat check-ups and/or inspection station events	20	23	<input checked="" type="checkbox"/>
▪ Conduct Educational presentations to children and adults regarding occupant protection	40	56	<input checked="" type="checkbox"/>
▪ Coordinate Child seats for subgrantee partners	2,800	3,530	<input checked="" type="checkbox"/>
▪ Create New safety seat distribution and education programs	20	9	<input type="checkbox"/>
▪ Enroll Texans Saved by the Belt members	25	14	<input type="checkbox"/>
▪ Maintain Ongoing safety seat distribution and education programs	60	694	<input checked="" type="checkbox"/>
▪ Manage CPS Advisory Committee meetings	4	4	<input checked="" type="checkbox"/>
▪ Manage CPS website updates	12	24	<input checked="" type="checkbox"/>
▪ Provide Technician recertification program	200	680	<input checked="" type="checkbox"/>
▪ Provide Telephone technical assistance and/or referrals to distribution programs	5,000	8,336	<input checked="" type="checkbox"/>
▪ Provide Educational or promotional pieces	350,000	343,733	<input type="checkbox"/>
▪ Train Technicians with update classes	60	41	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	Planned:	\$900,000.00			\$900,000.00	\$1,800,000.00
		1	Actuals:	\$805,544.38			\$867,891.75	\$1,673,436.13

Task: Training	Occupant Protection OP - 05
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Organization Name University Medical Center of El Paso	District ELP	Project Number 2013-UMCEP-G-1YG-0077
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Title / Desc. Preserving Our Future in El Paso District

The goal of the project is to increase occupant protection and decrease the risk of death through the use of adult seatbelts and child safety seats in TXDOT El Paso District.

Strategies Addressed

- Concentrate efforts on historically low use populations.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase public information and education campaigns.
- Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.
- Maintain CPS seat distribution programs for low income families.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct CPS Training Courses for Technicians	2	2	☑
▪ Conduct CPS Inspection Events in Brewster/Jeff Davis, Culberson, Presidio Counties	3	3	☑
▪ Conduct Prevention and Traffic Safety Education Classes/materials	12	28	☑
▪ Conduct Child Safety Seat and Seat Belt Offender Classes	24	24	☑
▪ Conduct Educational classes to underserved parents/caregivers/pregnant mothers/teens	36	38	☑
▪ Conduct CPS Inspection Events in El Paso and Hudspeth County	44	52	☑
▪ Educate Health care professionals on the proper use and installation of the EZ-On vest	8	15	☑
▪ Educate Community agencies that transport children	16	23	☑
▪ Establish Partnerships with Pediatric/Family Health Care Clinics	12	12	☑
▪ Participate in Health and safety fairs in El Paso District	5	11	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
2011	K3	1	Planned:	\$82,737.80			\$92,555.02	\$175,292.82
		1	Actuals:	\$81,805.80			\$103,866.73	\$185,672.53

FY 2013 Traffic Safety Funds Program Area Expenditure Summary

Occupant Protection

OP - 05

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	2011	408 / MAP21	410	2010	STATE	INCOME	LOCAL		
Enforcement	<i>Planned:</i>	55	\$560,000.00	\$500,000.00	\$60,000.00								\$500,000.00
	<i>Actual:</i>	51	\$458,054.65	\$387,511.65	\$50,505.21							\$20,037.79	\$387,511.65
Evaluation	<i>Planned:</i>	3	\$484,055.45	\$435,374.07								\$48,681.38	
	<i>Actual:</i>	3	\$457,484.30	\$411,410.73								\$46,073.57	
Program Management													
Public Information Campaigns	<i>Planned:</i>	4	\$8,704,718.82	\$2,000,000.00	\$500,000.00	\$221,152.50				\$600,000.00		\$5,383,566.32	
	<i>Actual:</i>	5	\$14,436,592.77	\$1,960,846.43	\$9,931.25	\$210,527.97	\$485,944.83			\$598,958.21		\$11,170,384.08	
Training	<i>Planned:</i>	7	\$3,566,694.68	\$1,160,571.69		\$562,448.57				\$10,000.00		\$1,833,674.42	
	<i>Actual:</i>	8	\$3,631,796.76	\$1,065,650.39		\$542,188.09				\$11,832.02		\$2,012,126.26	
TOTALS:	<i>Planned:</i>	69	\$13,315,468.95	\$4,095,945.76	\$560,000.00	\$783,601.07				\$600,000.00	\$10,000.00	\$7,265,922.12	\$500,000.00
	<i>Actual:</i>	67	\$18,983,928.48	\$3,825,419.20	\$60,436.46	\$752,716.06	\$485,944.83			\$598,958.21	\$11,832.02	\$13,248,621.70	\$387,511.65

Pedestrian and Bicyclist Safety

PS - 06

Goals

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

Strategies

- Improve "walkability. and "bikeability. of roads and streets.
- Improve data collection on pedestrian injuries and fatalities.
- Improve identification of problem areas for pedestrians
- 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.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Increase public information and education on motorists' responsibilities pertaining to pedestrian and bicyclist safety.

Project Descriptions

Task: **Training** **Pedestrian and Bicyclist Safety PS - 06**

Organization Name District LBB Project Number
City of Lubbock - Parks & Recreation **2013-LubbockP-G-1YG-0160**

Title / Desc. **Safety City, Teaching Kids to be Street Smart**

Safety City is dedicated to educating young children the importance of traffic safety. Our facility instructs an average of 5,000 children per year.

Strategies Addressed

- Provide training and assistance for local and statewide traffic safety problem identification.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase public information and education campaigns.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Increase public education and information on railroad/highway crossing safety.
- Increase public education and information on roadway safety.
- Develop and implement public information and education efforts on traffic safety issues.
- Support statewide the Texas Safe Community efforts 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.
- Provide public information and education campaigns to promote safe motor vehicle operations around school buses.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Educate Elementary students in pedestrian, bicycle, motor, bus, and railroad safety	7,500	5,593	<input type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 PS	1	Planned: \$28,079.00			\$28,196.00	\$56,275.00
	1	Actuals: \$24,048.97			\$24,993.25	\$49,042.22

Task: Training				Pedestrian and Bicyclist Safety PS - 06			
<i>Organization Name</i>			<i>District</i> SAT		<i>Project Number</i>		
San Antonio - Bexar County Metropolitan Planning Organization					2013-SanAnton-G-1YG-0168		
<i>Title / Desc.</i> Healthy Heads Know to Shine the Light on Safety							
Children and adults who participate in the MPO's safety classes are eligible for a helmet and/or a light set.							
<i>Strategies Addressed</i>							
- Increase public information and education efforts on pedestrian and bicyclist safety.							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Educate bicyclists & motorists in Bexar County on Share the Road Concepts & rules of the road per law				1,000	5,287	<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	PS	1	<i>Planned:</i> \$11,997.30			\$1,385.00	\$13,382.30
		1	<i>Actuals:</i> \$11,994.90			\$1,385.00	\$13,379.90

Task: Training				Pedestrian and Bicyclist Safety PS - 06			
<i>Organization Name</i>			<i>Division</i> TRF-TS		<i>Project Number</i>		
Texas A&M Transportation Institute					2013-TTI-G-1YG-0085		
<i>Title / Desc.</i> Motorists and Bicyclist Safety Awareness Program							
This project develops a PI&E campaign to promote bicycle traffic laws, safety equipment for bicyclists, increase motorist awareness of bicycles, & shared responsibilities of safely sharing the road.							
<i>Strategies Addressed</i>							
- Increase public information and education efforts on pedestrian and bicyclist safety.							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Conduct focus groups to market-test potential themes and identify potential messages				3	4	<input checked="" type="checkbox"/>	
▪ Develop campaign communications plan				1	2	<input checked="" type="checkbox"/>	
▪ Develop website to promote campaign messages and link to social media presence				1	4	<input checked="" type="checkbox"/>	
▪ Identify campaign themes and messages				3	9	<input checked="" type="checkbox"/>	
▪ Plan kick-off event to launch the campaign				1	4	<input checked="" type="checkbox"/>	
▪ Produce motorist and bicyclist safety campaign materials				1	6	<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	PS	1	<i>Planned:</i> \$154,660.67			\$17,223.01	\$171,883.68
		1	<i>Actuals:</i> \$149,409.21			\$17,528.89	\$166,938.10

FY 2013 Traffic Safety Funds
Program Area Expenditure Summary

Pedestrian and Bicyclist Safety

PS - 06

Task	# Proj	Total	FEDERAL					MATCH			Fed. 402 to Local	
			402	405	2011	408 / MAP21	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	\$241,540.98	\$194,736.97							\$46,804.01	\$40,076.30
	<i>Actual:</i>	3	\$229,360.22	\$185,453.08							\$43,907.14	\$36,043.87
TOTALS:	<i>Planned:</i>	3	\$241,540.98	\$194,736.97							\$46,804.01	\$40,076.30
	<i>Actual:</i>	3	\$229,360.22	\$185,453.08							\$43,907.14	\$36,043.87

Police Traffic Services

PT - 07

Goals

- 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 vehicle body type of "Semi-Trailer" or "Truck-Tractor".

Strategies

- *Increase and sustain enforcement of traffic safety-related laws.*
- *Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws.*
- *Increase and sustain high visibility enforcement of traffic safety-related laws*
- *Increase enforcement of commercial motor vehicle speed limits.*
- *Increase public education and information campaigns regarding enforcement activities*
- *Increase public education and information campaigns regarding enforcement activities.*
- *Increase public information and education on intersection related traffic issues.*
- *Increase public information and education on intersection-related traffic issues.*
- *Increase public information and education on sharing the road with commercial motor vehicles (CMV).*
- *Provide technical and managerial support to local law enforcement agencies and highway safety professionals.*

Project Descriptions

Task: Enforcement	Police Traffic Services PT - 07
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<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> STEP CMV
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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	464
CMV HMV Citations	5,974
CMV Safety Belt Citations	4,280
CMV Speed citations	4,630
Community events	25
DUI Minor arrests/citations	0
DWI arrests	1
Child Safety Seat citations	0
Media exposures	24
STEP Enforcement Hours	7,606
Other citations	2,901
Presentations conducted	34
Public information and education materials distributed	12,792
Public information and education materials produced	1,500
Safety Belt citations	106
Speed citations	483
Speed related crashes	3,012
ITC citations	501

Participating Organizations

Project #

City of Fort Worth - Police Department	2013-Fortwort-S-1YG-0066
City of Houston - Police Department	2013-HoustonP-S-1YG-0037
City of Laredo - Police Department	2013-LaredoPD-S-1YG-0095

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 PT	3	<i>Planned:</i> \$367,530.79			\$504,356.71	\$871,887.50
	3	<i>Actuals:</i> \$346,411.95			\$729,593.53	\$1,076,005.48

Task: Enforcement	Police Traffic Services PT - 07
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Organization Name **Texas Department of Transportation** Division TRF-TS Project Number **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	5,310
Child Safety Seat citations	7,564
CMV Speed citations	112
Community events	536
DUI Minor arrests/citations	71
DWI arrests	4,403
HMV citations	1,432
ITC citations	47,849
Alcohol related crashes	11,834
Media exposures	1,052
STEP Enforcement Hours	150,547
Other citations	67,913
Presentations conducted	1,304
Public information and education materials distributed	157,897
Public information and education materials produced	39,681
Safety Belt citations	37,820
Speed citations	253,108
Speed related crashes	59,496
ITC related crashes	36,910

Participating Organizations

Project #

Harris County Sheriff's Office	2011-HarrisCo-S-3YG-0013
City of Amarillo - Police Department	2013-Amarillo-S-1YG-0016
City of Arlington - Police Department	2013-Arlingto-S-1YG-0022
City of Austin - Police Department	2013-AustinPD-S-1YG-0004
Bexar County Sheriff's Office	2013-BexarCoS-S-1YG-0013
City of Bryan - Police Department	2013-BryanPD-S-1YG-0038
City of Cedar Park - Police Department	2013-CdrPrkPD-S-1YG-0040
City of Corpus Christi - Police Department	2013-CorpusPD-S-1YG-0050
Dallas County Sheriff's Department	2013-DallasCO-S-1YG-0064
City of Dallas - Police Department	2013-Dallas-S-1YG-0058
City of Denton - Police Department	2013-DentonPD-S-1YG-0068
El Paso County Sheriff's Office	2013-EIPasoCO-S-1YG-0031
City of Euless - Police Department	2013-Euless-S-1YG-0098
City of Fort Worth - Police Department	2013-Fortwort-S-1YG-0070
City of Frisco - Police Department	2013-FriscoPD-S-1YG-0078
City of Galveston - Police Department	2013-Galvesto-S-1YG-0104
City of Garland - Police Department	2013-GarlandP-S-1YG-0093
City of Georgetown - Police Department	2013-Georgeto-S-1YG-0074
City of Grand Prairie - Police Department	2013-GrandPra-S-1YG-0014
City of Haltom City - Police Department	2013-HaltomPD-S-1YG-0036
City of Harlingen - Police Department	2013-Harlinge-S-1YG-0067
Harris County Constable Precinct 7	2013-HarrisP7-S-1YG-0059

City of Houston - Police Department	2013-HoustonP-S-1YG-0015
City of Hurst - Police Department	2013-HurstPD-S-1YG-0079
City of Irving - Police Department	2013-Irving-S-1YG-0086
City of Keller - Police Department	2013-KellerPD-S-1YG-0084
City of Killeen - Police Department	2013-KilleenP-S-1YG-0006
City of La Porte - Police Department	2013-LaPorte-S-1YG-0019
City of Longview - Police Department	2013-LongviPD-S-1YG-0048
City of Lubbock - Police Department	2013-Lubbock -S-1YG-0027
City of McAllen - Police Department	2013-McAllenP-S-1YG-0076
City of Midland - Police Department	2013-Midland-S-1YG-0044
City of Mission - Police Department	2013-Mission-S-1YG-0061
City of New Braunfels - Police Department	2013-NewBrau-S-1YG-0075
City of North Richland Hills - Police Department	2013-NRichlan-S-1YG-0035
City of Odessa - Police Department	2013-Odessa-S-1YG-0008
City of Pasadena - Police Department	2013-PasadePD-S-1YG-0017
City of Plano - Police Department	2013-PlanoPD-S-1YG-0065
Polk County Sheriff's Office	2013-PolkCo-S-1YG-0030
City of Rowlett - Police Department	2013-Rowlet P-S-1YG-0094
Texas Department of Public Safety	2013-TDPS-S-1YG-0053
City of Texarkana - Police Department	2013-TexarkPD-S-1YG-0071
Tom Green County	2013-Tomgreen-S-1YG-0002
City of Tyler - Police Department	2013-Tyler PD-S-1YG-0028
City of Waco - Police Department	2013-WacoPD-S-1YG-0063
City of Wichita Falls - Police Department	2013-WichitaP-S-1YG-0024

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	47	<i>Planned:</i>	\$8,232,248.26			\$8,474,240.42	\$16,706,488.69
		46	<i>Actuals:</i>	\$5,868,107.18	\$440,734.00		\$7,380,243.89	\$13,689,085.07

Task: Enforcement	Police Traffic Services PT - 07
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Organization Name **Texas Department of Transportation** Division TRF-TS Project Number **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	12
CMV Speed citations	5
Community events	6
DUI Minor arrests/citations	1
DWI arrests	21
HMV citations	159
Child Safety Seat citations	26
Media exposures	24
STEP Enforcement Hours	1,223
Other citations	755
Presentations conducted	13
Public information and education materials distributed	7,645
Public information and education materials produced	0
Safety Belt citations	471
Speed citations	2,475
ITC citations	121

Participating Organizations

Project #

City of Beaumont - Police Department	2013-Beaumont-S-1YG-0089
City of Benbrook - Police Department	2013-Benbrook-S-1YG-0003
City of Weatherford - Police Department	2013-Weatherf-S-1YG-0033

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PT	3	Planned:	\$40,272.62			\$33,749.27	\$74,021.89
		3	Actuals:	\$35,715.71			\$37,772.86	\$73,488.57

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

Strategies Addressed

- Concentrate efforts on historically low use populations.
- Increase and sustain high visibility enforcement of occupant protection laws.
- Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges, and prosecutors.
- Increase public information and education campaigns.
- 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.
- Conduct and assist local, state and national traffic safety campaigns.
- Develop and implement public information and education efforts on traffic safety issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Acquire Child Passenger safety (CPS) technician certifications for all LELs	100 %	100 %	☑
▪ Collect news and information articles and publish them on the Buckle Up Texas website	36	139	☑
▪ Conduct evaluation of the adult distracted driving course	1	1	☑
▪ Conduct evaluation of the child safety seat course for law enforcement (CORE)	1	1	☑
▪ Conduct evaluation of the emergency vehicle operator distracted driving course	1	1	☑
▪ Conduct Meetings with TxDOT Program Manager(s), LELs, and stakeholders	4	16	☑
▪ Distribute Public information and education (PI&E) program materials	25,000	67,778	☑
▪ Educate law enforcement officers on child safety seat laws and recognition	225	242	☑
▪ Educate emergency vehicle operators on the dangers of distracted driving	1,000	2,384	☑
▪ Educate adult drivers on the dangers of distracted driving	2,000	4,673	☑
▪ Educate teen drivers on the dangers of distracted driving	4,000	12,328	☑
▪ 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	490	☑
▪ Support child passenger safety seat inspection events	20	25	☑
▪ Support Non law enforcement Highway Safety Plan partner events	20	27	☑
▪ Support Blood Alcohol Concentration (BAC) reporting by law enforcement agencies	100 %	100 %	☑
▪ Support Non-funded law enforcement agencies in STEP projects	600	2,575	☑
▪ Update course curriculum on adult distracted driving	1	1	☑
▪ Update course curriculum on child safety seat laws and recognition to law enforcement	1	1	☑
▪ Update course curriculum on emergency vehicle operator distracted driving	1	1	☑
▪ Update 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: \$828,348.59			\$125,120.00	\$953,468.59
	1	Actuals: \$773,808.63			\$241,619.42	\$1,015,428.05

Task: Training	Police Traffic Services PT - 07
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Organization Name **Texas A&M 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.

Strategies Addressed

- Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws.
- Increase and sustain high visibility enforcement of traffic safety-related laws

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Develop plans for the continuance of the TxDOT approved enhanced NHTSA DDACTS training program	1	1	<input checked="" type="checkbox"/>
▪ Implement enhanced NHTSA DDACTS training program curriculum to TS stakeholders and partners in Texas	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PT	1	Planned:	\$60,285.14			\$6,753.69	\$67,038.83
		1	Actuals:	\$60,209.98			\$6,750.21	\$66,960.19

**FY 2013 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 / MAP21	410	2010	STATE	INCOME	LOCAL	
Enforcement	<i>Planned:</i> 53	\$17,652,398.08	\$8,640,051.67								\$9,012,346.40	
	<i>Actual:</i> 52	\$14,838,579.12	\$6,250,234.84						\$440,734.00		\$8,147,610.28	
Evaluation												
Program Management												
Public Information Campaigns	<i>Planned:</i> 1	\$953,468.59	\$828,348.59								\$125,120.00	
	<i>Actual:</i> 1	\$1,015,428.05	\$773,808.63								\$241,619.42	
Training	<i>Planned:</i> 1	\$67,038.83	\$60,285.14								\$6,753.69	
	<i>Actual:</i> 1	\$66,960.19	\$60,209.98								\$6,750.21	
TOTALS:	<i>Planned:</i> 55	\$18,672,905.50	\$9,528,685.40								\$9,144,220.09	
	<i>Actual:</i> 54	\$15,920,967.36	\$7,084,253.45						\$440,734.00		\$8,395,979.91	

Speed Control

SC - 08

Goals

- To reduce the number of speed-related fatal and serious injury crashes

Strategies

- Increase and sustain high visibility enforcement of speed-related laws.
- Increase public information and education concerning speed-related issues.
- Provide community training on speed-related issues.

Project Descriptions

Task: Enforcement		Speed Control SC - 08
<i>Organization Name</i>	<i>Division</i> TRF-TS	<i>Project Number</i>
Texas Department of Transportation		STEP SPEED
<i>Title / Desc. STEP SPEED</i>		
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	4,824
CMV Speed citations	1
Community events	42
DUI Minor arrests/citations	0
DWI arrests	9
HMV citations	68
ITC citations	43
Child Safety Seat citations	40
Other arrests	155
STEP Enforcement Hours	6,087
Presentations conducted	50
Public information and education materials distributed	32,048
Public information and education materials produced	0
Safety Belt citations	47
Speed citations	21,509
Speed related crashes	2,365
Media exposures	75

Participating Organizations

	<i>Project #</i>
City of Sugar Land - Police Department	2011-Sugarlan-S-3YG-0009
City of Lewisville - Police Department	2013-LewisvPD-S-1YG-0096
City of Mesquite - Police Department	2013-Mesquite-S-1YG-0087
Montgomery County Sheriff's Office	2013-MontgoSO-S-1YG-0020
City of Texas City - Police Department	2013-TexasCit-S-1YG-0057

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 SC	5	<i>Planned:</i>	\$189,312.06			\$176,963.10	\$366,275.16
	5	<i>Actuals:</i>	\$181,856.07			\$191,704.23	\$373,560.30

**FY 2013 Traffic Safety Funds
Program Area Expenditure Summary**

Speed Control

SC - 08

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408 / MAP21	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>	<i>Planned:</i> 5	\$366,275.16	\$189,312.06								\$176,963.10	
	<i>Actual:</i> 5	\$373,560.30	\$181,856.07								\$191,704.23	
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>												
<i>Training</i>												
TOTALS:	<i>Planned:</i> 5	\$366,275.16	\$189,312.06								\$176,963.10	
	<i>Actual:</i> 5	\$373,560.30	\$181,856.07								\$191,704.23	

Traffic Records **TR - 09**

Goals

- To improve the timeliness of, quality of, availability of, and linkages of traffic records data bases

Strategies

- Improve the intake, tracking, analysis and reporting of crash data.
- Improve the integration of traffic records between state agencies and local entities.

Project Descriptions

Task: Program Management				Traffic Records TR - 09			
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>			
Texas Department of State Health Services - ISG				2013-TDSHS-IS-G-1YG-0239			
<i>Title / Desc.</i> Texas EMS/Trauma Registry Replacement Continuation Project							
<i>Modifications based on rules changes, requested stakeholder adjustments; added reports and workflows all after system start up.</i>							
<i>Strategies Addressed</i>							
- Improve the integration of traffic records between state agencies and local entities.							
<i>Performance Objectives</i>							
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪	Conduct Project Management			1	6	☑	
▪	Coordinate EMS/Trauma Registry data analysis and dissemination			1	7	☑	
▪	Create Test Management			1	5	☑	
▪	Implement Change Management			1	5	☑	
▪	Manage Budget			1	8	☑	
▪	Manage Injury Surveillance Program- the EMS/Trauma			1	7	☑	
▪	Manage Training			1	7	☑	
▪	Participate in Executive Steering Committee (ESC)			1	7	☑	
▪	Participate in Traffic Records Coordinating Committee			4	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>
408	K9	1	<i>Planned:</i> \$894,440.64			\$901,815.18	\$1,796,255.82
		1	<i>Actuals:</i> \$673,631.75			\$734,850.73	\$1,408,482.48

Task: Program Management				Traffic Records TR - 09			
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>			
Texas Department of Transportation				2013-TxDOT-G-1YG-0291			
<i>Title / Desc.</i> Fatal Analysis Reporting System (FARS)							
<i>Provide funding to support TxDOT FARS staff.</i>							
<i>Project Notes</i>							
This project was added after NHTSA cut FARS funding.							
<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>
408	K9	0	<i>Planned:</i> \$60,000.00				\$60,000.00
		1	<i>Actuals:</i> \$45,681.24				\$45,681.24

Task: Program Management	Traffic Records TR - 09
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Organization Name Texas Department of Transportation	Division TRF-TS	Project Number 2013-TxDOT-G-1YG-0300
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Title / Desc. TRF-TS CRIS / Crash Support Projects

TxDOT will build a state of the art CRASH mobile application that will provide agencies the ability to enter crash reports by clicks and voice control on mobile devices.
 TxDOT will build and maintain an internal IDP and offer this functionality to specific agencies.
 TxDOT will provide agencies the ability to use their own data for specific fields. TxDOT will store data.
 This project allows police officers the ability to select a point on a map where a crash occurred and the component will pre-populate the location fields.
 TxDOT will reimburse pilot agencies for building their RMS interfaces to CRASH.
 TRF - CRASH Pre-Population of Fields Associated with the Driver License Number and the License Plate Number
 Provide technical support to law enforcement agencies using CRASH reporting software during the pilot phase, to include user management and data extracts.

Participating Organizations	Project #
Texas Department of Transportation	CRASH Agency Assets
Texas Department of Transportation	CRASH Agency Interface to RMS's
Texas Department of Transportation	CRASH Agency Support
Texas Department of Transportation	CRASH Internal Identity Provider
Texas Department of Transportation	CRASH Locator Service
Texas Department of Transportation	CRASH Mobile App
Texas Department of Transportation	CRASH Pre-Populated Fields

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
408 K9	7	Planned: \$1,481,758.00				\$1,481,758.00
	7	Actuals: \$244,454.10				\$244,454.10

Task: Program Management	Traffic Records TR - 09
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Organization Name Texas Department of Transportation	Division TRF-TS	Project Number 2013-TxDOT-G-1YG-0301
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Title / Desc. CRIS Help Desk Xerox

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
408 K9	1	Planned: \$692,700.00				\$692,700.00
	1	Actuals: \$663,896.50				\$663,896.50

Task: Program Management	Traffic Records TR - 09
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Organization Name Texas Department of Transportation	Division TRF-TS	Project Number 2013-TxDOT-G-1YG-0302
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Title / Desc. Crash Reporting and Analysis for Safer Highways Training

To provide training to law enforcement agencies in "Crash" thus increasing timely reporting.

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
408 K9	1	Planned: \$302,000.00				\$302,000.00
	1	Actuals: \$200,526.62				\$200,526.62

Task: Program Management				Traffic Records TR - 09		
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>		
Texas Department of Transportation		TRF-TS Crash Records/Data Analysis Operations and		CRIS		
<i>Title / Desc. Crash Records/Data Analysis Operations and CRIS</i>						
<i>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.</i>						
<i>Participating Organizations</i>				<i>Project #</i>		
Texas Department of Transportation				2013-TxDOT-G-1YG-0295		
Texas Department of Transportation				2013-TxDOT-G-1YG-0296		
Texas Department of Transportation				2013-TxDOT-G-1YG-0299		
<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>
State	3	<i>Planned:</i>	\$3,224,564.00			\$3,224,564.00
	3	<i>Actuals:</i>	\$3,938,469.07			\$3,938,469.07

Task: Program Management				Traffic Records TR - 09		
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>		
Texas Department of Transportation		TRF-TS TR Program Assessment				
<i>Title / Desc. TR Assessment</i>						
<i>Conduct a NHTSA supported Traffic Records Assessment.</i>						
<i>Project Notes</i>						
<i>Not needed as Traffic Records Assessment update met the requirement</i>						
<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 TR	1	<i>Planned:</i>	\$35,000.00			\$35,000.00
		<i>Actuals:</i>				

FY 2013 Traffic Safety Funds
Program Area Expenditure Summary

Traffic Records

TR - 09

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	2011	408 / MAP21	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>													
<i>Evaluation</i>													
<i>Program Management</i>	<i>Planned:</i> 14	\$7,592,277.82	\$35,000.00			\$3,430,898.64				\$3,224,564.00		\$901,815.18	
	<i>Actual:</i> 14	\$6,501,510.01				\$1,828,190.21				\$3,938,469.07		\$734,850.73	
<i>Public Information Campaigns</i>													
<i>Training</i>													
TOTALS:	<i>Planned:</i> 14	\$7,592,277.82	\$35,000.00			\$3,430,898.64				\$3,224,564.00		\$901,815.18	
	<i>Actual:</i> 14	\$6,501,510.01				\$1,828,190.21				\$3,938,469.07		\$734,850.73	

Driver Education and Behavior

DE - 10

Goals

- To increase public knowledge, perception and understanding of driver education and traffic safety for all road users
- To reduce the number of crashes and injuries related to distracted driving.

Strategies

- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.
- Improve the recording of distracted driving as a contributing factor on crash reports.
- Provide assistance to update the drivers' education curriculum and administrative standards.
- 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 A&M Transportation Institute					2013-TTI-G-1YG-0090			
Title / Desc. Texas Driver Attitudes & Awareness of Traffic Safety Programs								
This project will provide a survey of Texas drivers throughout the State to measure awareness of and attitudes toward traffic safety programs in Texas.								
Strategies Addressed								
- Conduct and assist local, state and national traffic safety campaigns.								
Performance Objectives								
<ul style="list-style-type: none"> Conduct survey of Texas drivers in DL offices throughout Texas 								
								<u>Target</u>
								<u>Actual</u>
								<u>Met?</u>
								1
								2
								<input checked="" type="checkbox"/>
Financial Information:								
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
402 DE	1	Planned: \$45,425.23			\$5,073.58	\$50,498.81		
	1	Actuals: \$35,917.95			\$4,018.18	\$39,936.13		

Task: Evaluation				Driver Education and Behavior DE - 10				
Organization Name		Division TRF-TS			Project Number			
Texas A&M Transportation Institute					2013-TTI-G-1YG-0121			
Title / Desc. Statewide Mobile Communication Device Use Survey								
Conduct observational survey of the use of mobile communication devices to obtain a statewide use estimate.								
Strategies Addressed								
- Provide training and assistance for local and statewide traffic safety problem identification.								
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.								
Performance Objectives								
<ul style="list-style-type: none"> Conduct statewide survey of mobile communication device use using NHTSA approved methodology 								
								<u>Target</u>
								<u>Actual</u>
								<u>Met?</u>
								1
								1
								<input checked="" type="checkbox"/>
Financial Information:								
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
402 DE	1	Planned: \$67,902.08			\$7,559.29	\$75,461.37		
	1	Actuals: \$53,869.61			\$6,015.11	\$59,884.72		

Task: Public Information Campaigns				Driver Education and Behavior DE - 10		
Organization Name		Division TRF-TS		Project Number		
EnviroMedia Social Marketing				2013-EnviroMe-SOW-0044		
Title / Desc. Distracted Driving Public Information and Education Campaign						
Statewide bilingual public awareness and education campaign to reduce traffic fatalities and crashes caused by distracted driving coinciding with NHTSA campaign.						
Strategies Addressed						
- Conduct public information and education campaigns related to distracted driving.						
- Develop and implement public information and education efforts on traffic safety issues.						
Project Notes						
For Performance Objectives, please refer to Section Four : Paid Media Report						
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State State	1	Planned:	\$450,000.02		\$736,665.00	\$1,186,665.02
	1	Actuals:	\$449,125.67		\$2,828,640.07	\$3,277,765.74

Task: Public Information Campaigns				Driver Education and Behavior DE - 10		
Organization Name		Division TRF-TS		Project Number		
Sherry Matthews Advocacy Marketing				2013-SMAM-SOW-0036		
Title / Desc. Street Smarts. TV, Radio and Outdoor PSA Program						
This innovative program generates millions of dollars in free radio, TV and out of home coverage for year 'round statewide traffic safety messages & assistance with meeting federal match requirements.						
Strategies Addressed						
- Develop and implement public information and education efforts on traffic safety issues.						
Project Notes						
For Performance Objectives, please refer to Section Four : Paid Media Report						
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State State	1	Planned:	\$2,280,146.00		\$1,992,902.00	\$4,273,048.00
	1	Actuals:	\$1,822,447.20		\$9,999,999.99	\$11,822,447.19

Task: Public Information Campaigns				Driver Education and Behavior DE - 10		
Organization Name		Division TRF-TS		Project Number		
Sherry Matthews Advocacy Marketing				2013-SMAM-SOW-0067		
Title / Desc. Energy Sector Be Safe. Drive Smart.. Public Information and Education Campaign						
This multi-media campaign provides motorists with tips for driving safely in high-traffic, energy production areas of the state.						
Strategies Addressed						
- Develop and implement public information and education efforts on traffic safety issues.						
Project Notes						
For Performance Objectives, please refer to Section Four : Paid Media Report						
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State State	1	Planned:	\$360,000.00		\$230,621.00	\$590,621.00
	1	Actuals:			\$1,963,086.33	\$1,963,086.33

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

Organization Name **ThinkStreet** Division TRF-TS Project Number **2013-ThinkSt-SOW-0017**

Title / Desc. **DRIVE FRIENDLY. DRIVE SAFE.**

This is a program to raise awareness of the dangers associated with speeding, to include speeding in work zones, and raise motorist awareness of pedestrians and cyclists.

Strategies Addressed

- Develop and implement public information and education efforts on traffic safety issues.
- Increase public information and education concerning speed-related issues.

Project Notes

For Performance Objectives, please refer to Section Four : Paid Media Report

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$600,000.01			\$1,200,000.00	\$1,800,000.01
		1	Actuals:	\$576,976.12			\$2,670,227.15	\$3,247,203.27

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

Organization Name **City of Austin - ISD** District AUS Project Number **2013-AISD-G-1YG-0257**

Title / Desc. **AISD Afterschool Driver Education Program**

Driver's Education classes will serve over 300 students as a part of AISD outside-of-school programs at Akins, Eastside Memorial, Lanier, LBJ, Reagan, and Travis High Schools.

Strategies Addressed

- Provide training and assistance for local and statewide traffic safety problem identification.
- Improve education programs on alcohol and driving for youth.
- Concentrate efforts on historically low use populations.
- Increase public information and education campaigns.
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Increase public education and information on railroad/highway crossing safety.
- Increase public education and information on roadway safety.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Support statewide the Texas Safe Community efforts 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.
- Provide public information and education campaigns to promote safe motor vehicle operations around school buses.
- Increase public information and education concerning speed-related issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Certify students in Drivers Education and provide certificates of completion to each	300	314	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$23,705.48			\$23,731.08	\$47,436.56
		1	Actuals:	\$23,125.56			\$31,413.49	\$54,539.05

Task: Training				Driver Education and Behavior DE - 10			
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>			
Education Service Center, Region XIII				2013-ESCXIII-G-1YG-0222			
<i>Title / Desc.</i> Distractions: Revision of the Texas Driver Education Model Program Distraction Module							
<i>This traffic safety project will revise the five topics in the Distractions Module of the Texas Driver Education Model Program with the most current and up-to-date curricula content.</i>							
<i>Strategies Addressed</i>							
<ul style="list-style-type: none"> - Develop and implement public information and education efforts on traffic safety issues. - Provide assistance to update the drivers' education curriculum and administrative standards. 							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
<ul style="list-style-type: none"> ▪ Revise topics in the Distraction Module for the Driver Education and Traffic Safety Model Program 				5	10	<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> \$10,500.00			\$8,776.05	\$19,276.05	
	1	<i>Actuals:</i> \$10,500.00			\$9,935.56	\$20,435.56	

Task: Training				Driver Education and Behavior DE - 10			
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>			
Education Service Center, Region XIII				2013-ESCXIII-G-1YG-0223			
<i>Title / Desc.</i> CRUISE: Culturally Responsive Understanding in Safety Education							
<i>Project CRUISE: Culturally Responsive Understanding in Safety Education is for the development of a Multicultural Principles Guideline for Driver Education Programs.</i>							
<i>Strategies Addressed</i>							
<ul style="list-style-type: none"> - Provide assistance to update the drivers' education curriculum and administrative standards. 							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
<ul style="list-style-type: none"> ▪ Develop Multicultural Educational Principles Guideline document for Texas Driver Education Programs 				1	2	<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> \$11,025.00			\$9,178.26	\$20,203.26	
	1	<i>Actuals:</i> \$11,025.00			\$12,232.90	\$23,257.90	

Task: Training	Driver Education and Behavior DE - 10
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<i>Organization Name</i> Hillcrest Baptist Medical Center-Hillcrest	<i>Division</i> TRF-TS	<i>Project Number</i> 2013-Hillcres-G-1YG-0246
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Title / Desc. **Mature Driver Program**

A traffic safety injury prevention program for drivers, ages 55 & up, and their family/caregivers. Overarching goal is to assist mature drivers in obtaining optimal safety and comfort while driving.

Strategies Addressed

- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Civic, Service and Social Club Meetings to promote awareness of MDP and available program services	26	40	☑
▪ Conduct CarFit Event in a contiguous county	1	1	☑
▪ Conduct CarFit Technician Trainings	3	3	☑
▪ Conduct CarFit Events	6	6	☑
▪ Conduct Traffic Safety Awareness Educational Presentations to families and caregivers of drivers 55+	16	35	☑
▪ Conduct Traffic Safety Awareness Educational Presentations to drivers 55+	32	55	☑
▪ Coordinate Traffic Safety Day for drivers 55+	1	1	☑
▪ Distribute Mature Driver Traffic Safety Surveys focused on current driving behaviors and attitudes	500	881	☑
▪ Distribute Traffic Safety Educational Packets for drivers 55+	4,000	5,614	☑
▪ Establish Partnerships with Community Resource Agencies in contiguous counties	10	39	☑
▪ Establish Traffic Safety Displays targeting drivers 55+	52	72	☑
▪ Establish Partnerships with Community Resource Agencies	60	63	☑
▪ Increase Awareness of and Participate in national and state traffic safety campaigns	2	3	☑
▪ Participate in Health/Safety Fairs, Community Events, and Local Organizational Meetings in contiguous counties	16	25	☑
▪ Participate in Health Fairs, Safety Fairs, and Community Events	30	42	☑
▪ Provide Roadwise Review Self-Assessments for drivers 55+	15	15	☑

Financial Information:

<i>Fund</i>	<i>Source</i>	<i>#</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>		\$82,624.00			\$77,693.61	\$160,317.61
		1	<i>Actuals:</i>		\$82,205.91			\$106,030.19	\$188,236.10

Task: Training	Driver Education and Behavior DE - 10
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<i>Organization Name</i> National Safety Council	<i>Division</i> TRF-TS	<i>Project Number</i> 2013-NSC-G-1YG-0276
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Title / Desc. **OUR DRIVING CONCERN - Texas Employer Traffic Safety Program**

Outreach to employers and implementation of toolkit training program to encourage best practice program and promote safe driving behaviors among employees and their families.

Strategies Addressed

- Develop and implement public information and education efforts on traffic safety issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Advisory Group Meetings	4	4	☑
▪ Conduct Professional Development Webcasts for Employers, Managers, Supervisors, and others	4	4	☑
▪ Distribute Our Driving Concern e-Newsletters to Texas employers, managers, supervisors, and others	7,500	48,246	☑
▪ Educate Employer Attendees at Texas Safety Conference & Expo	400	502	☑
▪ Manage Employer Network Members and link between TxDOT Resources and Employers	7,500	47,552	☑
▪ Train Companies at Train-the-Trainer Toolkit Trainings across the state	30	35	☑

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	DE	1	<i>Planned:</i>	\$187,125.48			\$192,334.74	\$379,460.22
		1	<i>Actuals:</i>	\$149,817.27			\$155,232.42	\$305,049.69

Task: Training	Driver Education and Behavior DE - 10
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Organization Name **Texas A&M Transportation Institute** Division TRF-TS Project Number **2013-TTI-G-1YG-0099**

Title / Desc. Teens in the Driver Seat (TDS) Program

Maintain this award-winning, peer-to-peer teen safety program in Texas at the high school and junior high levels, expand partnerships, and continue toward self-sustainment.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- 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 intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase public information and education campaigns.
- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.
- Increase public information and education concerning speed-related issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Achieve minimum awareness level for all major teen driving risks	20 %	20 %	<input checked="" type="checkbox"/>
▪ Acquire Additional funding sources to aid program sustainability	2	3	<input checked="" type="checkbox"/>
▪ Decrease cell phone use by teen drivers at TDS program schools	5 %	5 %	<input checked="" type="checkbox"/>
▪ Educate Students in Texas about safe teen driver and passenger behaviors	140,000	162,382	<input checked="" type="checkbox"/>
▪ Implement Program deployments at Junior High/Middle Schools in Texas	30	30	<input checked="" type="checkbox"/>
▪ Implement Program deployments at Texas high schools	110	123	<input checked="" type="checkbox"/>
▪ Increase percentage of seat belt use by teen drivers at TDS schools	89 %	91 %	<input checked="" type="checkbox"/>
▪ Produce Media placements related to teen driving safety	150	234	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$408,754.76			\$593,386.27	\$1,002,141.03
		1	Actuals:	\$386,045.75			\$793,945.87	\$1,179,991.62

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

Organization Name **Texas Municipal Courts Education Center** Division **TRF-TS** Project Number **2013-TMCEC-G-1YG-0176**

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

To integrate traffic safety, with emphasis on alcohol related traffic-safety issues, into K-12 curriculum while utilizing municipal judges & court personnel as classroom resource persons.

Strategies Addressed

- Improve adjudication and processing of DWI cases through improved training for judges, administrative license revocation judges, prosecutors, and probation officers.
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.
- Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors.
- Increase public information and education campaigns.
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Increase public education and information on railroad/highway crossing safety.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Provide assistance to update the drivers' education curriculum and administrative standards.
- Support the establishment and growth Safe Communities Coalitions.
- Provide public information and education campaigns to promote safe motor vehicle operations around school buses.
- Increase public information and education concerning speed-related issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct U-Tube PSA contest for school youth that focuses on alcohol-related & safety belt ts issues	1	1	☑
▪ Develop Story-books in English & Spanish on impaired drivers, distracted driving & ts issues	2	2	☑
▪ Distribute DRSR kits of DRSR materials to civic groups such as Boy & Girl Scouts, 4-H, & others for outreach	25	28	☑
▪ Maintain Lending Library of Traffic Safety DVDs	1	4	☑
▪ Produce Newsletter pages for municipal judges & court support personnel on the DRSR program	8	55	☑
▪ Provide DRSR workshop at the LRE annual statewide confernece	1	1	☑
▪ Provide DRSR exhibits & distribute PI&E materials on the DRSR project to municipal courts & teachers	24	48	☑
▪ Revise Levels of DRSR teaching materials that encompass K-12 & the other DRSR resources	4	6	☑
▪ Train Teachers/educators on the DRSR materials at ISDs and regional ESCs programs & webinars	250	311	☑
▪ Train Municipal, judges, clerks, & court personnel on serving as classroom resource persons	600	854	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned: \$166,668.96			\$166,818.30	\$333,487.26
		1	Actuals: \$145,946.91			\$180,738.03	\$326,684.94

FY 2013 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 / MAP21	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>												
<i>Evaluation</i>	<i>Planned:</i>	2	\$125,960.18	\$113,327.31							\$12,632.87	
	<i>Actual:</i>	2	\$99,820.85	\$89,787.56							\$10,033.29	
<i>Program Management</i>												
<i>Public Information Campaigns</i>	<i>Planned:</i>	4	\$7,850,334.03	\$600,000.01					\$3,090,146.02		\$4,160,188.00	
	<i>Actual:</i>	4	\$20,310,502.53	\$576,976.12					\$2,271,572.87		\$17,461,953.54	
<i>Training</i>	<i>Planned:</i>	7	\$1,962,321.99	\$890,403.68							\$1,071,918.31	\$106,329.48
	<i>Actual:</i>	7	\$2,098,194.86	\$808,666.40							\$1,289,528.46	\$105,331.47
TOTALS:	<i>Planned:</i>	13	\$9,938,616.20	\$1,603,731.00					\$3,090,146.02		\$5,244,739.18	\$106,329.48
	<i>Actual:</i>	13	\$22,508,518.24	\$1,475,430.08					\$2,271,572.87		\$18,761,515.29	\$105,331.47

Railroad / Highway Crossing

RH - 11

Goals

- To reduce KAB crashes at railroad/highway crossings

Strategies

- Increase education of law enforcement concerning laws governing railroad/highway crossings.
- Increase public education and information on railroad/highway crossing safety.

Project Descriptions

Task: Training				Railroad / Highway Crossing RH - 11			
Organization Name		Division		Project Number			
Texas Operation Lifesaver		TRF-TS		2013-TxOpLife-G-1YG-0169			
Title / Desc. Highway-Railroad Safety Awareness							
Provide highway-railroad crossing safety training to Law Enforcement personnel and public rail safety education.							
Strategies Addressed							
- Increase education of law enforcement concerning laws governing railroad/highway crossings.							
- Increase public education and information on railroad/highway crossing safety.							
Performance Objectives							
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
Conduct Field Training and Evaluations				2	3	<input checked="" type="checkbox"/>	
Conduct GCCI Rail Safety Training Classes for Law Enforcement				2	3	<input checked="" type="checkbox"/>	
Conduct Rail Safety Presentations to the Public				300	966	<input checked="" type="checkbox"/>	
Implement Adopt a Rail Corridor Safety Project				1	1	<input checked="" type="checkbox"/>	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	RH	1	Planned: \$29,948.00			\$50,400.30	\$80,348.30
		1	Actuals: \$26,354.53			\$48,277.75	\$74,632.28

FY 2013 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 / MAP21	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	\$80,348.30	\$29,948.00									\$50,400.30	
	<i>Actual:</i> 1	\$74,632.28	\$26,354.53									\$48,277.75	
TOTALS:	<i>Planned:</i> 1	\$80,348.30	\$29,948.00									\$50,400.30	
	<i>Actual:</i> 1	\$74,632.28	\$26,354.53									\$48,277.75	

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.

Strategies

- *Improve highway design and engineering through training.*
- *Increase public education and information on roadway safety.*
- *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

<i>Task: Training</i>		Roadway Safety RS - 12	
<i>Organization Name</i>	Division TRF-TS	<i>Project Number</i>	
Texas Engineering Extension Service - ITSI		2013-TEEXITSI-G-1YG-0237	
<i>Title / Desc. Work Zone Safety Training</i>			
<i>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 and state road agency personnel.</i>			
<i>Strategies Addressed</i>			
- Provide training on roadway safety issues.			
<i>Performance Objectives</i>			
		<u>Target</u>	<u>Actual</u> <u>Met?</u>
▪ Conduct Work Zone Traffic Control courses		6	9 <input checked="" type="checkbox"/>
▪ Conduct Work Zone Traffic Control Refresher courses		6	6 <input checked="" type="checkbox"/>
▪ Conduct Flaggers in Work Zones courses		8	10 <input checked="" type="checkbox"/>
▪ Train participants in Work Zone Traffic Control courses		150	269 <input checked="" type="checkbox"/>
▪ Train participants in Work Zone Traffic Control Refresher courses		150	165 <input checked="" type="checkbox"/>
▪ Train participants in Flaggers in Work Zones courses		200	245 <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 RS	1	Planned: \$78,569.87	
	1	Actuals: \$51,572.23	\$87,576.00 \$166,145.87 \$102,467.37 \$154,039.60

Task: Training	Roadway Safety RS - 12
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Organization Name **Texas Engineering Extension Service - ITSI** Division TRF-TS Project Number **2013-TEEXITSI-G-1YG-0240**

Title / Desc. Road Safety Training

Reduce number of traffic crashes, injuries and fatalities on city/county roads by conducting training for city, county and state agency personnel on proper use of traffic signs & pavement markings.

Strategies Addressed

- Provide training on roadway safety issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Installation and Maintenance of Pavement Markings courses	4	12	☑
▪ Conduct Installation and Maintenance of Signs courses	4	12	☑
▪ Train participants in Installation and Maintenance of Pavement Markings courses	92	118	☑
▪ Train participants in Installation and Maintenance of Signs courses	92	146	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	RS	1	Planned:	\$30,619.21			\$31,441.92	\$62,061.13
		1	Actuals:	\$23,440.29			\$27,530.48	\$50,970.77

Task: Training	Roadway Safety RS - 12
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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.

