



TEXAS HIGHWAY SAFETY ANNUAL REPORT FISCAL YEAR 2014

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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 2014, there were 318 traffic safety projects in the program. The \$134,805,930.48 expended in FY 2014 came from federal, state and local sources as follows:

- \$ 40,576,517.29 in federal funds
- \$ 11,910,947.24 in state funds
- \$ 82,318,465.95 in local funds

CRASH DATA

The 2003-2013 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 \$18,806,148.59 in Sections 402 funds. In addition, \$18,302,953.71 in Section 405 federal funding was received beyond the base 402 program. TRF-TS developed a detailed Highway Safety Plan (HSP) and submitted it to NHTSA for FY 2014.

ACCOMPLISHING TARGETS

Education and Training

TxDOT funded a broad spectrum of education and training courses during FY 2014 including training for professionals to improve job performance.

Enforcement Efforts

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

Campaigns

Click It or Ticket

Results from a Texas Transportation Institute survey conducted in June 2014 indicate 90.74% of Texans buckled up in FY 2014. In 2013, the State of Texas began using a new survey methodology to measure seat belt usage rate. This new survey instrument prevents a true comparison to usage rates measured in previous years, thus effectively establishing a new baseline for future comparison of trends. However, this is the 9th consecutive year of 90% or greater usage rates for Texas.

Before Click It or Ticket (CIOT) enforcement and public education efforts began in Texas in 2002, only 76% of Texans buckled up. The substantial increase in the belt usage rate from 2002 – 2013 translates into an estimated 3,962 fewer Texans killed in traffic crashes and an estimated 66,823 fewer injuries on Texas roadways.

Impaired Driving Mobilization

The Texas Traffic Safety program conducted a successful Impaired Driving Mobilization (IDM) with the “Drink.Drive.Go to Jail” Labor Day campaign. A statewide press event to announce the mobilization was held in Austin and local media events were conducted in various locations around the state. A website, web banners, outdoor and alternative media materials were used as part of the campaign.

TxDOT brought the “*DWI - Not So Fun House*” on tour at events across the state. This classic carnival trailer drew crowds with arcade games and the chance to wear “drunk goggles” so they could experience the simulated effects of alcohol and impaired driving. Games included basketball, a softball toss, and the Wheel of Misfortune, which offers 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 simulate the experience of driving under the influence. A team of trained outreach staffers traveled to events across the state, including Corpus Christi’s Bay Jammin’ Concert Series, an entertainment district in Houston, Austin’s Bat Fest, Bedford’s Blues and BBQ Festival, and San Antonio’s Margarita Meltdown. In addition to reaching key target communities, the “*DWI - Not So Fun House*” was integral in garnering significant media coverage statewide.

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

- Distracted Driving Campaign
- Child Passenger Safety Campaign
- Hispanic Impaired Driving Prevention Campaign
- Football Game Day Impaired Driving Prevention Campaign
- Christmas Holiday Impaired Driving Prevention Campaign
- Energy Sector Area Safe Driving Campaign
- Teen Click It or Ticket
- Motorcycle Awareness Campaign
- Interstate I-35 Work Zone Safety Campaign

FUTURE IMPROVEMENTS

Continued Focus on Alcohol-Related Fatalities

From 2011 – 2012, Texas experienced an increase in alcohol-related fatalities from 1,216 in 2011 to 1,296 in 2012 (FARS). Alcohol continues to be a major contributing factor in traffic crashes and fatalities. Future program efforts need to continue to include education, training, and enforcement projects to address this problem.

Share the Road

From 2011 – 2012, Texas experienced a decrease in motorcyclist fatalities from 478 in 2011 to 452 in 2012 (FARS). Motorcycle fatalities were 10% of Texas’ overall fatalities five years ago. In 2012, motorcycles accounted for 13.3% of the fatalities yet represent only 2% of the vehicle mix. Of the 452 motorcycle driver or motorcycle passenger deaths in 2012, 58.1% killed were not wearing helmets. The Texas A&M Transportation Institute conducted a motorcycle helmet use survey during 2014 and based on 2,138 observations, 66.2% of motorcyclists were wearing a helmet. This is a 1% increase in helmet usage from 2013. 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.

Motorcycle Program Assessment

TxDOT underwent an motorcycle program Assessment in FY 2014. The purpose of the assessment was to take a broad look at our motorcycle program and make adjustments to better address motorcycle safety issues within Texas. In FY 2014, the Assessment Team recommendations were reviewed at the statewide Texas Motorcycle Safety Coalition meetings, who, along with other stakeholders, continue to make adjustments and implement the recommendations of this assessment.

Strategic Planning

The most recent strategic planning session occurred October thru December of 2010 for the period FY 2012 - FY 2016. The session re-evaluated the program areas, targets, strategies and reviewed the Traffic Safety Program's mission statement. TxDOT sought public comments by posting a Request for Comments in the Texas Register and sending e-mail notifications to all registered users of the eGrants system. Comments were received from traffic safety and engineering professionals from the TRF at TxDOT headquarters, TxDOT district traffic safety specialists, NHTSA Region 6, representatives from Texas Transportation Institute, San Antonio Metropolitan Planning Organization, Texas Education Agency, Law Enforcement Mobile Video Institute, Texas Tech University, and Texas Center for the Judiciary. As an outgrowth of the strategic planning process, Texas developed 19 specific Targets for the traffic safety program, 66 specific strategies, and 39 specific performance measures. Objectives were established for all 39 performance measures for 2014.

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 2012, there were four agencies submitting via XML Submission Services. At the end of 2014, there are 15 agencies submitting via XML Submission Services. TxDOT also continued to add law enforcement agencies to the Crash Analysis for Safer Highways (CRASH) application. At the end of 2014, 215 agencies were using CRASH to submit their crash reports electronically. The percentage of crashes submitted electronically using either CRASH or XML submission services has increased from 53.87% in 2013 to 74.16% in 2014. Both applications eliminate the need for agencies to report by submitting paper forms and improve the timeliness and accuracy of the data received.

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, Target and strategy of the program.

Mission Statement	Target	Strategy
To operate in a manner that saves lives and prevents injuries.	Identify traffic safety problem areas 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 2014, 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 May 30th, 2013, the Texas Transportation Commission approved funding for the *FY 2014 Texas Highway Safety Plan (HSP)*, 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 2014 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 team; Section, Division, Agency. (See Figures 1.1 – 1.3)

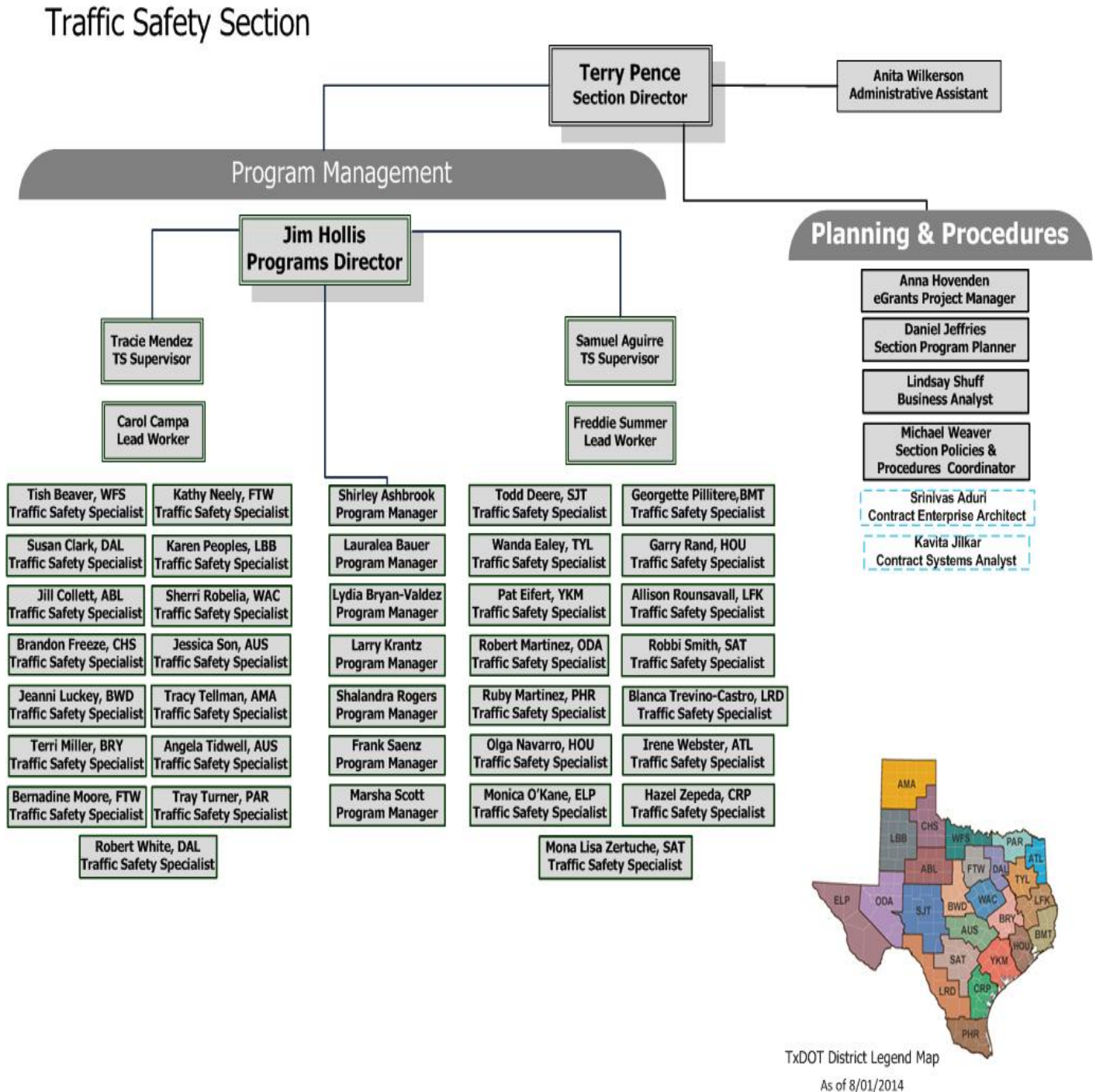


Figure 1.1: TxDOT Traffic Safety Organizational Chart

Original Approved by:
 Carol T. Rawson, P.E.
 November 19, 2014

FTE Allocation: 168

**Texas Department of
 Transportation
 Traffic Operations Division**

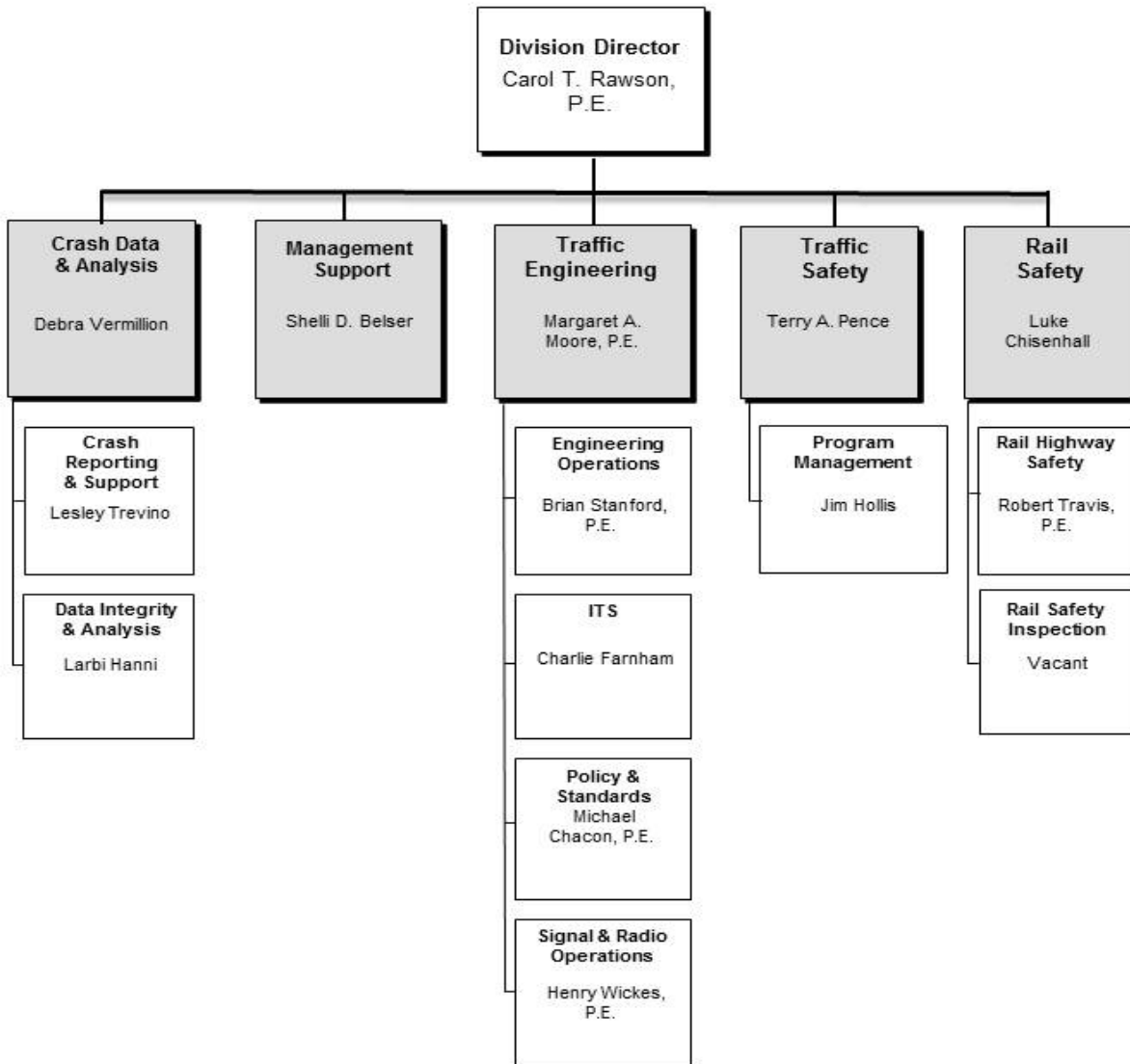


Figure 1.2: TxDOT Traffic Operations Division Organizational Chart



Texas Department of Transportation

October 10, 2014

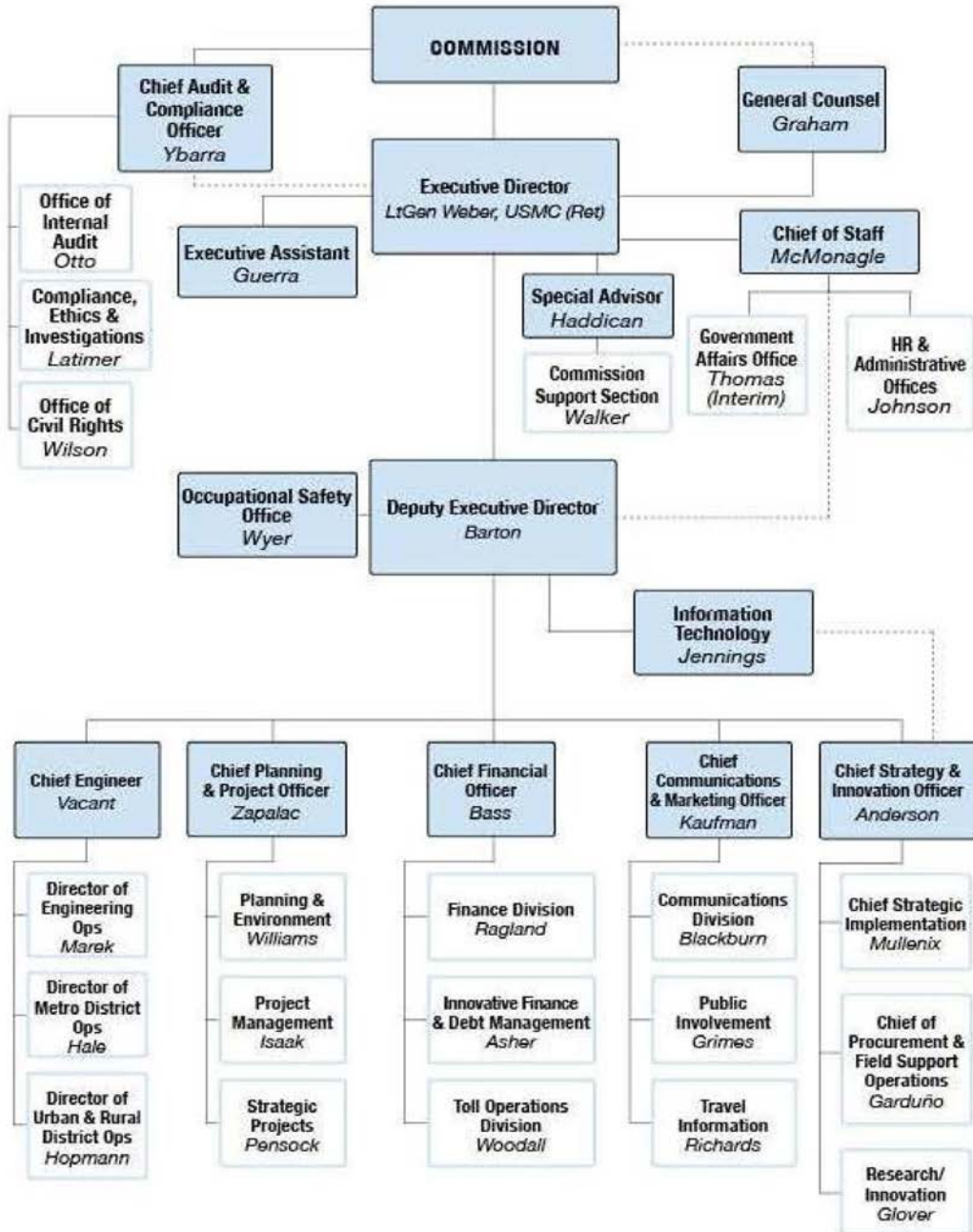


Figure 1.3: TxDOT Organizational Chart

EVALUATIONS, REVIEWS AND AUDITS

First and Last Voucher Review

March and April 2014 – NHTSA

NHTSA Motorcycle Program Assessment

February 24th – 28th, 2014

LEGISLATIVE ISSUES

The Texas Legislature did not convene in FY 2014. The 84th Texas Legislature will convene in January 2015. The text, history and status of all bills are located at: <http://www.capitol.state.tx.us/>.

The following traffic safety related topics may be addressed in the Texas Legislature in 2015:

- Cell Phone Use and Texting
- Sobriety Checkpoints
- Ignition Interlock Devices
- Motorcycle Safety Education Fund and Training

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 - 2012.

Occupant Protection

Based on statewide surveys completed by the Texas Transportation Institute in June of 2014, 90.74 % of Texans buckled up in FY 2014 compared to the 90.3% during FY 2013. Before Click It or Ticket (CIOT) enforcement and public education efforts began in Texas in 2002, only 76.1% of Texans buckled up. The substantial increase in the belt usage rate from 2002-2013 translates into an estimated 3,962 fewer Texans killed in traffic crashes and an estimated 66,823 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 2002-2013, the use of safety belts in our state has saved the State of Texas and society an estimated \$10 billion in wage and productivity losses, medical expenses, administrative expenses, motor vehicle damage, employer costs, taxes, insurance premiums, travel delays and a measure of the value of lost quality of life. The economic impact was derived from using the average comprehensive costs on a per-injured-person basis from 2001 provided by the National Safety Council. These numbers were adjusted to actual fatality and injury numbers from motor vehicle crashes in Texas in 2001.

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

CRASH SUMMARY

TxDOT has data from 2003 through 2013. Final FARS data for 2012 is listed in the table below.

		2011	2012	2013
Number of Texas Fatalities	<i>TxDOT Data</i>	3,067	3,417	3,391
	<i>FARS Data</i>	3,067	3,398	Not Available
Miles Driven (100 million vehicle miles traveled in Texas)	<i>TxDOT Data</i>	237,442,846	237,821,443	244,536,074
	<i>FARS Data</i>	237,442,846	237,836,000	Not Available
Mileage Death Rate (Persons killed per 100 million vehicle miles traveled)	<i>TxDOT Data</i>	1.29	1.44	1.39
	<i>FARS Data</i>	1.29	1.43	Not Available
Texas Population	<i>TxDOT Data</i>	25,674,681	26,059,203	26,251,278
	<i>FARS Data</i>	25,257,114	26,059,203	Not Available
Population Death Rate (Persons killed per 100,000 Texas Population)	<i>TxDOT Data</i>	11.95	13.11	12.92
	<i>FARS Data</i>	11.91	10.69	Not available

PROBLEM IDENTIFICATION

TxDOT and TRF coordinate the development and implementation of highway safety performance targets, 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), BikeTexas, and the NHTSA Region 6.

TARGETS

For Fiscal Year 2014, the following Targets 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 Targets, Texas works with state and local agencies, as well as public and private organizations to develop and submit project proposals designed to support those Targets and strategies. *Please refer to Section Three: Program Area Reports and Section Four: Paid Media Reports for more details.*

TEXAS MOTOR VEHICLE TRAFFIC CRASH HIGHLIGHTS

<p>The Fatality Rate on Texas roadways for 2013 was 1.39 deaths per hundred million vehicle miles traveled. This is a 3.47% decrease from 2012.</p>	<p>Based on reportable crashes in 2013: 1 person was killed every 2 hours 35 minutes 1 person was injured every 2 minutes 16 seconds 1 reportable crash occurred every 74 seconds</p>
<p>Texas experienced a decrease in the number of motor vehicle traffic fatalities. The 2013 death toll of 3,391 was a decrease of 0.76% from the 3,417 deaths recorded in 2012.</p>	<p>Of all persons killed in vehicles where restraint usage was applicable and usage was known in 2013, 45% were reported as not restrained when the fatal crash occurred</p>
<p>There were 65,572 serious injury crashes in Texas in 2013 with 89,336 people sustaining a serious injury.</p>	<p>232,257 persons were injured in motor vehicle traffic crashes in 2013.</p>
<p>The annual vehicle miles traveled in Texas during 2013 reached 244.536 billion, an increase of 2.82% over the 237.821 billion traveled in 2012.</p>	<p>There were 499 motorcyclists (operators and passengers) killed in 2013. Fifty-three percent (53%) of motorcyclists killed were not wearing helmets at the time of the crash.</p>
<p>Fatalities in traffic crashes in rural areas of the state accounted for 55.6% of the state's traffic fatalities in 2013. There were 1,886 deaths in rural traffic crashes in 2013.</p>	<p>Pedestrian fatalities totaled 488 in 2013. This is the same number of fatalities as in 2012.</p>
<p>Single vehicle, run-off the road crashes resulted in 1,341 deaths in 2013. This was 40% of all motor vehicle traffic deaths in 2013.</p>	<p>Pedalcyclist fatalities totaled 48 in 2013. This is a 14% decrease from 2012.</p>
<p>In 2013 there were 774 people killed in crashes occurring in intersections or related to an intersection.</p>	<p>In 2013, there were 1,036 people killed in motor vehicle traffic crashes where a driver was under the influence of alcohol. This is 30.6% of the total number of people killed in motor vehicle traffic crashes.</p>
<p>There were 525 people killed in head-on crashes in 2013.</p>	<p>During 2013, 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 Saturday than any other day of the week.</p>
<p>There were no deathless days on Texas roadways in 2013.</p>	<p>Saturday, March 23rd was the deadliest day in 2013 with twenty-seven (27) persons killed in traffic crashes. June was the deadliest month with 338 persons killed.</p>

Information contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) received and processed by TxDOT as of November 25th, 2014.

PERFORMANCE MEASURES

Texas performance measures for 2014 are outlined in Tables 2.1 – 2.15 by program area.

Table 2.1

Overall State Target						
Targets	Strategies	Performance Measures	Reference	Baseline	2014 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"> 1.41 fatalities per 100VMT (2012 TxDOT) 1.29 fatalities per 100M VMT (2010 FARS) 	<ul style="list-style-type: none"> 1.40 fatalities per 100M VMT (TxDOT) 1.26 fatalities per 100M VMT (FARS) 	<ul style="list-style-type: none"> 1.39 fatalities per 100M VMT (2013 TxDOT) 1.43 fatalities per 100M VMT (2012 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"> 0.93 fatalities per 100M VMT in Urban area (FARS) 	<ul style="list-style-type: none"> 1.02 fatalities per 100M VMT (2012 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"> 2.39 fatalities per 100 MVMT (2012 FARS)
		4. Number of traffic fatalities (FARS) [NHTSA C-1]	<ul style="list-style-type: none"> Figure 4 	<ul style="list-style-type: none"> 3,016 traffic fatalities (2011 FARS) 	<ul style="list-style-type: none"> 3,015 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"> 87,025 serious injuries in traffic crashes (2012 TxDOT) 	<ul style="list-style-type: none"> 87,024 serious injuries in traffic crashes (TxDOT) 	<ul style="list-style-type: none"> 89,336 serious injuries in traffic crashes (2013 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"> 416 drivers age 20 or younger involved in fatal crashes (2011 FARS) 	<ul style="list-style-type: none"> 415 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						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To provide effective and efficient management of the Texas Traffic Safety Program	<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 2012 Annual Report • FY 2014 Highway Safety Plan • FY 2012 Office of Inspector General (OIG) Reviews • FY 2014 Highway Safety Program Management Course • Proposal Trainings 	<ul style="list-style-type: none"> • FY 2013 Annual Report • FY 2015 Highway Safety Plan • 2014 NHTSA Management Review • Traffic Safety Staff Training • eGrants Trainings 	<ul style="list-style-type: none"> • FY 2013 Annual Report • FY 2015 Highway Safety Plan • FY 2014 Highway Safety Program Management Course • FY 2014 eGrants Trainings • FY 2014 Traffic Safety Staff Training

Table 2.3

Alcohol and Other Drug Countermeasures – 02

Targets	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"> 8,333 DUI-related (alcohol or other drugs) KAB crashes (2012 TxDOT) 1,213 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2011 FARS) 10,946 impaired driving arrests made during enforcement activities (2012 eGrants) 48.02 16-20 year old DUI driver (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2012 TxDOT) 	<ul style="list-style-type: none"> 8,332 DUI-related (alcohol or other drugs) KAB crashes (TxDOT) 1,212 fatalities involving a driver or motorcycle operator with a BAC NHTSA Activity Measure (No target set) 48.01 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"> 8,095 DUI-related (alcohol or other drugs) KAB crashes (2013 TxDOT) 1,296 fatalities involving a driver or motorcycle operator with a BAC of .08 or above (2012 FARS) 8,834 impaired driving arrests made during enforcement activities (2014 eGrants) 38.24 16-20 year old DUI drivers (alcohol or other drugs) in KAB crashes per 100,000 16-20 year olds (2013 TxDOT)

Table 2.4

Emergency Medical Services – 03

Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To improve EMS care and support provided to motor vehicle trauma victims in rural and frontier areas of Texas.	<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. 	13. Number of students trained in EMS classes	N/A	2,258 students trained in EMS classes (2012 eGrants)	800 students trained in EMS classes	1,952 students trained in EMS classes (2014 eGrants)

Table 2.5

Motorcycle Safety – 04						
Targets	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. 	14. Number of motorcyclist fatalities (FARS) [NHTSA C-7]	<ul style="list-style-type: none"> Figure 10 	<ul style="list-style-type: none"> 471 motorcyclist fatalities(2011 FARS) 	<ul style="list-style-type: none"> 470 motorcyclist fatalities (FARS) 	<ul style="list-style-type: none"> 452 motorcyclist fatalities (2012 FARS)
	<ul style="list-style-type: none"> Improve public information and education on motorcycle safety, including the value or wearing a helmet. 	15. Number of un-helmeted motorcyclist fatalities (FARS) [NHTSA C-8]	<ul style="list-style-type: none"> Figure 10 	<ul style="list-style-type: none"> 249 un-helmeted motorcyclist fatalities (2011 FARS) 	<ul style="list-style-type: none"> 248 un-helmeted motorcyclists (FARS) 	<ul style="list-style-type: none"> 263 un-helmeted motorcyclist fatalities (2012 FARS)
	<ul style="list-style-type: none"> Improve public information and education on the value of not operating a motorcycle while under the influence of alcohol and/or other drugs. 	16. Number of motorcyclist fatalities involving a motorcycle operator with a BAC of .08 or above (TXDOT)	<ul style="list-style-type: none"> Figure 11 	<ul style="list-style-type: none"> 93 motorcycle operator fatalities with a BAC of .08 or above (2012 TxDOT) 	<ul style="list-style-type: none"> 92 motorcycle operator fatalities with a BAC of .08 or above (TxDOT) 	<ul style="list-style-type: none"> 114 motorcycle operator fatalities with a BAC of .08 or above (2013 TxDOT)
	<ul style="list-style-type: none"> Increase rider education and training. 					

Table 2.6

Occupant Protection – 05						
Targets	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. 	17. Number of seat belt citations issued during grant funded enforcement activities (eGrants) [NHTSA A-1]	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 62,658 safety belt citations (2012 eGrants) 	<ul style="list-style-type: none"> NHTSA Activity Measure (No objective set) 	<ul style="list-style-type: none"> 67,838 safety belt citations (2014 eGrants)
	<ul style="list-style-type: none"> Increase public information and education campaigns. 	18. Driver and outboard front seat passenger restraint use [NHTSA B-1]	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 94.04 percent (2012 TTI) 	<ul style="list-style-type: none"> 94.05 percent (TTI) 	<ul style="list-style-type: none"> 90.74 percent (2014 TTI)
	<ul style="list-style-type: none"> Increase intervention efforts by healthcare professionals, teachers, and all safety advocates. 	19. Safety belt use rate by children age 5-16	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 79.2 percent (2012 TTI) 	<ul style="list-style-type: none"> 79.3 percent (TTI) 	<ul style="list-style-type: none"> 64.0 percent (2014 TTI)
	<ul style="list-style-type: none"> Concentrate efforts on historically low use populations. 	20. Child passenger restraint use rate for children ages 0-4	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 89.5 percent (2012 TTI) 	<ul style="list-style-type: none"> 89.6 percent (TTI) 	<ul style="list-style-type: none"> 86.3 percent (2014 TTI)
	<ul style="list-style-type: none"> Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors. 	21. Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) [NHTSA C-4]	<ul style="list-style-type: none"> Figure 12 	<ul style="list-style-type: none"> 830 unrestrained passenger vehicle occupant fatalities, all seat positions (2011 FARS) 	<ul style="list-style-type: none"> 829 unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) 	<ul style="list-style-type: none"> 927 unrestrained passenger vehicle occupant fatalities, all seat positions (2012 FARS)
	<ul style="list-style-type: none"> 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. 					

Table 2.7

Pedestrian and Bicyclist Safety – 06

Targets	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 13 • Figure 14 	<ul style="list-style-type: none"> • 421 pedestrian fatalities (2011 FARS) • 56 bicyclist fatalities (2012 TxDOT) 	<ul style="list-style-type: none"> • 420 pedestrian fatalities • 55 bicyclist fatalities (TxDOT) 	<ul style="list-style-type: none"> • 478 pedestrian fatalities (2012 FARS) • 48 bicyclist fatalities (2013 TxDOT)

Table 2.8

Police Traffic Services – 07						
Targets	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 15 Figure 16 Figure 16 	<ul style="list-style-type: none"> 25,969 intersection and intersection-related KAB crashes (2012 TxDOT) 393 fatalities in crashes involving motor vehicles with a body type of 'semitrailer' or 'truck-tractor' (2012 TxDOT) 343 fatal crashes involving motor vehicles with a body type of 'semitrailer' or 'truck-tractor' (2012 TxDOT) 	<ul style="list-style-type: none"> 25,968 intersection and intersection related KAB crashes (TxDOT) 392 fatalities for vehicles with a body type of 'semitrailer' or 'truck-tractor' (TxDOT) 342 fatal crashes for motor vehicles with a body type of 'semi-trailer' or 'truck tractor' (TxDOT) 	<ul style="list-style-type: none"> 28,630 intersection and intersection-related KAB crashes (2013 TxDOT) 382 fatalities in crashes involving motor vehicles with a body type of "Semi-Trailer" or "Truck-Tractor" (2013 TxDOT) 332 fatal crashes involving motor vehicles with a body type of Semi-Trailer' or 'Truck-Tractor' (2013 TxDOT)

Table 2.9

Speed Control – 08						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To reduce the number of speed-related fatalities and serious injury crashes	<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. 	27. Number of speeding related citations issued during grant-funded enforcement activities eGrants) [NHTSA A-3] 28. Number of speeding-related fatalities (FARS) [NHTSA C-6]	<ul style="list-style-type: none"> N/A Figure 17 	<ul style="list-style-type: none"> 281,128 speed citations (2012 eGrants) 1,165 speeding-related fatalities (2011 FARS) 	<ul style="list-style-type: none"> NHTSA Activity Measure (No objective set) 1,164 speeding-related fatalities (FARS) 	<ul style="list-style-type: none"> 325,957 speed citations (2014 eGrants) 1,247 speeding related fatalities (2012 FARS)

Table 2.10

Traffic Records – 09						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To improve the timeliness of, quality of, availability of, and linkages of records between crash data bases	<ul style="list-style-type: none"> Improve the intake, tracking, analysis and reporting of crash data. 	29. Days to report local crash data to TXDOT after crash occurrence	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Average is 19 business days as of August 2012 (TRF-CR) 	<ul style="list-style-type: none"> 18 business days average 	<ul style="list-style-type: none"> Average of 15 business days to report. (TRF-CR 2013)
	<ul style="list-style-type: none"> Improve the integration of traffic records between state agencies 	30. Days for crash data to be accessible from TxDOT CRIS after receiving report of crash from peace officer (CR-3)	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Average is 7 business days as of August 2012 (TRF-CR) 	<ul style="list-style-type: none"> 6 business days from CRIS to availability 	<ul style="list-style-type: none"> 3 business days from TxDOT CRIS to availability (2013 TxDOT)

Table 2.11

Driver Education and Behavior Program Area – 10

Targets	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 18 	<ul style="list-style-type: none"> Over 1.1 billion media impressions reached with traffic safety messages (2012 Annual Report) Conducted 1 survey in Summer 2013 13,991 distracted driving related KAB crashes (2012 TxDOT) 	<ul style="list-style-type: none"> 1.2 billion media impressions reached with traffic safety messages Conduct at least 1 survey in Summer 2014 13,990 distracted driving related KAB crashes (TxDOT) 	<ul style="list-style-type: none"> 2.5 billion traffic safety media impressions (2014 Annual Report) Conducted 1 survey in Summer 2014 (TRF-TS) 14,091 distracted driving related KAB crashes (2013 TxDOT)

Table 2.12

Railroad / Highway Crossing – 11

Targets	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 19 	<ul style="list-style-type: none"> 187 KAB crashes at railroad/ highway crossings (2011 TxDOT) 	<ul style="list-style-type: none"> 186 KAB crashes at railroad high - way crossings (TxDOT) 	<ul style="list-style-type: none"> 197 KAB crashes at railroad/highway crossings (2013 TxDOT)

Table 2.13

Roadway Safety – 12						
Targets	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 20 Figure 21 N/A 	<ul style="list-style-type: none"> 3,496 serious injuries in work zones (2012 TxDOT) 131 fatalities in work zones (2012 TxDOT) 3,500 students trained in roadway safety classes (2013 eGrants) 	<ul style="list-style-type: none"> 3,495 serious injuries in work zones (TxDOT) 130 fatalities in work zones (TxDOT) 3,500 students in roadway safety classes (eGrants) 	<ul style="list-style-type: none"> 3,539 serious injuries in work zones (2013 TxDOT) 121 fatalities in work zones (2013 TxDOT) 2,345 students trained in roadway safety classes (2014 eGrants)

Table 2.14

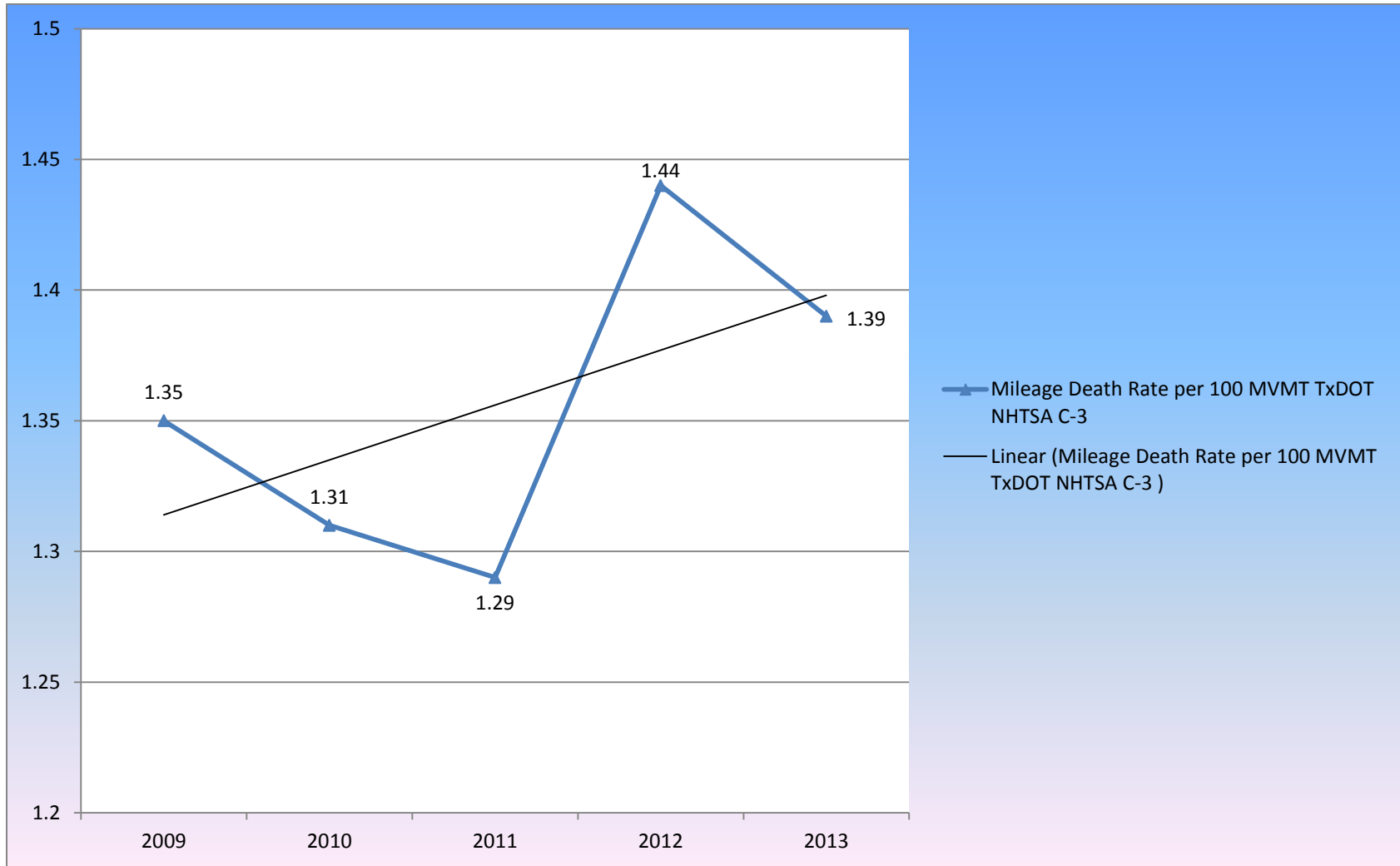
Safe Communities – 13						
Targets	Strategies	Performance Measures	Reference	Baseline	Target	Actual
To establish integrated community traffic safety programs to prevent traffic-related fatalities and injuries	<ul style="list-style-type: none"> Support the Safe Communities Coalitions. Support statewide 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 coalitions (2013 NHTSA Website) 	<ul style="list-style-type: none"> 17 coalitions 	<ul style="list-style-type: none"> 25 coalitions (2014 NHTSA Website)

Table 2.15

School Bus Program – 14						
Targets	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 (TxDOT)	<ul style="list-style-type: none"> Figure 23 	<ul style="list-style-type: none"> 0.4 school bus passenger fatalities (2012 TxDOT) 	<ul style="list-style-type: none"> 0.4 school bus passenger fatalities (TxDOT) 	<ul style="list-style-type: none"> 1.0 school bus passenger fatalities (2013 TxDOT)

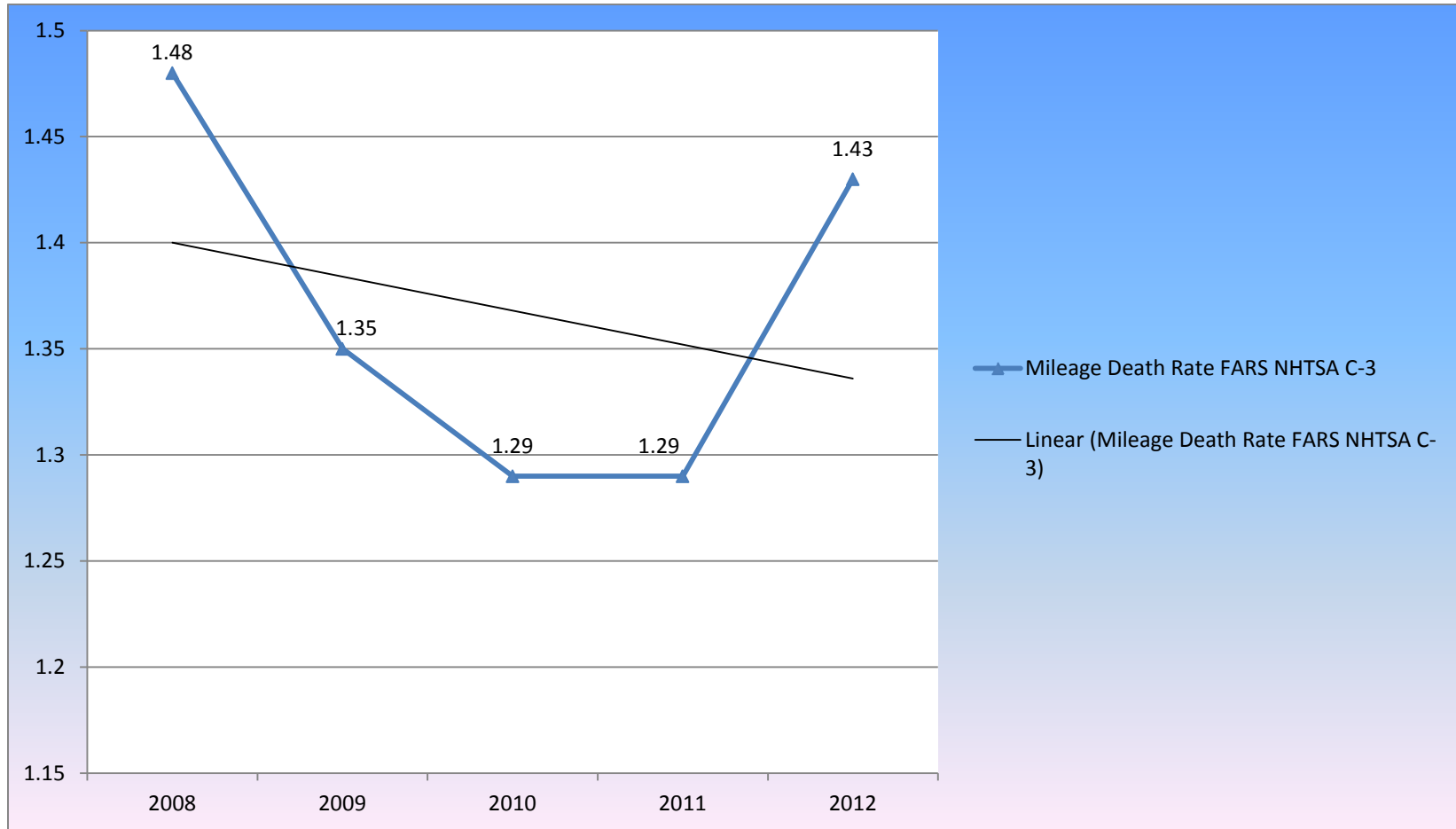
Performance Measure # 1

Figure 1: Mileage Death Rate per 100 MVMT (TxDOT)



Source: CRIS. 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 November 25, 2014.

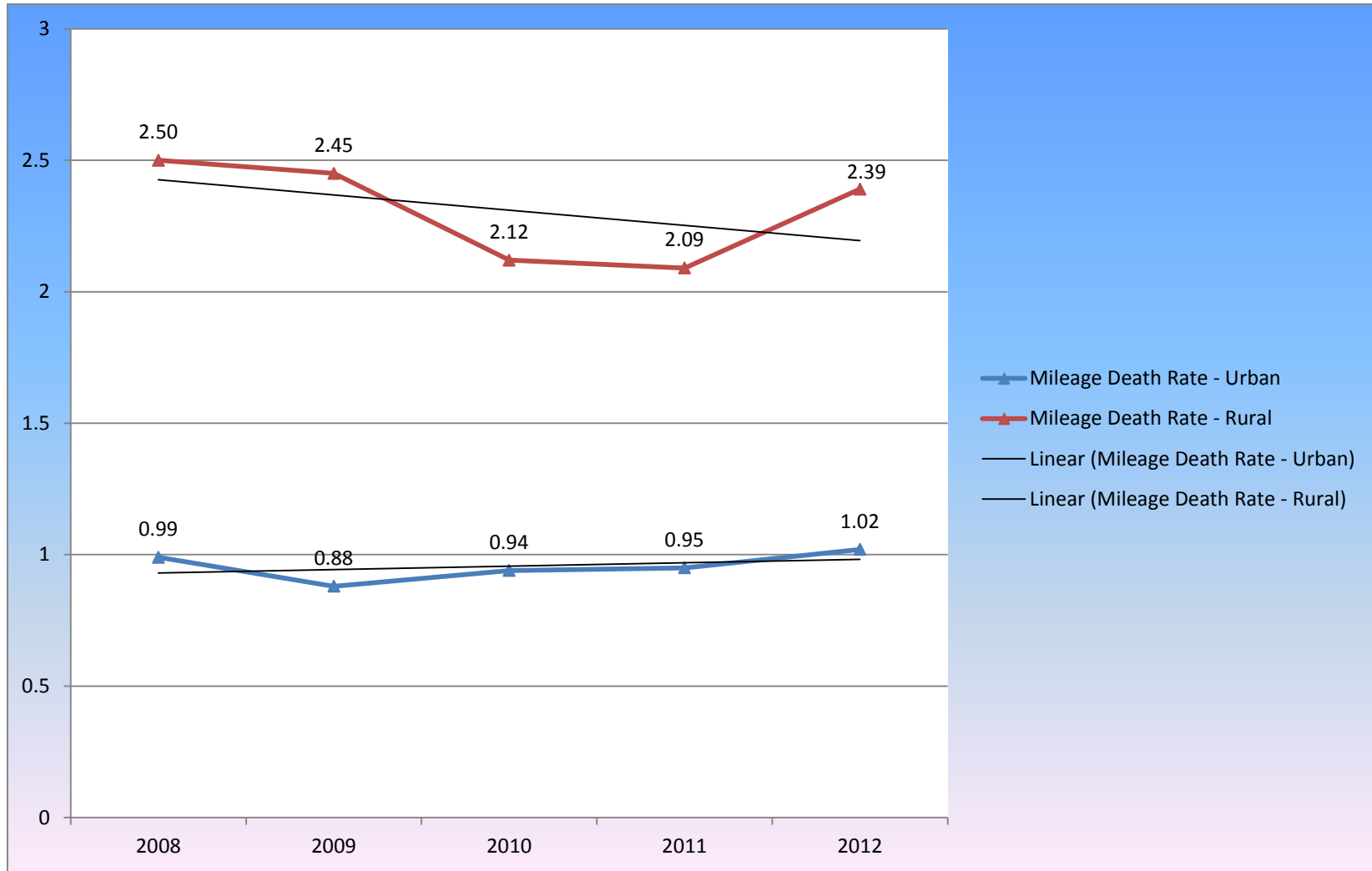
Performance Measure # 1
Figure 2: Mileage Death Rate per 100 MVMT (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2012/48_TX_2012.htm

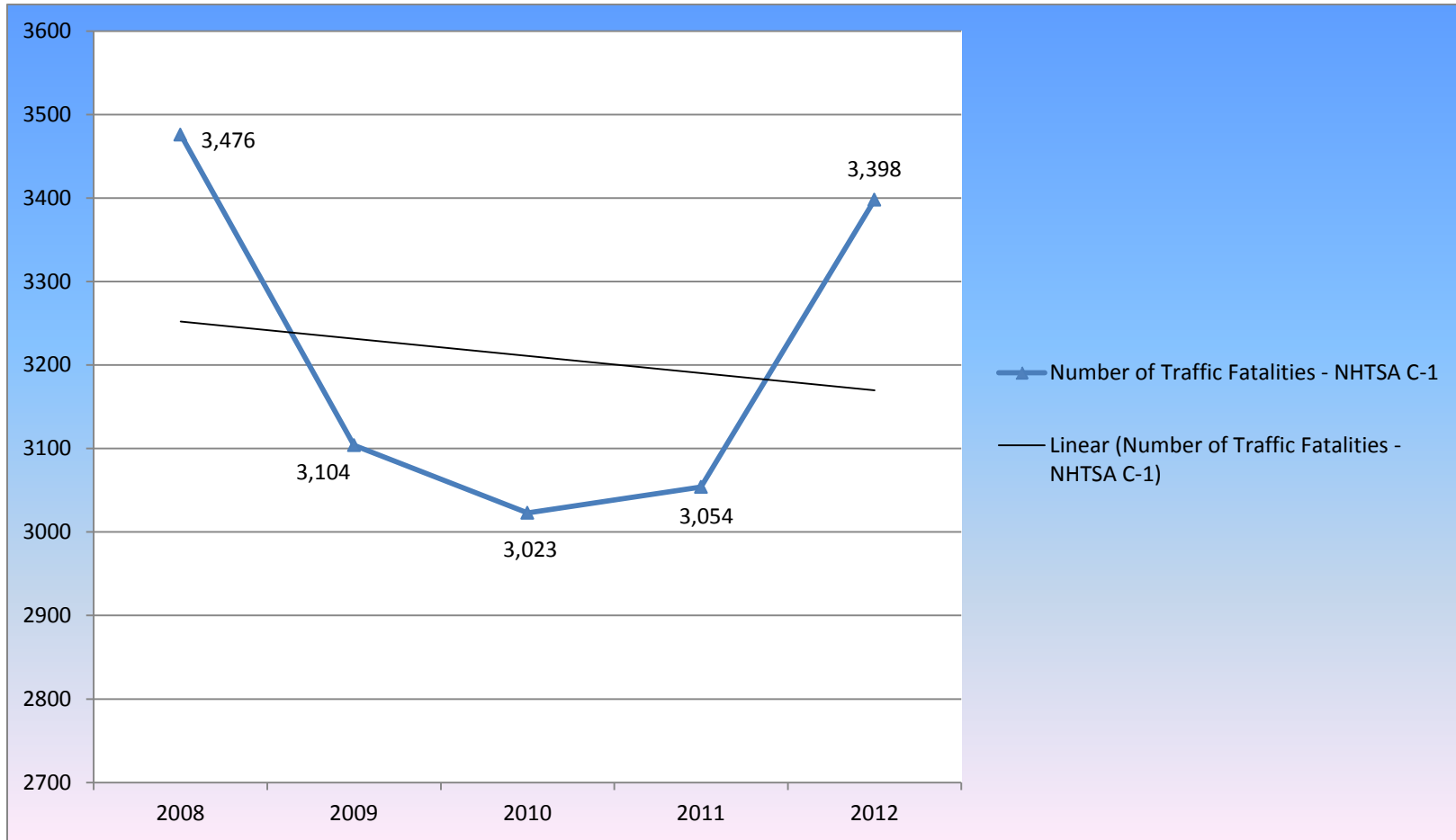
Performance Measure # 2 & 3

Figure 3: Urban and Rural Mileage Death Rate per 100 MVMT (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2012/48_TX_2012.htm

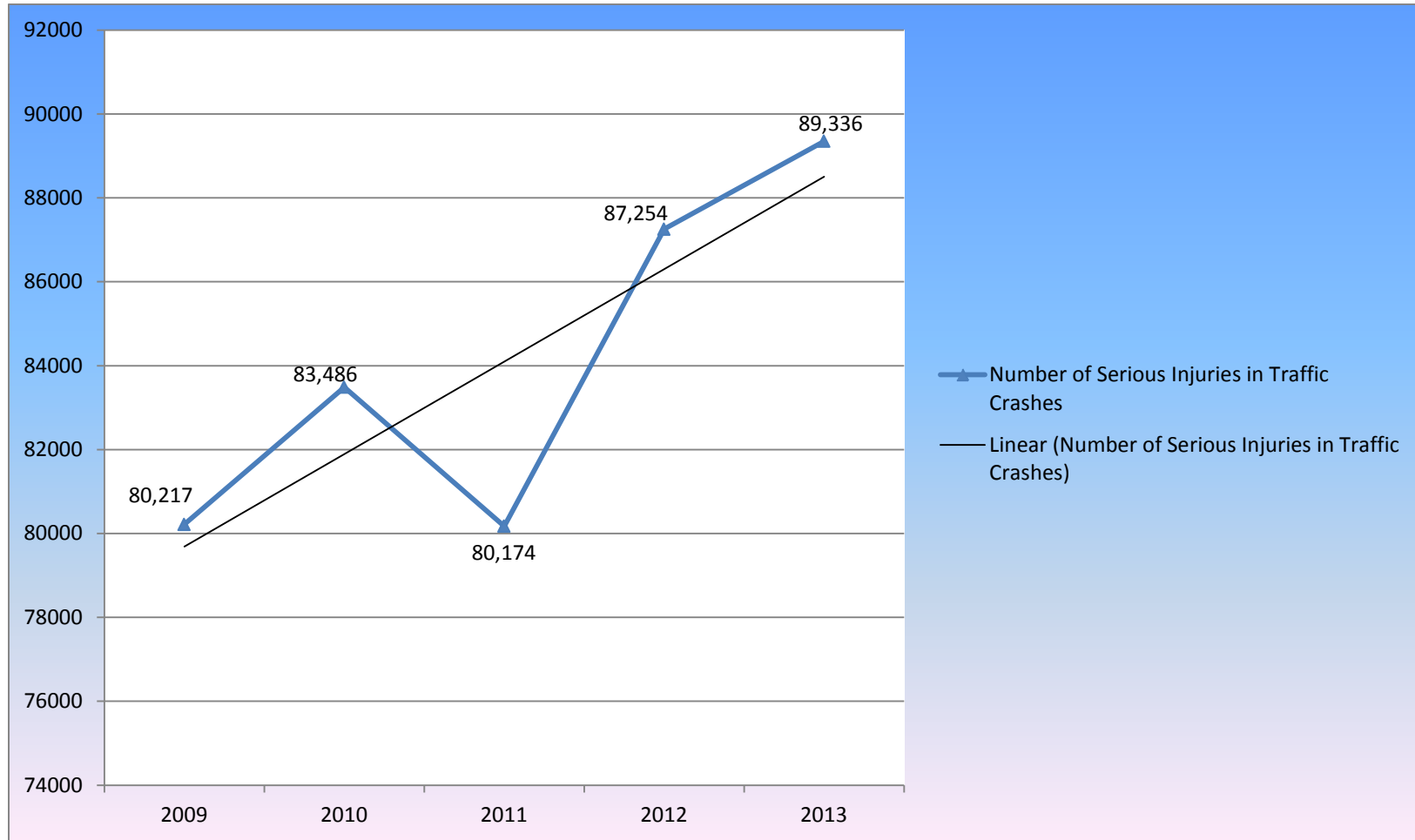
Performance Measure # 4
Figure 4: Number of Traffic Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2012/48_TX_2012.htm

Performance Measure # 5

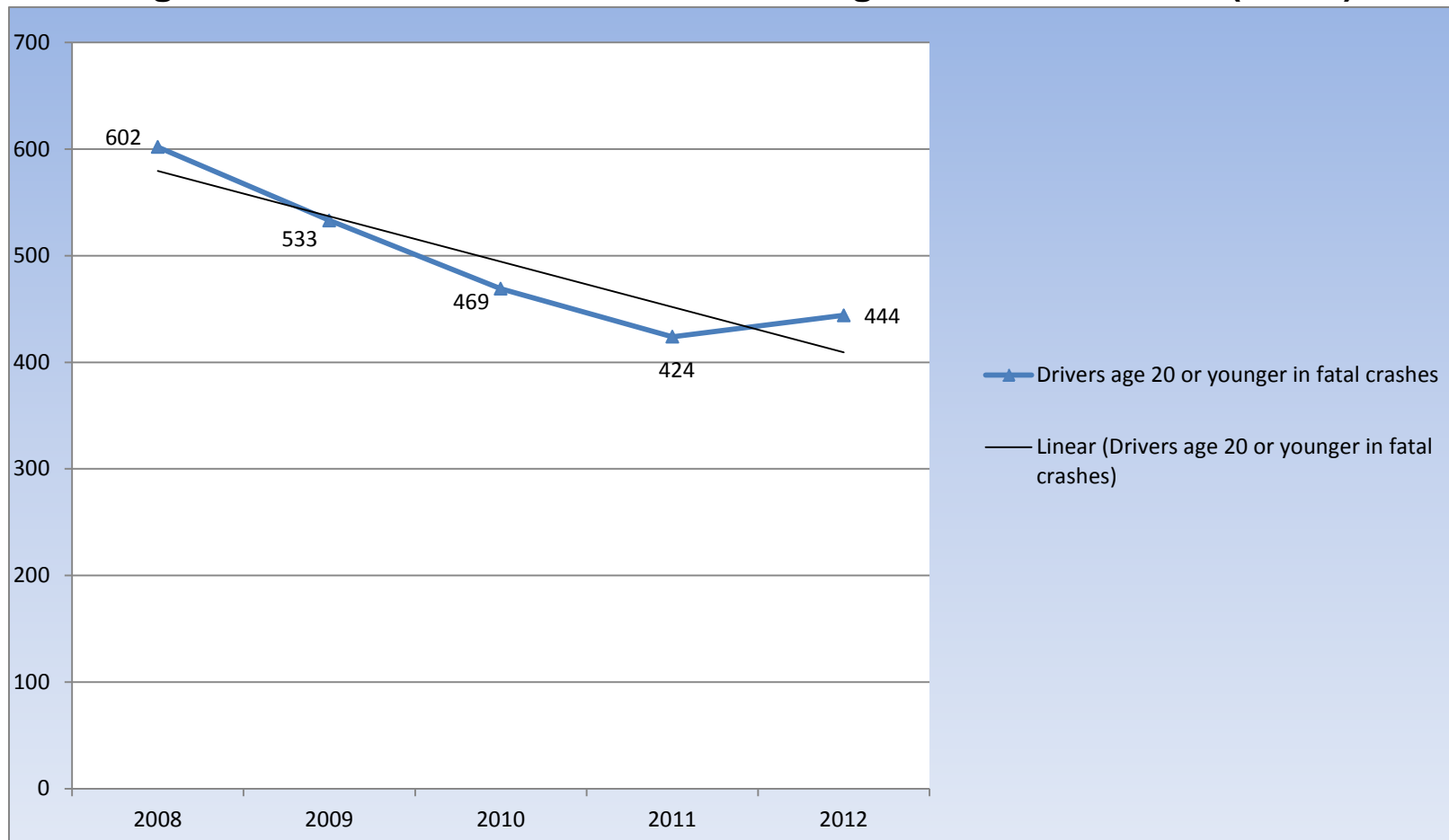
Figure 5: Number of Serious Injuries in Traffic Crashes (TxDOT)



Source: CRIS. 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 November 25, 2014.

Performance Measure # 6

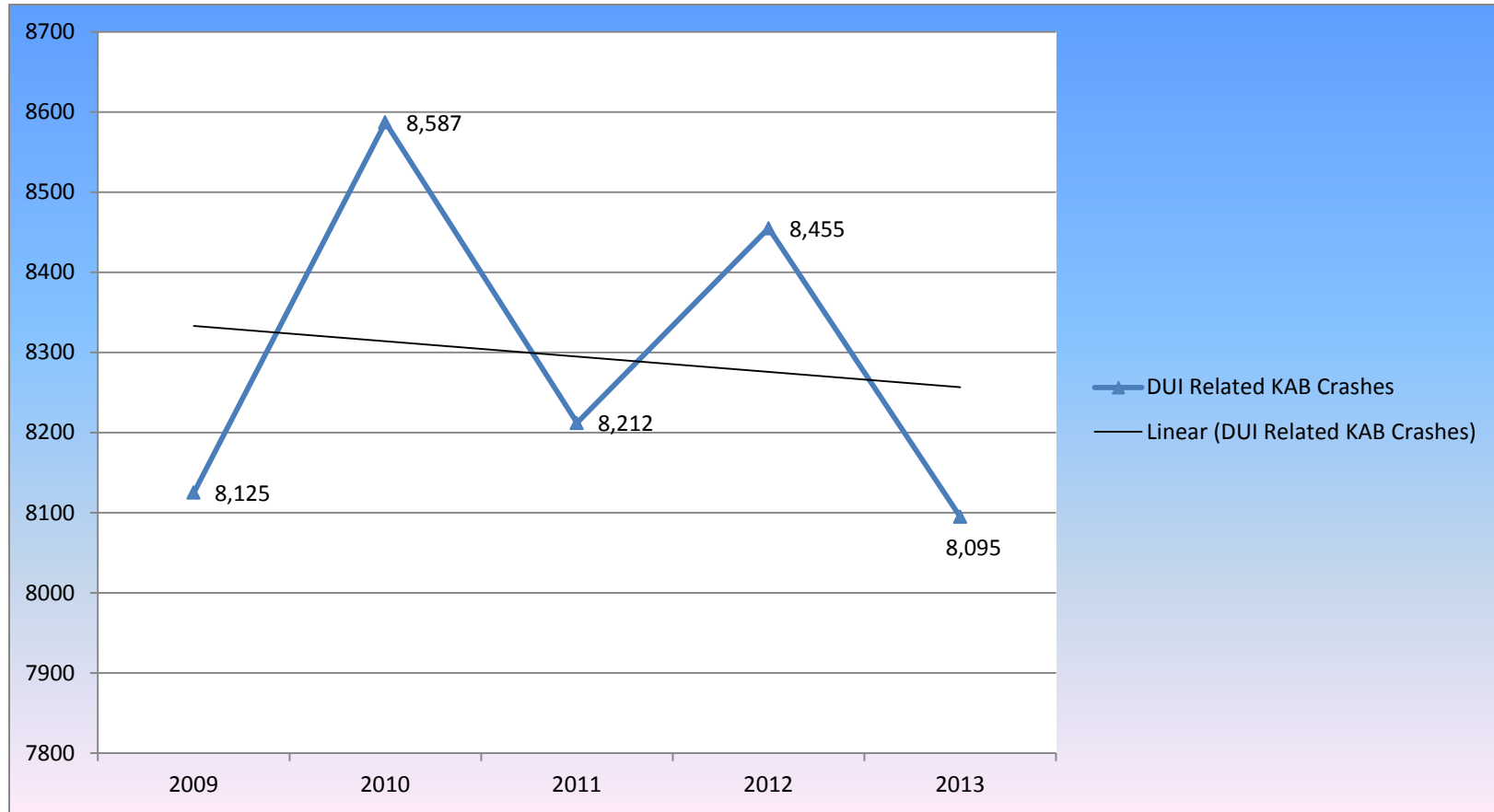
Figure 6: Number of Driver's 20 or Younger in Fatal Crashes (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2012/48_TX_2012.htm

Performance Measure # 9

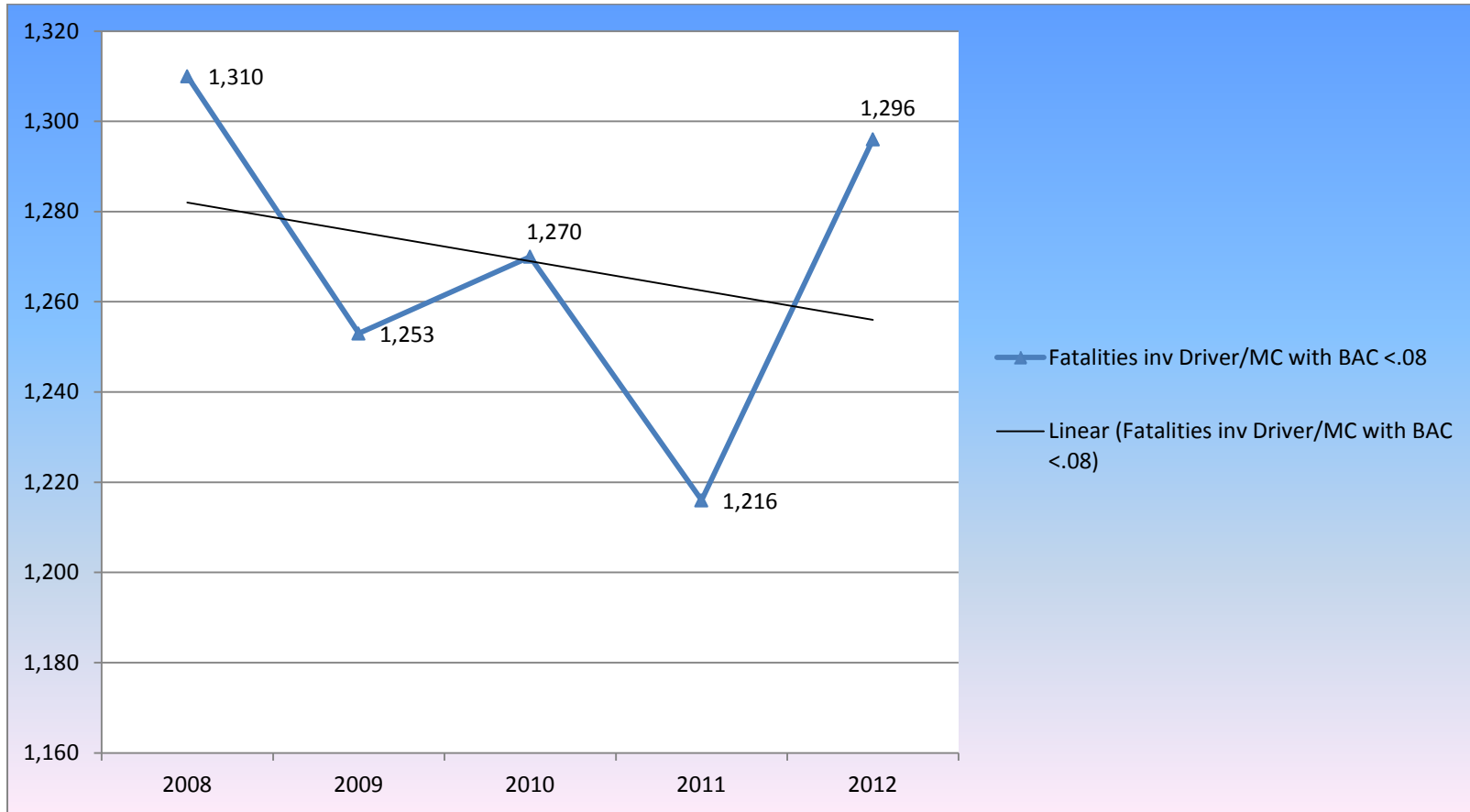
Figure 7: Number of DUI Related KAB Crashes (TxDOT)



Source: CRIS. 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 November 25, 2014.

Performance Measure # 10

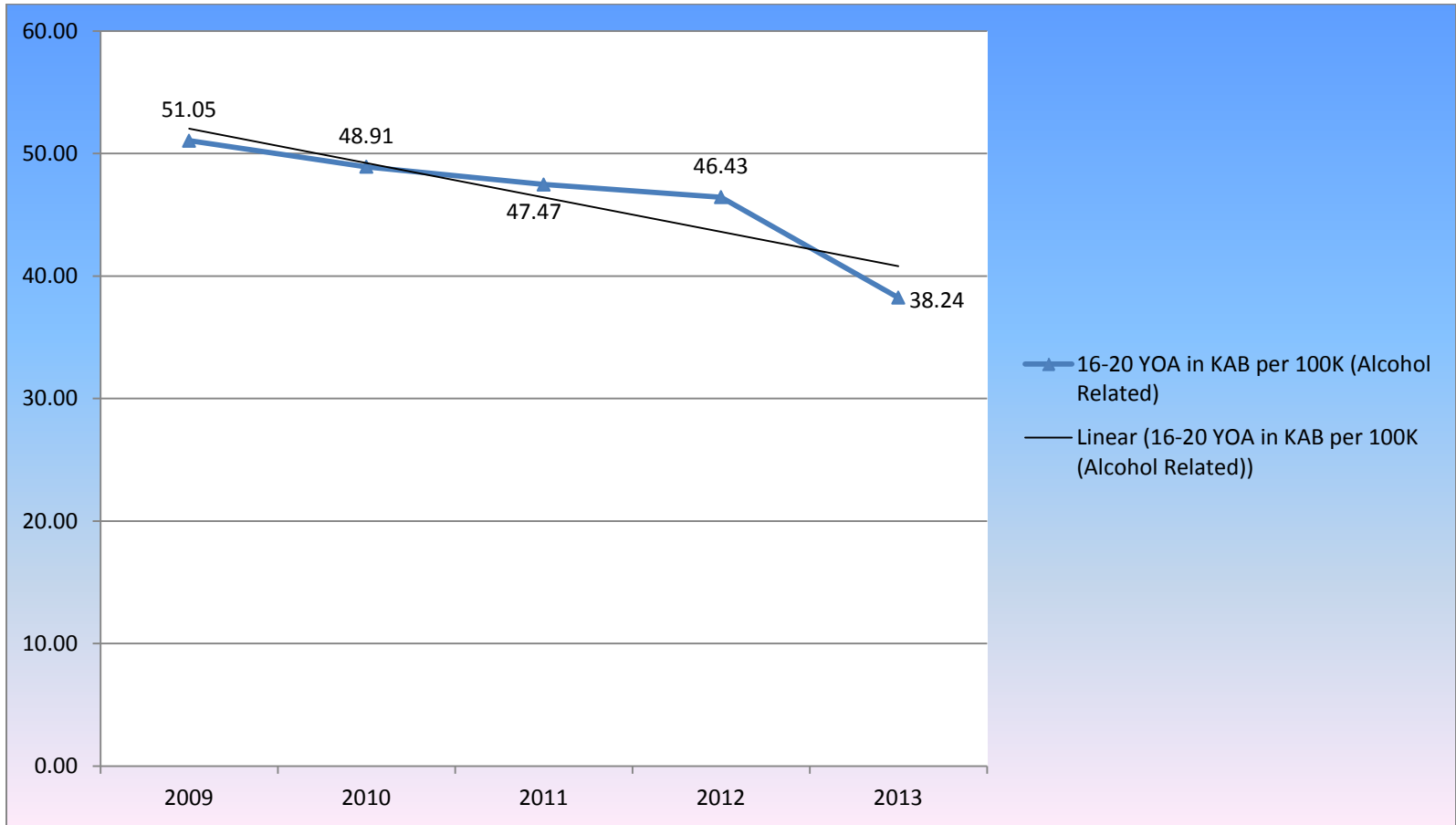
Figure 8: Number of Fatalities involving a Driver/MC Operator With a Blood Alcohol Concentration of 0.08% or Greater (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2012/48_TX_2012.htm

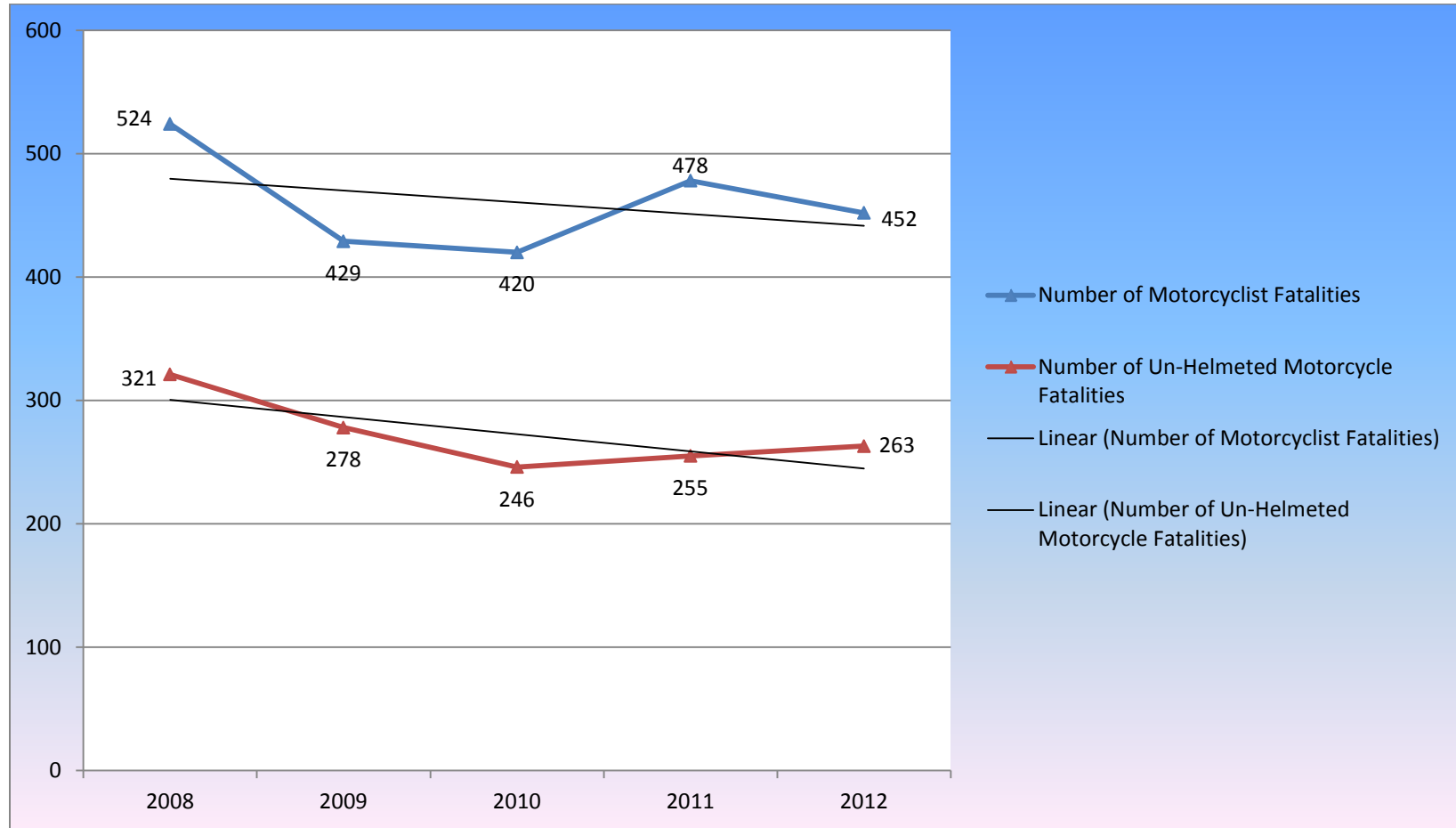
Performance Measure # 12

Figure 9: Number of 16-20 Year Old DUI Drivers in KAB Crashes Per 100K of 16-20 Year Old Population (TxDOT)



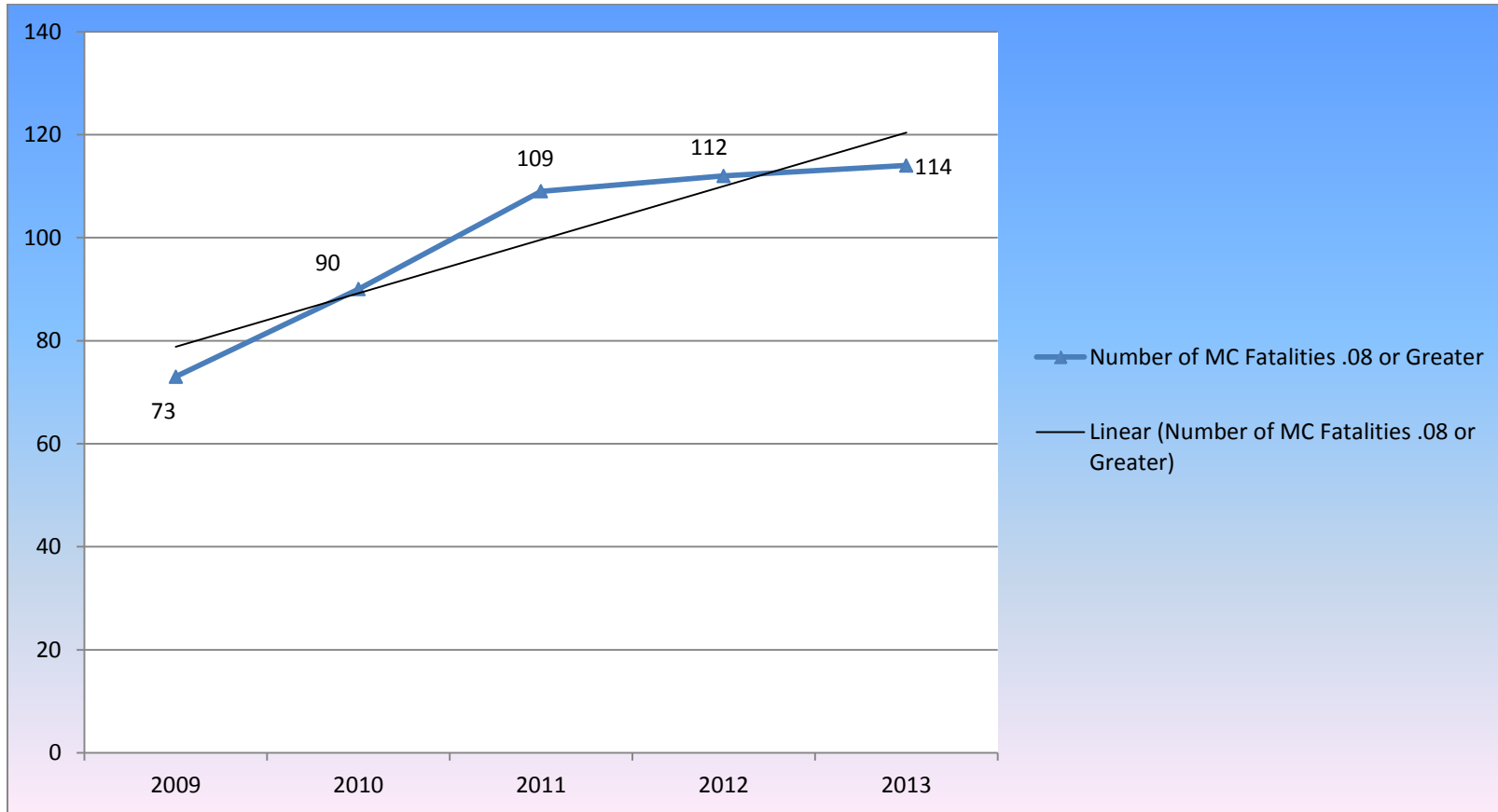
Source: CRIS. Information Contained in this report represents reportable data collected from Texas Peace Officer's Crash Reports (CR-3) Received and processed by the Department as of November 25, 2014.