Strategies Addressed

- Provide training and assistance for local and statewide traffic safety problem identification, planning and project development.
- 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.
- Provide traffic safety problem identification to local jurisdictions.
- Provide training on roadway safety issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct CCT210 Classes in Planning Work Zone Traffic Control	6	3	<input type="checkbox"/>
▪ Conduct CCT333 Classes in Night Road Work Planning and Implementation	7	3	<input type="checkbox"/>
▪ Conduct CCT515 Classes in Installation/Maintenance Signs/Pavement Markings	8	4	<input type="checkbox"/>
▪ Conduct CCT512R Classes in TMUTCD Update and Work Zone Refresher	18	7	<input type="checkbox"/>
▪ Conduct CCT401 Classes in Work Zone Construction Site Safety	45	25	<input type="checkbox"/>
▪ Conduct CCT520 Classes in Work Zone Traffic Control/Qualified Flagger	45	71	<input checked="" type="checkbox"/>
▪ Train CCT210 Students in Planning Work Zone Traffic Control	108	15	<input type="checkbox"/>
▪ Train CCT333 Students in Night Road Work Planning & Implementation	126	54	<input type="checkbox"/>
▪ Train CCT515 Students in Installation/Maintenance of Signs/Pavement Markings	144	28	<input type="checkbox"/>
▪ Train CCT512R Students in TMUTCD Update/Work Zone Refresher	324	116	<input type="checkbox"/>
▪ Train CCT401 Students in Work Zone Construction Site Safety	810	488	<input type="checkbox"/>
▪ Train CCT520 Students in Work Zone Traffic Control/Qualified Flagger	810	1,256	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	RS	1	<i>Planned:</i>	\$560,247.80			\$676,036.43	\$1,236,284.23
		1	<i>Actuals:</i>	\$559,190.80			\$785,762.57	\$1,344,953.37

FY 2013 Traffic Safety Funds Program Area Expenditure Summary

Roadway Safety

RS - 12

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	2011	408 / MAP21	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	\$1,464,491.23	\$669,436.88							\$795,054.35	\$109,189.08
	<i>Actual:</i>	3	\$1,549,963.74	\$634,203.32							\$915,760.42	\$75,012.52
TOTALS:	<i>Planned:</i>	3	\$1,464,491.23	\$669,436.88							\$795,054.35	\$109,189.08
	<i>Actual:</i>	3	\$1,549,963.74	\$634,203.32							\$915,760.42	\$75,012.52

Safe Communities

SA - 13

Goals

- To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries

Strategies

- *Support statewide the Texas Safe Community efforts 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.*
- *Support the establishment and growth Safe Communities Coalitions.*

Project Descriptions

Task: Training	Safe Communities SA - 13
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Organization Name **Texas A&M Agrilife Extension Service** District BRY Project Number **2013-Texas Ag-G-1YG-0082**

Title / Desc. Brazos Valley Injury Prevention Coalition

A Safe Communities coalition to implement and support health initiatives designed to reduce traffic-related injuries and fatalities in the Brazos Valley.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Concentrate efforts on historically low use populations.
- Increase public information and education campaigns.
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.
- Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs.
- Increase rider education and training.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Conduct and assist local, state and national traffic safety campaigns.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.
- Increase public information and education concerning speed-related issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Awareness campaign to educate parents and teens on the Graduated Driver License Law	1	1	☑
▪ Conduct Bi-Monthly meetings of the Brazos Valley Injury Prevention Coalition with community partners	6	6	☑
▪ Conduct Programs focusing on teens, pickup trucks and occupants using the rollover convincer	12	15	☑
▪ Coordinate Committee to continue to identify and collect community resources for a Safety City	1	1	☑
▪ Distribute Public information and Education (PI&E) resources to support grant objectives	12,000	44,740	☑
▪ Provide Day care centers, schools or social service agencies with resources on best practice for car seats	10	29	☑
▪ Provide Employers and/or faith based groups with information on state and national safe driving campaigns	20	83	☑
▪ Support Educational campaign to raise awareness of the dangers of impaired driving	1	7	☑
▪ Support Please Be Seated campaign which helps to raise the awareness of the importance of child safety seats	1	1	☑
▪ Support Motorcycle safety and awareness events	3	4	☑
▪ Support Programs on the dangers of distracted driving at high schools, colleges, or community events	10	13	☑

Financial Information:

Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402 SA	1	Planned:	\$40,468.99			\$40,798.55	\$81,267.54
	1	Actuals:	\$38,528.80			\$67,810.95	\$106,339.75

Task: Training	Safe Communities SA - 13
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Organization Name **Texas A&M University-Corpus Christi** District CRP Project Number **2013-TAMUCC-G-1YG-0244**

Title / Desc. Safe Communities Safe Driving Public Education Campaign

A public education campaign in support of the Nueces County Safe Communities Coalition targeting unsafe driving behaviors in Neuces County by creation and delivery of presentations and PI&E material.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- Improve education programs on alcohol and driving for youth.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase public information and education campaigns.
- Improve public information and education on motorcycle safety, including the value of wearing a helmet.
- Increase public information and education efforts on pedestrian and bicyclist safety.
- Conduct public information and education campaigns related to distracted driving.
- Develop and implement public information and education efforts on traffic safety issues.
- Support the establishment and growth Safe Communities Coalitions.
- Increase public information and education concerning speed-related issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend community health/safety fairs or other events to distribute PI&E materials	20	33	☑
▪ Conduct meetings of the Nueces County Safe Communities Coalition	10	10	☑
▪ Create driver/motorcycle/bicycle/pedestrian safety presentation	1	1	☑
▪ Create driver/motorcycle/bicycle/pedestrian PI&E items which may include translation to Spanish	2	2	☑
▪ Distribute news releases about meetings, driving safety issues, campaigns, events and presentations	16	20	☑
▪ Distribute Pieces of PI&E materials related to Nueces County safe driving issues	100,000	147,199	☑
▪ Educate Nueces County young drivers or future drivers through presentations	200	1,224	☑
▪ Educate Nueces County drivers, pedestrians, or cyclists through presentations provided in the community	300	558	☑
▪ Educate Nueces County residents through the distribution of PI&E items at community fairs and events	4,000	6,594	☑
▪ Provide Presentations on safe driving to Nueces County organizations or groups	20	20	☑
▪ Provide Presentations to younger drivers (college or high school students) on approved safe driving topics	20	22	☑
▪ Revise driver//motorcycle/bicycle/pedestrian Pi&e items which may include those in Spanish	2	2	☑
▪ Revise driver/motorcycle/bicycle/pedestrian safety presentations	3	2	☐
▪ Utilize promotional items restocked from TxDOT approved ones at events and presentations	3	4	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SA	1	Planned:	\$50,789.42			\$53,157.57	\$103,946.99
		1	Actuals:	\$50,717.08			\$53,887.74	\$104,604.82

FY 2013 Traffic Safety Funds Program Area Expenditure Summary

Safe Communities

SA - 13

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	2011	408 / MAP21	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>	2	\$185,214.53	\$91,258.41								\$93,956.12	\$91,258.41
	<i>Actual:</i>	2	\$210,944.57	\$89,245.88								\$121,698.69	\$89,245.88
TOTALS:	<i>Planned:</i>	2	\$185,214.53	\$91,258.41								\$93,956.12	\$91,258.41
	<i>Actual:</i>	2	\$210,944.57	\$89,245.88								\$121,698.69	\$89,245.88

School Bus

SB - 14

Goals

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

Strategies

- Provide public information and education campaigns to promote safe motor vehicle operations around school buses.
- Provide safe school bus operation training for school bus drivers.

Project Descriptions

Task: Training							School Bus SB - 14		
Organization Name			Division TRF-TS		Project Number				
Education Service Center, Region VI					2013-ESCVI-G-1YG-0171				
Title / Desc. School Bus Safety Training 101									
<i>This program is designed to identify and implement several safety units that will be utilized in training sessions for school bus drivers.</i>									
Strategies Addressed									
- Provide safe school bus operation training for school bus drivers.									
Performance Objectives							<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Analyze Participant evaluations to determine the overall effectiveness of the Bus Safety 101 workshops							400	549	<input checked="" type="checkbox"/>
▪ Identify Set of content materials to be utilized in the various Bus Safety 101 workshops							1	6	<input checked="" type="checkbox"/>
▪ Teach School Bus Drivers in Bus Safety 101							500	659	<input checked="" type="checkbox"/>
Financial Information:									
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
402	SB	1	Planned: \$91,820.59			\$94,448.00	\$186,268.59		
		1	Actuals: \$89,870.85			\$113,303.44	\$203,174.29		

Task: Training							School Bus SB - 14		
Organization Name			Division TRF-TS		Project Number				
Texas Engineering Extension Service - ITSI					2013-TEEXITSI-G-1YG-0242				
Title / Desc. School Bus Safety Training									
<i>Train trainers of school bus drivers in local districts to teach special safety techniques to local district drivers to reduce crashes, fatalities, and injuries.</i>									
Strategies Addressed									
- Provide safe school bus operation training for school bus drivers.									
Performance Objectives							<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct School Bus Driver Train the Trainer courses							12	12	<input checked="" type="checkbox"/>
▪ Train participants in School Bus Driver Train the Trainer courses							144	152	<input checked="" type="checkbox"/>
Financial Information:									
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total		
402	SB	1	Planned: \$47,973.01		\$19,799.28	\$46,137.60	\$113,909.89		
		1	Actuals: \$42,415.64		\$49,534.27	\$122,814.20	\$214,764.11		

FY 2013 Traffic Safety Funds
Program Area Expenditure Summary

School Bus

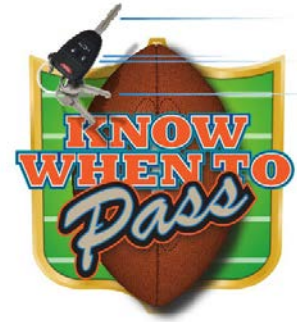
SB - 14

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	2011	408 / MAP21	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>	2	\$300,178.48	\$139,793.60							\$19,799.28	\$140,585.60	\$139,793.60
	<i>Actual:</i>	2	\$417,938.40	\$132,286.49							\$49,534.27	\$236,117.64	\$132,286.49
TOTALS:	<i>Planned:</i>	2	\$300,178.48	\$139,793.60							\$19,799.28	\$140,585.60	\$139,793.60
	<i>Actual:</i>	2	\$417,938.40	\$132,286.49							\$49,534.27	\$236,117.64	\$132,286.49

Section Four
PAID MEDIA REPORT

FY 2013 FOOTBALL IMPAIRED DRIVING

Know When to Pass Campaign



Fall's arrival evokes indelible memories in the minds of Texans: Stadium bleachers filled with throngs of men, women, and children cheering and wildly waving homemade signs. Texans take their football seriously; two professional teams, 33 college teams and countless high school teams drive Texans "football crazy" every autumn. Unfortunately, as they do every year, the numbers show a strong connection between football and drinking. Home football games held in college stadiums are associated with a 13% increase in arrests for drunk driving (Source: College Football Games and Crime, Daniel I. Rees and Kevin T. Schepel, Department of Economics, University of Colorado Denver. In 2011, more than 1,400 DUI alcohol-related crashes in Texas occurred on football game days when a Texas team was playing—accounting for approximately 6 percent of all DUI alcohol-related crashes in the state.

While Texans still love the sights and sounds of watching football live and in person, these days the vast majority of football fans watch most college and professional games on television—at sports bars and restaurants, but by far and away, they view games at home with friends or family.

- According to footballfoundation.org, over 51 million fans nationally attended live college football games in 2011, but over 340 million people watched games on TV. (National Football Foundation & College Hall of Fame (NFF) March 8, 2012 article).
- High NFL ticket prices, high-definition televisions, and expanded free coverage have spurred NFL fans to watch games at home instead of braving the various elements at the stadiums. Average NFL TV ratings are up 15% from 5 seasons ago, but live game attendance has steadily dropped since 2007. (The Daily Beast, Business section, Dec 23, 2012).

Game-watching gatherings are a major problem. In original TXDOT benchmark research, 45% of people reported driving home after drinking at a game watching party. They also claimed to drink more than if they were at a sport's bar and were much less likely to call a cab.

In the latest 2013 TXDOT research, awareness of the campaign stands at 46% and self-reported drinking and driving after game watching continues to decrease in double-digits. Significantly, those respondents who recalled the advertising were *less likely* to drink excessively (six or more drinks) compared to those who did not recall the ads. Each year, we track game-day crash statistics and perform tracking research to ascertain changes in awareness and behavior and propose to continue this effort via on-line quantitative and behavioral research as we continue forward.

The "Know When To Pass" campaign began its fourth year when it was launched during the October 2012 football season. Paid media targeted football fans while they were watching the game on TV or in the stadium. The message remained constant: If they were drinking, they should pass their keys to a "designated receiver" – a sober driver.

Television spots ran during college and professional football games ran throughout the season. Three :30 second television spots in both English and Spanish specifically targeted football fans while they participated in football-watching parties. English and Spanish radio buys were targeted to sports/talk stations and programming oriented to the male 21 to 34 year-old demographic.

The characters from the television spots are still a big hit with fans and were a big part of our various college game appearances, promotional events, and sports sponsorship packages. The campaign radio spots are still favorites with sports-talk hosts and were referenced during on-air segments while the popular “Know When To Pass” poster and fold-out schedules (which featured Texas pro and college game schedules) were distributed via strategic partners throughout the state.

TV Spots



Pre-game / Post-game



Football Players TV



Coach / Russell TV



Static Cling



Poster with schedule of major Texas college and pro teams



Fold-out Schedule

Paid Media

Media schedules covered college and professional football games throughout the season. Three :30 second television spots; and two :60 and :30 second radio spot 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 54 year-old demographic.

Primary Targets: Men 21-54, College & Professional Football Fans (Adults 18+)

Media Markets: Austin, Dallas/Forth Worth, El Paso, Houston, Rio Grande Valley, San Antonio, Lubbock, Bryan-College Station/Waco

Flight Dates: October 1, 2012 – February 3, 2013

Media	Purchased Net Budget	Impressions (Paid + Bonus)
Spot Radio	\$75,548.00	16,236,000
Spot TV/Cable	\$491,767.25	52,681,000
Internet	\$75,112.96	33,335,347
Sports Sponsorships	\$68,700.00	5,306,480
TOTALS	\$711,128.21	107,558,827



Media Interview and Interactive Truck Display

Added Value Media

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 \$1,006,798 in match through the paid media schedules for the campaign and resulted in an additional 40 million impressions.

Earned Media

The popular 3-D interactive truck toured college football games, college campuses and other high-profile locations around the state during late October and all of November of 2012. 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. As a new twist this year, the team used an interactive beanbag toss (while wearing a pair of Drunk Vision goggles) to engage fans and demonstrate to them that motor skills are certainly impaired under the influence of alcohol. Fans were then directed to Facebook to see and share their posted photos. Throughout the tour, we had an estimated 3,145 interactions with fans and students, distributed 2,470 keychains with the “Know When to Pass” messaging, and added 1,495 photos to the Facebook page.

The interactive truck attracted attention and reinforced our campaign messaging. Serving as a mobile billboard, it traveled around the state, where its value as an earned media and coverage tool continued its unparalleled success. Stopping at television and radio stations, reporters used the drunk vision goggles, beanbag toss and truck in their broadcast segments.

A statewide bilingual press release, together with all earned media efforts, resulted in over \$4,169,292.47 of coverage, and an additional 169,979,387 impressions.

Overall Campaign Value

Earned media resulted in \$4,169,292.47 and 169,979,387 impressions. Paid media added value resulted in \$1,006,798.00 in match with a total of 107,558,827 impressions achieved. The mobile truck garnered an estimated \$4,127.63 and 2,789,725 impressions during its tour around Texas. The advertising agency contributed \$6,343.74 of unbilled work to the campaign.

Total match for this campaign was \$5,186,561.84 in value for an investment of \$1,000,000 for the 2012 "Know When To Pass" initiative.

FY 2013 CHRISTMAS HOLIDAY IMPAIRED DRIVING HOLIDAY P.A.S.S. (PERSON APPOINTED TO STAY SOBER) CAMPAIGN


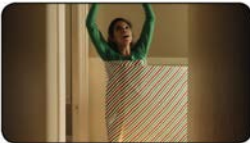
The holiday season from Thanksgiving through New Year's Day is a time for celebrating with family and friends. It is also a time when alcohol-related crashes and fatalities peak. From December 1, 2011 to January 1, 2012, there were 2,462 alcohol-related traffic crashes in Texas resulting in 842 serious injuries and 78 fatalities.



For the 2012 holiday season (TxDOT's FY 13), TxDOT introduced a new statewide campaign that continued to build on the existing Weekend and Summer P.A.S.S. (Person Appointed to Stay Sober) efforts to remind people of the importance of planning ahead for a sober driver. Too often, a designated driver is chosen during, not before, an evening's festivities and is the "least drunk" person in the group. The bilingual campaign reminded Texans that "Sober Drivers Make Great Gifts" and featured new television, radio, outdoor and collateral materials as well as a highly visible statewide partnership with the Texas Hospitality Association. An innovative public relations and social media effort provided party hosts, guests and restaurant/bar owner-operators with specially developed non-alcoholic drink recipes.



Three new whimsical :15 second television spots featured three "typical" holiday scenes: a house party, a woman wrapping a gift and an office party. They were released in both English and Spanish.

TELEVISION :15 "Wrap It Up" • English

SFX: (Festive Holiday music under)
VIDEO: Fade up on CU of 20's/30's-age woman inside her home. She is twirling around, wrapping herself from head to toe in giftwrap.



ANNCR VO: It's the season to give of yourself, so be a Holiday P.A.S.S. (Person Appointed to Stay Sober).

When their office party or holiday gathering is over, give them the present of a safe ride home. — It's the gift that keeps one living.



Three new television spots

TELEVISION :15 "Hop to It" • English

SFX: (Festive Holiday music under)
VIDEO: Fade up on 20's/30's-age guy wrapped from head to toe in holiday gift wrap. He's hopping up the steps of a suburban home.

ANNCR VO: What's the one gift everyone wants this season? — A Holiday P.A.S.S. (Person Appointed to Stay Sober).

ANNCR VO: Because when a friend's been out partying, you can give no better gift than a safe ride home. So...hop to it!

TELEVISION :15 "Office Party" • English




SFX: (Festive Holiday music under)
VIDEO: Fade up on 3 young somewhat drunk office employees walking out of an office entry door into a typical building hallway where they push the elevator button.

ANNCR VO: What better gift to give at the office holiday party than a Holiday P.A.S.S.? (Person Appointed to Stay Sober).




Because when you wrap up a safe ride home for friends... you'll be the life of the party.

English and Spanish billboards were placed in high-visibility locations throughout the state.

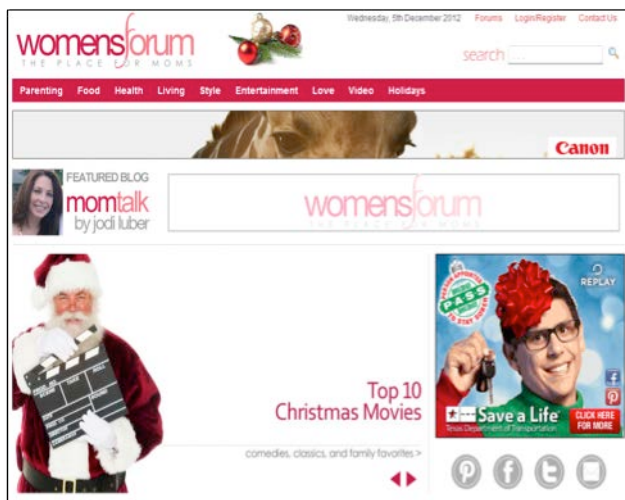
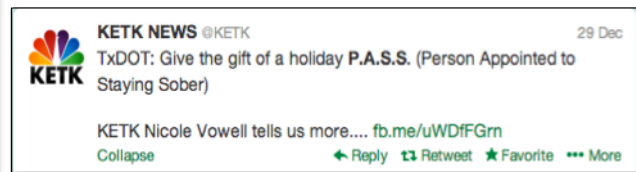
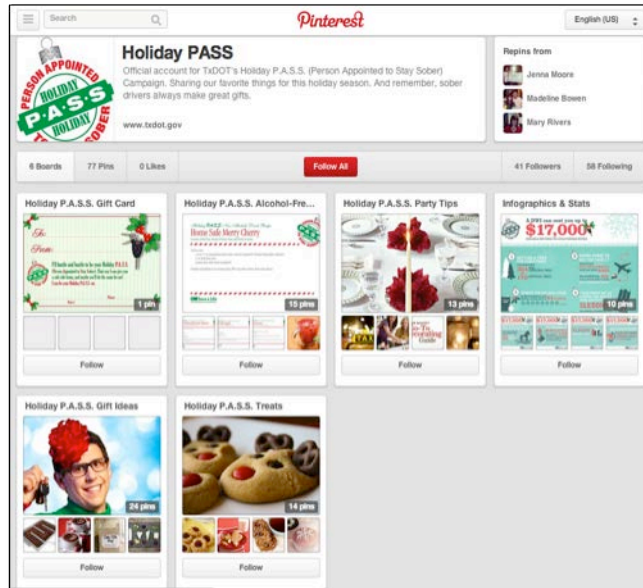


In keeping with the message that “Sober drivers make great gifts,” posters that were distributed to statewide strategic partners (including the National Safety Council’s major state employers) had an attached holder that contained customizable gift certificates. The gift certificates allowed the “giver” to offer his/her services as a sober driver on the date(s) they designated.



English Holiday P.A.S.S. poster with a holder containing the P.A.S.S. gift certificates

Humorous :60 and :30 second radio spots were aired throughout the state on English and Spanish language stations. Our media partners also participated with active social media support by posting reminders via Facebook and Twitter that “Sober drivers make great gifts” and linking to online gift certificates. Online advertising linked to the TxDOT Facebook page and to Pinterest where followers could share gift certificates, non-alcoholic drink recipes and “Sober drivers make great gifts” reminders.



Social Media sites, such as Twitter and Pinterest, were perfect for Texans to send non-alcoholic drink recipes and P.A.S.S. reminders. Internet advertisement was geo-targeted to the state of Texas and utilized interactive banner and video ad placements on a variety of entertainment and lifestyle websites.

Paid Media

Paid media effort included statewide television, outdoor, radio and on-line ad placement.

Primary Targets: Adults 18-49 years old

Media Markets: Television, Radio, Internet and Outdoor media ran statewide

Flight Dates: December 3, 2012- January 1, 2013

Media	Purchased Net Budget	Impressions (Paid + Bonus)
Radio	\$107,326.19	29,114,000
Television	\$159,946.20	39,882,000
Internet	\$75,000	13,995,699
Outdoor	\$170,051.05	285,408,879
TOTALS	\$512,323.44	368,400,578

Earned Media

As part of the media outreach effort, TxDOT worked with celebrity mixologist, Rob Pate of Peche and Cherry Street in Austin, to develop a series of signature non-alcoholic drinks. These drink recipes, designed to reward and celebrate drivers who volunteered to be the P.A.S.S. were shared through media appearances and interviews conducted with TxDOT personnel and through Facebook, Twitter, Pinterest, blogs and lifestyle newsletters (like Tidbits, 365 Things to do in Austin, CultureMap, etc.). Media outlets throughout the state were provided with b-roll showing how the non-alcoholic drinks were made. Story pitching resulted in 62 television stories or interviews. A statewide press release and media outreach efforts resulted in \$7,997,273.48 worth of earned media.



<p><i>Holiday P.A.S.S. Non-Alcoholic Drink Recipe</i> Yule Be Safe Sipper Courtesy of Rob Pate, Owner of Cherry Street and Piché in Austin</p> <p>(Serves 8–10 guests)</p> <ul style="list-style-type: none"> 2 liters of water 1 cup of sugar 1 cup of dried hibiscus flowers 1/2 cinnamon stick 10 slices of ginger (sliced like a coin) Zest of 1/2 a lime <p>Bring the water to a simmer with the hibiscus, cinnamon, ginger and lime, and simmer for 10 minutes. Let cool and stir in sugar until fully dissolved. Serve over ice. Garnish with a cinnamon stick.</p> <p>Save a Life Texas Department of Transportation</p>	<p><i>Holiday P.A.S.S. Non-Alcoholic Drink Recipe</i> Sober Snowman Courtesy of Rob Pate, Owner of Cherry Street and Piché in Austin</p> <p>(Serves one)</p> <ul style="list-style-type: none"> 3 oz. heavy cream 1 tablespoon chocolate-hazelnut spread (such as Nutella®) 1 teaspoon vanilla extract 1 whole egg 1 oz honey syrup (prepared by simmering 1 part honey and 1 part water until honey is melted) 1 teaspoon sherry vinegar <p>Mix all ingredients together in a blender and serve cold. Garnish with a fresh grated cinnamon or nutmeg.</p> <p>Save a Life Texas Department of Transportation</p>
<p><i>Holiday P.A.S.S. Non-Alcoholic Drink Recipe</i> Home Safe Merry Cherry Courtesy of Rob Pate, Owner of Cherry Street and Piché in Austin</p> <p>(Serves one)</p> <ul style="list-style-type: none"> 1 oz to 1.5 oz maraschino cherry juice (such as Luxardo® Gourmet Maraschino Cherries) 1/4 cup fresh lime juice Lemon-lime soda (such as Sprite®) <p>Combine ingredients in an 8 ounce glass; fill to top with a lemon-lime soda and ice.</p> <p>Save a Life Texas Department of Transportation</p>	<p><i>Holiday P.A.S.S. Non-Alcoholic Drink Recipe</i> No Alco-Holly Basil-Lime Spritzer Courtesy of Rob Pate, Owner of Cherry Street and Piché in Austin</p> <p>(Makes enough syrup for approximately 10 drinks)</p> <ul style="list-style-type: none"> 1/4 cup sugar zest of one lime 1/2 cup fresh lime juice 1/4 cup water 1 cup loosely packed basil Sparkling water or club soda <p>Simmer the water with the basil and lime zest for ten minutes. Let cool and add sugar and lime juice, stirring until fully dissolved. Strain to remove basil and lime zest.</p> <p>Add 1 ounce of the Basil-Lime Syrup to a glass; fill to top with sparkling water or club soda and ice.</p> <p>Save a Life Texas Department of Transportation</p>

Social media efforts resulted in 345 plus twitter mentions, over 1400 views to date on the Holiday P.A.S.S. spots posted on YouTube, and resulted in almost 1,000 new TxDOT Facebook fans over the one-month campaign timeframe.



Bun B @BunBTrillog

Honestly though..while I hope everyone has a very Merry Christmas, lets be safe. Don't let your loved ones d [instagr.am/p/ToBSOQDQyt/](https://www.instagram.com/p/ToBSOQDQyt/)

69 RETWEETS 17 FAVORITES

8:13 AM - 24 Dec 12



Houston rapper, Bun B, shared this photo to his 122,000 Instagram followers and 768,000 Twitter followers saying, "Honestly though...while I hope everyone has a very Merry Christmas, lets be safe. Don't let your loved ones drive drunk."

The Texas Hospitality Association Partnership

TxDOT partnered with the Texas Hospitality Association (THA) to distribute campaign information to every establishment in the state that sells alcohol: package good retailers (liquor stores, grocery stores, drug stores and convenience stores) as well as bars and restaurants. This partnership was notable for several important reasons: first, because our campaign bottle hang-tags were placed on bottles throughout stores, we were able to reach Texans BEFORE they consumed alcohol with the reminder to plan for a P.A.S.S.—and even included a customizable gift certificate. Secondly, we continued to have a presence in bars and restaurants to remind people of the need to have a sober driver and thirdly, we had the assistance of THA in reaching out to media, leaders and lawmakers throughout the state to spread the campaign message. Over 50,000 posters and 7.5 million bottle hangtags were distributed through THA—an innovative win-win partnership from two organizations united to fight drunk driving.

Overall Campaign Value

The FY 2013 Holiday P.A.S.S. (Person Appointed to Stay Sober) campaign effort, the first new holiday campaign effort from TxDOT in seven years, yielded \$1,105,097 in added value media, \$7,997,273.48 in earned media, and an additional \$22,656.61 in unbilled agency time. By their own estimation, the Texas Hospitality Association partnership was valued at \$1,200,000.

As always, it is difficult to assign a dollar value to the important contributions of partners who participate in campaign efforts—the National Safety Council, TxDOT program partners, law enforcement, libraries and public and private organizations that display posters, run banner ads on websites, publish articles in newsletters and more. Their assistance was invaluable in helping spread important traffic safety messages.

The campaign budget was \$800,000 and total match was calculated at \$10,325,027.09.

FY 2013 WEEKEND IMPAIRED DRIVING CAMPAIGN

GET A WEEKEND P.A.S.S.

In a TxDOT benchmark study performed in 2011, 49 percent of interviewees ages 18 to 34 said that, after drinking, they would turn to the “least drunk person” to drive and nearly 20 percent said they either hardly ever or never have a “designated driver.” In Texas over half (54.89%) of all impaired drivers involved in a fatal crash were between the ages of 21-35.

In 2011, TxDOT introduced a bilingual campaign to address weekend drinking and driving and expanded on that message in 2012. The program's key message: If you're planning on drinking this weekend, make sure you have a weekend P.A.S.S. (Person Appointed to Stay Sober) to drive you home. The campaign urges everyone to make plans for a safe ride home in advance and informs them a sober driver is someone who has not been drinking at all.



In 2013, we continued this program and provided a steady, constant reminder to the target audience at the time that was most impactful—when they were making weekend plans. By consistently reminding our fellow Texans to plan ahead and always reinforcing that a designated driver is someone who has had no alcohol (versus the driver who is the least drunk), we raised awareness about the need for pre-planning. This effort was once again concentrated in the top six markets (El Paso, Dallas/Ft. Worth, Austin, San Antonio, Houston and the Rio Grande Valley) and ran from November 2012 through April of 2013.

Video Production

In 2013, TxDOT developed a long form video, similar to the Hispanic Impaired Driving video, which featured stories of individuals who have experienced the consequences of drinking and driving, and stressed the importance of lining up a P.A.S.S. before going out to drink. Most people think they will never get caught. This video of real people and their stories underscores the harsh reality of what a DWI can do to lives. Over 1200 dvds were distributed to our partners.



Chris



Sarah

Real people and their stories

Truck Tour

In March of 2013, the Weekend P.A.S.S. tour once again took TxDOT's "Line up a P.A.S.S" message directly to its target audiences at colleges across the state. This month-long tour reached campuses in Wichita Falls, Dallas / Fort Worth, Denton, San Antonio, Houston, Austin, San Marcos, El Paso, Edinburg and Brownsville.

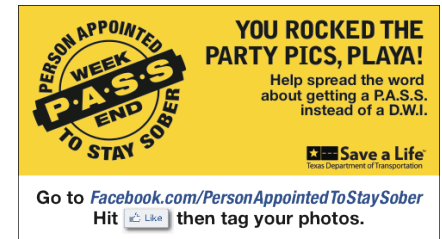
Photo Booths



We utilized the interactive truck with its photo booths and props to let people get in on the action and be featured in photos ranging from partying, to providing a safe ride home for a friend, to wearing a prison jumpsuit in a jail cell. Each photo contained campaign messaging. The photos were posted to Facebook, and people were given a business card reminding them to "like" our page on Facebook and share their photo with their friends. The mobile interactive truck also included a large screen showing the P.A.S.S. video, and, of course, printed materials and promo items were passed out as well.



Weekend P.A.S.S. Truck



Business Cards handed out during truck tour

Bi-lingual Brochures



Poster and newspaper PSA created specifically for St. Patrick's Day.



Paid Media

The paid media schedules targeted Texans as they prepared for their weekend activities.

Radio

Paid radio spots were concentrated to air Thursday through Saturday to target listeners who were making weekend plans and encouraged them to arrange for a safe ride home in advance. Radio spots ran on both English and Spanish language radio stations in the top six media markets. We used the existing series of :15 second radio “interrupts” that also included more information on the consequences of drinking and driving. These :15 second spots enabled us to increase frequency during this crucial end-of-week planning time period. In addition, traffic sponsorships were purchased to provide quick reminders throughout the week.

Internet

Internet advertising was geo-targeted to the top six markets in Texas. Banner ads and pre-roll video were used to reach Internet users who were in a party planning/going-out mood via various lifestyles and entertainment sites such as evite.com, citysearch.com, facebook.com and austin360.com



Online banner ad

Primary Targets: Adults 21-34

Secondary Targets: Influencing Adults 18-54

Media & Markets: Radio and Internet: Austin, Dallas-Fort Worth, El Paso, Houston, Rio Grande Valley, San Antonio

Flight Dates: November 2012 – April 2013
Paid weeks: 11/12 (Thanksgiving), 12/17 (Christmas/New Year's), 1/14, 2/11, 3/11), 4/8 (Saint Patrick's Day/Spring Breaks)
Unpaid PSAs ran the remaining weeks of each month.

Media	Purchased Net Budget	Total Paid Media Match	Total Impressions
Radio	\$332,145.10	\$886,928.00	135,827,000
Internet	\$100,000.00	\$213,675.00	34,666,638
Traffic Sponsorships	\$168,885.22	\$518,727.00	21,117,818
Facebook	\$4,998.58	n/a	3,790,456
Truck Costs	\$37,317.00	n/a	n/a
TOTALS	\$643,345.90	\$1,619,330.00	195,402,092

Added Value Media

The added value elements negotiated as part of the Weekend P.A.S.S. FY 2013 media buy included: matching PSAs for spot radio and traffic sponsorships, Web banners on station sites, inclusions in station email programs, social media updates via Twitter and Facebook, on-air sponsorships, material distribution, on-air mentions, on-air interviews, DJ endorsements, streaming radio ads, bonus radio spots, truck display impressions, and bonus impressions with internet placement. Paid media achieved a total of \$1,619,330 in added value placements.

Earned Media

In 2013, we combined PR efforts around the “Weekend P.A.S.S.” campaign and “Buzzed” campaigns, as both were scheduled to launch at the same time in March. This allowed us to approach the media for both together during Spring Break. A joint press release was 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.

Throughout the campaign, we reminded people to “Line up a P.A.S.S.” via the P.A.S.S. Facebook page.

The media outreach centered on the Weekend P.A.S.S. interactive truck tour that made appearances at college campuses in six target markets. In all, the earned media efforts for resulted in a value of \$2,477,314.54.

Overall Campaign Value

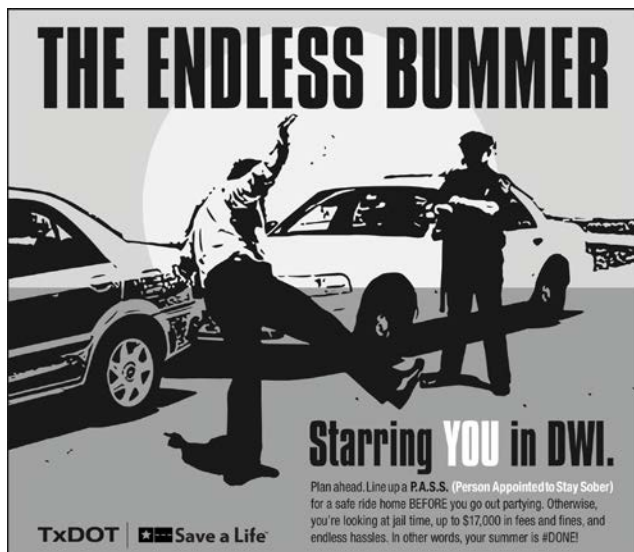
Ultimately, the FY 2013 Weekend P.A.S.S. campaign yielded \$4,135,780.31 in value: \$1,619,330.00 in added value media, \$2,477,314.54 in earned media, \$3,692 in truck tour value, and an additional \$35,443.77 worth of unbilled agency time.

FY 2013 SUMMER IMPAIRED DRIVING CAMPAIGN

GET A SUMMER P.A.S.S.

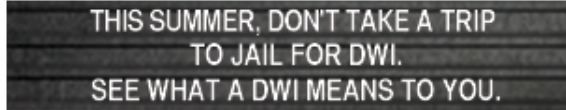
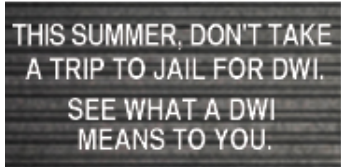
In 2013, we continued the Summer P.A.S.S. program, as Summer is a time when young adults are out of school—and treating the summer months like one long weekend—and when more Texans take to the road to head to the lake, parks, and other recreation destinations. In many areas of our diverse state, alternative means of transportation are unavailable (it's hard to find a taxi when you've been tubing on the Guadalupe River in New Braunfels or if you've been picnicking at Possum Kingdom).

The program's key message: If you're planning on drinking this Summer, make sure you have a Summer P.A.S.S. (Person Appointed to Stay Sober) to drive you home. The campaign urges everyone to make plans for a safe and sober ride home in advance—and also informs them that a sober driver is someone who has not been drinking at all.



Paid Media

Paid media was placed statewide and ran the first two weeks of June. Radio PSAs were placed on English stations in all markets and on Spanish stations in markets with a high percentage of Hispanics. Internet media was geo-targeted to the state of Texas and included both English and Spanish creative. We targeted Adults 18-49, and this time frame was chosen because it not only targeted Texans around the start of summer when they take to the road to head to recreation destinations, but it also fell after other TxDOT initiatives that were occurring around Memorial Day.



Web Banners

Internet

Internet advertising was geo-targeted to the state of Texas. Banner ads were used to reach Internet users in a party planning/going-out mood on various lifestyles and entertainment sites such as yelp.com, citysearch.com and evite.com.

Radio

Paid radio spots (:15 English & :30 Spanish creative) were concentrated to air Wednesday through Saturday to target listeners who are making weekend plans to arrange for a safe ride home in advance. In addition to local radio, we ran on the Texas State Networks' (TSN) radio group to provide coverage in smaller, rural Texas markets where there is a high incidence of DUI-related crashed and fatalities. TSN ran spots in prime day-parts on each of their 100+ radio stations.

Primary Target: Adults 18-49
Secondary Target: Influencing Adults 18-54

Media & Markets: Radio: Abilene, Amarillo, Austin, Beaumont, Bryan-College Station, Corpus Christi, Dallas-Fort Worth, El Paso, Houston, Killeen-Temple, Laredo, Lubbock, Lufkin, Odessa-Midland, Rio Grande Valley, San Angelo, San Antonio, Texarkana, Tyler-Longview, Victoria, Waco, Wichita Falls

Internet: Statewide

Flight Dates: June 3-16, 2013 (w/o 6/3 paid; w/o 6/10 PSA)

Media	Net Budget Purchased	Paid Media Match	Total Impressions
Radio	\$89,028.49	\$351,648.00	30,564,000
Texas State Network (TSN)	\$14,998.25	\$61,105.00	13,040,000
Total Traffic Network (TTN)	\$12,533.25	\$19,220.00	2,965,200
Internet	\$50,000.00	\$105,100.00	17,709,920
TOTALS	\$166,559.99	\$537,109.00	64,279,120

Added Value Media

Added media value was achieved through aggressive negotiation and included: 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 bonus on-line ad impressions. The campaign achieved \$537,109 in added value placements.

Earned Media

In addition to media buys in key markets—we developed a media outreach strategy to encourage media coverage on the issue of summer drinking and driving and the importance of lining up a P.A.S.S. Media outreach was done statewide, but centered around the top six markets: Austin, Dallas/Fort Worth, El Paso, Houston, the Rio Grande Valley, and San Antonio. We developed key messaging and media Q&A's to serve as the foundation for all of our earned media efforts. Messaging served as the starting point for all media materials, media pitching, and audience engagement. Messages were built around summer drunk driving statistics and on past messaging for consistency. Messaging was also translated into Spanish.

The 2013 summer campaign kicked off on May 29th with a media event on the river walk in San Antonio and a press release issued statewide. The event featured speakers from the San Antonio Chamber of Commerce, MADD, AAA, San Antonio Hotel and Lodging Association, and the Comal County Criminal District Attorney. Additional media outreach targeted six major markets, including Austin, Dallas/Fort Worth, El Paso, Houston, the Rio Grande Valley and San Antonio.



San Antonio press event

TxDOT Traffic Safety Specialists also participated in TV and radio interviews discussing the importance of lining up a P.A.S.S. In addition, popular summer hot spots—lakes, river tubing and city parks displayed the Summer P.A.S.S. banners reminding people about the consequences of drunk driving. The P.A.S.S. Facebook page continued to be utilized to urge young Texans to include a sober ride home when making their weekend plans.

Social Media

This year, TxDOT featured the Summer P.A.S.S. campaign on its Facebook page, and as with all of our P.A.S.S. campaigns we developed Facebook and Twitter updates to use both on the P.A.S.S. Facebook page, and to distribute to partners.

This year one of our tweets went viral when San Antonio's Mix 96.1 tweeted about our campaign, and Cody Longo, a popular Nickelodeon star, re-tweeted the message below to his more than 100,000 followers after being arrested for DUI:

"This summer, get a P.A.S.S. not a DWI. Line up a Person Appointed to Stay Sober for a safe ride. TxDOT. Save a Life."

Longo's re-tweet was then written about by E! News Online, which is one of the most well known celebrity news sites.

The screenshot shows an E! News article. The headline reads "NEWS/ Nickelodeon Star Cody Longo Arrested for DUI, Tweets 'Everything Is Fine'". The article text states that Cody Longo, known to Nickelodeon viewers as Eddie Duran, was arrested for a DUI Thursday morning in L.A. It mentions that he was booked on a misdemeanor charge and later released. Longo's statement to E! News is quoted: "This was an unfortunate misunderstanding. Cody takes it very seriously as his focus is music and acting. He has a great team whom he was with the whole night, and we are taking the next steps legally to clear this up." The article also notes that Longo wanted to clear things up, tweeting Friday morning, "Everything is fine. I Love you guys. Do not worry, stories always get exaggerated..." and that he then added, "WTF is wrong with people?" A photo of Cody Longo is included, along with a caption: "He quickly moved on, telling fans he has a 'busy day today. #Love' and 'Can't wait for you guys to hear the new stuff!'".

The screenshot shows a Twitter post from MIX 96.1 (@mix961sa) retweeted 14 times. The tweet text is: "This summer, get a P.A.S.S. not a DWI. Line up a Person Appointed to Stay Sober) for a safe ride. TxDOT. Save a life. v.heart.com/Zd2R". The list of users who retweeted includes Manie NJ Joseph (@manou_509), THANK YOU LUKE!3/5:) (@KarleyLesage), Christine Allen (@cail_kiki2012), Mary Lindsay (@MaryLindsay10), and Cody Longo (@codylongo).

The screenshot shows the Facebook page of the Texas Department of Transportation. The post features a graphic with the headline "A D.W.I. TURNS SUMMER INTO BUMMER." and three yellow diamond-shaped warning signs: a car with a driver, a car with a wavy line representing a drunk driver, and a pair of handcuffs. The text below the graphic says "Person Appointed to Stay Sober—for a safe ride home." and "Save a Life Texas Department of Transportation". The post has 10,707 likes and 15,707 likes.

The screenshot shows the Facebook page of the Texas Department of Transportation. The post features a graphic with the headline "A D.W.I. TURNS SUMMER INTO BUMMER." and three yellow diamond-shaped warning signs: a car with a driver, a car with a wavy line representing a drunk driver, and a pair of handcuffs. A circular logo with the text "PERSON APPOINTED TO STAY SOBER" and "P.A.S.S." is overlaid on the graphic. The text below the graphic says "Person Appointed to Stay Sober—for a safe ride home." and "Save a Life Texas Department of Transportation". The post has 3,063 likes and 3,063 likes.

Overall Campaign Value

The FY 2013 Summer P.A.S.S. campaign yielded more than \$2,538,654.00 in value: \$537,109 in added value media, \$1,987,589 in earned media, and an additional \$13,956 of unbilled agency time and expenses.

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, public and private business and other organizations that display posters, run banner ads on websites and publish articles in newsletters. Their assistance is invaluable in helping spread important traffic safety messages.

FY 2013 COLLEGE IMPAIRED DRIVING APP

THE P.A.S.S. APP

Web-Based Application: A college test marketing program to curb drinking and driving behavior

Ah, college: Young Texans living large with hundreds or even thousands of their closest friends, all making decisions without mom and dad to scrutinize their every move. Stay out late? Sure! Attend fraternity and sorority rush parties? You bet. Hang out with friends and a few six packs of beer before heading back to the dorm? Count them in—because suddenly, they feel very grown-up. Unfortunately the statistics don't quite bear that out:



According to TxDOT CRIS statistics for 2012

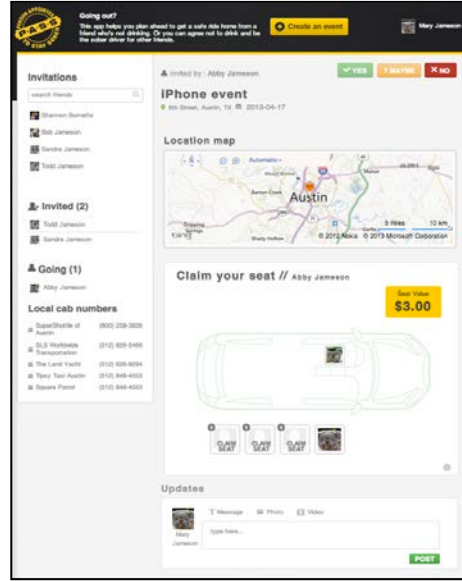
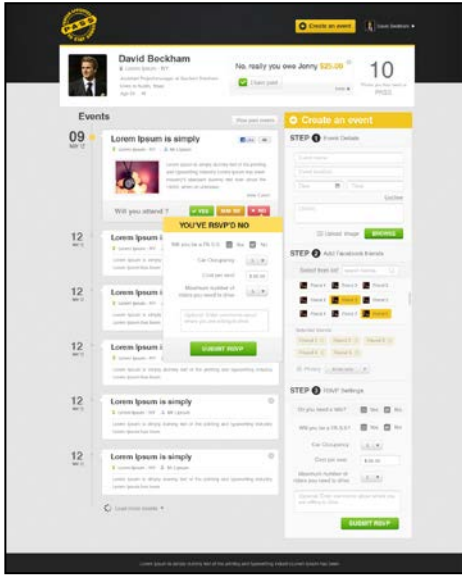
- 23.65% of all DUI (alcohol) fatalities were ages 18-24
- 25.08% of all DUI-related (alcohol) crashes involved drivers ages 18-24
- Half – 50.91% – of all impaired drivers involved in a fatal crash were between the ages of 21-35
- 43.99% of fatally injured drivers tested, where results were known, had a BAC of .08 or above
- 46.83% of all alcohol-related crashes and 48.29% of alcohol-related fatal crashes occurred between the hours of 11pm and 3:59pm

In a 2011 TxDOT-commissioned research project, 49% of 18-34 year old interviewees said that, after drinking, they would have the “most sober person” drive and nearly 20% said they either hardly ever or never have a “designated driver (TxDOT Weekend P.A.S.S. campaign research, January 2011).

The P.A.S.S. Description

In FY 2013, TxDOT developed a web-based, Facebook-integrated app for distribution to three college test markets. This P.A.S.S. app encourages planning ahead and enables students to reach out to their friends and peer groups to facilitate planning ahead for a sober driver prior to an event.

The app includes a way for friends to offer a way to reimburse each other for their time and out of pocket expenses, as well as can keep track of how many times a person has offered to be the sober driver. No money is exchanged through the app; it is a facilitating/planning program to enable students who are known to each other to line up a sober driver, as well as to keep up with amounts owed.



Facebook-integration

In addition to this easy navigable app, a “how to use” video tutorial was developed for the front page and, working with the TxDOT legal department, a set of terms and conditions were developed, the app developed, and three college test markets recruited. Each campus was in charge of its own roll-out plan and TxDOT provided the app, marketing materials, press outreach and individual program assistance as requested. Prior to the roll-out, TxDOT reached out to individual city attorneys to apprise them of this program and to seek their approval.



Screenshots of the instructional video on thepassapp.com

The Three Campuses



Several Texas campuses were contacted about participating in this pilot program: three were chosen based on their size, geographic diversity and access (or lack thereof) to mass transit options. The participating colleges, Midwestern State University in Wichita Falls, the University of Texas at Brownsville, and the University of North Texas in Denton embraced the program whole-heartedly and utilized their on-campus student groups, social media outlets, and other marketing and outreach capabilities to spread the word to their students during fall back to school activities.

TxDOT provided marketing materials for their use: including posters, door hangers, window clings, computer and screen savers, push cards, rubber bracelets identifying P.A.S.S. drivers and other materials identified by individual schools.



Posters, door hangers, and info cards were distributed on the campuses with these messages.

The Campus Programs

Every campus has specific alcohol issues and programs oriented to combating those issues. As this P.A.S.S. app program was being developed, we worked closely with each school to develop customized messaging. We interviewed students, garnered feedback on how the application performed and continued to monitor usage.

According to students and to administrators, the P.A.S.S. app has a bright future:



“Our student body has been very interested in the P.A.S.S. app. There hasn’t been a single one of our students that we’ve shown the app that hasn’t been excited about it or likely to try it.”

–Doug Stoves, Assistant Dean of Residential Life and Auxiliary Services, UTB

“Preventing drunk driving behavior through social media is probably the best thing we can do. I mean by far. It’s absolutely the key to getting done what we need to get done with drunk driving.”

–Tim Trail, Substance Abuse Educator, UNT



“I think students would definitely be interested in using something like the P.A.S.S. app because you can use it on your mobile phone, it’s super easy to use, and it’s easy to send to all of your friends. It’s a one-stop shop.”

--Sage Garber, UNT student

“The thing with the app is that it also spans your entire friend’s list, so if someone needs a ride who you don’t normally go out with, you can help



them...The Facebook integration, I think, is what is going to make this app flourish.”

–Michael Martin, UTB student



“The cost of a D.W.I. can be anywhere from \$15,000 to \$20,000- I mean-that’s nearly four years of school for tuition at Midwestern State. My favorite part about the P.A.S.S. app is that the State of Texas and TXDOT are willing to invest the money, time and effort into a program to market it to the young people at universities around the state to hopefully help them and get them to realize they need to stop and think.”

–Chief Dan Williams, MSU

App Usage

After its campus launch in September, the app was downloaded and used by many students on these three campuses. During the first month, over 100 students had downloaded the app.

Earned Media

As schools were using the back-to-school time period to roll out the P.A.S.S. app, Texas media outlets (including TV, radio, newspaper and online mediums) were also spreading the message. During this time, messaging and Q&A materials were distributed to TxDOT spokespeople to help them educate their market on College P.A.S.S. and the web-based app. These earned media efforts yielded \$24,408.06 in broadcast coverage, \$3,867,297.35 in online coverage and \$13,384.64 in print coverage for a total of \$3,905,090.50.

Overall Campaign Value

The FY2013 College P.A.S.S. program yielded \$3,918,556.91: \$3,905,090.50 in earned media efforts and \$13,466.86 in unbilled agency time.

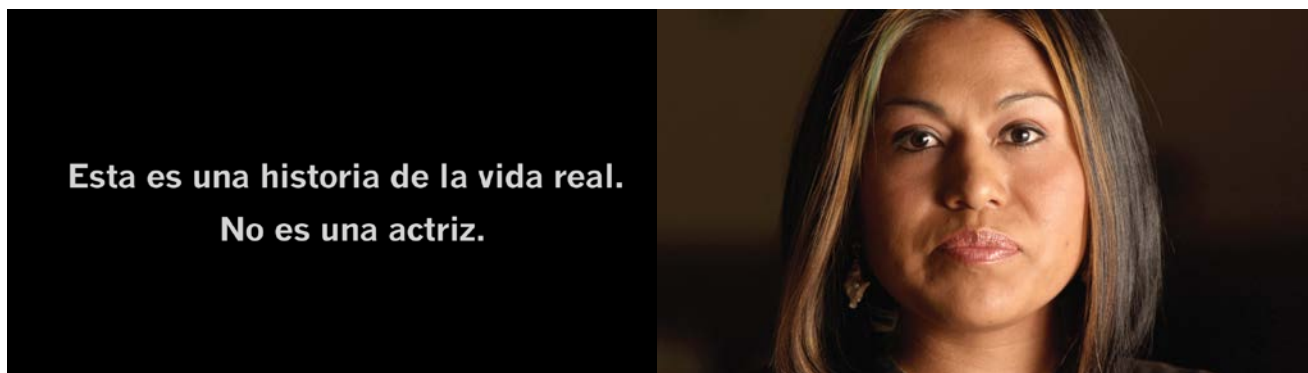
FY 2013 HISPANIC IMPAIRED DRIVING CAMPAIGN
TOMA. MANEJA. CÁRCEL.

The Hispanic population in Texas is growing exponentially and currently comprises more than a third (38%) of the state's population. Research suggests that many recently immigrated and first-generation Hispanics in particular are unfamiliar with the laws regarding impaired driving.

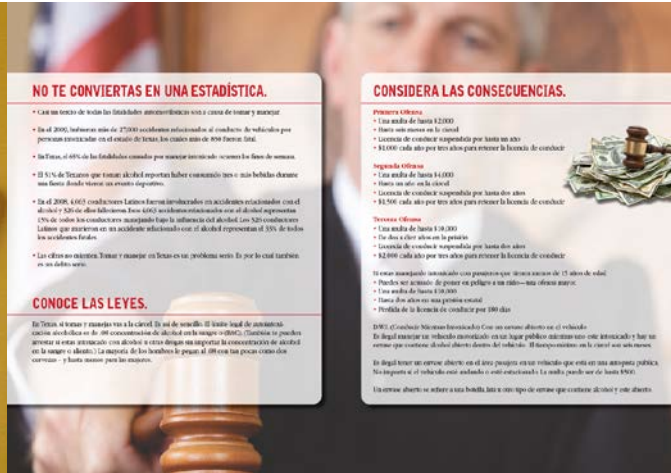
In 2011, **TOMA ➔ MANEJA ➔ CÁRCEL** October TxDOT introduced the Hispanic Impaired Driving Prevention campaign oriented to Spanish-speaking males, 18 to 49 years of age, and their familial influencers (especially wives, mothers and sisters). Community, media and grassroots efforts were concentrated in markets that have a Hispanic population representing at least 25 percent of the total population. The campaign introduced the message of *Conoce, Considera, Consulta* "before you drink and drive...know the laws, consider the consequences and reach out to someone sober." The goal of this campaign was to move the target toward a better understanding of the laws, their specific consequences and a solution for preventing them through the alliteration and repetitive *Conoce, Considera, Consulta* message.

In 2013, we continued to build on the inroads made with this program and produced new materials that could be distributed through grassroots partners who are trusted in Hispanic communities in our state: Avancé, Mexican/Latin American consulates, churches, community newspapers, radio stations, as well as the Texas Municipal Court system, Spanish-language DWI educational programs, and colleges and universities with a heavy Hispanic enrollment.

New materials included a bilingual poster, English and Spanish radio targeted directly target to bilingual and bi-cultural younger males, and TV spots all of which were derived from the 2012 Spanish-language ten-minute educational video entitled "Los Riesgos de Manejar Intoxicado" (The Risks of Drunk Driving) that featured DWI testimonials from Hispanic drivers convicted of driving under the influence of alcohol.



Posters, inserts, promotional items were distributed to a variety of organizations. All were lauded as an important public service by Hispanic social service organizations, Spanish-language DWI educational programs, and Mexican/Latin American consulates.



Part of the kit of materials provided to strategic partners and Inside spread of newspaper insert.



2013 "Los Riesgos de Manejar Intoxicado" PSAs

Bilingual Poster



Most important, follow-up research indicated that exposure to the “Los Riesgos de Manejar Intoxicado” commercials increased awareness among both men and women on several key issues, in particular the one important consequence that one can be arrested for DWI even if the BAC is below .08. More than 80 percent of those surveyed had seen the testimonial commercials.

Paid Media

Markets for Spanish-language media placement were selected based on Hispanic populations representing more than 25% of the total population. The flight dates coincided with special event / holiday timeframes that typically trend with a higher number of DUI fatalities: Thanksgiving, Easter, July 4th and diez y seis de Septiembre.

- Primary Targets:** Hispanic Males 18-49
- Secondary Targets:** Hispanic Adults and Influencers 18-49
- Media & Markets:** TV, Radio and Newspaper: Austin, Dallas, El Paso, Houston, Rio Grande Valley, San Antonio

Radio and Newspaper: Corpus Christi, Laredo, Lubbock, Midland-Odessa
- Media Flight Dates:** November 12 – 25, 2012 (Thanksgiving)
March 18 – 31 2013 (Easter)
June 24 – July 7, 2013 (July 4th)
September 9 – 22, 2013 (Diez y Seis)

	Net Budget	Paid Media Match	Impressions
TV	\$243,108.42	\$562,915	32,559,000
Radio	\$81,117.20	\$255,191	22,564,000
Newspaper	\$77,131.46	\$23,229	1,381,661
TOTALS	\$401,357.08	\$818,106	56,504,661

Added Value Media

The added value elements negotiated as part of the Hispanic Impaired Driving Prevention 2013 media buy included: English and Spanish 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 impression with Internet placement. It also included the production of high-profile TV PSAs featuring the winner of Univision’s 2013 Nuestra Belleza Latina, Marisela Demontecristo. The customized spots aired in Austin, Dallas, Houston, San Antonio, El Paso, and the Rio Grande Valley.



Univision Television PSA starring winner of 2013 Nuestra Belleza Latina

Earned Media

The statewide bilingual press release, announcing that young Hispanic males ages 18-34 are at high risk for alcohol-related crashes, resulted in more than \$1,950,863.33 of coverage. Earned media resulted in additional 54,190,648 impressions.



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TxDOT campaign to reduce Hispanic drunk drivers



New TxDOT DWI Campaign Targets Hispani... text size A A



Updated: Wednesday, September 11 2013, 05:38 PM CDT

TxDOT is kicking off a [new ad campaign](#) aimed at putting the brakes on drunk driving among young Hispanic drivers. But is the campaign is reaching that group?

TxDOT says its research finds Hispanic males ages 18-34 account for 48 percent of all alcohol-related crashes, hence the ads in Spanish. Spokeswoman Veronica Beyer says,

"It's about targeting that Spanish-speaking young driver who may not be familiar with our drunk driving laws and hoping we can save their lives."

But are all those young drivers Spanish speaking? Hispanic advertising guru Paul Saldaa, president of Bria Communications, doesn't think so. He says, "The majority of Latinos here in Austin in that age range are native speakers. They're Mexican-Americans. And most of them don't even speak Spanish." Saldaa says a bilingual campaign would do a better job of getting this message out.

TxDOT is trying to get this message out in advance of all the parties associated with Mexico's Independence Day on September 16. But you only have to look at the traffic on I-35 to tell that this is a message that needs to get out year round. El Chiquilin, a popular personality on local Spanish language radio station La Z agrees. He says, "I think this is something they should focus on all the time." And he says it shouldn't just fall on the Spanish language stations either, adding, "I think it's important for people in general, Hispanics as well as everybody. Just don't drink and drive."

Overall Campaign Value

Efforts for the Hispanic Impaired Driving campaign yielded \$2,771,945.55 in match value and generated a total of 110,695,309 impressions for fiscal year 2013. The match equaled to \$818,106 in added value media, \$1,950,863.33 in earned media, and an additional \$2,976.22 worth of unbilled agency time.

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.

FY 2013 LABOR DAY IMPAIRED DRIVING MOBILIZATION

Drink. Drive. Go to Jail. Campaign

Drinking and driving is a year-round problem that only gets worse in the summer months. According to TxDOT statistics, 411 alcohol-related fatalities occurred in Texas during the 2012 summer months, May through August. Additionally, during the Labor Day holiday reporting period, alcohol-related traffic fatalities more than doubled, from 8 in 2011 to 19 in 2012.

Many Texans are not aware that a first-time DWI conviction could mean up to six months behind bars, a suspended driver's license for a year, and up to \$17,000 in court costs and legal fees.

In 2013, TxDOT set out to educate drivers about the dangers and consequences of drinking and driving, and the importance of planning for a sober ride before going out. A comprehensive campaign was supported with paid media, a statewide press release, new TV and radio, and an nine-stop (eight-city) community events tour that brought the "Go to Jail" aspect of the campaign to life.

Paid Media

In order to capture the attention of the target audience, TxDOT placed a comprehensive campaign totaling \$1,089,724 across the state — in major metropolitan areas as well as smaller communities and rural areas. TxDOT expanded upon the 2012 campaign and created new TV, radio, online, mobile and strategic out-of-home media placements. A text campaign allowed TxDOT to send more than 2,994 push alerts throughout the Labor Day weekend to remind Texans to plan a sober ride home before going out. The comprehensive approach for the 2013 campaign delivered exceptional results. Additionally, media-buy negotiations delivered \$3,237,625 in added value.

Paid Media, Labor Day Impaired Driving Mobilization, Aug. 5 – Sept. 2, 2013

Campaign/Markets	Medium	Final Budget*	Description
Subtotal	Fox Sports Southwest Package	\$194,140	15-second TV
	Cable/Broadcast	\$474,324	Spots (30- and 15-second) ran statewide
	Radio, Radio Reads & DJ Endorsements	\$205,743.25	Spots (60- and 30-second), reads (15-second) and DJ endorsements aired statewide
	Online	\$50,275	Online banner ads targeted across Texas
	Mobile & Text	\$47,031.75	Mobile banners and an interactive text campaign
	C-Store/ Bar and Restaurant	\$108,085	C-Store clings and ice chest wraps, bar restroom posters, bill inserts in bars and restaurants, Digital Bar Screen advertising
	Outdoor	\$30,720	Six targeted markets: Austin, Dallas-Fort Worth, El Paso, Houston, McAllen-Brownsville-Weslaco and San Antonio
	PSA Distribution	\$7,953	English and Spanish 30-second and 15-second spots distributed to over 80 stations
	Paid Media Total:	\$1,118,272	
	Added Value Total:	\$3,237,625	
Grand Total		\$4,355,897	

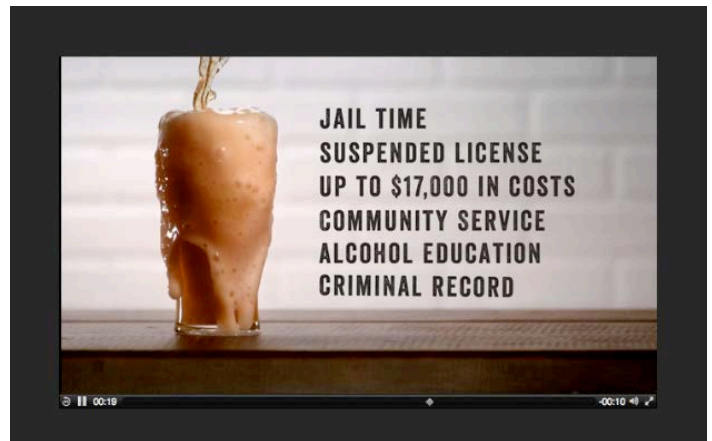
PSA Production and Distribution

Existing (30-second and 15-second) TV spots were also distributed as PSAs and sent to over 80 TV stations throughout Texas in both English and Spanish.

“Overflow” TV

Broadcast and Cable Television

Four new television spots (English and Spanish, 30-second and 15-second) were developed for the 2013 campaign. The new spots were titled “Overflow” and were created to show the social and financial consequences of getting a DWI. The television spots ran on high-profile sports channels and other programming with high viewership among the primary target audience. Cable/broadcast programming examples included: NFL pre-season games, MLB baseball, popular late programming and cable networks such as ESPN, Galavisión, TNT and FX.



A Fox Sports Southwest package was also negotiated to run during Texas Rangers games and other Fox Sports programming. The package also included other features, bonus spots, programming sponsorships and the creation of two 15-second spots produced as added value for the campaign.

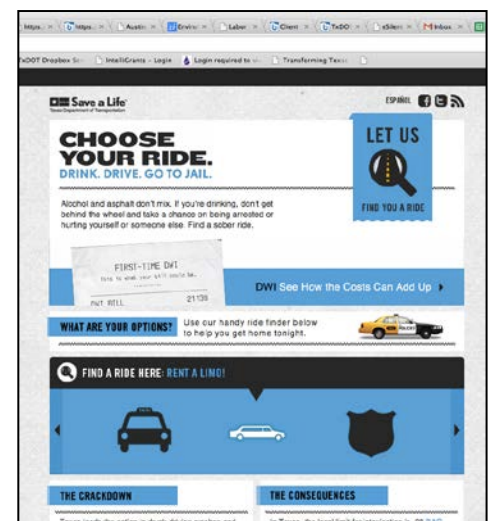
Radio

Four new radio spots (English and Spanish, 60-second and 30-second) were developed for the 2013 campaign. Titled “Advice,” the radio spots aligned with the strategy of the new “Overflow” TV spots by reminding the audience of the range of consequences that come with getting a DWI. The new radio spots were placed statewide on the most popular radio stations in each market. Fifteen-second radio reads were included to help promote the opt-in text contest.

Online Banners and Website

TxDOT used animated and static banners across a network of online and mobile sites. The online media buy achieved more than 30,471,716 impressions and gathered more than 24,154 clicks. All banner traffic drove users to TexasDWI.org, where site visitors could interact with the cost-calculator tool to learn about the financial consequences of a DWI. Site visitors could also click the “Let us find you a ride” tab to be redirected to soberrides.org.

The website was updated to match the new look and feel of the campaign. This coincided with a jump in traffic, resulting in 15,449 total visits during the less-than-one-month flight period. This is a 39 percent (11,049 total visits FY12) increase over web traffic in FY 2012.



TexasDWI.org

Mobile Banners and Text Promotion

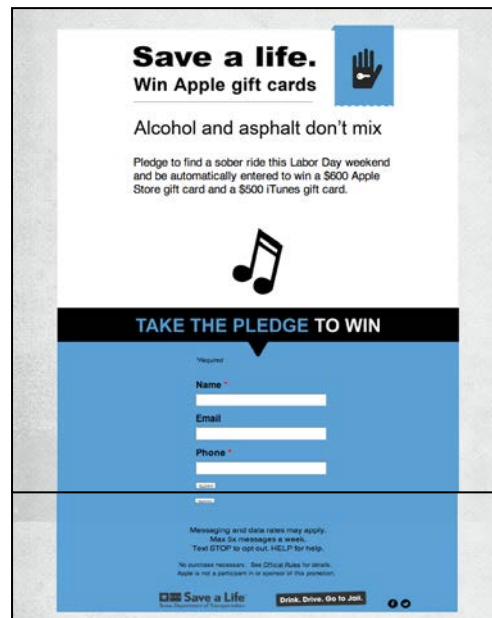
Existing mobile banner ads ran on the most popular mobile sites among the target audience, including Pandora, ESPN.com, I-HeartRadio and mobile site networks such as Millennial Media.

The opt-in text promotion encouraged Texans to take a pledge to not drink and drive during the Labor Day weekend. By pledging and opting in to receive campaign text messages, members of the target demographic were registered to win a \$600 Apple Store gift card and a \$500 iTunes gift card. The text campaign was promoted on the radio and through the mobile banner campaign.

The text promotion resulted in 8,648 entries, and the mobile banners received 22,111,320 impressions and 48,090 clicks during the campaign media flight.



Mobile Banners



Microsite: ChooseASoberRide.com

Restaurant, Bar and Convenience Store Advertising

With the goal of capturing the audience at the point of decision-making, campaign messaging was placed in bars and restaurant bathroom stalls and on digital screens. Messages were even put inside check presenters. For example, a mock receipt totaling "up to \$17,000" reminded patrons of bars and restaurants that the bill for a first-time DWI could be much more than just one night out.



Freezer Door Clings



Posters

FIRST-TIME DWI	
This is what your bill could be.	

DWI BILL	21139
FINE	2,000
BAIL	2,075
LAWYER FEES	4,800
COUNTY FEES	780
COURT-ORDERED CLASSES	300
VEHICLE INSURANCE	246
LICENSE FEES	1,950
OTHER EXPENSES	4,849
UP TO	\$17,000
Designate a sober driver or let us call you a cab. Get more info at TexasDWI.org.	

Bill Inserts

Convenience store freezer clings and ice chest wraps were displayed across the state so anyone purchasing alcohol or ice would be reminded that it's their decision: a sober ride home or a trip to jail. The c-store freezer clings generated 45,097,970 impressions, while the ice chest wraps generated 7,342,300 impressions. The ride-finder tool/game on digital bar screens helped 36,433 Texans get a cab ride home.



Ride Finder Tool /Game

TSS Materials

Posters, coasters, push cards and key chains were distributed to the Traffic Safety Specialists (TSSs) statewide. These materials helped TSSs extend the message in their communities and gave them campaign materials to hand out at their own events.

Posters, coasters and push cards were created in English and Spanish. Over 80,405 materials were distributed to the TSSs statewide.



Coasters



Push Card

Outdoor

Outdoor boards were placed in English and Spanish at strategic locations in six major media markets. Those boards, put mainly in entertainment districts, featured customized market-specific maps. The outdoor buy totaled 11,876,364 impressions.



Billboard

Social Media

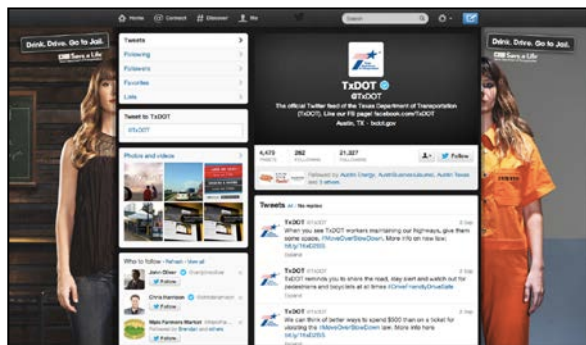
A social media editorial calendar was created using Labor Day campaign-related materials and key statistics for TxDOT's Facebook and Twitter pages. During the campaign period, TxDOT changed out the Facebook cover photo and Twitter skin background in support of the campaign.

There were a total of 14 Facebook posts and 17 Twitter posts during the campaign time period. All were designed to resonate with our 18-34 target audience.

In total, we achieved 45,943 impressions on Facebook and had 67 re-tweets and 12 favorited tweets on Twitter. Additional analytics and statistics can be found in the campaign summary dashboard.



Facebook cover photo



Twitter background

Outreach

The campaign saw so much success with the mobile jail cell in 2012 that the mock jail cell made another tour leading up to Labor Day weekend in 2013. The tour traveled to eight cities across the state and held nine events. Most events were set up on or near college campuses to reach a high concentration of the target audience. Events reminded people about the consequences of drinking and driving and reemphasized the importance of always having a sober ride home — especially around holiday periods like Labor Day weekend.

Mobile Mock Jail Cell



Tour Schedule:

1. University of Texas at Arlington
Arlington – Aug. 20
2. Texas Tech University
Lubbock- Aug. 21
3. El Paso Diablos (Minor League Baseball)
El Paso – Aug. 23
4. The University of Texas at Permian Basin
Harlingen – Aug. 26
5. The University of Texas (parking lot across from campus)
Austin – Aug. 27
6. The University of Texas-Pan American
Edinburg – Aug. 28
7. The University of Texas at San Antonio
San Antonio – Aug. 29 (Downtown and Main Campus)
8. University of Houston
Houston – Aug. 30



At each event, event-goers were invited to come inside the mock jail to experience a fake incarceration. Participants were encouraged to put on an orange jumpsuit, step behind the bars and have a “mug shot” taken. Mug shots were printed on site for visitors to take home, serving as a reminder of the importance of choosing not to drink and drive.

While inside the jail, staffers spoke with participants about the social consequences of a DWI arrest – having to attend alcohol-education classes, fulfilling community service requirements, and not being approved for an apartment or job. An interactive game challenged participants on their knowledge of the financial costs of a DWI. Visitors also had the opportunity to share their personal experiences involving the dangers of drinking and driving on the event story wall. Participants were encouraged to take their own photos and share via social media.

Local dignitaries, such as mayors and police chiefs, made appearances at the events to show their support for the campaign and pose with the jail cell for a media photo-op in each event market.

Overall, the goal of this experience was to leave a lasting impression with visitors, making them want to avoid real jail time in the future. By the last stop, 958 visitors had entered the mobile jail cell, and the team had spoken with more than 2,088 people about the don't drink and drive message. In 2012, the tour reported event impressions of 1,200 people, demonstrating a 57.5 percent increase in the reach of the 2013 campaign.



Mobile Jail



Pledge Wall

Earned Media

On behalf of TxDOT, EnviroMedia distributed two English and Spanish campaign press releases statewide. The first release coincided with the paid media launch and mobile jail cell tour kickoff. The second release went to media the Friday before Labor Day as an additional reminder about increased enforcement for the holiday weekend.

City-specific media advisories and calendar listings were written and distributed to announce and promote events in all eight cities. Local dignitaries in each market were identified and invited to attend the events for a photo op. Dignitaries in attendance at various events included Austin Mayor Lee Leffingwell, Houston Mayor Annise Parker, El Paso Police Chief Greg Allen and Arlington Police Chief Will Johnson. This served as an opportunity for them to urge Texans in their cities to choose a sober ride home during the Labor Day weekend.

A radio media tour was also coordinated using TxDOT's PIOs and District Engineers as spokespeople across the state. Live and taped interviews aired on the Texas State Network — as well as on other Texas radio stations — to spread campaign messaging leading up to Labor Day weekend.

Media relations efforts resulted in more than 1,023 stories and \$3,735,222.18 in earned media added value.

Added Value

Through media negotiations, partnerships and media relations efforts, \$7,006,589.83 was delivered in added value.

FY 2013 YOUNG ADULT IMPAIRED DRIVING *BUZZED DRIVING IS DRUNK DRIVING* CAMPAIGN

On average, Texas roads and highways are the scene of nearly 70 alcohol-related crashes each day. In 2012, there were 27,755 alcohol-related crashes resulting in 1,170 deaths and 9,458 seriously injured people in Texas. Per Texas Motor Vehicle Crash Statistics, more than 60 percent of DUI drivers in fatal crashes are under the age of 35, with the highest proportion between the ages of 21 and 25. And spring (March 1–May 31) is one of the deadliest times of year on Texas roadways.

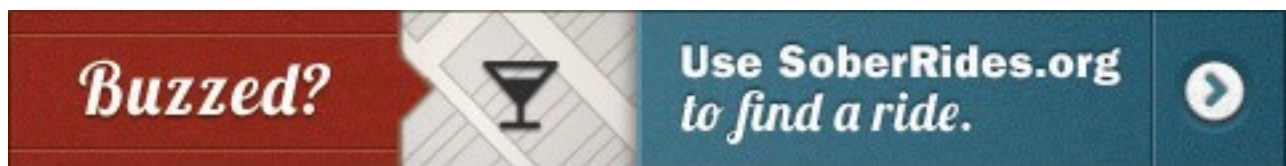
This public education campaign used outreach, earned media, paid digital and television PSAs to educate young adults that “Buzzed Driving is Drunk Driving” and that even a drink or two can impair their driving. Messaging also stressed the importance of planning a sober ride before going out and directed audiences to SoberRides.org.

Paid Media

The paid media strategy focused on spring break and the fall season following Labor Day. TxDOT ran digital ads at both times of year, including targeted Facebook, mobile, Yelp, and interactive trivia ads on jukeboxes (“What’s Your Alcohol IQ”) in bars throughout Texas.

A new TV spot was produced for the “*Buzzed Driving is Drunk Driving*” campaign in order to drive home the message that only one or two drinks is enough to significantly impair driving. The spot was also aired as part of the paid media for two other impaired driving campaigns: “*Who’s Driving Tonight?*”, and “*Faces of Drunk Driving*”.

Primary Target:	Adults 18–34
Markets:	Statewide interactive
Media Flight Dates:	Spring Campaign: March 1–April 30, 2013
	Fall Campaign: August 26–September 30, 2013



Online ads drove viewers to SoberRides.org to find alternate forms of transportation nearby.



Jukebox ads in bars throughout Texas tested participants' knowledge about impaired driving and encouraged them to always plan a sober ride when they've been drinking.

Paid Media SUMMARY, March–September

MEDIA	BUDGET	DESCRIPTION	IMPRESSIONS
SPRING CAMPAIGN (March 1–April 30)			
Digital	\$56,997	Statewide interactive English-language ads (March 1–April 30) on Facebook, mobile, Yelp, and video jukebox trivia ads in bars	46,131,041 121,108 clicks
FALL CAMPAIGN (August 26–September 30)			
Digital	\$33,000	Statewide interactive ads, video ads in English and Spanish	3,255,497 38,503 clicks
TOTAL PAID MEDIA	\$89,997		49,386,538 159,611 Total clicks



:30 and :15 TV PSAs

(“Restaurant”) aired in English and Spanish, driving viewers to SoberRides.org.

The new “*Buzzed Driving is Drunk Driving*” television PSA was produced to drive home the message that only one or two drinks can be enough to impair driving. The spot was aired as part of the following campaigns: *Buzzed*, *Who’s Driving Tonight?*, and *Faces of Drunk Driving*.

Outreach

During March and April when spring break, St. Patrick's Day, March Madness, and other spring celebrations are in full swing, TxDOT launched the "DWI Not-So-Fun House" tour. This vintage-style carnival trailer with arcade games allowed participants donning "drunk goggles" to experience simulated effects of alcohol and impaired driving. Games included basketball, a softball toss, and the "Wheel of Misfortune," offering a variety of negative and real consequences associated with drinking and driving.

The Texas A&M Extension Service provided a driving simulator that uses video gaming technology to re-enact driving under the influence. The trailer visited entertainment districts around the state, including St. Patrick's Day on Lower Greenville in Dallas; Spring Break in South Padre; South by Southwest, St. Patrick's Day in Austin, and other hotspots in Houston, San Antonio, and El Paso. Crowds in each city lined up to take their turn and see firsthand the dangers of impaired driving.



Not-So-Fun-House draws crowds at Lower Greenville St. Patrick's Day celebration in Dallas.



Earned Media

In conjunction with the “DWI Not-So-Fun House” outreach activities, extensive news coverage of press events held around the state in March generated more than \$2 million in earned media. Media events featured law enforcement, TxDOT Traffic Safety Specialists, representatives from MADD, and victims who spoke of personal loss resulting from someone’s decision to drink and drive.

**BUZZED DRIVING IS DRUNK DRIVING
FACT SHEET**

Texas Data on Alcohol Related Traffic Crashes in 2011*

- There were **24,407** alcohol-related traffic crashes in Texas that resulted in **9,166** serious injuries and **1,071** deaths.
- This equates to one alcohol-related crash every **21 minutes & 32 seconds**.
- More alcohol-related crashes occurred on **Saturday** than any other day of the week.
- 58%** of all alcohol-related crashes occurred in Texas during a weekend (between **4:00pm** Friday and **11:59pm** Sunday).
- 14%** of all alcohol-related Texas crashes occurred between the hours of **2:00am** and **3:00am**.
- 582** alcohol-related crashes involved drivers whose BAC was less than **.08**.

Save a Life
Texas Department of Transportation

Spring - March 1st through May 31st – marks the most dangerous season on Texas roadways for alcohol-related traffic crashes. At this time of year, which includes Spring Break, St. Patrick’s Day, and graduations, the Texas Department of Transportation wants to remind the public that even those with a BAC below .08 (the legal definition of drunk) could be at risk for serious injury or arrest if they drive. Buzzed driving is a form of drunk driving, and the results can be just as serious. It may take less alcohol than you think.

To help illustrate the message that even Buzzed Driving is Drunk Driving and can be just as dangerous, TxDOT is launching a media tour and will be on site at entertainment districts around the state.

The “DWI Not So Fun House” is a traveling vintage-style arcade attraction with interactive games and fact-filled signage to educate viewers on ways alcohol can impair driving. Participants and reporters can attempt to shoot a basket or throw a softball in a milk jug and then try the same feat wearing “drunk goggles.” They can also spin the DWI Wheel of Misfortune to see what negative consequences await those who risk getting behind the wheel while buzzed or drunk. Another attraction is a driving simulator that combines a video game experience with the difficulties of handling a vehicle while under the influence of alcohol.



Overall Campaign ADDED Value

A combined total of \$6,215 in added value from media vendors and \$2,471,617 in earned media contributed \$2,477,832 to the overall value of this campaign.

FY 2013 COLLEGE IMPAIRED DRIVING CAMPAIGN

WHO'S DRIVING TONIGHT? | SOBERRIDES.ORG

Who's Driving Tonight? College DWI-Prevention and Public Education Campaign

College-age adults are among the worst offenders when it comes to drinking and driving. According to researchers at Harvard University, nearly half (45 percent) of 18- to 24-year-old college students report that they binge drink—which means consuming five or more alcoholic drinks at a time—on a monthly basis. There are 1.2 million college students attending the 145 institutions of higher education in Texas and in 2012, there were 1,170 people killed in alcohol-related crashes in Texas. Some 23 percent of those were between the ages of 20 and 25.

The *Who's Driving Tonight* public education campaign uses paid media, peer-to-peer outreach, and online tactics to target young adults and college students via their preferred channels of communication to promote the importance of planning a sober ride *before* they go out. All materials directed audiences to visit SoberRides.org to find alternative forms of transportation available in their area.

Paid Media

Paid media in college markets focused on the two periods when alcohol consumption is especially heavy among college-age students: 1) spring break and 2) the fall semester leading up to and including Halloween. For the spring phase, TxDOT placed outdoor media in college markets and key spring break destinations such as Austin and South Padre Island. For the fall phase of the campaign, posters were distributed for placement on and around college campuses, and television, digital online, and mobile ads also were used. TxDOT sponsored Halloween Haunted House attractions in Austin, Houston, DFW, and San Antonio, too.

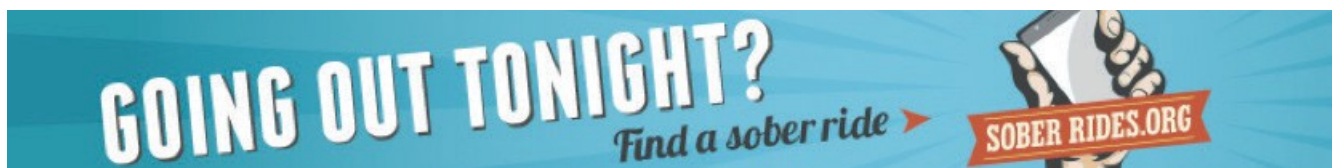
Primary Target: Young adults 18–24

Arlington, Austin, College Station, Corpus Christi, Dallas, Denton, El Paso, Fort Worth, Houston, Lubbock, Nacogdoches, San Antonio, San Marcos, South Padre/Rio Grande Valley, Waco/Bryan

Media Flight Dates:

Spring Campaign: March 1–April 1, 2013

Fall Campaign: August 26, 2013–September 30, 2013



Online ads drove visitors to SoberRides.org to plan a sober ride before going out.



In March 2013, outdoor billboards with a hard-hitting message directed at college students were placed on major Texas roadways leading to spring break destinations.

PAID MEDIA SUMMARY, <i>Who's Driving Tonight?</i> , March–September 2013			
Media	Budget	Description	Impressions
SPRING CAMPAIGN			
Billboards	\$100,500	36 boards in 12 markets, targeting colleges/universities and highly traveled roadways	31,911,607
Pumptoppers	\$2,975	Pump-toppers and added value window clings; 11 stations en route to South Padre Island	4,400,973
Wall Banner	\$3,400	One vinyl banner at Valley International Airport in Harlingen, gateway to spring break festivities on South Padre Island	118,666
FALL CAMPAIGN			
Alternative Marketing (Indoor Posters)	\$27,700	Indoor posters in bars near university campuses; 4 posters per location in more than 155 venues in 8 college markets; 4 weeks (September 2–29)	12,299,892
Television	\$58,595	2 weeks (September 2–15); 165 GRPs/week in Austin, Dallas/Fort Worth, El Paso, Houston, Lubbock, San Antonio, Waco/Bryan	14,252,000
Interactive	\$53,568	Video ads and web banners placed in Facebook, YouTube online video, mobile and banner ads on college sites/network (August 26–September 30)	64,620,913 (83,367 clicks)
Haunted House Sponsorship	\$50,000	Haunted houses in 4 markets (message placement on websites, Facebook pages, email blasts, discount coupons, and entry tickets; on-site vinyl banners and video ads; sponsorship tag on 1,373 radio spots—not included in total impressions)	3,637,000
TOTAL PAID MEDIA	\$296,738		Total Impressions 131,241,051



Decals were placed in bars near college campuses.



Six Halloween-themed social media banners were distributed through Facebook pages of regional haunted houses, reaching more than 200,000 people.

Digital Marketing

College students typically experience digital technology every day all day. They go online to communicate with their friends, research, watch videos, shop, attend classes, and find all forms of entertainment. Mobile web adoption has been increasing exponentially. During FY 2013, TxDOT updated the SoberRides.org website, a mobile tool that suggests transportation options based on the user's location. These may include cab numbers, bus routes, limos, and even pedicabs, depending on the area. More than 75,147 visitors accessed SoberRides.org in FY13. More than 91,745 have used the site since its initial launch in FY 2012. Also, as part of interactive media, the *Buzzed Driving* TV PSA has been viewed online 89,502 times since August 2013.

TransporteSobrio.org, the Spanish version of the RideFinder site, was also produced and launched at the end of FY 2013.

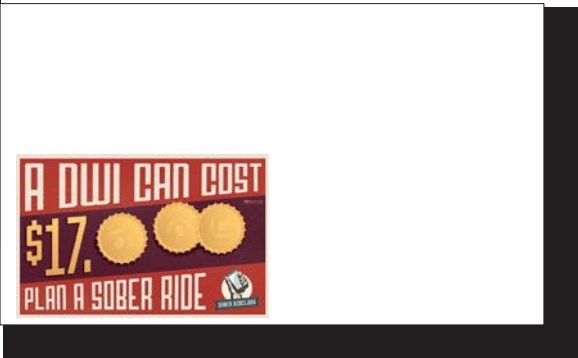
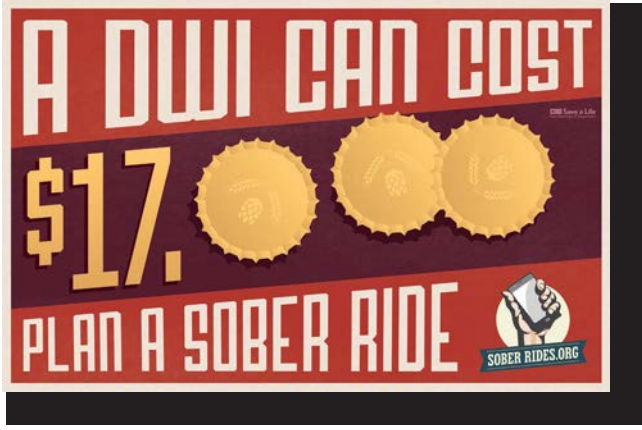
In conjunction with the *Buzzed Driving* impaired-driving campaign, TV and Internet PSA's were aired in English and Spanish



University Outreach

TxDOT continued its successful partnerships with Student Life programs at several Texas universities to distribute peer-to-peer outreach kits for on-campus student leaders.

These educational kits included DWI-prevention materials to warn students of the financial and legal risks of drinking and driving. The package contained a revised booklet, new posters with bold new graphics, decals, designated driver sign-up sheets, and customizable sober ride program flyers. Through established partnerships, 1,500 kits were distributed to 12 major Texas universities.



Educational kits with posters and printed materials were distributed to colleges and universities through peer-to-peer outreach kits.

Overall Campaign Added Value

A total of \$346,400 in added value from paid media vendors was generated for this campaign. (The earned media added value associated with the spring impaired driving campaign was shared with the *Buzzed Driving* campaign and reported in that section of the annual report.)

FY 2013 JULY 4th IMPAIRED DRIVING CAMPAIGN

FACES OF DRUNK DRIVING



In 2012, there were 25,755 alcohol-related crashes in Texas which resulted in 1,170 deaths and 9,458 serious injuries. On average, every 21 minutes someone is hurt or killed in Texas in an alcohol-related crash.

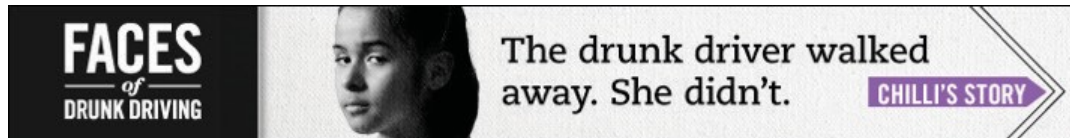
This campaign uses victims' stories and testimonials by their loved ones to communicate the devastating impact alcohol-related crashes can have on the lives of everyone involved. The centerpiece of the campaign is the FacesofDrunkDriving.com website, which was enhanced in FY 2013 with the addition of two new featured stories. They include "Chilli" Vasquez, an 11-year-old girl from Fort Worth whose life was forever changed by an impaired driver two years ago, and Aaron Pennywell, a 20-year-old man from Cypress who was killed when the car he was driving was hit by an impaired driver with a blood alcohol content level more than twice the legal limit.

Components of the 2013 *Faces of Drunk Driving* campaign include paid digital and traditional media, public relations/earned media, press events, outreach, creative, interactive design and development, production, and project management.

Paid Media

Paid media focused mainly on the June–July timeframe which aligned with summer road trips and Fourth of July holiday celebrations – when alcohol consumption is high. The new "Chilli" PSAs were broadcast in English and Spanish during this time. This campaign also ran paid media during two other times of year when alcohol consumption is among the highest: 1) holiday season and 2) Cinco de Mayo. In November and December 2012, TxDOT placed statewide television, theater, and digital advertising. In April, paid television on Spanish-language stations aired prior to "Cinco de Mayo" celebrations. In late August 2013, TxDOT also ran two weeks of television during the busy back-to-school season as part of the *Faces of Drunk Driving* campaign to educate audiences that a drink or two can impair a driver and that "Buzzed Driving is Drunk Driving."

Primary Target:	Adults 18–34
Markets:	Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Tyler, Waco/Bryan, Wichita Falls
Media Flight Dates:	November–December campaign: November 19–December 2, 2012 Summer campaign: June 28, 2013–August 4, 2013 Fall 2013: August 26, 2013–September 8, 2013



Digital online ads featuring “Chilli” Vasquez allowed viewers to click through to a 30-second testimonial.

Paid Media Summary, <i>Faces of Drunk Driving</i>			
Media	Budget	Description	Impressions
HOLIDAY CAMPAIGN (November–December 2012)			
Television	\$127,588	:30 and :10 spots, English only, for two weeks in Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Tyler, Waco/Bryan, Wichita Falls	19,628,000
Theater	\$28,162	:30 spot, English only, running in Austin, Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, San Antonio	2,781,866
Digital	\$53,000	Video and banner ads, 5 weeks (Nov. 26–Dec. 31) including :30 video ads on Videology network and YouTube, Facebook social media ads, and Millennial mobile ad network	49,460,365 (223,477 clicks)
CINCO DE MAYO CAMPAIGN (April 22–May 5, 2013)			
Television	\$42,510	:30 and :10 TV, Spanish only, 2 weeks in Abilene, Amarillo, Austin, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio	5,687,000
SUMMER 2013 CAMPAIGN (June 28–August 4, 2013)			
Television	\$212,407	:30 and :15 spots in English and Spanish, 2 weeks (July 1-14) in Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Tyler, Waco/Bryan, Wichita Falls	24,853,000
Theater	\$42,261	:30 spot in English only, 3 weeks (June 28–July 18) in Austin, Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, San Antonio	3,936,444
Digital	\$59,563	Video and banner ads, 5 weeks (July 1–August 4) including :30 video ads on Videology network and YouTube, Facebook social media ads, and Millennial mobile ad network	38,799,613 (105,480 clicks)
FALL 2013 CAMPAIGN (September 2–15, 2013)			
Television	\$66,969		7,614,000
YEAR-LONG CAMPAIGN (November 2012–September 2013)			
Ongoing Digital campaign	\$33,000	Sustained digital campaign on Facebook Marketplace	113,467,011 (36,717 clicks)
TOTAL PAID MEDIA	\$665,460		266,227,299 (365,674 total clicks)

Digital Marketing

In FY 2013, TxDOT updated the *FacesofDrunkDriving.com* website by adding additional faces to the already-featured faces of Sean Carter and Jacqui Saburido, who share their stories of life before and after encountering a drunk driver. The site was also translated to create a Spanish version. More than 243,111 unique visitors accessed *FacesofDrunkDriving* site in FY 2013. More than 309,654 unique visitors have used the site since its launch in FY 2012.

The *Faces of Drunk Driving* YouTube channel now boasts 10 videos, all highlighting the importance of sober driving. The channel has garnered 318,920 video views.



In Fall 2013, to supplement the *Faces of Drunk Driving* campaign, TxDOT ran :30 and :15 second television ads in English and Spanish to educate viewers that one or two drinks can be enough to impair their driving.



A Faces of Drunk Driving DVD with testimonial videos and PSAs was distributed to Driver Education programs and Defensive Driving programs throughout Texas.

Public Relations/Earned Media

To launch the Faces of Drunk Driving campaign prior to the Fourth of July holiday and illustrate the devastating impact that alcohol-related crashes can have on loved ones, press events were held in the six largest media markets in Texas. At each event, 1,170 Lone Star (state) flags were displayed, each representing a life lost in an alcohol-related crash in Texas in 2012.

Speakers from MADD, law enforcement, and TxDOT each provided a different perspective on the human toll that drinking and driving can take. The parents of featured “Face” Aaron Pennywell also attended with their son’s crashed Mustang and told how, in 2011, their lives were changed forever. Eleven-year-old “Chilli” Vasquez read the letter she wrote to the drunk driver who caused the crash that left her in a wheelchair, paralyzed from the chest down.



The image shows the Valley Town Crier logo with the tagline "your valley voice.com". Below the logo is a photograph of a young girl, Chilli Vasquez, sitting in a wheelchair and reading a letter. She is surrounded by many Lone Star flags. To the right of the photo are several small advertisements for local businesses, including "CHOCOSTE", "CAR WRECK?", "DAVIS LAW FIRM", and "BANKRUPTCY?".

TxDOT Safety campaign puts faces on human toll of drunk driving.

News outlets throughout Texas carried stories about the 2013 Faces of Drunk Driving campaign.



Parents Kae and Dennis Pennywell of Cypress, Texas spoke at a Faces of Drunk Driving press event June 25, 2013 in Austin. Their 20-year-old son Aaron was killed by a drunk driver in 2011.



Aaron Pennywell died at the scene when a drunk driver crashed into his Ford Mustang.

Outreach

Outreach activities for the Faces FY 2013 campaign included distribution of banners, posters, educational DVDs, fact sheets, social media posts, and media messaging to TxDOT's Traffic Safety Specialists (TSS) in each district. Campaign articles and multimedia resources were also provided to TxDOT's alcohol partners around the state.



English and Spanish campaign banners and posters were distributed to TSSs and alcohol partners to direct viewers to FacesofDrunkDriving.com

Overall Campaign Added Value

A total of \$1,123,676 in added value from media vendors and \$928,092 in earned media contributed \$2,051,768 to the overall value of this campaign.

FY 2013 OCCUPANT PROTECTION

Teen Click It or Ticket

NHTSA and TxDOT have identified that teens, ages 15-20, are less likely to wear seat belts and have a higher incidence of un-belted injuries and fatalities. Historically, this demographic is one of the hardest to reach through public education programs: they question authority and information that comes from any source other than peers. It has also resulted in a disturbing trend of injuries and fatalities:

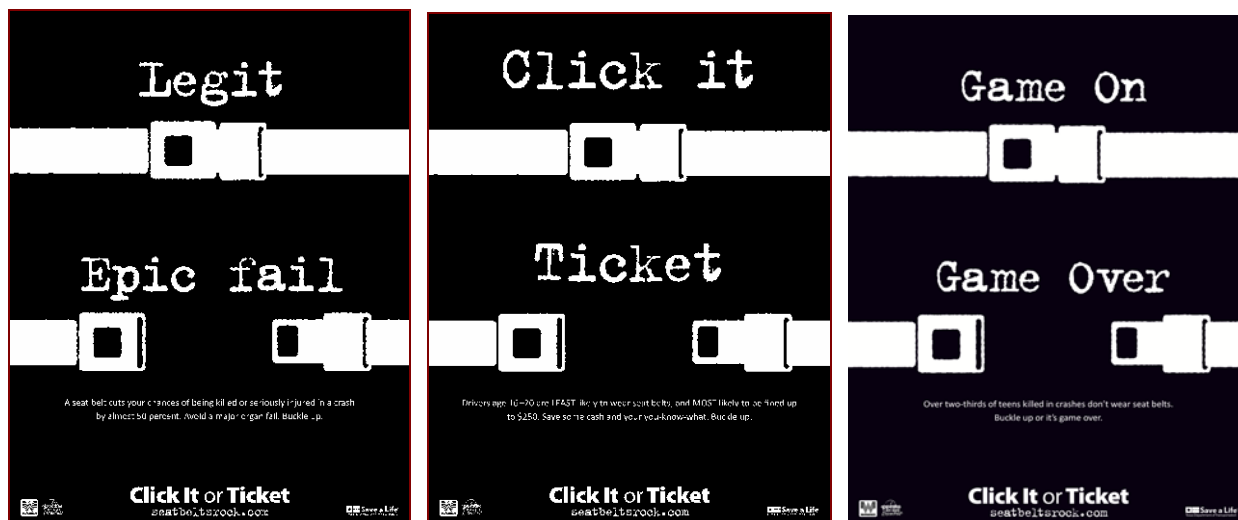
- Nationally, teenagers are involved in three times as many fatal crashes as other drivers (NHTSA).
- Nationally, in 2009, 3,349 teens, ages 16-20, were killed in motor vehicle crashes and 56% of them were unrestrained at the time of the crash (NHTSA).
- In Texas in 2010, nearly half (48%) of the 291 teen drivers and occupants (ages 16-20) of passenger vehicles killed in motor vehicle crashes were not wearing their safety belts at the time of the crash.

In the second year of this statewide effort (FY12), 712 schools, representing over 750,000 students, participated in the February program. Schools were provided with comprehensive implementation kits that included large parking lot banners, lawn signs, posters, static clings, PA announcements, computer screen-savers, suggested activities and even “rewards” for those who were seen wearing seatbelts. These rewards were coupons for free food donated by Whataburger. This was the third year of successful partnership with Whataburger (including the NHTSA demonstration project that launched this effort).



This year, the program added new static clings to the kits.

For the FY13 Teen Click It or Ticket Campaign, over 750 schools participated. Whataburger supplied \$492,000 worth of free food coupons; bringing their total participation over three years to over \$1,500,000.

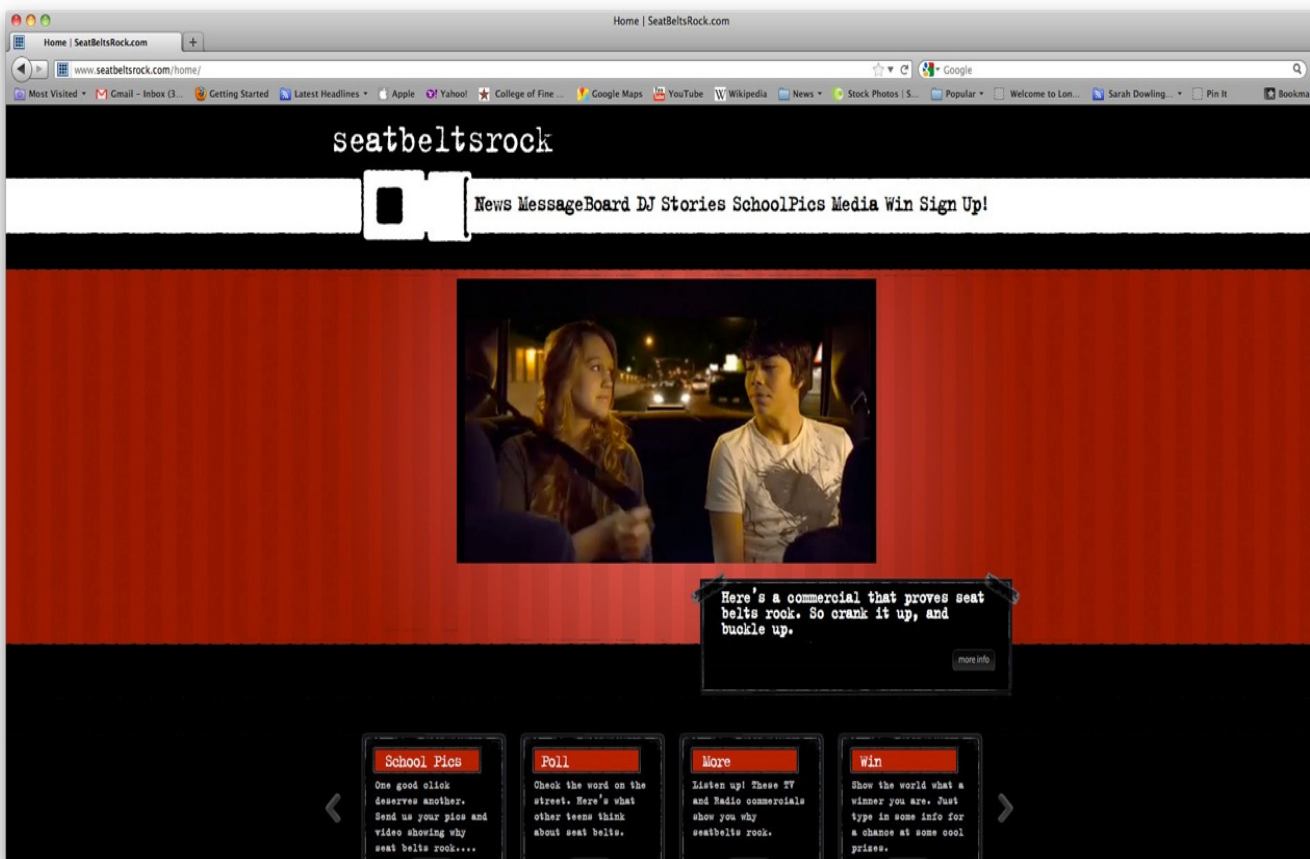


Posters

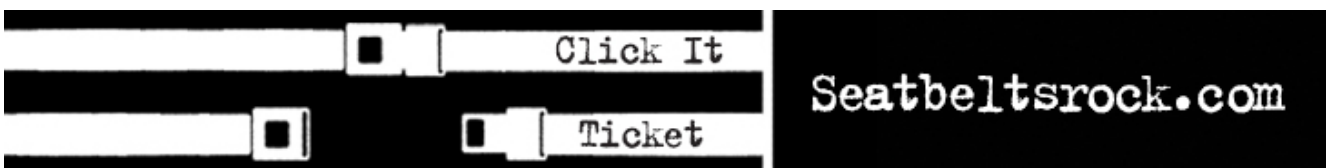
In a 2012 independent benchmark and tracking study conducted by Texas A&M Transportation Institute (TTI) in ten Texas counties, those schools that had implemented the Teen campaign had a statistically significant higher seatbelt use rate for teen drivers than did those schools that had not implemented the program (91.0% in program schools compared to 86.9% in non-program schools).

Online Website and Advertising

A highly interactive website allowed teens to view and post content, play games, take quizzes and become eligible for an iPad mini donated by Nationwide Insurance. The website featured stories, video content and interviews with high-profile DJs throughout the state and allowed teens to send a Valentine's "e-card" to friends encouraging them to buckle up.



Home page of the Seat Belts Rock website



Online banner ad



High schools found many ways to implement the campaign on their campus.

Paid Media

In addition to in-school activities, statewide paid media was placed in February 2013. Broadcast and cable television, the in-school Channel One network (seen in over 300 high schools and reaching 25% of high school students) and online advertising targeted to the teen audience were purchased.