Performance Measure # 14 & #15
Figure 10: Number of Motorcyclist Fatalities and Number of Unhelmeted Motorcyclist Fatalities (FARS)



Source: FARS. Retrieved From: http://www.nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2012/48_TX_2012.htm

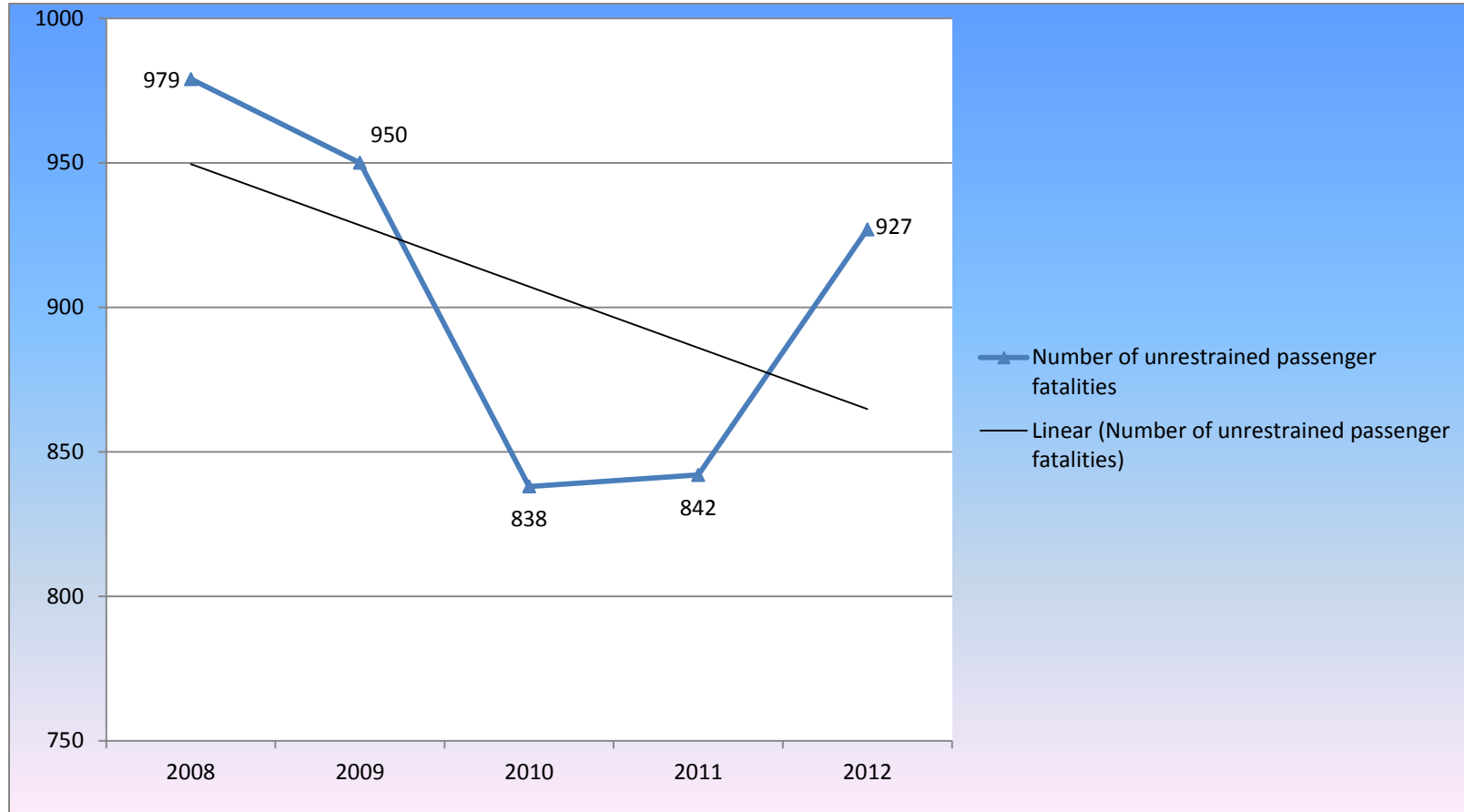
Performance Measure # 16
Figure 11: Number of Motorcyclist Fatalities with A BAC of 0.08% or Greater (TxDOT)



Source: CRIS. 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 November 25, 2014.

Performance Measure # 21

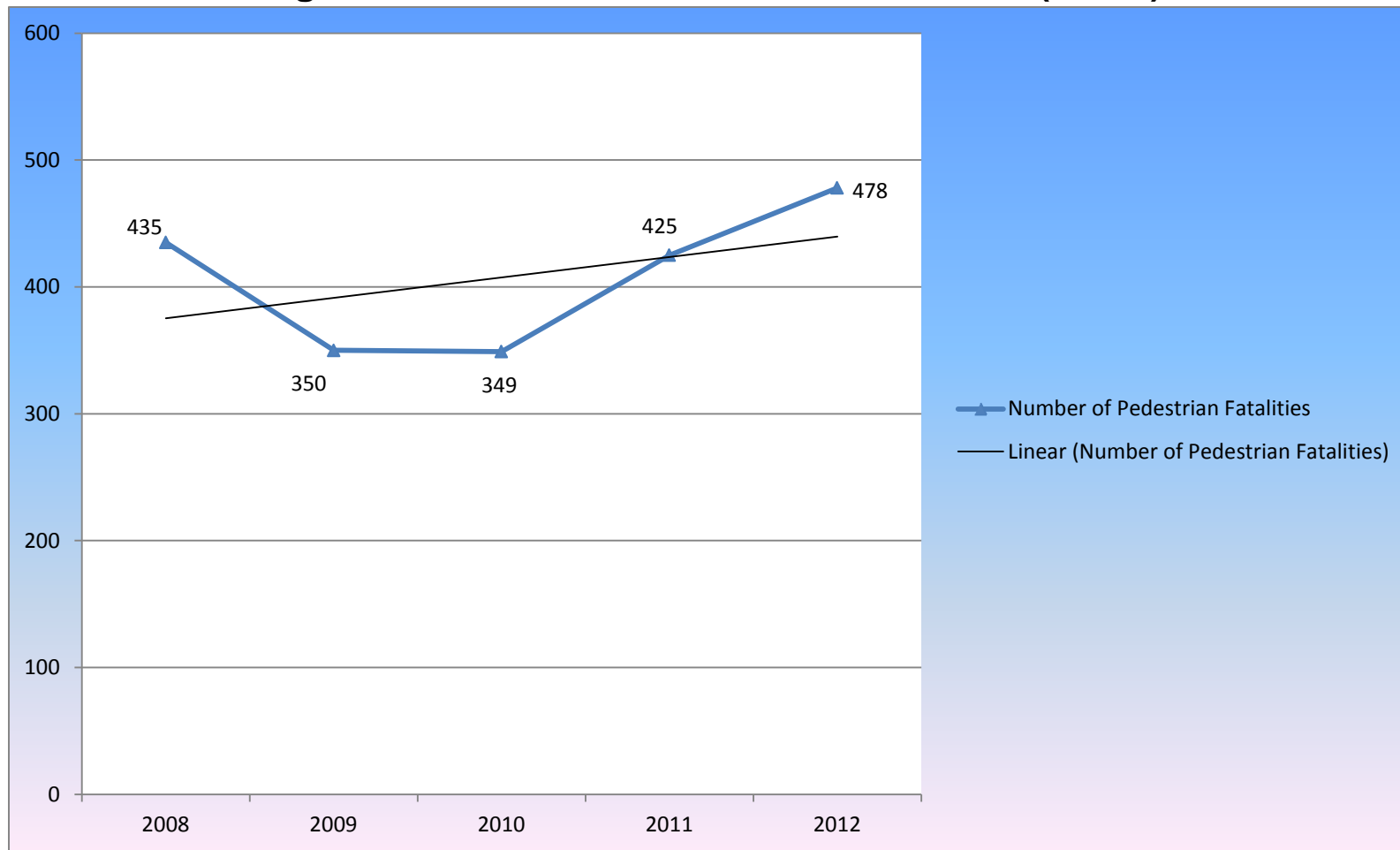
Figure 12: Number of Unrestrained Passenger Vehicle Occupant Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/48_TX/2012/48_TX_2012.htm

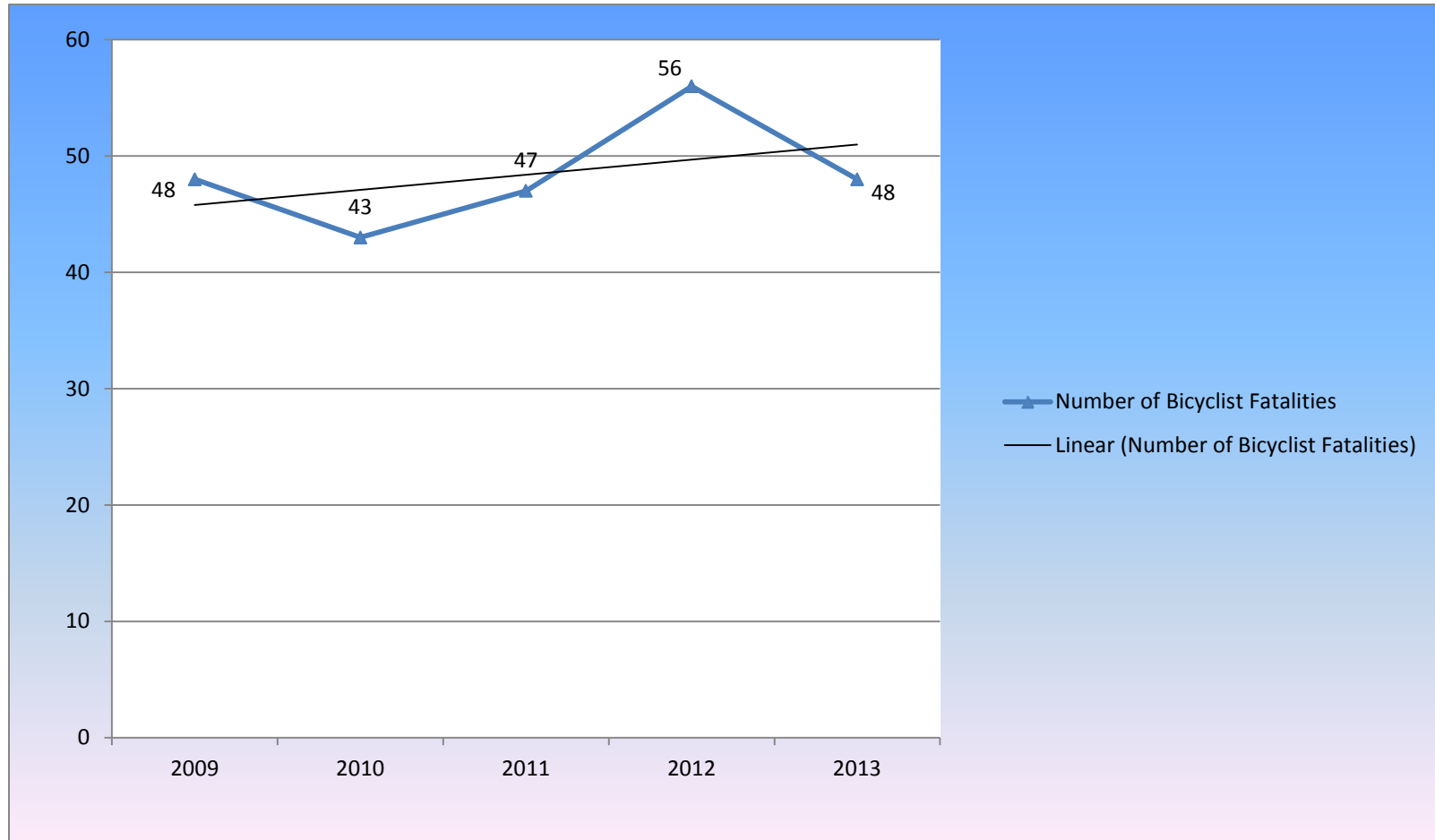
Performance Measure # 22

Figure 13: Number of Pedestrian Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nrsa/STSI/48_TX/2012/48_TX_2012.htm

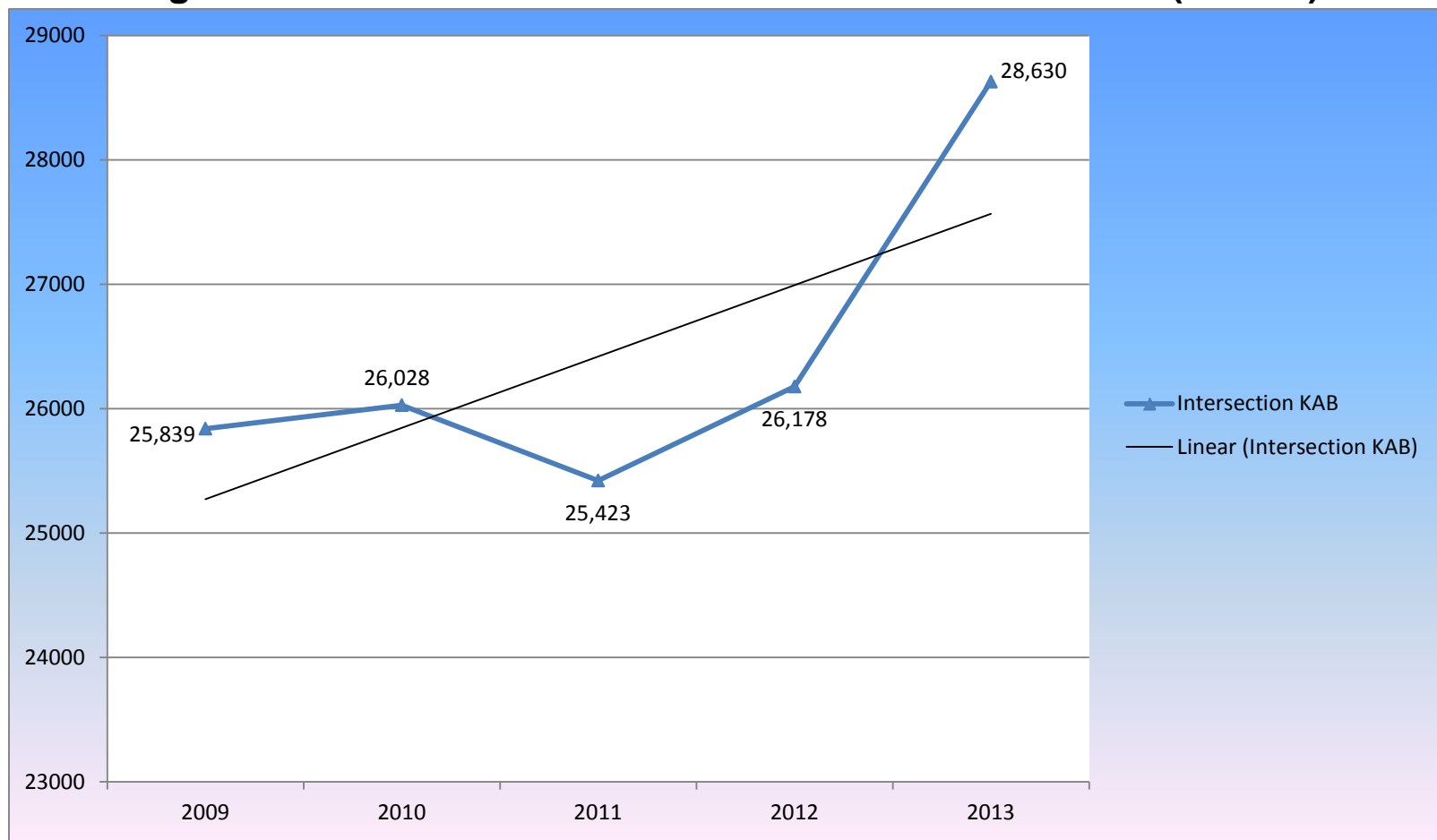
Performance Measure # 23
Figure 14: Number of Bicycle Fatalities (TxDOT)



Source: CRIS. 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 November 25, 2014.

Performance Measure # 24

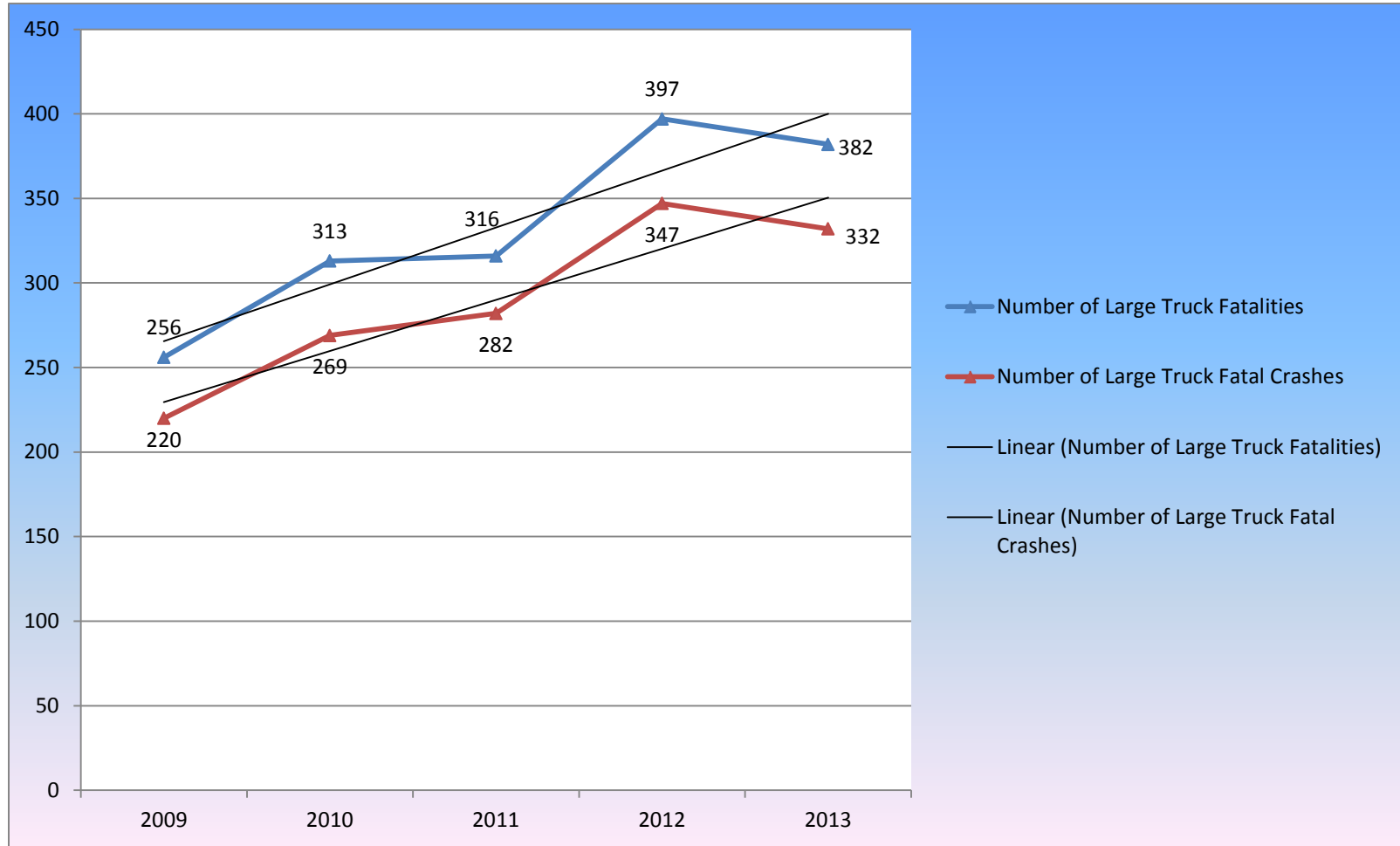
Figure 15: Number of Intersection Related KAB Crashes (TxDOT)



Source: CRIS. 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 November 25, 2014.

Performance Measure # 25 & 26

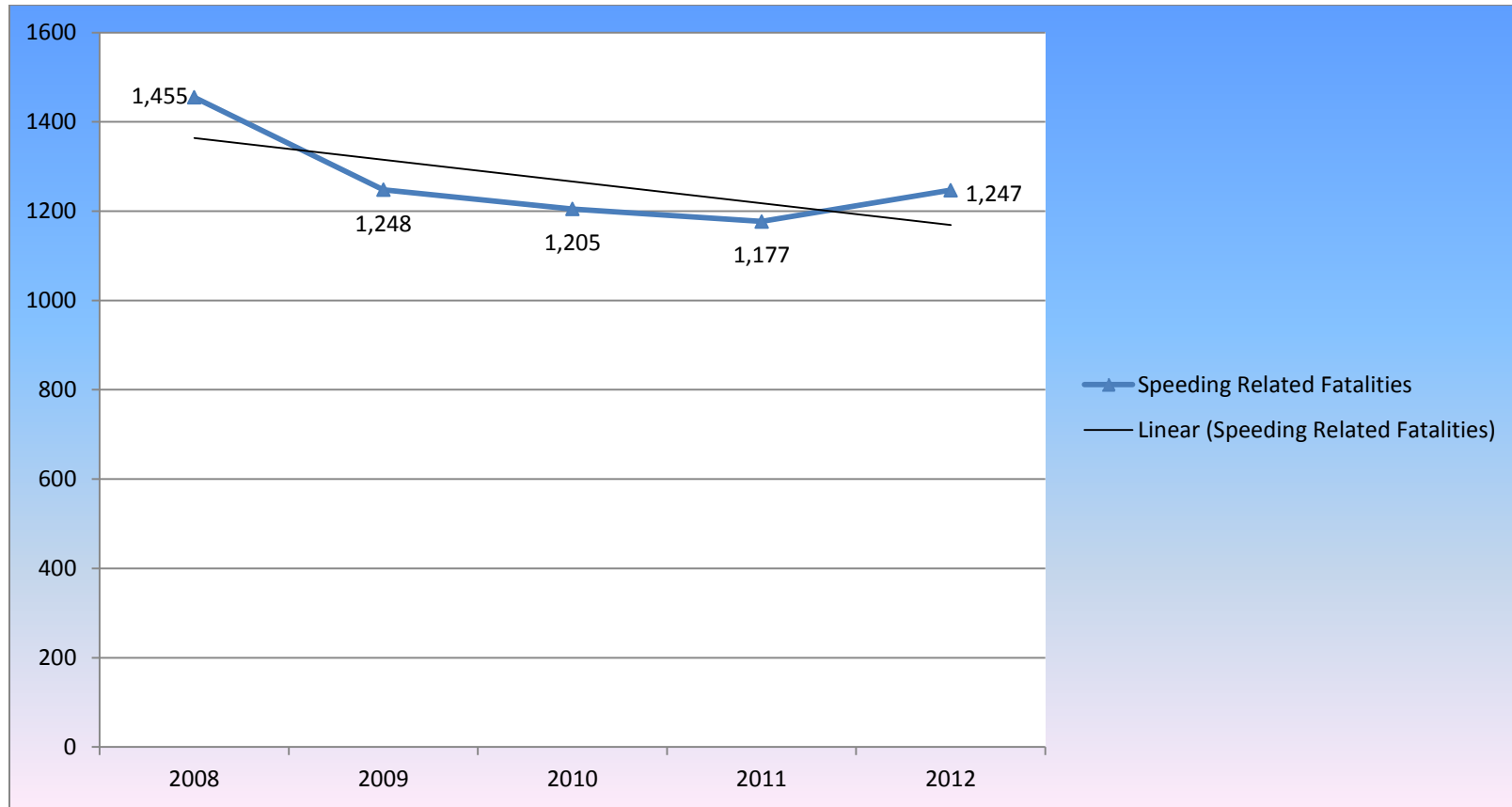
Figure 16: Number of Large Truck Fatalities and Fatal Crashes (TxDOT)



Source: CRIS. 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 November 25, 2014.

Performance Measure # 28

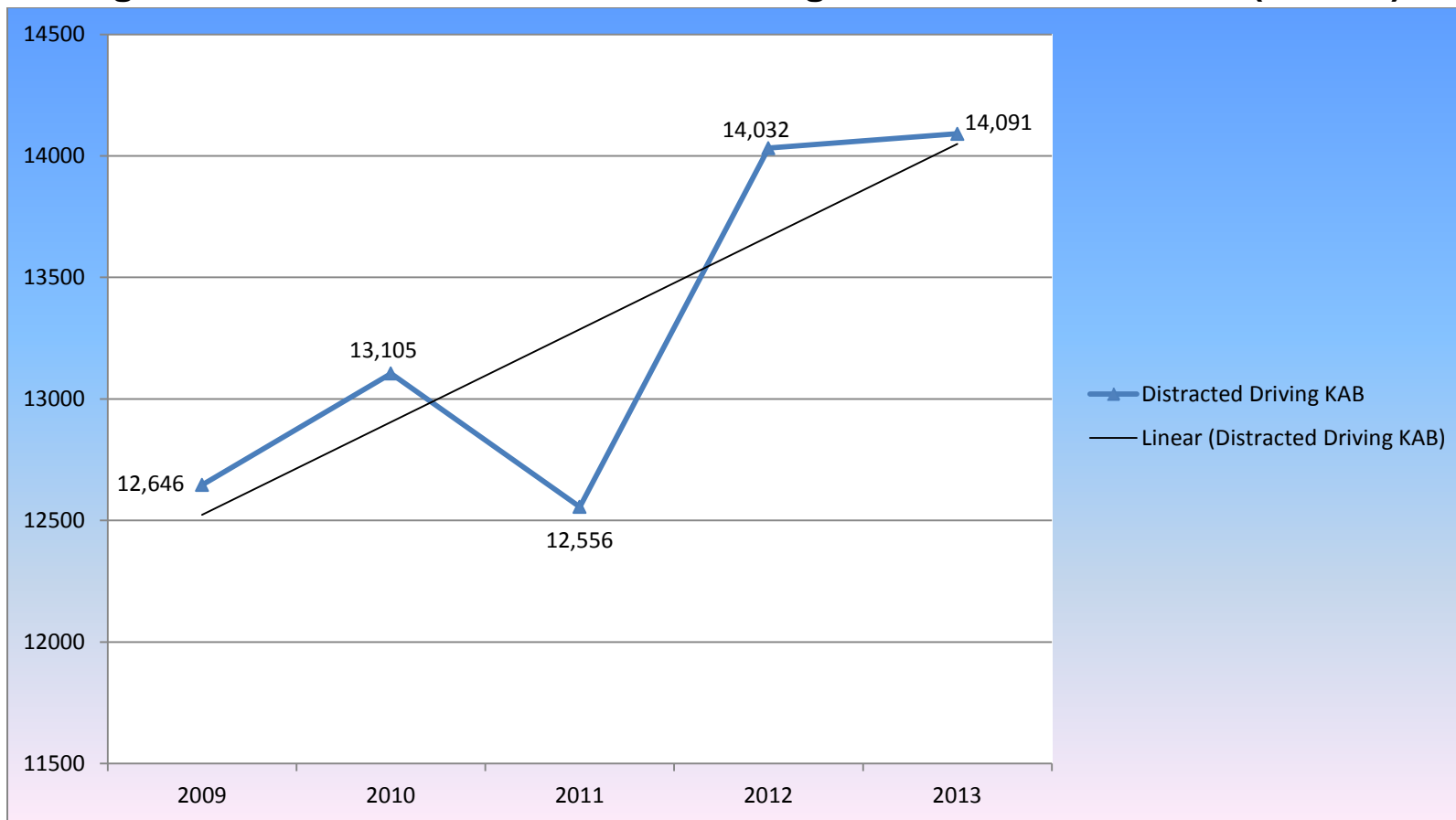
Figure 17: Number of Speeding Related Fatalities (FARS)



Source: FARS. Retrieved From: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/hcsa/STSI/48_TX/2012/48_TX_2012.htm

Performance Measure # 33

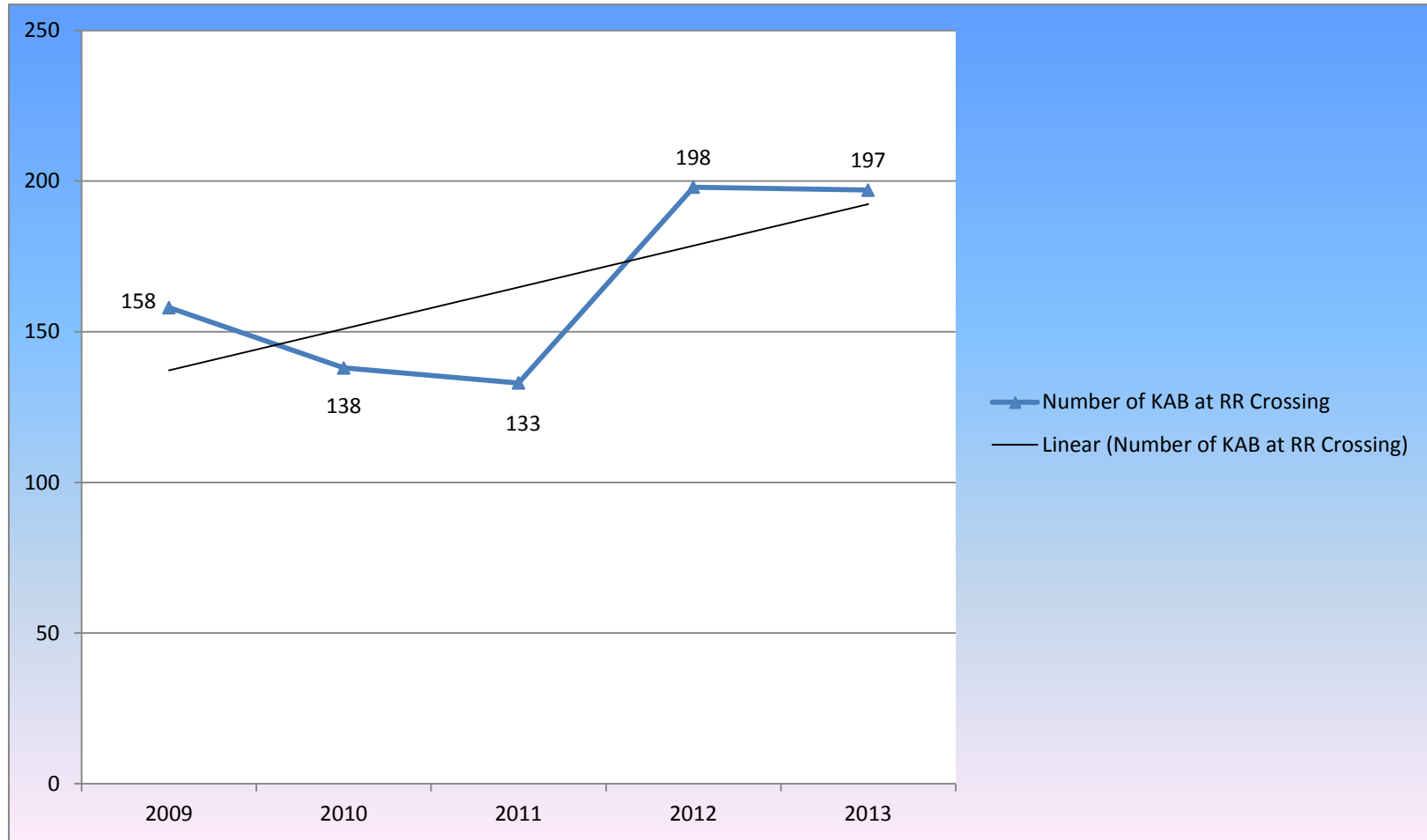
Figure 18: Number of Distracted Driving Related KAB Crashes (TxDOT)



Source: CRIS. 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 November 25, 2014.

Performance Measure # 34

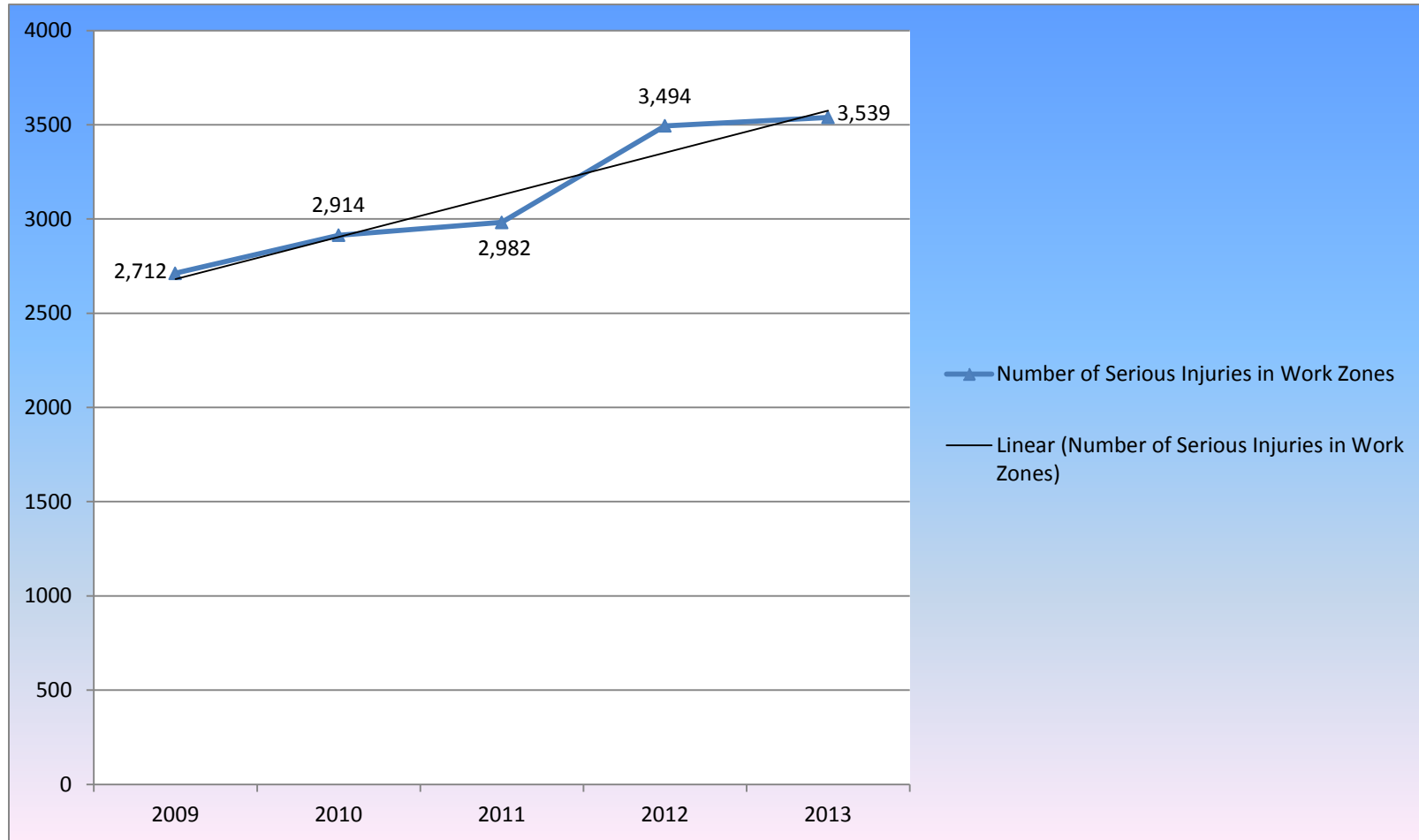
Figure 19: Number of KAB Crashes at Railroad / Highway Crossings (TxDOT)



Source: CRIS. 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 November 25, 2014.

Performance Measure # 35

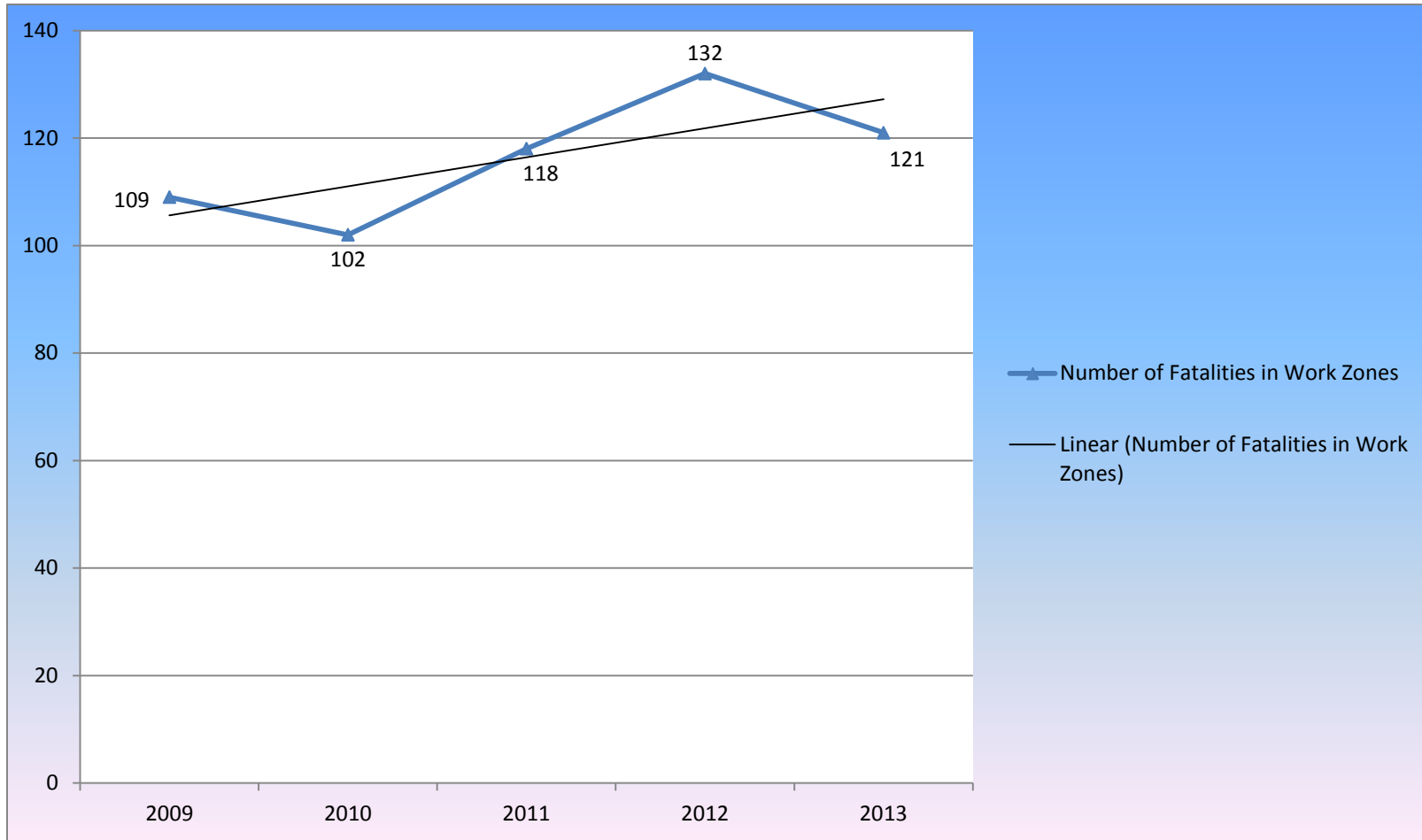
Figure 20: Number of Work Zone Related Serious Injuries (TxDOT)



Source: CRIS. 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 November 25, 2014.

Performance Measure # 36

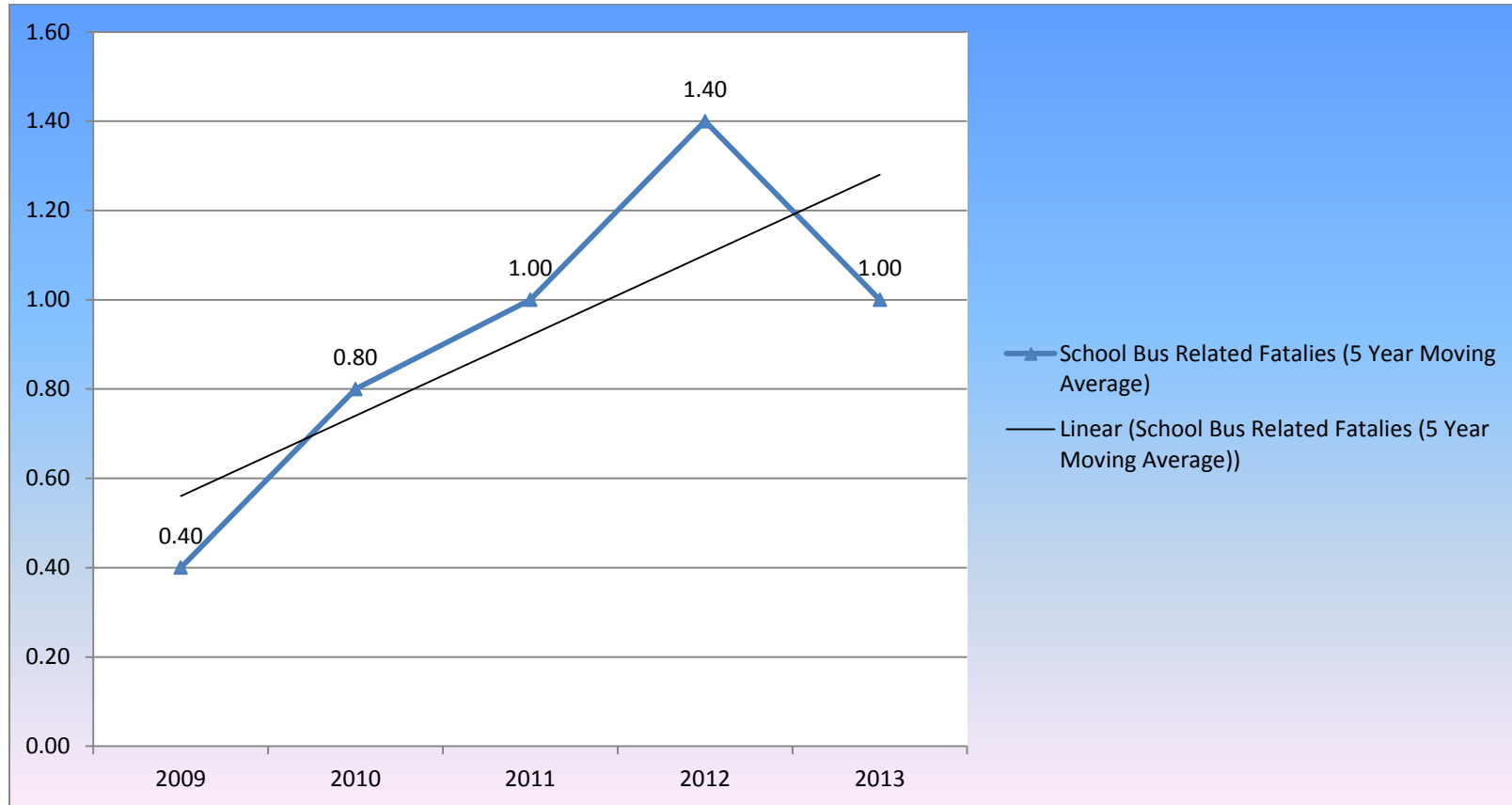
Figure 21: Number of Work Zone Related Fatalities (TxDOT)



Source: CRIS. 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 November 25, 2014.

Performance Measure # 39

**Figure 22: Number of School Bus Passenger Fatalities (TxDOT)
(5 Year moving average)**



Source: CRIS. 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 November 25, 2014.

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 2012 are from final FARS data sets. FARS crash and fatality data for periods after 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	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
Intersection and Intersection-Related Crashes	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.
Large Truck-Involved Crashes (or Fatalities)	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).
Motor Vehicle-Related Bicycle Fatalities	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.
Motor Vehicle-Related Pedestrian Fatalities	FARS: All deaths of pedestrians resulting from a crash involving a motor vehicle.

Performance Measure Glossary	
Term	Definition
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 style="padding-left: 40px;">Incapacitating injury (A) - not able to walk, drive, etc.</p> <p style="padding-left: 40px;">Non-incapacitating injury (B) - bump on head, abrasions, minor lacerations, etc.</p> <p style="padding-left: 40px;">Possible injury (C) – e.g., limping, complaint of pain</p> <p style="padding-left: 40px;">Fatal injury (F or K) - a death resulting from a crash that occurs within 30 days of the crash</p> <p style="padding-left: 40px;">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)	FARS: Crashes in which at least one driver was driving too fast for conditions or in excess of the posted maximum limit.
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 2013 are based on Texas State Data Center population <u>estimates</u>.</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	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.

Section Three
PROGRAM AREA REPORTS

Planning and Administration

PA - 1

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.
- Review and update program procedures as needed.

Project Descriptions

Task: Program Management				Planning and Administration PA - 1			
Organization Name		Division TRF-TS		Project Number			
Texas A&M Transportation Institute				2014-TTI-G-1YG-0032			
Title / Desc. 2014 Statewide Traffic Safety Conference							
TTI will plan and conduct a sixth Statewide Traffic Safety Conference. This project provides support for planning, implementing and reporting on that conference.							
Strategies Addressed							
- Ensure availability of program and project management training.							
- 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>	
▪ Achieve increase in conference registrations compared to 2013				10 %	0 %	<input type="checkbox"/>	
▪ Conduct statewide traffic safety conference				1	1	<input checked="" type="checkbox"/>	
▪ Plan traffic safety conference				1	1	<input checked="" type="checkbox"/>	
▪ Provide evaluation of conference participant satisfaction and other performance metrics				1	1	<input checked="" type="checkbox"/>	
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
402 PA	1	Planned: \$50,851.33			\$41,876.70	\$92,728.03	
	1	Actuals: \$47,298.06			\$57,722.00	\$105,020.06	

Task: Program Management				Planning and Administration PA - 1			
Organization Name		Division TRF-TS		Project Number			
Texas Department of Transportation				2014-TxDOT-G-1YG-0222			
Title / Desc. Agate Software Intelligents -Annual Licensing and Maintenance							
Agate Software Intelligents -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 - 1				
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>				
Texas Department of Transportation				2014-TxDOT-G-1YG-0223				
Title / Desc. Agate Software - E-Grants Management Solution Development & Implementation								
<i>Provide software development services for the continued enhancement and support of the TxDOT Traffic Safety Electronic Grants Management System (eGrants) using Agate's IntelliGrants COTS product</i>								
Project Notes								
<i>Note: No funds spent in FY 2014</i>								
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	PA	1	<i>Planned:</i>		\$75,000.00			\$75,000.00
		0	<i>Actuals:</i>					

Task: Program Management				Planning and Administration PA - 1				
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>				
Texas Department of Transportation				2014-TxDOT-G-1YG-0229				
Title / Desc. FY 2014 Charge Number for Child Safety Seats								
<i>FY 2014 Charge Number for Child Safety Seats</i>								
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>
State	State	1	<i>Planned:</i>		\$146,833.39			\$146,833.39
		1	<i>Actuals:</i>		\$159,007.50			\$159,007.50

Task: Program Management				Planning and Administration PA - 1				
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>				
Texas Department of Transportation				TRF-TS eGrants Business Analysis				
Title / Desc. eGrants Business Analysis Services								
<i>Provide business analysis services for the continued enhancement and support of the TxDOT Traffic Safety Electronic Grants Management System (eGrants)</i>								
Participating Organizations				Project #				
Texas Department of Transportation				2014-TxDOT-G-1YG-0224				
Texas Department of Transportation				2014-TxDOT-G-1YG-0225				
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	PA	2	<i>Planned:</i>	\$409,659.40				\$409,659.40
		2	<i>Actuals:</i>	\$372,859.18				\$372,859.18

Task: Program Management	Planning and Administration PA - 1
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Organization Name Texas Department of Transportation
 Division TRF-TS
 Project Number TRF-TS Traffic Safety Program Operations

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	2014-TxDOT-G-1YG-0199
Texas Department of Transportation	2014-TxDOT-G-1YG-0203
Texas Department of Transportation	2014-TxDOT-G-1YG-0204

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	3	Planned:	\$3,000,000.00			\$3,000,000.00
		3	Actuals:	\$4,923,327.42			\$4,923,327.42

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Planning and Administration

PA - 1

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>													
<i>Evaluation</i>													
<i>Program Management</i>	<i>Planned:</i>	9	\$3,774,220.82	\$460,510.73						\$3,271,833.39		\$41,876.70	
	<i>Actual:</i>	8	\$5,610,214.16	\$420,157.24						\$5,132,334.92		\$57,722.00	
<i>Public Information Campaigns</i>													
<i>Training</i>													
TOTALS:	<i>Planned:</i>	9	\$3,774,220.82	\$460,510.73						\$3,271,833.39		\$41,876.70	
	<i>Actual:</i>	8	\$5,610,214.16	\$420,157.24						\$5,132,334.92		\$57,722.00	

Alcohol and Other Drug Counter Measures

AL - 2

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 and increase training for law enforcement officers.*
- *Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.*
- *Improve BAC testing and reporting to the State's crash records information system.*
- *Improve DWI processing procedures.*
- *Improve education programs on alcohol and driving for youth.*
- *Increase 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 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 - 2
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Organization Name **Bexar County District Attorney's Office** District SAT **2014-BexarCoD-G-1YG-0004** Project Number

Title / Desc. **Bexar County No-Refusal Initiative**

To expand and improve county-wide DWI enforcement and prosecution by operating an all day/every day no-refusal program.

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 the use of warrants for mandatory blood draws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Achieve decrease from last year in the number of DWI related arrests	5 %	75 %	<input checked="" type="checkbox"/>
▪ Achieve rate in the number of voluntary breathalyzer tests by those arrested for misdemeanor DWI offenses	65 %	586 %	<input checked="" type="checkbox"/>
▪ Achieve rate of pleas taken thereby reducing the number of hours police officers are required to testify	80 %	785 %	<input checked="" type="checkbox"/>
▪ Achieve conviction rate of those charged with misdemeanor DWI	85 %	793 %	<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> \$187,500.00			\$81,958.68	\$269,458.68
	1	<i>Actuals:</i> \$187,500.00			\$120,521.00	\$308,021.00

Task: Enforcement **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name District DAL Project Number
Collin County - District Attorney's Office **2014-CollinDA-G-1YG-0181**

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>
▪ Conduct public awareness events detailing the No Refusal campaign	12	12	<input checked="" type="checkbox"/>
▪ Maintain conviction rate of individuals suspected of DWI that refuse voluntary breath or blood tests	90 %	1,130 %	<input checked="" type="checkbox"/>
▪ Maintain annual number of DWI jury trials in Collin County	105	87	<input type="checkbox"/>
▪ Prevent more alcohol-related crashes in Collin County compared to previous year	30	527	<input checked="" type="checkbox"/>
▪ Prevent of police officers being required to testify in DWI jury trials as compared to previous year	30 %	53 %	<input checked="" type="checkbox"/>

Project Notes

Note: This project uses two funding sources, M5HVE and SAFETEA-LU 410 (K8FR)

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	Planned: \$50,400.00			\$13,725.35	\$64,125.35
		1	Actuals: \$37,761.78			\$16,896.00	\$54,657.78

Task: Enforcement **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name District DAL Project Number
Collin County - District Attorney's Office **2014-CollinDA-G-1YG-0181**

Title / Desc. DWI No-Refusal Mandatory Blood Draw Program

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct public awareness events detailing the No Refusal campaign	12	12	<input checked="" type="checkbox"/>
▪ Maintain conviction rate of individuals suspected of DWI that refuse voluntary breath or blood tests	90 %	1,130 %	<input checked="" type="checkbox"/>
▪ Maintain annual number of DWI jury trials in Collin County	105	87	<input type="checkbox"/>
▪ Prevent more alcohol-related crashes in Collin County compared to previous year	30	527	<input checked="" type="checkbox"/>
▪ Prevent of police officers being required to testify in DWI jury trials as compared to previous year	30 %	53 %	<input checked="" type="checkbox"/>

Project Notes

Note: This project uses two funding sources, M5HVE and SAFETEA-LU 410 (K8FR)

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5HVE		Planned: \$8,472.96				\$8,472.96
			Actuals: \$8,472.96				\$8,472.96

Task: Enforcement				Alcohol and Other Drug Counter Measures AL - 2			
Organization Name		District HOU		Project Number			
Galveston County Criminal District Attorney				2014-GCoCDA-G-1YG-0143			
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							
<ul style="list-style-type: none"> - 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	11	<input checked="" type="checkbox"/>	
▪ Evaluate No Refusal nights for the effectiveness in targeting intoxicated drivers				20	19	<input type="checkbox"/>	
▪ Provide Reporting activities to TXDOT to evaluate the effectiveness of No Refusal nights				4	11	<input checked="" type="checkbox"/>	
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
410 K8FR	1	Planned: \$13,444.64			\$3,765.80	\$17,210.44	
	1	Actuals: \$13,382.64			\$11,802.00	\$25,184.64	

Task: Enforcement				Alcohol and Other Drug Counter Measures AL - 2			
Organization Name		District HOU		Project Number			
Harris County District Attorney				2014-HarrisDA-G-1YG-0114			
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 and holidays. No Refusal would then operate every weekend of the year and select holidays during the week.							
Strategies Addressed							
<ul style="list-style-type: none"> - 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 intervention efforts. - 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. - Increase and sustain 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 Nights of No Refusal				89	114	<input checked="" type="checkbox"/>	
▪ Distribute Press Releases/Events about No Refusal Weekends				15	23	<input checked="" type="checkbox"/>	
▪ Provide Blood Search Warrants to arresting DWI officers				1,200	1,262	<input checked="" type="checkbox"/>	
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
410 K8FR	1	Planned: \$326,788.44			\$81,697.12	\$408,485.56	
	1	Actuals: \$244,985.03			\$62,046.00	\$307,031.03	

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Montgomery County District Attorney's Office	District HOU	Project Number 2014-MCDAO-G-1YG-0159
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Title / Desc. Search Warrants Stop Drunk Drivers

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

Strategies Addressed

- Provide training and assistance for local and statewide traffic safety problem identification.
- 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 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.
- 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.
- Develop and implement public information and education efforts on traffic safety issues.
- Improve the recording of distracted driving as a contributing factor on crash reports.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Analyze Months of ignition interlock usage to affect an increase in their usage	12	12	<input checked="" type="checkbox"/>
▪ Conduct Publicity campaigns to educate the public, the media, and police groups	12	43	<input checked="" type="checkbox"/>
▪ Conduct No Refusal enforcement days during the fiscal year	80	124	<input checked="" type="checkbox"/>
▪ Evaluate No Refusal enforcement days for their effectiveness in targeting illegally intoxicated drivers	80	124	<input checked="" type="checkbox"/>
▪ Implement Training programs for first responders and hospital staff on No Refusal and HIPAA	6	13	<input checked="" type="checkbox"/>
▪ Implement No refusal nights from the current 70, an increase of 10 from 2013 and 24 from 2010	80	124	<input checked="" type="checkbox"/>
▪ Provide Reporting activities to TXDOT on the effectiveness of No Refusal	12	12	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M5CS	1	<i>Planned:</i> \$117,597.31			\$62,004.60	\$179,601.91
	1	<i>Actuals:</i> \$114,294.27			\$76,918.00	\$191,212.27

Task: Enforcement				Alcohol and Other Drug Counter Measures AL - 2				
Organization Name Tarrant County			District FTW		Project Number 2014-TarrantC-G-1YG-0056			
Title / Desc. Tarrant County No Refusal Program								
Improved DWI enforcement throughout Tarrant County through the implementation of No Refusal arrests on targeted holidays and special events								
Strategies Addressed								
<ul style="list-style-type: none"> - Improve and increase training for law enforcement officers. - 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>		
▪ Achieve Reduction in Misdemeanor DWI cases filed during no refusal periods with breath test evidence				10 %	0 %	<input type="checkbox"/>		
▪ Achieve Total reduction in Misdemeanor DWI Cases filed				10 %	0 %	<input type="checkbox"/>		
Financial Information:								
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5CS	1	Planned:	\$232,184.00			\$69,370.60	\$301,554.60
		1	Actuals:	\$43,445.00			\$24,387.00	\$67,832.00

Task: Enforcement				Alcohol and Other Drug Counter Measures AL - 2				
Organization Name Texans Standing Tall			Division TRF-TS		Project Number 2014-TST-G-1YG-0123			
Title / Desc. Enhanced Visibility Enforcement Campaign to Reduce Underage Social Access to Alcohol								
Using controlled party dispersal and media advocacy, this campaign focuses on holding adults that provide alcohol to youth accountable and increasing awareness of social host and zero tolerance laws.								
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	5	<input checked="" type="checkbox"/>		
▪ Create set of parental awareness materials regarding underage social access to alcohol and other drugs.				1	1	<input checked="" type="checkbox"/>		
▪ Develop website on Underage Social Access to Alcohol and other Drugs (DontGiveToMinors.org)				1	1	<input checked="" type="checkbox"/>		
▪ Evaluate Enhanced Visibility Enforcement Campaign to Reduce Underage Social Access to Alcohol & Other Drugs				1	1	<input checked="" type="checkbox"/>		
▪ Provide media advocacy trainings for community coalitions for enhanced visibility enforcement campaign				4	4	<input checked="" type="checkbox"/>		
▪ Provide Media Plan Development trainings for community coalitions				4	4	<input checked="" type="checkbox"/>		
▪ Support Community Coalitions conducting Reduce Underage Social Access to Alcohol & Other Drugs Media Campaign				4	4	<input checked="" type="checkbox"/>		
Financial Information:								
Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	Planned:	\$175,303.49		\$1,000.00	\$59,760.72	\$236,064.21
		1	Actuals:	\$175,303.49		\$1,000.00	\$123,305.00	\$299,608.49

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas Department of Public Safety	Division TRF-TS	Project Number 2014-TDPS-G-1YG-0006
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Title / Desc. **Texas Department of Public Safety Evidential Breath and Blood Alcohol Testing**

Upgrade DPS Crime Laboratory breath alcohol test instruments & increase staff hours enhancing the capabilities of the Crime Laboratory in the field of forensic alcohol & drug testing.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Coordinate overtime hours for staff to conduct blood alcohol analysis from individuals arrested for DWI	1,250	0	<input type="checkbox"/>
▪ Purchase instruments to analyze breath alcohol evidence from individuals arrested for DWI.	344	455	<input checked="" type="checkbox"/>
▪ Train law enforcement officers on new breath alcohol testing instruments	5,000	4,989	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8	1	Planned: \$3,493,825.00			\$1,769,904.00	\$5,263,729.00
		1	Actuals: \$3,487,750.20			\$1,962,622.00	\$5,450,372.20

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 2
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<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> Impaired Driving Mobilization Incentive
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Title / Desc. **Impaired Driving Mobilization Incentive**

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

<i>Participating Organizations</i>	<i>Project #</i>
City of Alice - Police Department	2014-AlicePD-INC-IDM-00002
City of Azle - Police Department	2014-AzlePD-INC-IDM-00003
Bastrop County Sheriff's Office	2014-BastropCoSO-INC-IDM-00001
City of Daingerfield - Police Department	2014-DaingrFldPD-INC-IDM-00004
City of Denison - Police Department	2014-DenisonPD-INC-IDM-00005
City of Elsa - Police Department	2014-ElsaPD-INC-IDM-00018
City of Fort Stockton - Police Department	2014-FtStcktonPD-INC-IDM-00006
City of Fulshear - Police Department	2014-FulshearPD-INC-IDM-00007
City of Hitchcock - Police Department	2014-HitchcockPD-INC-IDM-00008
City of Huntsville - Police Department	2014-HuntsvPD-INC-IDM-00009
City of Hutto - Police Department	2014-Hutto PD-INC-IDM-00010
City of Karnes City - Police Department	2014-KarnesCtyPD-INC-IDM-00011
City of Keene - Police Department	2014-KeenePD-INC-IDM-00019
City of Kemah - Police Department	2014-KemahPD-INC-IDM-00012
City of Kerrville - Police Department	2014-KerrvillePD-INC-IDM-00013
City of Lake Worth - Police Department	2014-LakeWorthPD-INC-IDM-00017
City of Saginaw - Police Department	2014-Saginaw-INC-IDM-00015
Texas A&M University - Kingsville Police Department	2014-TAMUKPD-INC-IDM-00020
City of Taylor - Police Department	2014-Taylor PD-INC-IDM-00016

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	20 <i>Planned:</i>	\$57,000.00	\$3,000.00			\$60,000.00
	19 <i>Actuals:</i>	\$47,760.30	\$3,000.00		\$6,023.00	\$56,783.30

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 2
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<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> STEP - Impaired Driving Mobilization
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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 citations	4,546
CMV Speed citations	0
Community events	45
DUI Minor arrests/citations	22
DWI arrests	2,094
HMV citations	66
ITC citations	358
Child Safety Seat citations	86
Other arrests	714
STEP Enforcement Hours	18,180
Other Elements - Arrests/Citations	0
PI&E materials distributed	14,501
PI&E materials produced	2,450
Presentations conducted	92
Safety Belt citations	134
Speed citations	2,962
STEP Elements - Arrests/Citations	0
Media exposures	347

Project Notes

*Note: The project 2014-HoustonPD-IDM-00012 uses three funding sources, M5HVE, SAFETEA-LU 410 (K8FR) and SAFETEA-LU 410 (K8HV)
Due to field length limitations in ERP, the match provided by 2014-TDPS-IDM-00026 was split into two projects.*

<i>Participating Organizations</i>	<i>Project #</i>
City of Allen - Police Department	2014-AllenPD-IDM-00020
City of Austin - Police Department	2014-AustinPD-IDM-00009
Bastrop County Sheriff's Office	2014-BastropCoSO-IDM-00022
City of Beaumont - Police Department	2014-Beaumont-IDM-00015
Bell County Sheriff's Department	2014-BellCoSO-IDM-00004
City of Brownsville - Police Department	2014-BrownsPD-IDM-00010
Burnet County	2014-BurnetCo-IDM-00024
City of Carrollton - Police Department	2014-CarrolPD-IDM-00013
City of Dallas - Police Department	2014-Dallas-IDM-00019
City of El Campo - Police Department	2014-EICampPD-IDM-00035
Ellis County Sheriff's Office	2014-EllisCOSO-IDM-00033
City of Garland - Police Department	2014-GarlandPD-IDM-00031
City of Grand Prairie - Police Department	2014-GrandPra-IDM-00006
City of Harlingen - Police Department	2014-Harlingen-IDM-00018
City of Harlingen - Police Department	2014-Harlingen-IDM-00018
City of Houston - Police Department	2014-HoustonPD-IDM-00012
City of Houston - Police Department	2014-HoustonPD-IDM-00012
City of Houston - Police Department	2014-HoustonPD-IDM-00012
Howard County Sheriff's Office	2014-HowardCoSO-IDM-00007
City of Irving - Police Department	2014-Irving-IDM-00021
City of Laredo - Police Department	2014-LaredoPD-IDM-00001

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

City of Lewisville - Police Department	2014-LewisvPD-IDM-00030
City of Lubbock - Police Department	2014-Lubbock PD-IDM-00002
City of McAllen - Police Department	2014-McAllenPD-IDM-00008
City of Mesquite - Police Department	2014-Mesquite-IDM-00025
Montgomery County Sheriff's Office	2014-MontgoSO-IDM-00032
City of Mount Pleasant - Police Department	2014-MtPleasantPD-IDM-00036
City of Murphy - Police Department	2014-MurphyPD-IDM-00023
City of Schertz - Police Department	2014-SchertzPD-IDM-00003
Taylor County Sheriff's Office	2014-TaylorCoSO-IDM-00014
Texas Department of Public Safety	2014-TDPS-IDM-00026
Texas Department of Public Safety	2014-TDPS-IDM-00026
Titus County Sheriff's Office	2014-TitusCoSO-IDM-00027
Travis County Sheriff's Office	2014-Travis County SO-IDM-00028
City of Weslaco - Police Department	2014-WeslacoPD-IDM-00038

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	60	<i>Planned:</i> \$1,200,000.00			\$1,800,000.00	\$3,000,000.00
	35	<i>Actuals:</i> \$905,868.97			\$18,790,192.50	\$19,696,061.47

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 2
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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 citations	1,295
Child Safety Seat citations	0
CMV Speed citations	0
Community events	43
DUI Minor arrests/citations	5
DWI arrests	159
HMV citations	0
ITC citations	149
Alcohol related crashes	107
Other arrests	119
STEP Enforcement Hours	2,169
Other Elements - Arrests/Citations	0
PI&E materials distributed	6,041
PI&E materials produced	0
Presentations conducted	15
Safety Belt citations	3
Speed citations	546
STEP Elements - Arrests/Citations	0
Media exposures	16

Participating Organizations

	<i>Project #</i>
City of Edinburg - Police Department	2014-EdinbuPD-S-1YG-0054
Harris County Constable Precinct 4	2014-Harris4-S-1YG-0013

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>
410	K8FR	3	<i>Planned:</i> \$175,428.92			\$44,032.99	\$219,461.91
		2	<i>Actuals:</i> \$75,263.66			\$20,410.00	\$95,673.66

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 2
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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 citations	192
CMV Speed citations	2
Community events	6
DUI Minor arrests/citations	6
DWI arrests	372
HMV citations	46
ITC citations	37
Child Safety Seat citations	3
Other arrests	50
STEP Enforcement Hours	2,775
Other Elements - Arrests/Citations	0
PI&E materials distributed	2,050
PI&E materials produced	0
Presentations conducted	7
Safety Belt citations	3
Speed citations	300
STEP Elements - Arrests/Citations	0
Media exposures	20

Participating Organizations

Houston-Galveston Area Council	<i>Project #</i> 2014-HGAC-S-1YG-0087
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Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
410 K8FR	1	<i>Planned:</i> \$271,920.00			\$70,027.00	\$341,947.00
	1	<i>Actuals:</i> \$109,309.75			\$44,655.00	\$153,964.75

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas Municipal Police Association	Division TRF-TS	Project Number 2014-TMPA-G-1YG-0016
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Title / Desc. **Comprehensive Law Enforcement Advanced DUI/DWI Reporting System (LEADRS) Impaired Driving**

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

Performance Objectives	Target	Actual	Met?
▪ Collect Alcohol related articles for LEADRS Facebook page	120	217	<input checked="" type="checkbox"/>
▪ Collect DUI/DWI cases entered into LEADRS	9,000	8,903	<input type="checkbox"/>
▪ Complete LEADRS web application enhancements	6	11	<input checked="" type="checkbox"/>
▪ Conduct LEADRS user satisfaction evaluation to measure effectiveness of the program	1	1	<input checked="" type="checkbox"/>
▪ Conduct LEADRS steering committee meetings	2	2	<input checked="" type="checkbox"/>
▪ Conduct Meetings with TxDOT Program Manager or LEADRS staff	14	15	<input checked="" type="checkbox"/>
▪ Create News and information articles on LEADRS	4	4	<input checked="" type="checkbox"/>
▪ Develop Marketing-related points of contact that increase LEADRS usage statewide	500	567	<input checked="" type="checkbox"/>
▪ Distribute Public information and educational (PI & E) program materials	5,000	6,820	<input checked="" type="checkbox"/>
▪ Maintain LEADRS website and server hosting	1	1	<input checked="" type="checkbox"/>
▪ Maintain Team of qualified LEADRS staff	1	1	<input checked="" type="checkbox"/>
▪ Provide Technical support and maintenance for LEADRS users	100 %	102 %	<input checked="" type="checkbox"/>
▪ Send Last drink reports to the Texas Alcoholic Beverage Commission	52	51	<input type="checkbox"/>
▪ Support Local, state, or national conferences, workshops, forums, training or seminars	4	6	<input checked="" type="checkbox"/>
▪ Train Law enforcement officers on LEADRS	500	880	<input checked="" type="checkbox"/>
▪ Update LEADRS staff operating policies and procedures manual	1	1	<input checked="" type="checkbox"/>

Project Notes

Note: This project uses two funding sources, M5IS and SAFETEA-LU 410 (K8) funds

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8		Planned: \$184,614.24			\$600,000.00	\$784,614.24
			Actuals: \$184,614.24			\$600,000.00	\$784,614.24

Task: Enforcement	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas Municipal Police Association	Division TRF-TS	Project Number 2014-TMPA-G-1YG-0016
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Title / Desc. **Comprehensive Law Enforcement Advanced DUI/DWI Reporting System (LEADRS) Impaired Driving**

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 intervention efforts.
- 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	217	<input checked="" type="checkbox"/>
▪ Collect DUI/DWI cases entered into LEADRS	9,000	8,903	<input type="checkbox"/>
▪ Complete LEADRS web application enhancements	6	11	<input checked="" type="checkbox"/>
▪ Conduct LEADRS user satisfaction evaluation to measure effectiveness of the program	1	1	<input checked="" type="checkbox"/>
▪ Conduct LEADRS steering committee meetings	2	2	<input checked="" type="checkbox"/>
▪ Conduct Meetings with TxDOT Program Manager or LEADRS staff	14	15	<input checked="" type="checkbox"/>
▪ Create News and information articles on LEADRS	4	4	<input checked="" type="checkbox"/>
▪ Develop Marketing-related points of contact that increase LEADRS usage statewide	500	567	<input checked="" type="checkbox"/>
▪ Distribute Public information and educational (PI & E) program materials	5,000	6,820	<input checked="" type="checkbox"/>
▪ Maintain LEADRS website and server hosting	1	1	<input checked="" type="checkbox"/>
▪ Maintain Team of qualified LEADRS staff	1	1	<input checked="" type="checkbox"/>
▪ Provide Technical support and maintenance for LEADRS users	100 %	102 %	<input checked="" type="checkbox"/>
▪ Send Last drink reports to the Texas Alcoholic Beverage Commission	52	51	<input type="checkbox"/>
▪ Support Local, state, or national conferences, workshops, forums, training or seminars	4	6	<input checked="" type="checkbox"/>
▪ Train Law enforcement officers on LEADRS	500	880	<input checked="" type="checkbox"/>
▪ Update LEADRS staff operating policies and procedures manual	1	1	<input checked="" type="checkbox"/>

Project Notes

Note: This project uses two funding sources, M5IS and SAFETEA-LU 410 (K8) funds

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5IS	1	Planned:	\$507,173.25			\$593,500.00	\$1,100,673.25
		1	Actuals:	\$168,767.80			\$17,274.00	\$186,041.80

Task: Evaluation	Alcohol and Other Drug Counter Measures AL - 2
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<i>Organization Name</i> National Injury Prevention Council	<i>Division</i> TRF-TS	<i>Project Number</i> 2014-NIPC-G-1YG-0188
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Title / Desc. **Texas specific interlock penetration study**

Conduct a study to determine compliance rate with mandatory interlock statutes and explain reasons for non-compliance.