Primary Targets: High School Students (Teens 12-17)

Media and Markets: Spot Television, Spot Radio, Internet, and Channel One
Statewide; 19 TV Markets and 21 Radio Markets

Media Flight Dates: February 11-24th, 2013

Media	Net Budget Placed	Description
Spot Television	\$142,334.20	Television run in 19 markets garnered \$314,345 in match.
Spot Radio	\$82,250.80	Radio in 21 markets produced \$340,984.41 in match.
Internet	\$50,000.00	Geo-targeted internet buy, leading users to Teen website, yielded \$93,860 in match.
Channel One	\$45,000.00	Placement in a news program, broadcast into classrooms daily receiving \$63,000 in match.
TOTALS	\$319,585.00	\$812,189.41 in paid media match

Added Value Media

Added value media was negotiated and included PSA television spots, bonus internet clicks, station website ads and video, additional Channel One bonus spots and material distribution. These added value elements resulted in an additional 47,887,761 impressions with a value of \$812,189.



A teenage male sees his life flash before his eyes in the program's 30-second English and Spanish television spot.

Earned Media

Earned Media, Public Relations and Partnerships

The Teen seatbelt effort continued to employ the graphic “wrecked truck” tour; with stops at schools and events in College Station, San Antonio, the Rio Grande Valley, Houston, Huntsville, Austin, San Marcos, El Paso and Arlington. In Austin, the truck was displayed outside of the Erwin Center during the High School UIL basketball championship series, reaching thousands of high school parents and fans from across the state. A statewide news release was distributed, and media interviews arranged. Coverage resulted in an additional 120,647,220 impressions for an earned media value of \$4,381,613.20. The truck, with its graphic signage, also generated valuable awareness as it was being hauled throughout the state. Based upon its route and compared to estimated impressions provided by mobile billboard companies, the truck generated an additional 312,580 impressions as it was being taken to events.



The Whataburger partnership supplied 125,000 free food coupons valued at \$566,000. Nationwide Insurance provided \$1,200 to pay for iPad Minis for prize giveaways to students who participated in games and quizzes.





The “Wrecked Truck” traveled to schools and events to give teens a look at how seatbelts can save lives.

Overall Campaign Value

The campaign achieved \$812,189.41 in added value media and an additional \$4,381,613.20 in earned media. The Whataburger partnership, valued at \$565,200 and the Nationwide prize donation of \$1,200.00 resulted in an additional \$567,400.00 of value. Media vendor, ThinkStreet, also donated \$21,792.27 of unbilled agency time.

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, public and private business and other organizations that display posters, run banner ads on websites and publish articles in newsletters. Their assistance is invaluable in helping important traffic safety messages.

Total match (added value media, earned media and partnership value) for the program was \$5,781,794.47 for the total campaign investment of \$600,000.00.

FY 2013 SEATBELT PUBLIC EDUCATION CAMPAIGN

Click It or Ticket



For the 12th consecutive year, TxDOT and the National Highway Traffic Safety Administration (NHTSA) partnered with law enforcement agencies around the state for the annual *Click It or Ticket* campaign. When the campaign began in 2002, only 76 percent of Texans buckled up. By 2012, more than 94 percent were wearing seat belts. The NHTSA estimates that, since its launch, the *Click It or Ticket* campaign has saved nearly 3,700 lives and prevented more than 50,000 serious injuries.

Despite an increase in seat belt compliance, TxDOT data from 2012 indicate traffic-related fatalities in Texas are up by 11 percent. In 2012, there were approximately 3,400 fatalities due to traffic crashes across the state.

Data also show that only 82 percent of pick-up truck passengers buckle up, compared to more than 91 percent of passengers riding in cars. Pickups are also more likely than passenger cars to roll over or eject unrestrained occupants in a crash.

The objective of the *Click It or Ticket* campaign is to remind drivers and passengers to buckle up or risk getting a fine. Components of the campaign included earned media, social media, outreach, paid digital and social media ads, television, radio, and out-of-home media to communicate stepped-up enforcement and the importance of wearing a seat belt.

Paid Media

Paid media focused on the timeframe preceding the FY 2013 National *Click It or Ticket* Enforcement Mobilization, May 20–June 2, 2013.

Primary Target: Adults 18–34
Markets: Statewide
Media Flight Dates: May 7–June 2, 2013

Paid Media included:

Television, Radio, Digital, Outdoor, Pump-toppers, Sports Marketing, and Event Marketing

Paid Media Summary, May 7–June 2, 2013

MEDIA	BUDGET	DESCRIPTION	IMPRESSIONS
Television	\$ 368,164	Statewide TV in English and Spanish for 3 weeks (May 13–June 2) in Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Midland, Rio Grande Valley, San Angelo, San Antonio, Sherman/Ada, Tyler, Waco, Wichita Falls	35,193,000
	\$ 54,230	FOX Sports Network SW and Comcast SportsNet Statewide, Texas Rangers and Houston Astros	932,213
Radio	\$ 181,096	Statewide radio for 3 weeks in English and Spanish (May 13–June 2) in Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Fort Worth, Bryan, El Paso, Houston, Laredo, Lubbock, Lufkin/Nacogdoches, Midland, Rio Grande Valley, San Angelo, San Antonio, Tyler, Waco, Wichita Falls	24,401,000
	\$ 97,334	Radio Traffic Sponsorship for 3 weeks in English and Spanish (May 13–June 2) in Austin, Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, San Antonio	8,966,000
Digital	\$ 131,312	Statewide interactive ads for 4 weeks in English and Spanish (May 7–June 2) on Mapquest, Facebook, Yelp, mobile, video, Reddit, BuzzFeed, and Funny or Die	217,888,322 (215,147 clicks)
Outdoor	\$ 103,535	Statewide outdoor bulletins in English and Spanish for 4 weeks (May 13–June 9) in Abilene, Amarillo, Austin, Beaumont/Port Arthur, Brownwood, Bryan/College Station, Childress, Corpus Christi, Dallas/Fort Worth, El Paso, Houston/Galveston, Laredo, Lubbock, Lufkin/Nacogdoches, Odessa/Midland, Rio Grande Valley, San Angelo, San Antonio, Sherman/Ada, Texarkana, Tyler/Longview, Victoria, Waco, Wichita Falls	65,300,000
Pumptoppers & Fillboards	\$ 28,710	Ads at 99 locations statewide in English and Spanish for 4 weeks (May 13–June 9) in Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Odessa/Midland, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Waco/Temple, Wichita Falls	24,527,973
Sports Marketing	\$ 87,150	Stadium signage in English at Minor League Baseball games for 4 weeks (May 13–June 2) in Abilene, Corpus Christi, Edinburg, El Paso, Fort Worth, Harlingen, Midland, Austin/Round Rock, San Angelo, San Antonio	17,612,936
Event Marketing	\$ 80,000	Professional Bull Riders (PBR) rodeo arena signage in English for 4 weeks in 13 cities: Cleburne, Wharton, Paris, Uvalde, San Antonio, Decatur, Midland, Cedar Park, Rocksprings, Giddings, Gonzales, Belton, and Fredericksburg plus geo-targeted email blast and Facebook posts statewide	811,935
Paid Media Total	\$1,131,531	Total Impressions	395,633,379



Outdoor billboards in English and Spanish were displayed statewide.

Make a cop's day. Buckle up.



Law enforcement officers appeared in a series of TV spots explaining why they issue citations to unbuckled drivers and passengers.



Pump-toppers were placed in English and Spanish statewide

Why cops write tickets.

Texasclickitorticket.com



See the real reasons officers ticket drivers and passengers who aren't buckled up.

Internet & Facebook ads in English and Spanish.

Por qué la policía da multas.

Texasclickitorticket.com



Vea por qué la policía da multas por no abrocharse el cinturón.

Earned Media

For the FY 2013 *Click It Or Ticket* campaign, TxDOT held 12 press events around the state, including a kickoff event at the LBJ Library and Museum in Austin. To mark the 45th anniversary of President Johnson's signing of the National Traffic and Motor Vehicle Safety Act—the legislation requiring manufacturers to equip all new passenger vehicles with seat belts—several vehicles were displayed from model years 1968 to 2013. Included in the car and truck lineup was the Corvette that President Johnson had given to his daughter Luci on her 18th birthday. Placards pointing out each vehicle's safety features underscored how far driver and passenger safety has come.

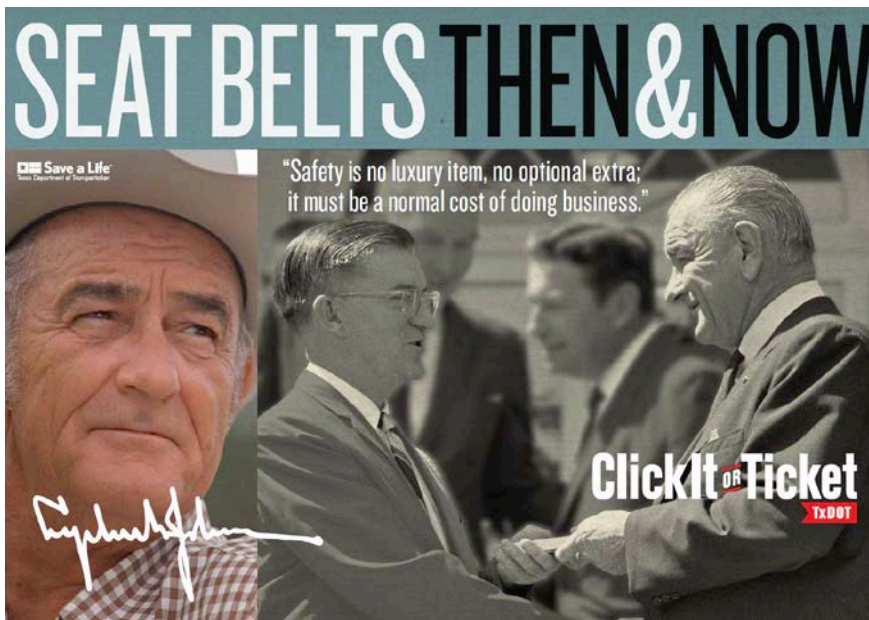
At the Austin press conference, speakers included President Johnson's granddaughter Nicole Nugent Covert and representatives from NHTSA, TxDOT, Travis County Sheriff's Department, and the Austin Police Department. In Houston, Mayor Annise Parker remarked about a childhood incident that personally instilled the importance of seat belt use to her.

TxDOT CIOT FY 2013 Press Event Schedule

Date	City
May 7	Austin
May 8	Beaumont
May 9	Waco
May 9	Houston
May 14	Dallas
May 14	Amarillo
May 15	Lubbock
May 15	San Antonio
May 16	Midland/ Odessa
May 20	Bryan/ College Station
May 21	Harlingen
May 23	El Paso



Carol Rawson, TxDOT Traffic Operations Director; Nicole Nugent Covert, granddaughter of President Lyndon Johnson; Georgia Chakiris, NHTSA, and Austin Police Officer Lieutenant Randy Pouge





A *Click It or Ticket* building banner at the LBJ Library and Museum in Austin was visible to traffic along I-35.

Outreach

To spread the seat belt enforcement message to motorists across the state, TxDOT's *Click It or Ticket* campaign tools were provided to partners, sub-grantees, and Traffic Safety Specialists (TSSs) for download via an online resource page. Television PSAs, fact sheets, posters, and push cards in English and Spanish were also made accessible from the campaign's website, TexasClickItOrTicket.org.

Another highlight of the FY 2013 campaign was a partnership with the Austin Police Department. APD generously allowed TxDOT to post a high impact *Click It or Ticket* wall banner on their headquarters building, ideally located along the north-south I-35 corridor in downtown Austin. The banner was visible to the approximately 200,000 vehicles a day that travel this stretch of the interstate.



Along Interstate-35, Austin Police Department displays *Click It or Ticket* banner.



Seat belt "Fact Sheet" in English and Spanish was distributed to campaign partners, newspapers, and Traffic Safety Specialists.

Another successful partnership in FY 2013 targeted rodeo fans and pick-up truck drivers through the Professional Bull Riders (PBR) sports marketing sponsorship.

A special TV PSA was produced with PBR rodeo personality “Shorty” Gorham telling viewers “why cowboys need to click it or ticket.”

Rodeo arena signage featuring a western-style safety belt was also posted at Texas PBR events from May through August.



Signage at rodeo arenas reminded fans to buckle up.



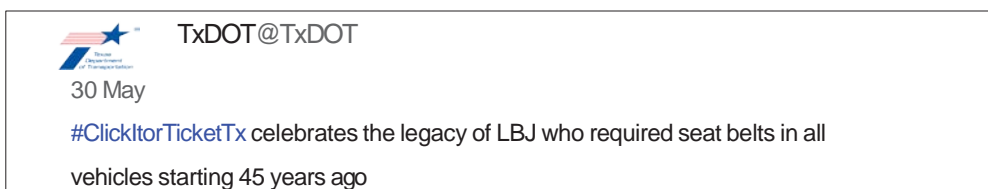
The “Shorty” *Click It or Ticket* television spot targeted rodeo fans in Texas.

Social Media

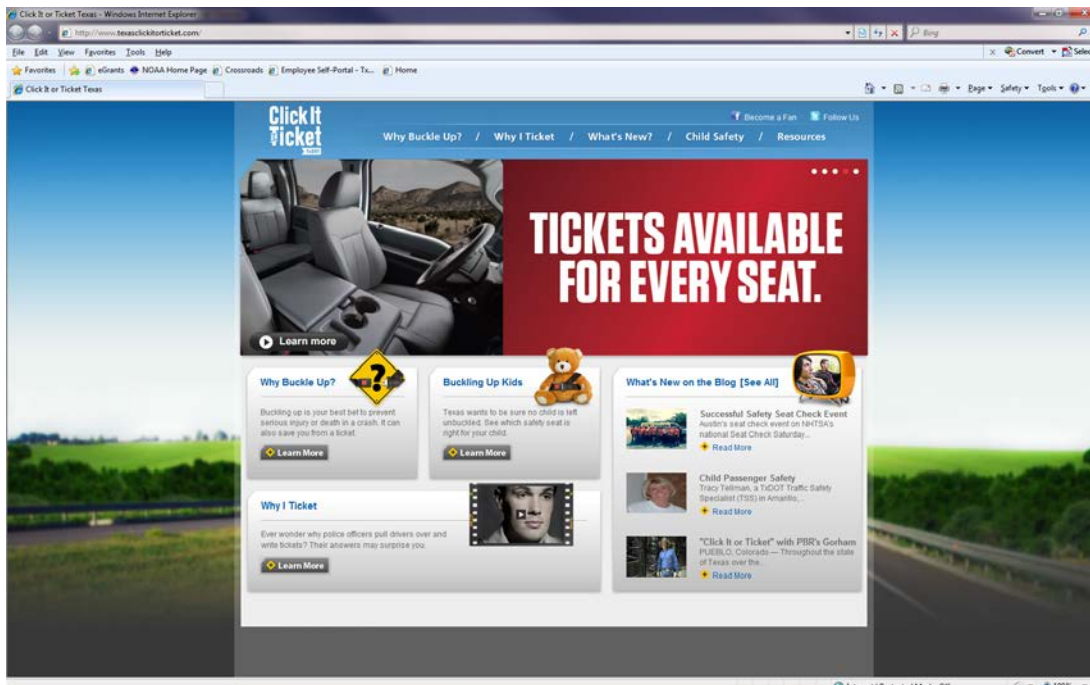
The *Click It or Ticket* message was distributed, liked, shared and re-tweeted on TxDOT's social channels to fans, followers, partners, and media around the state. The earned media and PR outreach incorporated Twitter hashtag *#ClickItOrTicketTX*. The top promotional section of the TxDOT Facebook page rotated between a new *Click It Or Ticket* logo and campaign headline "Tickets Available for Every Seat." Posts reminded the public of stepped-up seat belt enforcement and linked to the compelling officer testimonials.

An editorial calendar with recommended messaging and assets (video, images and logos) was provided to TxDOT's Communications department and district TSSs for use in statewide and district-level social media efforts. These shared messages reinforced the paid social media ads featuring images of the officers in the radio and TV PSAs and allowed viewers to click through to TexasClickItOrTicket.com.

Finally, email signatures of all TxDOT employees included the new *Click It or Ticket* logo on internal and external email communications during the month of May.



The above example tweet was re-tweeted to 40,246 Twitter followers in Texas.



TexasClickItOrTicket.com website provided a wealth of information and resources for the campaign.

Overall Campaign Added Value

A total of \$1,551,875 in added value from media vendors and \$1,456,610 in earned media value contributed \$3,008,485 to the overall value of this campaign.

FY 2013 CHILD PASSENGER SAFETY

Save Me with a Seat Campaign



In 2013, TxDOT set out to build on the previous success of the “Save Me with a Seat” campaign with paid media, earned media, website updates, social media and outreach materials to remind all Texans about the importance of child passenger safety.

Nationally, three out of four safety seats are used incorrectly, according to the National Highway Traffic Safety Administration. A new study by the Texas Transportation Institute (TTI) found nearly nine out of 10 Texas children were riding in safety seats, but many were not properly buckled. The new study also revealed that 37 percent of infants and toddlers in Texas were secured incorrectly — or not at all — when riding in a vehicle.

“Save Me with a Seat” is TxDOT’s campaign to educate Texans about the proper selection and use of child safety seats. The campaign led up to and ran during National Child Passenger Safety Week (September 15 – 21, 2013). Advertising, earned media and community events throughout the week asked all Texans to participate in free safety seat inspections with a TxDOT Certified Child Passenger Safety Technician (CPST).

The primary audience was parents aged 18-49 with a focus on the Hispanic population. Hispanic-American children comprise 51 percent of all school-age children in Texas, and one out of two babies born in Texas is Hispanic-American. Geographical emphasis was placed on the seven markets with the lowest percentages of child restraint use in 2012: Amarillo, Brownsville, Corpus Christi, Dallas, El Paso, Lubbock and Waco. The campaign used the child’s point of view to deliver the safety message, and drove parents to TexasClickItorTicket.com, where they could find the information about how to ensure their child is in the right safety seat and secured correctly.

PAID MEDIA

TxDOT placed a comprehensive campaign totaling \$235,320 in seven key markets: Amarillo, Brownsville, Corpus Christi, Dallas, El Paso, Lubbock and Waco. The media buy ran from August 26 through September 21. TxDOT used existing TV (in English) and radio advertisements (both in English and Spanish) and expanded the campaign through the development of online, mobile and out-of-home media placements. TxDOT also distributed existing radio and TV spots as PSAs. Additionally, media-buy negotiations and partnerships delivered \$739,975 in added value.

Paid Media, Child Passenger Safety Campaign Beginning August 2013

Campaign/Markets	Medium	Final Budget*	Description
Amarillo, Brownsville, Corpus Christi, Dallas, El Paso, Lubbock, Waco Subtotal	Television PSA Distribution	\$7,718	:30 second TV in English ran statewide
	Online	\$30,000	Online banner ads and pre-roll in English and Spanish
	Radio, Radio Reads, DJ Endorsements and PSA Distribution	\$65,550	Spots (:60 seconds), reads (:5, :10 and :15 seconds) and DJ endorsements in English and Spanish
	Outdoor	\$40,770	Billboards in English and Spanish
	Mobile	\$31,000	Mobile banners in English and Spanish
	Push Text	\$60,000	Interactive text campaign in English
	Added Value	\$739,975	
Grand Total		\$974,635	

* As reconciled on Oct. 30, 2013.

PSA Distribution

The existing TV spot (:30 seconds) was distributed as a PSA and sent to TV stations statewide for free placement in English.

Radio

The existing English and Spanish radio spots (:60 seconds) were placed on top stations in the seven major markets. The radio buy included Country, Rock, Adult Contemporary, CHR, Alternative, Tejano and Mexican Regional formats. The radio spot was also distributed as a PSA for free placement statewide. Radio delivered a total of 1,462.2 TRPs. Radio also included radio reads and DJ endorsements.

Outdoor

Outdoor boards were placed in highly visible locations in the seven key media markets: Amarillo, Brownsville, Corpus Christi, Dallas, El Paso, Lubbock and Waco. The outdoor buy totaled 11,436,884 impressions.

Online Banners, Pre-Roll Video and Mobile Banners

Pre-roll (featuring the existing TV spot) and new online banners ran on the sites most visited by the target audience. This included sites such as YouTube, Facebook, DallasMorningNews.com, ESPN Deportes and site networks such as Brand Exchange and Batanga. The online media buy reached 30,023,906 impressions and gathered 101,761 clicks. All banner traffic drove users to TexasClickItorTicket.com.



Online Banners

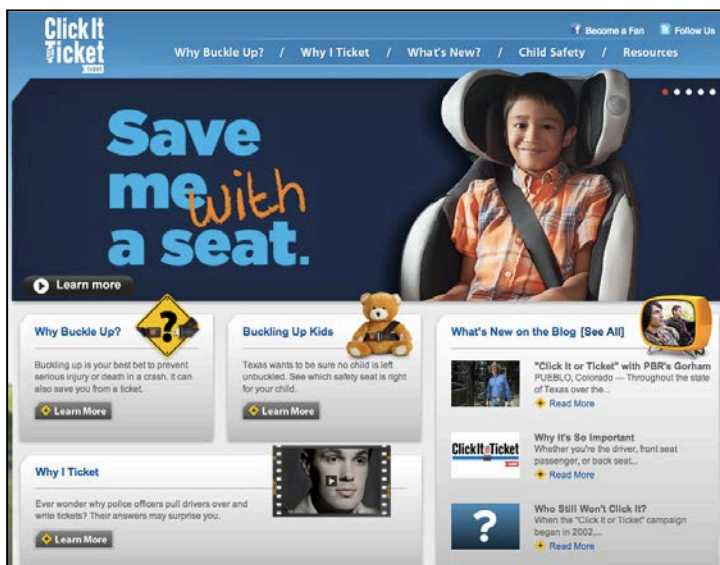
The new mobile banner ads ran on the most popular sites among the target audience. Sites such as Pandora, ESPN.com, iHeartRadio and mobile site networks such as Millennial Media were included. All mobile banners drove users to TexasClickItorTicket.com/childsafety/mobile.

Push Text

The push text campaign sent out “Save Me with a Seat” messages that urged Texans to buckle their children in correctly and visit TexasClickItorTicket.com/childsafety/mobile to learn how. The push text campaign targeted 80,000 mobile users each week (for three weeks) with the campaign messages.

WEBSITE AND SOCIAL MEDIA

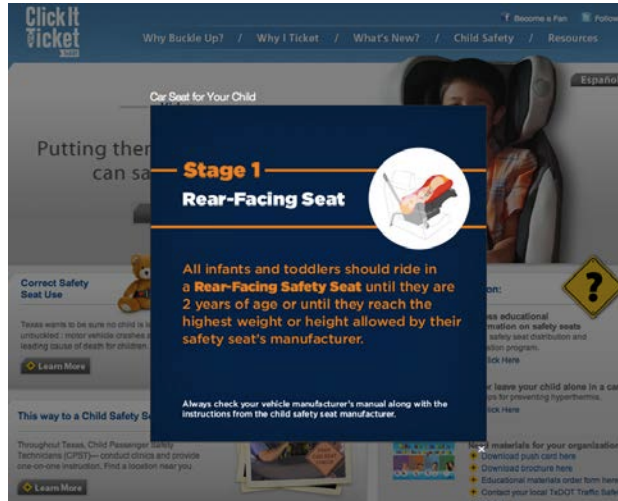
The existing Child Passenger Safety section of TexasClickItorTicket.com (English and Spanish) was updated with the latest child safety seat laws, guidelines and information. Campaign-specific header images were created and added to the homepage of TexasClickItorTicket.com during the campaign.



TexasClickItorTicket.com

An interactive module was also added, to make it simple for parents and caregivers to learn which safety seat is right for their child. The module produced child safety restraint information based on inputting the child’s height, weight and age.

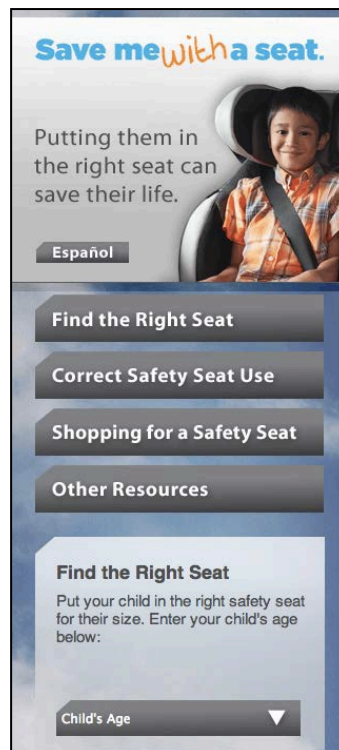
Other changes included adding new links to the site and information about how to schedule an appointment with a TxDOT CPST. A “What’s New?” post about Child Passenger Safety and the Austin event was added to the website.



Interactive safety seat finder

Mobile Landing Page

A mobile landing page (TexasClickItorTicket.com/childsafety/mobile) was created in English and Spanish to ensure the website was optimized for mobile use.



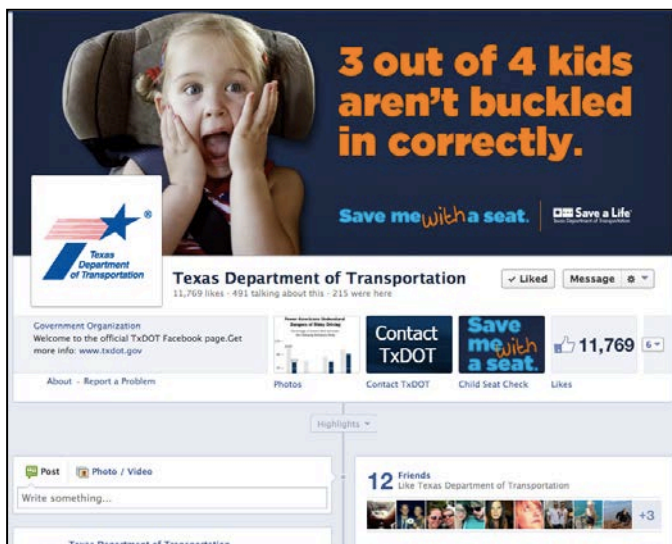
Mobile phone landing page

Partner's Resource Page

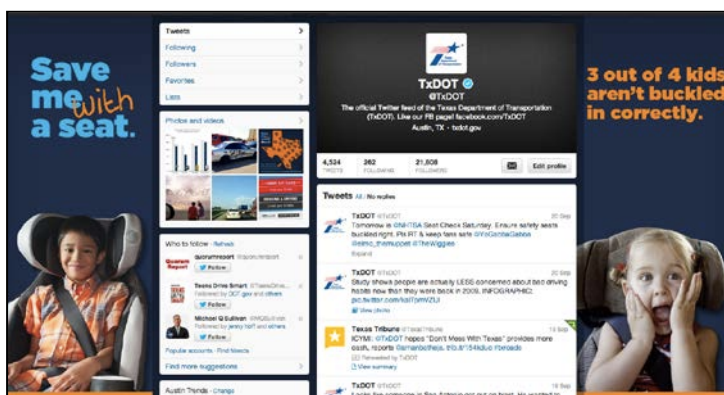
A campaign assets page was created (<https://www.enviromedia.com/savemewithaseat/>) with downloadable campaign materials for TxDOT partners, Traffic Safety Specialists (TSSs), and other TxDOT employees.

Social Media

An editorial calendar was developed for TxDOT's Facebook and Twitter feeds. The editorial calendar included posts and images. A Facebook cover photo and Twitter skin were created and used during the campaign to ensure consistent branding to Texans across all channels. Campaign social media content was posted throughout National Child Passenger Safety Week on TxDOT's social media properties.



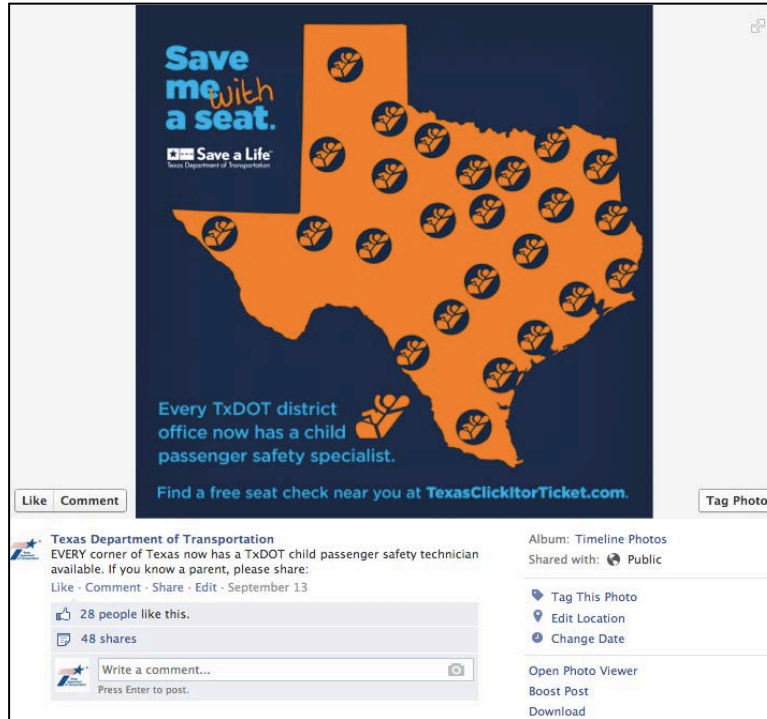
Facebook



Twitter

On Facebook, there were 8 posts, 134 shares, 9 comments and 152 likes over the course of the campaign. On Twitter, there were 6 tweets, 44 re-tweets and 2 favorites. Overall, the social media campaign delivered more than 23,411 impressions.

Facebook										
	Number of posts	Reach	Engaged Users	Talking about this	Virality	Shares	Comments	Likes	Impressions	
15-Sep	1	1936	78	36	1.86%	18	0	16	1936	
16-Sep	1	4700	93	56	1.19%	20	0	29	4700	
16-Sep	1	6136	229	138	2.25%	48	0	28	6136	
17-Sep	1	1276	34	19	1.49%	14	0	7	1276	
18-Sep	1	1538	58	30	1.95%	7	5	18	1538	
19-Sep	1	2742	92	46	1.68%	22	3	19	2742	
20-Sep	1	1031	40	26	2.52%	3	0	16	1031	
21-Sep	1	4052	36	26	0.64%	2	1	19	4052	
TOTAL	8	23411	660	377	1.70%	134	9	152	23411	



Facebook post with highest response rate

Twitter			
	Number of Tweets	Retweets	Favorites
15-Sep	1	7	0
16-Sep	1	10	0
16-Sep	1	9	1
17-Sep	1	11	0
19-Sep	1	2	0
21-Sep	1	5	1
TOTAL	6	44	2



Twitter post with most re-tweets

Additional social media posts (images and copy) were created for TSSs and Public Information Officers (PIOs) to use throughout the year. Posts promoted Child Safety Seat Check events, encouraged readers to schedule a seat check appointment and promoted the online safety seat finder tool.

OUTREACH

Paid media was supplemented with community outreach and earned media. The 2013 Child Passenger Safety events, organized by the TSSs, helped spread the campaign message to Texans on a community level and also facilitated media relations.

Event Guide

To help support outreach efforts, an event guide was created and distributed to all 25 TxDOT districts. The guide was specially designed for TSSs and included tips on how to establish partnerships, best practices for event planning, safety information for event execution and pointers for using media relations to promote events. An interactive trivia game and pledge cards were also provided as part of the guide, along with a catalogue of all branded materials available to TSSs for the campaign.

Educational Materials

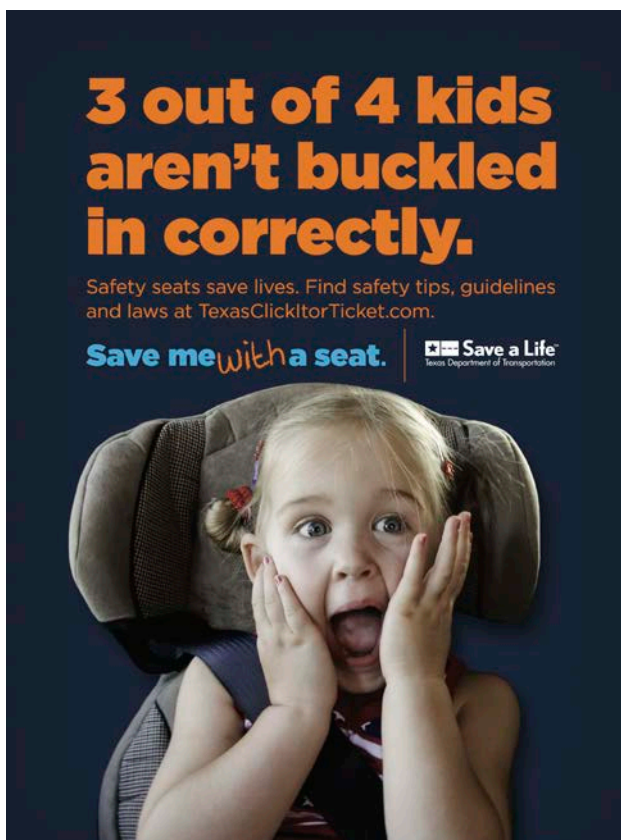
Various materials were created to supplement Child Passenger Safety Seat Check events across the state, including: event posters, event flyers, event banners, educational posters, push cards and tray liners. These materials were made available to all TSSs through an online order form.

Additionally, the existing child safety informational brochure (English and Spanish) was updated based on the most recent laws and guidelines and were produced and distributed to TSSs and partners of the campaign.



The flyer features a dark blue background with an orange header. At the top, there is an icon of a child in a car seat. Below the icon, the text reads "Child Safety Seat Check Event". A small paragraph of text follows: "3 out of 4 kids are not buckled in correctly. Please come to our Child Safety Seat Check event, where you'll have the opportunity to learn how to buckle your child in correctly and get their safety seat checked by a registered technician." Below this, there are three white input fields labeled "Location:", "Date:", and "Time:". At the bottom, there are logos for "Save me with a seat." and "Save a Life Texas Department of Transportation", along with the website "TexasClicktorTicket.com".

Event Flyer



Poster



Push card

A special emphasis was given to the seven key markets. These markets were provided with a new activation element to boost engagement and visuals at their events. An interactive spinning wheel trivia game was provided to help further educate event visitors about Child Passenger Safety laws and guidelines. Attendees that participated in the game walked away with branded window shade clings.

To gauge effectiveness of the materials provided to the TSSs for the campaign, a survey was conducted and the results were provided to TxDOT. Results showed that 100 percent of the respondents plan to use the provided materials throughout the year to promote events.



Vehicle Window cling

Partnership Outreach

In addition to new materials, partnerships were developed in each of the seven key markets. We collaborated with Chuck E. Cheese and Bahama Buck's locations to provide coupons for events during Child Passenger Safety Week. EnviroMedia also generated a list of partner prospects for year-round efforts. Calls were made to local hospitals, pediatric clinics, birthing centers and other stakeholders in the health care and child safety industries. These partner prospects were informed about TxDOT's Child Passenger Safety campaign efforts and were made aware of Child Passenger Safety Week. Prospects were asked to share event information with their network of patients and to hang flyers in waiting rooms, lobbies and other visible areas. Prospects were also asked whether or not they would be interested in distributing campaign educational materials and promoting seat check events in the future. A total of 32 of the 46 partner prospects called across all markets expressed interest in becoming future partners.

Educational Presentation

An informational campaign presentation was created for TSSs, who are often asked to provide educational presentations about child passenger safety. The editable presentation included general information and guidelines, the top five common safety seat mistakes, contact information and other useful links.

Earned Media

A major announcement drove media relations during Child Passenger Safety Week – TxDOT is now able to offer free safety seat checks year-round in every district. The press release with that news was distributed at the beginning of Child Passenger Safety Week. The press release also emphasized new information from the Texas A&M Transportation Institute (TTI) about the percentage of Texas children who ride buckled in incorrectly or not at all. The English and Spanish press releases sent directly to Texas media inspired nearly 100 stories in community newspapers, in daily newspapers, on TV stations and on news websites across Texas. In many cases, the press release served as a starting point for a story featuring the district TSSs and PIOs talking about and demonstrating safety seat installation. Business Wire and Latino Wire also carried the press release to its Texas circuits, extending the reach of the news.

An Op-Ed, authored by TxDOT deputy executive director Mr. John Barton, offered reinforcement of the Child Passenger Safety Week messages. In addition to publication across the state, the opinion piece resulted in an editorial in the Amarillo Globe-News that read, "Considering Sunday marked the beginning of National Child Passenger Safety Week, a timely pat on the back to TxDOT for helping motorists make sure they know how to buckle up precious cargo." To support TSS efforts, we included their local safety seat check event information when conducting media calls following up on the press release and Op-Ed.

Media relations efforts resulted in more than \$1.1 million in earned media added value.

Added Value

Through media negotiations, partnerships and media relations efforts combined, \$1,979,064.92 was delivered in added value.

FY 2013 PEDESTRIAN & BICYCLE SAFETY
DRIVE FRIENDLY. DRIVE SAFE. CAMPAIGN

Drive **FRIENDLY.** Drive **SAFE.**

In 2013, TxDOT continued to utilize the *Drive Friendly. Drive Safe.* messages about speeding, pedestrian safety, bicycle safety and work-zone safety for its back-to-school campaign. Due to an increase in serious injuries and fatalities, the 2013 campaign was designed to focus mainly on pedestrian and bicycle safety. The campaign reminded Texas drivers that it's their responsibility to look out for pedestrians and bicyclists at all times.

- From 2011 to 2012, there was a 13 percent increase in fatalities of pedestrians (13.2%) and over a 19 percent increase in fatalities for cyclists (19.1%). (TxDOT, CRIS 2012)
- In 2012, vehicles on Texas roads struck more than 5,000 pedestrians resulting in 2,962 serious injuries and 481 fatalities. (TxDOT, CRIS 2012)
- Vehicles struck more than 2,000 bicyclists, resulting in 1,450 serious injuries and 56 fatalities. (TxDOT, CRIS 2012)

These tragic statistics are why in August, directly prior to the back-to-school timeframe, TxDOT launched a public awareness campaign for this initiative. The campaign consisted of outdoor, transit, radio ads, newspaper PSAs, information cards, bumper stickers, promo items, and bag stuffers (distributed at select Texas Taco Cabana locations) to urge drivers to be aware of their surroundings and to remind everyone that when you drive friendly and drive safe, you save lives.



"Watch for Cyclists" poster-size bulletins were posted in urban areas and around schools.

In addition to media buys in key markets—the public relations team developed a media outreach strategy that combined all elements of the campaign and built on the success of the “Drive Friendly” concept by offering drivers tips to remain alert and watch for pedestrians and bicyclists all year long.

Posters, information cards, bumper stickers, and air fresheners were distributed to a variety of program partners such as Texas Travel Information Centers, Texas Municipal Courts Education Center, and several Texas Bicycle Safety advocates.



Spanish and English language posters were distributed to key partners and facilities across the state.



Air fresheners served as constant reminders to Drive Friendly. Drive Safe. when hitting Texas roads.

Paid Media

The paid media schedules targeted Texans across the state in a variety of ads focusing on safety for pedestrians, bicyclists, in work zones and urging people to adjust their driving to road conditions.

Radio

Radio spots addressed each of the four safe driving messages – for pedestrians, bicyclists, work zones and driving to road conditions. Spots were strategically placed on English and Spanish-language radio stations in the top 6 Texas markets and rotated the four messages throughout the month. Safety tips were featured on-air by local DJs, with one message emphasized each week to correspond with PR efforts.

Outdoor

In addition to the radio schedules, outdoor boards were placed statewide. Both English and Spanish creative featured pedestrian and cyclist safety messages and were placed in high traffic locations or in areas with higher pedestrian and bicycle usage, such as schools.

Public Transit

The transit advertising provided further targeting to areas that experience higher levels of pedestrian and bicycle activity around vehicular traffic. Taxi advertising was placed on approximately 100 taxis in Houston only; transit advertising appeared on approximately 330 buses in the eight markets.

Primary Targets:

Adults 18-45

Media & Markets:

Radio (6 markets): Austin, Dallas, El Paso, Houston, Rio Grande Valley, San Antonio

Outdoor (statewide): Abilene, Amarillo, Austin, Beaumont, Bryan- College Station, Corpus Christi, Dallas-Fort Worth, El Paso, Houston, Killeen-Temple, Laredo, Lubbock, Lufkin, Rio Grande Valley, Odessa-Midland, San Angelo, San Antonio, Texarkana, Tyler, Victoria, Waco, Wichita Falls

Media Flight Dates:

August 5 – September 1, 2013

Media	Net Budget	Paid Media Match	Impressions
Spot Radio	\$83,101.95	\$256,035.00	24,957,000
Outdoor	\$159,304.76	\$194,726.71	58,804,445
Transit	\$151,875.00	\$221,355.00	175,245,000
TOTALS	\$394,281.71	\$672,117	259,006,445

Added Value

Added value media was negotiated and included station website ads, bonus spots, outdoor advertising overrides (boards are up additional time after paid schedule), social media updates, DJ endorsements, material distribution and Spanish and English PSA newspaper ads. These paid media and added value elements resulted in a total of 259,006,445 impressions with a match dollar value of \$393,482.



Web banner and Spanish NSP PSA.

ES TIEMPO DEL REGRESO A CLASES. MANTENTE ALERTO A CICLISTAS Y PEATONES.

➔ Maneja **AMABLE**. Maneja **SEGURO**.

Los jóvenes han vuelto a la escuela. Y por toda parte, verás chicos y chicas caminando y en bicicletas. Entonces, asegúrate de que miras cuidadosamente para ciclistas y peatones, cada vez que tomas el volante.

TxDOT | Save una Vida

An important component of this campaign was the distribution of 785,000 of the “Drive Friendly. Drive Safe.” information cards to 157 Taco Cabana locations in the state of Texas. Because the TxDOT safety message was on one side and a coupon on the other, this ensured the customer kept our message for a longer period of time.

Personal Steak Fajita Skillet.
Sizzling Steak Fajitas, grilled onions, green bell peppers, borracho beans, shredded lettuce, guacamole, sour cream, pico de gallo, rice and two fresh flour tortillas.

EXPIRES 9/30/13

Two can dine for \$9.99

Choice of two plates and two 20 oz. drinks:
 • Flauta Plate
 • Taco Plate (Beef or Chicken, soft or crispy)
 • Chicken Fajita Taco Plate (Steak Fajita extra)

TACO CABANA

EXPIRES 9/30/13

Buy one Plate, Get one Combo or Plate, for \$1

Includes all plates and combos
Excludes Personal Skillet
Second combo/plate of equal or lesser value

TACO CABANA

EXPIRES 9/30/13

\$5 off 1 lb. Fajita Group Meal

Chicken, Mixed or Steak
Fajitas 3-4
Prices may vary and are subject to change

TACO CABANA

CHECKING THESE VITAL SIGNS CAN SAVE A LIFE.
Thousands of Texans die needlessly every year because drivers ignore important road signs. Here are a few simple things you can do that could save a life—maybe even your own.

<p>A pedestrian is killed every day in Texas, on average.</p> <ul style="list-style-type: none"> Watch for pedestrians Don't block the crosswalk with your vehicle When you're a pedestrian crossing a street, watch out for traffic and stay off your phone 	<p>Speed is a factor in over 700 deaths a year in Texas.</p> <ul style="list-style-type: none"> Obey the posted speed limit & drive to road conditions Don't drive aggressively Keep proper distance behind the vehicle in front of you 	<p>Over 100 Texans are killed in work zones every year.</p> <ul style="list-style-type: none"> Slow down and drive the posted speed in work zones Watch for workers Obey all signs and be prepared to stop Keep a safe distance from the car in front of you 	<p>On average, a cyclist is killed every 8 days in Texas.</p> <ul style="list-style-type: none"> Watch for cyclists in traffic; they are smaller & harder to see Allow 3 feet of clearance when passing a cyclist (it's the law) Never drive in a bike lane; cyclists are allowed the entire lane
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➔ Drive **FRIENDLY**. Drive **SAFE**. Thanks, you're a lifesaver! **Save a Life** Texas Department of Transportation

Earned Media

The campaign kicked off with the issuance of a statewide press release and targeted media outreach in six markets: Austin, Dallas/Fort Worth, El Paso, Houston, the Rio Grande Valley, and San Antonio. The releases were distributed to broadcast and print outlets throughout the state in an effort to urge drivers to be aware of their surroundings and to remind everyone that when you drive friendly and drive safe, you save lives.

Earned media for the “*Drive Friendly. Drive Safe.*” Campaign resulted in \$1,991,045.44 of coverage and generated 54,711,405 impressions in FY2013.

“Drive Friendly. Drive Safe” In Back-To-School Traffic

Published August 22, 2013 @ 9:04 pm / News Room / @foxrio2



Total Added Value

The FY 2013 Drive Friendly. Drive Safe. Campaign yielded more than \$2,670,227.15 in value: \$672,116.71 in added value media, \$1,991,045.44 in earned media, and an additional \$3,532.50 of unbilled agency time.

It's always difficult to put a dollar value to the important contributions of the many strategic partners who participate in campaign efforts – libraries, public and private business and other organizations that display posters and run banner ads on websites. They provide invaluable assistance in spreading these important traffic safety messages.

FY 2013 DISTRACTED DRIVING CAMPAIGN

TALK. TEXT. CRASH.

TALK TEXT CRASH

PLATICATEXTEACHOGA

It's a fact – distracted drivers are making Texas roads more dangerous. According to crash data collected by the Texas Department of Transportation (TxDOT), as of March 2013 there were 90,378 crashes in Texas in 2012 that involved distracted driving (driver distraction, driver inattention or cellphone use). That's an 8 percent increase from 2011. Of these crashes, 18,468 resulted in serious injuries and 453 resulted in deaths. From 2011 to 2012, there was a 9 percent increase in traffic fatalities caused by distracted driving on Texas roadways.

In April 2013, National Distracted Driving Awareness Month, TxDOT set out to make Texans understand, "If you can't do something simple like walk and talk or walk and text, why would you drive and text?" This idea came to life visually through reality footage of texting and talking video fails that were bundled with a motivating message to just drive. A comprehensive campaign was supported with paid media, a statewide press release, media alerts, community events, partnerships, other educational pieces and social media conversations.

TxDOT partnered with AT&T and their distracted driving prevention campaign, "It Can Wait." Working together, we created an interactive four-stop community event tour that gave Texans an opportunity to drive a simulator while they engaged in distracted driving behaviors. This showed that texting and driving can only end badly. It showed the same for eating, reading maps and other distracting behaviors.

Paid Media

To capture the attention of the target audience, TxDOT placed a comprehensive media campaign totaling \$245,055 in Austin, Dallas-Fort Worth, Houston and San Antonio — the top four areas in Texas for distracted driving-related crashes and fatalities.

A statewide PSA distribution also complemented the media buy. The buy ran April 1-28 — at the same time as NHTSA's National Distracted Awareness Month media. Paid tactics included: online pre-roll videos, Web banners, mobile banners, out-of-home placements (including gas station TV and bus ads), radio spots, radio reads, DJ endorsements and a TV placement on the Fox Sports Southwest network. For the 2013 campaign, this comprehensive approach delivered exceptional results as outlined below. Additionally, media-buy negotiations and partnerships delivered \$1,069,887 in added value.

Paid Media, “Talk. Text. Crash.” Distracted Driving, 4/1-4/28/13

Campaign/Markets	Medium	Final Budget*	Description
Austin	Fox Sports Southwest Package	\$39,508	Two 15-second spots aired on Fox Sports Southwest Package (English only)
Dallas-Fort Worth	Radio, Reads and DJ Endorsements	\$97,986	15-second spots, 15-second reads and DJ social media endorsements
Houston	Online	\$44,967	Online banner ads and pre-roll videos
San Antonio	Mobile	\$42,836	Mobile banners
	Outdoor (GSTV, :15 spots)	\$19,758	15-second spots on gas station televisions
Subtotal		\$245,055	
	Added Value	\$1,069,887	
Grand Total		\$1,314,942	

PSA Production and Distribution

Six 15-second TV public service announcements (PSAs) were produced, three in English and three in Spanish, titled “Wall,” “Train” and “Man vs. Sign.” The spots used existing video footage of people texting or doing other distracting activities while trying to walk. Each spot aimed to show that distractions could even cause people walking to have accidents. The idea behind the spots was that “If you can’t ____ and walk, why do you think you can ____ and drive?”

These advertisements were a part of a package placed on the Fox Sports Southwest network running in the four primary markets, with additional coverage statewide. This tactic achieved 11,122,000 impressions during the paid media flight.

The new campaign PSAs were also sent to TV stations in every market in Texas for free placement. Existing TxDOT English and Spanish 15-second radio spots were also distributed statewide digitally as PSAs in English and Spanish. This distribution included the “Happy Birthday,” “Motorcycle,” and “Steering Wheel” spots. PSAs were distributed to run through Aug. 31, 2013, to help secure required match.

Pre-Roll Video

The new 15-second spots described above were also used as pre-roll video ads during the paid campaign media buy. Pre-roll ads were placed on websites that perform best with the target audience (with a special emphasis on the 16- to 34-year-old segment) and included sites like YouTube.com, TubeMogul.com and YuMe.com. Corresponding companion banners were also created to run alongside the pre-roll videos on sites that supported this capability. This helped re-emphasize the message as users watched the videos. Screenshots of two of the three 15-second spots are included below.

“Train”



“Man vs. Sign”

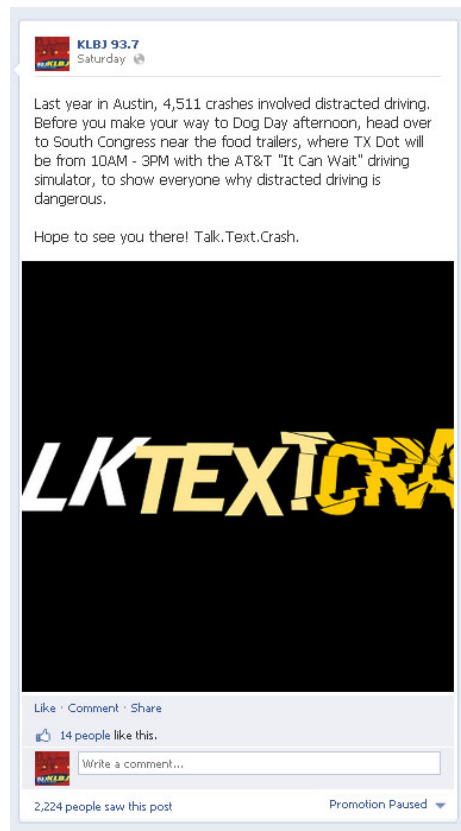


Radio Reads/DJ Social Media Endorsements

New radio reads were written in English and Spanish and produced by the individual stations purchased. Reads were placed on the top English and Spanish stations in the four campaign markets. In addition, English and Spanish DJ social media endorsements were secured to expand the reach, frequency and impact of these messages. This combination of tactics resulted in a total 13,013,000 impressions during the campaign.



Tweet by The New Bull 100.3 radio station (part of DJ social media endorsement package)



Facebook post by KLBJ radio station in Austin (part of the DJ social media endorsement package)

Online and Mobile Banners

Four new 300x250 online banners were developed (two in English and two in Spanish) as part of this year’s campaign. The animated banners matched the look and feel of the pre-roll videos, focusing on the “Text Fail” campaign idea (screenshots included below).

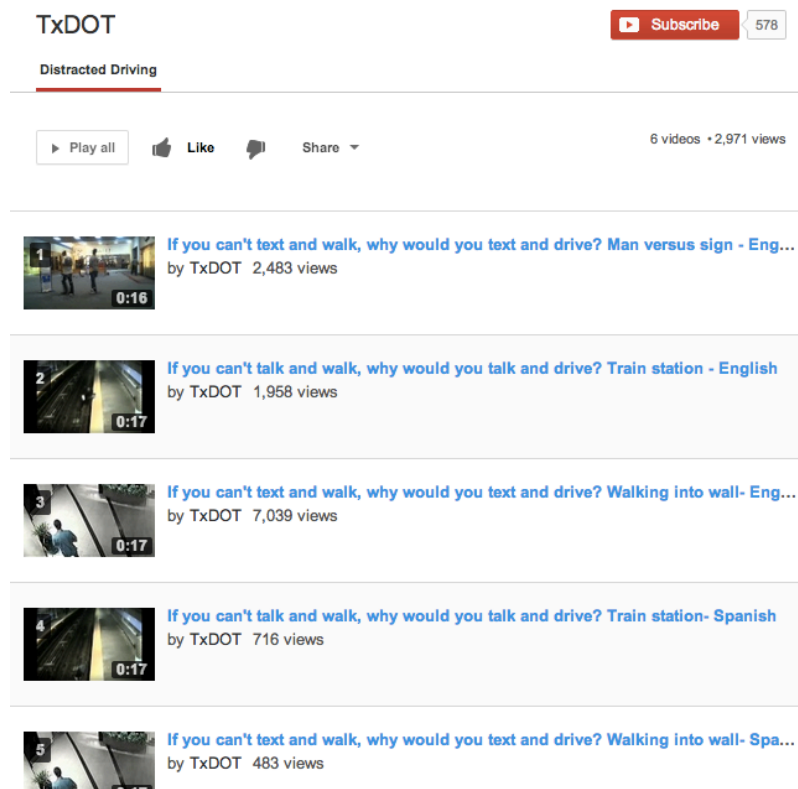
Online banners were placed on a network of the best English and Spanish websites to reach the 16-34 segment of the target audience. Banners clicked through to the TxDOT YouTube page where all campaign spots were placed with accompanying Distracted Driving messaging. The online media buy achieved more than 5,142,555 impressions and gathered over 600 clicks.



In addition to online banners, four new mobile banners were created (two in English and two in Spanish) and placed on a network of mobile sites and smartphone applications that perform best with the 16- to 34-year-old target audience. These mobile banners also directed the audience to the TxDOT YouTube page. Targeted mobile ads totaled 3,252,319 impressions and 43,432 clicks.

Website and Social Media

The TxDOT Distracted Driving campaign did not have a dedicated website or landing page, so all Web- and mobile-based media tactics directed the target audience to the TxDOT YouTube page, where a distracted driving featured playlist was created. Updated descriptor copy was provided for the page in English and Spanish for all videos posted. Videos on the playlist consisted of the new PSA/pre-roll videos that were created during the campaign. In total, all videos combined received 13,239 views (as of Aug. 21).



A screenshot of the Distracted Driving YouTube playlist

Updated campaign copy was also written for the current TxDOT.gov website to be placed on the *Talk. Text. Crash.* campaign materials were added to this page for visitors to view and download.

Social Media

A social media editorial calendar was created using Distracted Driving campaign-related materials and key statistics for TxDOT's Facebook and Twitter pages. There were a total of 11 Facebook posts and 11 Twitter posts during the month of April designed to resonate with our 16-34 target audience. In total, we achieved 71,542 impressions on Facebook and had 256 retweets and eight favorited tweets on Twitter. Additional analytics and statistics can be found in the campaign summary dashboard.

Facebook							
	Number of posts	Total Reach/Impressions	Engaged Users	Virality	Shares	Comments	Likes (includes likes on comments posted)
1-Apr	1	8829	218	1.98%	51	6	72
3-Apr	1	2502	99	1.80%	8	1	30
9-Apr	1	6263	130	1.37%	28	2	33
11-Apr	1	7289	158	1.43%	26	4	41
13-Apr	1	4528	95	1.08%	4	4	29
17-Apr	1	8699	194	1.75%	43	5	78
19-Apr	1	4470	64	1.01%	2	1	34
23-Apr	1	11248	273	1.80%	56	6	74
26-Apr	1	8187	173	1.65%	46	6	60
29-Apr	1	1917	64	2.03%	12	1	27
30-Apr	1	7610	152	1.66%	40	1	66
TOTAL	11	71542	1620	1.60%	316	37	544

*Numbers as of Aug. 21

Twitter			
	Number of Tweets	Retweets	Favorites
1-Apr	1	15	1
3-Apr	1	18	1
9-Apr	1	23	0
11-Apr	1	25	1
13-Apr	1	4	0
17-Apr	1	39	0
19-Apr	1	3	0
23-Apr	1	56	2
26-Apr	1	33	1
29-Apr	1	19	0
30-Apr	1	21	2
TOTAL	11	256	8

*Numbers as of Aug. 22

Texas Department of Transportation · 11,363 like this
April 23 at 8:58am · 🌐

Ninety percent of teens who send texts believe they deserve a response within five minutes. That expectation has to change when behind the wheel. Talk.Text.Crash.

Like · Comment · Share 56

69 people like this.

Austin Bikeevangelist Support public transportation in Texas! You can text, talk on your phone, read a book etc all you want when riding public transportation. High speed rail connecting all the major cities is needed
April 23 at 9:04am · Like · 🔄 1

Jim Malocsay This stat may hold true beyond teens.
April 23 at 9:08am · Like · 🔄 4

James Godwin Need a device on the phones that prevent texting behind the wheel because they are not going to quit law or no law!
April 23 at 11:54am via mobile · Like

Darrell Milligan True that
April 23 at 12:00pm via mobile · Like

Transportation Supply We know that a lot of teens will try and respond since their friends expect a response, so what if there was an auto text that was sent back when one was driving? Just a thought...
April 23 at 1:03pm · Like

James Mitchell You can't stop everyone
April 24 at 3:42pm via mobile · Like

Write a comment...
Press Enter to post.

11,248 people saw this post Boost Post

Facebook post with highest response rate



Facebook post with second-highest response rate



Twitter post with highest response rate

In addition to the editorial calendar, a Facebook cover photo, a callout for the TxDOT.gov website and a Twitter skin were designed for TxDOT's use during the month of April. All materials helped align the Distracted Driving campaign on a range of TxDOT public-facing platforms to help increase campaign awareness during Distracted Driving Awareness Month.

Out of Home: Gas Station Pump Topper TV and Bus Ads

With the goal of capturing the audience in a decision-making environment, campaign messaging was placed on gas station TV pump toppers to remind the audience not to drive distracted. Bus ads were negotiated with transit authorities to run as PSAs in the four major markets. Bus ads were also an important medium to take advantage of to help reinforce behavior change. These out-of-home placements were effective in reaching the full target audience age range of 16-54.

The outdoor gas station pump topper TV buy totaled 790,332 impressions. The bus ads achieved an estimated \$24,750 in added value for the campaign.

Outreach

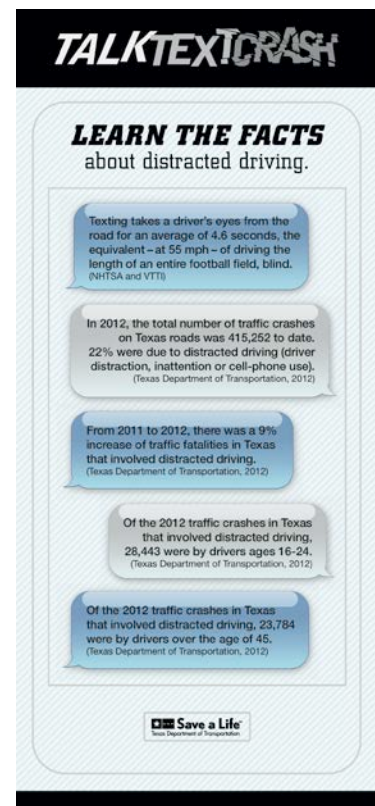
To expand the reach of the campaign message, posters and informational push cards were designed in English and Spanish. These materials were produced and distributed statewide to all TxDOT Traffic Safety Specialists (TSS). The goal was for the TSSs to hand out the materials at all relevant events they attend to extend the campaign message beyond the four targeted markets. A total of 30,000 posters and 30,000 push cards were distributed — as well as 25,000 “Talk. Text. Crash.” branded wristbands.

Posters & Push Cards

The poster was designed to showcase just how challenging it is to read a back-and-forth conversation on a phone screen. The poster also highlighted the types of activities that can distract a driver.



Poster



Push Cards

Informational push cards focused on pertinent statistics relating to distracted driving crashes and fatalities. The goal was to bring to the forefront the realities of distracted driving's consequences. Both poster and push cards were produced in English and Spanish.



Four-Stop Tour

TxDOT conducted a four-stop, public education tour focused on taking in-person education across the state to help prevent distracted driving. These events were held at venues with high foot traffic and were designed to create a spectacle that was ideal for local media coverage. To support the outreach efforts, TxDOT partnered with the AT&T and their “*It Can Wait*” campaign.

Using AT&T’s distracted driving simulator software; a driving experience was created that came complete with bucket seats, steering wheels and center consoles. While finishing the driving course on the driving simulator, participants were guided by an event emcee to perform specific tasks. These tasks included responding to phone messages, looking at a map and drinking coffee. The tasks were designed to be distracting, making it difficult to complete the course. This clearly highlighted the dangers of distracted driving. A total of 1,115 people completed the course, and saw how distractions prevented them from getting to the end successfully.

Participants were also encouraged to write on the Distracted Driving Story Wall the worst case of distracted driving they had ever seen — or how distracted driving has affected their lives. Across all markets, over 95 participants shared their stories or experiences on the wall.

Event attendees were also asked to make a pledge to avoid distracting activities while driving. Participants documented the activities they were pledging to stop while driving in a fill-in-the-blank style pledge. A total of 913 pledges were made. Those who completed pledges were entered into a random drawing to win a BlackBerry Bold 9900 that was donated by AT&T. This smart phone is compatible with AT&T’s DriveMode app that auto-replies to texts while driving.

The setup also featured the new 15-second videos on large-screen televisions for patrons waiting to participate in the driving simulation. The AT&T “*It Can Wait*” ads were also screened. This helped reinforce the message. Overall, the events exposed an estimated 95,500 people to the campaign.



Event Schedule:

1. 2013 H-E-B Family Expo
San Antonio, Texas
April 6, 2013
2. 2013 Houston Children's Festival
Houston, Texas
April 7, 2013
3. South Congress Ave. Food Trailer and Shopping Area
Austin, Texas
April 13, 2013
4. Dallas Earth Day Festival and Fair Park
Dallas, Texas
April 20 & 21, 2013



Public Relations & Earned Media

A news release (written in English and Spanish) was distributed on the wire and through customized Cision media lists to announce the campaign's launch. Efforts were timed to coincide with the release of the Texas A&M Transportation Institute's (TTI) observational study that measured the percentage of Texans who drive distracted. To highlight key stats from that study, a facts-based infographic (shown on the right) was created by TTI and shared as part of the news release. An op-ed was also written and pitched to media for placement. In addition, city-specific media alerts announced all four community outreach events and invited the media to attend the events to conduct on-site interviews with TSSs or PIOs at each event. Targeted pitching to media was done in each community event market.

Media relations efforts resulted in more than 396 stories and \$1,730,402.07 in earned media added value.

Added Value

Through media negotiations, partnerships and media relations efforts, \$2,828,640.07 was delivered in added value, totaling over a 6-to-1 return on investment.

FY 2013 MOTORCYCLE SAFETY AWARENESS

Look Twice for Motorcycles Campaign



In 2013, TxDOT set out with a comprehensive campaign supported with paid media, a press conference, a statewide press release, social media and a six-stop community events tour that reminded all Texans to “*Look Twice for Motorcycles*” and “*Share the Road*” with motorcycles.

Texas roadways are becoming increasingly crowded. In 2012, 89 percent of motorcycle crashes resulted in the death or injury of a motorcyclist. This means that 460 people died while riding motorcycles and scooters. In half of those fatal motorcycle crashes, the vehicle driver never saw the motorcycle or its rider.

Share the Road is TxDOT’s campaign to save the lives of motorcycle riders by getting other vehicle drivers to help. May is Motorcycle Safety Awareness Month. Advertising and community events during that month asked all Texans to Look Twice for motorcyclists at intersections, when entering highways and when changing lanes or turning. The campaign also encouraged drivers to maintain a safe following distance. And car drivers were urged to move to the other lane when passing a motorcyclist to allow a full lane for the motorcycle.

Paid Media

TxDOT placed a comprehensive campaign totaling \$208,193 in six key markets: Austin, Dallas-Fort Worth, El Paso, Harlingen, Houston and San Antonio. The media buy ran from April 29 to May 26. TxDOT used existing TV advertisements and expanded the campaign through the development of new radio, online and out-of-home media placements. TxDOT also distributed the :30 and :15 TV spot as PSAs that ran through the summer months. The comprehensive approach for the 2013 campaign delivered exceptional results. Additionally, media-buy negotiations and partnerships delivered \$488,202 in added value.

Paid Media, Motorcycle Safety Awareness Campaign Beginning May 2013

Campaign/Markets	Medium	Final Budget*	Description	
Austin, Dallas-Fort Worth, El Paso, Harlingen, Houston and San Antonio	Cable/Fox Sports Southwest	\$99,977	340.8 TRPs and 26,840,000 Impressions	
	Online	\$31,130	72,993 paid clicks and 5,342,154 Impressions	
	Radio (:30 and :60) & DJ endorsements	\$38,216	627 TRPs	
	Outdoor	\$38,870	6 markets	
	Subtotal		\$208,193	
		Added Value	\$488,202	
Grand Total		\$208,193		

Outdoor

Outdoor boards were placed in highly visible areas around six major media markets: Austin, Dallas-Fort Worth, El Paso, Harlingen, Houston and San Antonio. The outdoor buy totaled 16,976,004 impressions.



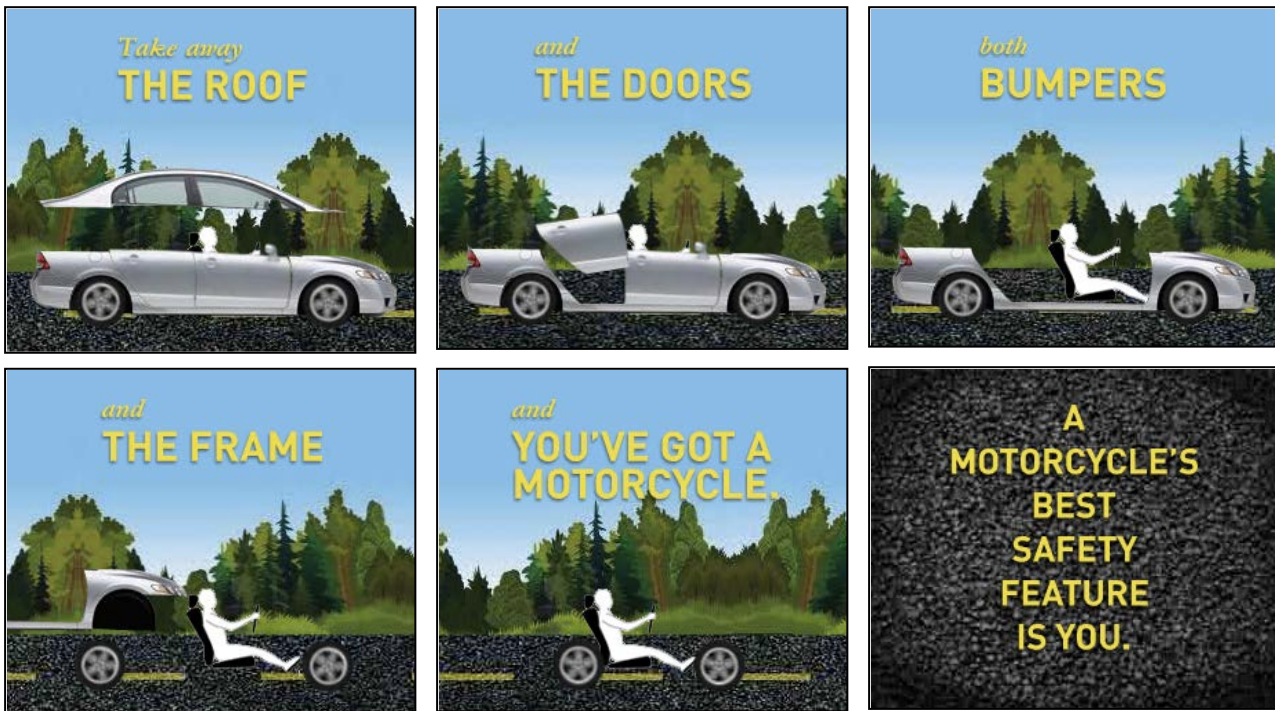
Radio

A new radio spot was created in English and Spanish (30-second and 60-second) to remind motorists just how vulnerable motorcyclists can be out there on the road and to always Look Twice. Radio delivered a total of 627 TRPs.

Internet Banners

TxDOT used animated banners across a network of online sites. The online media buy reached more than 5,342,154 impressions and gathered more than 72,993 clicks. All banner traffic drove users to a Facebook tab on TxDOT's Facebook page, https://www.facebook.com/TxDOT/app_632117646802393, where they could view the TV spot and see other campaign materials and messaging. The new Facebook tab launched with the campaign at the start of Motorcycle Safety Awareness Month. The Facebook tab gathered 3,544 total visits throughout May.

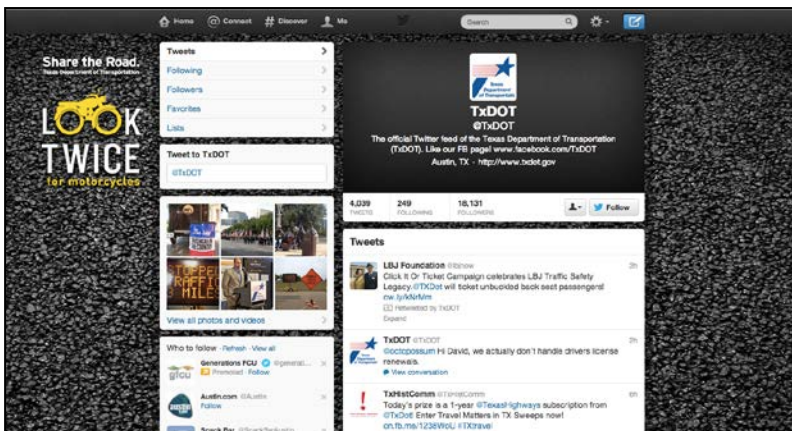
Online Banner

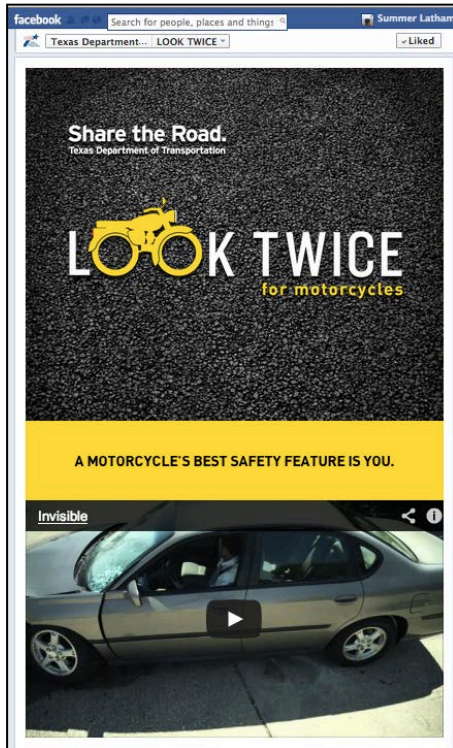


Social Media

Since the campaign did not have a dedicated website, we created a Motorcycle Campaign tab on the TxDOT Facebook Page. The Facebook tab featured the campaign materials and tips to look out for motorcyclists. The campaign also developed a comprehensive editorial calendar for both Facebook and Twitter that promoted campaign messages, creative and the community events throughout May. Also, the TxDOT Facebook cover photo and Twitter skin switched out to the Look Twice campaign message for two weeks that month.

On Facebook, there were 14 posts, 510 shares, 21 comments and 401 likes over the course of the campaign. On Twitter, there were 13 tweets, 114 retweets and 10 favorites. Overall, the social media campaign delivered 82,498 impressions.





Outreach

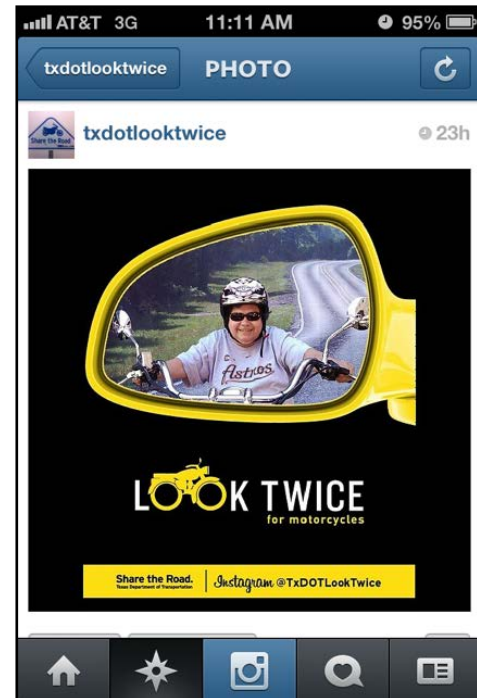
A team of trained outreach staffers traveled to six cities across Texas. These staffers reminded people to Look Twice and always share the road with motorcycles. This year, the campaign partnered with both major league and minor league baseball teams and set up the Look Twice booth in high-traffic areas of the various baseball stadiums. Staffers invited game attendees to take a pledge to Look Twice and share the road with motorcyclists. Once participants pledged, they were able to get on a motorcycle for a photo.

TxDOT wanted to remind participants just how vulnerable and unprotected motorcyclists can be. Getting people on the motorcycle allowed them to see first-hand what a motorcyclist faces on the road. Participants wore a helmet and were encouraged to put on props — such as leather vests, bandanas and sunglasses — as they got their photos taken. The photos were then posted to Instagram, and participants were able to get a photo printout onsite. Each printout made it appear that the participant was riding a motorcycle and being viewed through a car's rear-view mirror (see example below). While people waited to get on the motorcycle or get a photo printout, staffers spoke with them about the importance of looking twice for motorcycles. Participants enjoyed being able to access their photos on Instagram, and they enjoyed sharing them via other social media. The staff team members posted 329 photos to Instagram. By the last stop, the campaign had interacted with 1,441 visitors, and 583 people had taken the pledge to Look Twice for motorcycles. The campaign also distributed 1,024 key chains.

The campaign was able to negotiate \$30,039 in added value through partnerships with the major league and minor league baseball teams in Texas. At the events, the baseball teams were able to provide free ticket giveaways, signage or announcements. Napalm Motorsports also donated a 2000 Victory V92SC (Sports Cruiser) to use at each event.

Tour Schedule:

1. Round Rock Express baseball game
Round Rock, Texas – May 3
2. Texas Rangers baseball game
Arlington, Texas – May 4
3. Houston Astros baseball game
Houston – May 5
4. San Antonio Missions baseball game
San Antonio – May 11
5. El Paso Diablos baseball game
El Paso – May 18
6. Harlingen WhiteWings baseball game
Harlingen – May 25



Earned Media

Motorcycle Safety Awareness Month kicked off with a press conference on May 3 at the Palmer Events Center in Austin. Speakers at the press conference included Carol Rawson (TxDOT), Lt. Robert Richman (APD), John Young (DPS) and Michelle Conkle (TxDOT employee and motorcycle crash survivor). The press conference was covered by KEYE (CBS, Telemundo), KVUE (ABC), KTBC (FOX), YNN (Time Warner) and KAKW (Univision), and every TV station in Austin used the press conference footage and shared it with affiliates in other Texas cities. Eighteen Patriot Guard Riders joined the Austin Police Department Motorcycle Unit on a ride through downtown Austin following the

press conference. Twenty-eight stories resulting directly from the press conference aired on Austin TV stations, and stories appeared in Houston and Dallas as well.

Along with the kickoff press conference, TxDOT distributed English and Spanish news releases statewide, and city-specific event alerts announced the six community events in Austin, Dallas-Fort Worth, El Paso, Harlingen, Houston and San Antonio. The release and the press conference combined inspired more than 100 news stories across Texas.

Media relations efforts resulted in more than 150 stories and \$718,830 in earned media added value.



Added Value

Through media negotiations, partnerships and media relations efforts, \$1,237,071 was delivered in added value.



FY 2013 ENERGY SECTOR TRAFFIC SAFETY CAMPAIGN

Be Safe, Drive Smart Campaign

The current boom in oil and gas production in Texas has created thousands of jobs and many new opportunities for communities across the state. It has also brought an influx of truck traffic and a sharp increase in the number of motor vehicle crashes. Traffic fatalities are up statewide, and the numbers are particularly alarming in rural energy development areas where thousands of trucks have dramatically changed road conditions and the communities through which they pass. The Permian Basin, for example, has seen a 27 percent jump in traffic deaths between 2011 and 2012, and the Eagle Ford Shale has had a 40 percent increase.

TxDOT launched the new *Be Safe, Drive Smart* campaign in 2013 with media events, billboards, TV and radio commercials, gas pumptoppers, and digital and print ads to alert drivers in energy producing counties with the highest incidences of serious and fatal crashes to take proactive steps to drive safely. In addition to reminding drivers to safely share the road with trucks, campaign messages were tied to the leading causes of crashes, urging drivers to pay attention when they are behind the wheel, slow down, pass carefully, and obey traffic signs and signals. For Spanish-language materials, the slogan is *Maneje Listo, Maneje Seguro*.



Paid Media

For FY13, paid media for the *Be Safe, Drive Smart* campaign was focused in the Eagle Ford Shale and Permian Basin, where oil and gas exploration is heavily concentrated. The media mix included radio and out of home advertising, both proven avenues for reaching drivers in their vehicles when a safety message is particularly relevant. Print ads in local weekly and daily newspapers were effective ways to reach local residents in the targeted rural counties. TV and digital ads were added to the mix during the second (summer) flight. The Spanish-language radio, TV, and digital ads delivered messages to bilingual and non-English-speaking Hispanics.

Paid Media Overview

Primary Target: Motorists in counties with the highest levels of oil and gas drilling activity and highest increases in traffic fatalities

Secondary Target: Oil and gas industry workers

Media Markets: San Antonio, Corpus Christi, and Laredo (Eagle Ford Shale)
Odessa-Midland (Permian Basin)

Media: Spot 60-second radio (English and Spanish)
Spot 30-second and 15-second TV (English and Spanish)
Billboards
Pump-toppers, fill-boards, and gas station window clings
Newspaper ads
Online and mobile video and banner ads

Media Flight Dates: Spring campaign, March 11 – May 5, 2013
Summer campaign, July 22 – August 31, 2013

Paid Media Summary, *Be Safe, Drive Smart (Energy Sector) Campaign, FY 2013*

Media	Budget	Description	Impressions
Spot Radio	\$106,426	60-second radio spots on 42 stations in Corpus Christi, Laredo, San Antonio, and Odessa-Midland markets. Total of 8,343 spots in English and Spanish.	28,252,000
Spot TV	\$62,869	30-second and 15-second TV spots on 22 stations in Corpus Christi, Laredo, San Antonio, and Odessa-Midland markets. Total of 2,161 spots in English and Spanish during the summer flight.	18,552,000
Outdoor (Billboards)	\$207,825	Outdoor bulletins at 43 locations in the spring flight and 47 locations in the summer flight in targeted Eagle Ford Shale and Permian Basin counties.	25,000,000
Gas Station Ads	\$51,155	Pumptoppers, fillboards, and window clings at 66 gas stations in the spring flight and 85 stations in the summer flight in targeted Eagle Ford Shale and Permian Basin counties.	35,500,000
Print	\$34,327	6 quarter-page ads in 19 newspapers in Eagle Ford Shale and Permian Basin.	491,280
Digital (Online and Mobile Ads)	\$47,171	Video ads and static banners on mobile and online ad networks, Facebook display ads, and YouTube video ads for 5 weeks in Eagle Ford Shale and Permian Basin counties.	24,639,872
TOTAL	\$509,773		132,435,152



Billboards delivered key traffic safety messages to residents and motorists traveling through counties with the highest increases in serious traffic crashes and fatalities.



The “Our Town” TV and radio spots featured local residents, law enforcement, truck drivers, and county officials reminding drivers to be safe and drive smart in their booming towns.

Creative concepts were tested in focus groups with residents of the Eagle Ford Shale and Permian Basin, and industry representatives provided input on messaging to oil field workers and truck drivers.

The *Be Safe, Drive Smart* slogan, which empowers drivers to take responsibility for keeping roads safe, appealed to those who are seeing the benefits of the energy boom in their communities while also experiencing the challenges of increased traffic.

Added Value

Added value achieved through negotiations with media vendors matched one-to-one TxDOT’s investment in paid media for the *Be Safe, Drive Smart* campaign. Bonus (free) TV and radio spots were valued at \$167,000. Added value amounts from out of home advertising totaled \$334,700 and included billboard and pump-topper overrides, bonus gas station window clings, and negotiated lower monthly rates. Bonus digital ad impressions and clicks contributed an additional \$15,500.



Earned Media

In March and April, TxDOT held *Be Safe, Drive Smart* media events to announce the launch of the safety campaign in five Texas cities representing the state’s energy producing areas: Karnes City, Midland, Cleburne, Amarillo, and Center. In addition to representatives from TxDOT, participants at each event included local county judges, DPS troopers, and spokespersons from the oil and gas industry and state trucking association. At the Karnes City event, the American Trucking Association’s *Share the Road* safety education truck was also on site for tours.

The media events and news releases customized for each of the five energy areas generated 48 local TV news stories and 70 print and online hits. These included placements in larger media outlets such as the *San Antonio Express-News* and *Houston Chronicle* as well as rural weekly papers that residents of the campaign’s targeted small towns rely on to keep up with what’s happening in their communities.

The total publicity value of news media coverage of the campaign’s kickoff was approximately \$357,600.



Media kickoff events were held in five energy producing areas across the state: Eagle Ford Shale, Granite Shale, Permian Basin, Barnett Shale, and Haynesville-Bossier Shale.

Outreach and Partnerships

Oil and gas industry and trucking representatives participated from the start in the development of the energy sector safety campaign. In addition to taking part in media events, the Texas Oil and Gas Association distributed an Op-Ed, which appeared in five newspapers in the Eagle Ford Shale. Also, Chesapeake Energy provided free space on its digital billboard on I-35 in Pearsall to run the campaign’s outdoor artwork.

TxDOT distributed 25,000 info card handouts and hundreds of campaign posters to traffic safety specialists and TxDOT district offices to support public education efforts. The department’s Facebook, Twitter, and YouTube channels also shared campaign messages statewide.



The campaign reached target audiences online and on their mobile devices with English and Spanish banner ads and pre-roll video using the “Our Town” TV spots.

Value Added

The in-kind donations from paid media vendors valued at \$517,210 combined with the \$357,620 generated from earned media activities contributed \$874,830 to the overall value of the *Be Safe, Drive Smart* safety campaign in 2013.

FY 2013 MOVE OVER LAW PUBLIC AWARENESS

Move Over or Slow Down Campaign



TxDOT's roadside crews work in extremely dangerous environments, sometimes only feet away from oncoming traffic while fixing signs, patching potholes, or picking up debris. Since 1938, more than 100 TxDOT employees have been struck and killed by motorists. To better protect roadside workers, the Texas Legislature expanded the state's "Move Over" law in 2013 to include TxDOT vehicles. Leading up to the law's September 1, 2013 effective date, TxDOT conducted a campaign to raise awareness that the Move Over law now applies to TxDOT vehicles in addition to police, fire, and emergency vehicles and tow trucks. The new law requires motorists to move one lane over or slow down to 20 mph below the posted speed limit when approaching a TxDOT vehicle with flashing blue or amber lights on the side of the road.

The *Move Over or Slow Down* campaign included outdoor billboards, gas pumptoppers, posters at TxDOT safety rest areas, and dynamic message signs aimed at motorists traveling high-traffic corridors in all parts of the state. In addition, radio traffic sponsorships, social media, and earned media activities reached drivers statewide.

Paid Media

The four-week paid media campaign in August targeted motorists driving the state's busy highway corridors, with special emphasis on segments with construction projects underway and the energy production areas that have seen large increases in car and truck traffic. The message to drivers was to move over or slow down because "we're working here." In addition, 15-second radio liners advising drivers how to keep workers safe were delivered in English and Spanish on radio stations statewide during peak morning and afternoon drive times.



Pump-toppers and window clings at 315 gas stations near interstate highways and other high traffic roadways reached millions of motorists in August.

Paid Media Overview

Primary Targets: Adults 18+ for radio placements
Motorists along interstates and other major highways in Texas

Media Markets: Statewide

Media: Billboards
Pumptoppers and gas station window clings (English and Spanish)
Radio traffic sponsorships (English and Spanish)

Media Flight Dates: August 5 – 31, 2013

Paid Media Summary, *Move Over or Slow Down*, August 2013

Media	Budget	Description	Impressions
Radio Traffic Sponsorships	\$179,738	15-second radio liners on 158 stations in all 20 Texas radio markets (statewide). Total of 17,021 spots in English and Spanish.	93,631,000
Outdoor (Billboards)	\$172,250	Outdoor bulletins at 64 locations in the following markets/corridors: (I-35) Dallas-Fort Worth, Waco-Temple, Austin, San Antonio, and Laredo; (I-10) Beaumont, Houston, San Antonio, and El Paso; (I-20) Tyler, Odessa-Midland, and Abilene; (I-30) Mt. Pleasant; (83 and 77) Rio Grande Valley; (I-37) Corpus Christi; (I-27 and I-40) Amarillo and Lubbock; (I-44) Wichita Falls; (290) Austin and Houston; (I-45) Dallas and Houston.	86,500,000
Gas Station Ads (Pumptoppers)	\$63,000	Pumptoppers and window clings at 315 gas stations located along the following corridors: (I-35) Dallas-Fort Worth, Waco-Temple, Austin, San Antonio, and Laredo; (I-10) Beaumont, Houston, and El Paso; (I-20) Tyler-Longview, Midland-Odessa, and Abilene; (I-30) Mt. Pleasant; (83 and 77) Rio Grande Valley; (I-37) Corpus Christi; (I-27 and I-40) Amarillo and Lubbock; (I-45) Dallas and Houston	74,000,000
TOTAL	\$414,988		254,131,000

Added Value

Negotiated added-value opportunities stretched TxDOT's *Move Over* media dollars and helped meet the department's federal match requirements. Bonus (free) radio liners were valued at \$220,010, more than doubling TxDOT's paid investment in radio advertising. Added value amounts from out-of-home advertising totaled more than \$464,000 and included billboard and pump-topper overrides, bonus gas station window clings, and negotiated lower monthly rates.

Earned Media

Media relations activities generated significant news media coverage in August and early September. TxDOT distributed English and Spanish news releases and enhanced b-roll with sound bites to news outlets throughout the state. Talking points in English and Spanish were provided to TxDOT district public information officers who conducted local TV news interviews in large and small markets. Earned media efforts resulted in 410 broadcast, 122 online, and 215 print news stories. The total publicity value of statewide news media coverage exceeded \$2.8 million.

In addition, new “Move Over Law” TV and radio news features were produced in English and Spanish. TxDOT distributed the features to 21 TV news departments and 82 radio stations. The free airtime offered by these stations as part of TxDOT’s *Street Smarts* TV news and *On the Road in Texas* radio series helped boost the campaign’s reach in small and mid-sized markets across the state.

Collateral pieces, including an info card handout and poster, were distributed to TxDOT traffic safety specialists to support their efforts to educate motorists about the new law. In addition, TxDOT produced 200 posters for placement in its Safety Rest Areas and Travel Information Centers.

TxDOT also used its social media channels, including its central and district Facebook and Twitter accounts, to post messages in the weeks leading up to the new law’s September 1 effective date.

Total Added Value

The combined \$684,054 in added value from media vendors and \$2,822,534 in earned media contributed \$3,506,588 to the overall value of the *Move Over or Slow Down* campaign, which is more than five times TxDOT’s investment in the campaign.



Muévase a otro carril o reduzca la velocidad. Estamos trabajando.

Los equipos de trabajo de TxDOT trabajan en áreas peligrosas, a veces a unos pies del tráfico de alta velocidad. La nueva ley Muévase a otro carril ayudará a proteger a estos trabajadores y a reducir el número de choques prevenibles y muertes.

La ley Muévase a otro carril

Si ve las luces intermitentes azules o ámbar prendidas en un vehículo de TxDOT, un vehículo de emergencia o una grúa parada junto al camino, debe cambiarse del carril más cercano y alejarse de ese vehículo. Si no puede cambiar de carril de manera segura, reduzca la velocidad a 20 mph por debajo del límite indicado. En los caminos con un límite de velocidad de 25 mph o menos, reduzca la velocidad a 5 mph. Las multas pueden llegar hasta \$2,000.

MANEJE LISTO. MANEJE SEGURO.

TxDOT

1,000 bilingual info cards about the new Move Over law were distributed to TxDOT districts.



FY 2013 TRAFFIC SAFETY PSA PROGRAM

For more than a dozen years, the Texas Department of Transportation has annually produced bilingual television and radio broadcast news segments that deliver driving tips, safety reminders, and traffic safety information to motorists throughout Texas, many of whom are located in rural areas. These television and radio news features are broadcast free as Public Service Announcements (PSAs). These PSAs are placed with TV and radio stations across the state. They are also placed on the Lone Star News Network, a proprietary service of Sherry Matthews Advocacy Marketing, and reach an annual audience estimated at 6.7 million listeners and viewers.

***On The Road In Texas (Los Caminos De Texas)* Radio News 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 safely. In each spot, Texas Department of Public Safety troopers serve as the voice of authority, informing listeners about everything from distracted driving to dangerous road conditions.

In FY13, news features about pedestrian and bicycle safety, underage drinking, school bus safety, sharing the road with trucks, tailgating, child passenger safety, aggressive driving, motorcycle safety, and a variety of other traffic issues reached motorists statewide. New for 2013 was a partnership with the Texas State Network (TSN), a consortium of 117 radio stations across the state, to air *On the Road in Texas* features eight to ten times per month to supplement the reach beyond the Lone Star News Network's core stations.

***Street Smarts (Listos Para Manejar)* TV News Features**

During the first two quarters of FY13, TxDOT researched, developed, and produced nine new 60-second *Street Smarts* TV features in English and Spanish on three pressing traffic safety concerns: highway safety in the state's active energy exploration areas, driving while intoxicated, and texting and driving. Top-rated English-language TV stations in Tyler, Amarillo, Odessa, Bryan, Wichita Falls, Kingsville, Lubbock, San Angelo, Beaumont, Weslaco, Laredo, Sherman, and Corpus Christi, along with Spanish-language TV stations in El Paso, San Antonio, Austin, Corpus Christi, Midland, Laredo, Amarillo, and Dallas, aired these timely safety news clips during morning, evening, and weekend newscasts.

***Be Safe. Drive Smart. (Maneje Listo. Maneje Seguro)* TV News and Radio Features**

Using TxDOT's popular Energy Sector Campaign slogan, *Be Safe. Drive Smart.* – and responding to station requests for local personalization, TxDOT produced "picture-only news packages" in English and Spanish and distributed them to select TV stations during the summer of 2013.

Topics included drowsy driving, overcorrecting, speeding, impaired driving, texting and driving, safe passing, work zone safety, red lights and stop signs, the state's "move over" law, and motorcycle safety. In addition, the television news feature scripts were recorded in English and Spanish as radio features and distributed via the Lone Star News Network. To further extend the reach of these important safety messages, TxDOT created compilation discs in English and Spanish for distribution to driving schools, military bases, and high schools across the state.

**Earned Media Summary, *On the Road in Texas, Street Smarts, and Be Safe. Drive Smart.*
10/01/2012–09/30/2013**

Media	Gross Impressions	Description	Earned Media Value
Television	48,569,600	Monthly distribution of weekly <i>On the Road in Texas</i> or <i>Be Safe, Drive Smart</i> and <i>Los Caminos de Texas</i> radio spots to up to 147 English- and 20 Spanish-language radio stations. Station quantity variance due to partial year partnership with TSN.	\$1,432,983
Television	3,664,000	Distribution of 4 sets of <i>Street Smarts</i> and <i>Listos para Manejar</i> traffic safety television news features to 14 English- and 8 Spanish-language TV stations.	\$207,900
TOTAL PAID MEDIA	2,507,000	Distribution of 3 sets of <i>Be Safe, Drive Smart</i> and <i>Maneje Listo, Maneje Seguro</i> traffic safety television news features to 5 English- and 3 Spanish-language TV stations.	\$82,800

Overall Value

Thanks to a partnership with Texas State News network and relationships with TV and radio stations across the state, this longstanding bilingual earned-media program continues to deliver important road safety information to motorists statewide. In FY 2013, TxDOT secured airplay—at no cost to TxDOT—on a total of 203 radio and TV stations. The *On the Road in Texas, Street Smarts* and *Be Safe, Drive Smart* series generated a combined value of \$1,723,683 in PSA or earned media coverage for traffic safety messages.

Section Five

**Texas Traffic Safety Attitude and
Awareness Survey**

Texas Traffic Safety Attitude and Awareness Survey

BACKGROUND

The Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) have developed a minimum set of performance measures to be used by states as they develop and implement their highway safety plans. One of the performance measures that GHSA and NHTSA recommend is surveys to track driver attitudes and awareness of traffic safety programs. This information can include views on the priorities of various traffic safety issues and on potential law or policy changes, knowledge of laws and penalties, perceptions of enforcement, awareness of recent enforcement and media campaigns, and self-reported behavior.” NHTSA recommends a core set of questions and guidelines for conducting these type surveys. The Texas Department of Transportation (TxDOT) contracted with the Texas A&M Transportation Institute (TTI) to conduct a 2010 baseline survey and follow-up surveys in subsequent years, 2011-2013.

SURVEY METHOD

The 2013 survey was administered on weekdays during the time frame of July 22 through August 2, 2013 at 12 Driver License offices throughout Texas. This time period is prior to the annual impaired driving enforcement mobilization encompassing the Labor Day holiday and seven to eight weeks following the annual Click It Or Ticket campaign encompassing the Memorial Day holiday. The questionnaire included 25 questions: 10 core questions, 10 questions specific to Texas traffic safety issues, and 5 demographic /background information related questions. 2,233 respondents filled out the two-page questionnaire, 160 of them in Spanish.

RESULTS

Impaired driving and seat belt enforcement campaign messages are seen and heard by a majority of Texas drivers, as evidenced by the 66.8 percent and 62.8 percent who said they had read, seen or heard an impaired driving and seat belt enforcement message in the past 30 and 60 days, respectively.

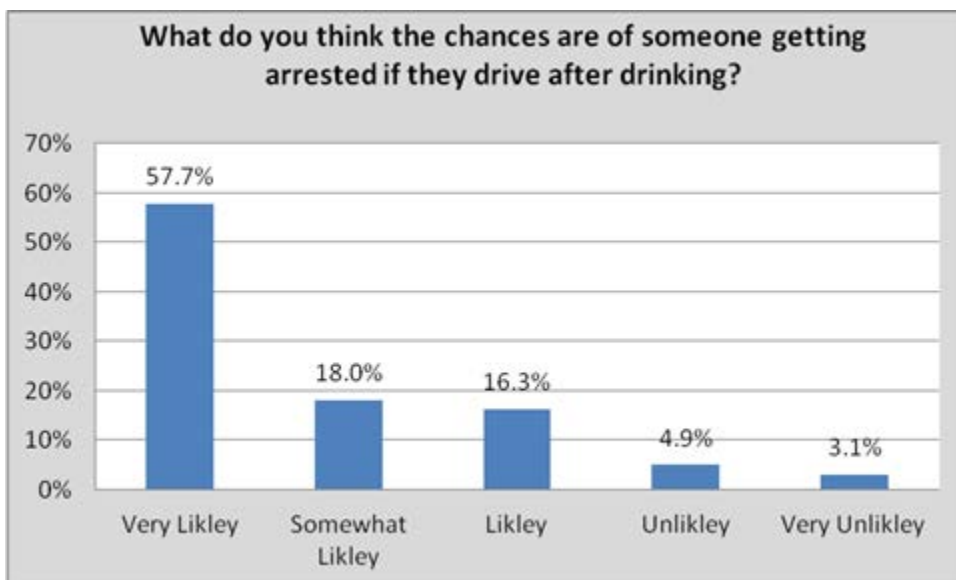
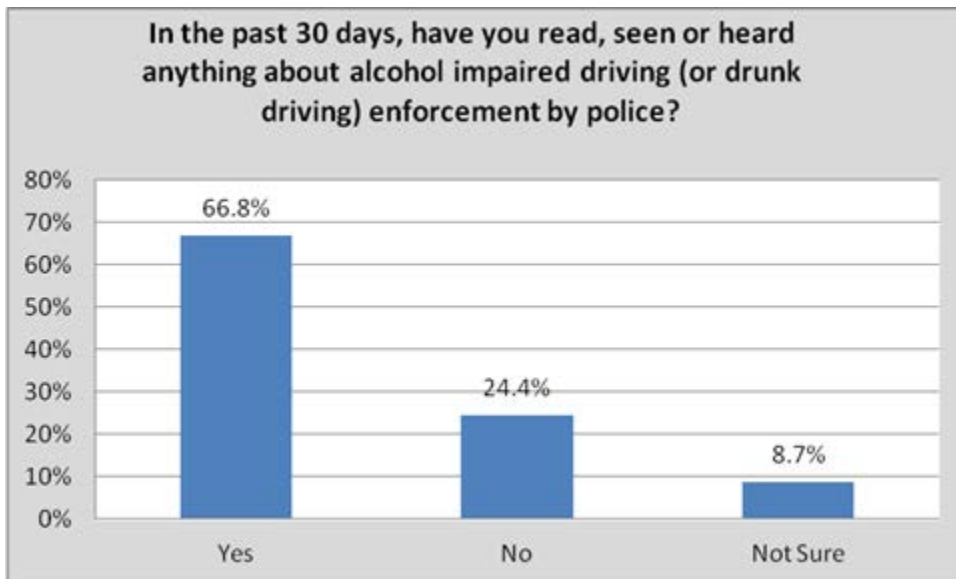
Approximately 97 percent of respondents reported they always or nearly always use their seat belt. The Click It Or Ticket message was the most highly recognized of eight traffic safety campaign messages.

Most Texas drivers believe it is very likely that impaired drivers will be arrested. Over half of Texans surveyed (53.6 percent) are in favor of sobriety checkpoints. Twenty-one percent are neutral, and 25.1 percent are opposed to sobriety checkpoints. Impaired drivers rely on others—friend or family member or someone who has not been drinking—for transportation home more so than public transportation or other means of transportation. Impaired drivers say they have driven impaired most often because they gave it no thought. Only 54.3 percent of those surveyed knew the legal BAC limit for intoxication in Texas, with 26.7 percent saying they were not sure what the limit is. The behavior viewed most often as a serious threat to personal safety is impaired driving.

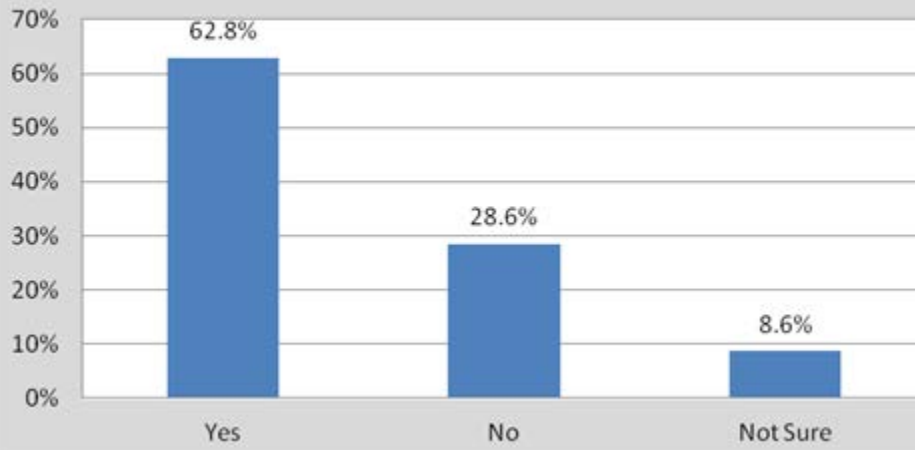
Self-reported cell phone use among drivers is common relative to other traffic safety risk behaviors. Self-reported cell phone use decreased significantly from last year. Almost 23 percent of drivers reported regularly or sometimes texting while driving in the past 30 days.

Fewer respondents this year said they had heard of speed enforcement by police in the past 30 days. Half of drivers surveyed (51.6 percent) reported exceeding local speed limits by 5mph sometimes or more frequently. About 44 percent reported exceeding 70 mph speed limits by 5 mph sometimes or more frequently.

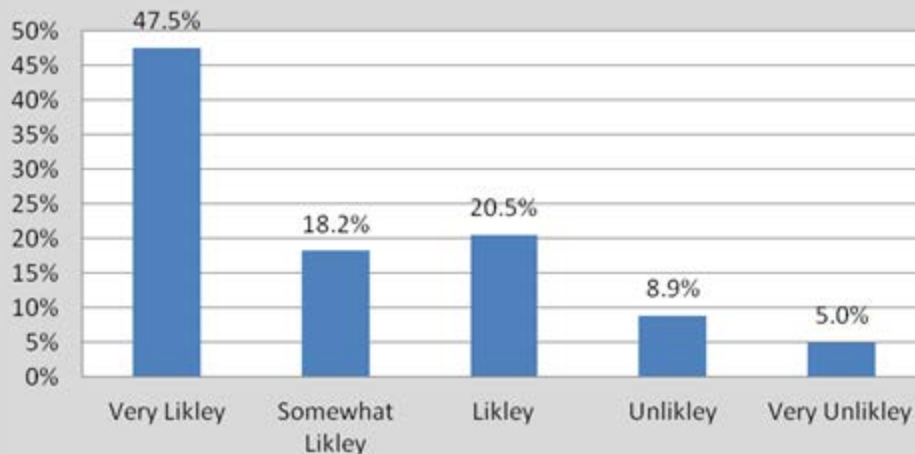
The following graphs indicate the response percentages for the 2013 core and Texas-specific questionnaire items.