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 Lifesavers conference	1	1	<input checked="" type="checkbox"/>
▪ Complete analysis of target counties DWI arrest and disposition data	1	1	<input checked="" type="checkbox"/>
▪ Complete analysis of target counties DWI arrest records and compare to cases actually filed	1	2	<input checked="" type="checkbox"/>
▪ Complete analysis of target counties DWI bond records showing number of interlocks ordered and installed	1	2	<input checked="" type="checkbox"/>
▪ Complete analysis of target counties relevant data tracking DWI probation defendants interlock compliance	1	1	<input checked="" type="checkbox"/>
▪ Identify participating counties	4	2	<input type="checkbox"/>
▪ Produce narrative report summarizing the penetration study and making recommendations	1	1	<input checked="" type="checkbox"/>
▪ Produce statistical report summarizing the penetration study	1	0	<input type="checkbox"/>

Financial Information:

	<i>Fund Source</i>	<i># Projects</i>		<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
	MAP21	M5OT	1	<i>Planned:</i>	\$48,768.00		\$12,845.00	\$61,613.00
			1	<i>Actuals:</i>	\$42,061.73		\$13,164.00	\$55,225.73

Task: Evaluation	Alcohol and Other Drug Counter Measures AL - 2
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<i>Organization Name</i> Texas A&M Transportation Institute	<i>Division</i> TRF-TS	<i>Project Number</i> 2014-TTI-G-1YG-0059
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Title / Desc. **Evaluation of the Administrative License Revocation Program in Texas**

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>
▪ Analyze Years of ALR hearing data to determine disposition rates & reasons for reversals	4	4	☑
▪ Analyze States where the DWI process doesnt utilize ALR as part of the impaired driving countermeasures prg	8	8	☑
▪ Analyze Records of individuals previously arrested for DWI in order to assess the impact of ALR & recidivism	2,500	2,500	☑
▪ Complete Institutional Review Board (IRB) in order to obtain approval for data collection (criminal histories	1	3	☑
▪ Conduct Cost benefit analysis assessing the impact of no-refusal on ALR process	1	1	☑
▪ Conduct interviews &/or surveys with prosecutors/defense attorneys on the impact of ALR on criminal trials	15	16	☑
▪ Develop Comprehensive final report summarizing the results of all individual analyses	1	1	☑
▪ Identify counties or regions to use as a basis for the analysis based on the number of DWI arrests	6	8	☑
▪ Survey individuals to determine the public awareness of the consequences of DWI and impact of ALR	500	500	☑

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>
	MAP21	M5OT	1	<i>Planned:</i>	\$173,724.50		\$43,564.61	\$217,289.11
			1	<i>Actuals:</i>	\$151,679.31		\$38,080.00	\$189,759.31

Task: Evaluation	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas A&M Transportation Institute	Division TRF-TS	Project Number 2014-TTI-G-1YG-0061
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Title / Desc. No Refusal Programs: Evaluating the Impact on Impaired Driving Crashes in Texas

Examine the impact of no refusal programs & associated public awareness on fatal crashes & severe injuries in all crashes with specific emphasis on alcohol-related incidents (statewide scope).

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 DWI processing procedures.
- Increase and sustain high visibility enforcement of DWI laws.
- Increase intervention efforts.
- 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>
▪ Analyze offender records during no-refusal periods vs. normal process to access no-refusal policy impact	500	1,000	☑
▪ Conduct Cost benefit analysis assessing the impact of the no-refusal process including ALR & criminal court	1	1	☑
▪ Create stakeholder/expert panel to review deliverables to ensure accuracy & relevance to target audiences	1	1	☑
▪ Develop detailed process flow for current TX ALR process	1	2	☑
▪ Produce Final report detailing all of the results from the evaluation of the no-refusal process	1	1	☑
▪ Survey law enforcement agencies to assess impact of no-refusal policies on the enforcement process (min)	15	18	☑
▪ Survey stakeholders to assess impact of no-refusal policies driving while intoxicated adjudication process	25	31	☑
▪ Survey individuals (gen. public) to gage the awareness of no-refusal policies & its gen. deterrence effect	500	500	☑

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5OT	1	Planned:	\$205,221.56			\$51,389.79	\$256,611.35
		1	Actuals:	\$149,727.01			\$37,547.00	\$187,274.01

Task: Program Management	Alcohol and Other Drug Counter Measures AL - 2
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<i>Organization Name</i> Texas A&M Transportation Institute	<i>Division</i> TRF-TS	<i>Project Number</i> 2014-TTI-G-1YG-0060
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Title / Desc. Texas Impaired Driving Task Force Facilitation and Technical Assistance

Continue the work of the Texas Impaired Driving Task Force, administer statewide web presence, programmatic technical assistance, & maintenance of the Texas Impaired Driving Plan for Texas.

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 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 intervention efforts.
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.
- Increase the number of law enforcement task forces and coordinated enforcement campaigns.
- Increase 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>
▪ Conduct Statewide Impaired Driving Forum	1	1	☑
▪ Coordinate meetings of the Texas Impaired Driving Task Force	2	2	☑
▪ Develop educational documents for the impaired driving program (1-2 pages each)	3	3	☑
▪ Identify impaired driving subcommittees to support the Texas Impaired Driving Task Force	3	7	☑
▪ Maintain Statewide Texas Impaired Driving Task Force	1	2	☑
▪ Revise Texas Impaired Driving Plan	1	1	☑
▪ Submit content revisions to the Texas impaired driving website	12	13	☑

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>
	MAP21	M5OT	1	<i>Planned:</i>	\$120,285.28		\$30,176.79	\$150,462.07
			1	<i>Actuals:</i>	\$90,154.37		\$26,632.00	\$116,786.37

Task: Public Information Campaigns				Alcohol and Other Drug Counter Measures AL - 2		
Organization Name		Division		Project Number		
EnviroMedia Social Marketing		TRF-TS		2014-EnviroMe-SOW-0001		
Title / Desc. FY14 Football Season Impaired Driving Campaign						
<i>This campaign will focus on increasing public awareness of the dangers of driving while intoxicated, and decreasing the number of crashes on football weekends.</i>						
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>
▪ Develop Public awareness campaign that encourages Texans to make a plan for a sober ride home				1	69	<input checked="" type="checkbox"/>
Financial Information:						
<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
State	1	Planned:	\$1,000,000.00		\$1,000,000.00	\$2,000,000.00
	1	Actuals:	\$998,789.88		\$4,457,231.00	\$5,456,020.88

Task: Public Information Campaigns				Alcohol and Other Drug Counter Measures AL - 2		
Organization Name		Division		Project Number		
EnviroMedia Social Marketing		TRF-TS		2014-EnviroMe-SOW-0002		
Title / Desc. Christmas Holiday Impaired Driving Campaign						
<i>This campaign will focus on finding safe rides home and increase public awareness of the dangers of driving while intoxicated, and decreasing the number of crashes during Christmas and New Year holidays.</i>						
Strategies Addressed						
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.						
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>
MAP21 M5PEM	1	Planned:	\$1,000,000.00		\$1,000,000.00	\$2,000,000.00
	1	Actuals:	\$998,557.61		\$5,255,541.00	\$6,254,098.61

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Guerra Deberry Coody** Division TRF-TS Project Number **2014-GDC-SOW-0004**

Title / Desc. **FY 2014 College & Young Adult Campaign**

A public awareness and educational program focused on decreasing the incidence of drinking and driving involving young adult drivers.

Strategies Addressed

- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.
- 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 Integrated campaign flights: Spring Break & Back to School 2014	2	2	<input checked="" type="checkbox"/>
▪ Coordinate Media and community events	7	11	<input checked="" type="checkbox"/>
▪ Develop Outdoor creative designs	2	1	<input type="checkbox"/>
▪ Develop Press releases to increase public awareness	2	2	<input checked="" type="checkbox"/>
▪ Manage Public and private partnerships	5	12	<input checked="" type="checkbox"/>
▪ Produce Promotional items that appeal to our target markets	2	2	<input checked="" type="checkbox"/>
▪ Produce TV & Radio Public Service Announcements	6	2	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	<i>Planned:</i> \$1,000,000.00			\$1,000,000.00	\$2,000,000.00
		1	<i>Actuals:</i> \$946,605.60			\$4,345,063.00	\$5,291,668.60

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Guerra Deberry Coody** Division TRF-TS Project Number **2014-GDC-SOW-0005**

Title / Desc. **2014 Hispanic Impaired Driving**

A public awareness and educational program focused on decreasing the incidence of drinking and driving involving Hispanic drivers.

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>
▪ Conduct Integrated campaign flights	4	5	<input checked="" type="checkbox"/>
▪ Coordinate Media and community events	6	6	<input checked="" type="checkbox"/>
▪ Create Loteria mobile experience	1	1	<input checked="" type="checkbox"/>
▪ Develop Press releases to increase public awareness	2	1	<input type="checkbox"/>
▪ Manage Public and private partnerships	10	10	<input checked="" type="checkbox"/>
▪ Produce Radio spot	1	1	<input checked="" type="checkbox"/>
▪ Produce Television spot	1	1	<input checked="" type="checkbox"/>
▪ Revise Existing campaign creative	5	20	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	<i>Planned:</i> \$600,000.00			\$600,000.00	\$1,200,000.00
		1	<i>Actuals:</i> \$591,220.31			\$4,264,321.00	\$4,855,541.31

Task: Public Information Campaigns **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Hillcrest Baptist Medical Center-Hillcrest** District WAC Project Number **2014-Hillcres-G-1YG-0152**

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 enforcement of driving under the influence by minors laws.
- Increase intervention efforts.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Assist school and/or community events within 3 or more contiguous counties	8	34	☑
▪ Assist school-based interventions	40	50	☑
▪ Attend TxDOT Program Partners Meeting	1	1	☑
▪ Attend community health fairs and/or events	30	55	☑
▪ Collect traffic safety and alcohol awareness surveys	3,000	3,848	☑
▪ Conduct TeenSafe volunteer Certification Classes	2	2	☑
▪ Conduct seasonal safety campaigns	3	3	☑
▪ Conduct traffic safety and alcohol awareness educational presentations to adults	16	27	☑
▪ Conduct traffic safety and distracted driving observational studies	36	36	☑
▪ Conduct alcohol awareness/traffic safety programs/presentations using technical simulations	100	360	☑
▪ Conduct traffic safety and alcohol awareness educational presentations to youth	150	239	☑
▪ Distribute Teen Safe Times newsletters	6	6	☑
▪ Distribute PI&E traffic safety and alcohol awareness educational brochures	20,000	35,298	☑
▪ Evaluate TeenSafe Program participants and partners to assess satisfaction with TeenSafe Program services	125	127	☑
▪ Maintain databases to record and analyze data collected	4	7	☑
▪ Maintain traffic safety and alcohol awareness educational display areas	48	53	☑
▪ Participate in coalition focusing on youth outreach	1	8	☑

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5OT	1	Planned:	\$198,343.00			\$207,073.83	\$405,416.83
		1	Actuals:	\$171,035.84			\$207,074.00	\$378,109.84

Task: Public Information Campaigns			Alcohol and Other Drug Counter Measures AL - 2			
Organization Name		Division TRF-TS			Project Number	
Sherry Matthews Advocacy Marketing					2014-SMAM-SOW-0013	
Title / Desc. Labor Day: Impaired Driving Mobilization Public Information and Education Campaign						
The campaign focuses on increasing public awareness of the dangers of drinking and driving and coordinates with a statewide law enforcement mobilization during the Labor Day holiday weekend period.						
Project Notes						
Note: This project uses three funding sources, M5PEM, State and SAFETEA-LU 410 (K8FR) due to TMPA refund						
Note: This project uses three funding sources, M5PEM, State and SAFETEA-LU 410 (K8FR) due to TMPA refund						
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	Planned:	\$6,658.58			\$6,658.58
		Actuals:	\$6,658.58			\$6,658.58

Task: Public Information Campaigns			Alcohol and Other Drug Counter Measures AL - 2			
Organization Name		Division TRF-TS			Project Number	
Sherry Matthews Advocacy Marketing					2014-SMAM-SOW-0013	
Title / Desc. Labor Day: Impaired Driving Mobilization Public Information and Education Campaign						
The campaign focuses on increasing public awareness of the dangers of drinking and driving and coordinates with a statewide law enforcement mobilization during the Labor Day holiday weekend period.						
Project Notes						
Note: This project uses three funding sources, M5PEM, State and SAFETEA-LU 410 (K8FR) due to TMPA refund						
Note: This project uses three funding sources, M5PEM, State and SAFETEA-LU 410 (K8FR) due to TMPA refund						
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	Planned:	\$1,814.38			\$1,814.38
		Actuals:	\$1,814.38			\$1,814.38

Task: Public Information Campaigns			Alcohol and Other Drug Counter Measures AL - 2			
Organization Name		Division TRF-TS			Project Number	
Sherry Matthews Advocacy Marketing					2014-SMAM-SOW-0013	
Title / Desc. Labor Day: Impaired Driving Mobilization Public Information and Education Campaign						
The campaign focuses on increasing public awareness of the dangers of drinking and driving and coordinates with a statewide law enforcement mobilization during the Labor Day holiday weekend period.						
Strategies Addressed						
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.						
Project Notes						
Note: This project uses three funding sources, M5PEM, State and SAFETEA-LU 410 (K8FR) due to TMPA refund						
Note: This project uses three funding sources, M5PEM, State and SAFETEA-LU 410 (K8FR) due to TMPA refund						
Financial Information:						
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5PEM	1	Planned: \$1,200,000.00		\$1,200,000.00	\$2,400,000.00
		1	Actuals: \$1,191,480.21		\$1,591,612.00	\$2,783,092.21

Task: Public Information Campaigns	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas A&M Transportation Institute	Division TRF-TS	Project Number 2014-TTI-G-1YG-0028
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Title / Desc. A Public Awareness Campaign to Educate the Public on Impaired Drivers

The project will continue to expand the campaign into additional areas of Texas. The campaign will focus on material distribution to the public through active engagement with stakeholders in the area.

Strategies Addressed

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend public events to garner recognition and support for the campaign	20	0	<input type="checkbox"/>
▪ Create support base for the report impaired drivers campaign in the newly selected districts	1	0	<input type="checkbox"/>
▪ Distribute pieces of PI&E materials to increase awareness of the campaign	50,000	0	<input type="checkbox"/>
▪ Maintain report impaired drivers campaign website	1	0	<input type="checkbox"/>
▪ Purchase pieces of PI&E materials for distribution to the public as part of the campaign	20,000	0	<input type="checkbox"/>
▪ Select TxDOT districts to implement and expand the campaign	2	0	<input type="checkbox"/>

Project Notes

Note: Grant Cancelled

Financial Information:

Fund	Source	#	Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410	K8FR	1	Planned:		\$43,924.54			\$11,000.89	\$54,925.43
		0	Actuals:						

Task: Public Information Campaigns	Alcohol and Other Drug Counter Measures AL - 2
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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	2014-PC-Tx-ABL-00001
TxDOT-Amarillo	2014-PC-Tx-AMA-00002
TxDOT-Atlanta	2014-PC-Tx-ATL-00003
TxDOT-Austin	2014-PC-Tx-AUS-00004
TxDOT-Beaumont	2014-PC-Tx-BMT-00005
TxDOT-Bryan	2014-PC-Tx-BRY-00007
TxDOT-Brownwood	2014-PC-Tx-BWD-00006
TxDOT-Childress	2014-PC-Tx-CHS-00008
TxDOT-CorpusChristi	2014-PC-Tx-CRP-00009
TxDOT-Dallas	2014-PC-Tx-DAL-00010
TxDOT-El Paso	2014-PC-Tx-ELP-00011
TxDOT-Ft. Worth	2014-PC-Tx-FTW-00012
TxDOT-Houston	2014-PC-Tx-HOU-00013
TxDOT-Lubbock	2014-PC-Tx-LBB-00015
TxDOT-Lufkin	2014-PC-Tx-LKF-00016
TxDOT-Laredo	2014-PC-Tx-LRD-00014
TxDOT-Odessa	2014-PC-Tx-ODA-00017
TxDOT-Paris	2014-PC-Tx-PAR-00018
TxDOT-Pharr	2014-PC-Tx-PHR-00019
TxDOT-San Antonio	2014-PC-Tx-SAT-00021
TxDOT-San Angelo	2014-PC-Tx-SJT-00020
TxDOT-Tyler	2014-PC-Tx-TYL-00022
TxDOT-Waco	2014-PC-Tx-WAC-00023
TxDOT-Wichita Falls	2014-PC-Tx-WFS-00024
TxDOT-Yoakum	2014-PC-Tx-YKM-00025

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
State	25	<i>Planned:</i>	\$250,000.00			\$250,000.00
	25	<i>Actuals:</i>	\$193,388.01			\$193,388.01

Task: Training **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Bexar County Commissioners Court** District SAT Project Number **2014-BexarCCC-G-1YG-0046**

Title / Desc. **Bexar County DWI Court**

Bexar County Commissioners Court is requesting funding in order to facilitate the creation of a DWI Treatment Court. This Court will improve DWI adjudication and processing procedures.

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 intervention efforts.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Acquire Hire Staff	3	30	☑
▪ Assist Service Coordination	40	397	☑
▪ Attend Training and Technical Assistance	3	6	☑
▪ Complete Percentage who Graduate from the DWI Court	75 %	2 %	☐
▪ Identify Number of DWI Court Participants	40	397	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5CS	1	Planned: \$179,832.04			\$55,095.03	\$234,927.07
		1	Actuals: \$104,237.48			\$49,430.00	\$153,667.48

Task: Training **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Drug Alcohol and Tobacco Education** District DAL Project Number **2014-DATE-G-1YG-0113**

Title / Desc. **Your Decisions Save Lives: Understanding the True Impact of Alcohol and Drugs**

Smart Decisions Save Lives. provides age appropriate alcohol and drug preventive education using the latest research, multimedia tools, case studies, victim panels and leave behind materials

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>
▪ Educate students in summer programs on the dangers of alcohol and drug use	100	436	☑
▪ Educate parents of minors about methods to reduce under age consumption of alcohol	300	307	☑
▪ Educate middle school students about the dangers of alcohol and drug use and peer pressure	500	2,908	☑
▪ Educate high school students regarding the dangers of driving under the influence of alcohol and/or drugs	2,500	4,476	☑
▪ Educate elementary students about the dangers of alcohol and drug use	5,000	3,429	☐

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned: \$78,494.58			\$19,623.65	\$98,118.23
		1	Actuals: \$62,834.41			\$15,716.00	\$78,550.41

Task: Training				Alcohol and Other Drug Counter Measures AL - 2			
<i>Organization Name</i>			<i>Division</i> TRF-TS		<i>Project Number</i>		
Education Service Center, Region VI					2014-ESCVI-G-1YG-0024		
<i>Title / Desc.</i> Alcohol Drug and Safety Training Education Program AD-A-STEP for Life.							
<i>This is up to a 2 hour Alcohol Drug & Safety Education course for adults identified as under educated by federal guidelines & 21st Century K-12 students & their parents in afterschool programs.</i>							
<i>Strategies Addressed</i>							
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Analyze Participant evaluations to determine overall effectiveness of Alcohol Drug & Safety Training Program				500	519	<input checked="" type="checkbox"/>	
▪ Develop Teacher/Staff resource binder to consist of program lessons, supplementals, games, and activities				1	1	<input checked="" type="checkbox"/>	
▪ Teach Adult Basic Education, ESL, 21st Century students & parents in the AD-A-STEP program				700	1,025	<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>
MAP21 M5TR	1	<i>Planned:</i>	\$85,135.98			\$78,479.00	\$163,614.98
	1	<i>Actuals:</i>	\$72,807.20			\$67,117.00	\$139,924.20

Task: Training				Alcohol and Other Drug Counter Measures AL - 2			
<i>Organization Name</i>			<i>Division</i> TRF-TS		<i>Project Number</i>		
Education Service Center, Region XIII					2014-ESCXIII-G-1YG-0021		
<i>Title / Desc.</i> Workshops: Alcohol and Other Drugs Module Revision							
<i>This traffic safety project will conduct workshops to present the revised Alcohol and Other Drugs Module in the Driver Education Model Program to driver education instructors.</i>							
<i>Strategies Addressed</i>							
- 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.							
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Conduct Alcohol and Other Drug Module workshops for 160 driver education instructors				4	7	<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>
MAP21 M5TR	1	<i>Planned:</i>	\$6,300.00			\$3,486.40	\$9,786.40
	1	<i>Actuals:</i>	\$3,143.74			\$5,867.00	\$9,010.74

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Education Service Center, Region XIII	Division TRF-TS	Project Number 2014-ESCXIII-G-1YG-0148
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Title / Desc. **Alcohol and Other Drug Prevention Counselor Toolkit**

Develop a Model Comprehensive, Developmental Alcohol and Other Drug Prevention Guidance and Counseling Program Toolkit for school counselors to provide services for students and parents.

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Develop Alcohol and Other Drug Prevention Guidance and Counseling Program Toolkit	1	0	<input type="checkbox"/>

Project Notes

Note: Grant Cancelled

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5OT	1	Planned:	\$113,750.00			\$94,407.00	\$208,157.00
		0	Actuals:					

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Hillcrest Baptist Medical Center-Hillcrest	Division TRF-TS	Project Number 2014-Hillcres-G-1YG-0137
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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>
▪ Collect Reality Education for Drivers (RED) alcohol and other drugs assessments from participants ages 14+	2,250	2,968	☑
▪ Conduct Reality Education for Drivers (RED) campaign during football season	1	1	☑
▪ Conduct Reality Education for Drivers (RED) campaign during graduation and end of school events	1	2	☑
▪ Conduct Reality Education for Drivers (RED) campaign during prom and formal events	1	1	☑
▪ Conduct Reality Education for Drivers (RED) campaign during spring break.	1	1	☑
▪ Conduct Reality Education for Drivers (RED) campaign during summer events	1	2	☑
▪ Conduct Reality Education for Drivers (RED) Programs at health fairs and community events	10	22	☑
▪ Conduct Reality Education for Drivers (RED) adult workshops	12	34	☑
▪ Conduct Reality for Education (RED) youth workshops	12	29	☑
▪ Conduct RED experiential training sessions utilizing the driving simulator and the Fatal Vision goggles	15	36	☑
▪ Conduct Reality Education for Drivers (RED) Programs in hospital trauma centers	36	38	☑
▪ Distribute PI&E packets increasing public education and information to youth and adults	2,500	8,868	☑
▪ Establish collaborative ventures designed to reduce alcohol and drug related motor vehicle crashes	15	60	☑
▪ Establish Reality Education for Drivers (RED) educational displays	25	79	☑

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
	MAP21	M5TR	1	<i>Planned:</i> \$191,461.10			\$119,144.51	\$310,605.61
			1	<i>Actuals:</i> \$172,312.73			\$159,180.00	\$331,492.73

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Mothers Against Drunk Driving	Division TRF-TS	Project Number 2014-MADD-G-1YG-0074
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Title / Desc. **TAKE THE WHEEL in El Paso County.**

To increase public awareness and reduce alcohol related traffic fatalities in El Paso County through collaboration with law enforcement, the criminal justice system and citizens of El Paso 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 related to alcohol related traffic fatalities issues	8	14	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Recognition and Awards Ceremony	1	1	<input checked="" type="checkbox"/>
▪ Conduct MADD Take the Wheel Media Awareness Campaigns in El Paso County	2	2	<input checked="" type="checkbox"/>
▪ Conduct Volunteer Speakers Bureau training sessions	4	5	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Roll Call Briefings in El Paso County	30	28	<input type="checkbox"/>
▪ Coordinate Roundtable Meeting for judges, district attorneys, and probation officers on community DWI/DUI issue	1	2	<input checked="" type="checkbox"/>
▪ Participate in DWI/DUI court cases to monitor prosecution processes	600	652	<input checked="" type="checkbox"/>
▪ Train Volunteers to serve as court monitors	15	8	<input type="checkbox"/>
▪ Train Parents in the Power of Parents Curriculum in El Paso County	25	31	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$122,679.30			\$42,342.87	\$165,022.17
		1	Actuals:	\$99,811.41			\$143,898.00	\$243,709.41

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Mothers Against Drunk Driving	Division TRF-TS	Project Number 2014-MADD-G-1YG-0075
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Title / Desc. **TAKE THE WHEEL in Bexar County**

To increase awareness and reduce alcohol related traffic fatalities in Bexar county through collaboration with law enforcement, the criminal justice system and 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 meetings related to alcohol related traffic fatalities issues.	8	12	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Recognition and Awards Ceremony	1	1	<input checked="" type="checkbox"/>
▪ Conduct MADD Take the Wheel Media Awareness Campaigns in Bexar County.	2	4	<input checked="" type="checkbox"/>
▪ Conduct Volunteer Speakers Bureau training sessions	4	2	<input type="checkbox"/>
▪ Conduct Law Enforcement Roll Call Briefings in Bexar County	30	30	<input checked="" type="checkbox"/>
▪ Coordinate Roundtable Meeting for judges, district attorneys, and probation officers on community DWI/DUI issue	1	1	<input checked="" type="checkbox"/>
▪ Participate in DWI/DUI court cases to monitor prosecution processes	600	613	<input checked="" type="checkbox"/>
▪ Train Volunteers to serve as court monitors	15	15	<input checked="" type="checkbox"/>
▪ Train Parents in the Power of Parents Curriculum	25	29	<input checked="" type="checkbox"/>

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$137,960.10			\$51,398.80	\$189,358.90
		1	Actuals:	\$73,512.01			\$146,094.00	\$219,606.01

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Mothers Against Drunk Driving	Division TRF-TS	Project Number 2014-MADD-G-1YG-0076
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Title / Desc. **TAKE THE WHEEL in Harris and Montgomery Counties**

To increase awareness and reduce alcohol related traffic fatalities in Harris and Montgomery counties through 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 to alcohol related traffic fatalities issues.	8	12	<input checked="" type="checkbox"/>
▪ Conduct MADD Take the Wheel Media Awareness Campaigns in Harris/Montgomery County	2	3	<input checked="" type="checkbox"/>
▪ Conduct Speakers Bureau Training sessions for new volunteers	4	5	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Roll Call Briefings	30	75	<input checked="" type="checkbox"/>
▪ Coordinate Law Enforcement Recognition and Awards Ceremony	1	2	<input checked="" type="checkbox"/>
▪ Coordinate Roundtable Meeting for judges, district attorneys, and probation officers on community DWI/DUI issue	1	1	<input checked="" type="checkbox"/>
▪ Participate in DWI/DUI court cases to monitor prosecution processes.	1,200	1,460	<input checked="" type="checkbox"/>
▪ Train Volunteers to serve as court monitors	20	30	<input checked="" type="checkbox"/>
▪ Train Parents in the Power of Parents Curriculum	25	129	<input checked="" type="checkbox"/>

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$260,141.07			\$279,013.50	\$539,154.57
		1	Actuals:	\$201,392.48			\$670,530.00	\$871,922.48

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Mothers Against Drunk Driving	Division TRF-TS	Project Number 2014-MADD-G-1YG-0077
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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 meetings related to alcohol related traffic fatalities issues	24	67	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Recognition and Awards Ceremonies in Dallas, Travis, Hidalgo and Cameron Counties	3	4	<input checked="" type="checkbox"/>
▪ Conduct MADD Take the Wheel Media Awareness Campaigns	6	6	<input checked="" type="checkbox"/>
▪ Conduct Volunteer Speakers Bureau training sessions	12	15	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Roll Call Briefings	120	126	<input checked="" type="checkbox"/>
▪ Coordinate Roundtable meetings for judges, district attorneys, and probation officers on community DWI/DUI issues	6	8	<input checked="" type="checkbox"/>
▪ Participate in Court Monitoring cases of DWI/DUI throughout the grant year	1,200	5,686	<input checked="" type="checkbox"/>
▪ Train Volunteers to serve as court monitors	20	52	<input checked="" type="checkbox"/>
▪ Train Parents in the Power of Parents Curriculum	25	136	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$800,972.44			\$308,580.00	\$1,109,552.44
		1	Actuals:	\$650,057.05			\$1,313,407.00	\$1,963,464.05

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Mothers Against Drunk Driving	Division TRF-TS	Project Number 2014-MADD-G-1YG-0078
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Title / Desc. **TAKE THE WHEEL in Smith and Gregg Counties.**

To increase awareness and reduce alcohol related traffic fatalities in Smith and Gregg 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 meetings related to alcohol related traffic fatalities issues in Smith/Gregg counties	8	17	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Recognition and Awards Ceremony	1	2	<input checked="" type="checkbox"/>
▪ Conduct MADD Take the Wheel Media Awareness Campaigns in Smith/Gregg Counties	2	3	<input checked="" type="checkbox"/>
▪ Conduct Volunteer Speakers Bureau training sessions	4	6	<input checked="" type="checkbox"/>
▪ Conduct Law Enforcement Roll Call Briefings	30	33	<input checked="" type="checkbox"/>
▪ Coordinate Roundtable Meeting for judges, district attorneys, and probation officers on community DWI/DUI issue	2	2	<input checked="" type="checkbox"/>
▪ Participate in DWI/DUI court cases to monitor prosecution processes.	600	609	<input checked="" type="checkbox"/>
▪ Train Volunteers to serve as court monitors	20	22	<input checked="" type="checkbox"/>
▪ Train Parents in the Power of Parents Curriculum in Smith/Gregg County	25	80	<input checked="" type="checkbox"/>

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$146,232.05			\$51,632.22	\$197,864.27
		1	Actuals:	\$107,131.93			\$165,438.00	\$272,569.93

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Safety City Abilene	District ABL	Project Number 2014-SafetyCi-G-1YG-0145
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Title / Desc. Safety City-Alcohol Awareness

To educate driving age citizens on impaired driving using interactive media.

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 training for anti-DWI advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Educate Drivers Education Students, military families, parents and others to prevent impaired driving	2,000	2	<input type="checkbox"/>

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
	MAP21	M5OT	1	Planned: \$29,810.85			\$7,452.71	\$37,263.56
			1	Actuals: \$29,432.11			\$10,092.00	\$39,524.11

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Sam Houston State University	Division TRF-TS	Project Number 2014-SHSU-G-1YG-0018
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Title / Desc. Impaired Driving Initiatives - DECP, ARIDE and DITEP

Maintain a network of certified DREs/DRE instructors, 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 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 agency coordinator regional meeting to review the Texas Drug Recognition Expert program	1	1	☑
▪ Conduct DRE instructor update course.	1	1	☑
▪ Conduct Drug Recognition Expert Work Group meeting	1	1	☑
▪ Develop DRE Instructor subcontract to be implemented	1	1	☑
▪ Maintain National DRE Tracking Database (Texas Section)	1	1	☑
▪ Maintain Sam Houston State University Impaired Driving Grant Website	1	1	☑
▪ Provide Texas prosecutors with DRE updates, materials, list of current DREs and DRE instructors	100	243	☑
▪ Revise Set of DRE student and instructor policies	1	1	☑
▪ Revise Texas DRE Recertification curriculum maintaining IACP standards	1	1	☑
▪ Train DREs in the 8 hour Texas DRE Recertification course	60	122	☑
▪ Train Texas peace officers in the NHTSA/IACP approved DRE course	60	56	☐
▪ Train Texas peace officers in the NHTSA/IACP approved ARIDE course	260	332	☑
▪ Train Secondary educational professionals in the NHTSA/IACP approved DITEP training	500	527	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$619,652.06		\$6,750.00	\$580,187.60	\$1,206,589.66
		1	Actuals:	\$524,029.20			\$540,704.00	\$1,064,733.20

Task: Training				Alcohol and Other Drug Counter Measures AL - 2				
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>				
Sam Houston State University				2014-SHSU-G-1YG-0117				
<i>Title / Desc.</i> Drug Impairment Training for Texas Employers (DITTE)								
<i>This project will work with Texas employers to educate employees on traffic safety, specifically impaired driving, reducing the number of fatalities and injuries on Texas Roadways.</i>								
<i>Strategies Addressed</i>								
- Increase intervention efforts.								
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪ Conduct Advisory Group meeting to review the Drug Impairment Training for Texas Employers curriculum				1	0	<input type="checkbox"/>		
▪ Develop DITTE instructor subcontract for implementation				1	1	<input checked="" type="checkbox"/>		
▪ Maintain Sam Houston State University Impaired Driving Initiatives website				1	1	<input checked="" type="checkbox"/>		
▪ Train Texas employers in the 6-hour drug impairment training course				350	531	<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>
MAP21	M5TR	1	<i>Planned:</i>	\$159,098.88			\$67,160.70	\$226,259.58
		1	<i>Actuals:</i>	\$93,906.76			\$90,555.00	\$184,461.76

Task: Training				Alcohol and Other Drug Counter Measures AL - 2				
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>				
Sam Houston State University				2014-SHSU-G-1YG-0119				
<i>Title / Desc.</i> Drug Impairment Training for Texas Community Supervision and Parole Officers								
<i>The primary goal of this proposal is to work with TX Community Supervision & Parole Officers on traffic safety, especially driving impaired, reducing the number of fatalities & injuries on TX roadways</i>								
<i>Strategies Addressed</i>								
- Increase intervention efforts.								
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪ Conduct 6-8 hour pilot course on the Drug Impairment Training for TXCommunity Supervisors & Parole Officers				1	2	<input checked="" type="checkbox"/>		
▪ Conduct Work Group meetings to review the Drug Impairment Training for Educational Professional curricula				4	5	<input checked="" type="checkbox"/>		
▪ Develop Curriculum/Developer or edit or subcontract for implementation				1	0	<input type="checkbox"/>		
▪ Develop Instructor subcontract to be implemented				1	1	<input checked="" type="checkbox"/>		
▪ Maintain Sam Houston State University Impaired Driving Initiatives website				1	1	<input checked="" type="checkbox"/>		
▪ Train Instructors on the (6-8 hour) Drug Impairment Training for TX Community Supervision & Parole Officer				5	3	<input 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>
MAP21	M5TR	1	<i>Planned:</i>	\$110,985.85			\$29,316.11	\$140,301.96
		1	<i>Actuals:</i>	\$64,934.46			\$21,817.00	\$86,751.46

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texans Standing Tall	Division TRF-TS	Project Number 2014-TST-G-1YG-0045
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Title / Desc. Zero Alcohol for Youth Campaign and Statewide Youth Advisory Council to Reduce Impaired Driving

Zero Alcohol for Youth Campaign and Youth Advisory Council are youth-led programs to reduce impaired driving and increase awareness and enforcement of Texas zero tolerance laws on youth alcohol use.

Strategies Addressed

- 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>
▪ Attend and exhibit at statewide conferences to promote the Zero Alcohol for Youth Campaign	7	7	<input checked="" type="checkbox"/>
▪ Coordinate Texans Standing Tall (TST) Youth Advisory Council (YAC) collaboration opportunities	8	8	<input checked="" type="checkbox"/>
▪ Evaluate Youth Advisory Council (YAC) program	1	1	<input checked="" type="checkbox"/>
▪ Evaluate Zero Alcohol for Youth Campaign program	1	1	<input checked="" type="checkbox"/>
▪ Implement Zero Alcohol for Youth Campaign (ZAYC) booster training assistance programs	15	16	<input checked="" type="checkbox"/>
▪ Maintain and expand statewide Youth Advisory Council (YAC)	1	1	<input checked="" type="checkbox"/>
▪ Revise Zero Alcohol for Youth Campaign (ZAYC) Action Manual	1	1	<input checked="" type="checkbox"/>
▪ Train Youth Advisory Council (YAC)	1	1	<input checked="" type="checkbox"/>
▪ Train new coalitions, organizations, or schools to implement the Zero Alcohol for Youth Campaign	4	4	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5OT	1	<i>Planned:</i>	\$240,309.68		\$1,000.00	\$79,389.11	\$320,698.79
		1	<i>Actuals:</i>	\$240,309.68		\$1,000.00	\$93,488.00	\$334,797.68

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texans Standing Tall	Division TRF-TS	Project Number 2014-TST-G-1YG-0124
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Title / Desc. **Screening and Brief Intervention for Risky Alcohol Use and Related Behavior among College Students**

Screening and Brief Intervention is an evidence-based strategy to screen high-risk college students to identify risky alcohol use and related risky behaviors, like DUI/DWI, and motivate them to stop.

Strategies Addressed

- Improve education programs on alcohol and driving for youth.
- Increase intervention efforts.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Create presentation on Screening and Brief Intervention for Texans Standing Tall Statewide Summit	1	1	<input checked="" type="checkbox"/>
▪ Evaluate Screening and Brief Intervention (SBI) training and process fidelity	1	1	<input checked="" type="checkbox"/>
▪ Provide resources for support for Screening and Brief Intervention on new campuses	4	5	<input checked="" type="checkbox"/>
▪ Train college campuses to implement Screening and Brief Intervention (SBI)	4	4	<input checked="" type="checkbox"/>
▪ Utilize database of college alcohol & other drug personnel to publicize Screening and Brief Intervention	1	1	<input checked="" type="checkbox"/>

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$232,300.59		\$2,500.00	\$56,710.73	\$291,511.32
		1	Actuals:	\$232,300.59		\$3,000.00	\$69,822.00	\$305,122.59

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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<i>Organization Name</i> Texas A&M Agrilife Extension Service	<i>Division</i> TRF-TS	<i>Project Number</i> 2014-Texas Ag-G-1YG-0037
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Title / Desc. Texas A&M AgriLife Extension Service Watch UR BAC 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 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 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 TxDOT Traffic Safety Program Partners meeting to engage with partners & share program information	1	3	☑
▪ Conduct parent education programs to increase the awareness of underage drinking	10	11	☑
▪ Conduct events to educate the public about alcohol awareness and promote Watch UR BAC campaign.	90	168	☑
▪ Coordinate Driving While Intoxicated (DWI) Law Enforcement Advisory Committee and related Media activity	1	1	☑
▪ Distribute pieces of PI&E to promote alcohol awareness, laws, consequences and promote campaigns	30,000	45,708	☑
▪ Educate health care professionals, EMTs or first responders on screening and brief intervention	25	54	☑
▪ Educate law enforcement agencies on taking Standardize Field Sobriety Testing refresher course.	65	77	☑
▪ 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 on the use of interlock technologies	12	12	☑

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>
	MAP21	M5TR	1	<i>Planned:</i>	\$332,185.13		\$117,587.92	\$449,773.05
			1	<i>Actuals:</i>	\$326,104.78		\$373,822.00	\$699,926.78

Task: Training		Alcohol and Other Drug Counter Measures AL - 2						
<i>Organization Name</i>		<i>Division</i> TRF-TS			<i>Project Number</i>			
Texas A&M Agrilife Extension Service		2014-Texas Ag-G-1YG-0138						
<i>Title / Desc.</i> Texas AgriLife Extension Alcohol and Other Drugs Parent Education Program								
<i>Education and awareness 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.</i>								
<i>Strategies Addressed</i>								
- Increase public education and information, concentrating on youth age 5-13 and 14-20, including parent education on drinking and driving.								
<i>Performance Objectives</i>								
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪	Conduct Parent Education Classes			14	28	☑		
▪	Conduct Youth Life Skills Education Classes			14	14	☑		
▪	Conduct Parental Influence Awareness Programs			17	17	☑		
▪	Create Project Advisory Group			1	1	☑		
▪	Develop Parental Influence Education Program			1	1	☑		
▪	Evaluate Project Performance			1	1	☑		
▪	Identify Community Partners to Promote Parent Classes			3	9	☑		
▪	Implement Parent Education Skills Program			1	4	☑		
▪	Train Group of Volunteer Educators			1	3	☑		
<i>Financial Information:</i>								
<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>
MAP21	M5TR	1	<i>Planned:</i>	\$78,465.88			\$21,528.98	\$99,994.86
		1	<i>Actuals:</i>	\$72,376.49			\$32,850.00	\$105,226.49

Task: Training		Alcohol and Other Drug Counter Measures AL - 2						
<i>Organization Name</i>		<i>Division</i> TRF-TS			<i>Project Number</i>			
Texas A&M Transportation Institute		2014-TTI-G-1YG-0029						
<i>Title / Desc.</i> Attitudes of Ignition Interlock Devices for First and Subsequent Offenders								
<i>The project will use a combination of surveying and educational pamphlets to gauge the attitudes toward ignition interlock devices and educate the public of their uses.</i>								
<i>Strategies Addressed</i>								
- Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders.								
- Improve anti-DWI public information and education campaigns including appropriate bilingual campaigns.								
- Increase intervention efforts.								
<i>Performance Objectives</i>								
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪	Collect surveys to measure the general public attitudes on ignition interlock devices			500	524	☑		
▪	Distribute pamphlets to the public to educate on the use of ignition interlock devices			5,000	6,000	☑		
▪	Produce pamphlet to educate the public on the use of ignition interlock devices			1	1	☑		
▪	Produce report detailing attitudes toward ignition interlocks and PI&E efforts.			1	1	☑		
<i>Financial Information:</i>								
<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>
MAP21	M5OT	1	<i>Planned:</i>	\$57,707.06			\$14,451.14	\$72,158.20
		1	<i>Actuals:</i>	\$54,987.63			\$14,086.00	\$69,073.63

Task: Training				Alcohol and Other Drug Counter Measures AL - 2			
Organization Name			Division TRF-TS		Project Number		
Texas A&M Transportation Institute					2014-TTI-G-1YG-0030		
Title / Desc. Alcohol and Ignition Interlock Training for Texas Adult Probation Personnel							
<i>This project will conduct alcohol and breath alcohol ignition interlock device training, develop and conduct a train the-trainer program, and develop and incorporate a brief intervention training.</i>							
Strategies Addressed							
- Improve and increase training for law enforcement officers.							
- Increase intervention efforts.							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Conduct Training Sessions				10	13	<input checked="" type="checkbox"/>	
▪ Provide Brief Intervention Training Program				1	1	<input checked="" type="checkbox"/>	
▪ Train Professionals to teach the Alcohol and Ignition Interlock (AL/IG IN) Training Program				6	6	<input checked="" type="checkbox"/>	
Financial Information:							
<i>Fund</i>	<i>Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
MAP21	M5TR	1	<i>Planned:</i> \$172,829.89			\$57,732.69	\$230,562.58
		1	<i>Actuals:</i> \$168,432.29			\$63,792.00	\$232,224.29

Task: Training				Alcohol and Other Drug Counter Measures AL - 2			
Organization Name			District AUS		Project Number		
Texas A&M Transportation Institute					2014-TTI-G-1YG-0031		
Title / Desc. Alcohol and Drug Training for Texas DPS Blood and Breath Alcohol Forensic Scientists							
<i>This project will analyze blood and breath alcohol forensic scientists' knowledge about alcohol, drugs, and trial testimony; prepare materials to help them gain knowledge and skills; deliver training.</i>							
Strategies Addressed							
- Improve and increase training for law enforcement officers.							
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Conduct Blood and breath alcohol forensic scientists training program in alcohol/drug driving areas				1	1	<input checked="" type="checkbox"/>	
▪ Develop Sets of training materials for blood and breath alcohol forensic scientists in alcohol/drug driving				75	75	<input checked="" type="checkbox"/>	
▪ Evaluate Training program for blood and breath alcohol forensic scientists in alcohol/drug driving areas				1	1	<input checked="" type="checkbox"/>	
▪ Plan Blood and breath alcohol forensic scientists training program in alcohol/drug driving areas				1	1	<input checked="" type="checkbox"/>	
▪ Submit Final report on training program for blood and breath alcohol forensic scientists in alcohol/drug driving areas				1	1	<input checked="" type="checkbox"/>	
Financial Information:							
<i>Fund</i>	<i>Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
MAP21	M5TR	1	<i>Planned:</i> \$108,130.95			\$41,694.69	\$149,825.64
		1	<i>Actuals:</i> \$101,178.89			\$66,664.00	\$167,842.89

Task: Training **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Texas A&M Transportation Institute** Division TRF-TS Project Number **2014-TTI-G-1YG-0086**

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

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 increase in blood alcohol concentration (BAC) reporting to TxDOT Traffic Records	44 %	46 %	<input checked="" type="checkbox"/>
▪ Create process flow for blood alcohol concentration (BAC) reporting in fatal crashes	1	1	<input checked="" type="checkbox"/>
▪ Evaluate blood alcohol concentration (BAC) reporting processes utilized by Medical Examiner offices in Texas	14	12	<input type="checkbox"/>
▪ Produce technical memorandums/reports	4	4	<input checked="" type="checkbox"/>
▪ Support TxDOT in improving the reporting of blood alcohol concentration (BAC) results	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M5BAC	1	Planned: \$82,603.26			\$20,683.18	\$103,286.44
	1	Actuals: \$71,407.08			\$17,887.00	\$89,294.08

Task: Training **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Texas A&M Transportation Institute** District LRD Project Number **2014-TTI-G-1YG-0091**

Title / Desc. **Jump Starting the Madrina-Padrino Program in Communities of Greatest Need**

This grant will be used to recruit and train Latino community partners to implement the Madrina-Padrino Program in South 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 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.
- Concentrate efforts on historically low use populations.
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Madrina Padrino Traffic Safety train-the-trainer workshops in the Laredo TxDOT District	3	7	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 AL	1	Planned: \$35,862.12			\$8,991.48	\$44,853.60
	1	Actuals: \$35,002.53				\$35,002.53

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas A&M Transportation Institute	Division TRF-TS	Project Number 2014-TTI-G-1YG-0094
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Title / Desc. Peer-to-Peer Program for Decreasing Alcohol-Impaired Driving Among 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 ten 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 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>
▪ Administer surveys of college students to obtain feedback regarding program content and refinement	100	90	<input type="checkbox"/>
▪ Conduct public press conference that will include college student representatives as active participants	1	1	<input checked="" type="checkbox"/>
▪ Conduct regional symposiums with a theme of reducing drinking & driving among college students	2	2	<input checked="" type="checkbox"/>
▪ Develop starter kit of resources to support program deployment by college students	1	1	<input checked="" type="checkbox"/>
▪ Establish state advisory board comprised of college students to help lead and guide program content & outreach	1	1	<input checked="" type="checkbox"/>
▪ Establish teams of student leaders (i.e., 1 on each campus) participating in program outreach	10	12	<input checked="" type="checkbox"/>
▪ Identify college-based organization that can serve as a point of collaboration	1	2	<input checked="" type="checkbox"/>
▪ Maintain Facebook page to support program outreach	1	1	<input checked="" type="checkbox"/>
▪ Obtain set of citation data for each campus involved in this program outreach	1	12	<input checked="" type="checkbox"/>
▪ Provide college campuses in Texas with resources to address drinking and driving among college students	10	12	<input checked="" type="checkbox"/>

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
	MAP21	M5TR	1	<i>Planned:</i>	\$285,392.50		\$155,680.80	\$441,073.30
			1	<i>Actuals:</i>	\$261,634.66		\$162,898.00	\$424,532.66

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas Alcoholic Beverage Commission	Division TRF-TS	Project Number 2014-TABC-G-1YG-0007
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Title / Desc. TABC Source Investigations Law Enforcement Grant

Pilot program to reduce DUI and other alcohol related incidents by providing local law enforcement with information on when/why TABC should be contacted immediately so they can start an investigation.

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>
▪ Conduct law enforcement campaigns during the grant to support efforts in preventing/reducing DUI crashes	4	7	<input checked="" type="checkbox"/>
▪ Conduct inspections at licensed locations during increased instances of DWI crashes.	100	1,419	<input checked="" type="checkbox"/>
▪ Develop online toolkit that contains materials on the alcoholic beverage laws for community members	1	1	<input checked="" type="checkbox"/>
▪ Develop online toolkit that contains materials on the alcoholic beverage laws for TABC retailers	1	1	<input checked="" type="checkbox"/>
▪ Produce law enforcement toolkits that contain materials on the alcoholic beverage laws	5,000	5,000	<input checked="" type="checkbox"/>
▪ Train certified peace officers on source investigation and alcoholic beverage enforcement operations/laws	5,000	9,148	<input checked="" type="checkbox"/>

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	<i>Planned:</i>	\$287,800.00			\$359,139.06	\$646,939.06
		1	<i>Actuals:</i>	\$280,097.07			\$426,579.00	\$706,676.07

Task: Training **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Texas Alcoholic Beverage Commission** Division TRF-TS Project Number **2014-TABC-G-1YG-0190**

Title / Desc. TABC Special Events Education Grant

Project to reduce DUI and other alcohol related incidents by providing training and educational opportunities on the alcoholic beverage laws to communities that host a special event.

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>
▪ Conduct specialized law enforcement trainings in coordination with the educational campaigns for free	3	4	☑
▪ Conduct special event campaigns to reduce alcohol crashes, fatalities and injuries	4	4	☑
▪ Develop online toolkit that contains materials on the alcoholic beverage laws for community members	1	1	☑
▪ Educate employees and volunteers of TABC licensed locations and temporary TABC permit holders	3,000	6,127	☑
▪ Produce temporary TABC permit toolkits that contain materials on the alcoholic beverage laws	5,000	5,000	☑
▪ Produce retailer toolkits that contain materials on the alcoholic beverage laws	10,000	10,750	☑
▪ Provide TABC licensed locations and organizations with information on temporary TABC permits	5,000	17,910	☑

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M5TR	1	Planned: \$110,825.00			\$62,452.35	\$173,277.35
	1	Actuals: \$109,663.49			\$64,772.00	\$174,435.49

Task: Training **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Texas Association of Counties** Division TRF-TS Project Number **2014-TAC-G-1YG-0170**

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	3	☑
▪ Educate Constitutional County Judges	195	360	☑
▪ Maintain DWI website	1	1	☑
▪ Provide Telephone hotline/help desk	1	1	☑
▪ Provide DWI Policy Summits	2	2	☑

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M5CS	1	Planned: \$189,935.21			\$104,846.00	\$294,781.21
	1	Actuals: \$170,148.08			\$148,412.00	\$318,560.08

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas Center for the Judiciary	Division TRF-TS	Project Number 2014-TCJ-G-1YG-0041
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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>
▪ Conduct DWI Conference for DWI Court Teams and Student Conduct Officers	1	1	☑
▪ Conduct DWI Court Team Training	1	1	☑
▪ Conduct Survey of Texas judges	1	1	☑
▪ Conduct DWI Summit meetings	2	2	☑
▪ Conduct DWI breakout sessions at Annual Judicial Education Conference	3	3	☑
▪ Conduct DWI breakout sessions at the Criminal Justice Conference	3	3	☑
▪ Conduct DWI breakout sessions at the Winter Regional Conferences	4	4	☑
▪ Coordinate DWI Court Judges Meeting	1	1	☑
▪ Coordinate DWI Court recidivism study	1	1	☑
▪ Coordinate Traffic Safety Grant Program Partners Meeting	1	1	☑
▪ Distribute DWI Newsletters	3	3	☑
▪ Evaluate Texas DWI Courts	6	7	☑
▪ Maintain Judicial Resource Liaison	1	11	☑
▪ Manage Texas Judges' DWI Resource website	1	12	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5CS	1	Planned:	\$692,736.28			\$809,911.98	\$1,502,648.26
		1	Actuals:	\$639,359.79			\$1,261,490.00	\$1,900,849.79

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas District and County Attorneys Association	Division TRF-TS	Project Number 2014-TDCAA-G-1YG-0127
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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 the use of warrants for mandatory blood draws.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Distribute case notes on important DWI appellate decisions by e-mail and archive at tdcaa.com	12	35	<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 presentations to Traffic Safety Partners by qualified speakers on DWI and Traffic Safety	4	9	<input checked="" type="checkbox"/>
▪ Provide technical assistance by e-mail to prosecutors, officers and traffic safety partners	120	362	<input checked="" type="checkbox"/>
▪ Provide Intoxication Manslaughter publications with CD to felony prosecutors in Texas	1,950	2,310	<input checked="" type="checkbox"/>
▪ Provide Texas Prosecutors with TDCAAs Traffic Stops Publication	2,950	2,885	<input type="checkbox"/>
▪ Train prosecutors and prosecutor support staff at a Train the Trainer program	30	31	<input checked="" type="checkbox"/>
▪ Train Texas prosecutors and police in Intoxication Manslaughter and provide publications	200	204	<input checked="" type="checkbox"/>
▪ Train new prosecutors at week long Basic Trial Skills programs and provide with publications	250	246	<input type="checkbox"/>
▪ Train prosecutors and police officers at regional DWI programs and provide publications	1,500	1,527	<input checked="" type="checkbox"/>

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5CS	1	Planned:	\$576,981.86			\$630,262.14	\$1,207,244.00
		1	Actuals:	\$566,106.81			\$661,673.00	\$1,227,779.81

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name Texas Justice Court Training Center	Division TRF-TS	Project Number 2014-TJCTC-G-1YG-0073
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Title / Desc. Texas Justice Court Traffic Safety Initiative

The Texas Justice Court Traffic Safety Initiative seeks to educate justices of the peace and court personnel regarding their role in improving traffic safety in Texas.

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 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 four hour program classes at 20 hour judge seminars	5	5	☑
▪ Conduct four hour program classes at 16 hour court personnel seminars	6	6	☑
▪ Distribute Guide to Reporting Requirements electronically to Texas justices of the peace	1	1	☑
▪ Distribute Magistration and Inquest Field Guide publication electronically to Texas justices of the peace	1	1	☑
▪ Distribute newsletter entirely dedicated to program content	1	1	☑
▪ Distribute newsletters containing an article relevant to the program	3	3	☑
▪ Enroll additional Texas counties in the bond schematic program	20	1	☐
▪ Maintain internet site dedicated to the program, accessible to judges and court personnel	1	1	☑
▪ Revise Guide to Reporting Requirements	1	1	☑
▪ Revise Magistration and Inquest Field Guide publication	1	1	☑
▪ Send individuals, including program staff, to the Lifesavers Conference	2	2	☑
▪ Train group of newly elected or appointed justices of the peace in program areas at new judge seminars	1	1	☑

Financial Information:

Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
410 K8FR	1	<i>Planned:</i>	\$132,597.93			\$133,195.57	\$265,793.50
	1	<i>Actuals:</i>	\$123,060.87			\$146,023.00	\$269,083.87

Task: Training **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Texas Municipal Courts Education Center** *Division* TRF-TS *Project Number*
2014-TMCEC-G-1YG-0070

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 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

	<i>Target</i>	<i>Actual</i>	<i>Met?</i>
▪ Conduct statewide traffic safety conference for judges, court personnel and city officials	1	1	☑
▪ Conduct Teen Court planning sessions	2	3	☑
▪ Coordinate traffic safety exhibits at city and court-related seminars	24	28	☑
▪ Educate municipal judges through an awareness (PI&E) campaign on traffic safety	1,200	1,281	☑
▪ Identify courts as award recipients for the Municipal Traffic Safety Initiatives Traffic Safety Awards	9	10	☑
▪ Produce information pages and links for the TX Municipal Courts Education Center website on traffic safety	10	16	☑
▪ Produce newsletter pages on traffic safety for municipal judges & court support personnel	10	10	☑
▪ Train magistrates in traffic safety courses at regional & local prog & webinars related to impaired driving	75	624	☑
▪ Train municipal prosecutors in ts courses at TMCEC regional conferences, local programs, and webinars	100	170	☑
▪ Train municipal court sup. pers. in ts courses at reg. & local prog., orientations, clinics, & webinars	800	1,609	☑
▪ Train municipal judges in ts courses at reg. conferences, local programs, orientations, clinics, & webinar	1,000	1,500	☑

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>
MAP21	M5CS	1	<i>Planned:</i> \$331,461.96		\$6,600.00	\$215,393.56	\$553,455.52

1 Actuals: \$326,210.98 \$358,731.00 \$684,941.98

Task: Training **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Texas Municipal Police Association** Division TRF-TS Project Number **2014-TMPA-G-1YG-0009**

Title / Desc. Law Enforcement Training to Reduce Impaired Driving by People Under 21.

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

Strategies Addressed

- 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 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 national conference on underage impaired driving	1	1	<input checked="" type="checkbox"/>
▪ Conduct instructor update conference on reducing impaired driving among youth	1	1	<input checked="" type="checkbox"/>
▪ Conduct train-the-trainer courses	3	3	<input checked="" type="checkbox"/>
▪ Distribute Public Information and Education Materials to certified police officers and in program marketing.	15,000	19,148	<input checked="" type="checkbox"/>
▪ Evaluate instructors teaching program courses	100 %	176 %	<input checked="" type="checkbox"/>
▪ Participate in coalitions to reduce impaired driving among youth	20	21	<input checked="" type="checkbox"/>
▪ Produce curriculum for Alcohol and Drug Abuse Prevention Training for School Resource Officers classes	1	1	<input checked="" type="checkbox"/>
▪ Train Texas peace officers to reduce impaired driving among youth	1,400	1,170	<input type="checkbox"/>
▪ Update curriculum for Alcohol and Drug Abuse Prevention Training for College and University Officers	1	1	<input checked="" type="checkbox"/>
▪ Update curriculum for Focus on Reducing Impaired Driving Among Youth classes	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M5TR	1	Planned: \$564,986.18			\$378,320.00	\$943,306.18
	1	Actuals: \$445,349.14			\$321,639.00	\$766,988.14

Task: Training				Alcohol and Other Drug Counter Measures AL - 2				
<i>Organization Name</i>			<i>Division</i> TRF-TS			<i>Project Number</i>		
Texas Municipal Police Association						2014-TMPA-G-1YG-0017		
<i>Title / Desc.</i> Texas Standardized Field Sobriety Testing (SFST) Training Program.								
<i>To conduct and support Standardized Field Sobriety Testing classes throughout the state for Texas peace officers.</i>								
<i>Strategies Addressed</i>								
<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 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 the number of law enforcement task forces and coordinated enforcement campaigns. - Increase the use of warrants for mandatory blood draws. 								
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪ Conduct Standardized Field Sobriety Testing Refresher Courses				150	255	<input checked="" type="checkbox"/>		
▪ Develop Development of SFST Android and iPhone Apps for Texas Peace Officers				2	0	<input type="checkbox"/>		
▪ Produce Follow up evaluation to SFST students after six months (or within the grant year)				1	3	<input checked="" type="checkbox"/>		
▪ Produce Training materials needed for the SFST Refresher Course				1	5	<input checked="" type="checkbox"/>		
▪ Support Alcohol related programs/events				10	35	<input checked="" type="checkbox"/>		
<i>Financial Information:</i>								
<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>
MAP21	M5TR	1	<i>Planned:</i>	\$617,751.46			\$543,050.00	\$1,160,801.46
		1	<i>Actuals:</i>	\$454,927.30			\$899,895.00	\$1,354,822.30

Task: Training				Alcohol and Other Drug Counter Measures AL - 2				
<i>Organization Name</i>			<i>District</i> SAT			<i>Project Number</i>		
The Alamo Area Council of Governments						2014-AACOG-G-1YG-0118		
<i>Title / Desc.</i> Regional Law Enforcement Training in Effective Investigation of Impaired Driving Cases								
<i>This project will provide training to regional law enforcement to effectively investigate impaired driving cases and work with local task forces to improve community awareness on drunk driving.</i>								
<i>Strategies Addressed</i>								
<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 and increase training for law enforcement officers. - Improve DWI processing procedures. - Increase intervention efforts. - 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. 								
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪ Train law enforcement personnel to improve investigations of impaired driving cases				150	147	<input type="checkbox"/>		
<i>Financial Information:</i>								
<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>
MAP21	M5TR	1	<i>Planned:</i>	\$20,650.75			\$13,957.68	\$34,608.43
		1	<i>Actuals:</i>	\$20,650.75			\$24,912.00	\$45,562.75

Task: Training **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **Travis County Attorney's UDPP** Division TRF-TS Project Number **2014-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 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	46	<input checked="" type="checkbox"/>
▪ Conduct year round public information and education (PI&E) campaign in the tri-county area	1	1	<input checked="" type="checkbox"/>
▪ Conduct Underage Drinking Prevention Task Force meetings	5	7	<input checked="" type="checkbox"/>
▪ Conduct Busted and Why Risk It? presentations to youth and adults in Travis, Hays and Williamson Counties	460	528	<input checked="" type="checkbox"/>
▪ Establish collaboration between existing agencies on underage drinking and anti-DWI issues	12	112	<input checked="" type="checkbox"/>
▪ Participate in community events in Travis, Hays and Williamson Counties	50	123	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned: \$161,899.87			\$321,171.08	\$483,070.95
		1	Actuals: \$161,372.03			\$348,145.00	\$509,517.03

Task: Training **Alcohol and Other Drug Counter Measures AL - 2**

Organization Name **University of Houston/Downtown** Division TRF-TS Project Number **2014-UHD-G-1YG-0019**

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 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 in 9 classes on the Mobile Video Instructor curriculum	225	208	<input type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned: \$172,355.00			\$241,800.07	\$414,155.07
		1	Actuals: \$169,632.00			\$240,240.00	\$409,872.00

Task: Training	Alcohol and Other Drug Counter Measures AL - 2
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Organization Name University of Houston/Downtown	Division TRF-TS	Project Number 2014-UHD-G-1YG-0099
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Title / Desc. Standardized Field Sobriety Testing/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 20 classes on SFST/Blood Warrant/Mobile Video Updates	400	492	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M5TR	1	Planned:	\$116,000.00			\$124,800.00	\$240,800.00
		1	Actuals:	\$116,000.00			\$153,504.00	\$269,504.00

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Alcohol and Other Drug Counter Measures

AL - 2

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
Enforcement	<i>Planned:</i>	93	\$12,255,399.11			\$865,427.52		\$6,136,224.73		\$3,000.00	\$1,000.00	\$5,249,746.86	
	<i>Actual:</i>	66	\$27,685,531.59			\$334,980.03		\$5,469,500.06		\$3,000.00	\$1,000.00	\$21,877,051.50	
Evaluation	<i>Planned:</i>	3	\$535,513.46			\$427,714.06						\$107,799.40	
	<i>Actual:</i>	3	\$432,259.05			\$343,468.05						\$88,791.00	
Program Management	<i>Planned:</i>	1	\$150,462.07			\$120,285.28						\$30,176.79	
	<i>Actual:</i>	1	\$116,786.37			\$90,154.37						\$26,632.00	
Public Information Campaigns	<i>Planned:</i>	32	\$10,318,815.22			\$3,998,343.00		\$45,738.92		\$1,256,658.58		\$5,018,074.72	
	<i>Actual:</i>	31	\$25,220,392.42			\$3,898,899.57		\$1,814.38		\$1,198,836.47		\$20,120,842.00	
Training	<i>Planned:</i>	38	\$14,961,195.17	\$35,862.12		\$8,475,814.81		\$132,597.93			\$16,850.00	\$6,300,070.31	
	<i>Actual:</i>	37	\$16,761,024.90	\$35,002.53		\$7,247,792.50		\$123,060.87			\$4,000.00	\$9,351,169.00	
TOTALS:	<i>Planned:</i>	167	\$38,221,385.03	\$35,862.12		\$13,887,584.67		\$6,314,561.58		\$1,259,658.58	\$17,850.00	\$16,705,868.08	
	<i>Actual:</i>	138	\$70,215,994.33	\$35,002.53		\$11,915,294.52		\$5,594,375.31		\$1,201,836.47	\$5,000.00	\$51,464,485.50	

Emergency Medical Services **EM - 3**

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 - 3*

Organization Name *Division TRF-TS* *Project Number*
Texas Engineering Extension Service - ESTI **2014-TEEXESTI-G-1YG-0012**

Title / Desc. **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

Strategies Addressed

- To increase the availability of EMS training in rural and frontier areas.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Conference / Meetings	2	2	☑
▪ Distribute Training / Recruitment announcements	12	16	☑
▪ Maintain Student Hours while attending courses	80,000	60,799	☐
▪ Train Students in Continuing Education classes	150	226	☑
▪ Train students in initial EMS classes	650	1,726	☑
▪ Update times, the funded class listing on the Rural / Frontier EMS Education website	36	36	☑

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402 EM	1	<i>Planned:</i> \$479,502.30			\$644,612.80	\$1,124,115.10
	1	<i>Actuals:</i> \$411,100.14			\$1,329,896.00	\$1,740,996.14

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Emergency Medical Services

EM - 3

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>													
<i>Evaluation</i>													
<i>Program Management</i>													
<i>Public Information Campaigns</i>													
<i>Training</i>	<i>Planned:</i>	1	\$1,124,115.10	\$479,502.30								\$644,612.80	
	<i>Actual:</i>	1	\$1,740,996.14	\$411,100.14								\$1,329,896.00	
TOTALS:	<i>Planned:</i>	1	\$1,124,115.10	\$479,502.30								\$644,612.80	
	<i>Actual:</i>	1	\$1,740,996.14	\$411,100.14								\$1,329,896.00	

Motorcycle Safety

MC - 4

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

<i>Task: Public Information Campaigns</i>				Motorcycle Safety MC - 4				
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>				
EnviroMedia Social Marketing				2014-EnviroMe-SOW-0012				
<i>Title / Desc. Motorcycle Safety Awareness Campaign</i>								
<i>Bilingual public awareness and education campaign to raise awareness of motorcyclists amongst motorists.</i>								
<i>Performance Objectives</i>				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪ Educate Educate vehicle motorists about the presence of motorcyclists.				0	30	<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>
MAP21	M1PE	1	<i>Planned:</i>	\$500,000.00			\$500,000.00	\$1,000,000.00
		1	<i>Actuals:</i>	\$463,552.42			\$1,851,545.00	\$2,315,097.42

Task: Training	Motorcycle Safety MC - 4
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Organization Name **Texas A&M Transportation Institute** Division TRF-TS Project Number **2014-TTI-G-1YG-0105**

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.
- Increase rider education and training.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Analyze Selected fatal and/or severe injury motorcycle crashes to develop a process for an annual analysis	100	200	<input checked="" type="checkbox"/>
▪ Complete Content updates and maintenance support to website	52	60	<input checked="" type="checkbox"/>
▪ Conduct Statewide motorist awareness & motorcycle safety outreach activities	15	14	<input type="checkbox"/>
▪ Coordinate Texas Motorcycle Safety Coalition & Board Activities	4	5	<input checked="" type="checkbox"/>
▪ Develop Outreach Plan	1	2	<input checked="" type="checkbox"/>
▪ Evaluate Campaign outreach activities	1	1	<input checked="" type="checkbox"/>
▪ Support Texas Motorcycle Program State Assessment in Austin	1	1	<input checked="" type="checkbox"/>

Project Notes

Note: This project uses two funding sources, M9MA and SAFETEA-LU 2010 (K6) funds

Financial Information:

	Fund Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
	MAP21 M9MA	1	Planned:	\$257,234.33			\$64,405.64	\$321,639.97
		1	Actuals:	\$224,144.60			\$46,899.00	\$271,043.60

Task: Training	Motorcycle Safety MC - 4
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Organization Name Texas A&M Transportation Institute	Division TRF-TS	Project Number 2014-TTI-G-1YG-0105
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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.

Performance Objectives	Target	Actual	Met?
▪ Analyze Selected fatal and/or severe injury motorcycle crashes to develop a process for an annual analysis	100	200	☑
▪ Complete Content updates and maintenance support to website	52	60	☑
▪ Conduct Statewide motorist awareness & motorcycle safety outreach activities	15	14	☐
▪ Coordinate Texas Motorcycle Safety Coalition & Board Activities	4	5	☑
▪ Develop Outreach Plan	1	2	☑
▪ Evaluate Campaign outreach activities	1	1	☑
▪ Support Texas Motorcycle Program State Assessment in Austin	1	1	☑

Project Notes

Note: This project uses two funding sources, M9MA and SAFETEA-LU 2010 (K6) funds

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
2010 K6		Planned: \$20,941.47			\$15,000.00	\$35,941.47
		Actuals: \$20,941.47			\$15,000.00	\$35,941.47

Task: Training	Motorcycle Safety MC - 4
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Organization Name Texas A&M Transportation Institute	Division TRF-TS	Project Number 2014-TTI-G-1YG-0106
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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	Target	Actual	Met?
▪ Conduct pre and post workshop evaluations	7	7	☑
▪ Coordinate professional development workshops	7	7	☑
▪ Maintain web-based motorcycle instructor online training program	1	1	☑
▪ Produce on-bike or classroom instructor training scenarios	4	9	☑

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M9MT	1	Planned: \$176,282.46			\$44,133.56	\$220,416.02
	1	Actuals: \$89,714.00			\$34,327.00	\$124,041.00

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Motorcycle Safety

MC - 4

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>													
<i>Evaluation</i>													
<i>Program Management</i>													
<i>Public Information Campaigns</i>	<i>Planned:</i>	1	\$1,000,000.00			\$500,000.00						\$500,000.00	
	<i>Actual:</i>	1	\$2,315,097.42			\$463,552.42						\$1,851,545.00	
<i>Training</i>	<i>Planned:</i>	2	\$577,997.46			\$433,516.79			\$20,941.47			\$123,539.20	
	<i>Actual:</i>	2	\$431,026.07			\$313,858.60			\$20,941.47			\$96,226.00	
TOTALS:	<i>Planned:</i>	3	\$1,577,997.46			\$933,516.79			\$20,941.47			\$623,539.20	
	<i>Actual:</i>	3	\$2,746,123.49			\$777,411.02			\$20,941.47			\$1,947,771.00	

Occupant Protection **OP - 5**

Goals

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

Strategies

- 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.
- Sustain high visibility enforcement of occupant protection laws

Project Descriptions

<i>Task: Enforcement</i>		<i>Occupant Protection OP - 5</i>
<i>Organization Name</i>	<i>Division</i> TRF-TS	<i>Project Number</i>
Texas Department of Transportation		Click It Or Ticket Mobilization Incentive
<i>Title / Desc. Click It Or Ticket Mobilization Incentive</i>		
<i>Coordinate and conduct quarterly mobilizations consisting of increased DWI enforcement and earned media activities.</i>		
<i>Participating Organizations</i>		<i>Project #</i>
City of Alamo Heights - Police Department		2014-AlamoHPD-INC-CIOT-00001
City of Aransas Pass - Police Department		2014-aransasPD-INC-CIOT-00003
City of Atlanta - Police Department		2014-AtlantaPD-INC-CIOT-00020
City of Azle - Police Department		2014-AzlePD-INC-CIOT-00004
City of Floresville - Police Department		2014-FloresvPD-INC-CIOT-00005
City of Forney - Police Department		2014-ForneyPD-INC-CIOT-00006
City of Fort Stockton - Police Department		2014-FtStcktonPD-INC-CIOT-00007
Hemphill County Sheriff's Office		2014-HemphillCoSO-INC-CIOT-00021
City of Nash - Police Department		2014-Nash-INC-CIOT-00008
City of Pinehurst - Police Department		2014-PinehurstPD-INC-CIOT-00009
City of Queen City - Police Department		2014-QueenCtyPD-INC-CIOT-00010
City of Sinton - Police Department		2014-SintonPD-INC-CIOT-00011
City of Snyder - Police Department		2014-SnyderPD-INC-CIOT-00012
City of Taft - Police Department		2014-TaftPD-INC-CIOT-00013
City of Vernon - Police Department		2014-VernonPD-INC-CIOT-00014
City of Wake Village - Police Department		2014-WakeVilgPD-INC-CIOT-00015
City of Wharton - Police Department		2014-WhartonPD-INC-CIOT-00016
City of Whitney - Police Department		2014-WhitneyPD-INC-CIOT-00017
Williamson County Contable - Precinct 1		2014-WilliamsonCoPct1-INC-CIOT-00018
<i>Financial Information:</i>		
<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>
MAP21 M1PE	20 <i>Planned:</i>	\$57,000.00
	19 <i>Actuals:</i>	\$55,737.71
		<i>State Funding</i> \$3,000.00
		<i>Program Income</i>
		<i>Local Match</i> \$9,796.00
		<i>Project Total</i> \$65,533.71

Task: Enforcement	Occupant Protection OP - 5
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<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> STEP - Click It Or Ticket Mobilization
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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 citations	2,431
CMV Speed citations	0
Community events	19
DUI Minor arrests/citations	0
DWI arrests	1
HMV citations	3
ITC citations	104
Child Safety Seat citations	1,650
Other arrests	82
STEP Enforcement Hours	5,321
Other Elements - Arrests/Citations	0
PI&E materials distributed	10,842
PI&E materials produced	1,251
Presentations conducted	26
Safety Belt citations	9,496
Speed citations	334
STEP Elements - Arrests/Citations	0
Media exposures	99

Participating Organizations

Project #

City of Amarillo - Police Department	2014-AmarilloPD-CIOT-00004
City of Arlington - Police Department	2014-Arlington-CIOT-00006
City of Austin - Police Department	2014-AustinPD-CIOT-00022
City of Brownsville - Police Department	2014-BrownsPD-CIOT-00024
Chambers County Sheriff's Department	2014-Chambers-CIOT-00019
City of Corpus Christi - Police Department	2014-CorpusPD-CIOT-00013
City of Dallas - Police Department	2014-Dallas-CIOT-00009
El Paso County Sheriff's Office	2014-EIPasoCO-CIOT-00021
City of El Paso - Police Department	2014-EIPasoPD-CIOT-00018
City of Frisco - Police Department	2014-FriscoPD-CIOT-00002
City of Garland - Police Department	2014-GarlandPD-CIOT-00015
City of Grand Prairie - Police Department	2014-GrandPra-CIOT-00012
City of Greenville - Police Department	2014-GreenvillePD-CIOT-00025
City of George West - Police Department	2014-GWPD-CIOT-00005
City of Houston - Police Department	2014-HoustonPD-CIOT-00007
City of Laredo - Police Department	2014-LaredoPD-CIOT-00003
City of Lewisville - Police Department	2014-LewisvPD-CIOT-00014
City of Liberty - Police Department	2014-libertyPD-CIOT-00023
City of Lubbock - Police Department	2014-Lubbock PD-CIOT-00028
City of McAllen - Police Department	2014-McAllenPD-CIOT-00020
City of Mesquite - Police Department	2014-Mesquite-CIOT-00010
City of Port Arthur Police Department	2014-PortArthur-CIOT-00017
City of Rollingwood - Police Department	2014-RollingWdPD-CIOT-00029
City of Terrell - Police Department	2014-TerrellPD-CIOT-00008

City of Tyler - Police Department 2014-Tyler PD-CIOT-00016
 Webb County Constable Pct. 1 2014-WebbCCP1-CIOT-00011
 City of Wichita Falls - Police Department 2014-WichitaPD-CIOT-00001

Financial Information:

Fund Source #	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 OP	35	Planned: \$500,000.00				\$500,000.00
	27	Actuals: \$292,608.29	\$2,256.66		\$2,244.00	\$297,108.95

Task: Evaluation **Occupant Protection OP - 5**

Organization Name **Texas A&M Transportation Institute** Division TRF-TS Project Number **2014-TTI-G-1YG-0049**

Title / Desc. Occupant Restraint Use Surveys

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.

Strategies Addressed

- Concentrate efforts on historically low use populations.
- Increase public information and education campaigns.