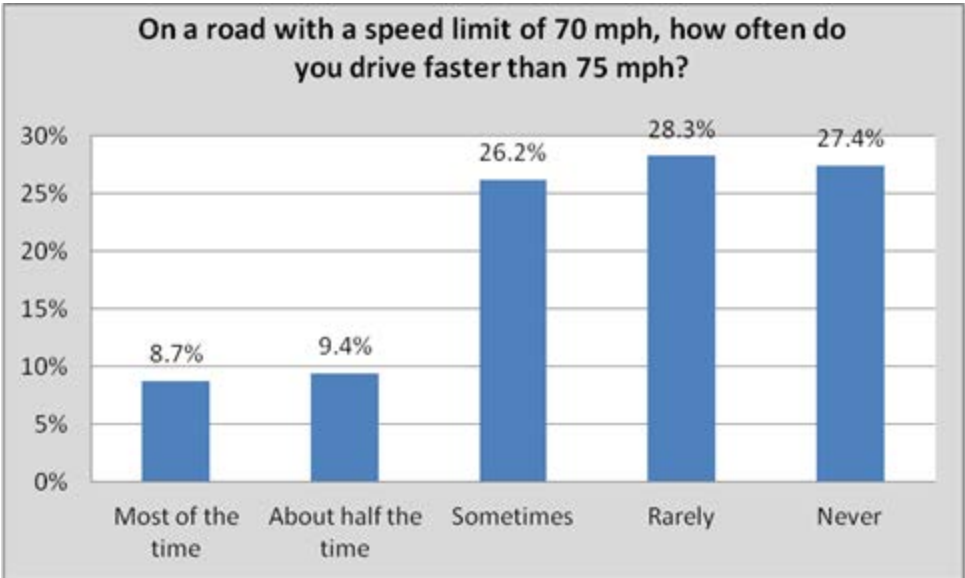
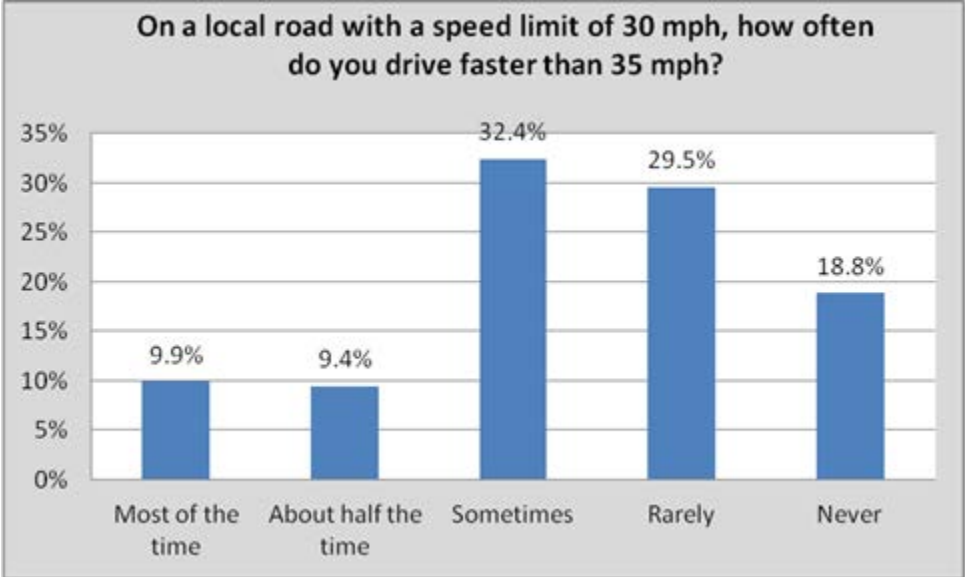


In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?

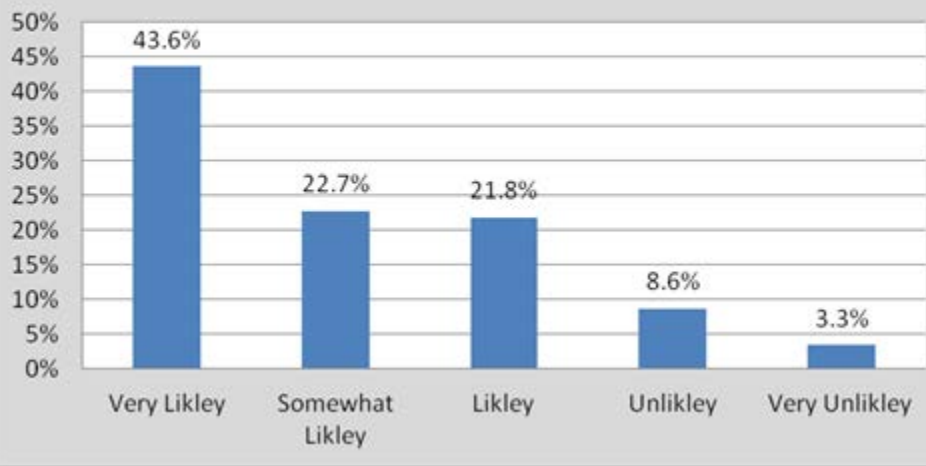


What do you think the chances are of getting a ticket if you don't wear your seat belt?

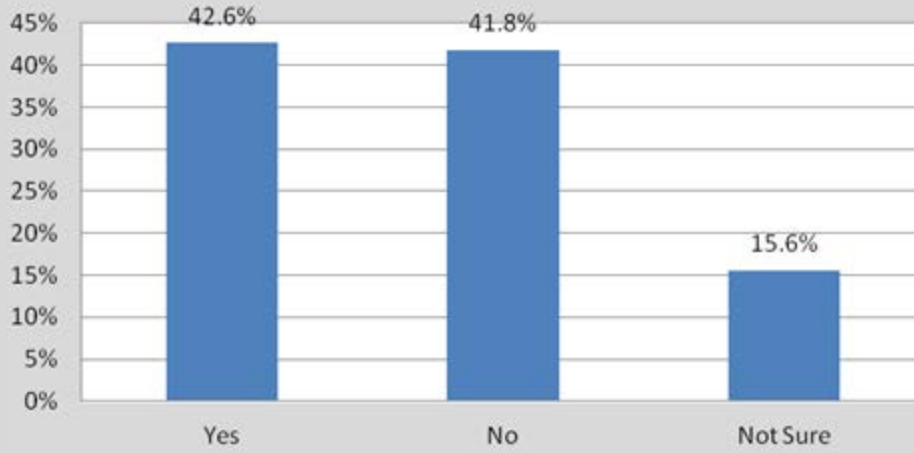




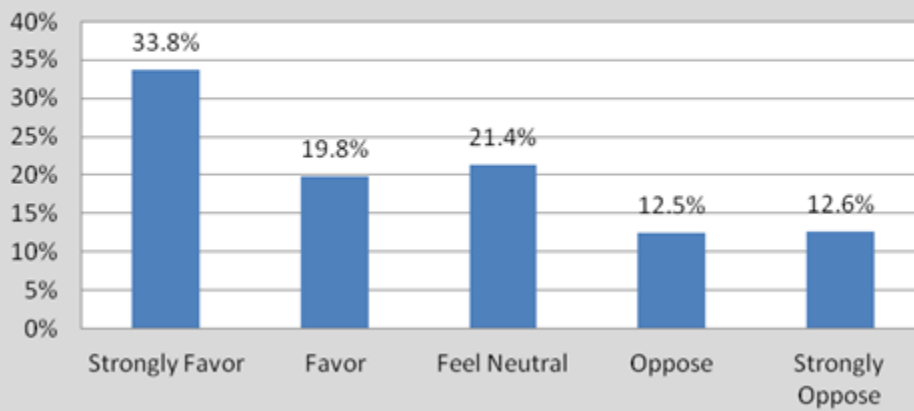
What do you think the chances are of getting a ticket if you drive over the speed limit?

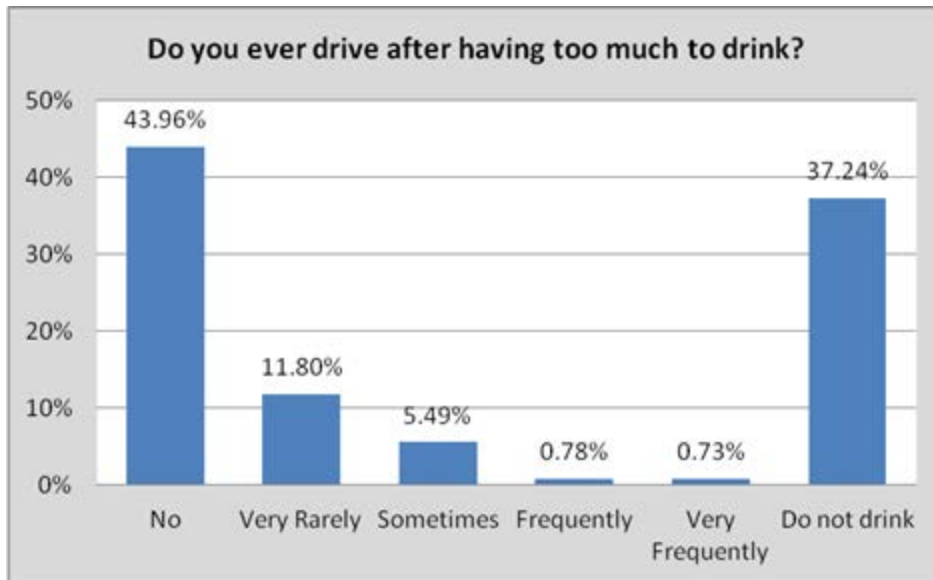


In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

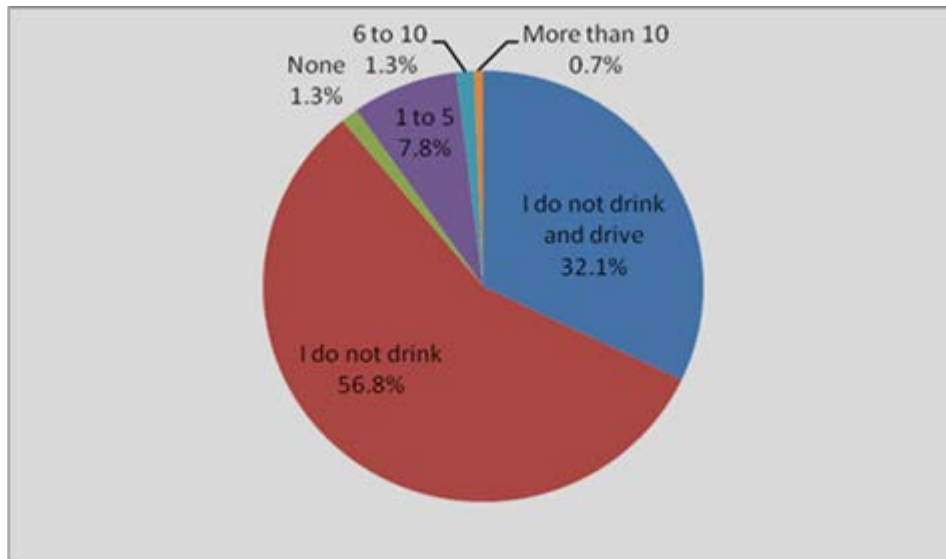


Are you in favor of or opposed to sobriety checkpoints (where drivers are stopped briefly by police to check for alcohol impaired driving)?

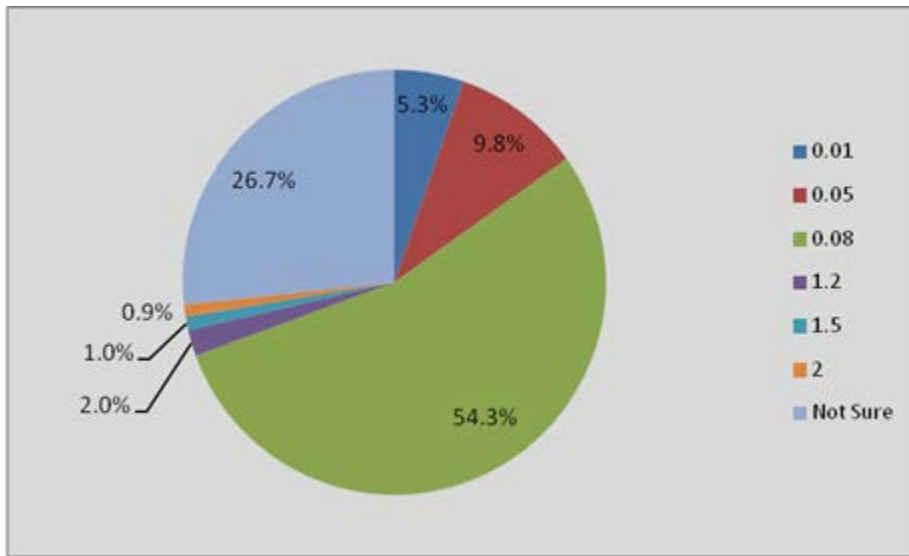




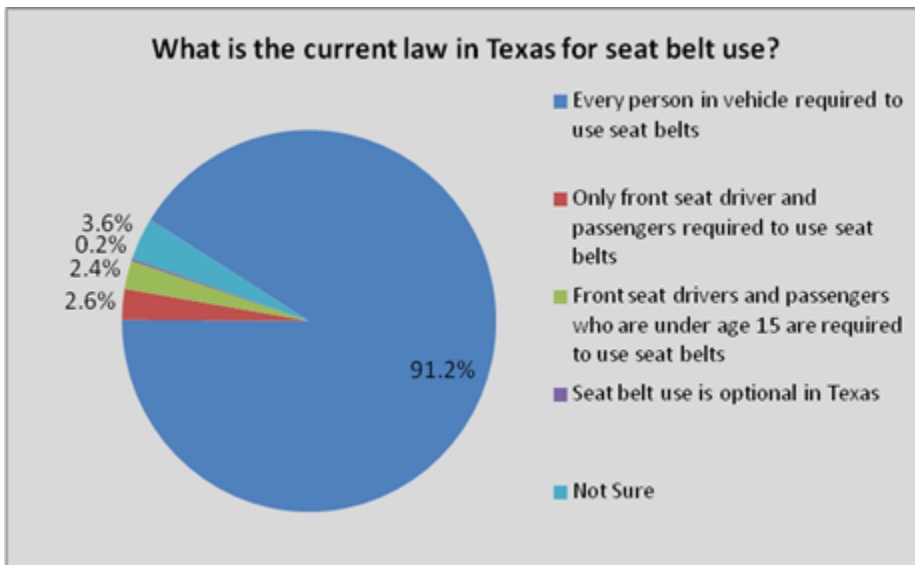
In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?



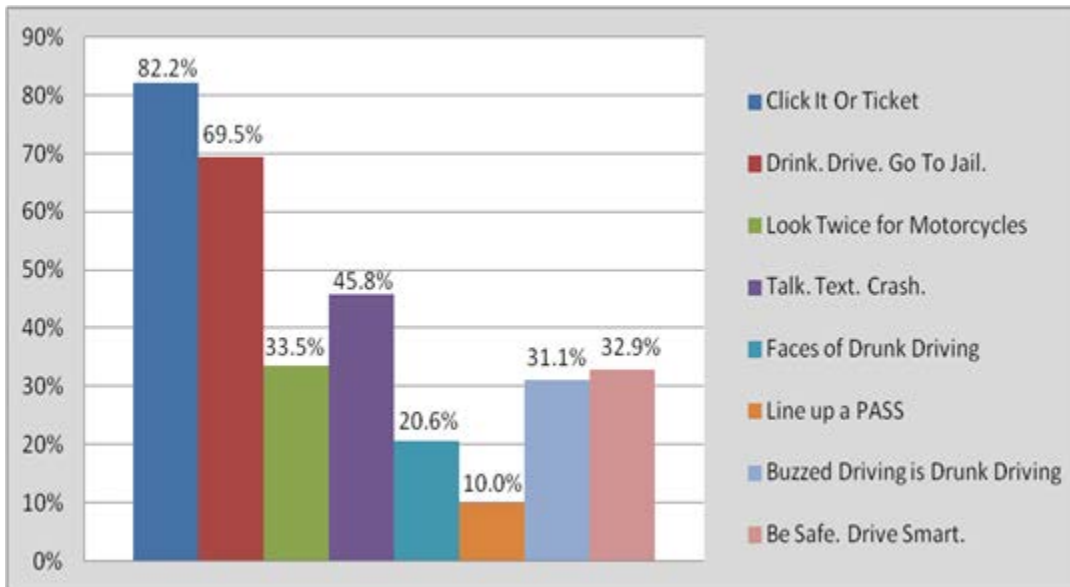
Knowledge of BAC intoxication limit in Texas



What is the current law in Texas for seat belt use?

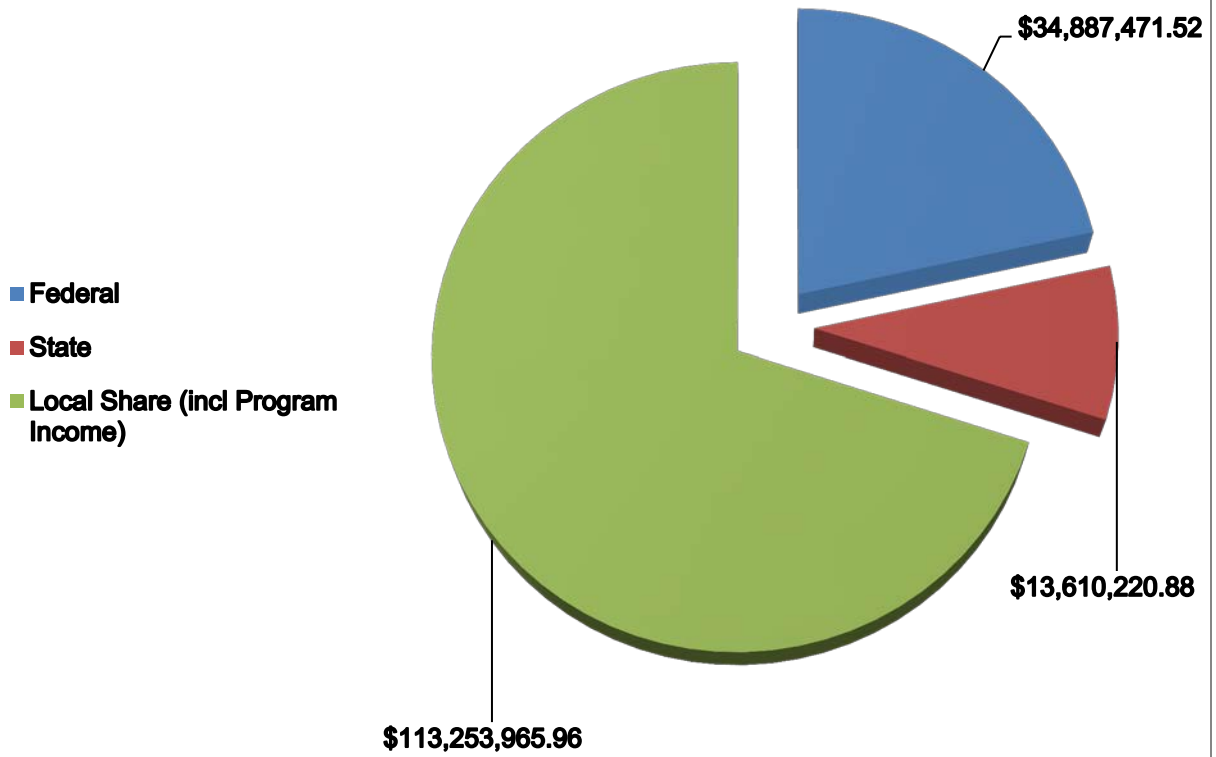


Awareness of Texas Traffic Safety Campaigns



Section Six
FINANCIAL SUMMARY

FY 2013 Traffic Safety Expenditures



FY 2013 Traffic Safety Funds Traffic Safety Program Expenditure Summary

Program Area	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	2011	408 / MAP21**	410	2010	STATE	INCOME	LOCAL		
Planning and Administration	Planned:	6	\$2,462,137.47							\$1,969,154.00		\$40,063.49	
	Actual:	8	\$5,738,799.16	\$452,919.98						\$5,356,431.32		\$57,457.25	
Alcohol and Other Drug Counter Measures	Planned:	137	\$51,627,389.70	\$5,072,658.12			\$15,659,829.54		\$1,050,000.00	\$13,350.00	\$29,831,552.04	\$45,830.86	
	Actual:	122	\$85,662,458.32	\$4,689,430.71			\$12,003,615.32		\$1,004,055.41	\$12,275.00	\$67,953,081.88	\$28,383.36	
Emergency Medical Services	Planned:	1	\$1,315,147.19	\$515,534.39							\$799,612.80		
	Actual:	1	\$1,537,621.73	\$355,166.92							\$1,182,454.81		
Motorcycle Safety	Planned:	3	\$2,080,280.32	\$385,931.77					\$410,000.00		\$1,284,348.55		
	Actual:	3	\$2,041,455.55	\$342,704.25					\$409,854.07		\$1,288,897.23		
Occupant Protection	Planned:	69	\$13,315,468.95	\$4,095,945.76	\$560,000.00	\$783,601.07	\$0.00		\$600,000.00	\$10,000.00	\$7,265,922.12	\$500,000.00	
	Actual:	67	\$18,983,928.48	\$3,825,419.20	\$60,436.46	\$752,716.06	\$485,944.83**		\$598,958.21	\$11,832.02	\$13,248,621.70	\$387,511.65	
Pedestrian and Bicyclist Safety	Planned:	3	\$241,540.98	\$194,736.97							\$46,804.01	\$40,076.30	
	Actual:	3	\$229,360.22	\$185,453.08							\$43,907.14	\$36,043.87	
Police Traffic Services	Planned:	55	\$18,672,905.50	\$9,528,685.40							\$9,144,220.09		
	Actual:	54	\$15,920,967.36	\$7,084,253.45					\$440,734.00		\$8,395,979.91		
Speed Control	Planned:	5	\$366,275.16	\$189,312.06							\$176,963.10		
	Actual:	5	\$373,560.30	\$181,856.07							\$191,704.23		
Traffic Records	Planned:	14	\$7,592,277.82	\$35,000.00			\$3,430,898.64		\$3,224,564.00		\$901,815.18		
	Actual:	14	\$6,501,510.01				\$1,828,190.21		\$3,938,469.07		\$734,850.73		
Driver Education and Behavior	Planned:	13	\$9,938,616.20	\$1,603,731.00					\$3,090,146.02		\$5,244,739.18	\$106,329.48	
	Actual:	13	\$22,508,518.24	\$1,475,430.08					\$2,271,572.87		\$18,761,515.29	\$105,331.47	
Railroad / Highway Crossing	Planned:	1	\$80,348.30	\$29,948.00							\$50,400.30		
	Actual:	1	\$74,632.28	\$26,354.53							\$48,277.75		
Roadway Safety	Planned:	3	\$1,464,491.23	\$669,436.88							\$795,054.35	\$109,189.08	
	Actual:	3	\$1,549,963.74	\$634,203.32							\$915,760.42	\$75,012.52	
Safe Communities	Planned:	2	\$185,214.53	\$91,258.41							\$93,956.12	\$91,258.41	
	Actual:	2	\$210,944.57	\$89,245.88							\$121,698.69	\$89,245.88	
School Bus	Planned:	2	\$300,178.48	\$139,793.60						\$19,799.28	\$140,585.60	\$139,793.60	
	Actual:	2	\$417,938.40	\$132,286.49						\$49,534.27	\$236,117.64	\$132,286.49	
TOTALS:	Planned:	314	\$109,642,271.83	\$23,004,892.34	\$560,000.00	\$783,601.07	\$3,430,898.64	\$15,659,829.54	\$410,000.00	\$9,933,864.02	\$43,149.28	\$55,816,036.93	\$1,910,705.71
	Actual:	298	\$161,751,658.36	\$19,346,714.57	\$60,436.46	\$752,716.06	\$	12,003,615.32	\$409,854.07	\$13,610,220.88	\$73,641.29	\$113,180,324.67	\$1,612,180.88

** MAP 21 Funding

Section Seven
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.

Dallas Police Department

Organization:	Dallas Police Department
Project Title:	Comprehensive Grant
Project ID:	2013 – Dallas – S – 1YG - 0058
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:	The department had excellent performance for FY 2013. They met/exceeded speed, safety belt, child safety seat and ITC citation goals for this project. At the end of the grant period the STEP Indicator was 3.61, well above the target goal of 3.3. They were able to spend all but 0.75% available TxDOT funds. They also provided 102.62% match.
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City of Houston

Organization:	City of Houston (Houston Police Department)
Project Title:	Comprehensive Step and Comprehensive-CMV Step
Project ID:	2013 Houston P-S-1YG-0015 / 2013 Houston P-S-1YG-0037
Noteworthy Practices:	<p>Consistent, effective and successful management begins with a strong leader. Captain Larry Baimbridge developed a management team consisting of 2 Lieutenants, 2 Sergeants, and 2 Senior Officers. The management team daily reviews the previous day's STEP activities. Every quarter during the grant year, the STEP management team holds an update to evaluate the productivity goals as well as spending goals for the previous quarter. Issues discovered are discussed and strategies to correct any negatively impacting issues are decided and implemented.</p> <p>To manage effectively you must have a highly efficient method of analyzing the data of the project, so the grant program staff created an access data base that is capable of tracking real time to the most recent STEP shift worked. The database provides reports that track total spending and productivity or individual officer spending and productivity. The individual reporting allows monitoring for low producing officers, which might indicate a need for additional training or supervision. The reports lists the goals averaged monthly which allows for an immediate response to an overrun or underrun relating to spending and productivity.</p> <p>STEP work product (Daily Activity Report & Overtime Form) is scanned to a designated server set up for all STEP work product. The records are immediately accessible online from the report server.</p> <p>Step officers working the program receive continual updates regarding issues and successes.</p> <p>Effective, strong management coupled with effective analytical methods produce successful results.</p>
Evidence of Success:	The Houston Police Department surpassed all of its target goals and exceeded its required match, while returning zero TxDOT dollars.

Law Enforcement Mobile Video Institute/University of Houston Downtown

Organization:	Law Enforcement Mobile Video Institute/University of Houston Downtown
Project Title:	SFST Recertification/Blood Search Warrants/Case Law Update
Project ID:	2013-UHD-G-1YG0159
Noteworthy Practices:	Providing fillable PDF files on DVD for Blood Search Warrants/Hospital Warrants and blood warrant procedures forms where students only have to provide specific information about their case and will have a legally sufficient affidavit and blood search warrant instantaneously, ready for judicial approval. Additionally, sample narratives for: crash investigations, driving while intoxicated investigations/intoxication assault and hospital investigations are provided for the students' immediate use upon completion of the course of instruction. DVD's are able to be "updated" from class to class as new case law is promulgated by United States and Texas Courts.
Evidence of Success:	Students have contacted the instructors thanking them for providing this information and the students are actually using these in the field, many the same week as they attended the course of instruction.

Law Enforcement Mobile Video Institute/University of Houston/Downtown

Organization:	Law Enforcement Mobile Video Institute/University of Houston/Downtown
Project Title:	Mobile Video Instructor's Course
Project ID:	2013-UHD-G-1YG-0113
Noteworthy Practices:	Student handout power point training material is updated constantly via the addition of new case law, policies and procedures by downloading from external hard drives new power point presentations directly to students' computers. Additionally, after the course support is provided via web page interaction whereby students may download the latest versions of student teaching materials.
Evidence of Success:	Former students, with passwords are seeking updated information by log in to www.lemvi.com When a student requests information their log in is recorded by lemvi.com. 326 former students have logged into the pass word protected sections in 2012-2013.

Lewisville Police Department

Organization:	Lewisville Police Department
Project Title:	Speed Grant
Project ID:	2013 – LewisvPD – S – 1YG - 0096
Noteworthy Practices:	The officers that will be working the grant are asked what areas they are seeing with the highest number of traffic violators. This includes crashes on the section of roadway and traffic stops being made by the officers. The location is surveyed to confirm the non-compliance and added to the grant operations plan. By having the officers involved in the decision of where they are working they take some ownership in the project.

Evidence of Success:	For the FY 2013 grant year the Lewisville Police Department had 14 site locations for enforcement. Of those sites ten showed higher compliance by drivers from the pre-surveys to the post-surveys. The pre-compliance rate was 25.97%, post compliance was 28.1%. In all there was a 2.13% increase in compliance for all the sites surveyed.
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Region 6 Education Service Center

Organization:	Region 6 Education Service Center
Project Title:	School Bus Safety Training 101 Program
Project ID:	2013-ESCVI-G-1YG-0171
Noteworthy Practices:	<p>School Bus Safety Training 101 is making a difference in the safety for student transportation in Texas. The Texas certification and recertification courses are good, but with hands on activities the “best practices are put to use” and school bus drivers retain the information longer and gain a new respect for their driving skills. Region 6 has an innovative school bus simulator that we utilize to help provide actual hands-on experience with utilizing simulation techniques in real world road situations. The goal is to produce the safest bus driver possible for our students to ride to and from school. Larry Thornton, Kirby Issac, and Eddie Carmon have reinforced positive learning skills all over the state of Texas with the School Bus Safety Training 101 program and School bus simulator. The small rural school districts have gained from the SB 101 program because their lack of onsite trainers that the larger or metro districts may have. Larry, Kirby, and Eddie also provided many train the trainer’s sessions at the larger school districts such as Conroe, Bryan, and Magnolia. They have also provided training sessions in Regions 3, 7, and 12. The bus simulator program is a dynamic program that encompasses many learning styles and helps school districts find needed areas of concern in training, for example: railroad crossing, state laws, and a variety of crash scenarios.</p> <p>The first day of class covers braking and acceleration, as well as railroad crossing laws. The drivers learn how to use the braking system of a school bus more efficiently and with less wear and tear to the braking components. Larry, Kirby, and Eddie get to see through simulation, how the drivers cross railroad tracks and about 90% of them do not cross them as recommended by the state of Texas.</p> <p>The second day of class, the drivers learn new steering skills called evasive driving. The drivers are placed in situations where braking alone will not get them out of a problem area. Larry, Kirby, and Eddie see the drivers gain a new sense of accomplishment in their driving skills that directly relate to safer transportation for our students to and from school.</p> <p>The third day of class is the completion of the educational process in which the bus driver drives down a road course with many judgment skills put to the test. State laws must be known and used along with their best driving skills. The bus drivers then go into a private one on one conference with their instructor, where they receive</p>

feedback on how they performed in the simulator. This will reinforce the positives and change the negative outcomes through replay of the driver's scenarios.

The bus drivers leave the bus simulator program with a certificate and new found skills that make them some of the safest drivers in Texas. We can honestly say at the end of their training there is a great satisfaction in knowing we have helped produce a safer bus driver for the state of Texas.

Along with the bus simulator, Larry, Kirby, and Eddie have offered real life practices that bus drivers can experience by using a bus in onsite training. These practices are actual experiences that could take place while a bus driver is transporting students. For example: they took a bus and filled it with smoke to create a potential fire scenario where bus drivers have to evacuate students with no visual capabilities. This gave bus drivers a real life perspective in the case of a crash or fire that requires them to evacuate students quickly and safely. We took pictures during this training so we could capture the affects it had on the participants.

We also offered several trainings for school district Transportation Directors. During these meetings many subjects are taught and information is shared. Some of the topics include: Bus Safety 101, Simulation, discipline on the bus, bus reports, legal bus documents for school districts, best practices, personnel training, legal concerns, bus conferences, and trainings.

School Bus Safety Training 101 has been extremely successful. The program and the bus simulator made local and National news many times and copies of these articles are on file at Region 6. We look forward to continuing the goal of transporting students on a school bus safely in Texas.

Evidence of Success:

The training that Corrigan-Camden ISD received through the use of the school bus simulator in the School Bus Safety Training 101 Program taught their bus drivers valuable skills. These skills resulted in actually saving 2 kids' lives in a bus crash. The skills the driver applied from the training are what gave these kids a second chance. There is a letter from the school district on file at Region 6 that expresses gratitude for the training and how it was the reason that there were no fatalities in the bus crash. Additionally, here is a neat success story from Christie Simpson, a bus driver at Bryan ISD. "On February 19, 2013 after I had completed the 2nd day of my 3 day simulation training, I headed out on my afternoon runs. I completed both runs around 4:30pm. On my way back to the bus barn while driving on the bypass at 60 mph, a flatbed wrecker carrying a damaged car dropped one of the doors onto the highway in front of me as I am driving. The simulation training I had just received helped me remain calm, assess the situation, and maneuver around the door with no problems. I was even able to signal the drivers behind me helping them avoid the danger as well! I have a new confidence in my skills as a professional driver and saved my kids' lives that day thanks to the simulator training I received".

City of San Antonio

Organization:	City of San Antonio - Police Department
Project Title:	STEP –Single Year 2013 DWI
Project ID:	2013-SanAntPD-S-1YG-0011
Noteworthy Practices:	<p><u>SAPD Traffic Tracking System</u> - software program SAPD developed for monitoring STEP officers daily report, match and overtime, quick access to statistics, monitors STEP officers productivity and auditing purposes.</p> <p><u>Productivity Measures</u> – monthly DWI report that determines percentage arrests for each STEP officer.</p> <p><u>Performance Audit Notice</u> – Notice to a STEP officer that is non-performing, reminder of the grants standards to improve overall gaps of productivity.</p> <p><u>Supervisor holds visible STEP roll calls</u> – supervisor is aware who is physically on STEP shift and reminds officers to submit daily reports into PTCS system. Additionally, Supervisor daily report ask the following questions: a) Did you have yeoman (sgt admin. duties before shift) duties on this date y/n, b)Did you document any supervisory action taken other than roll call y/n, c) Did you place copies of all activity in the dropbox y/n, d) did you attend court during your grant funded shift y/n, e) Court start/end time; Step Officer daily sheet report ask: a) Did you place copies of all activities in the dropbox y/n, b) If you made a DWI arrest did the stop & processing take more than 4 hours y/n, c) Did you check your radar remote y/n, d) Did you attend court during your grant funded shift y/n, e) Court start/end time. The daily reports justify what STEP officer doing during their shift and they are able to add notes.</p> <p>Two administrators review the daily reports from STEP officers. Administrators provide guidelines to the STEP officers with expectations from the grant, address concerns immediately from Captains/Sgts concerning traffic division and goals of administration is clear and concise. Administrators meeting weekly with DWI Captains for briefings.</p> <p>Officer accountability – e-citation and computer automated dispatching system. New technology has improved processes.</p>
Evidence of Success:	<p>Low turn-over rate for STEP officers</p> <p>Checks and balance system</p> <p>Officer accountability</p>

City of Texarkana

Organization:	City of Texarkana Police Department
Project Title:	2013 STEP Comprehensive
Project ID:	2013-TexarkPD-S-YG-0071
Noteworthy Practices:	While working STEP Police Officers video every traffic stop made while working enforcement. This gives the Grant Administrator extra documentation as to the location, time and the type of citation written by the officer.

Evidence of Success:	When conducting an on-site monitoring report, TSS and the Administrator are able to compare the officers Daily Activity Report to the DVD of his STEP time worked. This has also proved helpful, when offenders decide to fight any citation written during the STEP enforcement period worked. Police Department then has a video of each stop and why it was made. A DVD is burned after the completed STEP shift.
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Texas A&M AgriLife Extension

Organization:	Organization: Texas A&M AgriLife Extension
Project Title:	Project Title: Brazos Valley Injury Prevention Coalition
Project ID:	Project ID: 2013-Texas Ag-G-1YG-0082
Noteworthy Practices:	<p>The Brazos Valley Injury Prevention Coalition (BVIPC) is committed in bringing injury prevention education to the ten county areas served by Bryan, TxDOT. With only one 50% staff member, BVIPC conducted and supported a total of 89 programs in 2013. Some of the safety topics conducted included seatbelt safety, alcohol awareness and bicycle safety.</p> <p>The Coalition partnered with the Grimes County Agricultural Exhibition to conduct 12 seat belt safety classes to students using the Rollover Convincer as part of the class.</p> <p>As part of the annual training at the Walnut Creek Mining Company in Bremond, Texas the Coalition presented eight classes, each 50 minutes long, on the alcohol awareness.</p> <p>BVIPC partnered with “Hard Hats for Little Heads”, a partnership of local doctors and community leaders, which helped educate and distribute helmets to 2,850 second graders in the TxDOT Bryan District. Children were bused to Texas A&M University and were part of an interactive educational presentation which featured a variety of student athletics as they explained to the children the importance of how their helmets keep them safe in their particular sport.</p>
Evidence of Success:	<p>At the presentations in Grimes County, a large number of the rural students admitted to not wearing their seatbelts on rural roads and pastures, especially while riding in pickup trucks. Most of the kids stated having a false sense of security due to the size of the vehicles. The Rollover Convincer not only demonstrates the dangers of being unbuckled in a crash, but also shows the protection that wearing a seat belt provides. Part of the demonstration includes not buckling the driver (adult mannequin) and showing how an unbuckled occupant becomes a deadly object as the body is thrown around the vehicle, often landing on the other passenger in the Rollover Convincer cab. The presentation is a compelling visual and educational tool for those who have not been buckling up in their vehicle.</p> <p>At Walnut Creek Mining Company education was targeted on how drinking can affect drivers’ performance on the job. Participants were unaware that after a night of heavy drinking they can still be over the legal limit when returning to work the next day. Most participants at the training event operate heavy machinery and trucks daily. Several workers shared that they had received a DWI in the past and they also spoke about the burden of the cost and consequences associated with the DWI with the attendees that were their peers at work.</p>

	The “Hard Hats for Little Heads” program gives children the opportunity to learn how helmets are specific to the task performed. Students received demonstrations from Aggie football players, Aggie softball players, equestrian athletes, and from the Aggie Bike Team. Children were taught that safety is important in all activities. The second graders went home with a helmet provided by “Hard Hats for Little Heads” and a bag of educational material, including how to fit a helmet, bicycle safety, interactive books on bicycle safety, bookmarks, pencils and a variety of other bicycle safety items.
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Texas A&M AgriLife Extension Service

Organization:	Texas A&M AgriLife Extension Service
Project Title:	Alcohol and Other Drugs Parent Education Pilot Program
Project ID:	2013-Texas Ag-G-1YG-0155
Noteworthy Practices:	Conducted evaluation of program project and activities utilizing an evaluation tool provided with the evidence-based Strengthening Families Program.
Evidence of Success:	The evaluation of the Strengthening Families Program was conducted by utilizing a pre-test and a post-test design administered to participants in a paper format. The survey was composed of demographic indicators and an index composed of 76 Likert scale items that measured aspects of parenting practices and child behavior. The participants were asked to rate their own behavior and their observations their children on a scale of 1 to 5. Overall the result of the SFP program, participants demonstrated positive changes in their parenting practices and child behaviors. Data indicates that participants increased their parent involvement (15.125 to 16.125), positive parenting (12.5 to 14.25), parenting skills (16.125 to 17.625), family cohesion (8.625 to 9.5), communication (21.375 to 24.5), family organization (11.75 to 15.375), parent supervision (17.25 to 17.75), and parent efficacy which is the belief that one will be able to perform parenting tasks successfully (11 to 13.75). Data also indicate that participants noted a decrease in family conflict (9.375 to 7.25). Data also revealed improvement in children behavior including: decrease in overt aggression (15.3077 to 11.25), covert aggression (12.85 to 10.25), crime behavior (2.62 to 2.0), depression (5.1538 to 5), hyperactivity (11 to 8.625), impulsivity (4.9167 to 3.25), shy behavior (27.0769 to 25.875), and the overall scale of parent observation of their child’s activity (111 to 100).

Texas A&M AgriLife Extension Service

Organization:	Texas A&M AgriLife Extension Service
Project Title:	Alcohol and Other Drugs Parent Education Pilot Program
Project ID:	2013-Texas Ag-G-1YG-0155
Noteworthy Practices:	Matching funds was exceeded by 42.12%, due to large and consistent participation during the 14 sessions.
Evidence of Success:	Fourteen parents and 30 children participated in the training. The mean age of parents was almost 33 years old (32.9 years). All of the participants were female. The ethnicity of the participants consisted of 3 Hispanic and 10 Black, while 1 participant chose not to answer. The majority of the participants (84.6%) indicated that their income was \$9,999 or less. In regards to the highest level of education completed, 7

have their high school diploma or the equivalent, and 4 attended college or technical school while 3 did not respond. The participants' marital status consisted of 9 single/never married, 1 had only been married once, 1 was divorced, and 3 chose not to respond. Children age ranged from 4 to 12 years of age.

Texas A&M AgriLife Extension Service

Organization:	Texas A&M AgriLife Extension Service
Project Title:	Watch UR BAC
Project ID:	2013-Texas Ag-G-1YG-0081
Noteworthy Practices:	<p>The Watch UR BAC Project is a statewide grant providing education on the dangers of underage drinking, alcohol poisoning and the dangers of impaired driving. Educational programs were conducted using the project's DWI Simulator, pedal car and/or other resources. The project also conducted demonstrations to educate the public and stakeholders on the use of ignition interlock technologies. Medical providers were given information on screening and a brief intervention for to help identify patients with alcohol abuse issues. In addition, police agencies were provided with information to increase Standardized Field Sobriety Testing refresher training. A project website as well as social media was used to get the word out about the dangers of impaired driving.</p> <p>A Peer to Peer pilot program was conducted to determine the effectiveness of using minor alcohol offenders to speak to middle school, high school and university audiences. A comprehensive plan describing the scope and sequence of the pilot program was developed and approved by TxDOT. This plan included a pre- and post-test to evaluate students' knowledge of alcohol, underage drinking and driving problems, Texas laws on underage drinking and alcohol poisoning.</p> <p>Potential candidates for the program were screened in person. Each potential candidate completed the screening interview document and Peer to Peer Community Service Project Contact Sheet and had a face-to-face interview with Watch UR BAC staff. Candidates completed an alcohol awareness pre-test. Eleven offenders were selected to participate in the program and were told of the expectations of the agreement. Programs were conducted at a community center, Texas A&M and at a local high school.</p>
Evidence of Success:	<ul style="list-style-type: none"> • A total of 19,256 participants have been educated on the dangers of underage drinking using the DWI simulator, pedal car, and/or other resources during the FY13 grant year. • Ten demonstrations on ignition interlock technology were conducted for 239 participants in FY13. • Twenty medical providers in rural areas were sent Screening and Brief Intervention information packet. • 80 law enforcement agencies were sent an email about the Standard Field Sobriety Testing refresher training and police chiefs and sheriffs were encouraged to send their officers/deputies to this free, valuable training. • The project website had nearly 6,000 visitors in FY13. Weekly tweets were sent out to help spread the word about campaigns. • Post-test evaluations showed the Peer to Peer pilot program increased alcohol

	<p>awareness knowledge of the students attending the program, including reinforcement of penalties to youthful offenders and realization of potential severe consequences. The pilot program was an overall success in that minor offenders were required to do community service hours in an environment of alcohol education, young people were educated, relationships were developed through collaboration with the Municipal Court, and minor offenders gained experience in public speaking. Each offender completed an evaluation of the Pilot Program as the final step in their community service. Overall, the reviews were excellent and one offender offered to volunteer with our program at a future time. Judges across the state often have a difficult time finding organizations or places for minors with alcohol offenses to complete their community service. This type of program fills that need.</p>
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Texas A&M AgriLife Extension Service

Organization:	Texas A&M AgriLife Extension Service
Project Title:	Passenger Safety
Project ID:	2013-Texas Ag-G-1YG-0080
Noteworthy Practices:	<p>The Texas AgriLife Extension Service Passenger Safety Project, a TxDOT funded program, works to increase seat belt and child restraint use among historically low-use populations in Texas. Working with a network of Texas AgriLife Extension Service County Agents, the Passenger Safety Program is able to reach large audiences with the life-saving message on the importance of the correct use of seat belts and child restraints.</p> <p>The project conducts the National Child Passenger Safety Technician Training to certify participants as child safety seat technicians to help educate parents on the correct use of child safety seats. The Operation Kids class is presented to law enforcement to help officers recognize child safety seat misuse and better enforce the child safety seat laws. Through checkup events, online courses, in-person presentations and distribution of educational materials, the message that child safety seats when used properly save lives has reached thousands.</p> <p>The project's Rollover Convincers and Distracted Driving Simulators are used at safety events statewide to promote both seat belt use and the dangers of distracted driving.</p> <p>The project regularly sends out articles to promote child safety seat checkup events and other safety awareness campaigns to promote safe driving. The media attention provides thousands of dollars in in-kind match as well as widespread recognition for passenger safety.</p>
Evidence of Success:	<p>In FY13, the project conducted 33 child safety seat checkup events. Twenty booster seat campaigns were also conducted statewide to emphasize the importance of booster seats. Inspections at checkup events, fitting stations, and individual Extension Agent appointments totaled 2,407. A total of 1,677 child safety seats have been distributed as replacement seats.</p> <p>The proper use of child safety seats reduces the risk of injury and death, leading to reduced medical costs, avoidance of lost future earnings, and improved quality of life. These economic benefits are an estimated \$1,988 per child age 0 to 4 and \$2,347 per child age 4 to 7 for new seats distributed, and \$558 per child for seat misuse with an</p>

assumed 75% continued use. Based on this formula, the total economic impact for the 2,407 inspections conducted in FY13 is \$2,590,808.

Programming to educate youth and adults on the importance of buckling up, especially in pickup trucks has been conducted or supported statewide with 130 programs using the project's Rollover Convincers and over 22,323 participants educated on the importance of seat belts.

A total of 232 programs have been conducted or supported to increase seat belt use, child restraint use and safe driving practices. The projects Distracted driving Simulators were used to demonstrate the dangers of driving while distracted. The PI&E distributed in support of these programs totals 79,331.

Passenger Safety is able to provide education to child care staff on best practices in child passenger safety through online training. To date, our online child care courses in transportation safety have been taken by over 7,427 child care staff in FY13.

Six Operation Kids classes have been conducted to educate law enforcement on recognizing misuse of child safety seats in order to increase enforcement of the state's child safety seat laws.

Three National Child Passenger Safety Technician Trainings have been held with 51 participants trained. A Tech Update was conducted on April 9, 2013 with 200 participants attending statewide to earn their required continuing education credits. This update is now available online with 1,369 technicians completing the online version in FY13.

The Texas AgriLife Extension Service Passenger Safety Project is pleased to be a part of the Click It or Ticket Planning Committee. Support for this year's Click It or Ticket campaign included an article sent out statewide to all news agencies through Texas AgriLife Extension's AgNews Service. Texas AgriLife Extension planned a local press conference as well as assisted at a state sponsored press conference to support the Buckle Up in Your Truck campaign.

In FY13 108 pediatrician offices have been contacted and provided with information on the best practice for child safety seats to share with their patients. Resources created by Passenger Safety have been posted on the Texas Medical Association website for physicians to download.

Matching funds collected for FY13 exceeded \$331,400. The project had over 80 published articles, TV and radio spots highlighting educational programming and statewide traffic safety campaigns.

A technician mentor program assists technicians statewide with keeping their certification current. Technicians are reminded when their certification is expiring and given assistance when needed with the re-certification process. The mentor program also puts newly trained technicians in touch with nearby instructors as well as more experienced technicians to encourage them to practice their skills and become more competent technicians.

Texas Municipal Courts Education Center

Organization:	Texas Municipal Courts Education Center
Project Title:	Driving on the Right Side of the Road/Municipal Traffic Safety Initiatives
Project ID:	2013-TMCEC-G-1YG-0176/2013-TMCEC-G-1YG-0175

Noteworthy Practices:	These two projects work with municipal courts to encourage traffic safety awareness and distribute information in local communities and schools. In Texas, municipal judges and court staff help get the traffic safety message out locally by setting up exhibits and bulletin boards, making presentations in classrooms and before civic groups, giving courthouse tours, creating traffic safety floats in local parades, assisting with teacher training workshops on safety issues, participating in National Night Out, and more.
Evidence of Success:	Number of Courts Participating in Outreach: 173 Variety of Items Distributed with Traffic Safety Messages: Pens, Highlighters, Pencils, Shoe Shine Kits, First Aid Kits, Rulers, Bumper Stickers, Posters, Pamphlets, Children's Books, Bookmarks, Book Bags, Grocery Bags, Trash Bags, Puppets, Game Cards, Wristbands, Hand Sanitizers, Flashlights, Whistles, Piggy Banks, Magnets, Air Fresheners, Stress Reliever Cones, Key Chains, Glasses Cleaners, Padfolios, Notepads, and Post-Its Pads

Texas Municipal Courts Education Center

Organization:	Texas Municipal Courts Education Center
Project Title:	Driving on the Right Side of the Road
Project ID:	2013-TMCEC-G-1YG-0176
Noteworthy Practices:	This project has developed an extensive set of K-12 materials to support the essential elements of the state curriculum. The materials tie into what is already required to be taught, rather than creating special traffic safety units for which teachers do not have time to use in the classroom. <i>FY 2013 Highlights & Accomplishments:</i> TMCEC again offered a series of teacher workshops in conjunction with the education service centers and the Law-Related Education Department of the State Bar of Texas. In FY 13, more than 300 teachers and educators were trained on DRSR materials. New materials developed in FY 13 included a legislative brochure for the 83rd Legislature with information about bills of interest to students and teachers and a K-3 lesson packet that includes Spanish handouts with matching playing cards in Spanish. All DRSR materials were correlated with the new TEKS criteria. A set of skill building activities, called "Do Nows", were printed for 5th grade students. A new partnership was established with family and consumer science teachers. A children's picture book, "Safe, Not Sorry", was developed in English and Spanish. A high school mock trial on texting while driving (State v. Young) was printed. A PSA contest was conducted, and six outstanding winners were chosen from dozens of entries. A free webpage with traffic safety videos and PSAs was established. Insert Brenna's narrative when she emails it.
Evidence of Success:	Number of Teachers Attending DRSR Workshops: 311 Number of Judges and Court Support Personnel Trained to Support Program: 854 Variety of Instructional Materials to Support Program: Legislative Update, Mock trial, Do-Nows, K-3 Lessons, Grade 5, 8, & 12 Lessons, Children's Books (3), Puppet Scripts, Lesson Plans for Resource Persons in Classroom, PSA Contest, Card Sets, Posters, Sponge Activities, TxDOTLand Game, Posters, and more.

Texas Operation Lifesaver

Organization:	Texas Operation Lifesaver
Project Title:	Highway-Railroad Safety Awareness
Project ID:	2013-TxOpLife-G-1YG-0169
Noteworthy Practices:	<p>A motorist who ignores an activated lowered gate at a railroad crossing and drives around the gate may not know it is not only illegal, but extremely dangerous. They may not think they could be endangering their community by ignoring the lowered gate, not realizing that an oncoming train could be carrying hazmat (dangerous chemicals). The sudden breaking action required to slow down a train traveling at even 50 mph could cause the train to derail and could result in a hazmat spill that will jeopardize lives in that community.</p> <p>The grant has made it possible to train more police officers regarding rail crossing safety. First, the officers learn how a community could be affected by a train incident. It could result in motorist fatalities or it could result in lives lost in the community due to a hazmat spill.</p> <p>TXOL has implemented a GCCI training component that is specific to the area. Officers are able to go in the field and get practical hands-on experience around rail yards and train equipment. The class also has a section showing the officer's specific city and its at-grade crossings. This is a helpful visual that shows the officers how a train/vehicle crash or incident at one crossing can affect the entire town.</p> <p>The training provides officers enforcement strategies they can implement in their communities to increase rail safety awareness. Another way a community benefits from this training is that officers learn who the local railroad police are and what their jurisdiction is. There is often confusion regarding who has jurisdiction on the track. Better communication between local officers and railroad police can result in improved safety for any community that has tracks running through it.</p> <p>Increased semi-truck traffic in areas of the state with gas and oil exploration operations has resulted in a significant increase in truck-train collisions for the last 3 years. TXOL had a booth at the Great American Trucking Show in Dallas in 2012 and 2013. It has proven to be the best opportunity for outreach to professional truck drivers. We had internet and access to the Operation Lifesaver online Pro Driver Challenge for Professional Drivers. It is a computer simulation of a semi-truck going over 3 different railroad crossings. Drivers must be alert for warning signs and signals, their speed and make it through the crossings without being hit by the train. This year over 100 truck drivers (men and women) took the online OL Pro Driver Challenge and are now more "rail safety aware". TXOL volunteers spent time explaining rail crossing warning signs to the drivers and coached them through the computer simulation.</p> <p>Over 3,000 trucking industry visitors and others heard about Operation Lifesaver and rail safety from the volunteers. Volunteers made contacts and distributed business cards throughout the event which will result in presentation opportunities to educate hundreds of professional truck drivers about rail crossing safety.</p>

Evidence of Success:	In FY 2013, TXOL conducted 966 presentations, impacting 24,178 people. TXOL was able to train over 75 law enforcement officers through the modified GCCI classes.
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Texas A&M Transportation Institute

Organization:	Texas A&M Transportation Institute
Project Title:	Teens in the Driver Seat
Project ID:	2013-TTI-G-1YG-0009
Noteworthy Practices:	<p>Videographer Award of Distinction, 2013 for the CY Falls HS Testimonial video; link is as follows: http://www.youtube.com/watch?v=6qhXGjaWIgM</p> <p>Established the largest version of a teen advisory board anywhere in the nation. The latest Teens in the Driver Seat (TDS) board is comprised of 30 teenagers across the great State of Texas and now also includes student representatives from California and Georgia. This impressive group of young leaders meets quarterly (facilitated by TTI) and helps serve as an ongoing source of input and feedback regarding TDS Program content and direction. An advanced version of Skype was added in 2013 to help facilitate broader involvement by students during these meetings. While having TTI offices in each urban area in Texas has certainly helped past attendance and participation in these Advisory Board meetings, the addition of Skype video-conferencing capabilities (for this purpose and for long-distance day-to-day project deployment support) has been a noteworthy cost-effective practice.</p>
Evidence of Success:	Participation in the TDS Program at all three levels – junior high school, high school and college peer-to-peer elements – continues to grow. Texas continues to be the only state in the nation that has shown a decrease in fatal crashes involving 16 to 19-year old drivers over the past decade. While not the only reason, the TDS Program appears to be one of the valuable elements of the TxDOT Traffic Safety Toolbox of initiatives helping to bring about these positive results. Interest in the TDS Program throughout the United States has also continued to grow, with the program now having activity in seven states. Three new sponsors also came on board this year to help the continued diversification and growth of the program’s sustainable funding base.

University Medical Center

Organization:	University Medical Center
Project Title:	Preserving Our Future in El Paso District
Project ID:	2013-UMCEP-G-1YG-0077
Noteworthy Practices:	During Child Passenger Safety Week, University Medical Center along with partnering agencies visited two International Ports of Entry (bridges) coming from Mexico. They handed out Public Information & Educational Material (TX Seat Belt Law) to over 7,000 individuals crossing into the United States through El Paso.
Evidence of Success:	The program was able to provide this education and resource of child car seats to over 7,000 individuals coming in from the Country of Mexico within a two hour period at each bridge.

Section Eight
TRAFFIC SAFETY OUTLOOK

Continued Focus on Alcohol-Related Fatalities

From 2011 – 2012, Texas experienced an increase in fatalities. Alcohol continues to be a major contributing factor in traffic crashes and fatalities. Texas was awarded Section 405 dedicated to impaired driving program. These additional funds will increase statewide high visibility DWI enforcement and paid media efforts, along with increasing training and education efforts.

Impaired Driving Assessment

Texas, in conjunction with NHTSA, underwent an Impaired Driving Assessment in FY 2011. The Texas DWI Task Force will continue to address all findings and review NHTSA recommendations with the goal to implement changes as deemed feasible.

Share the Road

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.

Improved Crash Reporting

TxDOT will continue to develop and enhance the newly launched web application to streamline crash data reporting. 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 TxDOT CRIS, an automated database used to compile and track crash data statewide.

Continued Enhancements to eGrants

TxDOT's Traffic Safety Electronic Grants Management System (eGrants) is a web-based computer application used to manage the statewide Texas Traffic Safety Program. Features include grant proposal submission, scoring, and award; also project reporting, grading, and monitoring. With eGrants you can electronically:

- Create and submit a traffic safety grant proposal
- Manage your awarded grant project
- Submit monthly performance reports
- Submit requests for reimbursement

TRF-TS continues to enhance eGrants:

FY 2013 Enhancements

- *Improved equipment inventory tracking*
- *Refined scoring documents and tools*

FY 2014 Enhancements

- *Add features and expand enforcement options to increase the number of STEP grant applications*
- *Implement an updated/revised Business Continuity/Disaster Recovery Plan*
- *Build an interface to a new agency financial system*

TRAFFIC SAFETY PROGRAM CENTRALIZATION

The strategic goal of centralization is standardized business processes. The objectives are continued enhanced team collaboration and communication. Through the use of standard methodologies, field staff mentoring, and capturing best practices, the Traffic Safety program will continue to perform at a higher level than ever before and produce maximum results. With the increase in staffing levels (TRF-TS has been approved for 46 full-time employees), the Traffic Safety team will continue to be in a better posture to support the demands of the program across the state of Texas. Centralization will continue to also result in stronger district, division, and regional partnerships. All 25 TxDOT district offices now have at least one full-time Traffic Safety Specialist.

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
Bexar County District Attorney's Office 2013-BexarCoD-G-1YG-0190	AL	410	K8HV		Planned: \$180,000.00 Actual: \$180,000.00			\$61,233.47 \$87,409.36	\$241,233.47 \$267,409.36
Brazos County Attorney's Office 2013-BrazosCA-G-1YG-0021	AL	410	K8		Planned: \$60,893.34 Actual: \$38,676.33			\$69,922.56 \$69,672.56	\$130,815.90 \$108,348.89
Collin County - District Attorney's Office 2013-CollinDA-G-1YG-0285	AL	402	AL		Planned: \$37,137.26 Actual: \$19,691.31			\$34,950.88 \$18,781.89	\$72,088.14 \$38,473.20
Galveston County Criminal District Attorney 2013-GCoCDA-G-1YG-0109	AL	402	AL		Planned: \$8,693.60 Actual: \$8,692.05			\$2,973.21 \$11,214.51	\$11,666.81 \$19,906.56
Harris County District Attorney 2011-HarrisDA-G-3YG-0026	AL	410	K8FR		Planned: \$216,670.51 Actual: \$216,670.51			\$38,235.92 \$38,235.92	\$254,906.43 \$254,906.43
Montgomery County District Attorney's Office 2013-MCDAO-G-1YG-0142	AL	410	K8		Planned: \$97,281.90 Actual: \$97,281.90			\$57,843.87 \$62,718.93	\$155,125.77 \$160,000.83
Tarrant County 2013-TarrantC-G-1YG-0112	AL	410	K8FR		Planned: \$225,000.00 Actual: \$27,761.00			\$75,430.00 \$10,255.74	\$300,430.00 \$38,016.74

STEP CIOT **Group Project**

City of Amarillo - Police Department 2013-AmarilloPD-CIOT-00012	OP	402	OP		Planned: \$9,000.00 Actual: \$8,778.85				\$9,000.00 \$8,778.85
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Performance Data:

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	Other Citations				Other Arrests
			165	312		10				33					240	4			1	8

City of McKinney - Police Department 2013-McKinney-CIOT-00005	OP	402	OP		Planned: \$6,940.27 Actual: \$6,937.53				\$6,940.27 \$6,937.53
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Performance Data:

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	Other Citations				Other Arrests
			124	137		4									27	2	250	250	1	2

City of La Porte - Police Department 2013-LaPorte-CIOT-00008	OP	402	OP		Planned: \$2,992.50 Actual: \$2,095.88				\$2,992.50 \$2,095.88
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Performance Data:

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	Other Citations				Other Arrests
			48	108		2				1				1	7	1	180		1	2

TEXAS HIGHWAYS SAFETY ANNUAL REPORT FOR FISCAL YEAR 2013
Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total	
STEP CIOT									
City of San Antonio - Police Department 2013-SanAntPD-CIOT-00010	OP	402	OP	Planned: \$30,000.00 Actual: \$27,137.49				\$30,000.00 \$27,137.49	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 486	Safety Belt/Seat Citations Adult Teen Child 1,345 179	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 7 1 1 7	Other Citations 168	Other Arrests 12	PI&E Materials Prod. Dist. 1 1	Comm. Present Media Events ations Exp. 1 1 2
City of Mission - Police Department 2013-Mission-CIOT-00007	OP	402	OP	Planned: \$5,001.51 Actual: \$4,434.96				\$5,001.51 \$4,434.96	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 104	Safety Belt/Seat Citations Adult Teen Child 216 69	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 15 11 1	Other Citations 87	Other Arrests 5	PI&E Materials Prod. Dist. 145	Comm. Present Media Events ations Exp. 1 3
Harris County Sheriff's Office 2013-HarrisCo-CIOT-00025	OP	402	OP	Planned: \$29,999.52 Actual: \$28,162.50				\$29,999.52 \$28,162.50	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 510	Safety Belt/Seat Citations Adult Teen Child 1,792 414	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 264 10	Other Citations 10	Other Arrests 450	PI&E Materials Prod. Dist. 1 1	Comm. Present Media Events ations Exp. 1 1 2
City of Brownsville - Police Department 2013-BrownsPD-CIOT-00020	OP	402	OP	Planned: \$8,962.52 Actual: \$6,924.10			\$2,016.74	\$8,962.52 \$8,940.84	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 153	Safety Belt/Seat Citations Adult Teen Child 327 247	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 5 9 5	Other Citations 136	Other Arrests 1	PI&E Materials Prod. Dist. 300	Comm. Present Media Events ations Exp. 1 2
City of Waco - Police Department 2013-WacoPD-CIOT-00037	OP	402	OP	Planned: \$6,865.95 Actual: \$3,735.20				\$6,865.95 \$3,735.20	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 63	Safety Belt/Seat Citations Adult Teen Child 149 39	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 1 1 1	Other Citations 57	Other Arrests 3	PI&E Materials Prod. Dist. 233	Comm. Present Media Events ations Exp. 2
City of Allen - Police Department 2013-AllenPD-CIOT-00011	OP	402	OP	Planned: \$5,590.00 Actual: \$4,729.19				\$5,590.00 \$4,729.19	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 109	Safety Belt/Seat Citations Adult Teen Child 198 9	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 22	Other Citations 22	Other Arrests 85	PI&E Materials Prod. Dist. 1 1	Comm. Present Media Events ations Exp. 1 85

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
STEP CIOT								
City of Edinburg - Police Department 2013-EdinbuPD-CIOT-00035	OP	402	OP	Planned: \$4,518.02 Actual: \$4,482.58				\$4,518.02 \$4,482.58
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 96	Safety Belt/Seat Citations Adult Teen Child 72 2	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 8 1	Other Citations Arrests 8 1	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp. 2
City of Austin - Police Department 2013-AustinPD-CIOT-00013	OP	402	OP	Planned: \$59,999.08 Actual: \$54,140.48			\$6,292.38 \$7,077.07	\$66,291.46 \$61,217.55
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 919	Safety Belt/Seat Citations Adult Teen Child 1,508 66	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 2 4 24	Other Citations Arrests 436 87	PI&E Materials Prod. Dist. 100	Comm. Present Media Events ations Exp. 1 1 2
City of McAllen - Police Department 2013-McAllenPD-CIOT-00014	OP	402	OP	Planned: \$6,975.00 Actual: \$955.22				\$6,975.00 \$955.22
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 26	Safety Belt/Seat Citations Adult Teen Child 66 8	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 1 10	Other Citations Arrests 500	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp. 1 4
City of Corpus Christi - Police Department 2013-CorpusPD-CIOT-00015	OP	402	OP	Planned: \$23,992.90 Actual: \$22,646.06				\$23,992.90 \$22,646.06
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 398	Safety Belt/Seat Citations Adult Teen Child 638 57	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 142 5	Other Citations Arrests 1	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp. 3
County of Galveston (Sheriff's Office) 2013-GalCOSO-CIOT-00017	OP	402	OP	Planned: \$10,705.51 Actual:			\$3,062.14	\$13,767.65
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 246	Safety Belt/Seat Citations Adult Teen Child 250 25	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 22 1	Other Citations Arrests 192 2	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp. 1 1 2
City of Grand Prairie - Police Department 2013-GrandPra-CIOT-00002	OP	402	OP	Planned: \$8,999.28 Actual: \$8,819.98				\$8,999.28 \$8,819.98
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 148	Safety Belt/Seat Citations Adult Teen Child 8 3	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 24 266 5	Other Citations Arrests 56 2	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp. 2 3

TEXAS HIGHWAYS SAFETY ANNUAL REPORT FOR FISCAL YEAR 2013
Project Cross-Reference by Task

Enforcement Projects																								
Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total																
STEP CIOT										Group Project														
City of Lubbock - Police Department	OP	402	OP	Planned:	\$14,773.22										\$14,773.22									
2013-Lubbock PD-CIOT-00019				Actual:	\$8,715.65										\$8,715.65									
<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.	
				200	396		9				1	1					153	4				1	1	
City of Bellaire - Police Department	OP	402	OP	Planned:	\$2,938.74																			\$2,938.74
2013-BellairePD-CIOT-00009				Actual:	\$2,517.96																			\$2,517.96
<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.	
				60	124		2				3						111	3			252	1	1	4
City of Wichita Falls - Police Department	OP	402	OP	Planned:	\$9,993.00																			\$9,993.00
2013-WichitaPD-CIOT-00021				Actual:	\$8,761.50																			\$8,761.50
<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.	
				228	277		13				2			7			46	1			1,000	1	1	2
El Paso County Sheriff's Office	OP	402	OP	Planned:	\$11,992.79																			\$11,992.79
2013-EIPasoCO-CIOT-00006				Actual:	\$7,712.74																			\$7,712.74
<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.	
				156	302		61				15						48				2,123	1	2	2
Victoria County Sheriff's Office	OP	402	OP	Planned:	\$5,998.04																			\$5,998.04
2013-VictoriaCoSO-CIOT-00029				Actual:	\$1,389.77																			\$1,389.77
<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.	
				20	21		1				1						5					1	4	
City of Beaumont - Police Department	OP	402	OP	Planned:	\$6,864.81																			\$6,864.81
2013-Beaumont-CIOT-00022				Actual:	\$1,110.36																			\$1,110.36
<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	73		1				14			12	44		42				525	1	3	2

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
STEP CIOT								
City of Lewisville - Police Department 2013-LewisvPD-CIOT-00024	OP	402	OP	Planned: \$5,960.59 Actual: \$5,960.59			\$86.05 \$298.29	\$6,046.64 \$6,258.88
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 93	Safety Belt/Seat Citations Adult Teen Child 281 12	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 2	Other Citations Arrests 60 4	PI&E Materials Prod. Dist. 100	Comm. Present Media Events ations Exp. 1 1 2
City of Laredo - Police Department 2013-LaredoPD-CIOT-00038	OP	402	OP	Planned: \$9,000.00 Actual: \$6,435.37			\$1,967.04	\$9,000.00 \$8,402.41
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 116	Safety Belt/Seat Citations Adult Teen Child 212 56	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 18 31	Other Citations Arrests 241	PI&E Materials Prod. Dist. 1,075	Comm. Present Media Events ations Exp. 8 10 4
Jefferson County Sheriff's Office 2013-JeffersonCoSO-CIOT-00026	OP	402	OP	Planned: \$6,954.18 Actual: \$5,463.88				\$6,954.18 \$5,463.88
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 90	Safety Belt/Seat Citations Adult Teen Child 152 4	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 35 7	Other Citations Arrests 500	PI&E Materials Prod. Dist. 500	Comm. Present Media Events ations Exp. 1 1 3
City of Dallas - Police Department 2013-Dallas-CIOT-00003	OP	402	OP	Planned: \$59,949.00 Actual: \$59,949.00				\$59,949.00 \$59,949.00
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 1,112	Safety Belt/Seat Citations Adult Teen Child 1,789 251	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 325 1	Other Citations Arrests 1	PI&E Materials Prod. Dist. 500	Comm. Present Media Events ations Exp. 1 1 2
City of Houston - Police Department 2013-HoustonPD-CIOT-00001	OP	402	OP	Planned: \$49,998.37 Actual: \$49,994.83				\$49,998.37 \$49,994.83
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 904	Safety Belt/Seat Citations Adult Teen Child 2,000 635	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 576 119	Other Citations Arrests 500	PI&E Materials Prod. Dist. 500	Comm. Present Media Events ations Exp. 1 1 2
City of Frisco - Police Department 2013-FriscoPD-CIOT-00004	OP	402	OP	Planned: \$6,958.90 Actual: \$5,969.70				\$6,958.90 \$5,969.70
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 114	Safety Belt/Seat Citations Adult Teen Child 253 13	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 7	Other Citations Arrests 32 1	PI&E Materials Prod. Dist. 500	Comm. Present Media Events ations Exp. 1 1 2

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total	
STEP CIOT									
City of Port Arthur Police Department 2013-PortArthur-CIOT-00028	OP	402	OP	Planned: \$5,979.00 Actual: \$4,237.27				\$5,979.00 \$4,237.27	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 80	Safety Belt/Seat Citations Adult Teen Child 174 44	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 59	Other Citations Arrests 59	Other Citations Arrests 59	PI&E Materials Prod. Dist. 500	Comm. Present Media Events ations Exp. 1 3 3
City of Beeville - Police Department 2013-BeevilPD-CIOT-00023	OP	402	OP	Planned: \$5,817.69 Actual: \$4,099.50				\$5,817.69 \$4,099.50	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 156	Safety Belt/Seat Citations Adult Teen Child 62 6	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 10 4 1 5	Other Citations Arrests 74 58	Other Citations Arrests 74 58	PI&E Materials Prod. Dist. 2	Comm. Present Media Events ations Exp. 2 10
City of Garland - Police Department 2013-GarlandPD-CIOT-00030	OP	402	OP	Planned: \$8,999.92 Actual: \$8,995.24				\$8,999.92 \$8,995.24	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 173	Safety Belt/Seat Citations Adult Teen Child 425 26	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 6 4 37	Other Citations Arrests 189 8	Other Citations Arrests 189 8	PI&E Materials Prod. Dist. 35	Comm. Present Media Events ations Exp. 1 1
City of Arlington - Police Department 2013-Arlington-CIOT-00031	OP	402	OP	Planned: \$9,985.41 Actual: \$6,645.56				\$9,985.41 \$6,645.56	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 122	Safety Belt/Seat Citations Adult Teen Child 208 89	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 2 1 112 7	Other Citations Arrests 112 7	Other Citations Arrests 112 7	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp. 1 1 1
City of Mesquite - Police Department 2013-Mesquite-CIOT-00032	OP	402	OP	Planned: \$4,991.49 Actual: \$3,436.86				\$4,991.49 \$3,436.86	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 51	Safety Belt/Seat Citations Adult Teen Child 113 11	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 29	Other Citations Arrests 79 4	Other Citations Arrests 79 4	PI&E Materials Prod. Dist.	Comm. Present Media Events ations Exp. 1 1 3
City of Harlingen - Police Department 2013-Harlingen-CIOT-00034	OP	402	OP	Planned: \$4,891.54 Actual: \$3,184.22				\$4,891.54 \$3,184.22	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 54	Safety Belt/Seat Citations Adult Teen Child 93 20	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 6	Other Citations Arrests 18 3	Other Citations Arrests 18 3	PI&E Materials Prod. Dist. 100	Comm. Present Media Events ations Exp. 4 1 2

Project Cross-Reference by Task

Enforcement Projects																									
Organization / Project Number			PA	Fund Source			Federal Funds			State Funding	Prog. Income	Local Match	Project Total												
STEP CIOT																									
City of Tyler - Police Department			OP	402	OP			Planned: \$7,481.13					\$7,481.13												
2013-Tyler PD-CIOT-00027								Actual: \$5,512.56					\$5,512.56												
<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.
						83	104		2				5				2		25	2	100		1	1	2
City of Paris Police Department			OP	402	OP			Planned: \$6,000.15					\$6,000.15												
2013-paris-CIOT-00036								Actual: \$3,439.07					\$3,439.07												
<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.
						102	132		1				2						33	2			2	2	
STEP CIOT Subtotals			# of Projects: 35						Planned: \$466,070.04					\$9,440.57			\$475,510.61								
			34						Actual: \$387,511.65					\$11,359.14			\$398,870.79								
<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.
						7,530	14,317		2,391				231	12	1	377	110		4,105	359	252	8,970	34	43	176

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>
STEP CIOT Incentives									
City of Anna - Police Department 2013-AnnaPD-INC-CIOT-00003	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$2,995.65				\$3,000.00 \$2,995.65
City of Snyder - Police Department 2013-SnyderPD-INC-CIOT-00005	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00				\$3,000.00 \$3,000.00
City of Log Cabin - Police Department 2013-LogCabinPD-INC-CIOT-00001	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$2,990.00				\$3,000.00 \$2,990.00
City of Fulshear - Police Department 2013-FulshearPD-INC-CIOT-00002	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00				\$3,000.00 \$3,000.00
City of Miles - Police Department 2013-MilesPD-INC-CIOT-00009	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00			\$16.25	\$3,000.00 \$3,016.25
City of Clute - Police Department 2013-ClutePD-INC-CIOT-00004	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00			\$6.86	\$3,000.00 \$3,006.86
City of Floresville - Police Department 2013-FloresvPD-INC-CIOT-00010	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00			\$1,815.00	\$3,000.00 \$4,815.00
City of Athens - Police Department 2013-AthensPD-INC-CIOT-00007	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00				\$3,000.00 \$3,000.00
City of Ponder - Police Department 2013-PonderPD-INC-CIOT-00019	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00			\$400.00	\$3,000.00 \$3,400.00
City of Leander - Police Department 2013-LeanderPD-INC-CIOT-00017	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$2,586.67				\$3,000.00 \$2,586.67
City of Anthony - Police Department 2013-AnthonyPD-INC-CIOT-00015	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$2,952.00				\$3,000.00 \$2,952.00
University of Houston-Department of Public Safety 2013-UnivHouPS-INC-CIOT-00014	K2	405	K2		<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00			\$4,290.00	\$3,000.00 \$7,290.00

Project Cross-Reference by Task

Enforcement Projects																						
Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total													
STEP CIOT Incentives										Group Project												
City of Forney - Police Department 2013-ForneyPD-INC-CIOT-00013	K2	405	K2		Planned: \$3,000.00 Actual: \$3,000.00					\$3,000.00 \$5,119.00												
University of Texas Pan American - Police Department 2013-UTPAPD-INC-CIOT-00022	K2	405	K2		Planned: \$3,000.00 Actual: \$3,000.00					\$3,000.00 \$3,000.00												
City of Fort Stockton - Police Department 2013-FtStcktonPD-INC-CIOT-00012	K2	405	K2		Planned: \$3,000.00 Actual: \$2,994.00					\$3,000.00 \$2,994.00												
City of Boerne - Police Department 2013-BoernePD-INC-CIOT-00006	K2	405	K2		Planned: \$3,000.00 Actual: \$3,000.00				\$31.54	\$3,000.00 \$3,031.54												
El Paso County Constable's Office, Pct. 4 2013-EIPPct4-INC-CIOT-00011	K2	405	K2		Planned: \$3,000.00 Actual: \$2,986.89					\$3,000.00 \$2,986.89												
STEP CIOT Incentives Subtotals				# of Projects: 17 17	Planned: \$51,000.00 Actual: \$50,505.21				\$8,678.65	\$51,000.00 \$59,183.86												
<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	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP CMV **Group Project**

City of Houston - Police Department PT 402 PT *Planned:* \$297,028.60 \$452,464.39 **\$749,492.99**
 2013-HoustonP-S-1YG-0037 *Actual:* \$297,028.60 \$687,659.31 **\$984,687.91**

Performance Data:

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	Other Citations				Other Arrests	Prod.
	579		6,345				4,548	3,776	3,868						1,218	454		11,111	20	25	20

City of Laredo - Police Department PT 402 PT *Planned:* \$25,004.00 \$25,650.72 **\$50,654.72**
 2013-LaredoPD-S-1YG-0095 *Actual:* \$25,004.00 \$27,009.44 **\$52,013.44**

Performance Data:

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	Other Citations				Other Arrests	Prod.
	1,845		732				1,183	422	315	243	1		501		1,388	2		611	1	3	

City of Fort Worth - Police Department PT 402 PT *Planned:* \$45,498.19 \$26,241.60 **\$71,739.79**
 2013-Fortwort-S-1YG-0066 *Actual:* \$24,379.35 \$14,924.78 **\$39,304.13**

Performance Data:

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	Other Citations				Other Arrests	Prod.	Dist.
	588		529			12	243	82	447	240					295	8		1,500	1,070	4	6	4

STEP CMV Subtotals # of Projects: 3 *Planned:* \$367,530.79 \$504,356.71 **\$871,887.50**
 3 *Actual:* \$346,411.95 \$729,593.53 **\$1,076,005.48**

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	Other Citations				Other Arrests	Prod.	Dist.
	3,012		7,606			106	5,974	4,280	4,630	483	1		501		2,901	464		1,500	12,792	25	34	24

TEXAS HIGHWAYS SAFETY ANNUAL REPORT FOR FISCAL YEAR 2013
Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number		PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total													
STEP Comprehensive													Group Project									
City of Corpus Christi - Police Department		PT	402	PT	Planned:	\$60,528.90			\$68,842.11	\$129,371.01												
2013-CorpusPD-S-1YG-0050		Step Elements: DWI Speed			Actual:	\$56,845.08			\$65,107.55	\$121,952.63												
<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.
441			1,968	17		11				3,259	69		5			830	147		950	3	5	15
City of Mission - Police Department		PT	402	PT	Planned:	\$31,875.00			\$32,553.16	\$64,428.16												
2013-Mission-S-1YG-0061		Step Elements: DWI Speed OP ITC			Actual:	\$31,778.63			\$39,220.98	\$70,999.61												
<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	718	135	845	237		153		2		1,223	46		11	273	29	551	40		1,912	10	18	13
Harris County Constable Precinct 7		PT	402	PT	Planned:	\$95,036.64			\$55,184.49	\$150,221.13												
2013-HarrisP7-S-1YG-0059		Step Elements: Speed OP			Actual:	\$90,771.95			\$53,301.19	\$144,073.14												
<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.
			3,496	500		1				8,015						300		8,200	10,694	74	8	7
City of Waco - Police Department		PT	402	PT	Planned:	\$88,956.85			\$14,548.54	\$103,505.39												
2013-WacoPD-S-1YG-0063		Step Elements: Speed ITC			Actual:	\$82,448.98			\$13,485.53	\$95,934.51												
<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.
	1,523	1,004	1,658	22		50				2,951	1			1,249		669	66		1,551	4	5	4
Texas Department of Public Safety		PT	402	PT	Planned:	\$652,933.14			\$715,062.00	\$1,367,995.14												
2013-TDPS-S-1YG-0053		Step Elements: DWI Speed OP			Actual:	\$116,155.59			\$440,734.00	\$903,485.40				\$1,460,374.99								
<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.
1,098	1,737		10,193	3,492		410				14,905	473					4,113	630	2,750	15,525	58	764	513
City of Grand Prairie - Police Department		PT	402	PT	Planned:	\$187,768.47			\$187,768.47	\$375,536.93												
2013-GrandPra-S-1YG-0014		Step Elements: DWI Speed OP ITC			Actual:	\$176,309.38			\$176,309.38	\$352,618.76												
<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.
143	429	424	5,560	492		146				4,737	38			5,974	458	2,792	250		2,400	4	6	54

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total			
STEP Comprehensive											
City of Longview - Police Department	PT	402	PT	Planned:	\$42,199.74		\$42,305.33	\$84,505.07			
2013-LongviPD-S-1YG-0048				Actual:	\$41,699.51		\$41,800.16	\$83,499.67			
	Step Elements: DWI Speed OP										
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 Citations Arrests	Prod. Dist.	Events	ations	Exp.
	83 716	1,358	694 33		2,532 40		666 68	1,882	3	4	4
City of New Braunfels - Police Department	PT	402	PT	Planned:	\$107,560.43		\$57,920.84	\$165,481.27			
2013-NewBraun-S-1YG-0075				Actual:	\$72,873.99		\$57,964.67	\$130,838.66			
	Step Elements: DWI Speed OP ITC										
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 Citations Arrests	Prod. Dist.	Events	ations	Exp.
	58 471 383	1,356	372 60	6	2,667 22 2 162 1		156 25	6,500 12,362	10	33	4
City of Georgetown - Police Department	PT	402	PT	Planned:	\$13,001.18		\$13,281.68	\$26,282.86			
2013-Georgeto-S-1YG-0074				Actual:	\$8,670.76		\$10,920.24	\$19,591.00			
	Step Elements: DWI Speed OP ITC										
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 Citations Arrests	Prod. Dist.	Events	ations	Exp.
	37 310 347	360	18 1		1,198 2	17 24	79	3,286	3	7	1
Harris County Sheriff's Office	PT	402	PT	Planned:	\$352,559.18		\$352,559.18	\$705,118.36			
2011-HarrisCo-S-3YG-0013				Actual:	\$293,902.47		\$293,902.41	\$587,804.88			
	Step Elements: DWI Speed OP										
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 Citations Arrests	Prod. Dist.	Events	ations	Exp.
	960 8,374	10,558	6,356 1,299		28,906 262 2		5,945 107	4,033	11	16	8
City of Dallas - Police Department	PT	402	PT	Planned:	\$999,996.00		\$1,072,736.33	\$2,072,732.33			
2013-Dallas-S-1YG-0058				Actual:	\$992,461.08		\$1,100,791.28	\$2,093,252.36			
	Step Elements: DWI Speed OP ITC										
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 Citations Arrests	Prod. Dist.	Events	ations	Exp.
	914 4,133 6,151	16,709	2,297 482		9,912 368	19,766	4,802 69	80 8,100	23	29	7
Dallas County Sheriff's Department	PT	402	PT	Planned:	\$189,094.50		\$191,909.88	\$381,004.38			
2013-DallasCO-S-1YG-0064				Actual:	\$79,409.99		\$92,726.51	\$172,136.50			
	Step Elements: DWI Speed OP ITC										
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 Citations Arrests	Prod. Dist.	Events	ations	Exp.
		2,014	197 23		2,641 100	217	111	2,600	6	10	8

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total														
STEP Comprehensive																						
City of McAllen - Police Department	PT	402	PT	Planned: \$24,976.00			\$24,976.00	\$49,952.00														
2013-McAllenP-S-1YG-0076	Step Elements: DWI Speed OP ITC			Actual: \$24,976.00			\$27,431.30	\$52,407.30														
<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	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
	118	157	148	1,404	339	32				871	155	3	324	315	12	44		2,500	3	5	6	
City of Hurst - Police Department	PT	402	PT	Planned: \$61,766.50			\$30,566.24	\$92,332.74														
2013-HurstPD-S-1YG-0079	Step Elements: DWI Speed			Actual: \$51,168.60			\$24,856.24	\$76,024.84														
<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	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
	37	211		1,041		4				1,609	15		2	1	529	22		1,000	1,800	9	5	7
City of Austin - Police Department	PT	402	PT	Planned: \$506,752.30			\$506,981.87	\$1,013,734.17														
2013-AustinPD-S-1YG-0004	Step Elements: DWI Speed OP ITC			Actual: \$492,535.38			\$549,008.14	\$1,041,543.52														
<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	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
	1,547	1,976		7,924	928	45				21,560	108		1,102		3,897	465		6,400	5,900	147	41	40
City of Frisco - Police Department	PT	402	PT	Planned: \$40,466.65			\$40,460.14	\$80,926.79														
2013-FriscoPD-S-1YG-0078	Step Elements: DWI Speed OP			Actual: \$37,583.05			\$37,583.05	\$75,166.10														
<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	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
	68	408		1,082	401	17		3		2,574	13				191	23		2,000		4	8	4
City of Killeen - Police Department	PT	402	PT	Planned: \$168,800.00			\$34,653.82	\$203,453.82														
2013-KilleenP-S-1YG-0006	Step Elements: DWI Speed			Actual: \$168,800.00			\$58,462.41	\$227,262.41														
<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	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
	72	150		4,593	9	22				13,769	118	1	27		2,702	93		668		3	5	5
El Paso County Sheriff's Office	PT	402	PT	Planned: \$67,267.95			\$12,396.71	\$79,664.66														
2013-EIPasoCO-S-1YG-0031	Step Elements: DWI Speed OP ITC			Actual: \$43,730.85			\$14,021.45	\$57,752.30														
<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	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
				762	317	47				540	31		169		139	28		2,899		5	9	96

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total																
STEP Comprehensive																								
City of Odessa - Police Department	PT	402	PT	Planned: \$20,207.15			\$20,225.11	\$40,432.26																
2013-Odessa-S-1YG-0008				Actual: \$20,207.15			\$23,974.40	\$44,181.55																
Step Elements: Speed OP ITC																								
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.	
		848	478	756	266		2				1,801				274		603	6			4,035		5	30
City of Keller - Police Department	PT	402	PT	Planned: \$26,400.00			\$26,597.04	\$52,997.04																
2013-KellerPD-S-1YG-0084				Actual: \$26,386.65			\$26,753.48	\$53,140.13																
Step Elements: Speed OP ITC																								
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.	
		55	54	849	255		9				2,651				354		557	9			1,550		5	7
Bexar County Sheriff's Office	PT	402	PT	Planned: \$522,994.51			\$63,362.34	\$586,356.85																
2013-BexarCoS-S-1YG-0013				Actual: \$508,935.18			\$172,657.40	\$681,592.58																
Step Elements: DWI Speed																								
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.	
				9,699	26		68			3	19,823	153	16	83	50		4,857	74			2,223		4	6
Tom Green County	PT	402	PT	Planned: \$27,500.01			\$30,448.10	\$57,948.11																
2013-Tomgreen-S-1YG-0002				Actual: \$20,305.68			\$29,287.34	\$49,593.02																
Step Elements: DWI Speed																								
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.	
				971	8		2				664	60	3	38	21		331	135					1	13
City of Denton - Police Department	PT	402	PT	Planned: \$98,908.00			\$149,802.10	\$248,710.10																
2013-DentonPD-S-1YG-0068				Actual: \$92,252.92			\$150,343.78	\$242,596.70																
Step Elements: DWI Speed OP ITC																								
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.	
		155	789	931	2,473		19				5,672	99		447			966	20			2,625		14	12
City of Bryan - Police Department	PT	402	PT	Planned: \$37,288.10			\$13,760.24	\$51,048.34																
2013-BryanPD-S-1YG-0038				Actual: \$35,827.90			\$13,781.68	\$49,609.58																
Step Elements: DWI Speed OP																								
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.	
		75	493	701	171		22				603	48	3	7			153	15			1,450		6	27

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total																	
STEP Comprehensive																									
City of Plano - Police Department	PT	402	PT	Planned: \$102,219.63			\$102,218.21	\$204,437.84																	
2013-PlanoPD-S-1YG-0065				Actual: \$100,209.05			\$100,209.03	\$200,418.08																	
Step Elements: Speed ITC																									
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.		
		1,131	1,141	2,776	21		11				6,063	1		998	178	1,279	12		2,113	2		30	4		
City of Harlingen - Police Department	PT	402	PT	Planned: \$42,035.00			\$47,766.05	\$89,801.05																	
2013-Harlinge-S-1YG-0067				Actual: \$36,992.11			\$53,785.77	\$90,777.88																	
Step Elements: DWI Speed OP ITC																									
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.		
				1,784	229		101				2,318	90	4	1,257		355	40		550	2,000	6		14	7	
City of Amarillo - Police Department	PT	402	PT	Planned: \$112,500.00			\$128,095.08	\$240,595.08																	
2013-Amarillo-S-1YG-0016				Actual: \$107,701.73			\$138,363.74	\$246,065.47																	
Step Elements: DWI Speed OP																									
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.		
				2,916	354		34				5,670	109	4				2,494	96		1,511	3		3	24	
City of Fort Worth - Police Department	PT	402	PT	Planned: \$242,825.22			\$148,097.10	\$390,922.32																	
2013-Fortwort-S-1YG-0070				Actual: \$156,368.82			\$98,839.94	\$255,208.76																	
Step Elements: DWI Speed OP ITC																									
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.		
		3,780	3,762	3,799	786		226		28		6,295	112		1,840			3,197	35		3,058	10		6	4	
City of Texarkana - Police Department	PT	402	PT	Planned: \$14,544.00			\$21,838.17	\$36,382.17																	
2013-TexarkPD-S-1YG-0071				Actual: \$14,082.74			\$21,211.40	\$35,294.14																	
Step Elements: DWI Speed OP																									
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.		
		347		432	310		16		4		587	11	2	6	6		131	27		3,550	5,978	16		13	9
City of Euless - Police Department	PT	402	PT	Planned: \$69,980.00			\$70,055.17	\$140,035.17																	
2013-Euless-S-1YG-0098				Actual: \$69,921.68			\$74,693.99	\$144,615.67																	
Step Elements: DWI Speed OP ITC																									
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.		
		92	157	1,338	69		18				354	39		1,853			410	62		1,100	3		11	2	

TEXAS HIGHWAYS SAFETY ANNUAL REPORT FOR FISCAL YEAR 2013
Project Cross-Reference by Task

Enforcement Projects																								
Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total																
STEP Comprehensive														Group Project										
City of Rowlett - Police Department	PT	402	PT	Planned:	\$22,514.94		\$22,516.30	\$45,031.24																
2013-Rowlet P-S-1YG-0094	Step Elements: DWI Speed			Actual:	\$22,460.68		\$23,403.43	\$45,864.11																
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.	
	19	100		653	7						1,703	13	1	5			155	5	1	500	3	4	9	
City of Garland - Police Department	PT	402	PT	Planned:	\$249,360.00		\$258,291.97	\$507,651.97																
2013-GarlandP-S-1YG-0093	Step Elements: DWI Speed OP ITC			Actual:	\$247,891.96		\$257,514.46	\$505,406.42																
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.	
	81	588	1,166	5,511	2,674		167			33	3,974	250	12	2,233	240		3,295	101		2,611	3	38	3	
City of Irving - Police Department	PT	402	PT	Planned:	\$166,382.41		\$209,682.50	\$376,064.91																
2013-Irving-S-1YG-0086	Step Elements: DWI Speed OP			Actual:	\$166,305.34		\$250,565.61	\$416,870.95																
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.	
	243	293		3,515	1,078		72				8,343	127					1,531	64		2,750	7	8	7	
City of Tyler - Police Department	PT	402	PT	Planned:	\$49,450.00		\$52,853.18	\$102,303.18																
2013-Tyler PD-S-1YG-0028	Step Elements: DWI Speed OP ITC			Actual:	\$49,420.34		\$52,554.62	\$101,974.96																
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.	
	108	1,291	1,000	1,499	294		66				1,298	45		604			509	24		3,195	8	9	5	
City of Houston - Police Department	PT	402	PT	Planned:	\$702,916.61		\$1,505,158.72	\$2,208,075.33																
2013-HoustonP-S-1YG-0015	Step Elements: DWI Speed OP ITC			Actual:	\$702,916.61		\$1,769,779.39	\$2,472,696.00																
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.	
	2,998	22,813	14,872	17,572	9,559		2,991				20,459	945		4,219			7,923	2,121		2,645	12	12	11	
City of Cedar Park - Police Department	PT	402	PT	Planned:	\$27,922.29		\$38,445.04	\$66,367.33																
2013-CdrPrkPD-S-1YG-0040	Step Elements: DWI Speed ITC			Actual:	\$27,904.01		\$42,250.88	\$70,154.89																
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.	
	46	81	289	1,252	7		6				1,081	57	1	549			197	20		1,150	875	4	5	5

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP Comprehensive Group Project

City of Haltom City - Police Department PT 402 PT Planned: \$45,146.74 \$45,219.60 \$90,366.34
 2013-HaltomPD-S-1YG-0036 Step Elements: Speed OP Actual: \$45,039.78 \$45,164.32 \$90,204.10

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.
191			1,422	298		58				4,338						475	3		2,722	9	9	5

City of North Richland Hills - Police Department PT 402 PT Planned: \$39,160.22 \$64,161.06 \$103,321.28
 2013-NRRichlan-S-1YG-0035 Step Elements: DWI Speed Actual: \$39,106.69 \$65,593.87 \$104,700.56

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.
30	61		1,454			1				3,988	43			1	2	263	1		1,000	3	2	3

Polk County Sheriff's Office PT 402 PT Planned: \$42,905.53 \$28,690.86 \$71,596.39
 2013-PolkCo-S-1YG-0030 Step Elements: DWI Speed OP ITC Actual: \$1,533.89 \$1,025.57 \$2,559.46

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.
			72	13					4	93	2			24		12			950	3	3	1

City of Lubbock - Police Department PT 402 PT Planned: \$71,396.00 \$71,396.00 \$142,792.00
 2013-Lubbock -S-1YG-0027 Step Elements: DWI Speed Actual: \$64,230.20 \$64,230.20 \$128,460.40

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.
486	3,282		3,310							8,713	58					1,844	46		615	2	6	14

City of Wichita Falls - Police Department PT 402 PT Planned: \$95,754.79 \$14,227.93 \$109,982.72
 2013-WichitaP-S-1YG-0024 Step Elements: Speed OP ITC Actual: \$95,754.79 \$14,227.93 \$109,982.72

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.
218	1,005		1,883	909		21			2	2,445				816		654	10		4,000	6	8	10

City of Arlington - Police Department PT 402 PT Planned: \$172,689.80 \$172,881.00 \$345,570.80
 2013-Arlington-S-1YG-0022 Step Elements: DWI Speed OP Actual: \$170,526.66 \$172,148.35 \$342,675.01

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.	
458	755		4,632	941		322				10,697	78			6		3,671	131		9,500	9,500	4	30	4

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
STEP Comprehensive																							
City of Galveston - Police Department	PT	402	PT	Planned: \$60,123.52			\$10,680.42	\$70,803.94															
2013-Galvesto-S-1YG-0104	Step Elements: DWI Speed			Actual: \$40,363.71			\$11,492.77	\$51,856.48															
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.
	140	521		980	4		4				2,219	52		15	43	585	6		550		3	5	5
City of La Porte - Police Department	PT	402	PT	Planned: \$49,088.50			\$49,470.46	\$98,558.96															
2013-LaPorte-S-1YG-0019	Step Elements: DWI Speed ITC			Actual: \$47,266.35			\$49,470.46	\$96,736.81															
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.
	35	7	47	1,928	7		3			27	3,122	25	1	785	64	718	28		1,080		6	6	12
City of Pasadena - Police Department	PT	402	PT	Planned: \$100,000.00			\$100,000.00	\$200,000.00															
2013-PasadePD-S-1YG-0017	Step Elements: DWI Speed OP ITC			Actual: \$88,973.53			\$88,973.53	\$177,947.06															
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.
	127	447	2,006	3,273	2,405		488				4,227	117		1,911		2,155	131		2,650		3	4	3
City of Midland - Police Department	PT	402	PT	Planned: \$13,912.00			\$13,951.39	\$27,863.39															
2013-Midland-S-1YG-0044	Step Elements: DWI ITC			Actual: \$7,099.74			\$7,568.66	\$14,668.40															
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.
	197		1,079	216	8		1				38	8		242		109	11		650		2	2	4
STEP Comprehensive Subtotals	# of Projects: 46				46						Planned: \$6,917,664.38								\$6,934,597.9		2		1
											Actual: \$5,868,107.18	\$440,734.00							\$7,380,243.8				\$13,852,262.3
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.
	11,834	59,496	36,910	150,547	37,820		7,564			112	253,108	4,403	71	47,849	1,432	67,913	5,310		39,681	157,897	536	1,304	1,052

Project Cross-Reference by Task

Enforcement Projects																								
Organization / Project Number		PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total														
STEP DWI																								
Harris County Constable Precinct 4		K8FR	410	K8FR			Planned:	\$47,838.21		\$5,997.68	\$53,835.89													
2013-Harris4-S-1YG-0060		DWI			Actual:	\$47,838.21		\$5,997.68	\$53,835.89															
<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.
		19			1,136	26						194	100	1	210			711	73		11,072	11	44	12
City of San Antonio - Police Department		K8FR	410	K8FR			Planned:	\$464,537.41		\$464,538.59	\$929,076.00													
2013-SanAntPD-S-1YG-0011		DWI			Actual:	\$425,284.52		\$726,724.01	\$1,152,008.53															
<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.
		2,388			11,478	64		14				980	1,462	15	370	1,014	1,830	165		11,454	20,117	45	34	39
STEP DWI Subtotals		# of Projects: 2							Planned:	\$512,375.62		\$470,536.27	\$982,911.89											
		2							Actual:	\$473,122.73		\$732,721.69	\$1,205,844.42											
<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.
		2,407			12,614	90		14				1,174	1,562	16	580	1,014	2,541	238		11,454	31,189	56	78	51

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total	
STEP IDM									
City of Mesquite - Police Department 2013-Mesquite-IDM-00018	K8HV	410	K8HV	Planned: \$8,957.67 Actual: \$5,365.61			\$3,247.39 \$2,738.74	\$12,205.06 \$8,104.35	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 122	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. Present Media Events ations Exp.
					127	21	107	5	1 5 8
City of Pasadena - Police Department 2013-PasadePD-IDM-00022	K8HV	410	K8HV	Planned: \$14,444.78 Actual: \$6,152.67			\$4,814.93 \$1,924.56	\$19,259.70 \$8,077.23	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 146	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. Present Media Events ations Exp.
			2		19	27	2	3	19 2 8
City of Garland - Police Department 2013-GarlandPD-IDM-00005	K8HV	410	K8HV	Planned: \$39,865.29 Actual: \$39,865.29			\$15,697.28 \$26,214.25	\$55,562.57 \$66,079.54	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 805	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. Present Media Events ations Exp.
			3		107	83	8	32	133 13 12
City of Seguin - Police Department 2013-SeguinPD-IDM-00006	K8HV	410	K8HV	Planned: \$11,563.50 Actual: \$4,646.86			\$3,905.02 \$2,419.02	\$15,468.52 \$7,065.88	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 169	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. Present Media Events ations Exp.
			2 1		74	3	1	2	86 44 5 150 100 1 9
City of Irving - Police Department 2013-Irving-IDM-00007	K8HV	410	K8HV	Planned: \$29,990.00 Actual: \$29,818.66			\$10,345.04 \$11,070.17	\$40,335.04 \$40,888.83	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 463	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. Present Media Events ations Exp.
			2		77	58			94 13 100 1 8
El Paso County Sheriff's Office 2013-EIPasoCO-IDM-00014	K8HV	410	K8HV	Planned: \$48,304.29 Actual: \$45,663.27			\$16,689.58 \$19,724.37	\$64,993.87 \$65,387.64	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 834	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. Present Media Events ations Exp.
					48	47	1		171 53 700 6 2 25

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total	
STEP IDM									
City of Dallas - Police Department 2013-Dallas-IDM-00008	K8HV	410	K8HV	Planned: \$99,983.85 Actual: \$55,908.34			\$34,506.93 \$19,295.37	\$134,490.78 \$75,203.71	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 968	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. 300	Comm. Present Media Events ations Exp. 1 1 1
City of Mount Pleasant - Police Department 2013-MtPleasantPD-IDM-00004	K8HV	410	K8HV	Planned: \$17,747.29 Actual: \$11,698.56			\$7,712.08 \$7,697.70	\$25,459.37 \$19,396.26	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 420	Safety Belt/Seat Citations Adult Teen Child 1 3 5	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests 148 12 3 19 412 22			PI&E Materials Prod. Dist. 3,556	Comm. Present Media Events ations Exp. 1 4 55
Texas Department of Public Safety 2013-TDPS-IDM-00009-1	K8FR	410	K8FR	Planned: Actual:			\$5,543,215.0 1	\$5,543,215.01	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 7,369	Safety Belt/Seat Citations Adult Teen Child 92 98	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests 838 817 2,257 262			PI&E Materials Prod. Dist. 304	Comm. Present Media Events ations Exp. 141
City of Laredo - Police Department 2013-LaredoPD-IDM-00024	K8HV	410	K8HV	Planned: \$19,975.00 Actual: \$17,072.31			\$12,090.28 \$10,335.48	\$32,065.28 \$27,407.79	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 404	Safety Belt/Seat Citations Adult Teen Child 6 4	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests 64 51 35 301 25			PI&E Materials Prod. Dist. 1,645	Comm. Present Media Events ations Exp. 13 20 11
City of Grand Prairie - Police Department 2013-GrandPra-IDM-00015	K8HV	410	K8HV	Planned: \$19,954.54 Actual: \$10,045.14			\$6,777.37 \$3,848.34	\$26,731.91 \$13,893.48	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 165	Safety Belt/Seat Citations Adult Teen Child 3 2	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests 34 25 28 3 43 3			PI&E Materials Prod. Dist. 100	Comm. Present Media Events ations Exp. 3 6
City of Beaumont - Police Department 2013-Beaumont-IDM-00013	K8HV	410	K8HV	Planned: \$32,478.35 Actual: \$26,030.82			\$10,912.43 \$9,477.21	\$43,390.78 \$35,508.03	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 560	Safety Belt/Seat Citations Adult Teen Child 2 3	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests 52 53 2 144 52			PI&E Materials Prod. Dist. 2,010	Comm. Present Media Events ations Exp. 3 6 5