Performance Objectives

	Target	Actual	Met?
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 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"/>

Financial Information:

Fund Source #	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 OP	1	Planned: \$321,409.98			\$80,678.85	\$402,088.83
	1	Actuals: \$319,387.48			\$80,509.00	\$399,896.48

Task: Evaluation **Occupant Protection OP - 5**

Organization Name **Texas A&M Transportation Institute** Division TRF-TS Project Number **2014-TTI-G-1YG-0050**

Title / Desc. Nighttime Occupant Restraint Use

Conduct observational surveys in 18 Texas cities during nighttime hours.

Strategies Addressed

- 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 public information and education campaigns.

Performance Objectives

	Target	Actual	Met?
Conduct survey of nighttime safety belt use in 18 cities	1	1	<input checked="" type="checkbox"/>

Financial Information:

Fund Source #	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M1PE	1	Planned: \$57,948.96			\$14,502.87	\$72,451.83
	1	Actuals: \$56,081.65			\$14,042.00	\$70,123.65

Task: Evaluation						Occupant Protection OP - 5		
Organization Name			Division TRF-TS		Project Number			
Texas A&M Transportation Institute					2014-TTI-G-1YG-0053			
Title / Desc. Click It or Ticket Evaluation Survey								
TTI will conduct surveys of safety belt use before, during, & after the Texas Click It Or Ticket mobilization in 10 Texas major cities and report the results to TxDOT.								
Strategies Addressed								
- Increase public information and education campaigns.								
- Sustain high visibility enforcement of occupant protection laws								
Performance Objectives						<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct survey waves in 10 Click It Or Ticket cities						3	3	<input checked="" type="checkbox"/>
▪ Provide memos reporting survey results						4	3	<input type="checkbox"/>
Financial Information:								
Fund Source	# Projects			Federal Funding	State Funding	Program Income	Local Match	Project Total
402 OP	1	Planned:		\$44,899.24			\$11,235.35	\$56,134.59
	1	Actuals:		\$44,790.34			\$11,651.00	\$56,441.34

Task: Public Information Campaigns						Occupant Protection OP - 5		
Organization Name			Division TRF-TS		Project Number			
EnviroMedia Social Marketing					2014-EnviroMe-SOW-0006			
Title / Desc. FY14 Teen Click It or Ticket: Occupant Protection Program								
This campaign will work to increase public awareness of the dangers of not wearing proper vehicle restraints.								
Strategies Addressed								
- Increase public information and education campaigns.								
Performance Objectives						<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Distribute TCIOT kit materials						0	15	<input checked="" type="checkbox"/>
▪ Support district TSS						0	18	<input checked="" type="checkbox"/>
Financial Information:								
Fund Source	# Projects			Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M1PE	1	Planned:		\$500,000.00			\$500,000.00	\$1,000,000.00
	1	Actuals:		\$487,935.42			\$1,064,932.00	\$1,552,867.42

Task: Public Information Campaigns						Occupant Protection OP - 5		
Organization Name			Division TRF-TS		Project Number			
EnviroMedia Social Marketing					2014-EnviroMe-SOW-0015			
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								
- Increase public information and education campaigns.								
Performance Objectives						<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Achieve Child Passenger Restraint Use for Children 0-4 (TTI)						91 %	86 %	<input type="checkbox"/>
Project Notes								
Note: This project uses two funding sources, M1PE and SAFETEA-LU 405 (K2) funds								
Financial Information:								
Fund Source	# Projects			Federal Funding	State Funding	Program Income	Local Match	Project Total
405 K2		Planned:		\$184.61				\$184.61
		Actuals:		\$184.61			\$584.61	\$769.22

Task: Public Information Campaigns	Occupant Protection OP - 5
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Organization Name **EnviroMedia Social Marketing** Division TRF-TS Project Number **2014-EnviroMe-SOW-0015**

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

- Increase public information and education campaigns.
- Sustain high visibility enforcement of occupant protection laws

Performance Objectives

- Achieve Child Passenger Restraint Use for Children 0-4 (TTI)

<u>Target</u>	<u>Actual</u>	<u>Met?</u>
91 %	86 %	<input type="checkbox"/>

Project Notes

Note: This project uses two funding sources, M1PE and SAFETEA-LU 405 (K2) funds

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1PE	1	<i>Planned:</i>	\$500,000.00			\$500,000.00	\$1,000,000.00
		1	<i>Actuals:</i>	\$479,116.96			\$1,709,003.39	\$2,188,120.35

Task: Public Information Campaigns	Occupant Protection OP - 5
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Organization Name Hillcrest Baptist Medical Center-HHS	Division TRF-TS	Project Number 2014-HHS-G-1YG-0146
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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 or assist in Child Passenger Safety Technician Certification Courses	4	4	<input checked="" type="checkbox"/>
▪ Conduct Child Passenger Safety educational presentations to teachers and child care providers	20	90	<input checked="" type="checkbox"/>
▪ Conduct CPS training programs targeted to medical personnel	20	1	<input type="checkbox"/>
▪ Conduct child safety seat/seat belt observational surveys	25	25	<input checked="" type="checkbox"/>
▪ Conduct or participate in Child Passenger Safety Seat Check-Up Events	25	27	<input checked="" type="checkbox"/>
▪ Conduct Child Passenger Safety educational presentations to youth between the ages of 3-16	125	255	<input checked="" type="checkbox"/>
▪ Conduct Child Passenger Safety educational presentations to adults	150	562	<input checked="" type="checkbox"/>
▪ Conduct child passenger safety fitting station sessions at fitting station locations	700	1,077	<input checked="" type="checkbox"/>
▪ Coordinate CEU seminars for Certified Child Passenger Safety Technicians	3	3	<input checked="" type="checkbox"/>
▪ Coordinate public events focused on childrens safety in and around vehicles	6	6	<input checked="" type="checkbox"/>
▪ Create Child Passenger Safety focused educational campaigns	4	4	<input checked="" type="checkbox"/>
▪ Distribute newsletters to child passenger safety technicians	2	2	<input checked="" type="checkbox"/>
▪ Distribute newsletters to the general community related to child passenger safety information	2	2	<input checked="" type="checkbox"/>
▪ Distribute Child Passenger Safety focused educational materials to retailers	500	0	<input type="checkbox"/>
▪ Distribute Child Safety Seats to families in need	950	1,291	<input checked="" type="checkbox"/>
▪ Distribute Child Passenger Safety educational materials to KidSafe Program educational display sites	5,000	5,216	<input checked="" type="checkbox"/>
▪ Distribute Child Passenger Safety Educational Packets	12,500	13,116	<input checked="" type="checkbox"/>
▪ Evaluate follow-up appt with former KidSafe Program participants to assess misuse and/or increased awareness	100	115	<input checked="" type="checkbox"/>
▪ Evaluate KidSafe Program participants and partners to assess satisfaction with KidSafe Program services	200	216	<input checked="" type="checkbox"/>
▪ Evaluate KidSafe Program participants to assess an increase in Child Passenger Safety knowledge and awareness	200	287	<input checked="" type="checkbox"/>
▪ Maintain databases to record and analyze data collected through KidSafe Program data collection tools	6	6	<input checked="" type="checkbox"/>
▪ Maintain Child Passenger Safety Educational Displays	80	118	<input checked="" type="checkbox"/>
▪ Participate in health fairs, safety fairs and community events	50	69	<input checked="" type="checkbox"/>
▪ Provide educational packets to persons identified by the Please Be Seated Program	275	189	<input type="checkbox"/>
▪ Provide educational materials and resources aimed at law enforcement, judicial, first responders, and EMS	2,000	2,100	<input checked="" type="checkbox"/>

Financial Information:

<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402 OP	1	<i>Planned:</i> \$255,778.01			\$298,987.00	\$554,765.01
	1	<i>Actuals:</i> \$254,171.95			\$310,483.00	\$564,654.95

Task: Public Information Campaigns	Occupant Protection OP - 5
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Organization Name Sherry Matthews Advocacy Marketing	Division TRF-TS	Project Number 2014-SMAM-SOW-0003
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Title / Desc. **Click It or Ticket. Public Information and Education Campaign**

This comprehensive statewide multi-media campaign is enforcement-focused warning drivers and passengers to buckle up or they could be issued a citation.

Strategies Addressed

- Increase public information and education campaigns.

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>
MAP21 M1PE	1	<i>Planned:</i> \$1,500,000.00			\$1,500,000.00	\$3,000,000.00
	1	<i>Actuals:</i> \$1,478,684.62			\$2,635,060.00	\$4,113,744.62

Task: Training	Occupant Protection OP - 5
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Organization Name **Baylor Scott and White Memorial Hospital** District AUS Project Number **2014-ScottWhi-G-1YG-0084**

Title / Desc. *Texans In Motion at Scott & White Healthcare*

To conduct and coordinate child passenger restraint inspection events, provide education, information & training throughout the 11 counties of the 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 child passenger safety (CPS) technicians and instructors.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Acquire new partners (EMS, LE, FD's, judges, prosecutors etc) in CPS efforts in target counties	2	2	☑
▪ Assist or more CPS inspection events in the Austin District	14	16	☑
▪ Attend local, state, nat'l child passenger partnership or task force meetings annually	8	17	☑
▪ Conduct 32 hour NHTSA approved Child Passenger Safety Course with a minimum of (10) class participants	1	1	☑
▪ Conduct Safe Kids Worldwide approved CPS Technician Update Course with a minimum of (10) participants	1	0	☐
▪ Conduct child passenger restraint use surveys, (1) in each target county	11	11	☑
▪ Conduct CPS inspections w/min. of 2 events in pop<30,000; min 4 events in pop >30,000	60	75	☑
▪ Develop new public information & educational item to support the grant project activities	1	2	☑
▪ Distribute child passenger safety seats throughout the target counties	600	645	☑
▪ Distribute child passenger safety educational materials throughout each of the 11 target counties	60,000	68,613	☑
▪ Participate in community events w/min. of 2 events in pop. < 30,000 & min. of 4 events in pop >30,000	60	82	☑
▪ Provide "NHTSA 4 Steps for Kids" education activities with a minimum of 1 in each of the (11) Counties	30	54	☑

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>
MAP21	M1PE	1	<i>Planned:</i>	\$194,817.20			\$65,342.40	\$260,159.60
		1	<i>Actuals:</i>	\$186,446.37			\$62,548.00	\$248,994.37

Task: Training				Occupant Protection OP - 5				
Organization Name		District AUS		Project Number				
City of Austin - EMS				2014-AustinEM-G-1YG-0183				
Title / Desc. Austin/Travis County Emergency Medical Services (ATCEMS) Child Safety Seat Program								
Use 19 certified technicians and 2 child passenger safety seat instructors to host monthly seat check and booster seat education events and booster seat compliance surveys at local elementary schools.								
Strategies Addressed								
- Increase EMS/fire department involvement in CPS fitting stations.								
- Maintain CPS seat distribution programs for low income families.								
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪ Distribute Child Passenger Safety Seats to Families in Need				180	180	<input checked="" type="checkbox"/>		
▪ Distribute Booster Seats to Families in Need				500	504	<input checked="" type="checkbox"/>		
Financial Information:								
<i>Fund</i>	<i>Source</i>	<i># Projects</i>		<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402	OP	1	<i>Planned:</i>	\$34,400.00			\$11,450.00	\$45,850.00
		1	<i>Actuals:</i>	\$30,364.83			\$12,798.00	\$43,162.83

Task: Training				Occupant Protection OP - 5				
Organization Name		Division TRF-TS		Project Number				
Education Service Center, Region VI				2014-ESCVI-G-1YG-0072				
Title / Desc. Student Training in Occupant Protection STOP program.								
This program is designed to implement occupant protection workshops to teach students, adults, and educators the proper use and importance of restraint devices and child passenger safety seat systems.								
Strategies Addressed								
- Concentrate efforts on historically low use populations.								
Performance Objectives				<u>Target</u>	<u>Actual</u>	<u>Met?</u>		
▪ Analyze Participant evaluations to determine the overall effectiveness of the STOP program				80 %	89 %	<input checked="" type="checkbox"/>		
▪ Conduct Child Safety Seat Check Up Events				3	14	<input checked="" type="checkbox"/>		
▪ Develop Set of content material to use as training aids for classroom & hands on activities				1	5	<input checked="" type="checkbox"/>		
▪ Teach Classroom Workshops				37	82	<input checked="" type="checkbox"/>		
Financial Information:								
<i>Fund</i>	<i>Source</i>	<i># Projects</i>		<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
MAP21	M1TR	1	<i>Planned:</i>	\$307,500.05			\$81,306.90	\$388,806.95
		1	<i>Actuals:</i>	\$257,275.95			\$68,140.00	\$325,415.95

Task: Training						Occupant Protection OP - 5		
<i>Organization Name</i> Injury Prevention Center of Greater Dallas			<i>District</i> DAL		<i>Project Number</i> 2014-IPCOGD-G-1YG-0112			
<i>Title / Desc.</i> Give Kids a Boost Dallas								
<i>A one-year community-based early childhood school intervention to increase booster seat use among pre-school age children (4-5 years of age) in high risk populations in the Dallas area.</i>								
<i>Strategies Addressed</i>								
- Concentrate efforts on historically low use populations.								
- Increase intervention efforts by healthcare professionals, teachers, and all safety advocates.								
<i>Performance Objectives</i>						<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Child restraint observations of children 4-5 years of age at project and comparison schools						3,000	4,832	<input checked="" type="checkbox"/>
▪ Develop Final project evaluation report and distribute to project schools and community stakeholders						1	1	<input checked="" type="checkbox"/>
▪ Develop Focus group summary report to inform the development of the intervention strategies						1	1	<input checked="" type="checkbox"/>
▪ Distribute Booster seats at both project schools						200	204	<input checked="" type="checkbox"/>
▪ Implement Strategy to increase booster seat use among children 4-5 years of age in project schools						1	1	<input checked="" type="checkbox"/>
<i>Financial Information:</i>								
<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	OP	1	<i>Planned:</i>	\$93,766.73			\$54,117.31	\$147,884.04
		1	<i>Actuals:</i>	\$93,766.73			\$63,692.00	\$157,458.73

Task: Training						Occupant Protection OP - 5		
<i>Organization Name</i> Injury Prevention Center of Greater Dallas			<i>District</i> DAL		<i>Project Number</i> 2014-IPCOGD-G-1YG-0121			
<i>Title / Desc.</i> Child Passenger Safety Training Dallas								
<i>A one-year training and retention initiative for child passenger safety.</i>								
<i>Strategies Addressed</i>								
- Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.								
<i>Performance Objectives</i>						<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Continuing education class on child passenger safety to retain currently trained technicians						1	1	<input checked="" type="checkbox"/>
▪ Conduct Child passenger safety certification training course						3	3	<input checked="" type="checkbox"/>
▪ Conduct Inspection stations to provide technicians with hands-on experience and retention opportunities						20	24	<input checked="" type="checkbox"/>
▪ Develop Final project evaluation report and distribute to DFW injury prevention coalitions and stakeholders						1	1	<input checked="" type="checkbox"/>
▪ Implement Child Passenger Safety (CPS) technician retention strategy						1	1	<input checked="" type="checkbox"/>
▪ Provide Child restraints as needed to families at inspection stations and certification course						250	345	<input checked="" type="checkbox"/>
<i>Financial Information:</i>								
<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	OP	1	<i>Planned:</i>	\$58,621.37			\$31,801.01	\$90,422.38
		1	<i>Actuals:</i>	\$58,621.37			\$79,490.00	\$138,111.37

Task: Training	Occupant Protection OP - 5
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Organization Name **Texas A&M Agrilife Extension Service** Division TRF-TS Project Number **2014-Texas Ag-G-1YG-0014**

Title / Desc. **Texas A&M 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.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct 8-hour Technician Renewal Training or one 6-Hour Technician Update for technicians in Texas.	1	1	☑
▪ Conduct Annual 4-H Round-up Statewide 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 in historically low-use communities	15	27	☑
▪ Conduct Programs to promote occupant protection and other safe driving practices	40	83	☑
▪ Conduct Child safety seat inspections at checkup events, fitting stations and individual inspections	1,450	1,877	☑
▪ Distribute Child safety seats as replacements as needed at checkups, fitting stations and inspections	1,000	1,298	☑
▪ Distribute Public Information and Education) resources to support grant efforts	60,000	69,603	☑
▪ Educate Participants on the importance of safety belts/child restraints using project Rollover Convincers	18,000	27,902	☑
▪ Provide Passenger Safety online transportation safety course for childcare providers	1	2	☑
▪ Provide Rural/suburban employers with information on safe driving campaigns to distribute to employees	100	486	☑
▪ Support Educational programs on occupant protection, distracted driving and pedestrian and bicycle safety	120	192	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	Planned: \$348,279.13			\$188,132.69	\$536,411.82
		1	Actuals: \$341,142.26			\$316,230.00	\$657,372.26

Task: Training	Occupant Protection OP - 5
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Organization Name **Texas Children's Hospital** District HOU Project Number **2014-TCH-G-1YG-0176**

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	☑
▪ Conduct NHTSA Child Passenger Safety Technician training courses	3	4	☑
▪ Conduct Child safety seat inspections at community car seat check up events	1,000	1,229	☑
▪ Conduct Child safety seat inspections at network inspection station sites	3,300	3,933	☑
▪ Coordinate Media exposures related to child passenger safety	50	122	☑
▪ Distribute Child restraint systems to low-income and at risk families at inspection stations	1,200	1,996	☑
▪ Distribute Educational materials on child passenger safety to the community	100,000	129,108	☑
▪ Educate Law enforcement personnel and/or judges about current child occupant protection standards	100	124	☑
▪ Teach CEU and specialized training classes for CPS technicians on new products	15	15	☑
▪ Teach Car seat safety classes	40	80	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1PE	1	Planned:	\$198,007.27		\$10,000.00	\$287,123.81	\$495,131.08
		1	Actuals:	\$198,007.27		\$11,929.00	\$330,681.00	\$540,617.27

Task: Training	Occupant Protection OP - 5
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Organization Name **Texas Department of State Health Services** Division **TRF-TS** Project Number **2014-TDSHS-G-1YG-0010**

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

- Maintain coordination of traffic safety efforts and provide technical assistance.
- Provide training and assistance for local and statewide traffic safety problem identification.
- Concentrate efforts on historically low use populations.
- Increase EMS/fire department involvement in CPS fitting stations.
- 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	1	<input checked="" type="checkbox"/>
▪ Assist Click It or Ticket promotion and CPS Week events in Texas	2	3	<input checked="" type="checkbox"/>
▪ Assist community organizations with child seat checkup events or inspection stations.	12	17	<input checked="" type="checkbox"/>
▪ Conduct Safe Riders child passenger safety technician certification workshops.	4	4	<input checked="" type="checkbox"/>
▪ Conduct Training sessions for distribution and education program partner agencies.	8	9	<input checked="" type="checkbox"/>
▪ Conduct program website updates	12	24	<input checked="" type="checkbox"/>
▪ Conduct Safe Riders child seat check-ups and/or inspection station events.	18	20	<input checked="" type="checkbox"/>
▪ Conduct educational presentations to public stakeholders regarding occupant protection.	40	42	<input checked="" type="checkbox"/>
▪ Coordinate CPS Advisory Committee meetings	4	2	<input type="checkbox"/>
▪ Create new safety seat distribution and education programs in areas of high need	10	8	<input type="checkbox"/>
▪ Enroll Texans Saved by the Belt members	25	9	<input type="checkbox"/>
▪ Maintain ongoing safety seat distribution and education programs.	50	734	<input checked="" type="checkbox"/>
▪ Provide CPS technicians with recertification assistance.	200	648	<input checked="" type="checkbox"/>
▪ Provide referrals to distribution programs and/or technical assistance through a toll-free phone line	5,000	6,578	<input checked="" type="checkbox"/>
▪ Provide educational or promotional pieces to the public.	350,000	74,484	<input type="checkbox"/>
▪ Train CPS technicians through update classes	60	20	<input type="checkbox"/>

Project Notes

Note: This project uses two funding sources, M1CSS and State

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M1CSS	1	Planned:	\$889,896.37			\$900,000.00	\$1,789,896.37
		1	Actuals:	\$196,710.28			\$949,120.00	\$1,145,830.28

Task: Training	Occupant Protection OP - 5
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Organization Name **Texas Department of State Health Services** Division TRF-TS Project Number **2014-TDSHS-G-1YG-0010**

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

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

Performance Objectives	Target	Actual	Met?
▪ Assist community organization with a CPS workshop.	1	1	<input checked="" type="checkbox"/>
▪ Assist Click It of Ticket promotion and CPS Week events in Texas	2	3	<input checked="" type="checkbox"/>
▪ Assist community organizations with child seat checkup events or inspection stations.	12	17	<input checked="" type="checkbox"/>
▪ Conduct Safe Riders child passenger safety technician certification workshops.	4	4	<input checked="" type="checkbox"/>
▪ Conduct Training sessions for distribution and education program partner agencies.	8	9	<input checked="" type="checkbox"/>
▪ Conduct program website updates	12	24	<input checked="" type="checkbox"/>
▪ Conduct Safe Riders child seat check-ups and/or inspection station events.	18	20	<input checked="" type="checkbox"/>
▪ Conduct educational presentations to public stakeholders regarding occupant protection.	40	42	<input checked="" type="checkbox"/>
▪ Coordinate CPS Advisory Committee meetings	4	2	<input type="checkbox"/>
▪ Create new safety seat distribution and education programs in areas of high need	10	8	<input type="checkbox"/>
▪ Enroll Texans Saved by the Belt members	25	9	<input type="checkbox"/>
▪ Maintain ongoing safety seat distribution and education programs.	50	734	<input checked="" type="checkbox"/>
▪ Provide CPS technicians with recertification assistance.	200	648	<input checked="" type="checkbox"/>
▪ Provide referrals to distribution programs and/or technical assistance through a toll-free phone line	5,000	6,578	<input checked="" type="checkbox"/>
▪ Provide educational or promotional pieces to the public.	350,000	74,484	<input type="checkbox"/>
▪ Train CPS technicians through update classes	60	20	<input type="checkbox"/>

Project Notes

Note: This project uses two funding sources, M1CSS and State

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State		Planned: \$440,500.00			\$440,500.00
			Actuals: \$440,500.00			\$440,500.00

Task: Training	Occupant Protection OP - 5
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Organization Name **University Medical Center of El Paso** District ELP Project Number **2014-UMCEP-G-1YG-0122**

Title / Desc. Preserving Our Future

The project will train CPS techs /instructors, offer trainings to other safety advocates, conduct inspections/ seat distribution to low income families, and conduct information campaigns.

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 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 Child safety seat and seat belt offender classes	24	24	☑
▪ Conduct Prevention and traffic safety education classes/materials distribution	24	28	☑
▪ Conduct CPS inspection events within the El Paso District counites	34	35	☑
▪ Develop Public awareness/distribution campaigns	3	3	☑
▪ Educate Health care professionals on the proper use and installation of EZ-On vests	8	32	☑
▪ Educate Community agencies that transport children	16	18	☑
▪ Establish Partnerships with Pediatric/Family Health Care Clinics	15	15	☑
▪ Participate in Health and safety fairs	10	32	☑

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21 M1TR	1	<i>Planned:</i> \$80,334.92			\$101,289.18	\$181,624.10
	1	<i>Actuals:</i> \$74,996.81			\$114,713.00	\$189,709.81

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Occupant Protection

OP - 5

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>	<i>Planned:</i>	55	\$560,000.00	\$500,000.00		\$57,000.00				\$3,000.00			\$500,000.00
	<i>Actual:</i>	46	\$362,642.66	\$292,608.29		\$55,737.71				\$2,256.66		\$12,040.00	\$292,608.29
<i>Evaluation</i>	<i>Planned:</i>	3	\$530,675.25	\$366,309.22		\$57,948.96						\$106,417.07	
	<i>Actual:</i>	3	\$526,461.47	\$364,177.82		\$56,081.65						\$106,202.00	
<i>Program Management</i>													
<i>Public Information Campaigns</i>	<i>Planned:</i>	4	\$5,554,949.62	\$255,778.01	\$184.61	\$2,500,000.00						\$2,798,987.00	\$255,778.01
	<i>Actual:</i>	4	\$8,420,156.56	\$254,171.95	\$184.61	\$2,445,737.00						\$5,720,063.00	\$254,171.95
<i>Training</i>	<i>Planned:</i>	9	\$4,376,686.34	\$535,067.23		\$1,670,555.81				\$440,500.00	\$10,000.00	\$1,720,563.30	\$186,788.10
	<i>Actual:</i>	9	\$3,887,172.87	\$523,895.19		\$913,436.68				\$440,500.00	\$11,929.00	\$1,997,412.00	\$182,752.93
TOTALS:	<i>Planned:</i>	71	\$11,022,311.21	\$1,657,154.46	\$184.61	\$4,285,504.77				\$443,500.00	\$10,000.00	\$4,625,967.37	\$942,566.11
	<i>Actual:</i>	62	\$13,196,433.56	\$1,434,853.25	\$184.61	\$3,470,993.04				\$442,756.66	\$11,929.00	\$7,835,717.00	\$729,533.17

Pedestrian and Bicyclist Safety

PS - 6

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
- 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: **Public Information Campaigns** **Pedestrian and Bicyclist Safety PS - 6**

Organization Name **Sherry Matthews Advocacy Marketing** Division TRF-TS
 Project Number **2014-SMAM-SOW-0010**

Title / Desc. **General Topics. TV, Radio, Online, Social Media, and Outdoor PSA Program**

This innovative program generates millions of dollars in free radio, television, online, and out-of-home coverage for year-round statewide traffic safety messages.

Strategies Addressed

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

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PS	1	Planned:		\$500,000.00		\$500,000.00	\$1,000,000.00
		1	Actuals:		\$497,714.67		\$2,341,220.00	\$2,838,934.67

Task: Training	Pedestrian and Bicyclist Safety PS - 6
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Organization Name **City of Lubbock - Parks & Recreation** District LBB Project Number **2014-LubbockP-G-1YG-0047**

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

Safety City is dedicated to educating children on the importance of traffic and bicycle 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 vehicle, bus, and railroad safety	7,500	9,823	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PS	1	Planned:	\$31,791.89			\$24,594.48	\$56,386.37
		1	Actuals:	\$31,535.70			\$27,183.00	\$58,718.70

Task: Training	Pedestrian and Bicyclist Safety PS - 6
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Organization Name Division TRF-TS Project Number
Please Be Kind to Cyclists **2014-PBKTC-G-1YG-0098**

Title / Desc. **Be Kind to Cyclists: An Educational Video Promoting Bicycle Safety for Bicyclists and Motorists**

We will change behavior of drivers and bicyclists by developing/distributing a quality video to beginning, defensive, and commercial driving schools, law enforcement, and bicycle safety educators.

Strategies Addressed

- Improve education programs on alcohol and driving for youth.
- Increase intervention efforts.
- 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.
- Provide assistance to update the drivers' education curriculum and administrative standards.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Create product website	1	15	<input checked="" type="checkbox"/>
▪ Develop high quality script designed to change behaviors of cyclists and drivers	1	0	<input type="checkbox"/>
▪ Distribute videos to driving/defensive driving schools; law enforcement and commercial transportation entities	1,000	0	<input type="checkbox"/>
▪ Produce video	1	0	<input type="checkbox"/>
▪ Produce of the PI&E materials needed (as determined by research)	100 %	44 %	<input type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 PS	1	<i>Planned:</i> \$189,402.40			\$47,855.14	\$237,257.54
	1	<i>Actuals:</i> \$176,769.18			\$96,831.00	\$273,600.18

Task: Training	Pedestrian and Bicyclist Safety PS - 6
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Organization Name District ABL Project Number
Safety City Abilene **2014-SafetyCi-G-1YG-0116**

Title / Desc. **Safety City-Building Safer Communities**

To teach elementary age students traffic safety, pedestrian safety, bicycle safety, railroad safety, bus safety, seat belt safety and officers are their friends.

Strategies Addressed

- Increase public information and education efforts on pedestrian and bicyclist safety.

Performance Objectives	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Educate School age children in pedestrian, bicycle, railroad, bus, seat belt and traffic safety	4,000	6,307	<input checked="" type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 PS	1	<i>Planned:</i> \$16,362.75			\$16,817.00	\$33,179.75
	1	<i>Actuals:</i> \$16,265.09			\$16,297.00	\$32,562.09

Task: Training	Pedestrian and Bicyclist Safety PS - 6
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Organization Name Texas A&M Agrilife Extension Service	District BRY	Project Number 2014-Texas Ag-G-1YG-0135
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Title / Desc. **Texas A&M AgriLife Extension Service Safety City**

To plan a Safety City for the Bryan TxDOT District where children can have hands-on traffic safety education in a safe environment.

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 public information and education efforts on pedestrian and bicyclist safety.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Complete design plan for Safety City including classroom building and outdoor model city	1	1	<input checked="" type="checkbox"/>
▪ Conduct bi-monthly Safety City Committee meetings with community partners to plan a Safety City	6	6	<input checked="" type="checkbox"/>
▪ Coordinate committee to plan a Safety City for the Bryan TxDOT District	1	1	<input checked="" type="checkbox"/>
▪ Establish marketing plan for community involvement and fundraising	1	1	<input checked="" type="checkbox"/>
▪ Identify agency to serve as the lead agency for the Safety City and to manage the ongoing activ	1	1	<input checked="" type="checkbox"/>
▪ Select key community partners to participate in planning a Safety City	6	7	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PS	1	Planned:	\$76,606.74			\$20,347.00	\$96,953.74
		1	Actuals:	\$70,723.50			\$28,057.00	\$98,780.50

Task: Training	Pedestrian and Bicyclist Safety PS - 6
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Organization Name Texas Bicycle Coalition Education Fund	Division TRF-TS	Project Number 2014-BikeTexa-G-1YG-0097
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Title / Desc. **BikeTexas College Active Transportation Safety (CATS) program.**

CATS provides incoming college students public information and education regarding anti-DWI and pedestrian and bicyclist safety information through trainings by partners at university orientations.

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 information and education efforts on pedestrian and bicyclist safety.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Acquire (minimum) professional advisors and student reps to serve on Advisory Board on pro bono basis	12	22	<input checked="" type="checkbox"/>
▪ Certify new FY 2014 university partners through training events for faculty members or other trainers	7	4	<input type="checkbox"/>
▪ Distribute monthly BikeTexas e-newsletters or website posts, including active transportation safety issues	10	8	<input type="checkbox"/>
▪ Distribute sets of red & white safety lights with mounted card containing safety message as supplemental PI&E	30,000	0	<input type="checkbox"/>
▪ Educate college freshmen and other students utilizing CATS curriculum and educational materials	7,000	24	<input type="checkbox"/>
▪ Plan (minimum) digital learning options for CATS curriculum and educational materials	2	2	<input checked="" type="checkbox"/>
▪ Support continuing university partners from pilot (FY 2012) CATS activities	7	6	<input type="checkbox"/>
▪ Support (minimum) training sessions during university orientations for college freshmen + other students	14	14	<input checked="" type="checkbox"/>
▪ Update curriculum and related set of materials to train/certify college faculty and other trainers	1	1	<input checked="" type="checkbox"/>
▪ Update components of outreach/communication and scheduling plan from pilot (FY 2012) CATS activities	3	3	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PS	1	Planned:	\$242,217.00			\$61,598.00	\$303,815.00
		1	Actuals:	\$98,149.65			\$25,241.00	\$123,390.65

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Pedestrian and Bicyclist Safety

PS - 6

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>													
<i>Evaluation</i>													
<i>Program Management</i>													
<i>Public Information Campaigns</i>	<i>Planned:</i>	1	\$1,000,000.00							\$500,000.00		\$500,000.00	
	<i>Actual:</i>	1	\$2,838,934.67							\$497,714.67		\$2,341,220.00	
<i>Training</i>	<i>Planned:</i>	5	\$727,592.40	\$556,380.78								\$171,211.62	\$124,761.38
	<i>Actual:</i>	5	\$587,052.12	\$393,443.12								\$193,609.00	\$118,524.29
TOTALS:	<i>Planned:</i>	6	\$1,727,592.40	\$556,380.78						\$500,000.00		\$671,211.62	\$124,761.38
	<i>Actual:</i>	6	\$3,425,986.79	\$393,443.12						\$497,714.67		\$2,534,829.00	\$118,524.29

Police Traffic Services

PT - 7

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 enforcement of commercial motor vehicle speed limits.
- 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 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 - 7			
Organization Name	Division	TRF-TS		Project Number			
Texas A&M Transportation Institute				2014-TTI-G-1YG-0087			
Title / Desc. Data Driven Approaches to Crime and Traffic Safety							
<i>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.</i>							
Strategies Addressed							
- Increase and sustain enforcement of traffic safety-related laws.							
- Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws.							
Performance Objectives							
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪ Develop DDACTS pilot train the trainer program curriculum based upon lit. review & stakeholder input				1	1	<input checked="" type="checkbox"/>	
▪ Evaluate TxDOT approved DDACTS pilot train the trainer program curriculum				1	1	<input checked="" type="checkbox"/>	
▪ Identify traffic safety stakeholders to participate in the TxDOT approved pilot DDACTS train the trainer prg				10	12	<input checked="" type="checkbox"/>	
▪ Identify traffic safety stakeholders to participate in the TxDOT approved DDACTS training program				20	20	<input checked="" type="checkbox"/>	
▪ Implement DDACTS train the trainer program to traffic safety stakeholders and agencies in Texas				1	1	<input checked="" type="checkbox"/>	
Financial Information:							
<i>Fund Source</i>	<i># Projects</i>	<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>	
402 PT	1	<i>Planned:</i> \$82,543.13			\$20,685.07	\$103,228.20	
	1	<i>Actuals:</i> \$82,439.74			\$21,184.00	\$103,623.74	

Task: Enforcement	Police Traffic Services PT - 7
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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 Elements - Arrests/Citations	0
CMV HMV Citations	5,980
CMV Safety Belt Citations	4,520
CMV Speed citations	4,215
Community events	26
DUI Minor arrests/citations	0
DWI arrests	1
ITC citations	379
Media exposures	17
Child Safety Seat citations	1
Other citations	3,365
STEP Enforcement Hours	7,370
PI&E materials distributed	15,779
PI&E materials produced	1,500
Presentations conducted	36
Safety Belt	0
Safety Belt citations	1
Speed	0
Speed citations	326
Speed related crashes	3,117
STEP Elements - Arrests/Citations	0
Other arrests	330

Participating Organizations

Project #

City of Fort Worth - Police Department	2014-Fortwort-S-1YG-0088
City of Houston - Police Department	2014-HoustonP-S-1YG-0030
City of Laredo - Police Department	2014-LaredoPD-S-1YG-0093

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> \$371,594.70			\$461,661.56	\$833,256.26
	3	<i>Actuals:</i> \$361,143.79			\$848,308.00	\$1,209,451.79

Task: Enforcement	Police Traffic Services PT - 7
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<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> STEP Comprehensive
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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 Elements - Arrests/Citations	0
Child Safety Seat citations	10,764
CMV Speed citations	240
Community events	605
DUI Minor arrests/citations	100
DWI arrests	6,049
HMV citations	3,250
ITC citations	56,146
ITC related crashes	60,397
Media exposures	3,396
Alcohol related crashes	12,422
Other citations	82,904
STEP Enforcement Hours	186,395
PI&E materials distributed	152,930
PI&E materials produced	62,583
Presentations conducted	1,284
Safety Belt	0
Safety Belt citations	58,076
Speed	0
Speed citations	290,576
Speed related crashes	67,078
STEP Elements - Arrests/Citations	0
Other arrests	6,102

Participating Organizations

Project #

Town of Addison - Police Department	2014-AddisonP-S-1YG-0070
City of Allen - Police Department	2014-AllenPD-S-1YG-0056
City of Amarillo - Police Department	2014-Amarillo-S-1YG-0009
City of Arlington - Police Department	2014-Arlingto-S-1YG-0057
City of Austin - Police Department	2014-AustinPD-S-1YG-0001
City of Beaumont - Police Department	2014-Beaumont-S-1YG-0086
Bexar County Sheriff's Office	2014-BexarCoS-S-1YG-0041
City of Brownsville - Police Department	2014-BrownsPD-S-1YG-0011
City of Bryan - Police Department	2014-BryanPD-S-1YG-0053
City of Cedar Park - Police Department	2014-CdrPrkPD-S-1YG-0020
City of Corpus Christi - Police Department	2014-CorpusPD-S-1YG-0042
Dallas County Sheriff's Department	2014-DallasCO-S-1YG-0032
City of Dallas - Police Department	2014-Dallas-S-1YG-0031
City of Denton - Police Department	2014-DentonPD-S-1YG-0023
El Paso County Sheriff's Office	2014-EIPasoCO-S-1YG-0060
City of Euless - Police Department	2014-Euless-S-1YG-0043
City of Fort Worth - Police Department	2014-Fortwort-S-1YG-0075
City of Frisco - Police Department	2014-FriscoPD-S-1YG-0062

City of Galveston - Police Department	2014-Galvesto-S-1YG-0014
City of Garland - Police Department	2014-GarlandP-S-1YG-0019
City of Georgetown - Police Department	2014-Georgeto-S-1YG-0004
City of Grand Prairie - Police Department	2014-GrandPra-S-1YG-0067
City of Haltom City - Police Department	2014-HaltomPD-S-1YG-0040
City of Harlingen - Police Department	2014-Harlinge-S-1YG-0091
Harris County Sheriff's Office	2014-HarrisCo-S-1YG-0003
Harris County Constable Precinct 7	2014-HarrisP7-S-1YG-0065
City of Houston - Police Department	2014-HoustonP-S-1YG-0029
City of Hurst - Police Department	2014-HurstPD-S-1YG-0027
City of Irving - Police Department	2014-Irving-S-1YG-0035
Jefferson County Sheriff's Office	2014-Jefferso-S-1YG-0073
City of Keller - Police Department	2014-KellerPD-S-1YG-0061
City of Killeen - Police Department	2014-KilleenP-S-1YG-0052
City of La Porte - Police Department	2014-LaPorte-S-1YG-0016
City of Laredo - Police Department	2014-LaredoPD-S-1YG-0090
City of Longview - Police Department	2014-LongviPD-S-1YG-0028
City of McAllen - Police Department	2014-McAllenP-S-1YG-0049
City of Midland - Police Department	2014-Midland-S-1YG-0026
City of Mission - Police Department	2014-Mission-S-1YG-0058
City of New Braunfels - Police Department	2014-NewBraun-S-1YG-0083
City of North Richland Hills - Police Department	2014-NRichlan-S-1YG-0055
City of Odessa - Police Department	2014-Odessa-S-1YG-0012
City of Pasadena - Police Department	2014-PasadePD-S-1YG-0074
City of Plano - Police Department	2014-PlanoPD-S-1YG-0047
City of Robstown - Police Department	2014-Robstown-S-1YG-0068
City of Rowlett - Police Department	2014-Rowlet P-S-1YG-0018
City of San Antonio - Police Department	2014-SanAntPD-S-1YG-0008
Texas Department of Public Safety	2014-TDPS-S-1YG-0050
City of Texarkana - Police Department	2014-TexarkPD-S-1YG-0036
Tom Green County	2014-Tomgreen-S-1YG-0006
City of Tyler - Police Department	2014-Tyler PD-S-1YG-0017
City of Waco - Police Department	2014-WacoPD-S-1YG-0066
City of Wichita Falls - Police Department	2014-WichitaP-S-1YG-0005

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	54	<i>Planned:</i> \$10,564,648.30			\$8,218,459.82	\$18,783,108.12
	52	<i>Actuals:</i> \$8,713,199.05			\$7,411,636.00	\$16,124,835.05

Task: Enforcement	Police Traffic Services PT - 7
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<i>Organization Name</i> Texas Department of Transportation	<i>Division</i> TRF-TS	<i>Project Number</i> STEP WAVE Comprehensive
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Title / Desc. **STEP WAVE Comprehensive**

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

Performance Measures

Other Elements - Arrests/Citations	0
CMV Speed citations	21
Community events	7
DUI Minor arrests/citations	5
DWI arrests	46
HMV citations	0
ITC citations	14
Media exposures	46
Child Safety Seat citations	10
Other citations	345
STEP Enforcement Hours	1,424
PI&E materials distributed	6,559
PI&E materials produced	0
Presentations conducted	19
Safety Belt	0
Safety Belt citations	204
Speed	0
Speed citations	1,929
STEP Elements - Arrests/Citations	0
Other arrests	45

Participating Organizations

Project #

City of Alice - Police Department	2014-AlicePD-S-1YG-0076
City of Benbrook - Police Department	2014-Benbrook-S-1YG-0010
City of Dickinson - Police Department	2014-Dickinso-S-1YG-0085
City of Kilgore - Police Department	2014-KilgoreP-S-1YG-0078
City of Weatherford - Police Department	2014-Weatherf-S-1YG-0025

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	5	<i>Planned:</i> \$64,667.46			\$21,652.47	\$86,319.93
	5	<i>Actuals:</i> \$43,336.16			\$16,834.00	\$60,170.16

Task: Evaluation	Police Traffic Services PT - 7
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Organization Name **Texas Department of Transportation** District AUS Project Number **2014-TxDOT-G-1YG-0198**

Title / Desc. **Put it Down, Save a Live**

Two-part program emphasizing consequences of driving while under the influence and distracted. Program one will focus on the effects of alcohol on the driver and the second .

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>
▪ Educate Educating community of the consequences of driving distracted	100 %	0 %	<input type="checkbox"/>
▪ Educate Informing high school students of the consequences of driving distracted	100 %	0 %	<input type="checkbox"/>

Project Notes

Note: Project Not Conducted

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402 AL	1	Planned: \$55,845.00			\$42,000.00	\$97,845.00
	0	Actuals:				

Task: Training	Police Traffic Services PT - 7
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Organization Name **Texas Municipal Police Association** Division TRF-TS Project Number **2014-TMPA-G-1YG-0003**

Title / Desc. Statewide Distracted Driver Education and Comprehensive Law Enforcement Liaison Support Project

Instruct course curriculums on distracted driving to teens, adults and police officers. Provide full support to TxDOT and Traffic Safety Specialists on STEP's, CIOT, IDM incentives and traffic safety.

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.
- Sustain high visibility enforcement of occupant protection laws
- Increase and sustain enforcement of traffic safety-related laws.
- Increase and sustain high visibility enforcement of Intersection Traffic Control (ITC) laws.
- Increase public education and information campaigns regarding enforcement activities.
- Increase public information and education on intersection related traffic issues.
- Provide technical and managerial support to local law enforcement agencies and highway safety professionals.
- 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.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Attend Law enforcement conferences to market distracted driving and TxDOT programs	5	10	☑
▪ Attend TSS, partner, judicial, traffic safety conferences/events to market all TxDOT programs	20	27	☑
▪ Collect News articles on the Buckle Up Texas web page or Facebook/Twitter page	50	146	☑
▪ Conduct Meetings with TxDOT Program Manager or LEL staff	8	25	☑
▪ Develop Abbreviated course curriculum on dangers of distracted driving	1	1	☑
▪ Develop Law enforcement 4 hour distracted driving course curriculum	1	1	☑
▪ Distribute PI & E materials at conferences, meetings and traffic safety events	50,000	123,718	☑
▪ Educate Participants in the abbreviated course on the dangers of distracted driving	500	2,741	☑
▪ Educate Law enforcement officers on the dangers of distracted driving	3,000	3,221	☑
▪ Educate High school students on dangers of distracted driving	4,000	16,329	☑
▪ Educate Adults on the dangers of distracted driving	4,500	7,277	☑
▪ Enroll Non-funded law enforcement agencies by LELs and staff for the IDM incentive	125	128	☑
▪ Enroll Non-funded law enforcement agencies by LELs and staff for CIOT Incentive	200	166	☐
▪ Maintain Child passenger safety (CPS) technician and instructor certifications for LELs	100 %	100 %	☑
▪ Support Child passenger safety seat checkup inspection events	20	32	☑
▪ Update Course curriculum on dangers of adult distracted driving	1	1	☑
▪ Update Course curriculum on dangers of distracted driving to high school students	1	1	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	PT	1	Planned:	\$906,007.26			\$421,950.00	\$1,327,957.26
		1	Actuals:	\$901,010.22			\$587,477.00	\$1,488,487.22

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Police Traffic Services

PT - 7

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>	<i>Planned:</i>	63	\$19,805,912.51	\$11,083,453.59								\$8,722,458.92	\$11,000,910.46
	<i>Actual:</i>	61	\$17,498,080.74	\$9,200,118.74								\$8,297,962.00	\$9,117,679.00
<i>Evaluation</i>	<i>Planned:</i>	1	\$97,845.00	\$55,845.00								\$42,000.00	
	<i>Actual:</i>	0											
<i>Program Management</i>													
<i>Public Information Campaigns</i>													
<i>Training</i>	<i>Planned:</i>	1	\$1,327,957.26	\$906,007.26								\$421,950.00	
	<i>Actual:</i>	1	\$1,488,487.22	\$901,010.22								\$587,477.00	
TOTALS:	<i>Planned:</i>	65	\$21,231,714.77	\$12,045,305.85								\$9,186,408.92	\$11,000,910.46
	<i>Actual:</i>	62	\$18,986,567.96	\$10,101,128.96								\$8,885,439.00	\$9,117,679.00

Speed Control

SC - 8

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 - 8					
Organization Name	Division	Project Number					
Texas Department of Transportation	TRF-TS	STEP SPEED					
Title / Desc. STEP SPEED							
Provide sustained speed enforcement to increase driver compliance with posted speed limits and to reduce the number of speed-related crashes. In addition, the Police Traffic Services (PTS) program area will conduct STEP-Comprehensive and STEP-Wave grants that involve increased speed enforcement.							
Performance Measures							
Other Elements - Arrests/Citations			0				
CMV Speed citations			0				
Community events			41				
DUI Minor arrests/citations			1				
DWI arrests			9				
HMV citations			41				
ITC citations			29				
Media exposures			93				
Child Safety Seat citations			22				
Other citations			5,214				
STEP Enforcement Hours			8,837				
PI&E materials distributed			21,053				
PI&E materials produced			0				
Presentations conducted			66				
Safety Belt citations			28				
Speed citations			31,079				
Speed related crashes			2,871				
STEP Elements - Arrests/Citations			0				
Other arrests			222				
Participating Organizations		Project #					
City of Deer Park - Police Department		2014-DeerPark-S-1YG-0038					
City of Farmers Branch - Police Department		2014-Farmers -S-1YG-0044					
City of Lewisville - Police Department		2014-LewisvPD-S-1YG-0039					
City of Mesquite - Police Department		2014-Mesquite-S-1YG-0045					
Montgomery County Sheriff's Office		2014-MontgoSO-S-1YG-0007					
City of Sugar Land - Police Department		2014-Sugarlan-S-1YG-0064					
City of Texas City - Police Department		2014-TexasCit-S-1YG-0048					
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SC	7	Planned: \$400,452.90			\$236,645.14	\$637,098.04
		7	Actuals: \$339,390.95			\$243,294.00	\$582,684.95

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Speed Control

SC - 8

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL	
<i>Enforcement</i>	<i>Planned:</i> 7	\$637,098.04	\$400,452.90								\$236,645.14	\$400,452.90
	<i>Actual:</i> 7	\$582,684.95	\$339,390.95								\$243,294.00	\$339,390.95
<i>Evaluation</i>												
<i>Program Management</i>												
<i>Public Information Campaigns</i>												
<i>Training</i>												
TOTALS:	<i>Planned:</i> 7	\$637,098.04	\$400,452.90								\$236,645.14	\$400,452.90
	<i>Actual:</i> 7	\$582,684.95	\$339,390.95								\$243,294.00	\$339,390.95

Traffic Records

TR - 9

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: Evaluation		Traffic Records		TR - 9			
Organization Name		Division		Project Number			
Texas A&M Transportation Institute		TRF-TS		2014-TTI-G-1YG-0088			
Title / Desc. Electronic Citation Feasibility: Assessing Law Enforcement and TxDOT needs for Improving							
The project will assess the feasibility of employing an electronic traffic citation system statewide to collect critical data that can assist the state in improving traffic safety.							
Strategies Addressed							
<ul style="list-style-type: none"> Increase and sustain enforcement of traffic safety-related laws. Increase enforcement of commercial motor vehicle speed limits. Provide technical and managerial support to local law enforcement agencies and highway safety professionals. 							
Performance Objectives							
		<u>Target</u>	<u>Actual</u>	<u>Met?</u>			
▪ Complete Institutional Review Board (IRB) in order to obtain approval for project data collection		1	1	<input checked="" type="checkbox"/>			
▪ Conduct Literature review to identify data & information related to the viability of a statewide e-citation		1	1	<input checked="" type="checkbox"/>			
▪ Coordinate Focus groups w/LE agencies to identify strengths & challenges of implementing an e-citation system		3	3	<input checked="" type="checkbox"/>			
▪ Develop Cost benefit analysis regarding the impact of electronic citations on traffic LE activities		1	1	<input checked="" type="checkbox"/>			
▪ Develop Process flow & set of standards for an e-citation system (characteristics of an effective system)		1	1	<input checked="" type="checkbox"/>			
▪ Evaluate Platforms and/or technologies (minimum) required to run an effective statewide e-citation system		5	3	<input type="checkbox"/>			
▪ Produce Final report detailing the feasibility study related to the implementation of e-citation statewide		1	1	<input checked="" type="checkbox"/>			
▪ Survey LE officers to identify their attitudes towards the implementation of an electronic citation system		250	254	<input checked="" type="checkbox"/>			
Project Notes							
Note: This project uses two funding sources, M3DA and SAFETEA-LU 408 (K9) funds							
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
MAP21	M3DA	1	Planned: \$201,328.54			\$50,430.15	\$251,758.69
		1	Actuals: \$131,008.97			\$40,988.00	\$171,996.97

Task: Evaluation **Traffic Records TR - 9**

Organization Name **Texas A&M Transportation Institute** Division TRF-TS Project Number **2014-TTI-G-1YG-0088**

Title / Desc. **Electronic Citation Feasibility: Assessing Law Enforcement and TxDOT needs for Improving**

The project will assess the feasibility of employing an electronic traffic citation system statewide to collect critical data that can assist the state in improving traffic safety.

Performance Objectives	Target	Actual	Met?
Complete Institutional Review Board (IRB) in order to obtain approval for project data collection	1	1	<input checked="" type="checkbox"/>
Conduct Literature review to identify data & information related to the viability of a statewide e-citation	1	1	<input checked="" type="checkbox"/>
Coordinate Focus groups w/LE agencies to identify strengths & challenges of implementing an e-citation system	3	3	<input checked="" type="checkbox"/>
Develop Cost benefit analysis regarding the impact of electronic citations on traffic LE activities	1	1	<input checked="" type="checkbox"/>
Develop Process flow & set of standards for an e-citation system (characteristics of an effective system)	1	1	<input checked="" type="checkbox"/>
Evaluate Platforms and/or technologies (minimum) required to run an effective statewide e-citation system	5	3	<input type="checkbox"/>
Produce Final report detailing the feasibility study related to the implementation of e-citation statewide	1	1	<input checked="" type="checkbox"/>
Survey LE officers to identify their attitudes towards the implementation of an electronic citation system	250	254	<input checked="" type="checkbox"/>

Project Notes

Note: This project uses two funding sources, M3DA and SAFETEA-LU 408 (K9) funds

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
408	K9	Planned: \$28,687.26				\$28,687.26
		Actuals: \$28,687.26				\$28,687.26

Task: Program Management **Traffic Records TR - 9**

Organization Name **Texas Department of State Health Services - ISG** Division TRF-TS Project Number **2014-TDSHS-IS-G-1YG-0191**

Title / Desc. **Increasing the Percent of Trauma Patients Linked to Crash Data, Department of State Health Services**

DSHS will develop the capacity to collect data from Fire Department first responders and Emergency Departments to increase the percentage of potential patients that link to a crash record.

Strategies Addressed

- Improve the integration of traffic records between state agencies and local entities.

Performance Objectives	Target	Actual	Met?
Collect Hospital emergency department (ED) data entered into the EMS/Trauma Registry	30 %	59 %	<input checked="" type="checkbox"/>
Collect Data reported by 1st Responder Fire Departments not licensed as EMS agency	50 %	0 %	<input type="checkbox"/>
Evaluate The number of EMS and hospital records that are potential links to crash records	25 %	26 %	<input checked="" type="checkbox"/>
Utilize EMS and Hospitals will utilize Web services capacity to report to the EMS/TR	75 %	62 %	<input type="checkbox"/>

Financial Information:

Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
408	K9	1 Planned: \$918,936.67			\$959,178.24	\$1,878,114.91
		Actuals: \$773,252.31			\$912,142.00	\$1,685,394.31

Task: Program Management						Traffic Records TR - 9		
Organization Name Texas Department of Transportation				Division TRF-TS		Project Number 2014-TxDOT-G-1YG-0200		
Title / Desc. Crash Records/Data Analysis Operations and CRIS								
Support and enhance the statewide data system CRIS (Crash Records Information System) which provides timely and effective data analysis to support allocation of highway safety resources.								
Financial Information:								
Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	1	Planned:		\$3,350,000.00			\$3,350,000.00
		1	Actuals:		\$2,899,857.73			\$2,899,857.73

Task: Program Management						Traffic Records TR - 9		
Organization Name Texas Department of Transportation				Division TRF-TS		Project Number 2014-TxDOT-G-1YG-0205		
Title / Desc. CRIS Texas Department of Insurance Funds								
CRIS Texas Department of Insurance Funds								
Financial Information:								
Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	1	Planned:		\$447,442.15			\$447,442.15
		1	Actuals:		\$736,028.75			\$736,028.75

Task: Program Management						Traffic Records TR - 9		
Organization Name Texas Department of Transportation				Division TRF-TS		Project Number 2014-TxDOT-G-1YG-0206		
Title / Desc. CRIS State Funds								
CRIS State Funds								
Financial Information:								
Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	1	Planned:		\$736,028.75			\$736,028.75
		1	Actuals:		\$447,442.15			\$447,442.15

Task: Program Management						Traffic Records TR - 9		
Organization Name Texas Department of Transportation				Division TRF-TS		Project Number 2014-TxDOT-G-1YG-0208		
Title / Desc. CRASH Agency Support								
Agency support provided by the TxDOT technical team has increased adoption through assistance the team provides with installing and configuring the agency identity provider (IDP) and the development of the internal IDP option, which allows smaller to medium size agencies the benefit of being hosted by TxDOT.								
Financial Information:								
Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
408	K9	1	Planned:	\$280,000.00				\$280,000.00
		1	Actuals:	\$176,191.60				\$176,191.60

Task: Program Management						Traffic Records TR - 9	
Organization Name Texas Department of Transportation			Division TRF-TS		Project Number 2014-TxDOT-G-1YG-0209		
Title / Desc. Crash Reporting and Analysis for Safer Highways Training Provide training to law enforcement agencies to increase timely reporting, data uniformity and accuracy.							
Project Notes Note: This project uses two funding sources, State and SAFETEA-LU 408 (K9) funds due to TMPA refund							
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
State	State	Planned:	\$1,995.42			\$1,995.42	
		Actuals:	\$1,995.42			\$1,995.42	

Task: Program Management						Traffic Records TR - 9	
Organization Name Texas Department of Transportation			Division TRF-TS		Project Number 2014-TxDOT-G-1YG-0209		
Title / Desc. Crash Reporting and Analysis for Safer Highways Training Provide training to law enforcement agencies to increase timely reporting, data uniformity and accuracy.							
Project Notes Note: This project uses two funding sources, State and SAFETEA-LU 408 (K9) funds due to TMPA refund							
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:	\$75,022.39			\$75,022.39	

Task: Program Management						Traffic Records TR - 9	
Organization Name Texas Department of Transportation			Division TRF-TS		Project Number 2014-TxDOT-G-1YG-0210		
Title / Desc. CRIS Help Desk Xerox The TxDOT help desk has provided the law enforcement agencies 24 hours, 7 days a week and 365 days a year access to operators who can respond to their questions and issues.							
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
408	K9	1 Planned:	\$696,000.00			\$696,000.00	
		1 Actuals:	\$580,272.00			\$580,272.00	

Task: Program Management						Traffic Records TR - 9	
Organization Name Texas Department of Transportation			Division TRF-TS		Project Number 2014-TxDOT-G-1YG-0218		
Title / Desc. CRASH Pre-Population of Fields TxDOT will develop three distinct interfaces to ensure officers have as much pre-populated data, which will be more accurate, related to the drivers license information from TLETS, the vehicle information from RTS and the insurance information from TexasSure. The officer will have the choice to accept the pre-population or override.							
Financial Information:							
Fund Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total	
MAP21	M3DA	1 Planned:	\$174,960.00			\$174,960.00	
		1 Actuals:	\$79,872.00			\$79,872.00	

Task: Program Management				Traffic Records TR - 9		
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>		
Texas Department of Transportation				2014-TxDOT-G-1YG-0266		
<i>Title / Desc.</i> GovLink						
GovLink						
<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>
408	K9		<i>Planned:</i> \$226,000.00			\$226,000.00
		1	<i>Actuals:</i> \$65,906.80			\$65,906.80

FY 2014 Traffic Safety Funds Program Area Expenditure Summary

Traffic Records

TR - 9

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>													
<i>Evaluation</i>	<i>Planned:</i>	1	\$280,445.95			\$201,328.54	\$28,687.26					\$50,430.15	
	<i>Actual:</i>	1	\$200,684.23			\$131,008.97	\$28,687.26					\$40,988.00	
<i>Program Management</i>	<i>Planned:</i>	8	\$8,092,541.23			\$174,960.00	\$2,422,936.67			\$4,535,466.32		\$959,178.24	
	<i>Actual:</i>	9	\$6,747,983.15			\$79,872.00	\$1,670,645.10			\$4,085,324.05		\$912,142.00	
<i>Public Information Campaigns</i>													
<i>Training</i>													
TOTALS:	<i>Planned:</i>	9	\$8,372,987.18			\$376,288.54	\$2,451,623.93			\$4,535,466.32		\$1,009,608.39	
	<i>Actual:</i>	10	\$6,948,667.38			\$210,880.97	\$1,699,332.36			\$4,085,324.05		\$953,130.00	

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.

Project Descriptions

Task: Enforcement				Driver Education and Behavior DE - 10			
Organization Name		Division TRF-TS		Project Number			
Education Service Center, Region VI				2014-ESCVI-G-1YG-0026			
Title / Desc. Texas Traffic SAFETY Education Staff Improvement Program. Safety Alliance For Educating Texas							
Program will provide 8 Teen Driver Education staff development workshops to 300 instructors. Trainings will be presented by instructor trainers using a variety of current topics & marketed state wide.							
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>	
▪	Analyze Pre and post evaluation tools to determine program effectiveness			300	400	<input checked="" type="checkbox"/>	
▪	Conduct Continuing Education Workshops for 300 Driver Education Instructors			8	9	<input checked="" type="checkbox"/>	
▪	Develop Training Manual for Driver Education Instructor Continuing Education and Train Trainers			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: \$85,540.06			\$74,357.31	\$159,897.37
		1	Actuals: \$85,540.06			\$82,490.00	\$168,030.06

Task: Evaluation				Driver Education and Behavior DE - 10			
Organization Name		Division TRF-TS		Project Number			
Texas A&M Transportation Institute				2014-TTI-G-1YG-0051			
Title / Desc. Statewide Mobile Communication Device Use Survey							
Conduct an observational survey of mobile communication device use to estimate a statewide driver use rate for Texas.							
Strategies Addressed							
- Implement and evaluate countermeasures to reduce the incidence of distracted driving.							
Performance Objectives							
				<u>Target</u>	<u>Actual</u>	<u>Met?</u>	
▪	Conduct statewide survey of mobile communication device use using TxDOT approved methodology			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: \$63,446.97			\$15,902.19	\$79,349.16
		1	Actuals: \$59,340.34			\$14,935.00	\$74,275.34

Task: Evaluation	Driver Education and Behavior DE - 10
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Organization Name Texas A&M Transportation Institute	Division TRF-TS	Project Number 2014-TTI-G-1YG-0052
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Title / Desc. **Driver Attitudes and Awareness of Traffic Safety Survey**

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

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Create survey of Texas drivers in DL offices throughout Texas	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:	\$41,924.26			\$10,493.87	\$52,418.13
		1	Actuals:	\$41,205.24			\$10,345.00	\$51,550.24

Task: Program Management	Driver Education and Behavior DE - 10
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Organization Name Beehive Specialty	Division TRF-TS	Project Number 2014-BeeHive-G-1YG-0230
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Title / Desc. **Beehive Specialty**

Fulfillment, inventory and storage for Traffic Safety PI&E.

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned:	\$117,705.00				\$117,705.00
		1	Actuals:	\$97,554.47				\$97,554.47

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

Organization Name **National Safety Council** Division TRF-TS Project Number **2014-NSC-G-1YG-0115**

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

Continued implementation of a Toolkit Training Program for employers in order to encourage the use of best practice programs and to 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>
▪ Assist Texas employers in establishing on-going traffic-safety campaigns	1	101	<input checked="" type="checkbox"/>
▪ Conduct Advisory Group Meetings	3	4	<input checked="" type="checkbox"/>
▪ Conduct Professional Development Webcasts for Employers, Managers, Supervisors and others	4	4	<input checked="" type="checkbox"/>
▪ Coordinate Collaborations with partner agencies	3	18	<input checked="" type="checkbox"/>
▪ Develop Awards program to recognize Texas employers outstanding achievements with on-going TS campaign	1	1	<input checked="" type="checkbox"/>
▪ Develop Existing program resources in Spanish	6	0	<input type="checkbox"/>
▪ Distribute Our Driving Concern e-Newsletter to Texas employers, managers, supervisors and others	30,000	79,931	<input checked="" type="checkbox"/>
▪ Educate Employer attendees at the Texas Safety Conference and Expo	400	507	<input checked="" type="checkbox"/>
▪ Manage Employer network industries and the link between TxDOT resources and employers	8	8	<input checked="" type="checkbox"/>
▪ Train Employers on the ODC: Toolkit Training Train-the-Trainer classes	200	377	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned: \$289,352.28			\$116,269.66	\$405,621.94
		1	Actuals: \$232,719.75			\$179,623.00	\$412,342.75

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

Organization Name **Sherry Matthews Advocacy Marketing** Division TRF-TS Project Number **2014-SMAM-SOW-0007**

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.

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
State	State	1	Planned:	\$1,200,000.00		\$1,200,000.00	\$2,400,000.00
		1	Actuals:	\$550,980.47		\$1,639,243.00	\$2,190,223.47

Task: Public Information Campaigns				Driver Education and Behavior DE - 10				
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>				
Sherry Matthews Advocacy Marketing				2014-SMAM-SOW-0011				
Title / Desc. <i>Distracted Driving Talk, Text, Crash. Public Information and Education Campaign</i>								
<i>This multimedia statewide campaign is aimed at raising awareness about the dangers that go with driving distracted and encouraging motorists to give driving their full attention.</i>								
Strategies Addressed								
- Conduct public information and education campaigns related to distracted driving.								
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>	\$1,500,000.00			\$1,500,000.00	\$3,000,000.00
		1	<i>Actuals:</i>	\$1,477,305.66			\$2,210,996.00	\$3,688,301.66

Task: Public Information Campaigns				Driver Education and Behavior DE - 10					
<i>Organization Name</i>		<i>Division</i> TRF-TS		<i>Project Number</i>					
Texas Association, Family, Career and Community				2014-TAFCC-G-1YG-0193					
Title / Desc. <i>The Katie Matthews Story</i>									
<i>Texas Family, Career, and Community Leaders of America (FCCLA) will have Katie, quadriplegic due to distracted driving crash, tell her distracted driving story at seven statewide conferences.</i>									
Strategies Addressed									
- Conduct public information and education campaigns related to distracted driving.									
- Develop and implement public information and education efforts on traffic safety issues.									
Performance Objectives									
							<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Coordinate Katie Matthews distracted driving presentations at FCCLA statewide conferences							7	44	<input checked="" type="checkbox"/>

Financial Information:								
<i>Fund</i>	<i>Source</i>	<i># Projects</i>		<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402	DE	1	<i>Planned:</i>	\$21,000.00			\$21,576.76	\$42,576.76
		1	<i>Actuals:</i>	\$20,888.65			\$21,724.00	\$42,612.65

Task: Training				Driver Education and Behavior DE - 10					
<i>Organization Name</i>		<i>District</i> AUS		<i>Project Number</i>					
City of Austin - ISD				2014-AISD-G-1YG-0136					
Title / Desc. <i>Austin Independent School District Driver's Education Program</i>									
<i>Driver's Education classes will serve 300+ students at Akins, Eastside , LBJ, Lanier, Reagan, and Travis High Schools. Certified Instructors will distribute certificates to students upon completion.</i>									
Strategies Addressed									
- Conduct public information and education campaigns related to distracted driving.									
- Develop and implement public information and education efforts on traffic safety 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	333	<input checked="" type="checkbox"/>
Financial Information:									
<i>Fund</i>	<i>Source</i>	<i># Projects</i>		<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>	
402	DE	1	<i>Planned:</i>	\$24,487.76			\$18,586.62	\$43,074.38	
		1	<i>Actuals:</i>	\$24,487.76			\$19,995.00	\$44,482.76	

Task: Training	Driver Education and Behavior DE - 10
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Organization Name Education Service Center, Region XIII	Division TRF-TS	Project Number 2014-ESCXIII-G-1YG-0038
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Title / Desc. Workshops: Distractions Module Revision

This traffic safety project will conduct workshops to present the revised the Distractions Module of the Texas Driver Education Model Program to driver education instructors.

Strategies Addressed

- 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>
▪ Conduct distractions Module Workshops for 160 driver education instructors	4	7	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	<i>Planned:</i>	\$6,300.00			\$3,486.40	\$9,786.40
		1	<i>Actuals:</i>	\$3,143.74			\$8,701.00	\$11,844.74

Task: Training	Driver Education and Behavior DE - 10
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<i>Organization Name</i> Hillcrest Baptist Medical Center-Hillcrest	<i>District</i> WAC	<i>Project Number</i> 2014-Hillcrest-G-1YG-0150
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Title / Desc. **Mature Driver Program**

A traffic safety injury prevention program for adult drivers, focusing on 55+, and their family/caregivers. Overarching goal is to assist 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>
▪ Acquire Network Opportunities with two new Agencies in each service county promoting MDP	52	96	☑
▪ Attend Civic, Service and Social Club Meetings to promote awareness of MDP and available program services	30	51	☑
▪ Conduct CarFit Technician Training	1	3	☑
▪ Conduct CarFit Events	12	15	☑
▪ Conduct Observational Surveys of adult drivers, focusing on common traffic safety concerns	15	19	☑
▪ Conduct Educational Presentations to adult drivers, family/caregivers and service providers of adult drivers	48	54	☑
▪ Coordinate Traffic Safety Day for adult drivers	1	1	☑
▪ Coordinate Roadwise Review availability in locations throughout service counties	26	26	☑
▪ Distribute Mature Driver Program Surveys focused on current driving behaviors of adult drivers	500	896	☑
▪ Distribute Mature Driver Traffic Safety Educational Brochures and Promotional Items	6,000	26,576	☑
▪ Evaluate MDP Partners to assess satisfaction with program and staff	25	35	☑
▪ Evaluate Mature Driver Program Participants to assess satisfaction with program	100	267	☑
▪ Maintain Current partnerships with community agencies in service counties	24	27	☑
▪ Maintain Traffic Safety Displays to promote awareness of MDP; two in each county (core and contiguous)	52	56	☑
▪ Participate in Health & Safety Fairs and Community Events in all service counties (core and contiguous)	70	77	☑
▪ Provide Traffic Safety Educational Information to adult drivers who were seen at hospital ER after a MVC	25	25	☑
▪ Support National and State Traffic Safety Campaigns by raising awareness and participation	2	4	☑

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>	\$157,579.60			\$91,240.38	\$248,819.98
		1	<i>Actuals:</i>	\$157,561.74			\$141,739.00	\$299,300.74

Task: Training	Driver Education and Behavior DE - 10
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<i>Organization Name</i> Texas A&M Transportation Institute	<i>Division</i> TRF-TS	<i>Project Number</i> 2014-TTI-G-1YG-0093
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Title / Desc. **Teens in the Driver Seat Program**

Maintain this award-winning, peer-to-peer teen safety program at the high school and junior high levels; expand partnerships, features & resources, and diversify funding.

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 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 or less average wireless device use by Texas teen drivers at TDS Program schools	8 %	6 %	<input type="checkbox"/>
▪ Achieve average seat belt use rate by teen drivers at TDS Program schools	90 %	92 %	<input checked="" type="checkbox"/>
▪ Administer risk awareness and self-reported driving behavior surveys at TDS Program schools	10	31	<input checked="" type="checkbox"/>
▪ Conduct statewide teen driving safety summit	1	1	<input checked="" type="checkbox"/>
▪ Develop decision-making behind the wheel interactive web-based video for teens ages 15 to 19	1	1	<input checked="" type="checkbox"/>
▪ Develop parent-oriented teen driving safety resource kit that is designed for delivery by teens	1	1	<input checked="" type="checkbox"/>
▪ Develop set of new resources and project outreach ideas that focus on discouraging distracted driving	1	1	<input checked="" type="checkbox"/>
▪ Provide resource kits and related technical support to junior high school student teams in Texas	35	40	<input checked="" type="checkbox"/>
▪ Provide resource kits and related technical support to high school student teams in Texas	125	130	<input checked="" type="checkbox"/>

Financial Information:

<i>Fund</i>	<i>Source</i>	<i># Projects</i>		<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>
402	DE	1	<i>Planned:</i>	\$557,859.68			\$701,388.08	\$1,259,247.76
		1	<i>Actuals:</i>	\$557,244.66			\$957,371.00	\$1,514,615.66

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

Organization Name **Texas Municipal Courts Education Center** Division TRF-TS Project Number **2014-TMCEC-G-1YG-0071**

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>
▪ Develop Story or activity books in English & Spanish on impaired drivers, distracted driving & ts issues	2	2	☑
▪ Distribute DRSR kits of DRSR materials to community groups such as Boy & Girl Scouts, & childrens shelters	25	38	☑
▪ Maintain Lending Library of Traffic Safety DVDs	1	1	☑
▪ Produce Newsletter pages for municipal judges & court support personnel on the DRSR program	6	9	☑
▪ Provide DRSR workshop or exhibit at the LRE annual statewide conference	1	1	☑
▪ Provide DRSR exhibits & distribute PI&E materials on the DRSR project to municipal courts & teachers	24	39	☑
▪ 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	405	☑
▪ Train Municipal judges & court personnel on serving as classroom resource persons	300	692	☑

Financial Information:

Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	DE	1	Planned: \$163,588.96			\$73,572.75	\$237,161.71
		1	Actuals: \$163,509.51			\$119,549.00	\$283,058.51

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Driver Education and Behavior

DE - 10

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
Enforcement	<i>Planned:</i>	1	\$159,897.37	\$85,540.06								\$74,357.31	
	<i>Actual:</i>	1	\$168,030.06	\$85,540.06								\$82,490.00	
Evaluation	<i>Planned:</i>	2	\$131,767.29	\$105,371.23								\$26,396.06	
	<i>Actual:</i>	2	\$125,825.58	\$100,545.58								\$25,280.00	
Program Management	<i>Planned:</i>	1	\$117,705.00	\$117,705.00									
	<i>Actual:</i>	1	\$97,554.47	\$97,554.47									
Public Information Campaigns	<i>Planned:</i>	4	\$5,848,198.70	\$1,810,352.28						\$1,200,000.00		\$2,837,846.42	
	<i>Actual:</i>	4	\$6,333,480.53	\$1,730,914.06						\$550,980.47		\$4,051,586.00	
Training	<i>Planned:</i>	5	\$1,798,090.23	\$909,816.00								\$888,274.23	\$182,067.36
	<i>Actual:</i>	5	\$2,153,302.41	\$905,947.41								\$1,247,355.00	\$182,049.50
TOTALS:	<i>Planned:</i>	13	\$8,055,658.59	\$3,028,784.57						\$1,200,000.00		\$3,826,874.02	\$182,067.36
	<i>Actual:</i>	13	\$8,878,193.05	\$2,920,501.58						\$550,980.47		\$5,406,711.00	\$182,049.50

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	
<i>Organization Name</i>	<i>Division</i> TRF-TS	<i>Project Number</i>	
Texas Operation Lifesaver		2014-TxOpLife-G-1YG-0035	
<i>Title / Desc.</i> Highway-Railroad Safety Awareness			
Provide highway-railroad crossing safety training to Law Enforcement personnel and rail safety education presentations to the public. Administer the statewide program.			
<i>Strategies Addressed</i>			
- Increase education of law enforcement concerning laws governing railroad/highway crossings.			
- Increase public education and information on railroad/highway crossing safety.			
<i>Performance Objectives</i>			
		<u>Target</u>	<u>Actual</u> <u>Met?</u>
▪ Attend Coalition meetings, general meetings, and meetings with general public representing TXOL		12	53 <input checked="" type="checkbox"/>
▪ Conduct Rail Safety Officer Training Workshop		1	1 <input checked="" type="checkbox"/>
▪ Conduct GCCI Rail Safety Training Classes for Law Enforcement		3	3 <input checked="" type="checkbox"/>
▪ Conduct Rail Safety Presentations to the Public		350	906 <input checked="" type="checkbox"/>
▪ Coordinate Requests from media and the general public		200	920 <input checked="" type="checkbox"/>
▪ Manage Statewide group of volunteer Presenters		1	1 <input checked="" type="checkbox"/>
▪ Participate in Information/Safety Booths at Health Fairs, Conferences, etc		4	4 <input checked="" type="checkbox"/>
▪ Train Operation Lifesaver Presenters		40	48 <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 RH	1	<i>Planned:</i> \$73,419.50	\$53,959.20 \$127,378.70
	1	<i>Actuals:</i> \$55,386.77	\$44,807.00 \$100,193.77

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Railroad / Highway Crossing

RH - 11

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>													
<i>Evaluation</i>													
<i>Program Management</i>													
<i>Public Information Campaigns</i>													
<i>Training</i>	<i>Planned:</i>	1	\$127,378.70	\$73,419.50								\$53,959.20	
	<i>Actual:</i>	1	\$100,193.77	\$55,386.77								\$44,807.00	
TOTALS:	<i>Planned:</i>	1	\$127,378.70	\$73,419.50								\$53,959.20	
	<i>Actual:</i>	1	\$100,193.77	\$55,386.77								\$44,807.00	

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.
- Provide traffic safety problem identification to local jurisdictions.
- Provide training on roadway safety issues.

Project Descriptions

Task: Public Information Campaigns						Roadway Safety RS - 12	
<i>Organization Name</i> Sherry Matthews Advocacy Marketing			<i>Division</i> TRF-TS		<i>Project Number</i> 2014-SMAM-SOW-0014		
<i>Title / Desc.</i> I-35 Traffic Safety Public Information and Education Campaign							
This multimedia campaign promotes safe driving on I-35 and informs drivers about TxDOT's 94-mile I-35 work zone and how to contend with it.							
<i>Strategies Addressed</i> - Increase public education and information on roadway safety.							
<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>
State	State	1	<i>Planned:</i>	\$256,000.00			\$256,000.00
		1	<i>Actuals:</i>			\$56,014.00	\$56,014.00

Task: Training						Roadway Safety RS - 12		
<i>Organization Name</i> Texas Engineering Extension Service - ITS			<i>Division</i> TRF-TS		<i>Project Number</i> 2014-TEEXITSI-G-1YG-0164			
<i>Title / Desc.</i> Traffic Signal Safety Training								
To reduce crashes at intersections (having 23% of all traffic deaths) special training will improve the knowledge/skills of signal technicians on intersection safety for vehicles and pedestrians.								
<i>Strategies Addressed</i> - Provide training on roadway safety issues.								
<i>Performance Objectives</i>						<i>Target</i>	<i>Actual</i>	<i>Met?</i>
▪ Conduct Design, Installation & Maintenance of Detection Systems courses						3	27	<input checked="" type="checkbox"/>
▪ Conduct Traffic Signals for Field Technicians courses						7	3	<input type="checkbox"/>
▪ Train participants in Design, Installation & Maintenance of Detection Systems courses						42	38	<input type="checkbox"/>
▪ Train participants in Traffic Signals for Field Technicians courses						70	35	<input 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	RS	1	<i>Planned:</i>	\$55,494.96		\$69,377.28	\$124,872.24	
		1	<i>Actuals:</i>	\$21,422.12		\$40,244.00	\$61,666.12	

Task: Training	Roadway Safety RS - 12
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Organization Name **The University of Texas at Arlington** Division TRF-TS Project Number **2014-UTatArli-G-1YG-0184**

Title / Desc. Texas City/County Work Zone Traffic Control Training

UT Arlington will continue to deliver a Texas City/County Work Zone Training Program for FY2014 to help reduce the number of traffic crashes, injuries, and fatalities in work zones,

Strategies Addressed

- Provide training on roadway safety issues.

Performance Objectives

	<u>Target</u>	<u>Actual</u>	<u>Met?</u>
▪ Conduct Classes for Texas City and County Workers on Work Zone Traffic Control and Safety	134	138	<input checked="" type="checkbox"/>
▪ Train Texas city and county workers in safe roadway work zone traffic control practices	2,332	2,345	<input checked="" type="checkbox"/>

Financial Information:

Fund	Source	#	Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	RS	1	Planned:	\$442,135.81			\$541,351.44	\$983,487.25
		1	Actuals:	\$442,135.79			\$1,189,381.00	\$1,631,516.79

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Roadway Safety

RS - 12

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>													
<i>Evaluation</i>													
<i>Program Management</i>													
<i>Public Information Campaigns</i>	<i>Planned:</i>	1	\$256,000.00							\$256,000.00			
	<i>Actual:</i>	1	\$56,014.00									\$56,014.00	
<i>Training</i>	<i>Planned:</i>	2	\$1,108,359.49	\$497,630.77								\$610,728.72	
	<i>Actual:</i>	2	\$1,693,182.91	\$463,557.91								\$1,229,625.00	
TOTALS:	<i>Planned:</i>	3	\$1,364,359.49	\$497,630.77						\$256,000.00		\$610,728.72	
	<i>Actual:</i>	3	\$1,749,196.91	\$463,557.91								\$1,285,639.00	

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 **2014-Texas Ag-G-1YG-0044**

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 intervention efforts.
- 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 Assessment of the traffic injuries and fatalities in the district	1	1	☑
▪ Conduct Campaign to raise awareness of the Graduated Drivers License Law to parents and teens	1	9	☑
▪ Conduct Bi-Monthly meetings of Brazos Valley Injury Prevention Coalition with community partners	6	6	☑
▪ Conduct Programs focusing on teens, pickup trucks and occupants using the rollover convincer	15	19	☑
▪ Distribute Public Information and Education (PI&E) resources to support grant objectives	12,000	37,970	☑
▪ Establish Pilot program for the Reality Education for Drivers (RED) Program	1	3	☑
▪ Provide Daycare centers, schools or social service agencies with resources on best practice for car seats	10	20	☑
▪ Provide Employers and/or faith based groups with information on state and national safe driving campaigns	40	115	☑
▪ Support Educational Campaign to raise awareness of the dangers of impaired driving	1	29	☑
▪ Support Please be seated campaign which helps raise awareness of the importance of child safety seats	1	1	☑
▪ Support Bicycle and pedestrian safety programs in the district	3	4	☑
▪ Support Motorcycle safety and awareness events	5	7	☑
▪ Support Programs on the dangers of distracted driving at high schools, colleges and community events	12	25	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SA	1	Planned:	\$122,462.56			\$67,504.00	\$189,966.56
		1	Actuals:	\$121,536.04			\$76,600.00	\$198,136.04

Task: Training	Safe Communities SA - 13
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Organization Name **Texas A&M University-Corpus Christi** District CRP Project Number **2014-TAMUCC-G-1YG-0069**

Title / Desc. Safe Communities Safe Driving Public Education Campaign

The Campaign manages the Nueces County Safe Communities Coalition to serve TxDOT public education goals by delivery of presentations, attendance at community events, and delivery of PI&E materials.

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.
- 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.
- 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.
- 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 to distribute PI&E items and educate people	22	30	☑
▪ 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 item which may include translation to Spanish	1	1	☑
▪ Distribute news releases about meetings, TxDOT Goals, campaigns, events and presentations	16	25	☑
▪ Distribute Pieces of PI&E materials related to Safe Communities Coalition and TxDOT Goals	100,000	112,147	☑
▪ Educate Nueces County drivers, pedestrians, or cyclists through presentations provided in the community	300	301	☑
▪ Educate Younger Nueces County drivers or future drivers through presentations	300	1,224	☑
▪ Educate Nueces County residents through the distribution of PI&E items at community fairs and events	4,000	5,203	☑
▪ Provide presentations on TxDOT Goal safety issues to Nueces County organizations or groups	20	28	☑
▪ Provide Presentations to younger drivers (college or high school students) on TxDOT Goal safety issues	20	20	☑
▪ Purchase promotional items and restock current promotional items for use at events and presentations	3	4	☑
▪ Revise driver//motorcycle/bicycle/pedestrian PI&E items which may include those in Spanish	3	4	☑
▪ Revise driver/motorcycle/bicycle/pedestrian safety presentations	3	3	☑

Financial Information:

Fund	Source	# Projects		Federal Funding	State Funding	Program Income	Local Match	Project Total
402	SA	1	Planned:	\$58,366.30			\$33,602.44	\$91,968.74
		1	Actuals:	\$58,366.00			\$34,156.00	\$92,522.00

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

Safe Communities

SA - 13

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>													
<i>Evaluation</i>													
<i>Program Management</i>													
<i>Public Information Campaigns</i>													
<i>Training</i>	<i>Planned:</i>	2	\$281,935.30	\$180,828.86								\$101,106.44	\$58,366.30
	<i>Actual:</i>	2	\$290,658.04	\$179,902.04								\$110,756.00	\$58,366.00
TOTALS:	<i>Planned:</i>	2	\$281,935.30	\$180,828.86								\$101,106.44	\$58,366.30
	<i>Actual:</i>	2	\$290,658.04	\$179,902.04								\$110,756.00	\$58,366.00

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								2014-ESCVI-G-1YG-0025	
Title / Desc. School Bus Safety Training 101									
<i>This program is designed to identify and implement several school bus safety units that will be utilized in training sessions to educate 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	527	<input checked="" type="checkbox"/>
▪ Identify Set of content materials to be utilized in the various School Bus Safety Training 101 workshops							1	10	<input checked="" type="checkbox"/>
▪ Teach School Bus Drivers in School Bus Safety Training 101							500	608	<input checked="" type="checkbox"/>
Financial Information:									
<i>Fund Source</i>	<i># Projects</i>			<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>	
402 SB	1	<i>Planned:</i>		\$99,668.97			\$91,026.00	\$190,694.97	
	1	<i>Actuals:</i>		\$87,229.51			\$135,637.00	\$222,866.51	

Task: Training							School Bus SB - 14		
Organization Name	Division			TRF-TS				Project Number	
Texas Engineering Extension Service - ITS1								2014-TEEXITSI-G-1YG-0167	
Title / Desc. School Bus Safety Training									
<i>Special on-bus training will help School Bus Instructors to better train hundreds of school bus drivers in local districts statewide on how to operate safely to reduce school bus crashes.</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	8	<input type="checkbox"/>
▪ Train participants in School Bus Driver Train-The-Trainer courses							144	78	<input type="checkbox"/>
Financial Information:									
<i>Fund Source</i>	<i># Projects</i>			<i>Federal Funding</i>	<i>State Funding</i>	<i>Program Income</i>	<i>Local Match</i>	<i>Project Total</i>	
402 SB	1	<i>Planned:</i>		\$54,401.70		\$48,124.42	\$92,275.20	\$194,801.32	
	1	<i>Actuals:</i>		\$45,449.99		\$15,224.45	\$50,479.00	\$111,153.44	

**FY 2014 Traffic Safety Funds
Program Area Expenditure Summary**

School Bus

SB - 14

Task	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
<i>Enforcement</i>													
<i>Evaluation</i>													
<i>Program Management</i>													
<i>Public Information Campaigns</i>													
<i>Training</i>	<i>Planned:</i> 2	\$385,496.29	\$154,070.67							\$48,124.42	\$183,301.20		
	<i>Actual:</i> 2	\$334,019.95	\$132,679.50							\$15,224.45	\$186,116.00		
TOTALS:	<i>Planned:</i> 2	\$385,496.29	\$154,070.67							\$48,124.42	\$183,301.20		
	<i>Actual:</i> 2	\$334,019.95	\$132,679.50							\$15,224.45	16.00		

Section Four
PAID MEDIA REPORT

FY 2014 Football Season - Impaired Driving Campaign

October 12th, 2013 through February 2nd, 2014

Driving under the influence of alcohol is a dangerous and life-threatening societal problem that occurs year-round. During Texas football season, though, the number of drinking-and-driving-related crashes increases.

While many Texans look forward to football game days and all the exciting activities that come with them, including tailgating, 45 percent of Texans who drink at football-watching parties report driving themselves home. This behavior leads to more alcohol-related crashes than on other days of the year. In 2011, more than 1,400 alcohol-related crashes occurred on football game days when a Texas team was playing, accounting for approximately six percent of total DUI/alcohol-related crashes.

This campaign aimed to increase public awareness about the dangers and consequences of driving while impaired and to decrease the number of crashes on football weekends. It encouraged Texans to make a game plan, before kickoff, for a sober ride home after the game.



A complete campaign, including paid media, two statewide press releases, new TV spots and radio reads, and a 15-stop (13-city) community outreach tour encouraged Texans to get a sober ride, not a DWI.

TxDOT initiated a comprehensive awareness campaign across the state focused on both major metropolitan areas as well as smaller communities. TxDOT created new TV, radio, online, mobile, and strategic out-of-home media placements. The comprehensive approach for the FY14 campaign brought exceptional results.

Paid Media, Football Season Impaired Driving Campaign,

In FY14, TxDOT set out to educate drivers about the dangers and consequences of drinking and driving, and the importance of making a plan, prior to kickoff, for a sober ride home.

PSA Distribution

The existing "Overflow" TV spots (30-second and 15-second, English and Spanish) were distributed as PSAs and sent to TV stations throughout Texas for free placement. Spots were distributed statewide in both English and Spanish.

Broadcast and Cable Television

Six new television spots (English and Spanish, two 30-second and four 15-second bookends) were developed for the FY14 campaign. The new spots were titled "Gameplan" and were created to encourage fans to make finding a sober ride home part of their game-day ritual.

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: ESPN's *College GameDay*, *SportsCenter*, and *Monday Night Football*. Those spots were supplemented with spots in pre-game programming, actual football games, and other sports-oriented programming.



Gameplan TV spot end card

Paid Media Summary

Campaign/Markets	Medium	Final Budget*	Description
8 Media Markets: Austin, Dallas-Fort Worth, El Paso, Harlingen - Weslaco-Brownsville-McAllen, Houston-Galveston, Lubbock, San Antonio and Waco-Temple-Bryan-College Station	Cable	\$109,328	Four :30 and two :15 bookend spots (English and Spanish)
	Radio	\$151,682	3 non-promotional radio reads (:05, :10 and :15); 5 promotional radio reads (:60, :30, :15, :10 and :05); DJ amplification
	Fox Sports Southwest	\$104,720	:15 and :05 spots
	TV	\$5,444	:30 spots
	C-Store, Bar/Restaurant	\$52,155	Posters, cooler wraps (floor graphics and clings as added value); posters (coasters, table tents, front door and mirror clings as added value)
	Mobile/Text	\$70,000	Mobile banners (promo and non-promo-specific) and opt-in push texts
	PSA/Distribution (Statewide)	\$5,195	Existing "Overflow" :15 and :30 spots (English and Spanish) distributed as PSAs throughout Texas
	Subtotal	\$498,525	
	Added Value	\$1,569,791	
	Grand Total		<u>\$2,068,316</u>

Ultimate Man Cave Contest

As part of the campaign, Texans had the opportunity to enter a promotional contest giveaway to win a "Man Cave" grand prize or one of four "Entertainment Package" runner-up prizes. The Ultimate Man Cave package included a 60-inch flat-screen TV and home-theater system, massaging lounge chair, door-court basketball hoop, cabinet-style dartboard, electronic-return putting mat, folding poker table, and a 10-can vending machine-style beverage cooler. Four runners-ups received the Entertainment Package, which consisted of a \$500 Best Buy gift card.

A contest web page, TexasGameplan.com, was created about the Ultimate Man Cave Giveaway. The site gained 29,637 total visits during the 12-week campaign period. Fans could enter the contest in a variety of ways: online at TexasGameplan.com, via text message, by signing a campaign pledge card on-site at an event, or on Twitter. All contest entries included a pledge to always make a sober-ride game plan before kickoff.

The contest was promoted through radio reads, DJ endorsements (on-air and via social media), TV spots, static banner ads, mobile banners, social media, promotional fliers, and outreach events. Overall, 13,119 people entered the contest. Texting was the most common method of entry (7,732). Online (2,838), on-site (2,232), and Twitter entries (317) were also effective. Winners were selected randomly and announced at the end of the campaign.

Radio Reads and DJ Amplification

Radio reads were written for the campaign to promote both a general awareness of DUI/DWI issues as well as the Ultimate Man Cave Giveaway. Five radio-read lengths featured the giveaway promotion (:05, :10, :15, :30 and :60) while three lengths were campaign-specific (:05, :10, and :15). In line with campaign messaging, radio reads reminded Texans to get a sober ride, not a DWI. Radio reads ran during sports programming and live, pre-game football broadcasts in the eight media markets.

DJs on some of the most popular English- and Spanish-language sports/talk and rock/alternative radio stations, such as McAllen’s Q945Rocks, helped to amplify the message by promoting the campaign and the Ultimate Man Cave Giveaway. Mentions on their Facebook and Twitter pages also helped boost the campaign on social media, expanding its reach. Many DJs also conducted radio remotes at events, letting their communities know about the Man Cave promotion.



Social media post by station DJ promoting Man Cave Giveaway

Mobile Banners

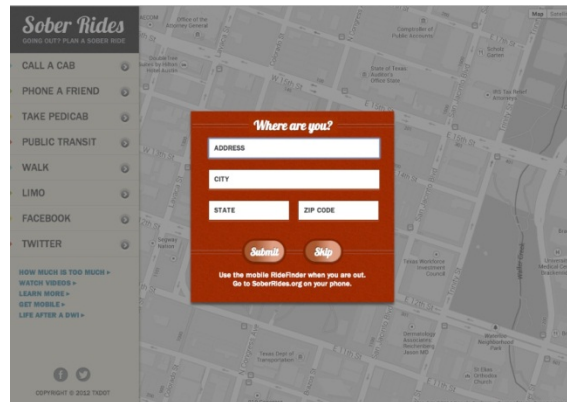
New, geo-targeted mobile banner ads were created for the campaign and ran on the most popular mobile sites within the target audience, including Pandora, ESPN.com, IHeartRadio and mobile-site networks such as ThinkNear.com. These customized banners localized content and created a personalized experience for the user, resulting in 13,749,626 impressions.

Mobile banners, radio reads, social media, and outreach staffers promoting the contest drove users to TexasGameplan.com. TV, bar and restaurant, convenience store, and Traffic Safety Specialist (TSS)

campaign materials drove users to SoberRides.org. TexasGameplan.com site visitors could enter the Ultimate Man Cave Contest and visitors to SoberRides.org could use the sober ride finder to secure a safe ride home.



TexasGameplan.com



SoberRides.org

Bar, Restaurant, and Convenience Store Advertising

Football fans frequent bars, restaurants, and convenience stores during football season. To leverage such valuable media space, campaign messages were strategically placed within the eight Texas media markets to help engage the audience at points of influence, where decisions related to alcohol use are often made.



Campaign poster



Campaign coaster, back



Campaign coaster, front

Media placements included posters, standees, beverage and window clings, and floor and counter graphics (samples shown above) all emphasizing the importance of planning ahead for a sober ride. Additionally, bar and restaurant coasters and table tents encouraged people to plan a sober ride before kickoff and featured a mobile-friendly ride finder on SoberRides.org. Together, convenience store and bar/restaurant placements achieved 29,945,129 impressions for the campaign.

TSS Materials

Posters, coasters, stickers, and localized game schedules were created and distributed to the Traffic Safety Specialists (TSSs) statewide. Over 189,000 materials were distributed in total. These items helped TSSs extend the campaign message in their own communities, giving them materials relevant

to the target audience to hand out at local events. Posters, coasters, and game cards were created in English and Spanish. Samples are shown below.



Localized game cards

Campaign poster



Campaign sticker

Social Media

The FY14 Football campaign featured a strong social media push on both Facebook and Twitter. The strategy was to get people talking about their game-day rituals, ultimately culminating in a “#gameplan” for a sober ride. The call to action across all social media was: Plan for a sober ride home (make a #gameplan) and avoid a DWI. During the campaign period, TxDOT also changed out their Facebook cover photo and Twitter skin background in support of the campaign, and created a Facebook tab with all of the Ultimate Man Cave Giveaway details.

Content for social media was created to get out general campaign messaging and relevant statistics, promote of the Ultimate Man Cave Giveaway and Entertainment Packages, and provide information about outreach events (e.g. Fan Van and partnership events). Content included bold visuals with compelling and share-worthy sports- and #gameplan-themed photos. Conversations were fun and suggested easy, shareable actions and tips.

Campaign content was posted live on Twitter during high-profile College and NFL games in Texas. This helped leverage conversations happening on social media among the target audience during big game plays, getting the campaign’s message in front of the right people at the right time. College and NFL sports enthusiasts, writers, and news outlets were often mentioned in tweets, with a goal of gaining re-tweets to further expand campaign reach. This commentary, throughout Texas College and pro-football game days, continually reinforced the #gameplan message.



Promotion, TxDOT Facebook



TxDOT Facebook page, with campaign



There were a total of 39 Facebook posts and 143 Twitter posts during the campaign time period. All were designed to be shareable and resonate with males in the age 18-34 target audience. In total, the campaign achieved 65,929 impressions on Facebook and had 495 retweets and 145 favorited tweets on Twitter. Additional analytics and statistics can be found in the campaign summary dashboard.

Final social media metrics

Facebook	Twitter
<p>Total number of posts: 39 Total reach: 65,929 Engaged users: 2,478 Total shares: 306 Total comments: 54 Total likes: 912</p> <p><i>*Stats through 2/4</i></p>	<p>Total number of Tweets: 143 Total retweets: 495 Total favorite Tweets: 145</p> <p><i>*Stats through 2/4</i></p>



January 25th, 2014
 29 Retweets
 2 Favorites



February 2nd, 2014
 18 Retweets
 11 Favorites



November 23rd, 2013
 5 Retweets
 7 Favorites



October 12th, 2013
 10 Retweets
 1 Favorite

Outreach

The Fan Van was created to catch people's attention and to serve as a visual reminder of the dangers of driving after drinking on football game days. The Fan Van traveled across Texas to 13 cities and appeared at 15 events, generating 439,072 road impressions over the course of the tour. The first 10 events took place at football tailgates and were set up on or near college campuses in order to reach a high concentration of the target audience. The remaining five events were partnerships with H-E-B and Wal-Mart stores, and were tailgates held in the store parking lots. All of the events emphasized the importance of planning for a sober ride home as part of any game-day ritual.



#Gameplan Fan Van

Fan Van Tour Schedule:

Football Games

1. University of Texas at Austin vs. Oklahoma University, *Dallas* – Oct. 12
2. Abilene Christian University vs. University of the Incarnate Word, *Abilene* – Oct. 19
3. Southern Methodist University vs. Temple University, *Dallas* – Oct. 26
4. Texas Tech University vs. Oklahoma State University, *Lubbock* – Nov. 2
5. Baylor University vs. Oklahoma University, *Waco* – Nov. 7
6. Texas A&M University vs. Mississippi State University, *College Station* – Nov. 9
7. Texas A&M-Kingsville vs. Valdosta State University, *Kingsville* – Nov. 16
8. Lamar University vs. McNeese State University, *Beaumont* – Nov. 23
9. Houston Texans vs. Jacksonville Jaguars, *Houston* – Nov. 24
10. University of Texas vs. University of Oregon (Alamo Bowl), *San Antonio* – Dec. 30

Partnership Events

1. El Paso, Wal-Mart (7101 Gateway Blvd. W.) – Jan. 11
2. Austin, H-E-B (1000 E. 41st St.) – Jan. 18
3. Brownsville, H-E-B (2155 Paredes Line Rd.) – Jan. 25
4. McAllen, H-E-B (3601 Pecan) – Jan. 26
5. San Antonio, H-E-B (400 Valley Hi Dr.) – Feb. 1

Football Events

For the first half of the tour, the Fan Van setup amid college tailgates for greater exposure to the target audience.

At each outreach event, people were encouraged to hang out in the shade of the demo Man Cave while they chatted with staffers. Participants also had a chance to play the beanbag toss game while wearing drunk goggles. This game allowed for conversation about the distorting impact of alcohol and the dangers of driving while under the influence of alcohol. Staffers shared local statistics demonstrating the number of alcohol- and DUI-related crashes occurring on game days when a Texas team is playing.

While participants were hanging out at the Fan Van tailgate, staffers engaged participants in conversations about the potential consequences of driving under the influence of alcohol. Staffers also shared options for planning for a sober ride, including the SoberRides.org website, and talked with participants about the most realistic options individually. Participants were offered a gift, a branded football, as a reminder to plan for a sober ride before kickoff.



Partnership Events

For the second half of the tour, the Fan Van setup in H-E-B and Wal-Mart parking lots, in heavily Hispanic areas, during the NFL playoffs and Super Bowl. The goal was to broaden the reach of the campaign via the Fan Van experience, to fans regardless of the presence of a hometown team.

Partnering with H-E-B, the campaign joined in creating co-branded signage that highlighted HEB's meal deals, getting the campaign message in front of shoppers looking for bargains related to popular game-day food and drink. Signage explained both the H-E-B meal deal as well as the importance of making a #gameplan. This signage was located both at the Man Cave booth and inside the stores. In addition, H-E-B and Wal-Mart provided snacks and food for distribution at the Man Cave booth.

For all events, local media outlets were invited to come out and get an interview TxDOT Public Information Officers, with the Man Cave booth and Fan Van as their backdrop. A media alert and photo of the Fan Van were sent to local media in each event market. In all, event staffers spoke with more than 10,908 people – 2,232 of them pledged to always make a #gameplan before kickoff.

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 beginning of the outreach tour. The second release went to media the Thursday before Super Bowl Sunday to remind fans to arrange a sober ride before Super Bowl kickoff. City-specific media advisories and calendar listings were written and distributed to announce, promote, and invite media to all 15 events.

Media relations efforts resulted in 929 stories and \$2,754,995.80 in earned media added value. The added value from earned media alone exceeded the required match for the campaign. This demonstrates the considerable support that this campaign received from media outlets and Texas football fans.

Added Value

Through media negotiations, partnerships and media relations efforts, \$4,457,231 was delivered in added value.

FY 2014 Holiday Season Impaired Driving Campaign

December 1st, 2013 – January 1st, 2014

During the 2013-2014 holiday season, the Texas Department of Transportation (TxDOT) set out to build upon the previous success of the sober ride messaging emphasized throughout the year by its other impaired-driving campaigns. The campaign utilized a combination of paid media, earned media, social media and various community outreach efforts to remind all Texans about the importance of not drinking and driving.



During the holiday season, two to three times more people die in alcohol-related crashes than during comparable periods the rest of the year. During last year's holiday season (Dec. 1 2012-Jan. 1, 2013), there were 2,556 alcohol-related traffic crashes in Texas, resulting in 839 serious injuries and 104 fatalities. Although planning is an essential part of the holiday season, one thing that often goes unplanned is a sober ride home after holiday festivities. This lack of planning has deadly consequences.

To educate Texans on the importance of not drinking and driving, TxDOT launched a public education campaign to encourage people to add planning a sober ride home to their holiday to-do lists. The goal of the campaign is to increase awareness about the dangers of driving while intoxicated during the holiday season, thereby decreasing the number of alcohol-related crashes. The campaign led up to and ran in conjunction with the Christmas and New Year's holidays in 2013 (Dec. 1-31, 2013). Paid advertising, earned media and community outreach events throughout the holiday season encouraged all Texas to take the pledge to find a sober ride. Those who did earned a chance to win a trip for two to New York City over New Year's.

The primary audience was adults ages 18-54, with an emphasis on those 18-34. Approximately 60 percent of DUI drivers involved in fatal crashes during 2011 were 35 or younger (32 percent were 25 or younger). The audience also included a Hispanic demographic.

The campaign promoted the "sober rides make great gifts" message, an evolution of the "sober drivers make great gifts" message developed in 2012. The campaign drove people to HolidaySoberRide.com for contest and pledge-related content, and to SoberRides.org for tools to plan a sober ride.

Paid Media

TxDOT placed a comprehensive campaign totaling \$610,916 to be run statewide, with special emphasis in Austin, Dallas-Fort Worth, El Paso, Houston, McAllen-Harlingen and San Antonio. The media buy ran from Dec. 1-31, 2013. TxDOT used existing TV and radio advertisements (both in English and Spanish), which were distributed as PSAs, and expanded the campaign through the development of online, mobile and out-of-home media placements. Additionally, media-buy negotiations and partnerships delivered \$1,815,041.51 in added value.

Paid Media, Sober Rides Make Great Gifts Campaign

Campaign/Markets	Medium	Final Budget	Description
Statewide Special Emphasis: Austin, Dallas-Fort Worth, El Paso, Houston, McAllen-Harlingen, San Antonio	Cable Television	\$62,514	:30 and :15 spots in English and Spanish ran statewide
	Fox Sports Southwest	\$85,701	
	Radio	\$248,222	:30 and :60 spots in English and Spanish ran statewide
	Mobile	\$37,350	Banners and geo-targeted mobile game in English and Spanish
	Online and Evite	\$57,659	Online banners, Evite banners and framed response page
	C-Store and gas station	\$69,300	Gas pump toppers and window clings
	Restaurant and bar	\$20,900	Posters, bill inserts, mirror decals and coasters
	Outdoor	\$23,990	Bus tail ads and billboards
	PSA distribution	\$5,279	TV
	Added Value	\$1,815,041.51	
Grand Total		\$2,425,957.51	

Section Four: Paid Media Report

Contest and Contest Landing Page

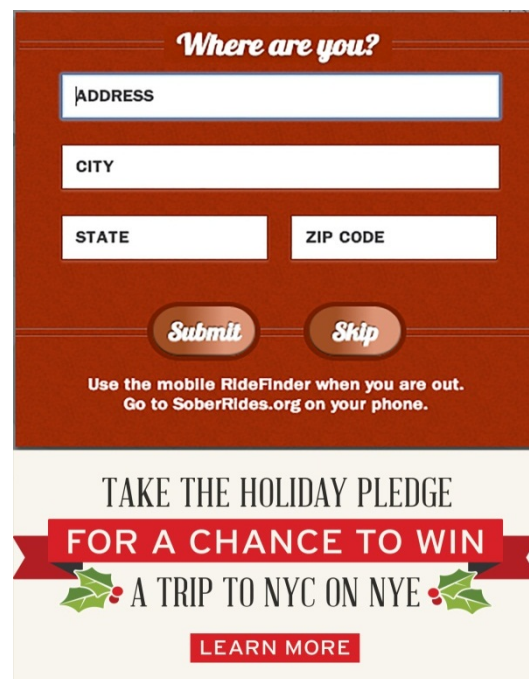
The campaign included a contest, which provided incentives for Texans to make a pledge to find a sober ride home. The campaign incentives for this contest included a grand prize as well as a runner-up prize. Texans could enter the contest by taking the pledge to plan a sober ride home during the holiday season.

The prizes for the contest included:

- Grand Prize: A trip for two to New York City, including airfare and hotel.
- Second Prize: New Year’s Eve limousine transportation for one winner and his or her guest, regardless of where that person lives in Texas.

The contest included four methods of entry: pledging at outreach events, pledging through the contest landing page online, pledging through the mobile contest landing page, or pledging via Twitter.

A mobile/desktop landing page was created for the contest, which included a “match” game to encourage further interaction with the campaign brand. Once the user completed the interactive game, he or she could take the #soberride pledge for a chance to win one of the contest prizes.



Mobile/Desktop contest landing page – *HolidaySoberRide.com*

Contest Entry Results

Outreach Tour Pledges	2,184
Online/Text Pledges	4,623
Twitter Pledges	98
TOTAL	6,905

Television

The existing 15-second TV spots (English and Spanish) were placed statewide on top cable networks. The buy included Fox Sports Southwest and cable networks such as ESPN, BRAVO, TNT, VH1, DISC, TLC, Galavisión, etc. TV delivered a total of 15,485,000 impressions and 3,825.76 TRPs. The television spots were also distributed statewide for PSA placements, which generated 342.5 TRPs.

Radio

The existing 30- and 60-second radio spots (English and Spanish) were placed statewide on top stations. The radio buy included formats such as Country, Rock, Adult Contemporary, CHR, Alternative, Tejano and Mexican Regional. The ads were placed in all day parts to maximize reach and frequency. Radio buys included social media posts to help extend the reach and frequency of the messages. Radio delivered a total of 10,476.7 TRPs.

Website and Online

Online banners ran on the most visited sites by the target audience. These included sites such as YouTube, Facebook, DallasMorningNews.com, ESPN Deportes and site networks such as Brand Exchange and Batanga. The online media buy delivered 10,245,373 impressions and gathered 117,360 clicks.

Non-promotional online banners led to SoberRides.org and TransporteSobrio.org, which received 5,438 and 4,146 total visits (respectively) during the flight. Promotional banners encouraged users to take the sober ride pledge in order to enter the sweepstakes. All promo banners led to HolidaySoberRide.com, which received 11,006 total visits during the campaign flight.



Non-promo English banner



Non-promo Spanish banner



Non-promo English online banner



Non-promo Spanish online banner

Section Four: Paid Media Report



Mobile (banners and geo-targeted mobile game)

Mobile banner ads (both promotional and non-promotional) ran on the most popular sites among the target audience. Sites such as Pandora, ESPN.com, iHeartRadio and mobile site networks (Millennial Media) were included.

In addition, a geo-targeted mobile banner game was developed and delivered to Texans via text message while they shopped and prepared for the holiday season. The interactive game drove players to HolidaySoberRide.com for a chance to win a New Year’s Eve trip to New York City. The mobile game was developed in English only.

The mobile media buy delivered 3,666,963 impressions and gathered 16,846 clicks. Again, Non-promo mobile banners led to SoberRides.org and TransporteSobrio.org. Promo banners led to HolidaySoberRide.com.



Promo English mobile banner, 320x50



Non-promo English mobile banner, 320x50



Non-promo Spanish mobile banner, 320x50

Section Four: Paid Media Report



Mobile Game

Convenience Store and Gas Station Advertising

Messaging was placed in gas pump ads, counter clings and beverage fridge clings to reach out to party-going Texans as they picked up drinks or pumped gas on their way to holiday gatherings. The buy targeted an estimated 134 gas stations throughout the priority markets. All the ads reminded citizens to make getting a sober ride home part of their holiday plan. The convenience store media buy delivered 26,426,250 impressions.



Gas Station Pump Topper



Gas Station Pump Topper



Beverage Fridge Cling



Counter Cling

Restaurants and Bars

Sober ride messaging reached Texans through paid poster placements at their favorite restaurants or bars. Added-value bill inserts and coasters directed target audience members to the SoberRides.org website to ensure they got home safely. Added-value mirror decals were placed in restrooms to create a blurry reflection (that simulated intoxication) and provided sober ride messaging. The restaurant/bar media buy delivered 8,662,500 impressions.



Mirror Cling



Coaster

Billboards

Outdoor boards in English and Spanish were placed in rural markets. These markets included both general market as well as high Spanish-dominant populations. The outdoor buy generated 7,336,436 impressions.



English billboard



Spanish billboard

Capital Metro Buses

Bus tail ads were placed on 35 E-buses within the Austin area’s Capital Metro system to help spread the sober ride message.



Capital Metro bus ad

Evite

The Evite buy included banners and a framed response page (after a user had RSVP'd) targeted to users all over Texas. This buy reached Texans with a planning message while they were truly in planning mode.



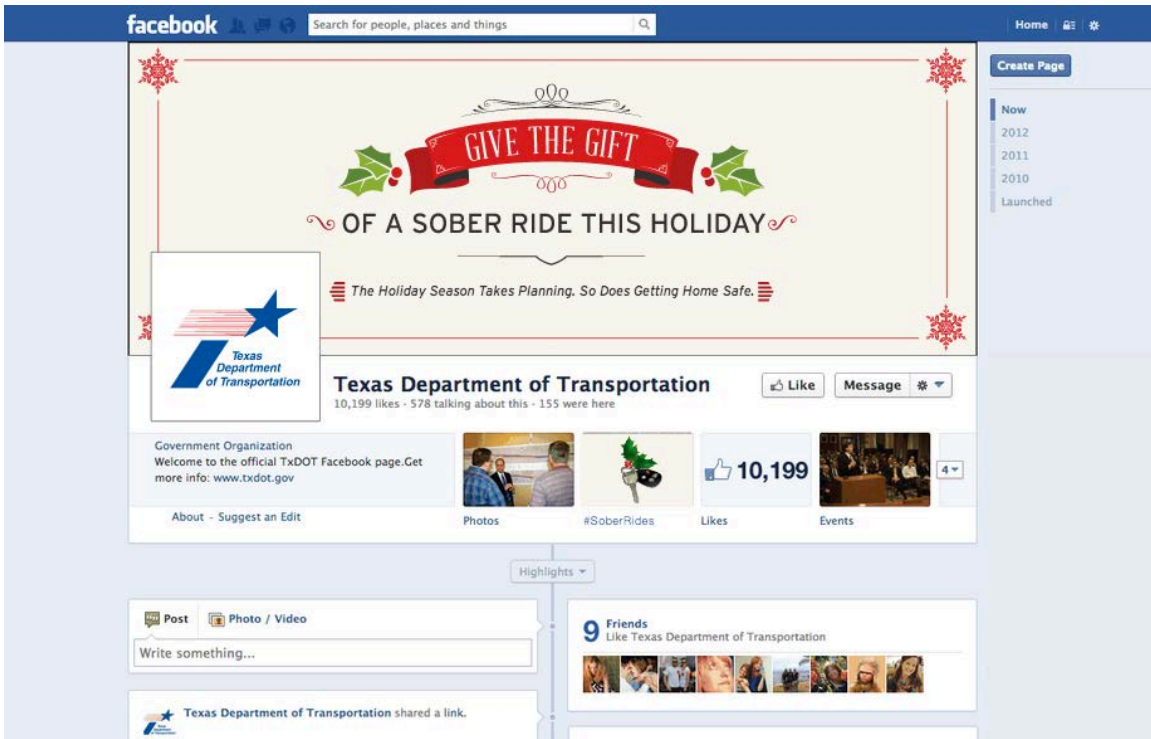
Evite animated banners – 300x250, 728x90 and 160x600

Campaign Assets Page

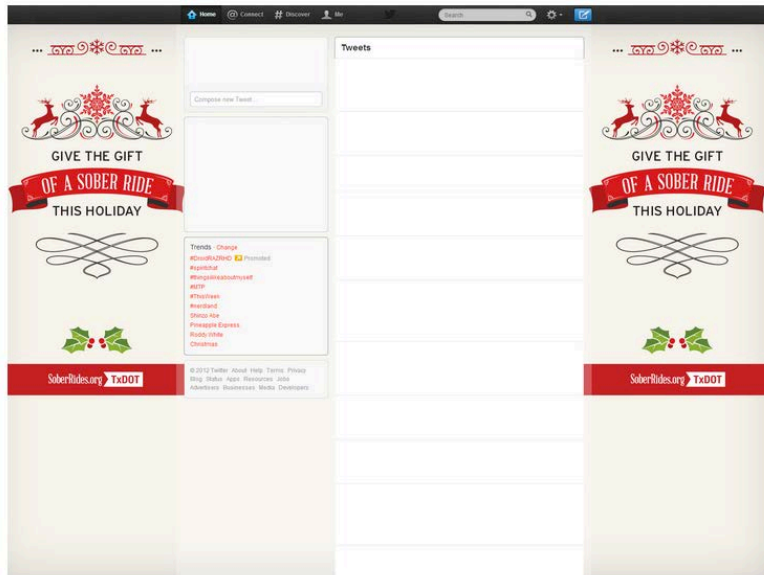
A campaign assets web page was created (enviromedia.com/holiday) with downloadable campaign materials for TxDOT.

Social Media

An editorial calendar was developed for TxDOT’s Facebook and Twitter feeds. In addition, a Facebook cover photo and Twitter skin were also created to ensure consistent branding to Texans across all channels. EnviroMedia posted all campaign-related content to TxDOT’s social media properties. Social media and other campaign elements encouraged viewers to use the hash tag #soberride when planning for their holiday outings. In addition, users who posted on Twitter with the hash tag #soberride pledge had the opportunity to win one of the New Year’s Eve prizes.



Facebook cover photo



Twitter skin

Facebook

A campaign-specific Facebook tab was created to provide sober ride messaging and a link to SoberRides.org for more information. The tab was also shared with P.A.S.S. business partners, who were encouraged to share it with their employees as a resource. The tab included the “Office Party” TV spot, non-alcoholic drink recipes and downloadable Sober Ride Gift Certificates.

Facebook tab

On Facebook, there were 15 posts, 267 shares, 38 comments and 748 likes over the course of the campaign. On Twitter, there were 19 tweets, 224 retweets and 32 favorites. Overall, the social media campaign delivered more than 34,764 impressions.

Facebook								
Date	Number of posts	Reach	Engaged Users	Virality	Shares	Comments	Likes	Impressions
2-Dec	1	2298	183	7%	8	6	28	2298
3-Dec	1	3196	272	7%	22	10	83	3196
4-Dec	1	2412	148	5%	10	0	15	2412
11-Dec	1	2455	132	5%	20	3	56	2455
12-Dec	1	2475	136	5%	22	2	64	2475
13-Dec	1	2160	113	5%	14	1	48	2160
15-Dec	1	1937	76	4%	11	0	27	1937
18-Dec	1	1725	76	4%	10	1	28	1725
19-Dec	1	1483	72	5%	8	1	16	1483
20-Dec	1	1888	108	6%	9	3	48	1888
21-Dec	1	2290	167	6%	17	5	77	2290
22-Dec	1	1051	62	5%	3	0	10	1051
23-Dec	1	3212	173	4%	46	4	76	3212
24-Dec	1	1586	78	4%	11	1	35	1586
29-Dec	1	4596	252	5%	56	1	137	4596
TOTAL	15	34764	2048	5%	267	38	748	34764



Facebook post with highest response rate

Twitter			
Date	Number of Tweets	Retweets	Favorites
2-Dec	1	37	3
3-Dec	1	11	1
4-Dec	1	5	2
11-Dec	1	14	0
12-Dec	1	9	0
13-Dec	1	4	2
13-Dec	1	8	1
15-Dec	1	21	1
18-Dec	1	9	4
19-Dec	1	10	3
19-Dec	1	5	0
19-Dec	1	4	1
20-Dec	1	4	1
21-Dec	1	9	3
22-Dec	1	9	0
23-Dec	1	22	1
24-Dec	1	25	5
27-Dec	1	6	0
30-Dec	1	12	4
TOTAL	19	224	32



Community Outreach

The campaign’s outreach efforts helped spread the campaign message to Texans on a community level. The outreach efforts also facilitated media relations coverage.

The main feature of community outreach was the Sober Ride Sleigh Tour. The tour, which took place Dec. 3-22, featured a (donated) limo decorated to look like a giant holiday gift. The Sober Ride Sleigh traveled to 13 Texas markets to further spread the message that people should “Give the gift of a sober ride.” The tour visited Brownwood, Midland/Odessa, San Angelo, Wichita Falls, Austin, Waco, Paris, Tyler, Atlanta, Yoakum, Pharr, Laredo and San Antonio. Two stops in Amarillo and Childress were cancelled due to inclement weather.

The festively decorated limo, which also broadcasted favorite holiday tunes, captured the attention of many Texans during its trip across the state.

The sleigh visited holiday festivals, shopping malls, sporting events, parades and other spots where large numbers of Texans congregated in December. At these stops, tour staff interacted with the target audience, shared campaign statistics and messages, played trivia games and invited visitors to take the #soberride pledge.

The interior of the Sober Ride Sleigh was decorated with holiday swag, which provided a festive backdrop for Texans who wanted to snap photos with their mobile devices. Visitors were encouraged to upload photos to Instagram or Facebook and pledge, allowing them to be entered in the #soberride contest. Outreach partnerships and road impressions resulted in more than \$1,107,104.12 in campaign added value.

Sober Sleigh Ride Tour

12/3/2013	Brownwood
12/4/2013	Midland/Odessa
12/05/13; 12/7/13	San Angelo
12/08/2013	Wichita Falls
12/10/2013	Austin
12/11/2013	Waco
12/12/2013	Paris
12/13/2013	Tyler
12/14/2013	Atlanta
12/16/2013	Yoakum
12/19/2013	Pharr
12/20/2013	Laredo
12/21/2013	San Antonio

Pledges	2,184
Candy Canes Distributed	3,025
Trivia Game Participants	101
Road Impressions	218,259



Call Center

EnviroMedia also reached out to the 138 largest companies in Texas through a five-day call center. EnviroMedia worked with human resource officials to extend the campaign messaging to employees before company holiday parties and celebrations with family and friends. EnviroMedia also asked employers to share the campaign messaging through a company-wide email or other tactics to make sure all employees planned for a sober ride home. In addition, Texas employers were asked to add the campaign partner badge to their websites and to put the approved social media posts on their company social media pages.

Educational Materials

EnviroMedia sent out a campaign materials order form to the TSSs, PIOs and other sub-grantees, offering items such as bottle hangers, posters, bill inserts, gift certificate cards and banners.



English poster



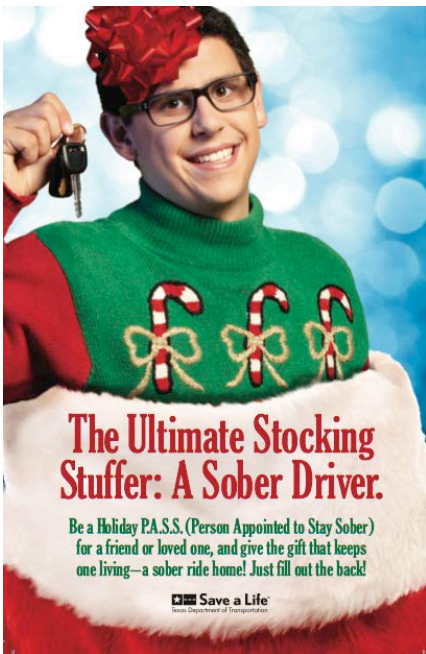
Spanish poster



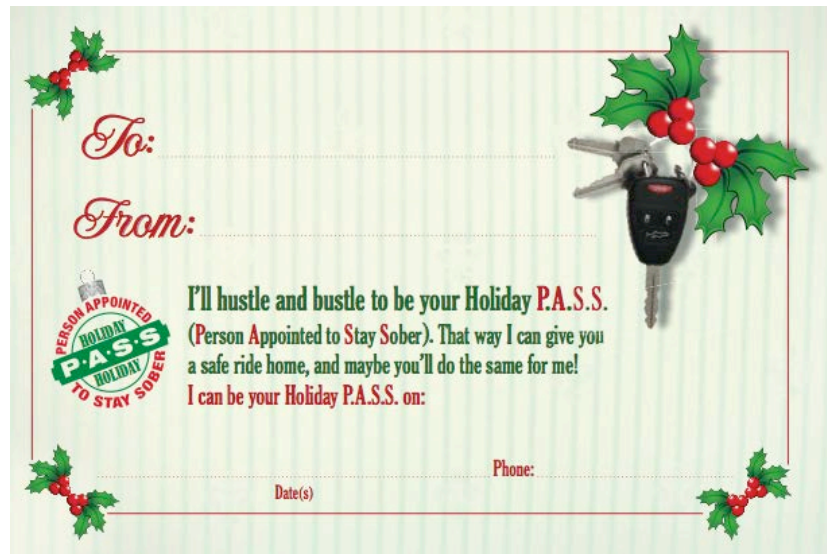
Bottle hanger



Receipt-style bill inserts



Gift Certificate – Front



Gift Certificate – Back

Gift Certificate – Front



Gift Certificate – Back



Gift-style bill insert – Front



Gift-style bill insert – Back

Texas Hospitality Association and National Safety Council

The Texas Hospitality Association (THA) and the National Safety Council (NSC) partnered with the campaign to distribute printed materials.

EnviroMedia provided a letter explaining the Holiday campaign to the Texas Hospitality Association (THA). This letter also included a list of the items that THA members could order and distribute. These items included: bottle hangers, restaurant bill inserts and small posters. The TxDOT print shop produced these items for THA, which distributed them to participating businesses. Totals included 3,000,000 bottle hangers, 500,000 bill inserts and 15,000 posters with special THA branding.

EnviroMedia also coordinated with the National Safety Council to order and distribute Sober Driver and Sober Ride gift certificates and posters. A total of 800 kits were produced and distributed. Each included: one letter, one poster, 100 Sober Ride gift certificates and 100 Sober Driver gift certificates.

Additional Partnerships

EnviroMedia reached out to potential partners such as Buc-ee's, Valero Energy, AAA Texas, Six Flags, Simon Malls, Greater Hispanic Chambers of Commerce and H-E-B to help spread the campaign's message and further reach the target audience. Trace Restaurant at the W Austin Hotel distributed 2,000 of the gift-style bill inserts, resulting in \$5,250 in added value.

Earned Media

EnviroMedia worked with the TSSs and PIOs to promote the campaign with the following:

- Created a "TSS Field Guide" (online), which outlined step-by-step instructions on how to conduct the optional Holiday employer outreach. It included links to the badge, letter and talking points.
- Developed talking points for PIOs and TSSs.
- Developed two statewide news releases in English and Spanish – one at campaign kickoff and one for law enforcement mid-way through the campaign.
- Developed a media advisory template for scheduled Sober Ride Sleigh stops.
- Targeted pitching to media for the community events in the markets where the Sober Ride Sleigh stopped.

Media relations efforts resulted in more than \$2.3 million in earned media added value.

Added Value

Through media negotiations, partnerships and media relations efforts, \$5,255,541.34 was delivered in added value.

FY 2014 Energy Sector “Be Safe. Drive Smart.” Campaign
Spring campaign; February 10 – March 16, 2014
Summer campaign; June 23 – July 20, 2014

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. Other energy production areas, including the Barnett Shale and Granite Wash, have also experienced increases in traffic fatalities.



TxDOT launched the *Be Safe. Drive Smart.* campaign in 2013 with media events, billboards, TV and radio commercials, gas pump toppers, 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 safe. 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 FY14, paid media for the “*Be Safe. Drive Smart.*” campaign expanded from FY13’s focus on the Eagle Ford Shale and Permian Basin to also include the Barnett Shale, Granite Wash, Haynesville-Bossier Shale, and Cline Shale, where oil and gas exploration is heavily concentrated. The media mix includes TV in the media markets that cover the six energy areas and radio advertising in all areas except the Barnett Shale and Haynesville-Bossier, where it is inefficient to use radio to reach the affected counties. It also includes outdoor, gas station ads, quarter-page ads in local newspapers, and online and mobile ad placements in all campaign regions. 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
 Secondary Target: Oil and gas industry workers
 Media Markets: San Antonio, Corpus Christi, and Laredo (Eagle Ford Shale)
 Midland/Odessa (Permian Basin) / San Angelo (Cline Shale)
 Amarillo (Granite Shale) / Dallas/Fort Worth (Barnett Shale)
 Harrison, Panola, Shelby, and San Augustine Counties in East Texas
 (Haynesville – Bossier Shale)

Media: Spot 60-second radio (English and Spanish)
 Spot 30-second and 15-second TV (English and Spanish)
 Billboards
 Pump toppers, fill boards (gas nozzle ad), and gas station window clings
 Newspaper ads
 Online and mobile video and banner ads

Media Flight Dates: Spring campaign; February 10 – March 16, 2014
 Summer campaign; June 23 – July 20, 2014

Paid Media Summary

Media	Net Cost	Description	Impressions
Spot Radio	\$88,230	60-second radio spots on 49 stations in Amarillo, Corpus Christi, Laredo, San Antonio, San Angelo and Midland/Odessa markets. Total of 7,204 spots in English and Spanish.	23,601,000
Spot TV	\$142,782	30-second and 15-second TV spots on in Amarillo, Corpus Christi, Laredo, Midland/Odessa, San Angelo, and San Antonio markets. Cable in Dallas/Fort Worth and east Texas. Total of 14,994 spots in English and Spanish during the summer flight.	25,954,000
Outdoor (Billboards)	\$238,575	Outdoor bulletins at 73 locations in the spring flight and 63 locations in the summer flight in targeted counties.	40,642,496
Gas Station Ads	\$76,227	Pump toppers; fill boards, and window clings at 151 gas stations in the spring flight and 151 stations in the summer flight in targeted counties.	44,529,900
Print	\$43,098	2 quarter-page ads in 27 newspapers.	1,151,816
Digital (Online and Mobile Ads)	\$87,119	Video ads and static banners on mobile and online ad networks, Facebook display ads, and YouTube video ads for 8 weeks in targeted shale counties.	45,248,591
Radio Remotes	\$1,600	2 live remotes in Midland/Odessa and San Angelo markets to bring attention to “big sign” tour events.	210,500
Events	\$8,000	6 PBR event sponsorships in targeted energy zones.	7,200
TOTAL	\$685,631		181,345,503

Paid Media Added Value: \$1,144,151

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 \$303,058. Added value amounts from out of home advertising totaled \$396,270 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 \$52,952. In addition, TV and radio spots valued at \$391,871 that aired in targeted energy zones were included from our work zone safety campaign.

Earned Media Added Value: \$495,093

In July, TxDOT held “*Be Safe. Drive Smart.*” media events in Midland/Odessa, Karnes City, and San Angelo to educate people in the Eagle Ford Shale, Permian Basin, and Cline Shale regions on safe driving practices. These events showcased nine (9) larger-than-life signs to catch the attention of the media and public. Radio stations added buzz by conducting live remotes at the events in Midland and San Angelo. Media events and news releases generated 76 local TV news stories, 6 radio stories, 43 print, and 28 online features. These included placements in larger media outlets such as the *San Antonio Express-News* as well as rural weekly papers on which the campaign’s targeted small-town residents rely 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 \$495,093.

Outreach and Partnerships

Oil and gas industry and trucking representatives have been ongoing partners in the *Be Safe. Drive Smart.* safety campaign. Representatives from the South Texas Energy and Economic Roundtable (STEER), Lake Truck Lines, Anadarko Petroleum, and Conoco Phillips have placed materials on their fleet’s vehicles and in their facilities.

TxDOT also partnered with Professional Bull Riders (PBR) rodeo events in targeted energy zones. Benefits of this partnership included banner placement in arenas, video broadcast on Jumbotrons, announcers reading campaign scripts, and program mentions of safety messages.

TxDOT distributed thousands of information cards 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.

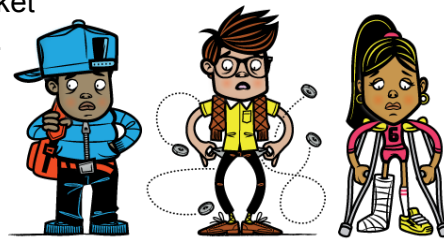


Overall Campaign Value: \$1,693,244

The in-kind donations from paid media vendors valued at \$1,144,151 combined with the \$495,093 generated from earned media activities contributed \$1,639,244 to the overall value of the *Be Safe. Drive Smart.* safety campaign in FY2014.

FY 2014 Teen “Teen Click It or Ticket” Campaign February 17th through March 16th, 2014

In February 2014, TxDOT launched their Teen Click It or Ticket campaign, encouraging teens to always wear their safety belt. This campaign followed the same messaging as the statewide “Click It or Ticket” program, but the campaign utilized a combination of paid media, earned media, social media, school outreach, and various community outreach efforts to remind all Texans teens about the importance of always wearing a safety belt.



To educate Texans teens on the importance of buckling up, TxDOT launched a public education campaign featuring new animated characters. These characters each had a story that represented a short-term consequence of not wearing a safety belt. The goal of the campaign is to increase public awareness of the dangers of not wearing proper vehicle restraints (especially for younger drivers and passengers). The campaign launched February 14 with a statewide, English and Spanish press release and was supported by a paid media flight February 17 through March 16. Paid advertising, earned media, and community outreach events from February through April asked all Texas teens to take the pledge to always buckle up.

The primary audience was high-risk teen drivers and passengers from 15 to 20 years old. While we spoke directly to this primary audience, the campaign also reached out to influential people in the lives of target audience members such as parents, teachers, and older siblings.

The campaign drove Texans to the “Teen Safety” section of TexasClickItorTicket.com for program Vine videos and materials. Promotional radio advertisements drove listeners to “TexasClickItorTicket.com” for a multimedia contest opportunity.

Creative Direction

The 2014 Teen Click It or Ticket campaign introduced a new look that features three animated characters. These characters each represent a short-term consequence associated with not wearing a safety belt.

- (1) Drop-off David:** Drop-off David was not obeying safety belt laws, so he lost his driving privileges. He is now forced to ride everywhere with his mom.
- (2) Strapped for Cash Nash:** Strapped for Cash Nash was not wearing his safety belt. He had to use all of his money to pay for this ticket he received.
- (3) Sideline Sofia:** Sideline Sofia was not buckled in when her vehicle crashed. Because she is injured, she now has to watch from the sidelines while her volleyball team plays without her. Sofia is the bilingual character with assets created in English and Spanish.

Paid Media

TxDOT placed a comprehensive paid media buy totaling \$126,750 that ran in Abilene, Austin, Dallas-Fort Worth, El Paso, Harlingen-Brownsville-McAllen, Houston, Lubbock, San Antonio, and Tyler-Longview. The media buy ran from February 17 through March 16, 2014. TxDOT ran new radio and mobile advertisements in English and Spanish. Additionally, media-buy negotiations and partnerships delivered \$258,297 in added value.

Paid Media, Teen Click It or Ticket Campaign – 2/17/14-3/16/14

Campaign/Markets	Medium	Final Budget	Description
	Radio	\$90,500	Four new 15-second radio spots (three English and one Spanish) will be placed in nine targeted markets. The radio buy will target the highest ranked English and Spanish stations that reach 15 to 20 year olds.
	Mobile	\$36,250	Mobile ads will be placed in teen-oriented content with trusted premium publishers such as iFunny, Pandora, iHeartRadio, Facebook, etc.
	Added Value	\$258,297	
Grand Total		\$126,733	

Contest and Contest Landing Page

The campaign included a media contest, which provided incentives for Texas teens to make an audio or video recording explaining what they would do with the \$200 they save when they “Click It” and don’t get a ticket.

The prize for the contest included:

- The Grand Prize consists of one (1) \$200 Ticketmaster gift certificate to purchase tickets to the event of winner’s choice, and one (1) day at a local radio station in a participating market to spend time with a DJ and “professionally” record their winning submission, which will air on stations in the participating markets.

A mobile/desktop landing page was created for the contest, which included a gallery to view submissions and encourage further interaction with the campaign.



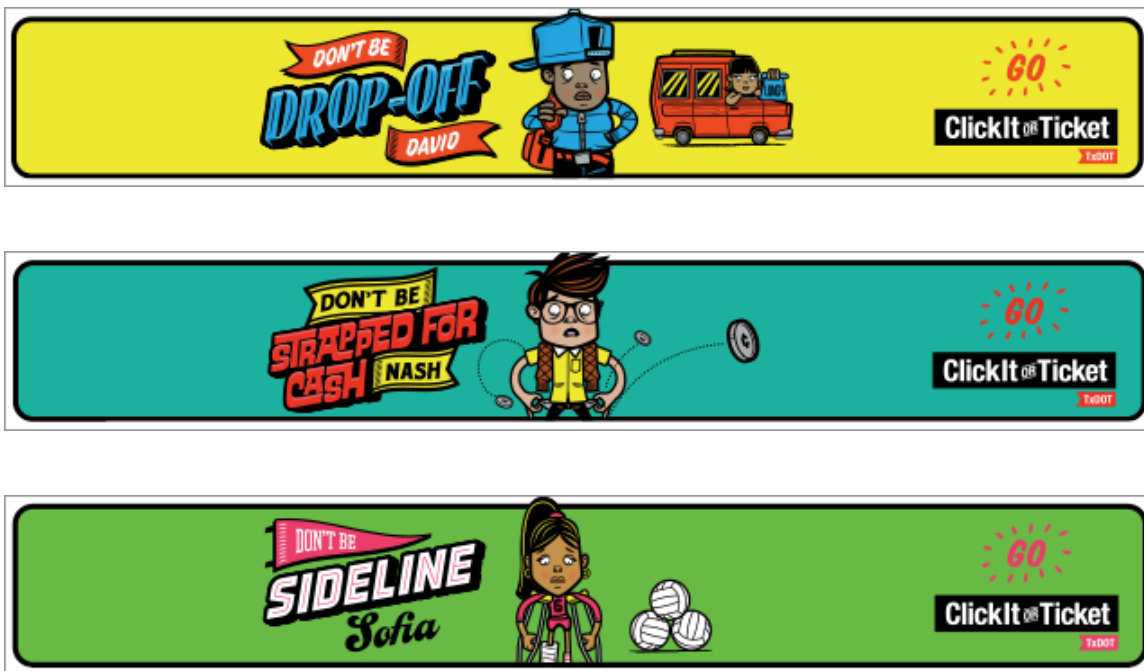
Radio (non-promotional and promotional)

The new 15-second radio spots (English and Spanish) were placed in nine markets including: Abilene, Austin, Dallas-Fort Worth, El Paso, Harlingen-Brownsville-McAllen, Houston, Lubbock, San Antonio, and Tyler-Longview. The radio ads ran on the highest-ranked English and Spanish stations that reach 15 to 20 year olds. Radio delivered a total of 2,338 TRPs.

In addition to the campaign radio spots, the stations ran promotional spots to encourage teens to submit an audio or video recording that demonstrates what they would do with the \$200 they save when they “Click It” and don’t get a ticket. Station personalities utilized their social media pages to extend the reach and frequency of the contest. Radio promotion delivered a total of 424.4 TRPs.

Mobile Banners (non-promotional and promotional)

Mobile banners, featuring each of the animated characters, ran on the most visited mobile sites by the teen target audience. These included sites such as iFunny, Pandora, iHeartRadio, and Facebook. The banners drove users to the TexasClickItorTicket.com website. The mobile media buy reached 2,250,000 impressions.



Standard non-promotional mobile banners

Promotional banners led to the contest’s landing page at TeenClickItorTicket.org. They encouraged teen users to enter the audio/video contest.

Campaign Webpage

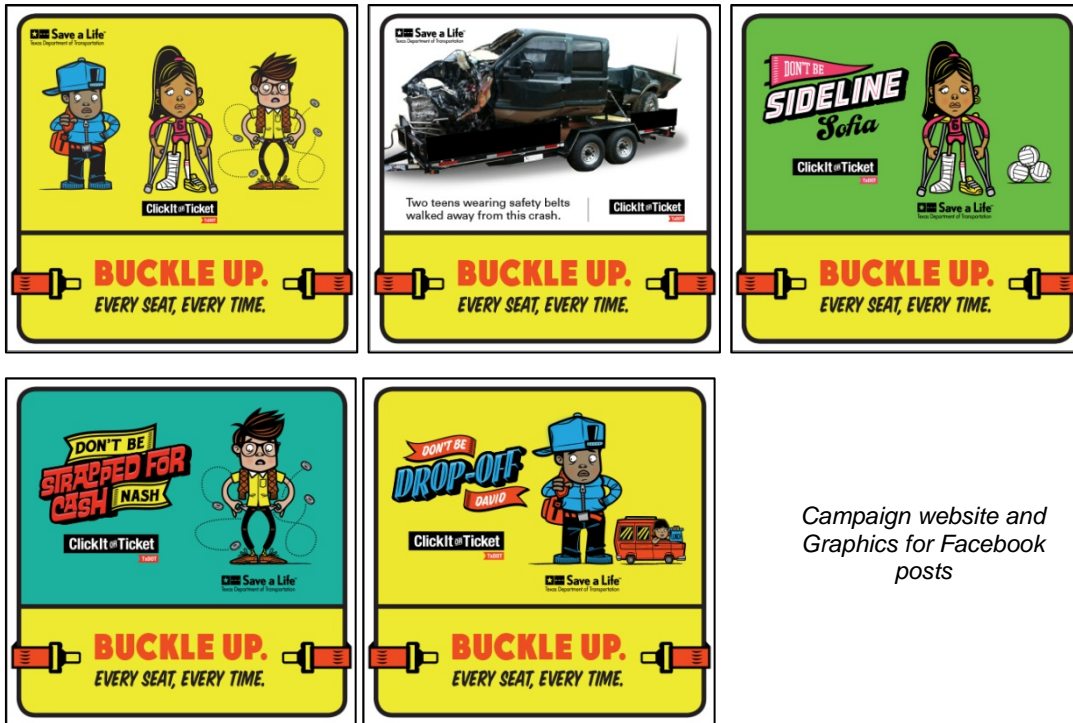
An English and Spanish “Teen Safety” page was created on TxDOT’s TexasClickItorTicket.com website. This page featured Teen Click It or Ticket materials such as Vine videos, digital resources, useful parent links, and a parent guide.

Campaign Resource Page

A campaign resource web page was created (enviromedia.com/tciot) with downloadable campaign materials for TxDOT.

Social Media

An editorial calendar was developed for TxDOT’s Facebook and Twitter feeds. In addition, a Facebook cover photo and Twitter skin were also created to ensure consistent branding to Texans across all channels. EnviroMedia posted graphic campaign related material and content to TxDOT’s social media properties.



Campaign website and Graphics for Facebook posts



On Facebook, there were 9 posts, 304 shares, 30 comments and 333 likes over the course of the campaign. On Twitter, there were 6 tweets, 69 retweets and 10 favorites. Overall, the social media campaign delivered more than 69,400 impressions.


TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Facebook								
Date	Number of Posts	Type of TCIOT Post	Reach	Engaged Users	Likes	Comments	Shares	Impressions
19-Feb	1	Image	5,050	2%	37	2	4	5,050
25-Feb	1	Video	5,972	2%	10	0	4	5,972
28-Feb	1	Image	5,028	2%	46	0	18	5,028
5-Mar	1	Video	5,468	4%	8	3	2	5,468
6-Mar	1	Text	12,768	3%	52	8	89	12,768
7-Mar	1	Image	9,952	6%	119	7	96	9,952
10-Mar	1	Text	13,560	2%	78	13	68	13,560
11-Mar	1	Image	4,638	3%	14	0	2	4,638
13-Mar	1	Text	6,964	1%	13	2	21	6,964
Total	9	-	69,400	Avg. 3%	333	30	304	69,400

Texas Department of Transportation
March 7 · 🌐

Does buckling up make a difference? Ethan & Trey think so. Seat belts helped them walk away from this truck. #texasclickorticket #buckleup

This truck will be at the Austin Frank Erwin Center this Saturday, March 8, for the University Interscholastic League Boys Basketball State Tournament. Come by and listen to a recording of Ethan & Trey telling their story.



Two teens wearing safety belts walked away from this crash. **ClickIt or Ticket**

BUCKLE UP.
EVERY SEAT, EVERY TIME.

9,952 People Reached

371 Likes, Comments & Shares

246 Likes	120 On Post	126 On Shares
25 Comments	7 On Post	18 On Shares
100 Shares	96 On Post	4 On Shares

242 Post Clicks

105 Photo Views	0 Link Clicks	137 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

9,952 people reached Boost Post ▼

Like · Comment · Share · 👍 120 💬 7 ➦ 96

Section Four: Paid Media Report

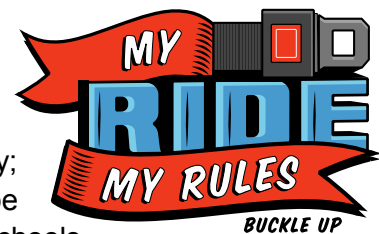
Twitter			
Date	Number of Posts	Retweets	Favorites
19-Feb	1	26	4
25-Feb	1	11	1
28-Feb	1	7	0
4-Mar	1	6	1
6-Mar	1	13	2
7-Mar	1	6	2
Total	6	69	10

Vine		
Date	Loops	Likes
Sideline Sophia	35	1
Strapped for Cash Nash	18	0
Drop Off David	16	0
Total	69	1



Messaging in School

In November 2013, Texas high school principals received a fax blast and email blast inviting them to participate the 2014 Teen Click It or Ticket program. Participating schools each received an educational toolkit including posters, yard signs, a banner, car window decals, a parent-facing brochure, morning announcements, digital assets, and an implementation guide. Schools were encouraged to promote the campaign message in February; however, these materials have an evergreen message that can be displayed for the entire school year. In February 2014, 868 schools throughout Texas received these Teen Click It or Ticket toolkits.



Public Relation, Partners, and Outreach

Paid media was supplemented with community outreach and earned media.

Community Outreach

The campaign’s outreach efforts helped spread the campaign message to Texans on a community level. The outreach efforts also facilitated media relations coverage. The main feature of community outreach was the Wrecked Truck Tour. The tour, which traveled from February 21 to April 26, featured a wrecked 2005 F-250 King Ranch Edition pickup that told an important seat belt safety story. Ethan, the driver, and his passenger, Trey, were on their way to Bell County in 2009, when one of the truck’s front tires blew. The truck flipped end over end, hit a rock embankment and landed upside



down on the side of the road. Because these boys were wearing their safety belts, they are alive today to tell their story. This truck has spent years traveling throughout the state of Texas, making an impact on drivers and passengers.

For the 2014 campaign, TxDOT added an audio component to the “Wrecked Truck Experience.” The survivors of the crash, Ethan and Trey, recorded a suspenseful, moving audio reenactment of their crash that was played at six listening stations creating the “Wrecked Truck Experience.” Students could step up to the station, put on headphones and play the experience while looking at the visual of the pickup. After listening to the experience, the students, parents, and teachers were encouraged to take a pledge to always wear their safety belt.



Outreach events were conducted at five University Interscholastic League (UIL) championship events in the Austin area as well as at three schools who won the opportunity for the Wrecked Truck Experience to visit. The tour also made a stop at New Waverly High School. Presence at these events gave students, teachers and parents from all over Texas the opportunity to participate in the experience.

Date	District
2/21-22	UIL Swimming and Diving Championship
3/1	UIL Girls Basketball State Tournament
3/8	UIL Boys Basketball State Tournament
3/20	Wall High School- Contest Winner
3/21	Leakey High School- Contest Winner
3/24	Kirbyville High School- Contest Winner
4/18-19	UIL Soccer State Championship
4/26	UIL Interscholastic League Press Conference
5/14/14	New Waverly High School

Earned Media

On behalf of TxDOT, EnviroMedia distributed an English and Spanish campaign press release statewide. Media advisories were also distributed to announce, promote, and invite media to all events. Media relations efforts resulted in 888 stories and \$778,657.44 in earned media added value. The added value from earned media alone exceeded the required match for the campaign. This demonstrates the considerable support that this campaign received from media outlets.

Added Value

Through media negotiations, partnerships, and media relations efforts, \$1,064,932 was delivered in added value.

FY 2014 “Click It or Ticket” Campaign

May 5th 2014 through June 1, 2014

According to the National Highway Traffic Safety Administration (NHTSA), seat belts are the single most effective safety device when it comes to preventing death and injuries from a crash. Safety experts say wearing a seat belt cuts the chance in half of being seriously injured in a passenger vehicle crash, and reduces it by 60 percent in pickups. Still, almost 10 percent of the state’s motorists in Texas have failed to get in the habit of buckling up for every trip, and the result is deadly.



Of those killed or seriously injured in Texas who weren’t buckled up, one in three—34 percent—were between the ages of 18 and 34. These statistics reflect NHTSA’s longtime findings that have more specifically established that the demographic least likely to use seat belts is young men between the ages of 18 and 34. Furthermore, NHTSA has concluded that the best motivator to get them to buckle up is the threat of a citation.

The most recent observational study conducted by the Texas Transportation Institute (TTI) shines even more light on the situation in Texas. While significant gains have been made in the last 10 years, according to 2014 data, passengers (89.11%) continue to buckle up slightly less than drivers (91.21%), and pickup drivers (89.07%) buckle up less than passenger vehicle drivers (92.15%). Pickup passengers buckle up significantly less than their counterparts in other vehicles (86.26% versus 89.70%). Since the state’s seat belt rate combines both driver and front seat passenger use rates, addressing this gap must be a priority to make strides toward increasing the state’s overall seat belt use rate.

Based on the successful 13-year *Click It or Ticket* track record in Texas, in FY14 TxDOT executed a statewide bilingual multimedia campaign that replicated our proven paid media and earned media strategies. It incorporated recently developed 2013 creative components and built on established outreach partnerships to continue increasing rural seat belt use rates and maintain the 90 percent and above rates in the urban, more populated areas of Texas.

Paid Media

For FY14, paid media for the *Click It or Ticket* campaign focused on the period preceding the national *Click It or Ticket* enforcement mobilization, May 19-June 1, 2014. The media mix included radio and out of home advertising, both proven avenues for reaching people in vehicles when an enforcement message is particularly relevant. Digital ads, targeted TV, sports marketing, and event marketing were also used to effectively target young people plus pickup truck drivers and passengers with a strong enforcement based message. The Spanish-language radio, TV, and digital ads delivered messages to bilingual and non-English-speaking Hispanics.

Paid Media Overview

Primary Target: Adults 18-34
 Media Markets: Statewide
 Media: Spot 60-second and 30-second radio (English and Spanish)
 Radio traffic sponsorship
 Spot 30-second and 15-second TV (English and Spanish)
 FOX Sports Network Southwest
 Billboards / Pump toppers / gas station window clings
 Minor league baseball stadium signage / Event marketing
 Online and mobile video and banner ads

Paid Media Summary

Media	Net Cost	Description	Impressions
Radio	\$254,101	60-second and 30-second radio spots in Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Lufkin/Nacogdoches, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Tyler/Longview, Waco, and Wichita Falls.	26,147,000
	\$17,000	Texas State Network news and sports spots and features.	2,740,000
	\$58,752	Radio traffic, weather and news sponsorship in English and Spanish (May 19–June 1) in Austin, Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, and San Antonio.	6,808,000
TV	\$116,328	30-second and 15-second TV spots in Austin, Beaumont/Port Arthur, Dallas/Fort Worth, El Paso, Houston, Laredo, Midland/Odessa, Rio Grande Valley, San Antonio, Tyler/Longview, Waco, and Wichita Falls.	15,292,000
	\$59,220	FOX Sports Network Southwest statewide Texas Rangers pre-game, in-game, and post-game features.	3,300,000
Outdoor (Billboards)	\$105,240	Outdoor billboards at 40 locations in Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lufkin/Nacogdoches, Lubbock, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Victoria, Waco/Temple, and Wichita Falls.	45,062,848
Gas Station Ads	\$28,560	Pump toppers and window clings at 112 locations in Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Waco/Temple, and Wichita Falls.	16,514,176
Sports Marketing	\$58,900	Stadium signage, audio/video spots, public address announcements, and exposure on outside marquees at minor league baseball games in Corpus Christi, Midland, Austin/Round Rock, and San Antonio.	16,731,500
Event Marketing	\$34,700	Professional Bull Riders (PBR) rodeo arena signage and announcements in Abilene, Belton, Cleburne, Dallas/Fort Worth, Decatur, Dripping Springs, Gonzales, Rocksprings, San Antonio (3 times), Stephenville, and Uvalde.	314,400
Digital (Online and Mobile Ads)	\$110,036	Video and static banner ads on mobile and online ad networks, Facebook display ads, and YouTube video ads.	116,427,008
TOTAL	\$842,837		249,336,932

Section Four: Paid Media Report

Paid Media Added Value: \$1,185,702

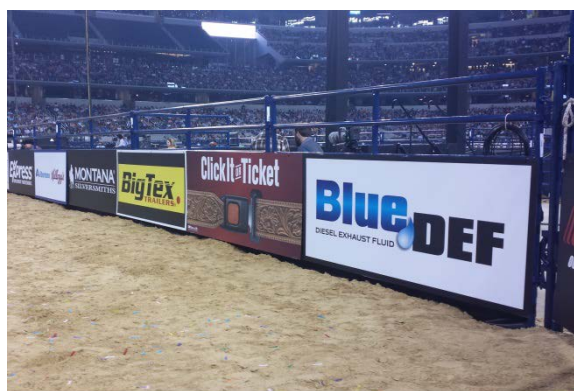
Added value achieved through negotiations with media vendors exceeded TxDOT's investment in paid media for the *Click It or Ticket* campaign. Bonus (free) TV and radio spots were valued at \$547,570. Added value amounts from out of home advertising totaled \$177,508 and included billboard and pump topper overrides, bonus gas station window clings, and negotiated lower monthly rates. Bonus digital ad impressions and clicks contributed an additional \$206,094. Sports marketing including PBR events, minor league baseball, and a FOX Sports Network Southwest media buy added value totaling \$254,530.

Earned Media Added Value: \$1,449,358

Media relations activities for the FY14 *Click It or Ticket* campaign used a giant Texas belt buckle to call attention to the fact that all Texans should buckle up their seat belt. This giant belt buckle was taken on tour across the state during May, with stops in Austin, Dallas, Houston, San Antonio, El Paso, and McAllen in the Rio Grande Valley.