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total	
STEP IDM									
City of Lewisville - Police Department 2013-LewisvPD-IDM-00012	K8HV	410	K8HV	Planned: \$10,116.95 Actual: \$10,116.95			\$3,372.22 \$4,124.48	\$13,489.17 \$14,241.43	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 180	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. 500	Comm. Present Media Events ations Exp. 2 6 12
City of McAllen - Police Department 2013-McAllenPD-IDM-00011	K8HV	410	K8HV	Planned: \$18,365.00 Actual: \$14,998.92			\$6,137.00 \$5,012.98	\$24,502.00 \$20,011.90	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 552	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. 2,500	Comm. Present Media Events ations Exp. 3 4 12
Dallas County Sheriff's Department 2013-DallasCOSD-IDM-00010	K8HV	410	K8HV	Planned: \$49,947.00 Actual: \$17,586.05			\$16,759.16 \$10,010.89	\$66,706.16 \$27,596.94	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 470	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. 500	Comm. Present Media Events ations Exp. 2 4 8
Texas Department of Public Safety 2013-TDPS-IDM-00009	K8HV	410	K8HV	Planned: \$996,166.54 Actual: \$400,143.36			\$1,170,980.62 \$6,999,999.99	\$2,167,147.16 \$7,400,143.35	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 7,369	Safety Belt/Seat Citations Adult Teen Child 92 98	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests			PI&E Materials Prod. Dist. 304	Comm. Present Media Events ations Exp. 141
Texas Department of Public Safety 2013-TDPS-IDM-00009-2	K8	410	K8	Planned: Actual:			\$6,000,000.00 0	\$6,000,000.00 0	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 7,369	Safety Belt/Seat Citations Adult Teen Child 92 98	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests			PI&E Materials Prod. Dist. 304	Comm. Present Media Events ations Exp. 141
City of Houston - Police Department 2013-HoustonPD-IDM-00002	K8HV	410	K8HV	Planned: \$154,209.48 Actual: \$138,910.57			\$122,353.58 \$132,035.09	\$276,563.06 \$270,945.66	
<i>Performance Data:</i>	Crashes related to... Alcohol Speed ITC	Enforce. Hours 2,777	Safety Belt/Seat Citations Adult Teen Child 38 3	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC HMV Citations Arrests			PI&E Materials Prod. Dist. 2,310	Comm. Present Media Events ations Exp. 7 30 9

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total			
STEP IDM											
Travis County Sheriff's Office	K8HV	410	K8HV	Planned:	\$16,906.30		\$5,684.06	\$22,590.36			
2013-Travis County SO-IDM-00025				Actual:	\$16,103.84		\$9,488.12	\$25,591.96			
<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		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor ITC	HMV Citations Arrests	Prod. Dist.			
		322			11	32	88 9		1	2	8
City of Corpus Christi - Police Department	K8HV	410	K8HV	Planned:	\$19,977.68		\$8,004.99	\$27,982.67			
2013-CorpusPD-IDM-00023				Actual:	\$3,263.51		\$1,532.58	\$4,796.09			
<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		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor ITC	HMV Citations Arrests	Prod. Dist.			
		119	2 1		129	11	36 9	500	1	2	9
City of Live Oak - Police Department	K8HV	410	K8HV	Planned:	\$3,808.57		\$2,119.36	\$5,927.93			
2013-LiveOakPD-IDM-00020				Actual:	\$1,707.29		\$967.55	\$2,674.84			
<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		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor ITC	HMV Citations Arrests	Prod. Dist.			
		52		1	11	6	48 3				4
City of Austin - Police Department	K8HV	410	K8HV	Planned:	\$69,999.93		\$35,643.03	\$105,642.96			
2013-AustinPD-IDM-00019				Actual:	\$60,528.99		\$31,613.81	\$92,142.80			
<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		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor ITC	HMV Citations Arrests	Prod. Dist.			
		1,194	1 3		450	147	142 557 73	500	2	6	11
City of Edinburg - Police Department	K8HV	410	K8HV	Planned:	\$19,989.79		\$6,681.83	\$26,671.62			
2013-EdinbuPD-IDM-00017				Actual:	\$19,820.62		\$6,955.69	\$26,776.31			
<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		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor ITC	HMV Citations Arrests	Prod. Dist.			
		712			216	77	1 381 24	500	3		6
City of El Campo - Police Department	K8HV	410	K8HV	Planned:	\$14,999.66		\$5,000.38	\$20,000.04			
2013-EICampPD-IDM-00016				Actual:	\$9,137.61		\$3,140.47	\$12,278.08			
<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		Adult Teen Child	HMV Seatbelt Speed	Speed	DWI DUI Minor ITC	HMV Citations Arrests	Prod. Dist.			
		251	4 4		19	18	2 1 63 28	351	1	2	6

Project Cross-Reference by Task

Enforcement Projects																									
Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total																	
STEP IDM									Group Project																
Montgomery County Sheriff's Office	K8HV	410	K8HV	Planned:	\$15,064.40		\$5,228.44	\$20,292.84																	
2013-MontgoSO-IDM-00003				Actual:	\$13,087.16		\$4,731.33	\$17,818.49																	
<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			Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				364							1	37	28	2			18	53	15		1,240		2	4	22
STEP IDM Subtotals	# of Projects: 23								Planned: \$1,732,815.85				\$1,514,663.00		\$3,247,478.85										
	25								Actual: \$957,672.40				\$18,867,573.		\$19,825,245.6										
<i>Performance Data Summary:</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			Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				34,156		338		325			1	4,402	3,819	19	362	235	10,253	1,226		150	19,454		54	110	678

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
STEP IDM Incentives									
City of El Campo - Police Department 2013-EICampPD-INC-IDM-00017	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00			\$897.00	\$3,000.00 \$3,897.00
Town of Argyle 2013-Argyle-INC-IDM-00003	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00			\$391.00	\$3,000.00 \$3,391.00
City of Portland 2013-Portland-INC-IDM-00020	K8FR	410	K8FR		Planned: \$3,000.00 Actual:				\$3,000.00
City of Uvalde 2013-UvaldePD-INC-IDM-00002	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$2,797.47				\$3,000.00 \$2,797.47
University of Texas Pan American - Police Department 2013-UTPAPD-INC-IDM-00011	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00				\$3,000.00 \$3,000.00
City of Florence - Police Department 2013-FlorencePD-INC-IDM-00018	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00			\$3.60	\$3,000.00 \$3,003.60
City of Beeville - Police Department 2013-BeevilPD-INC-IDM-00009	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00			\$190.00	\$3,000.00 \$3,190.00
University of Texas at San Antonio - Police Department 2013-UTSA-INC-IDM-00001	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00			\$1,995.00	\$3,000.00 \$4,995.00
The University of Texas of the Permian Basin 2012-UTPermian-INC-IDM-00029	K8FR	410	K8FR		Planned: \$4,000.00 Actual: \$4,000.00				\$4,000.00 \$4,000.00
<i>2012-UTPermian-INC-IDM-00029 project was paid out of FY 2013 funds after approval from NHTSA</i>									
City of Angleton - Police Department 2013-AngletonPD-INC-IDM-00019	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00			\$610.00	\$3,000.00 \$3,610.00
The University of Texas of the Permian Basin 2013-UTPermian-INC-IDM-00008	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$2,435.00				\$3,000.00 \$2,435.00
City of Belton - Police Department 2013-beltonPD-INC-IDM-00016	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00			\$2,220.00	\$3,000.00 \$5,220.00

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
STEP IDM Incentives									
City of Taylor - Police Department 2013-Taylor PD-INC-IDM-00014	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$2,830.00				\$3,000.00 \$2,830.00
City of Marble Falls - Police Department 2013-MarbleFIsPD-INC-IDM-00012	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00				\$3,000.00 \$3,000.00
City of Log Cabin - Police Department 2013-LogCabinPD-INC-IDM-00021	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$2,989.99				\$3,000.00 \$2,989.99
City of Kemah - Police Department 2013-KemahPD-INC-IDM-00005	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00			\$71.75	\$3,000.00 \$3,071.75
Harris County Constable Precinct 8 2013-HarrisP8-INC-IDM-00010	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$2,999.80				\$3,000.00 \$2,999.80
City of Kilgore - Police Department 2013-KilgorePD-INC-IDM-00007	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00				\$3,000.00 \$3,000.00
City of Lockhart - Police Department 2013-Lockhart-INC-IDM-00004	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00			\$2,148.80	\$3,000.00 \$5,148.80
Bandera County Sheriff's Office 2013-BanderaCo-INC-IDM-00006	K8FR	410	K8FR		Planned: \$3,000.00 Actual: \$3,000.00			\$220.00	\$3,000.00 \$3,220.00

STEP IDM Incentives Subtotals	# of Projects: 20			Planned:	\$61,000.00				\$61,000.00
	19			Actual:	\$57,052.26			\$8,747.15	\$65,799.41

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	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total																
STEP SPEED																								
City of Sugar Land - Police Department	SC	402	SC	Planned:	\$34,997.00		\$35,000.00	\$69,997.00																
2011-Sugarlan-S-3YG-0009				Actual:	\$27,804.54		\$48,558.11	\$76,362.65																
<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.	
		472		1,122	18		10				3,836				16	62	874	36		8,321	5	3	4	
Montgomery County Sheriff's Office	SC	402	SC	Planned:	\$31,590.00		\$19,237.31	\$50,827.31																
2013-MontgoSO-S-1YG-0020				Actual:	\$31,469.36		\$19,173.52	\$50,642.88																
<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.	
		182		838	9		2			1	2,482	3		2	6		377	6		5,450	5	10	46	
City of Lewisville - Police Department	SC	402	SC	Planned:	\$44,080.04		\$44,080.77	\$88,160.81																
2013-LewisvPD-S-1YG-0096				Actual:	\$44,080.04		\$44,891.21	\$88,971.25																
<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.	
		841		1,254	19		23				4,716	1		25			1,163	22		2,300	10	11	6	
City of Mesquite - Police Department	SC	402	SC	Planned:	\$43,888.22		\$43,888.22	\$87,776.44																
2013-Mesquite-S-1YG-0087				Actual:	\$43,745.33		\$43,745.31	\$87,490.64																
<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.	
		582		1,300	1		5				5,507	5					1,186	28		2,500	4	6	6	
City of Texas City - Police Department	SC	402	SC	Planned:	\$34,756.80		\$34,756.80	\$69,513.60																
2013-TexasCit-S-1YG-0057				Actual:	\$34,756.80		\$35,336.08	\$70,092.88																
<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.	
		288		1,573							4,968						1,224	63		1,060	6	10	5	
STEP SPEED Subtotals				# of Projects:	5							Planned:	\$189,312.06								\$176,963.10	\$366,275.16		
					5							Actual:	\$181,856.07								\$191,704.23	\$373,560.30		
<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.	
		2,365		6,087	47		40			1	21,509	9		43	68		4,824	155		32,048	42	50	75	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total			
STEP WAVE Comprehensive											
City of Weatherford - Police Department	PT	402	PT	Planned:	\$16,200.00		\$8,800.00	\$25,000.00			
2013-Weatherf-S-1YG-0033	Step Elements: <i>DWI Wave Speed Wave OP Wave</i>			Actual:	\$16,200.00		\$10,909.96	\$27,109.96			
Performance Data:	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 Arrests	Prod. Dist.				
		590	125 4		792 21 1 1	204 7	4,900	4	4	12	
City of Beaumont - Police Department	PT	402	PT	Planned:	\$17,532.44		\$18,409.09	\$35,941.53			
2013-Beaumont-S-1YG-0089	Step Elements: <i>Speed Wave OP Wave</i>			Actual:	\$13,524.16		\$20,445.09	\$33,969.25			
Performance Data:	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 Arrests	Prod. Dist.				
		436	292 22	5	1,261 101 159	451 5	1,695	2	5	4	
City of Benbrook - Police Department	PT	402	PT	Planned:	\$6,540.18		\$6,540.18	\$13,080.36			
2013-Benbrook-S-1YG-0003	Step Elements: <i>Speed Wave OP Wave</i>			Actual:	\$5,991.55		\$6,417.81	\$12,409.36			
Performance Data:	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 Arrests	Prod. Dist.				
		197	54		422 19	100	1,050		4	8	
STEP WAVE Comprehensive Subtotals				# of Projects: 3	Planned:	\$40,272.62	\$33,749.27	\$74,021.89			
				3	Actual:	\$35,715.71	\$37,772.86	\$73,488.57			
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 Arrests	Prod. Dist.				
		1,223	471 26	5	2,475 21 1 121	159 755 12	7,645	6	13	24	

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total															
STEP WAVE DWI																							
El Paso County Constable's Office, Pct. 4	AL	402	AL	Planned: \$36,540.00			\$4,240.00	\$40,780.00															
2013-EIPPct4-S-1YG-0082			<i>DWI Wave</i>	Actual: \$27,779.20			\$5,267.88	\$33,047.08															
<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	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				672		1				33	63	1	13	39		316	19		150		2	1	12
Houston-Galveston Area Council	AL	402	AL	Planned: \$133,160.00			\$41,926.50	\$175,086.50															
2013-HGAC-S-1YG-0085			<i>DWI Wave</i>	Actual: \$74,077.70			\$26,652.60	\$100,730.30															
<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	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				2,047		12		1		284	216	6	67	142		276	50		2,230		3	6	27
STEP WAVE DWI Subtotals				# of Projects: 2			Planned: \$169,700.00						\$46,166.50		\$215,866.50								
				2			Actual: \$101,856.90						\$31,920.48		\$133,777.38								
<i>Performance Data Summary:</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	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.				
				2,719		13		1		317	279	7	80	181		592	69		2,380		5	7	39

Enforcement Task Summary	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
# Projects: 204	Planned: \$14,555,515.96			\$15,288,992.18	\$29,844,508.15
204	Actual: \$9,048,585.16	\$440,734.00		\$28,298,603.73	\$37,787,922.89

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>
Texas A&M Transportation Institute 2013-TTI-G-1YG-0072	AL	402	AL		<i>Planned:</i> \$146,879.50			\$16,366.27	\$163,245.77
					<i>Actual:</i> \$144,532.77			\$16,361.53	\$160,894.30
Texas A&M Transportation Institute 2013-TTI-G-1YG-0087	AL	410	K8		<i>Planned:</i> \$84,991.32			\$45,797.89	\$130,789.21
					<i>Actual:</i> \$77,216.47			\$42,011.95	\$119,228.42
Texas A&M Transportation Institute 2013-TTI-G-1YG-0088	OP	402	OP		<i>Planned:</i> \$325,869.91			\$36,464.96	\$362,334.87
					<i>Actual:</i> \$309,854.92			\$34,729.50	\$344,584.42
Texas A&M Transportation Institute 2013-TTI-G-1YG-0089	OP	402	OP		<i>Planned:</i> \$58,681.61			\$6,546.89	\$65,228.50
					<i>Actual:</i> \$53,740.60			\$6,000.73	\$59,741.33
Texas A&M Transportation Institute 2013-TTI-G-1YG-0090	DE	402	DE		<i>Planned:</i> \$45,425.23			\$5,073.58	\$50,498.81
					<i>Actual:</i> \$35,917.95			\$4,018.18	\$39,936.13
Texas A&M Transportation Institute 2013-TTI-G-1YG-0121	DE	402	DE		<i>Planned:</i> \$67,902.08			\$7,559.29	\$75,461.37
					<i>Actual:</i> \$53,869.61			\$6,015.11	\$59,884.72
Texas A&M Transportation Institute 2013-TTI-G-1YG-0312	OP	402	OP		<i>Planned:</i> \$50,822.55			\$5,669.53	\$56,492.08
					<i>Actual:</i> \$47,815.21			\$5,343.34	\$53,158.55

Evaluation Task Summary

		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
<i># Projects:</i> 7	<i>Planned:</i>	\$780,572.20			\$123,478.41	\$904,050.61
7	<i>Actual:</i>	\$722,947.53			\$114,480.34	\$837,427.87

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 State Health Services - ISG 2013-TDSHS-IS-G-1YG-0239	TR	408	K9		<i>Planned:</i> \$894,440.64 <i>Actual:</i> \$673,631.75			\$901,815.18 \$734,850.73	\$1,796,255.82 \$1,408,482.48
Texas Department of Transportation 2013-TxDOT-G-1YG-0291	TR	408	K9		<i>Planned:</i> \$60,000.00 <i>Actual:</i> \$45,681.24				\$60,000.00 \$45,681.24
Texas Department of Transportation 2013-TxDOT-G-1YG-0301	TR	408	K9		<i>Planned:</i> \$692,700.00 <i>Actual:</i> \$663,896.50				\$692,700.00 \$663,896.50
Texas Department of Transportation 2013-TxDOT-G-1YG-0302	TR	408	K9		<i>Planned:</i> \$302,000.00 <i>Actual:</i> \$200,526.62				\$302,000.00 \$200,526.62
Texas Department of Transportation 2013-TxDOT-G-1YG-0304	PA	State	State		<i>Planned:</i> \$50,000.00 <i>Actual:</i> \$50,000.00	\$50,000.00			\$50,000.00 \$50,000.00
Texas Department of Transportation 2013-TxDOT-G-1YG-0305	PA	402	PA		<i>Planned:</i> \$75,000.00 <i>Actual:</i> \$2,000.00				\$75,000.00 \$2,000.00
Texas Department of Transportation TRF-TS TR Program Assessment	TR	402	TR		<i>Planned:</i> \$35,000.00 <i>Actual:</i>				\$35,000.00
2013-TxDOT-G-1YG-0300									Group Project
Texas Department of Transportation CRASH Mobile App	K9	408	K9		<i>Planned:</i> \$540,000.00 <i>Actual:</i>				\$540,000.00
Texas Department of Transportation CRASH Internal Identity Provider	K9	408	K9		<i>Planned:</i> \$180,529.00 <i>Actual:</i>				\$180,529.00
Texas Department of Transportation CRASH Agency Assets	K9	408	K9		<i>Planned:</i> \$36,906.00 <i>Actual:</i>				\$36,906.00
Texas Department of Transportation CRASH Locator Service	K9	408	K9		<i>Planned:</i> \$97,650.00 <i>Actual:</i>				\$97,650.00
Texas Department of Transportation CRASH Agency Interface to RMS's	K9	408	K9		<i>Planned:</i> \$164,713.00 <i>Actual:</i>				\$164,713.00
Texas Department of Transportation CRASH Pre-Populated Fields	K9	408	K9		<i>Planned:</i> \$174,960.00 <i>Actual:</i>				\$174,960.00
Texas Department of Transportation CRASH Agency Support	K9	408	K9		<i>Planned:</i> \$287,000.00 <i>Actual:</i>				\$287,000.00

Project Cross-Reference by Task

Program Management Projects																	
Organization / Project Number	PA	Fund	Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total									
2013-TxDOT-G-1YG-0300										Group Project							
2013-TxDOT-G-1YG-0300 Subtotals		# of Projects: 7			Planned: \$1,481,758.00			\$1,481,758.00									
<i>Actual:</i>																	
<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 Arrests		Prod.	Dist.	Events ations Exp.		
TRF-TS Crash Records/Data Analysis Operations and CRIS																	
Texas Department of Transportation										State State State		Planned:		\$3,224,564.00		\$3,224,564.00	
2013-TxDOT-G-1YG-0295												<i>Actual:</i>		\$1,352,746.01		\$1,352,746.01	
Texas Department of Transportation										State State State		Planned:					
2013-TxDOT-G-1YG-0296												<i>Actual:</i>		\$1,821,752.31		\$1,821,752.31	
Texas Department of Transportation										State State State		Planned:					
2013-TxDOT-G-1YG-0299												<i>Actual:</i>		\$763,970.75		\$763,970.75	
TRF-TS Crash Records/Data Analysis Operations and CRIS Subtotals		# of Projects: 3			Planned:			\$3,224,564.00			\$3,224,564.00						
		3			<i>Actual:</i>			\$3,938,469.00			\$3,938,469.07						
<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 Arrests		Prod.	Dist.	Events ations Exp.		
TRF-TS eGrants Business Analysis																	
Texas Department of Transportation										PA 402 PA		Planned:		\$337,920.00		\$337,920.00	
2013-TxDOT-G-1YG-0303												<i>Actual:</i>		\$250,404.00		\$250,404.00	
Texas Department of Transportation										PA 402 PA		Planned:					
2013-TxDOT-G-1YG-0313												<i>Actual:</i>		\$33,006.80		\$33,006.80	
TRF-TS eGrants Business Analysis Subtotals		# of Projects: 2			Planned:			\$337,920.00			\$337,920.00						
		2			<i>Actual:</i>			\$283,410.80			\$283,410.80						
<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 Arrests		Prod.	Dist.	Events ations Exp.		

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 Traffic Safety Program																							
Texas Department of Transportation	State	State	State		<i>Planned:</i>	\$1,919,154.00			\$1,919,154.00														
2013-TxDOT-G-1YG-0292					<i>Actual:</i>	\$4,967,934.62			\$4,967,934.62														
Texas Department of Transportation	State	State	State		<i>Planned:</i>																		
2013-TxDOT-G-1YG-0293					<i>Actual:</i>	\$11,340.89			\$11,340.89														
Texas Department of Transportation	State	State	State		<i>Planned:</i>																		
2013-TxDOT-G-1YG-0297					<i>Actual:</i>	\$327,155.81			\$327,155.81														
TRF-TS Traffic Safety Program Subtotals																							
			# of Projects: 3		<i>Planned:</i>	\$1,919,154.00			\$1,919,154.00														
			3		<i>Actual:</i>	\$5,306,431.32			\$5,306,431.32														
<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.

Program Management Task Summary			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
	# Projects: 19	<i>Planned:</i>	\$3,878,818.64	\$5,193,718.00		\$901,815.18	\$9,974,351.82
	19	<i>Actual:</i>	\$2,113,601.01	\$9,294,900.39		\$734,850.73	\$12,143,352.13

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
EnviroMedia Social Marketing 2013-EnviroMe-SOW-0040	AL	410	K8HV	Planned: \$1,600,000.00 Actual: \$1,571,157.80			\$4,800,000.00 \$7,006,589.83	\$6,400,000.00 \$8,577,747.63
EnviroMedia Social Marketing 2013-EnviroMe-SOW-0044	DE	State	State	Planned:	\$450,000.02		\$736,665.00	\$1,186,665.02
				Actual:	\$449,125.67		\$2,828,640.07	\$3,277,765.74
EnviroMedia Social Marketing 2013-EnviroMe-SOW-0045	MC	2010	K6	Planned: \$410,000.00 Actual: \$409,854.07			\$1,232,920.00 \$1,237,071.00	\$1,642,920.00 \$1,646,925.07
EnviroMedia Social Marketing 2013-EnviroMe-SOW-0047	OP	405	K2PM	Planned: \$500,000.00 Actual: \$9,931.25			\$1,516,280.00 \$1,479,064.92	\$2,016,280.00 \$1,488,996.17
EnviroMedia Social Marketing 2013-EnviroMe-SOW-0047-1	OP	MAP21	M1PE	Planned:			\$500,000.00	\$985,944.83
				Actual:	\$485,944.83		\$500,000.00	\$985,944.83
Scott and White Memorial Hospital 2011-ScottWhi-G-3YG-0038	OP	2011	K3	Planned: \$221,152.50 Actual: \$210,527.97			\$67,286.32 \$76,012.89	\$288,438.82 \$286,540.86
Sherry Matthews Advocacy Marketing 2013-SMAM-SOW-0029	AL	402	AL	Planned: \$570,965.00 Actual: \$570,833.16			\$594,270.00 \$669,740.50	\$1,165,235.00 \$1,240,573.66
Sherry Matthews Advocacy Marketing 2013-SMAM-SOW-0032	AL	402	AL	Planned: \$500,000.00 Actual: \$499,719.09			\$347,458.00 \$2,154,492.20	\$847,458.00 \$2,654,211.29
Sherry Matthews Advocacy Marketing 2013-SMAM-SOW-0033	AL	410	K8PM	Planned: \$1,699,365.00 Actual: \$1,643,678.75			\$1,768,727.00 \$2,051,767.86	\$3,468,092.00 \$3,695,446.61
Sherry Matthews Advocacy Marketing 2013-SMAM-SOW-0036	DE	State	State	Planned:	\$2,280,146.00		\$1,992,902.00	\$4,273,048.00
				Actual:	\$1,822,447.20		\$9,999,999.99	\$11,822,447.19
Sherry Matthews Advocacy Marketing 2013-SMAM-SOW-0066	OP	402	OP	Planned: \$2,000,000.00 Actual: \$1,960,846.43			\$2,000,000.00 \$3,008,484.70	\$4,000,000.00 \$4,969,331.13
Sherry Matthews Advocacy Marketing 2013-SMAM-SOW-0067	DE	State	State	Planned:	\$360,000.00		\$230,621.00	\$590,621.00
				Actual:			\$1,963,086.33	\$1,963,086.33
Texas Municipal Police Association 2011-TMPA-G-3YG-0003	PT	402	PT	Planned: \$828,348.59 Actual: \$773,808.63			\$125,120.00 \$241,619.42	\$953,468.59 \$1,015,428.05
ThinkStreet 2013-ThinkSt-SOW-0017	DE	402	DE	Planned: \$600,000.01 Actual: \$576,976.12			\$1,200,000.00 \$2,670,227.15	\$1,800,000.01 \$3,247,203.27
ThinkStreet 2013-ThinkSt-SOW-0018	OP	State	State	Planned:	\$600,000.00		\$1,800,000.00	\$2,400,000.00
				Actual:	\$598,958.21		\$6,106,821.57	\$6,705,779.78
ThinkStreet 2013-ThinkSt-SOW-0019	AL	410	K8PM	Planned: \$1,000,000.00 Actual: \$990,617.37			\$3,000,000.00 \$5,186,561.84	\$4,000,000.00 \$6,177,179.21
ThinkStreet 2013-ThinkSt-SOW-0020	AL	402	AL	Planned: \$671,089.01 Actual: \$656,521.61			\$1,342,379.00 \$2,771,945.55	\$2,013,468.01 \$3,428,467.16

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 2013-ThinkSt-SOW-0021	AL	402	AL		<i>Planned:</i> \$300,000.01 <i>Actual:</i> \$294,480.73			\$600,000.00 \$2,538,654.00	\$900,000.01 \$2,833,134.73
ThinkStreet 2013-ThinkSt-SOW-0026	AL	410	K8PM		<i>Planned:</i> \$960,000.02 <i>Actual:</i> \$935,932.05			\$1,940,000.00 \$4,135,780.31	\$2,900,000.02 \$5,071,712.36
ThinkStreet 2013-ThinkSt-SOW-0027	AL	402	AL		<i>Planned:</i> \$275,000.01 <i>Actual:</i> \$269,218.95			\$550,000.01 \$3,918,556.91	\$825,000.02 \$4,187,775.86
ThinkStreet 2013-ThinkSt-SOW-0064	AL	State	State		<i>Planned:</i> <i>Actual:</i>	\$800,000.00 \$796,030.13		\$2,400,000.00 \$9,999,999.99	\$3,200,000.00 \$10,796,030.12

Project Celebration **Group Project**

TxDOT-El Paso 2013-PC-Tx-ELP-00025	State	State	State		<i>Planned:</i> <i>Actual:</i>	\$9,000.00 \$9,000.00			\$9,000.00 \$9,000.00
TxDOT-Amarillo 2013-PC-Tx-AMA-00002	State	State	State		<i>Planned:</i> <i>Actual:</i>	\$9,000.00 \$7,000.00			\$9,000.00 \$7,000.00
TxDOT-Atlanta 2013-PC-Tx-ATL-00003	State	State	State		<i>Planned:</i> <i>Actual:</i>	\$8,500.00 \$8,500.00			\$8,500.00 \$8,500.00
TxDOT-Austin 2013-PC-Tx-AUS-00004	State	State	State		<i>Planned:</i> <i>Actual:</i>	\$12,000.00 \$10,850.00			\$12,000.00 \$10,850.00
TxDOT-Beaumont 2013-PC-Tx-BMT-00005	State	State	State		<i>Planned:</i> <i>Actual:</i>	\$9,000.00 \$9,000.00			\$9,000.00 \$9,000.00
TxDOT-Wichita Falls 2013-PC-Tx-WFS-00006	State	State	State		<i>Planned:</i> <i>Actual:</i>	\$9,000.00 \$8,650.00			\$9,000.00 \$8,650.00
TxDOT-Yoakum 2013-PC-Tx-YKM-00007	State	State	State		<i>Planned:</i> <i>Actual:</i>	\$8,500.00 \$8,500.00			\$8,500.00 \$8,500.00
TxDOT-Paris 2013-PC-Tx-PAR-00008	State	State	State		<i>Planned:</i> <i>Actual:</i>	\$9,500.00 \$9,075.00			\$9,500.00 \$9,075.00
TxDOT-Pharr 2013-PC-Tx-PHR-00009	State	State	State		<i>Planned:</i> <i>Actual:</i>	\$9,500.00 \$3,000.00			\$9,500.00 \$3,000.00

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-San Angelo 2013-PC-Tx-SJT-00010	State	State	State	Planned:	\$8,250.00			\$8,250.00
				Actual:	\$6,050.00			\$6,050.00
TxDOT-San Antonio 2013-PC-Tx-SAT-00011	State	State	State	Planned:	\$13,250.00			\$13,250.00
				Actual:	\$10,300.00			\$10,300.00
TxDOT-Ft. Worth 2013-PC-Tx-FTW-00014	State	State	State	Planned:	\$13,250.00			\$13,250.00
				Actual:	\$8,431.78			\$8,431.78
TxDOT-Waco 2013-PC-Tx-WAC-00013	State	State	State	Planned:	\$12,000.00			\$12,000.00
				Actual:	\$11,400.00			\$11,400.00
TxDOT-Tyler 2013-PC-Tx-TYL-00012	State	State	State	Planned:	\$11,000.00			\$11,000.00
				Actual:	\$8,500.00			\$8,500.00
TxDOT-Houston 2013-PC-Tx-HOU-00015	State	State	State	Planned:	\$14,000.00			\$14,000.00
				Actual:	\$11,500.00			\$11,500.00
TxDOT-Laredo 2013-PC-Tx-LRD-00016	State	State	State	Planned:	\$8,250.00			\$8,250.00
				Actual:				
TxDOT-Lubbock 2013-PC-Tx-LBB-00017	State	State	State	Planned:	\$12,000.00			\$12,000.00
				Actual:	\$10,875.00			\$10,875.00
TxDOT-Lufkin 2013-PC-Tx-LKF-00018	State	State	State	Planned:	\$9,000.00			\$9,000.00
				Actual:	\$8,608.60			\$8,608.60
TxDOT-Odessa 2013-PC-Tx-ODA-00019	State	State	State	Planned:	\$8,250.00			\$8,250.00
				Actual:	\$6,450.00			\$6,450.00
TxDOT-Brownwood 2013-PC-Tx-BWD-00020	State	State	State	Planned:	\$8,500.00			\$8,500.00
				Actual:	\$8,075.00			\$8,075.00
TxDOT-Bryan 2013-PC-Tx-BRY-00021	State	State	State	Planned:	\$8,500.00			\$8,500.00
				Actual:	\$8,499.90			\$8,499.90

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-Childress 2013-PC-Tx-CHS-00022	State	State	State	Planned:	\$8,250.00			\$8,250.00														
				Actual:	\$5,200.00			\$5,200.00														
TxDOT-CorpusChristi 2013-PC-Tx-CRP-00023	State	State	State	Planned:	\$9,000.00			\$9,000.00														
				Actual:	\$8,400.00			\$8,400.00														
TxDOT-Dallas 2013-PC-Tx-DAL-00024	State	State	State	Planned:	\$14,000.00			\$14,000.00														
				Actual:	\$14,000.00			\$14,000.00														
TxDOT-Abilene 2013-PC-Tx-ABL-00001	State	State	State	Planned:	\$8,500.00			\$8,500.00														
				Actual:	\$8,160.00			\$8,160.00														
Project Celebration Subtotals				# of Projects: 25	Planned:	\$250,000.00		\$250,000.00														
				24	Actual:	\$208,025.28		\$208,025.28														
<i>Performance Data Summary:</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

Public Information Campaigns Task Summary	# Projects:	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
	20	Planned: \$12,135,920.15	\$4,490,146.02		\$28,244,628.33	\$44,870,694.50
	20	Actual: \$11,860,048.81	\$3,666,561.21		\$70,545,117.03	\$86,071,727.05

Project Cross-Reference by Task

Training 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>
City of Austin - ISD 2013-AISD-G-1YG-0257	DE	402	DE	<i>Planned:</i>	\$23,705.48			\$23,731.08	\$47,436.56
				<i>Actual:</i>	\$23,125.56			\$31,413.49	\$54,539.05
City of Lubbock - Parks & Recreation 2013-LubbockP-G-1YG-0160	PS	402	PS	<i>Planned:</i>	\$28,079.00			\$28,196.00	\$56,275.00
				<i>Actual:</i>	\$24,048.97			\$24,993.25	\$49,042.22
Education Service Center, Region VI 2013-ESCVI-G-1YG-0171	SB	402	SB	<i>Planned:</i>	\$91,820.59			\$94,448.00	\$186,268.59
				<i>Actual:</i>	\$89,870.85			\$113,303.44	\$203,174.29
Education Service Center, Region VI 2013-ESCVI-G-1YG-0172	AL	402	AL	<i>Planned:</i>	\$83,300.21			\$30,000.00	\$113,300.21
				<i>Actual:</i>	\$83,300.21			\$33,774.72	\$117,074.93
Education Service Center, Region XIII 2013-ESCXIII-G-1YG-0043	AL	402	AL	<i>Planned:</i>	\$10,500.00			\$8,776.05	\$19,276.05
				<i>Actual:</i>	\$10,500.00			\$10,372.87	\$20,872.87
Education Service Center, Region XIII 2013-ESCXIII-G-1YG-0222	DE	402	DE	<i>Planned:</i>	\$10,500.00			\$8,776.05	\$19,276.05
				<i>Actual:</i>	\$10,500.00			\$9,935.56	\$20,435.56
Education Service Center, Region XIII 2013-ESCXIII-G-1YG-0223	DE	402	DE	<i>Planned:</i>	\$11,025.00			\$9,178.26	\$20,203.26
				<i>Actual:</i>	\$11,025.00			\$12,232.90	\$23,257.90
Hillcrest Baptist Medical Center-HHS 2013-HHS-G-1YG-0191	OP	2011	K3	<i>Planned:</i>	\$192,315.00			\$252,672.43	\$444,987.43
				<i>Actual:</i>	\$189,653.20			\$322,183.24	\$511,836.44
Hillcrest Baptist Medical Center-HHS 2013-HHS-G-1YG-0191-1	OP	402	OP	<i>Planned:</i>					
				<i>Actual:</i>	\$2,661.80				\$2,661.80
Hillcrest Baptist Medical Center-Hillcrest 2013-Hillcres-G-1YG-0152	AL	402	AL	<i>Planned:</i>	\$188,490.00			\$213,516.50	\$402,006.50
				<i>Actual:</i>	\$188,490.00			\$220,216.89	\$408,706.89
Hillcrest Baptist Medical Center-Hillcrest 2013-Hillcres-G-1YG-0187	AL	410	K8	<i>Planned:</i>	\$180,338.20			\$96,196.51	\$276,534.71
				<i>Actual:</i>	\$164,272.33			\$119,807.02	\$284,079.35
Hillcrest Baptist Medical Center-Hillcrest 2013-Hillcres-G-1YG-0246	DE	402	DE	<i>Planned:</i>	\$82,624.00			\$77,693.61	\$160,317.61
				<i>Actual:</i>	\$82,205.91			\$106,030.19	\$188,236.10
Injury Prevention Center of Greater Dallas 2013-IPCOGD-G-1YG-0162	OP	2011	K3	<i>Planned:</i>	\$90,500.01			\$49,282.71	\$139,782.72
				<i>Actual:</i>	\$83,973.48			\$47,242.54	\$131,216.02
Injury Prevention Center of Greater Dallas 2013-IPCOGD-G-1YG-0245	OP	2011	K3	<i>Planned:</i>	\$48,833.73			\$22,096.68	\$70,930.41
				<i>Actual:</i>	\$48,823.06			\$36,631.68	\$85,454.74
Mothers Against Drunk Driving 2013-MADD-G-1YG-0055	AL	402	AL	<i>Planned:</i>	\$263,006.27			\$276,390.50	\$539,396.77
				<i>Actual:</i>	\$200,299.81			\$215,554.61	\$415,854.42
Mothers Against Drunk Driving 2013-MADD-G-1YG-0091	AL	410	K8FR	<i>Planned:</i>	\$800,382.73			\$320,440.00	\$1,120,822.73
				<i>Actual:</i>	\$569,949.43			\$228,417.99	\$798,367.42
Mothers Against Drunk Driving 2013-MADD-G-1YG-0092	AL	402	AL	<i>Planned:</i>	\$145,292.25			\$51,228.88	\$196,521.13
				<i>Actual:</i>	\$92,750.67			\$37,881.27	\$130,631.94

Project Cross-Reference by Task

Training 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>
Mothers Against Drunk Driving 2013-MADD-G-1YG-0093	AL	410	K8FR		<i>Planned:</i> \$118,583.60 <i>Actual:</i> \$94,042.06			\$42,086.16 \$40,714.68	\$160,669.76 \$134,756.74
Mothers Against Drunk Driving 2013-MADD-G-1YG-0095	AL	410	K8FR		<i>Planned:</i> \$142,849.40 <i>Actual:</i> \$81,039.70			\$50,970.95 \$115,886.33	\$193,820.35 \$196,926.03
National Safety Council 2013-NSC-G-1YG-0276	DE	402	DE		<i>Planned:</i> \$187,125.48 <i>Actual:</i> \$149,817.27			\$192,334.74 \$155,232.42	\$379,460.22 \$305,049.69
Sam Houston State University 2011-SHSU-G-3YG-0037	AL	410	K8FR		<i>Planned:</i> \$201,765.49 <i>Actual:</i> \$131,035.33			\$65,510.92 \$69,733.28	\$267,276.41 \$200,768.61
Sam Houston State University 2013-SHSU-G-1YG-0060	AL	410	K8		<i>Planned:</i> \$549,213.57 <i>Actual:</i> \$504,918.89		\$6,750.00 \$12,275.00	\$612,495.21 \$632,249.69	\$1,168,458.78 \$1,149,443.58
San Antonio - Bexar County Metropolitan Planning Organization 2013-SanAnton-G-1YG-0168	PS	402	PS		<i>Planned:</i> \$11,997.30 <i>Actual:</i> \$11,994.90			\$1,385.00 \$1,385.00	\$13,382.30 \$13,379.90
Texans Standing Tall 2013-TST-G-1YG-0182	AL	402	AL		<i>Planned:</i> \$129,588.03 <i>Actual:</i> \$129,588.03			\$52,181.90 \$57,209.43	\$181,769.93 \$186,797.46
Texans Standing Tall 2013-TST-G-1YG-0238	AL	410	K8PM		<i>Planned:</i> \$234,266.19 <i>Actual:</i> \$234,266.19			\$81,996.65 \$84,702.26	\$316,262.84 \$318,968.45
Texas A&M Agrilife Extension Service 2013-Texas Ag-G-1YG-0080	OP	402	OP		<i>Planned:</i> \$260,571.69 <i>Actual:</i> \$257,444.21			\$262,430.28 \$331,411.73	\$523,001.97 \$588,855.94
Texas A&M Agrilife Extension Service 2013-Texas Ag-G-1YG-0081	AL	410	K8		<i>Planned:</i> \$272,199.78 <i>Actual:</i> \$266,335.47			\$117,201.80 \$146,357.34	\$389,401.58 \$412,692.81
Texas A&M Agrilife Extension Service 2013-Texas Ag-G-1YG-0082	SA	402	SA		<i>Planned:</i> \$40,468.99 <i>Actual:</i> \$38,528.80			\$40,798.55 \$67,810.95	\$81,267.54 \$106,339.75
Texas A&M Agrilife Extension Service 2013-Texas Ag-G-1YG-0155	AL	402	AL		<i>Planned:</i> \$81,247.29 <i>Actual:</i> \$77,039.39			\$18,181.43 \$25,838.94	\$99,428.72 \$102,878.33
Texas A&M Transportation Institute 2011-TTI-G-3YG-0010	PT	402	PT		<i>Planned:</i> \$60,285.14 <i>Actual:</i> \$60,209.98			\$6,753.69 \$6,750.21	\$67,038.83 \$66,960.19
Texas A&M Transportation Institute 2013-TTI-G-1YG-0063	AL	410	K8FR		<i>Planned:</i> \$54,389.98 <i>Actual:</i> \$47,198.11			\$29,352.27 \$28,259.60	\$83,742.25 \$75,457.71
Texas A&M Transportation Institute 2013-TTI-G-1YG-0069	PA	402	PA		<i>Planned:</i> \$39,999.98 <i>Actual:</i> \$39,499.79			\$40,063.49 \$57,457.25	\$80,063.47 \$96,957.04
Texas A&M Transportation Institute 2013-TTI-G-1YG-0070	MC	402	MC		<i>Planned:</i> \$211,158.25 <i>Actual:</i> \$197,462.17			\$31,908.05 \$35,168.42	\$243,066.30 \$232,630.59

Project Cross-Reference by Task

Training Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Texas A&M Transportation Institute 2013-TTI-G-1YG-0071	MC	402	MC		<i>Planned:</i> \$174,773.52 <i>Actual:</i> \$145,242.08			\$19,520.50 \$16,657.81	\$194,294.02 \$161,899.89
Texas A&M Transportation Institute 2013-TTI-G-1YG-0073	AL	410	K8PM		<i>Planned:</i> \$71,224.76 <i>Actual:</i> \$69,045.29			\$18,581.77 \$18,059.38	\$89,806.53 \$87,104.67
Texas A&M Transportation Institute 2013-TTI-G-1YG-0084	AL	402	AL		<i>Planned:</i> \$160,432.97 <i>Actual:</i> \$157,356.27			\$54,208.03 \$71,876.83	\$214,641.00 \$229,233.10
Texas A&M Transportation Institute 2013-TTI-G-1YG-0085	PS	402	PS		<i>Planned:</i> \$154,660.67 <i>Actual:</i> \$149,409.21			\$17,223.01 \$17,528.89	\$171,883.68 \$166,938.10
Texas A&M Transportation Institute 2013-TTI-G-1YG-0099	DE	402	DE		<i>Planned:</i> \$408,754.76 <i>Actual:</i> \$386,045.75			\$593,386.27 \$793,945.87	\$1,002,141.03 \$1,179,991.62
Texas A&M Transportation Institute 2013-TTI-G-1YG-0101	AL	410	K8		<i>Planned:</i> \$162,188.06 <i>Actual:</i> \$156,954.58			\$84,818.97 \$85,313.50	\$247,007.03 \$242,268.08
Texas A&M University-Corpus Christi 2013-TAMUCC-G-1YG-0244	SA	402	SA		<i>Planned:</i> \$50,789.42 <i>Actual:</i> \$50,717.08			\$53,157.57 \$53,887.74	\$103,946.99 \$104,604.82
Texas Alcoholic Beverage Commission 2013-TABC-G-1YG-0002	AL	402	AL		<i>Planned:</i> \$280,000.00 <i>Actual:</i> \$274,243.39			\$154,685.49 \$217,505.55	\$434,685.49 \$491,748.94
Texas Association of Counties 2013-TAC-G-1YG-0228	AL	410	K8FR		<i>Planned:</i> \$201,069.19 <i>Actual:</i> \$183,223.55			\$103,216.00 \$120,620.00	\$304,285.19 \$303,843.55
Texas Center for the Judiciary 2013-TCJ-G-1YG-0015	AL	410	K8		<i>Planned:</i> \$689,961.71 <i>Actual:</i> \$587,996.30			\$877,590.26 \$1,330,967.58	\$1,567,551.97 \$1,918,963.88
Texas Children's Hospital 2013-TCH-G-1YG-0254	OP	2011	K3		<i>Planned:</i> \$148,062.03 <i>Actual:</i> \$137,932.55		\$10,000.00 \$11,832.02	\$254,637.30 \$302,898.59	\$412,699.33 \$452,663.16
Texas Department of State Health Services 2013-TDSHS-G-1YG-0134	OP	402	OP		<i>Planned:</i> \$900,000.00 <i>Actual:</i> \$805,544.38			\$900,000.00 \$867,891.75	\$1,800,000.00 \$1,673,436.13
Texas District and County Attorneys Association 2013-TDCAA-G-1YG-0119	AL	402	AL		<i>Planned:</i> \$539,988.06 <i>Actual:</i> \$519,235.47			\$554,052.74 \$545,265.33	\$1,094,040.80 \$1,064,500.80
Texas Engineering Extension Service - ESTI 2013-TEEXESTI-G-1YG-0214	EM	402	EM		<i>Planned:</i> \$515,534.39 <i>Actual:</i> \$355,166.92			\$799,612.80 \$1,182,454.81	\$1,315,147.19 \$1,537,621.73
Texas Engineering Extension Service - ITSI 2013-TEEXITSI-G-1YG-0237	RS	402	RS		<i>Planned:</i> \$78,569.87 <i>Actual:</i> \$51,572.23			\$87,576.00 \$102,467.37	\$166,145.87 \$154,039.60
Texas Engineering Extension Service - ITSI 2013-TEEXITSI-G-1YG-0240	RS	402	RS		<i>Planned:</i> \$30,619.21 <i>Actual:</i> \$23,440.29			\$31,441.92 \$27,530.48	\$62,061.13 \$50,970.77
Texas Engineering Extension Service - ITSI 2013-TEEXITSI-G-1YG-0242	SB	402	SB		<i>Planned:</i> \$47,973.01 <i>Actual:</i> \$42,415.64		\$19,799.28 \$49,534.27	\$46,137.60 \$122,814.20	\$113,909.89 \$214,764.11

Project Cross-Reference by Task

Training Projects

Organization / Project Number	PA	Fund	Source		Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Texas Justice Court Training Center 2013-TJCTC-G-1YG-0107	AL	410	K8FR		<i>Planned:</i> \$127,425.39 <i>Actual:</i> \$120,239.35			\$128,203.01 \$135,356.20	\$255,628.40 \$255,595.55
Texas Municipal Courts Education Center 2013-TMCEC-G-1YG-0175	AL	402	AL		<i>Planned:</i> \$282,411.72 <i>Actual:</i> \$282,411.72		\$6,600.00	\$292,646.96 \$370,160.81	\$581,658.68 \$652,572.53
Texas Municipal Courts Education Center 2013-TMCEC-G-1YG-0176	DE	402	DE		<i>Planned:</i> \$166,668.96 <i>Actual:</i> \$145,946.91			\$166,818.30 \$180,738.03	\$333,487.26 \$326,684.94
Texas Municipal Police Association 2011-TMPA-G-3YG-0004	AL	410	K8		<i>Planned:</i> \$378,834.00 <i>Actual:</i> \$343,729.73			\$248,136.50 \$360,130.74	\$626,970.50 \$703,860.47
Texas Municipal Police Association 2013-TMPA-G-1YG-0003	AL	410	K8		<i>Planned:</i> \$427,812.18 <i>Actual:</i> \$410,244.63			\$597,775.00 \$693,860.03	\$1,025,587.18 \$1,104,104.66
Texas Municipal Police Association 2013-TMPA-G-1YG-0017	AL	402	AL		<i>Planned:</i> \$92,830.65 <i>Actual:</i> \$72,500.50			\$36,637.00 \$48,812.03	\$129,467.65 \$121,312.53
Texas Municipal Police Association 2013-TMPA-G-1YG-0133	AL	410	K8		<i>Planned:</i> \$464,188.02 <i>Actual:</i> \$422,507.82			\$465,338.00 \$835,204.22	\$929,526.02 \$1,257,712.04
Texas Operation Lifesaver 2013-TxOpLife-G-1YG-0169	RH	402	RH		<i>Planned:</i> \$29,948.00 <i>Actual:</i> \$26,354.53			\$50,400.30 \$48,277.75	\$80,348.30 \$74,632.28
The University of Texas at Arlington 2011-UTatArli-G-3YG-0032	RS	402	RS		<i>Planned:</i> \$560,247.80 <i>Actual:</i> \$559,190.80			\$676,036.43 \$785,762.57	\$1,236,284.23 \$1,344,953.37
Travis County Attorney's UDPP 2013-Travis C-G-1YG-0008	AL	410	K8		<i>Planned:</i> \$161,204.58 <i>Actual:</i> \$159,025.99			\$320,328.08 \$316,046.24	\$481,532.66 \$475,072.23
University Medical Center of El Paso 2013-UMCEP-G-1YG-0004	AL	402	AL		<i>Planned:</i> \$37,706.28 <i>Actual:</i> \$36,168.68			\$27,727.63 \$40,709.62	\$65,433.91 \$76,878.30
University Medical Center of El Paso 2013-UMCEP-G-1YG-0077	OP	2011	K3		<i>Planned:</i> \$82,737.80 <i>Actual:</i> \$81,805.80			\$92,555.02 \$103,866.73	\$175,292.82 \$185,672.53
University of Houston/Downtown 2013-UHD-G-1YG-0113	AL	410	K8		<i>Planned:</i> \$167,355.00 <i>Actual:</i> \$132,751.00			\$235,600.02 \$193,367.00	\$402,955.02 \$326,118.00
University of Houston/Downtown 2013-UHD-G-1YG-0159	AL	410	K8		<i>Planned:</i> \$58,000.00 <i>Actual:</i> \$58,000.00			\$60,800.00 \$71,136.00	\$118,800.00 \$129,136.00

					Federal Funds	State Funding	Prog. Income	Local Match	Project Total
Training Task Summary				# Projects: 64	<i>Planned:</i> \$12,498,394.64	\$250,000.00	\$43,149.28	\$11,257,122.83	\$24,048,666.75
				64	<i>Actual:</i> \$11,142,289.01	\$208,025.28	\$73,641.29	\$13,487,272.84	\$24,911,228.42