TxDOT's broadcast and print media tour reached news directors and reporters across the state and generated 564 broadcast hits valued at \$715,033. In addition, 199 online media hits were valued at \$481,792 and 214 print media hits were valued at \$252,533. The total publicity value of news media coverage of the campaign was \$1,449,358.



Outreach and Partnerships

For FY14, TxDOT continued to build upon its successful partnership with the Professional Bull Riders association with 13 events across the state. These events included elements ranging from banners and videos to event program ads and announcer mentions. Given the demographics of PBR audiences and the demographics of those who still do not regularly buckle up, this partnership is an extremely efficient way to reach our target audience.

Overall Campaign Value: \$2,635,060

The in-kind donations from paid media vendors valued at \$1,185,702 combined with the \$1,449,358 generated from earned media activities contributed \$2,635,060 to the overall value of the *Click It or Ticket* campaign in FY 2014.

FY 2014 College & Young Adult Impaired Driving Campaign
March 3rd through March 31st, 2014



Campaign Overview

Coming of age. Making your mark. Defying authority. Ready to take on the world. No matter how you put it, every generation is determined to be different, to be better than their parents. And most are. Unfortunately, this is not always a positive change. In 2011 (most recent data available), 52 percent of all people killed in alcohol-related crashes in Texas were between the ages of 17 and 34. And 60 percent of DUI drivers in fatal crashes in Texas were 35 years and under.

Whether in urban or rural areas, in college towns or blue collar cities, Texas youth are exercising their newfound freedom and license to drink. When asked, these young drivers acknowledge that they shouldn't drink and drive but most do – starting as young as high school. Even when DUI impacted people they knew, it did not impact behavior.

The College & Young Adult Impaired Driving campaign will focus on increasing public awareness of the dangers of drinking and driving involving young adults. This high-risk segment represents more than half of all fatalities in alcohol-related crashes in 2011. The goals of this campaign are to decrease the incidence of drinking and driving by young adults, as evidenced in the decreased number of alcohol-related crashes and fatalities and to educate young adults to be responsible when it comes to drinking.

Components of the 2014 *DWI Hangovers Don't Go Away* campaign include paid media (TV, Radio, Digital, and "Out of Home" which included billboards, ice-box wraps at convenience stores, and airport banners or kiosks in malls), creative development and production, grassroots event marketing, public relations, and project management.

Paid Media Overview

TxDOT placed \$441,393 in paid media over one concentrated 4-week flight period that coincided with Spring Break.

Target Audience: Adults 18-30
 Markets: Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Ft. Worth, El Paso, Houston, Lubbock, Midland/Odessa, Rio Grande Valley, San Antonio, Tyler/Longview, Waco/Temple, Wichita Falls

Media Flight Dates: March 3 - 31

Section Four: Paid Media Report

FY2014 College & Young Adult Impaired Driving - Paid Media			
Media	Description	Budget	Impressions
TV/Cable	:30 English & Spanish spots, 4 weeks in Austin, Houston, Rio Grande Valley, San Antonio	\$ 60,317.70	35,567,897
Radio	:30 English & Spanish spots, 4 weeks in Austin, Corpus Christi, Rio Grande Valley, San Antonio	\$ 39,481.65	9,543,275
Digital	Banner ads and :30 on Pandora & Spotify, 4 weeks on mobile & tablets	\$ 24,882.95	2,621,778 (8,855 clicks)
Out-of-Home	185 units in English & Spanish of digital, vinyl, airport banner and ice machine wraps in Austin, Beaumont/Port Arthur, Dallas/Ft Worth, El Paso, Houston, San Antonio, Tyler/Longview and RGV	\$ 316,710.66	54,494,520
Grand Total		\$ 441,392.96	102,227,470 (8,855 clicks)

Campaign Messaging

Understanding college students and young adults, we knew we were dealing with an audience that has been bombarded with messaging their entire life and are adept at filtering out messages that do not fit within their lifestyle and belief system. Yet, to better understand their attitudes toward drinking and driving, GDC conducted a preliminary focus group session with college-aged young adults at the lower end of our target audience range. The reason we chose to



focus on 18-24-year-olds was the high prevalence of fatalities due to drinking and driving with this audience. One key finding was a consistent messaging point that resonated with this group: the long-term concern of ruining their futures. This point manifested in the group from concerns over being able to get a good job with a DWI on their record to having no money and permanently disappointing their family. This finding, coupled with the fact that this audience has at one point experienced a hangover, or knows someone who has, is what led to the campaign theme “DWI Hangovers Don’t Go Away.”

Grassroots Outreach - Spring Break

In order to engage students and young adults where they live and play, a college campus and community festival tour was organized during the Spring Break timeframe.

At each tour stop, a street team of four Segway riders wearing SoberRides.org t-shirts engaged students and event goers, handing out educational push cards, and campaign-branded lip balm and drawstring backpacks. The Segway’s were a very effective way to cover large areas like college campuses, beachfronts and city festivals. Also, because of the natural curiosity factor, they were

effective at drawing people’s attention and getting them to stop and dialogue. In addition to the Segway street team, an information table was set up in high-traffic areas as an additional distribution point for campaign materials. To reach students before they left for Spring Break, we participated in traffic safety events on the campuses of the University of Texas at El Paso and Lamar University in Beaumont.



UT El Paso

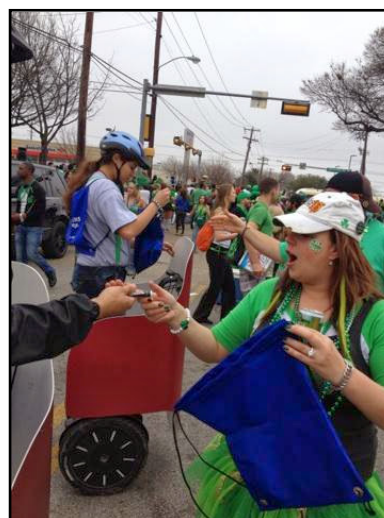


Lamar University

On Wednesday of the week of Spring Break we engaged our audience at South By Southwest in Austin, and on Saturday at the annual St. Patrick’s Day Parade in Dallas.



South By Southwest



St. Patrick's Day Parade

Fall Back-to-School

As college students went back to school in late August, we organized a college campus tour utilizing the Segway street teams again. Campuses selected were: Texas State University, Baylor University, North Texas State University, Stephen F. Austin University and Texas A&M University. Similar to the Spring Break tour, the Segway team engaged students on and around campus, distributing educational push cards and campaign-branded lip balm.



Texas State University



Stephen F. Austin University



Texas A&M University

Haunted Attraction Sponsorship

Continuing a sponsorship program from previous years, the campaign message was delivered to haunted attraction fans in Dallas, Ft. Worth, Austin, Houston and San Antonio. Starting in mid-September and running through Halloween weekend, the SoberRides.org website and “Plan a sober ride” campaign message was promoted at the attractions via 10 banners and a :30 TV spot rotating on multiple monitors. The SoberRides URL and messaging were tagged on attraction radio spots, and included on discount coupons, tickets, and on all web and social media sites.



Onsite banner



Ad on Facebook Site

Public Relations

The campaign kick-off press conference was held on the Friday before the first weekend of Spring Break at Schlitterbahn Water Park in South Padre Island. Attendance by a large contingency of local law enforcement agents from multiple departments communicated a strong unified message. The Segway provided a strong visual component at the press conference, as well as the media interviews at each event. For each event a media alert was distributed to the local media inviting them to come out. Key messaging, FAQs, and media talking points (English and Spanish) were provided to TxDOT Public Information Officers and Traffic Safety Specialists in each market in preparation for media and community events. The Segway Street Team served as a strong visual backdrop for the press coverage.



Kick-off Press Conference



Dallas PIO Interview

Partnerships

Schlitterbahn Water Parks partnered with our campaign, providing their park in South Padre Island as a venue for the campaign kick-off press conference, as well as a pair of tickets to one of their parks which was used as a raffle prize to drive traffic to the information table at the Lamar University event.



Thirteen colleges and universities throughout the state partnered with TxDOT by distributing campaign materials in and around student dorms. Over 1,000 RA Kits were shipped. Each kit contained 10 posters, 50 educational push cards, 10 static clings, a flyer with sober ride alternatives, and an instruction booklet. 15 kits were also sent to each TxDOT TSS for distribution at smaller colleges in their districts.



Poster



Static Cling

Additionally, at the beginning of the Spring Break campaign TxDOT Traffic Safety Specialists received 4,100 posters, 29 banners, 111,250 educational push cards, 400 lip balm and 170 drawstring backpacks for their use at community events they attended.

Overall Campaign Value

Earned media resulted in \$4,118,030 in added value and 81,775,193 impressions. Paid media match resulted in \$227,033 in added value. With \$4,345,063 in total added value, the DWI Hangovers Don't Go Away campaign delivered a 4.35 to 1 return on the \$1,000,000 investment.

FY 2014 MOTORCYCLE SAFETY AWARENESS CAMPAIGN

May 5th through May 24th, 2014

Texas roadways are becoming increasingly crowded. In 2013, 86 percent of motorcycle crashes resulted in the death or injury of a motorcyclist. Texas motorcycle crashes killed 494 motorcyclists in 2013, a five percent increase in motorcycle fatalities from 2012.



LOOK TWICE FOR MOTORCYCLES

“Share the Road: Look Twice for Motorcycles” is TxDOT’s campaign to save the lives of motorcycle riders by getting other vehicle drivers to help. 4,339 motorcycle crashes in Texas last year involved at least one other vehicle. This is why it’s so important for other vehicle drivers to “Look Twice” for motorcyclists. The campaign started May 1, 2014, coinciding with the first day of 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 practice counting motorcyclists during their commutes. TxDOT’s goal with this campaign was to increase awareness among motorists about how to properly share the road with motorcyclists.

Paid Media

TxDOT placed a comprehensive campaign totaling \$240,000 in six key markets: Austin, Dallas-Fort Worth, Waco, Tyler, Houston and San Antonio. The media buy ran from May 5 to May 24. TxDOT used existing TV, radio, billboard, and online advertisements (banners and pre-roll video). The campaign expanded through the development of new bus signs, gas station and convenience store pump toppers and window clings, and new mobile banner ads. TxDOT also distributed the 30- and 15-second TV spots as PSAs that ran through the summer months. The comprehensive approach for the 2014 campaign delivered exceptional results. Additionally, media-buy negotiations and partnerships delivered \$549,947 in total media added value.

Paid Media, Motorcycle Safety Awareness Campaign May 5 – 24, 2014

Campaigns/ Markets	Medium	Final Budget	Description
Austin, Dallas-Fort Worth, Waco, Tyler, Houston and San Antonio	Radio	\$79,473	4 radio spots (:60 ENG and SPN and :30 ENG and SPN)
	C-Store	\$84,000	Pump topper ads, beverage clings, window clings and Chevron ads
	Billboard	\$29,940	Two “Look Twice” (one English and one Spanish)
	Online	\$31,784	Existing Creative in English and Spanish. The :15 Share the Road English and Spanish TV spot used for the pre-roll video ads.
Subtotal	Mobile	\$10,500	Banner ads on English and Spanish mobile sites
	TV PSA Distribution	\$4,090	The 4 existing TV spots (English and Spanish, :30 and :15)
		\$240,000	
	Added Value	\$549,947	
Grand Total		\$789,735	

Outdoor

Outdoor boards were placed in highly visible areas around six major media markets: Austin, Dallas-Fort Worth, Houston and San Antonio, Tyler and Waco. The outdoor buy totaled 7,857,004 impressions.



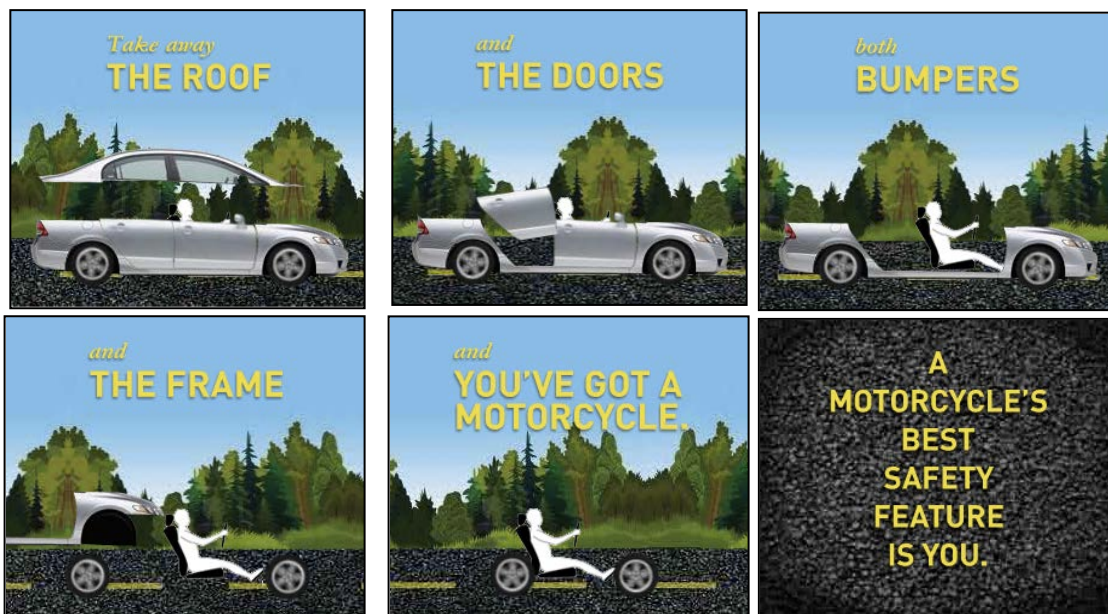
Online Banners

The online buy used animated banners across a network of English and Spanish websites. Pre-roll video ads were also placed on websites such as YouTube, with static companion banners that appeared alongside them. A new pre-roll video was created in English for the campaign. The online media buy reached more than 4,051,966 impressions and gathered more than 63,526 clicks.

All banner traffic drove users to a tab on TxDOT’s “Look Twice” Facebook page, https://www.facebook.com/TxDOT/app_632117646802393, where they could view the TV spot and see other campaign materials and messaging. The updated Facebook tab launched with the campaign at the start of Motorcycle Safety Awareness Month. The Facebook tab gathered 1,852 total visits throughout May.



Section Four: Paid Media Report



Online Banners (300x250, 160x600, and 728x90)

TV PSA

Four existing television spots (English and Spanish, 30- and 15-second) were distributed as PSAs and sent to TV stations throughout Texas for free placement. These PSAs delivered a total of 891.9 TRPs.

Radio

Existing radio spots were placed in the six markets (Austin, Dallas-Fort Worth, San Antonio, Waco, Tyler, and Houston) on top stations. The four radio spots (English and Spanish, 30- and 60-second) were used to remind motorists just how vulnerable motorcyclists can be on the road and to always “Look Twice.” Radio delivered a total of 926.6 TRPs.

Social Media

The “Look Twice” Facebook tab was updated with new campaign materials and statistics for the 2014 campaign. Online and mobile placements drove the audience to the Facebook tab, since the campaign doesn’t have a dedicated website. The Facebook tab features 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. Eight infographics (developed in both English and Spanish) were developed for the campaign showcasing the latest statistics in engaging ways.

Campaign social media posts also included branded photos from the outreach tour and photo experience set up, pictures of the organized motorcycle processions and shared relevant news stories of motorcycle riders who died on Texas roads. The TxDOT Facebook and Twitter cover photos were switched out to the “Look Twice” campaign message during May. On Facebook, there were 13 campaign-related posts, which reached a total of 154,413 people over the course of the campaign. There were 1,560 shares, 303 comments, and 2,765 likes. On Twitter, there were 13 tweets, which resulted in 1,491 engagements, and a total of 77,067 impressions. Overall, the social

media campaign delivered 233,285 impressions and there were a total of 4,994 social posts. All social media results were organic – no paid social media was included in the campaign.

Images from the San Antonio motorcycle procession in the campaign Facebook photo album

Texas Department of Transportation
May 29 · 🌐

Can you list the top four things most likely to distract drivers from motorcyclists? Check out this #infographic to find out. Please share. #LookTwice #ShareTheRoad

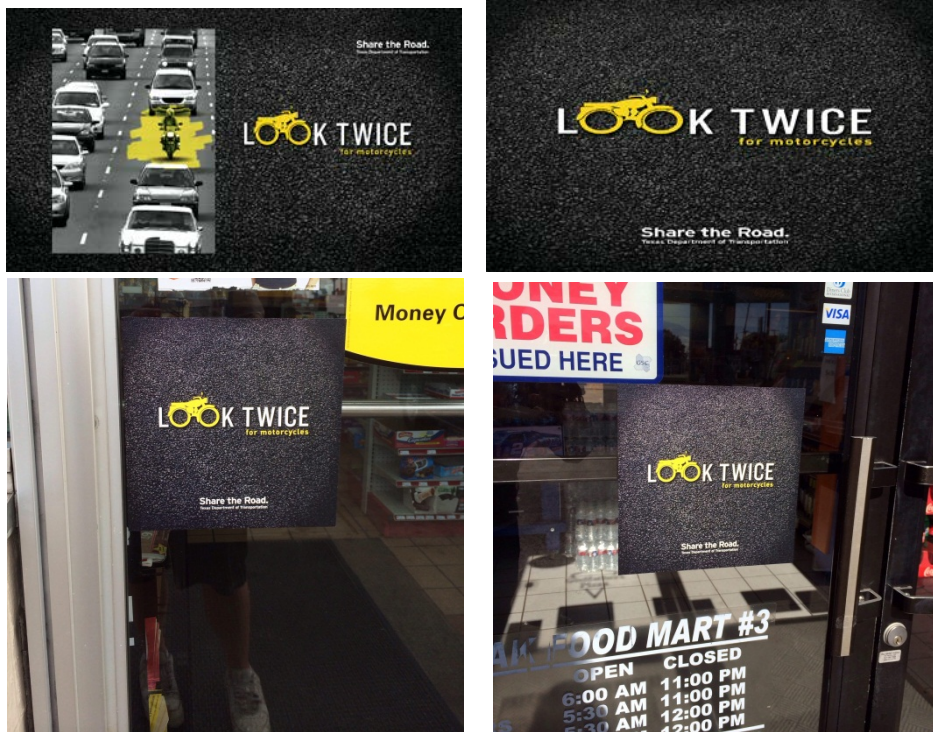
14,280 people reached Boost Post ▾

Like · Comment · Share 👍 101 💬 7 🔗 148

14,280 People Reached		
477 Likes, Comments & Shares		
301 Likes	101 On Post	200 On Shares
27 Comments	7 On Post	20 On Shares
149 Shares	148 On Post	1 On Shares
357 Post Clicks		
357 Photo Views	0 Link Clicks	0 Other Clicks <small>👤</small>
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Convenience Stores

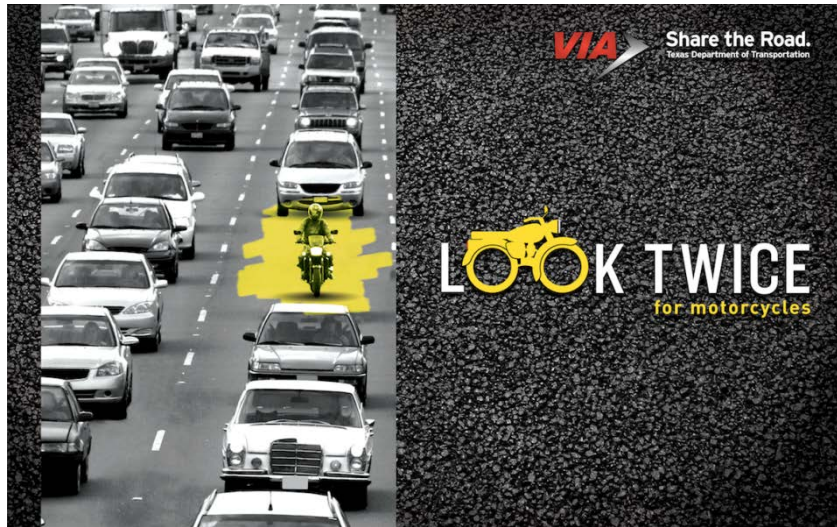
TxDOT used new creative for gas station and convenience store pump toppers, beverage clings, window clings and Chevron ads that reached motorists as they were out and about on the roads. These placements served as a relevant reminder to motorists to be aware of motorcyclists, and they put the campaign message front-and-center.





Cap Metro Bus Signs

New creative was developed in English and Spanish for bus advertising placements including interior posters and bus tail art. Interior bus ads ran in San Antonio. This added value placement provided by San Antonio VIA allowed the message to be seen by many residents in San Antonio, reminding motorists to look twice for motorcyclists.



Mobile

New static mobile banner ads were developed in English and placed on mobile sites that best reached the campaign's target audience. These were combined with English and Spanish display ads that were created in FY13. Mobile banners delivered a total 13,633,496 impressions and 55,820 clicks.



Outreach



During May, a team of trained outreach staffers traveled to six cities across Texas to remind people to “Look Twice for Motorcycles” and always “Share the Road” with motorcyclists. Three of the six events were multi-day events, which helped raise awareness and increase the number of interactions for the campaign. The campaign partnered with minor league baseball teams and local music and arts festivals to educate game and festival attendees about the campaign. Staffers invited attendees to take a pledge to always “Look Twice” and share the road with motorcyclists. Once participants pledged, they were able to get on a motorcycle for a photo. Getting people on the motorcycle allowed them to get a feel for how vulnerable and unprotected motorcyclists are when they’re on the road. This served as a great reminder for them to always “Look Twice.”

Participants wore a helmet and were encouraged to put on props — such as safety vests, bandanas and sunglasses — as they got their photos taken. Their photos came out in a campaign-branded photo overlay. The design made it look like the participant was riding the motorcycle down the highway and was being seen in the side mirror of a vehicle driver. Participants were able to access their photos and share them on social media platforms through a photo sharing service. 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. By the last stop, the campaign had interacted with about 2,259 visitors, and 1,188 people had taken the pledge to “Look Twice for Motorcycles.” A total of 1,968 photos were taken at events and the campaign distributed 861 key chains with the “Look Twice” reminder.



Tour Schedule:

1. Celebrate Killeen Festival
Killeen, Texas – April 26
2. Texas Crawfish and Music Festival
Spring, Texas – May 2 – May 4
3. Wildflower! Arts and Music Festival
Richardson, Texas – May 16 – May 18
4. Round Rock Express baseball game
Round Rock, Texas – May 19
5. El Paso Chihuahuas baseball game
El Paso, Texas – May 27
6. Summer Art and Jazz Festival
San Antonio, Texas – May 30 – June 1



Attendees at the Round Rock Express game stop by the booth to learn about the campaign and pledge to “Look Twice for Motorcycles” on the road.

Earned Media

The campaign was further expanded during May when four motorcycle processions were held to help educate vehicle motorists about the presence of motorcycles on Texas highways. This year, the campaign partnered with the Texas Patriot Guard Riders as well as local police departments to lead multiple processions (schedule on following page). The Patriot Guard Riders rode in formation and carried flags with appeals to “Look Twice for Motorcycles” and “Share the Road.” These processions were media photo opportunities to encourage local news stations, newspapers and other publications to come out and cover the campaign.

Flag Procession (Media Photo Opportunity)

Killeen – 4/26

Austin – 5/19

Dallas-Fort Worth – 5/29

San Antonio – 5/31



Aside from the motorcycle processions, TxDOT distributed an English and Spanish press release statewide. City-specific event alerts announced the six community events in Killeen, Houston, Richardson, Austin, El Paso, and San Antonio as well as the four motorcycle processions. Combined, earned media efforts resulted in more than 568 stories and \$1,301,598 in earned media added value.

Added Value

Through media negotiations, partnerships and media relations' efforts, \$1,851,545 was delivered in added value.

***FY 2014 Interstate 35 Work Zone Safety Campaign
July 21 – August 31, 2014***



More than 10 million Texans live within 20 miles of Interstate 35, one of the busiest interstate highways in the nation. Improvements along the I-35 corridor have been underway for well over 40 years, and currently this highly traveled roadway has a 94-mile work zone between Hillsboro and Salado—the longest in the nation. In 2012, 1,431 crashes occurred between Hillsboro and Salado alone—almost four per day—with 162 resulting in serious injuries.

TxDOT launched the I-35 campaign to increase public awareness of the dangers of continuous and longer than normal work zones and the resulting congestion. This campaign was designed to reach both local residents and motorists headed north or south on the interstate. In addition to providing safe driving messages, the campaign point drivers to resources for information about construction progress and planned road closures.

By making more drivers aware of online and on-the-road resources including dynamic message boards, motorists will be better prepared to plan their travels and find less congested, alternative routes. In addition, ongoing education and reminders to drive a safe speed and give full attention to the road can help prevent serious crashes, fatalities, and the traffic tie-ups that plague the corridor when even a minor crash occurs.

Paid Media

The paid media strategy was focused on out of home and digital placements to target drivers along the I-35 corridor—as well as residents who live along the corridor—with an emphasis on the stretch from Salado to Hillsboro. The media mix included billboards, pump toppers, trackside ads, and digital ads.



Paid Media Overview

Primary Target: Motorists traveling Interstate 35
Media Markets: Dallas/Fort Worth, Waco, Austin, San Antonio (emphasis on the stretch of I-35 from Hillsboro to Salado)
Media: Billboards
 Pump toppers and gas station window clings
 Online and mobile video and banner ads
Media Flight Dates: July 21 – August 31, 2014

Paid Media Summary

Media	Net Cost	Description	Impressions
Outdoor (Billboards)	\$73,590	Outdoor bulletins at 31 locations along the I-35 corridor.	33,969,288
Gas Station Ads	\$29,750	Pump toppers, and window clings at 100 gas stations along the I-35 corridor.	16,514,400
Truckside Ads	\$3,400	2 Trucks, one running Dallas to San Antonio and the other running Dallas to Austin, for 4 weeks	2,332,468
Digital (Online and Mobile Ads)	\$44,392	Digital advertising on Facebook, gasbuddy.com, mapping sites, and other online sites targeting people living along the I-35 corridor or planning travel along the corridor.	23,499,893
TOTAL	\$151,132		76,316,049

Paid Media Added Value: \$187,806

Added value achieved through negotiations with media vendors exceeded TxDOT's investment in paid media for the I-35 campaign. Added value amounts from out of home advertising totaled \$183,064 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 \$4,742 for a total campaign value of \$187,806.

FY 2014 Distracted Driving Campaign
April 7th through May 4, 2014 and July 28th through August 17th, 2014



Distractions, along with speeding and alcohol, are now leading factors in fatal and serious injury crashes. Anything that takes our focus away from driving is a distraction, and using a phone to talk or text while driving is particularly risky. Despite the dangers, almost half of Texas drivers in a 2012 study admitted to using a cell phone while driving. Distracted driving crashes in Texas continue to be on the rise. In 2013, 94,943 traffic crashes in the state involved distracted driving—an increase of 4 percent from the previous year. These crashes resulted in 459 deaths.

In FY14, TxDOT continued its efforts focused on distracted driving with the *Talk. Text. Crash.* campaign. This campaign used media placements, outreach, earned media, and social media to reach a statewide audience, with most campaign elements timed to coincide with National Distracted Driving Awareness Month in April. In addition, TxDOT hosted a Distracted Driving Summit to bring leaders together to work on finding solutions to reduce distracted driving crashes. The goal of the campaign was to raise awareness of the growing problem of driver distractions—especially the use of cell phones while driving—and to encourage motorists to give driving their full attention.



Paid Media

For FY14, paid media for the “Talk. Text. Crash.” campaign included radio and out of home advertising, both proven avenues for reaching drivers in their vehicles when a safety message is particularly relevant. Digital ads were also used to effectively reach the young adult audience identified by research. Spanish-language radio and digital ads delivered messages to bilingual and non-English-speaking Hispanics.

Paid Media Overview

Primary Target: All drivers, focusing on motorists’ ages 16 to 34
 Media Markets: Statewide, with emphasis in major metro areas
 Media: Spot 15-second radio (English and Spanish)
 Pump toppers; fill boards, and gas station window clings, and Billboards
 Online and mobile video and banner ads
 Media Flight Dates: April 7 – May 4, 2014
 July 28 – August 17, 2014

Paid Media Summary

Media	Net Cost	Description	Impressions
Spot Radio	\$399,270	15-second radio spots on 160 stations in Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Killeen/Temple, Laredo, Lufkin/Nacogdoches, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Tyler/Longview, Victoria, Waco, and Wichita Falls markets. Total of 31,527 spots in English and Spanish.	66,161,000
Outdoor (Billboards)	\$121,060	Outdoor bulletins at 45 locations in Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Lufkin/Nacogdoches, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Victoria, Waco/Temple, and Wichita Falls.	52,497,716
Gas Station Ads	\$57,960	Pumptoppers and window clings at 230 locations in Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Lufkin/Nacogdoches, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Victoria, Waco/Temple, and Wichita Falls.	33,413,480
Digital (Online and Mobile Ads)	\$126,189	Video and static banner ads on mobile and online ad networks, Facebook display ads, and YouTube video ads for April through September targeting adults 18-34.	29,433,611
TOTAL	\$704,479		181,505,807



Added Value

Added value achieved through negotiations with media vendors exceeded TxDOT's investment in paid media for the *Talk. Text. Crash.* campaign. Bonus (free) radio spots were valued at \$498,617. Added value amounts from out of home advertising totaled \$304,977 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 \$123,090.

Earned Media

In the second half of June, TxDOT held *Talk. Text. Crash.* media events in Austin, Fort Worth, San Antonio, El Paso, Rio Grande Valley, and Houston. Along with representatives from TxDOT, participants included law enforcement, local officials, and victims. A large prop of a crashed phone on a tow truck provided a powerful visual backdrop for pictures and video that reinforced the messaging of the "*Talk. Text. Crash.*" campaign. Media events and news releases generated 384 local TV and radio news stories, 164 print stories, and 132 online stories. These included placement in English-language as well as Spanish-language outlets. The total publicity value of news media coverage of this press tour was approximately \$1,284,312.

Summit

Research suggests that the deadly combination of cell phones and driving is a highly complicated issue. Breaking the habit of distracted driving will take much more than public awareness campaigns. One aspect of distracted driving is employer liability and its impact on a company's bottom line. On June 17, TxDOT held a one-day summit at the Circuit of the Americas in Austin designed to explore this issue with presentations by business leaders, scientists, policy leaders, attorneys, and victims.

The summit included the following sessions:

- Understanding the Problem of Distracted Driving
- Understanding the Liability of Distracted Driving
- Understanding the Distracted Brain
- Panel Discussion: How to Successfully Develop, Implement, and Manage a Distracted Driving Policy
- Our Goal is Saving Lives



Overall Campaign Value

The in-kind donations from paid media vendors valued at \$926,684 combined with the \$1,284,312 generated from earned media activities contributed \$2,210,996 to the overall value of the *Talk. Text. Crash.* campaign in FY 2014.

FY 2014 CHILD PASSENGER SAFETY CAMPAIGN September 1st through Septemebr 30th, 2014

In 2014, TxDOT set out to build on the previous success of the “Save Me with a Seat” campaign to remind all Texans about the importance of child passenger safety.



A recently released study by the Texas A&M Transportation Institute (TTI) reports nearly 40 percent of children riding in Texas vehicles are either improperly buckled or not buckled at all. The study, conducted in the spring of 2014, observed more than 13,500 Texas children across 14 cities. Of the children observed, 61 percent were properly buckled into a safety seat while 25 percent were not. Another 14 percent of children in Texas vehicles were not buckled at all.

The “Save Me with a Seat” campaign is designed 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 (Sept. 14-20, 2014). 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 to 49, with a focus on the Hispanic population. Hispanic children comprise 51 percent of all school-age children in Texas, and half of all babies born in Texas are Hispanic. Emphasis was placed on the markets with the lowest percentages of child restraint use in 2013: Amarillo, Brownsville, El Paso, Houston and Lubbock. The campaign also drove parents to SaveMeWithASeat.com, where they could find the information about how to ensure that their child is in the right safety seat and secured correctly.

Paid Media

TxDOT placed a comprehensive media buy totaling \$209,915 in five key markets: Amarillo, El Paso, Houston, Lubbock, and McAllen-Brownsville-Harlingen. The media buy ran from September 1st through September 30th, 2014. TxDOT used existing 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 TV spots as PSAs. Additionally, media-buy negotiations and partnerships delivered \$84,187.82 in added value.

Child Passenger Safety Campaign, September 2014

Campaign/Markets	Medium	Budget	Description
Amarillo, El Paso, Houston, Lubbock, McAllen-Brownsville-Harlingen,	Television PSA Distribution	\$1,676	30-second TV in English ran statewide
	Online/Mobile/Search/Sponsored posts	\$38,693	Online and mobile banner ads and pre-roll in English and Spanish
	Radio, Radio Reads, DJ Endorsements	\$108,230	Spots 60-second, 30-second, and reads (15-, 10- and 5-second) and DJ endorsements in English and Spanish
	Outdoor	\$19,155	Billboards in English and Spanish
	Mobile Text Service	\$30,000	Interactive text campaign in English and Spanish
	Grocery Cart Ads	\$12,161	Ads on grocery carts in English and Spanish
	Total Paid Media Buy		\$209,915
	Total Paid Media Added Value	\$84,187.82	

Section Four: Paid Media Report

PSA Distribution

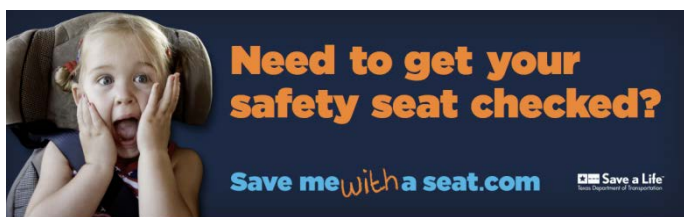
The existing TV spot (30 seconds) was distributed as a PSA and sent to TV stations statewide for free placement in English and Spanish.

Radio

The existing English and Spanish radio spots (60-, 30- and 15-second DJ Reads) were placed on top stations in the five major markets. The radio buy included formats such as Country, Rock, Adult Contemporary, CHR, Alternative, Tejano and Mexican Regional. The radio spot was also distributed as a PSA for free placement statewide. Radio delivered a total of 1,296.1 target rating points. Radio also included radio remotes in all five targeted markets. Remotes were hosted by one station in each market. Texans who attended the radio remote were given information on child passenger safety and had the opportunity to sign up for a chance to win a child safety seat. One raffle winner was selected at each remote.

Outdoor

Outdoor boards were placed in highly visible locations in the five key media markets: Amarillo, El Paso, Houston, Lubbock and McAllen-Brownsville-Harlingen. The outdoor placements delivered 1,868,532 impressions.



Grocery Carts

Posters were placed on the front or bottom of grocery cart baskets and carts in the five targeted media markets: Amarillo, El Paso, Houston, Lubbock and McAllen-Brownsville-Harlingen. These placements delivered 819,651 impressions.



Online and Mobile Banners

Online and mobile banners ran on popular sites such as YouTube, Facebook and found through Millennial Media. Banners also ran on networks such as Batanga and Brand Exchange. The online media buy delivered 14,601,188 impressions and received 55,084 clicks. All banner traffic drove users to TexasClickItorTicket.com.

Push Text

The texting service promoted during the campaign sent out “Save Me with a Seat” messages and local Traffic Safety Specialist (TSS) contact information. The messages urged Texans to schedule a safety seat check or visit www.TexasClickItorTicket.com/childsafety/mobile to learn how. The texting service had 484 inquiries from Sept. 1 to Sept. 30, 2014. It will operate for 12 months.

Website

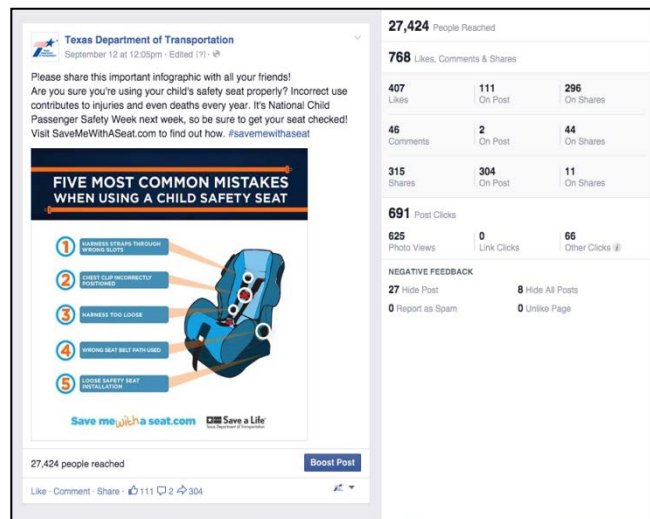
In 2014, all materials promoted the new campaign URL, SaveMeWithASeat.com. The new URL directed people to the existing Child Safety section of TexasClickItorTicket.com website. A new campaign-specific header was also updated on the Child Safety section of the TexasClickItorTicket.com website, and a new infographic was added under the Safety Seats Save Lives subhead. This infographic highlighted the “Five most common mistakes when using a child safety seat.”



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.

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 National Child Passenger Safety Week.



There were five Facebook posts. They garnered 69,194 impressions, 551 shares, 1,329 likes and 92 comments during September 2014. On Twitter, there were five tweets, 70 retweets and 22 favorited tweets during September.

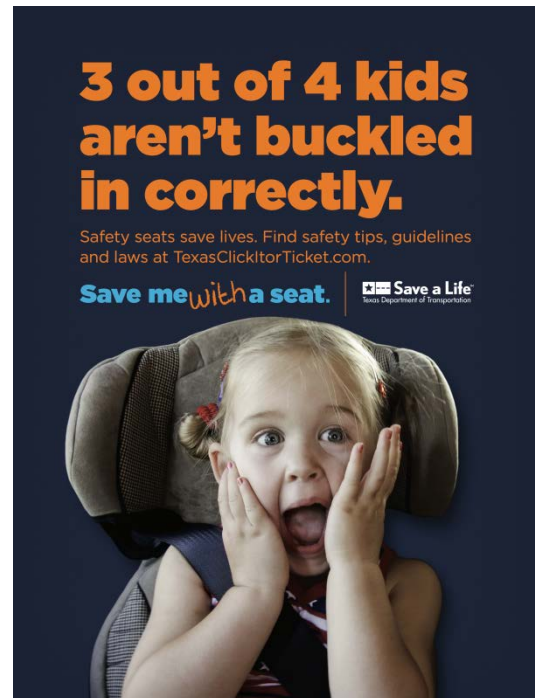


Outreach and Earned Media Events - Educational Materials

Various materials were created to supplement Child Passenger Safety Seat Check events across the state, including event posters, event flyers, educational posters, push cards, window clings, pens and stickers. These materials were made available to all TSSs and campaign partners. Additionally, the existing child safety informational brochure (in English and Spanish) was updated based on the most recent laws and guidelines. New brochures were produced and distributed to TSSs and partners of the campaign.



Event flier



Poster

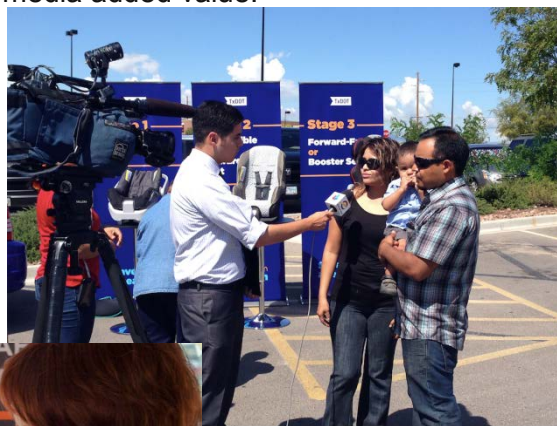
Earned Media Child Passenger Safety Week

The TxDOT child safety seat demonstration van and accompanying child safety seat displays were the focal point of this year's media relations strategy. The demonstration van traveled to Amarillo, Austin, El Paso, Houston, Lubbock and Pharr during National Child Passenger Safety Week to host media opportunities with local television news outlets. News crews were invited to interview TxDOT Public Information Officers and TSSs as well as receive one-on-one child safety seat demonstrations. In Houston, TxDOT partnered with Texas Children's Hospital to offer a safety seat check event. These events provided an opportunity for the media to interview parents who were learning how to properly install child safety seats.



A press release was distributed in conjunction with the kickoff of National Child Passenger Safety Week. TxDOT reminded drivers about the free, year-round child safety seat checks that are available at the agency's 25 statewide district offices. The press release also highlighted a recent study by the TTI, which states that nearly 40 percent of children riding in Texas vehicles are either improperly buckled or not buckled at all. The press release was distributed in English and Spanish. It was sent to more than 400 Texas newspapers and television stations.

Approximately 460 stories related to this year's media relations efforts were broadcast or published. Those stories resulted in more than \$1.6 million in earned media added value.



Added Value

Through media negotiations, partnerships and media relations efforts, \$1,709,587.59 was delivered in added value.

FY 2014 Labor Day Impaired Driving Mobilization Campaign
August 11th, 2014 through September 7th, 2014



Alcohol-related traffic fatalities are a perennial problem for Texas, which joins California and Florida in the top three deadliest states in the nation for alcohol-impaired driving. The Labor Day weekend is one of the most dangerous times of the year for motorists, and statistics show a high incidence of DUI-alcohol crashes. These crashes are a problem among all driver age groups in Texas, but they're especially prevalent among young adults. Drivers between 18 and 34 are the most likely to cause wrecks when alcohol is involved, and they're also more likely to be killed.

The ultimate campaign objective for FY 2014 was to save lives and prevent injuries by motivating drivers to not get behind the wheel if they've been drinking. The campaign used multiple ways to reach the target audience including paid media, outreach, and public relations. The comprehensive paid media campaign leveraged the increased enforcement period leading up to Labor Day and included TV, radio, Pandora Radio, out of home (billboards and entertainment district messaging), digital ads, and social media. Outreach and public relations included the "DWI Not So Fun House" in markets with the highest incidence of DWI crashes and a media tour in major markets across the state. In addition, we began planning a high-profile summit scheduled to take place in FY15 to address the problem of impaired driving.



Paid Media

The paid media for the "Drink. Drive. Go to Jail." campaign was focused on increasing awareness of the risks of being pulled over for impaired driving in the weeks leading up to and including Labor Day weekend. The media mix included radio, TV, digital, and outdoor to encourage our target audience to create a plan before going out. To target our audience while they're out and convince them not to drive if they've been drinking, we placed advertising in entertainment districts and deployed mobile advertising. The Spanish-language radio, TV, and digital ads delivered messages to bilingual and non-English-speaking Hispanics.

Primary Target: Adults 18-34 who are the most likely to cause alcohol-related crashes, with special emphasis on those ages 21-25 and Hispanic drivers.

Media: Spot 60-second radio (English and Spanish)
 Spot 30-second and 15-second TV (English and Spanish)
 Billboards, Posters, coasters, and mirror clings in entertainment districts
 AMI Digital Jukebox
 Online and mobile video and banner ads
 Spot 15-second Pandora Radio

Media Flight Dates: August 11, 2014 – September 7, 2014

Paid Media Summary:

Media	Net Cost	Description	Impressions
Spot Radio	\$128,998	60-second radio spots on 112 stations in Abilene, Amarillo, Austin, Beaumont/Port Arthur, Bryan/College Station, Corpus Christi, Dallas/Fort Worth, El Paso, Houston/Galveston, Killeen/Temple, Laredo, Lubbock, Lufkin/Nacogdoches, McAllen/Brownsville, Midland/Odessa, San Angelo, San Antonio, Tyler, Victoria, Waco, and Wichita Falls markets. Total of 7,798 spots in English and Spanish.	15,425,000
Spot TV	\$171,128	30-second and 15-second TV spots on 117 stations in Abilene, Amarillo, Austin, Beaumont/Port Arthur, Corpus Christi, Dallas/Fort Worth, El Paso, Harlingen, Houston, Laredo, Lubbock, Midland/Odessa, San Angelo, San Antonio, Tyler, Victoria, Waco, and Wichita Falls markets. Total of 8,987 spots in English and Spanish.	16,311,000
FOX Sports Partnership	\$44,200	A total of 94 spots during Texas Rangers telecasts along with sponsorship billboards at the games.	7,969,000
Outdoor (Billboards)	\$111,825	Outdoor bulletins at 42 locations in Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas/Fort Worth, El Paso, Houston, Laredo, Lubbock, Lufkin/Nacogdoches, Midland/Odessa, Rio Grande Valley, San Angelo, San Antonio, Sherman, Tyler/Longview, Victoria, Waco/Temple, and Wichita Falls.	49,940,404
Posters, Coasters, and Mirror Clings (Entertainment Districts)	\$26,100	Approximately 295 venues in Austin, Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, and San Antonio.	N/A
AMI Digital Jukebox	\$32,000	Approximately 800+ locations in Austin, Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, and San Antonio. This includes 25,908 trivia games played and 54,386 click-throughs.	8,200,405
Digital (Online and Mobile Ads)	\$102,623	Static banners on mobile and online ad networks, Facebook display ads, and video ads statewide in English and Spanish.	25,638,504
Pandora Radio	\$15,000	Audio, video, and display ad statewide in English targeting adults 18-34.	2,154,807
TOTAL	\$631,874		125,639,120

Section Four: Paid Media Report

Paid Media Added Value: \$684,630

Added value achieved through negotiations with media vendors exceeded TxDOT’s investment in paid media for the Labor Day campaign. Bonus (free) TV spots were valued at \$202,256. Bonus radio spots were valued at \$235,213. Added value amounts from out of home advertising totaled \$124,854 and included billboard overrides and negotiated lower monthly rates. Bonus digital ad impressions and clicks contributed an additional \$73,307. Added value from alternative marketing (placement of indoor posters and mirror clings) totaled \$49,000.

Earned Media Added Value: \$904,667

In August, during the height of the end-of-summer festival season, TxDOT brought the DWI Not So Fun House on tour at events across the state. This classic carnival trailer drew crowds with arcade games and the chance to wear “drunk goggles” so they could experience the simulated effects of alcohol and impaired driving. Games included basketball, a softball toss, and the Wheel of Misfortune, which offers 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 simulate the experience of driving under the influence.

The DWI Not So Fun House toured events across the state, including Corpus Christi’s Bay Jammin’ Concert Series, an entertainment district in Houston, Austin’s Bat Fest, Bedford’s Blues and BBQ Festival, and San Antonio’s Margarita Meltdown.

In addition to reaching key target communities, the DWI Not So Fun House was integral in garnering significant media coverage statewide. Media relations garnered 253 broadcast stories valued at \$542,192, 112 online stories valued at \$216,553, and 208 print stories valued at \$145,922.

Overall Campaign Value: \$1,591,612

The total matching funds delivered to the *Drink. Drive. Go to Jail.* campaign in FY 2014 equaled \$1,591,612 through in-kind donations from paid media vendors, earned media activities, and from donated services (\$2,315).



FY 2014 Hispanic Impaired Driving Campaign

Various Flights, Year Round



Campaign Overview

With the Hispanic population in Texas at 38.2%, more than double the national average (16.9%) and expected to double in the next 20 years, reaching this large and growing population is critical.

Statistics from 2012 tell us that:

- 38% (9,860) of all alcohol-related motor vehicle traffic crashes involved Hispanic drivers under the influence of alcohol. There were 14,552
- 44% (6,396) of all alcohol-related motor vehicle traffic crashes involving adult drivers between the ages of 18-34 under the influence of alcohol involved Hispanic drivers
- 47% (5,231) of all alcohol-related motor vehicle traffic crashes involving adult male drivers ages 18-34 under the influence of alcohol involved Hispanic drivers

In addition, holiday periods show an increase in traffic crashes and accidents involving Hispanic drivers.

Key to developing an effective public awareness campaign is a thorough understanding of the Hispanic culture...insights such as Hispanics have strong bonds with extended family, they are proud of their traditions, and frequently enjoy celebrating with large groups of family and friends. These are all embedded Hispanic qualities that must be taken into consideration for messaging, delivery and outreach efforts for this target market.

The Hispanic Impaired Driving campaign focused on increasing public awareness of the dangers of drinking and driving among young Hispanics. This high-risk, high-population segment represents an ideal opportunity to impact public education. The goals of this campaign were to:

- Decrease the incidence of drinking and driving by Hispanics, as evidenced in the decreased number of alcohol-related crashes and fatalities
- Educate Hispanics (living in Texas and visiting from Mexico) that the dangers of drinking and driving are very real

Paid Media

TxDOT placed \$223,425.21 in paid media over four flight periods that coincided with peak celebratory times of the year when the frequency of drinking and driving crashes increases: Thanksgiving, Easter/Cinco de Mayo, 4th of July and Diez Y Seis de Septiembre. The largest percentage of the budget, just over 50%, was spent during the Easter/Cinco de Mayo flight.

Paid Media Overview

Primary Target: Hispanic Males 18-34
 Secondary Target: Hispanic Adults 18-49
 Markets: Austin, Corpus Christi, Dallas/Ft. Worth, El Paso, Houston, Laredo, Lubbock, Midland/Odessa, Rio Grande Valley, San Antonio
 Media Flight Dates: Thanksgiving November 18 – Dec. 1
 Easter/Cinco de Mayo April 7 – May 4
 4th of July June 23 – July 13
 Diez Y Seis September 1 - 21

FY2014 Hispanic Impaired Driving - Paid Media Recap			
Media	Description	Budget	Impressions
Cable	:30 English & Spanish spots, 10 weeks in Austin, Corpus Christi, Dallas/Ft Worth, El Paso, Houston, Laredo, Lubbock, Odessa/Midland, Rio Grande Valley, San Antonio	\$ 65,804.45	1,668,108
Radio	:30 English & Spanish spots, 10 weeks in Austin, Corpus Christi, El Paso, Laredo, Lubbock, Odessa/Midland, Rio Grande Valley, San Antonio; event distribution of game pieces at July 4th & Diez y Seis Sponsorship	\$ 112,176.20	2,429,724
Digital	Facebook and banner ads, 9 weeks on desktop, mobile & tablets	\$ 37,499.56	4,202,891 (14,206 clicks)
Out-of-Home	12 units in English & Spanish mall kiosks in San Antonio	\$ 7,945.00	11,577,286
Grand Total		\$ 223,425.21	19,838,009 (14,206 clicks)

New Creative

While the existing campaign “Drink. Drive. Go To Jail.” did a good job educating the less acculturated Hispanic audience on the laws and consequences of drinking and driving, we recognized a need to address the prideful attitude of the more acculturated Hispanics. This audience felt like they didn’t need to worry about the law and consequences because they’d never get caught. To address this attitude, we added the common Spanish phrase “De Veras.” which essentially means “yes, for real, believe it,” emphatically reinforcing the severity of the campaign positioning line: “Drink. Drive. Go To Jail. **De Veras.**” This modified version of the campaign positioning line was included in all campaign creative.

Television & Radio

Based on the unique cultural insight that this audience segment does not believe that the laws are enforced or that they will not get caught, GDC produced an English language :30 spot to tap into our more acculturated audience. The concept for the spot plays off of “el cucuy,” the Hispanic equivalent of the “boogey man,” as a way to show that the consequences of drinking and driving are not make-believe like the cucuy is.

The story line starts with a young guy picking up his girlfriend. He tells her he's buzzed but only had a few beers. She tells him to pull over. He responds sarcastically "What, is the Cucuy going to get me?" Immediately you see a police car turn on his lights and hear the siren. She says "That doesn't sound like the Cucuy to me." The VO announcer gives details about the serious consequences of a DWI as you see the guy go take a sobriety test and get handcuffed. The VO ends with the positioning line "Drink. Drive. Go To Jail. **De Veras.**" A :30 radio spot was produced using the TV script.



Public Relations/Earned Media

To reach our target audience where they live and play, we developed a grassroots marketing campaign centered on the bingo game that is very popular and well-known in the Hispanic community, Loteria. To adapt it to make it relevant to the campaign message platform, we branded our version of the game "DWI Loteria." Forty unique playing cards and 20 game cards were designed to incorporate key messaging points related to enforcement (e.g. The Police and The Judge), consequences (e.g. The Prisoner and The Fines) and safe ride alternatives (e.g. The Taxi and The Designated Driver).

To take the game into the community, we selected six events in markets with high density Hispanic populations to set up a booth and execute the DWI Loteria games. Markets included: San Antonio, Laredo, McAllen, Corpus Christi and Lubbock. The visual centerpiece of the event tour was the DWI Loteria truck. The truck was a natural attention grabber and was used as a locator for the DWI Loteria game area.



At each event, a three-member street team, wearing DWI Loteria t-shirts, would circulate through the crowds handing out DWI Loteria coasters and directing people to the DWI Loteria game area and telling them to look for the truck. Approximately six to seven games were executed per hour, with up to 20 people playing per game. The winner of each game would receive a gift card from Yellow Cab or H-E-B, or a product sample tote from Proctor & Gamble.



Everyone who played received a take-home DWI Loteria game set, which gave the campaign additional shelf life and allowed the campaign messaging to reach into the homes of our target audience and multiply the exposures.



For each event a media alert was distributed to the local media inviting them to come out. Key messaging, FAQs, and media talking points (English and Spanish) were provided to TxDOT Public Information Officers and Traffic Safety Specialists in each market in preparation for media and community events. The DWI Loteria truck served as a strong visual backdrop for the press coverage. In all, approximately 3,000 DWI Loteria games sets were handed out and the DWI Loteria event tour generated approximately 15,400 impressions.



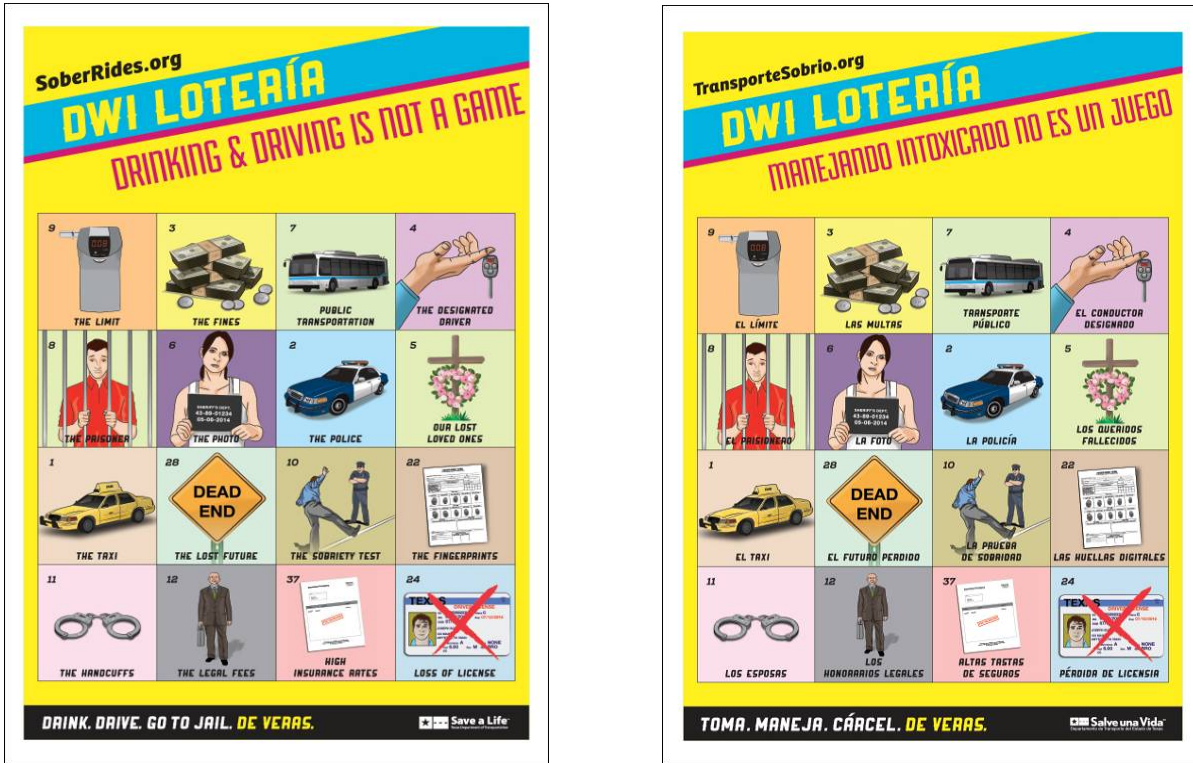
Partnerships

In coordination with our Hispanic media partners, approximately 2,000 DWI Loteria game sets were distributed at 4th of July and Deiz Y Seis station remotes in key markets such as San Antonio, El Paso, and the Rio Grande Valley.

DWI Loteria game prizes were provided by Yellow Cab, H-E-B and Proctor & Gamble.



Additionally, TxDOT Traffic Safety Specialists received 2,500 posters, 64 banners, 13,000 coasters and 4,600 Loteria game sets for their use at community events they attended.



Posters and Mall Kiosk Signs

Overall Campaign Value

Earned media resulted in \$4,065,239 in added value and 81,129,842 impressions. Paid media match resulted in \$191,282 in added value. With \$4,256,521 in total added value, the DWI Loteria campaign delivered a 7.1 to 1 return on the \$600,000 investment.

FY 2014 General Topics
TV, Radio, Online, Social Media, and Outdoor PSA Program



General Topics Program

With 75,000 miles and enough pavement to circle the globe three times, the network of highways in Texas is extensive. It also is deadly. In 2012, Texas streets and highways were the site of 388,177 wrecks that claimed 3,399 lives and seriously injured 87,087 people. In fact, for roughly two-thirds of the state’s entire population—17.3 million Texans—the simple act of going anywhere is among the most dangerous things they can do. That’s because motor vehicle crashes are the leading cause of death for people between 1 and 45 years old.

Regardless of where and how they happen, traffic deaths and injuries are almost always the result of human error. That means crashes for the most part also are preventable. Public education is an important component in reducing traffic deaths and injuries because it can raise awareness about safety concerns and encourage motorists, cyclists, and pedestrians to correct the underlying behaviors that annually put thousands at risk, in hospitals, and in cemeteries.

The *General Topics* program is designed to help TxDOT amplify its voice through innovative partnership and earned media programs. This program also enables TxDOT to meet federal matching requirements.

Donated Media

For FY14, TxDOT was able to secure partnerships with the Texas State Network (TSN) and Texas Association of Broadcasters (TAB) that led to substantial donated media placements. The TSN relationship resulted in \$284,963 in donated radio placements statewide. The TAB relationship resulted in \$1,362,360 in donated television and radio placements statewide. In addition, through relationships with media vendors, TxDOT was able to secure \$25,893 in digital placement and \$172,970 in outdoor placement.



Earned Media

Throughout the year, TxDOT selected four issue areas on which to focus. The subject for significant media relations pushes, these issue areas were “Drive to Conditions,” “Work Zone Safety,” “Summer Safety,” and “Back to School.”

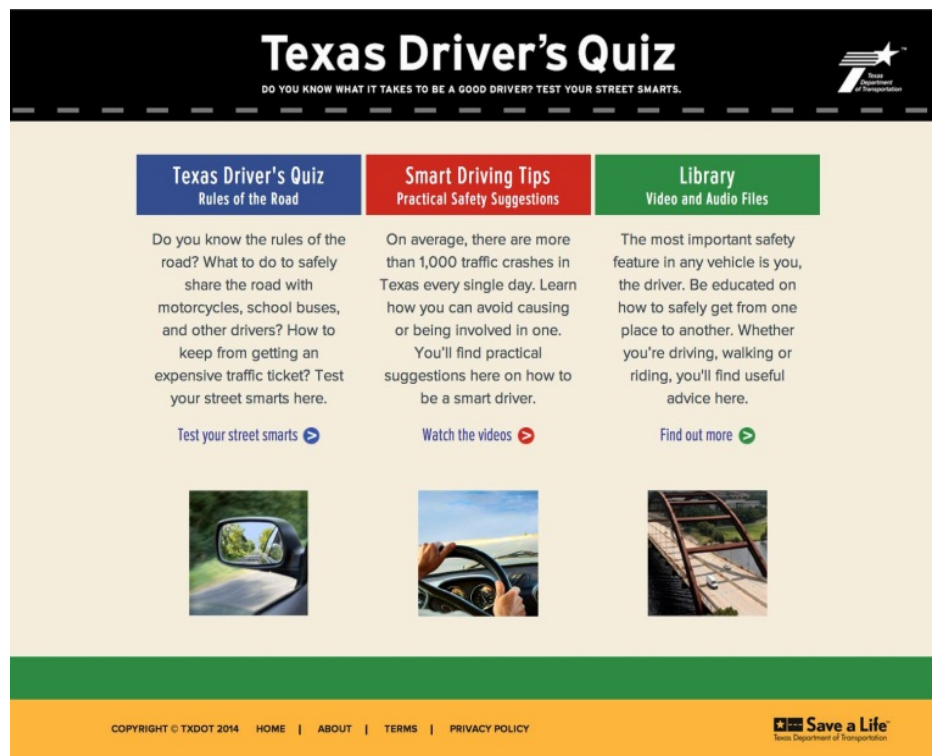
Issue Area	Broadcast Coverage		Online Coverage		Print Coverage		Totals	
	Number of Hits	Publicity Value	Number of Hits	Publicity Value	Number of Hits	Publicity Value	Number of Hits	Publicity Value
Drive to Conditions	21	\$66,384	30	\$120,755	19	\$80,472	70	\$267,611
Work Zone Safety	95	\$230,841	58	\$57,413	50	\$86,046	203	\$374,300
Summer Safety	14	\$19,650	18	\$20,021	27	\$46,343	59	\$86,014
Back to School	84	\$92,864	24	\$20,276	42	\$38,256	150	\$151,396
Total	214	\$409,739	130	\$218,465	138	\$251,117	482	\$879,322

Website

For FY14, TxDOT revamped the TexasDriversQuiz.org website with a refreshed look and feel along with additional content. This included safe driving tips, videos, radio and TV news features, and other materials.

Overall Campaign Value

For FY14, the combination of donated media and earned media through earned media efforts contributed \$2,366,387 to the *General Topics* program. Combined with the revamped website, this program has helped TxDOT significantly amplify its voice and bring vital awareness to traffic safety issues.



SECTION FIVE
2014 TEXAS TRAFFIC SAFETY
AWARENESS SURVEY

2014 TEXAS TRAFFIC SAFETY AWARENESS SURVEY

Background

The federal government requires that performance measures be used by states to track progress toward each traffic safety goal in their highway safety program. 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.”

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, from which data pertaining to performance measures could be collected. TTI developed a sampling plan and questionnaire that included the core questions recommended by NHTSA. This report describes the survey methodology and provides results for the performance measurement survey conducted in 2014. Changes from earlier years’ survey results are also discussed.

Survey Administration

The 2014 survey was administered on weekdays during the time frame of July 21st through August 1st, 2014 at twelve (12) Department of Public Safety driver’s license facilities 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 10 core questions, 13 questions specific to Texas traffic safety issues, and 4 demographic /background information related questions. 2,245 respondents filled out the two-page questionnaire. Of these, 139 were completed in Spanish.

Seat Belt Enforcement and Messaging

Three of the core questions pertained to seat belt use and addressed self-reported recent belt use, awareness of seat belt law enforcement activity, and perceptions of risk of receiving seat belt violation citations. The practice of using a seat belt was the most frequently reported behavior, with 91.2% reporting they always use their seat belt, and 6.0% reporting they almost always use their seat belt (Figure 1). Only 24 people out of the 2,378 who responded to this question said they seldom or never wear their seat belt

Females more often reported they always use their seat belt (93.2%) compared to males (88.9%). Passenger car drivers more often reported they always use their seat belt (93.6 percent) compared to pick up drivers (87.7%). Belt use was associated positively with age, with a progression upwards through 65. The youngest respondents, 18-21 year-olds, checked they always use their seat belt least often (84.5%) and seniors (65+) checked they always use their seat belt most often (96.7%).

Over half (51.9%) of the survey respondents believed it is very likely they would be ticketed if they drove or rode without a seat belt. Almost 87% believed there was some likelihood of being ticketed for not using a seat belt (Figure 2).

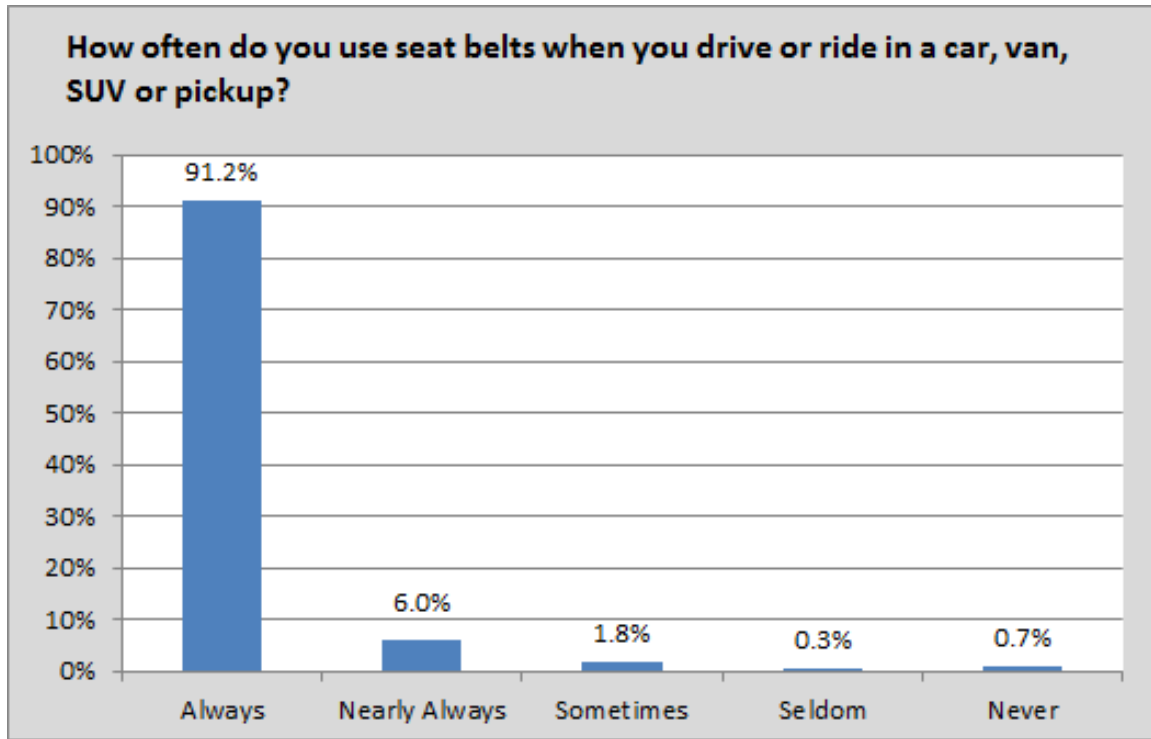


Figure #1

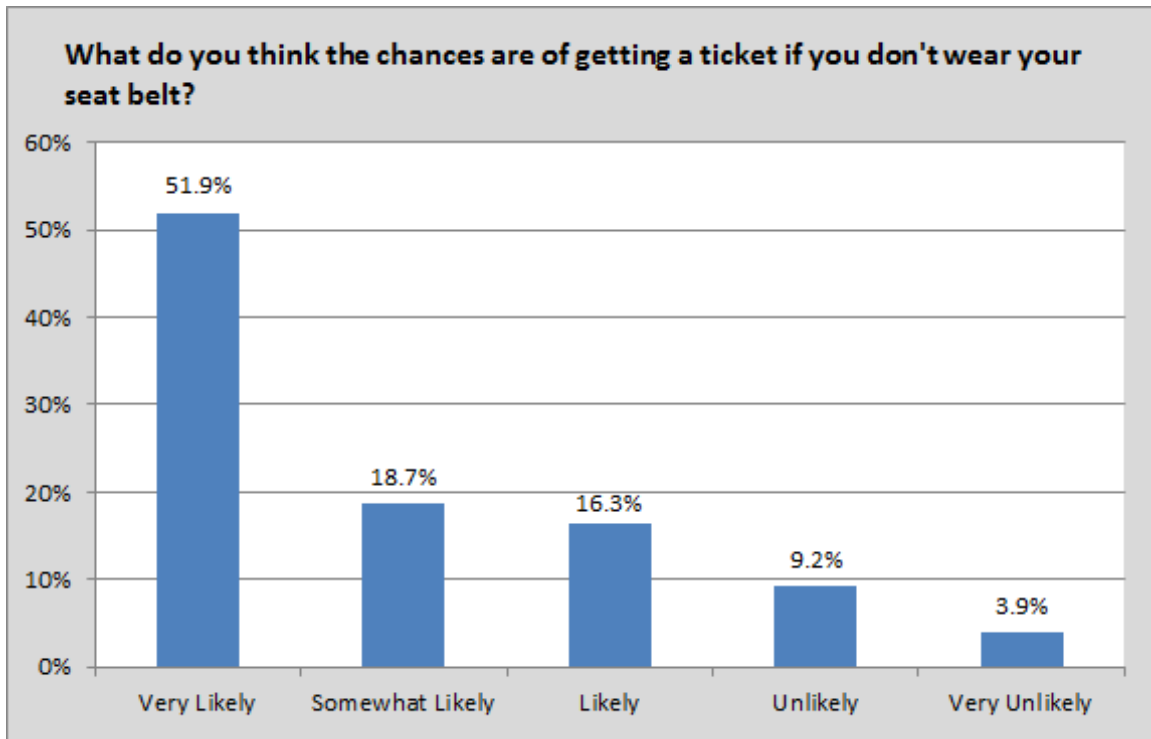


Figure #2

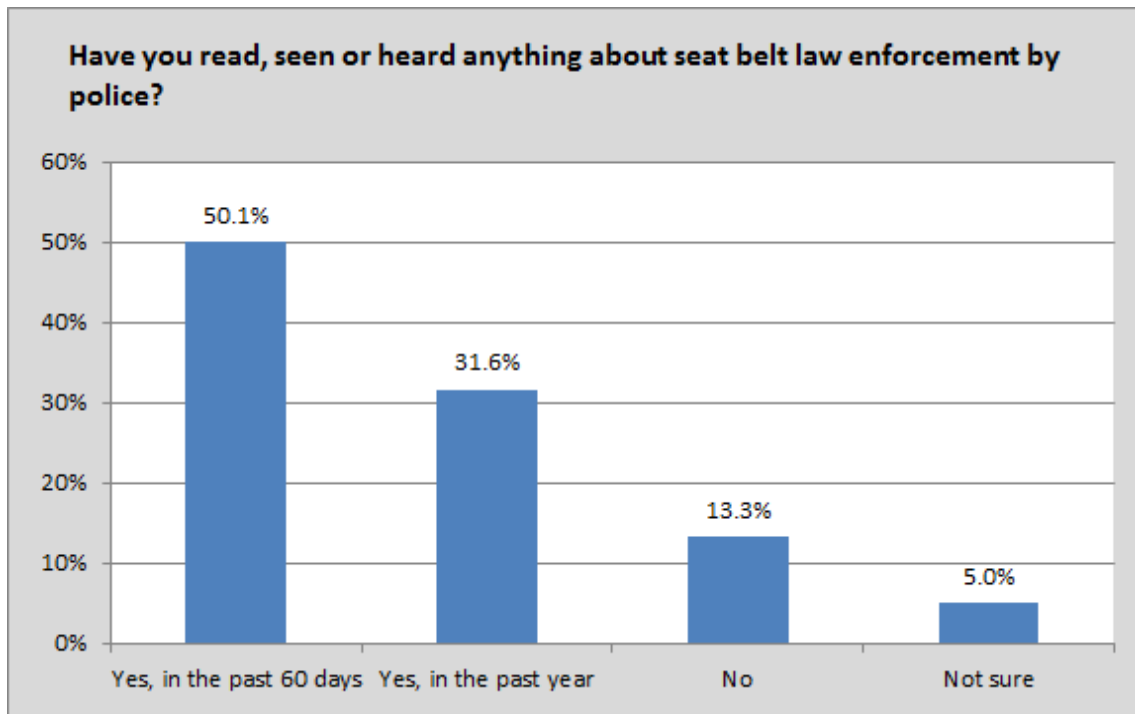


Figure #3

About half the survey respondents reported they had been exposed to a seat belt law enforcement message within the past 30 days and another 31.6 percent had heard a seat belt law enforcement message within the past year.

Alcohol Enforcement and Messaging

When asked about frequency of drinking and driving, 87.3% of the survey respondents said they either did not drink or did not drink and drive, as shown in Figure 4. Of those who reported having driven within two hours after drinking in the past 60 days, 62 drivers (or 22.3% of those who drank and drove) reported having done it six or more times.

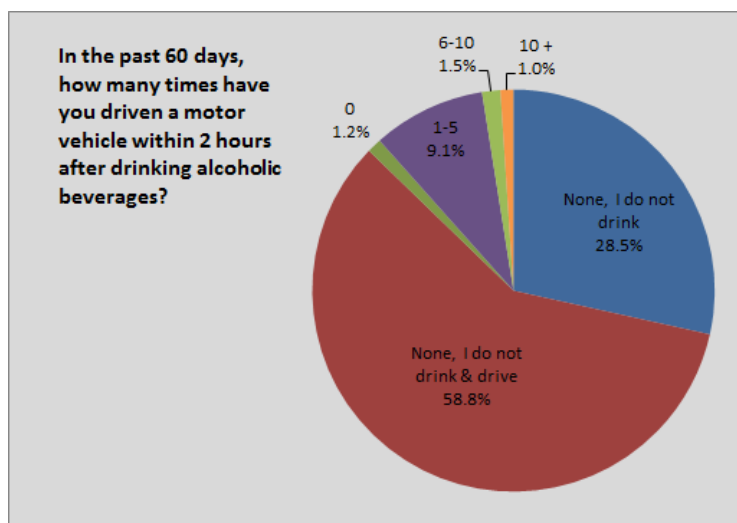


Figure #4

62.8 percent of the survey respondents thought the likelihood of getting arrested for driving after drinking is very high, and another 18.4% said the likelihood was high (figure 5). Only 5.7% of the total sample thought arrest would be unlikely. As mentioned previously, the likelihood of an encounter with law enforcement as a result of driving impaired is perceived as very high throughout the State—92% checked some degree of likelihood of arrest.

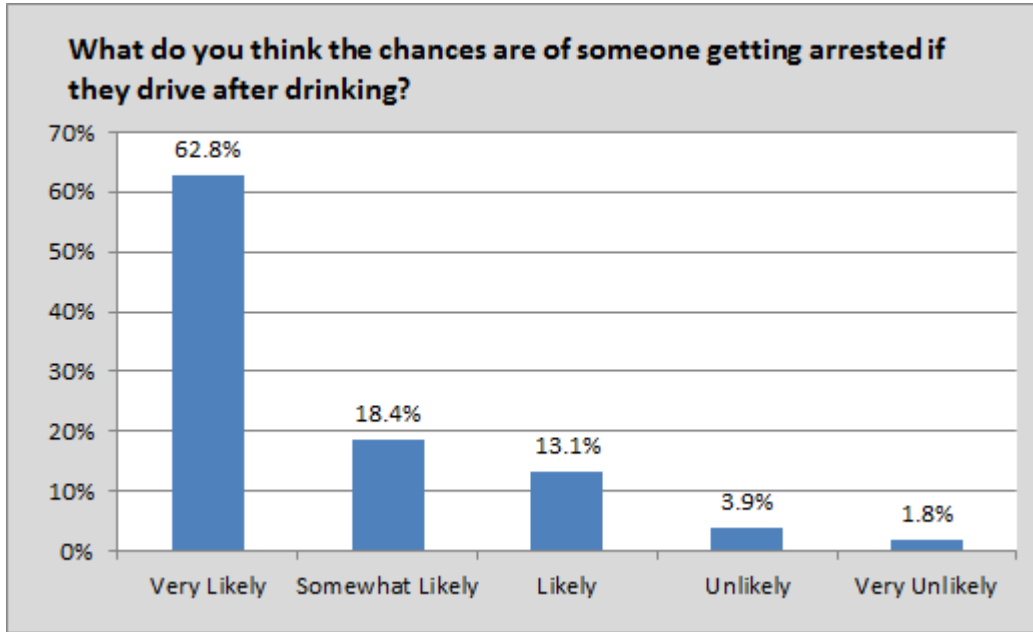


Figure #5

Three of the core questions pertained to impaired driving and addressed self-reported impaired driving during the previous two months, awareness of recent impaired driving enforcement efforts, and perceptions of risk of arrest if driving impaired. This year 59.0% of the survey respondents reported they had been exposed to an impaired driving message within the past 30 days (figure 6).

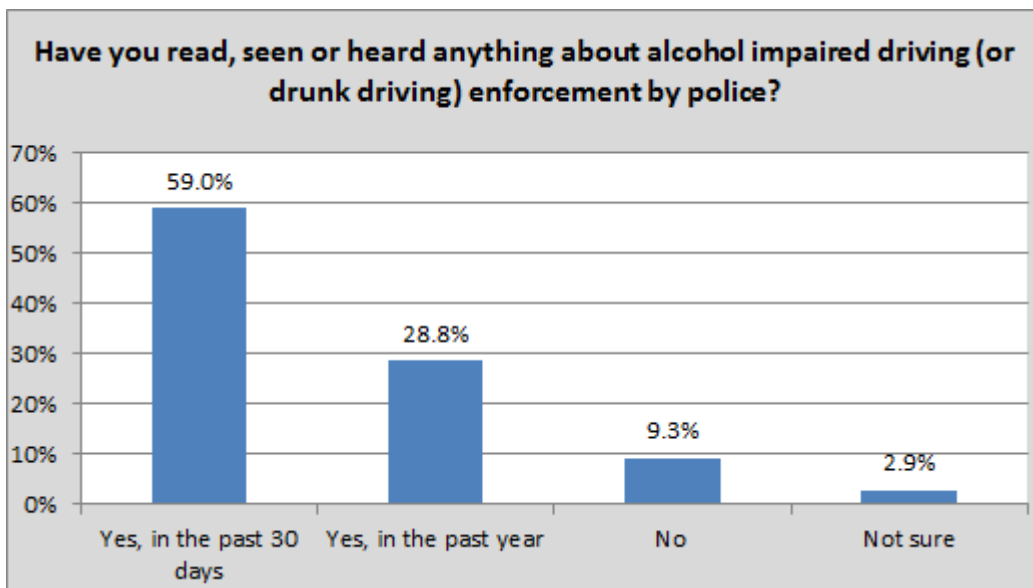


Figure #6

Section Five: Traffic Safety Awareness Survey

Respondents were also asked if they favor or oppose sobriety checkpoints in Texas. Overall, 58.6% were in favor, with 36.2% of those surveyed strongly in favor of checkpoints. 10.4% were strongly opposed to sobriety checkpoints, another 10.9% were opposed, and the remaining 20.0% were neutral on the subject (Figure 7).

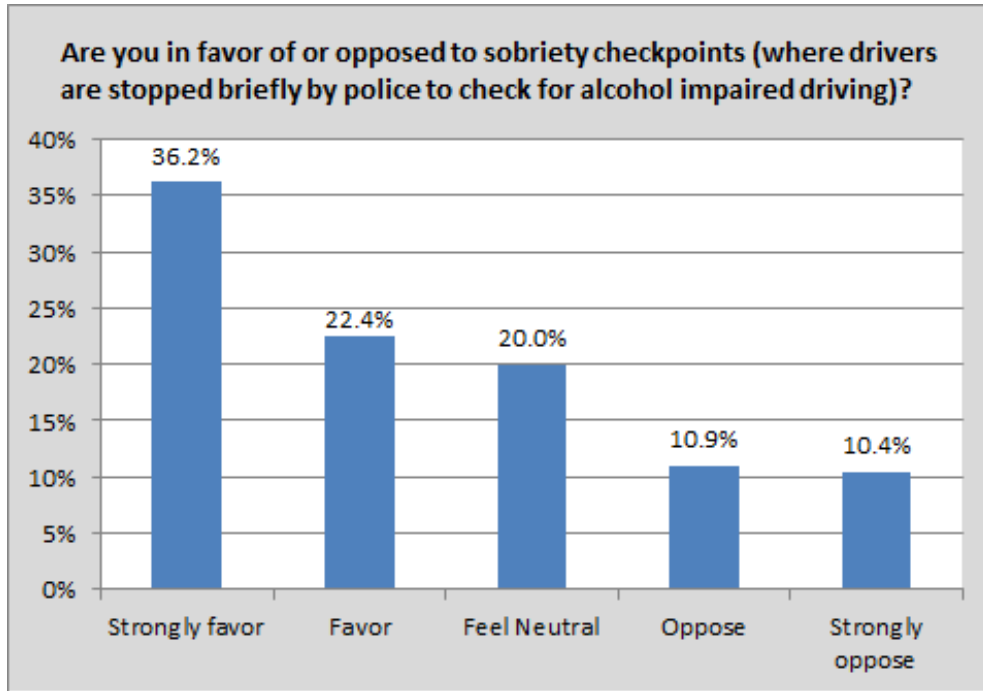


Figure #7

In Texas the legal limit for intoxication is .08% blood alcohol concentration (BAC). In 2014, half of the drivers surveyed (50.8%) checked the correct response choice for the legal intoxication question. Figure 8 shows that 30.1% of the Texans surveyed were not sure of the legal BAC limit.

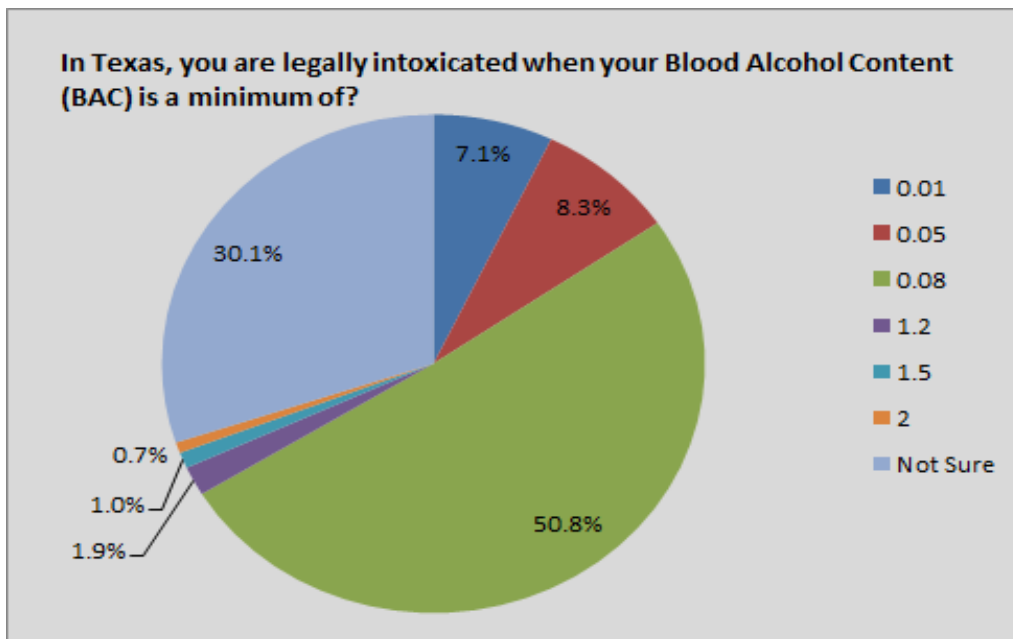


Figure #8

Speed Enforcement and Messaging

Speeding has been a growing self-reported behavior over the past five years, and is relatively common compared to the two issues covered above. Almost 22% of those surveyed said they routinely exceed the speed limit by 5 mph on local roads, and another 30.3% said they sometime exceed local road limits by 5 mph.

Those who admitted to speeding on higher speed roadways (with speed limits of 70 mph) were more likely to be 18-21 years old, Anglos, and males. Motorcycle riders also admitted to speeding regularly on higher speed roads more often than other vehicle drivers. The certainty of getting a speeding ticket was perceived as relatively low (Figure 9).

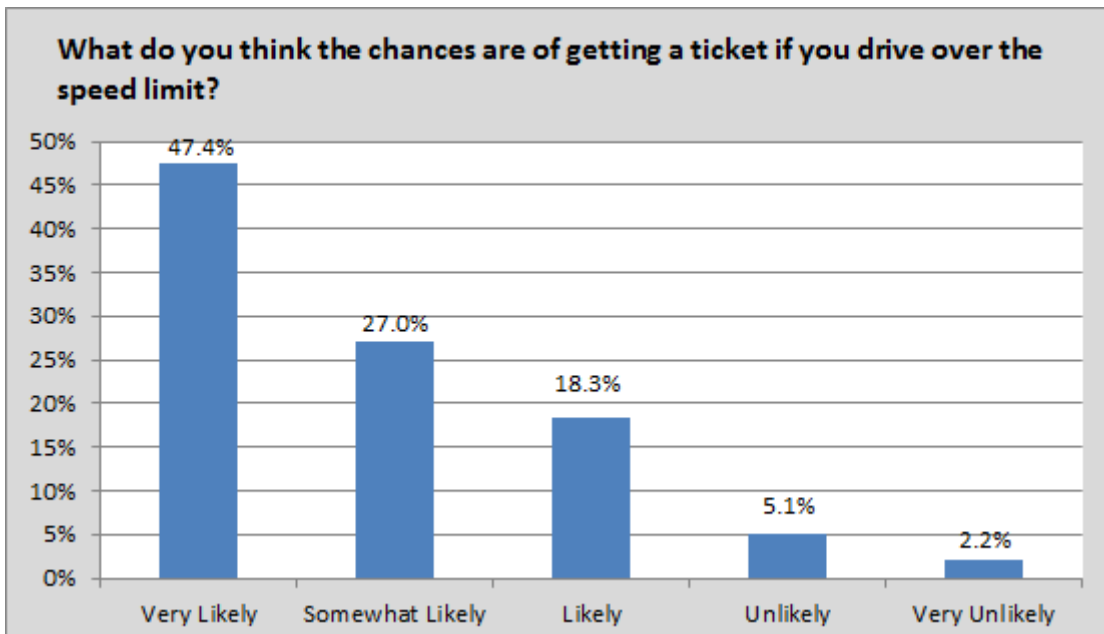


Figure #9

42.6% of respondents reported having read, seen, or heard something about speed enforcement recently (figure 10).

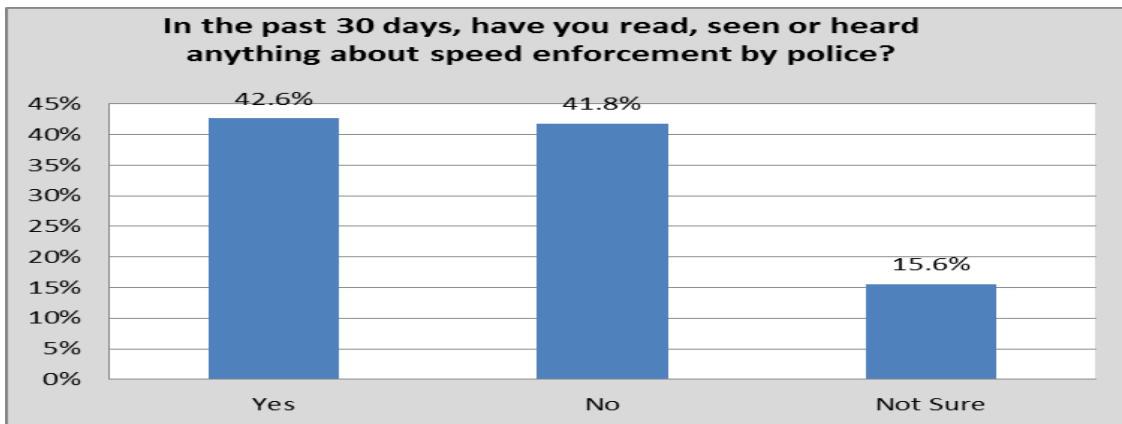


Figure #10

Cell Phone Use

Although there is no statewide texting ban on all Texas roads, over 50% of the respondents (54.1%) checked that there is (figure 11). This is a 5.2 percentage point increase in the respondents who thought there was a statewide ban in 2013. The most common aspect of the law with which drivers in Texas are aware is that texting is banned in all school zones. They were much less aware that texting is also banned for drivers under 18 and for school bus drivers. This question had a high Not Sure response at 18.3%.

Condition	% Yes
Texting while driving is banned on all roads in Texas.	54.1
Texting while driving is banned in all Texas school zones.	44.8
Teens under age 18 are banned from texting while driving in Texas.	17.5
School bus drivers are banned from texting while driving in Texas	24.1
Not Sure	18.3

Figure #11

Of the 2,222 people who answered the question regarding cell phone use, 31.1% checked they had not stopped cell phone use while driving. For those who said they had stopped or do not use cell phones while driving, the highest percentage (55.0%) checked “setting an example for family/friends” as the reason, followed closely by “fear of injury to self or others” (54.6%).

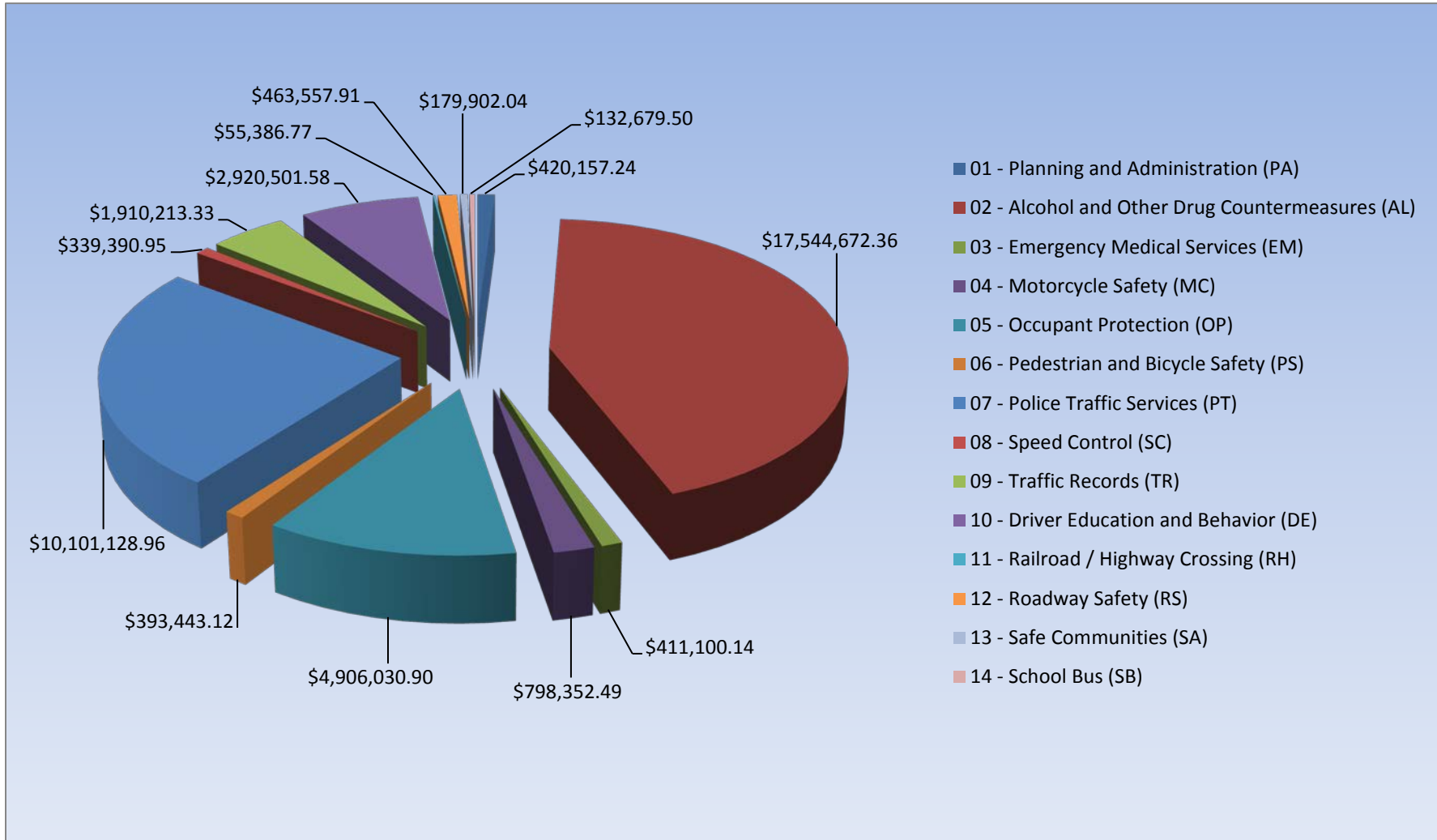
Significant Changes from 2013 to 2014

Responses to the core questions were analyzed in comparison to responses to the 2013 survey to determine if any significant changes occurred. The responses to the awareness of recent enforcement efforts are not comparable because of the offering of two time periods this year for being exposed to the safety messages. Responses to four of the remaining seven core questions were not statistically different from last year’s responses. The three areas where a significant change was found were:

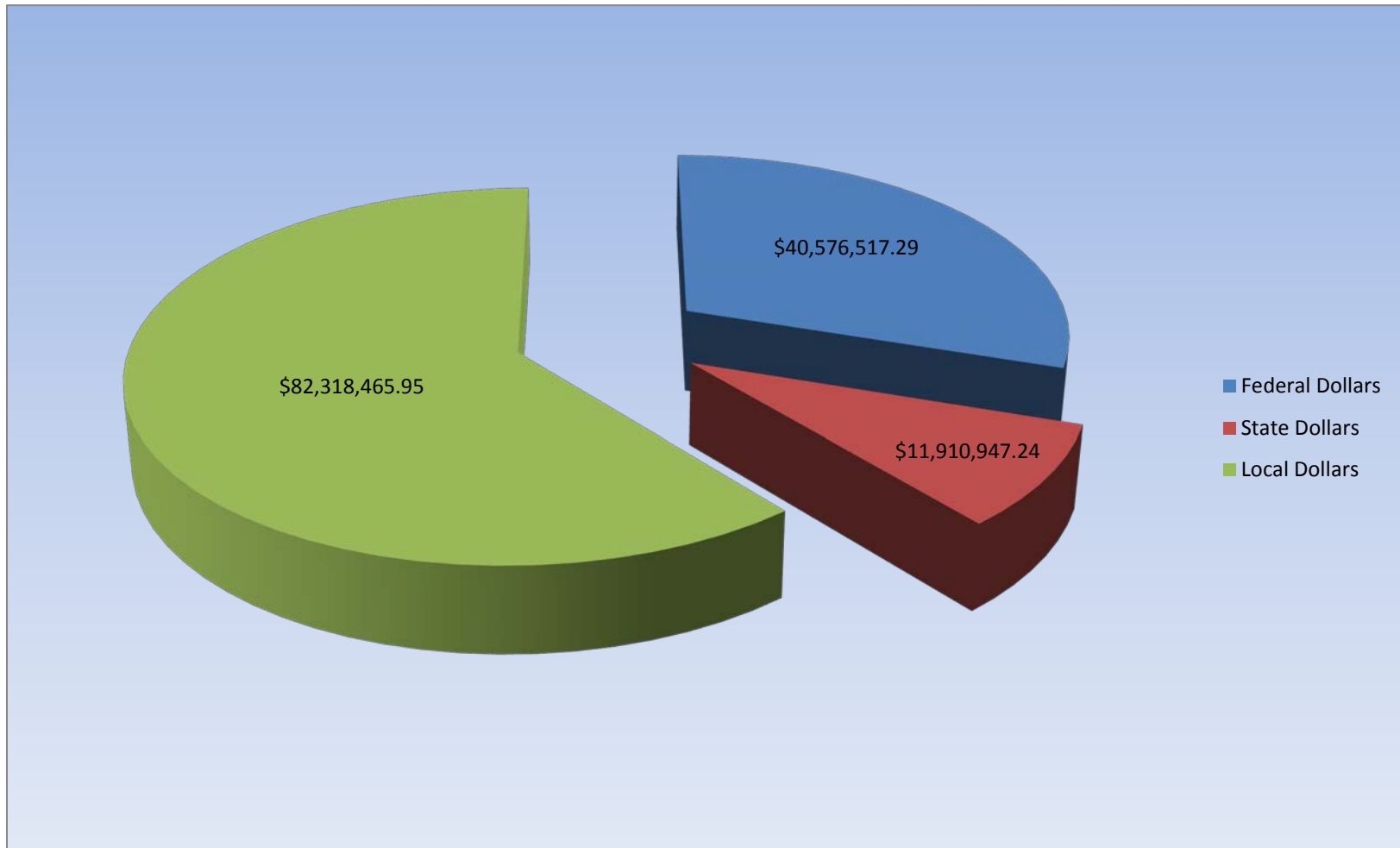
- Drivers who perceived a likelihood of being arrested for driving after drinking increased by a statistically significant percentage. The percentages of respondents who said the likelihood is “likely to very likely” was 94.4% in 2014 and 92.0% in 2013.
- Drivers who perceived a likelihood of being ticketed for speeding increased in 2014. Respondents who said the chances of getting a ticket for exceeding the speed limit by more than 5 mph were “likely to very likely” was 92.7%. Last year, the comparable percentage was 88.1. However, in 2012 the percentage was 93.1.
- The percentage of drivers who reported that they drive more than 5 mph over a 70 mph speed limit increased to 48.9 % in 2014 compared to 44.3 % in 2013.
- The percentage of Texans who “favor” and “strongly favor” sobriety checkpoints significantly increased from 53.5% in 2013 to 58.6% in 2014.

SECTION SIX FINANCIAL SUMMARY

FY 2014 FEDERAL EXPENDITURES BY PROGRAM AREA



FY 2014 TRAFFIC SAFETY EXPENDITURES



TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

FY 2014 TRAFFIC SAFETY EXPENDITURE DETAILS

Program Area	# Proj	Total	FEDERAL						MATCH			Fed. 402 to Local	
			402	405	MAP21	408	410	2010	STATE	INCOME	LOCAL		
Planning and Administration	Planned:	9	\$3,774,220.82	\$460,510.73						\$3,271,833.39		\$41,876.70	
	Actual:	8	\$5,610,214.16	\$420,157.24						\$5,132,334.92		\$57,722.00	
Alcohol and Other Drug Counter Measures	Planned:	167	\$38,221,385.03	\$35,862.12	\$13,887,584.67		\$6,314,561.58		\$1,259,658.58	\$17,850.00	\$16,705,868.08		
	Actual:	138	\$70,215,994.33	\$35,002.53	\$11,915,294.52		\$5,594,375.31		\$1,201,836.47	\$5,000.00	\$51,464,485.50		
Emergency Medical Services	Planned:	1	\$1,124,115.10	\$479,502.30							\$644,612.80		
	Actual:	1	\$1,740,996.14	\$411,100.14							\$1,329,896.00		
Motorcycle Safety	Planned:	3	\$1,577,997.46		\$933,516.79			\$20,941.47			\$623,539.20		
	Actual:	3	\$2,746,123.49		\$777,411.02			\$20,941.47			\$1,947,771.00		
Occupant Protection	Planned:	71	\$11,022,311.21	\$1,657,154.46	\$184.61	\$4,285,504.77			\$443,500.00	\$10,000.00	\$4,625,967.37	\$500,000.00	
	Actual:	62	\$13,196,433.56	\$1,434,853.25	\$184.61	\$3,470,993.04			\$442,756.66	\$11,929.00	\$7,835,717.00	\$292,608.29	
Pedestrian and Bicyclist Safety	Planned:	6	\$1,727,592.40	\$556,380.78					\$500,000.00		\$671,211.62	\$124,761.38	
	Actual:	6	\$3,425,986.79	\$393,443.12					\$497,714.67		\$2,534,829.00	\$118,524.29	
Police Traffic Services	Planned:	65	\$21,231,714.77	\$12,045,305.85							\$9,186,408.92	\$11,000,910.46	
	Actual:	62	\$18,986,567.96	\$10,101,128.96							\$8,885,439.00	\$9,117,679.00	
Speed Control	Planned:	7	\$637,098.04	\$400,452.90							\$236,645.14	\$400,452.90	
	Actual:	7	\$582,684.95	\$339,390.95							\$243,294.00	\$339,390.95	
Traffic Records	Planned:	9	\$8,372,987.18		\$376,288.54	\$2,451,623.93			\$4,535,466.32		\$1,009,608.39		
	Actual:	10	\$6,948,667.38		\$210,880.97	\$1,699,332.36			\$4,085,324.05		\$953,130.00		
Driver Education and Behavior	Planned:	13	\$8,055,658.59	\$3,028,784.57					\$1,200,000.00		\$3,826,874.02	\$182,067.36	
	Actual:	13	\$8,878,193.05	\$2,920,501.58					\$550,980.47		\$5,406,711.00	\$182,049.50	
Railroad / Highway Crossing	Planned:	1	\$127,378.70	\$73,419.50							\$53,959.20		
	Actual:	1	\$100,193.77	\$55,386.77							\$44,807.00		
Roadway Safety	Planned:	3	\$1,364,359.49	\$497,630.77					\$256,000.00		\$610,728.72		
	Actual:	3	\$1,749,196.91	\$463,557.91							\$1,285,639.00		
Safe Communities	Planned:	2	\$281,935.30	\$180,828.86							\$101,106.44	\$58,366.30	
	Actual:	2	\$290,658.04	\$179,902.04							\$110,756.00	\$58,366.00	
School Bus	Planned:	2	\$385,496.29	\$154,070.67						\$48,124.42	\$183,301.20		
	Actual:	2	\$334,019.95	\$132,679.50						\$15,224.45	\$186,116.00		
TOTALS:	Planned:	359	\$97,904,250.38	\$19,569,903.51	\$184.61	\$19,482,894.77	\$2,451,623.93	\$6,314,561.58	\$20,941.47	\$11,466,458.29	\$75,974.42	\$38,521,707.80	\$12,709,124.51
	Actual:	318	\$134,805,930.48	\$16,887,103.99	\$184.61	\$16,374,579.55	\$1,699,332.36	\$5,594,375.31	\$20,941.47	\$11,910,947.24	\$32,153.45	\$82,286,312.50	\$10,545,542.91

Section Seven
BEST PRACTICES

BEST PRACTICES

Overview

As we work to close out the FY 2014 Traffic Safety Grant process, we need to identify the projects that demonstrated Best Practices in order to report this to NHTSA via the FY 2013 Annual Report. Please use the following criteria to report on these projects.

Definition

Best Practices are effective management practices employed by projects within the Traffic Safety Program that significantly increased the effectiveness and efficiency of that project in meeting the goals of the program. When shared, these practices can improve other projects within our program, as well as our colleagues in other states.

Texas A&M AgriLife Extension Service – Passenger Safety Program

Organization:	Texas A&M AgriLife Extension Service
Project Title:	Passenger Safety
Project ID:	2014-Texas Ag-G-1YG-0014
Noteworthy Practices:	<p>The Texas A&M 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 A&M 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 as well as education on safe driving practices.</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>A statewide Tech Update was conducted in FY14 to provide continuing education credits to Certified Child Passenger Safety Technicians and help them to stay updated in the field and earn continuing education credits to maintain their certification. 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>Articles to promote best practice in child passenger safety, seat belt use and other safety awareness campaigns are regularly sent out to our Extension Agents. The media attention provides thousands of dollars in in-kind match as well as widespread recognition for passenger safety.</p>

Evidence of Success:

In FY14, the project conducted 27 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 1,862. A total of 1,297 child safety seats have been distributed as replacement seats. 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 assumed 75% continued use. Based on this formula, the total economic impact for the 1,862 inspections conducted in FY14 is \$2,267,859.

Programming to educate youth and adults on the importance of buckling up, especially in pickup trucks has been conducted or supported statewide and over 27,000 participants educated on the importance of seat belts using the project's Rollover Convincers. A total of 275 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.

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. Passenger Safety is able to provide education to child care staff on best practices in child passenger safety through online training. Our online child care courses in transportation safety have been taken by over 8,450 child care staff in FY14.

Three National Child Passenger Safety Technician Trainings have been held with 49 participants trained. A Tech Update was conducted on March 11, 2014 with over 300 technicians attending in person or via an online web-meeting sent out across the state to TxDOT District Offices. An additional 728 technicians have completed the online version in FY14.

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.

The project had over 107 articles published articles, TV and radio spots highlighting educational programming and statewide traffic safety campaigns for a total value of over \$101,000.

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 A&M AgriLife Extension – “Watch UR BAC” Alcohol Awareness Program

Organization:	Texas A&M AgriLife Extension
Project Title:	Watch UR BAC Alcohol Awareness Program
Project ID:	2014-Texas Ag-G-1YG-0037
Noteworthy Practices:	<p>The Watch UR BAC program conducts programming statewide to reach at risk youth audiences with education on the dangers of impaired driving. DWI (driving while intoxicated) prevention simulators are used to demonstrate the effect of alcohol or other drugs on driving skills. Through a video game atmosphere, drivers experience obstacles and hazards to simulate those that one might encounter if driving impaired. Goggles, which distort vision, are worn by the driver during the simulation experience to further duplicate the effect of alcohol or other drugs on one’s vision.</p> <p>Many other types of programs were offered this year by the Watch UR BAC team. Parent programs have been successful by educating parents about the latest information and trends of alcohol and other drugs. Screening and Brief Intervention tools and information were presented to EMT classes in hopes that they might be able to be used in the field. In addition, Ignition Interlock demonstrations were given to adult audiences. We found that most people, including police officers, did not recognize an ignition interlock or understand how they work.</p> <p>A very successful partnership was formed with “WhenSeanSpeaks” and the Amber Menefee Mobile Memorial. Victim/survivor speakers, who are similar in age to the majority of audiences we address, are able to effectively reach those young people and encourage behavior changes that will reduce the incidences of underage drinking and/or impaired driving. When audiences hear the computerized voice of Sean Carter they are compelled to listen and think about the choices that have led to his disability. The mobile Amber Menefee Exhibit is a stark reality of what damage can be done to a vehicle impacted by a drunk driver while also sharing the story of Amber’s death.</p> <p>The Watch UR BAC Project teamed up with Sherry Matthews Ad agency to do programming in seven cities. The DWI “Not so Funhouse” and the DWI prevention simulator were a great combination to spread the word that DWI hangovers do not go away.</p> <p>A DWI Law Enforcement Advisory Committee was established and meets bimonthly. This group is made up of law enforcement who are actively on patrol and making DWI stops, MADD, TxDOT, the Brazos County Attorney’s office and Texas A&M AgriLife Extension. A media event was organized to help inform the Brazos Valley to designate a sober driver, especially during ChiliFest, a local two-day music event where lots of alcohol is consumed and increased enforcement would be on the road. During bimonthly meetings, guest speakers were brought in to talk about ignition interlocks, electronic warrants and expert witnesses in a DWI trial.</p>

Evidence of Success:

The Watch UR BAC program conducted or supported a total of 190 programs statewide during the 2014 grant year. A total of 20,636 people were educated at 116 programs using the DWI prevention simulator. WhenSeanSpeaks were featured at 15 programs and the Amber Menefee Mobile Memorial at 10 programs. The DWI Simulator has been effective in changing participant's behaviors. One participant after taking a turn on the simulator commented, "Clearly I would either kill or injure myself or others if I drink and drive!"

Comments from teens and parents after attending a WhenSeanSpeaks presentation:
 "Don and Stacey- Sean, My name is Stacey and I am an English teacher at Gatesville High School along with my husband Don who also teaches and coaches. I just wanted to tell you "Thank You" to you and your mom for your presentation today. We have two teenagers that are in high school that were present for your speech. I know it touched many of us today as parents and as students! Thank you very much for what you do, I believe you have and will make a tremendous difference."

"Hi Sean my name is Maeci and today when you visited Gatesville High School I really went numb because I never thought it (was) that important. I never thought that what you and your mom said today would matter but it did. All through the rest of my day I thought about it and honestly I will definitely be more careful in the future. I would like to also thank you for what you all have said. You and your mom's words changed me in just minutes. Thank y'all again. Maeci B."

"Miranda- The presentation today was like no other presentation I have ever seen. I haven't seen anything that has made such a big impact on me, and how I think. I just want to thank you and your mom for everything you have done. You have saved so many lives. You are great at what you do and you really are a hero."

"Mr McKay just came to my room to thank me for helping to coordinate you and Sean coming to speak to our juniors and seniors. He said that the principal, Mr. Toscano (who is going to be the superintendent next year) said that in all his time here, it was the most powerful and impactful assembly we've ever had. They're hoping maybe you can come back every couple of years to talk to the juniors and seniors before prom."

The response from parents attending the parent education programs has been very positive as evidenced by this statement from parent at a recent program at Athens High School.

"The parent program opens the lines of communication so I will be able to talk with my son about what is going on amongst his peers. It also arms me with information so I know what to look for."

Texas Alcoholic Beverage Commission - Impact of Alcohol

Organization:	Texas Alcoholic Beverage Commission (TABC)
Project Title:	Special Events Education Project
Project ID:	2014-TABC-G-1YG-0190
Noteworthy Practices:	<p>TABC followed a model where agents and auditors would go to schools and do short presentations and deliver materials to students. In recent years, a few things changed – it became more difficult to get into public schools due to required testing standards and TABC was forced to do more with less manpower during a statewide economic downturn.</p> <p>The Education and Prevention Division reviewed the process and worked with field offices to implement changes that would allow them to still meet the needs of the states and provide educational information related to Texas Alcoholic Beverage Laws statewide. Upon review of the current system, some factors were determined:</p> <ul style="list-style-type: none"> • Preventing underage drinking and driving was not currently working for TABC since parents and others over the age of 21 were willing to provide minors alcohol. This was setting a cross message for minors. The parents felt according to information available to TABC that they were doing the right thing because they were – teaching minors to drink responsibly and they could prevent them from operating a motor vehicle. • TABC also determined that there were plenty of organizations and groups were available to speak to schools and groups, but they did not have the funding or knowledge to create needed materials. • TABC’s final determination involved the influx of new alcoholic beverage products available in Texas. The primary message to those over 21 is to drink responsibly, but how do you drink responsibly without understanding key elements such as: alcohol by volume; standard drink size... <p>Therefore, TABC drastically changed educational efforts. TABC followed more of a partnership approach. We used resources available to create educational information such as brochures, posters, flyers and train-the-trainer manuals related to public safety. These materials are available free of charge to any organization in Texas that is currently working with intended audiences related to the appropriate topic. TABC attended more conferences to present information to organization about the materials available and will work with them to custom create educational programming to meet the needs of the organization and community served.</p> <p>TABC also started to focus the message to those over 21 related to preventing underage consumption. In 2012, TABC did not have a presence in social media related to education. The focus changed to creating more videos and multi-media elements that other organizations could use to prevent public safety violations related to alcohol. TABC opened a You Tube Channel and currently has over 33 videos that were professionally produced available. The videos include an array from topics. The videos can be used by retailers and TABC created a marketing practices video to be used by all three tiers of the alcoholic beverage industry. TABC has specific videos for law enforcement and numerous videos and PSAs to prevent alcoholic beverage violations by minors and those over 21. TABC currently operates two websites – one for under 21 (www.2young2drink.com) and one for those over the age of 21 (www.legal2drink.org) and a Facebook page to promote current campaigns.</p>

	<p>The change has allowed TABC to more effectively reach more people throughout Texas and we have become a resource to those in the community looking to prevent DWIs and DUIs before they start.</p> <p>TABC also changed educational programming to address the complex issue of responsible consumption. The training looks at how telling people to drink responsibly is a buzz word that has little to no meaning if the person does not understand what they are consuming. In Texas, alcohol by volume is not required to be included on labels and without education what does that percent really mean. Two bottles of beer – both 12 ounces, sold next to each other at a grocery store look the same. However, one is 4.2% alcohol by volume and the other is 12%. More importantly, one is equal to .83 standard drinks and the other is 2.4. The impact can be huge if the person’s concept of drinking responsibly is only having two drinks in an hour. Most people would be over the legal limit to drive with the second since instead of two standard drinks they actually had 4.8. TABC has provided this training to leaders on school campuses, both students and professionals; law enforcement agencies statewide (along with additional information related to drug facilitated sexual assaults) and other community leaders.</p> <p>TABC efforts at the retailer level have also changed. TABC’s enforcement efforts used to focus on issuing Minor in Possession tickets and busting parties. When resources became more restrictive, TABC’s efforts changed from continuously issuing citations for minors to looking for the source of the alcohol. TABC increased inspection efforts this past year in part from a grant from TXDOT which allowed TABC to focus efforts on retailers and others that sell or provide alcohol to minors or over service patrons. TABC provides education free of charge to retailers that have violations or request assistance.</p>
<p>Evidence of Success:</p>	<p>In FY14 (two years into the program) TABC was able to create 9 different information/education initiatives. The Education and Prevention Division created 85 different educational and promotional items and TABC was able to distribute 547,865 items statewide. This number does not include the TXDOT partners that are allowed to order TABC created materials to distribute through their programs. TXDOT printed at least 38 items last year that were made available to all other sub-grantees in the alcohol program to order and distribute.</p> <p>The TABC You Tube Channel has become a resource area for educational items. On 9/30, TABC released a new video about the consequences of providing alcohol to minors. The video is 14 minutes – in just 5 days, the video was viewed over 1,000 times and TABC has received requests for DVD copies from all over the state. By the end of the year, this video <i>What Really Happened</i> will have an educational booklet, an entire Residents Assistance educational program for colleges and other items to support the information covered in the video. The site http://www.youtube.com/user/TABCChannel/videos has received over 14,000 views since it was created with videos about alcohol by volume leading.</p> <p>TABC agents and auditors continue to provide education, but the focus has shifted to retailers and others that sell alcohol. They still go to schools, but have limited the amount of time spent. Since time is limited in the schools, materials created now include more educational information for attendees to take home and read and refer to resources available on line instead of trinkets that contain little messaging. These items are still created, but not at the level as before. In a recent Post Event Evaluation document following tragic events at Austin’s SXSW event in 2014, recommendations included TABC “continue outreach and education....”</p>

Texas A&M Transportation Institute – “Teens in the Driver Seat”


Organization:	Texas A&M Transportation Institute
Project Title:	Teens in the Driver Seat
Project ID:	2014-TTI-G-1YG-0093
Noteworthy Practices:	<p>During the Spring of 2013, the Teens in the Driver Seat (TDS) Program launched a new outreach activity that was developed to combat distracted driving. The activity, called Catch the CRZY! (CTC), is a 9-week activity with three basic phases – three weeks to collect pre-outreach data, three weeks of distracted driving messaging and activities, and three weeks to complete post-outreach observations. If the participating TDS Program school returned all of their data collection forms, they received a \$50 gift card to be used for a pizza party. Additionally, points were awarded toward the annual TDS Cup competition -- a year-long contest designed to reward schools for ongoing safety message outreach in their schools /communities. The reception of the activity was positive and in the Fall of 2013, another version of the activity was created to focus on increasing seat belt use amongst teen drivers. The same format of three weeks to collect pre-outreach data, three weeks of concentrated messaging and activities, and three weeks to complete post-outreach observations was applied.</p> <p>This activity is offered to all TDS program schools and carries with it the dual benefit of prospective improvement in safety and acquisition of valuable data. Schools are asked to commit to the full duration of the activity and must return all field data in order to receive the gift card and maximum points toward the annual TDS Cup competition.</p> <p>Throughout these activities, schools receive support from TDS/TTI staff, including emails to explain each step and reminders of due dates, data collection forms to help accurately and efficiently record data/observations, a calendar they can print and use to plan messaging, media releases to announce their participation, access to a dedicated web page for instant information and instructional videos for safely and effectively collecting data. An example of the seat belt instructional video can be viewed at https://www.youtube.com/watch?v=Kqi2rEa8VTY.</p> <p>As a courtesy to participating schools, summary reports are developed by TTI staff and provided to the schools/teams to provide them feedback on outcome(s).</p>
Evidence of Success:	 <p>CATCH THE CRZY!TM END the CRZY habit of distracted driving.</p> <p>Twelve different schools have signed up to participate in this activity to date, with five of those teams completing all three major steps of the project. A summary of the distracted driving data collected by those schools is summarized below (Table 1).</p>

Table 1. Summary of Wireless Device Use Data from CTC Outreach

Teen Driver Wireless Device Use Pre-CTC Outreach (n = 765)	Teen Driver Wireless Device Use Post-CTC Outreach (n = 860)	Net Difference
8.9 %	4.9 %	- 4.0 %

Sample sizes (in terms of magnitude and consistency), as well as outcomes associated with this distracted driving element of the CTC project were encouraging. The pre-CTC outreach level of wireless device use (8.9%) is relatively consistent with a recent statewide distracted driving survey of Texas, which indicated that approximately 10 percent of drives are driving distracted.



Four TDS teams signed up for and completed all 3 major phases of the outreach plan (i.e., returned all data, including post-outreach observations) for the seat belt use version of the CTC program element. Data associated with this particular initiative are summarized in Table 2.

Table 2. Summary of Seat Belt Data from CTC Outreach

Teen Driver Belt Use Pre-CTC Outreach (n = 1,075)	Teen Driver Belt Use Post-CTC Outreach (n = 877)	Net Difference
87.0 %	94.6 %	+ 7.6 %

Similar to the distracted driving CTC program element, these results were likewise encouraging in terms of sample sizes and driver behavior outcome. The post-CTC level of seatbelt use achieved compares favorably to the most recent statewide survey of driver seat belt use in Texas, which was 90.4 percent (which includes adults). This outcome is also consistent with general TDS Program statistics that indicate (for 2013-2014) an average teen driver seat belt use of 93.7 percent at TDS Program schools that have participated in the program over an extended period of time.

Overall, the results of the new CTC activity have been encouraging – especially given the fact that it is a very new program element. Historically, it has been difficult to motivate the TDS teen teams to collect ample post-data sample sizes. In every case (for this initiative) the post-data samples were either larger than or close to the same total as the pre-data sample size, and overall sample sizes were noteworthy in magnitude, with nearly 900 observations accomplished (for the post-assessment). The improvements in teen driver behavior were positive in both cases, with post-outreach performance levels being notably better in terms of net change as well as in comparison to adult drivers.

In summary, this new activity is designed to offer (and thus far demonstrated) the following benefits:

- The potential to improve teen driver behavior and safety;
- Aid in the acquisition of valuable data;
- Reinforce the educational element(s) of the TDS Program by directly involving students in the data collection and outreach activities;
- Provide a valuable learning experience for students with regard to safely and effectively gathering transportation field data; and
- Provide students with a hands-on opportunity to experience different aspects of the transportation safety field and (perhaps) peak their interest in a career in transportation safety.

In the interest of further improving this program's potential, TDS teams successfully implementing all phases of the CTC outreach in the future will be receiving a \$100 gift card (as opposed to only \$50). Changes are also being made to the distracted driving data collection form to enhance accuracy and clarity.

Texas Municipal Police Association (TMPA) – Law Enforcement Training

Organization:	Texas Municipal Police Association (TMPA)
Project Title:	Law Enforcement Training to Reduce Impaired Driving by People Under 21
Project ID:	2014-TMPA-G-1YG-0009
Noteworthy Practices:	<p>The grant provides funding for two separate law enforcement training programs, Focus on Reducing Impaired Driving Among Youth (F.R.I.D.A.Y.) and Alcohol and Drug Abuse Prevention Training (A.D.A.P.T.).</p> <p>We successfully implemented a third training program, A.D.A.P.T. for School Resource Officers without increasing staff.</p> <p>The logos for both programs are being placed on the PI&E materials that are shared by the programs. This allows us to increase the level of marketing, by 40%, for both classes and to reach officers who may not be familiar with one of the classes. The F.R.I.D.A.Y. class is geared towards general patrol officers. Dual marketing makes it easier for patrol officers to let College Officers and School Resource Officers (the target audiences for the A.D.A.P.T. classes) in their area know about the A.D.A.P.T. classes and vice versa.</p>
Evidence of Success:	<p>An officer in the Fort Worth area attended an A.D.A.P.T. for College Officers class. After finding out about the F.R.I.D.A.Y program during that class, he registered for a F.R.I.D.A.Y. class. He has also registered for an upcoming A.D.A.P.T. for School Resource Officers class. This officer was so impressed with the first A.D.A.P.T class that he attended, he quickly registered for the two other classes after learning about them through dual marketing.</p> <p>Within four months, the A.D.A.P.T. for School Resource Officers’ Instructors exceeded their goal of training 200 officers for the entire grant year.</p> <p>With the assistance of dual marketing, we exceeded our numbers for the entire A.D.A.P.T. program by nearly 40%.</p>

Texas A&M AgriLife Extension - Brazos Valley Injury Prevention Coalition

Organization:	Texas A&M AgriLife Extension
Project Title:	Brazos Valley Injury Prevention Coalition
Project ID:	2014-Texas Ag-G-1 YG-0044
Noteworthy Practices:	<p>The Brazos Valley Injury Prevention Coalition (BVIPC) is committed to bringing injury prevention education to the ten county areas served by the Bryan TxDOT District. In FY14 BVIPC conducted and supported a total of 116 programs. The Coalition supported the <i>Please Be Seated Campaign</i> in all ten counties to help increase the correct use of car seats. Educational material on safe driving practices was provided to 115 employers and faith-based groups. Over 37,835 pieces of educational material were distributed to the ten counties served.</p>

	<p>In May 2014, BVIPC launched a pilot program RED (Reality Education for Drivers). RED a one day, hospital-based injury prevention tool targeting young drivers, uses the path of injury as a backdrop. RED provides young participants who have exhibited risky behavior involving alcohol and/or drugs and motor vehicles with fact-based information they can use to make better decisions. The goal is to reduce the number of motor vehicle crashes involving young drivers by encouraging them to drive sober, silent, secure, and within the speed limit. BVIPC has partnered with the Brazos County Municipal Court and St. Joseph's Hospital to bring this program to participants 15-25 years of age.</p> <p>BVIPC partnered with "Hard Hats for Little Heads", a partnership of local doctors and community leaders, to help distribute bike helmets to second graders in the TxDOT Bryan District. The 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> <p>In August, BVIPC partnered with the Strengthening Families program and the Big Brothers & Big Sisters of the Brazos Valley to hold a <i>Back to School Family Funfest</i>. This included organizing and solicitation of vendors and donations, creating fliers and all aspects of sponsoring an event.</p> <p>BVIPC assessed the traffic injuries and fatalities in the district by county to better understand the educational needs of the counties served. This report was shared with the Traffic Safety Specialist in the Bryan office.</p> <p>To sweeten the educational message of alcohol awareness in November BVIPC handed out whopper candy at the TAMU vs. Mississippi game with the message printed on the candy "A DWI could cost you a WHOPPER! Don't Drink & Drive" and Tootsie pops with the message "Before you POP the top, Designate a Driver" stickers attached to the candy included the web address for BVIPC to obtain additional information.</p> <p>BVIPC supported and participated regularly with partners from CARE (Coalition of Alcohol Responsibility and Education, Strengthening Families with AgriLife, CFRT (Huntsville's Child Fatality Review Team), DSHS (Department of State & Health Services, CASAP (Community Alcohol & Substance Awareness Partnership), and TTI (Texas Transportation Institute). As well as attended multiple trainings in the field of distracted driving, impaired driving, elder driving, teen drivers and more.</p>
<p>Evidence of Success:</p>	<p>The RED Program has been very well received with additional classes held in July and September and continuation of the program set for FY15. Feedback and participation in this program has been positive. Evidence of success is seen in the responses and evaluations from participants in the RED Program. One RED participant responded, <i>"I will not text or drink while driving. I will avoid distractions, make good choices, and influence my friends to do the same"</i>; this type of feedback from participants provide the incentive for staff to continue to strive for excellence in the presentation of educational material.</p>

	<p>In FY 14 the <i>Hard Hats for Little Heads</i> Program was able to distribute bicycle helmets to and educational materials to over 3,300 second graders in the TxDOT Bryan district.</p> <p>BVIPC had great media coverage in August and September with two PSA's and a live appearance on local CBS station KBTX's noon show. The back to school PSA's covered the topic of back to school safety and seatbelt safety. Each segment was played multiple times and dates on the <i>Mom's Everyday</i> segment. BVIPC staff experienced many positive comments pertaining to the <i>Mom's Everyday</i> segments on KBTX, by friends and acquaintances as well as strangers that recognized the interviewee in public places. Many commented that they were surprised they were unaware how to properly wear their seat belt.</p> <p>Back to School Family Funfest held on August 12th had approximately 250 participants and 25 exhibitors. Parents were given resources on back to school safety to keep their children safe as passengers, pedestrians and bicyclists on the way to school.</p>
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Texas A&M Agrilife Extension Service - Safety City

Organization:	Texas A&M Agrilife Extension Service
Project Title:	Safety City
Project ID:	2014-Texas Ag-G-1YG-0135
Noteworthy Practices:	<p>The Texas A&M Agrilife Extension Service Safety City Project, a TxDOT funded program, is working to plan a Safety City for the Bryan TxDOT District where children can have hands-on traffic safety education in a safe environment and learn important lessons in injury prevention. A Safety City Committee is in place that includes members from Texas A&M University, city and county government, law enforcement, the county health department and representatives from local hospitals. The program coordinator has coordinated with the city of Frisco Fire Safety Town for information on establishing a similar safety city in the Bryan TxDOT District. Coordinators of similar facilities in Abilene, Texas, and Shreveport, Louisiana have also been consulted for assistance with planning and establishing the safety city. Several presentations were made to university, city and community groups to gain support for establishing a safety city.</p>

Evidence of Success:

In FY14, the project partnered with departments at Texas A&M University, city and county agencies or local businesses to help plan Brazos Valley Safety City. Partners include the Department of Landscape Architecture and Urban Planning at Texas A&M, the Texas A&M Building Sciences Department, Patterson Architects, Brazos Valley Council of Governments, Regional Advisory Committee, the Brazos County Commissioners' Court, the Brazos County Sheriff's Office, the Daniel Stark Law Firm, the Brazos Valley Solid Waste Management Authority, Inc., the City of College Station Greenways, and the Brazos Valley Center for Independent Living, St. Joseph's Hospital and Scott & White Hospital.

Presentations have been made to the Director of the Texas Engineering Extension Service Public Safety & Security Division, Scott & White hospital's Chief Executive, the Texas A&M Health Science Center's Associate Vice President for External Relations, the Director of TEEEX Emergency Services Training Institute, the Bryan Noon Lions Club, the College Station Kiwanis Club, the College Station Police Citizens Academy Alumni Association and the Fairfield Rotary Club.

In June a presentation was made to the College Station City Council and City Manager's staff about Safety City, to seek their support in the development of the project. The mayor of College Station has said the city will have land for the project.

In August the state of Texas recognized Brazos Valley Safety City, Inc. as a new non-profit Corporation. Brazos Valley Safety City, Inc. will serve as the lead agency for this project. A second field trip to Frisco Fire Safety town was conducted in September. The group included major community partners: College Station Assistant City Manager, College Station Police and Fire Chiefs, Brazos County Commissioner Irma Cauley, as well as the new Safety City Program Coordinator for FY15. Several Texas A&M University departments, private firms and individuals provided donations of services to help establish Brazos Valley Safety City.

A graphic designer agreed to donate her time and services in designing a logo for Safety City, Daniel Stark Law Firm reviewed the by-laws, an accountant reviewed the IRS 501c3 filing, Patterson Architects provided a conceptual design and 3-D rendering of a model of the safety city, Brazos Valley Center for Independent Living agreed to partner with Safety City and provided assistance with accessibility services and the Texas A&M Construction Science Department updated the cost estimation for construction. Donation of services and volunteer hours total more than \$22,289.

Section Eight
TRAFFIC SAFETY OUTLOOK

CONTINUED FOCUS ON ALCOHOL-RELATED FATALITIES

From 2011 – 2013, Texas experienced an increase in fatalities. While alcohol-related crashes continue to decline, they also continue 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 and is planning a follow up assessment in 2015. The Texas DWI Task Force will continue to address all findings and review NHTSA recommendations with the target to implement changes as deemed feasible.

SHARE THE ROAD

From 2011 – 2012, Texas experienced an decrease in motorcyclist fatalities. 58.1% of motorcyclists killed were not wearing helmets at the time of the crash. Motorcycle fatalities were 10% of Texas' overall fatalities five years ago. In 2012, they were over 13.3% of the fatalities. However, motorcycles represent only 2% of the vehicle mix. Additional attention will be placed on motorcycle training, being properly licensed, wearing protective equipment, impaired driving, and enhancing public information and education campaigns such as Share the Road to improve motorcycle safety.

STRATEGIC PLANNING

The most recent strategic planning session occurred October thru December of 2010 for the period FY 2012- FY 2016. The session re-evaluated the program areas, Targets, strategies and reviewed the Traffic Safety Program's mission statement. TxDOT TRF-TS sought public comments by posting a Request for Comments on the Texas Register and sending e-mail notifications to all registered users of the eGrants system. Comments were received from traffic safety and engineering professionals from the TRF at TxDOT headquarters, TxDOT district traffic safety specialists, NHTSA Region 6, representatives from Texas Transportation Institute, San Antonio Metropolitan Planning Organization, Texas Education Agency, Law Enforcement Mobile Video Institute, Texas Tech University, and Texas Center for the Judiciary. As an outgrowth of the strategic planning process, Texas developed 19 specific Targets for the traffic safety program, 66 specific strategies, and 39 specific performance measures. Objectives have been established for all 39 performance measures for 2015.

In addition, the following agencies and organizations assisted TxDOT in identifying strategies needed to address impaired driving problems in Texas. These agencies included the following: Texas District and County Attorney's Association, Texas Center for the Judiciary, Texas Department of Criminal Justice (TDCJ), TxDPS, NHTSA Region 6, Texas Alcoholic Beverage Commission, DSHS-Community Mental Health and Substance Abuse and Environmental Epidemiology and Injury, Higher Education Center for Alcohol and Drug Prevention, MADD, Brazos County, Sam Houston State University, TTI, Sherry Matthews Advocacy Marketing, Texas Education Agency, University of Texas Health Science Center at San Antonio, Texas A&M University-Center for Alcohol/Drug Education, Texas Municipal Police Association, Texans Standing Tall, and Texas Commission on Law Enforcement (TCOLE).

IMPROVED CRASH REPORTING

TxDOT will continue to develop and enhance a newly launched web application to streamline crash data reporting; launched on October 17, 2011. Crash records are now easier to transfer and will allow law enforcement agencies to be able to send reports to the TxDOT electronically.

TxDOT implemented the Crash Reporting and Analysis for Safer Highways (CRASH) internet application to speed up the transfer of motor vehicle crash data from law enforcement agencies to 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, or eGrants, is a web-based solution for the application, scoring and ongoing management of the grants within the Texas Traffic Safety Program. With eGrants you can electronically:

- Create and submit grant proposals
- Manage your grant project
- Submit performance reports
- Submit requests for reimbursement

TRF-TS continues to enhance eGrants, as described below:

FY 2014 Enhancements

- Added features to expand enforcement options to increase the number of STEP grant applications
- Implemented a business continuity/disaster recovery process
- Coordinated transition of eGrants payments process from the previous TxDOT financial system to the newly implemented financial system
- Refined scoring documents and tools

FY 2015 Planned Enhancements

- Continue to refine scoring documents and tools
- Analyze and enhance performance and financial reporting features
- Continue to coordinate and refine the eGrants payments interface with the new financial system
- Explore possibility of implementing electronic signatures feature
- Add grant type, "Safe Routes To School" to the system

TRAFFIC SAFETY PROGRAM CENTRALIZATION

The strategic target 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 47 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 and division partnerships. All 25 TxDOT district offices have at least one full-time Traffic Safety Specialist.

Appendix A
PROJECT CROSS - REFERENCES

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Enforcement Projects									
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund Source</i>			<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
Bexar County District Attorney's Office 2014-BexarCoD-G-1YG-0004	AL	410	K8FR		<i>Planned:</i> \$187,500.00			\$81,958.68	\$269,458.68
					<i>Actual:</i> \$187,500.00			\$120,521.00	\$308,021.00
Collin County - District Attorney's Office 2014-CollinDA-G-1YG-0181	AL	410	K8FR		<i>Planned:</i> \$50,400.00			\$13,725.35	\$64,125.35
					<i>Actual:</i> \$37,761.78			\$16,896.00	\$54,657.78
Collin County - District Attorney's Office 2014-CollinDA-G-1YG-0181	AL	MAP21		M5HVE	<i>Planned:</i> \$8,472.96				\$8,472.96
					<i>Actual:</i> \$8,472.96				\$8,472.96
Education Service Center, Region VI 2014-ESCVI-G-1YG-0026	DE	402	DE		<i>Planned:</i> \$85,540.06			\$74,357.31	\$159,897.37
					<i>Actual:</i> \$85,540.06			\$82,490.00	\$168,030.06
Galveston County Criminal District Attorney 2014-GCoCDA-G-1YG-0143	AL	410	K8FR		<i>Planned:</i> \$13,444.64			\$3,765.80	\$17,210.44
					<i>Actual:</i> \$13,382.64			\$11,802.00	\$25,184.64
Harris County District Attorney 2014-HarrisDA-G-1YG-0114	AL	410	K8FR		<i>Planned:</i> \$326,788.44			\$81,697.12	\$408,485.56
					<i>Actual:</i> \$244,985.03			\$62,046.00	\$307,031.03
Montgomery County District Attorney's Office 2014-MCDAO-G-1YG-0159	AL	MAP21		M5CS	<i>Planned:</i> \$117,597.31			\$62,004.60	\$179,601.91
					<i>Actual:</i> \$114,294.27			\$76,918.00	\$191,212.27
Tarrant County 2014-TarrantC-G-1YG-0056	AL	MAP21		M5CS	<i>Planned:</i> \$232,184.00			\$69,370.60	\$301,554.60
					<i>Actual:</i> \$43,445.00			\$24,387.00	\$67,832.00
Texans Standing Tall 2014-TST-G-1YG-0123	AL	410	K8FR		<i>Planned:</i> \$175,303.49		\$1,000.00	\$59,760.72	\$236,064.21
					<i>Actual:</i> \$175,303.49		\$1,000.00	\$123,305.00	\$299,608.49
Texas A&M Transportation Institute 2014-TTI-G-1YG-0087	PT	402	PT		<i>Planned:</i> \$82,543.13			\$20,685.07	\$103,228.20
					<i>Actual:</i> \$82,439.74			\$21,184.00	\$103,623.74
Texas Department of Public Safety 2014-TDPS-G-1YG-0006	AL	410	K8		<i>Planned:</i> \$3,493,825.00			\$1,769,904.00	\$5,263,729.00
					<i>Actual:</i> \$3,487,750.20			\$1,962,622.00	\$5,450,372.20
Texas Municipal Police Association 2014-TMPA-G-1YG-0016	AL	MAP21		M5IS	<i>Planned:</i> \$507,173.25			\$593,500.00	\$1,100,673.25
					<i>Actual:</i> \$168,767.80			\$17,274.00	\$186,041.80
Texas Municipal Police Association 2014-TMPA-G-1YG-0016	AL	410	K8		<i>Planned:</i> \$184,614.24			\$600,000.00	\$784,614.24
					<i>Actual:</i> \$184,614.24			\$600,000.00	\$784,614.24
Click It Or Ticket Mobilization Incentive									<i>Group Project</i>
City of Forney - Police Department 2014-ForneyPD-INC-CIOT-00006	M1PE		MAP21		M1PE				\$3,000.00
					<i>Planned:</i> \$3,000.00				\$3,000.00
					<i>Actual:</i> \$3,000.00			\$2,020.00	\$5,020.00
City of Wharton - Police Department 2014-WhartonPD-INC-CIOT-00016	M1PE		MAP21		M1PE				\$3,000.00
					<i>Planned:</i> \$3,000.00				\$3,000.00
					<i>Actual:</i> \$2,999.97				\$2,999.97

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Enforcement Projects								
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund Source</i>		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
Click It Or Ticket Mobilization Incentive								
								Group Project
City of Whitney - Police Department 2014-WhitneyPD-INC-CIOT-00017	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$2,375.00			\$2,375.00
City of Floresville - Police Department 2014-FloresvPD-INC-CIOT-00005	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$3,000.00		\$1,795.00	\$4,795.00
City of Pinehurst - Police Department 2014-PinehurstPD-INC-CIOT-00009	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$3,000.00		\$2,179.00	\$5,179.00
City of Nash - Police Department 2014-Nash-INC-CIOT-00008	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$2,797.44			\$2,797.44
City of Atlanta - Police Department 2014-AtlantaPD-INC-CIOT-00020	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$2,999.80			\$2,999.80
City of Azle - Police Department 2014-AzlePD-INC-CIOT-00004	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$2,979.50			\$2,979.50
City of Sinton - Police Department 2014-SintonPD-INC-CIOT-00011	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$3,000.00		\$2,009.00	\$5,009.00
City of Queen City - Police Department 2014-QueenCtyPD-INC-CIOT-00010	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$3,000.00		\$208.00	\$3,208.00
City of Aransas Pass - Police Department 2014-aransasPD-INC-CIOT-00003	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$3,000.00		\$390.00	\$3,390.00
City of Vernon - Police Department 2014-VernonPD-INC-CIOT-00014	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$3,000.00			\$3,000.00
City of Snyder - Police Department 2014-SnyderPD-INC-CIOT-00012	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$3,000.00			\$3,000.00
City of Alamo Heights - Police Department 2014-AlamoHPD-INC-CIOT-00001	M1PE	MAP21	M1PE	<i>Planned:</i>	\$3,000.00			\$3,000.00
				<i>Actual:</i>	\$2,995.00			\$2,995.00

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Enforcement Projects																		
Organization / Project Number	PA	Fund Source	Federal Funds	State Funding	Prog. Income	Local Match	Project Total											
Click It Or Ticket Mobilization Incentive							Group Project											
City of Taft - Police Department 2014-TaftPD-INC-CIOT-00013	M1PE	MAP21	M1PE	<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00														
City of Wake Village - Police Department 2014-WakeVilgPD-INC-CIOT-00015	M1PE	MAP21	M1PE	<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00														
Williamson County Contable - Precinct 1 2014-WilliamsonCoPct1-INC-CIOT-00018	M1PE	MAP21	M1PE	<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$2,871.65														
City of Fort Stockton - Police Department 2014-FtStcktonPD-INC-CIOT-00007	M1PE	MAP21	M1PE	<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$2,719.35														
Hemphill County Sheriff's Office 2014-HemphillCoSO-INC-CIOT-00021	M1PE	MAP21	M1PE	<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00														
Click It Or Ticket Mobilization Incentive Subtotals																		
							# of Projects: 19											
							19											
<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.	

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Enforcement Projects								
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund Source</i>		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
Impaired Driving Mobilization Incentive								
							Group Project	
City of Taylor - Police Department 2014-Taylor PD-INC-IDM-00016	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00			\$3,000.00
City of Karnes City - Police Department 2014-KarnesCtyPD-INC-IDM-00011	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00 \$2,987.45			\$3,000.00 \$2,987.45
City of Azle - Police Department 2014-AzlePD-INC-IDM-00003	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00 \$2,979.50			\$3,000.00 \$2,979.50
Texas A&M University - Kingsville Police Department 2014-TAMUKPD-INC-IDM-00020	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00			\$3,000.00
City of Hitchcock - Police Department 2014-HitchcockPD-INC-IDM-00008	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00 \$3,000.00		\$820.00	\$3,000.00 \$3,820.00
City of Kemah - Police Department 2014-KemahPD-INC-IDM-00012	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00 \$3,000.00			\$3,000.00 \$3,000.00
City of Lake Worth - Police Department 2014-LakeWorthPD-INC-IDM-00017	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00 \$3,000.00		\$44.00	\$3,000.00 \$3,044.00
City of Kerrville - Police Department 2014-KerrvillePD-INC-IDM-00013	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00 \$3,000.00		\$19.00	\$3,000.00 \$3,019.00
City of Alice - Police Department 2014-AlicePD-INC-IDM-00002	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00 \$2,796.00			\$3,000.00 \$2,796.00
City of Daingerfield - Police Department 2014-DaingrFldPD-INC-IDM-00004	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00 \$3,000.00		\$11.00	\$3,000.00 \$3,011.00
City of Denison - Police Department 2014-DenisonPD-INC-IDM-00005	State	State	State	<i>Planned:</i> <i>Actual:</i>		\$3,000.00 \$3,000.00		\$3,000.00 \$3,000.00
Bastrop County Sheriff's Office 2014-BastropCoSO-INC-IDM-00001	K8FR	410	K8FR	<i>Planned:</i> <i>Actual:</i>	\$3,000.00 \$2,997.35			\$3,000.00 \$2,997.35

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Project Cross-Reference by Task

Enforcement Projects																								
<i>Organization / Project Number</i>		<i>PA</i>	<i>Fund Source</i>			<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>														
Impaired Driving Mobilization Incentive																								
Group Project																								
City of Elsa - Police Department 2014-ElsaPD-INC-IDM-00018		K8FR	410	K8FR			<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00		\$695.00	\$3,695.00														
City of Fort Stockton - Police Department 2014-FtStcktonPD-INC-IDM-00006		K8FR	410	K8FR			<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00		\$1.00	\$3,001.00														
City of Fulshear - Police Department 2014-FulshearPD-INC-IDM-00007		K8FR	410	K8FR			<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00		\$510.00	\$3,510.00														
City of Hutto - Police Department 2014-Hutto PD-INC-IDM-00010		K8FR	410	K8FR			<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00		\$520.00	\$3,520.00														
City of Keene - Police Department 2014-KeenePD-INC-IDM-00019		K8FR	410	K8FR			<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00		\$3,240.00	\$6,240.00														
City of Huntsville - Police Department 2014-HuntsvPD-INC-IDM-00009		K8FR	410	K8FR			<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00		\$60.00	\$3,060.00														
City of Saginaw - Police Department 2014-Saginaw-INC-IDM-00015		K8FR	410	K8FR			<i>Planned:</i> \$3,000.00 <i>Actual:</i> \$3,000.00		\$103.00	\$3,103.00														
Impaired Driving Mobilization Incentive		# of Projects: 19					<i>Planned:</i> \$54,000.00	\$3,000.00		\$57,000.00														
Subtotals		17					<i>Actual:</i> \$47,760.30	\$3,000.00	\$6,023.00	\$56,783.30														
<i>Performance Data Summary:</i>		Crashes related to...		<i>Enforce.</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		<i>Comm.</i>	<i>Present</i>	<i>Media</i>					
		<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>	<i>Hours</i>	<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>	<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>	<i>Events</i>	<i>ations</i>	<i>Exp.</i>

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP - Click It Or Ticket Mobilization **Group Project**

City of El Paso - Police Department OP 402 OP *Planned:* \$19,864.78 **\$19,864.78**
 2014-EIPasoPD-CIOT-00018 *Actual:* \$19,864.78 \$2,244.00 **\$22,108.78**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				386	408	26				17	1		6			304	2			2	1	1

City of Garland - Police Department OP 402 OP *Planned:* \$4,997.21 **\$4,997.21**
 2014-GarlandPD-CIOT-00015 *Actual:* \$4,995.53 **\$4,995.53**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				95	235	11				8			3			94	2					2

City of Houston - Police Department OP 402 OP *Planned:* \$49,997.61 **\$49,997.61**
 2014-HoustonPD-CIOT-00007 *Actual:* \$49,995.31 **\$49,995.31**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				864	1,992	625														2	1	2

City of Terrell - Police Department OP 402 OP *Planned:* \$2,726.47 **\$2,726.47**
 2014-TerrellIPD-CIOT-00008 *Actual:* \$1,928.03 **\$1,928.03**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				40	43	7										10	2			1	1	2

City of Lubbock - Police Department OP 402 OP *Planned:* \$9,984.00 **\$9,984.00**
 2014-Lubbock PD-CIOT-00028 *Actual:* \$5,250.26 **\$5,250.26**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				143	249	15				22						91	1				2	2

El Paso County Sheriff's Office OP 402 OP *Planned:* \$4,991.92 **\$4,991.92**
 2014-EIPasoCO-CIOT-00021 *Actual:* \$1,418.39 **\$1,418.39**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				24	56	12									1	13				1	1	30

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP - Click It Or Ticket Mobilization **Group Project**

City of Brownsville - Police Department OP 402 OP *Planned:* \$4,990.00 **\$4,990.00**
 2014-BrownsPD-CIOT-00024 *Actual:* \$3,309.67 **\$3,309.67**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				52	155	90									1					1	1	3

City of Arlington - Police Department OP 402 OP *Planned:* \$4,973.42 **\$4,973.42**
 2014-Arlington-CIOT-00006 *Actual:* \$4,971.40 **\$4,971.40**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				82	143	52				1				3		98	3					1

City of Wichita Falls - Police Department OP 402 OP *Planned:* \$9,987.00 **\$9,987.00**
 2014-WichitaPD-CIOT-00001 *Actual:* \$9,605.08 **\$9,605.08**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				226	273	13				10				18		65	3			1	1	3

City of Port Arthur Police Department OP 402 OP *Planned:* \$4,947.46 **\$4,947.46**
 2014-PortArthur-CIOT-00017 *Actual:* \$4,582.24 **\$4,582.24**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				68	188	32										44	1			1	2	4

City of Frisco - Police Department OP 402 OP *Planned:* \$2,600.00 **\$2,600.00**
 2014-FriscoPD-CIOT-00002 *Actual:* \$2,016.10 **\$2,016.10**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				38	69	1				4						9	3					1

City of Grand Prairie - Police Department OP 402 OP *Planned:* \$4,950.97 **\$4,950.97**
 2014-GrandPra-CIOT-00012 *Actual:* \$4,314.58 **\$4,314.58**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>		
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>
				75	123	27				5				14	1	35	2			1	1	2

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP - Click It Or Ticket Mobilization **Group Project**

City of Liberty - Police Department OP 402 OP *Planned:* \$3,593.22 **\$3,593.22**
 2014-libertyPD-CIOT-00023 *Actual:* \$1,203.34 **\$1,203.34**

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
	34				65		5													1	6

City of Laredo - Police Department OP 402 OP *Planned:* \$10,000.05 **\$10,000.05**
 2014-LaredoPD-CIOT-00003 *Actual:* \$9,137.26 **\$9,137.26**

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.
	125				196		105													2	2	3

City of McAllen - Police Department OP 402 OP *Planned:* \$5,001.00 **\$5,001.00**
 2014-McAllenPD-CIOT-00020 *Actual:* \$5,001.00 **\$5,001.00**

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.
	128				271		29															1

STEP - Click It Or Ticket Mobilization Subtotals # of Projects: 27 *Planned:* \$322,015.22 \$2,750.37 **\$324,765.58**
 26 *Actual:* \$292,608.29 \$2,256.66 **\$297,108.95** **\$2,244.00**

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.	
	5,321				9,496		1,650															19	26	99

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP - Impaired Driving Mobilization **Group Project**

City of Lubbock - Police Department M5HVEMAP21 M5HVE *Planned:* \$28,725.85 \$7,282.09 **\$36,007.94**
 2014-Lubbock PD-IDM-00002 *Actual:* \$4,508.12 \$1,143.00 **\$5,651.12**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>			
				148						31	17			27		7			4	4

City of Austin - Police Department K8FR 410 K8FR *Planned:* \$90,000.00 \$25,755.39 **\$115,755.39**
 2014-AustinPD-IDM-00009 *Actual:* \$89,999.99 \$42,272.00 **\$132,271.99**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>	
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>
				1,696	6		1			613	231	1	158		604	92			2	4	10

City of Grand Prairie - Police Department K8FR 410 K8FR *Planned:* \$9,977.27 \$3,426.81 **\$13,404.08**
 2014-GrandPra-IDM-00006 *Actual:* \$9,977.27 \$3,698.00 **\$13,675.27**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>	
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>
				185	13		15			92	18	1	15	8	55	7			1	1	7

City of Harlingen - Police Department M5HVEMAP21 M5HVE *Planned:* \$9,998.00 \$2,500.82 **\$12,498.82**
 2014-Harlingen-IDM-00018 *Actual:* \$362.85 **\$362.85**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>	
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>
				191						9	19	1	12		27	5			2		8

Montgomery County Sheriff's Office K8FR 410 K8FR *Planned:* \$24,598.08 \$9,988.02 **\$34,586.10**
 2014-MontgoSO-IDM-00032 *Actual:* \$14,632.87 \$7,519.00 **\$22,151.87**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>	
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>
				378						28	40		2	12	43	10			1	1	11

City of El Campo - Police Department M5HVEMAP21 M5HVE *Planned:* \$9,697.70 \$3,442.57 **\$13,140.27**
 2014-EICampPD-IDM-00035 *Actual:* \$3,611.63 \$1,305.00 **\$4,916.63**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>	
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>
				104	1		1			1	11	4			27	19			1	1	5

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP - Impaired Driving Mobilization

Group Project

City of Schertz - Police Department M5HVEMAP21 M5HVE Planned: \$19,016.50 \$4,778.67 \$23,795.17
 2014-SchertzPD-IDM-00003 Actual: \$1,399.02 \$392.00 \$1,791.02

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.
			47							20	5				31	1			3	3	3

City of Houston - Police Department K8HV 410 K8HV Planned: \$29,112.67 \$155,795.00 \$184,907.67
 2014-HoustonPD-IDM-00012 Actual: \$29,112.67 \$155,795.00 \$184,907.67

Note: This project uses three funding sources, M5HVE, SAFETEA-LU 410 (K8FR) and SAFETEA-LU 410 (K8HV)

City of Irving - Police Department K8FR 410 K8FR Planned: \$28,688.98 \$7,874.00 \$36,562.98
 2014-Irving-IDM-00021 Actual: \$28,688.98 \$9,466.00 \$38,154.98

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.
			365	1						56	41	1			93	13					6

Travis County Sheriff's Office K8HV 410 K8HV Planned: \$20,099.70 \$7,033.33 \$27,133.04
 2014-Travis County SO-IDM-00028 Actual: \$14,038.45 \$6,039.00 \$20,077.45

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.
			284							15	28	2			58	3			1	2	6

City of Lewisville - Police Department K8FR 410 K8FR Planned: \$10,116.95 \$3,371.94 \$13,488.89
 2014-LewisvPD-IDM-00030 Actual: \$10,052.94 \$3,352.00 \$13,404.94

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.
			173							46	23				24	1			1	4	8

Howard County Sheriff's Office M5HVEMAP21 M5HVE Planned: \$7,963.36 \$2,035.46 \$9,998.82
 2014-HowardCoSO-IDM-00007 Actual: \$5,373.75 \$1,670.00 \$7,043.75

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.
			200			3				8	14		2		42	14			1	4	8

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP - Impaired Driving Mobilization

Group Project

City of Dallas - Police Department K8FR 410 K8FR Planned: \$74,966.10 \$20,615.68 **\$95,581.78**
 2014-Dallas-IDM-00019 Actual: \$65,923.66 \$18,129.00 **\$84,052.66**

<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
				1,202							91					188	2			7	12

City of Harlingen - Police Department K8FR 410 K8FR Planned: \$6,658.58 \$1,924.00 **\$6,658.58**
 2014-Harlingen-IDM-00018 Actual: \$6,658.58

Note: This project uses two funding sources, M5HVE and SAFETEA-LU 410 (K8FR)

Texas Department of Public Safety K8 410 K8 Planned: \$9,000,000.00 \$9,000,000.00 **\$9,000,000.00**
 2014-TDPS-IDM-00026 Actual: \$9,000,000.00 \$9,000,000.00 **\$9,000,000.00**

Note: Due to field length limitations in ERP, the match provided by DPS was split into two projects.

City of Houston - Police Department K8FR 410 K8FR Planned: \$94,347.31 \$94,347.31 **\$94,347.31**
 2014-HoustonPD-IDM-00012 Actual: \$94,347.31

Note: This project uses three funding sources, M5HVE, SAFETEA-LU 410 (K8FR) and SAFETEA-LU 410 (K8HV)

Ellis County Sheriff's Office K8FR 410 K8FR Planned: \$8,590.33 \$2,233.76 **\$10,824.09**
 2014-EllisCOSO-IDM-00033 Actual: \$6,933.09 \$1,803.00 **\$8,736.09**

<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	Other Citations				Other Arrests	Prod.
				126							1	12	1				4			3	6	4

City of McAllen - Police Department K8FR 410 K8FR Planned: \$47,480.00 \$11,870.00 **\$59,350.00**
 2014-McAllenPD-IDM-00008 Actual: \$40,283.88 \$10,071.00 **\$50,354.88**

<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.
				1,228							364	150		74		137	28			3	2	5

Burnet County M5HVEMAP21 M5HVE Planned: \$9,197.27 \$2,313.15 **\$11,510.42**
 2014-BurnetCo-IDM-00024 Actual: \$4,658.02 \$1,172.00 **\$5,830.02**

<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.
				180							5					6	1			1	4	8

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP - Impaired Driving Mobilization

Group Project

Bell County Sheriff's Department K8HV 410 K8HV Planned: \$29,423.82 \$8,414.02 \$37,837.84
 2014-BellCoSO-IDM-00004 Actual: \$6,499.93 \$4,009.00 \$10,508.93

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
				173			3			62	6	1			57	1			1	1	3

City of Garland - Police Department K8FR 410 K8FR Planned: \$29,419.03 \$8,579.08 \$37,998.11
 2014-GarlandPD-IDM-00031 Actual: \$26,564.80 \$10,763.00 \$37,327.80

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
				542			2			92	59	2	17		130	9			1	2	6

Taylor County Sheriff's Office M5HVEMAP21 M5HVE Planned: \$9,442.40 \$2,538.73 \$11,981.13
 2014-TaylorCoSO-IDM-00014 Actual: \$9,416.48 \$2,538.00 \$11,954.48

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
				339			1			9	7		5		37	29			3	1	9

City of Murphy - Police Department M5HVEMAP21 M5HVE Planned: \$7,280.00 \$2,307.76 \$9,587.76
 2014-MurphyPD-IDM-00023 Actual: \$736.40 \$420.00 \$1,156.40

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.
				40						8	1	1			13	1					11	9

City of Houston - Police Department M5HVEMAP21 M5HVE Planned: \$2,656.53 \$2,656.53 \$2,656.53
 2014-HoustonPD-IDM-00012 Actual: \$2,656.53 \$2,656.53 \$2,656.53

Note: This project uses three funding sources, M5HVE, SAFETEA-LU 410 (K8FR) and SAFETEA-LU 410 (K8HV)

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
				2,404			11	1		195	362		19		320	180			8	9	11

City of Mesquite - Police Department M5HVEMAP21 M5HVE Planned: \$7,342.37 \$2,684.14 \$10,026.51
 2014-Mesquite-IDM-00025 Actual: \$4,294.44 \$1,630.00 \$5,924.44

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
				137			2			39	18				63	3			1	5	8

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Project Cross-Reference by Task

Enforcement Projects																								
Organization / Project Number		PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total														
STEP - Impaired Driving Mobilization														Group Project										
Titus County Sheriff's Office		M5HVEMAP21	M5HVE			Planned:	\$7,499.72			\$2,345.00	\$9,844.72													
2014-TitusCoSO-IDM-00027						Actual:	\$6,687.58			\$2,360.00	\$9,047.58													
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.
					190	1		1				1	10	2				14	11			1	4	8
City of Weslaco - Police Department		K8FR	410	K8FR			Planned:	\$9,103.50			\$2,783.56	\$11,887.06												
2014-WeslacoPD-IDM-00038						Actual:	\$2,534.63			\$783.00	\$3,317.63													
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.
					144							29	11	2	6	14		31	11					5
City of Beaumont - Police Department		K8FR	410	K8FR			Planned:	\$39,224.87			\$10,040.92	\$49,265.79												
2014-Beaumont-IDM-00015						Actual:	\$23,871.69			\$8,366.00	\$32,237.69													
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.
					392	1		3				39	38					191	45			2		5
City of Brownsville - Police Department		M5HVEMAP21	M5HVE			Planned:	\$19,990.28			\$6,788.61	\$26,778.89													
2014-BrownsPD-IDM-00010						Actual:	\$5,271.34			\$2,296.00	\$7,567.34													
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.
					106	1						28	18	2	7	5		13	3			2	2	12
City of Mount Pleasant - Police Department		M5HVEMAP21	M5HVE			Planned:	\$9,993.00			\$6,362.87	\$16,355.87													
2014-MtPleasantPD-IDM-00036						Actual:	\$9,609.26			\$6,230.50	\$15,839.76													
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.
					314	5		9				120	5		24			354	10			2	4	76
City of Carrollton - Police Department		M5HVEMAP21	M5HVE			Planned:	\$9,968.17			\$2,512.00	\$12,480.17													
2014-CarrolPD-IDM-00013						Actual:	\$9,968.16			\$3,292.00	\$13,260.16													
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.
					188			2				28	22					73	15			1	4	8

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

Project Cross-Reference by Task

Enforcement Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

STEP - Impaired Driving Mobilization **Group Project**

City of Allen - Police Department M5HVEMAP21 M5HVE *Planned:* \$10,000.00 \$5,300.00 **\$15,300.00**
 2014-AllenPD-IDM-00020 *Actual:*

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>			

Texas Department of Public Safety K8FR 410 K8FR *Planned:* \$544,668.04 \$546,603.00 **\$1,091,271.04**
 2014-TDPS-IDM-00026 *Actual:* \$348,478.18 \$9,468,224.00 **\$9,816,702.18**

Note: Due to field length limitations in ERP, the match provided by DPS was split into two projects.

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>			

Bastrop County Sheriff's Office K8FR 410 K8FR *Planned:* \$14,998.50 \$11,539.80 **\$26,538.30**
 2014-BastropCoSO-IDM-00022 *Actual:* \$10,422.00 \$8,510.00 **\$18,932.00**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>			

City of Laredo - Police Department M5HVEMAP21 M5HVE *Planned:* \$19,975.00 \$13,092.32 **\$33,067.32**
 2014-LaredoPD-IDM-00001 *Actual:* \$8,294.47 \$5,021.00 **\$13,315.47**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>			

STEP - Impaired Driving Mobilization Subtotals # of Projects: 32 *Planned:* \$1,300,219.88 \$9,902,208.50 **\$11,202,428.38**

Actual: \$905,868.97 \$18,790,192.50 **\$19,687,478.88**

<i>Performance Data Summary:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests				PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>			

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 Fort Worth - Police Department PT 402 PT *Planned:* \$49,806.97 \$12,677.60 **\$62,484.57**
 2014-Fortwort-S-1YG-0088 *Actual:* **\$39,356.06** **\$10,018.00** **\$49,374.06**

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
	185		630	1		1	458	134	469	182	1		3		335			8	4	4

City of Houston - Police Department PT 402 PT *Planned:* \$296,783.73 \$423,333.24 **\$720,116.97**
 2014-HoustonP-S-1YG-0030 *Actual:* **\$296,783.73** **\$811,756.00** **\$1,108,539.73**

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
	717		6,044				4,648	3,746	3,535						1,609	328		18	28	12

City of Laredo - Police Department PT 402 PT *Planned:* \$25,004.00 \$25,650.72 **\$50,654.72**
 2014-LaredoPD-S-1YG-0093 *Actual:* **\$25,004.00** **\$26,534.00** **\$51,538.00**

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
	2,215		696				874	640	211	144			376		1,421	2			4	1

STEP CMV Subtotals # of Projects: 3 *Planned:* \$371,594.70 \$461,661.56 **\$833,256.26**
 3 *Actual:* **\$361,143.79** **\$848,308.00** **\$1,209,451.79**

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
	3,117		7,370	1		1	5,980	4,520	4,215	326	1		379		3,365	330		26	36	17

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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																
Harris County Sheriff's Office	PT	402	PT	Planned:	\$353,940.81		\$353,940.82	\$707,881.63															
2014-HarrisCo-S-1YG-0003				Actual:	\$307,182.11		\$307,182.00	\$614,364.11															
	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.
	808	9,466		9,649	5,504		1,550				28,147	132	1				6,139	123			11	11	10
Jefferson County Sheriff's Office	PT	402	PT	Planned:	\$44,448.84		\$11,618.18	\$56,067.02															
2014-Jefferso-S-1YG-0073				Actual:	\$37,834.20		\$12,339.00	\$50,173.20															
	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.
	155	147		754	2		1				1,479	40					63	39			2	1	4
Texas Department of Public Safety	PT	402	PT	Planned:	\$1,366,219.4		\$2,411,770.7	\$3,777,990.17															
2014-TDPS-S-1YG-0050				Actual:	\$1,061,159.8		\$1,886,039.0	\$2,947,198.80															
	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.
	1,343	2,514		18,338	7,428		733				25,463	791					6,029	537			71	653	2,797
City of Keller - Police Department	PT	402	PT	Planned:	\$26,400.00		\$26,807.04	\$53,207.04															
2014-KellerPD-S-1YG-0061				Actual:	\$26,391.03		\$26,975.00	\$53,366.03															
	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.
		58	62	947	265		10				3,397			230			468	5			6	17	10
City of Allen - Police Department	PT	402	PT	Planned:	\$68,006.00		\$34,224.75	\$102,230.75															
2014-AllenPD-S-1YG-0056				Actual:	\$68,006.00		\$36,036.00	\$104,042.00															
	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.
	51	284		1,585	145						4,254	19	1				418	20			7	3	2
City of Bryan - Police Department	PT	402	PT	Planned:	\$48,796.58		\$16,300.71	\$65,097.29															
2014-BryanPD-S-1YG-0053				Actual:	\$39,686.82		\$19,961.00	\$59,647.82															
	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.
	69	519		711	193		32				881	33		3			178	20			4	11	120

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 McAllen - Police Department	PT	402 PT	Planned:	\$80,000.00		\$20,000.00	\$100,000.00																
2014-McAllenP-S-1YG-0049		Step Elements DWI Speed OP ITC	Actual:	\$79,692.65		\$19,947.00	\$99,639.65																
<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.
	126	11		2,623	517		52				1,961	224		1,042			286	69			4	5	4
El Paso County Sheriff's Office	PT	402 PT	Planned:	\$72,367.86		\$24,130.05	\$96,497.91																
2014-EIPasoCO-S-1YG-0060		Step Elements DWI Speed OP ITC	Actual:	\$69,035.26		\$28,599.00	\$97,634.26																
<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	1		1,323	538		94				469	65		154	2		335	39			6	39	40
City of Arlington - Police Department	PT	402 PT	Planned:	\$172,804.23		\$172,804.23	\$345,608.46																
2014-Arlington-S-1YG-0057		Step Elements DWI Speed OP	Actual:	\$162,880.68		\$162,881.00	\$325,761.68																
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	641	1,131		4,528	850		193				10,902	50		24			3,644	136			2	47	4
City of Mission - Police Department	PT	402 PT	Planned:	\$78,824.03		\$26,286.20	\$105,110.23																
2014-Mission-S-1YG-0058		Step Elements DWI Speed OP ITC	Actual:	\$78,764.80		\$37,782.00	\$116,546.80																
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	37	747	197	2,090	867		432		2		4,034	68	3	1,177	64		1,704	70			9	11	11
City of Longview - Police Department	PT	402 PT	Planned:	\$41,980.30		\$41,980.72	\$83,961.02																
2014-LongviPD-S-1YG-0028		Step Elements DWI Speed OP	Actual:	\$40,612.22		\$40,656.00	\$81,268.22																
<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.
	80	698		1,216	636		33				2,252	29	1				524	57			2	4	4
City of Beaumont - Police Department	PT	402 PT	Planned:	\$77,212.50		\$27,796.32	\$105,008.82																
2014-Beaumont-S-1YG-0086		Step Elements DWI Speed OP	Actual:	\$61,584.27		\$24,555.00	\$86,139.27																
<i>Performance Data:</i>	Crashes related to...		Enforce.	Safety Belt/Seat Citations			CMV Citations		Other Citations/Arrests			PI&E Materials		Comm.	Present	Media							
	Alcohol	Speed	ITC	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	3	1,114		1,032	1,701		108		15		2,671			525	1,210		1,247	20			5	6	3

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 Amarillo - Police Department PT 402 PT Planned: \$129,222.40 \$185,079.79 \$314,302.19
 2014-Amarillo-S-1YG-0009 Step Elements **DWI Speed OP** Actual: \$126,764.84 \$211,766.00 \$338,530.84

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.
	241				3,054	486	52				5,599	112	7							2,273	145		

City of Fort Worth - Police Department PT 402 PT Planned: \$178,368.25 \$45,281.71 \$223,649.96
 2014-Fortwort-S-1YG-0075 Step Elements **DWI Speed OP ITC** Actual: \$168,662.88 \$45,282.00 \$213,944.88

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.
	313	3,607	4,204		3,198	333	113			4	5,469	101		1,752						2,537	22		

Tom Green County PT 402 PT Planned: \$27,500.10 \$30,447.85 \$57,947.95
 2014-Tomgreen-S-1YG-0006 Step Elements **DWI Speed** Actual: \$22,920.05 \$29,553.00 \$52,473.05

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.
					1,023	2	3				647	70	3	14						343	159		

City of Irving - Police Department PT 402 PT Planned: \$161,730.00 \$137,436.34 \$299,166.34
 2014-Irving-S-1YG-0035 Step Elements **DWI Speed OP** Actual: \$156,937.23 \$138,597.00 \$295,534.23

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.
	243	119			3,534	999	96				8,689	136								1,575	43		

City of Austin - Police Department PT 402 PT Planned: \$924,282.90 \$581,273.54 \$1,505,556.44
 2014-AustinPD-S-1YG-0001 Step Elements **DWI Speed OP ITC** Actual: \$924,282.90 \$581,274.00 \$1,505,556.90

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.
	596	461	1,233		14,794	2,281	92				31,259	417	8	4,451						5,927	1,030		

City of Haltom City - Police Department PT 402 PT Planned: \$57,020.65 \$46,998.80 \$104,019.45
 2014-HaltomPD-S-1YG-0040 Step Elements **Speed OP** Actual: \$33,265.94 \$28,876.00 \$62,141.94

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.
		145			889	125	28				2,746	1								305	3		

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 Brownsville - Police Department	PT	402	PT	Planned:	\$66,666.94	\$18,780.08	\$85,447.02																
2014-BrownsPD-S-1YG-0011				Actual:	\$58,241.74	\$16,817.00	\$75,058.74																
	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.
	154	1,498		1,240	1,054		708			1	2,479	32	3	54	17		232	30			5	4	10
City of Laredo - Police Department	PT	402	PT	Planned:	\$50,077.00	\$51,019.96	\$101,096.96																
2014-LaredoPD-S-1YG-0090				Actual:	\$50,077.00	\$55,653.00	\$105,730.00																
	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	Other Citations	Other Arrests	Prod.	Dist.	Events	ations	Exp.
	185	2,215	2,022	1,432	393		122				1,098	93		446			2,894	28			21	53	10
City of Cedar Park - Police Department	PT	402	PT	Planned:	\$51,299.09	\$21,985.32	\$73,284.41																
2014-CdrPrkPD-S-1YG-0020				Actual:	\$40,742.08	\$19,658.00	\$60,400.08																
	Step Elements DWI 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.
	34	30	277	850	13		7				918	46	3	182			163	24			3	4	4
City of Hurst - Police Department	PT	402	PT	Planned:	\$67,771.50	\$34,578.96	\$102,350.46																
2014-HurstPD-S-1YG-0027				Actual:	\$53,361.49	\$28,782.00	\$82,143.49																
	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.
	61	135		1,097	4		2				1,419	32		1	5		379	16			13	1	6
City of Rowlett - Police Department	PT	402	PT	Planned:	\$21,186.24	\$21,186.68	\$42,372.92																
2014-Rowlet P-S-1YG-0018				Actual:	\$21,095.10	\$35,456.00	\$56,551.10																
	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.
	34	98		770	4						1,615	40	2	2			260	13			8	4	10
City of Denton - Police Department	PT	402	PT	Planned:	\$68,350.00	\$142,880.39	\$211,230.39																
2014-DentonPD-S-1YG-0023				Actual:	\$66,146.65	\$138,294.00	\$204,440.65																
	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.
	158	844	908	1,965	627		14				4,421	55	1	538			815	13			9	9	4

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 Odessa - Police Department PT 402 PT *Planned:* \$28,460.32 \$7,327.95 **\$35,788.27**
 2014-Odessa-S-1YG-0012 *Step Elements Speed OP ITC* *Actual:* \$24,010.04 \$7,252.00 **\$31,262.04**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>			
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>
	975	447			458	52					1,085				58		249				1		

City of Houston - Police Department PT 402 PT *Planned:* \$703,215.55 \$968,509.02 **\$1,671,724.57**
 2014-HoustonP-S-1YG-0029 *Step Elements DWI Speed OP ITC* *Actual:* \$703,215.55 \$1,290,456.00 **\$1,993,671.55**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>			
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>
	1,906	25,300	15,581		17,139	8,723		2,359			22,153	815			5,685		9,874				1,936		

City of Midland - Police Department PT 402 PT *Planned:* \$14,828.00 \$13,099.64 **\$27,927.64**
 2014-Midland-S-1YG-0026 *Step Elements DWI Speed ITC* *Actual:* \$12,707.43 \$12,458.00 **\$25,165.43**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>			
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>
	207	147	2,002		282	2		3			246	9			194		123				9		

City of Wichita Falls - Police Department PT 402 PT *Planned:* \$86,994.81 \$22,141.52 **\$109,136.33**
 2014-WichitaP-S-1YG-0005 *Step Elements Speed OP ITC* *Actual:* \$86,966.75 \$23,486.00 **\$110,452.75**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>			
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>
		334	1,006		1,718	714		24		2	2,441	2			766		624				17		

Bexar County Sheriff's Office PT 402 PT *Planned:* \$582,993.48 \$147,441.68 **\$730,435.16**
 2014-BexarCoS-S-1YG-0041 *Step Elements DWI Speed* *Actual:* \$582,993.48 \$178,002.00 **\$760,995.48**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>			
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>
					10,800	33		59		1	22,519	236	28	107	23	5,935	115						

City of North Richland Hills - Police Department PT 402 PT *Planned:* \$49,464.16 \$19,514.13 **\$68,978.29**
 2014-NRichlan-S-1YG-0055 *Step Elements DWI Speed ITC* *Actual:* \$46,451.34 \$20,915.00 **\$67,366.34**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>			
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>
	47	13	125		868	2					2,329	9			246	4	174				4		

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 Tyler - Police Department PT 402 PT Planned: \$82,499.37 \$20,749.00 **\$103,248.37**
 2014-Tyler PD-S-1YG-0017 Step Elements **DWI Speed OP ITC** Actual: \$82,267.33 \$21,536.00 **\$103,803.33**

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.
	89	1,418	1,193		1,465	255	57				1,402	26		602			487				31		

City of Frisco - Police Department PT 402 PT Planned: \$105,869.24 \$27,906.25 **\$133,775.49**
 2014-Frisco PD-S-1YG-0062 Step Elements **DWI Speed OP** Actual: \$73,014.95 \$19,258.00 **\$92,272.95**

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.
	62	394			1,210	364	8				2,659	11					219				40		

City of Dallas - Police Department PT 402 PT Planned: \$999,998.50 \$273,382.59 **\$1,273,381.09**
 2014-Dallas-S-1YG-0031 Step Elements **DWI Speed OP ITC** Actual: \$920,068.73 \$253,019.00 **\$1,173,087.73**

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.
	1,288	4,976	7,524		15,475	5,344	864				13,963	345		16,902			4,996				21		

Dallas County Sheriff's Department PT 402 PT Planned: \$120,968.00 \$86,560.65 **\$207,528.65**
 2014-Dallas CO-S-1YG-0032 Step Elements **DWI Speed OP ITC** Actual: \$81,779.12 \$59,200.00 **\$140,979.12**

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.
					2,005	258	42				2,079	123	7	278			138				2		

City of Plano - Police Department PT 402 PT Planned: \$144,306.88 \$96,186.15 **\$240,493.03**
 2014-Plano PD-S-1YG-0047 Step Elements **Speed ITC** Actual: \$137,304.58 \$91,518.00 **\$228,822.58**

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.
		1,311	1,171		2,604	14	6				5,282		1	1,076	121		1,001				20		

City of Robstown - Police Department PT 402 PT Planned: \$21,277.00 \$5,651.10 **\$26,928.10**
 2014-Robstown-S-1YG-0068 Step Elements **DWI Speed** Actual: \$21,277.00 \$6,553.00 **\$27,830.00**

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.
	1	16			826	5	7				1,930	7					315				3		

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 Harlingen - Police Department PT 402 PT Planned: \$41,235.00 \$45,367.16 \$86,602.16
 2014-Harlinge-S-1YG-0091 Step Elements DWI Speed OP ITC Actual: \$34,093.73 \$38,955.00 \$73,048.73

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.
58		164	1,565	264		45				1,527	65		665			159	33			10	61	8

City of Texarkana - Police Department PT 402 PT Planned: \$18,796.00 \$17,759.12 \$36,555.12
 2014-TexarkPD-S-1YG-0036 Step Elements DWI Speed OP Actual: \$17,581.76 \$19,513.00 \$37,094.76

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	362		514	309		18		6		750	13		6	8		152	63			15	9	18

City of San Antonio - Police Department PT 402 PT Planned: \$1,000,000.00 \$435,200.44 \$1,435,200.45
 2014-SanAntPD-S-1YG-0008 Step Elements DWI Speed OP ITC Actual: \$987,672.32 \$534,916.00 \$1,522,588.32

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.
2,257	1,387	17,092	19,118	7,037		1,076				8,303	1,311	14	4,621	1,621	5,172	399			38	35	45	

City of Georgetown - Police Department PT 402 PT Planned: \$6,095.40 \$6,635.40 \$12,730.80
 2014-Georgeto-S-1YG-0004 Step Elements Speed OP ITC Actual: \$2,989.04 \$3,296.00 \$6,285.04

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.
	309	302	85	3		1				272			22	2		6				1	4	1

City of Pasadena - Police Department PT 402 PT Planned: \$115,244.00 \$115,244.00 \$230,488.00
 2014-PasadePD-S-1YG-0074 Step Elements DWI Speed OP ITC Actual: \$98,289.04 \$98,299.00 \$196,588.04

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.
96	447	2,103	3,674	3,399		621				4,696	35		2,668			2,095	113			4	3	4

City of Waco - Police Department PT 402 PT Planned: \$93,244.15 \$24,138.05 \$117,382.20
 2014-WacoPD-S-1YG-0066 Step Elements Speed ITC Actual: \$93,244.15 \$24,138.00 \$117,382.15

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.
	1,343	682	1,945	79		76				4,108			1,123			838	67			4	4	15

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 Galveston - Police Department	PT	402	PT	Planned:	\$60,123.52	\$15,261.63	\$75,385.15																
2014-Galvesto-S-1YG-0014				Actual:	\$21,468.18	\$10,638.00	\$32,106.18																
	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.
	140	508		618			10				1,486	16		9	1	316	25				3	5	5
City of La Porte - Police Department	PT	402	PT	Planned:	\$49,188.70	\$49,729.76	\$98,918.46																
2014-LaPorte-S-1YG-0016				Actual:	\$49,188.70	\$50,467.00	\$99,655.70																
	Step Elements DWI 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.
	27	14	64	1,795	2		8			17	3,861	13	2	461	29	595	18				10	5	11
Town of Addison - Police Department	PT	402	PT	Planned:	\$16,536.00	\$6,489.16	\$23,025.16																
2014-AddisonP-S-1YG-0070				Actual:	\$15,125.78	\$6,671.00	\$21,796.78																
	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.
		28	22	406	6		2				623			447			85	3			2	3	11
City of Killeen - Police Department	PT	402	PT	Planned:	\$81,600.00	\$51,043.96	\$132,643.96																
2014-KilleenP-S-1YG-0052				Actual:	\$79,575.67	\$51,055.00	\$130,630.67																
	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.
	129	86		2,310	2		35				7,290	74	2	11			974	49			3	4	5
City of Grand Prairie - Police Department	PT	402	PT	Planned:	\$201,311.05	\$201,311.06	\$402,622.11																
2014-GrandPra-S-1YG-0067				Actual:	\$196,794.57	\$196,795.00	\$393,589.57																
	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.
	109	625	391	6,581	2,496		460				5,522	68	5	5,740	104	3,234	157				3	6	6
City of Corpus Christi - Police Department	PT	402	PT	Planned:	\$96,397.90	\$48,041.33	\$144,439.23																
2014-CorpusPD-S-1YG-0042				Actual:	\$86,703.20	\$43,521.00	\$130,224.20																
	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.
	384			2,064	44		15				3,838	45	3				1,205	83			4	10	24

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 Garland - Police Department PT 402 PT Planned: \$249,583.89 \$207,778.20 \$457,362.09
 2014-GarlandP-S-1YG-0019 Step Elements DWI Speed OP ITC Actual: \$241,203.72 \$228,976.00 \$470,179.72

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.
163	750	1,097	4,782	2,266		127			190	3,638	184	5	1,934	39		2,841	76			1	10	8

Harris County Constable Precinct 7 PT 402 PT Planned: \$130,515.04 \$47,222.73 \$177,737.77
 2014-HarrisP7-S-1YG-0065 Step Elements Speed OP Actual: \$130,515.04 \$64,434.00 \$194,949.04

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.
			4,568	950		303				10,249						1,439	103			46	11	11

City of New Braunfels - Police Department PT 402 PT Planned: \$108,428.25 \$58,548.50 \$166,976.75
 2014-NewBrau-S-1YG-0083 Step Elements DWI Speed OP ITC Actual: \$61,419.36 \$43,787.00 \$105,206.36

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.
79	390	350	1,096	426		46				1,868	26		320			157	11			9	21	2

City of Euless - Police Department PT 402 PT Planned: \$69,958.00 \$78,968.42 \$148,926.42
 2014-Euless-S-1YG-0043 Step Elements DWI Speed OP ITC Actual: \$69,950.75 \$79,562.00 \$149,512.75

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.
12	103	178	1,782	60		17				2,188	30		1,610			763	42			5	15	4

STEP Comprehensive Subtotals # of Projects: 52 Planned: \$9,513,607.84 \$7,581,817.80 \$17,095,425.64

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.
12,422	67,078	60,397	186,395	58,076		10,764			240	290,576	6,049	100	56,146	3,250		82,904	6,102			605	1,284	3,396

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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:			\$43,109.76		\$10,917.67	\$54,027.43									
2014-Harris4-S-1YG-0013					DWI			Actual:			\$36,221.61		\$10,630.00	\$46,851.61									
<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.			
22			1,025								214	58		149			694	50			35	11	11
City of Edinburg - Police Department			K8FR	410	K8FR			Planned:			\$55,205.66		\$13,807.24	\$69,012.90									
2014-EdinbuPD-S-1YG-0054					DWI			Actual:			\$39,042.05		\$9,780.00	\$48,822.05									
<i>Performance Data:</i>																							
Crashes related to...			Enforce. Hours		Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests			PI&E Materials		Comm. Events	Present ations	Media Exp.					
Alcohol	Speed	ITC			Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Other Citations	Other Arrests	Prod.	Dist.			
85			1,144		3						332	101	5				601	69			8	4	5
STEP DWI Subtotals			# of Projects: 2			Planned:			\$98,315.42				\$24,724.91	\$123,040.33									
			2			Actual:			\$75,263.66				\$20,410.00	\$95,673.66									
<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.			
107			2,169		3						546	159	5	149			1,295	119			43	15	16

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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							Group Project				
Montgomery County Sheriff's Office 2014-MontgoSO-S-1YG-0007	SC	402 SC	Planned: \$32,024.16			\$9,135.21	\$41,159.37				
		Speed	Actual: \$31,012.40			\$9,242.00	\$40,254.40				
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	HMV Citations		Prod. Dist.			
	215	606	5 2		1,935	18 182 31			2	7	51
City of Farmers Branch - Police Department 2014-Farmers -S-1YG-0044	SC	402 SC	Planned: \$47,438.00			\$60,989.64	\$108,427.64				
		Speed	Actual: \$33,303.34			\$53,778.00	\$87,081.34				
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	HMV Citations		Prod. Dist.			
	171	1,344	6		4,973 1	4 680 26			3	5	5
City of Deer Park - Police Department 2014-DeerPark-S-1YG-0038	SC	402 SC	Planned: \$49,000.00			\$65,562.49	\$114,562.49				
		Speed	Actual: \$48,001.01			\$68,628.00	\$116,629.01				
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	HMV Citations		Prod. Dist.			
	189	1,227	1 1		3,842 2	361 35			8	24	15
City of Sugar Land - Police Department 2014-Sugarlan-S-1YG-0064	SC	402 SC	Planned: \$88,000.00			\$22,852.89	\$110,852.89				
		Speed	Actual: \$71,035.66			\$39,608.00	\$110,643.66				
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	HMV Citations		Prod. Dist.			
	357	1,804	12 2		6,059	6 19 870 18			6	6	5
City of Mesquite - Police Department 2014-Mesquite-S-1YG-0045	SC	402 SC	Planned: \$69,508.22			\$23,242.36	\$92,750.58				
		Speed	Actual: \$44,713.07			\$16,594.00	\$61,307.07				
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	HMV Citations		Prod. Dist.			
	644	917	3		4,007 1	861 23			4	5	5
City of Texas City - Police Department 2014-TexasCit-S-1YG-0048	SC	402 SC	Planned: \$34,979.60			\$34,979.60	\$69,959.20				
		Speed	Actual: \$34,979.60			\$36,339.00	\$71,318.60				
<i>Performance Data:</i>	Crashes related to...	Enforce. Hours	Safety Belt/Seat Citations	CMV Citations	Other Citations/Arrests	Other Citations	Other Arrests	PI&E Materials	Comm. Events	Present ations	Media Exp.
	Alcohol Speed ITC		Adult Teen Child	HMV Seatbelt Speed	Speed DWI DUI Minor ITC	HMV Citations		Prod. Dist.			
	372	1,600			5,291	1,272 63			8	10	6

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 **Group Project**

City of Lewisville - Police Department SC 402 SC *Planned:* \$79,502.92 \$19,882.95 **\$99,385.87**
 2014-LewisvPD-S-1YG-0039 *Speed* *Actual:* \$76,345.87 \$19,105.00 **\$95,450.87**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>			
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>
	923				1,339	10		8			4,972	5	1	23			988				26		

STEP SPEED Subtotals *# of Projects:* 7 *Planned:* \$400,452.90 \$236,645.14 **\$637,098.04**

Actual: \$339,390.95 \$243,294.00 **\$582,684.95**

<i>Performance Data Summary:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>			
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>	<i>Prod.</i>	<i>Dist.</i>
	2,871				8,837	28		22			31,079	9	1	29	41		5,214				222		

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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								Group Project					
City of Dickinson - Police Department	PT	402	PT	Planned:	\$16,731.00		\$4,257.00	\$20,988.00					
2014-Dickinso-S-1YG-0085	Step Elements Speed Wave OP Wave			Actual:	\$3,376.00		\$1,207.00	\$4,583.00					
Performance Data:	Crashes related to... Alcohol Speed ITC	Enforce. Hours 124	Safety Belt/Seat Citations Adult Teen Child 79	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 165	Other Citations Arrests 16 5	PI&E Materials Prod. Dist.	Comm. Events 2	Present ations 2	Media Exp. 4			
City of Kilgore - Police Department	PT	402	PT	Planned:	\$18,808.50		\$4,798.50	\$23,607.00					
2014-KilgoreP-S-1YG-0078	Step Elements DWI Wave Speed Wave			Actual:	\$12,204.40		\$3,116.00	\$15,320.40					
Performance Data:	Crashes related to... Alcohol Speed ITC	Enforce. Hours 504	Safety Belt/Seat Citations Adult Teen Child 19 5	CMV Citations HMV Seatbelt Speed 20	Other Citations/Arrests Speed DWI DUI Minor ITC 677 23 3 4	Other Citations Arrests 75 25	PI&E Materials Prod. Dist.	Comm. Events 2	Present ations 5	Media Exp. 15			
City of Weatherford - Police Department	PT	402	PT	Planned:	\$19,950.00		\$5,220.00	\$25,170.00					
2014-Weatherf-S-1YG-0025	Step Elements DWI Wave Speed Wave OP Wave			Actual:	\$19,950.00		\$5,373.00	\$25,323.00					
Performance Data:	Crashes related to... Alcohol Speed ITC	Enforce. Hours 535	Safety Belt/Seat Citations Adult Teen Child 48	CMV Citations HMV Seatbelt Speed 1	Other Citations/Arrests Speed DWI DUI Minor ITC 647 22 2 8	Other Citations Arrests 145 10	PI&E Materials Prod. Dist.	Comm. Events 2	Present ations 9	Media Exp. 12			
City of Benbrook - Police Department	PT	402	PT	Planned:	\$6,667.74		\$6,667.75	\$13,335.49					
2014-Benbrook-S-1YG-0010	Step Elements Speed Wave OP Wave			Actual:	\$6,145.98		\$6,146.00	\$12,291.98					
Performance Data:	Crashes related to... Alcohol Speed ITC	Enforce. Hours 187	Safety Belt/Seat Citations Adult Teen Child 45 2	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 435 1	Other Citations Arrests 80 2	PI&E Materials Prod. Dist.	Comm. Events 2	Present ations 8				
City of Alice - Police Department	PT	402	PT	Planned:	\$2,510.22		\$709.22	\$3,219.44					
2014-AlicePD-S-1YG-0076	Step Elements DWI Wave OP Wave			Actual:	\$1,659.78		\$992.00	\$2,651.78					
Performance Data:	Crashes related to... Alcohol Speed ITC	Enforce. Hours 74	Safety Belt/Seat Citations Adult Teen Child 13 3	CMV Citations HMV Seatbelt Speed	Other Citations/Arrests Speed DWI DUI Minor ITC 5 1 1	Other Citations Arrests 29 3	PI&E Materials Prod. Dist.	Comm. Events 1	Present ations 1	Media Exp. 7			
STEP WAVE Comprehensive Subtotals													
			# of Projects: 5	Planned:	\$64,667.46		\$21,652.47	\$86,319.93					
			5	Actual:	\$43,336.16		\$16,834.00	\$60,170.16					
Performance Data Summary:	Crashes related to... Alcohol Speed ITC	Enforce. Hours 1,424	Safety Belt/Seat Citations Adult Teen Child 204 10	CMV Citations HMV Seatbelt Speed 21	Other Citations/Arrests Speed DWI DUI Minor ITC 1,929 46 5 14	Other Citations Arrests 345 45	PI&E Materials Prod. Dist.	Comm. Events 7	Present ations 19	Media Exp. 46			

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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 **Group Project**

Houston-Galveston Area Council K8FR 410 K8FR *Planned:* \$271,920.00 \$70,027.00 **\$341,947.00**
 2014-HGAC-S-1YG-0087 *DWI Wave* *Actual:* \$109,309.75 \$44,655.00 **\$153,964.75**

<i>Performance Data:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>	
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>
				2,775	3	3			2	300	372	6	37	46	192	50			6	7	20

STEP WAVE DWI Subtotals *# of Projects:* 1 *Planned:* \$271,920.00 \$70,027.00 **\$341,947.00**

Actual: \$109,309.75 \$44,655.00 **\$153,964.75**

<i>Performance Data Summary:</i>	Crashes related to...			<i>Enforce. Hours</i>	Safety Belt/Seat Citations			CMV Citations			Other Citations/Arrests					PI&E Materials		<i>Comm. Events</i>	<i>Present ations</i>	<i>Media Exp.</i>	
	<i>Alcohol</i>	<i>Speed</i>	<i>ITC</i>		<i>Adult</i>	<i>Teen</i>	<i>Child</i>	<i>HMV</i>	<i>Seatbelt</i>	<i>Speed</i>	<i>Speed</i>	<i>DWI</i>	<i>DUI</i>	<i>Minor</i>	<i>ITC</i>	<i>HMV</i>	<i>Other Citations</i>				<i>Other Arrests</i>
				2,775	3	3			2	300	372	6	37	46	192	50			6	7	20

Enforcement 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> 221	<i>Planned:</i>	\$19,878,759.25	\$6,000.00	\$1,000.00	\$15,490,433.58	\$35,376,192.83	
221	<i>Actual:</i>	\$16,177,492.62	\$5,256.66	\$1,000.00	\$31,147,007.50	\$47,330,756.78	

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Evaluation Projects									
Organization / Project Number	PA	Fund Source			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
National Injury Prevention Council 2014-NIPC-G-1YG-0188	AL	MAP21	M5OT		<i>Planned:</i> \$48,768.00			\$12,845.00	\$61,613.00
					<i>Actual:</i> \$42,061.73			\$13,164.00	\$55,225.73
Texas A&M Transportation Institute 2014-TTI-G-1YG-0049	OP	402	OP		<i>Planned:</i> \$321,409.98			\$80,678.85	\$402,088.83
					<i>Actual:</i> \$319,387.48			\$80,509.00	\$399,896.48
Texas A&M Transportation Institute 2014-TTI-G-1YG-0050	OP	MAP21	M1PE		<i>Planned:</i> \$57,948.96			\$14,502.87	\$72,451.83
					<i>Actual:</i> \$56,081.65			\$14,042.00	\$70,123.65
Texas A&M Transportation Institute 2014-TTI-G-1YG-0051	DE	402	DE		<i>Planned:</i> \$63,446.97			\$15,902.19	\$79,349.16
					<i>Actual:</i> \$59,340.34			\$14,935.00	\$74,275.34
Texas A&M Transportation Institute 2014-TTI-G-1YG-0052	DE	402	DE		<i>Planned:</i> \$41,924.26			\$10,493.87	\$52,418.13
					<i>Actual:</i> \$41,205.24			\$10,345.00	\$51,550.24
Texas A&M Transportation Institute 2014-TTI-G-1YG-0053	OP	402	OP		<i>Planned:</i> \$44,899.24			\$11,235.35	\$56,134.59
					<i>Actual:</i> \$44,790.34			\$11,651.00	\$56,441.34
Texas A&M Transportation Institute 2014-TTI-G-1YG-0059	AL	MAP21	M5OT		<i>Planned:</i> \$173,724.50			\$43,564.61	\$217,289.11
					<i>Actual:</i> \$151,679.31			\$38,080.00	\$189,759.31
Texas A&M Transportation Institute 2014-TTI-G-1YG-0061	AL	MAP21	M5OT		<i>Planned:</i> \$205,221.56			\$51,389.79	\$256,611.35
					<i>Actual:</i> \$149,727.01			\$37,547.00	\$187,274.01
Texas A&M Transportation Institute 2014-TTI-G-1YG-0088	TR	MAP21	M3DA		<i>Planned:</i> \$201,328.54			\$50,430.15	\$251,758.69
					<i>Actual:</i> \$131,008.97			\$40,988.00	\$171,996.97
Texas A&M Transportation Institute 2014-TTI-G-1YG-0088	TR	408	K9		<i>Planned:</i> \$28,687.26				\$28,687.26
					<i>Actual:</i> \$28,687.26				\$28,687.26
Texas Department of Transportation 2014-TxDOT-G-1YG-0198	PT	402	AL		<i>Planned:</i> \$55,845.00			\$42,000.00	\$97,845.00
					<i>Actual:</i>				

Evaluation Task Summary			Federal Funds	State Funding	Prog. Income	Local Match	Project Total
	# Projects: 11	<i>Planned:</i>	\$1,473,220.07			\$383,472.83	\$1,856,692.90
	11	<i>Actual:</i>	\$1,183,665.56			\$302,249.00	\$1,485,914.56

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Program Management Projects									
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund Source</i>			<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
Beehive Specialty 2014-BeeHive-G-1YG-0230	DE	402	DE		<i>Planned:</i> \$117,705.00 <i>Actual:</i> \$97,554.47				\$117,705.00 \$97,554.47
Texas A&M Transportation Institute 2014-TTI-G-1YG-0032	PA	402	PA		<i>Planned:</i> \$50,851.33 <i>Actual:</i> \$47,298.06			\$41,876.70 \$57,722.00	\$92,728.03 \$105,020.06
Texas A&M Transportation Institute 2014-TTI-G-1YG-0060	AL	MAP21	M5OT		<i>Planned:</i> \$120,285.28 <i>Actual:</i> \$90,154.37			\$30,176.79 \$26,632.00	\$150,462.07 \$116,786.37
Texas Department of State Health Services - ISG 2014-TDSHS-IS-G-1YG-0191	TR	408	K9		<i>Planned:</i> \$918,936.67 <i>Actual:</i> \$773,252.31			\$959,178.24 \$912,142.00	\$1,878,114.91 \$1,685,394.31
Texas Department of Transportation 2014-TxDOT-G-1YG-0200	TR	State	State		<i>Planned:</i> <i>Actual:</i>	\$3,350,000.00 \$2,899,857.73			\$3,350,000.00 \$2,899,857.73
Texas Department of Transportation 2014-TxDOT-G-1YG-0205	TR	State	State		<i>Planned:</i> <i>Actual:</i>	\$447,442.15 \$736,028.75			\$447,442.15 \$736,028.75
Texas Department of Transportation 2014-TxDOT-G-1YG-0206	TR	State	State		<i>Planned:</i> <i>Actual:</i>	\$736,028.75 \$447,442.15			\$736,028.75 \$447,442.15
Texas Department of Transportation 2014-TxDOT-G-1YG-0208	TR	408	K9		<i>Planned:</i> \$280,000.00 <i>Actual:</i> \$176,191.60				\$280,000.00 \$176,191.60
Texas Department of Transportation 2014-TxDOT-G-1YG-0209	TR	408	K9		<i>Planned:</i> \$302,000.00 <i>Actual:</i> \$75,022.39				\$302,000.00 \$75,022.39
Texas Department of Transportation 2014-TxDOT-G-1YG-0209	TR	State	State		<i>Planned:</i> <i>Actual:</i>	\$1,995.42 \$1,995.42			\$1,995.42 \$1,995.42
Texas Department of Transportation 2014-TxDOT-G-1YG-0210	TR	408	K9		<i>Planned:</i> \$696,000.00 <i>Actual:</i> \$580,272.00				\$696,000.00 \$580,272.00
Texas Department of Transportation 2014-TxDOT-G-1YG-0218	TR	MAP21	M3DA		<i>Planned:</i> \$174,960.00 <i>Actual:</i> \$79,872.00				\$174,960.00 \$79,872.00
Texas Department of Transportation 2014-TxDOT-G-1YG-0222	PA	State	State		<i>Planned:</i> <i>Actual:</i>	\$50,000.00 \$50,000.00			\$50,000.00 \$50,000.00
Texas Department of Transportation 2014-TxDOT-G-1YG-0223	PA	402	PA		<i>Planned:</i> <i>Actual:</i>	\$75,000.00			\$75,000.00
Texas Department of Transportation 2014-TxDOT-G-1YG-0229	PA	State	State		<i>Planned:</i> <i>Actual:</i>	\$146,833.39 \$159,007.50			\$146,833.39 \$159,007.50
Texas Department of Transportation 2014-TxDOT-G-1YG-0266	TR	408	K9		<i>Planned:</i> \$226,000.00 <i>Actual:</i> \$65,906.80				\$226,000.00 \$65,906.80
TRF-TS eGrants Business Analysis									Group Project
Texas Department of Transportation	PA	402	PA		<i>Planned:</i>				

Project Cross-Reference by Task

Program Management Projects

Organization / Project Number PA Fund Source Federal Funds State Funding Prog. Income Local Match Project Total

TRF-TS eGrants Business Analysis **Group Project**

2014-TxDOT-G-1YG-0225 *Actual:* \$86,019.18 **\$86,019.18**

Texas Department of Transportation PA 402 PA *Planned:*

2014-TxDOT-G-1YG-0224 *Actual:* \$286,840.00 **\$286,840.00**

TRF-TS eGrants Business Analysis Subtotals # of Projects: 2 *Planned:*
2 *Actual:* \$372,859.18 **\$372,859.18**

<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			

TRF-TS Traffic Safety Program Operations **Group Project**

Texas Department of Transportation State State State *Planned:*

2014-TxDOT-G-1YG-0204 *Actual:* \$43,464.03 **\$43,464.03**

Texas Department of Transportation State State State *Planned:*

2014-TxDOT-G-1YG-0203 *Actual:* \$4,318.60 **\$4,318.60**

Texas Department of Transportation State State State *Planned:* \$3,000,000.00 **\$3,000,000.00**

2014-TxDOT-G-1YG-0199 *Actual:* \$4,875,544.79 **\$4,875,544.79**

TRF-TS Traffic Safety Program Operations Subtotals # of Projects: 5 *Planned:* \$3,000,000.00 **\$3,000,000.00**
3 *Actual:* \$4,923,327.42 **\$4,923,327.42**

<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			

Federal Funds State Funding Prog. Income Local Match Project Total

Program Management Task Summary # Projects: 20 *Planned:* \$3,598,397.68 \$7,809,295.13 **\$1,031,231.73** **\$12,438,924.54**

20 *Actual:* \$2,433,405.57 \$9,219,654.39 **\$996,496.00** **\$12,649,555.96**

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

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
Hillcrest Baptist Medical Center-HHS 2014-HHS-G-1YG-0146	OP	402	OP		<i>Planned:</i> \$255,778.01 <i>Actual:</i> \$254,171.95			\$298,987.00 \$310,483.00	\$554,765.01 \$564,654.95
Hillcrest Baptist Medical Center-Hillcrest 2014-Hillcres-G-1YG-0152	AL	MAP21	M5OT		<i>Planned:</i> \$198,343.00 <i>Actual:</i> \$171,035.84			\$207,073.83 \$207,074.00	\$405,416.83 \$378,109.84
National Safety Council 2014-NSC-G-1YG-0115	DE	402	DE		<i>Planned:</i> \$289,352.28 <i>Actual:</i> \$232,719.75			\$116,269.66 \$179,623.00	\$405,621.94 \$412,342.75
Texas A&M Transportation Institute 2014-TTI-G-1YG-0028	AL	410	K8FR		<i>Planned:</i> \$43,924.54 <i>Actual:</i>			\$11,000.89	\$54,925.43
Texas Association, Family, Career and Community 2014-TAFCC-G-1YG-0193	DE	402	DE		<i>Planned:</i> \$21,000.00 <i>Actual:</i> \$20,888.65			\$21,576.76 \$21,724.00	\$42,576.76 \$42,612.65

Project Celebration **Group Project**

TxDOT-Odessa 2014-PC-Tx-ODA-00017	State	State	State		<i>Planned:</i> \$8,250.00 <i>Actual:</i> \$5,400.00			\$8,250.00 \$5,400.00	\$8,250.00 \$5,400.00
TxDOT-Amarillo 2014-PC-Tx-AMA-00002	State	State	State		<i>Planned:</i> \$9,000.00 <i>Actual:</i> \$6,500.00			\$9,000.00 \$6,500.00	\$9,000.00 \$6,500.00
TxDOT-El Paso 2014-PC-Tx-ELP-00011	State	State	State		<i>Planned:</i> \$9,000.00 <i>Actual:</i> \$9,000.00			\$9,000.00 \$9,000.00	\$9,000.00 \$9,000.00
TxDOT-Bryan 2014-PC-Tx-BRY-00007	State	State	State		<i>Planned:</i> \$8,500.00 <i>Actual:</i> \$8,400.00			\$8,500.00 \$8,400.00	\$8,500.00 \$8,400.00
TxDOT-Pharr 2014-PC-Tx-PHR-00019	State	State	State		<i>Planned:</i> \$9,500.00 <i>Actual:</i> \$2,964.61			\$9,500.00 \$2,964.61	\$9,500.00 \$2,964.61
TxDOT-Atlanta 2014-PC-Tx-ATL-00003	State	State	State		<i>Planned:</i> \$8,500.00 <i>Actual:</i> \$7,650.00			\$8,500.00 \$7,650.00	\$8,500.00 \$7,650.00
TxDOT-Brownwood 2014-PC-Tx-BWD-00006	State	State	State		<i>Planned:</i> \$8,500.00 <i>Actual:</i> \$8,105.00			\$8,500.00 \$8,105.00	\$8,500.00 \$8,105.00
TxDOT-Paris 2014-PC-Tx-PAR-00018	State	State	State		<i>Planned:</i> \$9,500.00 <i>Actual:</i> \$4,200.00			\$9,500.00 \$4,200.00	\$9,500.00 \$4,200.00

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Public Information Campaigns Projects								
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund Source</i>		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
Project Celebration								Group Project
TxDOT-San Angelo 2014-PC-Tx-SJT-00020	State	State	State	<i>Planned:</i>	\$8,250.00			\$8,250.00
				<i>Actual:</i>	\$7,200.00			\$7,200.00
TxDOT-Houston 2014-PC-Tx-HOU-00013	State	State	State	<i>Planned:</i>	\$14,000.00			\$14,000.00
				<i>Actual:</i>	\$10,000.00			\$10,000.00
TxDOT-Lufkin 2014-PC-Tx-LKF-00016	State	State	State	<i>Planned:</i>	\$9,000.00			\$9,000.00
				<i>Actual:</i>	\$8,514.00			\$8,514.00
TxDOT-Childress 2014-PC-Tx-CHS-00008	State	State	State	<i>Planned:</i>	\$8,250.00			\$8,250.00
				<i>Actual:</i>	\$4,200.00			\$4,200.00
TxDOT-San Antonio 2014-PC-Tx-SAT-00021	State	State	State	<i>Planned:</i>	\$13,250.00			\$13,250.00
				<i>Actual:</i>	\$7,300.00			\$7,300.00
TxDOT-Lubbock 2014-PC-Tx-LBB-00015	State	State	State	<i>Planned:</i>	\$12,000.00			\$12,000.00
				<i>Actual:</i>	\$11,648.00			\$11,648.00
TxDOT-Dallas 2014-PC-Tx-DAL-00010	State	State	State	<i>Planned:</i>	\$14,000.00			\$14,000.00
				<i>Actual:</i>	\$13,200.00			\$13,200.00
TxDOT-Tyler 2014-PC-Tx-TYL-00022	State	State	State	<i>Planned:</i>	\$11,000.00			\$11,000.00
				<i>Actual:</i>	\$8,000.00			\$8,000.00
TxDOT-Abilene 2014-PC-Tx-ABL-00001	State	State	State	<i>Planned:</i>	\$8,500.00			\$8,500.00
				<i>Actual:</i>	\$8,186.00			\$8,186.00
TxDOT-Austin 2014-PC-Tx-AUS-00004	State	State	State	<i>Planned:</i>	\$11,850.00			\$11,850.00
				<i>Actual:</i>	\$7,175.00			\$7,175.00
TxDOT-Waco 2014-PC-Tx-WAC-00023	State	State	State	<i>Planned:</i>	\$12,000.00			\$12,000.00
				<i>Actual:</i>	\$11,500.00			\$11,500.00
TxDOT-CorpusChristi 2014-PC-Tx-CRP-00009	State	State	State	<i>Planned:</i>	\$9,000.00			\$9,000.00
				<i>Actual:</i>	\$7,600.00			\$7,600.00

TEXAS HIGHWAY SAFETY ANNUAL REPORT FOR FISCAL YEAR 2014

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-Yoakum 2014-PC-Tx-YKM-00025	State	State	State		Planned: \$8,500.00 Actual: \$8,500.00				\$8,500.00 \$8,500.00												
TxDOT-Wichita Falls 2014-PC-Tx-WFS-00024	State	State	State		Planned: \$9,150.00 Actual: \$8,800.00				\$9,150.00 \$8,800.00												
TxDOT-Beaumont 2014-PC-Tx-BMT-00005	State	State	State		Planned: \$9,000.00 Actual: \$5,500.00				\$9,000.00 \$5,500.00												
TxDOT-Ft. Worth 2014-PC-Tx-FTW-00012	State	State	State		Planned: \$13,250.00 Actual: \$12,045.40				\$13,250.00 \$12,045.40												
TxDOT-Laredo 2014-PC-Tx-LRD-00014	State	State	State		Planned: \$8,250.00 Actual: \$1,800.00				\$8,250.00 \$1,800.00												
Project Celebration Subtotals		# of Projects: 25 25			Planned: \$250,000.00 Actual: \$193,388.01				\$250,000.00 \$193,388.01												
<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	Hours	Adult	Teen	Child	HMV	Seatbelt	Speed	Speed	DWI	DUI	Minor	ITC	HMV	Citations	Arrests	Prod.	Dist.	Events	ations	Exp.

Public Information Campaigns Task Summary	# Projects:	Federal Funds	State Funding	Prog. Income	Local Match	Project Total
	46	Planned: \$12,014,210.19	\$3,225,975.74		\$14,554,908.14	\$29,795,094.07
	46	Actual: \$11,661,164.74	\$2,260,848.77		\$39,034,082.00	\$52,956,095.51

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Training Projects									
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund Source</i>			<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
Baylor Scott and White Memorial Hospital 2014-ScottWhi-G-1YG-0084	OP	MAP21	M1PE		<i>Planned:</i> \$194,817.20			\$65,342.40	\$260,159.60
					<i>Actual:</i> \$186,446.37			\$62,548.00	\$248,994.37
Bexar County Commissioners Court 2014-BexarCCC-G-1YG-0046	AL	MAP21	M5CS		<i>Planned:</i> \$179,832.04			\$55,095.03	\$234,927.07
					<i>Actual:</i> \$104,237.48			\$49,430.00	\$153,667.48
City of Austin - EMS 2014-AustinEM-G-1YG-0183	OP	402	OP		<i>Planned:</i> \$34,400.00			\$11,450.00	\$45,850.00
					<i>Actual:</i> \$30,364.83			\$12,798.00	\$43,162.83
City of Austin - ISD 2014-AISD-G-1YG-0136	DE	402	DE		<i>Planned:</i> \$24,487.76			\$18,586.62	\$43,074.38
					<i>Actual:</i> \$24,487.76			\$19,995.00	\$44,482.76
City of Lubbock - Parks & Recreation 2014-LubbockP-G-1YG-0047	PS	402	PS		<i>Planned:</i> \$31,791.89			\$24,594.48	\$56,386.37
					<i>Actual:</i> \$31,535.70			\$27,183.00	\$58,718.70
Drug Alcohol and Tobacco Education 2014-DATE-G-1YG-0113	AL	MAP21	M5TR		<i>Planned:</i> \$78,494.58			\$19,623.65	\$98,118.23
					<i>Actual:</i> \$62,834.41			\$15,716.00	\$78,550.41
Education Service Center, Region VI 2014-ESCVI-G-1YG-0024	AL	MAP21	M5TR		<i>Planned:</i> \$85,135.98			\$78,479.00	\$163,614.98
					<i>Actual:</i> \$72,807.20			\$67,117.00	\$139,924.20
Education Service Center, Region VI 2014-ESCVI-G-1YG-0025	SB	402	SB		<i>Planned:</i> \$99,668.97			\$91,026.00	\$190,694.97
					<i>Actual:</i> \$87,229.51			\$135,637.00	\$222,866.51
Education Service Center, Region VI 2014-ESCVI-G-1YG-0072	OP	MAP21	M1TR		<i>Planned:</i> \$307,500.05			\$81,306.90	\$388,806.95
					<i>Actual:</i> \$257,275.95			\$68,140.00	\$325,415.95
Education Service Center, Region XIII 2014-ESCXIII-G-1YG-0021	AL	MAP21	M5TR		<i>Planned:</i> \$6,300.00			\$3,486.40	\$9,786.40
					<i>Actual:</i> \$3,143.74			\$5,867.00	\$9,010.74
Education Service Center, Region XIII 2014-ESCXIII-G-1YG-0038	DE	402	DE		<i>Planned:</i> \$6,300.00			\$3,486.40	\$9,786.40
					<i>Actual:</i> \$3,143.74			\$8,701.00	\$11,844.74
Education Service Center, Region XIII 2014-ESCXIII-G-1YG-0148	AL	MAP21	M5OT		<i>Planned:</i> \$113,750.00			\$94,407.00	\$208,157.00
					<i>Actual:</i>				
Hillcrest Baptist Medical Center-Hillcrest 2014-Hillcres-G-1YG-0137	AL	MAP21	M5TR		<i>Planned:</i> \$191,461.10			\$119,144.51	\$310,605.61
					<i>Actual:</i> \$172,312.73			\$159,180.00	\$331,492.73
Hillcrest Baptist Medical Center-Hillcrest 2014-Hillcres-G-1YG-0150	DE	402	DE		<i>Planned:</i> \$157,579.60			\$91,240.38	\$248,819.98
					<i>Actual:</i> \$157,561.74			\$141,739.00	\$299,300.74
Injury Prevention Center of Greater Dallas 2014-IPCOGD-G-1YG-0112	OP	402	OP		<i>Planned:</i> \$93,766.73			\$54,117.31	\$147,884.04
					<i>Actual:</i> \$93,766.73			\$63,692.00	\$157,458.73
Injury Prevention Center of Greater Dallas 2014-IPCOGD-G-1YG-0121	OP	402	OP		<i>Planned:</i> \$58,621.37			\$31,801.01	\$90,422.38
					<i>Actual:</i> \$58,621.37			\$79,490.00	\$138,111.37
Mothers Against Drunk Driving 2014-MADD-G-1YG-0074	AL	MAP21	M5TR		<i>Planned:</i> \$122,679.30			\$42,342.87	\$165,022.17
					<i>Actual:</i> \$99,811.41			\$143,898.00	\$243,709.41

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Training Projects									
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund 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 2014-MADD-G-1YG-0075	AL	MAP21	M5TR		<i>Planned:</i> \$137,960.10			\$51,398.80	\$189,358.90
					<i>Actual:</i> \$73,512.01			\$146,094.00	\$219,606.01
Mothers Against Drunk Driving 2014-MADD-G-1YG-0076	AL	MAP21	M5TR		<i>Planned:</i> \$260,141.07			\$279,013.50	\$539,154.57
					<i>Actual:</i> \$201,392.48			\$670,530.00	\$871,922.48
Mothers Against Drunk Driving 2014-MADD-G-1YG-0077	AL	MAP21	M5TR		<i>Planned:</i> \$800,972.44			\$308,580.00	\$1,109,552.44
					<i>Actual:</i> \$650,057.05			\$1,313,407.00	\$1,963,464.05
Mothers Against Drunk Driving 2014-MADD-G-1YG-0078	AL	MAP21	M5TR		<i>Planned:</i> \$146,232.05			\$51,632.22	\$197,864.27
					<i>Actual:</i> \$107,131.93			\$165,438.00	\$272,569.93
Please Be Kind to Cyclists 2014-PBKTC-G-1YG-0098	PS	402	PS		<i>Planned:</i> \$189,402.40			\$47,855.14	\$237,257.54
					<i>Actual:</i> \$176,769.18			\$96,831.00	\$273,600.18
Safety City Abilene 2014-SafetyCi-G-1YG-0116	PS	402	PS		<i>Planned:</i> \$16,362.75			\$16,817.00	\$33,179.75
					<i>Actual:</i> \$16,265.09			\$16,297.00	\$32,562.09
Safety City Abilene 2014-SafetyCi-G-1YG-0145	AL	MAP21	M5OT		<i>Planned:</i> \$29,810.85			\$7,452.71	\$37,263.56
					<i>Actual:</i> \$29,432.11			\$10,092.00	\$39,524.11
Sam Houston State University 2014-SHSU-G-1YG-0018	AL	MAP21	M5TR		<i>Planned:</i> \$619,652.06		\$6,750.00	\$580,187.60	\$1,206,589.66
					<i>Actual:</i> \$524,029.20			\$540,704.00	\$1,064,733.20
Sam Houston State University 2014-SHSU-G-1YG-0117	AL	MAP21	M5TR		<i>Planned:</i> \$159,098.88			\$67,160.70	\$226,259.58
					<i>Actual:</i> \$93,906.76			\$90,555.00	\$184,461.76
Sam Houston State University 2014-SHSU-G-1YG-0119	AL	MAP21	M5TR		<i>Planned:</i> \$110,985.85			\$29,316.11	\$140,301.96
					<i>Actual:</i> \$64,934.46			\$21,817.00	\$86,751.46
Texans Standing Tall 2014-TST-G-1YG-0045	AL	MAP21	M5OT		<i>Planned:</i> \$240,309.68		\$1,000.00	\$79,389.11	\$320,698.79
					<i>Actual:</i> \$240,309.68		\$1,000.00	\$93,488.00	\$334,797.68
Texans Standing Tall 2014-TST-G-1YG-0124	AL	MAP21	M5TR		<i>Planned:</i> \$232,300.59		\$2,500.00	\$56,710.73	\$291,511.32
					<i>Actual:</i> \$232,300.59		\$3,000.00	\$69,822.00	\$305,122.59
Texas A&M Agrilife Extension Service 2014-Texas Ag-G-1YG-0014	OP	402	OP		<i>Planned:</i> \$348,279.13			\$188,132.69	\$536,411.82
					<i>Actual:</i> \$341,142.26			\$316,230.00	\$657,372.26
Texas A&M Agrilife Extension Service 2014-Texas Ag-G-1YG-0037	AL	MAP21	M5TR		<i>Planned:</i> \$332,185.13			\$117,587.92	\$449,773.05
					<i>Actual:</i> \$326,104.78			\$373,822.00	\$699,926.78
Texas A&M Agrilife Extension Service 2014-Texas Ag-G-1YG-0044	SA	402	SA		<i>Planned:</i> \$122,462.56			\$67,504.00	\$189,966.56
					<i>Actual:</i> \$121,536.04			\$76,600.00	\$198,136.04
Texas A&M Agrilife Extension Service 2014-Texas Ag-G-1YG-0135	PS	402	PS		<i>Planned:</i> \$76,606.74			\$20,347.00	\$96,953.74
					<i>Actual:</i> \$70,723.50			\$28,057.00	\$98,780.50
Texas A&M Agrilife Extension Service 2014-Texas Ag-G-1YG-0138	AL	MAP21	M5TR		<i>Planned:</i> \$78,465.88			\$21,528.98	\$99,994.86
					<i>Actual:</i> \$72,376.49			\$32,850.00	\$105,226.49

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Training Projects									
<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund 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 2014-TTI-G-1YG-0029	AL	MAP21	M5OT		<i>Planned:</i> \$57,707.06 <i>Actual:</i> \$54,987.63			\$14,451.14 \$14,086.00	\$72,158.20 \$69,073.63
Texas A&M Transportation Institute 2014-TTI-G-1YG-0030	AL	MAP21	M5TR		<i>Planned:</i> \$172,829.89 <i>Actual:</i> \$168,432.29			\$57,732.69 \$63,792.00	\$230,562.58 \$232,224.29
Texas A&M Transportation Institute 2014-TTI-G-1YG-0031	AL	MAP21	M5TR		<i>Planned:</i> \$108,130.95 <i>Actual:</i> \$101,178.89			\$41,694.69 \$66,664.00	\$149,825.64 \$167,842.89
Texas A&M Transportation Institute 2014-TTI-G-1YG-0086	AL	MAP21	M5BAC		<i>Planned:</i> \$82,603.26 <i>Actual:</i> \$71,407.08			\$20,683.18 \$17,887.00	\$103,286.44 \$89,294.08
Texas A&M Transportation Institute 2014-TTI-G-1YG-0091	AL	402	AL		<i>Planned:</i> \$35,862.12 <i>Actual:</i> \$35,002.53			\$8,991.48	\$44,853.60 \$35,002.53
Texas A&M Transportation Institute 2014-TTI-G-1YG-0093	DE	402	DE		<i>Planned:</i> \$557,859.68 <i>Actual:</i> \$557,244.66			\$701,388.08 \$957,371.00	\$1,259,247.76 \$1,514,615.66
Texas A&M Transportation Institute 2014-TTI-G-1YG-0094	AL	MAP21	M5TR		<i>Planned:</i> \$285,392.50 <i>Actual:</i> \$261,634.66			\$155,680.80 \$162,898.00	\$441,073.30 \$424,532.66
Texas A&M Transportation Institute 2014-TTI-G-1YG-0105	MC	2010	K6		<i>Planned:</i> \$20,941.47 <i>Actual:</i> \$20,941.47			\$15,000.00 \$15,000.00	\$35,941.47 \$35,941.47
Texas A&M Transportation Institute 2014-TTI-G-1YG-0105	MC	MAP21	M9MA		<i>Planned:</i> \$257,234.33 <i>Actual:</i> \$224,144.60			\$64,405.64 \$46,899.00	\$321,639.97 \$271,043.60
Texas A&M Transportation Institute 2014-TTI-G-1YG-0106	MC	MAP21	M9MT		<i>Planned:</i> \$176,282.46 <i>Actual:</i> \$89,714.00			\$44,133.56 \$34,327.00	\$220,416.02 \$124,041.00
Texas A&M University-Corpus Christi 2014-TAMUCC-G-1YG-0069	SA	402	SA		<i>Planned:</i> \$58,366.30 <i>Actual:</i> \$58,366.00			\$33,602.44 \$34,156.00	\$91,968.74 \$92,522.00
Texas Alcoholic Beverage Commission 2014-TABC-G-1YG-0007	AL	MAP21	M5TR		<i>Planned:</i> \$287,800.00 <i>Actual:</i> \$280,097.07			\$359,139.06 \$426,579.00	\$646,939.06 \$706,676.07
Texas Alcoholic Beverage Commission 2014-TABC-G-1YG-0190	AL	MAP21	M5TR		<i>Planned:</i> \$110,825.00 <i>Actual:</i> \$109,663.49			\$62,452.35 \$64,772.00	\$173,277.35 \$174,435.49
Texas Association of Counties 2014-TAC-G-1YG-0170	AL	MAP21	M5CS		<i>Planned:</i> \$189,935.21 <i>Actual:</i> \$170,148.08			\$104,846.00 \$148,412.00	\$294,781.21 \$318,560.08
Texas Bicycle Coalition Education Fund 2014-BikeTexa-G-1YG-0097	PS	402	PS		<i>Planned:</i> \$242,217.00 <i>Actual:</i> \$98,149.65			\$61,598.00 \$25,241.00	\$303,815.00 \$123,390.65
Texas Center for the Judiciary 2014-TCJ-G-1YG-0041	AL	MAP21	M5CS		<i>Planned:</i> \$692,736.28 <i>Actual:</i> \$639,359.79			\$809,911.98 \$1,261,490.00	\$1,502,648.26 \$1,900,849.79
Texas Children's Hospital 2014-TCH-G-1YG-0176	OP	MAP21	M1PE		<i>Planned:</i> \$198,007.27 <i>Actual:</i> \$198,007.27		\$10,000.00 \$11,929.00	\$287,123.81 \$330,681.00	\$495,131.08 \$540,617.27

T E X A S H I G H W A Y S A F E T Y A N N U A L R E P O R T F O R F I S C A L Y E A R 2 0 1 4

Project Cross-Reference by Task

Training Projects

<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund Source</i>		<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
Texas Department of State Health Services 2014-TDSHS-G-1YG-0010	OP	State	State	<i>Planned:</i>	\$440,500.00			\$440,500.00
				<i>Actual:</i>	\$440,500.00			\$440,500.00
Texas Department of State Health Services 2014-TDSHS-G-1YG-0010	OP	MAP21	M1CSS	<i>Planned:</i>	\$889,896.37		\$900,000.00	\$1,789,896.37
				<i>Actual:</i>	\$196,710.28		\$949,120.00	\$1,145,830.28
Texas District and County Attorneys Association 2014-TDCAA-G-1YG-0127	AL	MAP21	M5CS	<i>Planned:</i>	\$576,981.86		\$630,262.14	\$1,207,244.00
				<i>Actual:</i>	\$566,106.81		\$661,673.00	\$1,227,779.81
Texas Engineering Extension Service - ESTI 2014-TEEXESTI-G-1YG-0012	EM	402	EM	<i>Planned:</i>	\$479,502.30		\$644,612.80	\$1,124,115.10
				<i>Actual:</i>	\$411,100.14		\$1,329,896.00	\$1,740,996.14
Texas Engineering Extension Service - ITSI 2014-TEEXITSI-G-1YG-0164	RS	402	RS	<i>Planned:</i>	\$55,494.96		\$69,377.28	\$124,872.24
				<i>Actual:</i>	\$21,422.12		\$40,244.00	\$61,666.12
Texas Engineering Extension Service - ITSI 2014-TEEXITSI-G-1YG-0167	SB	402	SB	<i>Planned:</i>	\$54,401.70	\$48,124.42	\$92,275.20	\$194,801.32
				<i>Actual:</i>	\$45,449.99	\$15,224.45	\$50,479.00	\$111,153.44
Texas Justice Court Training Center 2014-TJCTC-G-1YG-0073	AL	410	K8FR	<i>Planned:</i>	\$132,597.93		\$133,195.57	\$265,793.50
				<i>Actual:</i>	\$123,060.87		\$146,023.00	\$269,083.87
Texas Municipal Courts Education Center 2014-TMCEC-G-1YG-0070	AL	MAP21	M5CS	<i>Planned:</i>	\$331,461.96	\$6,600.00	\$215,393.56	\$553,455.52
				<i>Actual:</i>	\$326,210.98		\$358,731.00	\$684,941.98
Texas Municipal Courts Education Center 2014-TMCEC-G-1YG-0071	DE	402	DE	<i>Planned:</i>	\$163,588.96		\$73,572.75	\$237,161.71
				<i>Actual:</i>	\$163,509.51		\$119,549.00	\$283,058.51
Texas Municipal Police Association 2014-TMPA-G-1YG-0003	PT	402	PT	<i>Planned:</i>	\$906,007.26		\$421,950.00	\$1,327,957.26
				<i>Actual:</i>	\$901,010.22		\$587,477.00	\$1,488,487.22
Texas Municipal Police Association 2014-TMPA-G-1YG-0009	AL	MAP21	M5TR	<i>Planned:</i>	\$564,986.18		\$378,320.00	\$943,306.18
				<i>Actual:</i>	\$445,349.14		\$321,639.00	\$766,988.14
Texas Municipal Police Association 2014-TMPA-G-1YG-0017	AL	MAP21	M5TR	<i>Planned:</i>	\$617,751.46		\$543,050.00	\$1,160,801.46
				<i>Actual:</i>	\$454,927.30		\$899,895.00	\$1,354,822.30
Texas Operation Lifesaver 2014-TxOpLife-G-1YG-0035	RH	402	RH	<i>Planned:</i>	\$73,419.50		\$53,959.20	\$127,378.70
				<i>Actual:</i>	\$55,386.77		\$44,807.00	\$100,193.77
The Alamo Area Council of Governments 2014-AACOG-G-1YG-0118	AL	MAP21	M5TR	<i>Planned:</i>	\$20,650.75		\$13,957.68	\$34,608.43
				<i>Actual:</i>	\$20,650.75		\$24,912.00	\$45,562.75
The University of Texas at Arlington 2014-UTatArl-G-1YG-0184	RS	402	RS	<i>Planned:</i>	\$442,135.81		\$541,351.44	\$983,487.25
				<i>Actual:</i>	\$442,135.79		\$1,189,381.00	\$1,631,516.79
Travis County Attorney's UDPP 2014-Travis C-G-1YG-0008	AL	MAP21	M5TR	<i>Planned:</i>	\$161,899.87		\$321,171.08	\$483,070.95
				<i>Actual:</i>	\$161,372.03		\$348,145.00	\$509,517.03
University Medical Center of El Paso 2014-UMCEP-G-1YG-0122	OP	MAP21	M1TR	<i>Planned:</i>	\$80,334.92		\$101,289.18	\$181,624.10
				<i>Actual:</i>	\$74,996.81		\$114,713.00	\$189,709.81

Project Cross-Reference by Task

Training Projects

<i>Organization / Project Number</i>	<i>PA</i>	<i>Fund Source</i>	<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
University of Houston/Downtown 2014-UHD-G-1YG-0019	AL	MAP21 M5TR	<i>Planned:</i>	\$172,355.00		\$241,800.07	\$414,155.07
			<i>Actual:</i>	\$169,632.00		\$240,240.00	\$409,872.00
University of Houston/Downtown 2014-UHD-G-1YG-0099	AL	MAP21 M5TR	<i>Planned:</i>	\$116,000.00		\$124,800.00	\$240,800.00
			<i>Actual:</i>	\$116,000.00		\$153,504.00	\$269,504.00

Training Task Summary

<i># Projects:</i>	<i>Federal Funds</i>	<i>State Funding</i>	<i>Prog. Income</i>	<i>Local Match</i>	<i>Project Total</i>
70	<i>Planned:</i> \$16,230,084.47	\$881,000.00	\$74,974.42	\$12,198,722.66	\$29,384,781.55
70	<i>Actual:</i> \$13,062,811.30	\$881,000.00	\$31,153.45	\$17,385,467.00	\$31,360,431.75